

PRIMARY LOGO PINS

Also called emblems or official marks, these authorized designs help collectors verify a pin's origin and place in history.



1932 SUMMER GAMES LOS ANGELES, CALIFORNIA

The first well-recorded logo, a shield with the Olympic motto, was used on souvenir pins and participants' badges as well as on stationery and official programs.

Every Organizing Committee of the Olympic Games (OCOG) creates a logo to represent the message, look, and tone of its Games. Emblems have ranged from natural wonders (mountains, snowflakes, the sun) to a host city's architectural landmarks (Big Ben, the Brandenburg Gate) to more stylized symbols (L.A.'s Star in Motion, Montreal's M).

Emblems must first be approved by the International Olympic Committee; they are then licensed by the host city's committee to suppliers and sponsors to be used in promotions and on merchandise.

Official logos have appeared on pins since 1932, the year they began to be trademarked.



1936 WINTER GAMES GARMISCH-PARTENKIRCHEN, GERMANY

Kreuzeck Mountain.



1936 SUMMER GAMES BERLIN, GERMANY

The Brandenburg Gate was used, but this bell is the emblem mentioned in the Official Report.



1948 WINTER GAMES ST. MORITZ, SWITZERLAND

The sun.



1948 SUMMER GAMES LONDON, ENGLAND

Big Ben.



1952 WINTER GAMES OSLO, NORWAY



1952 SUMMER GAMES HELSINKI, FINLAND

Track-and-field stadium.



1956 SUMMER GAMES MELBOURNE, AUSTRALIA

Torch, rising from city.



1956 SUMMER GAMES STOCKHOLM, SWEDEN

Horse and rider. Summer Games equestrian events were held in Sweden when strict Australian quarantine laws precluded their taking place in Melbourne.



1956 WINTER GAMES CORTINA D'AMPEZZO, ITALY

No official emblem was adopted, though this one was often used.



1960 WINTER GAMES SQUAW VALLEY, CALIFORNIA

Red, white, and blue star.



1960 SUMMER GAMES ROME, ITALY

Romulus and Remus are nursed by a she-wolf (commemorating Rome's legendary beginnings).



1964 WINTER GAMES INNSBRUCK, AUSTRIA

A shield.

**1964 SUMMER GAMES**

TOKYO, JAPAN
Japan's Rising Sun.

**1968 WINTER GAMES**

GRENOBLE, FRANCE
Snowflake.

**1968 SUMMER GAMES**

MEXICO CITY, MEXICO
"Mexico 68," with rings and dove.

**1972 WINTER GAMES**

SAPPORO, JAPAN
Rising Sun, with snowflake to signify winter.

**1972 SUMMER GAMES**

MUNICH, WEST GERMANY
The Wreath of Rays, which was designed to convey the concept of a "radiant Munich."

**1976 WINTER GAMES**

INNSBRUCK, AUSTRIA
Basically the same emblem that was used in 1964, with the year and the border changed.

**1976 SUMMER GAMES**

MONTREAL, CANADA
Stylized M, representing Montreal and the Olympic podium, atop the Olympic rings.

**1980 WINTER GAMES**

LAKE PLACID, NEW YORK
Stylized L, based on Whiteface Mountain and the McKenzie ski-jump complex, both of which served as skiing venues.

**1980 SUMMER GAMES**

MOSCOW, U.S.S.R.
Architectural silhouette representing Moscow's tall buildings and the stars above the Kremlin at night.

**1984 WINTER GAMES**

SARAJEVO, YUGOSLAVIA
Snowflake, from a regional folk-embroidery motif.

**1984 SUMMER GAMES**

LOS ANGELES, CALIFORNIA
Star in Motion, reflecting aspirations and speed, with 13 bars representing the original American colonies and U.S. colors.

**1988 WINTER GAMES**

CALGARY, CANADA
Snowflake, with maple leaf composed of interlocking C's.

**1988 SUMMER GAMES**

SEOUL, SOUTH KOREA
Traditional-style representation of the motto "Harmony and Progress."

**1992 WINTER GAMES**

ALBERTVILLE, FRANCE

**1992 SUMMER GAMES**

BARCELONA, SPAIN
Abstraction of "man in motion."

**1994 WINTER GAMES**

LILLEHAMMER, NORWAY
Northern Lights atop snow crystals, symbolizing snow trailing a skier.

**1996 SUMMER GAMES**

ATLANTA, GEORGIA
Torch Mark. The marriage of the Olympic rings and the "100" on the torch help to convey the 1996 Summer Games' Centennial theme.

GAMES FOR WHICH NO OFFICIAL LOGO WAS RECORDED:

1896
Athens, Greece

1900
Paris, France

1904
St. Louis, Missouri

1908
London, England

1912
Stockholm, Sweden

1920
Antwerp, Belgium

1924
Chamonix, France (Winter)

1924
Paris, France (Summer)

1928
St. Moritz, Switzerland (Winter)

1928
Amsterdam, Holland (Summer)

1932
Lake Placid, New York (Winter)