

# Examples of Previous Games Logos

Special Olympics Great Britain 2017	Special Olympics USA 2018	Special Olympics Australia 2014
 <p>The logo features a stylized figure with arms raised, holding a tree-like structure of colorful leaves. Below the figure, the text reads 'SPECIAL OLYMPICS GB NATIONAL GAMES SHEFFIELD 2017' and a small circular emblem is at the bottom.</p>	 <p>The logo is a fluid, multi-layered shape in shades of blue and purple, resembling a torch or water. Below it, the text reads 'SPECIAL OLYMPICS USA GAMES SEATTLE 2018' and a small circular emblem is at the bottom.</p>	 <p>The logo shows a stylized athlete in motion, composed of colorful geometric shapes. Below the athlete is a circular emblem with a tree-like structure. The text reads 'SPECIAL OLYMPICS NATIONAL GAMES 2014 MELBOURNE'.</p>
<p>An uplifted Special Olympics GB athlete full of confidence, passion, joy, skill and energy.</p> <p>The logo also resembles a tree with its flourishing leaves – mirroring the city’s green credentials and the growth of Special Olympics athletes.</p> <p>It is uplifting, vibrant and colourful which evokes the spirit, hope and passion to be demonstrated by Special Olympics athlete’s heading to Sheffield.</p>	<p>The mark for the 2018 Special Olympics USA Games is inspired by the iconic torch, the water around Seattle as well as the sweat and tears of joy from athletes, volunteers, families and fans.</p> <p>The colours are representative of the water and landscape of the Pacific Northwest. The fluid movement of the shape shows athleticism and energy.</p> <p>Many layers overlap, rising upward and working together, to show unity.</p>	<p>The 2014 National Games logo show an athlete in action while representing the architecture of the buildings of Federation Square in Melbourne, the host city.</p> <p>The bright colours represent the joy of Special Olympics Australia athletes and the pose gives a sense of activity, breaking boundaries and achievement.</p>

## Examples of Previous Games Logos

### Special Olympics Australia 2018



Special Olympics Australia  
**National Games**  
Adelaide 2018



Special Olympics Australia  
**National Games**  
Adelaide 2018



### Special Olympics Junior National Games 2021



Special Olympics  
**Australia Junior**  
**National Games**  
Launceston 2020



Portrait Format



Renowned Sydney based artist and ex Special Olympics athlete; Digby Webster worked with Taste creative to create the Games logo. Digby, an artist with Down syndrome painted his creative expressions of **South Australia**, the Games host state. The paintings Digby created capture perfectly the texture, color and vibrancy of South Australia's offering, and combined with the 2018 Games identity silhouette which brings to life the joy and enthusiasm of Special Olympics.

Designed by TASTAFE student, Jesse Gordon. The overall shape represents one of Launceston's most iconic features: The Cataract Gorge, with King's Bridge in front of it. The figure is 'leaping out into action' like athletes, and the gorge cliffs are stylized to resemble triumphant rays associated with celebration and are also reminiscent of thylacine stripes. Blue is the most prominent colour, its sporty, and represents our rivers. The Green represents Tasmania's lush wilderness and our parks. The yellow represents the enthusiasm of the athletes, and our sunny days. The vermillion is based on our national mineral (Crocoite) and represents the passion of the athletes. In addition, when arranged in portrait / stamp format, the shape of the logo combined with the text and Special Olympics logo vaguely resembles the face of a Tasmanian tiger.