



## **THE OFFICIAL SYMBOL FOR THE VIIIth. OLYMPIC WINTER GAMES**

(released by the Organizing Committee of Squaw Valley)

The official symbol for the VIII Olympic Winter Games at Squaw Valley, 1960, has been selected from among more than six hundred liminary designs and will be imprinted on posters, windshields and baggage stickers for world-wide distribution, Robert DiGiorgio, Executive Vice-President of the Games' Organizing Committee, announced today.

The symbol, available in a combination of colours or in black and white, consists of three overlapping triangles forming a background for the traditional five-ring Olympic emblem. Encircling the triangles are the words, *VIII Olympic Winter Games, 1960, California*.

A primary reason for the selection of this free-form design was its flexibility. It can be used *in* reduced sizes, for labels, buttons

and rings, and in large sizes, suitable for decorations at the Ice Arena and Olympic Village.

Hundreds of the designs were submitted.

Thousands of posters and stickers will be distributed to travel agencies, airlines, steamship companies, diplomatic personnel, ski resorts, ski clubs, ski shops and other international outlets.

The materials will be available in five languages : English, French, German, Italian and Spanish.

The emblem was designed by the art department of the Knollin Advertising Agency, San Francisco.

(See the illustration in the present edition.)

*Reproduction of the official poster of the VIIIth Olympic Winter Games.*

*Reproduction de l'affiche officielle des VIII<sup>es</sup> Jeux Olympiques d'Hiver.*

