

EMBLEM FOR THE CENTENNIAL GAMES



Atlanta 1996

The Centennial Torch, the new emblem of the Games of the XXVI Olympiad in Atlanta chosen from over 500 designs, appears, uniquely for an Olympic logo, on a background of Georgia Green, the distinctive and well-loved colour of the region's lush vegetation. The Olympic Rings and the figure 100 - both in gold rather than the five Olympic colours to emphasize the unique status of these Centennial Games - combine to make up the torch's handle, which manages to represent both the classical columns of Greek Antiquity and those to be seen everywhere throughout Atlanta and the south-east of the USA. The flame - made up of five differently shaped and coloured segments to illustrate the diversity of the Olympic family - rises up to finish in a perfect star shape, the final aspiration and dream of all the athletes.

A Games logo that incorporates integrally the Olympic Rings - like Mexico City's in 1968 -, the Centennial Torch has replaced the popular five As" bid symbol, which was more city-centric and less international in scope. The new logo, when used on stationery etc. without its background Georgia green, will substitute this colour in the torch handle instead of the gold.

Launched after great secrecy on 13th February - all the bid symbols were replaced in cover of darkness overnight - the first Torch pins arriving in Albertville were reported doing brisk trade.