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U.S. Olympic & Paralympic Museum unveils new logo

COLORADO SPRINGS, Colo. – The United States Olympic & Paralympic Museum today unveiled its new logo as part of the ongoing brand development ahead of its grand opening later this year. The new five-stripe design will complement the existing logo used by the Museum.

“The new logo for the U.S. Olympic & Paralympic Museum represents a blend of classic influences and modern trends,” said USOPM CEO Christopher Liedel. “The Museum experience merges the tradition of the Olympic and Paralympic Games with state-of-the-art technology to tell the inspiring stories of Team USA athletes in a compelling way, and this logo is reflective of that balance.”

The new logo for the Museum takes its colors from both the Olympic rings and Paralympic agitos, its stripes from the American flag, and the diamond silhouette from the building’s façade. Together, these elements suggest an abstract flame and create a connection to an iconic symbol of the Olympic and Paralympic movements. While inspired by these familiar elements, the design is an original image, giving the USOPM its own independent identity. The dynamic, colorful symbol is balanced by a refined, elegant wordmark, stacked to give equal weight to each important element of the name. The logo was designed by award-winning graphic firm Chermayeff & Geismar & Haviv.

The Museum’s existing logo includes the Olympic rings and the Paralympic agitos and will be used as well as an important connection to and celebration of the legacies of these iconic institutions and movements.

“The challenge here was to draw inspiration from the Olympic and Paralympic Games and from the American flag — two of the most famous identities in the world — while still creating a new and original mark,” said Sagi Haviv, partner and principal designer at Chermayeff & Geismar & Haviv. “It’s been an honor to work with this new institution that celebrates excellence and achievement in all of its forms.”

Located in southwest downtown Colorado Springs – Olympic City USA – the U.S. Olympic & Paralympic Museum will be one of the most accessible buildings in the world. The Museum will feature state-of-the-art technology throughout the 13 galleries, which will give guests a holistic journey of athletes and the Olympic and Paralympic Games.

With construction complete, the U.S. Olympic & Paralympic Museum now has the temporary certificate of occupancy for the 60,000-square foot structure. The focus will remain on exhibit installation and operationalizing the Museum ahead of its official opening.

Visit USOPM.org to learn more about the U.S. Olympic & Paralympic Museum.



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