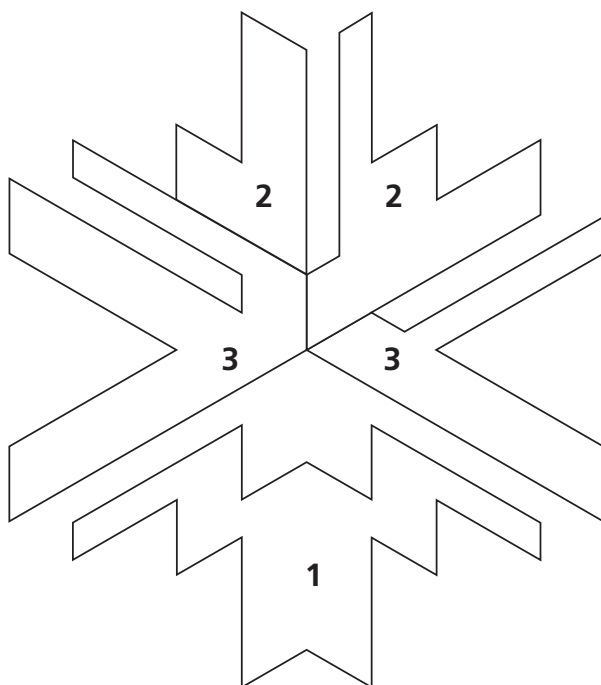
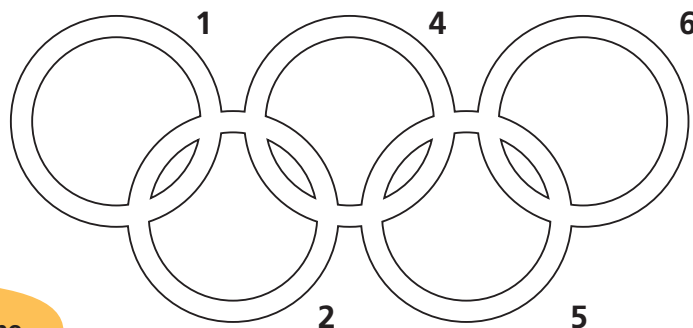


What's in a Logo?

A logo is a simple design that can be used to easily recognize an organization, product or event. Often a logo will be more than just a simple picture—it may have several symbolic meanings. This is the logo of the Salt Lake Olympic Winter Games of 2002.



SALT LAKE 2002



Color each part of the picture above by matching the number with the colors listed on the right.

- 1 – blue
- 2 – yellow
- 3 – orange
- 4 – black
- 5 – green
- 6 – red

NAME _____

Now it's your turn!

Graphic artists worked hard to create an Olympic emblem symbolic of Utah's culture, geography, spirit, and tradition.

Now it's your turn to design a logo for your city or town!



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Start by brainstorming the many symbols of Utah:

Now select colors, images, and shapes symbolic of your community. On another sheet of paper, design a logo to represent your city and explain your design below.

City or Town:

The Salt Lake 2002 logo design contains three colors: blue, orange and yellow reflecting Utah's landscape, seasons and cultures. The logo is symbolic of many images. When you look at the design see if you can see:

- A mountain with a sunrise
- A lit torch
- A snowflake

The colors and design are also symbolic of Utah's Native American culture.

Explanation of design:
