The London 2012 logo was launched in the spring of 2007, to widespread derision. What does this mean for the future of the Olympic brand?

The official logo of the London 2012 bid appeared to meet with the public approval. It appeared to conform to the general design characteristics of previous Games, identifying clearly that the logo encompassed London, the Olympics and our historic bid for the year 2012.

Why then, did we have to have a new logo that appeared completely different to a logo that the British public had become familiar with, and, actually, quite liked?

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THE NEW LOGO

The official logo of the London 2012 Games was met with widespread derision. One Member of Parliament was even upset enough to start an anti-logo petition, gaining over 40,000 signatures within a matter of days! The £400,000 price tag was also widely criticised. To add insult to injury, a promotional video for the logo was then launched, immediately causing epileptic seizures amongst viewers, due to its inclusion of flashing lights. This led to London 2012 removing the offending segment from the promotional video.

DEFENDERS OF THE LOGO

The logo did, however, have some fans. Some brand managers believe that the logo offers a brilliant opportunity to adapt the colours to suit those of any sponsoring brand.

Logo Alternatives

❖ Would the logo have been designed better by children/young people?

❖ Should the project have been assigned to young British designers to showcase our great fledgling British talent in the field of design?

❖ Should we have simply retained the conservative but generally pleasant official logo of the bid team?

FIND OUT MORE:

Miah, A. (2007) No Go Logo?

London 2012's Branding Hurdle, *Culture at the Olympics*, 9(3), 14-17.

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