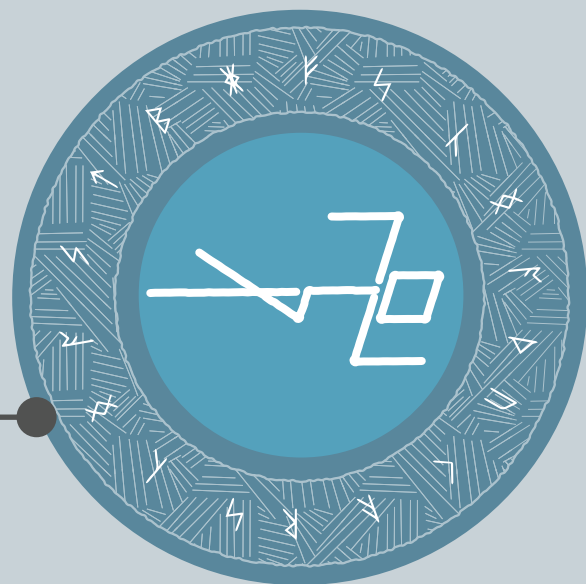




RUNNING



BASKETBALL



SWIMMING



ARCHERY

ICELANDIC OLYMPIC ICON SET

The icon set for the Icelandic Summer Olympics draws inspiration from the rich heritage of Nordic symbolism, reflecting the culture and history of Iceland while celebrating the athletic spirit of the Games. Each icon is circular, symbolising unity and inclusivity, core values of the Olympic movement. The round shape also evokes the continuity of life and competition, with no beginning or end, much like the enduring legacy of the Olympics.

At the heart of each icon lies a pictogram representing a different sport, designed using hand-drawn lines and geometric angles to create a balance between organic movement and structured form. This style resembles ancient Nordic symbols, linking the modern games to the ancient traditions of Iceland and its neighbouring countries.

Surrounding the central pictogram are Nordic letters, representing both Icelandic language and culture. These letters, carefully arranged, reinforce the connection between the games and Icelandic identity. The letters are placed on a backing that features a line-based pattern, subtly referencing the landscapes and traditional crafts of the region.

The overall design aims to fuse the past with the present, offering a modern, stylised interpretation of sports pictograms while honouring Iceland's Nordic roots and its unique cultural heritage.

Nordic Teal
CMYK C 39 M 0 Y 0 K 45
Hex 59879C

Nordic Teal
CMYK C 65 M 20 Y 20 K 0
Hex 54A1BC

At least 4 icons produced

Icons labelled

A3 Landscape size

Title

200 word rationale

Colours