



BERMUDA OLYMPIC ASSOCIATION

P O Box HM 1665, Hamilton, Bermuda | Tel: 441 295 7146 | www.olympics.bm

NEWS RELEASE

BOA TO HOLD DESIGN COMPETITION FOR “TEAM BERMUDA” LOGO

Hamilton, Bermuda—14 January 2020: The Bermuda Olympic Association (BOA) today announced that it is running a design competition for a new Team Bermuda logo that will be featured on athletes’ non-competition and non-ceremonial attire, and on BOA sponsorship materials and merchandise to coincide with the beginning of the Tokyo 2020 Games.

The BOA is inviting Bermudian professional graphic designers and graphic design students (working or studying in Bermuda or abroad) to submit designs for consideration by a Committee of the BOA, which will shortlist three to five to be put to a public vote. The design that gets the most votes from the public will be declared the winner and will become the official Team Bermuda logo used in connection with the island’s participation at major festivals including the Olympics, Pan Am Games and Commonwealth Games.

Design submissions are due by 29 January 2020. Shortlisted designs will be displayed at the Bermuda National Gallery and online at www.teambermudalogo.com from 8 to 21 February 2020. Members of the public can vote for their favourite design at the Gallery or online. The winning design will be announced on 10 March 2020.

In addition to bragging rights, the winning designer will receive a \$1,000 travel voucher, plus the rights to use the design in promoting his or her design services.

Brenda Dale, BOA Vice President said, “The International Olympic Committee is encouraging National Olympic Committees around the world to develop commercial logos that complement their official NOC emblems, and which will be used on sponsorship materials and merchandise as a way to enable the community to show their support for athletes.

“The BOA is a charity, and our resources are committed to the development of our athletes, ensuring their participation in major international sports festivals, and educating our youth on Olympism. Logo design isn’t our forte, so we wanted to come up with a creative way to develop a design for the ‘Team Bermuda’ logo that would involve and be embraced by the public.

“The logo competition is a great opportunity to help showcase Bermuda’s graphic design talent by inviting designers to ‘put their mark’ on Team Bermuda, so to speak. We’re really looking forward to receiving the designs and sharing them with Bermuda.”

Peter Lapsley, Executive Director of the Bermuda National Gallery, where the shortlisted designs will be on display to the public for voting, said, “We are very pleased to partner with the BOA to help get the public involved in selecting a great new logo for Team Bermuda. As an arts organisation Bermuda National Gallery is engaged by and in support of great art and great design, and having the opportunity to showcase the work of talented Bermudian artists and works representative of Bermuda, is exciting and very much in line with our mission.”

Additional information about the Team Bermuda logo contest, including submission requirements and competition rules, is available on www.teambermudalogo.com.

- ENDS -

Note to Editors

About the Bermuda Olympic Association

Established in 1936, the Bermuda Olympic Association (BOA) is the sole representative of the International Olympic Association, the Pan American Sports Organization, and the Commonwealth Games Federation, and oversees all matters pertaining to Bermuda and these international sporting Festivals. The BOA liaises with the local National Sport Governing Bodies to help identify Elite Athletes and to assist with and support their development so as to maximise their participation in the major Festivals.

Media Contacts

Olympics@ibl.bm