

New Olympic Logo

by
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If you haven't heard the US Olympic Committee (USOPC) is considering a redesign of its logo. Sean Hannity slams the proposed change as "an awful idea."

Now changing or updating logos has always been an activity used to denote that an organization is evolving and changing to keep up with the modern world.

On July 6th, the USOPC sent out an online survey exploring redesigning of its current logo.

Many believe that the survey is a result of Gwen Berry's June 28 protest at the national Olympic trials when she turned away from the US flag and covered her head with an activist shirt. This was not the first time that Berry used her athletic winning position to engage in protest during the playing of our national anthem and showing disrespect for our flag and country.



However the survey, the consequential proposed redesign, and Berry's protest are also the result of CEO Sarah Hirshland's open letter to Team USA athletes on social justice and right to protest.

Some also believe that NFL's announcement that "football is gay" may have also been a factor in issuing the survey.



Regardless of the reason behind the redesigning of the US Olympic logo, there is a lot of questioning about its appropriateness in representing the founding principles of our country

The "new" American flag in the logo consists of 5 stars and 5 stripes. According to the USOPC marketing director, Lisa Baird, the stars and stripes represents working collaboratively with the International Olympic Committee (IOC). The IOC logo is the 5 interlocking rings while the three red, blue and green curves represent the Team USA logo which signifies "the importance of identifying with the history, spirit and symbolism of our country."

According to the Olympic Charter, rule #8, “The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.”

While the redesigned flag may represent collaborative interaction between the USOPC and IOC, there has not been any discussion as to why 5 stars and 5 stripes. The stars and stripes may infer the rule #8 of the Olympic Charter but such inference is tenuous at the least.

The significance of the Team USA logo combined with Hirshland’s letter and so-called social injustice protests may actually provide a better understanding of why 5 stars and 5 stripes are used.

Before the founding of our nation, social and religious movements have existed. The two movements have been closely intertwined until recent history when the socialists dropped, or better yet, began ignoring the concepts of religious freedom and practice and replacing such beliefs and practice with agnostic and atheist teachings and practice.

Although many US presidents since the mid-1800s have issued executive orders addressing social issues of their times, it wasn’t until Clinton’s presidency that a large number of these social issues were addressed through initiatives or executive orders.

Meanwhile the progressives and socialists in the Democratic Party started undermining and redefining the party’s political stance. The 1990s ushered in a reviving of the term “political correctness” (PC). The goal of PC was and still is to neuter traditional terminology that has been used for centuries. PC was weaponized in order to curb free speech, to punish others for having viewpoints that make others feel uncomfortable, and to marginalize working class America.

Today PC has replaced the terms “civil rights” and “human rights” with a new term – “social justice.” However this PC term has also been redefined, again confusing Americans as to its new meaning. The main principle behind social justice is summed up in one word – equality, or other words, the equal participation of all groups in a society. Other, but of lesser and in descending order of importance, principles include: a. access to resources, b. participation, c. diversity, and d. human rights.

With the proposed revision of the USOPC logo, one has to question whether its design is intended to curry favor from the IOC, or has other intentions. Given the progressive and left leaning of the USOPC committee members and leadership, combined with the unpatriotic displays of behavior by Olympic hopefuls, and our current political environment, many have come to believe that the proposed design has a different meaning.

Let’s look at the design and contemplate its elements. The design consists of three elements (a redesigned US flag, the Olympic logo, and the Team USA logo). Since the

Olympic logo already addresses the five continents of athletes, the five stars and five stripes on the redesigned US flag apparently has no plausible relationship to the Olympics.

The Team USA logo representative of our nation's the history, spirit and symbolism of our country. Therefore there is a plausible link between the Team USA logo and the redesigned US flag.

That now brings us to the redesigned flag. Remember it has 5 stars and 5 stripes. In our original and current flag each star represents a state. The 13 stripes represent the unity of the 13 original colonies.

The colors of the flag, although not changed are symbolic as well; red symbolizes hardiness and valor, white symbolizes purity and innocence, and blue represents vigilance, perseverance and justice. These are the same attributes that are expected of athletes representing the US and has not changed. In fact the Team USA logo imbues these attributes.

One interpretation given for the 5 stars and 5 stripes is that each star represents one of the five principles in the social justice movement. Since the stripes in our regular flag represent unit, many believe that the 5 strips represents the unity of the LGBTQ community.

For the majority of Americans the redesign of the flag in the new logo is NOT representative of the US and should be discarded, especially since it does not represent the history of our nation.

Consequently, many people have decided NOT to support the USOPC with monetary or other donations.