

Winter Olympic Games

Posters and Logos on stamps sheets covers and Cinderellas.

Each Olympic Games has a main motif which is used on advertising posters and other publicity material, including stamps and other philatelic material.

This display gives you a flavour of these for the Winter Games which began in 1924.

The second display to come will feature the Summer Games.

CHAMONIX-MONT BLANC, France

25 January – 5 February 1924



This was not a 'real' Olympic Games but the events in Chamonix in 1924 were subsequently so designated. There were no stamps printed for the Games but Equatorial Guinea produced a set in 1975 which showed all the posters up to date.

ST MORITZ, Switzerland

11 – 19 February 1928



A set of Cinderella poster stamps in 4 languages.

These vignettes are important because they are the first use of the Olympic Rings on stamps.

LAKE PLACID, USA

4 – 15 February 1932



Cinderella vignettes for Lake Placid showing the Games poster logo. The USA produced one stamp with a Ski Jumper.

GARMISCH-PARTENKIRKEN, Germany

6 - 16 February 1936



Again, there are no contemporary examples for this display so I am showing the Equatorial Guinea stamp for 1936. Germany produced three stamps all showing sports events.

ST MORITZ, Switzerland

30 January – 8 February 1948



The Equatorial Guinea stamp again. Switzerland issued a set of four with various designs, including a 'Sun' stamp which is similar but not the same as the official poster.

OSLO, Norway
14 - 25 February 1952



Cinderella vignette showing the Games logo/poster. Norway issued a set of three stamps.

CORTINA D'AMPEZZO, Italy

26 January – 5 February 1956



Sheet of vignettes showing Games design – one of two poster stamps issued to help pay for the Games. Italy issued a set of four stamps showing sports Venues.

SQUAW VALLEY, USA

18 – 28 February 1960



First Day Cover from USA to Helsinki with the snowflake design stamp issued by USPS. The Games logo/poster design is shown on the left of the cover.

INNSBRUCK, Austria

29 January – 9 February 1964



The Austria set from 1964 shows 7 sports, but no logo. The Games logo for 1964 is nicely shown in this imperforate set from Hungary (also available in perforated of course + a souvenir sheet - perf and imperf). If you look below to 1976 you will immediately spot the similarity!!

GRENOBLE, France

6 – 18 February 1968



Nice to have a host country stamp with the actual logo! France also issued a set of 5 with sports and a stylised Olympic Torch on the 0.60 + 0.20f which again was surcharged to help pay for the Games.

SAPPORO, Japan

3 - 13 February 1972



Japan issued 2 sets and a sheet as illustrated. The sheet shows the logo/poster design.

INNSBRUCK, Austria

4 – 15 February 1976



Look familiar!! The Austrians couldn't be bothered commissioning a new logo/poster. They just changed the date of the 1964 one. Here is a nice sheet from Equatorial Guinea.

Some collectors will not countenance all these 'fake' philatelic items from very hot eg African countries which have no link to Winter Sports but are issued to make money!!

Austria issued 2 sets of 4 values – all sports pictures.

LAKE PLACID, USA

13 – 24 February 1980



Nice stamp from Belize set of 8 + 2 sheets.

USA issued a set of four sports stamps individually and four joint print (se-tenant).

SARAJEVO, Yugoslavia

8 – 19 February 1984



Lovely image of the poster design in the centre of this souvenir sheet. Yugoslavia issued a number of issues (I am assuming for fundraising purposes).

1st set - 1982 4 x views + 1983 single stamp

2nd set - 1983 6 x sports venues + sheet illustrated + single stamp alpine skiing

3rd set – 1984 8 x sports

2 souvenir sheets

1984 Medallist

CALGARY, Canada

13 – 28 February 1988



This is the complete set of Canadian stamps for Calgary. There is no specific design for the poster which is a pity, but the logo is shown on the left of each design.

ALBERTVILLE, France

8 – 23 February 1992



This was the last date in which the Winter and Summer Games since 1924 had been held in the same year. Albertville won the Games at the IOC meeting Lausanne in 1986. Lillehammer was a candidate but came 4th.

France issued 12 stamps plus a sheet with more which included a surcharge to help pay. Most of the stamps were sports but this 2.50f stamp is a fine example of the poster.

LILLEHAMMER, Norway

12 – 27 February 1994



In 1986, the [International Olympic Committee](#) (IOC) voted to separate the Summer and Winter Games and arrange for them to take place in alternating even-numbered years. Lillehammer subsequently launched a new bid for the 1994 Games and won the vote after making the changes recommended by the IOC following its failed 1992 bid.

Norway issued a lot of philatelic material including stamps and sheets which can be had perf and imperf.

This sheet from Paraguay has a nice example of the Games logo. Note the logos for Lillehammer and Albertville on the individual stamps. This was quite a common practice on stamps across the world as issuing countries adapted to the new two year arrangement whilst the changeover took place.

NAGANO, Japan

7 – 22 February 1998



Lovely example again of the poster design from the host nation. This is one of a set of two and also included two souvenir sheets of 10 values each.

SALT LAKE CITY, USA

9 – 24 February 2002



The USA issued a set of 4 sports stamps which did not include the logo or poster so I have chosen this colourful stamp from Mexico to illustrate the design.

TURIN 2006, Italy

10 – 26 Feb 2006



This is the poster design, Italy produced 2 sets of 4 stamps + a sheet of 9 values as well as this one.

VANCOUVER, Canada

12- 28 February 2010



Canada is a master at producing many issues to help pay for Games. There are 34 separate stamps but they come in various guises: different perfs, sheets, coils, souvenir sheets etc. This picture is the Games poster + the Paralympic poster with perf and imperf edges.

SOCHI, Russia

7- 23 February 2014



The Sochi design is very simple but elegant. As they did in 1980 the Russians produced many issues starting in 2005.

PYEONGCHANG, South Korea

9 -25 February 2018



The modern issues are hard to get hold of and considering the cost of face value postage nowadays the continuing collection of all issues is becoming problematic.

I have no issues from South Korea but this nice triangular stamp from Belarus fulfils the brief perfectly.

BEIJING, China

4 – 20 February 2022



You can trust the Chinese to flood the market with philatelic material – for the 2008 Summer Games I presently have about two hundred album pages of stamps and sheets.

I haven't even begun to consider whether to bother trying to emulate this for the Winter Games of 2022, but this early issue is a beautiful example of the poster/logo art.

I will come back another time with the same sort of display for the Summer Games if you have found this at all interesting. Be honest!!!!