

# PRESIDENT'S MESSAGE

by Mark Maestrone

## New SPI Branding!



For over five decades, our distinctive blue logo with the “SPI” acronym embracing the eastern and western hemispheres of the globe, represented our society’s membership around the world. However, with the emergence of modern new communication platforms – computers, smartphones and tablets – reproduction of our logo was no longer limited to just the printed page. Digital versions of the logo appeared muddy and ill-defined. In short, we lost the ability to adequately express our identity. It was time for a change!

Working with graphic artist and stamp collector, Jim Sulsona, of Laughing Palm, Inc., the board approved a new logo which we believe will provide a modern, more effective visual identity for SPI.

In combining a simplified representation of the world with a framework of stamp perforations, it is clear we are a global philatelic organization. The green laurel branch at the center of the image symbolizes our Olympic heritage, while the color gold is the embodiment of excellence in sports – and philately!

There are two versions of the logo which we will be using. In the larger of the two, our name is spelled out in italic characters – perfect for the banner of our journal’s title page (see the inside front cover of the journal on the facing page). A more compact version, shown above, will be available for situations with limited space requirements. The laurel branch is our stand-alone emblem featured on our website’s favicon (the small icon in your web browser’s address bar or bookmark list).

We hope that our members approve of our new branding, and we encourage those of you with your own websites to display our new logo (available shortly from our website’s banner page).

Speaking of our SPI website, that, too, is undergoing a complete makeover (as I have time to work on it). Stay tuned!

## IOC Awards Two Olympic Games

Unless, like Rip Van Winkle, you’ve been napping under a tree for the past year, it has not passed your notice that the International Olympic Committee, on September 13, elected not one, but *two*, Olympic host cities. Paris will present the 2024 Olympics, while Los Angeles, California welcomes the Games in 2028. Coincidentally, this will be the third time the Olympic Games has visited each city: Paris in 1900 and 1924, and Los Angeles in 1932 and 1984.

An article on page 2 of this issue reviews the chronology of how Los Angeles rose from just another USOC bid city applicant for 2024, to be the sole candidate for the 2028 Olympic Games.

## 2017 World Olympic Collectors Fair Bratislava, Slovakia

September was a busy month as we also celebrated the 23<sup>rd</sup> World Olympic Collectors Fair in Bratislava, Slovakia. The 3-day event was held at the NH Bratislava Gate One Hotel from 8-10 September.

The Fair is an annual event for Olympic collectors of all stripes – stamps, coins, pins and memorabilia. In cooperation with AICO (the International Association of Olympic Collectors) and the IOC’s Culture and Olympic Heritage Commission, Bratislava 2017, was organized by the Slovak Society of Olympic and Sports Collectors, with the support of the Slovak Olympic Committee and the Slovak Olympic and Sports Museum. A full report begins on page 15.

## SPI 2024 Olympic Covers

The recent “Have a Ball” stamps issued by the U.S. Postal Service on 14 June presented a perfect opportunity to celebrate the Los Angeles bid for the (then) 2024 Olympic Games. A limited number of six different cacheted covers were created matching a ball stamp with its proposed Olympic venue, and cancelled with the USPS’s color laser FD postmark. Visit page 32 for ordering instructions.

