

Poster

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Color poster for the Montreal 1976 Olympic Games. The main illustration features sailboats. References to the event are also included.

Accession Number 2012.34.06

Date 1976

Materials paper

Measurements 59,3 x 41,6 cm

Historical context

Each edition of the Olympic Games has its own official poster. Eight were created for the 1976 Montreal Games, including the poster opposite. They illustrate the main symbols of the Games.

Unlike many other posters, this one reads “Kingston 1976” rather than “Montreal 1976”, the host city of the Games. From July 19 to 28, the Ontario city hosted the sailing events on Lake Ontario. Kingston is also a stopover for the Olympic Torch Relay.

There are 6 sailboats illustrated, each corresponding to a different event. At the 1976 Games, 4 of the sailing events were mixed, and 2 were reserved for men. The first women’s event was not held until 1988. The second part of the illustration features a multicolored headband. In the colors of the Organizing Committee, it also reflects the universal colors of Olympism.

This symbol is an integral part of the event’s visual identity. It played a major role in the success of the 1976 Games and their posterity. In fact, the numerous posters made the event’s identity distinctive and complete. Today, these diverse creations recall the success of the festivities, while reflecting a period of graphic design marked by simple geometric shapes and a restricted color palette.