

The LOGO of the Games – meaning and explanation



Berchtesgaden & Ruhpolding

The logo of the 4th CISM World Winter Games 2021 combines the languages and cultures of the nations competing and the communal spirit among them. Sport is the connecting element that turns athletes into friends in place of their countries.

The **RIBBON OF FRIENDSHIP** is an integral part of the logo. It is the top feature and bears the design of the Bundeswehr's brand as an employer. Composed in wintry ice colors, the ribbon forms the shape of a mountain. Representing the silhouette of the Watzmann, it establishes the regional connection to the most famous mountain massif in the Berchtesgaden Alps. The ribbon is also a ribbon of friendship that connects all the athletes and their nations.



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The element between the ribbon of friendship and the words "4th CISM World Winter Games 2021" is the word "Bundeswehr", denoting the host and organizer of the games.

The position of the word also symbolizes the way in which the **BUNDESWEHR** is bringing together the (Alps) region and guests from all over the world.



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CISM (= Conseil International du Sport Militaire), the international governing body of military sports, is highlighted as a brand by its presence in the logo.

This is an appropriate sign of appreciation for one of the largest sports associations in the world, with 140 member nations and an over 70-year history.



A line, in the German national colors, symbolizes the **HOST NATION**, marks the end of the upper part of the logo and establishes a connection with the two venues and **HOST CITIES** of Berchtesgaden and Ruhpolding.



The result is a modern logo that expresses **PRIDE, DYNAMISM, DOMINANCE AND CLARITY**.



The design furthermore incorporates and communicates all the aspects that are intended to be highlighted by the Bundeswehr's commitment:

- the **significance** of the CISM organization
- the level of **performance** of the athletes competing – world-class level
- the **hospitality** of Germany, Bavaria, the Bundeswehr and the municipalities of Berchtesgaden and Ruhpolding – all the guests will feel welcome and comfortable here
- the **attractiveness** of the Bundeswehr as an employer
- the **ability** of the Bundeswehr to organize such events