



### **Our Logo's SAGA:**

#### ***The first Olympic Champions in Ice Hockey:***

**The legendary Falcons of Winnipeg, all (except one) of whom were Canadian born sons of Icelandic immigrants, represented Canada and won the first ever Olympic Ice Hockey Championship at the VII. Olympiad in Antwerp, Belgium, on April 26. 1920.**

**The IOC recognizes the 1920 Canadian Team as the first ever Olympic Champions in Ice Hockey.**

In remembrance of this story and to honor the memory of the players and the team, the board of IHI decided to use the Icelandic Falcon, the biggest wild falcon in the world, as the main theme in our logo.

Also we use a Glacier, and at the bottom, the fire, a symbol of a volcanic eruption, as Iceland will always be remembered as "The Land of Ice and Fire".

The "Fire" at the bottom is shaped like the Canadian Maple Leaf.

By that, we remind people of the old connection with Canada and this important and interesting fact of the Ice Hockey history.

The colors of the logo are: blue Frame, red Fire (Maple Leaf) at the bottom, white Glacier, navy blue Falcon with a red Flame inside, and a light blue Sky.

We hope that one finds this an interesting story and that the memory of these great athletes will be kept alive, whose roots were in the harsh, rough and wild Icelandic Society of the 19<sup>th</sup> century.