

## Royal Mail 2012 London Olympic Definitive Stamps pack



### Telling the story behind the emblem.

Researched and designed by Neon, the Royal Mail 2012 London Olympic Definitive Stamps pack tells the design story behind the 2012 London Olympic emblem, which was to appear on a set of Royal Mail definitive stamps during the Games.

The pack also looked back and explored well known Olympic emblems of the past, some of which have come to be seen as design classics in their own right. As well as this pack, other Neon projects for Royal Mail have focused on the London 1908 Olympic Games, the 40th anniversary of the first flight of Concorde, and 10 years of the London Eye, to name just a few...

### Kind words...

*"Great stuff! Many thanks, enjoyable as ever."*

**ALASTAIR PETHER**  
Design Manager  
Royal Mail

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**THE LONDON 2012 GAMES**  
The Olympic and Paralympic Games will take place in the Olympic Stadium and the London Aquatics Centre from 27 July 2012 to 12 August 2012. The Paralympic Games will take place from 29 August to 9 September 2012.

**THE OLYMPIC GAMES**  
The Olympic Games are the most important sporting event in the world. The Olympic Games are held every four years, with the exception of the years 1904 and 1916.

**THE PARALYMPIC GAMES**  
The Paralympic Games are the most important sporting event for people with physical disabilities. The Paralympic Games are held every four years, with the exception of the years 1980 and 1984.

**CONTEXT IS EVERYTHING**  
The London 2012 Olympic and Paralympic Games are the most important sporting event in the world. The Olympic Games are held every four years, with the exception of the years 1904 and 1916. The Paralympic Games are held every four years, with the exception of the years 1980 and 1984.

**UNIVERSALITY**  
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**THE JOURNAL OF THE GAMES**  
The Journal of the Games is the official publication of the London 2012 Olympic and Paralympic Games. It contains news, reports, and photographs from the Games.

**THE GAMES OF THE XXII OLYMPIAD**  
The Games of the XXII Olympiad were held in London in 2012. They were the first Olympic Games to be held in a city that has never before hosted the Olympic Games.

**THE GAMES OF THE XXX OLYMPIAD**  
The Games of the XXX Olympiad were held in London in 2012. They were the first Olympic Games to be held in a city that has never before hosted the Olympic Games.

**THE OLYMPIC GAMES AND LONDON**  
The Olympic Games are the most important sporting event in the world. The Olympic Games are held every four years, with the exception of the years 1904 and 1916.

**THE GAMES OF THE XXII OLYMPIAD**  
The Games of the XXII Olympiad were held in London in 2012. They were the first Olympic Games to be held in a city that has never before hosted the Olympic Games.

**THE GAMES OF THE XXX OLYMPIAD**  
The Games of the XXX Olympiad were held in London in 2012. They were the first Olympic Games to be held in a city that has never before hosted the Olympic Games.

**PAST MASTERS**  
The Olympic Games have a long and rich history. They have been held in many different cities around the world. The Olympic Games are the most important sporting event in the world.

**MEXICO 1968**  
The Olympic Games were held in Mexico City in 1968. They were the first Olympic Games to be held in a city that has never before hosted the Olympic Games.

**TOKYO 1964**  
The Olympic Games were held in Tokyo in 1964. They were the first Olympic Games to be held in a city that has never before hosted the Olympic Games.

**MUNICH 1972**  
The Olympic Games were held in Munich in 1972. They were the first Olympic Games to be held in a city that has never before hosted the Olympic Games.

**ATHENS 2004**  
The Olympic Games were held in Athens in 2004. They were the first Olympic Games to be held in a city that has never before hosted the Olympic Games.