

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 prestigious of the world's sports events. The 2012 Olympic Games will be held in London from 27 July to 12 August 2012.

THE PARALYMPIC GAMES
The Paralympic Games are the most prestigious of the world's sports events for athletes with physical disabilities. The 2012 Paralympic Games will be held in London from 29 August to 9 September 2012.

'2012 Headline'
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

THE JOURNAL OF THE GAMES
The Journal of the Games is the official publication of the London 2012 Olympic and Paralympic Games. It will be published in print and online.

THE GAMES OF THE XXV OLYMPIAD
The Games of the XXV Olympiad were held in London in 2012. The Olympic Games are the most prestigious of the world's sports events.

PAST MASTERS
The Olympic Games have a long and illustrious history. The first Olympic Games were held in Athens in 776 BC. The modern Olympic Games were revived in 1896.

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