

## UK Sport

### The Lizzy Yarnold story



#### Gold rush – insights into Lizzy Yarnold's success by UK Sport.

Over the past few years Lizzy Yarnold has been Great Britain's golden girl in the Skeleton at the Olympics, the Skeleton World Cup and Skeleton World Championships. Neon's long term client UK Sport asked us to help them put together a printed record and digital presentation to be distributed within UK Sport as a shining example of accelerated development programme devised by British Skeleton in collaboration with the UK Sport/EIS Performance Pathway Team. The UK Sport programme exploited emerging intelligence regarding what it takes to win on the international stage in order to establish a development curriculum that provides clear progressive benchmarks for the athletes and engages world leading expertise to optimise each area of performance gain.

The cover of the A5 sized French folded booklet showcased an observation found within letterforms of Lizzy's name that perfectly captured the spirit of her life at speed on the ice in the Skeleton. The mark was then foiled in metallic gold on to a beautiful white iridescent 300gsm cover paper stock, representing the icy track she has been so up close and personal to on each and every gold medal run. The golden foil 'tracks' were then carried over on to each and every spread of the booklet helping to define and bring life to the layout, as it documented Lizzy's journey of commitment and sacrifice in training as well as the application of the sports science that helped shape the remarkable athlete we see

today. It also included a substantial digital presentation and video content, saved to a bespoke flat USB stick that bore more than a passing resemblance to her sled which was placed within the back cover of the booklet ...

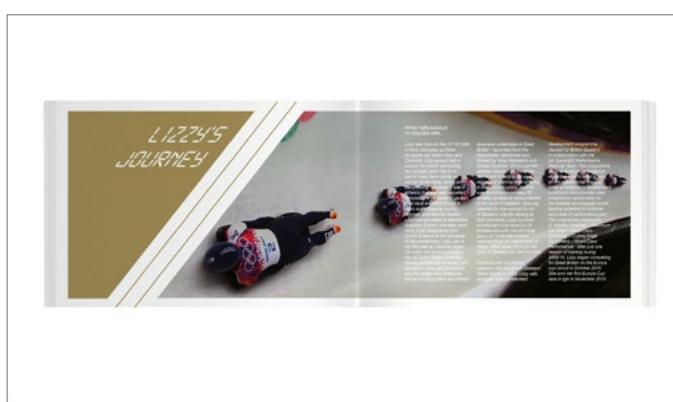
#### Kind words...

*"This was a fantastic job!" It was incredibly well received within UK Sport and beyond – and Lizzy just loved it"*

**DR STEWART LAING**  
Head of Performance Pathways  
UK Performance Pathway Team  
UK Sport

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#### PROJECT SUMMARY

Art direction  
Brand identity  
Literature

