

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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