1996 Atlanta Paralympic Games Standards Manual

The Triumph Of The Human Spirit™ 1996 Atlanta Paralympic Games

1996 ATLANTA PARALYMPIC GAMES™

To the Paralympic Family:

Welcome to the world of StarFire, The Triumph of the Human Spirit™ and BLAZE™— the world of Paralympic design. A great deal of creative thought has been devoted to the development of the Paralympic design package described in this graphic standards manual. I hope you will agree that the elements described here reflect the dynamic, exciting nature of the Paralympic Games, while at the same time express the integrity of the Paralympic movement.

As we take our place in Paralympic history, our gratitude is extended to the creative team at Copeland Hirthler design + communications, a studio whose talent is deeply embedded in our graphic representation of the spirit and ideals of the Paralympic Games. We also appreciate the creative energy of Trevor Irvin of Atlanta, the talent behind BLAZE.™

We believe it both an honor and a privilege to authorize your use of the symbols and terminology described in this manual. We hope you'll find it easy to follow our guidelines designed for our mutual benefit.

As we move forward on the road to 1996 and the celebration of The Triumph of the Human Spirit,™ I hope this user-friendly manual will play a major part in the development of your Paralympic programs. If at any time your requirements go beyond the scope of this manual, please contact our creative services team. You are the key to the most successful Paralympic Games in the history of the movement, and with your support we will ensure an enduring legacy for the Paralympic Games in the United States and the world.

Best wishes,

G. Andrew Fleming
President and Chief Executive Officer

THE PARALYMPIC GAMES

FOLLOWING THE GAMES OF THE XVIIth OLYMPIAD IN ROME 1960, A MOVEMENT EMERGED THAT WOULD BECOME THE PINNACLE OF ATHLETIC ACHIEVEMENT FOR PEOPLE WITH DISABILITIES — THE PARALYMPIC GAMES. THE PARALYMPICS QUICKLY CAPTURED THE WORLD'S IMAGINATION AND TODAY, HAVE BECOME THE FOCAL POINT FOR THE DREAMS AND ASPIRATIONS OF MILLIONS OF PEOPLE WITH DISABILITIES. THE PARALYMPICS BRING TOGETHER THE WORLD'S BEST DISABLED COMPETITORS — VISUALLY IMPAIRED ATHLETES, WHEELCHAIR ATHLETES, AMPUTEES, ATHLETES WITH CEREBRAL PALSY AND DWARFS — IN A CELEBRATION OF ACHIEVEMENT. THE XTH PARALYMPIC GAMES — WHICH WILL BE HELD AUGUST 16 - 27, 1996 IN ATLANTA — WILL HOST OVER 100 NATIONS AND MORE THAN 4,000 ATHLETES, AND PROMISE TO DRAMATICALLY SHOWCASE THE ATLANTA PARALYMPIC THEME: *"THE TRIUMPH OF THE HUMAN SPIRIT.™"*

AS EXCITEMENT FOR THE GAMES BUILDS, ITS LOGO — STARFIRE — WILL CARRY THE IDEALS OF THE PARALYMPICS AROUND THE WORLD, ELOQUENTLY SYMBOLIZING THE PASSION OF THE PARALYMPIC MOVEMENT AND CRYSTALLIZING THE HOPE THAT THE GAMES PROVIDE. AS AN EQUALLY POWERFUL SYMBOL, BLAZE™ — THE PARALYMPIC MASCOT — BOLDLY CAPTURES THE SPIRIT OF THE PARALYMPIAN AND SERVES AS A COLORFUL AMBASSADOR OF THE GAMES TO CHILDREN AND ADULTS EVERYWHERE.

THIS PARALYMPICS STANDARDS MANUAL WILL PROVIDE YOU WITH A USEFUL GUIDE FOR USING STARFIRE, THE TRIUMPH OF THE HUMAN SPIRIT™ AND BLAZE,™ AND WILL HELP ENSURE THE VISUAL INTEGRITY OF THE 1996 PARALYMPIC GAMES.

The Triumph of the Human Spirit™ and BLAZE™
are trademarks of the U.S. Disabled Athletes Fund, Inc.

1 THE SYMBOL — STARFIRE

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3 THE TYPOGRAPHY

4 THE PICTOGRAMS

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The Atlanta Paralympic Organizing Committee (APOC) has designed this Graphic Standards Manual for use by corporate sponsors, suppliers, licensees, patrons and others who are authorized to use the marks and terminology of the 1996 Atlanta Paralympic Games. We hope you'll use this as your principal reference tool, establishing the criteria for the graphic reproduction and use of all Paralympic designations. We've conducted studies on the graphics, colors and terminology and believe the following represent the clearest and most effective applications possible. As a member of the Paralympic Family, you're part of a team committed to upholding the high standards of Paralympic design.

Unauthorized use of the identifying symbols and terminology is strictly prohibited, is illegal and will be enjoined.

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1996 ATLANTA PARALYMPIC GAMES™

Designed & written by Copeland Hirthler design + communications, Inc.
Film & separations donated by Wace Techtron/Atlanta.

1. The Symbol — StarFire
2. The Theme — The Triumph of the Human Spirit™
3. The Typography
4. The Pictograms
5. The Accent Graphics
6. The Disabled Sports Organization Logos
7. The Mascot — BLAZE™
8. The Approval/Request Forms
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StarFire

The Symbol — StarFire

1a. StarFire
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THE SYMBOL — STARFIRE

StarFire shines as a radiant expression of the spirit of the Paralympic Games and communicates the Paralympic message at a variety of levels. The unique symbolism of StarFire is easily recognized: the Star is the athlete; the Fire the passion that burns in the heart. The dynamic flow of the rings reveals the fifth point of the star — the fulfillment of the athlete's quest. The circular motion of the rings is deliberately open to interpretation, reflecting the variety of dreams entertained by the world's greatest athletes.

StarFire is most often used in the circular configuration and is best applied in vertical or square format. Please refrain from using StarFire where the APOC colors cannot be accurately reproduced, especially in regard to reproduction techniques and materials.

StarFire is intended for applications on a white background and should not be reversed out of a dark background because the character of the mark is altered. When using the logo on a dark background, overprint it out of a white box. Refer to page 1g "Clear Space" for details.

Please consult the color reproduction page 1f, for color breakdowns. Please do not vary from any of the above options without first consulting the APOC Graphic Approvals Department. Also, please do not appropriate or alter typography or re-configure any element of the trademark.

HORIZONTAL VARIATION

The **horizontal variation** of StarFire is best applied in horizontal formats or when the diameter of the trademark is one inch or less. Please refrain from applying the symbol where the APOC symbol colors cannot be effectively reproduced, particularly in regard to reproduction techniques and materials.

StarFire is intended for applications on a white background and the logo should not be reversed out of a dark background because the character of the mark is altered. The horizontal variation is not intended to be used on a dark background. In the interest of visual clarity, type should never be stacked in the horizontal variation.

Please consult the color reproduction page for color breakdowns. We ask that you do not vary from any of the above options without first consulting the APOC Graphic Approval Department. Also, please do not appropriate or alter typography or re-configure any element of the trademark.

1996 ATLANTA PARALYMPIC GAMES

One-Color Variations

StarFire is designed for optimum printing flexibility to accommodate a variety of printing budgets. For best results with both circular and horizontal formats, use the blue or black **one-color variations** on light value backgrounds. The Metallic Triumph Gold variation will work best for foil stamped or special applications on dark backgrounds.

Black

Paralympic Blue

Triumph Gold
and/or Metallic Triumph Gold not shown

Multiple-Color Variations

StarFire is designed for optimum printing flexibility to accommodate a variety of printing budgets. The **four-color** variation is preferred whenever possible. The **two-** or **three-color** variations are acceptable in applications where four-color printing is not possible. The following color variations apply to the horizontal format as well.

two-color

three-color

four-color

TRADEMARK IDENTIFICATION

The **Trademark** (Proprietary Notice) is required to appear whenever the circular or horizontal trademark is reproduced.

- The typeface of the Proprietary Notice is 5 pt. Univers.
- The top of the Trademark symbol aligns with the top of the torch (not the flame) and is positioned 5 pts. to the right of the torch.
- In larger applications, the Proprietary Notice is 10 pt. Univers and is positioned 10 pts. to the right of the torch. These same Trademark identification rules apply to the horizontal fomat.

Color Specifications

Match color reproduction is recommended whenever possible for maximum color brightness and saturation. Consult your printer to determine which paper stock will provide the best color match. These color specifications apply to horizontal formats as well.

Four-color process printing reproduction is recommended in newspapers, magazines and wherever match color reproduction is not available. This recommendation holds for horizontal formats as well.

Paralympic Blue	Spirit Red	Triumph Gold
C:100.0	C:0	C:0
M:60.0	M:91	M:27.5
Y:0	Y:87.0	Y:100
K:6.0	K:0	K:8.5

In lieu of the Paralympic Colors specified throughout this manual, you may use the following PANTONE Colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide 1000.

*PANTONE® is a registered trademark of Pantone, Inc.

Paralympic Colors	PANTONE®* Colors
For Paralympic Blue	Use PANTONE 286 C
For Spirit Red	Use PANTONE 032 C
For Triumph Gold	Use PANTONE 131 C
For Triumph Gold Metallic	Use PANTONE 8641 C

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards.

CLEAR SPACE

Clear space is the minimum area around the symbol, indicated by "X", that is to be kept free of type, graphics and any other elements. The outer dotted rule can also represent the edge of the printed piece.

The "X" must be equal in height to the red flame graphic regardless of the size of the symbol. These Clear Space rules apply for the Horizontal Symbol and all Panel Symbol color variations. The Circular Symbol Clear Space box can be knocked out in white in a dark value background. In that case, the white box would be the Clear Space.

NOTE: The horizontal format was never intended to be used on a dark background .

dark background application

Composite Formats

The following vertical and horizontal **composite formats** are the most commonly used configurations in combining corporate logos with StarFire.

- Hairline rules distinguish StarFire from the sponsor's logo.
- Descenders of the line "Official Sponsor" should align with the bottom of the circular symbol.
- Use the vertical format for vertical logos and the horizontal format for longer corporate logos.

In all applications, it's best to follow the Trademark Identification and Clear Space guidelines.

Adobe Garamond is the typeface for "Official Sponsor" and other designations, which shouldn't be reproduced in a larger point size than "1996 Atlanta Paralympic Games" in any version. Please contact the Graphics Approval Department to gain approval for Composite formats.

LOGO

Official Sponsor

LOGO

Official Sponsor

Official Designations

Please use appropriate identification title as it refers to your company.

- Worldwide Sponsor
- Official Sponsor
- Presenting Sponsor
- Official Supplier
- Gold Supporter

THE ARTWORK

StarFire should only be reproduced according to the color guidelines in this manual. You can reproduce StarFire in a variety of sizes, but please do not reduce the circular version of the mark smaller than three quarters of an inch (3/4") from top to bottom. If necessary, you may typeset the trademark in 5 pt. Univers.

Always reproduce StarFire from these originals. We ask that you do not duplicate this page, scan art electronically or use this art as a template to re-draw the trademark. StarFire is available on diskette from the Graphic Approvals Department at your request.

1996 ATLANTA PARALYMPIC GAMES
™

We ask that you only reproduce the **horizontal symbol** on this page in keeping with the color guidelines described in this manual.

If the exact size isn't available here, we suggest that you reduce from the next largest size. Please don't reduce the horizontal version of the mark any smaller than a half inch (1/2") from top to bottom. If necessary, you may typeset the trademark in 5 pt. Helvetica.

Please reproduce from these originals only. Please do not duplicate this page, scan art electronically or use it as a template to re-draw the symbol. We recommend that you use this reproduction art for the horizontal symbol only and do not substitute reproduction art from any of the other symbols. The horizontal symbol is available on diskette from the Graphic Approvals Department at your request.

1996 ATLANTA PARALYMPIC GAMES ™

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The Triumph of the Human Spirit™

The Theme — The Triumph of the Human Spirit™

2a. The Triumph of the Human Spirit™

2b. The Theme Artwork

2

THE THEME

Like StarFire, the **theme line** has multiple formats for optimum flexibility. It can be applied flush left as two lines, centered as two lines or simply on one line. Please only use the artwork on page 2b for reproduction. Do not typeset or reconfigure the three options rendered below.

two-line type
flush left

THE TRIUMPH
OF THE HUMAN SPIRIT™

two-line type
centered

THE TRIUMPH
OF THE HUMAN SPIRIT™

one-line type

THE TRIUMPH OF THE HUMAN SPIRIT™

THE TRIUMPH
OF THE HUMAN SPIRIT™

THE TRIUMPH
OF THE HUMAN SPIRIT™

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The Typography

The Typography

3a. Primary Typography

3b. Secondary Typography

PRIMARY TYPOGRAPHY

To maintain the integrity of the design in all applications, we have specified a series of typefaces that work in all print, merchandising and signage applications. To highlight the prestige and historical importance of the Atlanta Paralympic Games, use the classic serif typeface, **Adobe Garamond**. The entire series of typefaces and their applications are as follows:

- **Adobe Garamond** for basic text.
- **Adobe Garamond Italic** for captions and text emphasis.
- **Adobe Garamond Bold** for titles, headings, captions and text emphasis.
- **Adobe Garamond Italic Bold** for captions and text emphasis.

We recommend that you ensure at least a 70% character to background contrast to allow easy readability for the visually impaired. We have found that the following applications are **not** effective:

We request that you do **not** use the following applications:

- Smaller than a 7 pt. letter height.
- Any unmentioned variation of the Adobe Garamond typeface.
- Any typeface other than Adobe Garamond.
- Any computer generated type distortions.

Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Italic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typography

The secondary typography is the sans serif typeface, **Univers**. The best applications of Univers are as follows:

- **Univers Regular 55 Bold** for titles, headings, captions and text emphasis.
- **Univers Regular 55** for basic text.
- **Univers 45 Light and Univers 45 Light Oblique** for captions and text emphasis.

We recommend that you ensure at least a 70% character to background contrast to allow easy readability for the visually impaired. We have found that the following applications are **not** effective:

- Smaller than 7 pt. letter height.
- Any other variation of the Univers typeface.
- Any other serif typeface, including Helvetica, in place of Univers.
- Any computer generated type distortions.

Univers Regular 55 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers Regular 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers Regular 55 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 45 Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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The Pictograms

The Pictograms

4a. The Pictograms

4b. The Circular Format

4c. Three-Color Pictograms

4d. The Positive Format

4e. Archery Artwork

4f. Athletics Artwork

4g. Basketball Artwork

4h. Boccia Artwork

4i. Cycling Artwork

4j. Equestrian Artwork

4k. Fencing Artwork

4l. Goalball Artwork

4m. Judo Artwork

4n. Lawn Bowls Artwork

4o. Powerlifting Artwork

4p. Racquetball Artwork

4q. Sailing Artwork

4r. Shooting Artwork

4s. Soccer Artwork

4t. Swimming Artwork

4u. Table Tennis Artwork

4v. Tennis Artwork

4w. Volleyball Artwork

PICTOGRAMS

The **Paralympic Pictograms** symbolize the 19 sports of the Games and capture the spirit that inspires each competition. The torch that rings each pictogram creates a strong graphic continuity with StarFire. These pictograms eloquently portray the Games in a memorable yet simple visual identity. Each pictogram is available in a **circular format** as well as the **positive format**. Because of the integrated nature of each design, we ask that you do not break up the pictogram elements in any way.

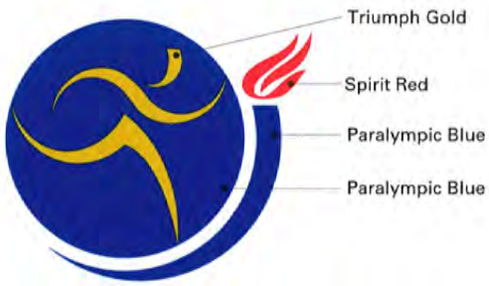
Whenever a pictogram is used in print or on apparel, the following copyright notice should appear in the appropriate version and be typeset no smaller than 5 pt. Helvetica.

- *On all apparel use the abbreviated form:*
  © 1993 USDAF
- *On all tags, labels and print use the long version:*
  © 1993 U.S. Disabled Athletes Fund, Inc.
  All rights reserved.

The Triumph Gold in the three-color circular format never extends beyond the circle. The positive format only prints in black or Paralympic Blue.

one-color circular (Black)

one-color positive (Black)



three-color circular variation

one-color circular (Paralympic Blue)

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CIRCULAR PICTOGRAMS

Archery

Athletics

Basketball

Boccia

Cycling

Equestrian

Fencing

Goalball

Judo

Lawn Bowls

Powerlifting

Racquetball
(Demonstration Sport)

Sailing
(Demonstration Sport)

Shooting

Soccer

Swimming

Table Tennis

Tennis

Volleyball

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Three-Color Pictograms

Archery

Athletics

Basketball

Boccia

Cycling

Equestrian

Fencing

Goalball

Judo

Lawn Bowls

Powerlifting

Racquetball
(Demonstration Sport)

Sailing
(Demonstration Sport)

Shooting

Soccer

Swimming

Table Tennis

Tennis

Volleyball

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Positive Pictograms

Archery

Athletics

Basketball

Boccia

Cycling

Equestrian

Fencing

Goalball

Judo

Lawn Bowls

Powerlifting

Racquetball
(Demonstration Sport)

Sailing
(Demonstration Sport)

Shooting

Soccer

Swimming

Table Tennis

Tennis

Volleyball

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BOCCIA

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CYCLING

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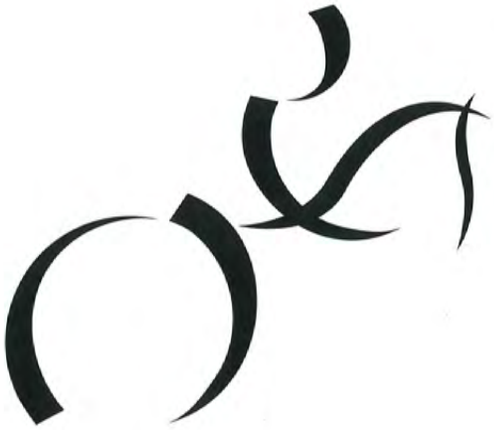
EQUESTRIAN



Refer to page 4a for color specifications.

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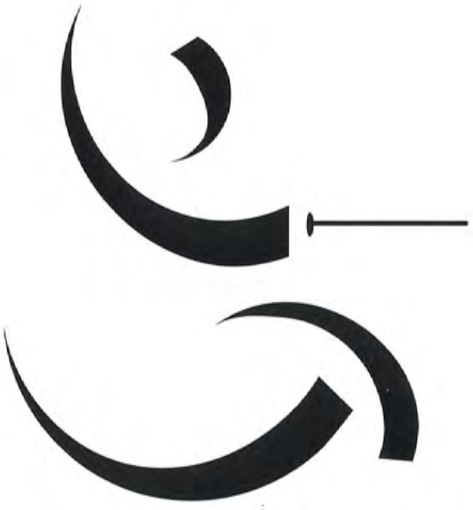
FENCING



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JUDO

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RACQUETBALL

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SWIMMING

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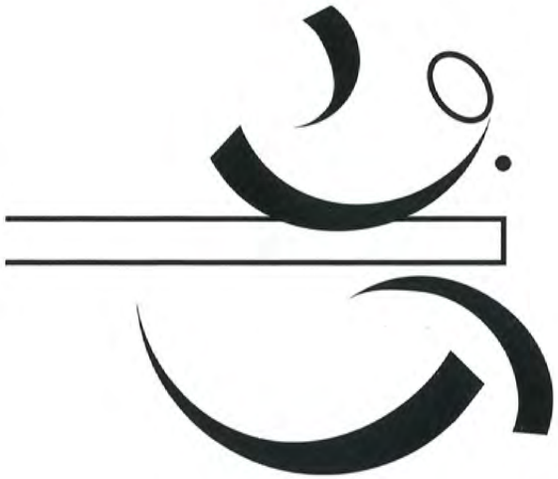

Refer to page 4a for color specifications.

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Refer to page 4a for color specifications.

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VOLLEYBALL

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The Accent Graphics

The Accent Graphics

5a. Accent Graphics

ACCENT GRAPHICS

StarFire without type, the flame of StarFire and any form of the Paralympic Pictograms — may be employed as **accent graphics** — as complementary elements which enhance a design but do not form the focus of the artwork. The flame and pictograms may be reproduced in 100 percent color or used as screens. Unlike StarFire, the pictograms may not be broken up into separate elements. The following guidelines will help ensure the proper representation of both images:

- Unless used as a screen, the flame may only be reproduced in its designated Paralympic colors — which include Paralympic Blue, Spirit Red and Triumph Gold.
- As a screen, positive pictograms must be rendered in Paralympic Blue only, while the flame may be used as a one color screen of Paralympic Blue or Triumph Gold. Both images, should be screened at 10 percent.
- It is acceptable to bleed the circular version of StarFire without type and the flame off a page provided the tips of the flame are clearly shown. This will ensure an obvious representation of the flame. With pictograms, bleeding is also acceptable, but keep in mind the need to clearly show the sport that the image represents.
- It is acceptable to run type over a screened accent graphic. When working with type, the accent graphic should be screened to 10 percent to permit readability for the visually impaired.

Whenever a pictogram is used in print or on apparel, the following copyright notice should appear in the appropriate version and should be typeset no smaller than 5 pt. Helvetica.

- *On all apparel use the abbreviated form:*
  © 1993 USDAF
- *On all tags, labels and print use the long version:*
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The Disabled Sports Organization Logos

The Disabled Sports Organization Logos

Graphic guidelines for the Disabled Sports Organizations are in development and we will send them to you as soon as they are prepared.

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The Mascot - BLAZE™

THE MASCOT — BLAZE™

7a. The Mascot - BLAZE™

7b. Making the Most of BLAZE™

7c. Legal Guidelines

7d. The Myth of BLAZE™

7g. BLAZE™ Résumé

7h. Character Guidelines

7i. Official Poses

7k. Official Poses with Name

7m. Official Poses - Halftones

7o. Color Specifications - Four-Color Process

7q. Color Specifications - Match

7s. Reproduction Art

7u. Sport Poses - Color

7w. Sport Poses - Halftone/One-Color

7y. Additional Graphics

7z. Typography

THE MASCOT — BLAZE™

WE KNOW YOU'LL AGREE THAT BLAZE,™ THE **OFFICIAL MASCOT** OF THE PARALYMPIC GAMES, IS AN ESPECIALLY VERSATILE AND CREATIVE CHARACTER WHOSE BRILLIANT COLORS AND ENGAGING PERSONALITY INVITE A BROAD SPECTRUM OF MARKETING OPPORTUNITIES. THE ULTIMATE GOAL FOR THE CHARACTER IS AS A TIMELESS REPRESENTATIVE OF THE WORLD'S DISABILITY MOVEMENT; A CHARACTER WHOSE APPEAL WILL EXTEND BEYOND THE CLOSING CEREMONIES OF THE 1996 PARALYMPIC GAMES, BLAZE™ IS OWNED BY THE U.S. DISABLED ATHLETES FUND, INC. (USDAF), A GROUP OF VISIONARIES WHO RECOGNIZED THE POTENTIAL FOR THE MASCOT TO ADD TO THE SUCCESS OF THE 1996 PARALYMPIC GAMES. HE HAS BEEN LICENSED FOR OUR USE THROUGH 1996. HOWEVER, BECAUSE BLAZE™ TRANSCENDS THE 1996 PARALYMPIC GAMES, HE WOULD NOT NORMALLY APPEAR IN THE SAME CONTEXT WITH THE PARALYMPIC LOGO, STARFIRE. NOT ONLY DOES BLAZE™ CAPTURE THE HEART OF THE PARALYMPIC CELEBRATION AND EMBODY ITS THEME, THE TRIUMPH OF THE HUMAN SPIRIT,™ HE'S ALSO BECOME A COMMERCIAL SUCCESS IN HIS OWN RIGHT. SINCE THE CHARACTER'S INTRODUCTION IN MARCH OF 1994, BLAZE™ MERCHANDISE HAS MET WITH EXTRAORDINARY SUCCESS IN THE RETAIL MARKET. AND AS MARKET OPPORTUNITIES INTENSIFY, THE CHARACTER'S GROWTH POTENTIAL WILL EXPAND SIGNIFICANTLY.

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We hope this manual enables you to capitalize on the remarkable opportunity which BLAZE™ provides. In doing so, we know you will help build the mascot's identity as a powerful yet playful symbol of the Paralympic Games and as a character with great individual appeal. To achieve these goals, we ask that you not only capture his true spirit in your applications, but also avoid presenting the mascot in a negative light. A consistently positive presentation of BLAZE™ will ensure success for all involved: The Paralympic family and ultimately the 4,000 athletes of the 1996 Atlanta Paralympic Games.

With the goal of approving your submissions as efficiently as possible, we encourage you to:

- Explore the character's personality in all its applications. BLAZE™ should convey great energy and an especially lifelike aura. In placement and mood, artwork should match the character.

- Use only the colors which have been approved for BLAZE™ applications. Variations on these will not be approved.

- Scale the character appropriately for each product. In doing so, you will avoid having extraneous images complicate the character's presentation.

- Always employ approved labeling. This helps us to distinguish between approved and non-approved merchandise in the marketplace.

- Don't stop here. If these poses don't fulfill your needs, call us as we continue to build our stock library of alternative BLAZE™ poses. Our Graphic Approvals Department can be reached at 404-588-1996.

All images are available on computer diskette, transparencies, and/or 8" x 10" black and white prints. Access to these formats will enable you to create the finest reproductions possible. Please look for request forms in section 8 - The Approval/Request Forms.

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LEGAL GUIDELINES

As Paralympic **licensing** and **merchandising** develop, BLAZE™ will become an increasingly prominent public figure and will appear in a variety of poses and personalities. Consequently, it is crucial to the success of the mascot that we ensure his proper portrayal. To that end, the following trademark and copyright guidelines have been established. Please follow them to guarantee the integrity of our character and the success of your marketing ventures.

- The likeness and name of BLAZE™ are protected under trademark and copyright laws.
- Each suggested usage of the BLAZE™ likeness and name must be preapproved by APOC.
- Reproductions of BLAZE™ in any media application are protected under the copyright laws of the United States and under the Berne Treaty and Universal Copyright Convention.
- In all copy or text the BLAZE™ name must be rendered in capital letters or in GALAXY, a property protected by the copyright laws as well. The name must always be accompanied by a trademark designation (™).
- Television commercials which include BLAZE™ must present the appropriate proprietary notice in a readable size for at least three seconds. APOC will provide the appropriate form of legal notice when commercials and animation are in production. All commercial and animation productions must gain final approval from APOC before airing.
- For merchandising and advertising requirements for foreign countries, please contact APOC for details. The guidelines stated here reflect specific laws in the United States and only refer generally to international standards.

The copyright notice required for all BLAZE™ applications must appear on all merchandise and advertising and must be readable in at least 5 pt. type.

- *On all apparel use the abbreviated form:*

© 1994 USDAF

- *On all hang tags, apparel labels and other uses, use the long version:*

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All rights reserved.

© 1994 U.S. Disabled Athletes Fund, Inc.
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THE MYTH OF BLAZE™

A rainbow-colored egg lay deep in the fire of Pyra, the oldest star in the universe. A voice called from inside the egg, "Hey flames, let me out. It's been a million years."

"Not yet," the flames answered. "Your time has not come." A spirit radiated from the flames of the star — the spirit of the best. The flames held and protected the egg.

A million years before on Pyra there had lived a phoenix, a radiant fire bird, glowing with the colors of the rainbow like the egg. The glow of his feathers lit the universe around him. He alone ruled the other planets.

"Come play!" he would call. He would open his arms and showers of sparks would rain from his heart through the universe calling the other space creatures, "Come play." He would lead the others in games, orbit racing, star throwing and meteor ball.

Time passed and he grew weak. His feathers lost their glow and he could no longer shower sparks. He took the last spark from his heart and with it created the egg. "You will be called BLAZE,™" he said to the egg, "because you will blaze with the spirit of our Pyra, the spirit of the best."

"When? When?" a tiny voice called from the egg.

"You must grow stronger first," the phoenix said. "You will know when your time comes."

"Where?"

"You will know," the phoenix whispered growing weaker "when you are home."

"How? How?"

The phoenix did not answer. He died, leaving the egg in the care of the flames.

A million years passed. The star grew old and began to flicker. "Let me out!" called the small voice. "It's dark in here." For a million years the answer was, "No."

Then, finally, the egg moved. It trembled. A crack formed on its side and it broke open. Out of the egg and into the flames rose a phoenix, BLAZE,™ beautiful and strong like his father, burning inside with the spirit of the star. "Now!" BLAZE™ said, "At last I am free!"

BLAZE™ looked around. He stretched his new wings. As the star finally flickered and

died he reached and grabbed the last of its light and held it to his chest. It glowed there and blazed a star in his heart to remind him of the spirit of the best of Pyra. "I'm free," he called out. "I'm free. I'm. . ."

His voice echoed on the emptiness of space. The planets his father had ruled had been gone for a million years.

"Come play!" he called. No one answered.

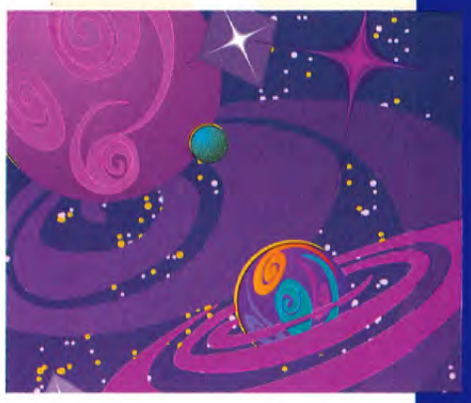
The night was black. In the distance other worlds beckoned to BLAZE™. He spread his new wings and flew on in space searching for the home that his father had promised.

He came to a bright orange planet. As he flew closer he saw beautiful green creatures with glittery wings and golden antennae.

"Come play!" he called to the creatures on the planet. "You have no antennae," they called back. "You cannot play with us."

BLAZE™ sighed and rubbed his wing over his head. It was true he had no antennae. He left the orange planet and went farther into the blackness of space.

He stopped at the next planet, a swirling ball of cold white where the creatures were covered in thick gray fur.



"Come play!" he called again.

"No," they answered, "you cannot play with us unless you are furry like we are."

BLAZE™ stretched his fiery wings. He had no fur. He turned away sadly and continued his search.

He tried a small red planet where the creatures were perfectly round like balls.

"Come play," he called one more time.

The creatures laughed. "Look how we can roll and bounce," they said. "You can't possibly play if you are not round." BLAZE™ flew on.

When he had almost given up hope, he felt it. A small tug on his heart star. It tingled then stopped. Where was it coming from? In the distance he saw a small spot of light.

He turned and flew toward it. Another tingle, warmer this time. BLAZE™ flew faster.

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Closer and closer, warmer and warmer his heart star grew until it glowed brightly from his chest. He circled a large star and saw it, a beautiful planet, blue and green robed in a fine white mist — Earth.

BLAZE™ flew closer. He looked over this strange planet. The people were not like him on the outside. They were many different colors, shapes and sizes. But on the inside – from the inside — he felt a glow — a spirit like the spirit of the best on Pyra.

He felt the spirit and thought that maybe he was finally home. But how would he know for sure?

BLAZE™ flew around the Earth. He would find a place to build his nest. Then he would summon them, the ones with the spirit. He flew over flat plains and rivers. He flew over tall mountains and oceans. Then he saw a city. The city had tall buildings and green parks and rivers. Right beside the city was a mountain of granite, a round mountain of stone.

BLAZE™ settled on the tall mountain and looked out at the beautiful city. A golden dome glowed from the center of the city and reminded him of Pyra.

"Will they come?" he whispered.

He opened his heart star and a shower of sparks exploded from his chest. Thousands of sparks went out into the sky.

"Come play!" he called. He lifted his wings into the air, "Come play!" His voice echoed around him.

He watched the sparks fill the sky with their glow. He watched until they were only specks on the horizon. He watched them disappear around the world. Silently he waited. Would anyone hear? Would anyone come?

Around the world the thousands of sparks found thousands of hearts. Four thousand voices answered, "Yes!"

And BLAZE™ knew that he was home.

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BLAZE™ RÉSUMÉ

CHARACTERISTICS:

Height:	8'3"
Weight:	15 lbs.
Wingspan:	8'6"
Chest:	69"
Beak:	20" front to back

OTHER ACTIVITIES:

Feeding:	Vegetables, fruits & grains
Vision:	Can see more than two years into the future
Colors:	Too many to count but primary plumage is radiant red, fiery gold, rich teal, and royal purple.
Range:	Worldwide except Antarctica but roosts solely in Atlanta.
Lifespan:	Undying Spirit

PERSONAL FAVORITES:

Foods:	Peanut butter and salsa sandwiches, eggrolls with catsup, and sweet and sour spaghetti.
Hobbies:	Collecting hats from around the world (tams, berets, baseball caps, etc.)
Pastime:	Hanging out with 4,000 playmates

BLAZE™ Creator: Trevor Stone Irvin of Atlanta
Costume Designer: Real Characters, Inc. of Atlanta
Myth Author: Betsy Duffey of Atlanta

References: Available upon request

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CHARACTER GUIDELINES

The following pages cover a **variety of reproduction issues**. Although each situation is unique, some principles apply to all BLAZE™ renderings. Please note the following guidelines and remember that they apply throughout the BLAZE™ section.

- Four-color process printing is always preferred. However, we ask that you do not use BLAZE™ in any applications where the character's colors cannot be accurately reproduced.
- The flame and wing BLAZE™ poses should be reproduced no smaller than 1 3/8".
- Please consult pages 7o, 7p, 7q and 7r for color specifications and additional printing recommendations.

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Here are the **flame, wing and theme BLAZE™ poses** in four-color process. As non-sport specific renderings, these poses should serve in all character reproductions intended to refer generally to the Paralympic Games. Use whichever pose best suits your design.

Flame Pose

Theme Pose

Wing Pose

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Official Poses with Name

Here are the **flame and wing BLAZE™ poses in four-color process with the mascot's name**. The primary pose has a vertical and horizontal format, while the secondary pose has only a vertical format. These poses should be used whenever possible, although your space requirements should ultimately determine the format you use.

Flame Vertical Pose

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Flame Horizontal Pose

Wing Vertical Pose

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One-color halftone variations are acceptable in applications where multi-color printing is not possible. The halftones and line art below may be printed in black or Pyra Purple. Please use the enclosed 8" x 10" black and white prints if another line screen is required. And please note, a halftone reproduction should never be reversed out of a solid color or background: BLAZE™ should always appear in the positive form. The halftones below have been screened at a 133 line screen to ensure the best reproductions in all editorial applications.

Paralympic Colors	**PANTONE®* Colors**
For Pyra Purple	Use PANTONE Violet C.

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards.

Flame Vertical Pose

Black/White Halftone

Purple Halftone

Line Art

In lieu of the Paralympic Colors specified throughout this manual, you may use the above PANTONE Colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide 1000.

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Theme Pose

Black/White Halftone

Flame Horizontal Pose

Black/White Halftone

Wing Vertical Pose

Black/White Halftone

Name Only

Black/White Halftone

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Color Specifications — Four-Color Process

Four-color process is recommended whenever possible and to help you create accurate and consistent reproductions. Computer diskettes and transparencies of all poses are available upon request. Please see the materials request form in section 8 — The Approval/Request Forms. Also, when printing in four-color, please separate directly from the available transparencies or diskettes.

- When the name is used without a pose it should be at least three quarters of an inch (3/4") in length.
- When you want to use a BLAZE™ pose which doesn't include the mascot's name, simply eliminate the name from the artwork.

Pyra Purple	BLAZE™ Red	Feather Green	Phoenix Yellow	Raspberry	FireGlow
C: 94	C: 0	C: 100	C: 0	C: 43	BLAZE™ Red
M: 91	M: 100	M: 0	M: 27.5	M: 94	C: 0
Y: 0	Y: 91	Y: 30.5	Y: 76	Y: 0	M: 100
K: 0	K: 0	K: 6	K: 0	K: 0	Y: 91
					K: 0
					Phoenix Yellow
					C: 0
					M: 27.5
					Y: 76
					K: 0

Flame Vertical Pose

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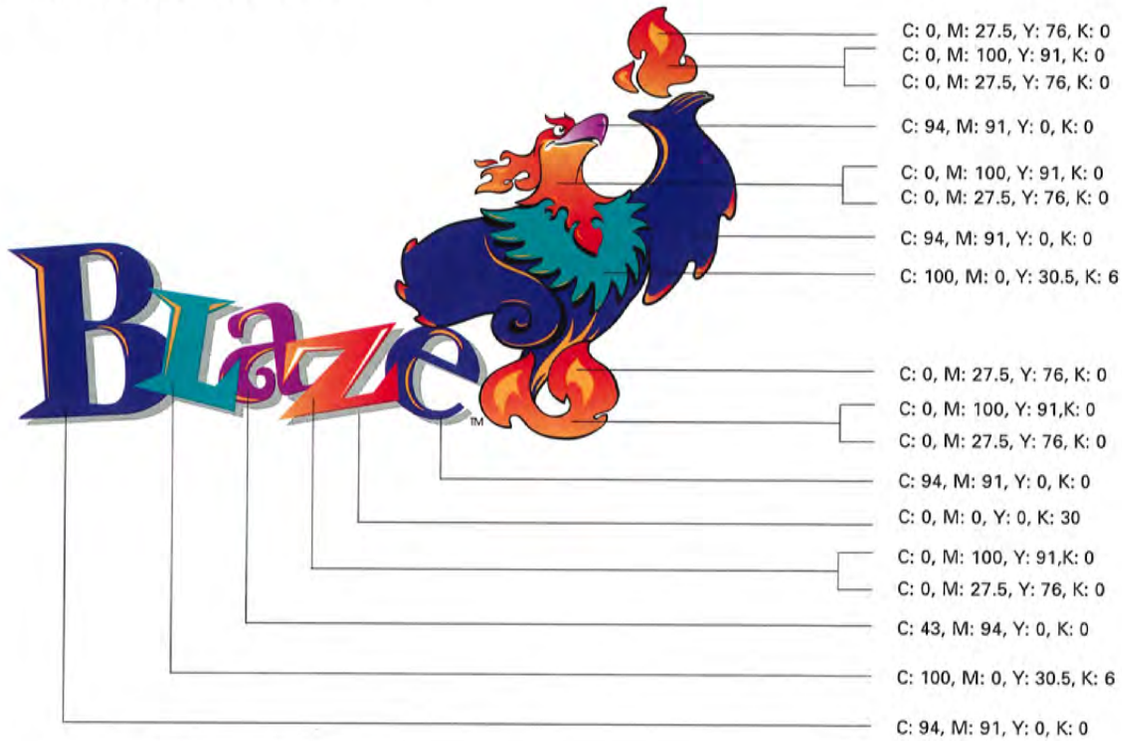
Color Specifications — Four-Color Process

Flame Horizontal Pose



Wing Vertical Pose

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Color Specifications — Match

This page includes **color guidelines** for match color reproductions of the official poses. As a rule, four-color process is preferred over match color wherever possible, but to help you develop accurate gradations and reproductions, please use only the available diskettes. Please do not alter these colors in any way.

Please match these colors carefully to avoid inconsistencies. In gradations, please watch for banding. When you want to use a BLAZE™ pose which doesn't include the mascot's name, simply eliminate the name from the artwork.

Pyra Purple	BLAZE™ Red	Feather Green	Phoenix Yellow	Raspberry	FireGlow

Flame Vertical Pose

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Paralympic Colors	**PANTONE®* Colors**
For Pyra Purple	Use PANTONE Violet C
For Phoenix Yellow	Use PANTONE 1235 C
For BLAZE™ Red	Use PANTONE 485 C
For Feather Green	Use PANTONE 320 C
For Raspberry	Use PANTONE 2405 C
For Fireglow Use:	
Phoenix Yellow	Use PANTONE 1235 C
Screen of BLAZE™ Red	Use PANTONE 485 C

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards.

Flame Horizontal Pose

Wing Vertical Pose

In lieu of the Paralympic Colors specified throughout this manual, you may use the above PANTONE Colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide 1000.

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Four-color process is recommended whenever possible and to help you create accurate and consistent reproductions, computer diskettes and transparencies of all poses are available upon request. Please see the materials request form in section 8 — The Approval Request Forms. Also, when printing in four-color, please separate directly from the available transparencies or diskettes.

- When the name is used without a pose it should be at least three quarters of an inch (3/4") in length.
- When you want to use a BLAZE™ pose which doesn't include the mascot's name, simply eliminate the name from the artwork.

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Sport Poses — Color

These BLAZE™ **sport poses** have been created by APOC and will eventually represent each of the 19 Paralympic sports. For this edition of the manual, we've chosen to represent the most popular Paralympic sports. Please select the appropriate color sport pose and reproduce only from the available transparencies or diskettes.

The entire collection of sport poses is still in development and will be supplied to you shortly.

Archery

Basketball

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Cycling

Volleyball

Swimming

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Sport Poses — Halftone/One-color

BLAZE™ is designed for optimum printing flexibility in order to accommodate numerous printing methods and budgets. However, the halftones below have been screened at a 133 line screen to ensure the best reproductions in all editorial applications and may be printed in black or Prya Purple. Please select the appropriate one-color sport pose and reproduce only from available transparencies or diskette.

Archery - Halftone

Basketball - Halftone

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Cycling - Halftone

Volleyball - Halftone

Swimming - Halftone

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ADDITIONAL GRAPHICS

In addition to the accent colors, the elements of the BLAZE™ character and myth may be used as **additional graphics** in mascot applications provided a full BLAZE™ pose is nearby. The following guidelines will help ensure the best reproductions of these elements:

- The elements may be used as a background screen.
- If not used as a screen, the elements must appear in their designated Paralympic colors.
- It is acceptable to run type over a screened accent graphic. When working with type, the accent graphic should be screened to 10 percent to permit readability.
- It is acceptable to bleed an element off a page.

The galaxy image is too complex for screening or match-color applications and must always be reproduced by four-color process.

Paralympic Colors	**PANTONE®* Colors**
For Magenta	Use PANTONE 2592 C
For Turquoise	Use PANTONE 3135 C
For Triumph Gold	Use PANTONE 131 C
For Raspberry	Use PANTONE 2405 C

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards.

Magenta	Turquoise	Triumph Gold	Raspberry
C: 69	C: 100	C: 0	C: 43
M: 94	M: 0	M: 34	M: 94
Y: 0	Y: 15	Y: 91	Y: 0
K: 0	K: 6	K: 0	K: 0

In lieu of the Paralympic Colors specified throughout this manual, you may use the above PANTONE Colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide 1000.

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TYPOGRAPHY

To maintain the integrity of the design in all BLAZE™ applications, we have created **GALAXY** — an exclusive **typeface** for use in print and merchandising. GALAXY allows for flexible and creative type treatments of headlines and titles.

- GALAXY should always appear with its drop shadow for all headline type and in four-color process whenever possible.
- GALAXY should only be used for titles and short phrases to allow for maximum readability.
- GALAXY should never appear in text or smaller than one inch (1") from top to bottom. Please refer to page 3a and 3b for typography.
- In one-color applications, any portion of a letter which overlaps another letter reverses out of the letter which it overlaps.
- It is your option to assign a color to the highlight in each letter or you may leave it white.
- You are free to use upper and lower case letters, depending on which case best suits your design.
- You may print GALAXY letters in either a one-color or multi-colored format. If you do alternate colors, please avoid printing two like colors side by side.
- You may angle the letters of the GALAXY typeface to suit your design. Use the tilt pattern of the BLAZE™ name as a guide.
- Please do not recreate this typeface.

The BLAZE™ name should only be reproduced from the supplied transparencies and diskettes and never recomposed. Please refer to page 7o and 7y for color specifications for the BLAZE™ name.

ABCDEFGHIJKLMN
abcdefghijklmn
OPQRSTUVWXY&Z
opqrstuvwxyz

1234567890

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1. The Symbol — StarFire
2. The Theme — The Triumph of the Human Spirit™
3. The Typography
4. The Pictograms
5. The Accent Graphics
6. The Disabled Sports Organization Logos
7. The Mascot — BLAZE™
8. The Approval/Request Forms
9. The Look of the Games
10. The Colors

The Approval/Request Forms

The Approval/Request forms

8a. Licensee/Merchandise Approval Form

8b. Request Form

8c. Sponsor Marks Approval Form

8

APOC Licensee/ Merchandise Approval Form

To Be Completed by Licensee:

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Title: _____

Phone: _____

FAX: _____

A. Product Distribution

- ❑ Retail
- ❑ Premium
- ❑ Logo
- ❑ Mascot

B. Product Description _____

_____

Material Submitted	Date
❑ Rough Layout-Sketch	_____
❑ Revision of Design	_____
❑ Design Style #	_____
❑ Final Art	_____
❑ Final Proof	_____
❑ Production Sample	_____

Your Tracking #: _____

If Applicable:

Size Range: _____ Gender: _____

Fabric or Material Content: _____

Pin Production Level: _____

Pin #: _____

C. Cost Information

Wholesale Cost: _____

Suggested Retail Cost: _____

D. Production Information

Distribution Date: _____

Domestic: _____

FOR USA: _____

[If not manufactured by licensee, please complete the following:]

Manufacturer: _____

Address: _____

Phone: _____

Material Submitted	Date
❑ Rough Layout-Sketch	_____
❑ Revision of Design	_____
❑ Design Style #	_____
❑ Final Art	_____
❑ Final Proof	_____
❑ Production Sample	_____

E. Product/Graphic Comments _____

_____

_____

F. Use of DSO Marks

- ❑ NHS
- ❑ NWAA
- ❑ DAAA
- ❑ USABA
- ❑ USCPAA

G. Packaging Materials Description _____

_____

H. Hangtag: _____

(Submit all copy -artwork separately for approval)

I. Label: _____

(Submit all copy -artwork separately for approval)

Signatures:

Licensee: _____

Date: _____

Sub Licensee: _____

Date: _____

To Be Completed by APOC:

Date Received: _____

APOC Tracking #: _____

Response Date: _____

A. Action - APOC

- ❑ Approved as Submitted
- ❑ Approved with Revision
- ❑ Revise and Resubmit
- ❑ Hold Until
- ❑ Denied

To Be Completed by ACOP:

Date Received: _____

ACOP Tracking #: _____

Response Date: _____

B. Action - ACOP

- ❑ Approved as Submitted
- ❑ Approved with Revisions
- ❑ Revise and Resubmit
- ❑ Hold Until
- ❑ Denied

C. Comments _____

Exceptions _____ Date _____

Technical _____ Date _____

Licensing _____ Date _____

Electronic Artwork Request Form

To Be Completed by Licensee/Sponsor:

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Title: _____

Phone: _____

FAX: _____

Final electronic artwork is available for BLAZE,™ StarFire and the Pictograms in Adobe Illustrator 5.0 for Macintosh or CorelDRAW 3.0 for DOS Windows. Please specify the format you prefer:

- ❑ Macintosh (Illustrator 5.0)
- ❑ DOS Windows (CorelDRAW 3.0)

The following is a list of available disks and their contents. Please check which disks you would like:

- ❑ **Disk One:**
  StarFire— *PANTONE®/CMYK
  Pictograms— PANTONE/Black & White
- ❑ **Disk Two:**
  BLAZE™— PANTONE/CMYK
  (Flame, Wing, and Theme poses)
- ❑ **Disk Three:**
  BLAZE™— Line art/Halftone
  (Flame, Wing, and Theme poses)
- ❑ **Disk Four:**
  BLAZE™ — PANTONE
  (Sports Poses)
- ❑ **Disk Five:**
  BLAZE™ — CMYK
  (Sports Poses)
- ❑ **Disk Six:**
  BLAZE™ — Line Art
  (Sports Poses)
- ❑ **Disk Seven:**
  BLAZE™ — Halftone
  (Sports Poses)

*PANTONE® is a registered trademark of Pantone, Inc.

Cut along dotted line.

Cut along dotted line.

Cut along dotted line.

Transparency Artwork Request Form

To Be Completed by Licensee/Sponsor:

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Title: _____

Phone: _____

FAX: _____

Final artwork is available on color transparencies. Please check the transparencies you would like:

- ❑ **BLAZE™ Flame Vertical Pose**
- ❑ **BLAZE™ Flame Horizontal Pose**
- ❑ **BLAZE™ Theme Pose**
- ❑ **BLAZE™ Wing Vertical Pose**
- ❑ **BLAZE™ Archery Pose**
- ❑ **BLAZE™ Basketball Pose**
- ❑ **BLAZE™ Cycling Pose**
- ❑ **BLAZE™ Swimming Pose**
- ❑ **BLAZE™ Volleyball Pose**
- ❑ **BLAZE™ GALAXY Typography**
- ❑ **BLAZE™ Egg**
- ❑ **BLAZE™ Space Scene**

NOTE: The BLAZE™ Name appears on both vertical poses.

APOC Sponsor Marks Approval Form

To Be Completed by Sponsor:

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Title: _____

Phone: _____

FAX: _____

A. Items for Approval

- ❑ Composite (initial approval)
- ❑ Advertising/Collaterals
- ❑ Business Cards/Stationary and any other similar materials
- ❑ Signage
- ❑ Premiums
- ❑ Other _____

❑ Logo ❑ Mascot

B. Description _____

_____

Material Submitted	Date
❑ Rough Layout-Sketch	_____
❑ Revision of Design	_____
❑ Design Style #	_____
❑ Final Art	_____
❑ Final Proof	_____
❑ Production Sample	_____

Your Tracking #: _____

If Applicable:

Size Range: _____ Gender: _____

Fabric or Material Content: _____

Pin Production Level: _____

Pin #: _____

C. Production/Publication Information

Distribution/Run Date: _____

(Please attach ad schedule if available.)

Domestic: _____

International: _____

[If manufactured by licensee, please complete the following:]

Manufacturer: _____

Address: _____

Phone: _____

D. Product/Graphic Comments _____

_____

_____

E. Use of DSO Marks

- ❑ NHS
- ❑ USABA
- ❑ NWAA
- ❑ USCPAA
- ❑ DAAA

F. Packaging Materials Description (if applicable)

_____

G. Hangtag: (if applicable) _____

(Submit all copy - artwork separately for approval)

H. Label: (if applicable) _____

(Submit all copy - artwork separately for approval)

Signatures:

Sponsor: _____

Date: _____

To Be Completed by APOC:

Date Received: _____

APOC Tracking #: _____

Response Date: _____

A. Action - APOC

- ❑ Approved as Submitted
- ❑ Approved with Revision
- ❑ Revise and Resubmit
- ❑ Hold Until
- ❑ Denied

To Be Completed by ACOP:

Date Received: _____

ACOP Tracking #: _____

Response Date: _____

B. Action - ACOP

- ❑ Approved as Submitted
- ❑ Approved with Revisions
- ❑ Revise and Resubmit
- ❑ Hold Until
- ❑ Denied

C. Comments _____

Exceptions _____ Date _____

Technical _____ Date _____

Licensing _____ Date _____

1. The Symbol — StarFire
2. The Theme — The Triumph of the Human Spirit™
3. The Typography
4. The Pictograms
5. The Accent Graphics
6. The Disabled Sports Organization Logos
7. The Mascot — BLAZE™
8. The Approval/Request Forms
9. The Look of the Games
10. The Colors

The Look of the Games

The Look Of The Games

9a. Introduction

9b. Look Theme Elements

9c. Look Formats

9d. Patterns

9e. StarFire With The Look

9f. Pictograms With The Look

9g. Blaze™, International Paralympic Committee (IPC), Cultural Paralympia Logos And Paralympic Theme With The Look

9h. Color Specifications - Four-Color Process And Match

9i. Color Specifications - Combinations

9j. Reproduction Art

9k. Cultural Paralympiad Art

The Ascending Flame

The Ascending Flame elegantly links Atlanta's historic role as an international center of flight with the 1996 mandate to take the Paralympic Games to new heights. In the vital motion and energy of its central image, The Ascending Flame visually emphasizes the dove of peace—a symbol of the spirit—emerging from the flame of the Games. In its symbolism, the image provides a direct visual expression of our theme: The Triumph of the Human Spirit.

Throughout the summer of 1996, the world will view the images and representations of The Ascending Flame as a stirring prelude and companion to the Games.

The symbolic interpretations of the flame are manifold: the fire represents the passion at the heart of each Paralympian, yet evokes the spirit and power of the Paralympic Movement as a whole; historically, the fire suggests the legendary symbol of the rebirth of Atlanta—a phoenix rising from its own ashes, an image renewed in the Paralympic mascot BLAZE™; it is also reminiscent of the memorial flame of Martin Luther King Jr.'s tomb, forever burning as a glowing tribute to dreams of peace and equality for humanity. In the balance and flair of the flame's individual lines, we see the diversity of athletic aspirations and the richness of the Movement attained through its distinctions.

As the world turns to the American South in August of 1996, The Ascending Flame will eloquently symbolize the enduring spirit of the Paralympic Games and the increasing prominence of the Movement across the globe.

Look Theme Elements

The elements presented here represent the full palette of Look imagery. Each element in its own way evokes "The Triumph of the Human Spirit™." And each may be the featured image in a Look application. First familiarize yourself with the icon options shown here. Then explore the format options, keeping in mind that any of these icons may be employed in any of the formats.

The basic elements of the Look are exhibited here:

1. The Ascending Flame
2. StarFire
3. Pictograms
4. BLAZE™
5. IPC logo
6. Cultural Paralympiad logo
7. Paralympic Theme:
   The Triumph of the Human Spirit™

1.

2.

3.

4.

5.

Mind, Body, Spirit

INTERNATIONAL PARALYMPIC COMMITTEE

6.

CULTURAL
PARALYMPIAD

7. THE TRIUMPH
OF THE HUMAN SPIRIT™

Look Formats

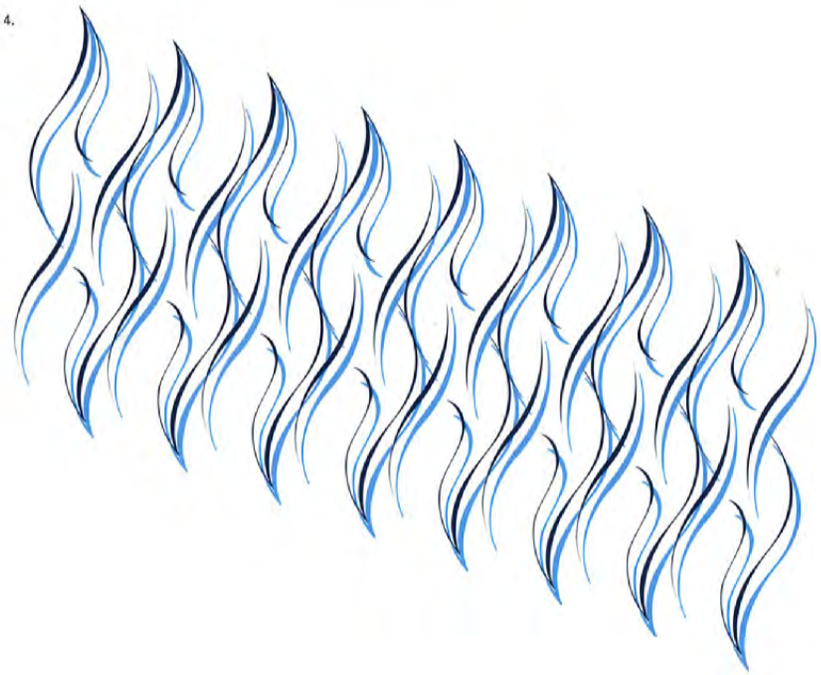
More than any of the elements, The Ascending Flame is essential to the Paralympic Look of the Games. *The Ascending Flame is the foundation of the Look.* Its importance is reflected in four distinct Look formats. The first (1) is a simple rendering of The Ascending Flame. The second (2) is a reverse of the same image. The third (3) includes a shadow of the top and bottom flames of The Ascending Flame and is always red and blue. The fourth (4) is a pattern that also includes a shadowing effect.

1.

2.

3.

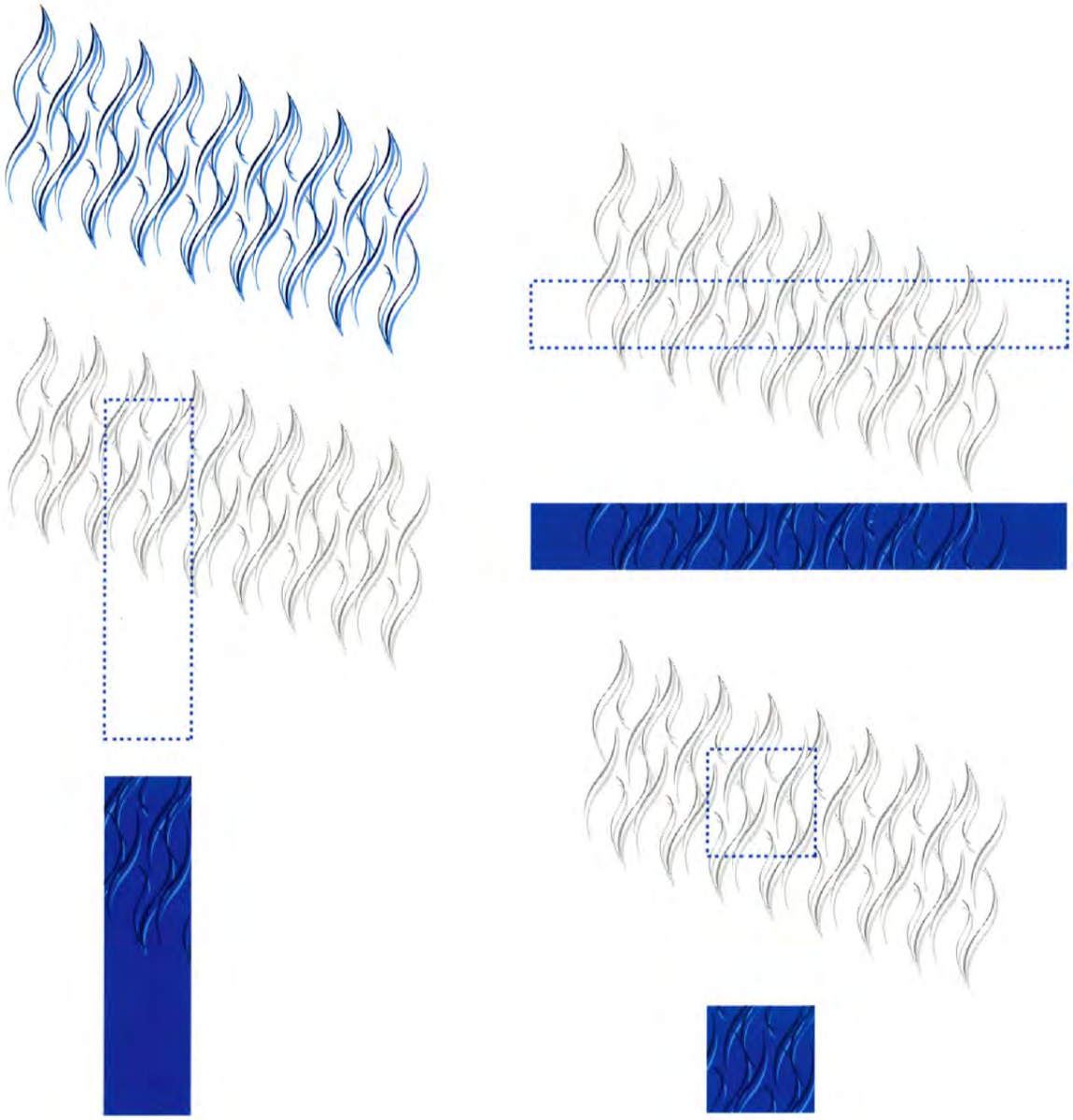
4.



Patterns

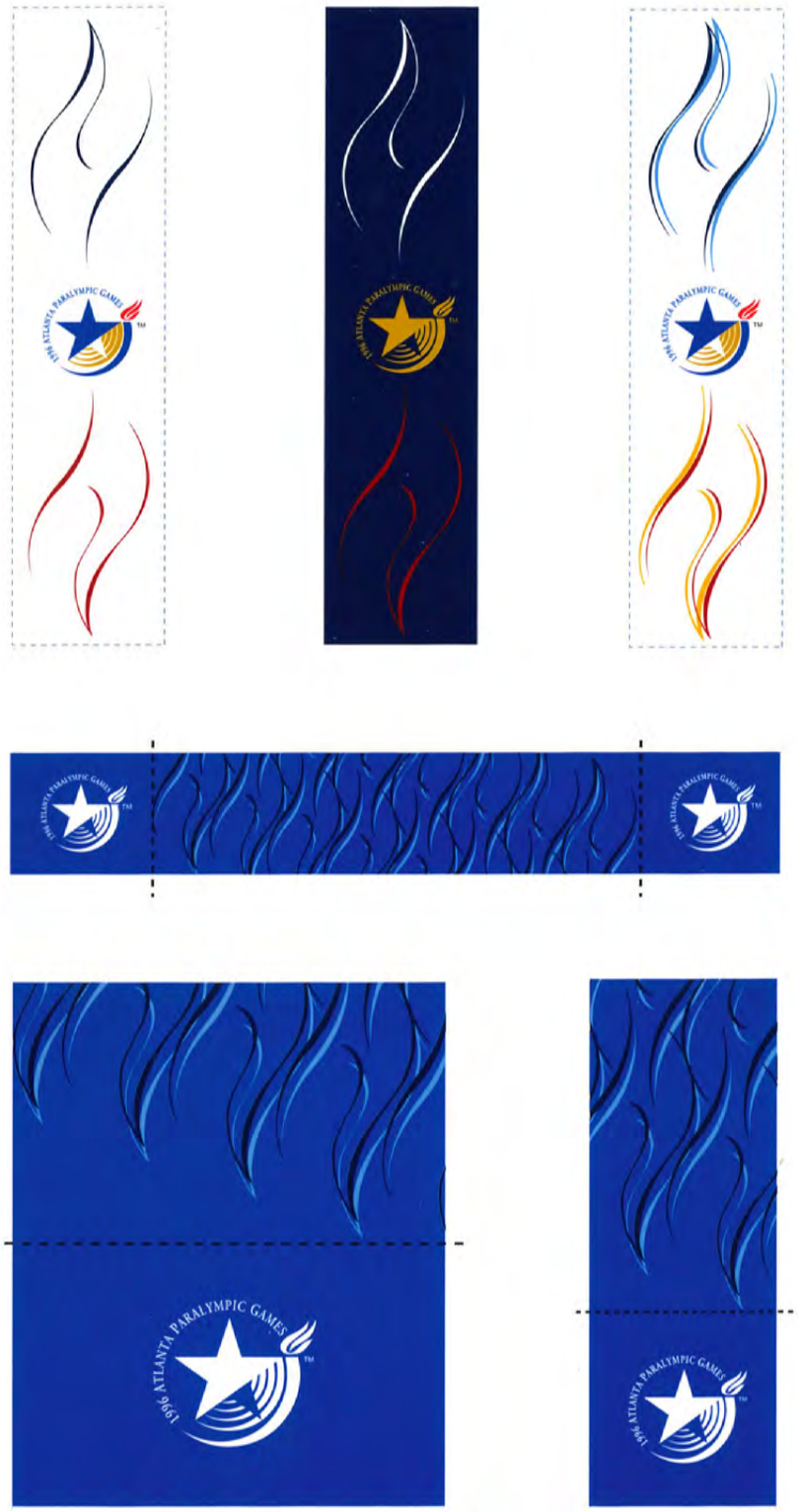
We have selected a series of patterns that best reflect the graphic potential of the Look. The dotted boxes demonstrate how the full pattern may be applied in part. You are free to crop the patterns any way you like. However, you may not overlap or layer the elements in ways other than those shown here.

Please keep in mind that all applications must be approved by APOC's Graphic Approvals Department.



StarFire With the Look

When used on a white background, the four-color version of StarFire is recommended. When used on dark backgrounds, a one-color variation is recommended. Note in each application that StarFire appears either between, beside or below Look patterns but are never integrated. Standard clear-space rules do not apply to StarFire when used in Look applications. Please see section one for more rules regarding the use of StarFire.



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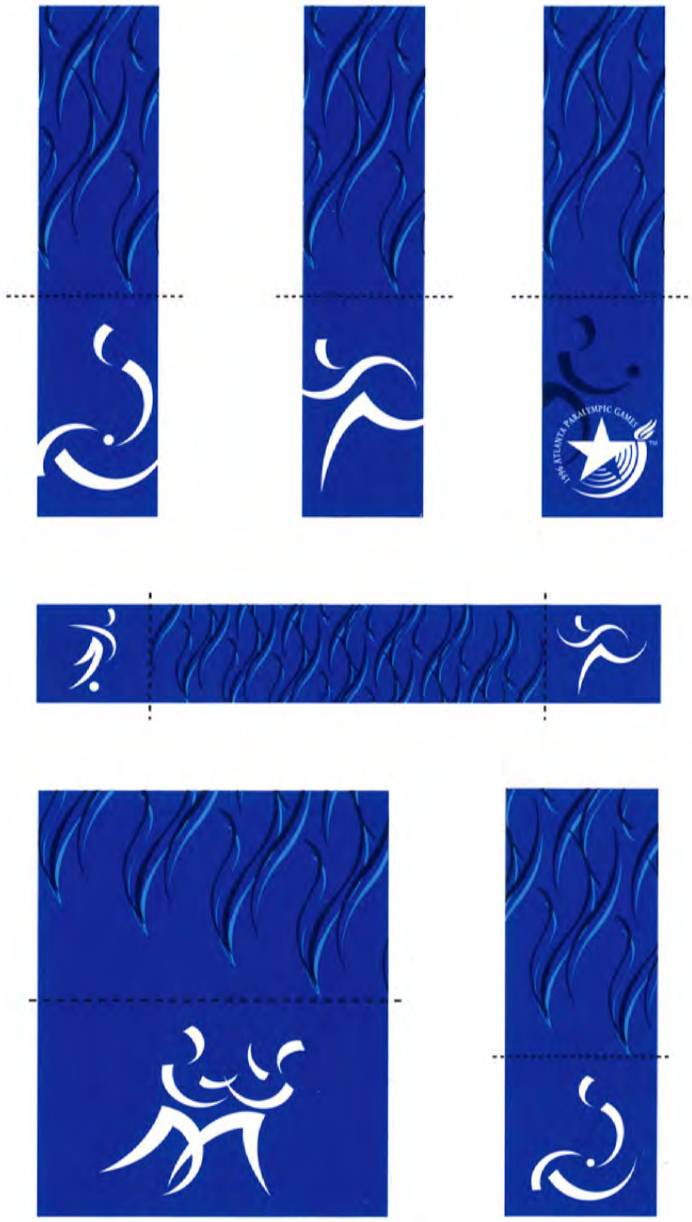
Pictograms With the Look

In Look applications, please use the Pictograms in the positive version only (see 4A). Cropping is acceptable provided the sport is identifiable. Pictograms may not overlap StarFire or the IPC logo. But, for space purposes, Pictograms may be *overlapped by* StarFire or the IPC logo if the Pictograms are a complimentary, darker color drawn from the Look color palette. Please reference sections four and five for complete instructions on applying the Pictograms.



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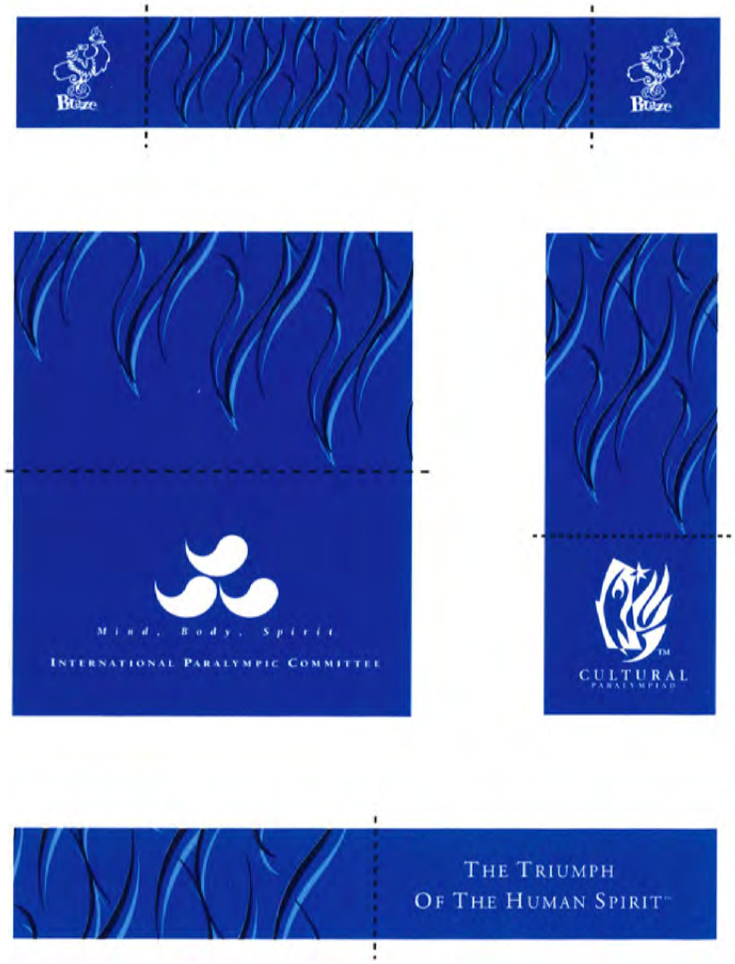
Blaze™, IPC, Cultural Paralympiad Logos and Paralympic Themeline With the Look

Reproductions of each of these elements are guided by the same rules: they always appear beside or below Look patterns and are never integrated with Look patterns or elements. The marks may not be cropped in Look applications. Sections two and seven of this manual provide more information on the use of BLAZE™ and the Paralympic themeline, "The Triumph of the Human Spirit™." The Cultural Paralympiad mark may be referenced on page 9k.



Color Specifications — Four-color Process and Match

We've added ten new colors to our existing palette to enhance the visual presence of the Look. Colors are grouped into five complimentary families. Each family has an (A), (B) and (C) color. (A) represents the lightest color, (B) the mid-range color and (C) the darkest color. The colors shown below are four-color process. Please see section ten for other versions of the Look palette.

	A	B	C
1.	APOC LIGHT GREEN C:51.0 M:0 Y:18.5 K:0	FEATHER GREEN C:100.0 M:0 Y:30.5 K:6.0	APOC DARK GREEN C:100.0 M:0 Y:38.0 K:30.5
2.	APOC LIGHT YELLOW C:0 M:15.0 Y:60.0 K:0	PHOENIX YELLOW C:0 M:27.0 Y:76.0 K:0	APOC RED ORANGE C:0 M:47.0 Y:100.0 K:0
3.	APOC LIGHT RED C:0 M:79.0 Y:91.0 K:0	BLAZE™ RED C:0 M:100.0 Y:91.0 K:0	APOC DARK RED C:0 M:91.0 Y:72.0 K:23.5
4.	APOC LIGHT PURPLE C:43.0 M:38.0 Y:0 K:0	APOC PURPLE C:79.0 M:76.0 Y:0 K:0	PYRA PURPLE C:94.0 M:91.0 Y:0 K:0
5.	APOC LIGHT BLUE C:69.0 M:34.0 Y:0 K:0	PARALYMPIC BLUE C:100.0 M:60.0 Y:0 K:6.0	APOC DARK BLUE C:100.0 M:72.0 Y:0 K:38.0

In lieu of the Paralympic Colors specified above and throughout this manual, you may use the following PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide.

Paralympic Colors	PANTONE Colors
For APOC Light Green	Use PANTONE 319 C
For Feather Green	Use PANTONE 320 C
For APOC Dark Green	Use PANTONE 322 C
For APOC Light Yellow	Use PANTONE 1225 C
For Phoenix Yellow	Use PANTONE 1235 C

Paralympic Colors	PANTONE Colors
For APOC Light Red	Use PANTONE Warm Red C
For APOC Red Orange	Use PANTONE 144 C
For Blaze™ Red	Use PANTONE 485 C
For APOC Dark Red	Use PANTONE 187 C
For APOC Light Purple	Use PANTONE 2645 C
For APOC Purple	Use PANTONE 2665 C
For Pyra Purple	Use PANTONE Violet C
For APOC Light Blue	Use PANTONE 279 C
For Paralympic Blue	Use PANTONE 286 C
For APOC Dark Blue	Use PANTONE 281 C

PANTONE® is a registered trademark of Pantone, Inc.

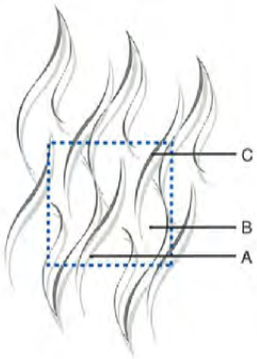
The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards.

Color Specifications — Combinations

The Look can be interpreted in a variety of colorations. Two and three-color treatments may use any one of the designated families of complimentary colors. Multi-color treatments borrow from different families. Remember that (A) represents the lightest color in a family, (B) the mid-range color and (C) the darkest color.

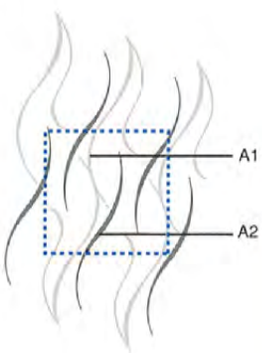
Two-color treatments may only use the (A) or (C) color as the flame, and the (B) color as the background. As shown in (1) and (2), three-color treatments may only use the (A) color as the shadow flame, the (B) color for the background and the (C) color as the dominant flame. As shown in (3) and (4), four-color treatments use two (A) colors as shadow flames instead of one. The (B) and (C) colors are used like they are in two and three-color treatments. Please don't vary from these four-color options since they represent the best possible color distributions.

1.



2.

3.



4.

A1. APOC LIGHT GREEN
A2. APOC LIGHT YELLOW
B. FEATHER GREEN
C. APOC DARK BLUE

A1. APOC LIGHT PURPLE
A2. APOC LIGHT YELLOW
B. FEATHER GREEN
C. PYRA PURPLE

A1. APOC LIGHT YELLOW
A2. APOC LIGHT GREEN
B. FEATHER GREEN
C. PYRA PURPLE

A1. APOC LIGHT YELLOW
A2. APOC LIGHT RED
B. PHOENIX YELLOW
C. APOC DARK RED

A1. APOC LIGHT YELLOW
A2. APOC LIGHT RED
B. PHOENIX YELLOW
C. APOC RED ORANGE

A1. APOC LIGHT PURPLE
A2. APOC LIGHT GREEN
B. PHOENIX YELLOW
C. PYRA PURPLE

A1. APOC LIGHT YELLOW
A2. APOC LIGHT RED
B. BLAZE™ RED
C. APOC RED ORANGE

A1. APOC LIGHT RED
A2. APOC LIGHT YELLOW
B. BLAZE™ RED
C. APOC DARK RED

A1. APOC LIGHT RED
A2. APOC LIGHT GREEN
B. BLAZE™ RED
C. APOC RED ORANGE

A1. APOC LIGHT PURPLE
A2. APOC LIGHT BLUE
B. APOC PURPLE
C. APOC DARK BLUE

A1. APOC LIGHT PURPLE
A2. APOC LIGHT GREEN
B. APOC PURPLE
C. APOC DARK GREEN

A1. APOC LIGHT PURPLE
A2. APOC LIGHT YELLOW
B. APOC PURPLE
C. APOC DARK BLUE

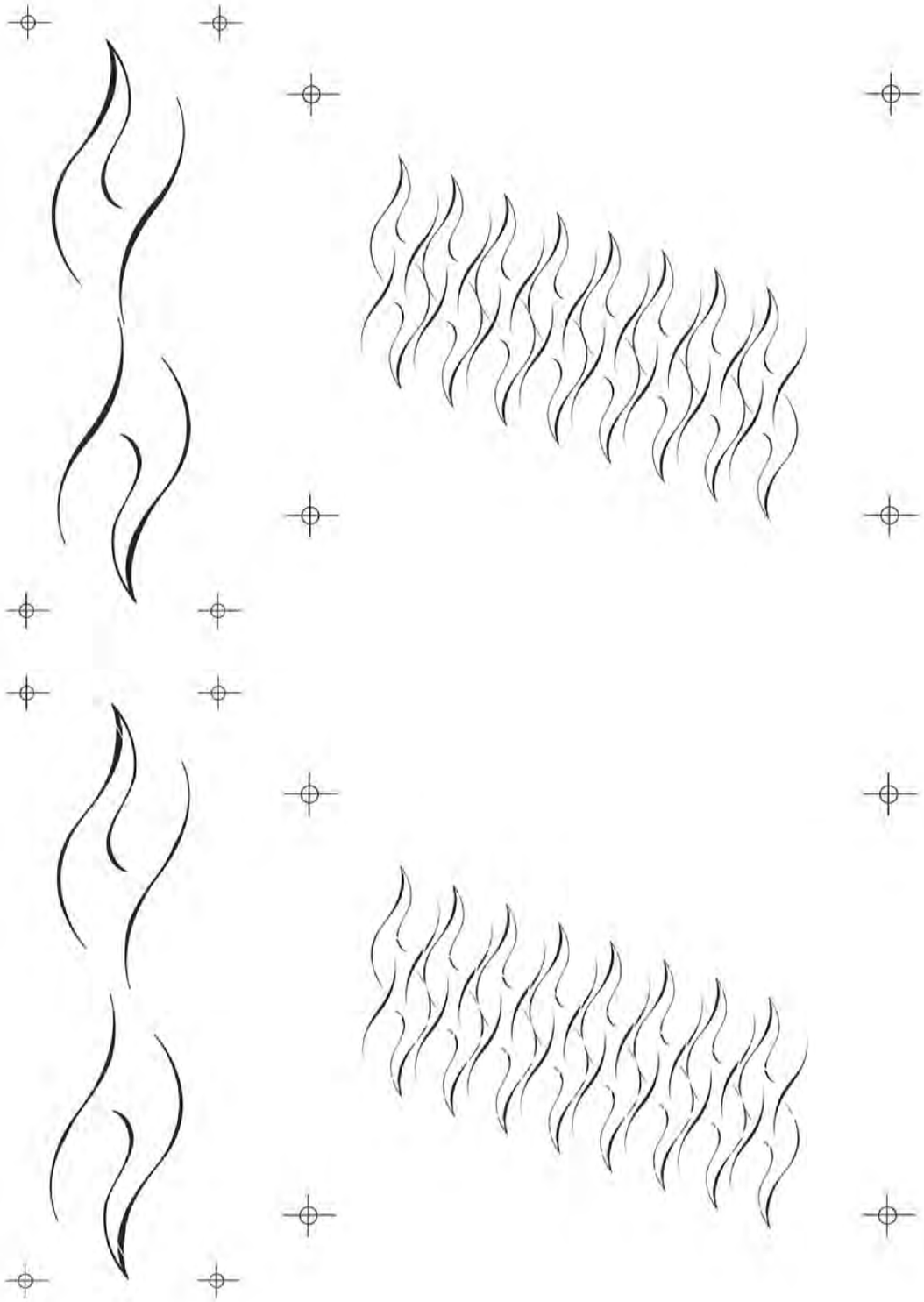
A1. APOC LIGHT BLUE
A2. APOC LIGHT GREEN
B. PARALYMPIC BLUE
C. APOC DARK BLUE

A1. APOC LIGHT BLUE
A2. APOC LIGHT GREEN
B. PARALYMPIC BLUE
C. PYRA PURPLE

A1. APOC LIGHT BLUE
A2. APOC LIGHT YELLOW
B. PARALYMPIC BLUE
C. PYRA PURPLE

Reproduction Art

Please reproduce from these originals only. Please do not duplicate this page, scan art electronically or use it as a template to re-draw the symbols. Please reproduce the artwork here using only the appropriate color combinations specified throughout this section. Do not reduce smaller than the smallest image shown here. *All images are available on computer diskette.*



CULTURAL PARALYMPIAD ART

This artwork may be used for all applications of the Cultural Paralympiad logo, including those not involving Look formats. All reproduction rules governing the other artwork in this section also apply to this artwork. Please reference the StarFire color pallet in section one, and the Look of the Games color pallet in section nine for specific breakdowns of these colors. Do not reproduce this image smaller than the smallest size shown here.

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1. The Symbol — StarFire
2. The Theme — The Triumph of the Human Spirit™
3. The Typography
4. The Pictograms
5. The Accent Graphics
6. The Disabled Sports Organization Logos
7. The Mascot — BLAZE™
8. The Approval/Request Forms
9. The Look of the Games
10. The Colors

The Colors

The Colors

10a. StarFire and Pictogram – Coated

10b. StarFire and Pictogram – Coated

10c. BLAZE™ – Coated

10d. BLAZE™ – Coated

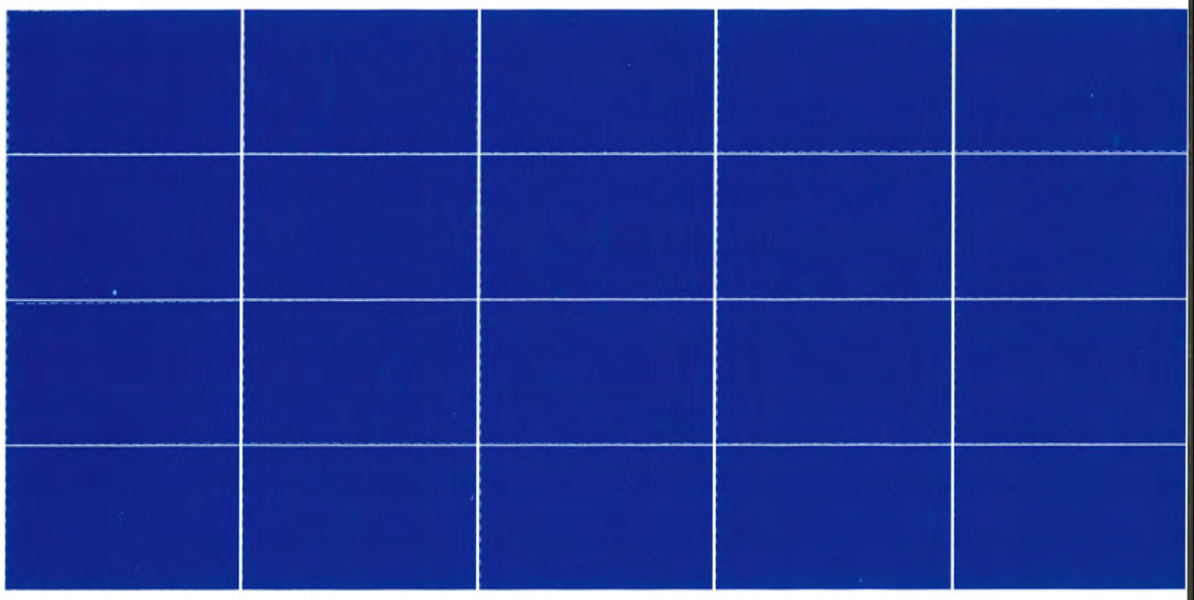
10e. BLAZE™ – Coated Accent Colors

10f. Look of the Games – Coated

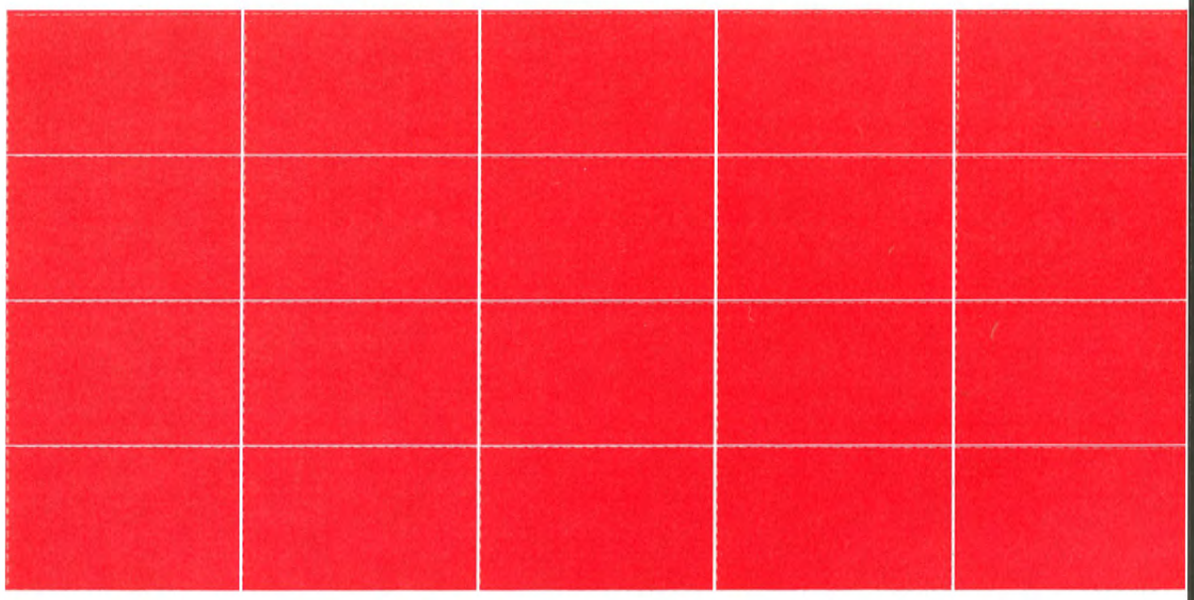
10g. Look of the Games – Coated

These color swatches have been provided to help you accurately reproduce the proper Paralympic colors. Please check your color reproductions against these samples and do not substitute other colors for these.

Paralympic Blue



Spirit Red

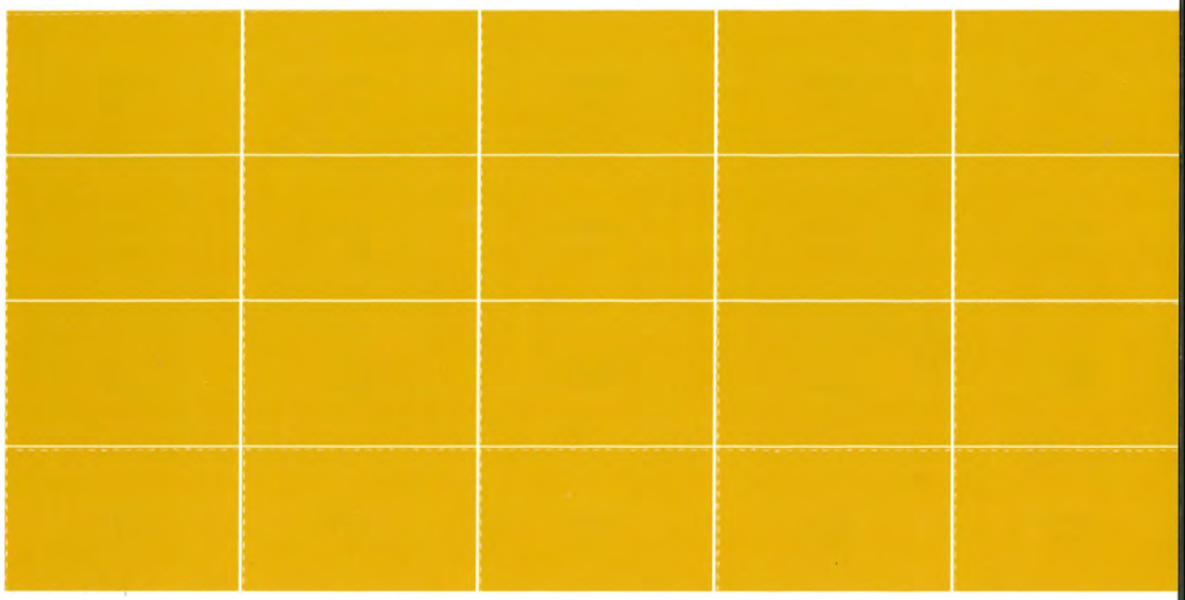


Paralympic Blue	Paralympic Blue	Paralympic Blue	Paralympic Blue	Paralympic Blue
Paralympic Blue	Paralympic Blue	Paralympic Blue	Paralympic Blue	Paralympic Blue
Paralympic Blue	Paralympic Blue	Paralympic Blue	Paralympic Blue	Paralympic Blue
Paralympic Blue	Paralympic Blue	Paralympic Blue	Paralympic Blue	Paralympic Blue

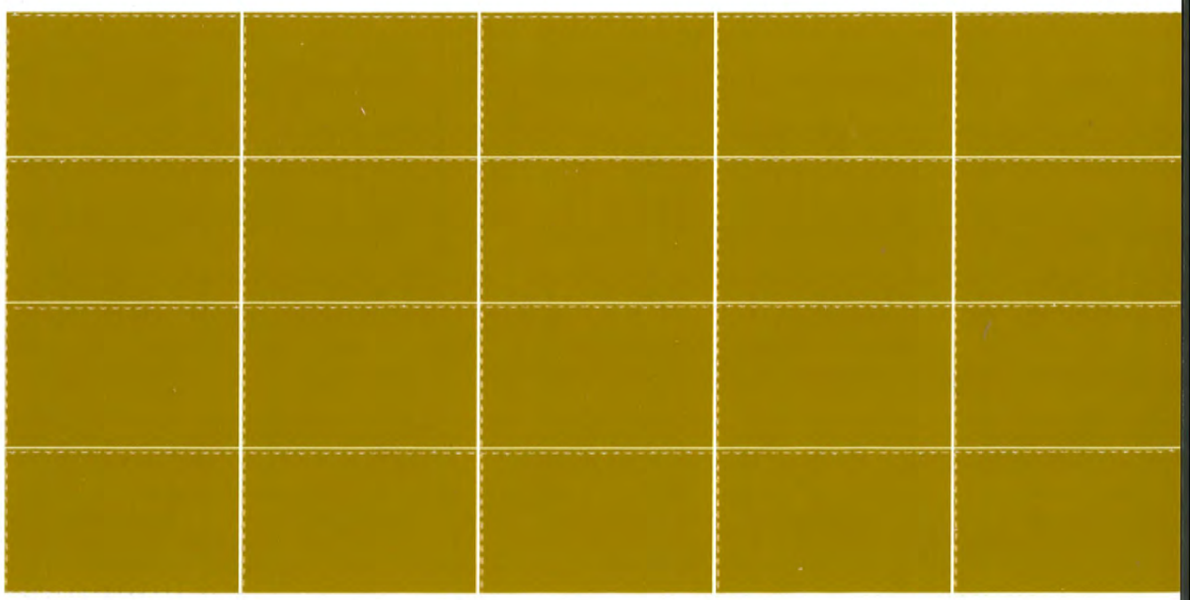
Spirit Red	Spirit Red	Spirit Red	Spirit Red	Spirit Red
Spirit Red	Spirit Red	Spirit Red	Spirit Red	Spirit Red
Spirit Red	Spirit Red	Spirit Red	Spirit Red	Spirit Red
Spirit Red	Spirit Red	Spirit Red	Spirit Red	Spirit Red

These color swatches have been provided to help you accurately reproduce the proper Paralympic colors. Please check your color reproductions against these samples and do not substitute other colors for these.

Triumph Gold



Metallic Gold



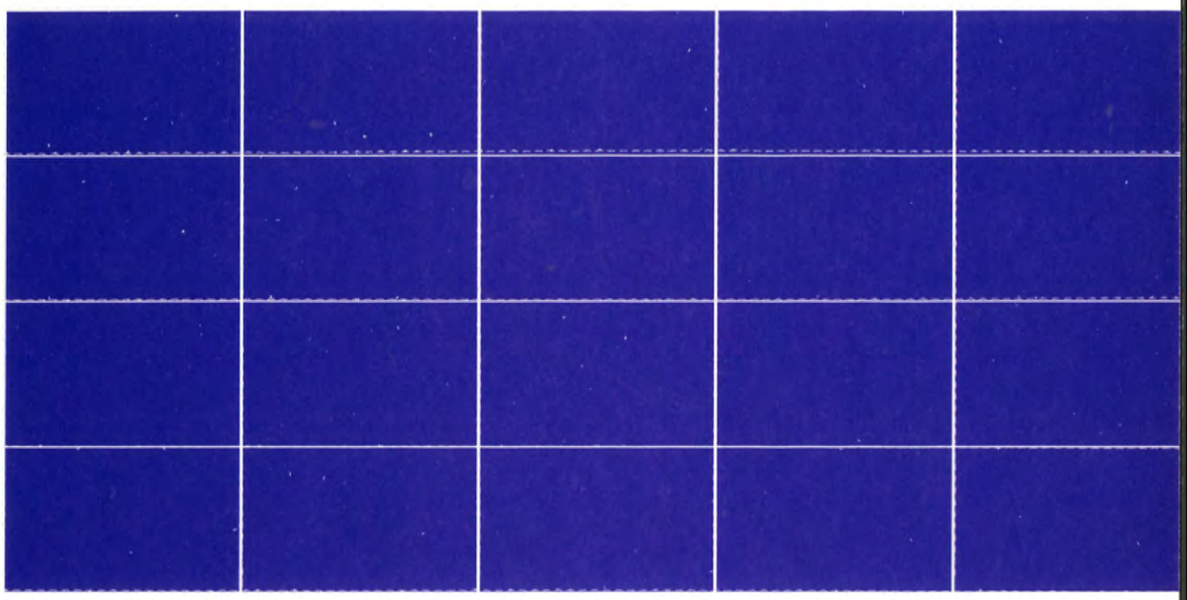
Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold
Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold
Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold
Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold

Metallic Gold	Metallic Gold	Metallic Gold	Metallic Gold	Metallic Gold
Metallic Gold	Metallic Gold	Metallic Gold	Metallic Gold	Metallic Gold
Metallic Gold	Metallic Gold	Metallic Gold	Metallic Gold	Metallic Gold
Metallic Gold	Metallic Gold	Metallic Gold	Metallic Gold	Metallic Gold

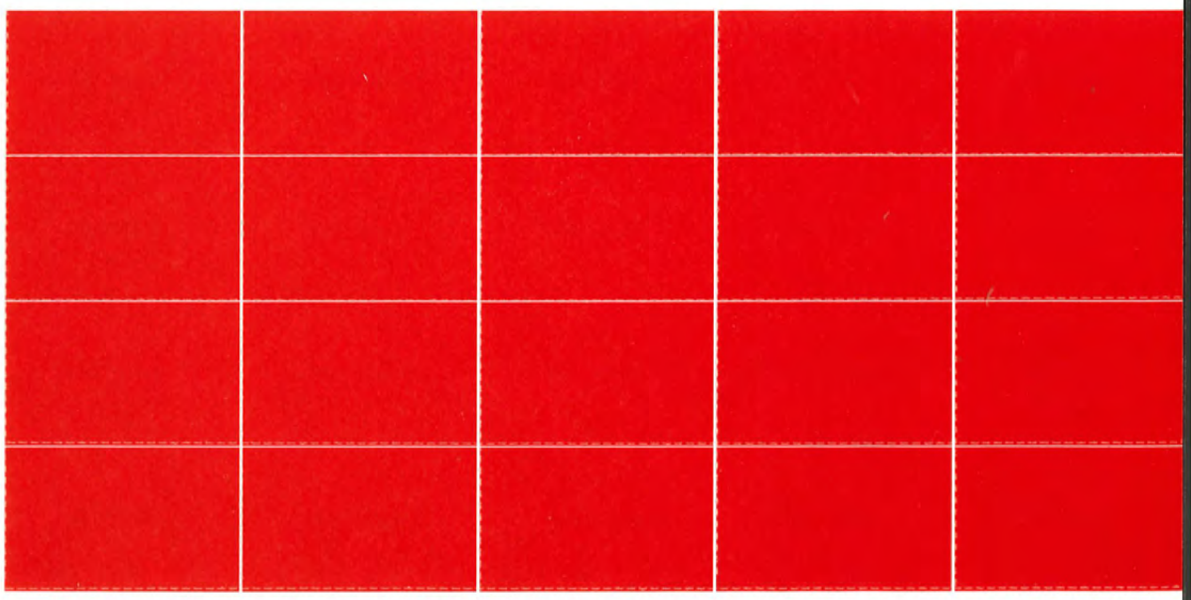
BLAZE™ — COATED

These color swatches have been provided to help you accurately reproduce the proper Paralympic colors. Please check your color reproductions against these samples and do not substitute other colors for these.

Pyra Purple



BLAZE™ Red



Pyra Purple	Pyra Purple	Pyra Purple	Pyra Purple	Pyra Purple
Pyra Purple	Pyra Purple	Pyra Purple	Pyra Purple	Pyra Purple
Pyra Purple	Pyra Purple	Pyra Purple	Pyra Purple	Pyra Purple
Pyra Purple	Pyra Purple	Pyra Purple	Pyra Purple	Pyra Purple

BLAZE™ Red	BLAZE™ Red	BLAZE™ Red	BLAZE™ Red	BLAZE™ Red
BLAZE™ Red	BLAZE™ Red	BLAZE™ Red	BLAZE™ Red	BLAZE™ Red
BLAZE™ Red	BLAZE™ Red	BLAZE™ Red	BLAZE™ Red	BLAZE™ Red
BLAZE™ Red	BLAZE™ Red	BLAZE™ Red	BLAZE™ Red	BLAZE™ Red

BLAZE™ — COATED

These color swatches have been provided to help you accurately reproduce the proper Paralympic colors. Please check your color reproductions against these samples and do not substitute other colors for these.

Feather Green

Phoenix Yellow

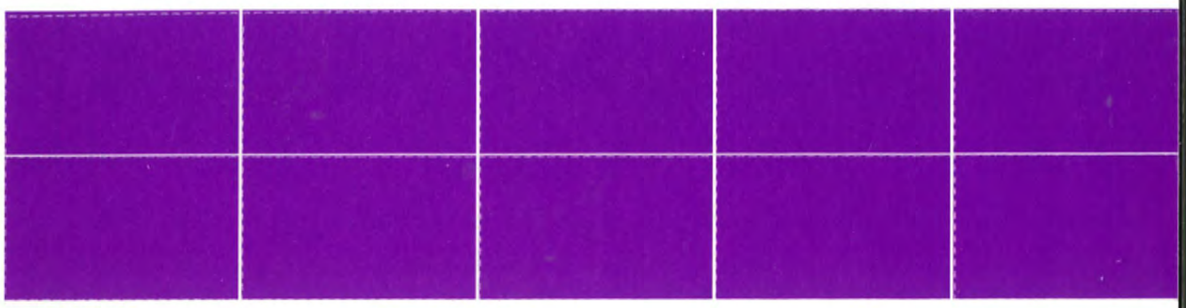
Feather Green	Feather Green	Feather Green	Feather Green	Feather Green
Feather Green	Feather Green	Feather Green	Feather Green	Feather Green
Feather Green	Feather Green	Feather Green	Feather Green	Feather Green
Feather Green	Feather Green	Feather Green	Feather Green	Feather Green

Phoenix Yellow	Phoenix Yellow	Phoenix Yellow	Phoenix Yellow	Phoenix Yellow
Phoenix Yellow	Phoenix Yellow	Phoenix Yellow	Phoenix Yellow	Phoenix Yellow
Phoenix Yellow	Phoenix Yellow	Phoenix Yellow	Phoenix Yellow	Phoenix Yellow
Phoenix Yellow	Phoenix Yellow	Phoenix Yellow	Phoenix Yellow	Phoenix Yellow

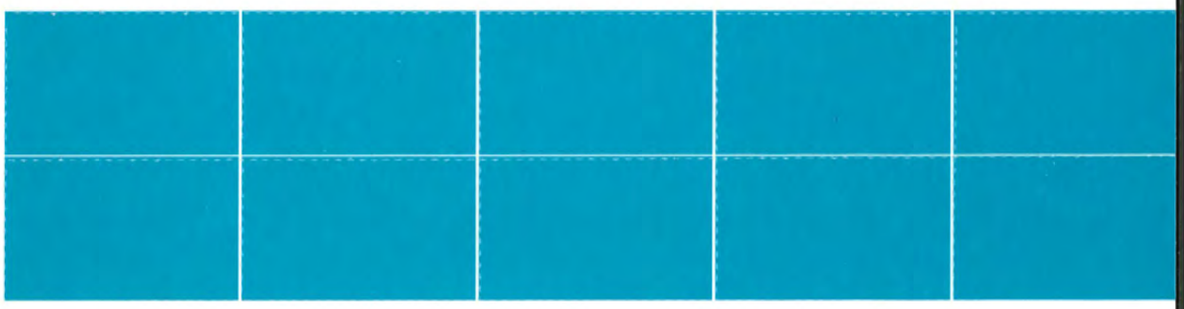
BLAZE™ — COATED ACCENT COLORS

These color swatches have been provided to help you accurately reproduce the proper Paralympic colors. Please check your color reproductions against these samples and do not substitute other colors for these.

Magenta

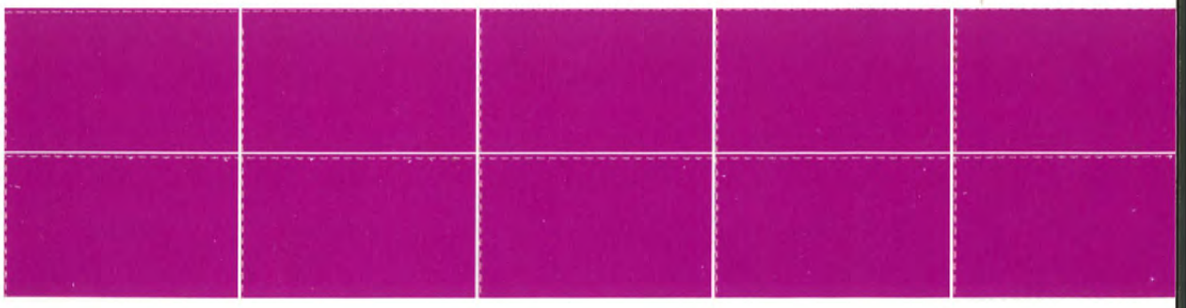


Turquoise



Triumph Gold

Raspberry



Magenta	Magenta	Magenta	Magenta	Magenta
Magenta	Magenta	Magenta	Magenta	Magenta

Turquoise	Turquoise	Turquoise	Turquoise	Turquoise
Turquoise	Turquoise	Turquoise	Turquoise	Turquoise

Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold
Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold	Triumph Gold

Raspberry	Raspberry	Raspberry	Raspberry	Raspberry
Raspberry	Raspberry	Raspberry	Raspberry	Raspberry

Look of the Games — Coated

These color swatches have been provided to help you accurately reproduce the proper Paralympic colors. Please check your color reproductions against these samples and do not substitute other colors for these. Look of the Games colors not shown here may be found on the BLAZE™ and StarFire color pages of this section.

APOC Light Green

APOC Dark Green

APOC Light Yellow

APOC Red Orange

APOC Light Red

APOC Light Green	APOC Light Green	APOC Light Green	APOC Light Green	APOC Light Green	APOC Light Green
APOC Light Green	APOC Light Green	APOC Light Green	APOC Light Green	APOC Light Green	APOC Light Green
APOC Dark Green	APOC Dark Green	APOC Dark Green	APOC Dark Green	APOC Dark Green	APOC Dark Green
APOC Dark Green	APOC Dark Green	APOC Dark Green	APOC Dark Green	APOC Dark Green	APOC Dark Green
APOC Light Yellow	APOC Light Yellow	APOC Light Yellow	APOC Light Yellow	APOC Light Yellow	APOC Light Yellow
APOC Light Yellow	APOC Light Yellow	APOC Light Yellow	APOC Light Yellow	APOC Light Yellow	APOC Light Yellow
APOC Red Orange	APOC Red Orange	APOC Red Orange	APOC Red Orange	APOC Red Orange	APOC Red Orange
APOC Red Orange	APOC Red Orange	APOC Red Orange	APOC Red Orange	APOC Red Orange	APOC Red Orange
APOC Light Red	APOC Light Red	APOC Light Red	APOC Light Red	APOC Light Red	APOC Light Red
APOC Light Red	APOC Light Red	APOC Light Red	APOC Light Red	APOC Light Red	APOC Light Red

Look of the Games — Coated

These color swatches have been provided to help you accurately reproduce the proper Paralympic colors. Please check your color reproductions against these samples and do not substitute other colors for these. Look of the Games colors not shown here may be found on the BLAZE™ and StarFire color pages of this section.

APOC Dark Red

APOC Light Purple

APOC Purple

APOC Light Blue

APOC Dark Blue

APOC Dark Red	APOC Dark Red	APOC Dark Red	APOC Dark Red	APOC Dark Red	APOC Dark Red
APOC Dark Red	APOC Dark Red	APOC Dark Red	APOC Dark Red	APOC Dark Red	APOC Dark Red
APOC Light Purple	APOC Light Purple	APOC Light Purple	APOC Light Purple	APOC Light Purple	APOC Light Purple
APOC Light Purple	APOC Light Purple	APOC Light Purple	APOC Light Purple	APOC Light Purple	APOC Light Purple
APOC Purple	APOC Purple	APOC Purple	APOC Purple	APOC Purple	APOC Purple
APOC Purple	APOC Purple	APOC Purple	APOC Purple	APOC Purple	APOC Purple
APOC Light Blue	APOC Light Blue	APOC Light Blue	APOC Light Blue	APOC Light Blue	APOC Light Blue
APOC Light Blue	APOC Light Blue	APOC Light Blue	APOC Light Blue	APOC Light Blue	APOC Light Blue
APOC Dark Blue	APOC Dark Blue	APOC Dark Blue	APOC Dark Blue	APOC Dark Blue	APOC Dark Blue
APOC Dark Blue	APOC Dark Blue	APOC Dark Blue	APOC Dark Blue	APOC Dark Blue	APOC Dark Blue

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