

THE MASCOTS

PARIS 2024

USAGE GUIDELINES – PARIS 2024 PARTNERS

TOP AND DOMESTIC PARTNERS

Final version - November 2022

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→ Introduction

EACH EDITION OF THE GAMES HAS ITS OWN MASCOTS

The mascots are emotional, narrative and media assets, embodying the spirit of each edition of the Games. They reflect the culture of the host country through their symbolism and the tales they tell.

The mascots are special spokespeople who bring quirkiness and humour to the proceedings. They have their own universe and their own personalities.

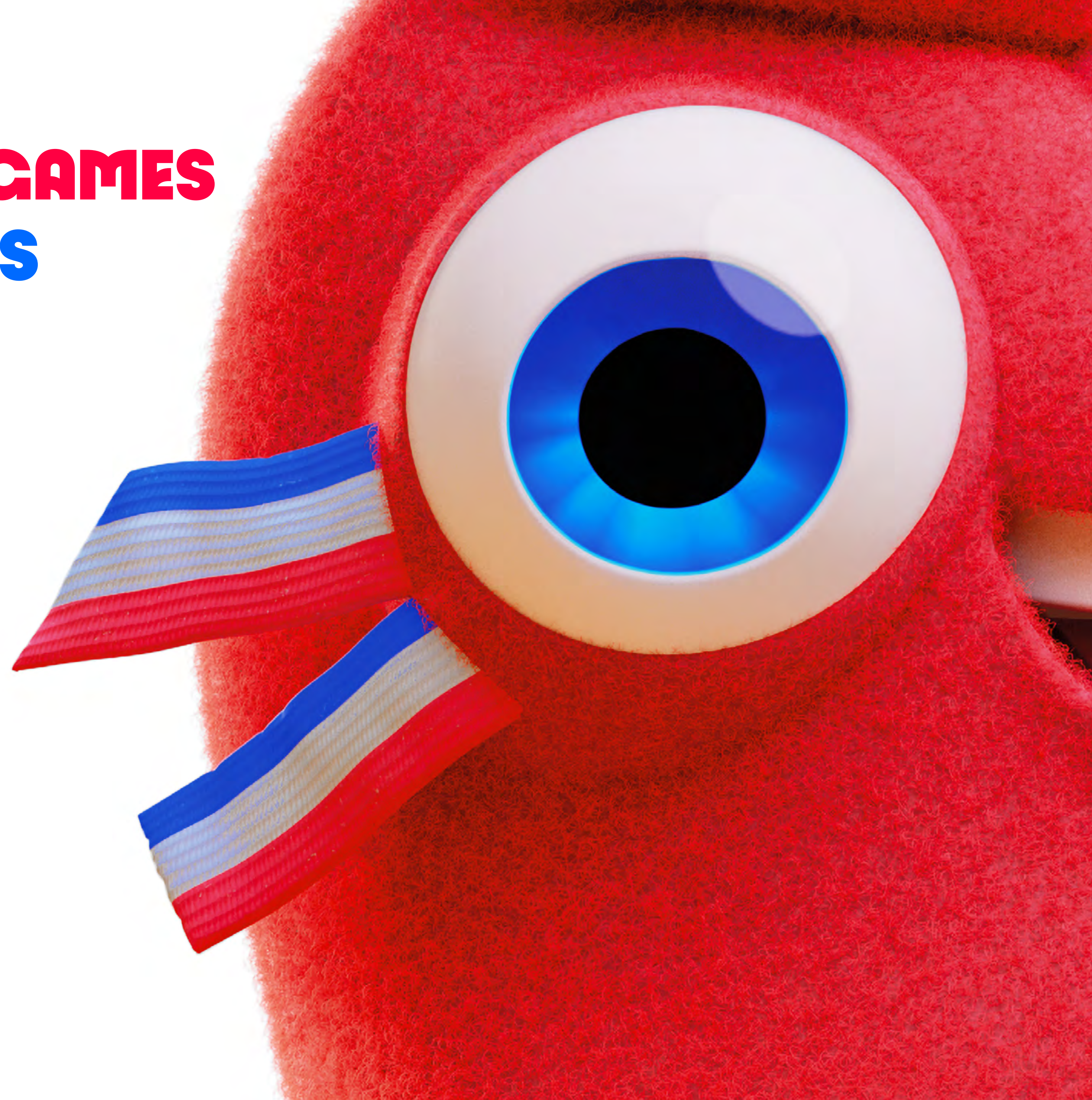
In this guide you will not only discover what inspired the Paris 2024 mascots, but also encounter their universe and how they will be depicted following a set of specific rules.

We want to give you the keys to understand the messages the mascots will share and trust you will follow the rules on how to use them. Any discrepancy from these rules could tarnish their original meaning.

These guidelines have been created for Paris 2024 Partners, i.e. the TOP Olympic and Paralympic Partners, as well as Paris 2024's domestic Partners (Premium Partners, Official Partners and Official Supporters).

Happy reading!

The Paris 2024 team



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WHO ARE THE PARIS 2024 MASCOTS?

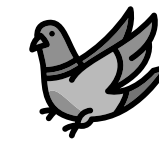
THE PARIS 2024 MASCOTS

FIRST AMBASSADORS FOR THE OLYMPIC AND PARALYMPIC GAMES

As the first ambassadors for the Games, the mascots must fly the flag for the Paris 2024 vision: **sport can change everything.**

No doubt they will have their work cut out convincing everyone in France... But that is why our mascots are not the famous rooftop cats of Paris, nor the pretty pigeons that can be spotted in our neighbourhood squares, or even the famous gargoyles of the Notre-Dame – none of which would have been credible in a sport-related context.





THE PARIS 2024 MASCOTS

REVOLUTIONARY GAMES !

The Paris 2024 Games want to give sport the place it deserves in French society and all over the world – quite a challenge.

Our mascots are there to lead this major people-focused movement and **guide us through their own sporting movement.**

So who better than little Phrygian caps to do so?

Welcome to the Paris 2024 Phryges!

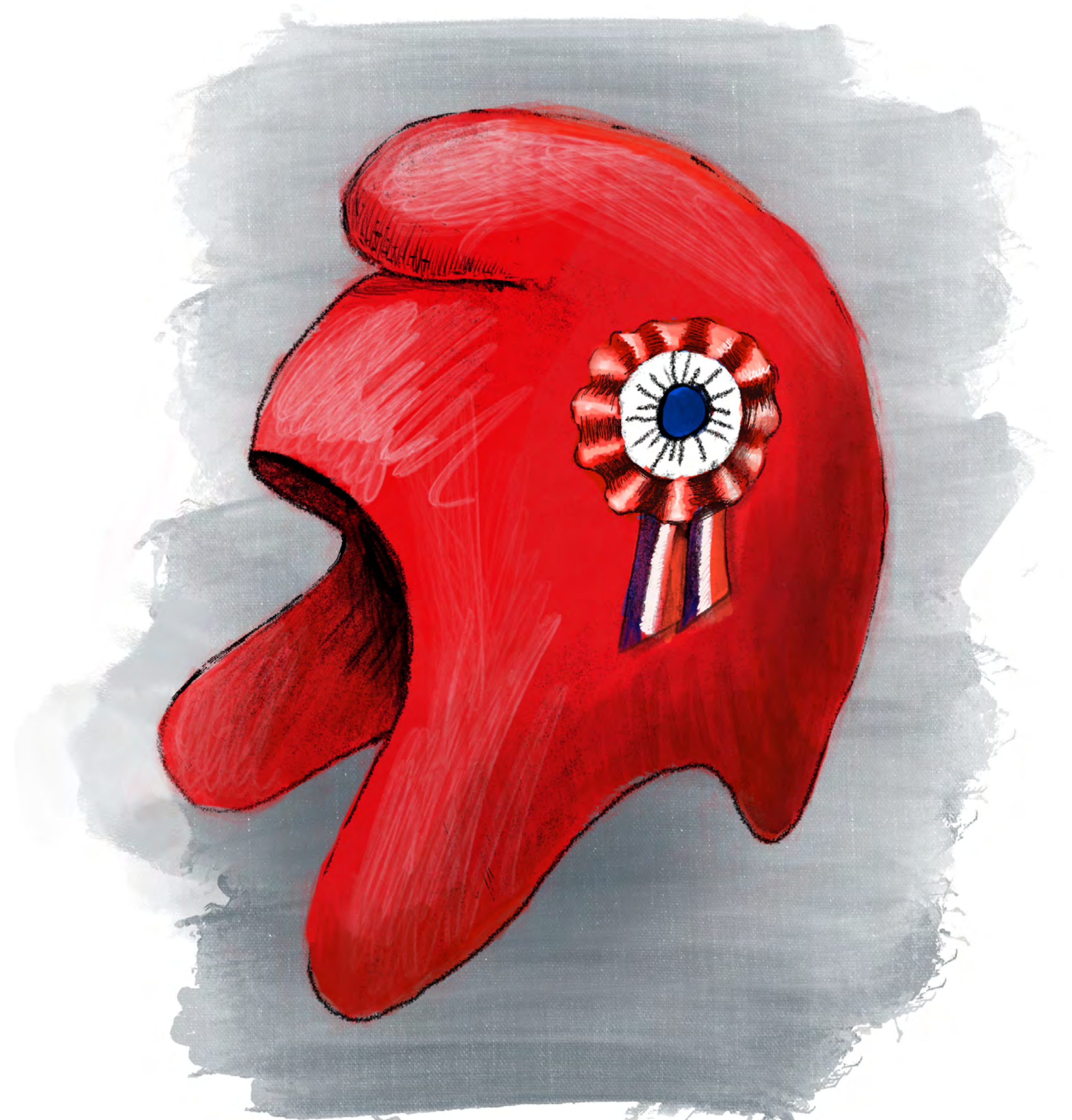
THE CREATIVE IDEA

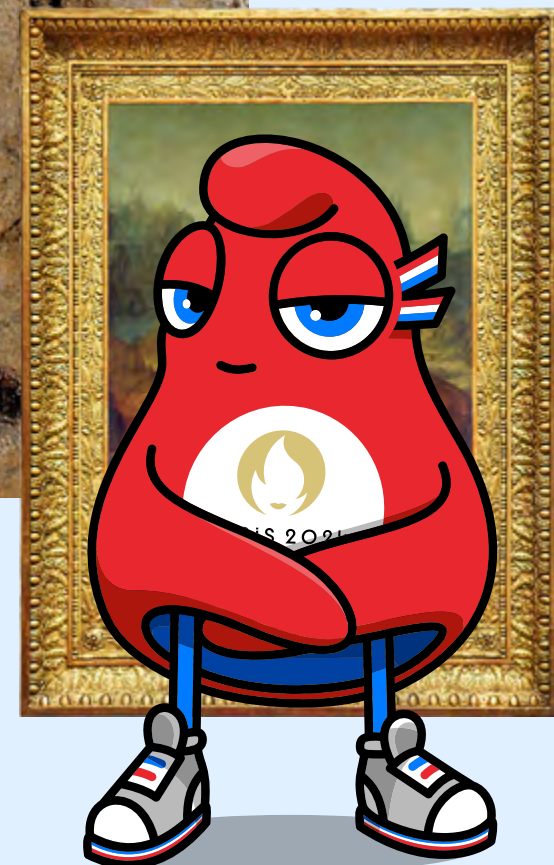
THE PHRYGIAN CAP

The Phrygian cap has been an important symbol in various parts of the world since ancient times. It featured on certain flags and coats of arms in Latin America before becoming widely popularised by **French revolutionaries**.

The Phrygian cap has now become a familiar symbol in France, where it can be seen at the Louvre in Delacroix's famous painting, Liberty Leading the People. It is also worn by the French national icon Marianne, depicted in busts at town halls across the country as well as on stamps. The cap is also covered in the national curriculum at schools.

The Phrygian or liberty cap alludes to the revolutionary spirit of the French, while echoing the sporting revolution that Paris 2024 wants to lead.





THE PHRYGES LEGEND

OUR PHRYGES HAVE BEEN AROUND FOR A LONG TIME

Generation succeeding generation for thousands of years. Legend has it that Phryges have stood alongside the French at numerous landmark moments in our nation's history.

Some might even say that **the earliest traces of the Phryges were found on the walls of the Lascaux cave**, showing that they were around at the time of **the Neolithic revolution!**

They are known to have been present **in 1789**, supporting the French people as they led a revolution that would change the face of our country. Others claim that they were also there at the side of **the impressionist painters** when they started a major artistic revolution at the end of the 19th century.

Finally, more recently, Phryges students are said to have been spotted in **Boulevard Saint-Germain in May 1968**, taking part in a cultural revolution.

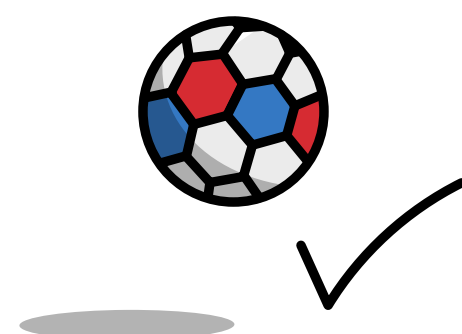
Today, **a new generation** of Phryges is back !

THE PHRYGE TRIBE

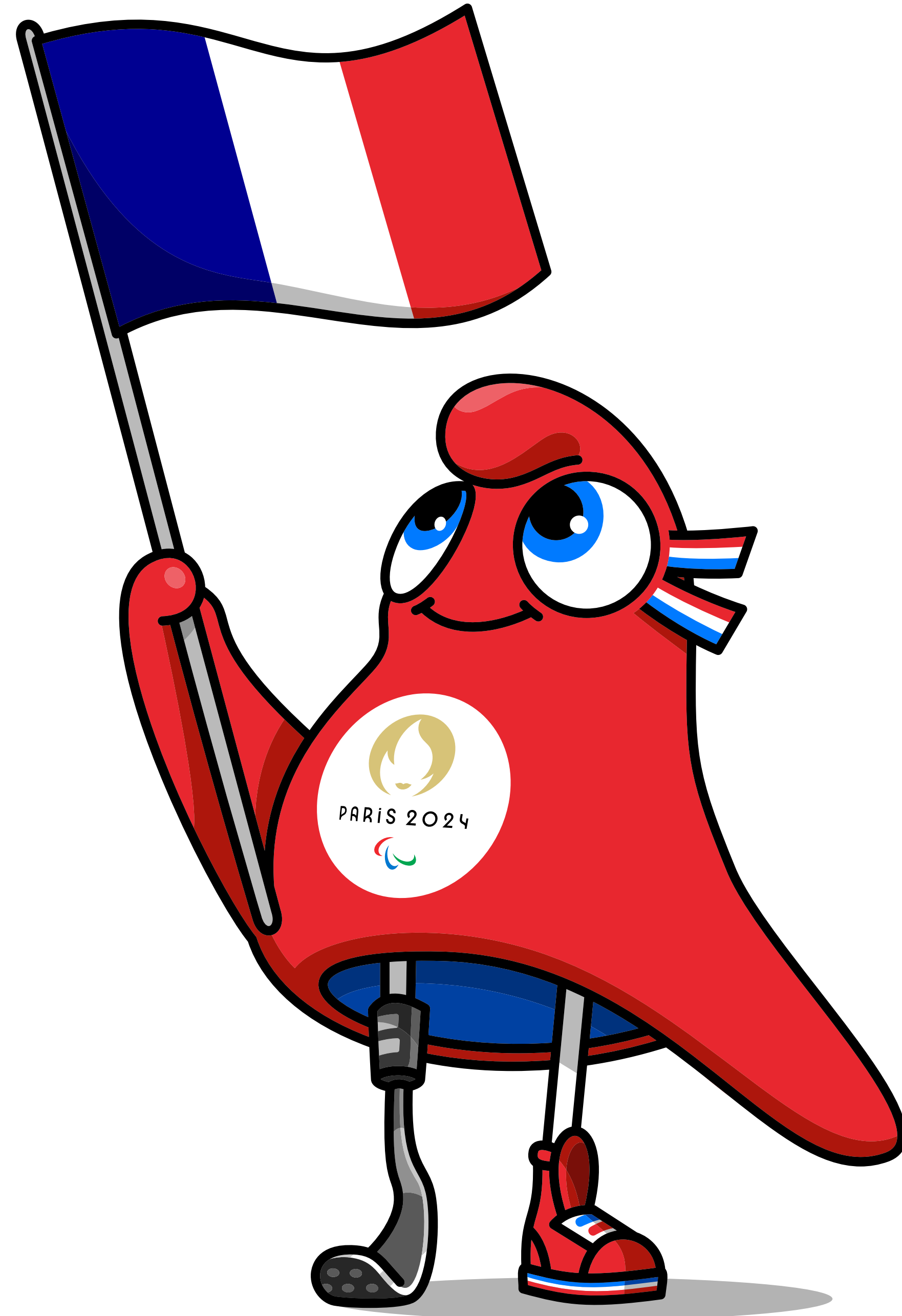
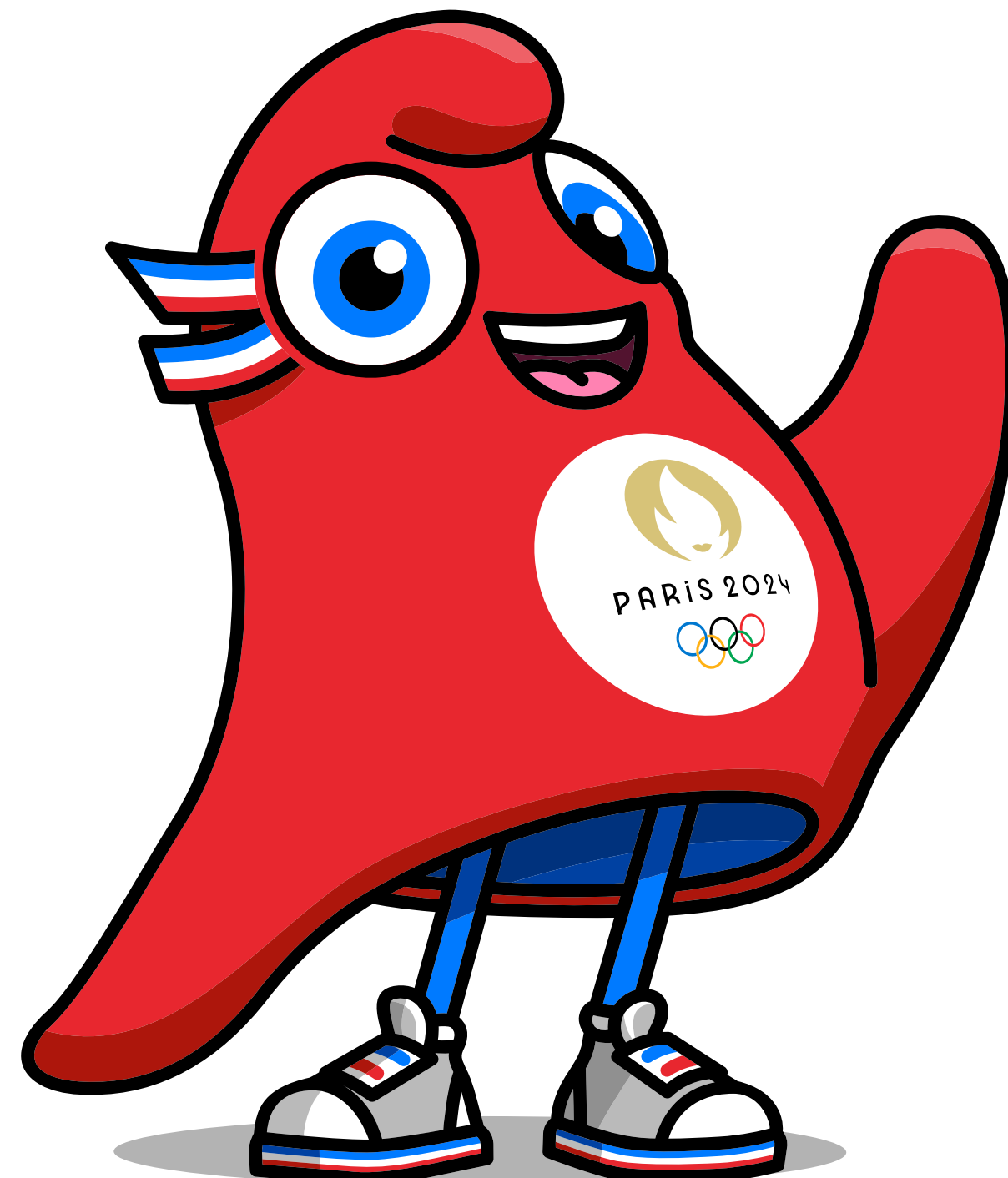
A SPORTING GENERATION HERE TO DRIVE A REVOLUTION THROUGH SPORT

The new generation of Phryges is a sporting one, and has come to help us drive **their revolution through sport for the Paris 2024 Games.**

Brave, determined and ready to do anything to succeed, they will get the people moving, **whatever it takes!**



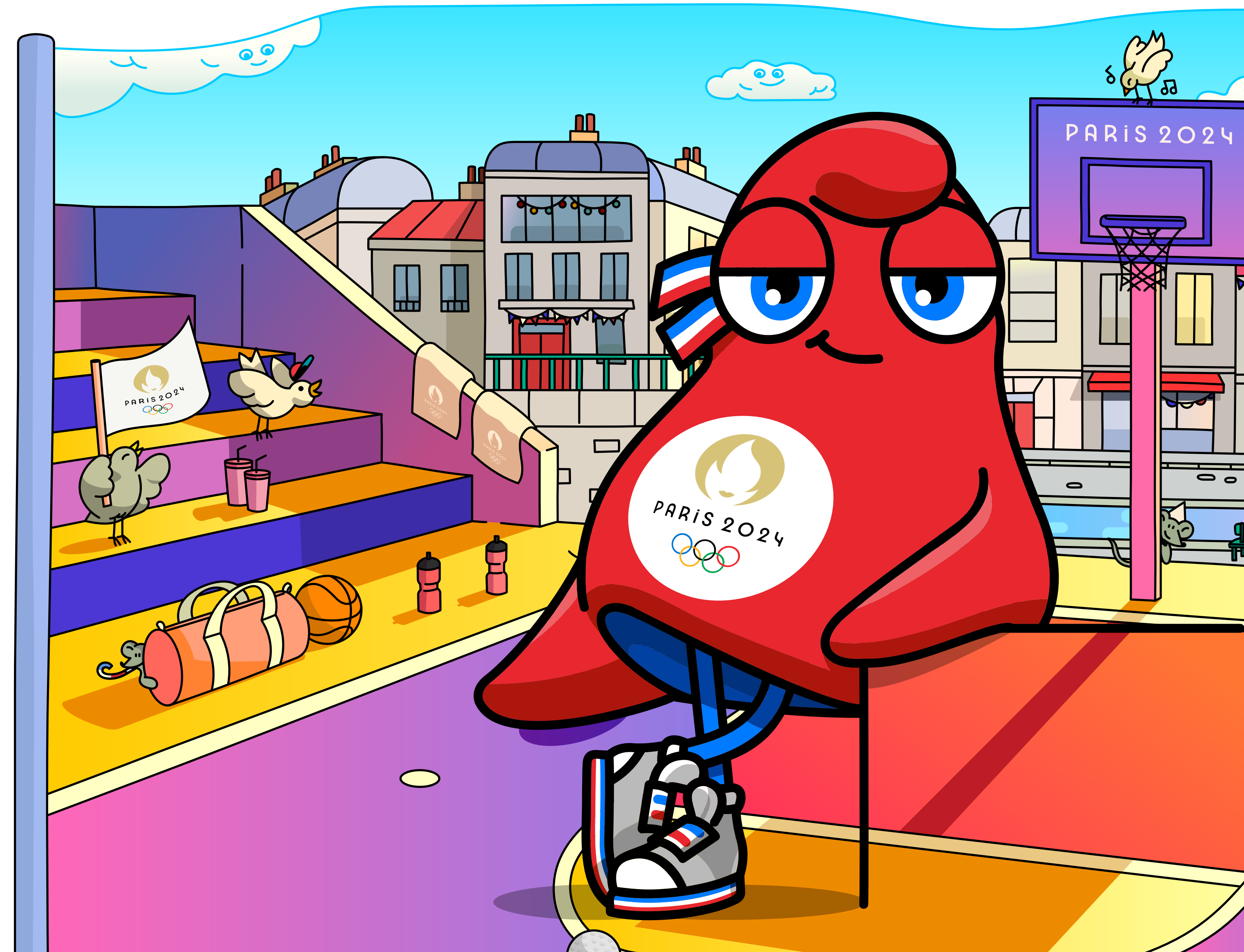
**OUR TWO HEROES:
THE MAIN MEMBERS
OF THE PHRYGE TRIBE**



THE OLYMPIC PHRYGE

A fine tactician, it is the smart one of the bunch. A true mathematician, it never launches into anything without thinking it all through.

With its **methodical mind** and **alluring charm**, it will no doubt inspire everybody to do more sport every day!





THE PARALYMPIC PHRYGE

A real party animal, **spontaneous** and a bit hotheaded, **it's not afraid of anything**, it wants to have it all!

Always up for new experiences, it will rally everyone around it with infectious energy and enthusiasm.

The Paralympic Phryge **will bring out the best supporter in you**, spread the values of sport and encourage you to create a buzz and celebrate the athletes in all the stadiums and other venues.



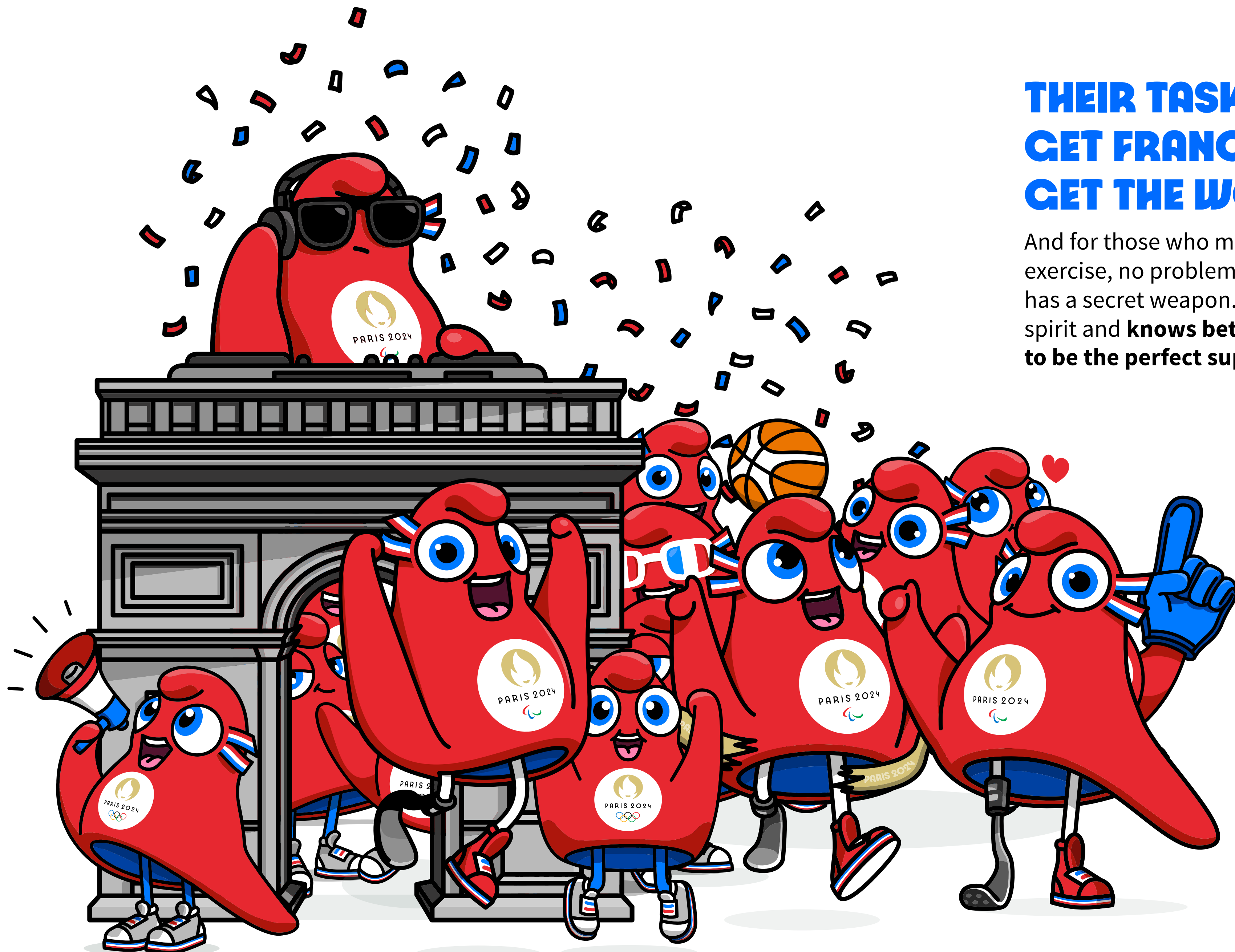
THEIR TASK: GET FRANCE MOVING, GET THE WORLD MOVING!

With millennia of experience, the Phryges know that any revolution needs preparation.

Our two heroes now have two years to get us moving and its people active. Here's hoping they manage it!

They won't miss a single sport or anyone...

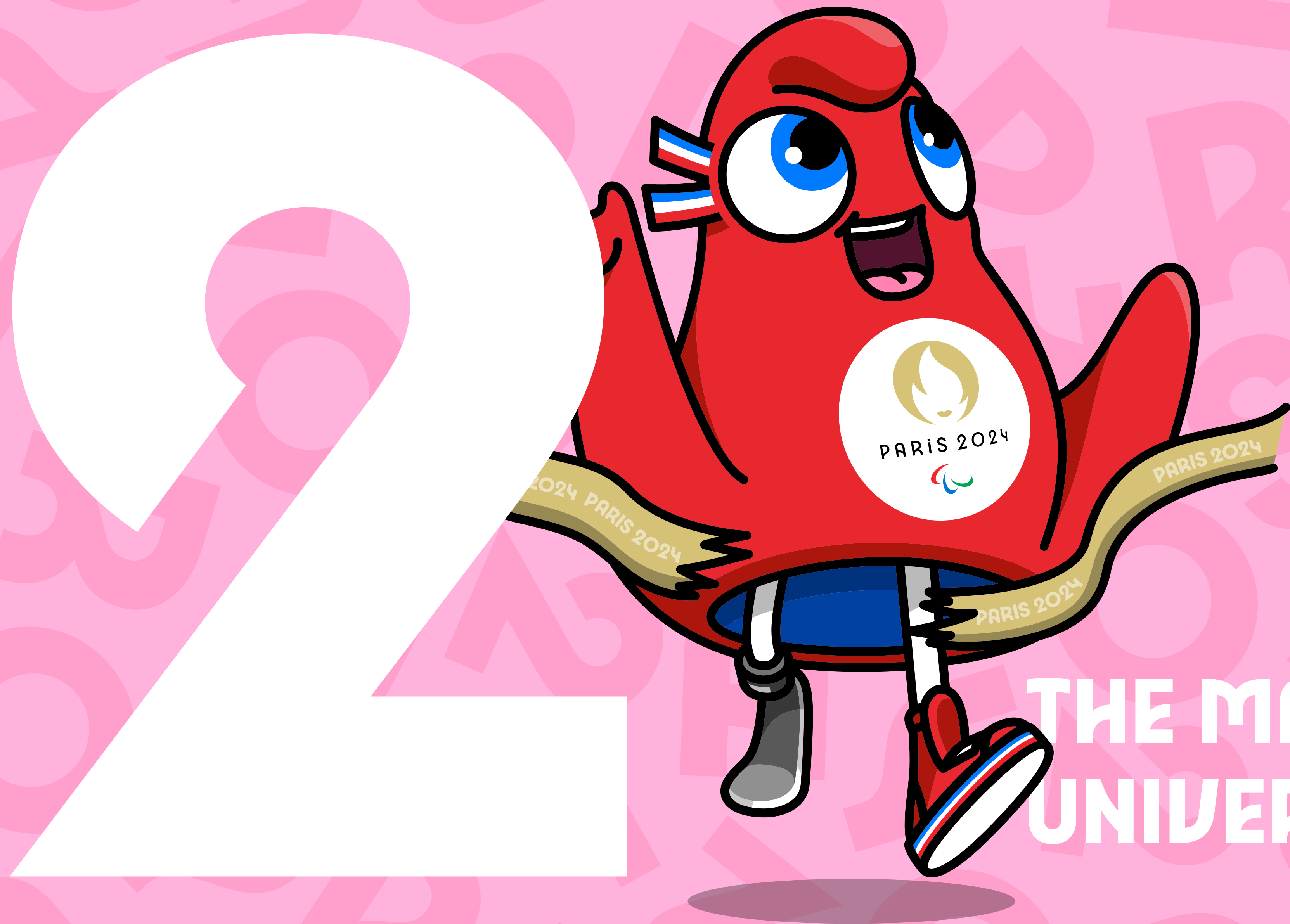
With its methodical approach and charm, our **Olympic Phryge** will know how to convince the people – even the most reluctant – to get into or back into sport.



THEIR TASK: GET FRANCE MOVING, GET THE WORLD MOVING

And for those who may need to be excused from exercise, no problem – our **Paralympic Phryge** has a secret weapon. It creates a party spirit and **knows better than anyone how to be the perfect supporter.**

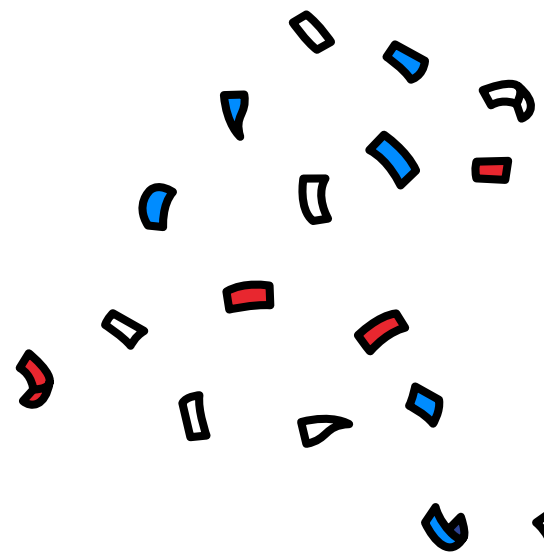




THE MASCOTS' UNIVERSE

→ The mascots' universe

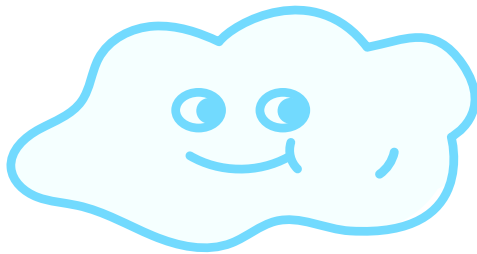
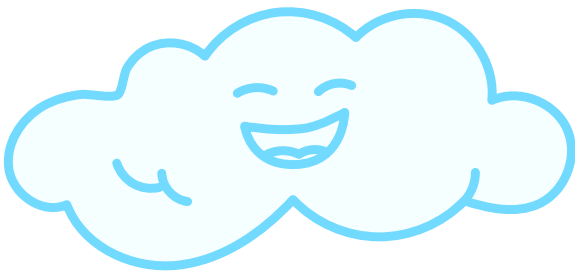
LOGOS

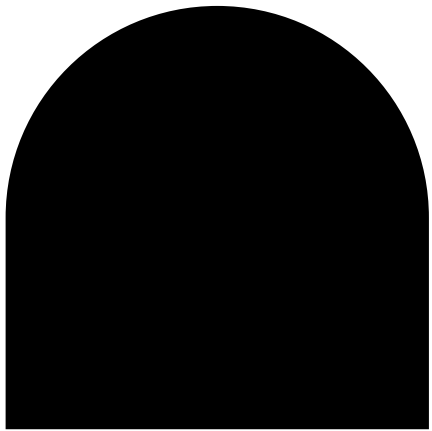
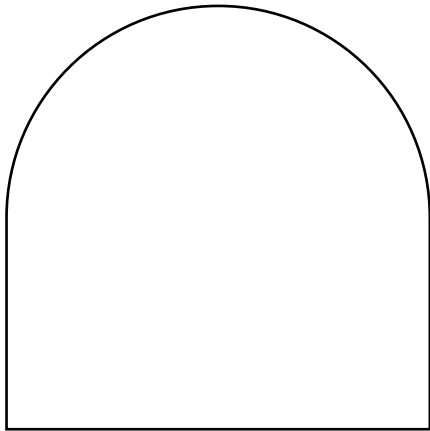
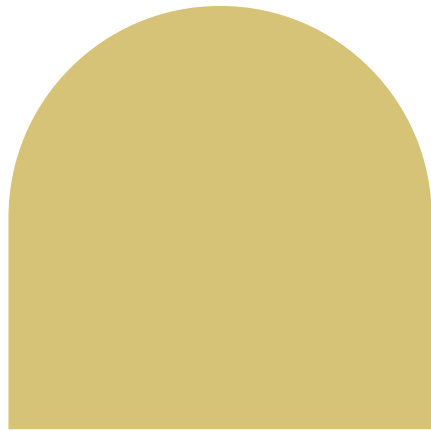


Les Mascottes and The Mascots logo

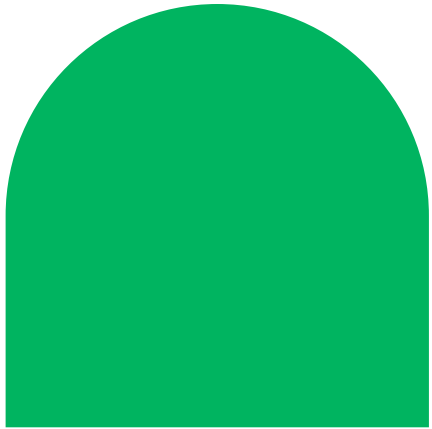
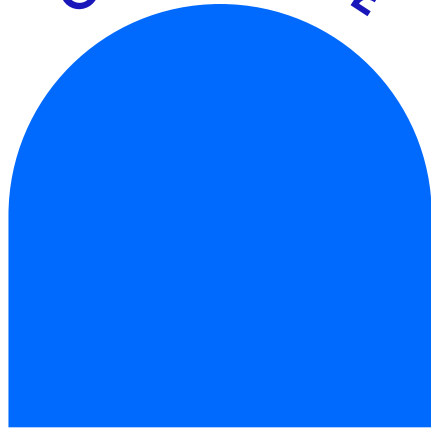
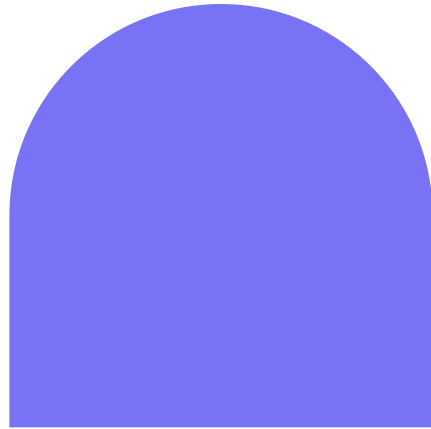
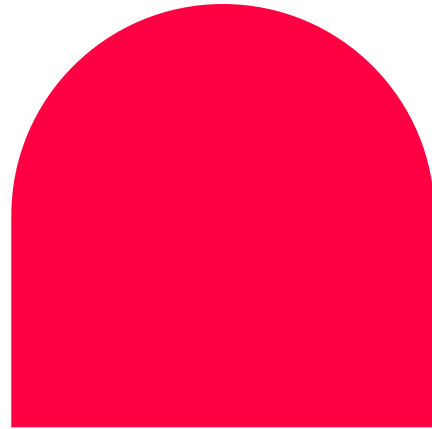
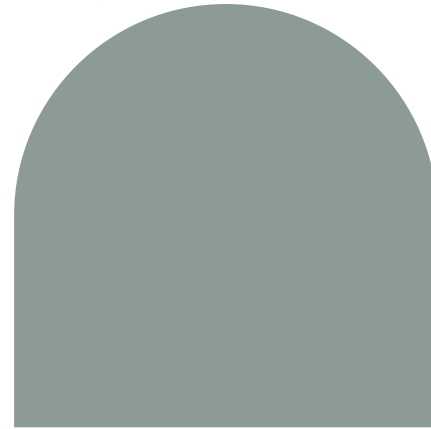
The Phryges - The Paris 2024 Mascots logo

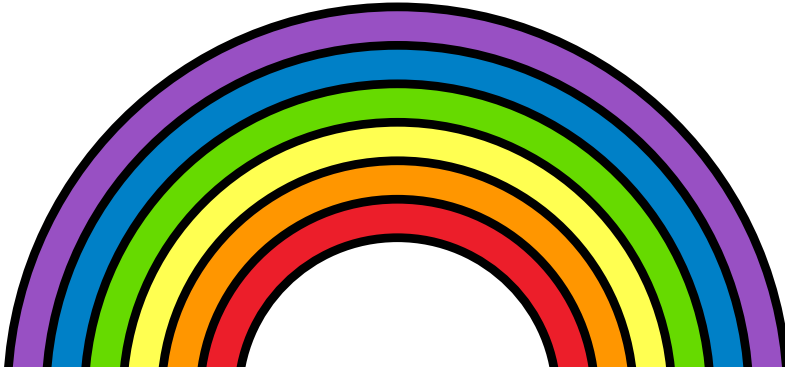
COLOURS – THE MAIN COLOUR SCHEME



	BLACK	WHITE	GOLD
			
RGB	0 0 0	255 255 255	215 195 120
CMYK	0 0 0 100	0 0 0 0	20 20 60 0
HEX	000000	FFFFFF	d7c378
PANTONE	426c	—	4525c
RAL	9005	9003	1000

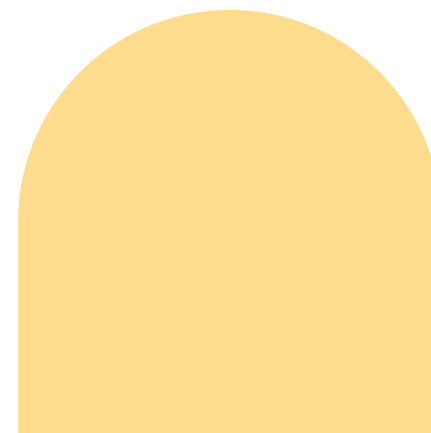
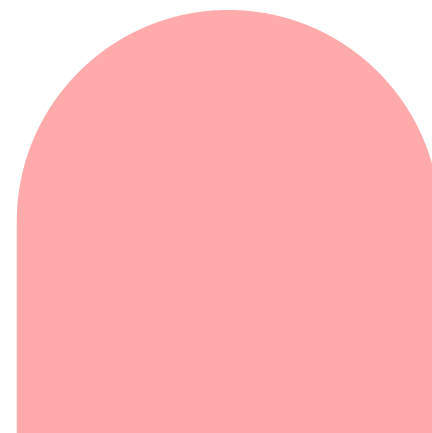
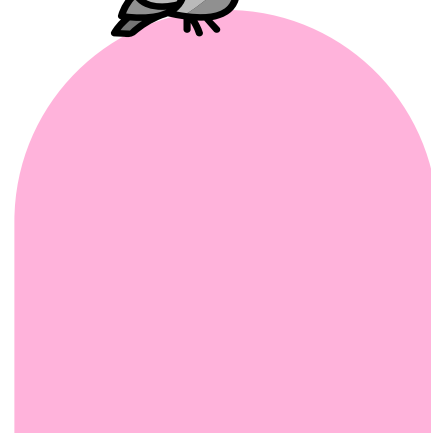
The main colour scheme combines our three fundamental colours: **black, white and gold, in reference to the Paris 2024 emblem.** **Eight colours** are also available to reflect the energy of the Paris 2024 mascots and the universe within which they exist.

	OAK LEAF	OPERA GREEN	COBALT BLUE	LAUVENDER	LOVE RED	TAHITI CORAL	MATISSE YELLOW	ZINC GREY
								
RGB	0 180 96	23 183 176	0 106 255	120 114 244	255 0 66	255 87 87	250 185 0	140 155 149
CMYK	75 0 77 0	72 0 37 0	95 45 0 0	65 60 0 0	0 95 75 0	0 75 60 0	0 30 100 0	40 25 35 15
HEX	00B460	17b7b0	006aff	7872f4	ff0042	ff5757	fab900	8c9b95a
PANTONE	354c	7472	285 c	272c	1925c	1785c	124c	5497c
RAL	6037	c5018	5015	4005	3024	2012	1023	7042





COLOURS – THE COMPLETE COLOUR SCHEME



RGB
CMYK
HEX
PANTONE
RAL

62 222 142
50 0 45 0
3ede8e
7479c
6038

110 219 215
50 0 20 0
6edbd7
3255c
6027

105 182 255
55 10 0 0
69b6ff
292 c
5024

145 173 255
35 30 0 0
91adff
2716c
4009

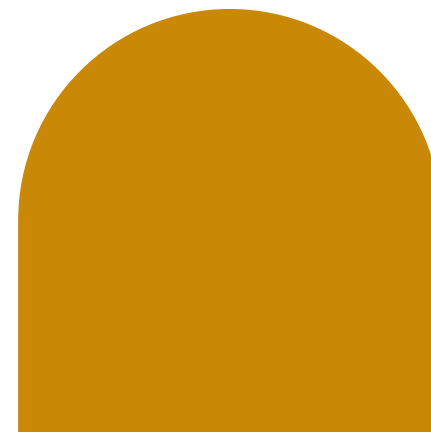
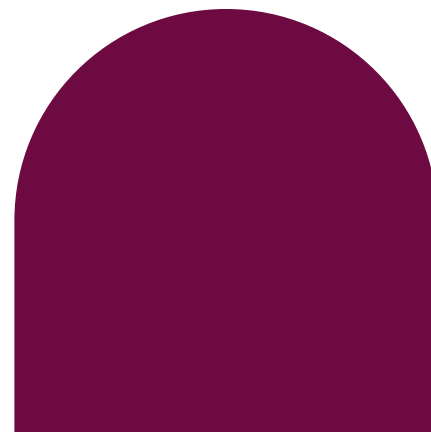
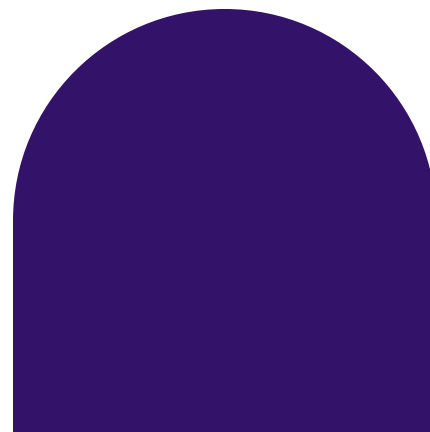
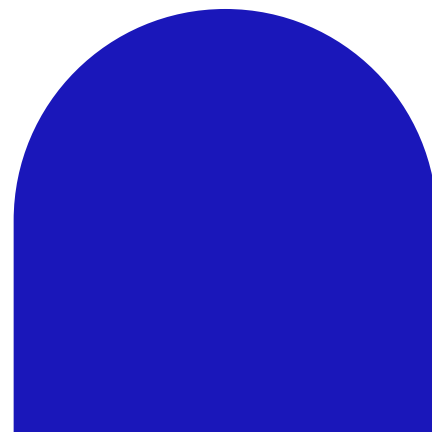
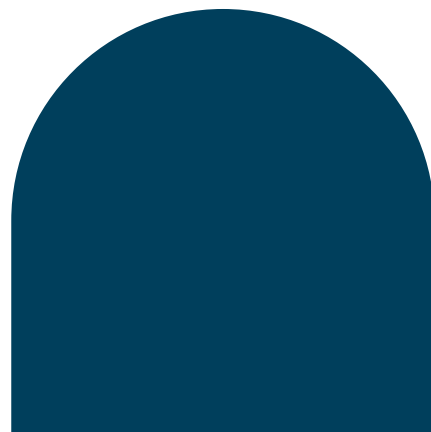
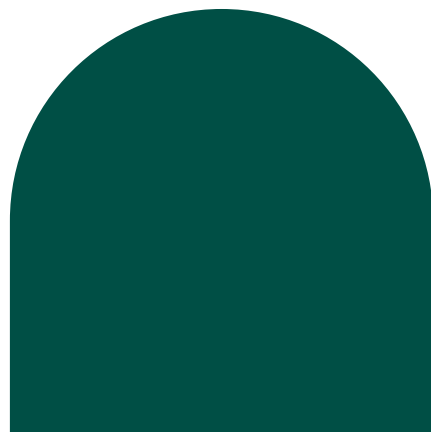
255 178 219
0 42 0 0
ffb2db
515c
4003

255 171 171
0 35 40 0
ffabab
162c
3015

253 220 141
0 15 50 0
fddc8d
2002c
1015

187 191 190
30 20 20 0
bbbfbf
421c
7038

MAIN COLOUR SCHEME



RGB
CMYK
HEX
PANTONE
RAL

0 79 69
100 15 55 60
004f45
330c
6026

0 63 92
100 68 40 32
003f5c
7477c
5020

26 24 186
100 85 0 0
1a18ba
2736c
5017

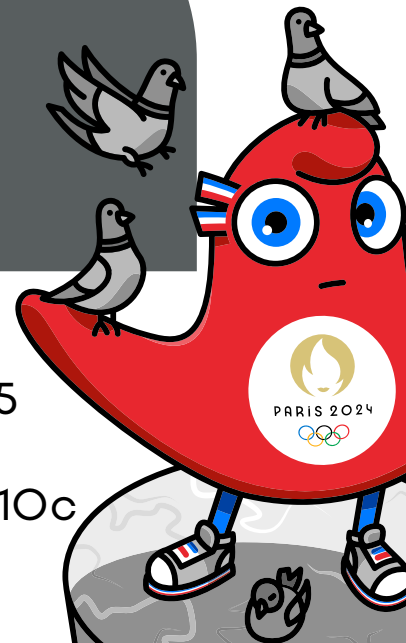
52 18 105
95 100 0 20
341269
3542c
5022

110 10 66
30 100 40 46
6e0a42
229c
4004

195 17 17
0 100 95 30
c31111
1807c
3020

202 136 7
10 50 100 5
ca8807
7564c
1005

88 94 95
60 45 45 35
585e5f
Cool Gray 10c
7010



COLOURS – THE MASCOTS' COLOUR SCHEME

RGB

CMYK

HEX

PANTONE

1

2

3

4

5

6

7

8

9

10

11

12

255 255 255

0 0 0 0

FFFFFF

—

0 0 0

0 0 0 100

010000

Black C

232 39 47

0 100 90 0

FFFFFFF

186C

173 22 12

10 100 100 20

AD160C

187C

238 97C 103

0 77 50 0

EE6167

184C

255 130 178

0 62 0 0

FF82B2

204C

0 122 255

100 35 0 0

007AFF

3005C

0 65 162

100 80 0 0

0041A2

286C

0 50 125

100 90 0 17

280C

186 186 186

27 22 22 0

BABABA

COOL GRAY 6C

144 144 144

45 38 38 0

909090

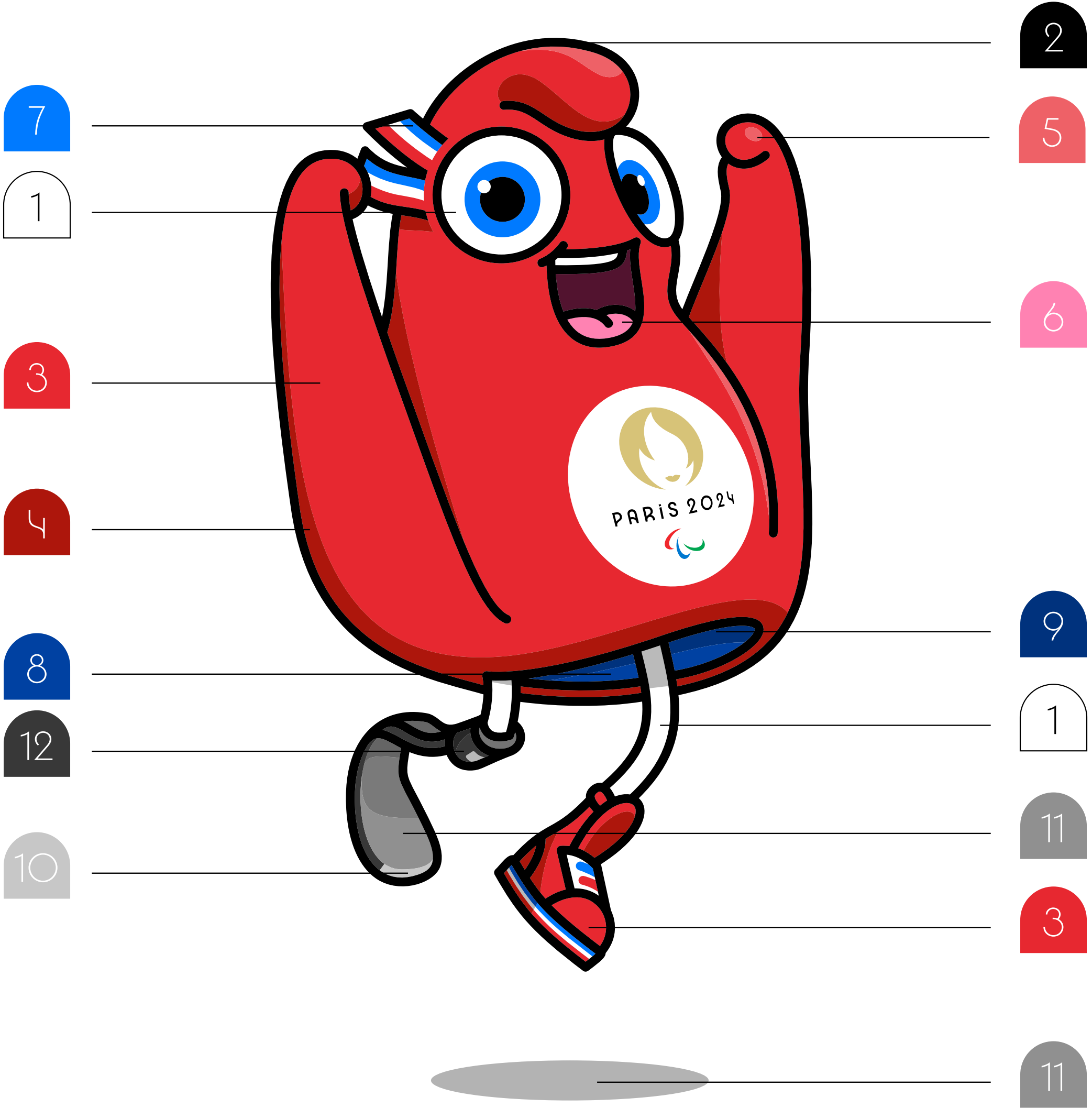
COOL GRAY 8C

72 72 72

60 50 60 60

484848

COOL GRAY 11C

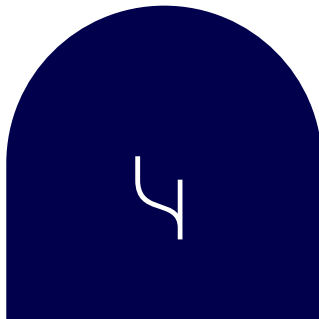


This colour scheme includes the main colours for the Paris 2024 mascots.
Certain colours may be used on other poses. You cannot modify any of the colours.



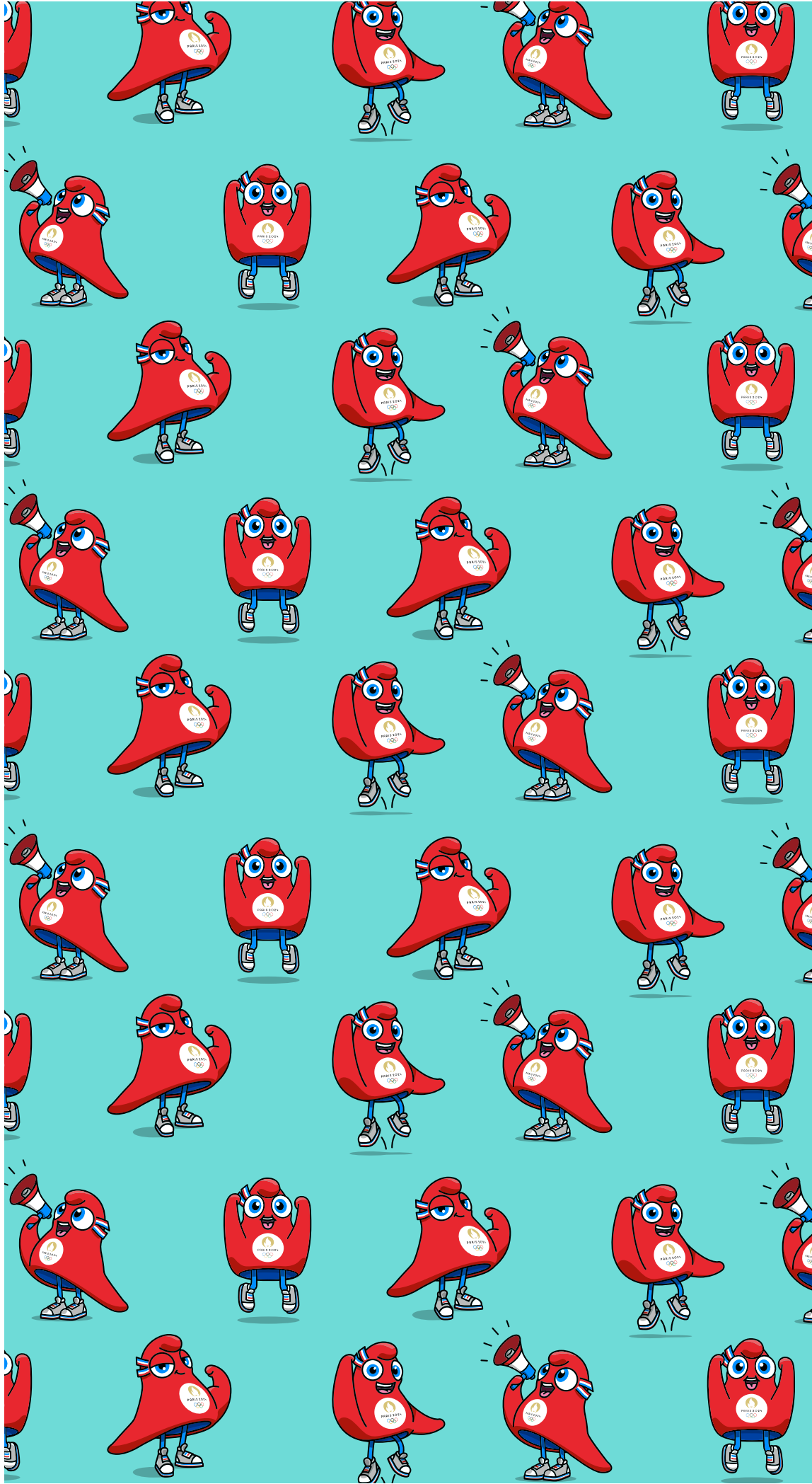
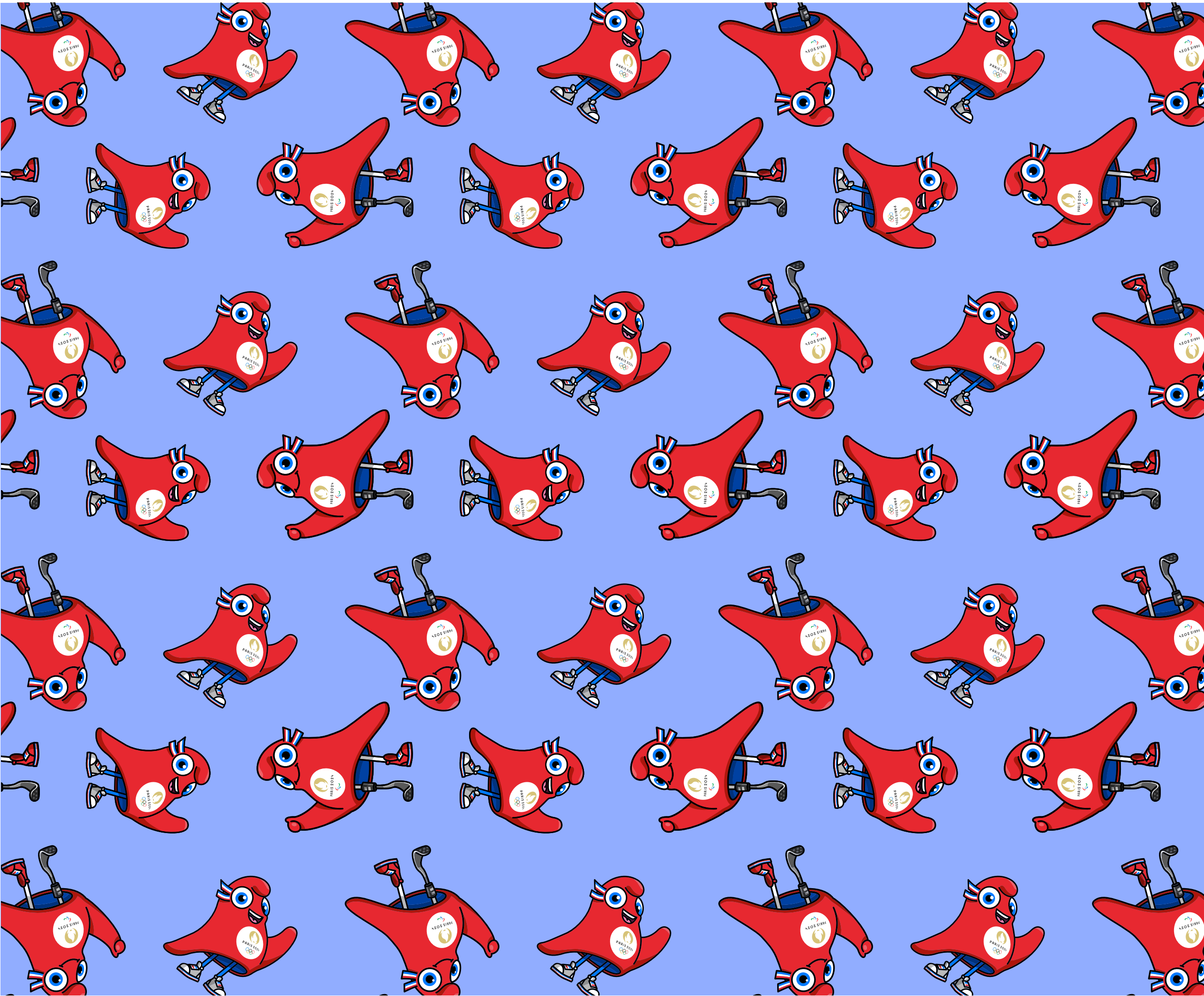
LOGO COLOURS

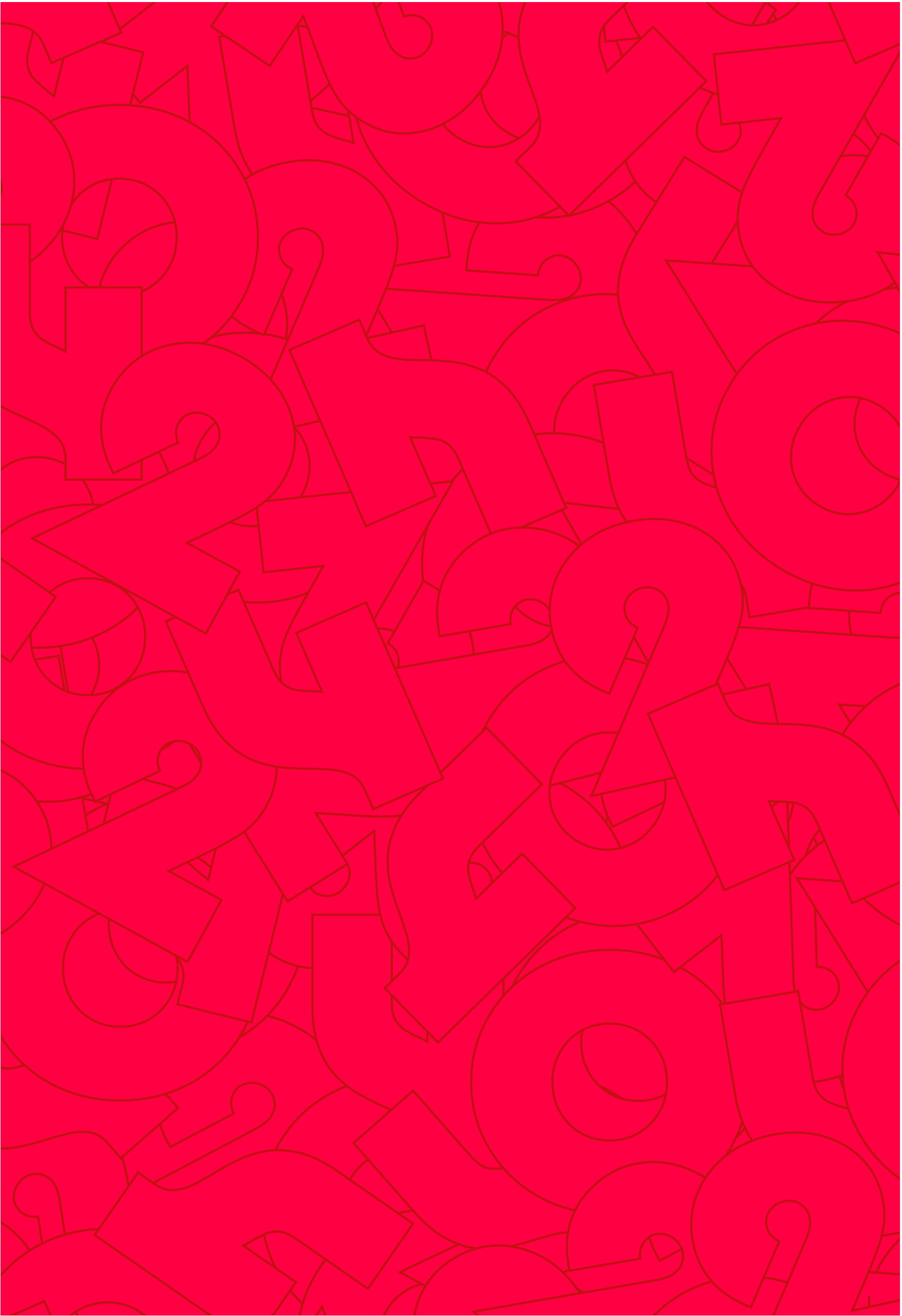
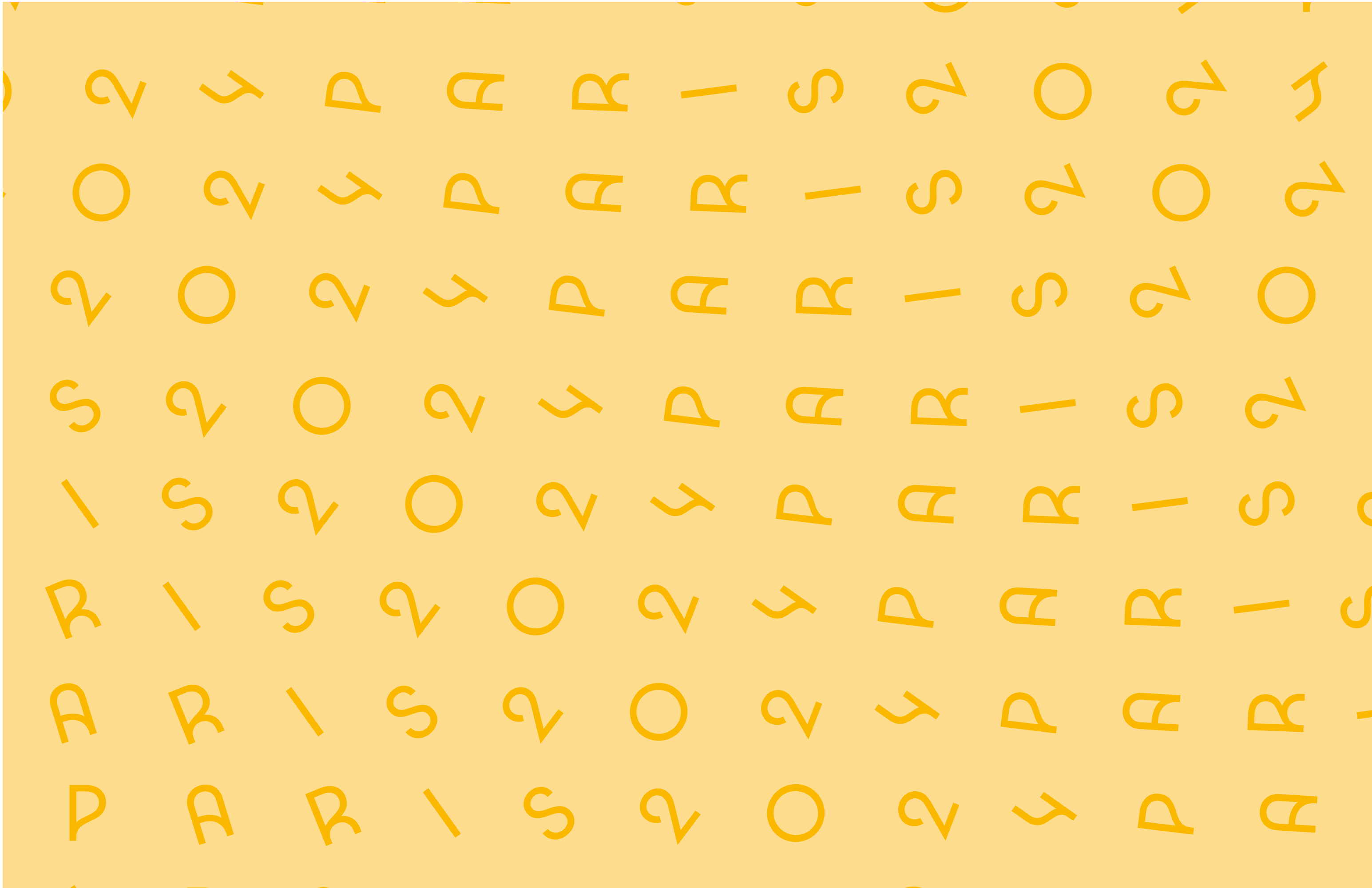


				
RGB	232 39 47	0 122 255	255 255 255	0 0 77
CMYK	0 100 90 0	100 35 0 0	0 0 100	100 75 0 65
HEX	E72730	007AFF	000000	00004D
PANTONE	186C	3005C	BLACK C	281C

→ The mascots' universe

PATTERNS – MASCOTS





→ The mascots' universe

PATTERNS – TYPEFACE

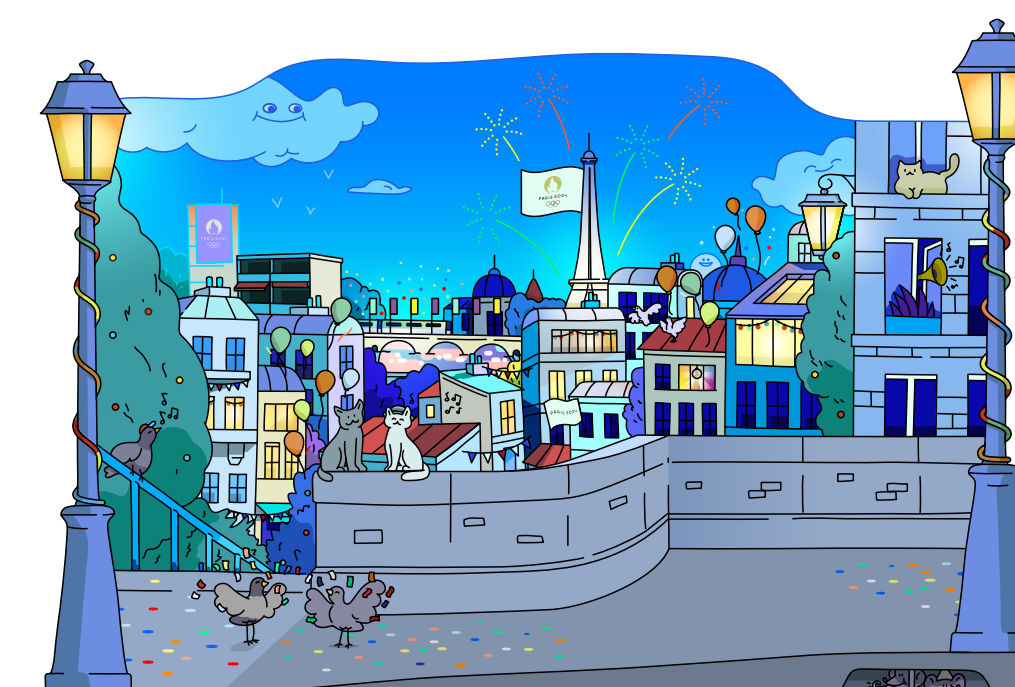
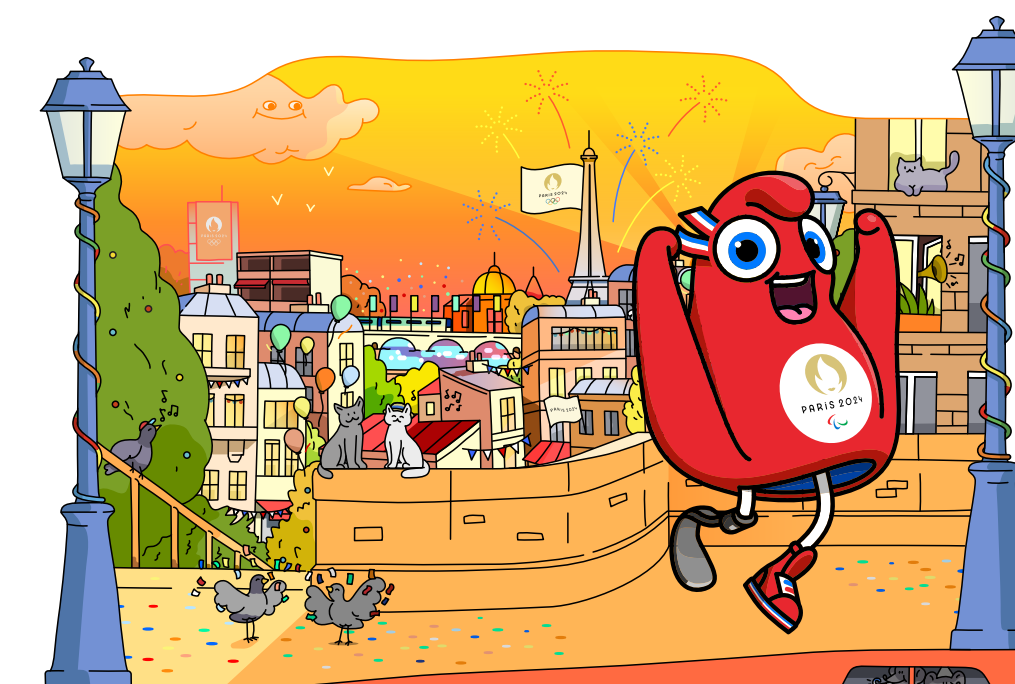
→ The mascots' universe

SETTINGS - FANTASY



→ The mascots' universe

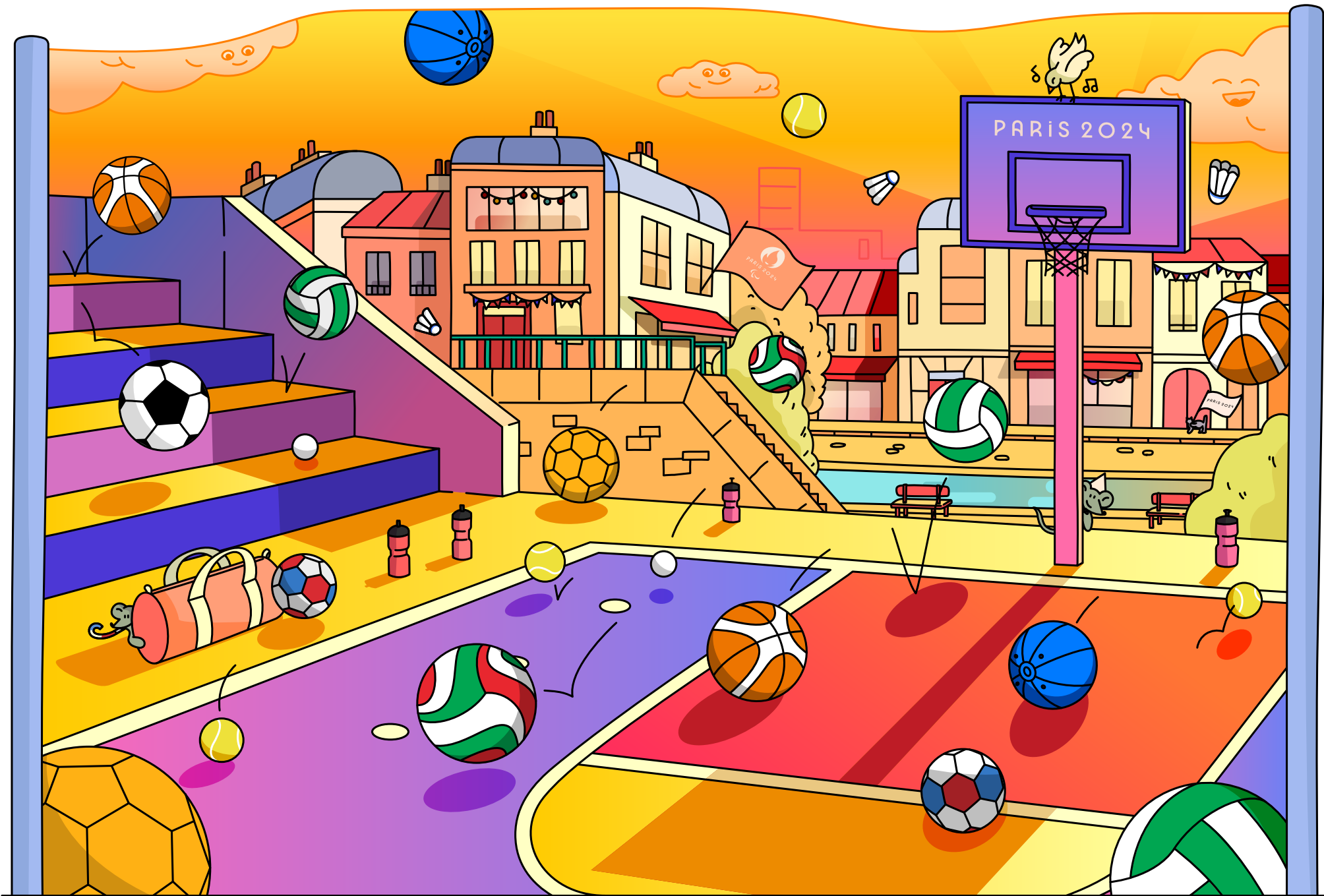
SETTINGS – PARIS



Also available in evening and night time versions.
Available in Olympic and Paralympic versions.

→ The mascots' universe

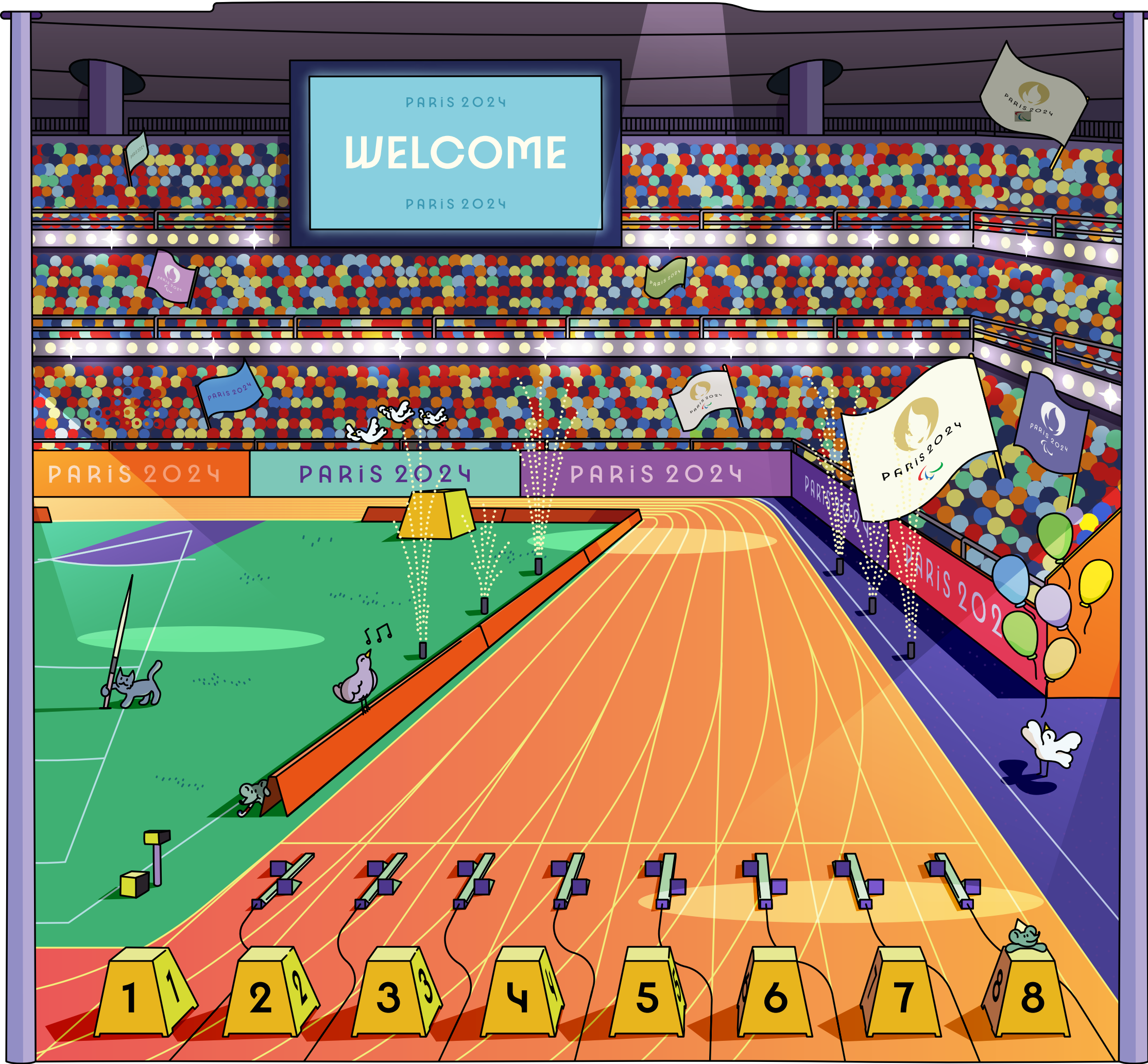
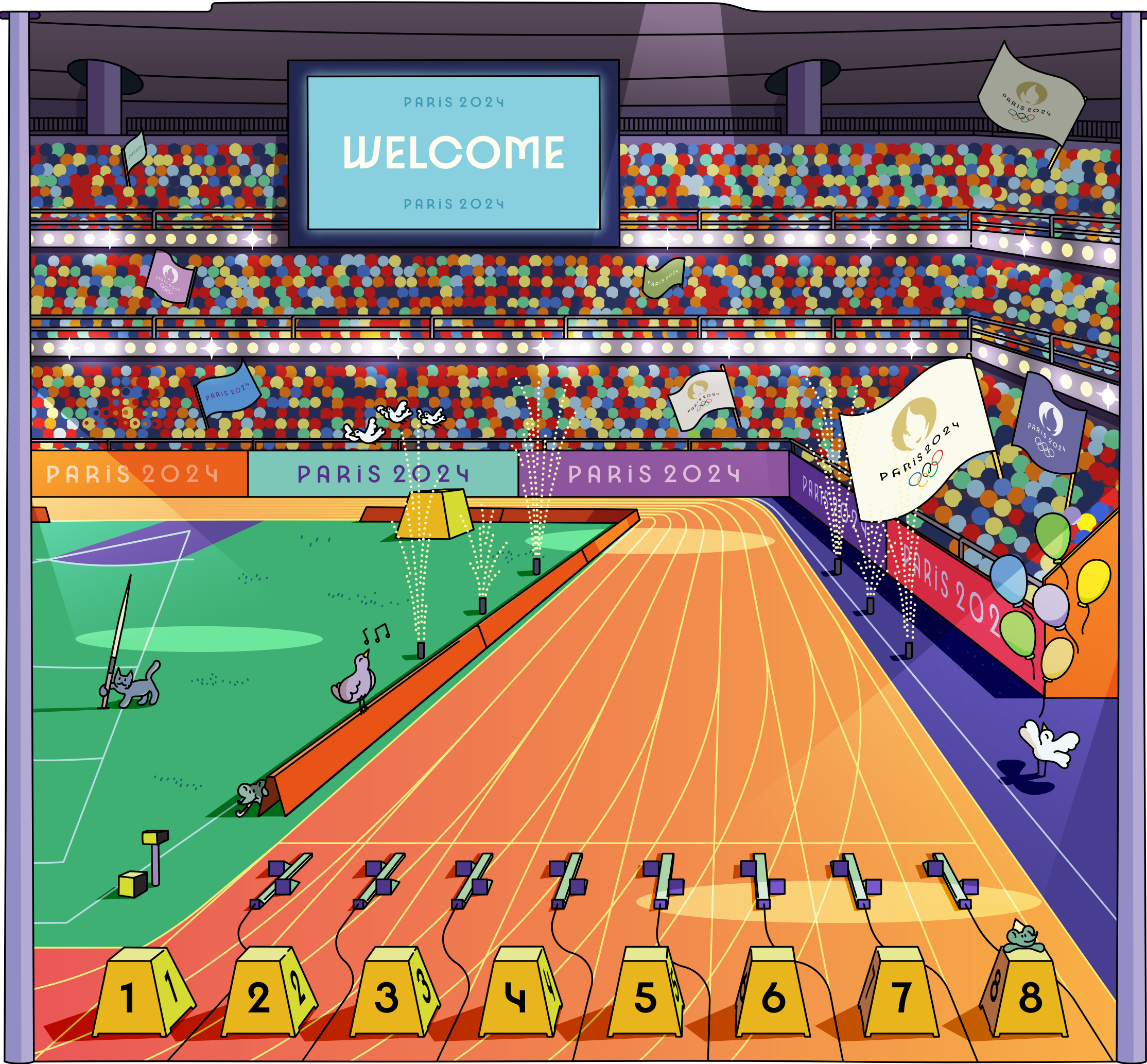
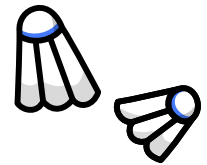
SETTINGS – SPORT



Available in Olympic and Paralympic versions.

→ The mascots' universe

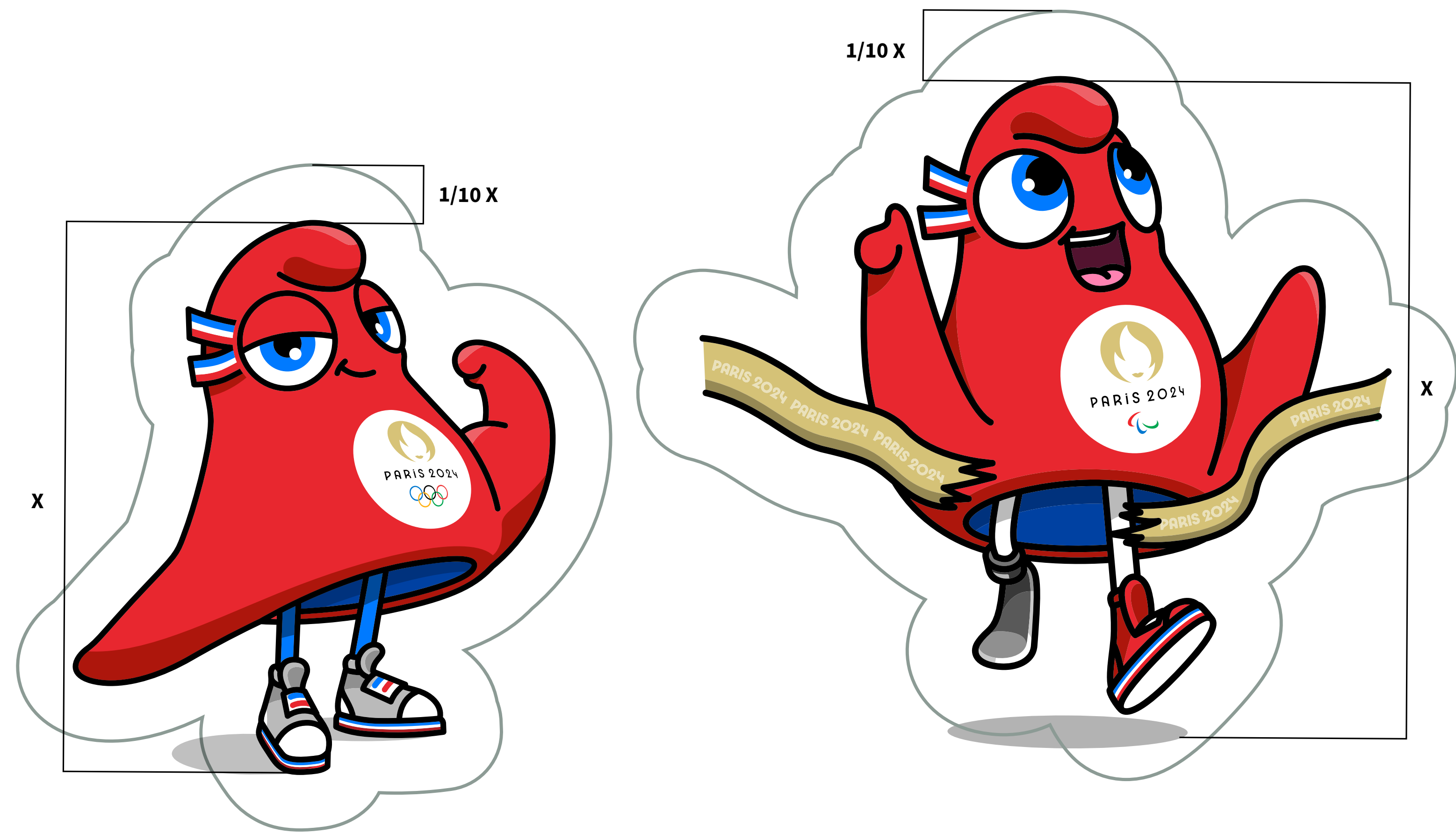
SETTINGS – STADIUM





GRAPHIC DESIGN RULES

BREATHING ROOM AND SIZES



Breathing room
You must always leave 10%* breathing room around each the mascot.
*10% of the height of the mascot

Sizing ration
Olympic and Paralympic Mascots do not have the same size, however, the emblems of Paris 2024 are always equal in size. When both Mascots are present on the same document, their report size must remain as shown opposite and cannot be changed.

Mandatory presence of the Paris 2024 brand.
On certain poses of the Mascots of Paris 2024, the emblem is barely visible, it is mandatory when these poses are used to have the Paris 2024 brand visible elsewhere in the document.

Absolute minimum sizing
The minimum heights to be used are:
Olympic mascot: 25 mm – 70 px
Paralympic mascot: 30 mm – 85 px

In order to ensure the Mascots remain visible, they must not be any smaller than as presented opposite:

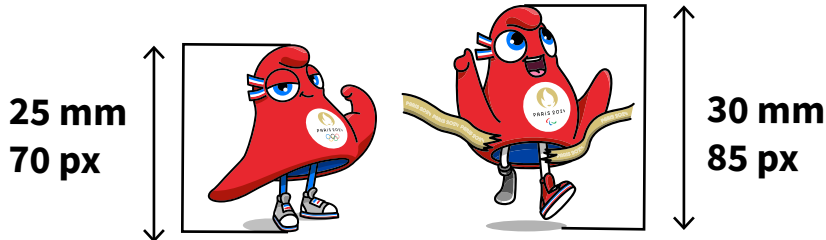
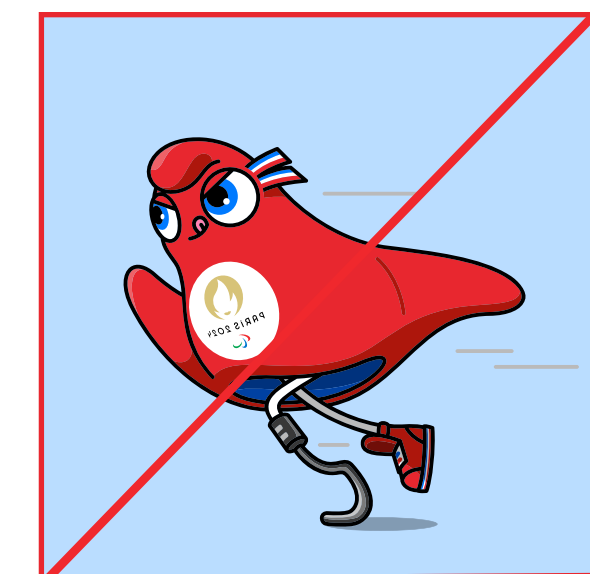
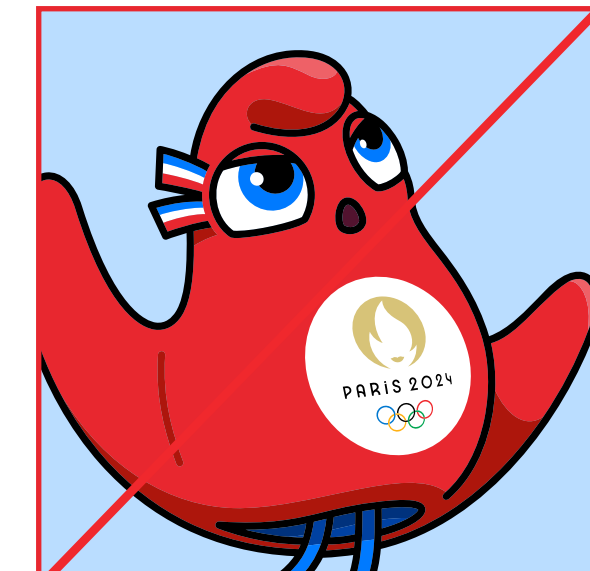
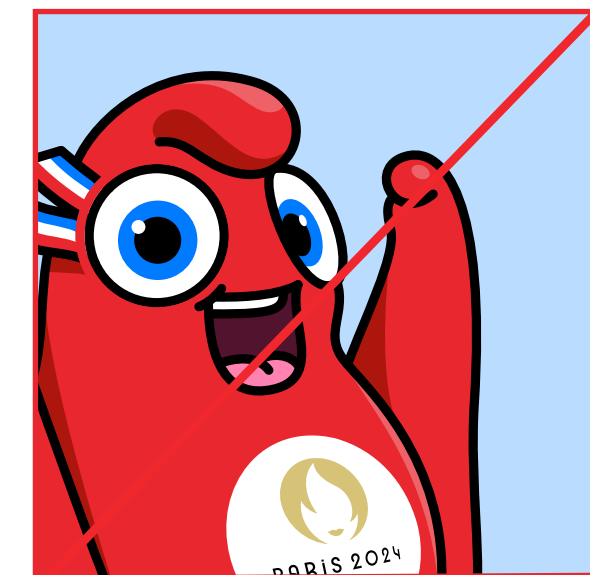
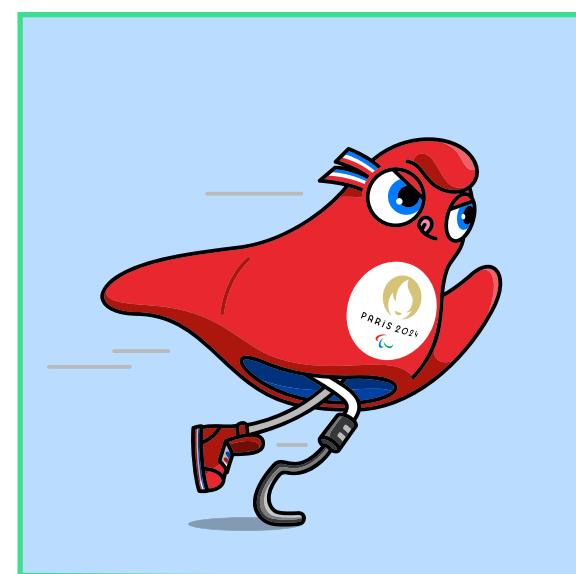
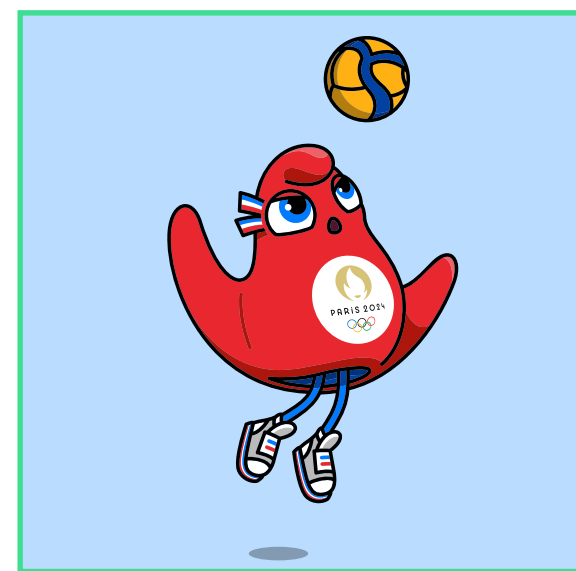
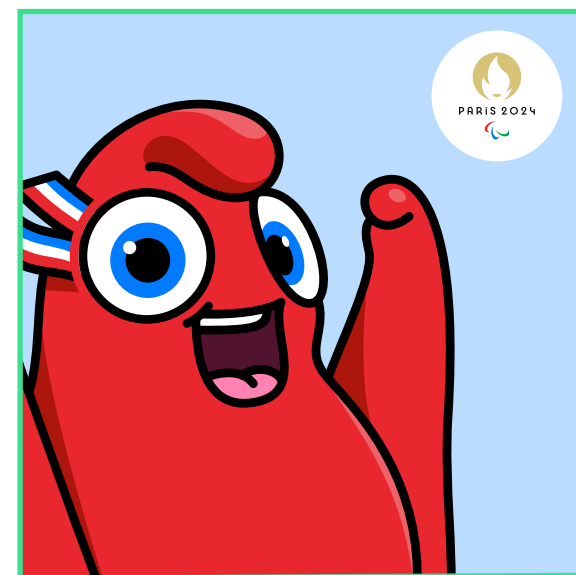
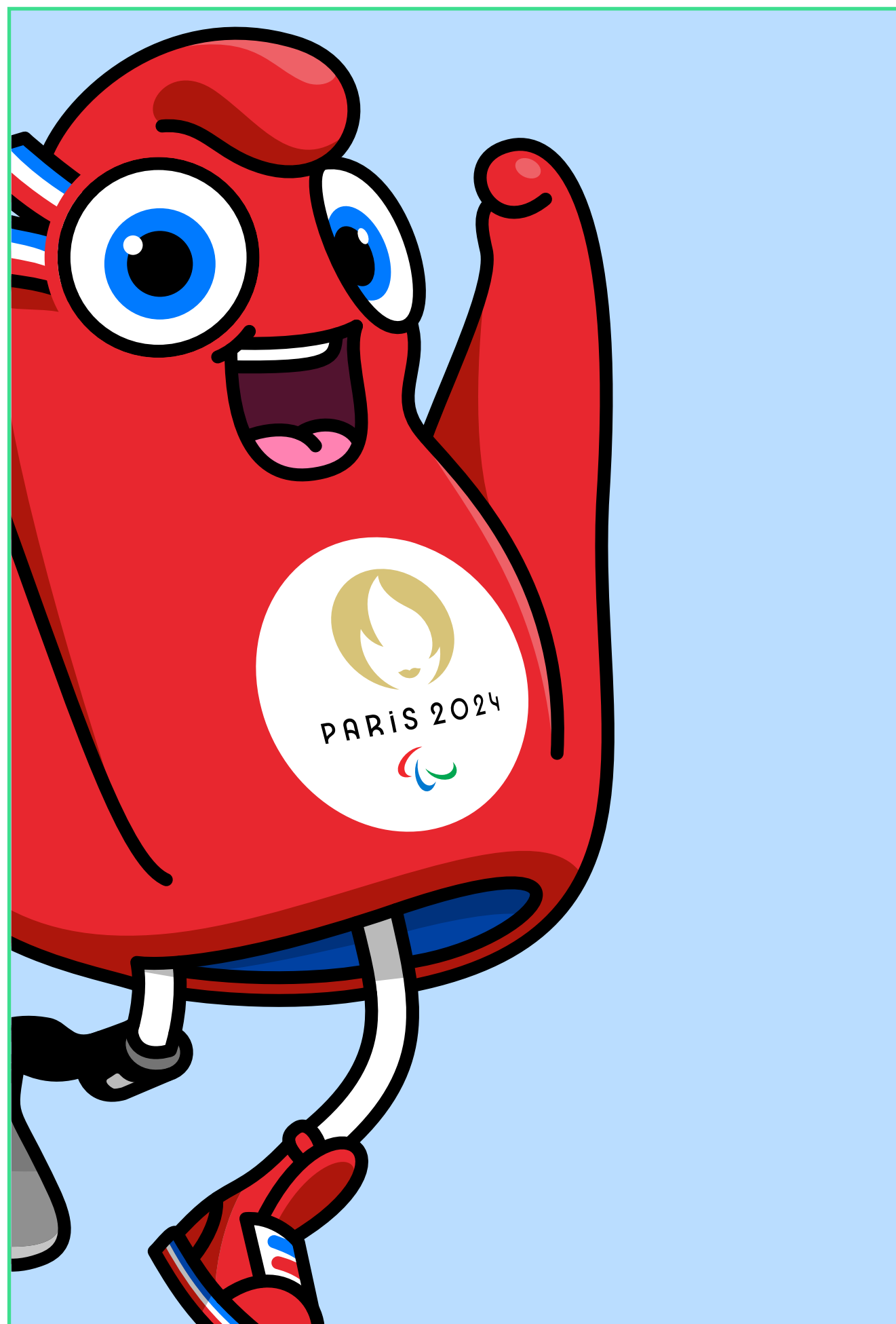


IMAGE PROCESSING



1

2

3

Images of the Olympic and Paralympic mascots can only be cut or modified in line with the following rules:

- 1- Ensure the entire Paris 2024 emblem remains fully visible. If the emblem is excessively cut and is not very visible, you may delete it, as long as the Paris 2024 brand is visible elsewhere in the same document.
- 2- Protect the mascots' actions in order to retain their main message.
In the example opposite of the Olympic volleyball mascot, which has been framed too tightly; the action is no longer recognisable. This type of cutting is not authorised.
- 3- Protect the initial meaning of the mascots.
If this is modified, the main message may be altered, rendering the emblems unclear

BREATHING ROOM AND LOGO SIZES



Breathing room

You must always leave breathing room equal to the size of the “M” in “The Mascots” or “Les Mascottes “ around the Paris 2024 mascot logo. This breathing room applies to all applications of the logos.

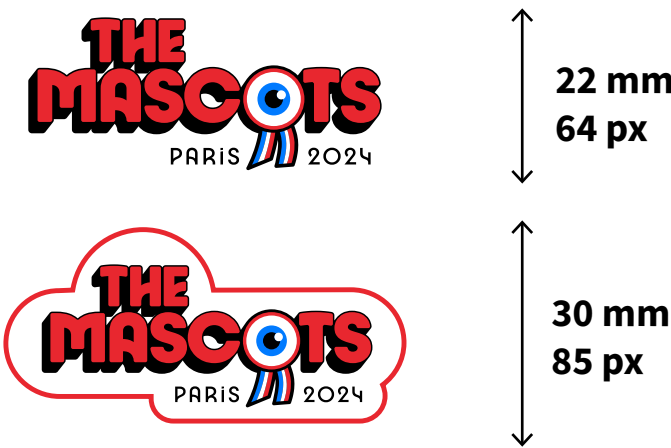
Absolute minimum sizing

The minimum heights to be used are:

Logo: 22 mm – 64 px

Encased logo: 30 mm – 85 px

In order to ensure the mascots remain visible, they must not be any smaller than as presented below:



The usage of this logotype is to be prioritized during the first speeches on the Paris 2024 Mascots, before the introduction of the tribe. The logo can only be used in a setting featuring one or several Paris 2024 mascots.

→ Graphic design rules

BREATHING ROOM AND LOGO SIZES



Breathing room

You must always leave breathing room equals to the size of the “LES or THE” on the Phryges logotypes. On the encased version, breathing room equals to the size of the “P” from “Phryges”.

Absolute minimum sizing

The minimum heights to be used are:

Logo: 22 mm – 64 px

In order to ensure the mascots remain visible, they must not be any smaller than as presented below.



The use of this logotype is to be prioritized when speeches with the visuals of the tribe Phryges de Paris 2024 or the standard pose.

→ Graphic design rules

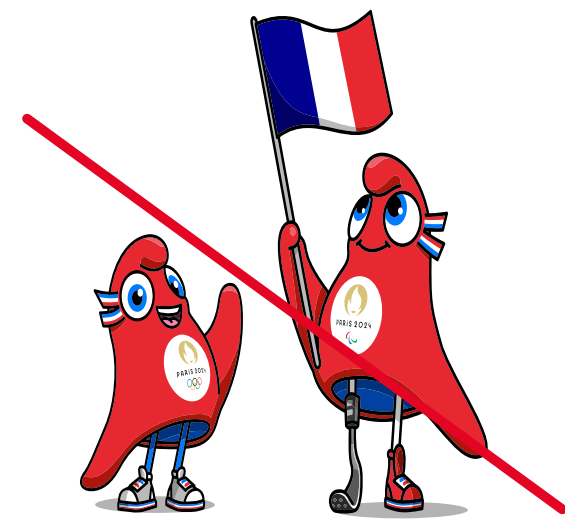
USAGE ON COLOURED BACKGROUNDS



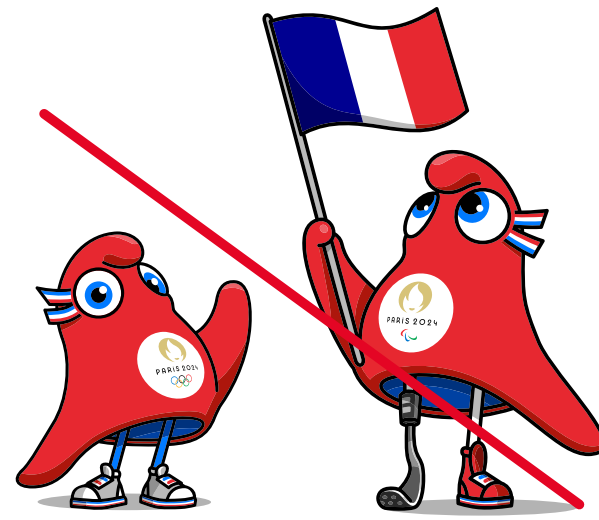
Do not use the mascots on dark backgrounds
as they may no longer be visible.



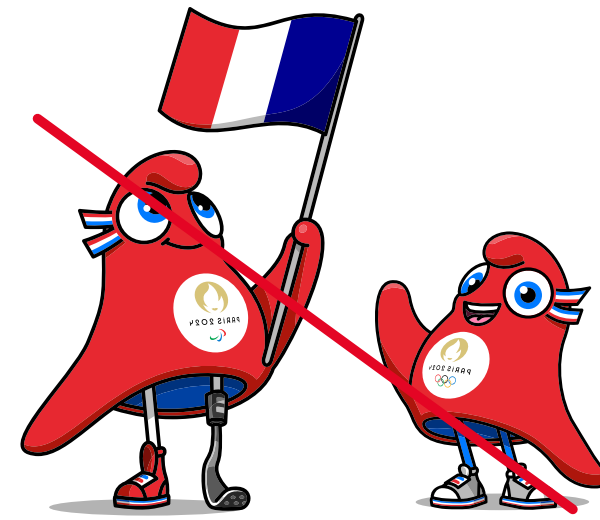
WHAT TO AVOID



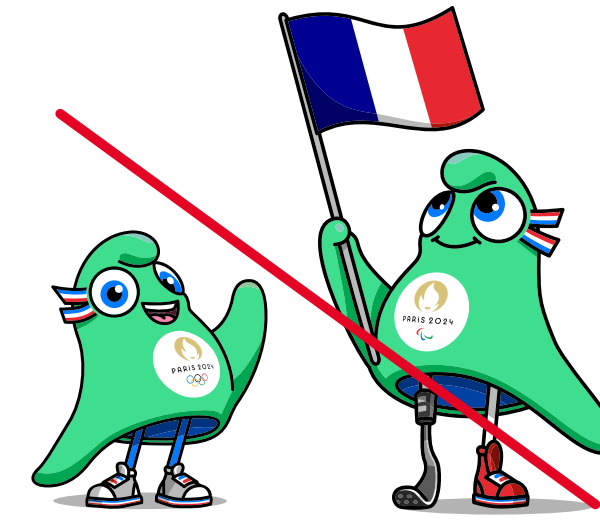
1



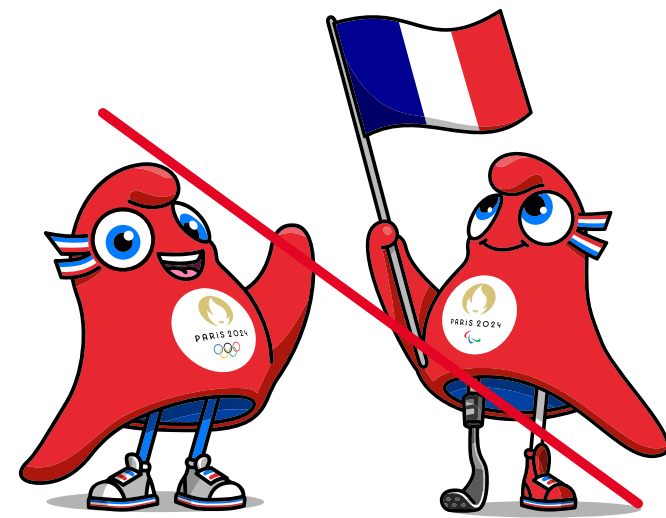
2



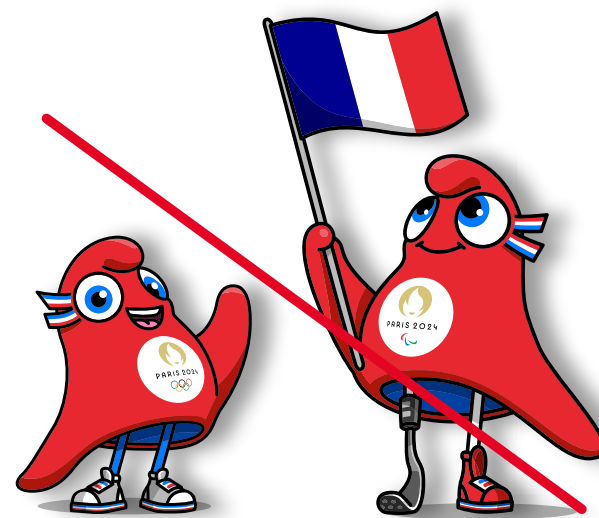
3



4



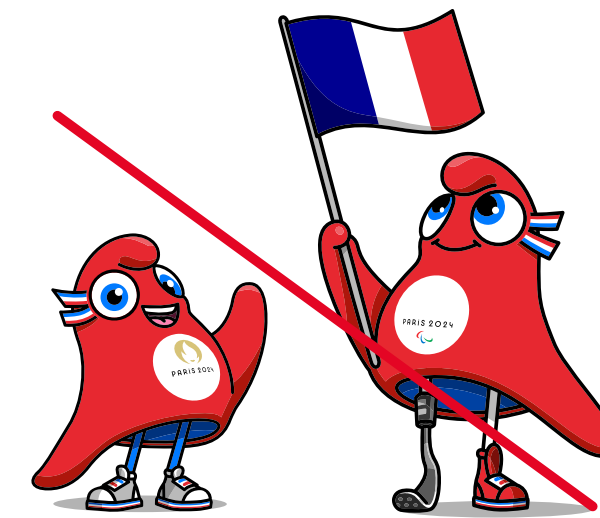
5



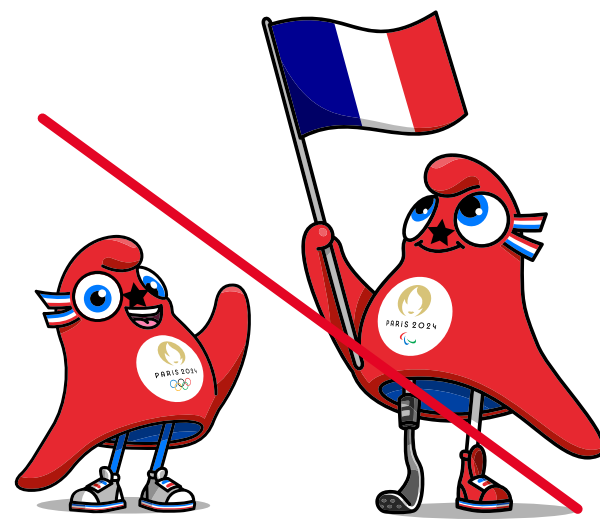
6



7



8



9

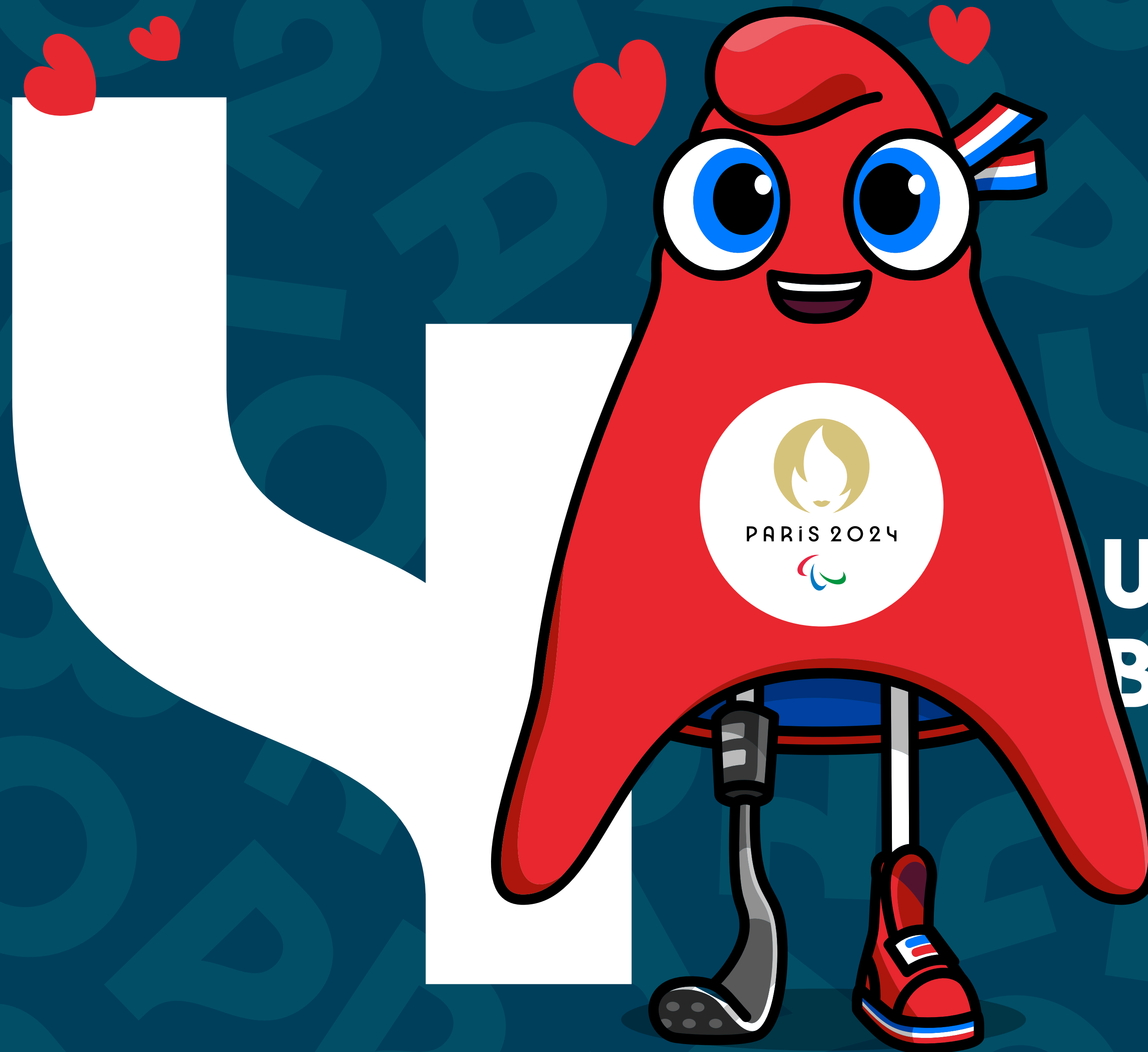


10



11

1. Do not tarnish, alter or distort the mascots.
2. All aspects of the mascots should be visible – do not delete anything.
3. Do not invert the initial meaning of the mascots.
4. The mascots should remain in their original colours; do not modify these colours.
5. Do not modify the mascots' proportions.
6. Do not give the mascots shadows.
7. Do not depict the mascots without their contour.
8. Do not modify the Paris 2024 emblems.
9. Do not add any visual components to the mascots.
10. Do not add any text on the mascots.
11. Treat the 2D mascots as if they are flat; do not add any extra volume.



USAGES BY PARTNERS

FRAMEWORK FOR USE – GENERAL PRINCIPLES

In order to safeguard the integrity of the Paris 2024 mascots, you may only use them in accordance with the general framework set out below.

- 1

Always Games-related context

You can only use the mascots in communication materials linked to your commitment to the Paris 2024 Games
- 2

Promoting Paris 2024

You can only use the mascots to help promote and strengthen Paris 2024
- 3

No unrelated topics

You cannot use the tools provided in association with a third-party event or any other unrelated topic
- 4

No third-party brands

You cannot use the tools provided in association with a third-party commercial brand to promote commercial products or services for profit
- 5

Protect the rights of Partners

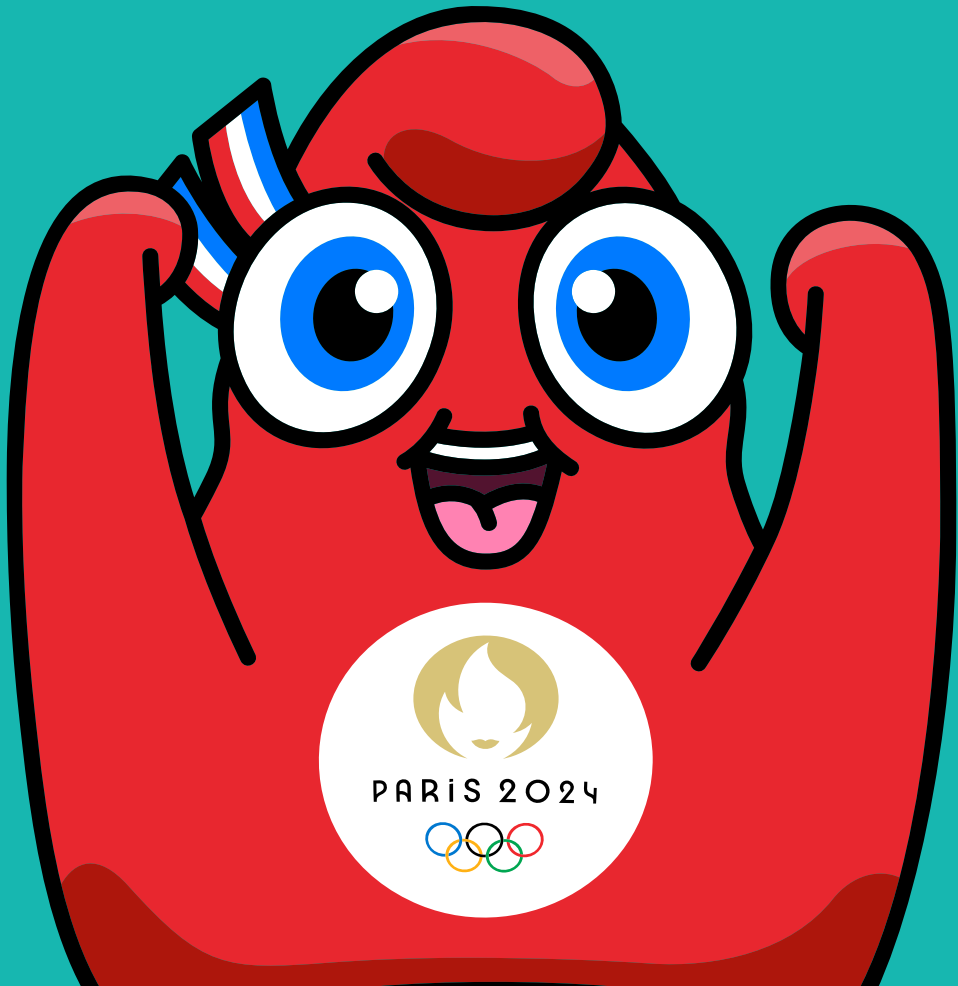
You cannot use the mascots in any way that is detrimental to IOC, IPC and Paris 2024 Partners
- 6

Follow the rules of design

Follow the rules of design and usage outlined in this document.

In order to ensure the Paris 2024 mascots are used in a consistent and unified way, all documents and applications featuring them must be submitted to the IOC, the IPC or the Paris 2024 Olympic and Paralympic Games Organising Committee for approval. Submit all documents on:

Track.olympic.org



FRAMEWORK FOR USE

For the purposes of this guide, the Paris 2024 Partners are the TOP Olympic and Paralympic Partners, as well as Paris 2024's domestic Partners (Premium Partners, Official Partners and Official Supporters).

The mascots are a real asset for the Partners, illustrating the nature of their relationship with Paris 2024. Partners may only use the Paris 2024 mascots in accordance with the framework outlined in this document.

They must use a composite – or, for certain Partners, standalone – format in communications related to the Paris 2024 Olympic and Paralympic Games, including those featuring the Paris 2024 mascots.

You may only use the Paris 2024 Olympic mascot in content related to the Olympic Games. Likewise, you may only use the Paralympic mascot in content related to the Paralympic Games.

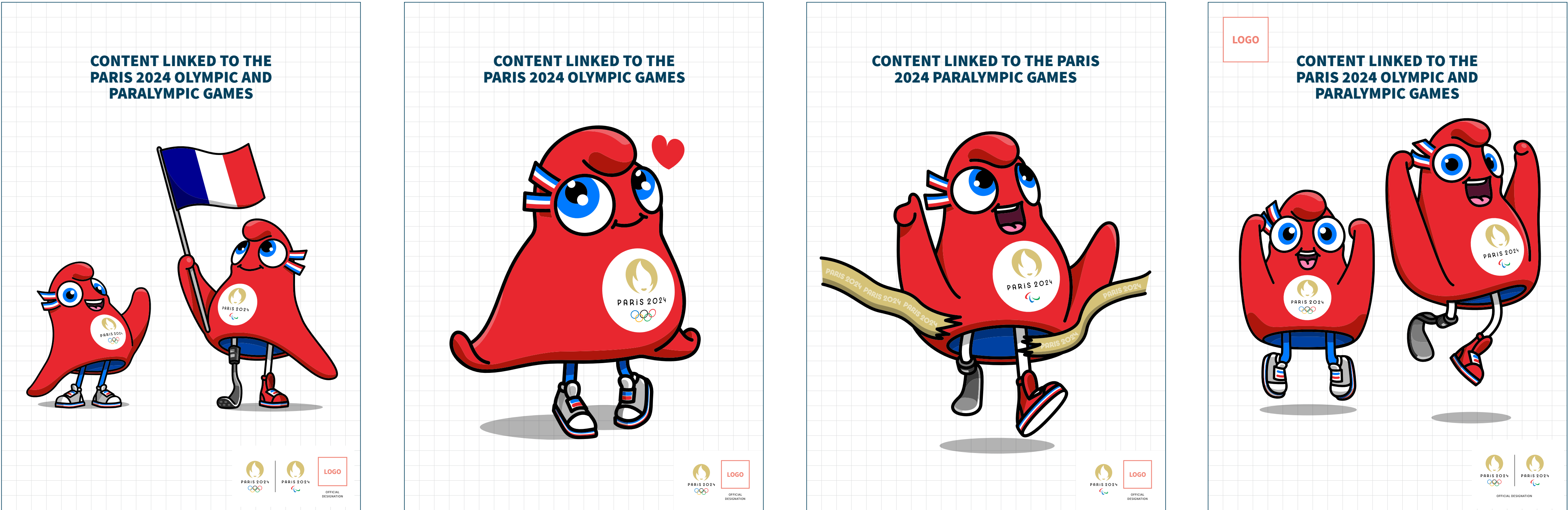
You can feature the Olympic and Paralympic mascots in equal quantities in content related to the Olympic and Paralympic Games respectively.

For any questions relating to the usage of the Paris 2024 brand, please refer to the Partners user guidelines or activation guidelines of Paris 2024.



PRINCIPLES FOR ENDORSEMENT

Examples of A3 and A4 formats



Autonomous formats may only be used by TOP, Premium and Official Partners.

These principles apply equally to the Olympic and Paralympic versions of the Paris 2024 mascots and emblems.

All applications must be approved via Track

LOGO Partner logo

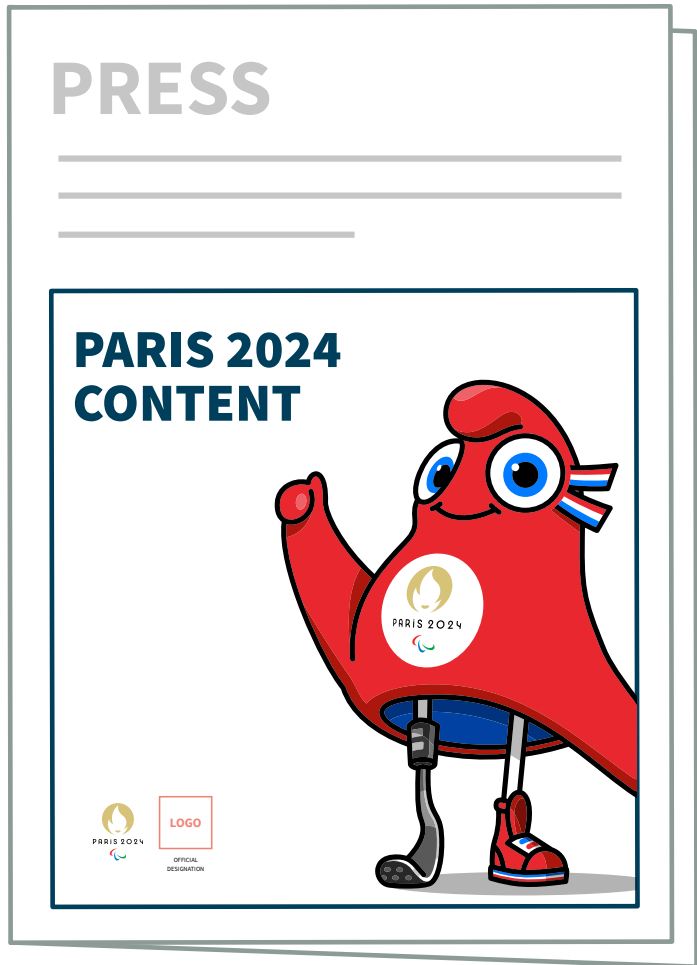
~~CONTENU THÉMATIQUE TIERCE~~

You may not use any of these tools to present or share any unrelated topics.

~~LOGO TIERCE~~

You may not use any of these tools to present or share any third-party logos.

EXAMPLES OF APPLICATIONS



These principles apply equally to the Olympic and Paralympic versions of the Paris 2024 mascots and emblems.

All applications must be approved via Track



Partner logo



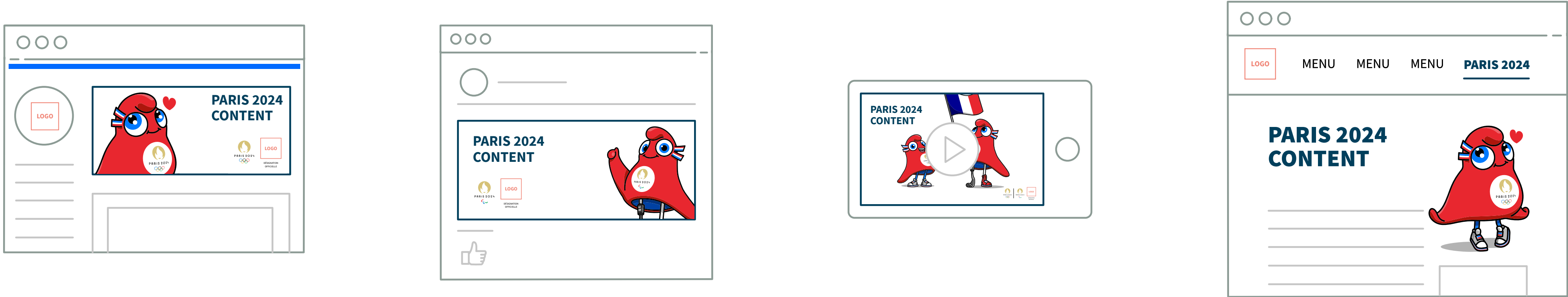
You may not use any of these tools to present or share any unrelated topics.



You may not use any of these tools to present or share any third-party logos.

EXAMPLES OF APPLICATIONS

Digital sources and videos:
For social media: cover photos, publications, video content, Paris 2024-related web pages on Partner websites



These principles apply equally to the Olympic and Paralympic versions of the Paris 2024 mascots and emblems.

All applications must be approved via Track



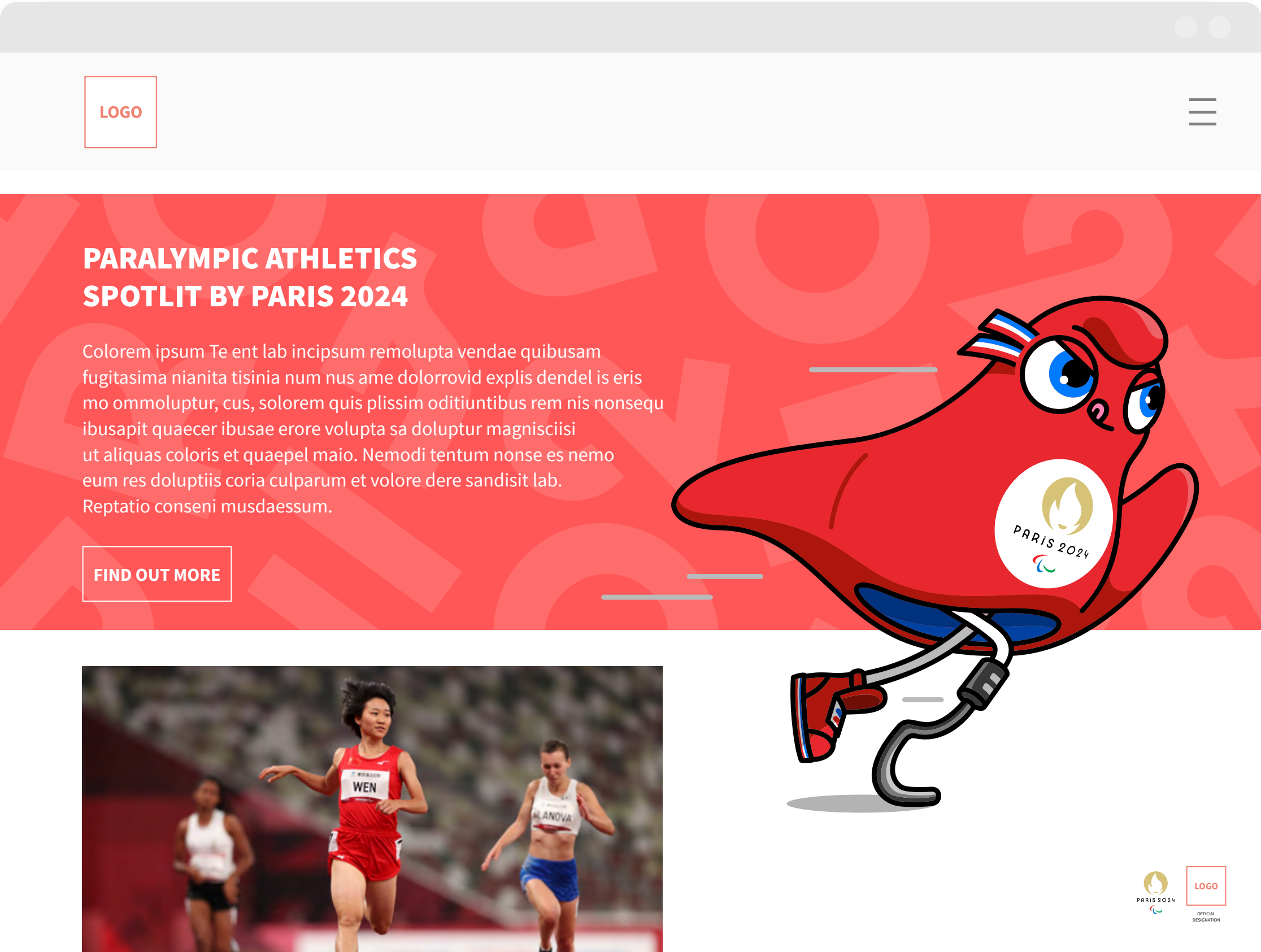
You may not use any of these tools to present or share any unrelated topics.

You may not use any of these tools to present or share any third-party logos.

EXAMPLES OF APPLICATIONS



EXAMPLES OF APPLICATIONS



EXAMPLES OF APPLICATIONS





THE TOOLBOX

→ the toolbox

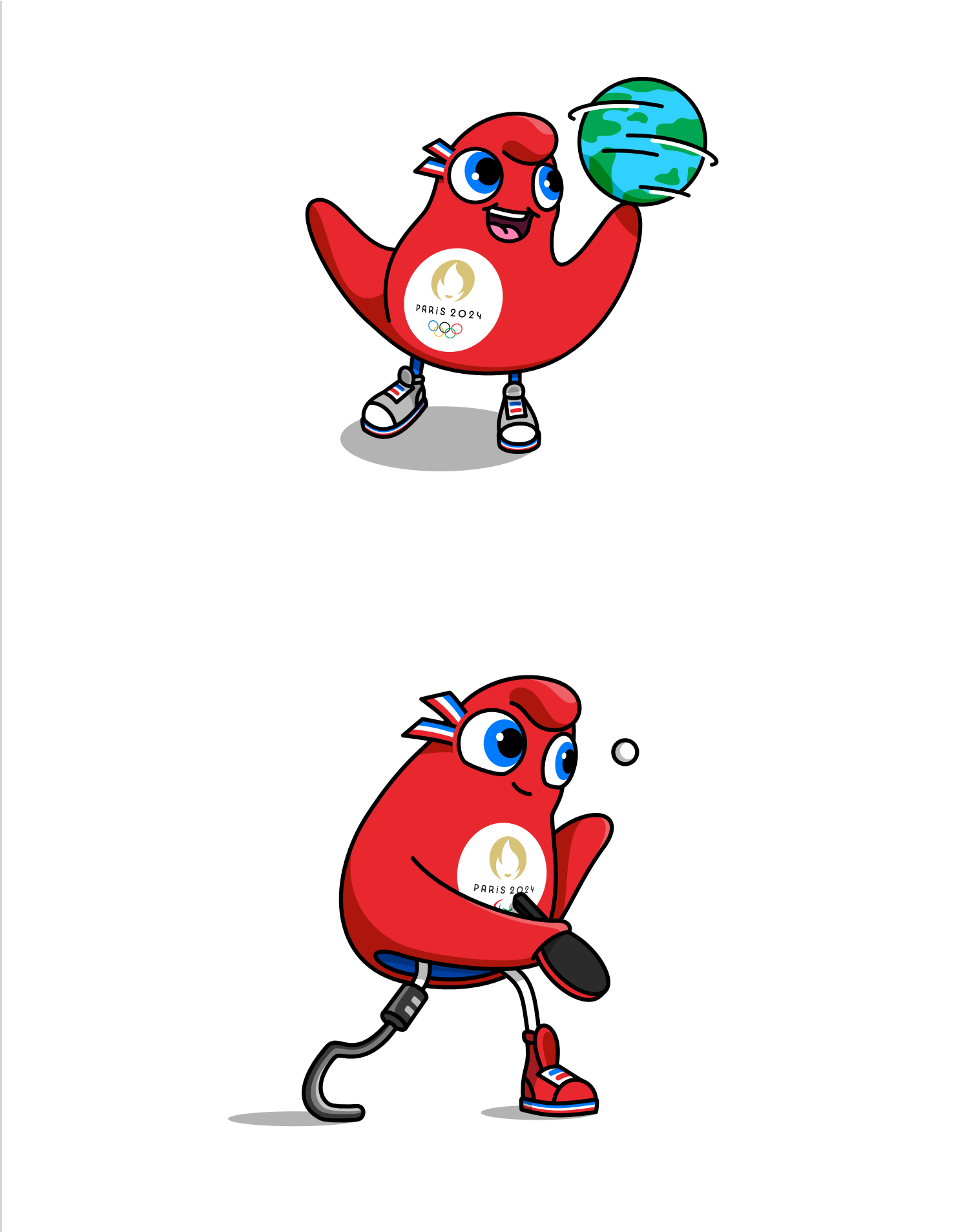
THE TOOLS – OVERVIEW



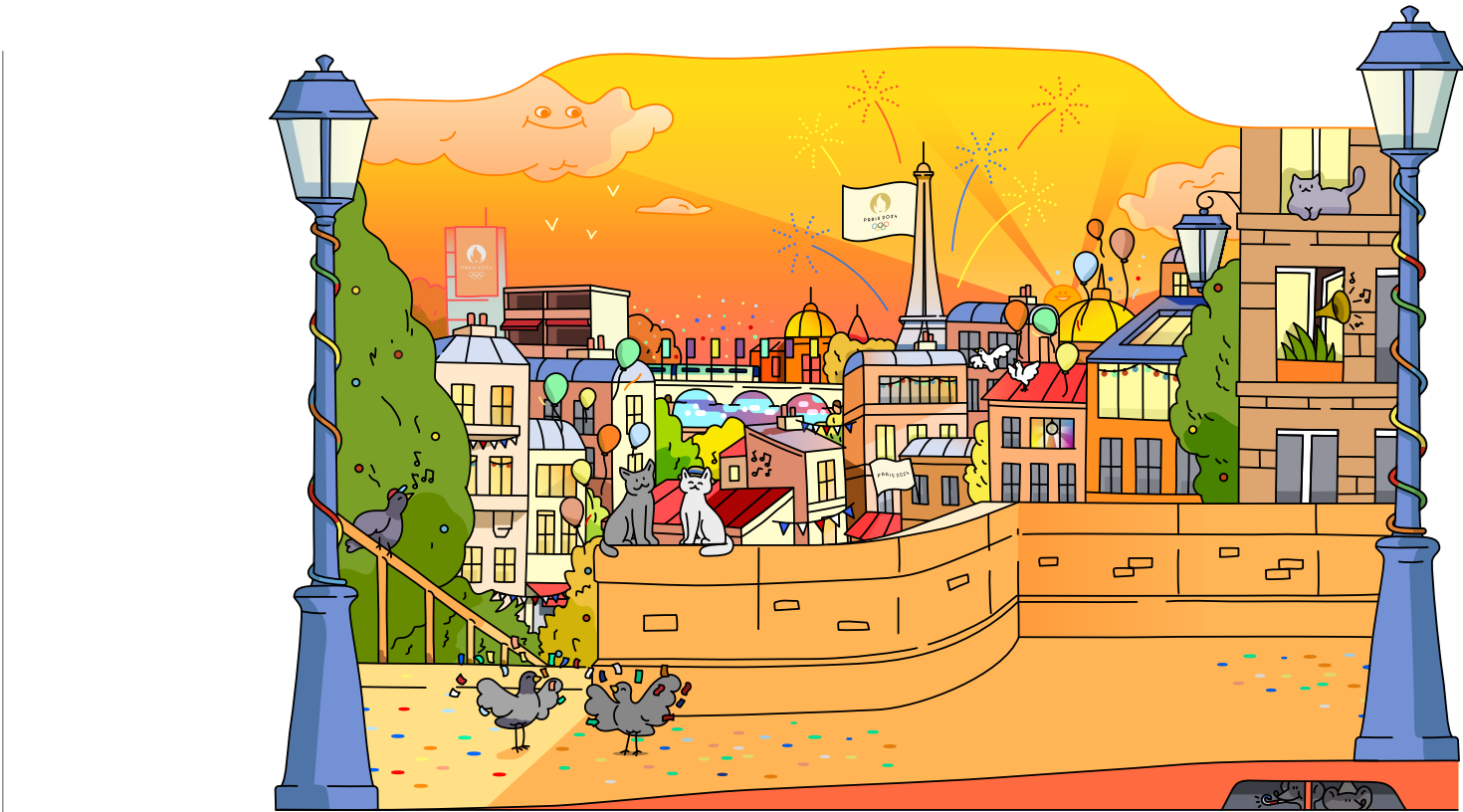
3D visual



Visual of the Phryge tribe



2D poses – Expressions and sports



Settings



Patterns

→ the toolbox

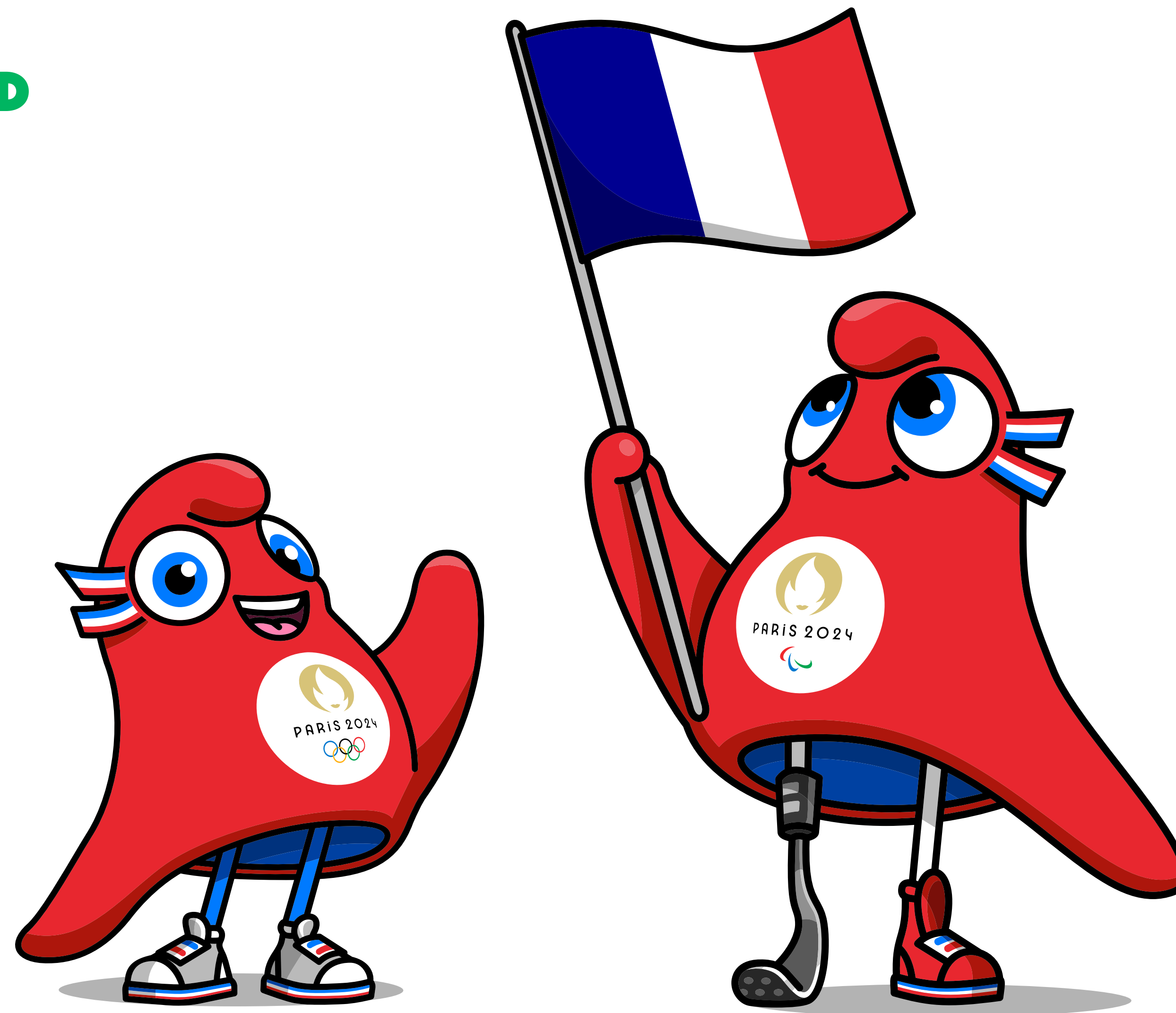
THE KEY VISUAL IN 3D



– WELCOME –

→ the toolbox

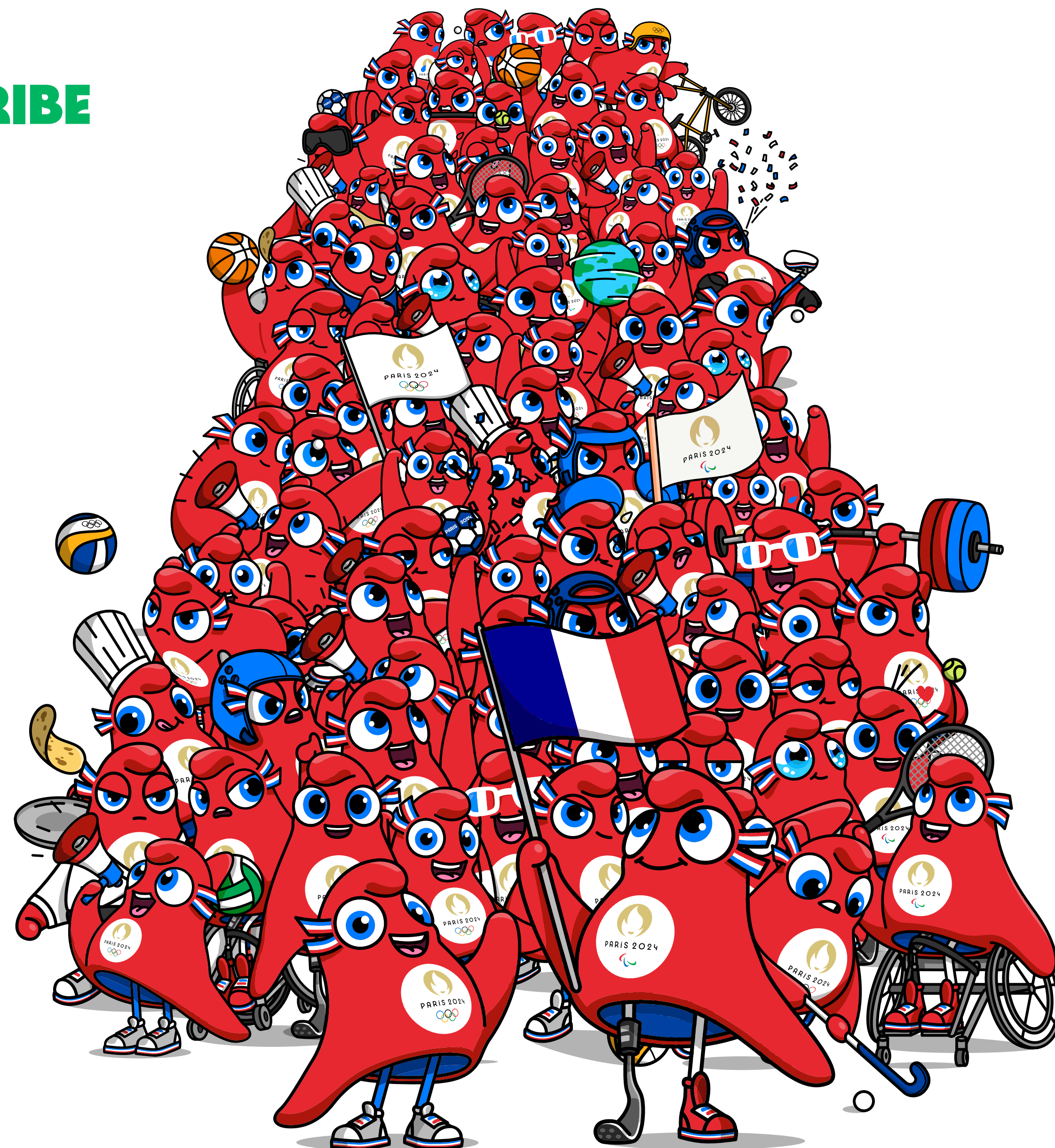
THE KEY VISUAL IN 2D STANDARD POSE



– WELCOME –

→ the toolbox

THE KEY VISUAL FOR THE PHRYGE TRIBE



→ the toolbox

POSES AND EXPRESSIONS – OVERVIEW

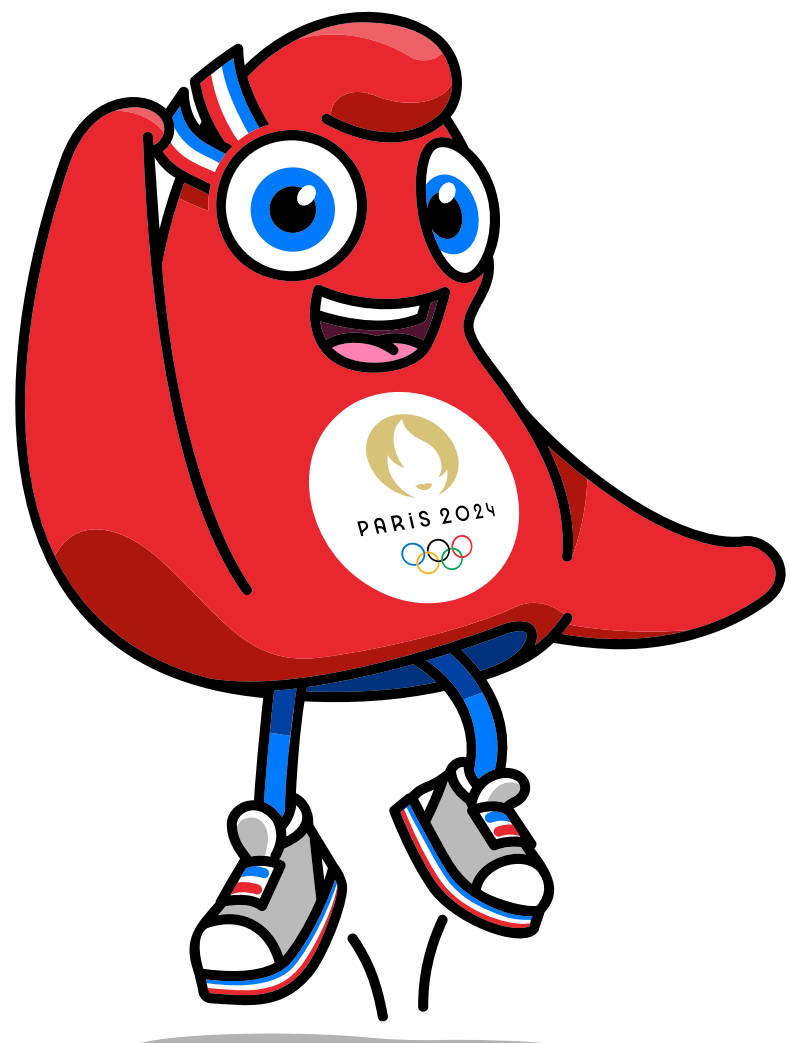


→ the toolbox

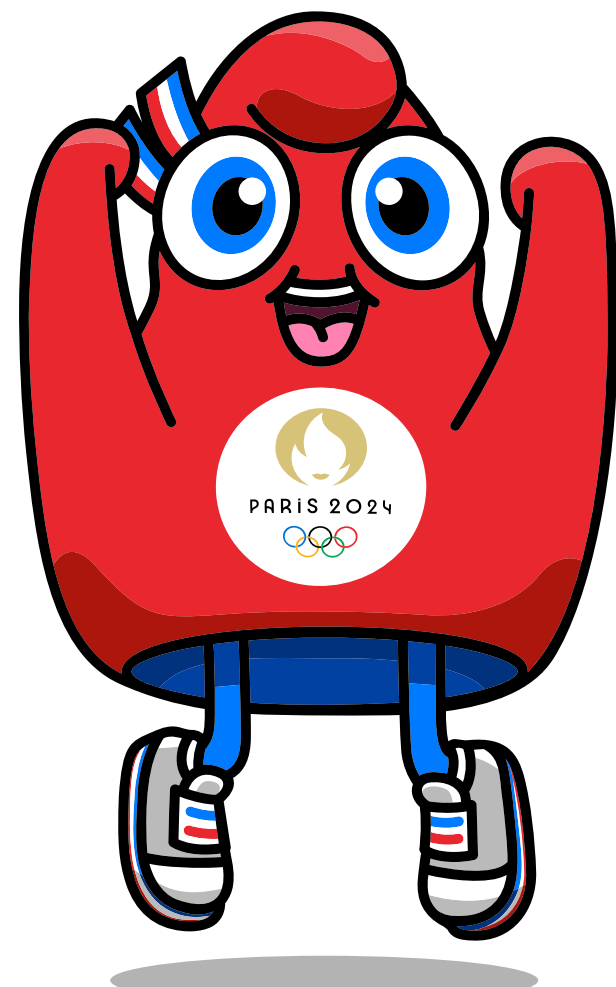
OLYMPIC POSES AND EXPRESSIONS



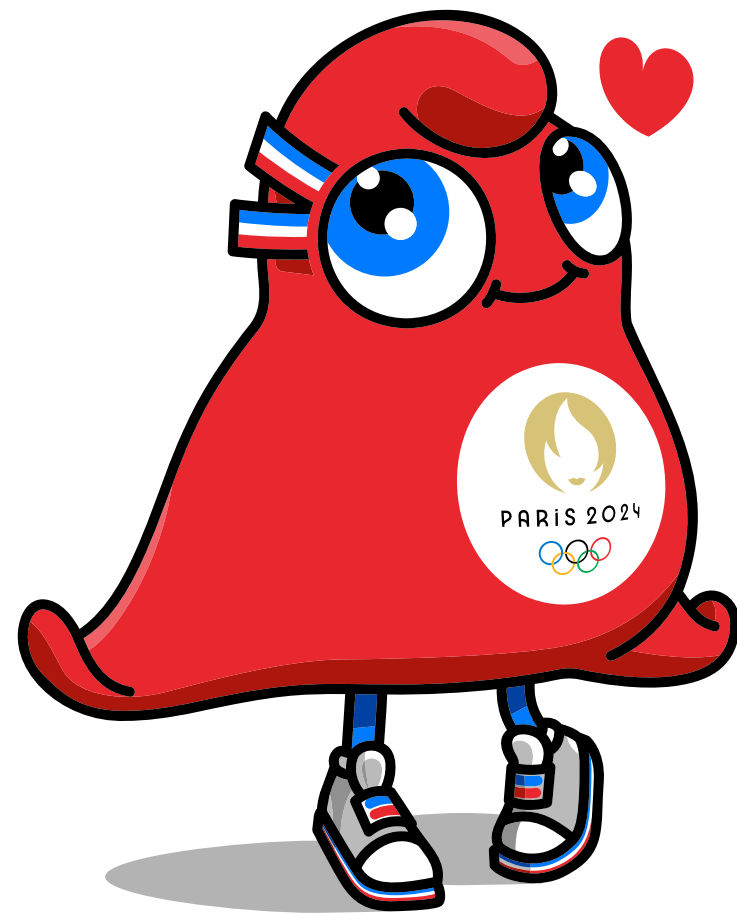
—
WELCOME



—
WINNER



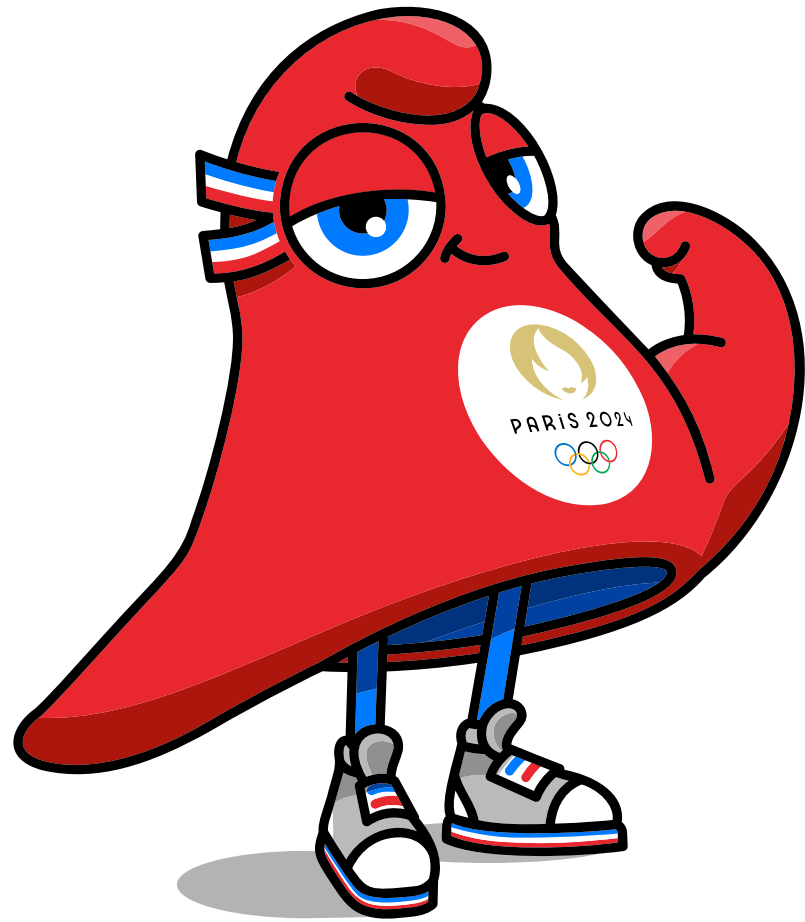
—
HAPPY



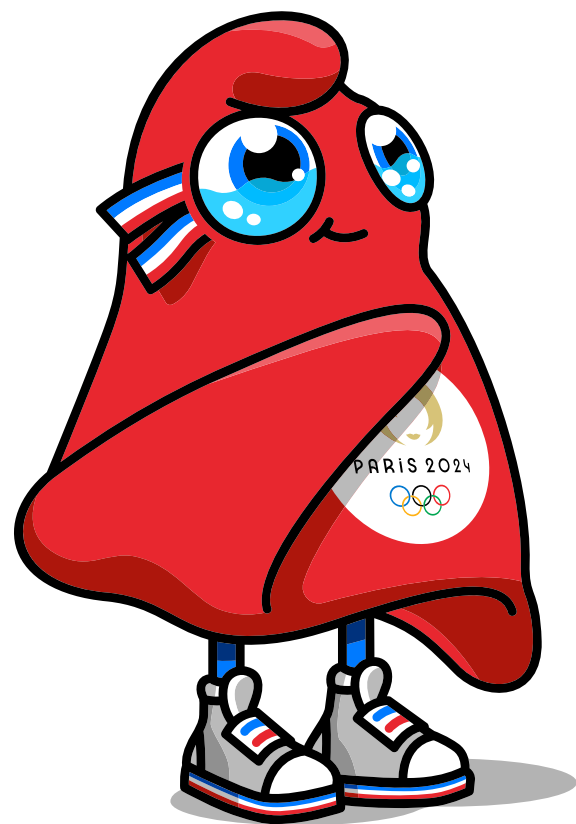
—
IN LOVE

→ the toolbox

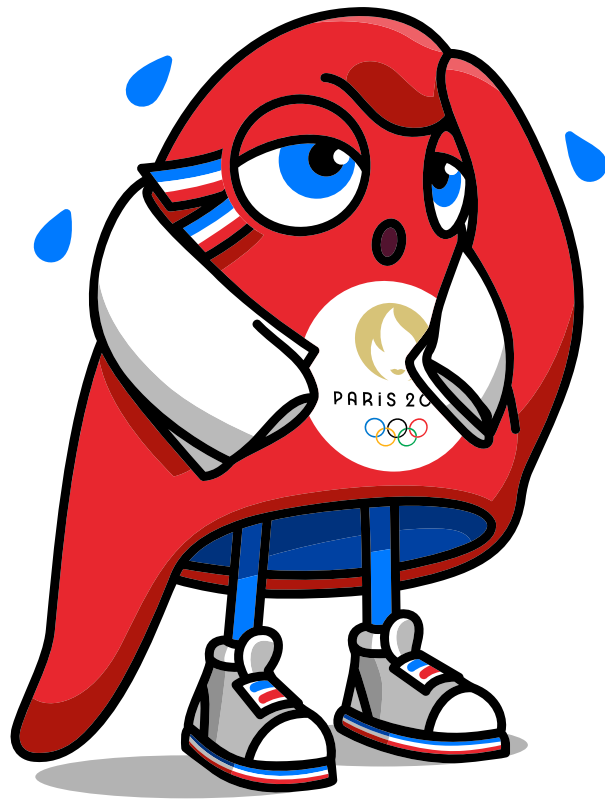
OLYMPIC POSES AND EXPRESSIONS



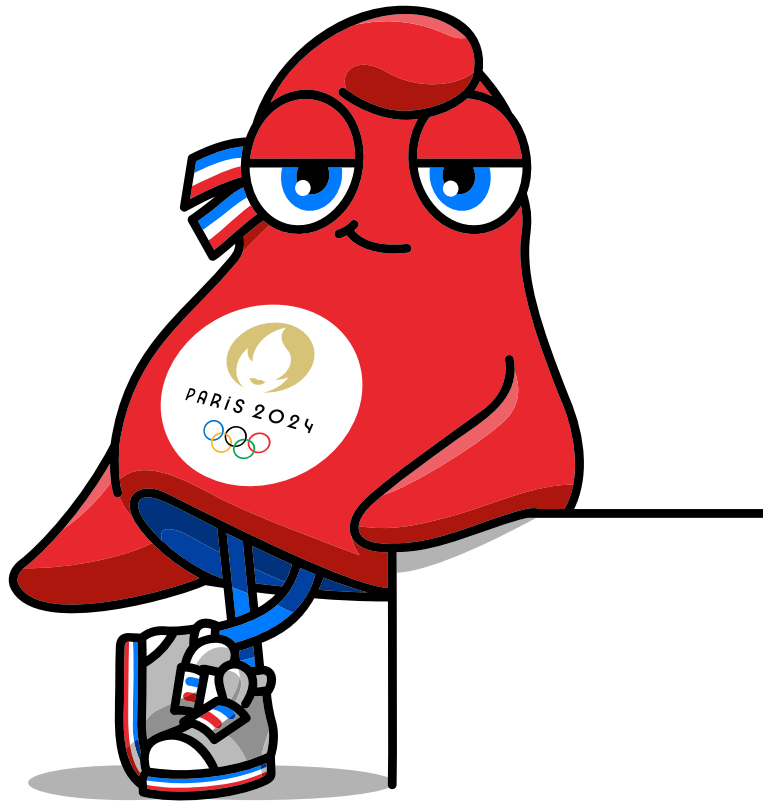
PROUD



EMOTIONAL



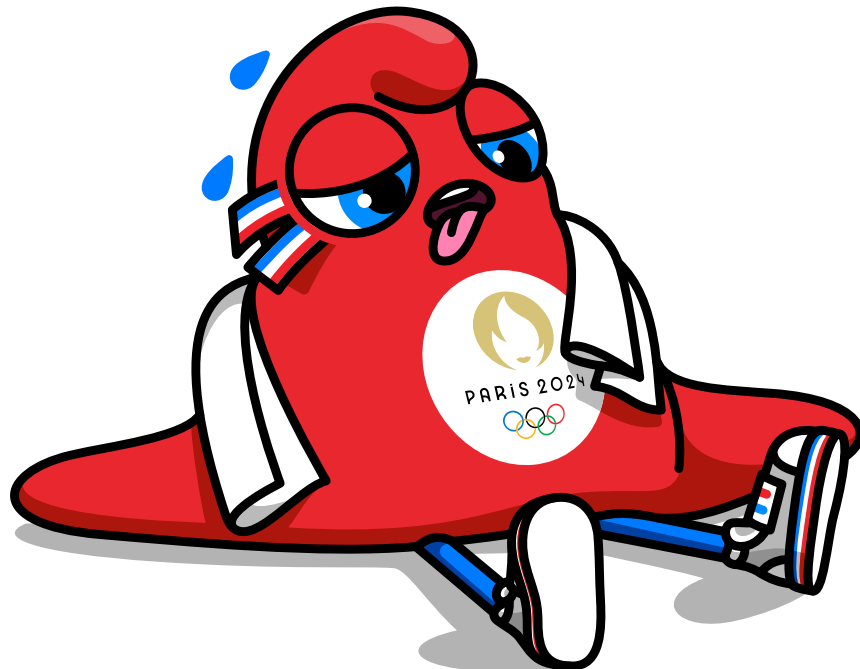
AFTER WORKOUT



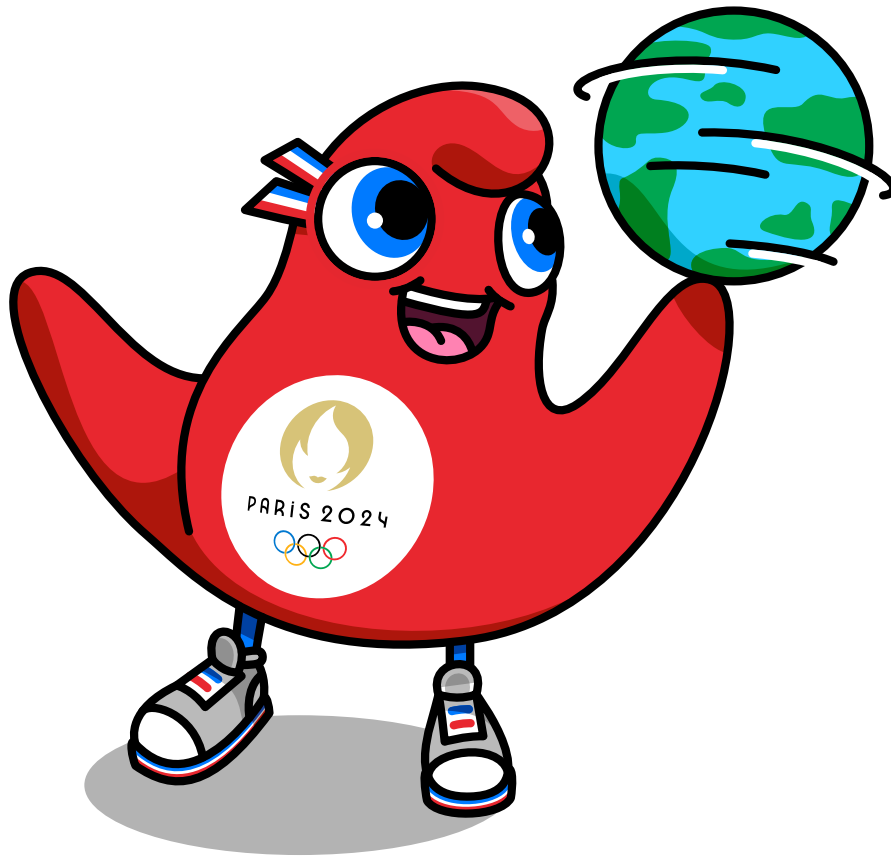
SMART

→ the toolbox

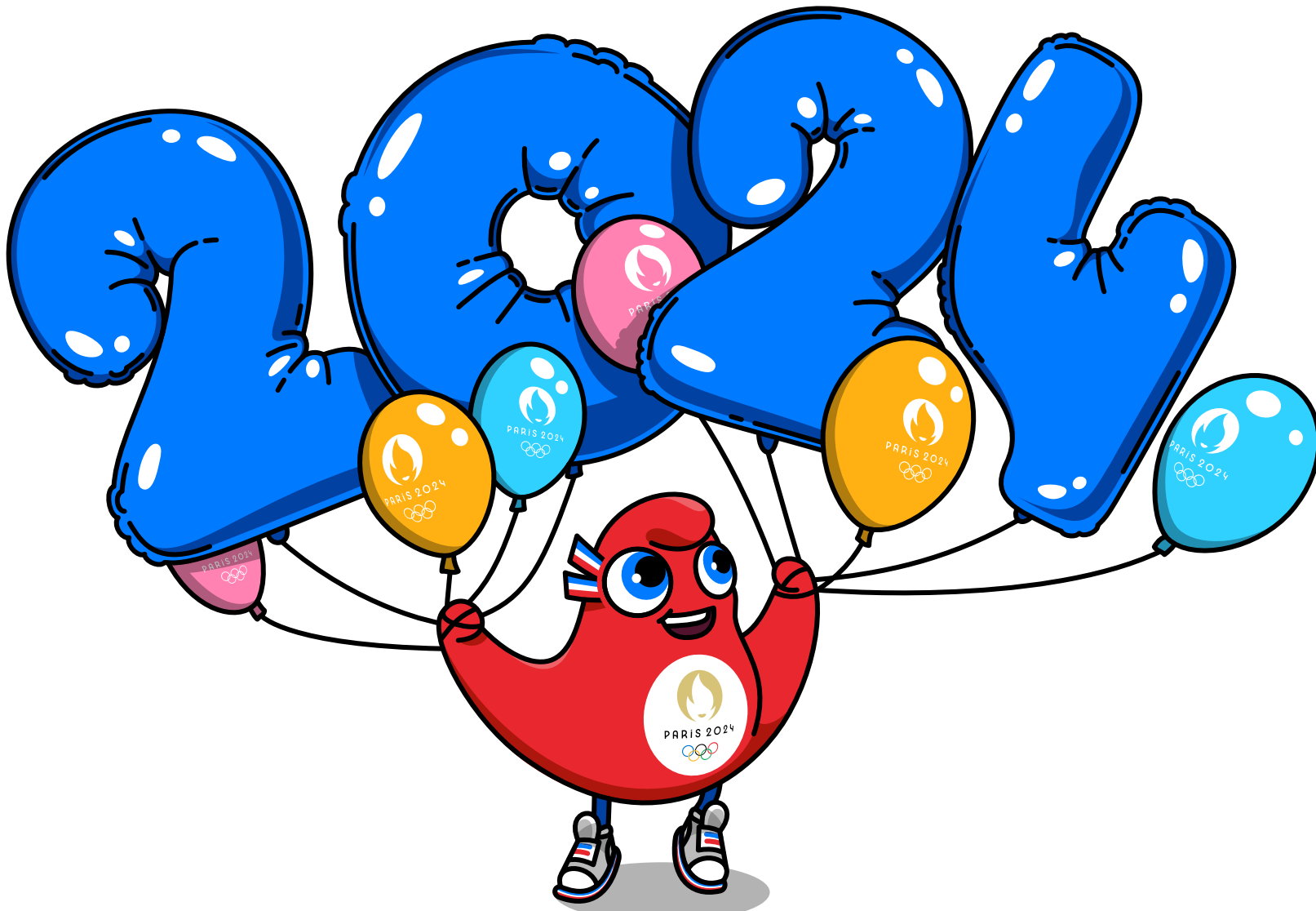
OLYMPIC POSES AND EXPRESSIONS



—
EFFORT



—
PLANET



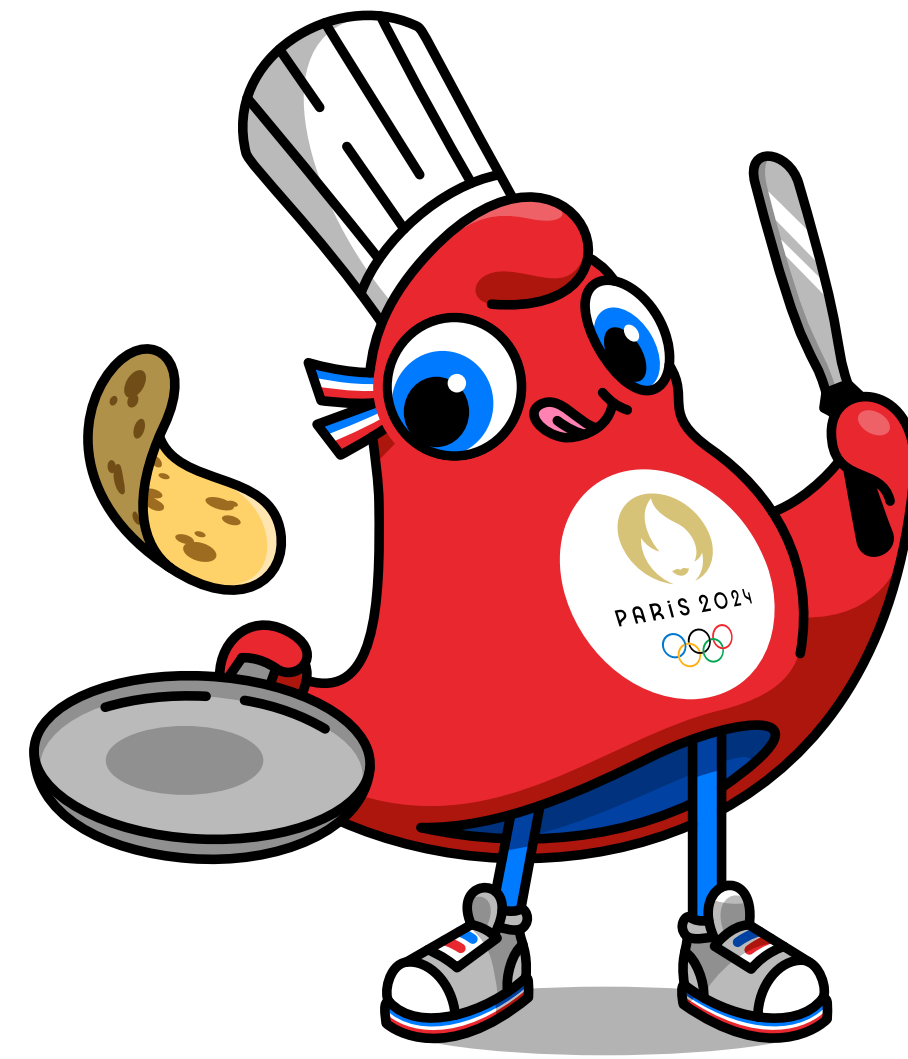
—
BALLOON

→ the toolbox

OLYMPIC POSES AND EXPRESSIONS



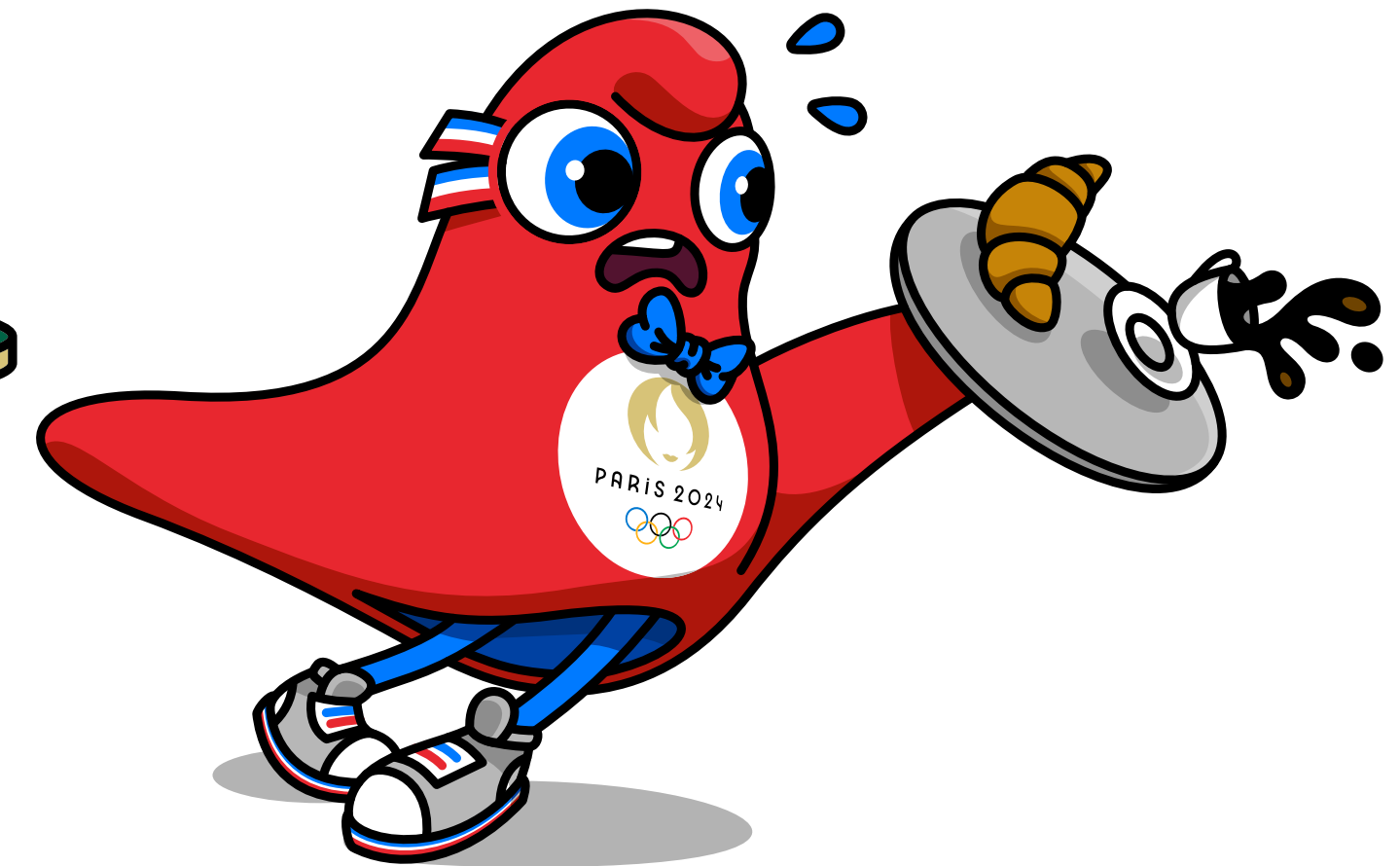
MARINIÈRE



GASTRONOMY



TERRACE *

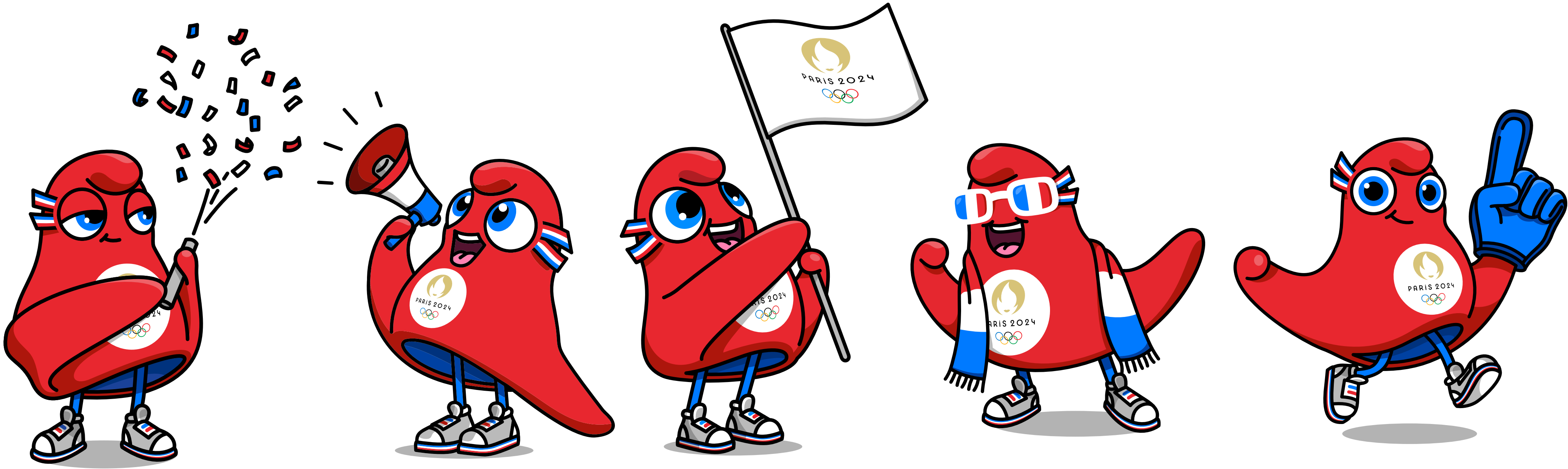


GARÇON
DE CAFÉ

* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

OLYMPIC POSES AND EXPRESSIONS



CELEBRATION *

SUPPORTER
SPEAKER

SUPPORTER
FLAG *

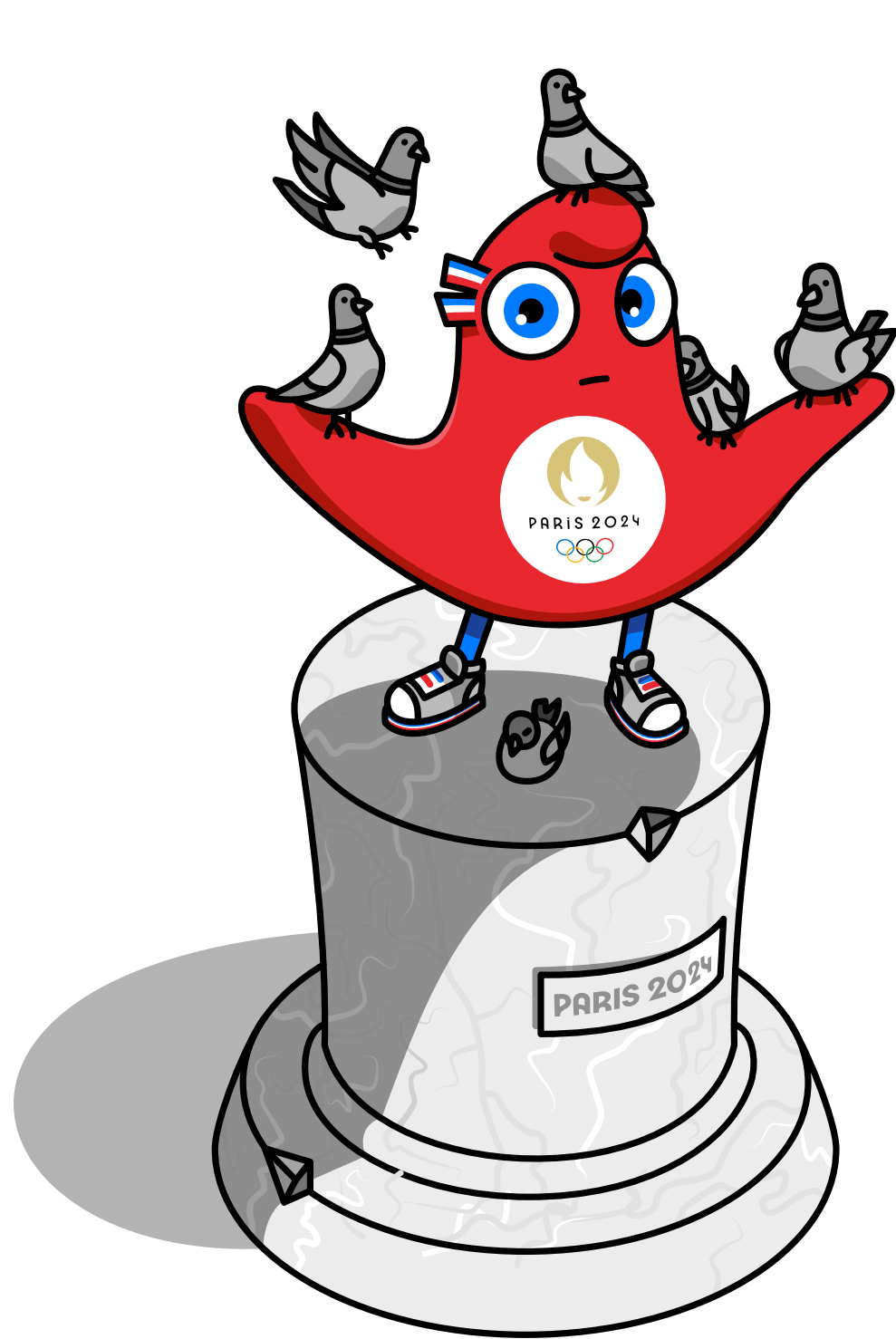
SUPPORTER
GLASSES

SUPPORTER
HAND

* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when these Mascot poses are used.

→ the toolbox

OLYMPIC POSES AND EXPRESSIONS



STATUS



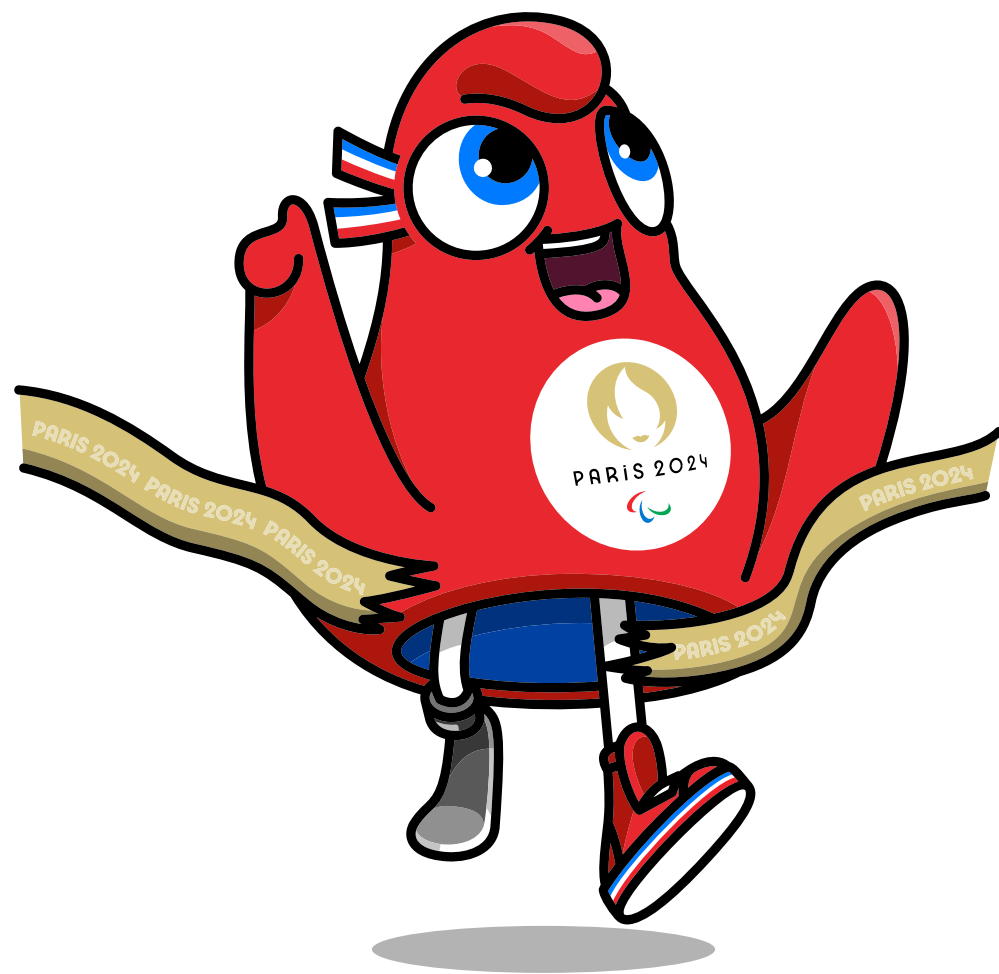
EIFFEL TOWER



ARC DE TRIOMPHE

→ the toolbox

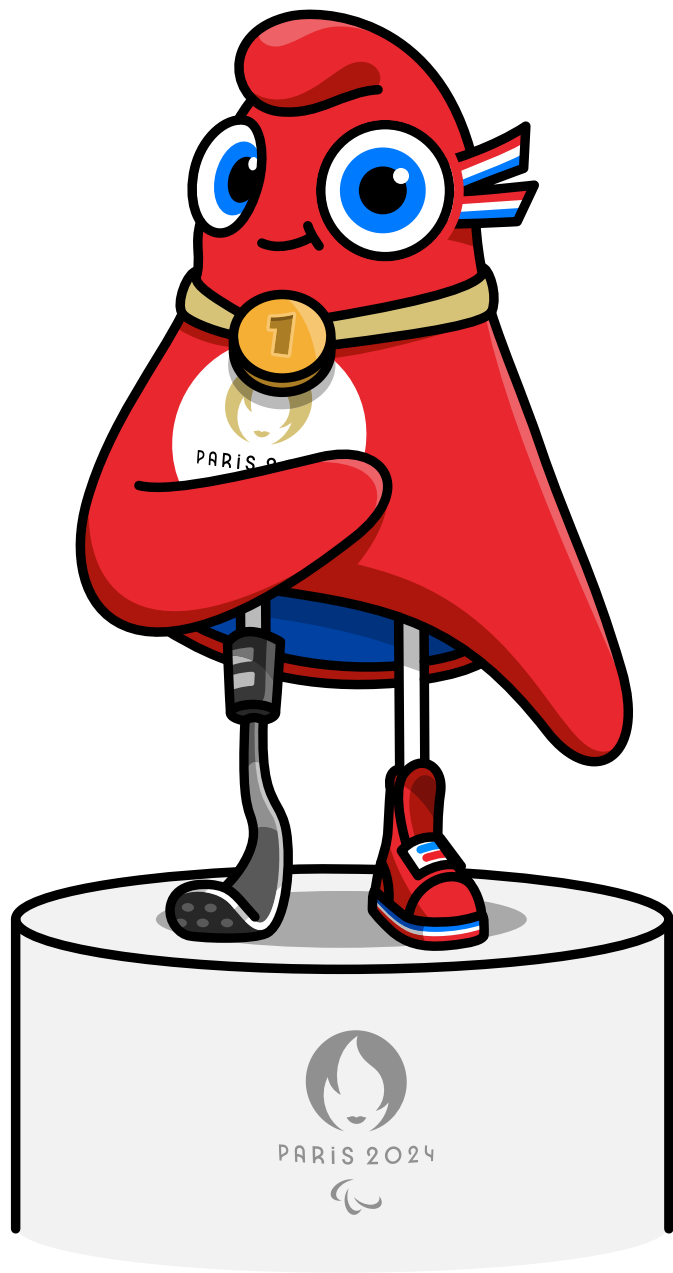
PARALYMPIC POSES AND EXPRESSIONS



ARRIVED



IN LOVE

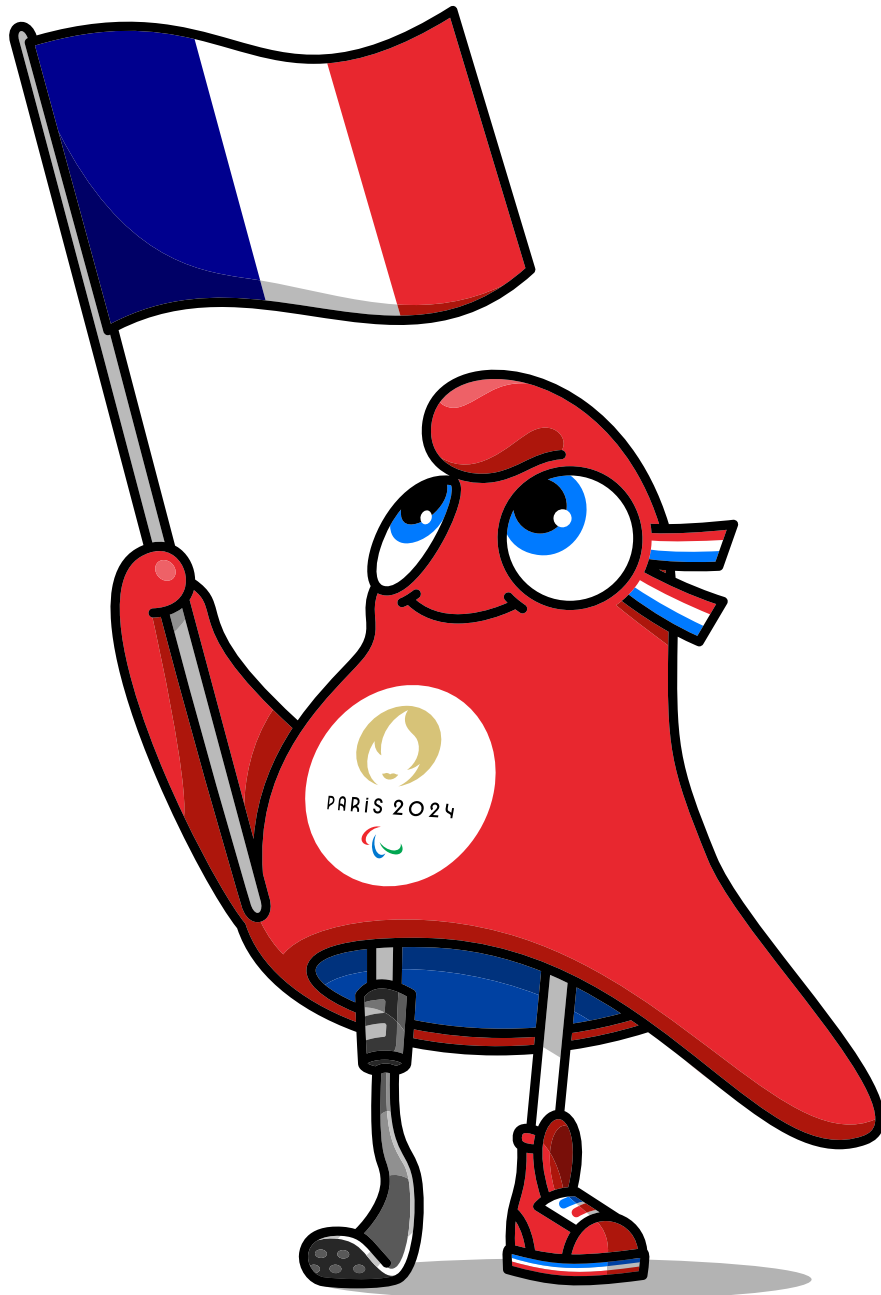


WINNER*

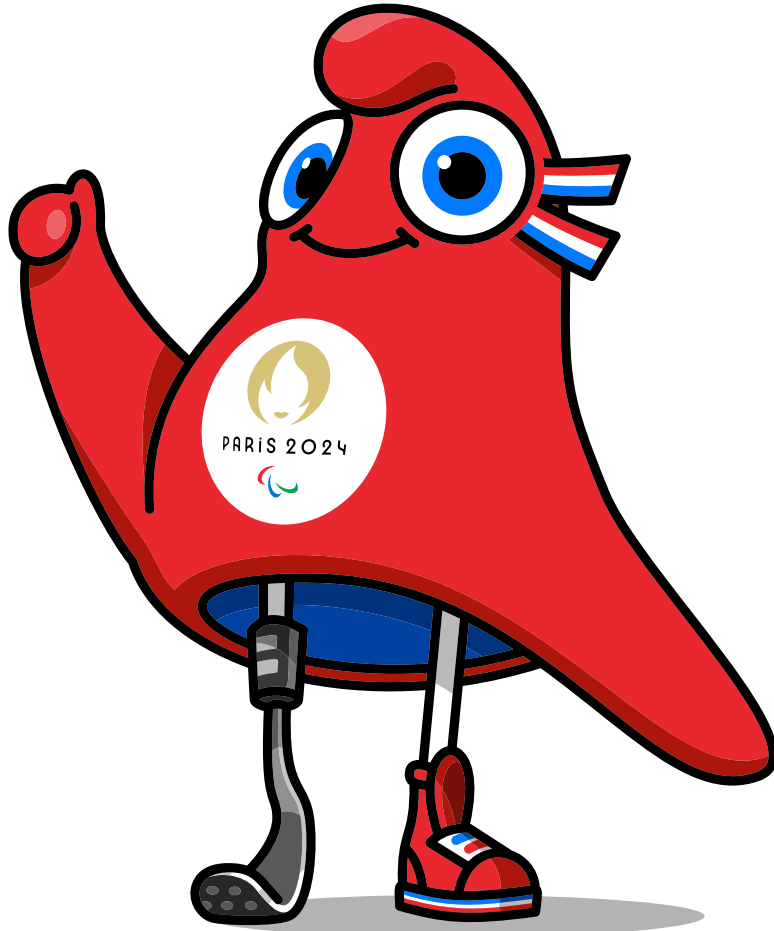
* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

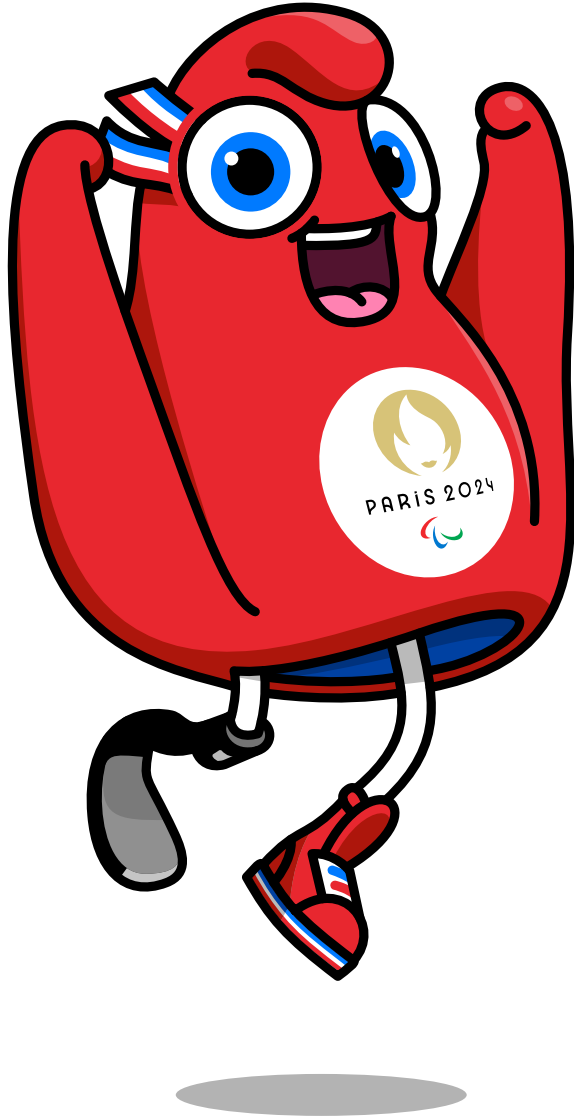
PARALYMPIC POSES AND EXPRESSIONS



—
FLAG



—
THUMB



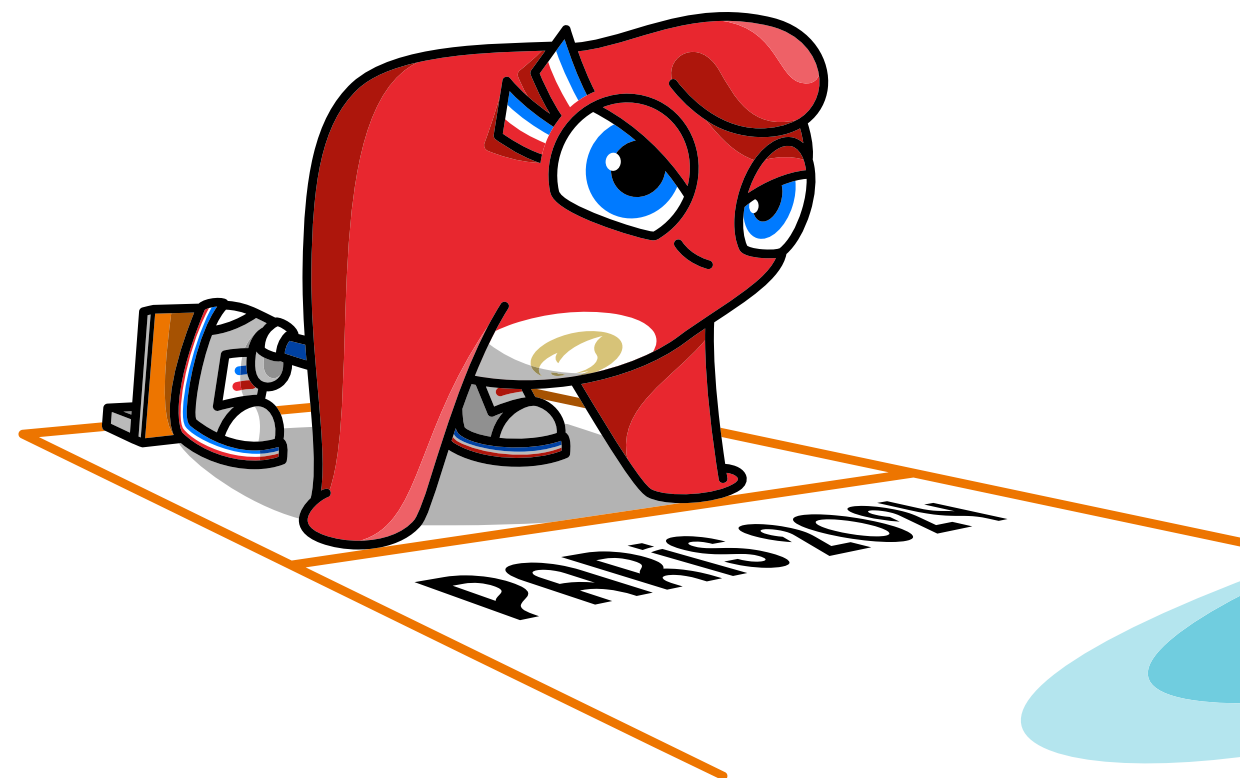
—
JUMP

SPORT POSES – OVERVIEW



→ the toolbox

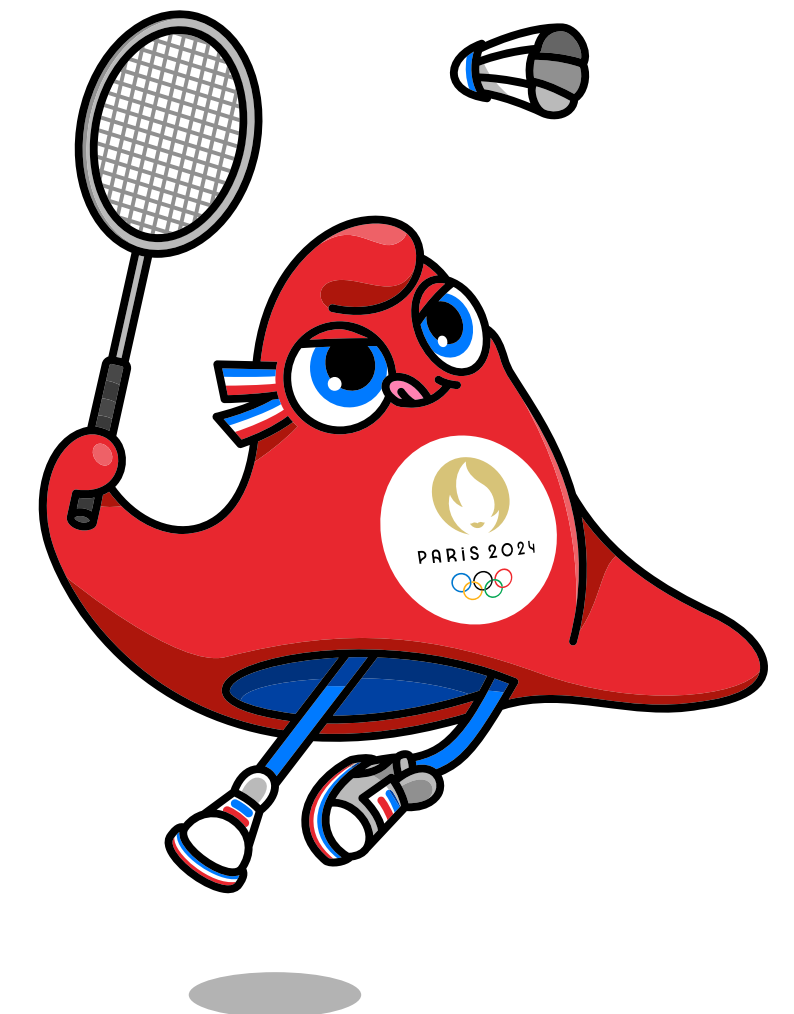
OLYMPIC SPORT POSES



ATHLETICS *



ROWING



BADMINTON

* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

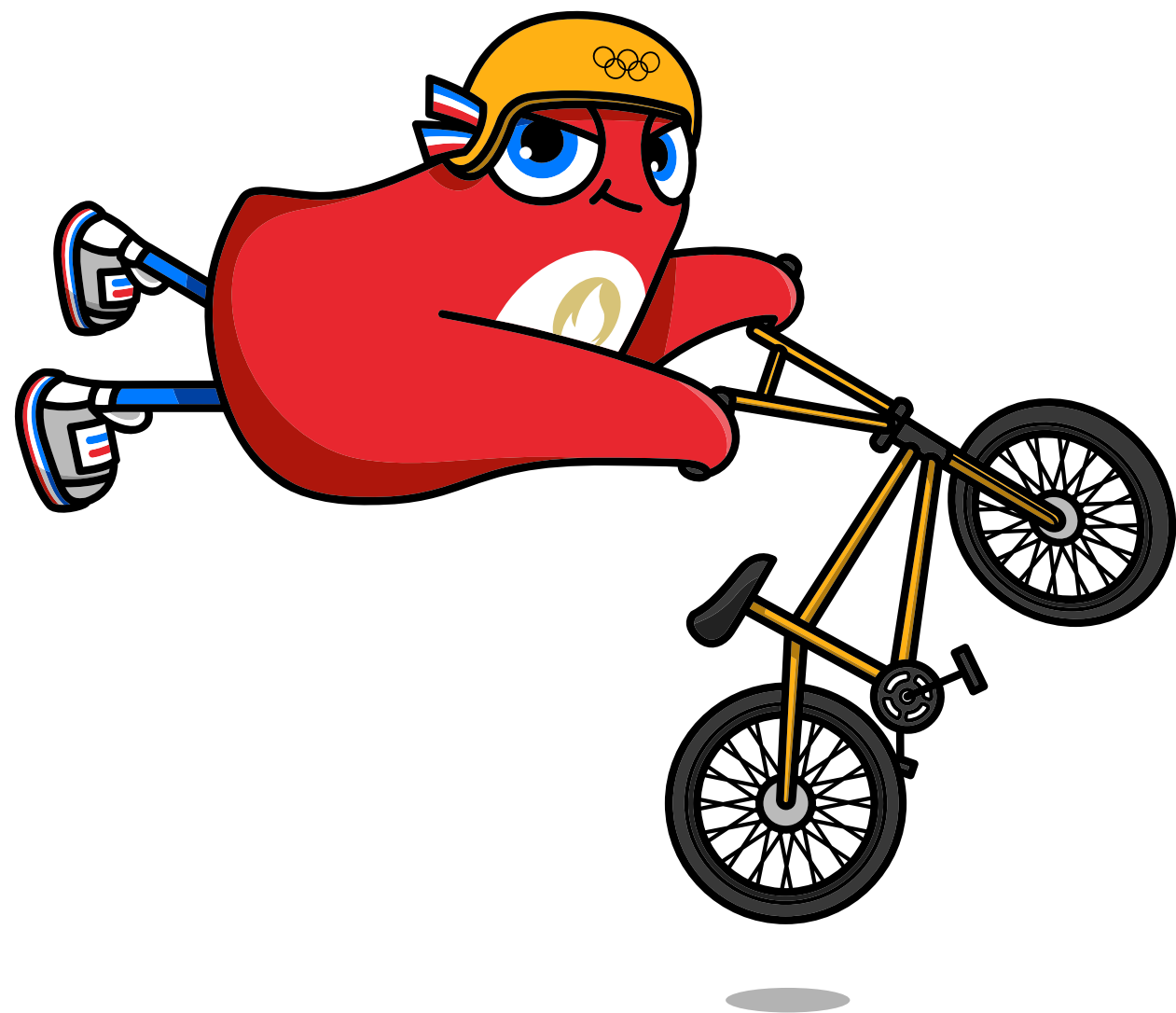
OLYMPIC SPORT POSES



BASKETBALL



3X3 BASKETBALL



BMX FREESTYLE *

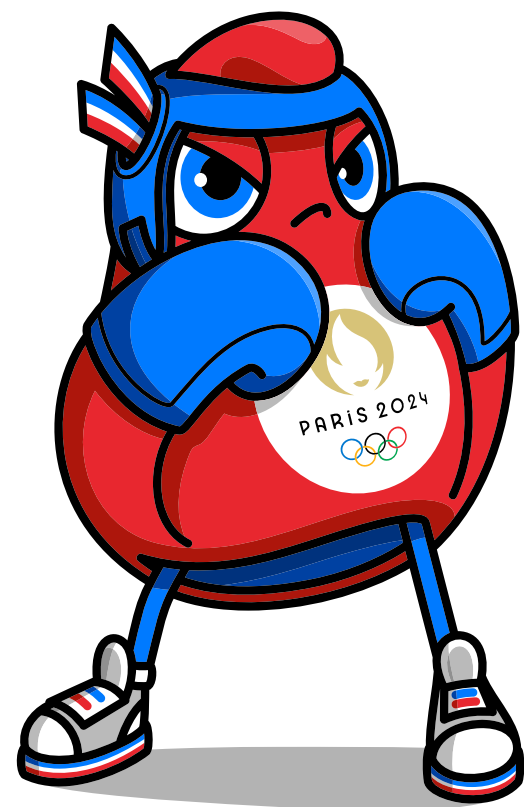


BMX RACING *

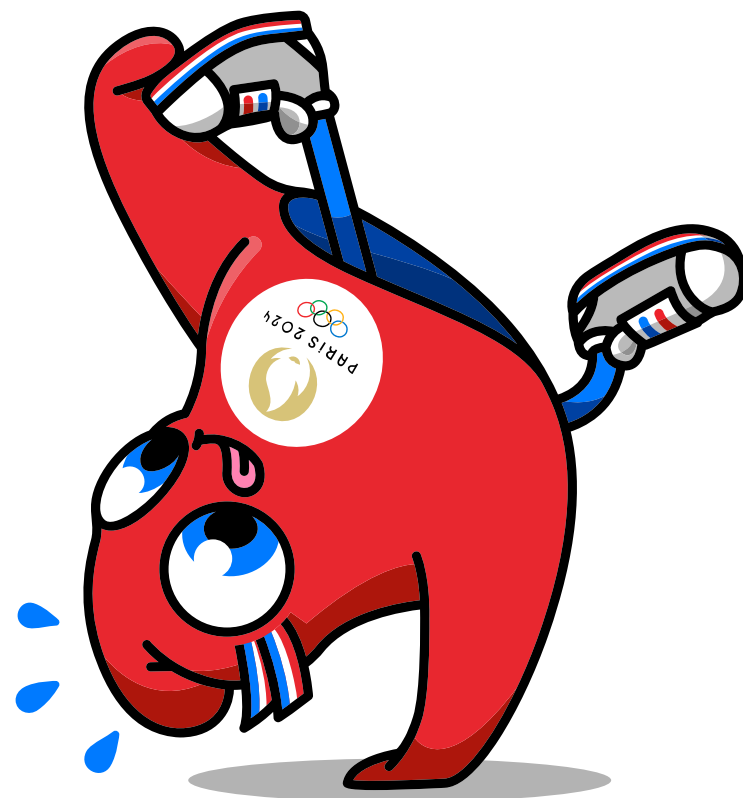
* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when these Mascot poses are used.

→ the toolbox

OLYMPIC SPORT POSES



BOXING



BREAKING



CANOE SPRINT *

* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

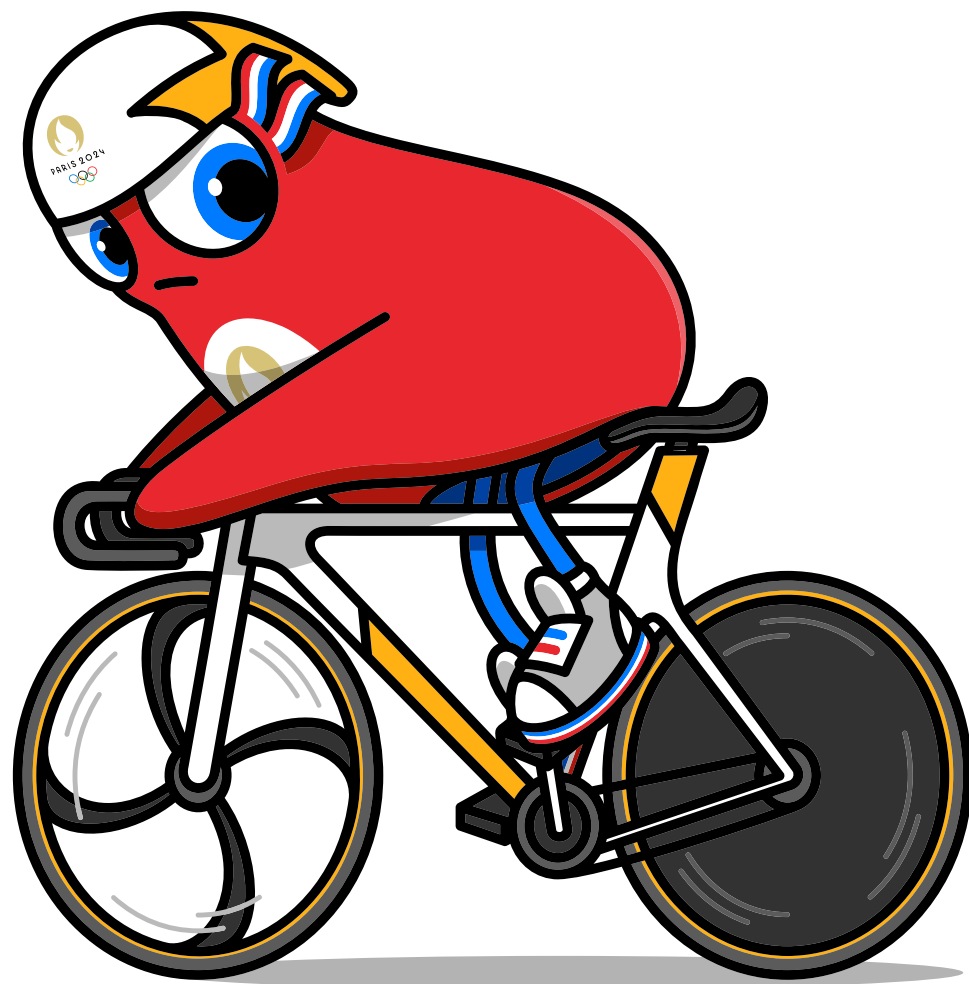
OLYMPIC SPORT POSES



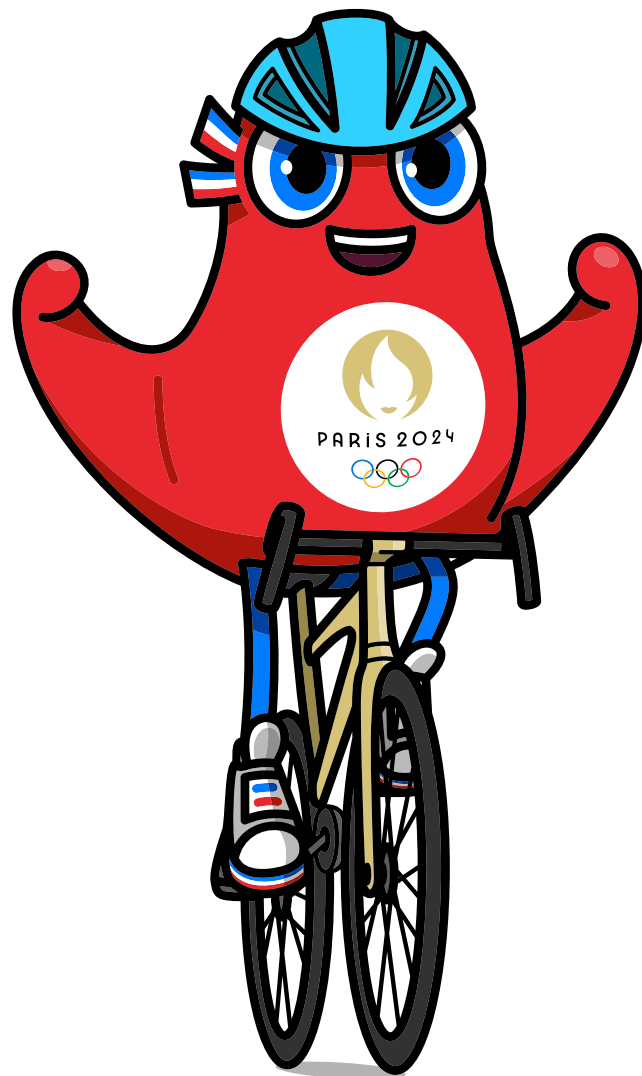
CANOE SLALOM



CYCLING
MOUNTAIN BIKE



CYCLING
TRACK *

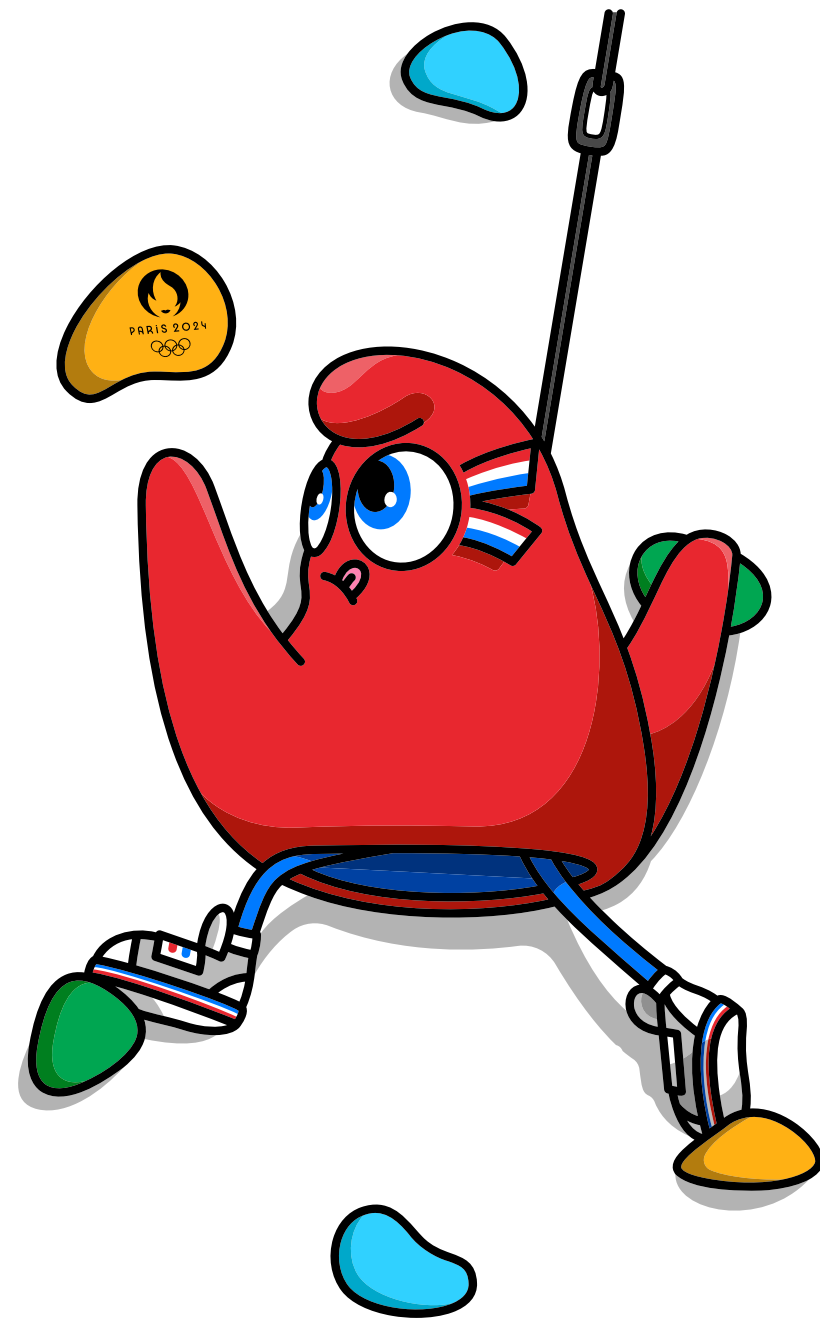


CYCLING
ROAD

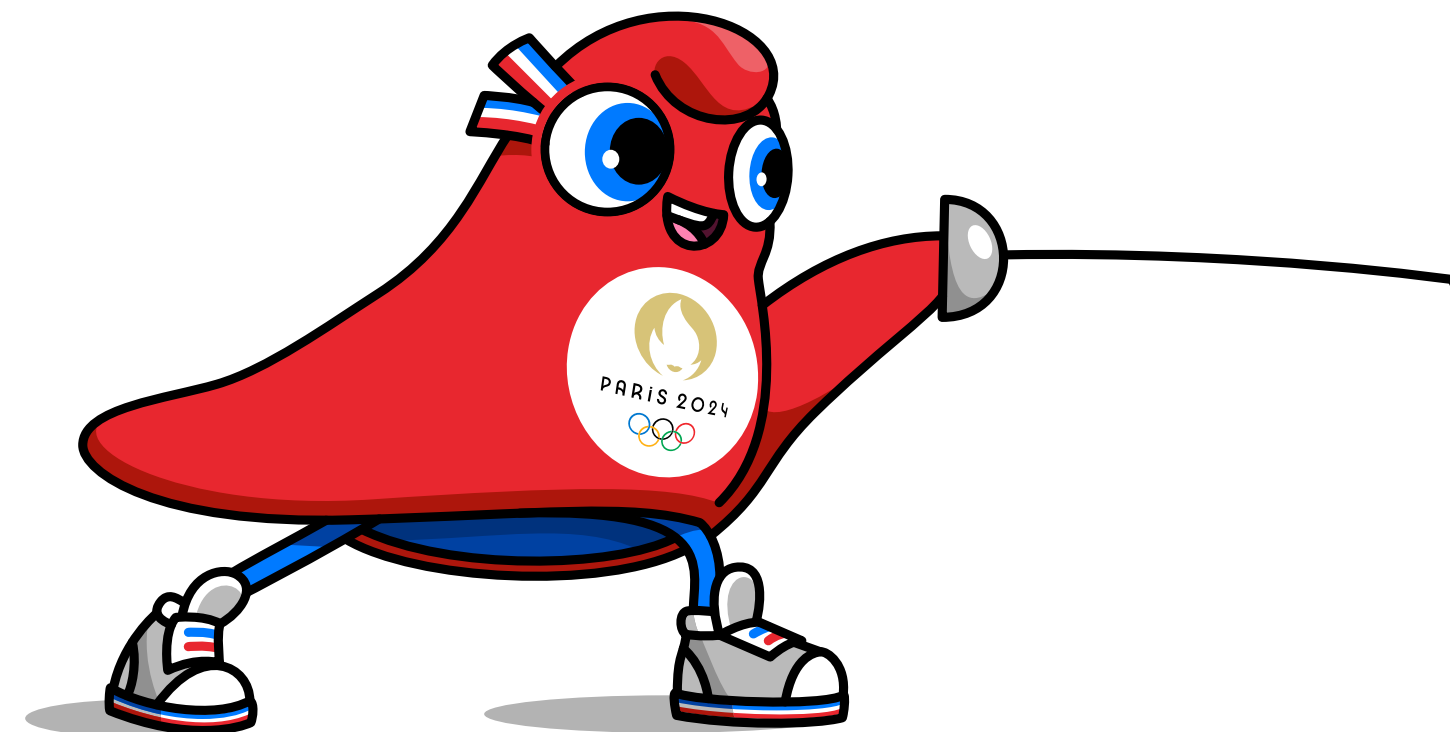
* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

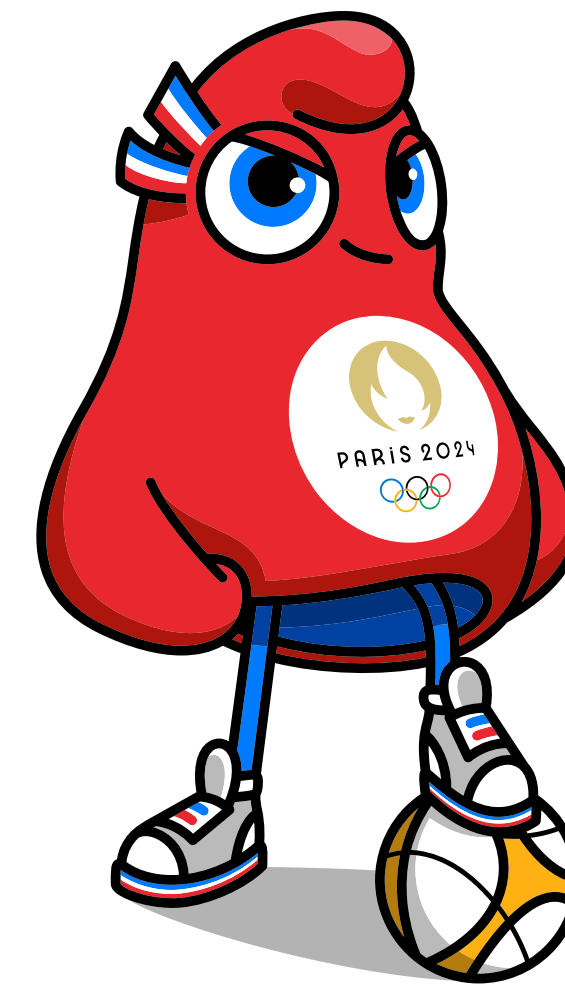
OLYMPIC SPORT POSES



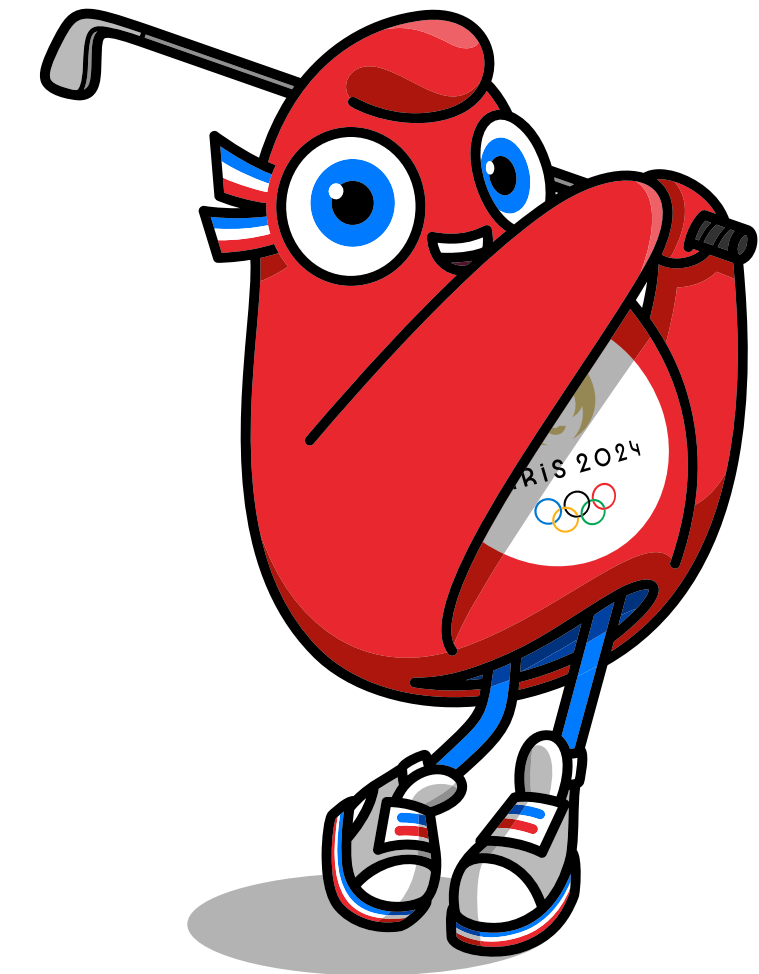
SPORT
CLIMBING*



FENCING



FOOTBALL

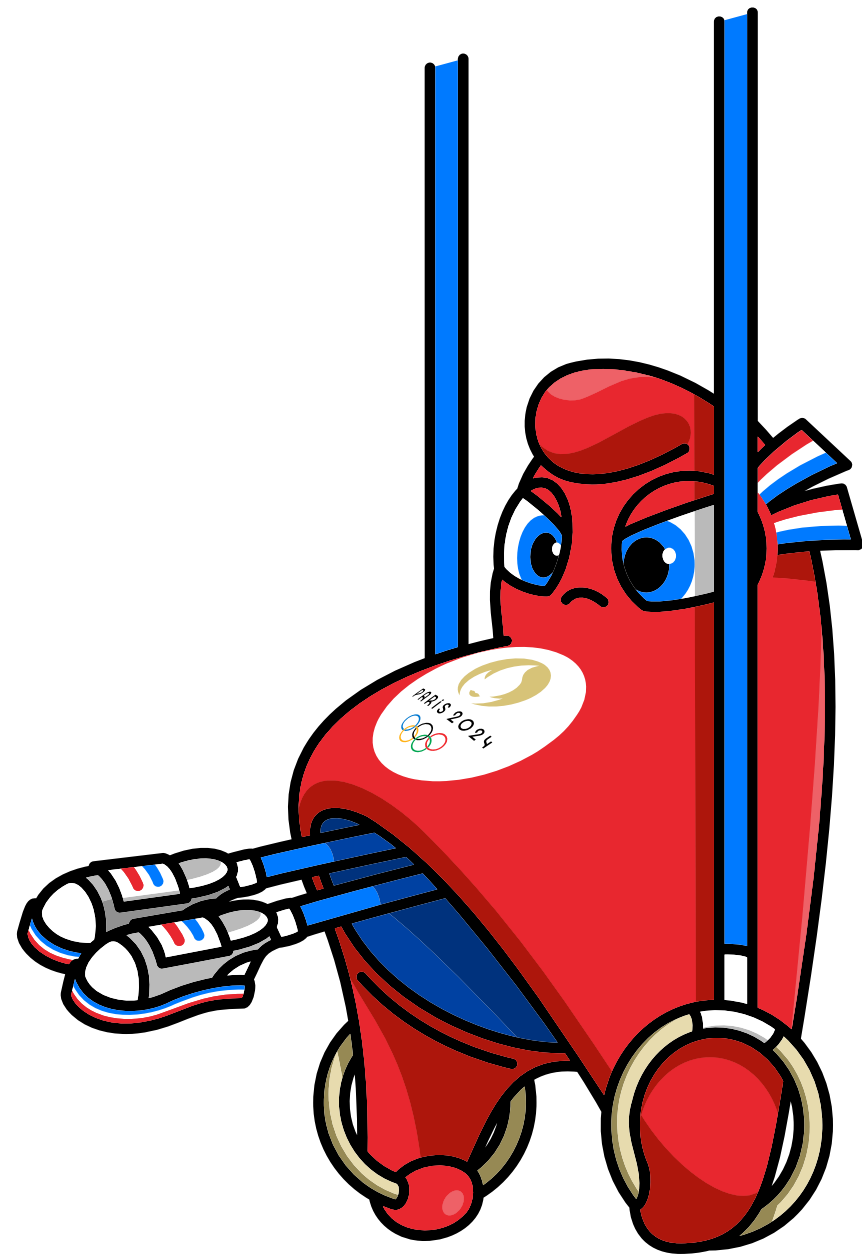


GOLF*

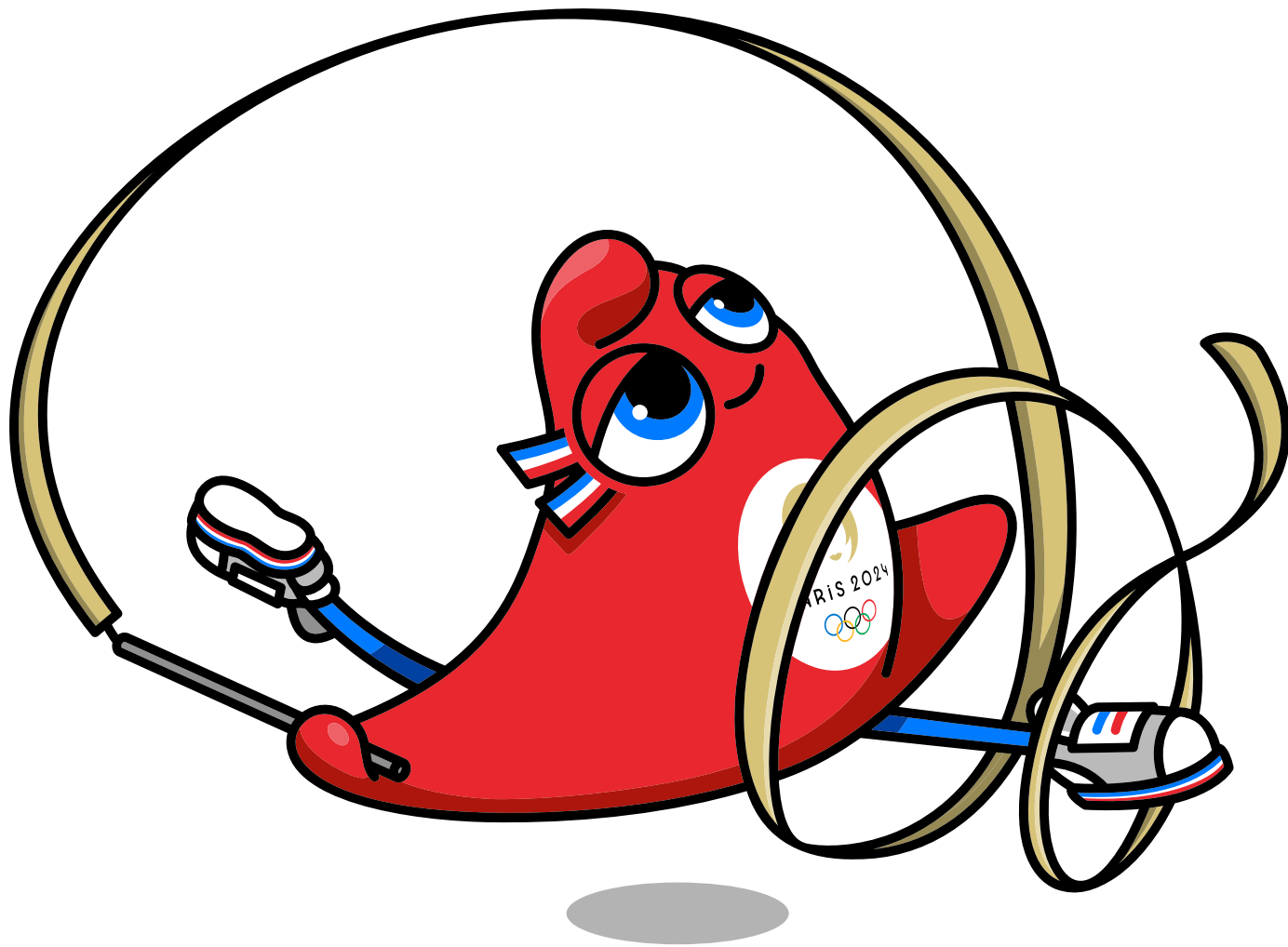
* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when these Mascot poses are used.

→ the toolbox

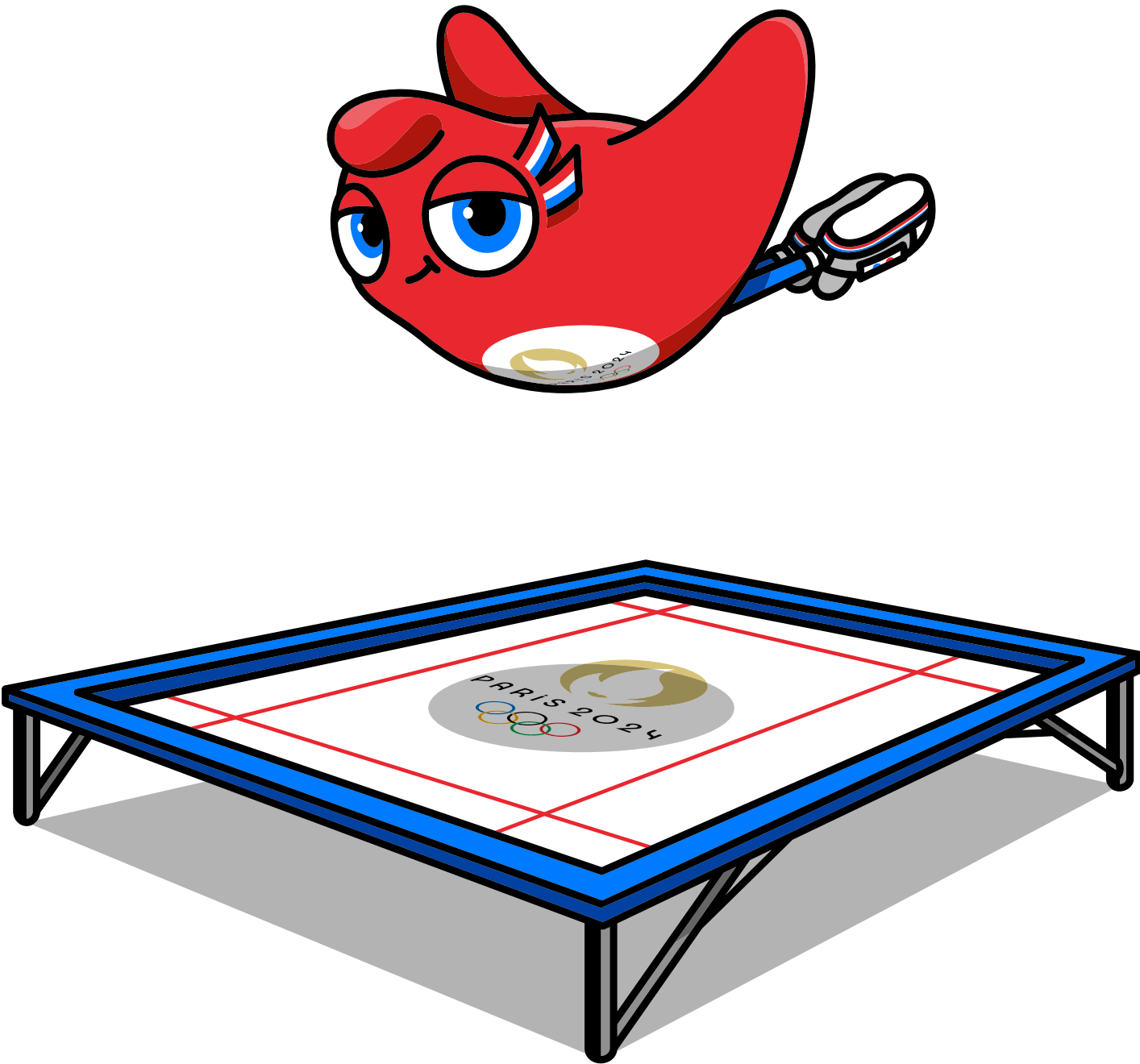
OLYMPIC SPORT POSES



ARTISTIC
GYMNASTICS



RHYTHMIC
GYMNASTICS *



GYMNASTICS
TRAMPOLINE

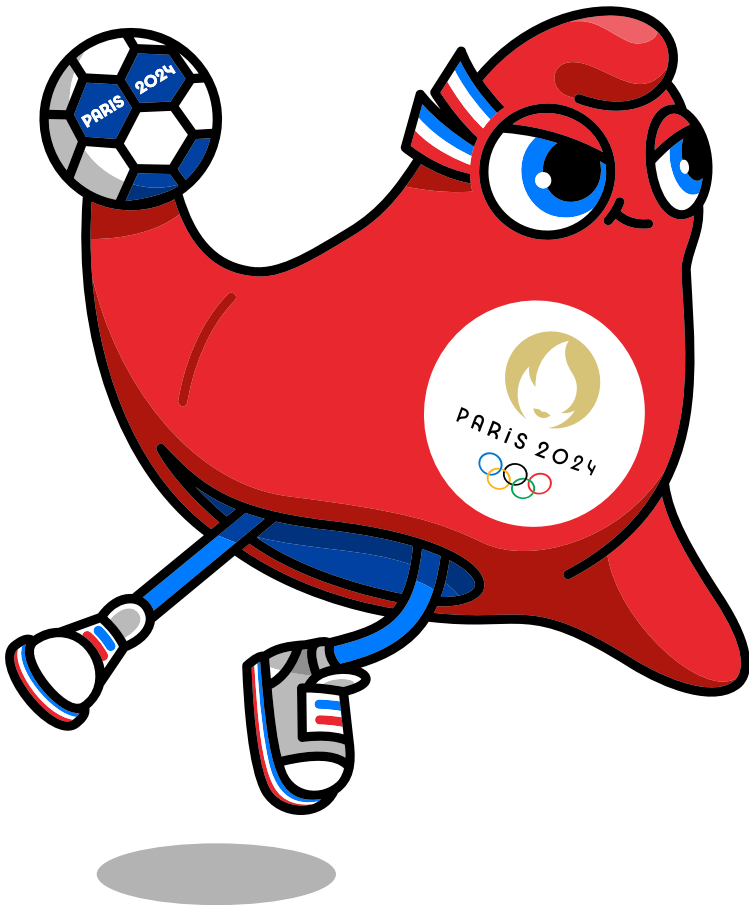
* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

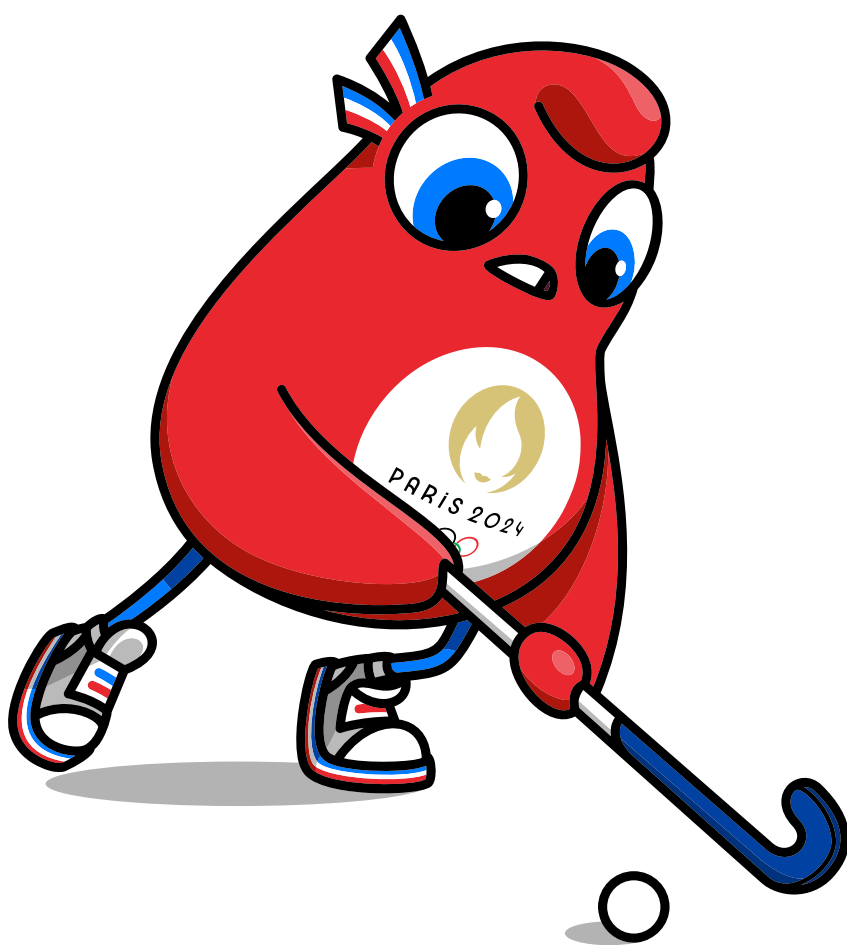
OLYMPIC SPORT POSES



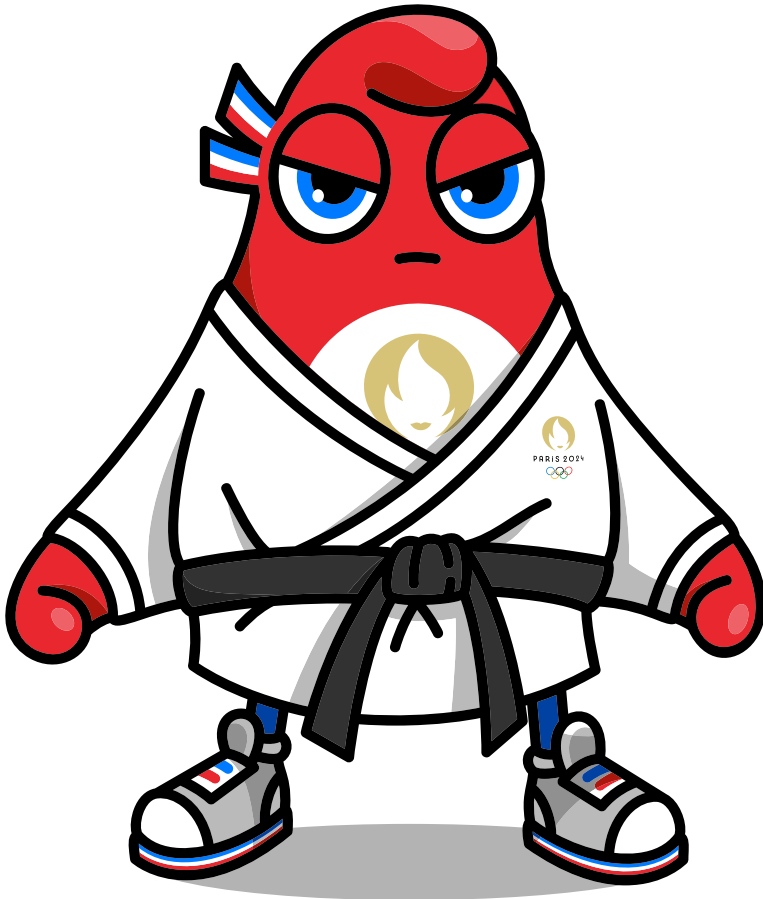
—
WEIGHTLIFTING



—
HANDBALL



—
HOCKEY



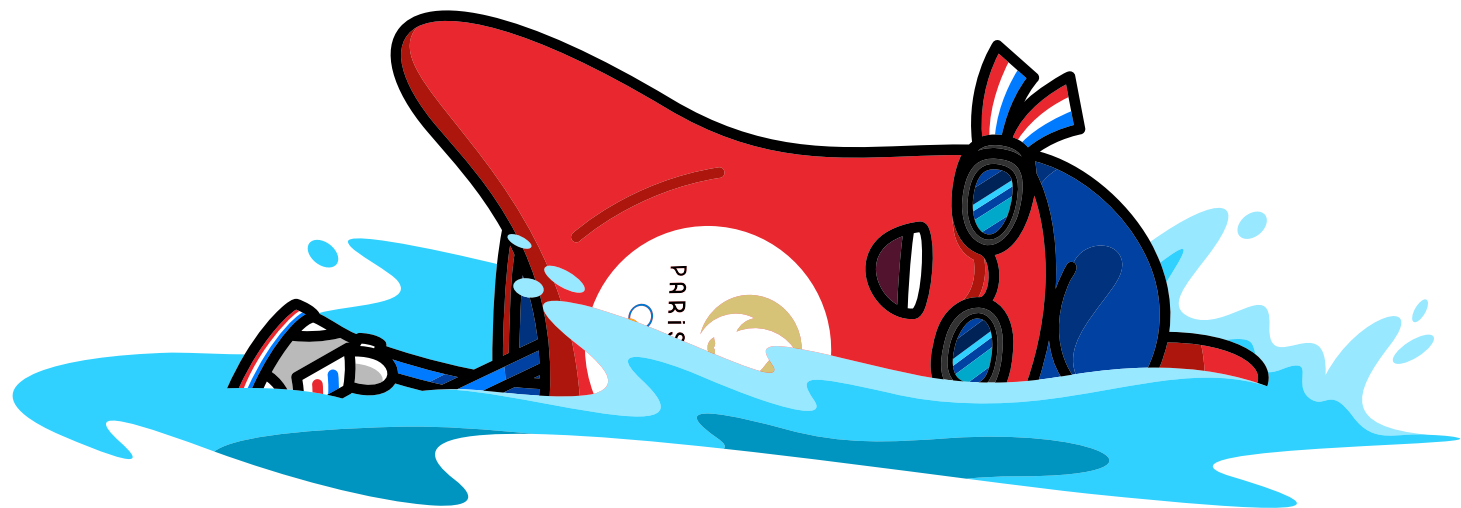
—
JUDO

→ the toolbox

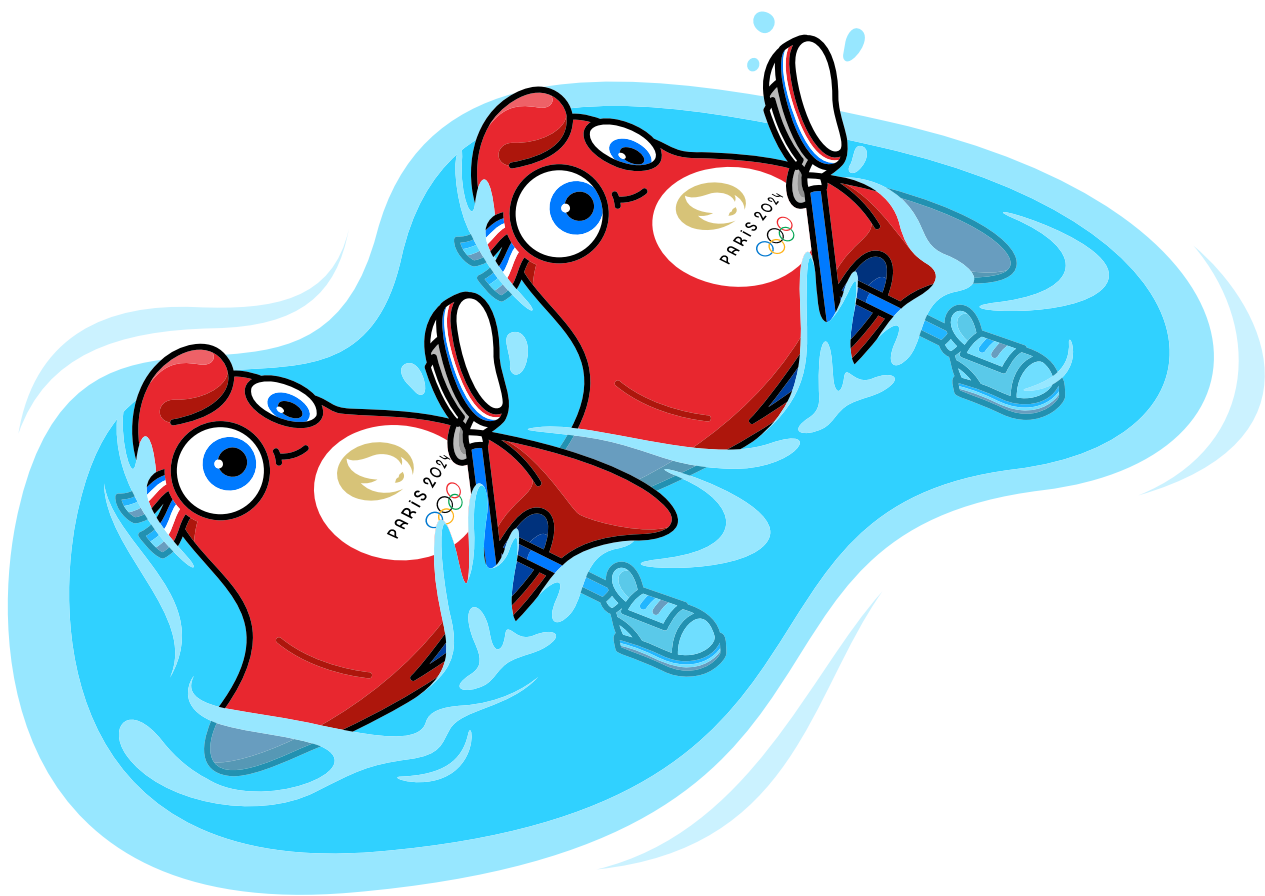
OLYMPIC SPORT POSES



—
WRESTLING



—
SWIMMING*



—
ARTISTIC
SWIMMING

* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

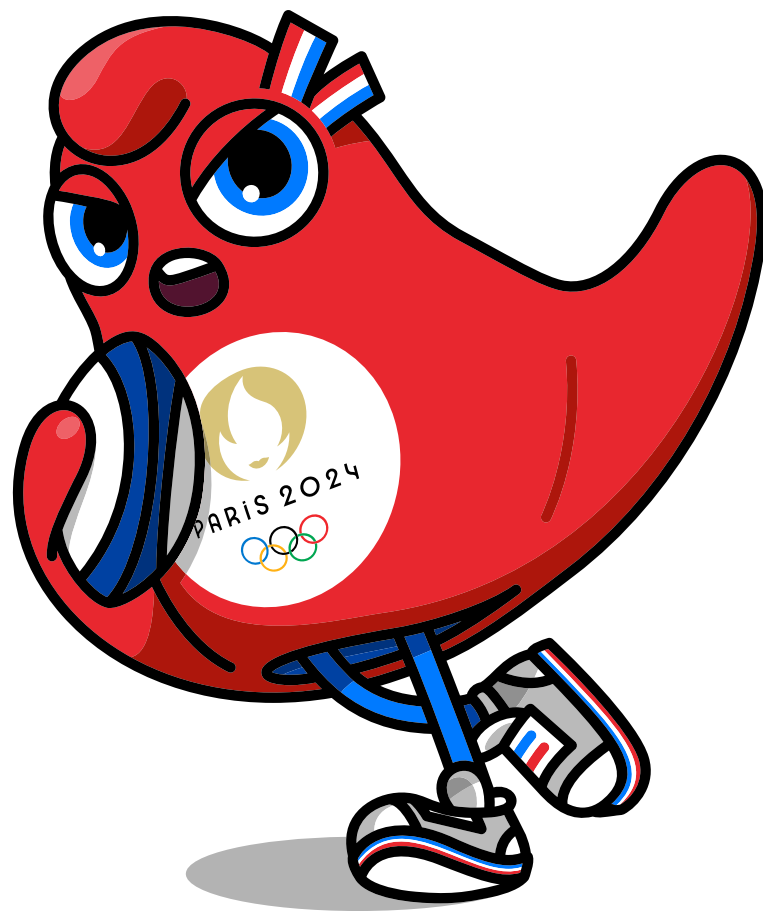
OLYMPIC SPORT POSES



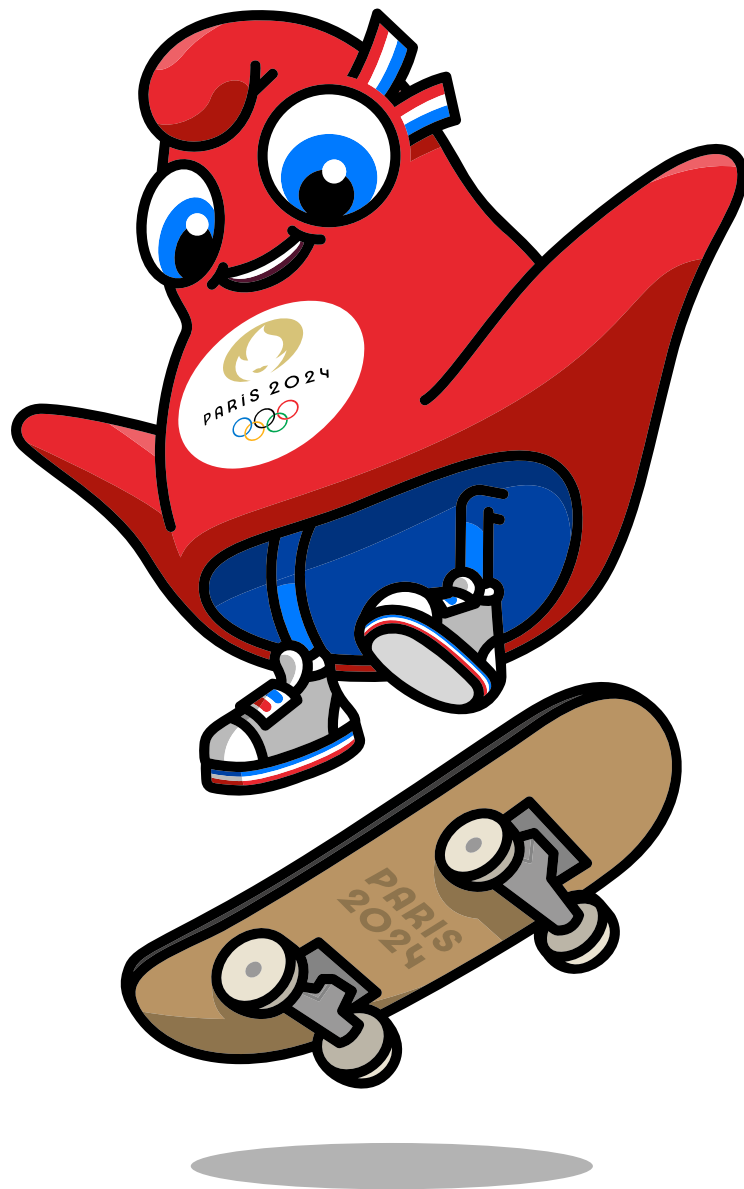
* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

OLYMPIC SPORT POSES



RUGBY SEVENS



SKATEBOARDING

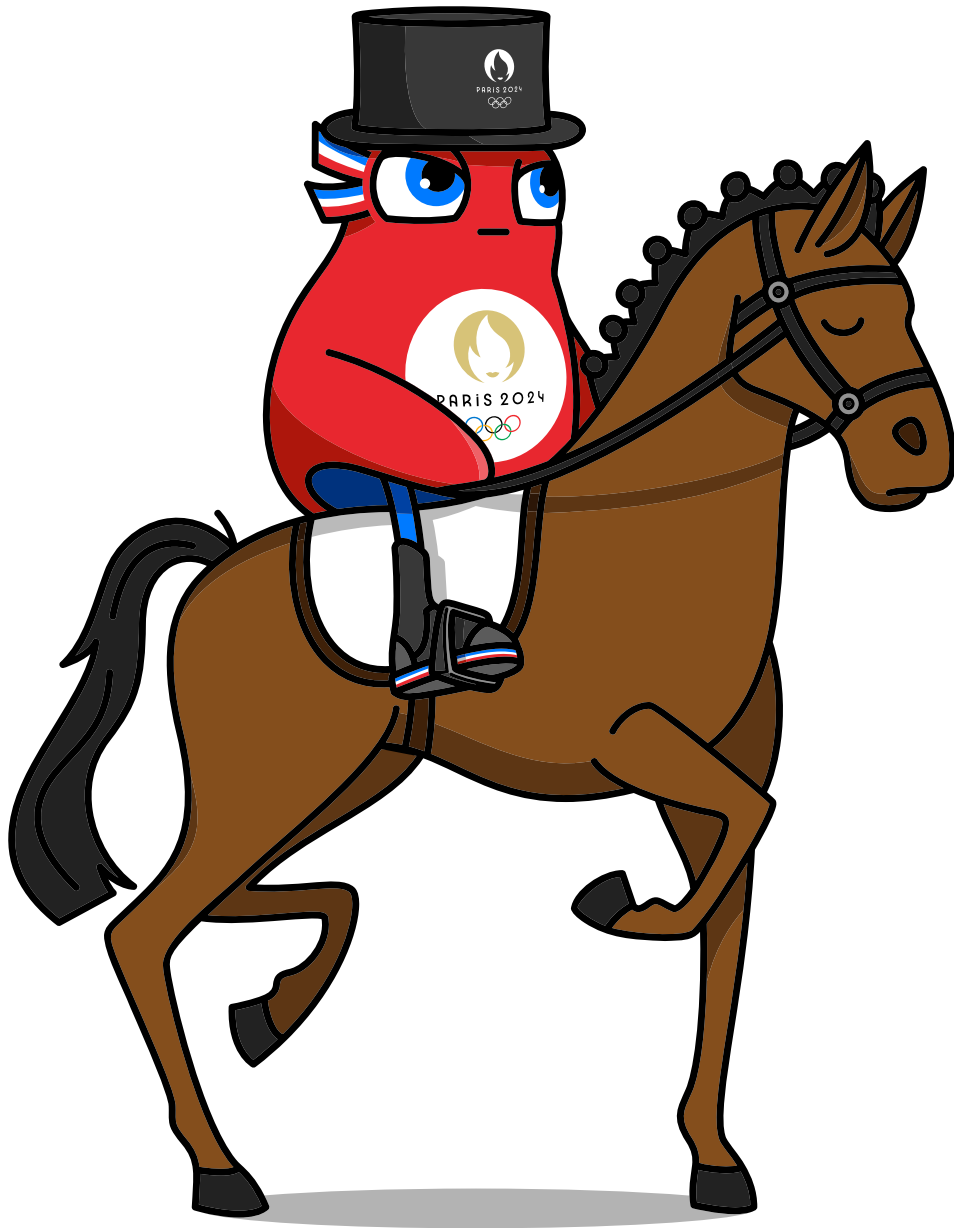


EQUESTRIAN
EVENTING *

* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

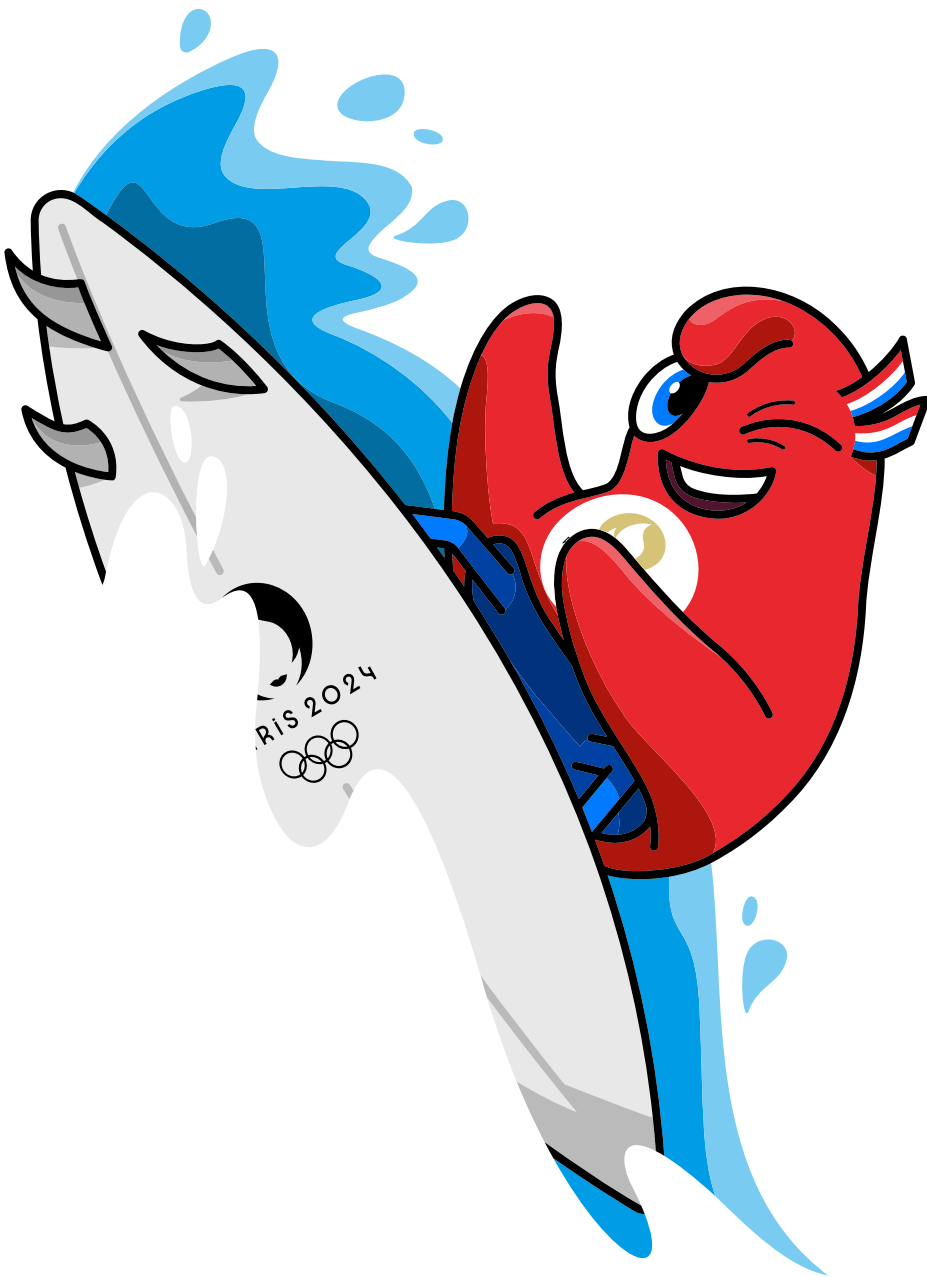
OLYMPIC SPORT POSES



EQUESTRIAN
DRESSAGE *



EQUESTRIAN
JUMPING *

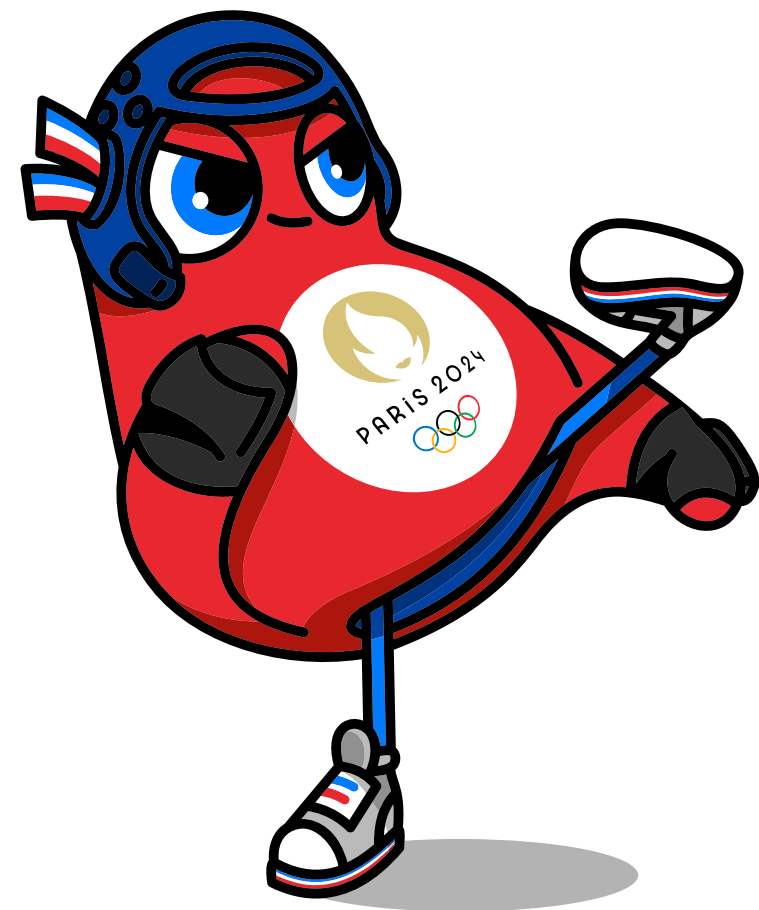


SURFING *

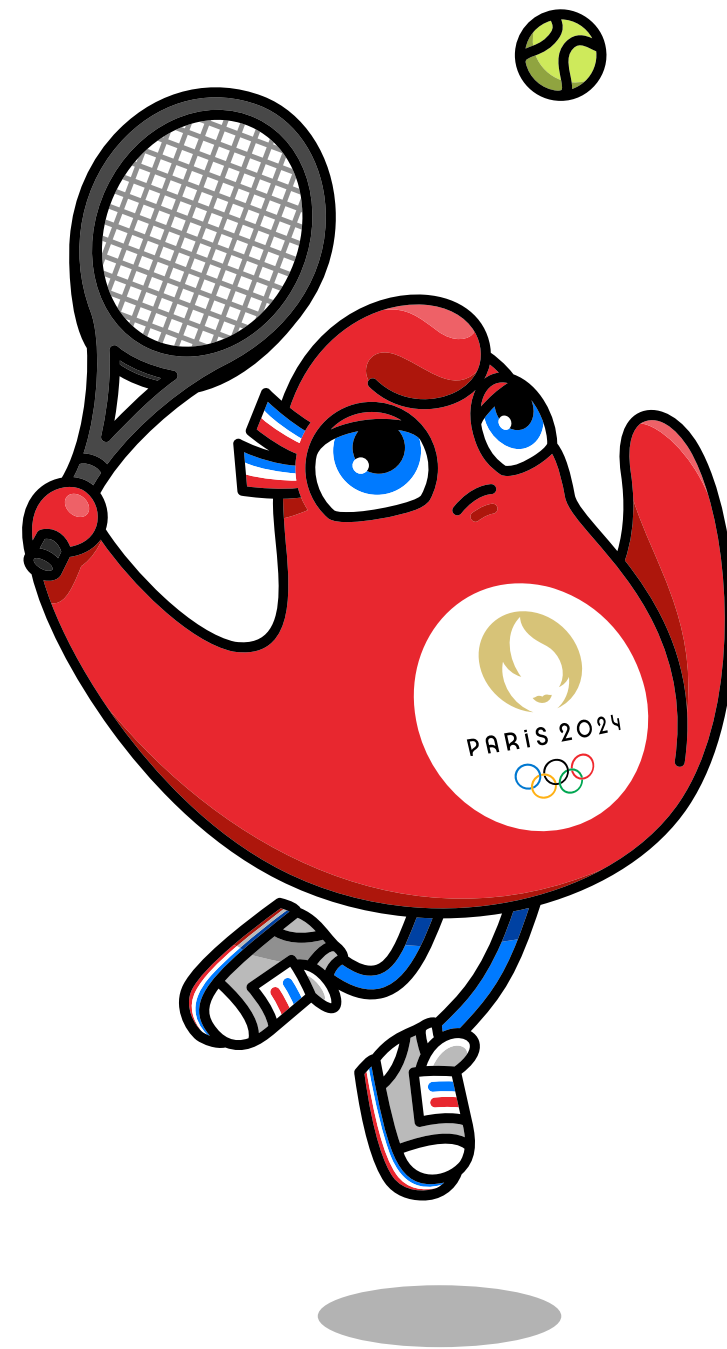
* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when these Mascot poses are used.

→ the toolbox

OLYMPIC SPORT POSES



TAEKWONDO



TENNIS

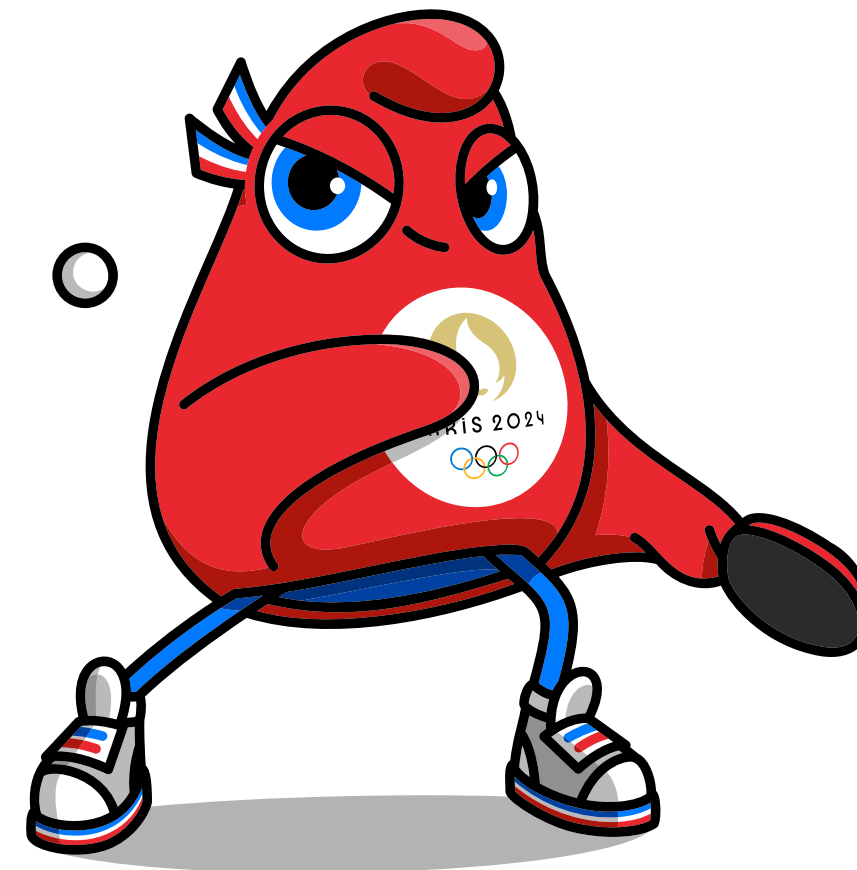


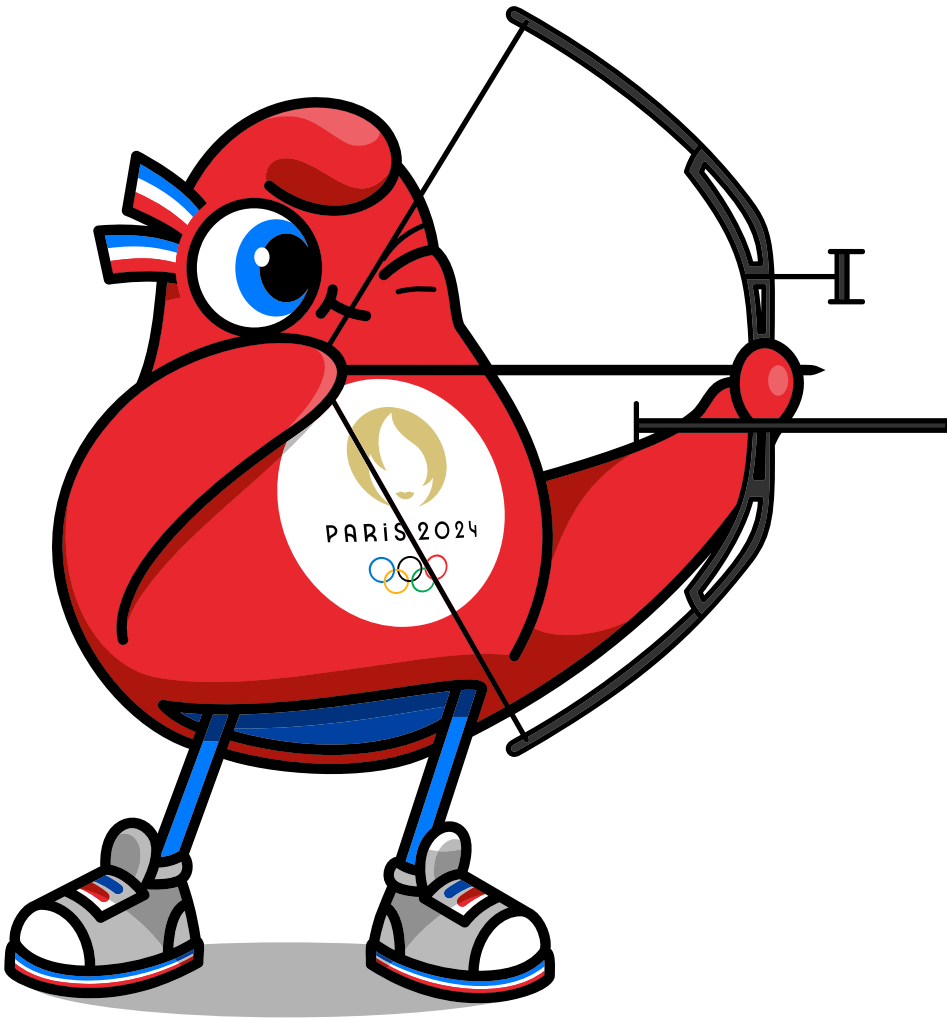
TABLE TENNIS



SHOOTING

→ the toolbox

OLYMPIC SPORT POSES



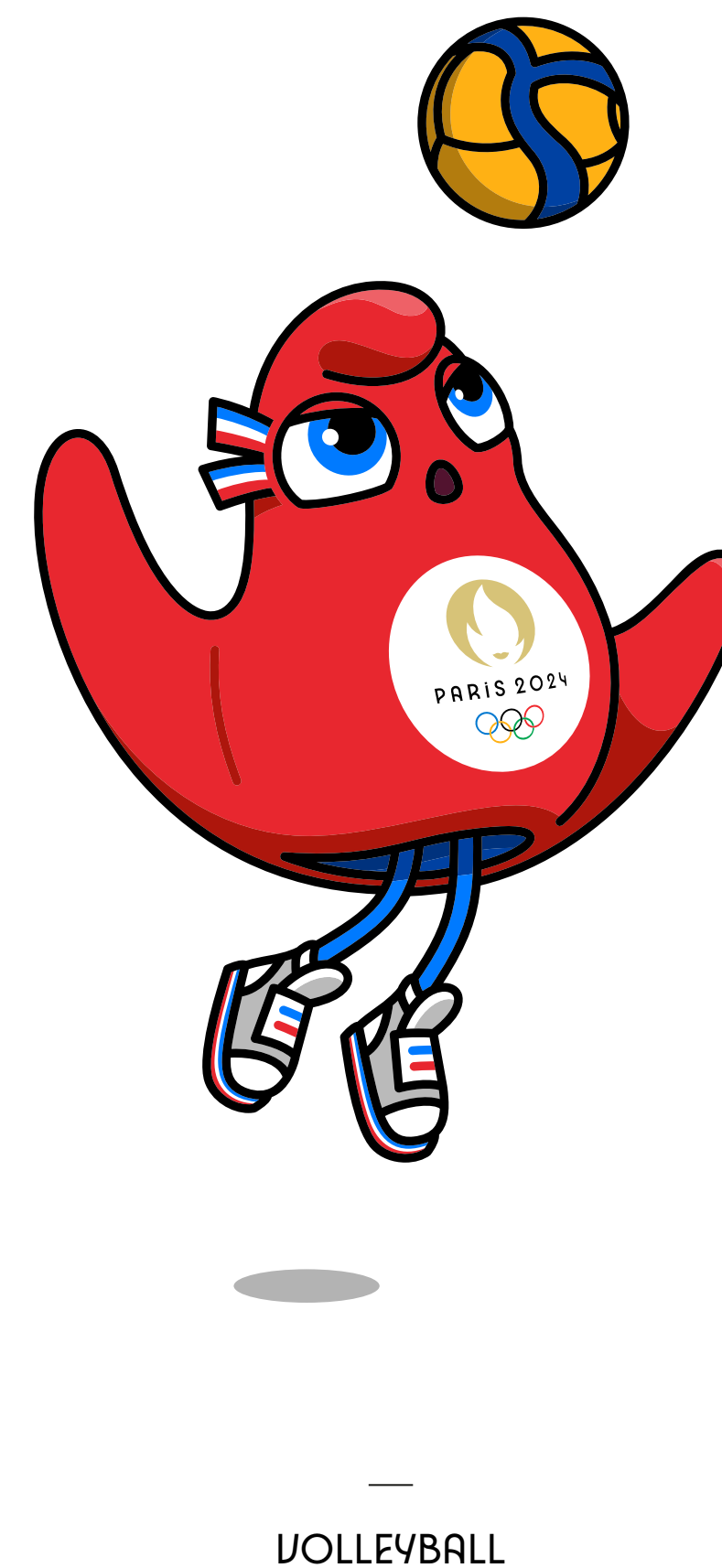
—
ARCHERY



—
TRIATHLON

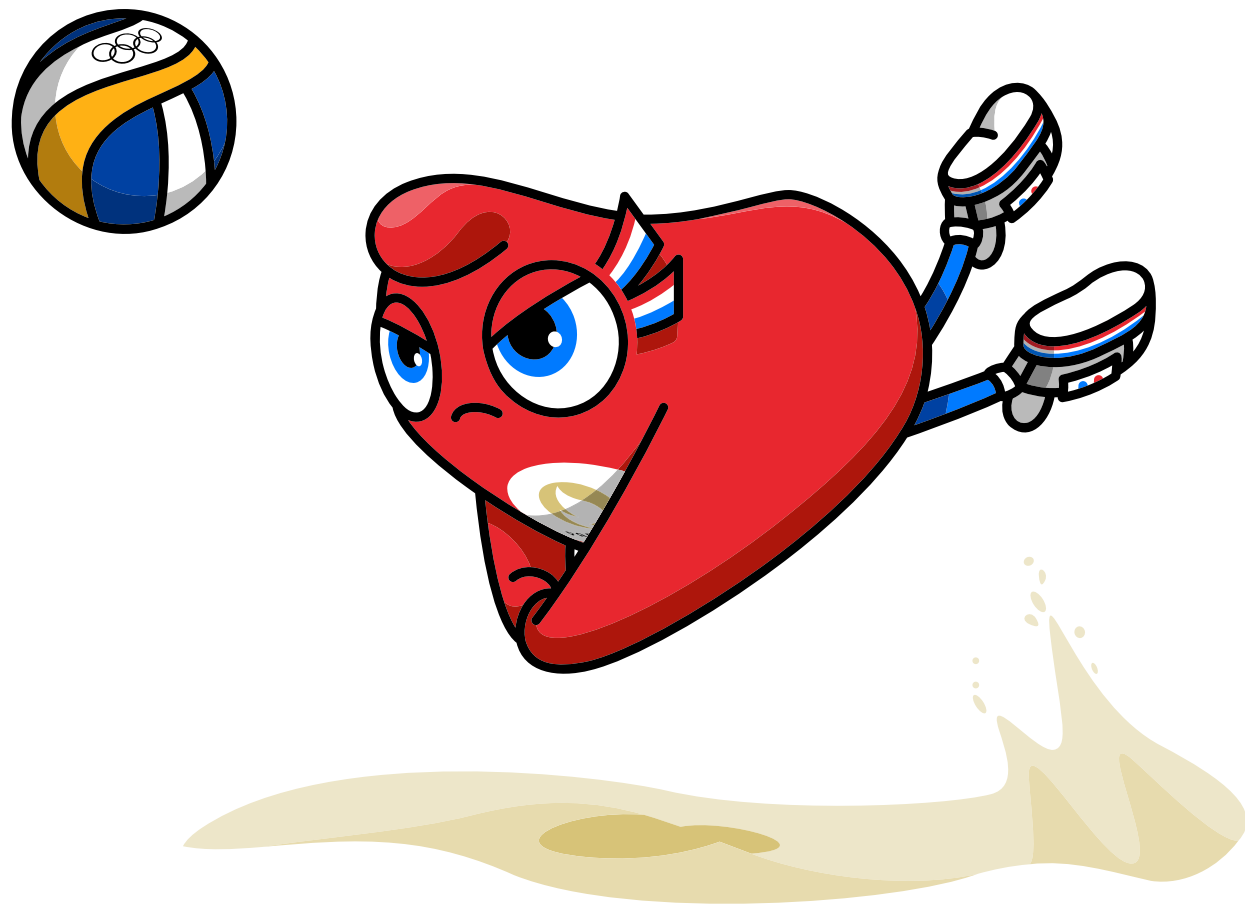
→ the toolbox

OLYMPIC SPORT POSES

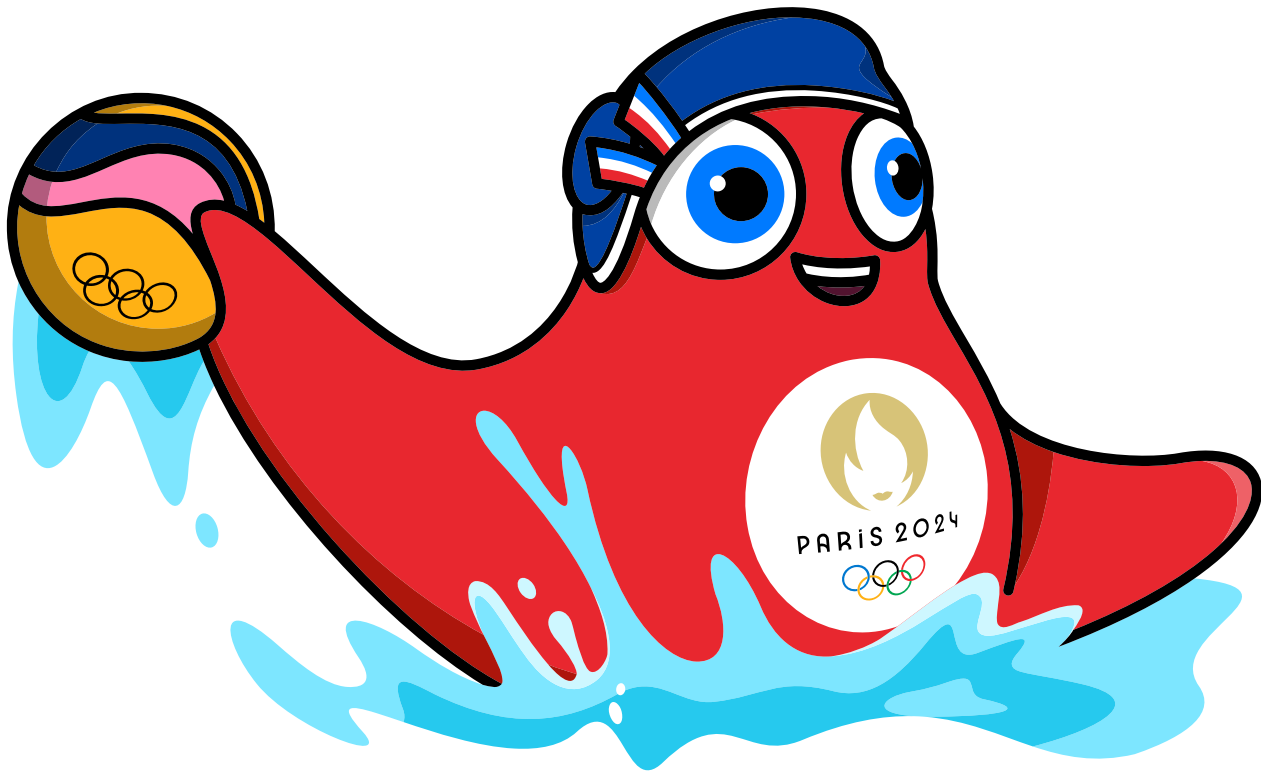


→ the toolbox

OLYMPIC SPORT POSES



—
BEACH
VOLLEYBALL*

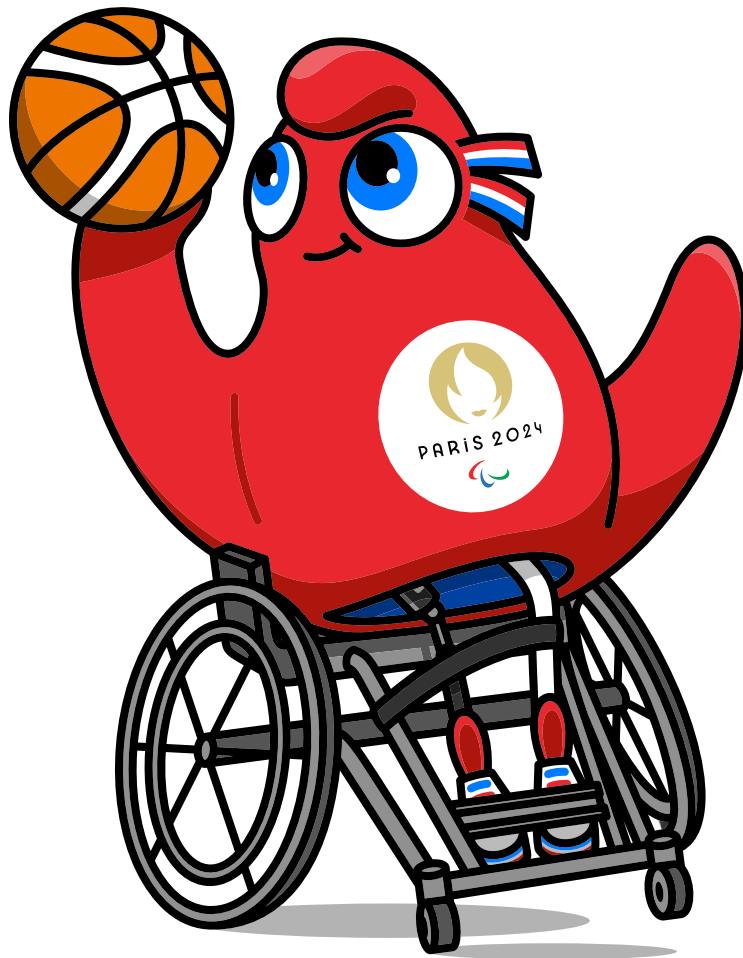


—
WATERPOLO

* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

PARALYMPIC SPORT POSES



WHEELCHAIR
BASKETBALL



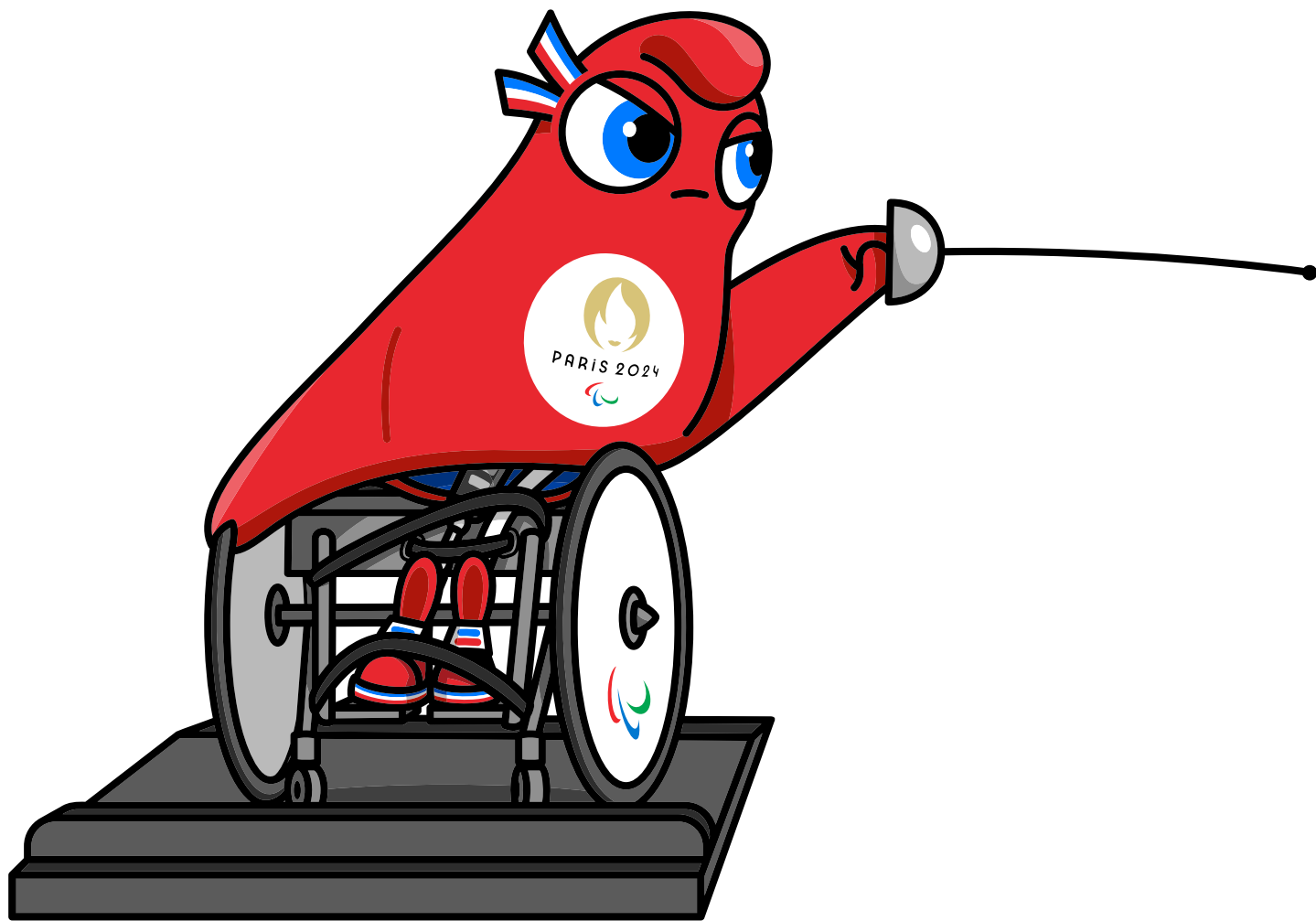
BOCCIA



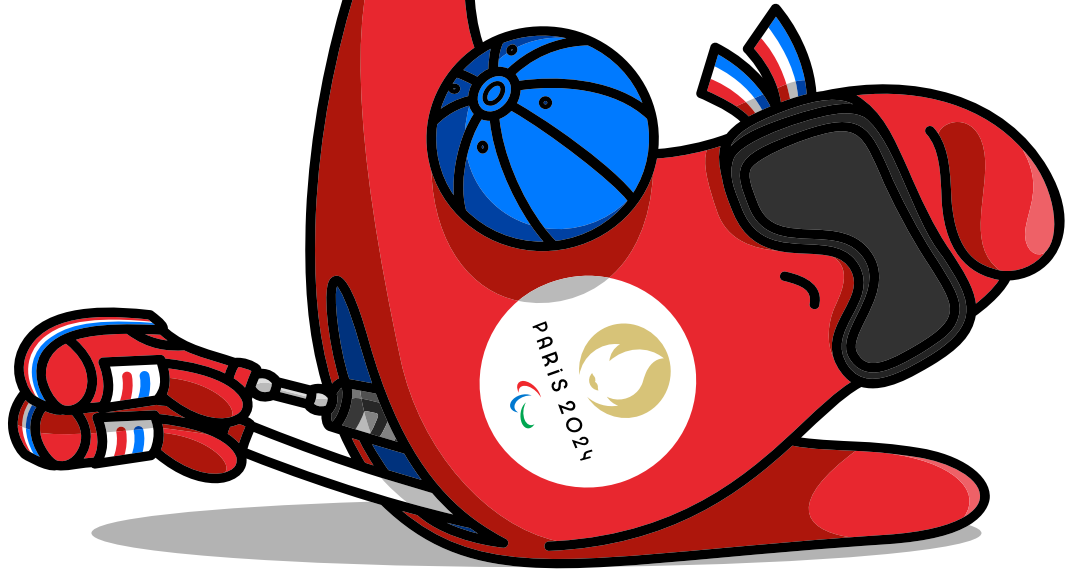
BLIND
FOOTBALL

→ the toolbox

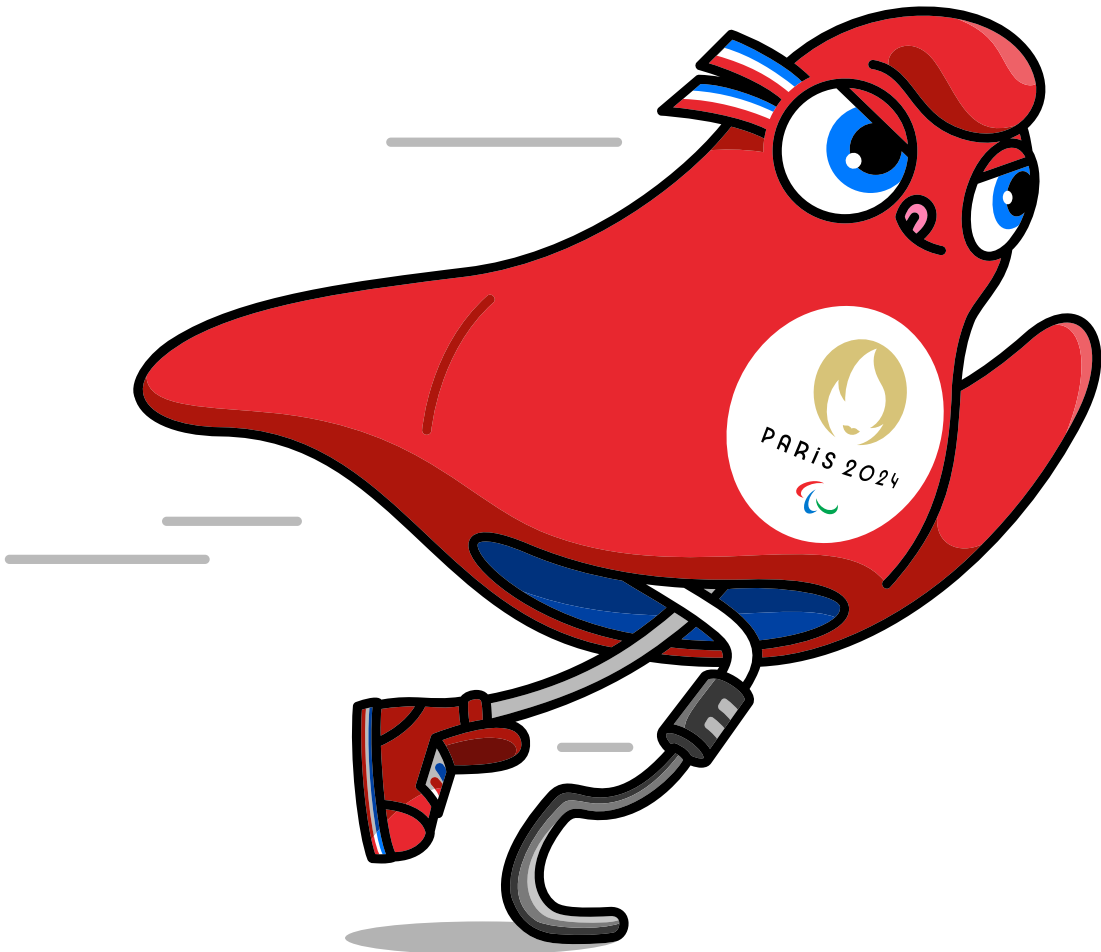
PARALYMPIC SPORT POSES



—
WHEELCHAIR FENCING



—
GOALBALL



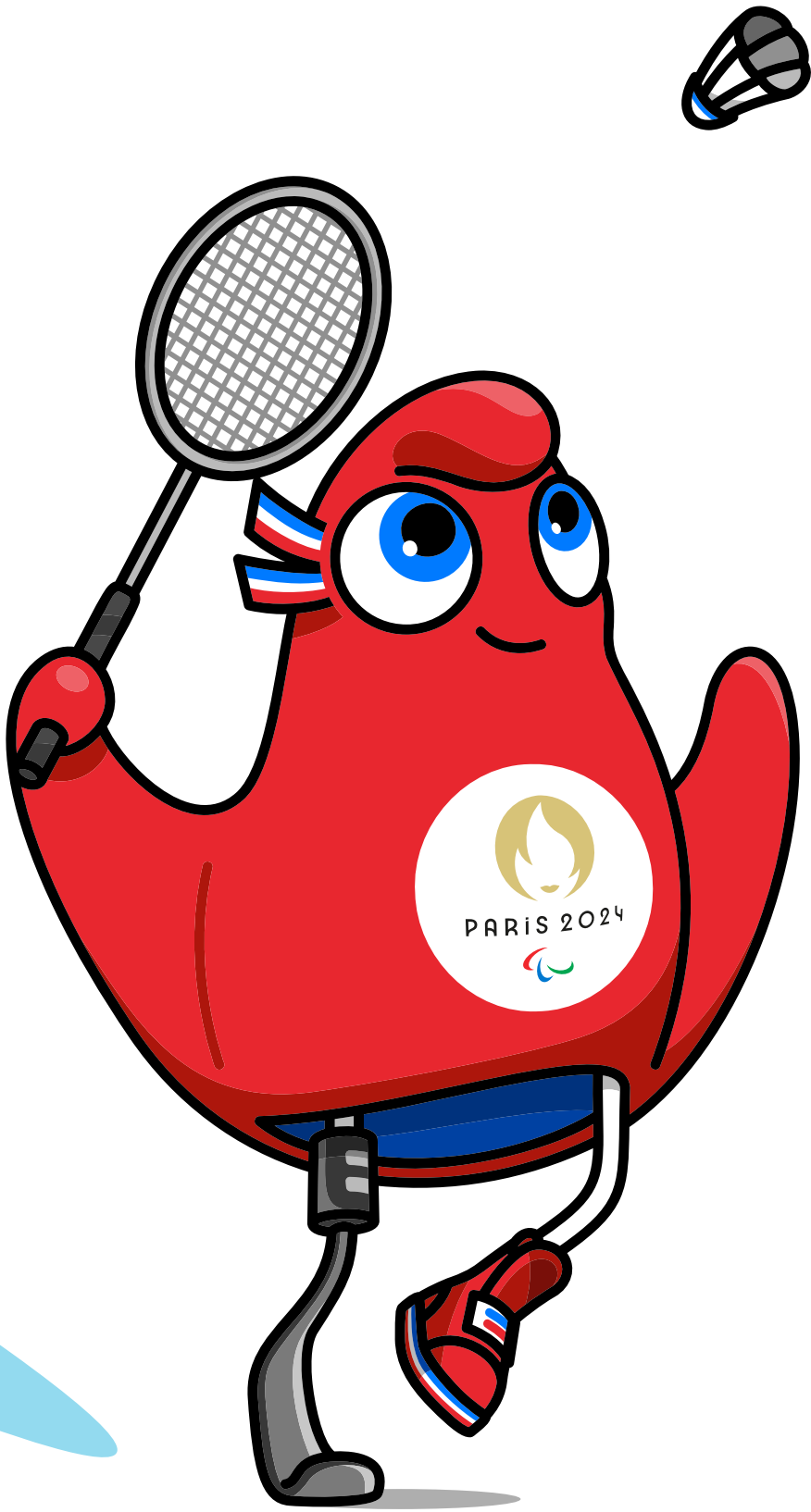
—
PARA ATHLETICS

→ the toolbox

PARALYMPIC SPORT POSES



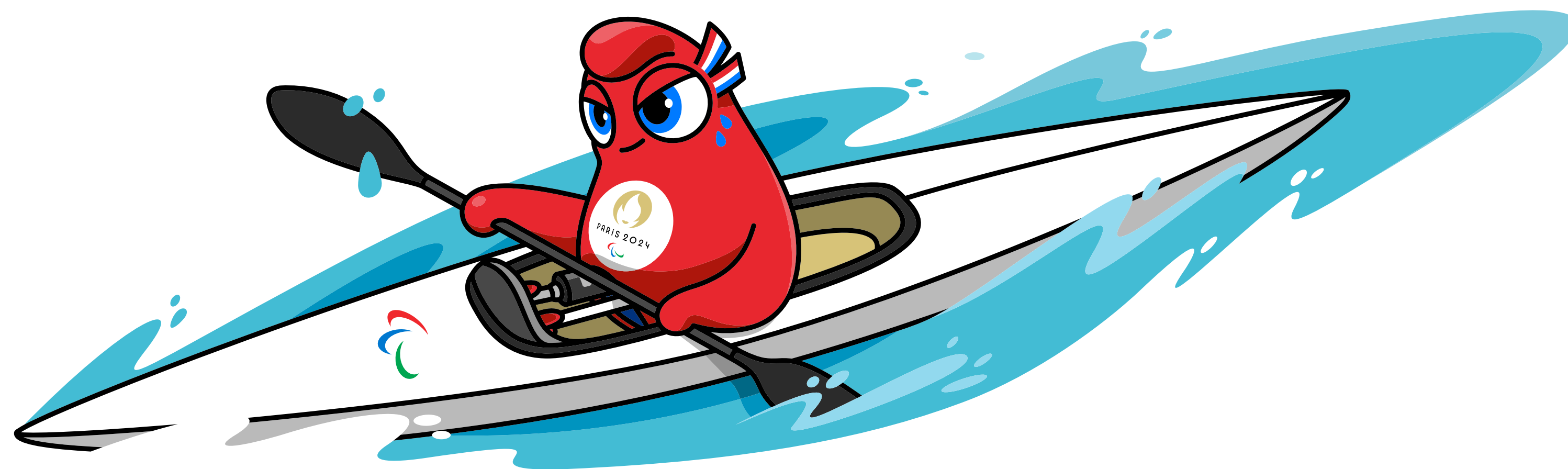
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PARA ROWING



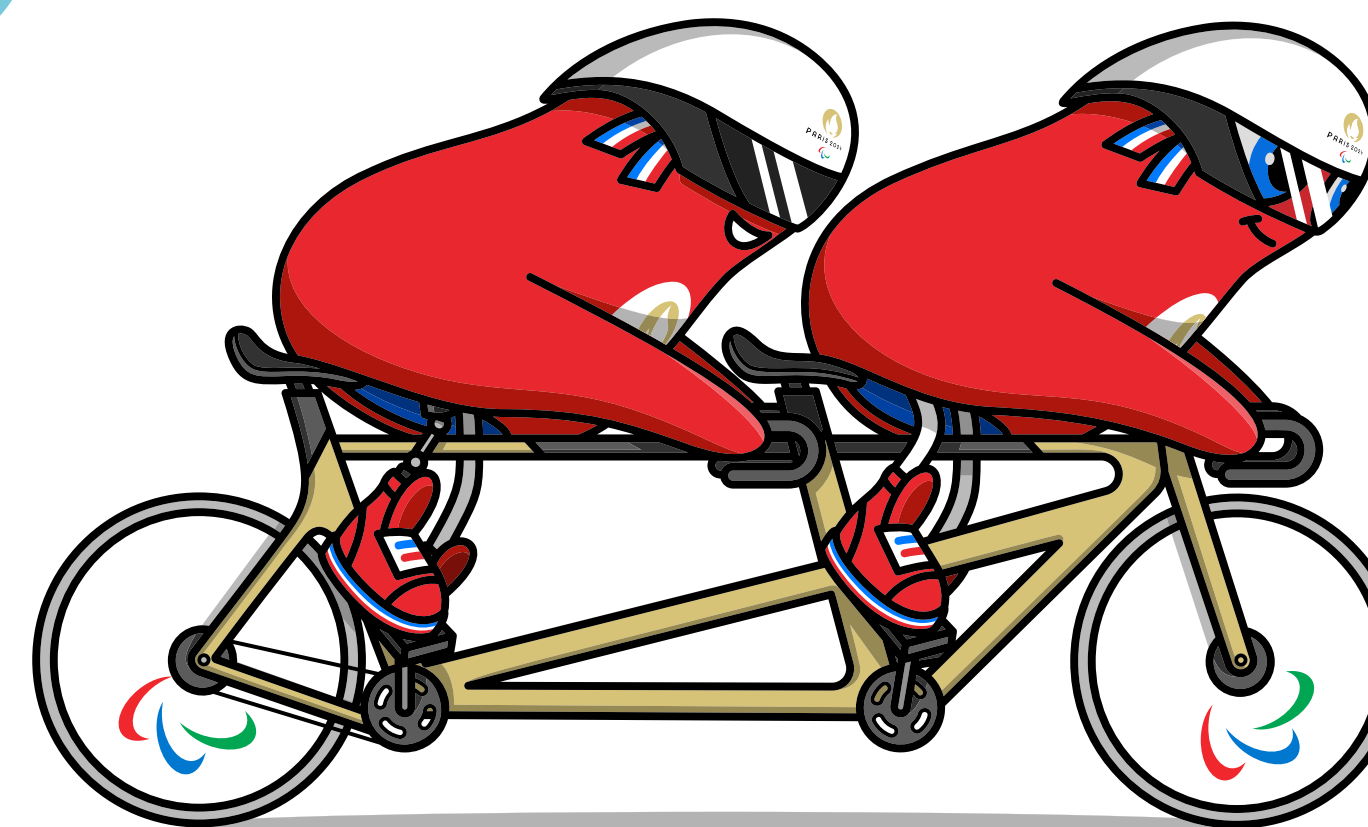
—
PARA BADMINTON

→ the toolbox

PARALYMPIC SPORT POSES



—
PARA CANOE

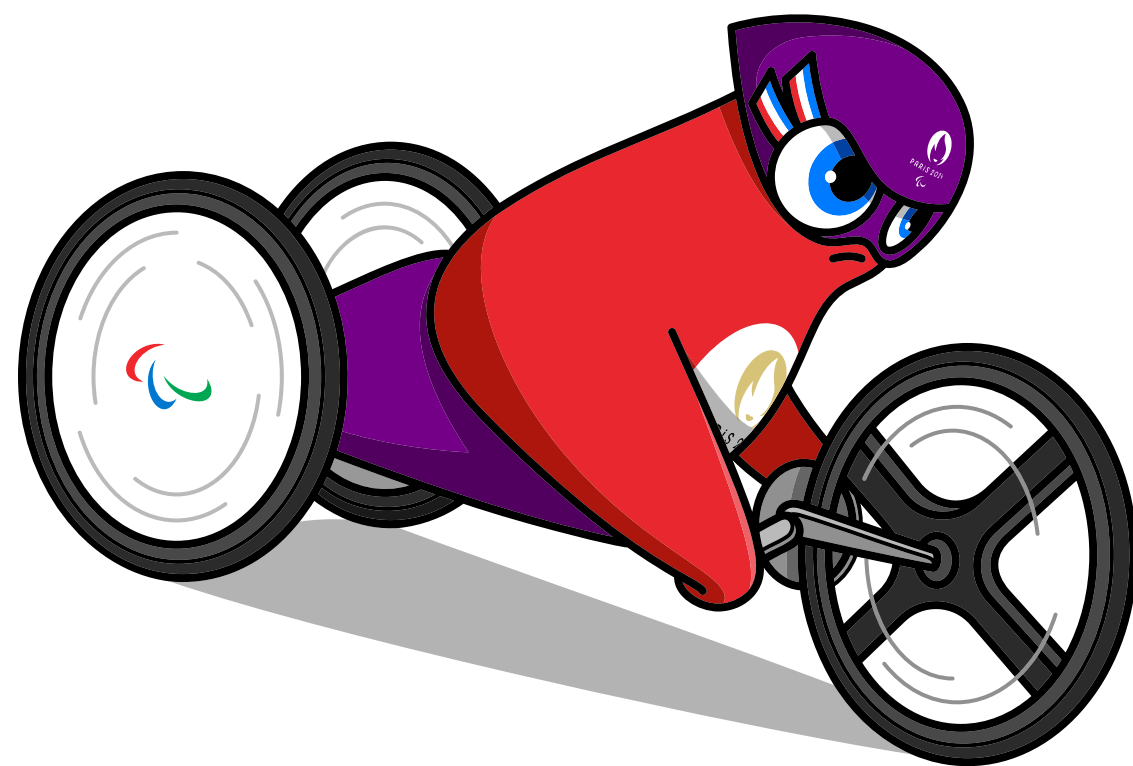


—
PARA CYCLING TRACK *

* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

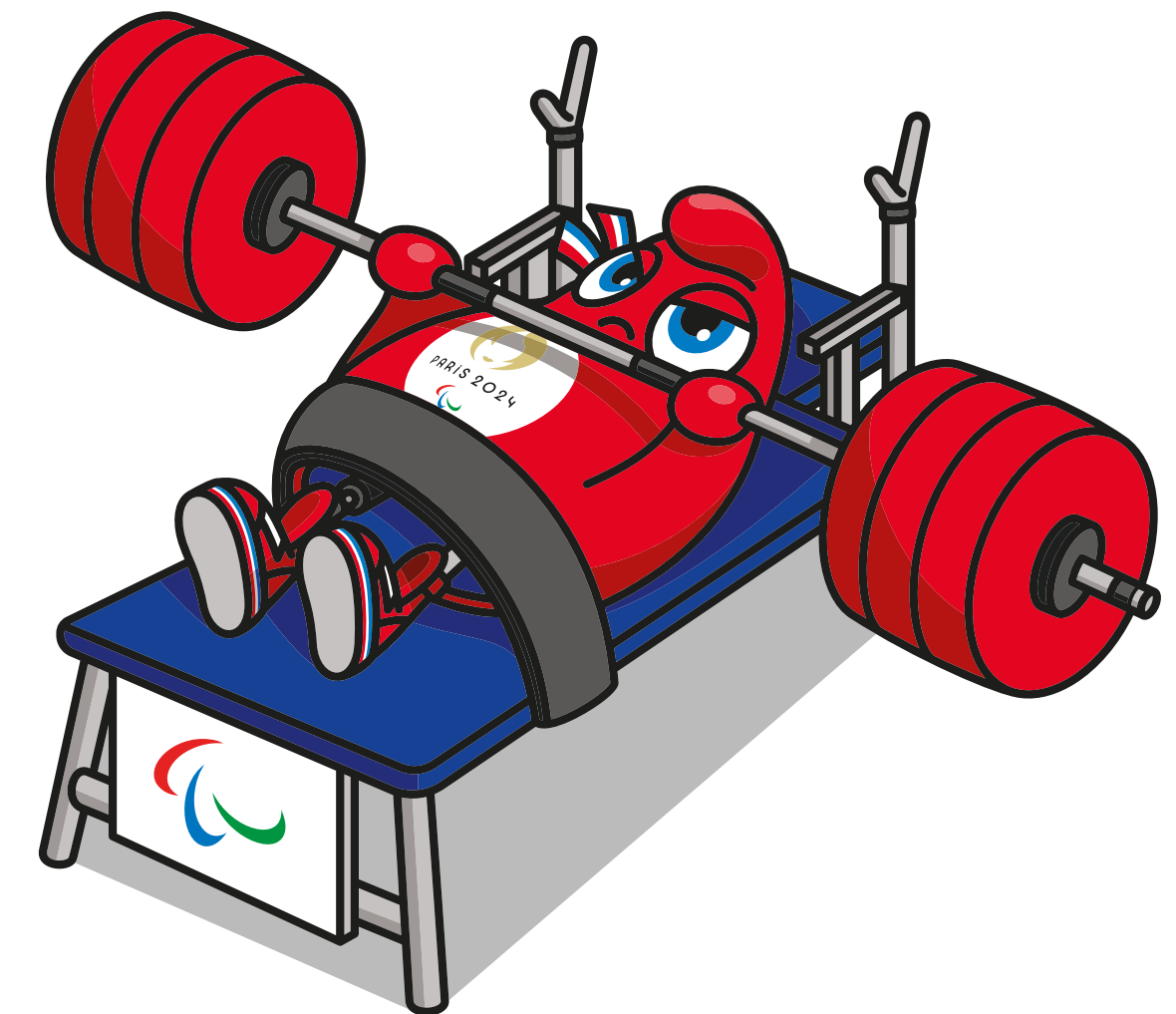
PARALYMPIC SPORT POSES



—
PARA CYCLING ROAD *



—
PARA EQUESTRIAN *

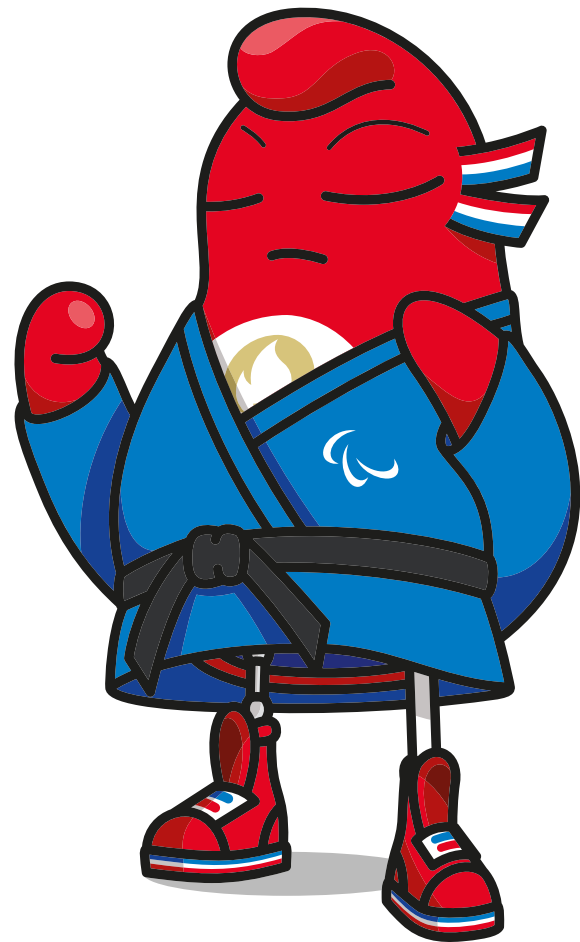


—
PARA POWERLIFTING *

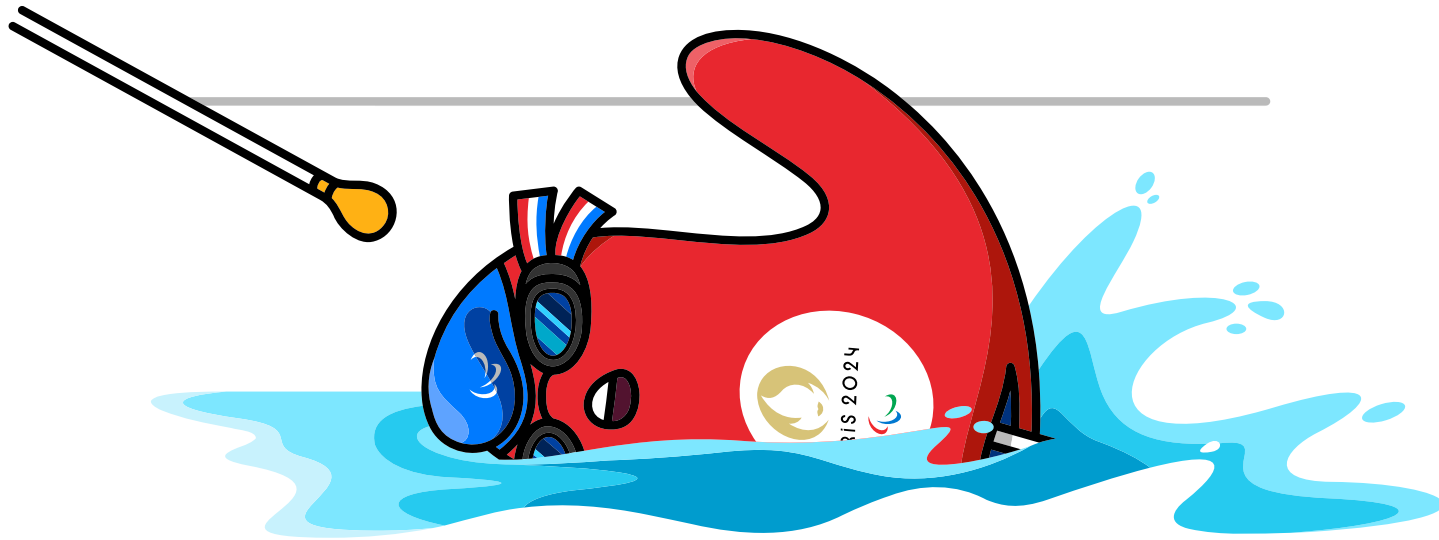
* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when these Mascot poses are used.

→ the toolbox

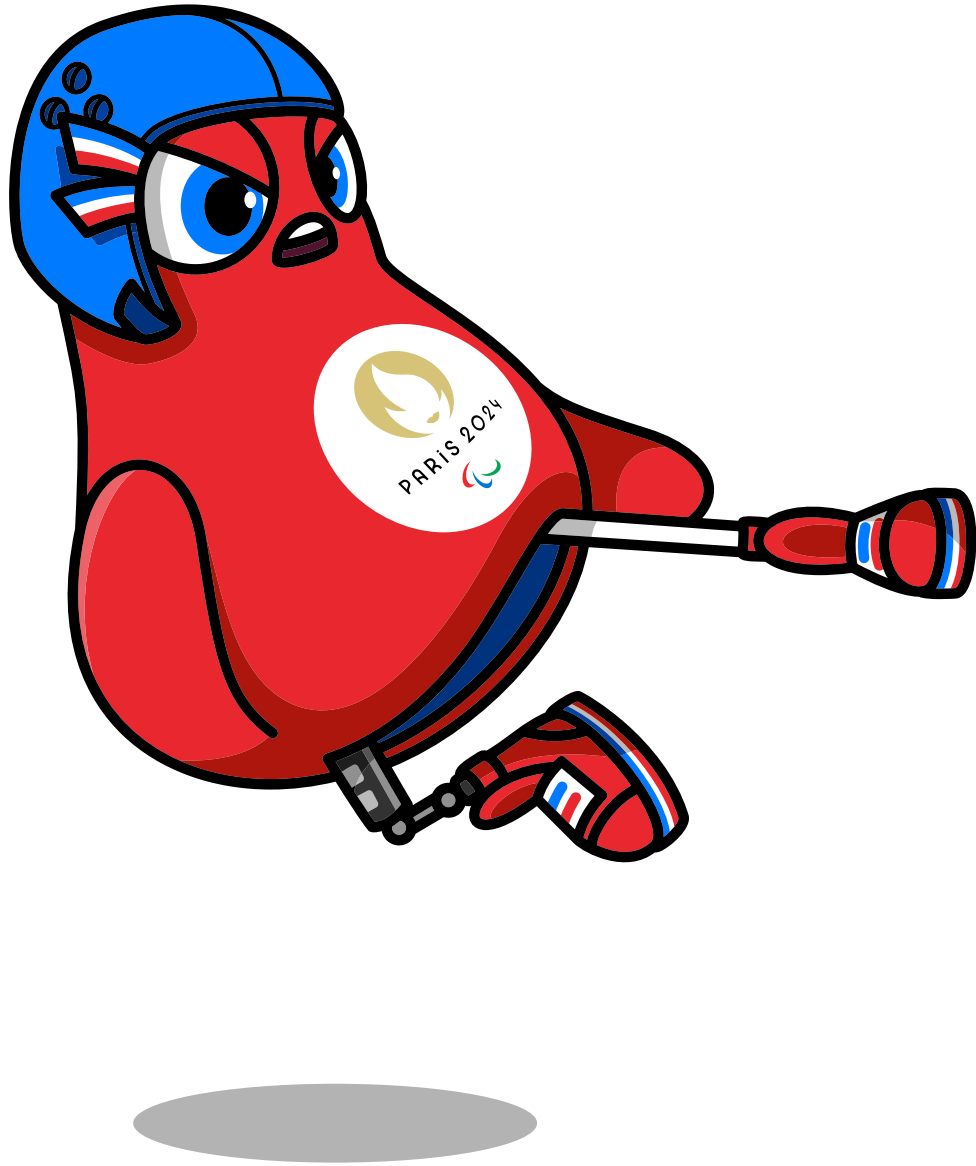
PARALYMPIC SPORT POSES



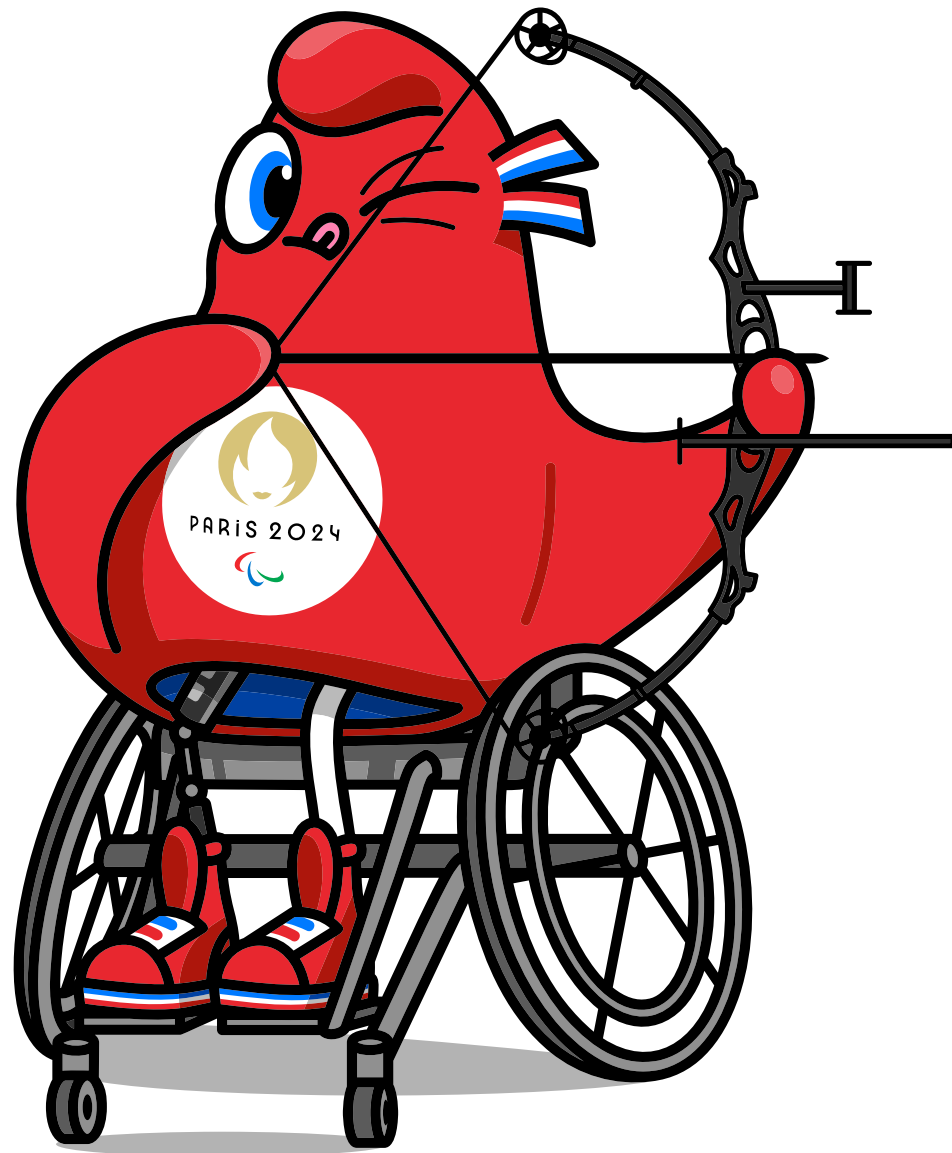
—
PARA JUDO *



—
PARA SWIMMING



—
PARA TAEKWONDO

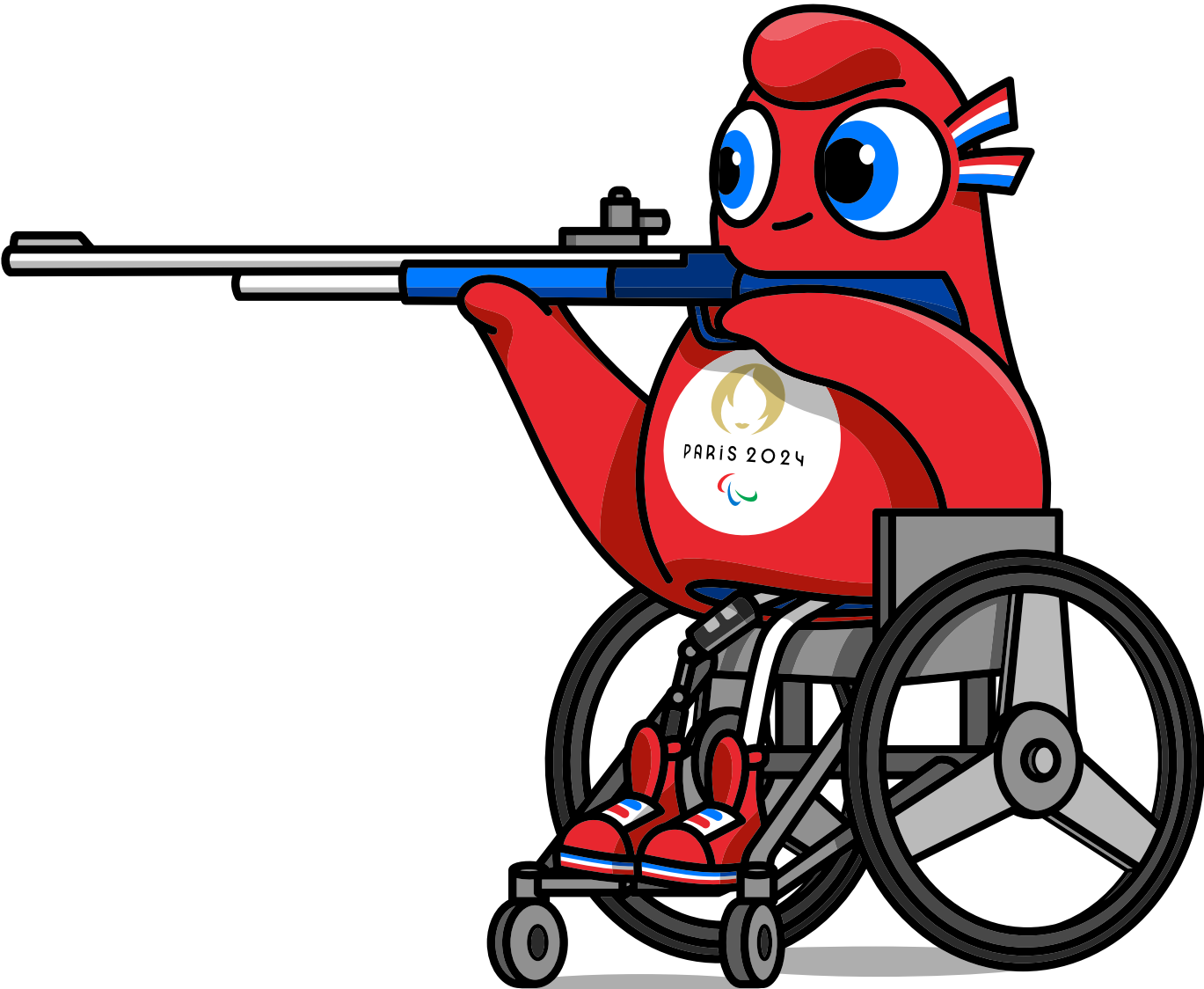


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PARA ARCHERY

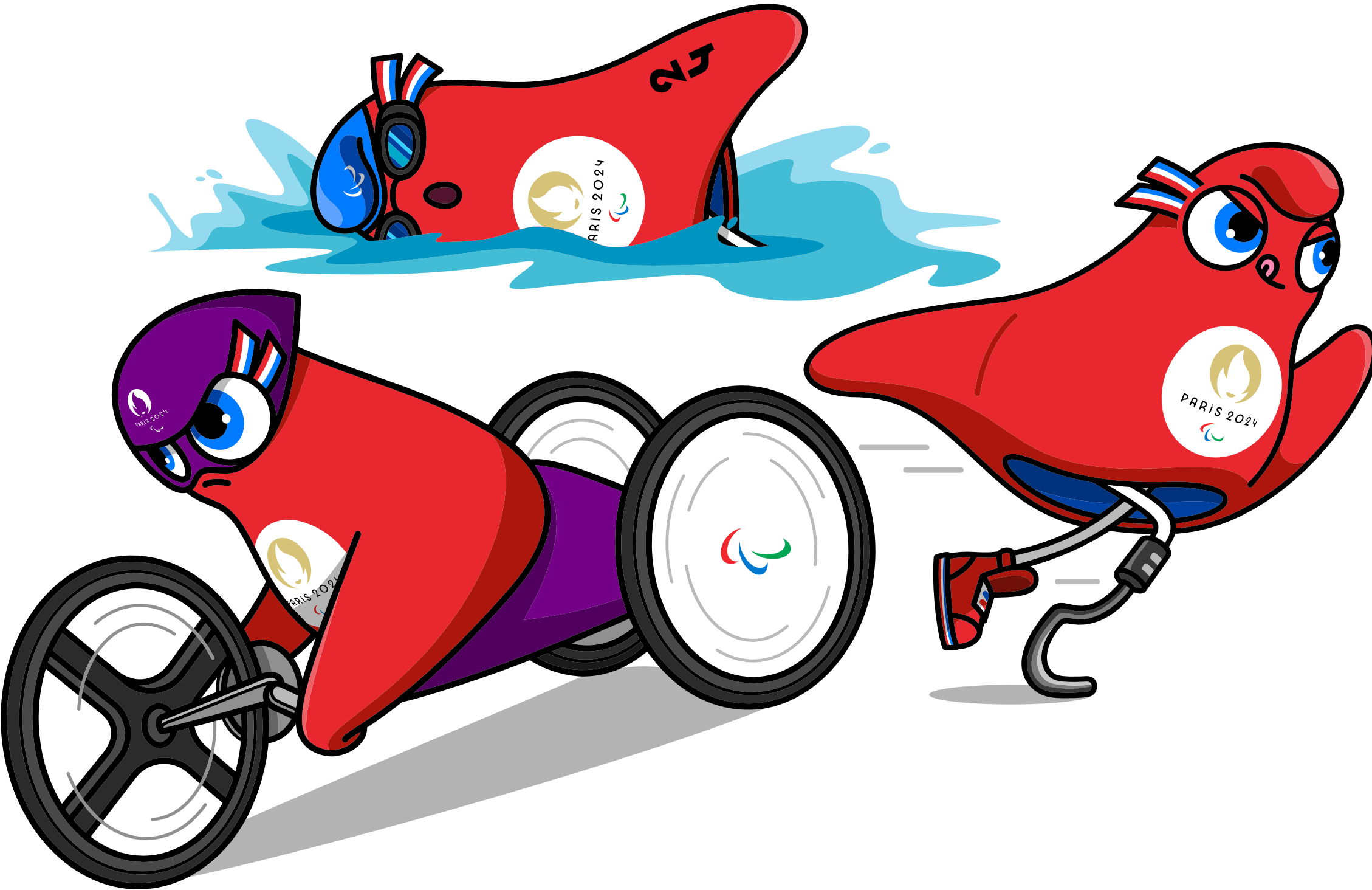
* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when this Mascot pose is used.

→ the toolbox

PARALYMPIC SPORT POSES



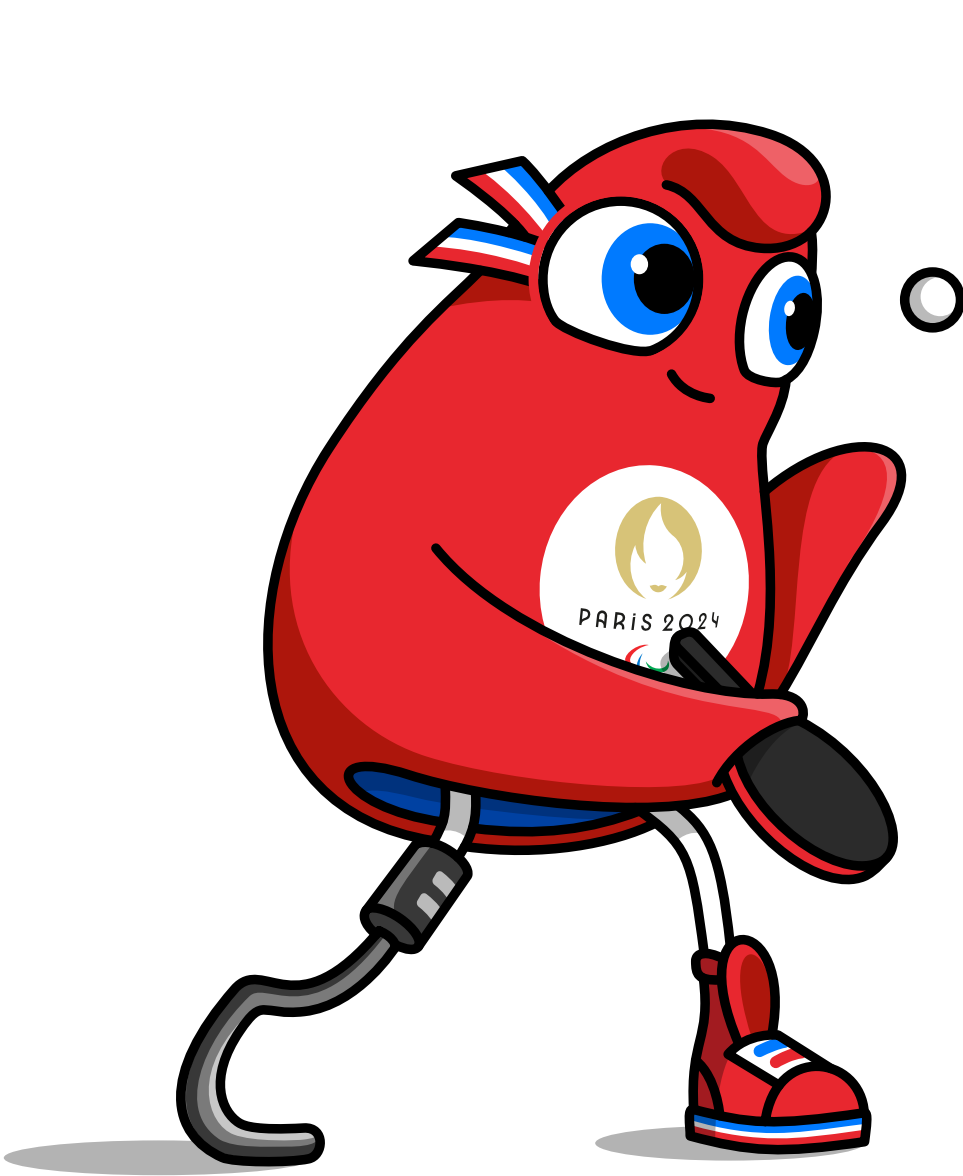
SHOOTING PARA SPORT



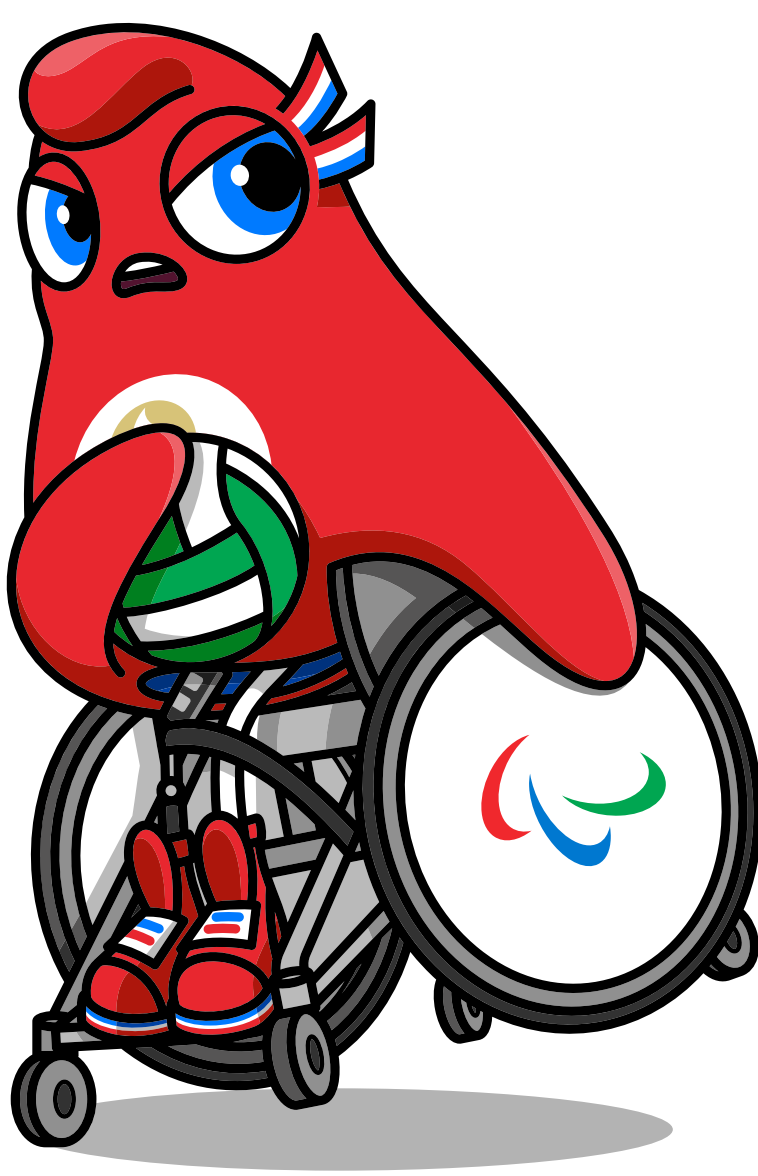
PARA TRIATHLON

→ the toolbox

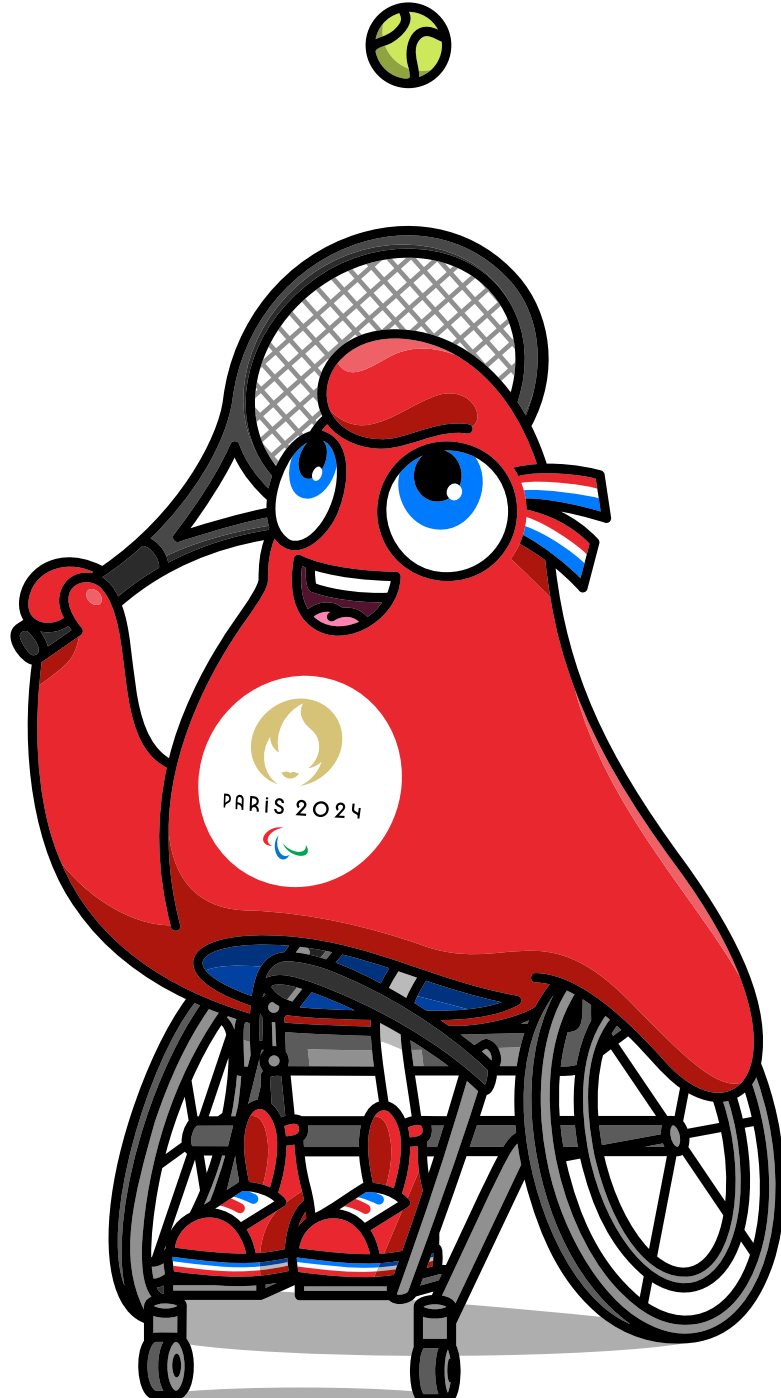
PARALYMPIC SPORT POSES



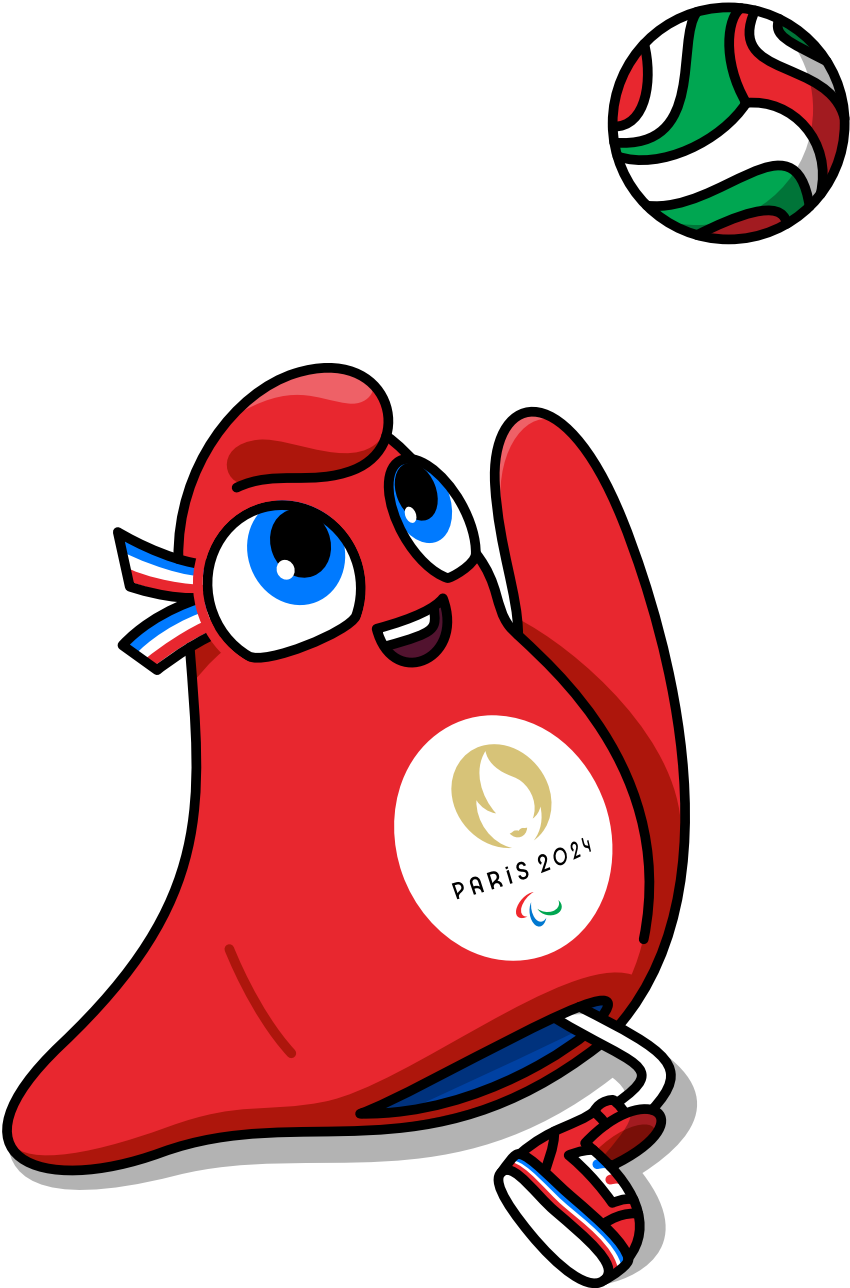
—
PARA TABLE TENNIS *



—
WHEELCHAIR RUGBY *



—
WHEELCHAIR TENNIS



—
SITTING VOLLEYBALL

* It is mandatory to have the Paris 2024 brand visible elsewhere on the document when these Mascot poses are used.

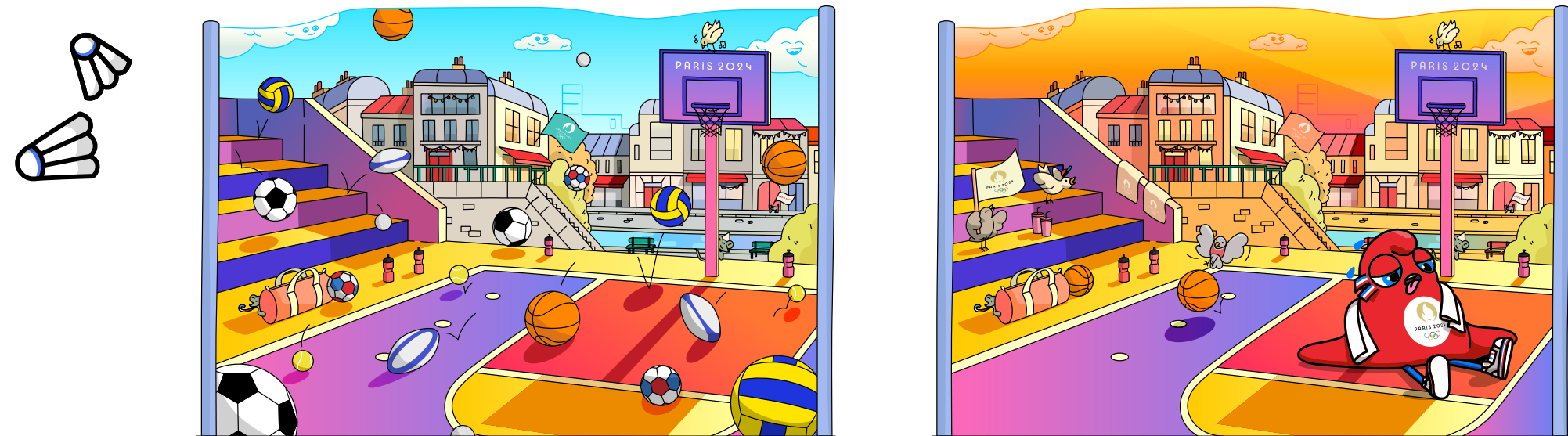
→ the toolbox

OLYMPIC SETTINGS

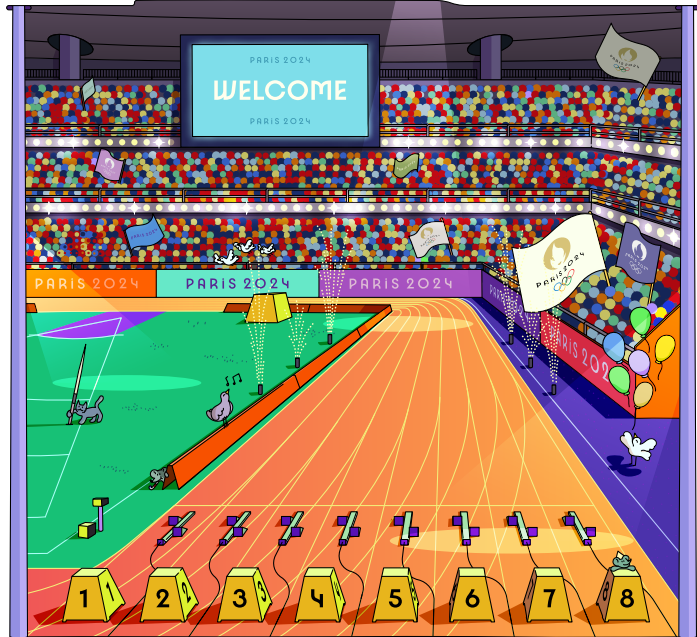
Versions of the different settings PARIS – DAY/EVENING/NIGHT TIME



Versions of the different settings SPORT – DAY/EVENING



Stadium settings



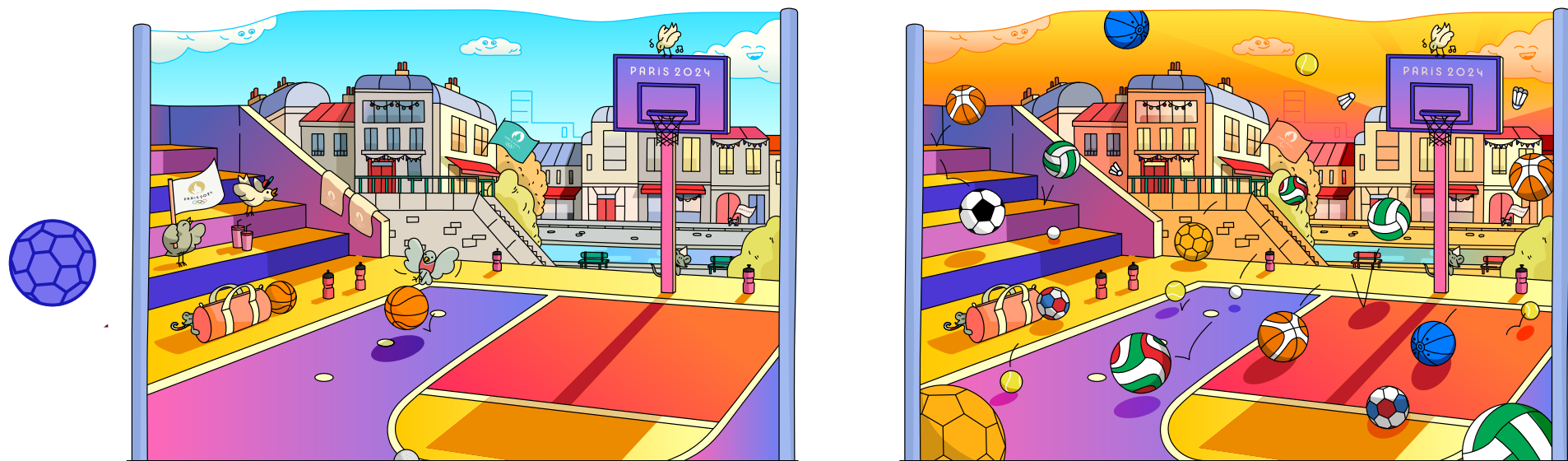
→ the toolbox

PARALYMPIC SETTINGS

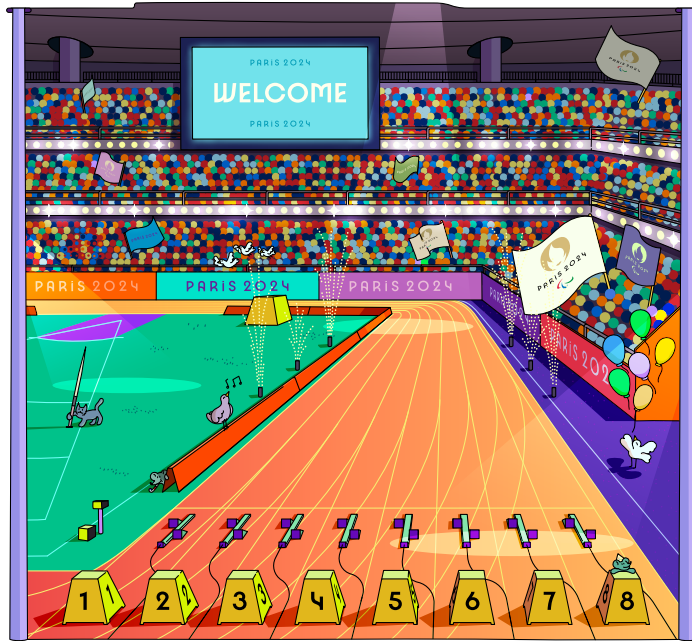
Versions of the different settings PARIS – DAY/EVENING/NIGHT TIME

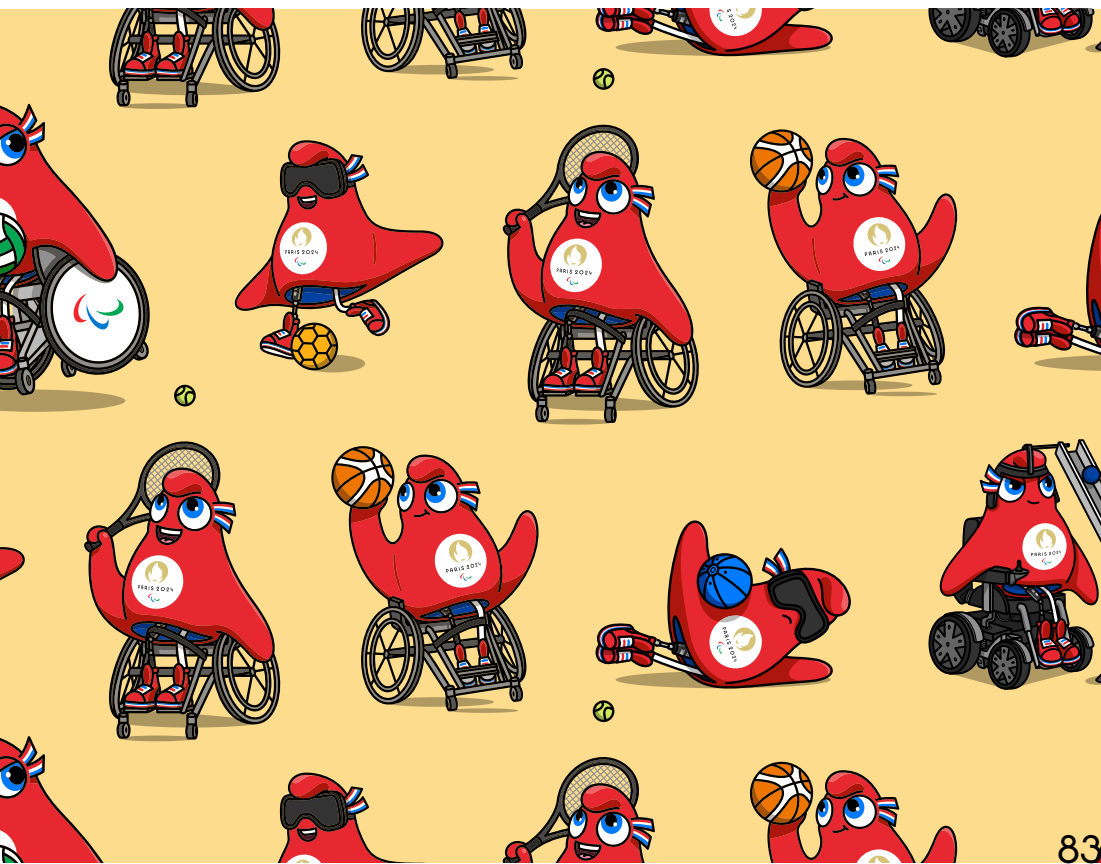
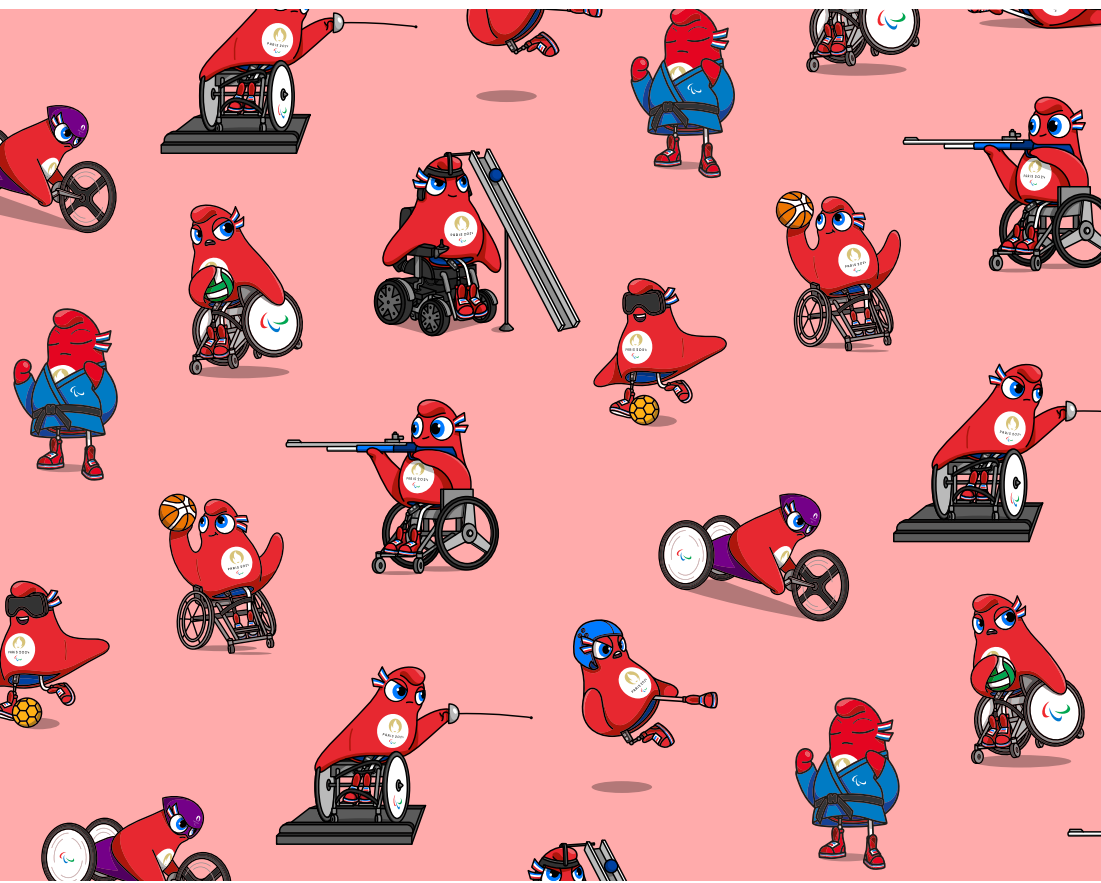
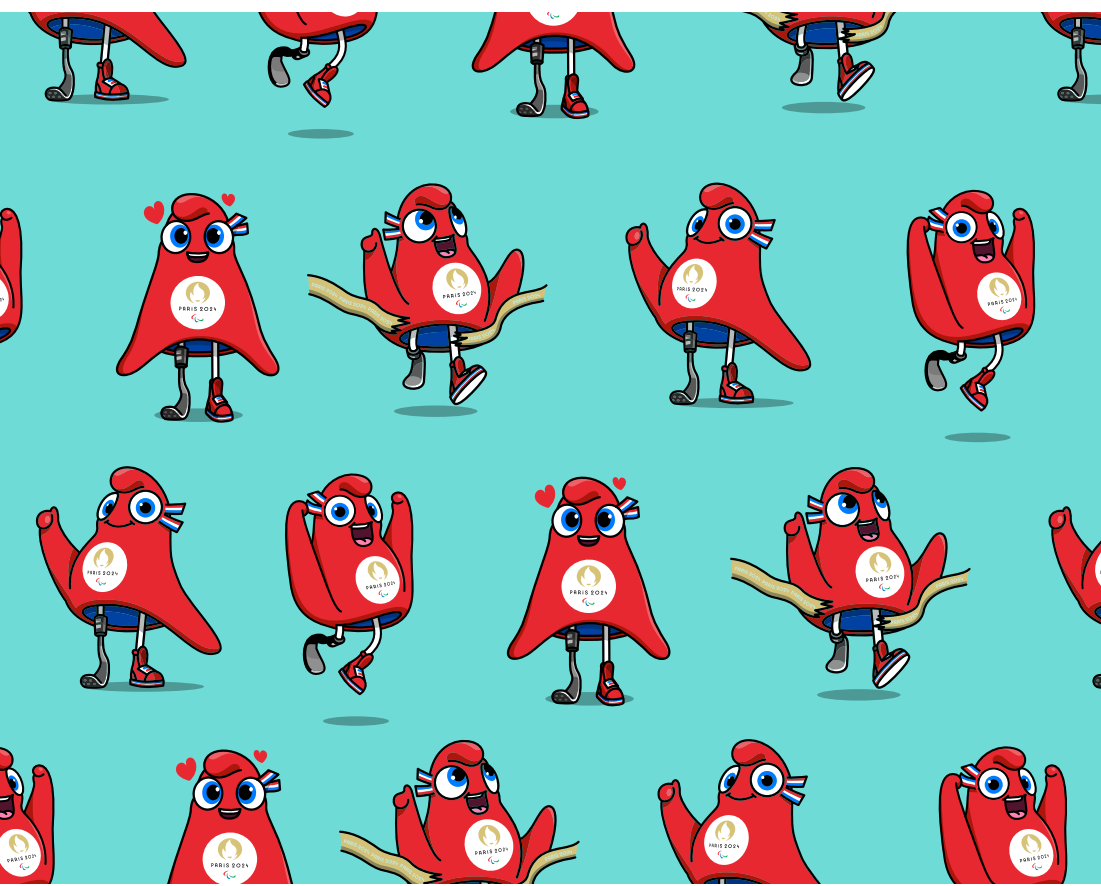
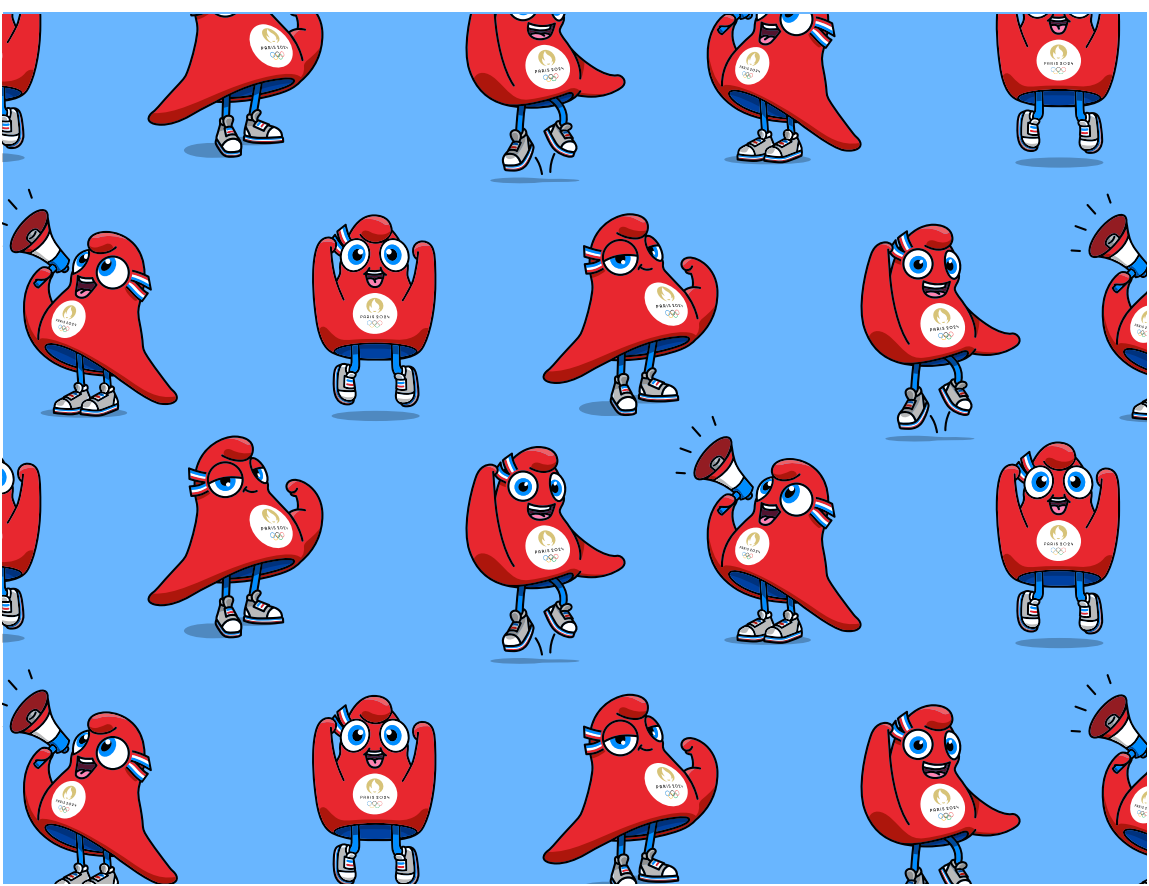
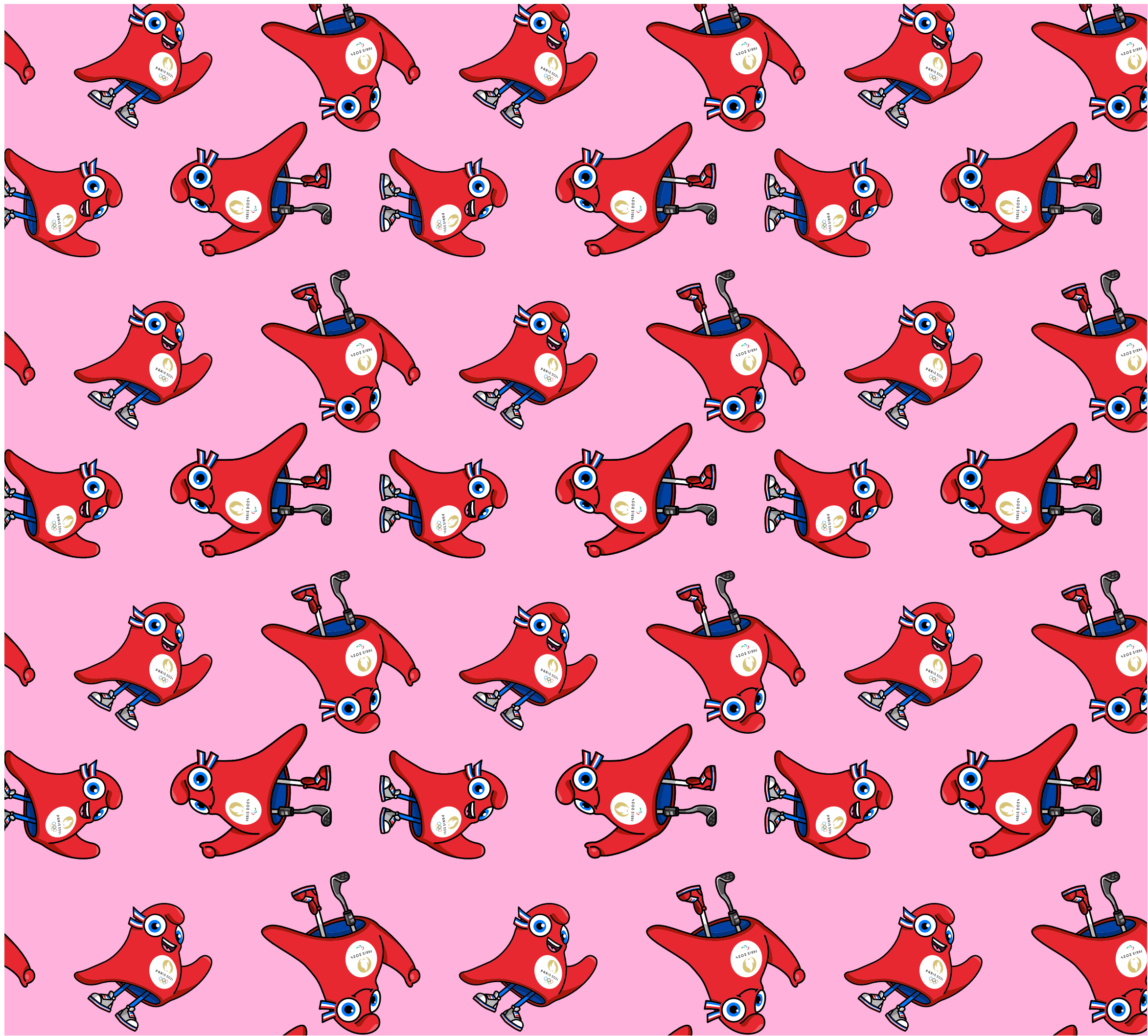


Versions of the different settings SPORT – DAY/EVENING



Stadium settings



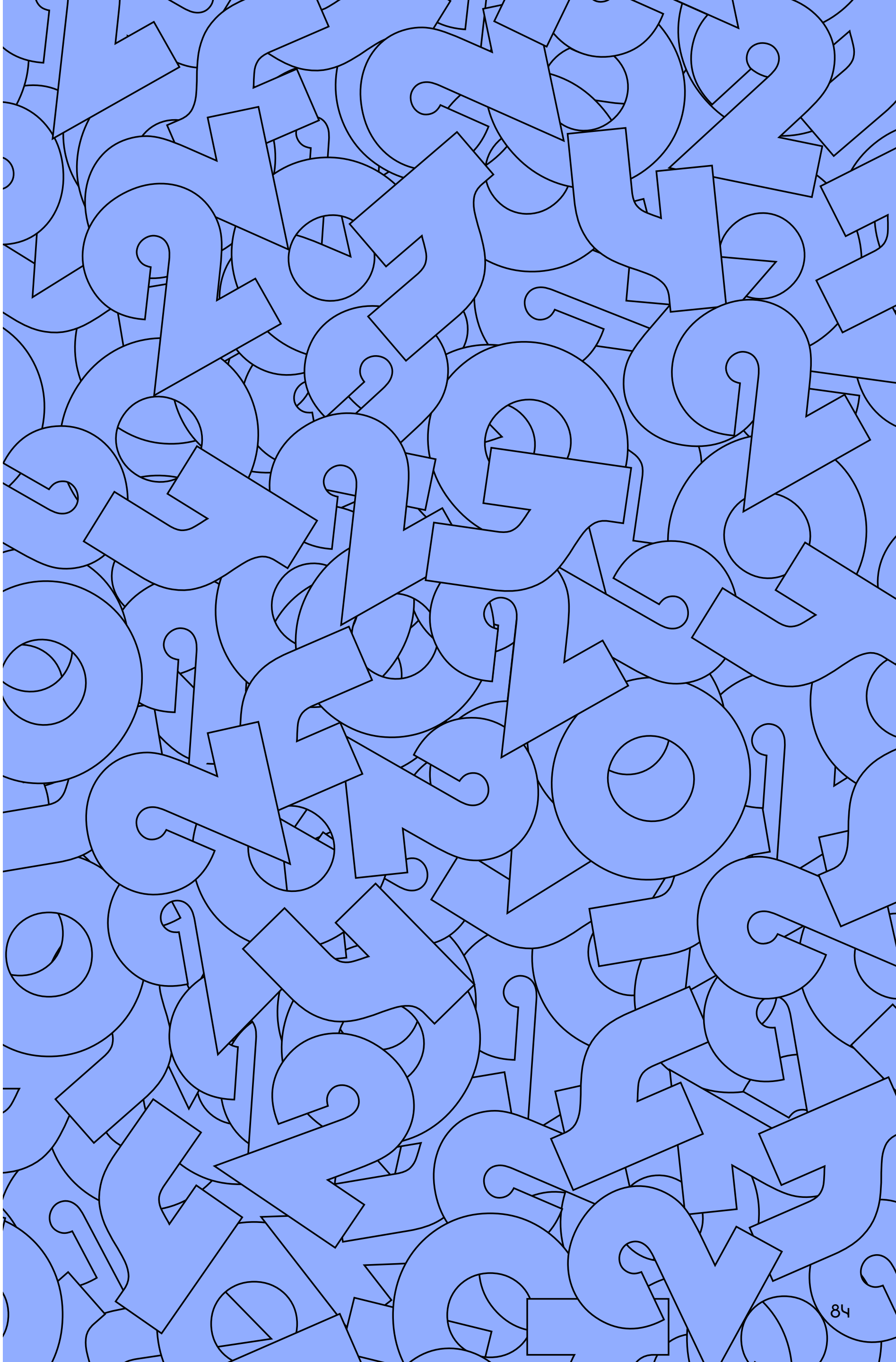
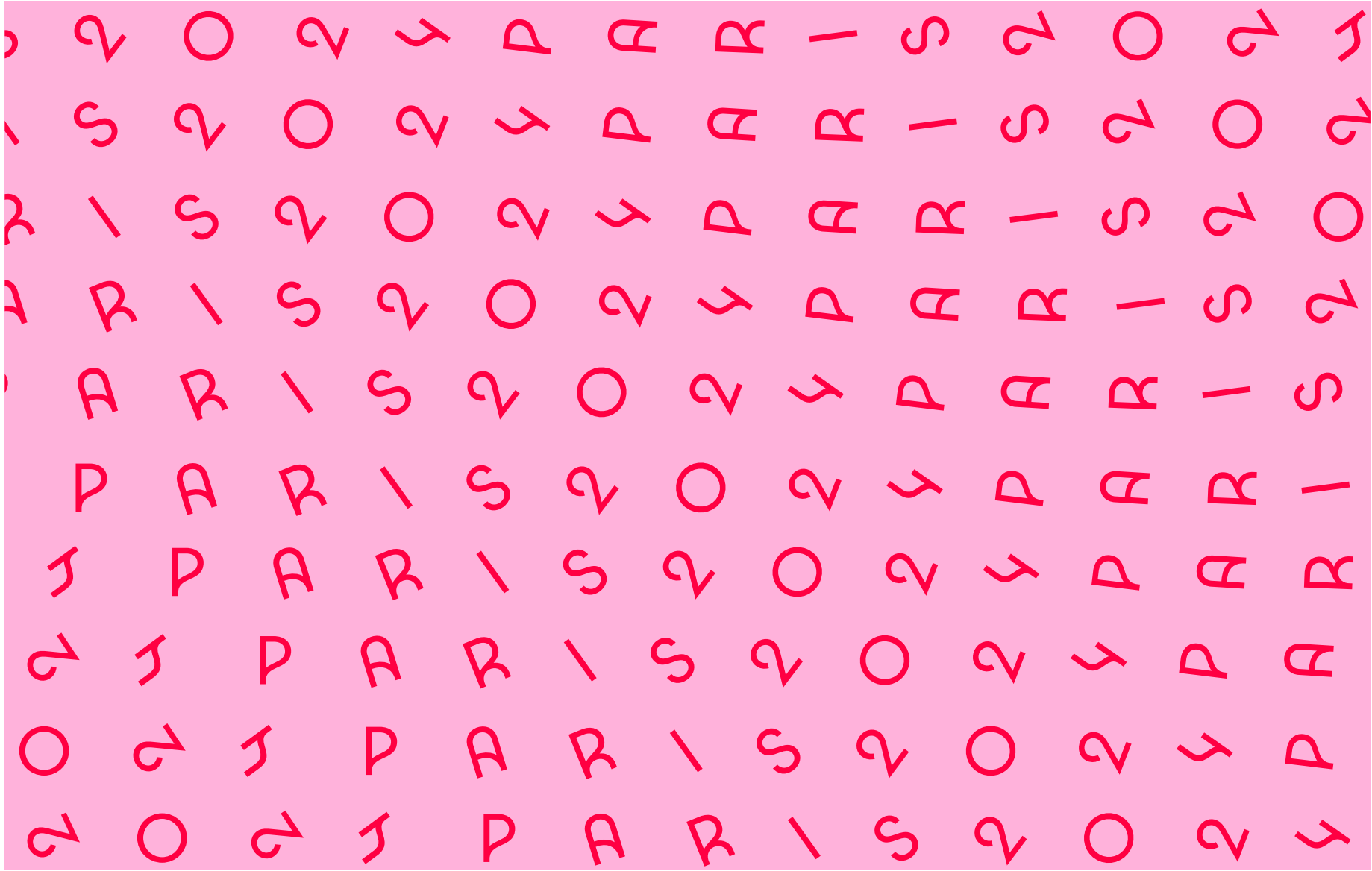
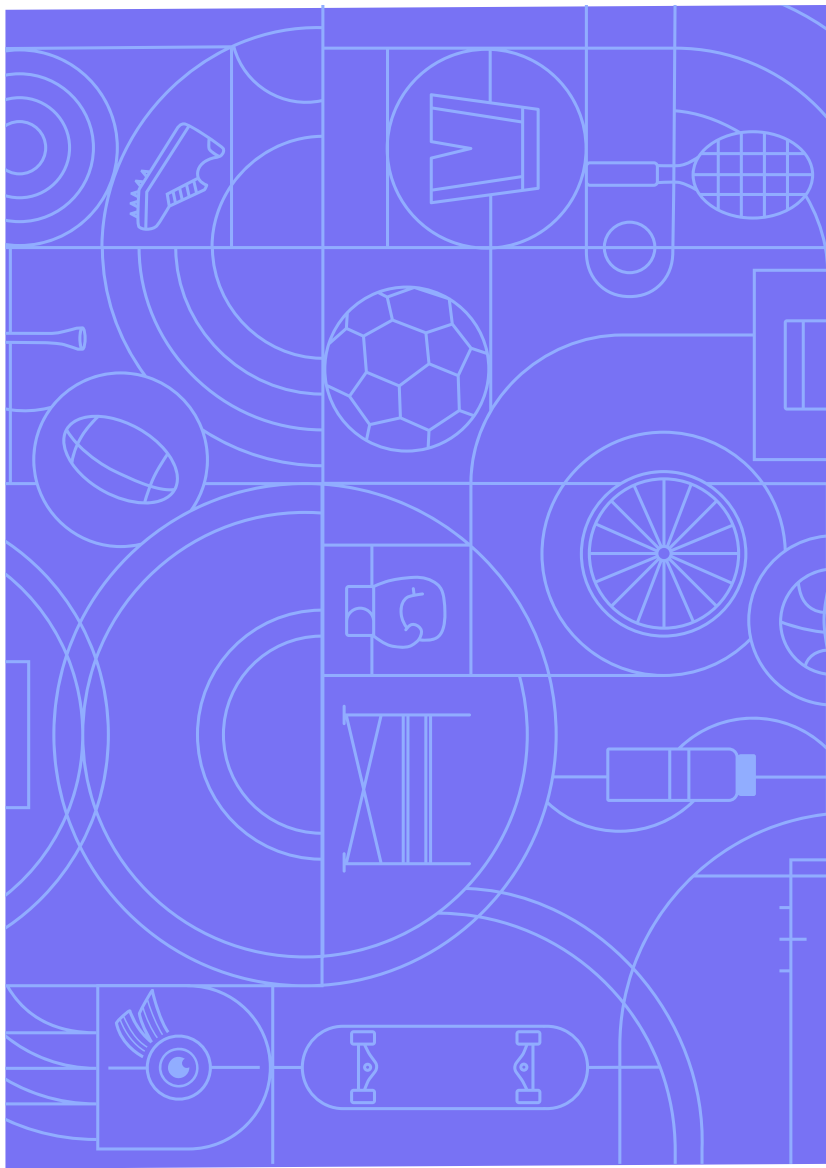


→ the toolbox

PATTERNS – MASCOTS

→ the toolbox

PATTERNS – TYPEFACE



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Olympic and Paralympic Games Organising Committee.

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please log in to: **track.olympic.org**

Thank you,
The Paris 2024 team

