The Brand Image of the Sydney 2000 Paralympic Games
Held two weeks after the Olympic Games. Design FHA Image Design
The IPC master brand
Design development
The Sydney 2000 Paralympic Games brand icon
Design FHA Image Design.
Look and Feel of the Paralympic 2000 Games

The brand image strategy

©Copyright FHA Image Design 2000
A contemporary approach
Emphasising “beyond the extraordinary”
the FHA Image Design positioning statement
Australia Takes Gold

Australia's James Paterson (below) won two medals at the 1998 Nagano Winter Paralympic Games: gold in the men's downhill and bronze in the slalom.

Four years earlier, Paterson, who has cerebral palsy, took silver and bronze on the slopes of Lillehammer. But this year he turned his silver medal into gold by overcoming his nemesis, New Zealander Matthew Boulton and the 440m drop of the 1.4km course at Mount Highslide to beat the field of 29 home by nearly two seconds in the downhill.

Paterson was the captain of Australia's team of four athletes - Anthony Bonacossa, Alastair Mars and Matthew Heschull - who competed in all Alpine events - downhill, slalom, giant slalom and super G - at the Vll Winter Paralympic Games.
Invitations
Bold photography captures the strength of Paralympic purpose
Venue branding
Official stamps
Program set
Applying the Paralympic Brand Identity into the existing Olympic Games signage program
Tickets (general)
Tickets (VIP). Design FHA Image Design
The basketball court.
The Sydney 2000 Olympic Games signage system allowed the Paralympic branding to be incorporated cost effectively.