



## **ADIDAS REVEALS THE COAT OF ARMS CREATED FOR THE TEAM GB AND PARALYMPICSGB KIT**

For the creation of the Team GB and ParalympicsGB kit for 2016 adidas has commissioned the College of Arms in London to design a new and unique coat of arms that will be used as the key iconography across the Olympics and Paralympics apparel.

The coat of arms was specially created to answer the brief from the governing bodies to have a unifying symbol across the two teams and multiple sports, contrasting a traditional icon with the 21<sup>st</sup> Century look and feel of the kit. It combines representation for the Home Nations with references to the Olympics and Paralympics and will be granted to the BOA and BPA to use for 2016 and beyond,



The principal element on the shield is a unified group of the floral emblems of the four Home Nations with a rose representing England, a thistle representing Scotland, a leek representing Wales, and a flax representing Northern Ireland prominently displayed. Two of each are shown and held together by four chain links at the centre; these links stand for the four years of the Olympic/Paralympic cycle, but the shape is also intended to recall an athletics track. This is reference to a specific event or group of events, and is sanctioned by the central role of the main stadium in all Olympic and Paralympic Games.

The motto IUNCTI IN VNO ('Conjoined in One') makes reference to the union of the Home Nations within the UK, thereby picking up on the central idea of the shield. But it also alludes to the unity of the representatives of separate sports and of the Olympic and Paralympic teams.

The supporters and crest are lions holding torches and crowned with laurel wreaths which allude to the ancient Olympic Games. Lions have anciently represented the different Home



Nations and have stood for the UK as a whole for many generations. Lions have also been a significant and recurring icon for the GB & NI teams at the Olympic and Paralympic Games, as well as in a wider sporting context – for example the touring Lions Rugby side.

The lion in the crest emerges from a crown composed of discs (representing gold, silver and bronze medals) between relay batons that represent the ethos of continuity, teamwork and shared responsibility.

ENDS

**About adidas**

adidas is a global designer and developer of athletic and lifestyle footwear, apparel and accessories with the mission to be the best sports brand in the world. As an innovation and design leader, adidas engineers the best in high-performance products to make athletes better, faster and stronger and creates a range of classic and fresh lifestyle and high-fashion lines.

**For more information**

Visit <http://news.adidas.com>