



Paralympic Emblem Dubbed "Sky, Earth and Human

Beings," the emblem of the Beijing Paralympics is a stylized figure of an athlete in motion, implying the tremendous efforts a disabled person has to make in sports as well as in real life. [\[Full story\]](#)



Paralympic Mascot Cows, symbolic of a down-to-earth,

diligent, staunch and never-say-die spirit, are adopted to show the unremitting spirit of athletes with a disability in being the best they can be. It dovetails with the upbeat spirit of Paralympians and the concept of "Transcendence, Equality, Integration" of the Beijing Paralympic Games. [\[Full story\]](#)



同一个世界 同一个梦想
One World One Dream

Theme Slogan In Chinese, the word "tongyi", which means

"the same", is used for the English word "One". It highlights the theme of "the whole Mankind lives in the same world and seeks for the same dream and ideal". [\[Full story\]](#)



Paralympic Pictograms The pictograms of the Beijing

Paralympic Games have adopted the creative concepts and design styles of the pictograms of the Beijing Olympic Games, while taking into account the characteristics of the Paralympic sports and the experience of the previous editions of the Paralympic Games. [\[Full story\]](#)

so to maintain the continuity of the image design style, which is a crucial consideration because of the limited time interval between the Olympic and Paralympic Games.

The pictograms of the Beijing Paralympic Games use the structure of the Chinese seal script as their basic form, while incorporating the pictographic charm of the oracle bone writing (jia gu wen) and the bronze-ware script (jin wen) with the simplification of modern graphics. The design not only features the particular movement and dynamism of each sport, but is also easy to recognize, remember and use. Through the skillful application of the striking contrast between white and black, the pictograms of the Beijing Paralympic Games demonstrate distinct features of movement, graceful charm of dynamism and rich cultural connotations, and arrive at a harmony and unity of "form" and "content".

The pictograms of the Beijing Paralympic Games cover all 20 individual sports, namely archery, athletics, boccia, cycling, equestrian, football 5-a-side, football 7-a-side, goal-ball, judo, power-lifting, rowing, sailing, shooting, swimming, table tennis, volleyball (sitting), wheelchair basketball, wheelchair fencing, wheelchair rugby and wheelchair tennis.

BOCOG started the research, creation and appraisal of the pictograms for the Beijing Paralympic Games in May 2006. The Central Academy of Fine Arts, a member of the Design Group for the Pictograms of the Beijing Olympic Games, was responsible for their design, creation and testing. Numerous design experts, Paralympics specialists and representatives of disabled athletes offered their valuable opinions and suggestions during the process. In December 2006, the BOCOG Executive Board officially approved the design scheme of the pictograms and submitted them to the international sports federations (IFs). As of the end of February 2007, all IFs reviewed and approved the pictograms and the International Paralympic Committee (IPC) officially approved them in April 2007.

Fuente: <http://en.paralympic.beijing2008.cn>