

I. Introduction

A. Background to EXPO 86

1. Origin and Objectives

The 1986 World Exposition, also known as EXPO 86, was a Special Category Exposition sanctioned by the Bureau International des Expositions/ International Bureau of Expositions (BIE) in Paris, France, on November 26, 1980. The 1986 World Exposition was held in Vancouver, British Columbia, Canada from Friday, May 2 to Monday, October 13, 1986.

2. Requirements of a Special Category World Exposition

Since their inception in 1851, world expositions have provided a forum for the interchange of ideas and cultures in a dynamic environment. They demonstrate humanity's achievements and show the progress made in one or more branches of human endeavour.

There are two types of world expositions: "universal" and "special category". A universal exposition has a very broad theme, such as Expo 67's Man and His World. Participants build their own pavilions.

A special category world exposition, such as EXPO 86, focusses on a single aspect of human endeavour, in this case "Transportation and Communications". The Host Country builds and leases the pavilions to international participants.

3. Official Designations

NAME: The 1986 World Exposition; EXPO 86

THEME: Transportation and Communications

THEME STATEMENT: World in Motion -- World in Touch

SYMBOL: The EXPO 86 symbol was comprised of three concentric circles representing transportation by land, sea and air. The circles intersected to indicate their interdependence. The stem of the six represented man striving upwards and outwards for progress.

Use of the EXPO 86 symbol, name and logo types, Expo Ernie (robot mascot) and other graphic representations associated with the 1986 World Exposition was legally protected by the EXPO 86 Act, the Trade Marks Act and the Copyright Act. Any unauthorized use of any of these terms or indicia was strictly prohibited by law.

A Graphic Standards Manual established official use of the Official Symbol, Official Logotype, Typographic Standards, the Official Title Block, The Official Symbol with the Logotype and Title Block, the Official Symbol in Colour, Official Colour Usage, Official Colour with Title Block, Unacceptable Usage, Special Applications of the Official Symbol, and Sample Pages/Repro Sheets.