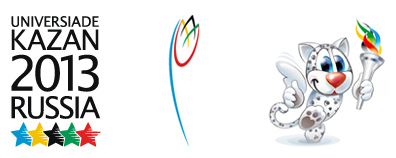
**Symbols of the 27th World University Summer Games in Kazan**



The symbols of the 2013 Summer Universiade are logo, emblem, mascot.

Any Universiade logo must contain the Latin letter ‘U’ which is a mandatory element to brand any sporting event held under the auspices of the International University Sports Federation (FISU).

The logo of the 2013 Summer Universiade represents a vertical rectangular design that comprises words ‘Universiade’, ‘Kazan’, ‘Russia’, ‘2013’ and five stars of the International University Sports Federation.The Universiade emblem consists of a black letter ‘U’ printed on a white background, centered over 5 stars symbolising five continents. It is also present on the white flag of the World University Games. The emblem of the 2013 Summer Universiade takes its origin from an image of a tulip, a common element of Tatar ornaments that symbolises revival. Besides, flowers are an essential part of summer, a symbol of youth and development, joy and happiness.

The present day the ornament that has become much deeper in its essence keeps playing a significant role in the nation’s arts and crafts.

Uni, the kitten of winged snow leopard, has been chosen as the mascot for the Kazan 2013 Summer Universiade. The winged snow leopard is the national symbol of the Republic of Tatarstan. Stylised, this creature is represented on Tatarstan’s coat of arms.

Motto of World University Games

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Unlike the Olympic Games with their motto ‘Citius, Altius, Fortius’, which was proposed by Pierre de Coubertin in 1894, the World University Games do not have a permanent motto. Each host nation offers its own, which is approved by FISU. The motto of the Kazan 2013 Summer Universiade is ‘U are the world’ which has two meanings: ‘You are the world’ and ‘Universiade is the World’.

Anthem of World University Games

In 1959, during the first World University Summer Games in Turin, Italy, ‘Gaudeamus Igitur’ was chosen as the anthem to be played during the medal ceremonies. The anthem was composed by Johannes Ockenheim in the 15th century, the lyrics were adopted in the 18th century. During the entire existence of the World University Games, ‘Gaudeamus’ has become just as important as the FISU emblem and Universiade mascot.