



SPECIAL OLYMPICS
**IX MENA
GAMES**
ABU DHABI 2018

الأولمبياد الخاص
الألعاب الإقليمية
التاسعة
أبوظبي 2018

Regional Games

Brand Guidelines

Version one

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Introduction

The Special Olympics IX MENA Games Abu Dhabi 2018 will take place from 14- 23 March 2018 with the participation of around 1800 athletes competing in 16 different sports together with 450 coaches, 3000 volunteers and 100 honored guests. The games will also include several initiatives such: Healthy athletes program, Families forum, Young athletes demo and a Youth Summit.

The eyes of the world will be on Abu Dhabi and these brand guidelines have been created to ensure we present our brand consistently across all the 100s of applications we will need to stage a truly world-class event.

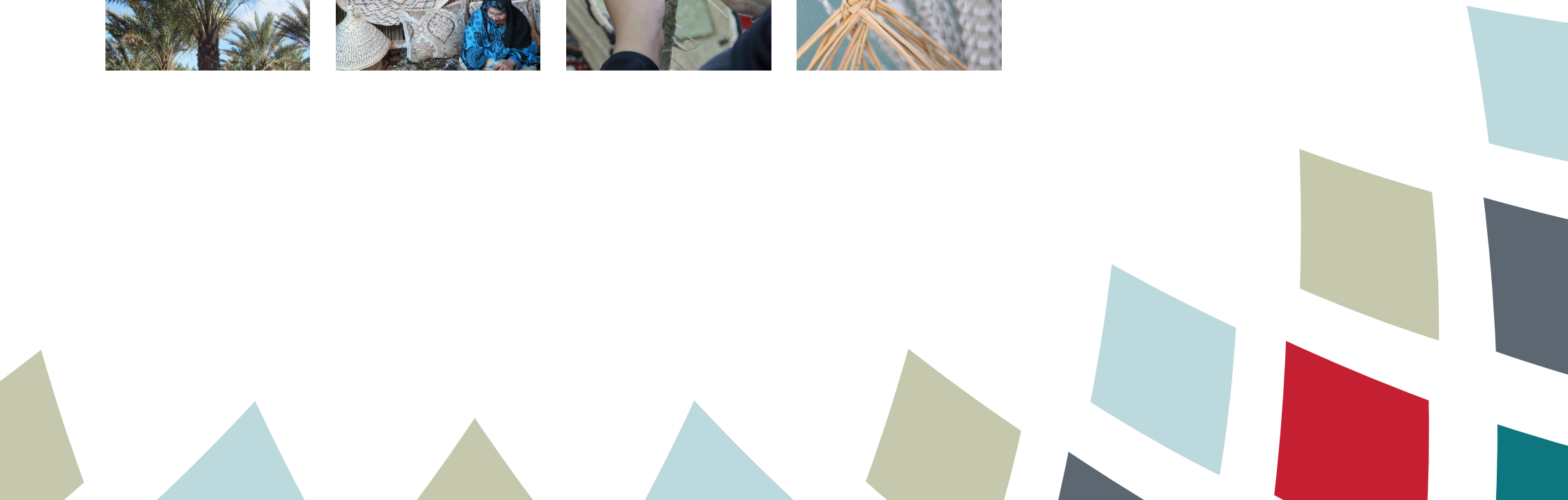
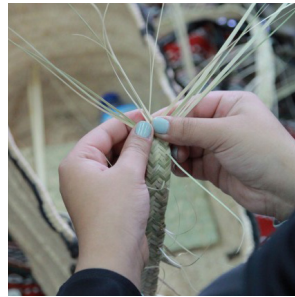
Please play your part in diligently following the rules outlined in these guidelines. Our strength is our brand consistency and we must all ensure we familiarize ourselves with the guidelines contained in this document and follow them accurately.



The Core Elements

The Inspiration for Our Brand

Our brand is inspired by traditional Khoos weaving and is a metaphor for the unifying power of the games and demonstrates the spirit of inclusion and unity that will permeate every aspect of the games.



Bilingual Version

Our Logotype

Three versions of the logotype have been created; English, Arabic and bilingual. In addition we have also created vertical and horizontal orientations of each version.



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الأولمبياد الخاص
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أبوظبي 2018

Stacked version



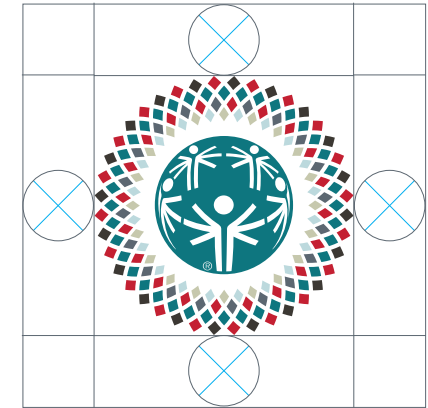
Horizontal version 1



Horizontal version 2

Clear Space & Minimum Sizing

Clear space for the logo has been set so that the logo is always clearly visible and not crowded by other elements on the page.



Clear Space & Minimum Sizing

The logotypes should never be reproduced below a size that the typography becomes illegible. As a rule of thumb do not reproduce the logo where the symbol width is less than 5 cms.



At 5cm, the type is legible on print and digital collateral. This is the ideal smallest logo size for legibility purposes.



*When absolutely necessary the logotype can be used at 2.5cm, but we require the type to be repeated separately somewhere underneath the logo for legibility purposes.



Logotype on Colored Background

The logotype can appear using any of the brand colors as a background. When this happens the color that matches the background is replaced with white to retain legibility as shown here.

The logotype may also be reversed out of any other background in white.

Master identity in black



Master identity in white



Logo on primary color palette background

The color that is used for the background is switched to white in the logo.



Logotype - Incorrect Usage

To the right are a few basic outlines of what should not be done to the logotype. Avoid any practices that may distort and change the appearance of the logotype.



Do not apply a drop shadow or any other special effects to the logotype.



Do not tilt the logo on any angle.



Do not remove or replace the centre of the logotype.



Do not force adjust the logo in any space distorting the logotypes proportions.



Do not remove or readjust any elements of the logotype.



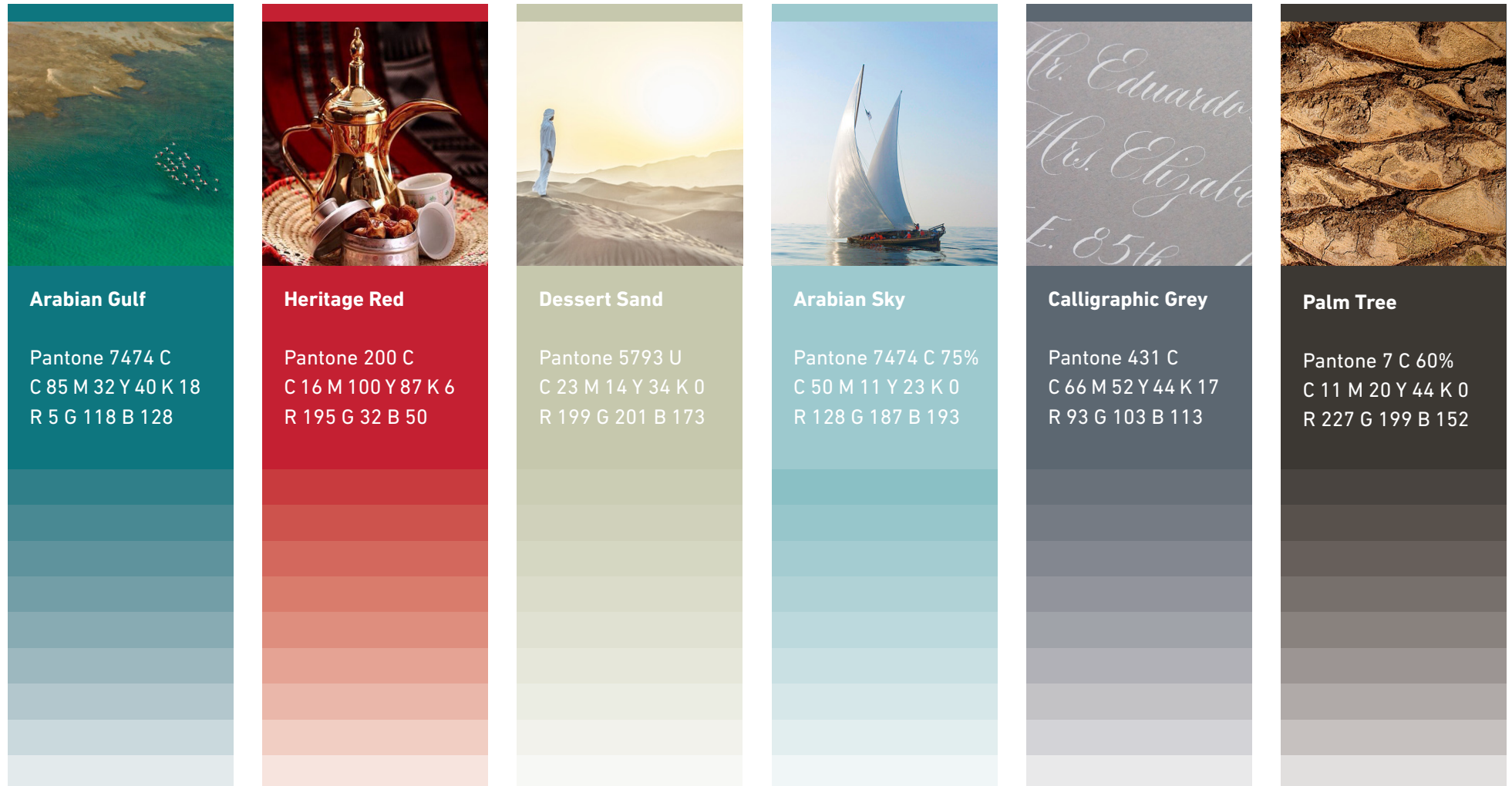
Do not adjust the colors on any part of the logotype

Inspired by Our Natural Environment



Color Palette

Our color palette is inspired by the sand, sea, sky, flora and fauna.



Typography - English

Our default font is DIN Next LT Pro and the Arabic version is DIN Next LT Arabic. You can use any weight required.

The next acceptable font if DIN Next LT Pro is not available on the system - is Arial for both Roman and Arabic.

DIN Next LT Pro - Bold

Aa

ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Next LT Pro - Regular

Aa

ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography - Arabic

Our default font is DIN Next LT Pro and the Arabic version is DIN Next LT Arabic. You can use any weight required.

Our digital font is Arial for both Roman and Arabic. You may use any weight required.

DIN Next LT Pro Arabic - Bold

أ ب ع
 أ ب ت ث ج ح خ د ذ ر ز
 ش ص ض ط ظ ع غ ف ق
 ك ل م ن ه و لاء ي

DIN Next LT Pro Arabic - Regular

أ ب ع
 أ ب ت ث ج ح خ د ذ ر ز
 ش ص ض ط ظ ع غ ف
 ق ك ل م ن ه و لاء ي

Using the Weave as a Super Graphic

The weave graphic can be used either on its own or as a frame for photography. It adds graphic stopping power and excitement to layouts and reinforces the brand.

When the weave graphic is used on a brand color background, change the color that matches the background to white.

Use similar and consistent sizes of the graphic when cropping the graphic in your artwork.

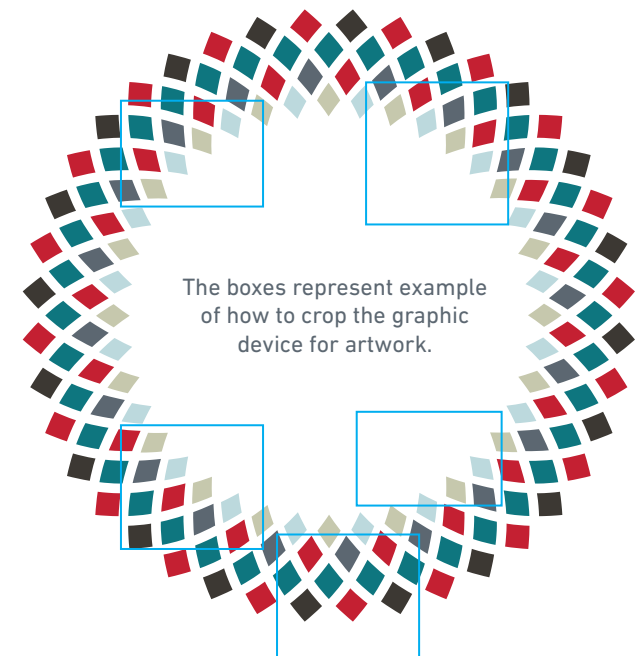
Care should be taken not to 'overuse' the super graphic.



Green replaced
with white



Red replaced
with white



Use of the logo for participating delegations

Delegations may use the official event logo as well as the logo with the addition of their country, provided that all requirements of these guidelines are taken into account.



Use of the logo for participating delegations

The logo is formed by creating two coloured cartouches. The cartouche for the world games can be in any colour from the colour palette. The delegation or country logo must appear reversed out of a red cartouche as shown.

Clear space should be maintained around the logo in usage to preserve legibility.



Use of the logo for participating delegations

Delegations and countries can choose any colour from the colour palette as the background for the world games logo but their logo must be reversed out of red.



Use of the logo for participating delegation

Example : SO Accredited Programs

Shown here is an example of how the joint logo can be used to brand a delegation or countries clothing.



Use of the logo for participating delegation

Example : SO Accredited Programs

The logo may also be used in combination with the supergraphic as demonstrated on these examples.





Photography

Our photography should display courage, determination and joy. It should also convey a spirit of inclusivity. Look for images that use expression and emotion to make a deep connection with the viewer.



Aplication

Stationary

Letterhead

Size 210mm x 297mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Regular & Medium 9pt

Pantone 431c

DIN Next Bold 9pt

Pantone 7474c



Date

Recipient's name
Company
Address line 1
Address line 2
Address line 3
Address line 4

Dear Sir/Madam

Letterhead typing style

The typeface used is Arial Regular upper and lower case. The type size is 12pt with 14 pt line spacing (12/14) and left hand margin is 20mm.

Headings

Main headings should be typed in Arial Bold upper and lower case.

Paragraphs should not be indented and should be separated by one line space. Use a single space after full stops. As a general rule punctuation should be kept to the minimum required to allow for easy reading.

The signatory's name should be typed in Arial Bold upper and lower case, five lines after the sign off.

Yours sincerely

Signatory's name

Title

الأولمبياد الخاص الألعاب العالمية - أبو ظبي 2019 - ساس النخل، أبو ظبي، الإمارات العربية المتحدة، هاتف: +971 02 599 2970
Special Olympics World Games - Abu Dhabi 2019 Sas Al Nakhl, Abu Dhabi, UAE, T +971 02 599 2970

www.abudhabi2019.org



التاريخ

المرسل إليه
الشركة
السطر 1 من العنوان
السطر 2 من العنوان
السطر 3 من العنوان
السطر 4 من العنوان

السيد / السيدة

أسلوب كتابة الرسائل

يكتب متن الرسالة بخط Arial بحجم 12 نقطة وتباع أسطر بحجم 14 نقطة. ويتحدد هامش الصفحة الأيمن والأيسر بـ 2 سم.

العناوين

يجب كتابة العناوين الرئيسية في خط أريال العريض.

وينبغي ألا تكون الفقرات مبادعة عن الهامش وينبغي فصلها بمسافة سطر واحد. استخدام مسافة واحدة بعد توقف كامل. كقاعدة عامة يجب أن تبقى علامات الترقيم إلى الحد الأدنى المطلوب للسماح بقراءة سهلة.

يجب كتابة اسم الموقع في خط أريال العريض، وتترك مسافة خمسة أسطر بعد التوقيع.

تفضلوا بقبول فائق الشكر والاحترام،

اسم الموقع
المسمى الوظيفي

الأولمبياد الخاص الألعاب العالمية - أبو ظبي 2019 - ساس النخل، أبو ظبي، الإمارات العربية المتحدة، هاتف: +971 02 599 2970
Special Olympics World Games - Abu Dhabi 2019 Sas Al Nakhl, Abu Dhabi, UAE, T +971 02 599 2970

www.abudhabi2019.org

Stationary

Letterhead Set

Size 210mm x 297mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Regular & Medium 9pt

Pantone 431c

DIN Next Bold 9pt

Pantone 7474c



Back



Continuation

الأمم المتحدة العالمية - أبوظبي 2019 ساس النخل أبوظبي الإمارات العربية المتحدة. هاتف +971 02 599 2970
Special Olympics World Games - Abu Dhabi 2019 Sas Al Nakhl, Abu Dhabi, UAE, T +971 02 599 2970

www.abudhabi2019.org

Front page

Stationary

Compliment Slip

Size 210mm x 100mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Regular & Medium 9pt

Pantone 431c

DIN Next Bold 9pt

Pantone 7474c



Compliment slip front



Compliment slip back

Stationary

Business Cards

Size 90mm x 55mm

Paper Conqueror CX22 Diamond White

Weight: 320gsm

Text

DIN Next Bold 7pt Pantone 431c

DIN Next Regular 7pt Pantone 200c

DIN Next Regular 7pt Pantone 431c

DIN Next Regular 7pt Pantone 200c



Stationary

Envelopes DL

Size 220 x 110 mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Medium 9pt Pantone 431c

DIN Next Regular 9pt Pantone 431c

DIN Next Bold 9pt Pantone 7474c



Stationary

Envelopes C5

Size 229 x 162 mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Medium 9pt Pantone 431c

DIN Next Regular 9pt Pantone 431c

DIN Next Bold 9pt Pantone 7474c



Stationary

Envelopes C4

Size 229 x 324 mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Medium 9pt Pantone 431c

DIN Next Regular 9pt Pantone 431c

DIN Next Bold 9pt Pantone 7474c



Stationary

Envelopes C3

Size 324 x 458 mm

Paper Conqueror CX22 Diamond White

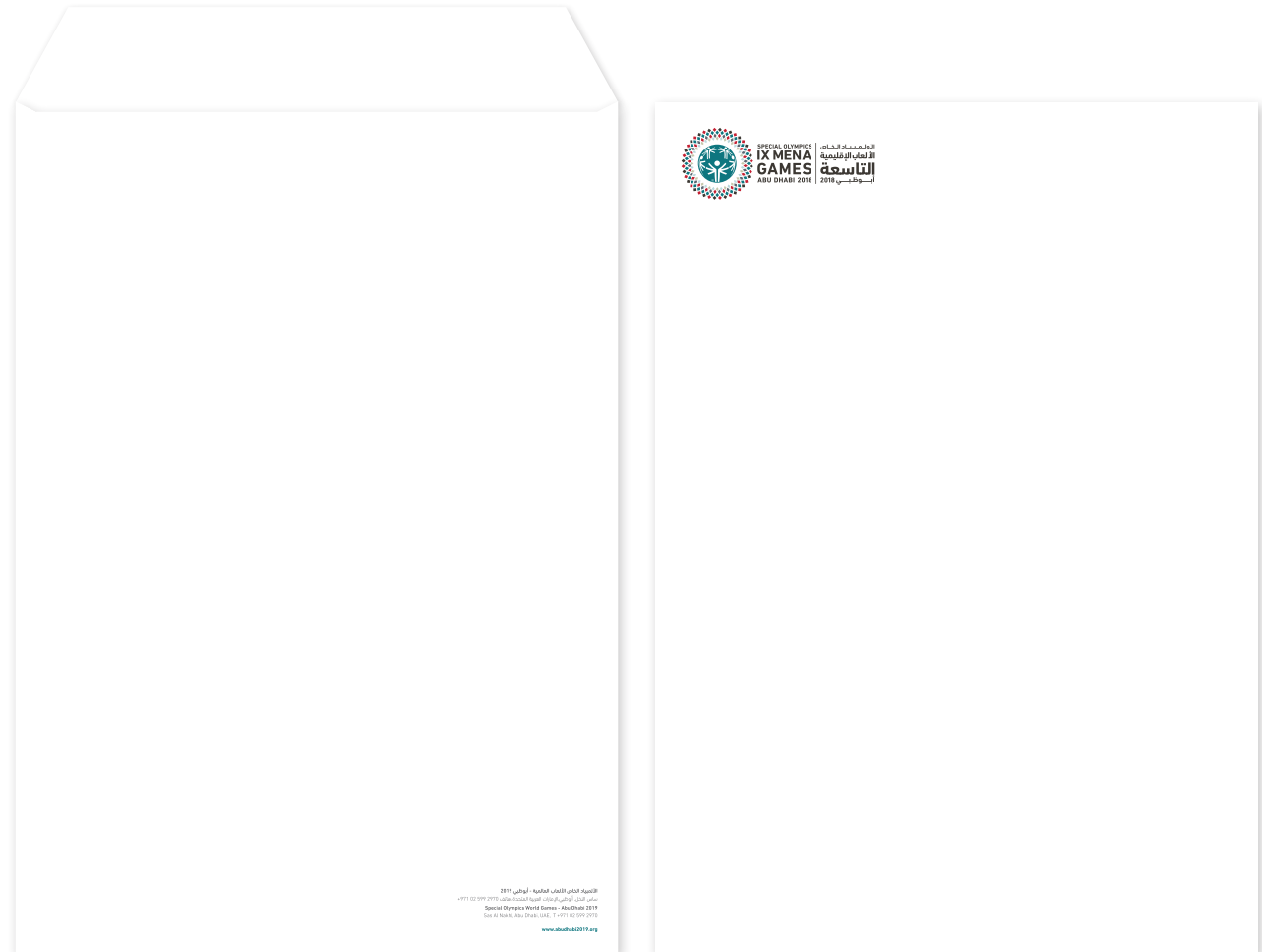
Weight: 120gsm

Text

DIN Next Medium 9pt Pantone 431c

DIN Next Regular 9pt Pantone 431c

DIN Next Bold 9pt Pantone 7474c



Stationary

Media Folder

The media folder can contain Arabic and English press releases at the same time.

Size Folded 220 mm x 305 mm

5 mm capacity

Paper Conqueror CX22 Diamond White

Weight: 250gsm

Press Release Paper

Size 210mm x 297mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm



Press Advertisement Single Page

The super graphic can be used to add impact to the advert and act as a frame for multiple images.

Heading

DIN Next LT Bold 45 pt

Body

DIN Next LT Regular 11 pt

DIN Next LT Bold 13 pt



Press Advertisement Double Page Spread

The layout shown here introduces a colored background in combination with the super graphic.

Heading

DIN Next LT Bold 24 pt

Body

DIN Next LT Reg 12 pt



Press Advertisement Single Page

The layout shown here introduces the super graphic in combination with photography.

Heading

DIN Next LT Bold 24 pt

Body

DIN Next LT Reg 12 pt



Certificate of Appreciation

Shown here is a design for a certificate of appreciation. It should be printed on high-quality paper and ideally signed with black a fountain pen.



PowerPoint Template

The template for PPT presentations is available from the communications department.

Try to keep your presentations as concise as possible. Split up information so that it looks clear and legible.



E-mail Signature

The template for e-mail signatures can be obtained from the communications department.

Tareq Ahmed
Director

Sas Al Nakhl, Abu Dhabi, UAE
T +971 02 599 2975
M +971 50 578 2683



AbuDhabi2019.org

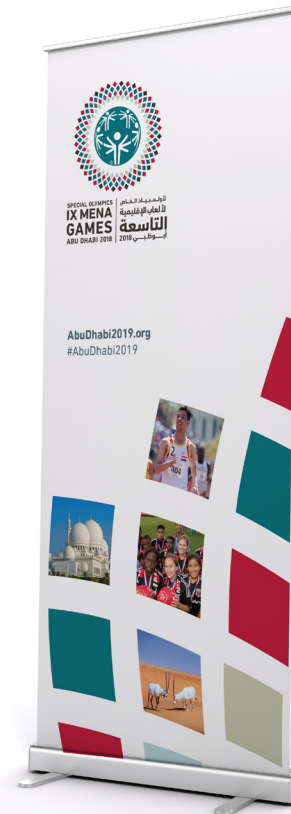
Flags on White



Flags on Color



External Signage & Rollups



Billboard



Billboard



Environmental



Merchandise



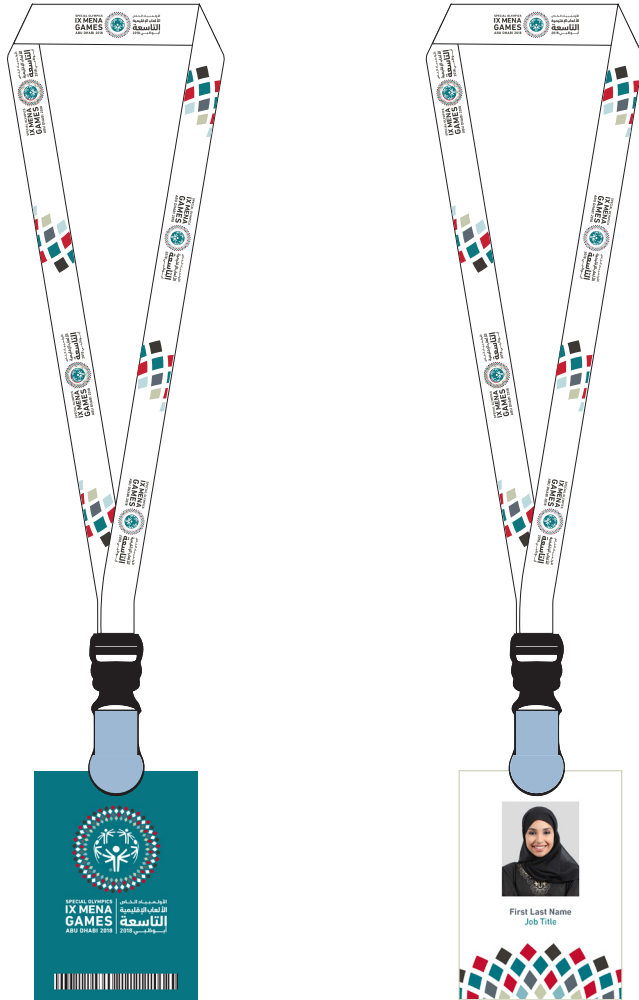
Garments



Garments



Identification Badge



Bags

Sizes A4



Sizes A3



Sponsor Backdrop



Sponsor Lockup with Designation

Bilingual horizontal



Partner



Sponsor



Bilingual vertical



Partner



Sponsor



Sponsor strip

Horizontal



Partner



Sponsor



Supplier

Vertical



Partner



Sponsor



Supplier

