

LEADERSHIP IDENTITY GUIDELINES



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Guidelines Introduction



These guidelines demonstrate the use of design assets that relate to Special Olympics Leadership seminars and events.

These guidelines do not demonstrate the use of an identity for a team or a department.

Guidelines Introduction

These guidelines explain how the Special Olympics Leadership identity should be implemented. Examples of the identity in action are supplied along with guides on how to use the supplied artwork files.

The guidelines should be used in conjunction with the **Special Olympics Brand Identity Guidelines** to ensure we create consistent and engaging communications in line with the **Special Olympics Master Brand**.



A New Understanding of Leadership

**“Inclusion doesn’t just happen.
People leading make it happen.”**

— Frost and Aldina, Building an inclusive organisation, 2019

From Division to Inclusion

The world today is full of volatility, anger, fear of difference, and pressures that divide people. Full inclusion offers hope – a way out of these divisions. People with intellectual disabilities (ID), epitomized by the athletes of Special Olympics, light the way by teaching others the true meaning of inclusion. They inspire a world where everyone accesses the opportunities in education, health, sport, work and social life that they deserve and want. To build such a world, it is no longer enough to create accommodations for people with disabilities; we need to tackle the unjust systems and attitudes that create exclusion.

Special Olympics has for many years shown how to bring people, with and without disabilities together to play, learn and live Unified. The time has come to go even further, to ‘Lead Unified’, creating a new understanding of inclusive leadership that helps build communities where everyone’s skills and gifts are valued.

Unified Leadership

“People with intellectual disabilities can absolutely teach leadership skills that help others. By simply engaging with this, particularly when they get training and support to truly listen and understand, other leaders begin to see and be reminded of things that matter most”

— Ben Haack, Special Olympics Athlete
Leader and Member of the Board of
Special Olympics International

The Unified Leadership Approach

Building from sport, Unified Leadership teaches leaders of all abilities to value and learn from each other, and inspires change to create environments where people with ID succeed in meaningful jobs and roles.

Why is Unified Leadership needed?

The leadership gifts and skills of people with ID are underestimated and undervalued. As a result, they are often unable to achieve their leadership potential because of the attitudes and behaviors of other leaders, and get few real opportunities to show what they can do. For this to change, training people with ID is no longer enough, we also need to educate the leaders around them.

How is Unified Leadership achieved?

Unified Leadership is not a standalone program – it is delivered through Special Olympics’ sports, health, youth and leadership work. The Unified Leadership approach involves education and training of leaders with and without disabilities, giving them tools and skills that build inclusive mindsets and behaviors. Where possible, people with ID lead the learning. Leaders are encouraged to improve their own behaviors and practices, and seek adaptations to the ‘norm’, to reach a situation where people with ID can successfully contribute and perform joint or independent jobs and roles.

Ecosystem

How is Unified Leadership achieved?

Unified Leadership is an approach that can be used by any leader, based on an understanding that they have a crucial role in facilitating an empowering environment where people with ID thrive. It is not a standalone program – it is integrated into Special Olympics' sports, health, youth and leadership work. The Unified Leadership approach can also be adopted by any organization that seeks to make the most of the opportunities and performance improvements that true diversity and inclusion can bring.



Leadership Areas



**UNIFIED
LEADERSHIP**



**ATHLETE
LEADERSHIP**



**HEALTH
LEADERSHIP**



**SPORT
LEADERSHIP**



**PROGRAM
LEADERSHIP**



**YOUTH
LEADERSHIP**

VISUAL IDENTITY

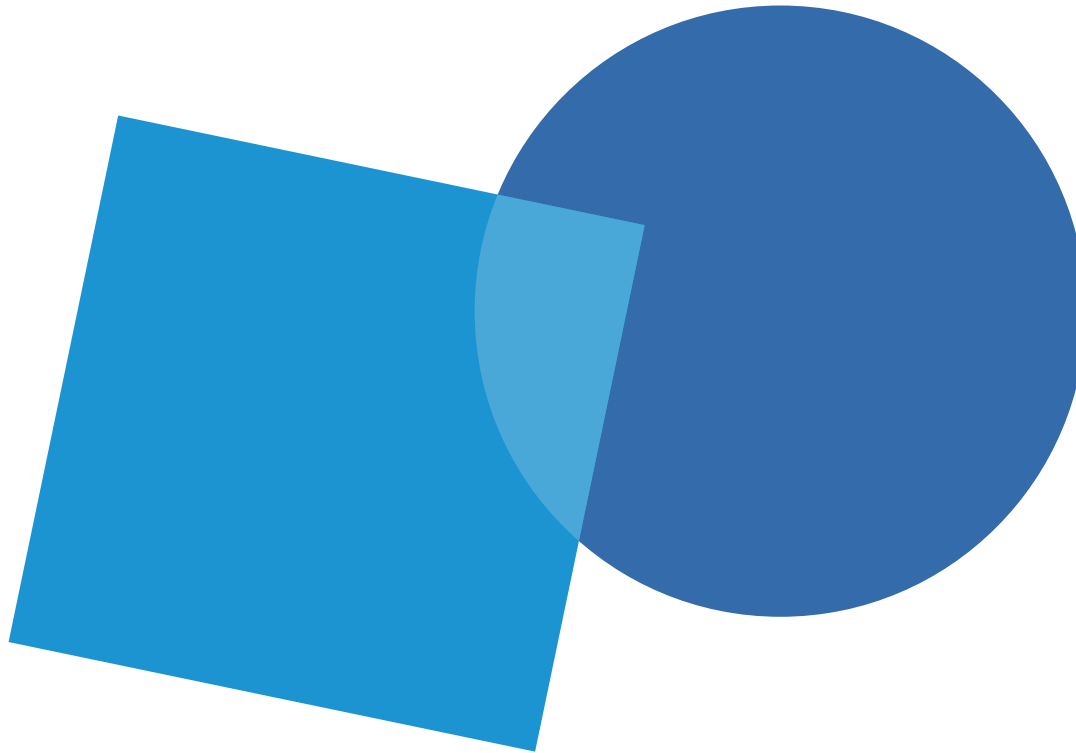
Building Blocks

Our visual identity is built on our core building blocks. These central elements provide the framework for all visual communications.



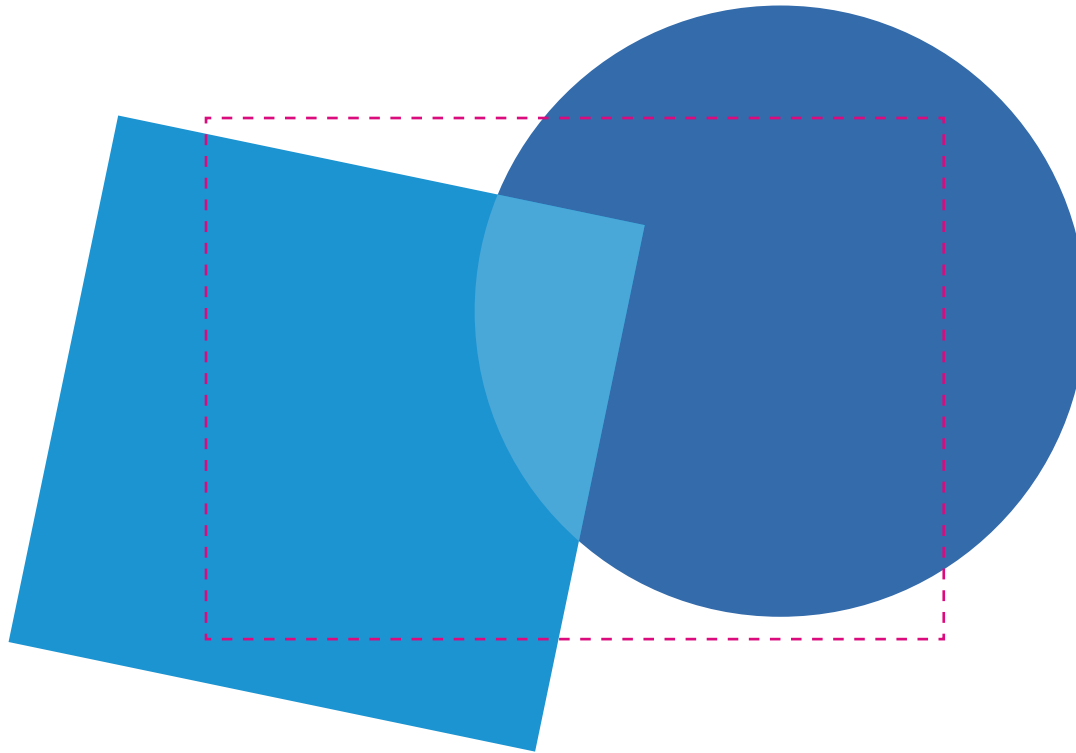
It Takes Two

The core concept behind the identity is the idea of two people coming together and focusing on their relationship and interaction. This is represented by two abstract shapes coming together and highlighting the overlap between the two shapes.



It Takes Two

These shapes come together to create graphic background elements that can be used across all our communications.



Area Identifiers



A range of area identifiers have been developed to represent the different work areas within Special Olympics Leadership. These can easily be used on stationery items and presentations (see 'Identity in Action' section).

Background Graphics

The background graphics are available in a range of different colors.

Unified Leadership



Additional Colors



Athlete



Health



Program



Sport



Youth



Formats

The background graphics are available in a range of different formats.

Web Banner



Pull-up Banner



Presentation



Badge



Primary Color Palette

Each work area has been assigned a specific set of colors from the Special Olympics extended color palette.

Unified Leadership



Athlete Leadership



Health Leadership



Sport Leadership



Youth Leadership



Program Leadership



Primary Color Palette

Please use process color (CMYK) mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.

Unified Leadership

Light Red Pantone® 186C Process: 0C/100M/100Y/0K RGB: 255R/0G/0B HEX: #ED1C24
Mid Orange Pantone® 1505C Process: 0C/70M/100Y/5K RGB: 230R/106G/31B HEX: #E66A1F
Dark Orange Pantone® 159C Process: 0C/60M/100Y/45K RGB: 152R/80G/6B HEX: #985006
Mid Purple Pantone® 267C Process: 70C/100M/0Y/0K RGB: 111R/44G/145B HEX: #6F2C91

Athlete Leadership

Dark Blue Pantone® 294C Process: 100C/80M/0Y/25K RGB: 1R/59G/130B HEX: #013B82
Mid Blue Pantone® 300C Process: 100C/50M/0Y/15K RGB: 0R/99G/165B HEX: #0063A5
Light Blue Pantone® Process Blue Process: 100C/20M/0Y/0K RGB: 0R/149G/218B HEX: #0095DA
Extra Light Blue Pantone® — Process: 65C/15M/0Y/0K RGB: 80R/166G/211B HEX: #50A6D3

Health Leadership

Dark Turquoise Pantone® 3302C Process: 90C/0M/50Y/50K RGB: 0R/105G/94B HEX: #00695E
Mid Turquoise Pantone® 3282C Process: 80C/0M/50Y/20K RGB: 0R/151G/132B HEX: #009784
Light Turquoise Pantone® 3262C Process: 70C/0M/50Y/0K RGB: 57R/187G/157B HEX: #39BB9D
Extra Light Turquoise Pantone® — Process: 55C/0M/35Y/0K RGB: 111R/199G/182B HEX: #6FC7B6

Program Leadership

Dark Orange Pantone® 159C Process: 0C/60M/100Y/45K RGB: 152R/80G/6B HEX: #985006
Mid Orange Pantone® 1505C Process: 0C/70M/100Y/5K RGB: 230R/106G/31B HEX: #E66A1F
Light Orange Pantone® 137C Process: 0C/50M/100Y/0K RGB: 247R/148G/30B HEX: #F7941E
Light Yellow Pantone® 109C Process: 0C/15M/100Y/0K RGB: 255R/212G/0B HEX: #FFD400

Sport Leadership

Dark Red Pantone® 202C Process: 0C/100M/100Y/55K RGB: 130R/0G/0B HEX: #820000
Mid Red Pantone® 1945C Process: 0C/100M/100Y/20K RGB: 196R/22G/28B HEX: #C4161C
Light Red Pantone® 186C Process: 0C/100M/100Y/0K RGB: 255R/0G/0B HEX: #ED1C24
Extra Light Red Pantone® — Process: 0C/90M/75Y/0K RGB: 240R/65G/70B HEX: #EF4347

Youth Leadership

Dark Purple Pantone® 2695C Process: 80C/100M/0Y/40K RGB: 61R/16G/99B HEX: #3D1063
Mid Purple Pantone® 267C Process: 70C/100M/0Y/0K RGB: 111R/44G/145B HEX: #6F2C91
Light Purple Pantone® 2587C Process: 50C/100M/0Y/0K RGB: 146R/39G/143B HEX: #92278F
Extra Light Purple Pantone® — Process: 45C/70M/0Y/0K RGB: 148R/99G/171B HEX: #9463AB

Secondary Color Palette

A range of alternative color sets have been developed for general communications.

Variation 1



Light Red
Pantone® 186C
Process: 0C/100M/100Y/0K
RGB: 255R/0G/0B
HEX: #ED1C24

Light Orange
Pantone® 137C
Process: 0C/50M/100Y/0K
RGB: 247R/148G/30B
HEX: #F7941E

Mid Orange
Pantone® 1505C
Process: 0C/70M/100Y/5K
RGB: 230R/106G/31B
HEX: #E66A1F

Mid Magenta
Pantone® 215C
Process: 0C/100M/20Y/20K
RGB: 196R/0G/99B
HEX: #C40063

Variation 2



Light Mauve
Pantone® —
Process: 65C/60M/0Y/0K
RGB: 107R/107G/194B
HEX: #6B6BC2

Light Green
Pantone® 382C
Process: 35C/0M/100Y/0K
RGB: 178R/210G/53B
HEX: #B2D235

Light Turquoise
Pantone® 3262C
Process: 70C/0M/50Y/0K
RGB: 57R/187G/157B
HEX: #39BB9D

Dark Mauve
Pantone® —
Process: 89C/100M/25Y/23K
RGB: 61R/18G/99B
HEX: #3D1263

Variation 3



Light Green
Pantone® 382C
Process: 35C/0M/100Y/0K
RGB: 178R/210G/53B
HEX: #B2D235

Light Turquoise
Pantone® 3262C
Process: 70C/0M/50Y/0K
RGB: 57R/187G/157B
HEX: #39BB9D

Mid Blue
Pantone® 300C
Process: 100C/50M/0Y/15K
RGB: 0R/99G/165B
HEX: #0063A5

Light Blue
Pantone® Process Blue
Process: 100C/20M/0Y/0K
RGB: 0R/149G/218B
HEX: #0095DA

Mark Positioning

Special Olympics Mark

We use our Special Olympics mark on all our communications. The mark should always be positioned in the top right corner.

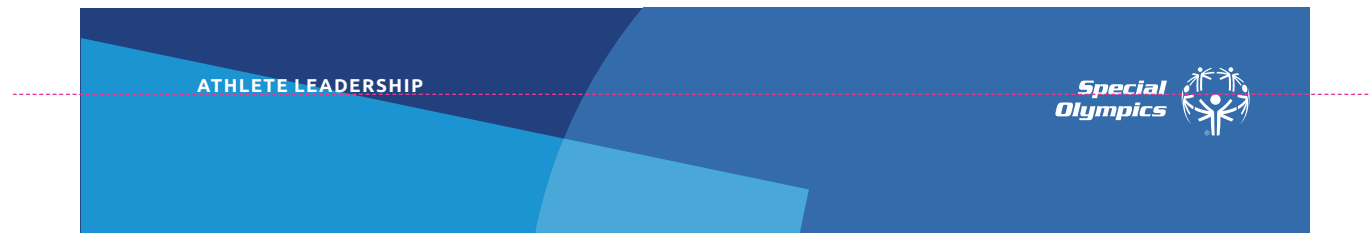
Landscape



Portrait



Close-up



Typography

**GT WALSHEIM IS THE
TYPEFACE WE USE
FOR HEADINGS AND
STATEMENTS.**

We pair GT Walsheim with **Ubuntu**, the main Special Olympics typeface.

Typography

We use **GT Walsheim Condensed Bold** in 'all caps' for statements or headings across all our communications.

Ubuntu is used for body copy and captions.

Landscape (Presentation Title Slide)



Portrait (Pull-up Banner)



Typography

Strong Statements



Typography

Inspirational Phrases



Typography

Presentation Slides



Publication Covers



Illustrations



Unified Leadership



Athlete Leadership



Sport Leadership



Program Leadership



Health Leadership



Youth Leadership

Each leadership work area has been assigned a specific illustration demonstrating leaders working together with their team members.

Illustrations in Action

Presentation Slide



Pull-up Banner



Web Banner



Area Identifier



Publication Cover



Photography

Alongside illustration, photography can be used across our communications.

Templates for image treatment in Illustrator format are available to download on the Special Olympics Leadership Dropbox Showcase.

For a step by step tutorial on how to treat imagery, see page 28.



Variation 1



Variation 2



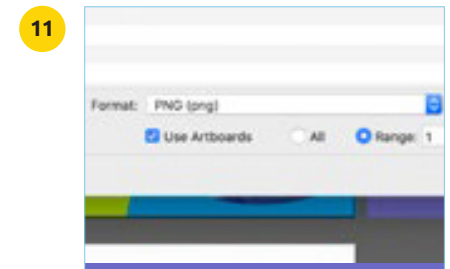
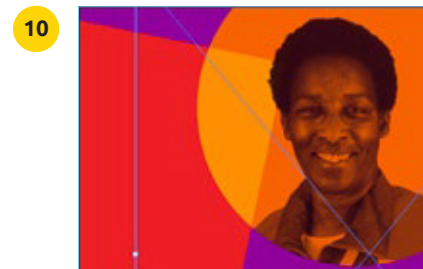
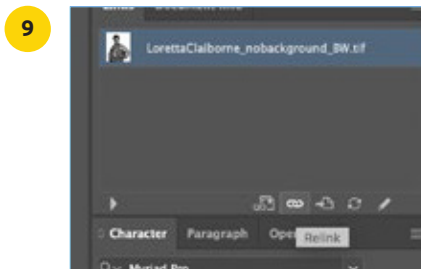
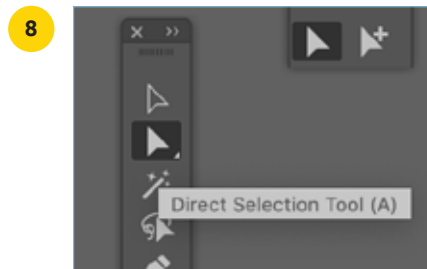
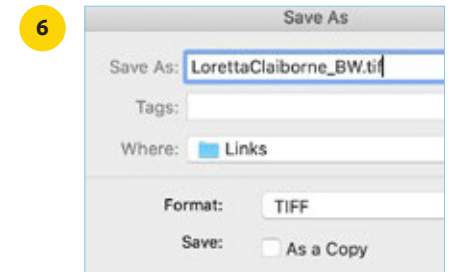
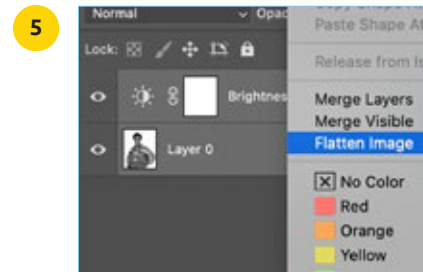
Variation 3



Image Treatment

Follow these steps to treat selected images:

1. **Import image** in Photoshop
2. **Remove background**
3. **Convert to grayscale** (Image > Mode > Grayscale)
4. **Increase brightness and contrast** in the *Adjustments* panel
5. **Flatten layers** (select image layer and adjustment layer in *Layers* panel, right click and select *Flatten Image*)
6. **Export as TIFF** (File > Save as > TIFF)
7. **Open 'image treatment' Illustrator file** (available to download on Dropbox Showcase)
8. **Select existing image** with direct selection tool
9. **Replace image:** Go to links panel and relink image you want to replace
10. **Adjust image placement** with direct selection tool accordingly
11. **Export file** (File > Export > Export as > PNG > Select artboard > Export)



Messaging

A range of statements have been developed for the different Leadership work areas.

Unified Leadership

**INSPIRING
MEANINGFUL
CHANGE**

Sport Leadership

**ACHIEVING
POTENTIAL**

Athlete Leadership

**SHOWING
THE WAY**

Youth Leadership

**BUILDING
THE FUTURE**

Program Leadership

**INCLUDING
BY EXAMPLE**

Health Leadership

**ADVOCATING
FOR BETTER
HEALTH**

IDENTITY IN ACTION

Presentation Slides

Presentation Title Slides

Unified Leadership



Athlete Leadership



Sport Leadership



Program Leadership



Health Leadership



Youth Leadership



Presentation Slides

Internal Presentation Slides

Unified Leadership



Athlete Leadership



Sport Leadership



Program Leadership



Health Leadership



Youth Leadership



Presentation Slides

Work areas — Overview

Work Areas



ATHLETE

SPORT

PROGRAM

YOUTH

HEALTH


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Documents

Area Identifier — Placement on documents




ATHLETE LEADERSHIP



Unified Leadership Program

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PROGRAM LEADERSHIP




Unified Leadership Program

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SPORT LEADERSHIP




Unified Leadership Program

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YOUTH LEADERSHIP




Unified Leadership Program

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HEALTH LEADERSHIP



Unified Leadership Program

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Athlete Leadership

Program Leadership

Sport Leadership

Youth Leadership

Health Leadership

Leadership Branding Alongside Other Events

The Special Olympics Leadership branding will work alongside other events.



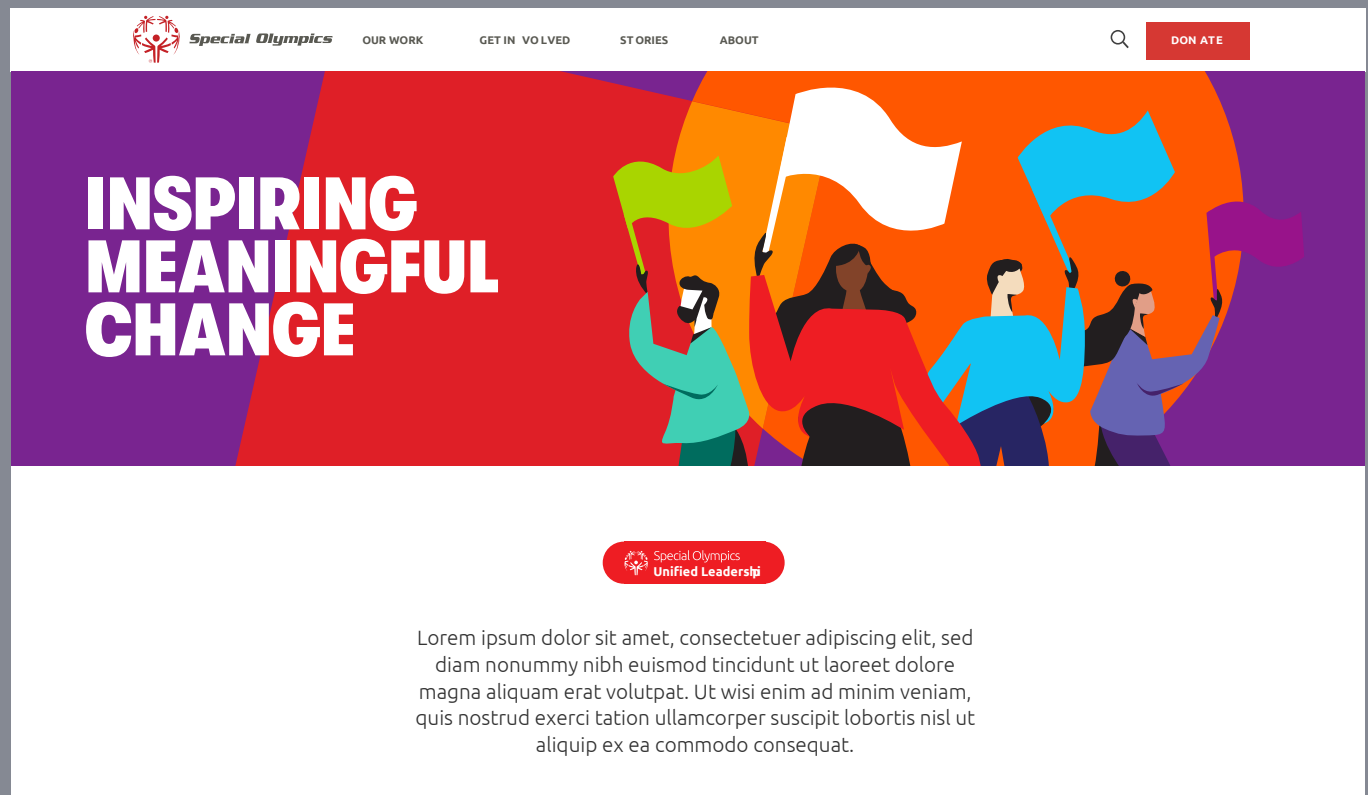
Pull-up Banners

Pull-up banners for events



Website

Website banner



Badges



Publication Covers



Contact & Resources

Every single participant in the Special Olympics Movement can play a role in aligning and strengthening our brand around the world. These guidelines as well as a comprehensive suite of tools, messaging materials and templates are available for all to download from **shorturl.at/juHIY**

We encourage you to contact **nafiouni@specialolympics.org** with any questions, queries or comments you may have at any stage.



THANK YOU

