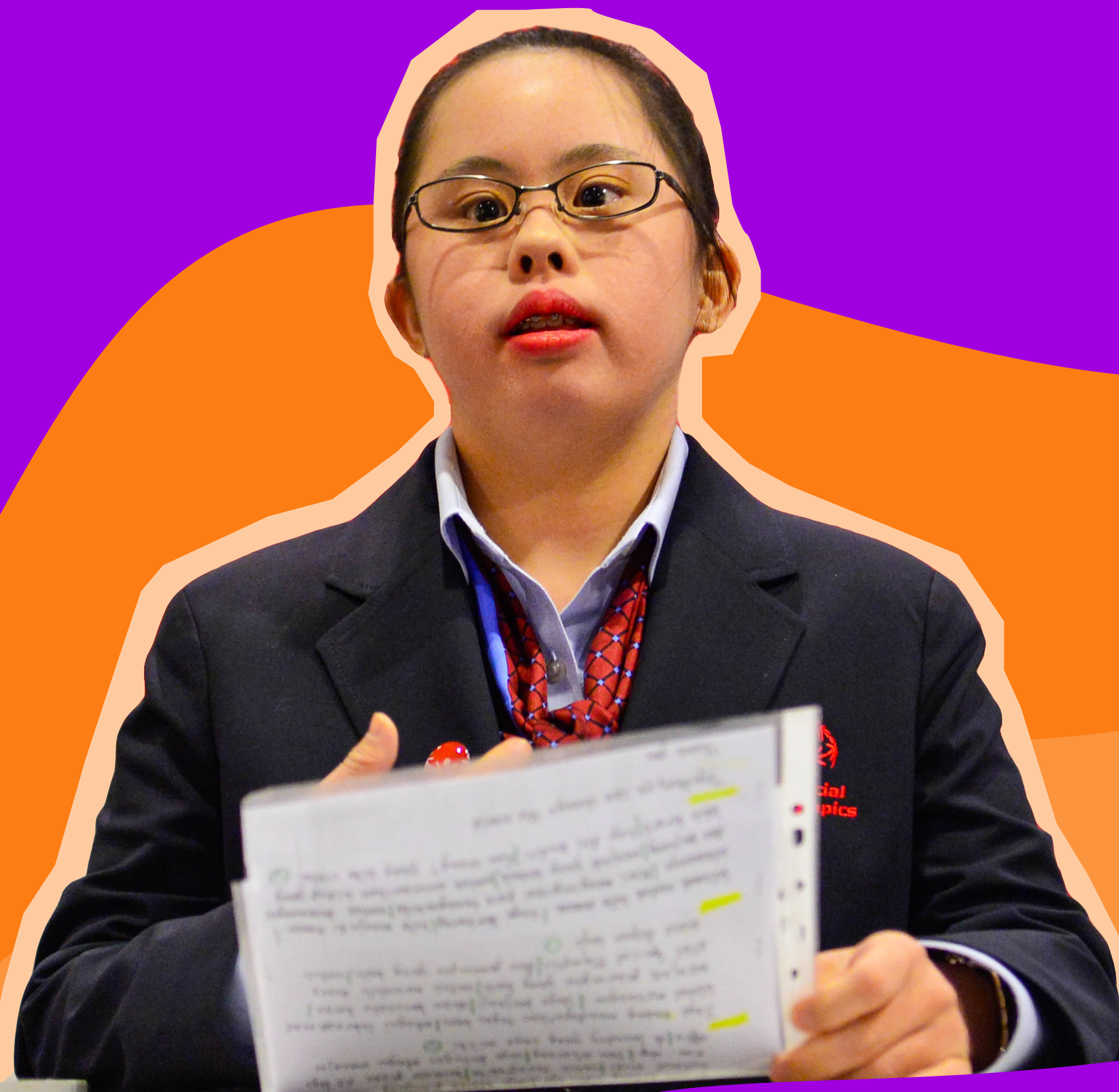


THE REVOLUTION IS INCLUSION

Brand Guidelines 2.0



The Revolution Is Inclusion Manifesto

We are not just athletes.

We are the ambassadors of an uprising — peaceful protesters in a rebellion against anyone who has a fear of difference.

Our demands are equality, dignity and the recognition of our shared humanity.

We will not stop or accept anything less. We are deserving.

When we compete, we're fighting for a more inclusive world.

This Manifesto is intended to reflect the voice of Special Olympics athletes and to provide the message and tone guidance for creative.

We are champions on the field and for this cause.

Today, our world is more divided than ever, and coming together has never been more urgent.

The revolution is inclusion.

And it's not optional.

The only choice you need to make is how you will join it.



The Revolution Is Inclusion Brand Overview

These guidelines explain how The Revolution Is Inclusion identity should be implemented. The Revolution Is Inclusion campaign identity has been refreshed with further emphasis on the sentiment of inclusion. 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.



2.0

VISUAL IDENTITY



2.1

Our campaign logo

We have maintained the energy and spirit of the original campaign logo; however, we have changed the hierarchy of the logo to put more emphasis on the word inclusion. We have also created a single gradient which not only improves legibility but ensures the greatest impact.

Campaign Logo

Before and After

BEFORE

THE REVOLUTION
IS INCLUSION

AFTER

THE REVOLUTION IS
INCLUSION

2.2

Translated Campaign Logo
Approved Languages

Our campaign logo

We have translated our campaign logo to our approved languages in order to encourage cultural relevance in different parts of the world.

THE REVOLUTION IS
INCLUSION

ENGLISH

融合新时代

CHINESE

الثورة الحقيقية هي
الدمج

ARABIC

LA RÉVOLUTION C'EST
L'INCLUSION

SPANISH

LA REVOLUCIÓN ES
INCLUSIÓN

FRENCH

LA EVOLUCIÓN ES
INCLUSIÓN

SPANISH

Alternative logo with
the word 'Evolution'
instead of 'Revolution'

2.3

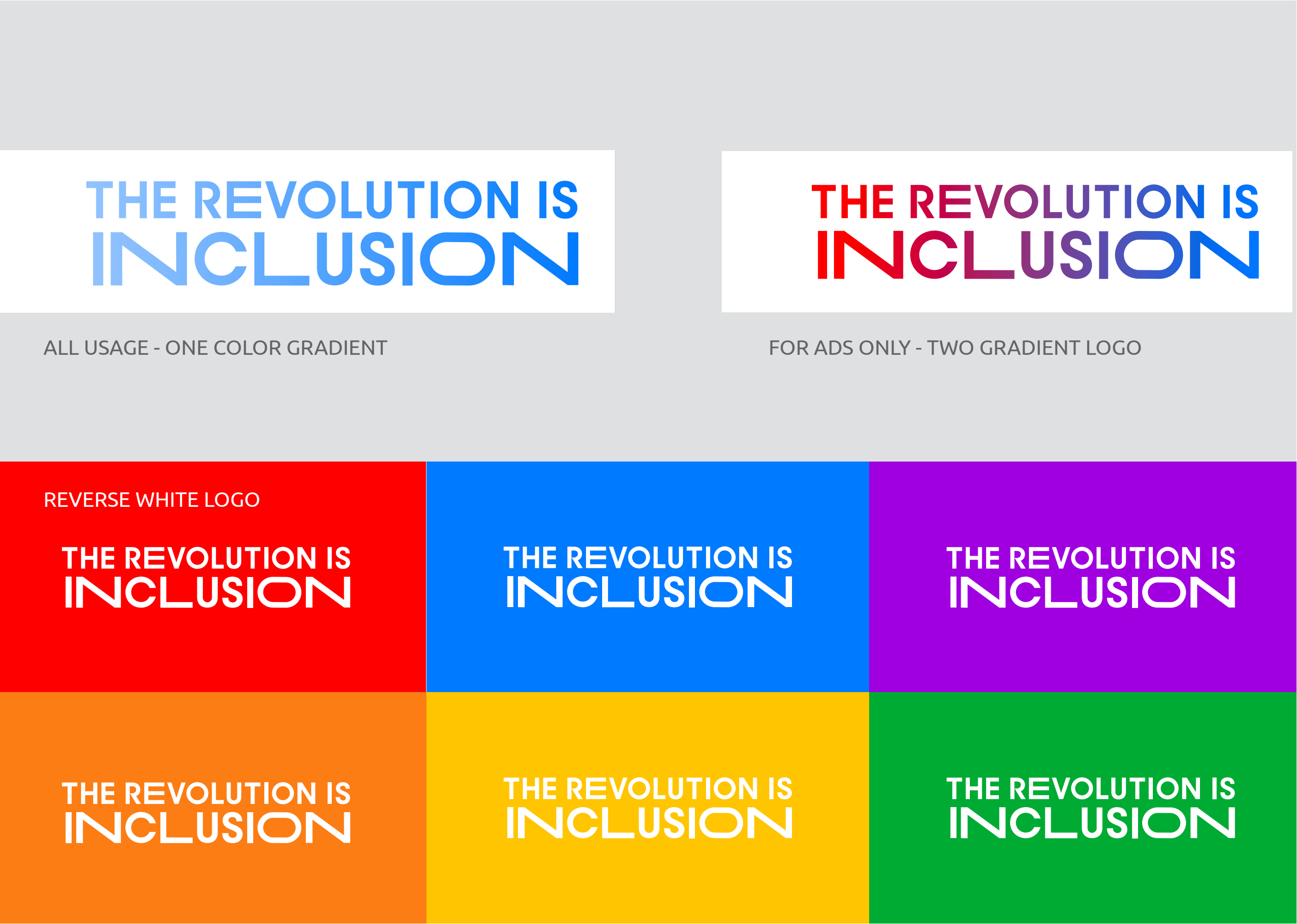
Our campaign logo

Our campaign logo has been created in two versions. Our full color logo is a gradient logo contained within a white box. The gradient is created from one color, using the dark and light hues of that same color.

The gradient featuring two colors will only be used on the ads using the two colors in ads. For the stand alone logo, it will be a gradient made of the light and dark hues of the same color.

We have provided a reverse white logo of the campaign logo and this can be used on all full color merchandise and in certain social assets.

Campaign Logo
Overview



2.4

Give the logo room to breathe

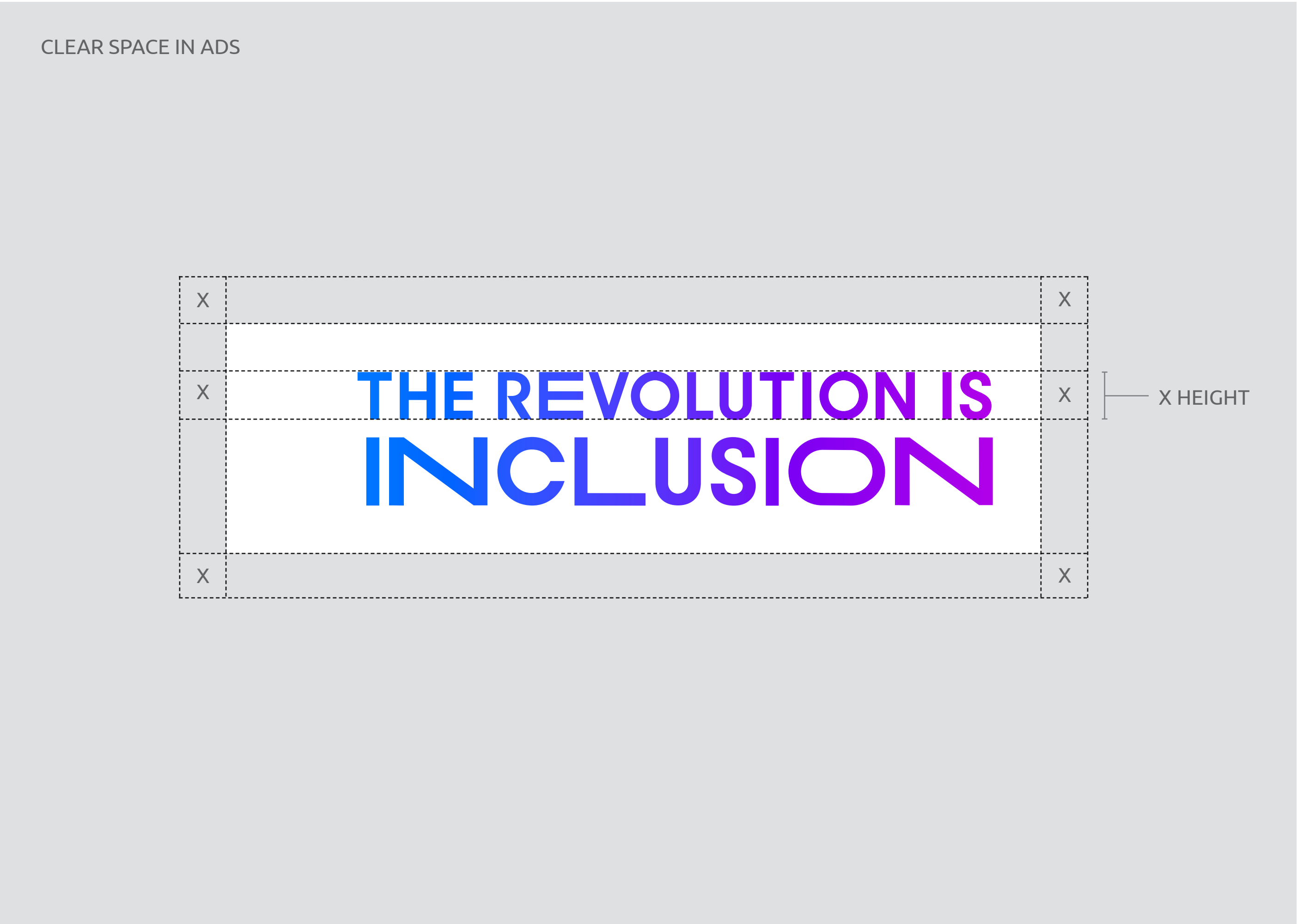
Please don't place text, graphics, or other elements in the clear space around the logo. The minimum clear space around the logo should be equal to the x-height of 'The Revolution Is'.

Minimum size

The logo should be at least 75 pixels wide in digital communications and 15mm wide in print pieces.

Campaign Logo

Full Color Clear-space



2.5

Give the logo room to breathe

Please don't place text, graphics, or other elements in the clear space around the logo. The minimum clear space around the logo should be equal to the x-height of 'The Revolution Is'.

Minimum size

The logo should be at least 75 pixels wide in digital communications and 15mm wide in print pieces.

Campaign Logo

Reversed White Logo

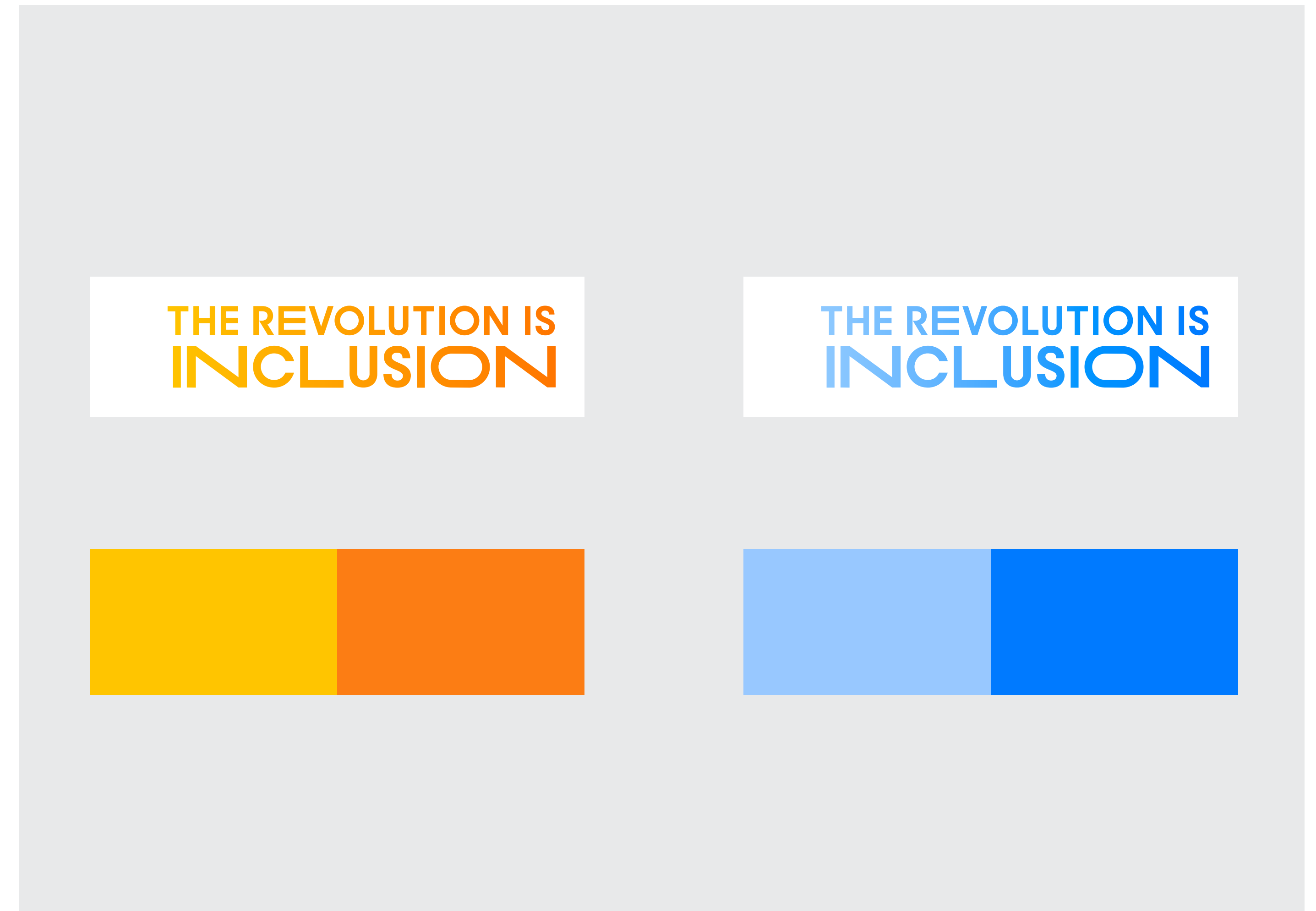


2.6

Campaign Logo

Gradient combinations when using our full color logo, please ensure to pair the correct gradient logo with the relevant colors from the campaign swatches.

Campaign Logo Gradient Combinations



Campaign Color Palette

Color Palette

The Revolution Is Inclusion campaign is bold, bright and speaks to the vibrancy of the values of Special Olympics.

To ensure consistency across the brand, it is essential to use the color codes for the correct uses.

The Revolution Is Inclusion color palettes — RGB, CMYK, PMS — have been supplied as ASE (Adobe Swatch Exchange) files.

When creating and designing new files and artwork in Adobe CC programs, load the relevant ASE file to ensure correct color values.

INCLUSION RED	INCLUSION ORANGE	INCLUSION YELLOW	INCLUSION BLUE	INCLUSION PURPLE	INCLUSION GREEN
PMS 186C CMYK 0/100/10/0 RGB 255/00/00 HEX #FF0000	PMS 1505C CMYK 0/65/100/0 RGB 252/125/20 HEX #FC7D14	PMS 108C CMYK 0/5/98/0 RGB 255/197/0 HEX #FFC500	PMS 2173C CMYK 92/24/0/0 RGB 0/122/255 HEX #007AFF	PMS 266C CMYK 76/90/0/0 RGB 252/125/20 HEX #A000E0	PMS 347C CMYK 93/0/100/0 RGB 0/171/52 HEX #00AB34
PMS 197C CMYK 0/46/12/0 RGB 255/102/102 HEX #FF6666	PMS 1565C CMYK 0/26/36/0 RGB 249/154/83 HEX #F99A53	PMS 1215C CMYK 0/6/53/0 RGB 255/217/110 HEX #FFD96E	PMS 292C CMYK 59/11/0/0 RGB 69/167/255 HEX #45A7FF	PMS 264C CMYK 26/37/0/0 RGB 206/102/255 HEX #CE66FF	PMS 346C CMYK 53/0/51/0 RGB 106/211/133 HEX #6AD385
PMS 1765C CMYK 0/23/6/0 RGB 255/102/102 HEX #FF9999	PMS 162C CMYK 0/26/36/0 RGB 252/125/20 HEX #FECBA1	PMS 1205C CMYK 0/3/43/0 RGB 252/227/157 HEX #FCE39D	PMS 290C CMYK 23/0/1/0 RGB 148/204/255 HEX #94CCFF	PMS 2085C CMYK 10/17/0/0 RGB 217/144/252 HEX #D990FC	PMS 7478C CMYK 28/0/25/0 RGB 194/255/210 HEX #C2FFD2

2.8

Typography

Our identity consists of two typefaces **Anton** and **Ubuntu** which are both open source typefaces.

Anton is part of the Adobe suite but is free to use on Canva. **Ubuntu** is the main Special Olympics typeface.

Typography

HEADLINE

**ANTON IS USED
FOR LARGE
HEADLINES**

BODY

We pair Anton with Ubuntu, the main Special Olympics typeface.

2.9

Logo position

The full color campaign logo is always positioned on the left. We have designed the logo to have slightly more white space on the left hand side. You must ensure to bring this to the edge of the page.

Note:
This photos and copy in this ad is for placement purposes only. We are conducting a photoshoot and will have new ads accordingly.

Campaign Posters
Logo and Copy Position

The campaign logo is always positioned on the left.

We have designed the logo to have slightly more white space on the left hand side.

You must bring this to the edge of the page.



The Special Olympics logo is always on the right.

Small body copy is positioned on the bottom left hand side.

The hashtag is always positioned on the bottom right hand corner.

3.0

Campaign Social Assets

Logo Position

Logo position

The full color campaign logo is always positioned on the left. We have designed the logo to have slightly more white space on the left hand side. You must ensure to bring this to the edge of the social template in Canva.

Note:
This photos and copy in this ad is for placement purposes only. We are conducting a photoshoot and will have new ads accordingly.

The campaign logo is always positioned on the left.



Example of a social post featuring an athlete photo, name and sport.



Example of a social post featuring an athlete photo, phrase, name and sport.

The Special Olympics logo is always positioned on the right.



Example of a social post featuring a quote.

The hashtag is always positioned on the bottom right hand corner.

3.1

BRAND IN ACTION



3.2

Campaign Social Posts
Instagram

Social posts

We have created a series of templates that you can find in Canva. These templates allow for imagery to be interchangeable and for space to be used for our campaign hashtag.



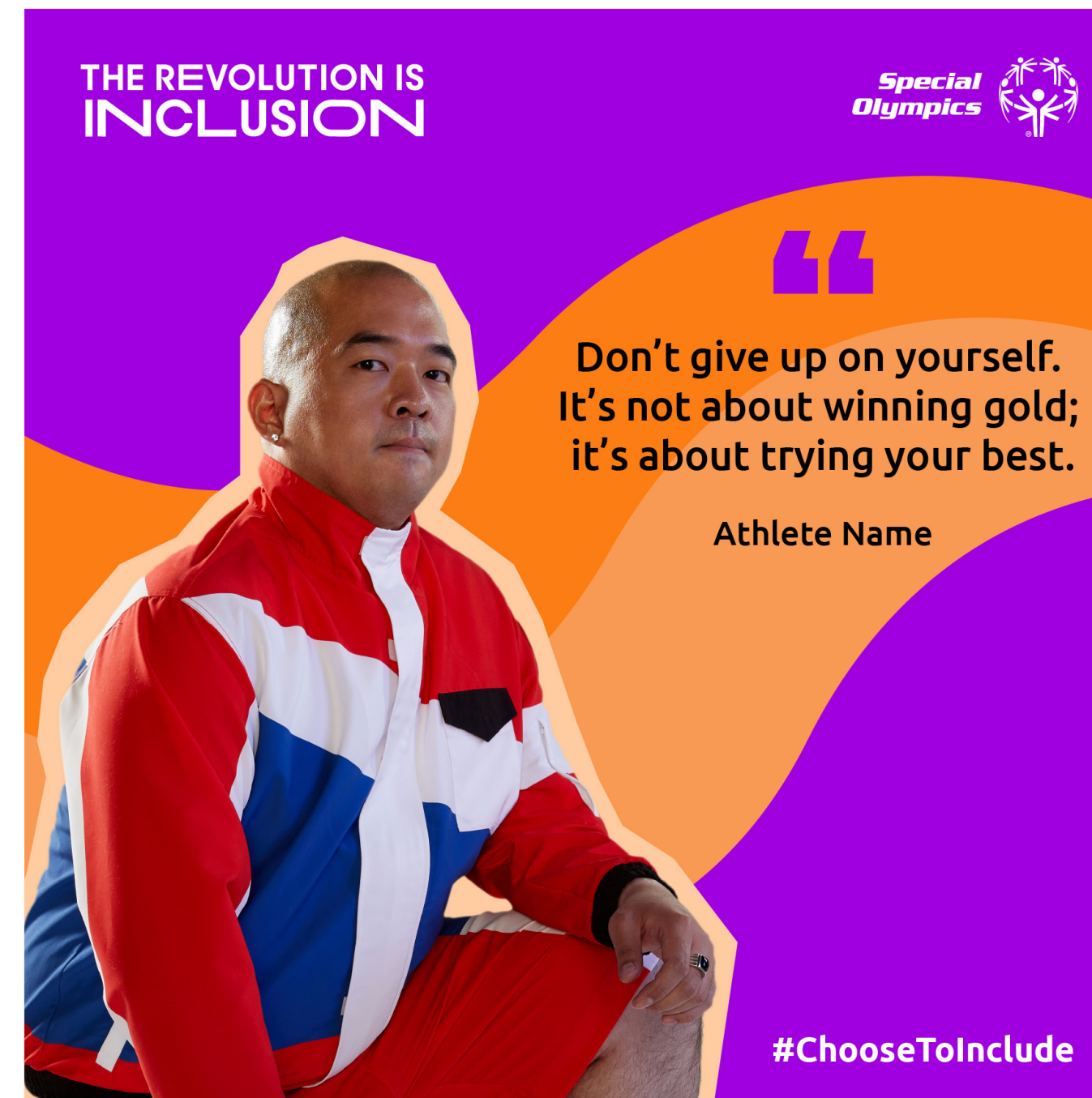
3.3

Social posts

We have created a series of templates that you can find in Canva. We have left space on the right to allow for copy.

Campaign Social Posts

Instagram



3.4

Campaign Social Posts
Instagram Quotes

Social posts

We have created a series of templates that you can find on Canva. This template allows for copy focused content such as quotes or interesting facts about the work of Special Olympics.



3.5

Campaign Social Posts with Partner Logos

Partner Recognition

Graphics for Partners

We have created a series of templates that you can find on Canva with a placeholder for Partner logos.

These template allow our Partners to activate around the campaign and to highlight the work they are doing to lead the Inclusion Revolution.



Campaign Posters

Overview

Selection of posters

We have provided a suite of posters for you to use to promote the campaign.



Note:
This photos and copy in this ad is for placement purposes only. We are conducting a photoshoot and will have new ads in accordingly.

3.7

Merchandise

Merchandise

When creating merchandise for campaign assets using the **full color logo** please ensure to use the logos provided. The Revolution Is Inclusion logo must be positioned on the front of the t-shirt with the Special Olympics logo on the sleeve of the shirt.



THANK YOU.

For further information or questions
regarding the identity guidelines
please contact brand@specialolympics.org

