

LEADERSHIP IDENTITY GUIDELINES



Contents

1

Guidelines Introduction	3
Leadership Introduction	5

Visual identity	
Building Blocks	10
Core Concept	11
Area Identifiers	13
Background Graphics	14
Color Palette	16
Mark Placement	18
Typography	20
Illustration	25
Photography	27
Messaging	28

2	Identity in action	
	Presentation Slides	32
	Documents	34
	Pull-up Banners	35
	Website Overview	37
	Badges	38
	Publication Covers	39

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



HEALTH LEADER

Special ATT

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.

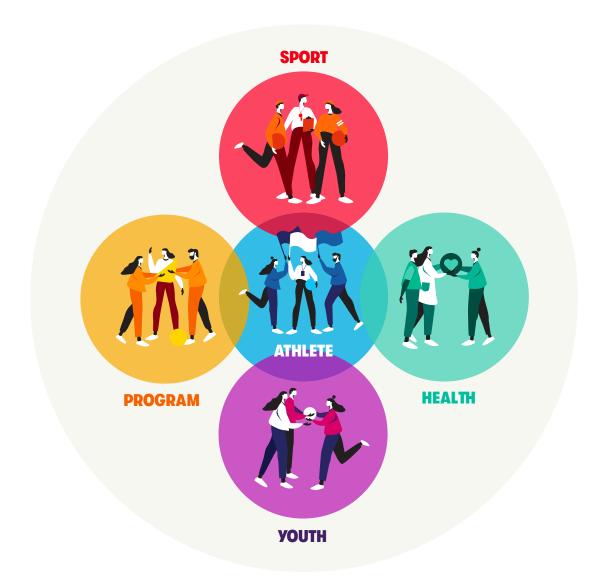
How is Unified Leadership achieved?

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











SPORT LEADERSHIP



PROGRAM LEADERSHIP





ISUAL IDENTITY

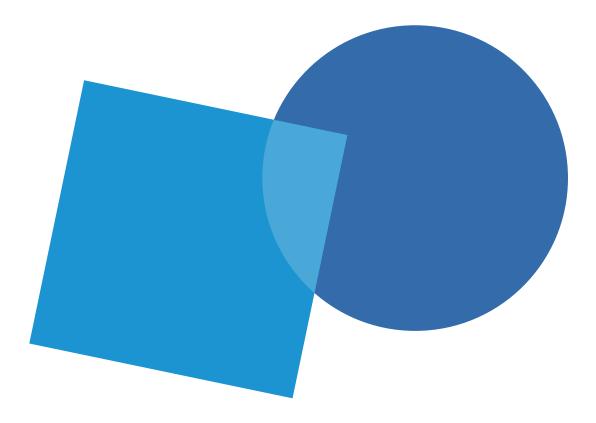
Building Blocks

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



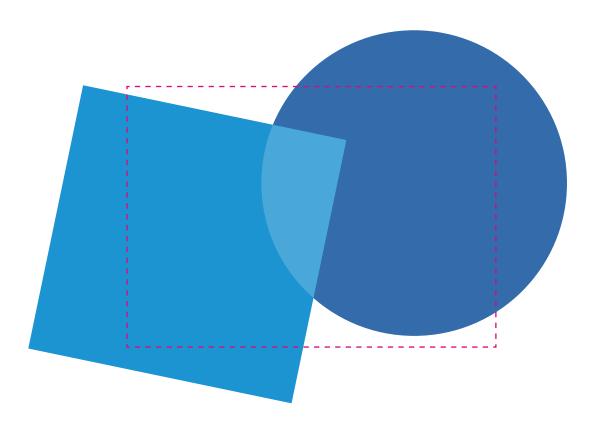
It Takes Two

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





ATHLETE LEADERSHIP



HEALTH LEADERSHIP



SPORT LEADERSHIP



PROGRAM LEADERSHIP

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).



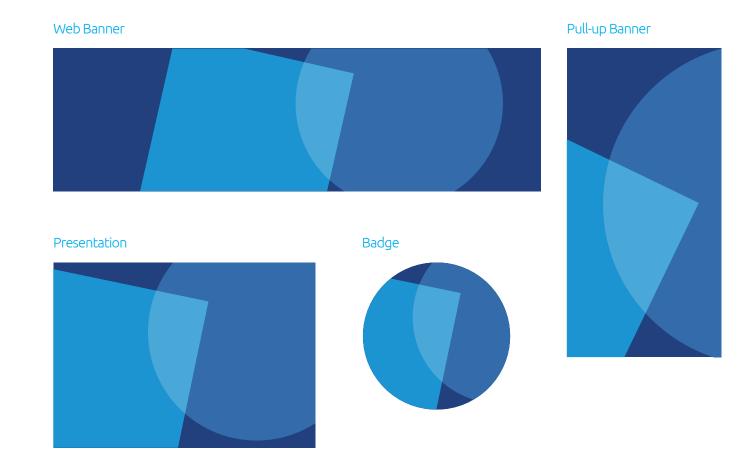
Background Graphics

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



Formats

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



Primary Color Palette

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



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

Dark Orange

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

Extra Light Blue

Process: 65C/15M/0Y/0K RGB: 80R/166G/211B

Health Leadership

Dark Turquoise

Pantone® 3302C Process: 90C/0M/50Y/50K RGB: 0R/105G/94B HEX: #00695E

Mid Turauoise

Pantone® 3282C Process: 80C/0M/50Y/20K RGB: 0R/151G/132B HEX: #009784

Light Turquoise

Extra Light Turquoise

Program Leadership

Dark Orange

HEX: #985006

Light Orange

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® — HEX: #EF4347

Youth Leadership

Dark PurplePantone[®] 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® — RGB: 148R/99G/171B HEX: #9463AB

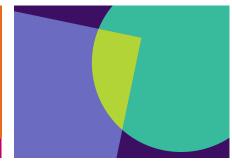
Secondary Color Palette

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

Variation 1



Variation 2



Variation 3



Light Red

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

Light Orange

Pantone® 137C Process: 0C/50M/100Y/0F 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

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 HFX: #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

Light Green

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

Light Turquoise

Pantone® 3262C Process: 70C/0M/50Y/0I RGB: 57R/187G/157B HEX: #39RB9D

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

ATHLETE LEADERSHIP

Special

Olympics

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

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

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)



Strong Statements







Inspirational Phrases



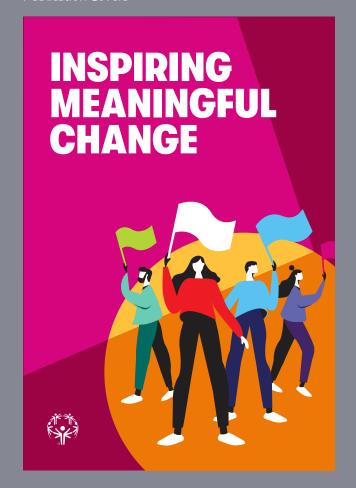




Presentation Slides



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



Area Identifier



Pull-up Banner



Web Banner



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:

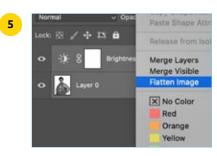
- 1. Import image in Photoshop
- 2. Remove background
- 3. Convert to grayscale (Image > Mode > Grayscale)
- **4. Increase brightness and contrast** in the *Adjustments* panel
- **5. Flatten layers** (select image layer and adjustment layer in *Layers* panel, right click and select *Flatten Image*)
- **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)

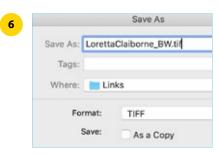




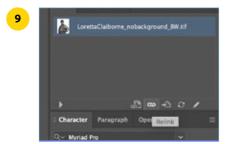




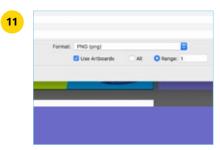












Messaging

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

Unified Leadership

INSPIRING MEANINGFUL CHANGE Sport Leadership



Athlete Leadership



Youth Leadership

BUILDING THE FUTURE Program Leadership

INCLUDING BY EXAMPLE

Health Leadership

ADVOCATING FOR BETTER HEALTH



IDENTITY INCIDENTITY INCIDENTI

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 Leadershir



Youth Leadership



Presentation Slides

Work areas — Overview

Work Areas



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Documents

Area Identifier — Placement on documents





















Unified Leadership Program

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Unified Leadership Program

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Unified Leadership Program

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Unified Leadership Program

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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



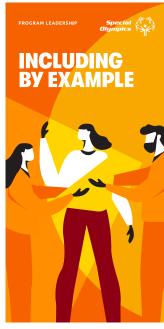
Unified Leadership



Athlete Leadership



Health Leadership



Program Leadership



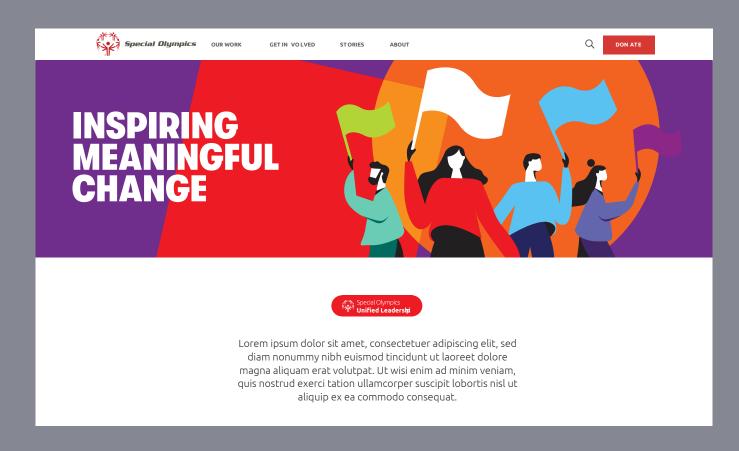
Sport Leadership



Youth Leadership

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

