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## 1 Visual identity

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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.
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.
Introduction

“Inclusion doesn't just happen. People leading make it happen.”
— Frost and Aldina, Building an inclusive organisation, 2019

A New Understanding of Leadership

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

Introduction

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.

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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 Identity Guidelines

Introduction

Leadership Areas

- **UNIFIED LEADERSHIP**
- **ATHLETE LEADERSHIP**
- **HEALTH LEADERSHIP**
- **SPORT LEADERSHIP**
- **PROGRAM LEADERSHIP**
- **YOUTH LEADERSHIP**
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.
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).
The background graphics are available in a range of different colors.
The background graphics are available in a range of different formats.

**Formats**

- Web Banner
- Pull-up Banner
- Presentation
- Badge
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.
A range of alternative color sets have been developed for general communications.
**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.
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.
Typography

Strong Statements

LEADERSHIP IS ACTION NOT POSITION

NO GREAT LEADER STANDS ALONE

INSPIRING AND SHOWING THE WAY FORWARD
Typography

Inspirational Phrases

**ADVOCATING FOR BETTER HEALTH**

**ACHIEVING POTENTIAL**

**SHOWING THE WAY**
TYPOGRAPHY

Pre-visualization Slides

ATHLETE LEADERSHIP

SHOWING THE WAY

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Publication Covers

INSPIRING MEANINGFUL CHANGE
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

Publication Cover

Area Identifier

Leadership Identity Guidelines
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.
Visual Identity

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)
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*
Presentation Slides

Presentation Title Slides

Unified Leadership

Athlete Leadership

Sport Leadership

Program Leadership

Health Leadership

Youth Leadership
Identity in Action

Presentation Slides

Internal Presentation Slides

Unified Leadership

Athlete Leadership

Sport Leadership

Program Leadership

Health Leadership

Youth Leadership
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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
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Badges

- Unified Leader
- Athlete Leader
- Sport Leader
- Program Leader
- Health Leader
- Youth Leader
Publication Covers

INSPIRING MEANINGFUL CHANGE

INSPIRING MEANINGFUL CHANGE
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