

# 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

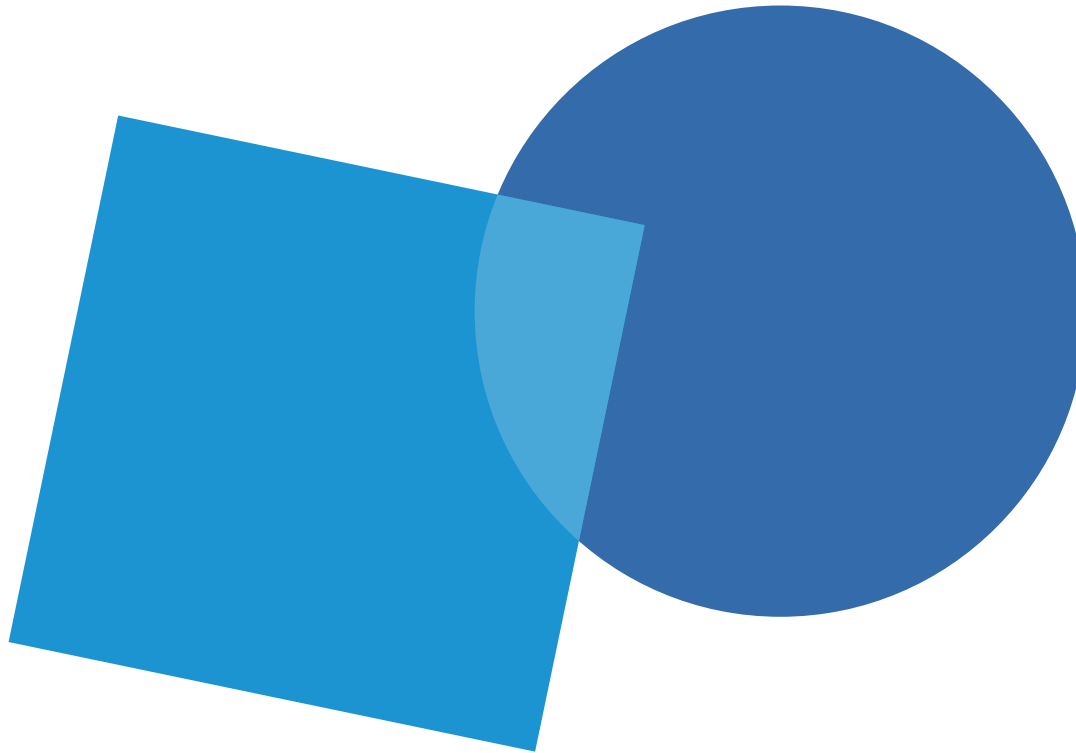
# Building Blocks

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



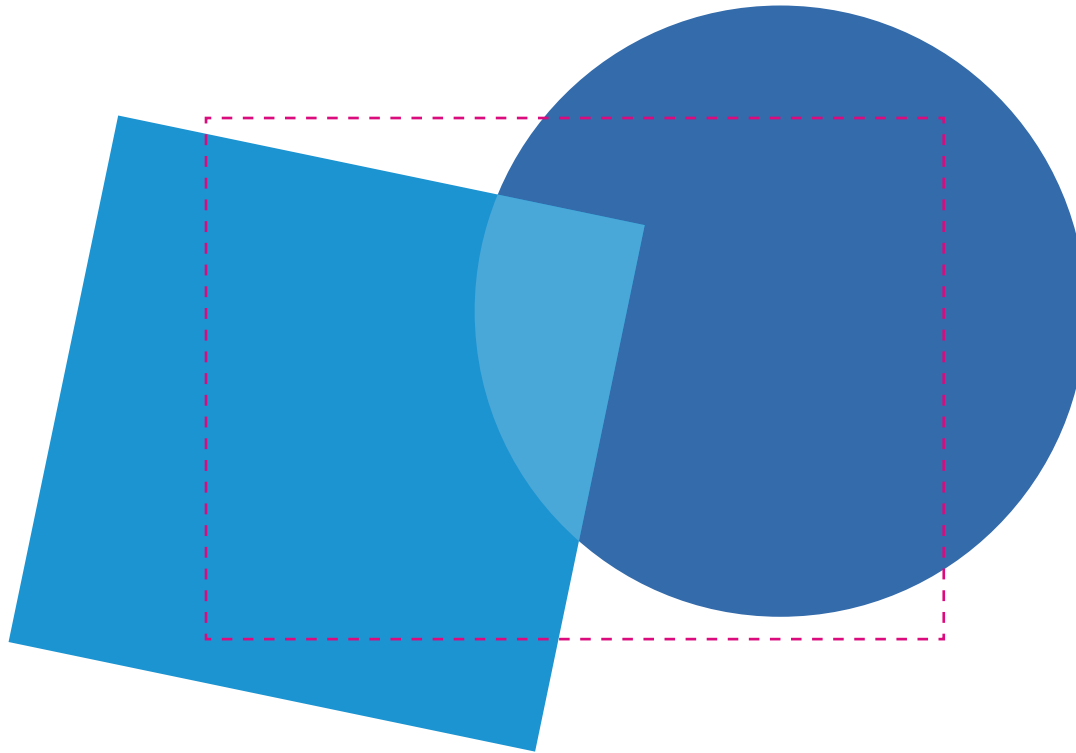
# It Takes Two

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

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

## Athlete Leadership

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

## Health Leadership

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

## Program Leadership

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

## Sport Leadership

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

## Youth Leadership

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

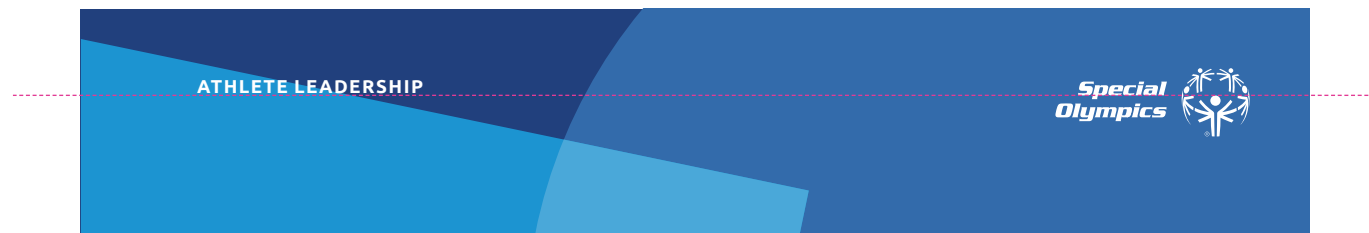
Landscape



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



## 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.

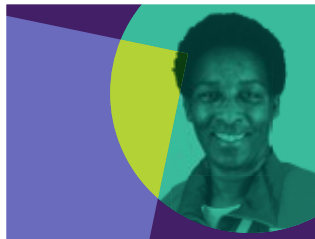
**For a step by step tutorial on how to treat imagery, see page 28.**



Variation 1



Variation 2



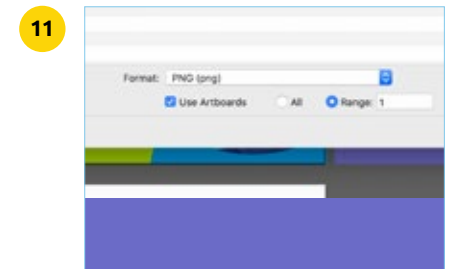
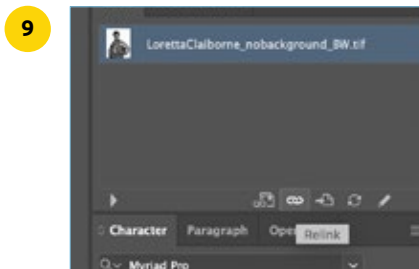
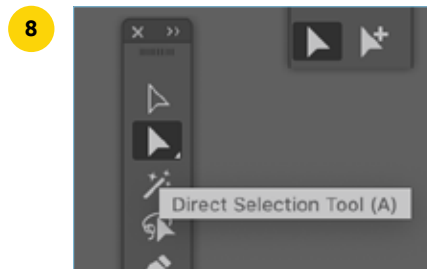
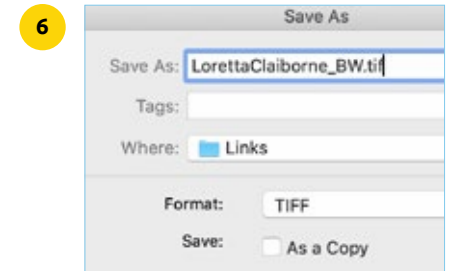
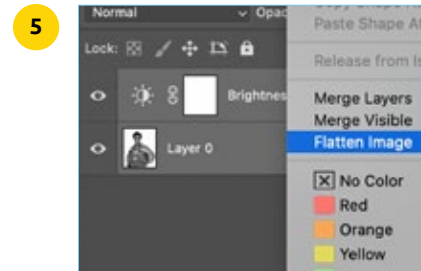
Variation 3



# 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



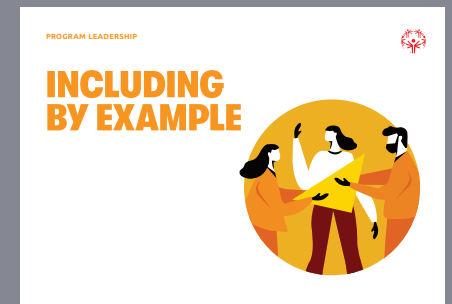
### Athlete Leadership



### 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



Unified Leadership

Athlete Leadership

Health Leadership

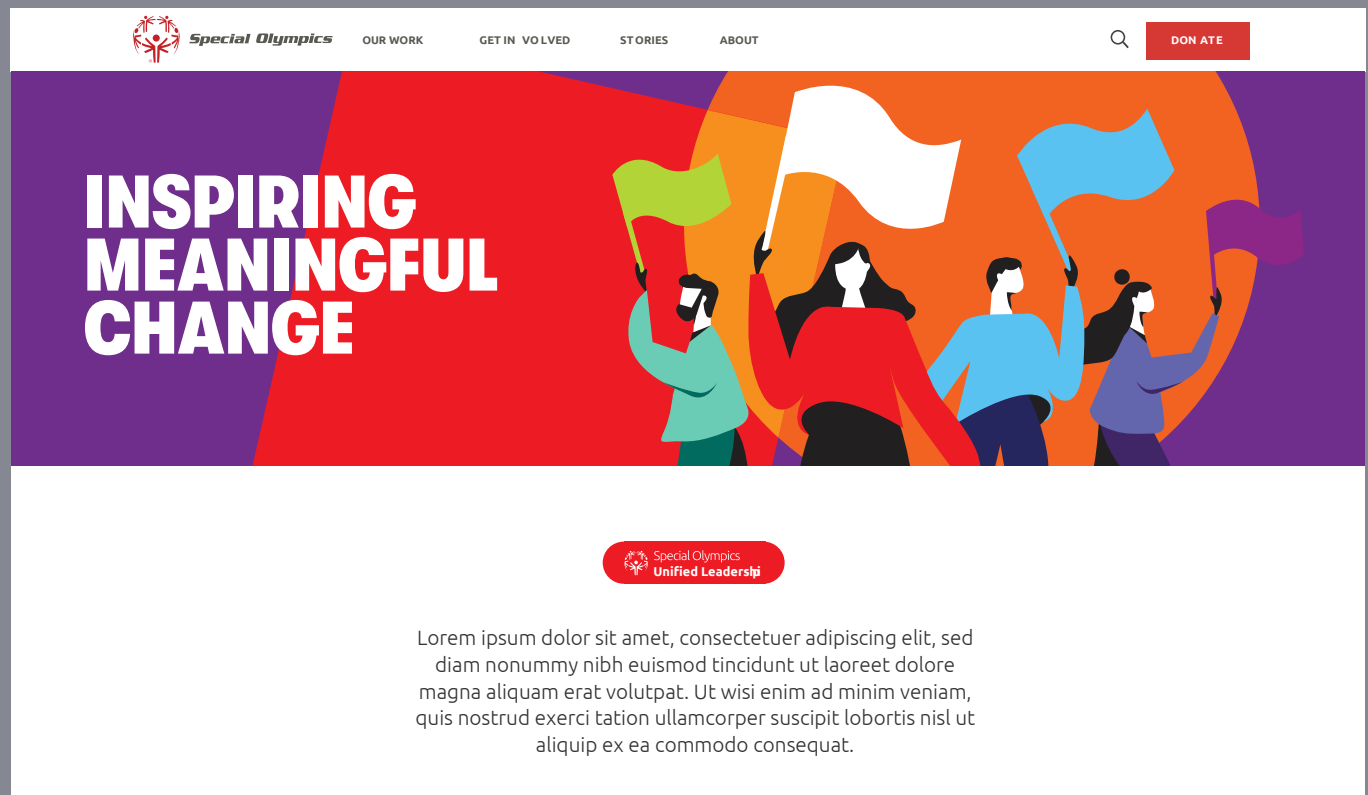
Program Leadership

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](https://shorturl.at/juHIY)**

We encourage you to contact **[nafiouni@specialolympics.org](mailto:nafiouni@specialolympics.org)** with any questions, queries or comments you may have at any stage.





# THANK YOU

