



Special Olympics Global Center For Inclusion in Education & Unified Champion Schools

Branding Guidelines

Version 1.0 / English

Special Olympics





Table of Contents

Page 5

The Special Olympics Global Center for Inclusion in Education

Page 12

His Highness Sheikh Mohammed bin Zayed Al Nahyan

Page 17

Unified Champion Schools

Page 25

Accredited Programs
Identity Guidelines

Page 35

Contact & Resources

Guidelines Introduction

These guidelines explain how the Special Olympics Global Center for Inclusion in Education and the Special Olympics Unified Champion Schools Identities should be implemented, along with the representation of His Highness Sheikh Mohammed bin Zayed Al Nahyan. 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.



Special Olympics Unified Champion Schools Introduction

With sports as the foundation, **Special Olympics Unified Champion Schools** is a strategy that offers a unique combination of sports, education and leadership activities to equip young people with and without intellectual disabilities with tools and training to create sports, classroom and school climates of acceptance and inclusion.

The activities and opportunities provided through the program help to reduce bullying and exclusion, promote healthy activity and interactions, combat stereotypes and stigma, eliminate hurtful language in schools and engage people in social activities that lead to personal growth.

*The **Special Olympics Unified Champion Schools** program is a comprehensive model of the Unified Schools strategy that combines Special Olympics Unified Sports®, inclusive youth leadership and whole school engagement to create the greatest impact.*

Identity Guidelines

Section 1

The Special Olympics Global Center for Inclusion in Education

Visual identity elements

A key element in expanding the Unified Champion Schools model, the Global Center for Inclusion in Education provides focused leadership and support to Special Olympics Programs around the world. The following section in the brand guide will walk you through the Center's branding and logo usage.

Visual Identity

Logotype

Special Olympics Global Center for Inclusion in Education

The Special Olympics Global Center for Inclusion in Education is the logo representing the Center created with the support of His Highness Sheikh Mohammed bin Zayed Al Nahyan to promote the expansion of Unified Champion Schools around the world. The dominant color scheme of the Global Center is turquoise and gold, however the traditional red of Special Olympics is also acceptable.

Full color horizontal lock-up



Red-black horizontal lock-up



Red-grey horizontal lock-up



White horizontal lock-up for dark backgrounds



Minimum size

In certain situations when space is limited, the logo can be reduced to a minimum size of $\frac{1}{3}$ inch or 8mm in height (eg., a USB key).

Minimum size



Visual Identity

Secondary Logotype

Special Olympics Global Center for Inclusion in Education

The Special Olympics Global Center for Inclusion in Education has a secondary logo that is vertical. This version of the logo is best used in cases where having the primary horizontal logo would result in the logo being too small.

Full color vertical lock-up



SPECIAL OLYMPICS
GLOBAL CENTER
FOR INCLUSION
IN EDUCATION

Red-Black vertical lock-up



SPECIAL OLYMPICS
GLOBAL CENTER
FOR INCLUSION
IN EDUCATION

Red-Gray vertical lock-up



SPECIAL OLYMPICS
GLOBAL CENTER
FOR INCLUSION
IN EDUCATION

White vertical lock-up
for usage on dark
backgrounds



SPECIAL OLYMPICS
GLOBAL CENTER
FOR INCLUSION
IN EDUCATION

Minimum size

Minimum size

In certain situations when space is limited, the logo can be reduced to a minimum size of 1/2 inch or 8mm in height.



Visual Identity

Logotype

Special Olympics Global Center for Inclusion in Education

The Special Olympics Global Center for Inclusion in Education logo will often appear with the Unified Champion Schools logo as well as the ribbon icon for His Highness Sheikh Mohammed bin Zayed Al Nahyan on collateral material.

When all three logos are present on the same page or object, the following priority or placement should be adhered to: First, the Global Center, second the Unified Champion Schools logo and lastly the support ribbon icon for His Highness Sheikh Mohammed bin Zayed Al Nahyan.



SPECIAL OLYMPICS
GLOBAL CENTER
FOR INCLUSION IN EDUCATION



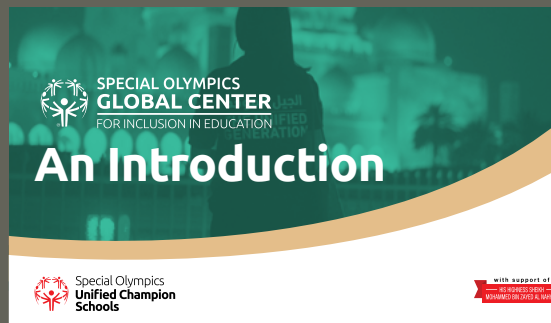
Special Olympics
Unified Champion
Schools



1. The Global Center logo should appear first on the left-most part of the layout. For example, if it is a header for a PowerPoint presentation, it should be in the top left corner. The Global Center logo is the top priority in the visual hierarchy of these three logos, meaning it should be the largest and most prominent.

2. The Unified Champion Schools logo comes next. It should be about 75% of the size of the Global Center logo. It should appear to the immediate right of the Global Center logo. In some cases, it can appear further away from the Global Center logo.

3. The support ribbon icon in recognition of His Highness Sheikh Mohammed bin Zayed Al Nahyan should be the right-most icon of the three. It should be placed on the same horizontal plane as the Unified Champion Schools logo or at the bottom right of the layout.



To the left are two examples of what a Global Center PowerPoint deck might look like. Notice the placements of the three logos. While they logos may be spread out across the layout, the priority of the logos is still in compliance with the above guidelines.



The Special Olympics Global Center for Inclusion in Education features colors that might differ from standard Special Olympics materials. The recommended color palette is for all Center and Program materials as part of the various activities done with the support of His Highness Sheikh Mohammed bin Zayed Al Nahyan.

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



When using gradients, move from the dark to the light tone.

Dark Gold Pantone® 2318C Process: 35C/50M/80Y/10K RGB: 160R/121G/73B HEX: #A07949	Dark Turquoise Pantone® 3302C Process: 90C/0M/50Y/50K RGB: 0R/105G/94B HEX: #00695E	Dark Red Pantone® 202C Process: 0C/100M/100Y/55K RGB: 130R/0G/0B HEX: #820000
Mid Gold Pantone® 7509C Process: 20C/35M/70Y/0K RGB: 207R/165G/101B HEX: #CFA565	Mid Turquoise Pantone® 3282C Process: 80C/0M/50Y/20K RGB: 0R/151G/132B HEX: #009784	Mid Red Pantone® 1945C Process: 0C/100M/100Y/20K RGB: 196R/22G/28B HEX: #C4161C
Light Gold Pantone® 3599C Process: 10C/20M/55Y/0K RGB: 230R/198G/133B HEX: #E6C685	Light Turquoise Pantone® 3262C Process: 70C/0M/50Y/0K RGB: 57R/187G/157B HEX: #39BB9D	Light Red Pantone® 186C Process: 0C/100M/100Y/0K RGB: 255R/0G/0B HEX: #FF0000
Mid Turquoise	Light Turquoise	
Dark Turquoise	Light Turquoise	
Mid Gold	Light Gold	
Dark Gold	Light Gold	
Mid Red	Light Red	
Dark Red	Light Red	

Visual Identity

With a variety of logos and color schemes to choose from, it can seem overwhelming at first when putting together collateral material. The following examples are here to guide you through designing your own collateral material. Use your best judgement when it comes to selecting colors and logo variations.



You'll notice two primary themes in the color schemes represented here: one which incorporates the classic Special Olympics red and another the utilizes the turquoise and gold that you see represented heavily with the Global Center branding. The direction you take is ultimately up to you, as both color schemes are consistent with brand guidelines.



The provided examples show the proper placement of the support ribbon of His Highness Sheikh Mohammed bin Zayed Al Nahyan. More details about the proper icon placement can be found in section 2, starting on page 11.

Practical Applications

Special Olympics Global Center for Inclusion in Education

Publications



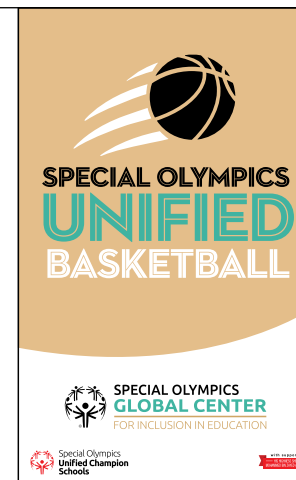
T-Shirts



Webcam Background



Hanging Banners



Visual Identity

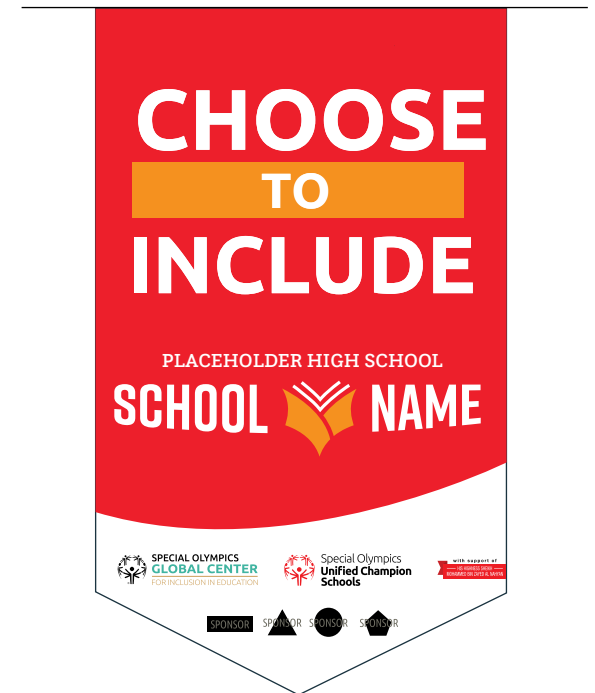
Practical Applications

Working with event sponsors

There may be times when event sponsors or third parties not affiliated with Special Olympics will appear on your collateral. When this happens, keep the Global Center logo, the Unified Schools logo and the ribbon logo together on the same horizontal plane. The sponsor or third party logos should be smaller than the ribbon logo of His Highness Sheikh Mohammed bin Zayed Al Nahyan. Try to place all of the other sponsor logos together and beneath the Special Olympics logos if possible.



Every effort must be made to separate the ribbon logo from unaffiliated sponsors. Placing the ribbon too close to event sponsor logos could be misconstrued as support from His Highness Sheikh Mohammed bin Zayed Al Nahyan.



If space doesn't permit the three Special Olympics logos to be together and they have to appear directly next to other event sponsors, put the ribbon logo to the far right and the Unified Champion Schools logo (or the Global Center logo if it comes first) between the ribbon and the sponsors.

Identity Guidelines

Section 2

His Highness Sheikh Mohammed bin Zayed Al Nahyan

Visual Identity Elements

In this section of the guide, we will introduce the icon that represents the recognition of His Highness Sheikh Mohammed bin Zayed Al Nahyan and his generous contribution to Special Olympics International programming.



The icon indicating the support of His Highness Sheikh Mohammed bin Zayed Al Nahyan comes in two forms: the “Full Ribbon” and the “Half Ribbon.” Both versions of the logo have three different color versions that are also available in reverse so that they can be seen on dark backgrounds. For the red version of the logo, the reversed ribbon is white. The gold and turquoise ribbons are the same color, but the “with support of” copy is white.

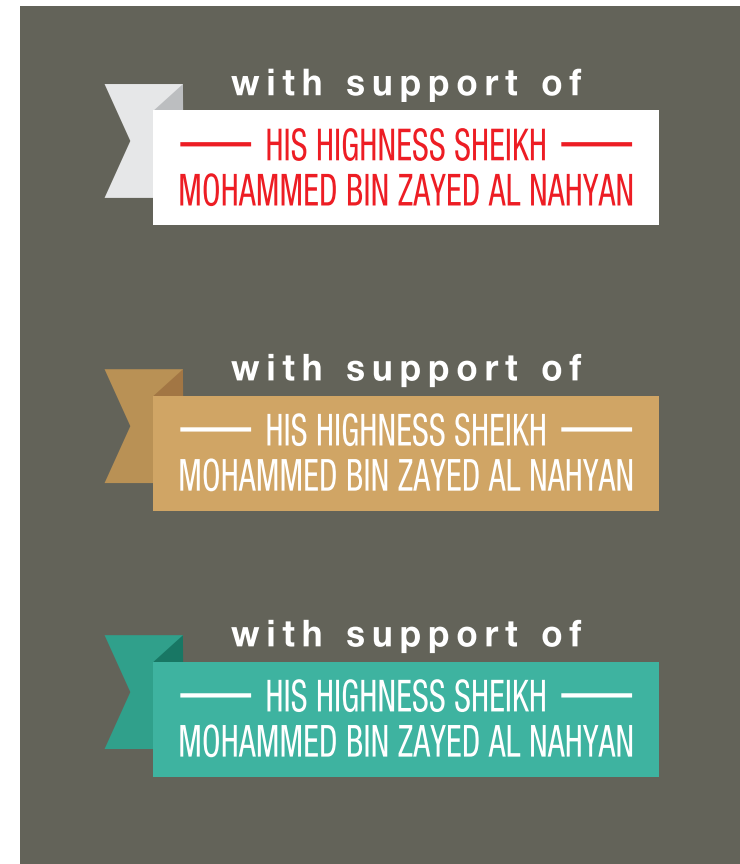
The “half ribbon” icon should be considered the primary version of the logo and all effort should be made to utilize it against the right edge of the design in which it appears.

Example formats in which you’d use the “half ribbon” icon:

- PowerPoint Decks
- Social Media Images
- Printed Banners and Signage
- Flyers
- Printed Publications

Half Ribbon Partner Icon

The icon below should be used at the right edge whenever possible. If there is no true or straight edge to place the logo against, please use the “full ribbon” icon.





The “full ribbon” version of the support icon is the secondary version of the logo. Its most common application will be on materials that do not have a straight edge or for any other situation in which the “half ribbon” logo cannot be placed on an edge. The “full ribbon” icon should be used when the support icon must be placed away from a straight edge.

Example formats in which you’d use the “full ribbon” icon:

- T-Shirts
- Pins and Buttons
- Bags and Backpacks
- Sports Equipment

Full Ribbon Partner Icon

This icon (below) should be used primarily when the icon cannot be put against the edge of a document or any other format that doesn’t have edges (example: t-shirts and jerseys).



Sizing and Placement

His Highness Sheikh Mohammed bin Zayed Al Nahyan icon





The icon representing His Highness Sheikh Mohammed bin Zayed Al Nahyan features colors that might differ from standard Special Olympics materials. While red is still a featured color, turquoise and gold are also encouraged when creating materials.



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

Color

Red

Pantone® 3556C
Process: 2C/98M/94Y/0K
RGB: 234R/45G/44B
HEX: #e9232b

Mid Gold

Pantone® 7509C
Process: 20C/35M/70Y/0K
RGB: 207R/165G/101B
HEX: #CFA565

Mid Turquoise

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

Primary Typeface (headlines and titles)

Ubuntu Bold

Secondary Typeface (body copy)

Ubuntu Medium



Even though the fonts within the support icon are different than Special Olympics branding, please default to using the Ubuntu typeface family for creating materials



Identity Guidelines

Section 3

Unified Champion Schools

Visual Identity Elements

This section of the guidelines introduces you to the basic building blocks of the visual identity such as our Unified Champion Schools logo and the localized school club logo. By using this kit, we can create a consistent look and feel that is unified while having the flexibility to create diverse messages.

Visual Identity

Logotype

Unified Champion Schools Logo

Special Olympics Unified Champion Schools is aimed at promoting social inclusion through intentionally planned and implemented activities affecting systems-wide change.

Implementation of the Unified Strategy for Schools internationally is the three component model of programming known as a Unified Champion School and includes Unified Sports, inclusive youth leadership, whole school engagement.



Special Olympics
**Unified Champion
Schools**

Special Olympics Unified Champion Schools refers to the program implemented internationally and falls under the larger **Special Olympics Unified Schools** global name

Tools for a Special Olympics Unified Champion School



Unified Sports

A fully-inclusive sports or fitness program that combines an approximately equal number of students with and without intellectual disabilities. Examples include such things as: Interscholastic Unified Sports, Unified PE or Unified Intramurals. **Special Olympics Unified Sports®** and **Special Olympics Young Athletes** are examples of inclusive sports.

Inclusive Youth Leadership

Students with and without intellectual disabilities working together to lead and plan advocacy, awareness, inclusion and other Special Olympics and related inclusive activities throughout the school year. Examples include such things as: **Unified Clubs** or a similar type of **inclusive student group**.

Whole School Engagement

Awareness and education activities that promote inclusion and reach the majority of the school population. Examples include such things as [Spread the Word >> Inclusion Campaign](#), Pep Rallies or “**Fans in the Stands**” for Unified Sports teams, Respect Campaigns or student fundraising.

This diagram shows what branded assets to use when schools implement all three components of the Unified Champion Schools program – Unified Sports, inclusive youth leadership, whole school engagement.

AT THE LOCAL LEVEL



Special Olympics
**Unified Champion
Schools**



Visual Identity

Logotype Unified Champion Schools

Special Olympics Unified Champion Schools is the logo to represent the strategy being implemented in schools that combines Unified Sports, inclusive youth leadership, and whole school engagement.

This consists of the Program name set in Ubuntu Light and Bold and endorsed by the Special Olympics symbol.



This logotype is used **internationally** and is for the three component model that is implemented within school systems.

Minimum size

In certain situations when the space is limited, the logo can be reduced to a minimum size of 1/3 inch or 8mm in height (eg., a USB key).

Full color horizontal lock-up



Special Olympics
**Unified Champion
Schools**

One color horizontal lock-up



Special Olympics
**Unified Champion
Schools**

Minimum size

MIN:
1/3 inch
or 8mm



Special Olympics
**Unified Champion
Schools**



USB key

MAIN LOGO



The Special Olympics Unified Champion Schools logo represents the strategy being implemented in schools that combines Unified Sports, Youth Leadership and Whole School Engagement.

The use of this logo is for material created by SOI

ACCREDITED PROGRAM CUSTOMIZATION

**Special
Olympics**
Romania



Special Olympics
**Unified Champion
Schools**

The above logo provides the Accredited Program the chance to customize the Unified Champion Schools logo and link it to their Accredited Program logo

The use of this logo is for material created by Accredited Programs

Logotype

Accredited Program & Localized Club Name Logo Customization

ACCREDITED PROGRAM CUSTOMIZATION



The above logo provides the Accredited Program the chance to customize the logo and link it to their Accredited Program logo

The use of this logo is for material created by Accredited Programs

LOCALIZED SCHOOL NAME



The above club logos provide the chance for schools to customize the logo with their name and shows the leadership component of clubs within the schools

The use of this logo is for material created by schools

Please choose from the color breakdowns as provided here.

While the Special Olympics Unified Champion Schools logo can only be used in two colors or reversed out, branded assets and marketing material can use a varied palette of colors to create branded and marketing material. The range of colors allows for schools to be able to find their unique expression and use the color that best defines their school and their identity.

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

Dark Red Pantone® 202C Process: 0C/100M/100Y/55K RGB: 130R/0G/0B HEX: #820000	Dark Blue Pantone® 294C Process: 100C/80M/0Y/25K RGB: 1R/59G/130B HEX: #013B82	Dark Purple Pantone® 2695C Process: 80C/100M/0Y/40K RGB: 61R/16G/99B HEX: #3D1063	Dark Magenta Pantone® 222C Process: 0C/100M/40Y/50K RGB: 139R/0G/55B HEX: #8B0037
Mid Red Pantone® 1945C Process: 0C/100M/100Y/20K RGB: 196R/22G/28B HEX: #C4161C	Mid Blue Pantone® 300C Process: 100C/50M/0Y/15K RGB: 0R/99G/165B HEX: #0063A5	Mid Purple Pantone® 267C Process: 70C/100M/0Y/0K RGB: 111R/44G/145B HEX: #6F2C91	Mid Magenta Pantone® 215C Process: 0C/100M/20Y/20K RGB: 196R/0G/99B HEX: #C40063
Light Red Pantone® 186C Process: 0C/100M/100Y/0K RGB: 255R/0G/0B HEX: #FF0000	Light Blue Pantone® Process Blue Process: 100C/20M/0Y/0K RGB: 0R/149G/218B HEX: #0095DA	Light Purple Pantone® 2587C Process: 50C/100M/0Y/0K RGB: 146R/39G/143B HEX: #92278F	Light Magenta Pantone® Process Magenta Process: 0C/100M/0Y/0K RGB: 236R/0G/140B HEX: #EC008C
Dark Turquoise Pantone® 3302C Process: 90C/0M/50Y/50K RGB: 0R/105G/94B HEX: #00695E	Dark Yellow Pantone® 1255C Process: 0C/25M/100Y/35K RGB: 177R/137G/6B HEX: #B18906	Dark Orange Pantone® 159C Process: 0C/60M/100Y/45K RGB: 152R/80G/6B HEX: #985006	Dark Green Pantone® 370C Process: 70C/0M/100Y/45K RGB: 40R/117G/43B HEX: #28752B
Mid Turquoise Pantone® 3282C Process: 80C/0M/50Y/20K RGB: 0R/151G/132B HEX: #009784	Mid Yellow Pantone® 110C Process: 0C/30M/100Y/10K RGB: 229R/168G/18B HEX: #E5A812	Mid Orange Pantone® 1505C Process: 0C/70M/100Y/5K RGB: 230R/106G/31B HEX: #E66A1F	Mid Green Pantone® 376C Process: 40C/0M/100Y/20K RGB: 136R/172G/46B HEX: #88AC2E
Light Turquoise Pantone® 3262C Process: 70C/0M/50Y/0K RGB: 57R/187G/157B HEX: #39BB9D	Light Yellow Pantone® 109C Process: 0C/15M/100Y/0K RGB: 255R/212G/0B HEX: #FFD400	Light Orange Pantone® 137C Process: 0C/50M/100Y/0K RGB: 247R/148G/30B HEX: #F7941E	Light Green Pantone® 382C Process: 35C/0M/100Y/0K RGB: 178R/210G/53B HEX: #B2D235



When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors, special artwork should be created.



When using gradients, move from the dark to the light tone.

Color gradients may also be used to create greater dynamism within the designs. Gradients are created by using different depths of the same color.

Mid Red	Light Red	Mid Turquoise	Light Turquoise
Dark Red	Light Red	Dark Turquoise	Light Turquoise
Mid Magenta	Light Magenta	Mid Green	Light Green
Dark Magenta	Light Magenta	Dark Green	Light Green
Mid Purple	Light Purple	Mid Yellow	Light Yellow
Dark Purple	Light Purple	Dark Yellow	Light Yellow
Mid Blue	Light Blue	Mid Orange	Light Orange
Dark Blue	Light Blue	Dark Orange	Light Orange

Accredited Programs' Identity Guidelines

Section 4

Identity in Action

This section shows you how the elements of the identity are brought together. When looking at the various examples, please consider the context in which each one might be applied. The examples found herein are not intended to be an exhaustive guide to bringing the Special Olympics Unified Champion Schools branding to life, but representative of what is possible.

Accredited Programs can customize the Special Olympics Unified Champion Schools lockup to reflect localization. The material they can create will vary from official correspondence, to PowerPoint presentation, to brochures and collateral.



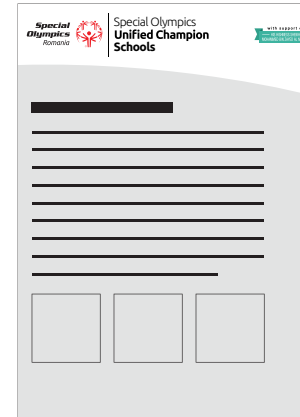
All Programs receiving funds from His Highness Sheikh Mohammed bin Zayed Al Nahyan must include the ribbon representing his support.

For print documents, external presentations and websites, it is also recommended to add the disclaimer language created as a part of the Special Olympics Unified Champion Schools work (examples: documents and materials created or developed for use with schools, educational materials, handbooks, brochures).

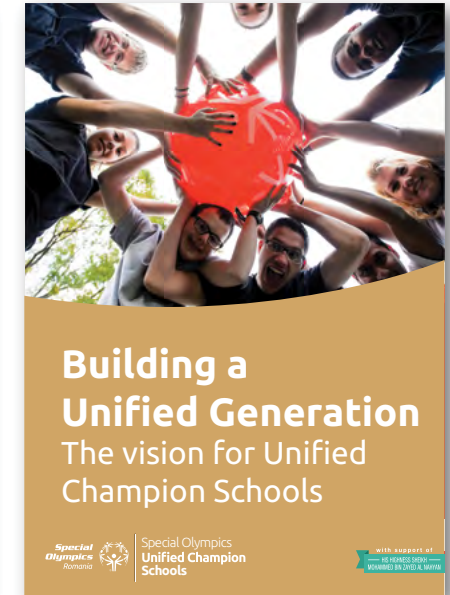
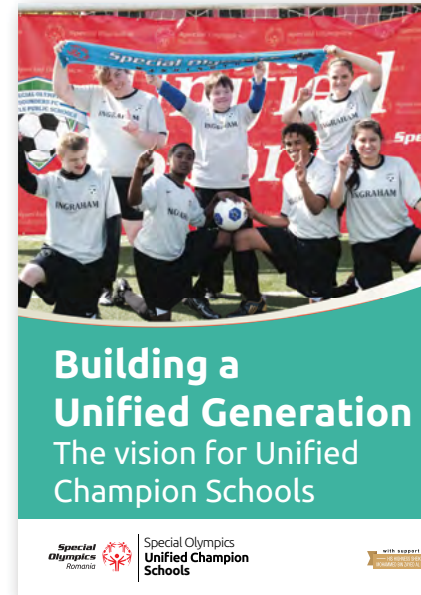
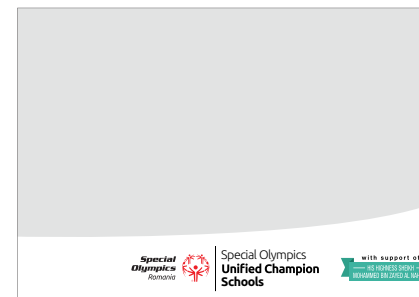
When using the logo on documents, the disclaimer language must also be used:

The contents of this (insert type of publication; e.g., report, presentation, brief) were developed with support of His Highness Sheikh Mohammed bin Zayed Al Nahyan. However, the contents represent the views of Special Olympics only and do not assume endorsement by His Highness Sheikh Mohammed bin Zayed Al Nahyan.

Official Correspondence



Powerpoint



Disclaimer Implementation

Applying the disclaimer on documents

The inclusion of the ribbon icon indicating the support of His Highness Sheikh Mohammed bin Zayed Al Nahyan is mandatory and it is encouraged to also include the following disclaimer on materials such as publications, guidelines and websites:

“The contents of this (insert type of publication; e.g., report, presentation, brief) were developed with support of His Highness Sheikh Mohammed bin Zayed Al Nahyan. However, the contents represent the views of Special Olympics only and do not assume endorsement by His Highness Sheikh Mohammed bin Zayed Al Nahyan.”

The disclaimer does not have to be prominent on the material. For publications, it can be placed on the back or inside cover. For websites and digital formats, it can be placed at the bottom, within the footer. As long as the disclaimer is present in some capacity, it will be considered compliant.

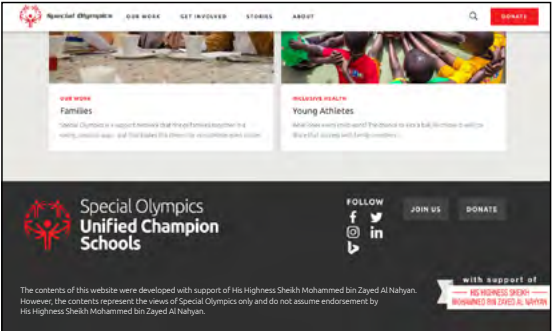
Front cover of the report



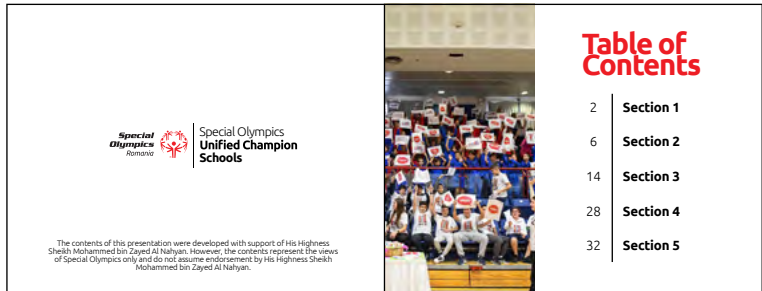
Back cover of the report

“The contents of this report were developed with support of His Highness Sheikh Mohammed bin Zayed Al Nahyan. However, the contents represent the views of Special Olympics only and do not assume endorsement by His Highness Sheikh Mohammed bin Zayed Al Nahyan.”

Website footer



Inside cover of a publication



Accredited Program Customization Special Olympics Unified Sports® Activation

Special Olympics Unified Sports® is a program within Special Olympics and uses specific assets for branding sports events happening in schools.

Choose to represent your school by including your school mascot, or an element iconic to the Unified Sports branding material.



Unified Sports branding is used for sports events that are taking place within a school environment. Check the full [Unified Sports Guidelines](#)

The **Play Unified** roundel is used to promote our call to action for all people to come together in a spirit of enjoyment to create a more inclusive world. Check the full [Play Unified Guidelines](#).



The event name can be set in Ubuntu text and endorsed by the localized school name



Athlete competition wear should feature their club design on the front of the jersey and use the Play Unified Roundel on the sleeve

Notice the usage of the secondary icon, which features a full ribbon. This is due to shirts not having an real edge for the primary icon placement.



Generic shirts can use the red unified ball design and Play Unified with the ability to customize with the Accredited Program logo in the upper left side

Local Sponsors can be recognized on banners

Accredited Program Customization Sample T-shirt Designs



Unified Clubs should celebrate their school pride when creating school based material. The choice of typeface and design of these element are at the discretion of the unified club within the school.

Schools can create different shirt designs to reflect their school mascot and school pride.



Samples of additional t-shirt designs for inspiration can be found on Special Olympics Pinterest Page

[Click to view the full board on Pinterest](#)



Generic Special Olympics Sample T-shirt Designs



Oftentimes, simple shirts are required that only feature the Special Olympics Unified Champions Schools logo or a variant of it. In these cases, please also include His Highness Sheikh Mohammed bin Zayed Al Nahyan's icon somewhere on the shirt.

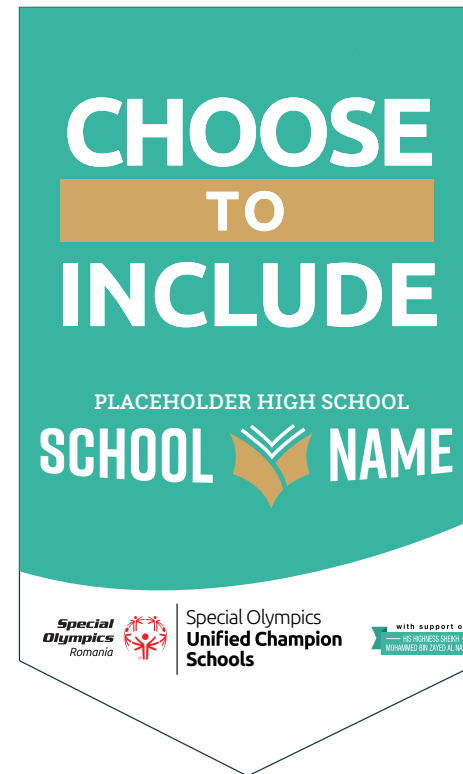
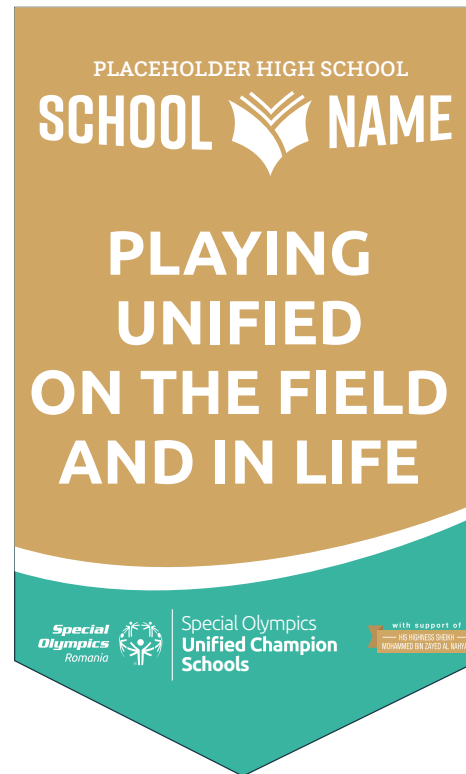


Here, the icon is on the lower right hand "corner" of the shirt. This mimics the placement that it might have on a document. Please note that the secondary logo is being used, as a shirt has no hard-defined edge.

Accredited Program Customization Sample Banner Designs

Unified Clubs should celebrate their school pride when creating school based material.

Different sized banners can be created. Vertical banners can be hung in corridors and on gym walls. Horizontal banners can be hung around the gym or field.



Accredited Program Customization Sample Certificate / Diploma Designs

Should a Unified Club wish to commend participants of events, or programs, they may create their own certificate of completion.

Within the document, be sure to include the Special Olympics Unified Champions School logo, His Highness Sheikh Mohammed bin Zayed Al Nahyan's icon, and any relevant information to the participant and the attended event.



The above signatures are placeholders for the leadership representing the school program and/or event recognized by the certificate. Special Olympics Programs can add signatures from their Program Director/CEO, as well as the Regional President.

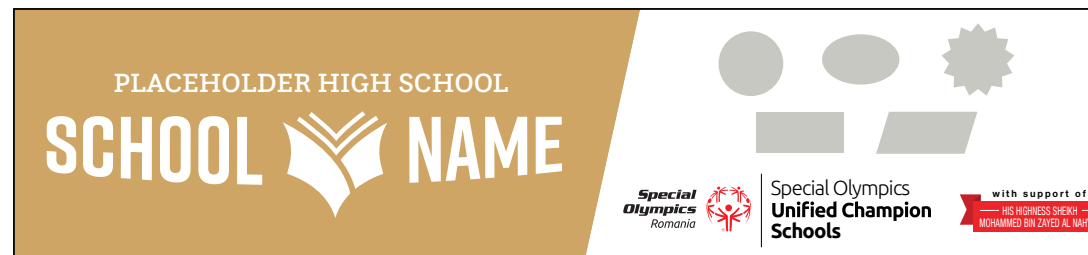
Accredited Program Customization Sponsor Recognition

Sponsor recognition can be displayed on specific collateral to show the support of local or national sponsors.

Collateral ranging from banners, flags, posters to printed material can use the sponsor logos.

Note: sponsor logos can not be placed on jerseys or athlete competition wear but are allowed on non-competition apparel.

Sponsor logos can be placed alongside the school mascot and the Unified Champion School customized logo



Banners can accommodate the inclusion of multiple sponsors



Please refer to the complete Unified Sports guidelines for additional guidance on assets and resources

[Click to view the Unified Sports Guidelines](#)

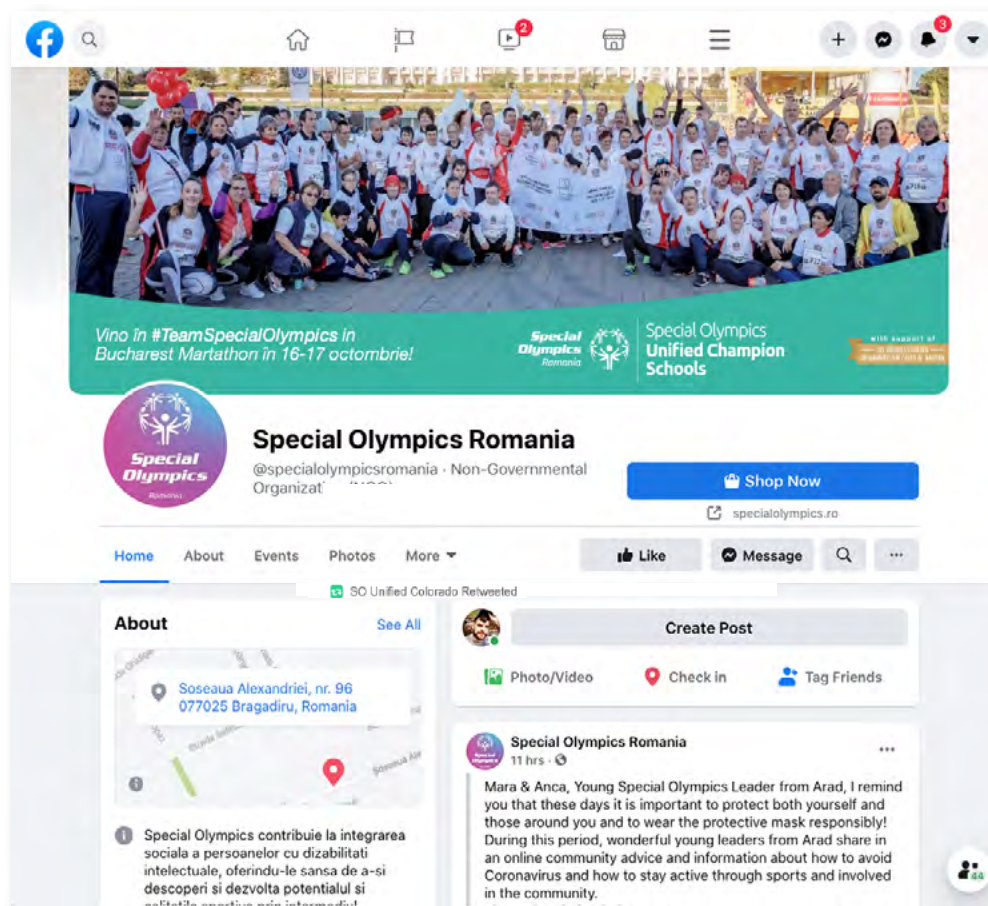
Events and news related to Special Olympics Unified Champion Schools can be shared using the Accredited Program handle. This way Special Olympics International can easily spot great stories to share with the rest of the movement.



Use these main hashtags for social media channels

#UnifiedGeneration,
#ADGlobalCenter and
#ChooseToInclude.

FACEBOOK BANNER EXAMPLE



TWITTER BANNER EXAMPLE



These guidelines and templates are available for all to download from **resources.SpecialOlympics.org/brand**

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

Please feel free to share any case studies and images of successful brand campaigns or execution in your Program or Region.