



'Play Unified'

Campaign Assets

Version 1.0 / English

This guide introduces the Special Olympics Play Unified campaign, the campaign assets, roundel and associated *Play Unified* visual identity elements. The guide outlines how each of these elements should be used.

'Play Unified'



The Special Olympics *Play Unified* campaign aims to end inactivity, injustice and intolerance towards people with intellectual disabilities by building the 'first' unified generation—a generation of young people who pave the way for a future of respect and inclusion.

Play Unified is a call to action for all people to come together in a spirit of enjoyment to create a more inclusive world.

Play Unified also expresses the movement's ambition to be recognized as an inclusive community where people with and without intellectual disability have the opportunity to enjoy and appreciate each other's gifts, both on and off the field of play.



Please note that the campaign slogan is not intended as a specific call to play Special Olympics Unified Sports®. Unified Sports is just one of the many ways that people with and without ID can engage with the Special Olympics

movement. Each local Program can identify the most appropriate activities to attract new supporters, athletes and champions, and to demonstrate the the full potential of what it is to Play Unified.

Visual connections

Linking our campaign elements & our brand

The red circle or ball is a simple graphic device that is used across the *Play Unified* campaign. The red circle is used to create a strong visual link between core mark with other elements of the campaign such as the Special Olympics Unified Ball.

Red is the Special Olympics brand color and the circle is a symbol of unity, of the world, and of inclusiveness.

The Special Olympics **Campaign Roundel** is used to brand *Play Unified* campaign communications or merchandise. It represents the Special Olympics movement and as such may also be used in lock-up with official sponsors and partners who share our vision.



THE RED CIRCLE OR SPHERE PROVIDES A STRONG GRAPHIC LINK ACROSS COMMUNICATIONS AND ACTIVITIES

Play **Unified** Football

Special Olympics **Unified Ball graphic** is used within communications promoting inclusive activity.



Special Olympics **Unified Ball** is used within real-world activities or can be used as an element within photography or in isolation to enhance communications.

Guidelines introduction

These guidelines explain how the Special Olympics *Play Unified* campaign assets should be implemented. Examples of the campaign 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.



Brand roundel Introduction

The campaign roundel combines the Special Olympics name, symbol and 'Play Unified' tagline within a red circle. The roundel should be reproduced in red where possible. (SO Red: Pantone® 186)

When printing in black and white the roundel may be used in black.

Please note that the type and symbol always appear in white.



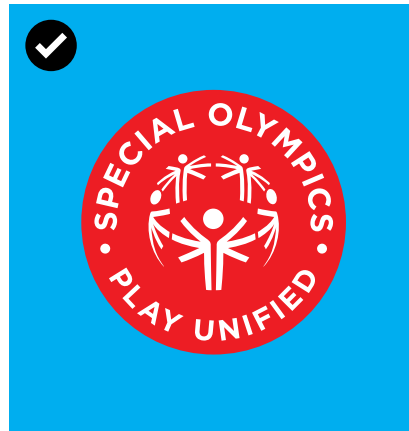
For standard application the roundel should be used in SO Red.



When printing in black and white the roundel should be used in solid black.



The roundel should only be used with the type and symbol in white.



The roundel can be used against colored backgrounds with a good color contrast.



The roundel can be used against SO Red. No keyline is required.



The roundel should only be used with the type and symbol in white.

Campaign roundel

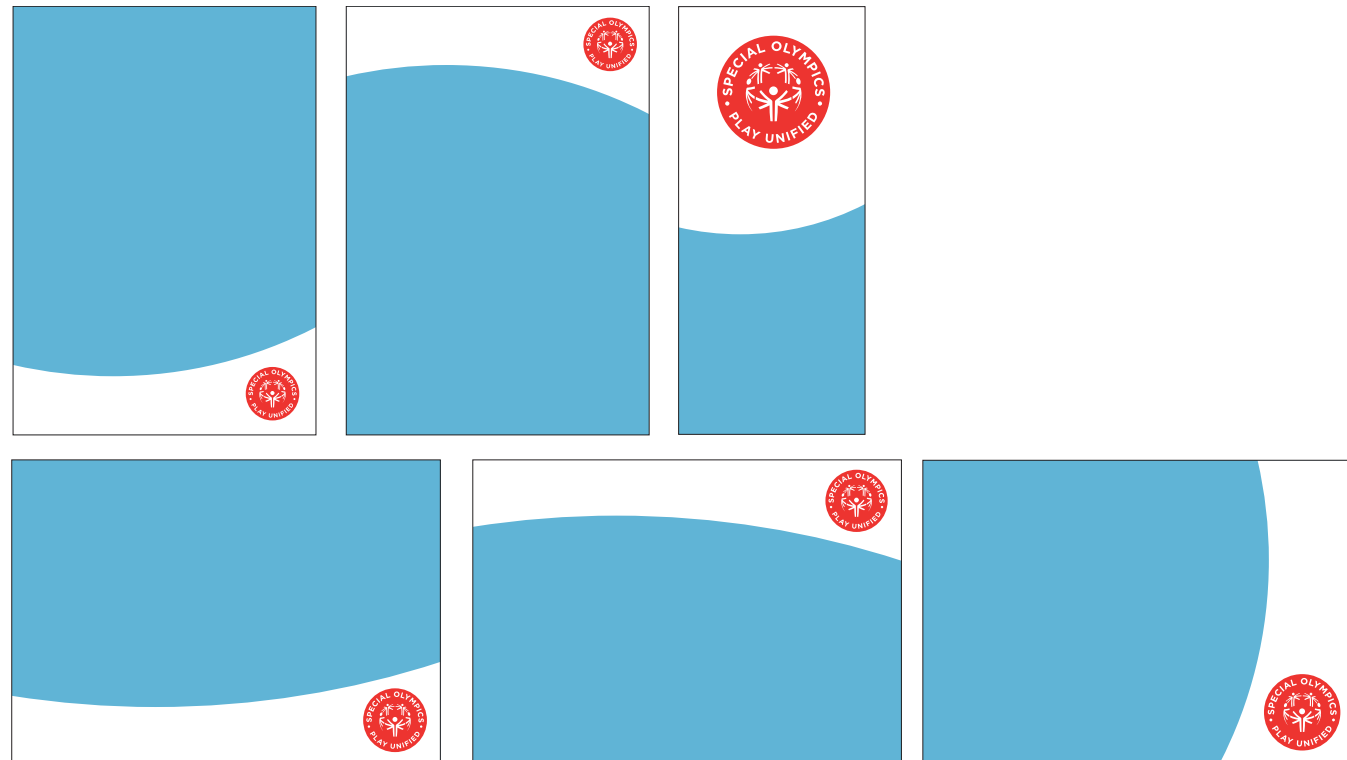
Use with curve for SOI applications

The campaign roundel may be used in place of the Special Olympics International mark, and in combination with the curve device. The campaign roundel can be used for communications associated with the campaign.

Note also that the campaign roundel need not be used with the curve device as it is more robust in its application than the standard Special Olympics mark.

The campaign roundel should not be used in place of a Special Olympics Accredited Program mark.

Brand roundel application

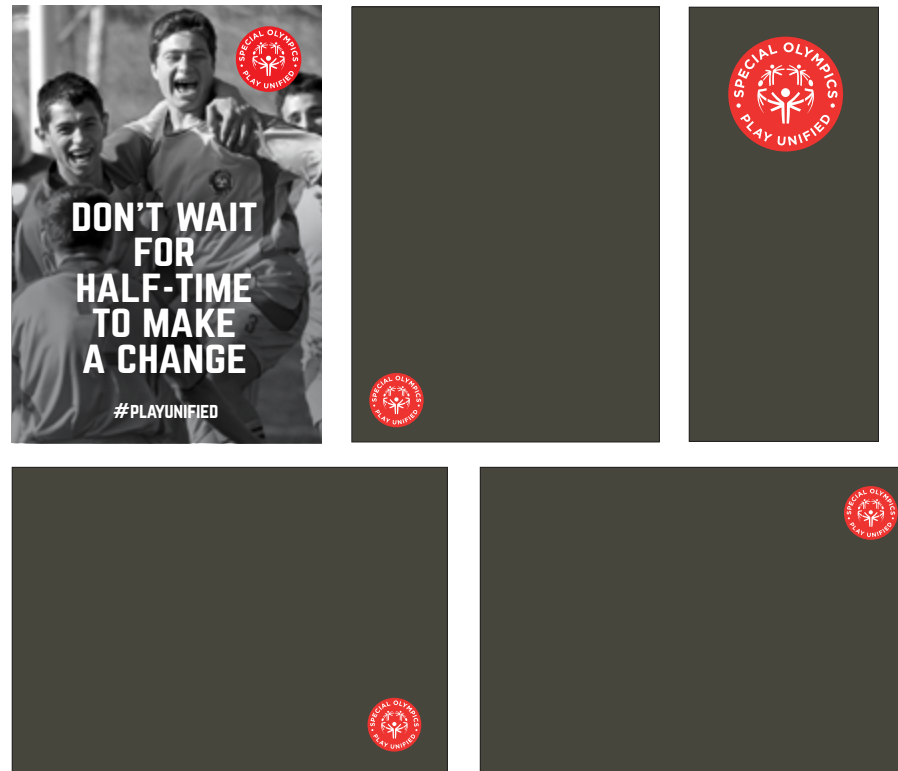


Campaign roundel

Use without curve for SOI applications

Note that the campaign roundel can be used against full image backgrounds. Please ensure that the roundel is placed against an element of the photograph that gives good contrast and stand-out for the roundel.

Brand roundel application



Visual identity

Campaign roundel

Use as endorsement for localized programs

The campaign roundel can be used as an endorsement along with the Accredited Program mark. Note how the roundel is generally used in the opposite corner.

Because the roundel is graphically robust it can be placed over photographs or other graphic backgrounds.

Print application



Campaign roundel Co-branding

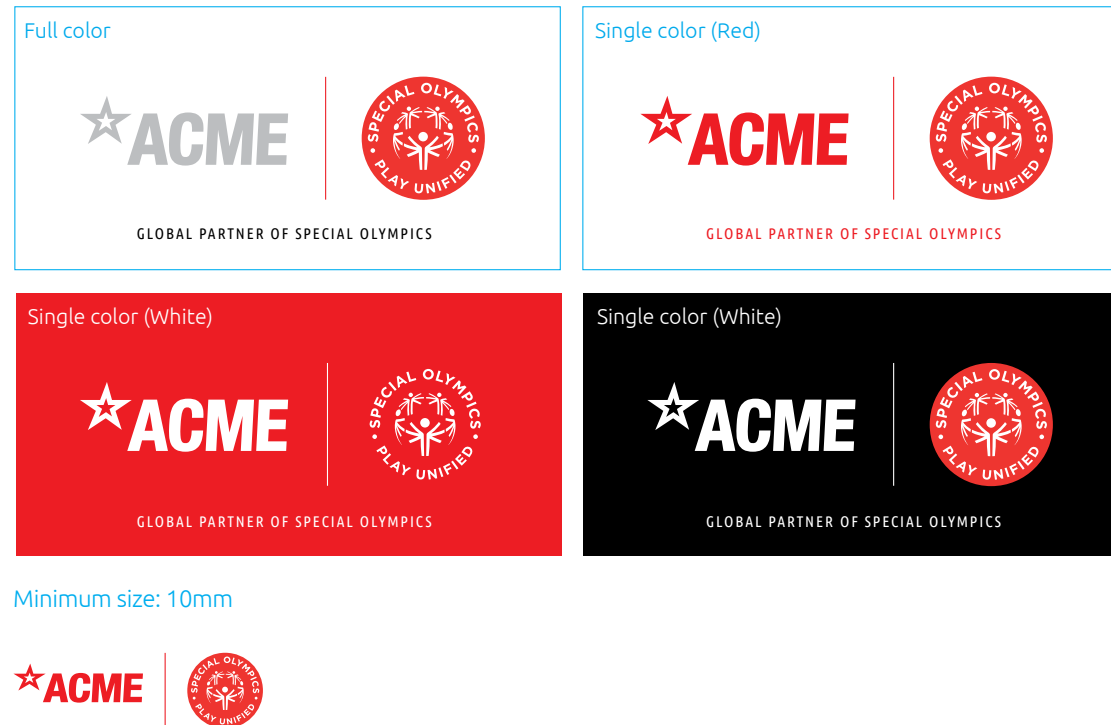
The campaign roundel represents the Special Olympics movement as a whole and as such can be used for international or multi-program co-branding with sponsors and partners.

Illustrated here are the various versions of how we would lock-up with a Special Olympics partner. The partnership lock-up will generally appear in the context of a Special Olympics event or piece of communications where partnership links directly to the Play Unified marketing campaign.

Descriptor line

Each co-branding lock-up should include a descriptor line. The descriptor line describes the specific nature of the relationship between Special Olympics and the sponsor / partner. The wording of the descriptor will depend on the nature of the relationship.

Co-Branding lock-up artwork versions



Unified Ball Overview

The Special Olympics Unified Ball is a red ball with the figures of the Special Olympics Symbol and the Campaign Roundel applied in white.

The Unified Ball is an object that will be used within activity for the campaign – becoming a way in which activities can be readily identified as inclusive.

A range of graphic visuals of the Unified Ball are available for inclusion within communications.

...

Please note that artworks for a full range of recognised Special Olympics ball sports are available for use.

Specific artworks for the branding of balls as merchandise are currently in development.



Soccer / Football



Golf



Tennis



Volleyball



Basketball



Baseball / Softball



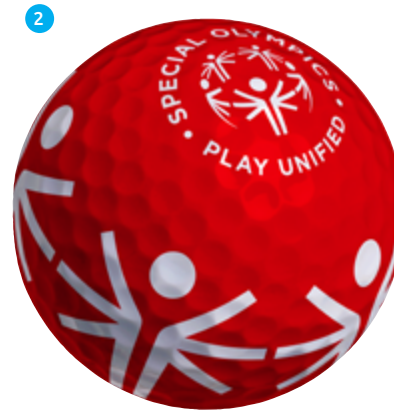
American Football

Unified Ball

Perspective options

A range of perspectives are available for each ball. These range from an emphasis on the large figures around the circumference (1) to the roundel mark (4). Note that with some balls that only one or two perspectives are available.

The Special Olympics Unified Ball can be incorporated into photographs of sporting events. When being used at smaller sizes we recommend using perspective 1. When being used a larger sizes the roundel is capable of being read and we recommend using perspectives 2 or 3.



Primary campaign typeface

Norwester is a condensed geometric sans serif font and is the primary typeface for the *Play Unified* campaign. Norwester is available in Uppercase and Small Caps weights and is designed for use within headlines.

Norwester is free to download for PC and Mac from www.jamiewilson.io/norwester/

Please note that Norwester *should not* be used for setting large areas of body text. Its use should be confined to headlines, statements and other short pieces of text.

Secondary campaign typefaces

Trade Gothic LT STD is the secondary Play Unified campaign font. Trade Gothic can be used for setting body text within campaign advertising and posters. Ubuntu (the preferred Special Olympics master brand font) can also be used.

Trade Gothic LT STD is available to purchase from www.fontshop.com

Ubuntu is available to download for free for PC and MAC from font.ubuntu.com

...

For further information about using Ubuntu please refer to the Special Olympics Brand Identity Guidelines.

Primary campaign typeface

NORWESTER REGULAR
ABCDEFGHIJKLMNO
1234567890?()\$#

Secondary campaign typeface

Trade Gothic
LT STD
ABCDEFGHIghijk
12345

Special Olympics preferred typeface

Ubuntu Regular,
Italic, **Bold**, Light
ABCDEFGHIghijk
12345

Visual Identity

Unified Ball graphic Basic

A range of sports balls have been created in red. These can be used as elements within communications in combination with the word Unified.

The word *Unified* is always set in Ubuntu Bold, using a capital U and centred within the ball. The U capital is approximately 1/5 the height of the ball.



Soccer / Football



Golf



Tennis



Generic ball



Volleyball



Basketball



Baseball / Softball

Visual Identity

Unified Ball graphic

Use within slogans

The Unified Ball graphic may be used within slogans or headline communications. Generally the word 'Play' is used as the call to action though where appropriate a specific activity (e.g. Golf Unified) may be used.

The type for the headline is Ubuntu Light with Unified being set in Ubuntu Bold.

Play **Unified** with Special Olympics

Play **Unified** Volleyball

Golf **Unified**

Change the world: Play **Unified**

Red ball used as a graphic device to highlight Unified.

Visual Identity

Unified Ball graphic Standard banners & graphics

The red circle or Unified Ball graphic device can also be used within communications. This allows us to use 'Unified' but within a broader branded context.

Banners can be either branded using the roundel for multi-program messaging or endorsed using the local program mark.

Play **Unified** with Special Olympics



Using roundel for Special Olympics multi-program messaging

Play **Unified** with Special Olympics



Using the local program mark

In action T-shirts & merchandise

Campaign assets can be combined in a number of ways to create effective merchandise which highlights the *Play Unified* slogan and builds visual equity in the red circle/ ball as a brand device.

T-shirt applications

- 1 Large *Play Unified* slogan, typeset in Ubuntu, on a red t-shirt and endorsed (on the sleeve) by the Special Olympics mark.
- 2 Large *Play Unified* slogan, typeset in Norwester, combined with the Unified Ball image. Endorsed (on the sleeve) by the Special Olympics mark.
- 3 Using the Campaign Roundel as the primary graphic. Endorsed (if required) on the sleeve by the Accredited Program mark.



Visual Identity

Unified Ball

Use within photography

Photography for *Play Unified* should focus on a positive sense of community and show images of people with and without intellectual disabilities engaging in sporting activities together.

Where appropriate the Special Olympics Unified Ball can be included in photography of Unified events or to embellish merchandise and communications in a more playful manner.

Illustrated here are a number of photographs where the Special Olympics Unified Ball has been added included in post-production. Using Adobe Photoshop to adjust images and add the Unified Ball allows existing or stock photography to be adapted to work within the *Play Unified* campaign.

...
When including the Unified Ball in photography ensure that the brand roundel is clearly identified as illustrated in the perspective options on page 14.



Visual identity

In action

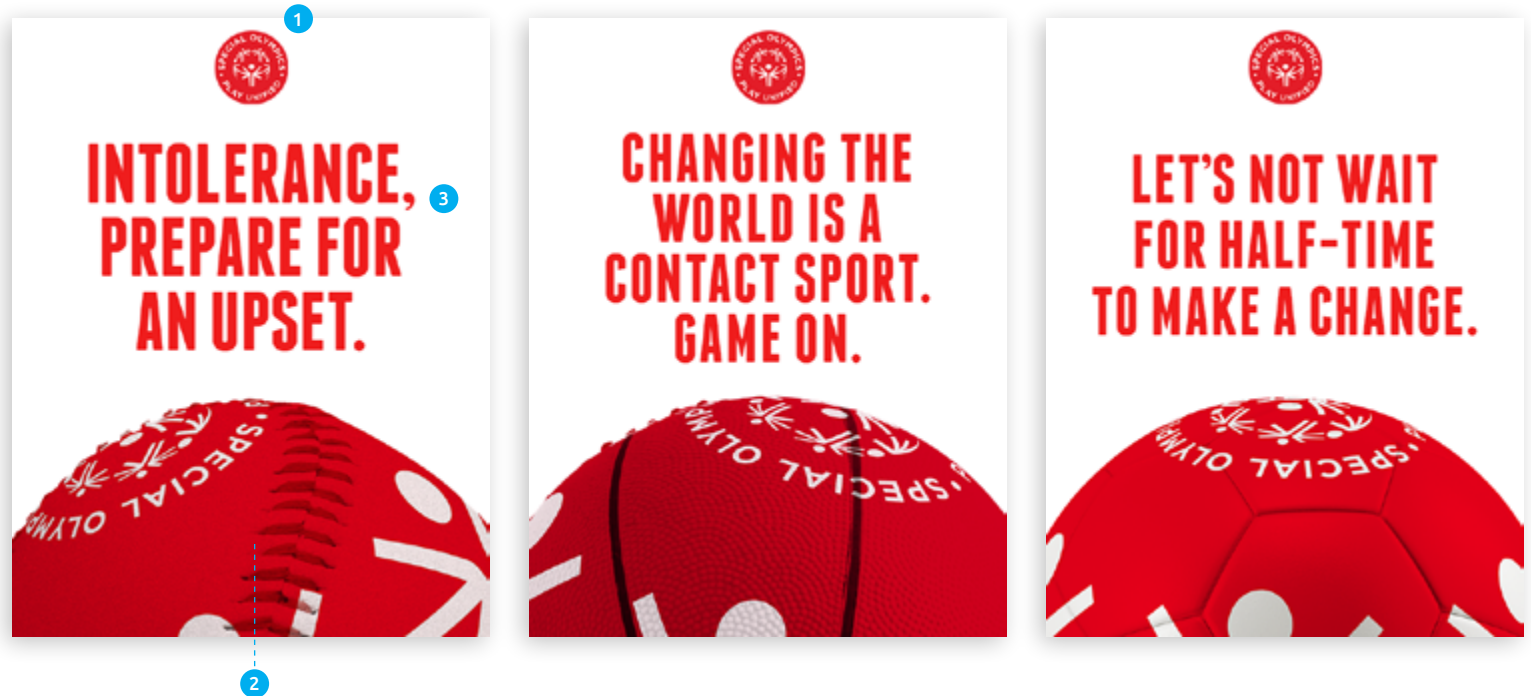
Social media banners

The Special Olympics Unified Ball can be used as an image or embellishment within communications.

...

The social media banners illustrated here use;

- 1 the Play Unified campaign roundel
- 2 a Unified Ball image
- 3 headline typeset using the Norwester font. The headlines reference the sport of the Unified Ball used.



Visual identity

In action

Social media banners (continued)

The social media ads illustrated here use;

- 1 headline typeset using the Norwester font
- 2 photography from a Unified event overlaid with a red circle
- 3 signed off by the campaign roundel.



Visual identity

In action

Social media avatars and imagery

The campaign roundel or an image of the Unified Ball can be used to create an avatars for social media channels.

Photography used for banners or backgrounds should show images of people with and without intellectual disabilities engaging in sporting activities together. Photography can also be used as a means to show the Unified Ball in use.

Social Media Avatar



Facebook page



Twitter page





Brand roundel used for sign-off

End frame call to action

Play Unified video

A number of videos have been created for our campaign website www.playunified.org. Note how the video clearly links the call to action with Special Olympics. The end frames of the video deliver explicit recognition of Special Olympics by using the brand roundel. The final frame uses hashtag **#playunified** as a call-to-action. Visit **www.playunified.org** to watch the videos.

Visual Identity

In action Website

The Play Unified website is a primary resource for the campaign. The website contains information and videos about our campaign and encourages people to get involved, spread our message and to *Play Unified*.

Visit the website at playunified.org



Campaign website playunified.org

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 **resources.specialolympics.org/Play_Unified_Resources.aspx**

These guidelines are an Appendix to the Special Olympics Brand Identity Guidelines and should be used in conjunction with these. The Special Olympics Brand Identity Guidelines, tools and templates are available to download from **resources.specialolympics.org/brand.aspx**

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

Also please feel free to share any case studies and images of any successful brand campaigns or execution in your program or region.