



SPECIAL OLYMPICS
WORLD GAMES
ABU DHABI 2019

SOWG 2019

Brand Guidelines

V. 10

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Introduction

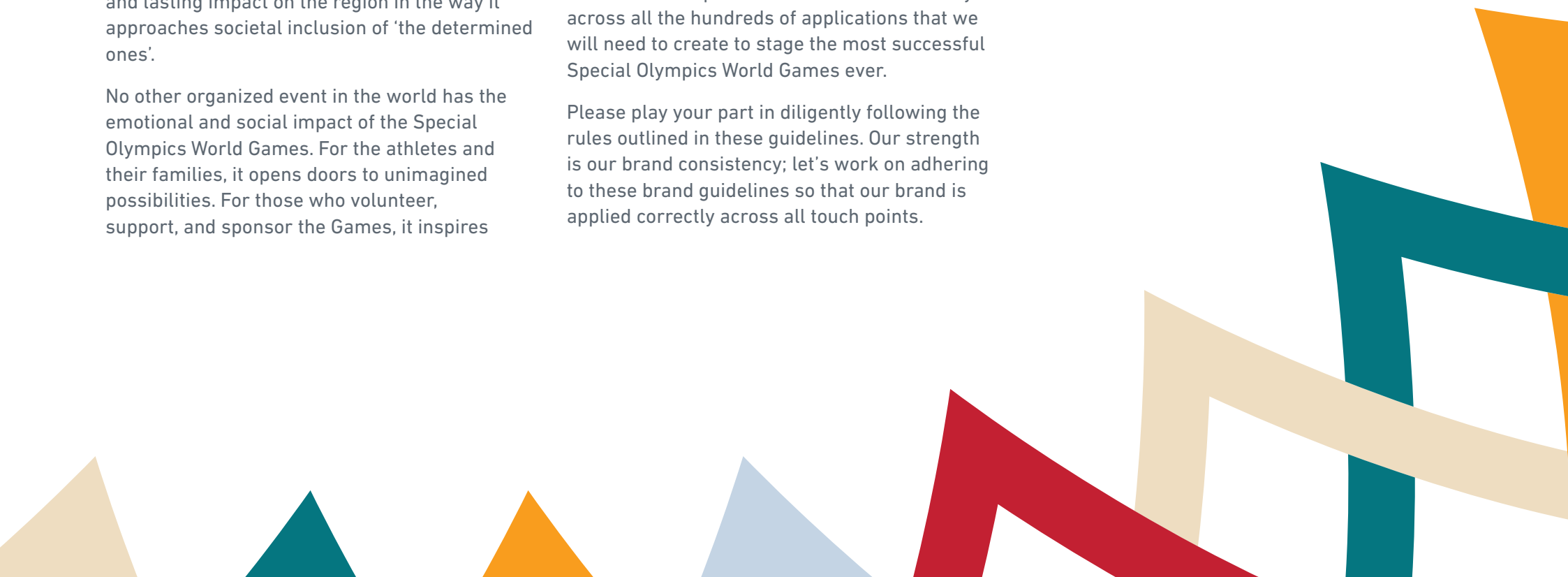
On January 24, 2017, the Higher Committee for the Special Olympics World Games in Abu Dhabi was announced by His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. Abu Dhabi's decision to host the largest sports and humanitarian event in the world in 2019 - the Special Olympics World Games - is designed to result in a profound and lasting impact on the region in the way it approaches societal inclusion of 'the determined ones'.

No other organized event in the world has the emotional and social impact of the Special Olympics World Games. For the athletes and their families, it opens doors to unimagined possibilities. For those who volunteer, support, and sponsor the Games, it inspires

unprecedented pride and hope for a brighter future. And for the cities, states, and nations who host the Games, it transforms their society, creating a more just and understanding environment for all, and demonstrating to the world their recognition of the value of every human being.

These brand guidelines have been created to ensure that we present our brand consistently across all the hundreds of applications that we will need to create to stage the most successful Special Olympics World Games ever.

Please play your part in diligently following the rules outlined in these guidelines. Our strength is our brand consistency; let's work on adhering to these brand guidelines so that our brand is applied correctly across all touch points.



Live Unified. Play Unified.

“There’s no better or more profound location than Abu Dhabi to invite the world to come together in celebration of sport, in celebration of people of all kinds, and to demonstrate to the world that the lines of division can be erased. We are thrilled to be the first fully global multisport games of this size to be staged in the Middle East.”

Timothy Shriver, Special Olympics Chairman

Special Olympics and the United Arab Emirates – established within three years of each other – were both founded on the premise that inclusive qualities such as tolerance, unity, and goodwill not only empower individuals to succeed, but yield productive communities that improve society as a whole.

In keeping with these national values, the UAE’s capital – Abu Dhabi – intends to stage the most unified World Games in the history of the Special Olympics.

With its diverse population and a tradition of warm hospitality, the people of Abu Dhabi demonstrate, every day, the spirit at the heart of

the Special Olympics – respecting people from all walks of life and abilities – and Abu Dhabi is the ideal setting for the Special Olympics, with its globally-central location, modern facilities and infrastructure that will ensure the success of the Games.

As the most unified host for the most unified games ever held, people with intellectual disabilities will be involved in all facets of the Games, providing every spectator, guest and fan an inclusive and transformational experience with Special Olympics athletes.

The World Games is more than a world-class sporting event. It is a catalyst – to improve lives, to reach our collective full potential, and to create greater social inclusion for people with and without intellectual disabilities both here in the UAE, in the region and globally.

The UAE will come together to welcome the world to Abu Dhabi for the Special Olympics. Our clear ambition will be for these games to redefine the Special Olympics World Games for future generations.





The Core Elements

The Inspiration for Our Brand

Our brand is inspired by traditional Khoos weaving and is a metaphor for the unifying power of the games and demonstrates the spirit of inclusion and unity that will permeate every aspect of the games.



Bilingual Version

Our Logotype

Three versions of the logotype have been created; English, Arabic and bilingual. We have also created vertical and horizontal orientations of each version.



Stacked version



Horizontal version 1



Horizontal version 2

English Version

Our Logotype



Stacked version



Horizontal version 1



Horizontal version 2

Arabic Version

Our Logotype



الأولمبياد الخاص
الالعاب العالمية
أبوظبي 2019

Stacked version



الأولمبياد الخاص
الالعاب
العالمية
أبوظبي 2019

Horizontal version 1

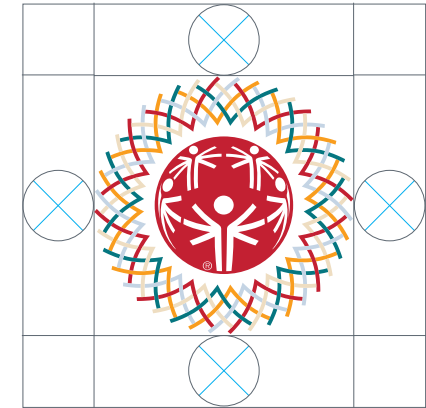
الأولمبياد الخاص
الالعاب
العالمية
أبوظبي 2019



Horizontal version 2

Clear Space & Minimum Sizing

Clear space for the logo has been set so that the logo is always clearly visible and not crowded by other elements on the page.



Clear Space & Minimum Sizing

The logotypes should never be reproduced below a size that the typography becomes illegible. As a rule of thumb do not reproduce the logo where the symbol width is less than 5cms.



At 5cm, the type is legible on print and digital collateral. This is the ideal smallest logo size for legibility purposes.



When absolutely necessary the logotype can be used at 2.5cm, but we require the type to be repeated separately somewhere underneath the logo for legibility purposes.

Logotype on Colored Background

The logotype can appear using any of the brand colors as a background. When this happens the color that matches the background is replaced with white to retain legibility as shown here.

The logotype may also be reversed out of any other background in white.

Master identity in black



Master identity in white



Logo on primary color palette background

The color that is used for the background is switched to white in the logo.



Logotype - Incorrect Usage

To the right are a few basic outlines of what should not be done to the logotype. Avoid any practices that may distort and change the appearance of the logotype.



Do not apply a drop shadow or any other special effects to the logotype.



Do not tilt the logo on any angle.



Do not remove or replace the center of the logotype.



Do not force adjust the logo in any space distorting the logotypes proportions.



Do not remove or readjust any elements of the logotype.



Do not adjust the colors on any part of the logotype

Inspired by Our Natural Environment



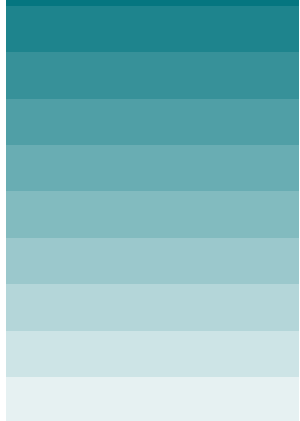
Color Palette

Our color palette is inspired by the sand, sea, sky, flora and fauna.



Arabian Gulf

Pantone 7474 C
C 100 M 37 Y 44 K 10
R 0 G 116 B 129



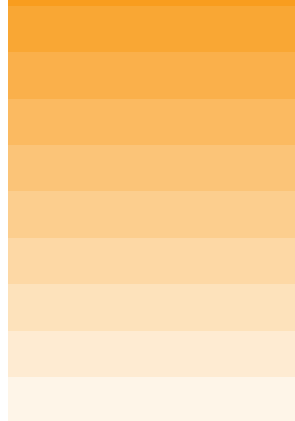
Heritage Red

Pantone 200 C
C 16 M 100 Y 87 K 7
R 193 G 2 B 48



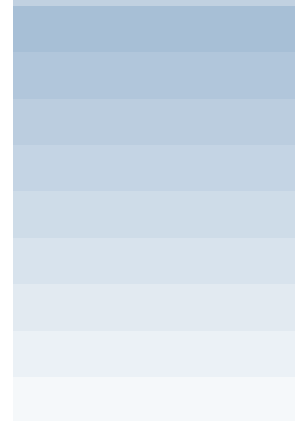
Desert Sun

Pantone 1375 C
C 0 M 45 Y 96 K 0
R 255 G 158 B 24



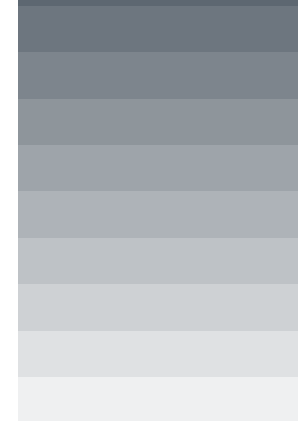
Arabian Sky

Pantone 646 C 60%
C 23 M 11 Y 5 K 0
R 193 G 209 B 225



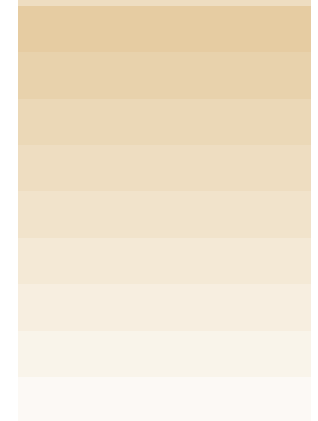
Calligraphic Grey

Pantone 431 C
C 67 M 52 Y 44 K 17
R 91 G 102 B 112



Sand Dune

Pantone 7407 C 60%
C 20 M 37 Y 79 K 1
R 204 G 159 B 83



Typography - English

Our default font is DIN Next LT Pro and you can use any weight required.

The next acceptable font, if DIN Next LT Pro is not available on the system, is Arial.

Our digital font is also Arial.

DIN Next LT Pro - Bold

Aa

ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Next LT Pro - Regular

Aa

ABDCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography - Arabic

Our default Arabic version is DIN Next LT Arabic and you can use any weight required.

The next acceptable font, if DIN Next LT Arabic is not available on the system, is Arial.

Our digital font is also Arial.

DIN Next LT Pro Arabic - Bold

أ ب ع
 أ ب ت ث ج ح خ د ذ ر ز
 ش ص ض ط ظ ع غ ف ق
 ك ل م ن ه و لاء ي

DIN Next LT Pro Arabic - Regular

أ ب ع
 أ ب ت ث ج ح خ د ذ ر ز
 ش ص ض ط ظ ع غ ف
 ق ك ل م ن ه و لاء ي

Using the Weave as a Super Graphic

The weave graphic can be used either on its own or as a frame for photography. It adds graphic stopping power and excitement to layouts and reinforces the brand.

When the weave graphic is used on a brand color background, change the color that matches the background to white.

Use similar and consistent sizes of the graphic when cropping the graphic in your artwork.

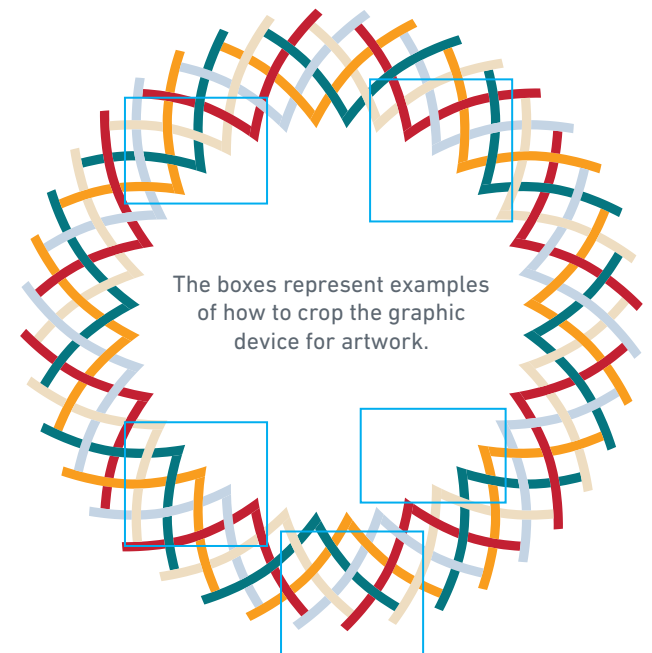
Care should be taken not to 'overuse' the super graphic.



Green replaced
with white



Orange replaced
with white



The boxes represent examples
of how to crop the graphic
device for artwork.

Use of the Logo for Participating Delegations

Delegations may use the official event logo as well as the Special Olympics logo with the addition of their country, provided that all requirements of these guidelines are taken into account.



Use of the Logo for Participating Delegations

The logo is formed by creating two colored cartouches.

Clear space should be maintained around the logo in usage to preserve legibility.



Use of the Logo for Participating Delegations

Delegations and countries can choose any color from the color palette as the background for the World Games logo, but their logo must be reversed out of red.



Use of the Logo for Participating Delegations

Example : SO Accredited Programs

Shown here is an example of how the joint logo can be used to brand a delegation or country's clothing.



Use of the Logo for Participating Delegations

Example : SO Accredited Programs

The logo may also be used in combination with the super graphic, as demonstrated on these examples.





Photography

Our photography should display courage, determination and joy. It should also convey a spirit of inclusivity. Look for images that use expression and emotion to make a deep connection with the viewer.



Applications

Stationery

Letterhead

Size 210mm x 297mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Regular & Medium 9pt

Pantone 431c

DIN Next Bold 9pt

Pantone 7474c



Date

Recipient's name
Company
Address line 1
Address line 2
Address line 3
Address line 4

Dear Sir/Madam

Letterhead typing style

The typeface used is Arial Regular upper and lower case. The type size is 11pt with 14 pt line spacing (12/14) and the left hand margin is 20mm.

Headings

Main headings should be typed in Arial Bold upper and lower case.

Paragraphs should not be indented and should be separated by one line space. Use a single space after full stops. As a general rule punctuation should be kept to the minimum required to allow for easy reading.

The signatory's name should be typed in Arial Bold upper and lower case, five lines after the sign off.

Yours sincerely

Signatory's name
Title

الألعاب العالمية - أبوظبي 2019 - ساس النخل، أبوظبي، الإمارات العربية المتحدة، هاتف: +971 02 599 2970
Special Olympics World Games - Abu Dhabi 2019 Sas Al Nakhl, Abu Dhabi, UAE, T +971 02 599 2970

www.abudhabi2019.org



التاريخ

المرسل إليه
الشركة
السطر 1 من العنوان
السطر 2 من العنوان
السطر 3 من العنوان
السطر 4 من العنوان

السيد / السيدة

أسلوب كتابة الرسائل

يكتب متن الرسالة بخط Arial بحجم 12 نقطة وتباع أسطر بحجم 14 نقطة. ويتحدد هامش الصفحة الأيمن والأيسر بـ 2 سم.

العناوين

يجب كتابة العناوين الرئيسية في خط أريال العريض.

وينبغي ألا تكون الفقرات مبادعة عن الهامش وينبغي فصلها بمسافة سطر واحد. استخدام مسافة واحدة بعد توقف كامل. كقاعدة عامة يجب أن تبقى علامات الترقيم إلى الحد الأدنى المطلوب للسماح بقراءة سهلة.

يجب كتابة اسم الموقع في خط أريال العريض، وتترك مسافة خمسة أسطر بعد التوقيع.

تفضلوا بقبول فائق الشكر والاحترام،

اسم الموقع
المسمى الوظيفي

الألعاب العالمية - أبوظبي 2019 - ساس النخل، أبوظبي، الإمارات العربية المتحدة، هاتف: +971 02 599 2970
Special Olympics World Games - Abu Dhabi 2019 Sas Al Nakhl, Abu Dhabi, UAE, T +971 02 599 2970

www.abudhabi2019.org

Stationery

Letterhead Set

Size 210mm x 297mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Regular & Medium 9pt

Pantone 431c

DIN Next Bold 9pt

Pantone 7474c



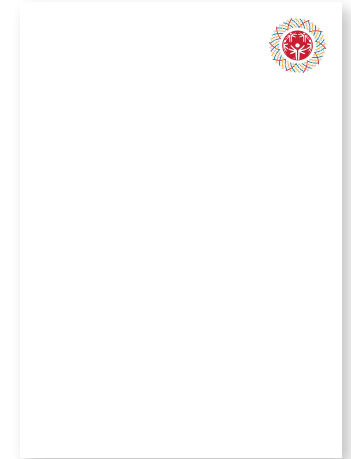
الأمم المتحدة - أبو ظبي 2019 ساس النخل أبو ظبي الإمارات العربية المتحدة. هاتف +971 02 599 2970
Special Olympics World Games - Abu Dhabi 2019 Sas Al Nakhl, Abu Dhabi, UAE, T +971 02 599 2970

www.abudhabi2019.org

Front page



Back



Continuation

Stationery

Compliment Slip

Size 210mm x 100mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Regular & Medium 9pt

Pantone 431c

DIN Next Bold 9pt

Pantone 7474c



Compliment slip front



Compliment slip back

Stationery

Business Cards

Size 90mm x 55mm

Paper Conqueror CX22 Diamond White

Weight: 320gsm

Text

DIN Next Bold 7pt Pantone 431c

DIN Next Regular 7pt Pantone 200c

DIN Next Regular 7pt Pantone 431c

DIN Next Regular 7pt Pantone 200c



Stationery

Envelopes DL

Size 220 x 110 mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Medium 9pt Pantone 431c

DIN Next Regular 9pt Pantone 431c

DIN Next Bold 9pt Pantone 7474c



Stationery

Envelopes C5

Size 229 x 162 mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Medium 9pt Pantone 431c

DIN Next Regular 9pt Pantone 431c

DIN Next Bold 9pt Pantone 7474c



Stationery

Envelopes C4

Size 229 x 324 mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Medium 9pt Pantone 431c

DIN Next Regular 9pt Pantone 431c

DIN Next Bold 9pt Pantone 7474c



Stationery

Envelopes C3

Size 324 x 458 mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

Text

DIN Next Medium 9pt Pantone 431c

DIN Next Regular 9pt Pantone 431c

DIN Next Bold 9pt Pantone 7474c



Stationery

Media Folder

The media folder can contain Arabic and English press releases at the same time.

Size Folded 220 mm x 305 mm

5 mm capacity

Paper Conqueror CX22 Diamond White

Weight: 250gsm

Press Release Paper

Size 210mm x 297mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm



Press Advertisement Single Page

The super graphic can be used to add impact to the advert and act as a frame for multiple images.

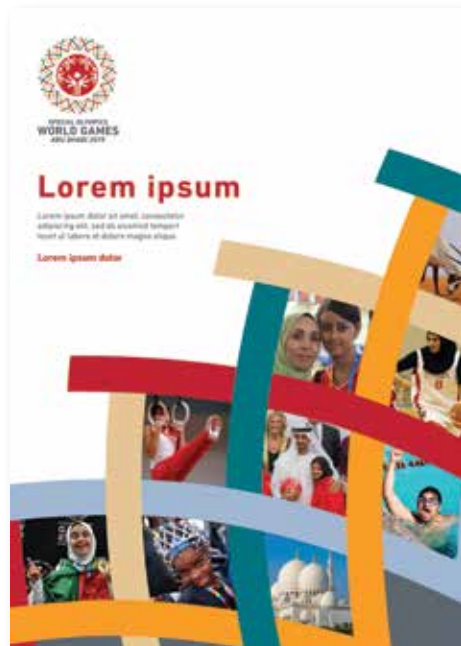
Heading

DIN Next LT Bold 45 pt

Body

DIN Next LT Regular 11 pt

DIN Next LT Bold 13 pt



Press Advertisement Double Page Spread

The super graphic can be used to add impact to the advert and act as a frame for multiple images.

Heading

DIN Next LT Bold 18 pt

DIN Next LT Regular 18 pt

Body

DIN Next LT Regular 12 pt



Press Advertisement Double Page Spread

This layout shows an alternative crop for the super graphic.

Heading

DIN Next LT Bold 24 pt Pantone 200 c

Body

DIN Next LT Reg 12 pt Pantone 200 c & 431c



Press Advertisement Double Page Spread

The layout shown here introduces a colored background in combination with the super graphic.

Heading

DIN Next LT Bold 24 pt

Body

DIN Next LT Reg 12 pt



Certificate of Appreciation

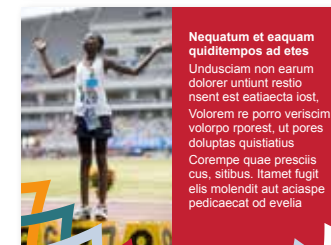
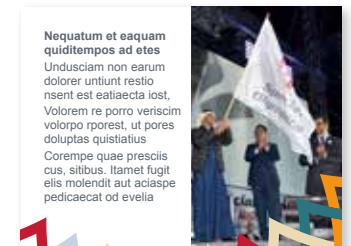
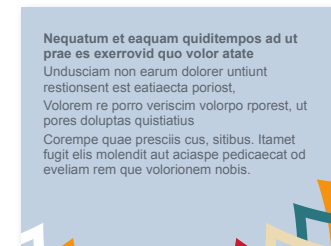
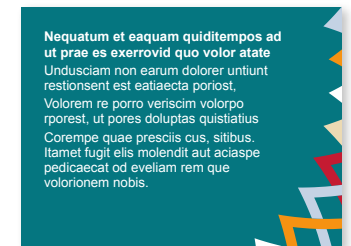
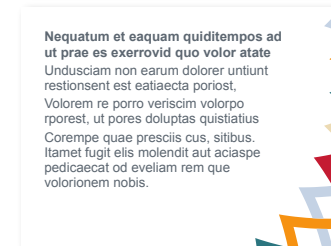
Shown here is a design for a certificate of appreciation. It should be printed on high-quality paper and ideally signed with black a fountain pen.



PowerPoint Template

The template for PPT presentations is available from the communications department.

Try to keep your presentations as concise as possible. Split up information so that it looks clear and legible.



E-mail Signature

The template for e-mail signatures can be obtained from the communications department.

Tareq Ahmed
Director

Sas Al Nakhl, Abu Dhabi, UAE
T +971 02 599 2975
M +971 50 578 2683



AbuDhabi2019.org

Flags on White



Flags on Color



External Signage & Rollups



Billboard



Environmental



Merchandise



Garments



Garments



Identification Badge



Bags

Sizes A4



Sizes A3



Event Pictograms



Judo



Sailing



Table Tennis



Equestrian



Bocce



Handball



Power lifting



Artistic Gymnastics



Athletics



Swimming



Football



Roller Skating



Triathlon



Basketball



Rhythmic Gymnastics



Golf



Cycling



Bowling



Kayaking



Tennis



Badminton

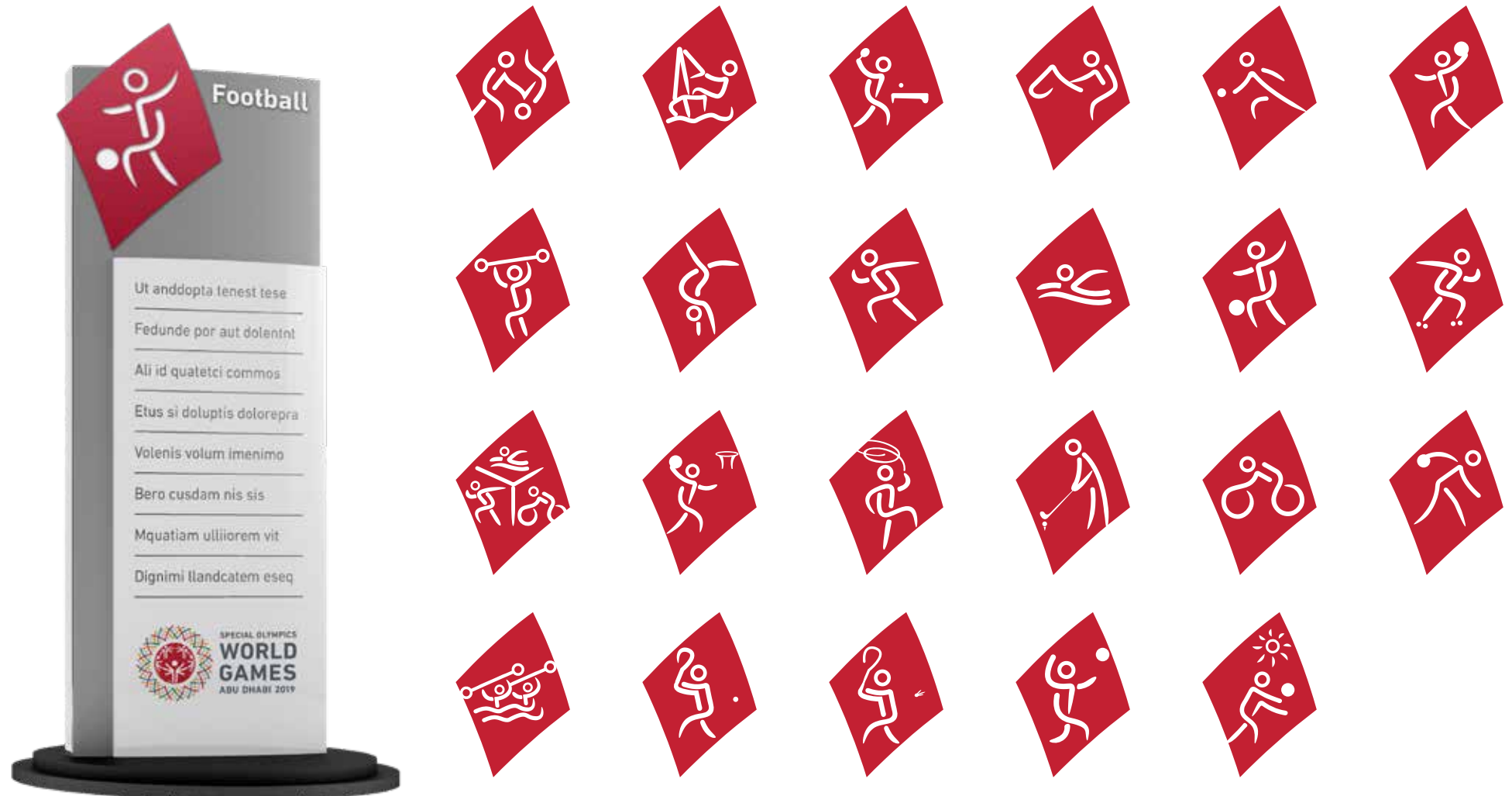


Volleyball



Beach volleyball

Event Pictograms



Sponsor Backdrop



Sponsor Lockup with Designation

Single Language



Partner



Sponsor



Bilingual



Partner



Sponsor



Sponsor strip

Horizontal



Partner



Sponsor



Supplier

Vertical



Partner



Sponsor



Supplier

