## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Live Unified. Play Unified.</td>
<td>4</td>
</tr>
<tr>
<td><strong>The Core Elements</strong></td>
<td></td>
</tr>
<tr>
<td>The Inspiration for our Brand</td>
<td>5</td>
</tr>
<tr>
<td>Our Logotype</td>
<td>6</td>
</tr>
<tr>
<td>Clear Space &amp; Minimum Sizing</td>
<td>7</td>
</tr>
<tr>
<td>Logotype on Colored Background</td>
<td>10</td>
</tr>
<tr>
<td>Logotype - Incorrect Usage</td>
<td>12</td>
</tr>
<tr>
<td><strong>Inspired by our Natural Environment</strong></td>
<td>13</td>
</tr>
<tr>
<td>Color Palette</td>
<td>14</td>
</tr>
<tr>
<td>Typography</td>
<td>15</td>
</tr>
<tr>
<td>Using the Weave as a Super Graphic</td>
<td>16</td>
</tr>
<tr>
<td><strong>Use of the Logo for Participating Delegations</strong></td>
<td>18</td>
</tr>
<tr>
<td><strong>Photography</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Applications</strong></td>
<td>24</td>
</tr>
<tr>
<td>Stationery</td>
<td>25</td>
</tr>
<tr>
<td>Press Advertisement</td>
<td>26</td>
</tr>
<tr>
<td>Certificate of Appreciation</td>
<td>35</td>
</tr>
<tr>
<td>PowerPoint Template</td>
<td>39</td>
</tr>
<tr>
<td>E-mail Signature</td>
<td>40</td>
</tr>
<tr>
<td>Flags</td>
<td>41</td>
</tr>
<tr>
<td>External Signage &amp; Rollups</td>
<td>42</td>
</tr>
<tr>
<td>Billboard</td>
<td>45</td>
</tr>
<tr>
<td>Environmental</td>
<td>46</td>
</tr>
<tr>
<td>Merchandise</td>
<td>47</td>
</tr>
<tr>
<td>Garments</td>
<td>48</td>
</tr>
<tr>
<td>Identification Badge</td>
<td>50</td>
</tr>
<tr>
<td>Bags</td>
<td>51</td>
</tr>
<tr>
<td>Event Pictograms</td>
<td>52</td>
</tr>
<tr>
<td>Sponsor Backdrop</td>
<td>54</td>
</tr>
<tr>
<td>Sponsor Lockup</td>
<td>55</td>
</tr>
<tr>
<td>Sponsor Strip</td>
<td>56</td>
</tr>
</tbody>
</table>
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.
“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.

Live Unified. Play Unified.
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.
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.
English Version

Our Logotype

- Stacked version
- Horizontal version 1
- Horizontal version 2
Our Logotype

Arabic Version

الأولمبياد الخاص
الألعاب العالمية
أبو ظبي 2019

Stacked version

الأولمبياد الخاص
الألعاب العالمية
أبو ظبي 2019

Horizontal version 1

الأولمبياد الخاص
الألعاب العالمية
أبو ظبي 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.
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.
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.
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
Our color palette is inspired by the sand, sea, sky, flora and fauna.
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.
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.
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.
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.
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
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

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 (1.274) 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
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
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
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.
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.
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
External Signage & Rollups
Environmental
Merchandise
Garments
Garments
Identification Badge

First Last Name
Job Title
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

Bilingual