SOWG 2019
Extended Guidelines
How to set your Artwork / Communication

What are you trying to achieve?

1. Legacy
2. An Inclusive UAE
3. Promote Abu Dhabi

Design set A

Design set B

Additional sets are being added
Taglines

كلنا معاً

BE UNIFIED™

MEET THE DETERMINED™
Social Media Hashtags

Core
#AbuDhabi2019
#WorldGamesAD
#SpecialOlympics50
#SpecialOlympicsAD
#AbuDhabi2019
#WorldGamesAD
#SpecialOlympics50
#SpecialOlympicsAD

Meet The Determined
#MeetTheDetermined
#BeDetermined
#SODetermined

Sports | Unified Sports
#PlayUnified
#StayUnified

Be Unified
#BeUnified
#UnifiedWorldWide
#BeUnified

Walk Unified
#WalkUnified
#UnifiedWorldWide

Volunteers
#GameChangers
#SOVolunteers
#UnifiedChampions

Healthy Athletes
#SOHealthy
#HealthyAthletes

Host Town
#HostTown

Torch Run
#FlameOfHope

Mascots
#MascotMissions
#Faris&Radan
#Rabdan&Faris
#Rabdan&Wardan
#Faris&Wardan

Social Media Handles

Instagram | Twitter | Facebook | Snapchat: @WorldGamesAD
YouTube: WorldGamesAD
Website: abudhabi2019.org
Imagery
Images changes depends on the background color.
e.g. On a red background the red on the weave would change to white.