



SPECIAL OLYMPICS  
**WORLD GAMES**  
ABU DHABI 2019

# Bringing our brand to life

## Brand Guidelines

Version one

# Contents

<b>Introduction</b>	3	<b>Applications</b>	20
Live Unified. Play Unified.	4	Stationary	21
<b>The Core Elements</b>	5	Press Advertisement	30
The Inspiration for our Brand	6	Certificate of Appreciation	34
Our Logotype	7	PowerPoint Template	35
Clear Space & Minimum Sizing	10	E-mail Signature	36
Logotype on Colored Background	12	Flags	37
Logotype - Incorrect Usage	13	External Signage & Rollups	39
<b>Inspired by our natural environment</b>	14	Billboard	40
Color Palette	15	Environmental	41
Typography	16	Merchandise	42
Using the Weave as a Super Graphic	18	Garments	43
<b>Photography</b>	19	Identification Badge	45
		Bags	46
		Event Pictograms	47
		Sponsor Backdrop	49
		Sponsor Lockup	50
		Sponsor Strip	51

# 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 - hopes 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 100s 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 relevant 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, a globally-central location, with 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. They are 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.

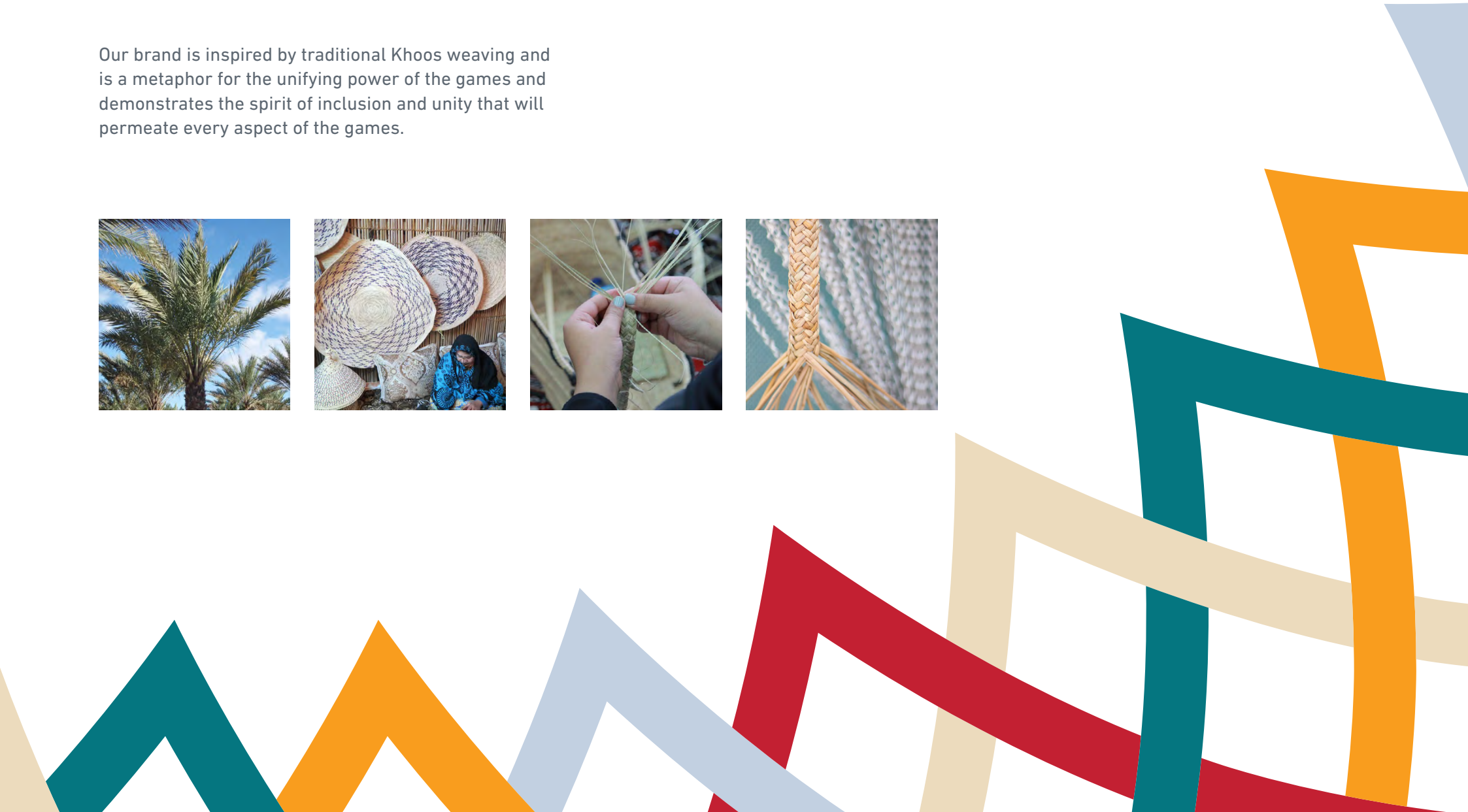
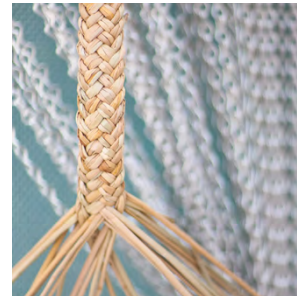
The UAE will come together to welcome the world to Abu Dhabi for the Special Olympics. Our clear ambition will be for these games to redefine the Special Olympics World Games for future generations.



# 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. In addition we have also created vertical and horizontal orientations of each version.



SPECIAL OLYMPICS | الأولمبياد الخاص  
**WORLD GAMES** | **الألعاب العالمية**  
 ABU DHABI 2019 | أبوظبي 2019

Stacked version



Horizontal version 1



Horizontal version 2

English Version

# Our Logotype



SPECIAL OLYMPICS  
**WORLD GAMES**  
ABU DHABI 2019

Stacked version



SPECIAL OLYMPICS  
**WORLD GAMES**  
ABU DHABI 2019

Horizontal version 1

SPECIAL OLYMPICS  
**WORLD GAMES**  
ABU DHABI 2019



Horizontal version 2



Arabic Version

# Our Logotype



الأولمبياد الخاص  
الالعاب العالمية  
أبوظبي 2019

Stacked version



الأولمبياد الخاص  
الالعاب  
العالمية  
أبوظبي 2019

Horizontal version 1

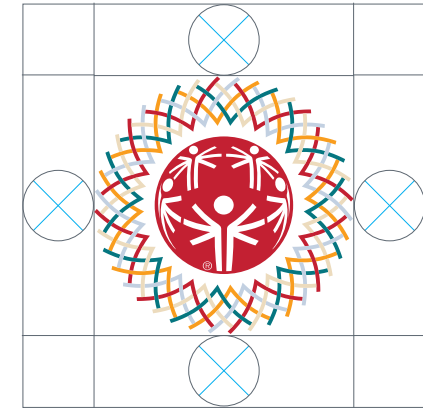
الأولمبياد الخاص  
الالعاب  
العالمية  
أبوظبي 2019



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 5 cms.



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 centre 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.



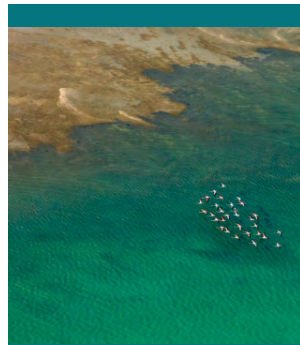
Do not adjust the colors on any part of the logotype

# Inspired by Our Natural Environment



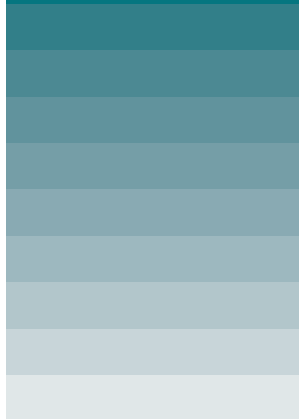
## Color Palette

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



### Arabian Gulf

Pantone 7474 C  
C 85 M 32 Y 40 K 18  
R 5 G 118 B 128



### Heritage Red

Pantone 200 C  
C 16 M 100 Y 87 K 6  
R 195 G 32 B 50



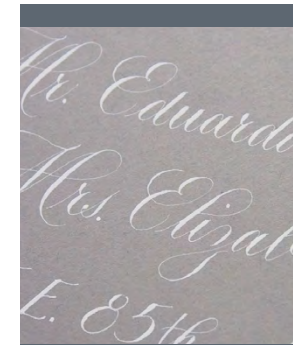
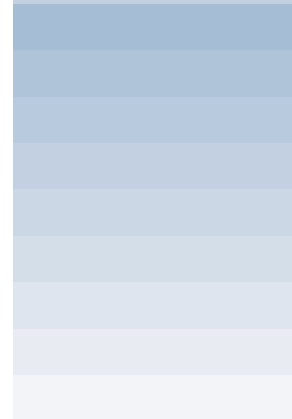
### Dessert Sun

Pantone 1375 C  
C 0 M 45 Y 99 K 0  
R 249 G 157 B 30



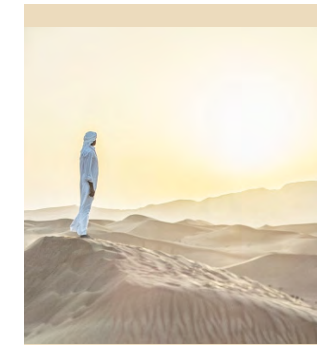
### Arabian Sky

Pantone 646 C 60%  
C 11 M 20 Y 44 K 0  
R 146 G 179 B 204



### Calligraphic Grey

Pantone 431 C  
C 66 M 52 Y 44 K 17  
R 93 G 103 B 113



### Sand Dune

Pantone 7407 C 60%  
C 11 M 20 Y 44 K 0  
R 227 G 199 B 152



## Typography - English

Our default font is DIN Next LT Pro and the Arabic version is DIN Next LT Arabic. You can use any weight required.

The next acceptable font if DIN Next LT Pro is not available on the system - is Arial for both Roman and Arabic.

### DIN Next LT Pro - Bold

Aa

ABDCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### DIN Next LT Pro - Regular

Aa

ABDCEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## Typography - Arabic

Our default font is DIN Next LT Pro and the Arabic version is DIN Next LT Arabic. You can use any weight required.

Our digital font is Arial for both Roman and Arabic. You may use any weight required.

### 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.

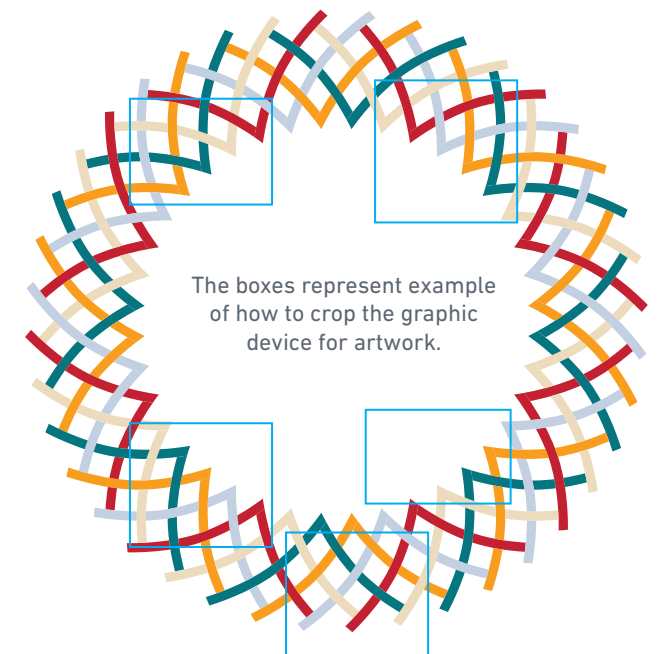
Care should be taken not to 'overuse' the super graphic.



Green replaced  
with white



Orange replaced  
with white



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



# 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

## Stationary

### 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 12pt with 14 pt line spacing (12/14) and te 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 sfter the sign off.

Yours sincerely

Signatory's name

Title

الألعاب العالمية الخاصة - أبوظبي 2019 - أساس 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](http://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 الخاصة - أبوظبي 2019 - أساس 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](http://www.abudhabi2019.org)

## Stationary

### Letterhead Set

Size 210mm x 297mm

Paper Conqueror CX22 Diamond White

Weight: 120gsm

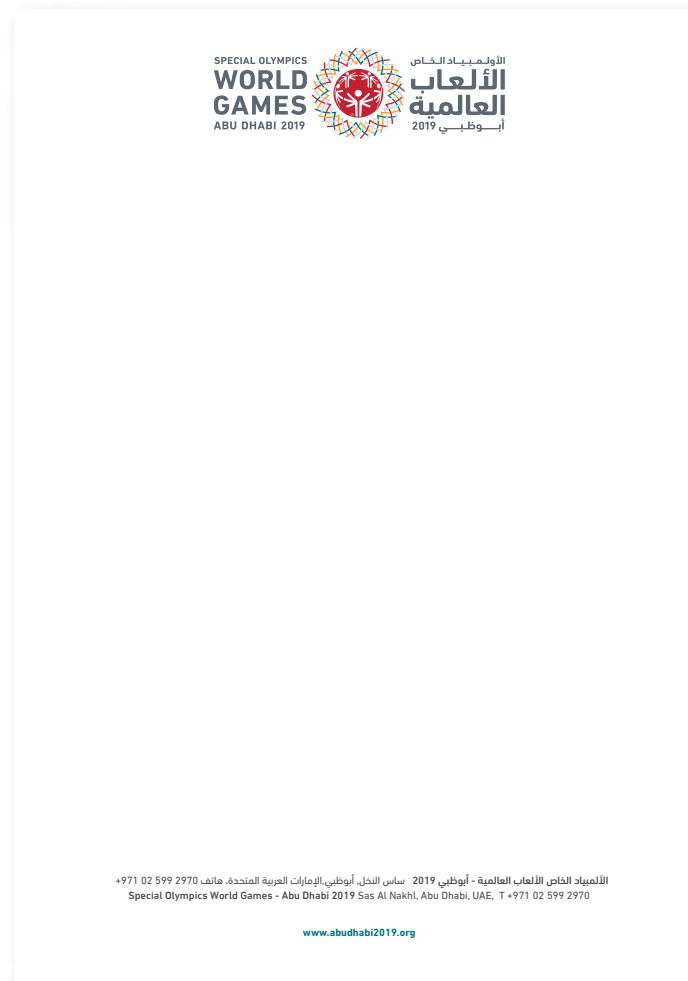
### Text

DIN Next Regular & Medium 9pt

Pantone 431c

DIN Next Bold 9pt

Pantone 7474c



Front page



Back



Continuation

## Stationary

### 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

## Stationary

### 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





## Stationary

### 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



## Stationary

### 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



## Stationary

### 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



## Stationary

### 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



# Stationary

## 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.

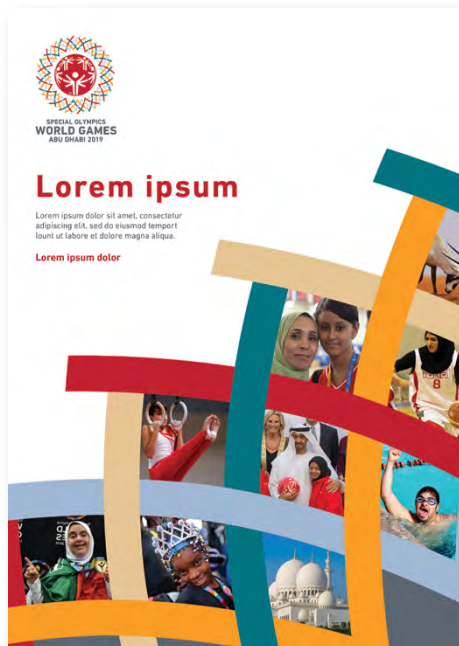
### Heading

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

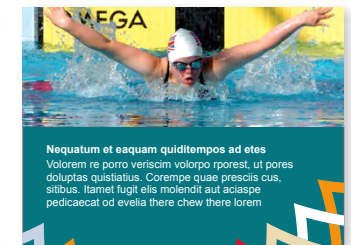
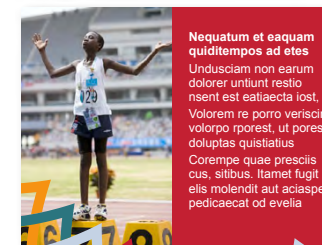
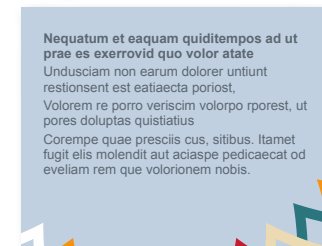
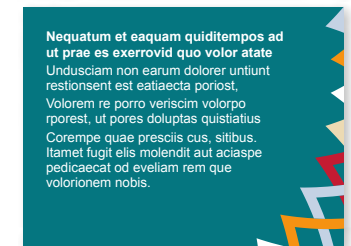
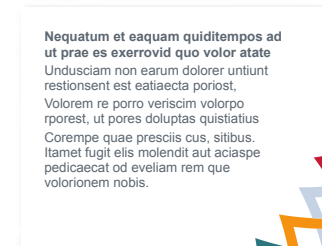
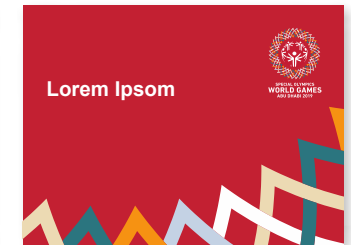
Shown here is a design for a certificate of appreciation. It should be printed on high-quality paper and ideally signed with black a fountain pen.



## 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](http://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

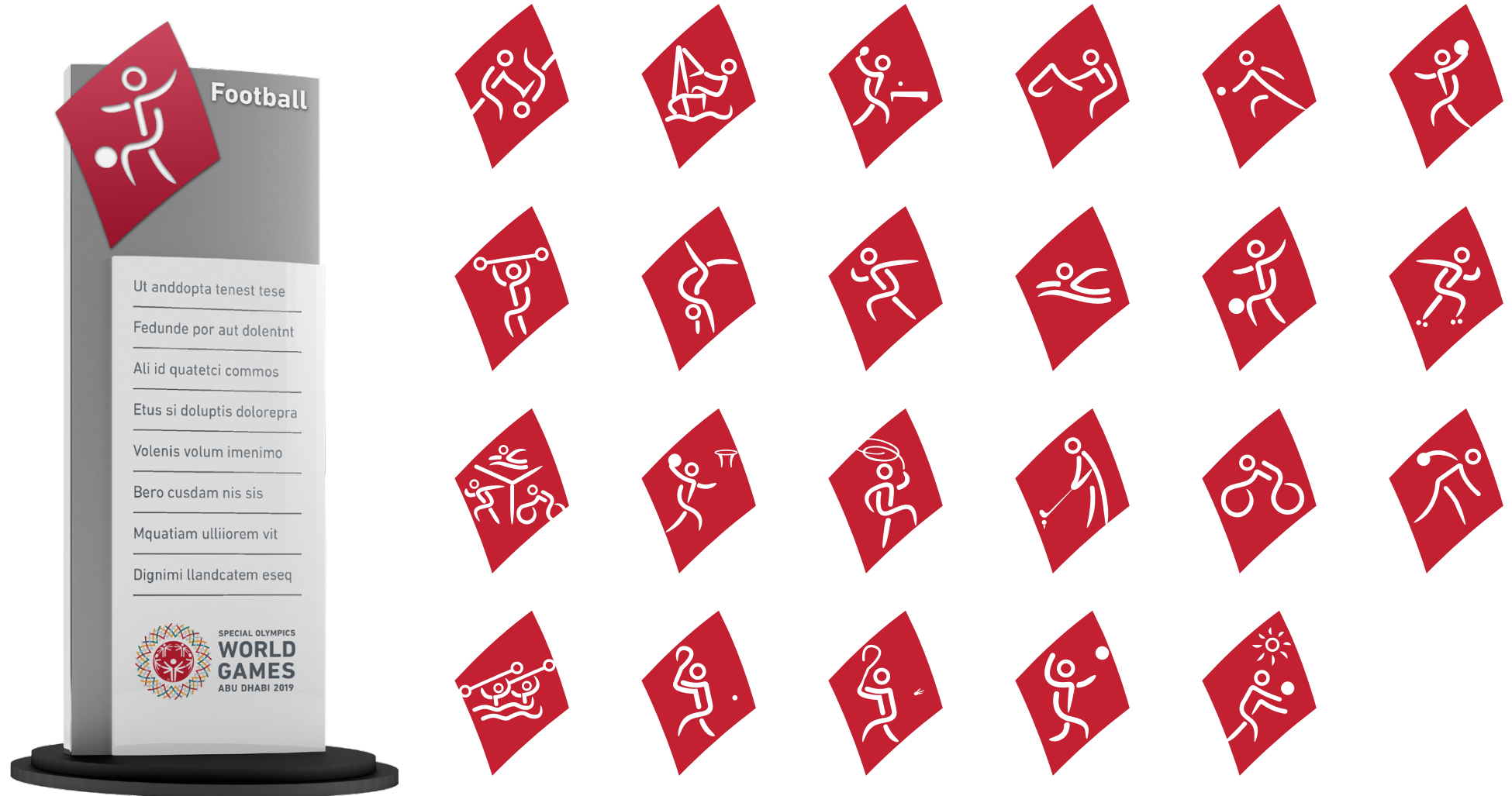


Volleyball



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

