THE REVOLUTION IS INCLUSION
ADVERTISING GUIDELINES
BACKGROUND:
When Eunice Kennedy Shriver founded Special Olympics in 1968 she took a rebellious stand against the injustices faced by people with intellectual disabilities. No longer would the world turn its back on the most vulnerable among us. Today the fight for inclusion is more relevant than ever. People of all ages, races, genders, cultures, backgrounds and abilities continue to face discrimination, ignorance and disparagement. Just as Eunice Kennedy Shriver did in 1968, Special Olympics is setting a stake in the ground and is once again prepared to alter the course of history — this time, with people with intellectual disabilities leading the way.

CAMPAIGN OBJECTIVE:
End discrimination against people with intellectual disabilities.

CAMPAIGN DESCRIPTION:
“The Revolution is Inclusion” campaign challenges people (primarily Centennials and Millennials between the age range 10-20 years old) of today to open their hearts and minds and commit to working toward a world where EVERYONE is included.
TONE

This campaign is targeted at the next generation of Special Olympics advocates, young millennials and centennials.

Our tone of voice will be fun, bold, colorful, confident, unapologetic, inviting and a call to action.

This campaign has a strong point of view, is culturally relevant and, above all, rebelliously joyful. Defiantly determined to show the world how much more colorful and vibrant and wonderful it will be when we are all included.
We are not just athletes.

We are the ambassadors of an uprising —
peaceful protesters in a rebellion against anyone who has a fear of difference.

Our demands are equality, dignity and the recognition of our shared humanity.

We will not stop or accept anything less. We are deserving.
When we compete, we’re fighting for a more inclusive world.

We are champions on the field and for this cause.

Today, our world is more divided than ever,
and coming together has never been more urgent.

The revolution is inclusion.

And it’s not optional.

The only choice you need to make is how you will join it.
The preference is for the logo to live in the top right corner of all ads. In some cases, when layout dictates for it, logo can be placed in top left corner. It has to be placed on top of a gradient shape that relates in color palette to the rest of the ad. The logo is always in black color. The ‘50’ element within the logo should only be used until July 2019.

Special Olympics Programs can customize these artworks by adding in their Accredited Program Logo.
While this is our mantra, it is also a campaign line. The line included in all materials is developed as art. When the lockup art is a primary element, like a headline, it can be used on a contrasting background. When the lockup art is a secondary element, like a wrap-up line, it needs to go on a white background.

B/W versions exist for when black and white only materials are created.
Headlines are set in HYPE font. They are always in upper case. At least one letter has to be elongated to three times of its original width. Only one letter can be elongated within each headline. Choose a letter that when elongated is still going to be recognizable.

Always keep headline and body copy together but allow for breathing room in between.

Body copy is set in News Gothic Medium. It is always set in sentence case. News Gothic Bold is used for call-outs and digital formats.

THE HUMAN RACE HAS NO FINISH LINE.

Our Leadership and Workforce Readiness trainings prepare athletes for the workforce and their communities. Be the first unified generation. specialolympics.org
Cluster of Dots can be used as a full circle or cropped on the page like so. Dotted Line can be used as a full circle or cropped on the page like so.
There are three gradient shapes that can be used as design elements. Each one corresponds to a different color background. They can be used as logo backgrounds or as additional visuals in ad layouts.
Energy in static images will come from power poses, eye contact, determined facial expressions and bodies in victory. Work to elicit expressions that make the athletes look bold and have presence. This is a revolution. Our athletes should never be alone in an ad, even if other athletes without ID are used from other photos.
PHOTOGRAPHY USAGE

For Special Olympic Programs all photos can be used worldwide in all print, OOH, social, digital and event communications.

Photography can not be used in broadcast media.

For our partners, if you would like to utilize any of our photography rights must be secured from our photographer’s agent, LMC Worldwide.

To secure rights please contact and work with Melissa Saddler at msaddler@specialolympics.org
BRINGING IT ALL TOGETHER

All materials need to convey the messages of revolution and inclusion, which visually translate to vibrancy and unique combinations. Start with the photography you want to use. Once you choose a photo of our athlete and their unified partner, build your color palette from their wardrobe. Avoid symmetry, as it conveys the communications message of sameness. Avoid using the same background color in every ad, as it conveys the communications message of homogeneity.
Our Unified Schools curriculum fosters social inclusion that reduces bullying and combats stereotypes. Be the first unified generation.

Sign the Inclusion Pledge at JoinTheRevolution.org/Pledge

Our Healthy Athletes program provides over 120,000 free health screenings every year to people with intellectual disabilities who are refused treatment. Be the first unified generation.
WE'RE STRONGER THAN STIGMA.

Sign the Inclusion Pledge at JoinTheRevolution.org/Pledge
Sign the Inclusion Pledge at JoinTheRevolution.org/Pledge
If your world doesn’t look like this, you can change that.
Find out how at specialsolympics.org
EVENT POSTER

Tagline
Partnership strip shouldn’t be more than 5% of overall poster

Athletes
Graphic element
URL and hashtag
Graphic element
Bright color
Tagline
Logo on gradient shape

THE REVOLUTION IS INCLUSION

SpecialOlympics50.org
#SpecialOlympics50
SOCIAL
WEB BANNERS

Stage 1

Stage 2

Stage 3

Horizontal web banner

Vertical web banner
For all merchandising opportunities please contact Stefanie Sempek at ssempek@specialolympics.org and Rick Tell at rick@ricktconsulting.com
Any questions regarding the application of these guidelines please contact:
Melissa Saddler at msaddler@specialolympics.org
or Nadine Afiouni at nafiouni@specialolympics.org