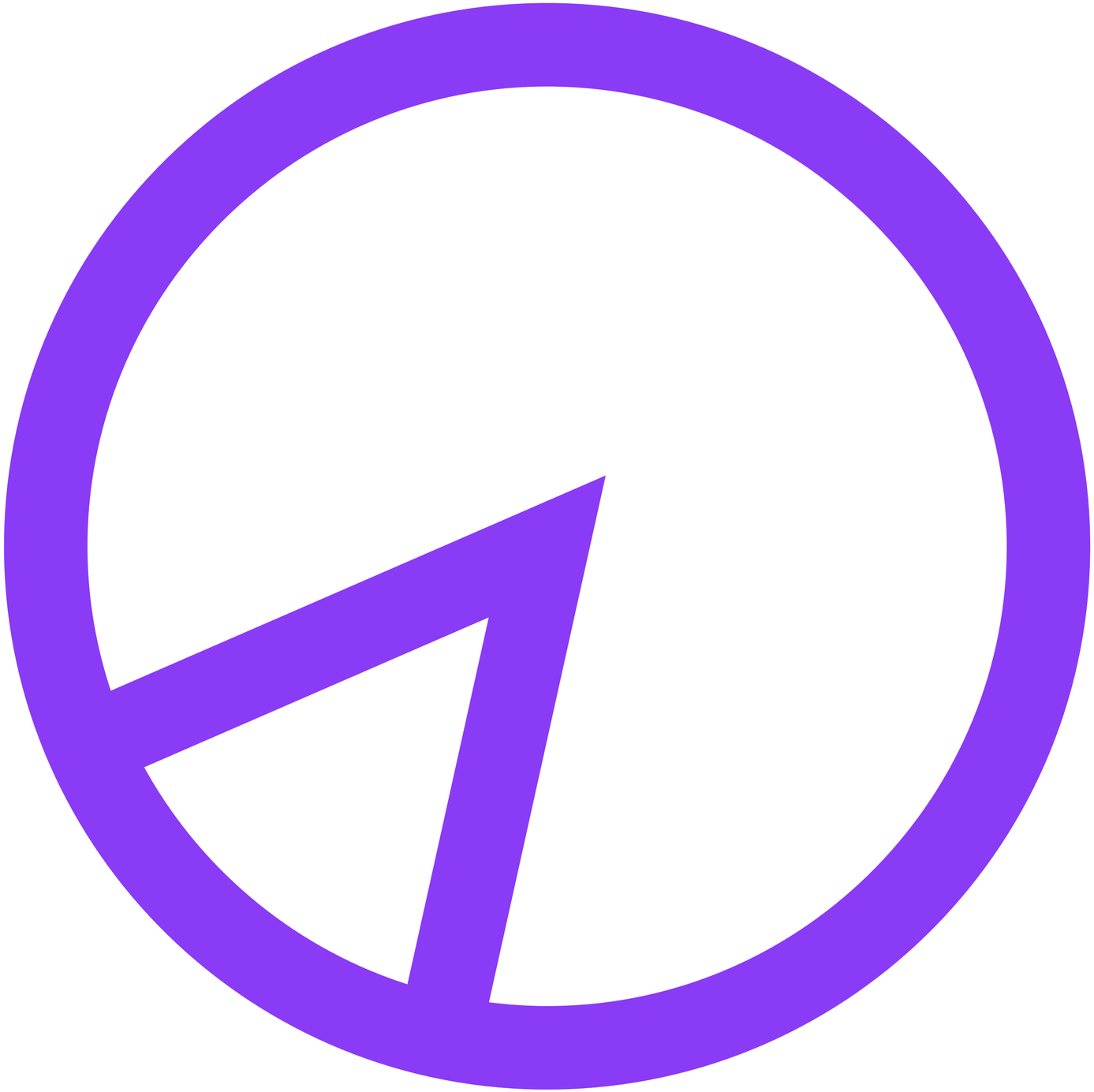
Visual Identity Guidelines
Version 1.0



#WeThe15

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

1.0 Introduction

#WeThe15 is sport's largest ever human rights campaign and aims to transform the lives of the one billion people globally who have a disability[1]. #WeThe15 is the biggest coalition ever of international organisations from the world of sport, human rights, policy, and business to initiate change for the planet's largest marginalised group.

This 10-year campaign, which will launch prior to the Tokyo 2020 Paralympic Games and aligns with the UN 2030 Agenda for Sustainable Development, aims to use sport as a tool to put disability at the heart of the inclusion agenda.

By breaking down barriers and putting an end to discrimination the objective is to make the world's 15% with a disability active, visible and contributing members of global society.

The founders of the WeThe15 campaign include the International Paralympic Committee (IPC), Special Olympics, Invictus Games Foundation, International Disability Alliance (IDA), UN Human Rights, World Health Organisation, Global Disability Innovation Hub, Global Citizen, UN Alliance of Civilisations, UN Sustainable Development Goals Action Campaign, The Valuable 500, International Disability and Development Consortium and the World Bank.

Other contributors include ATscale, C-Talent, GAATO, Global Goals Advisory, Loughborough University and Zero Project.

These organisations (founders and other contributors) make up the WeThe15 Steering Group as of May 2021. Together they will work with governments, businesses and the public to break down the barriers preventing one billion people with disability from becoming active, visible and contributing members of a global society.

We want to create a global movement that the world's one billion can rally behind, a movement that is publicly campaigning for disability visibility, inclusion, and accessibility. That is why a symbol has been developed to promote awareness for and engage people with the WeThe15 movement.

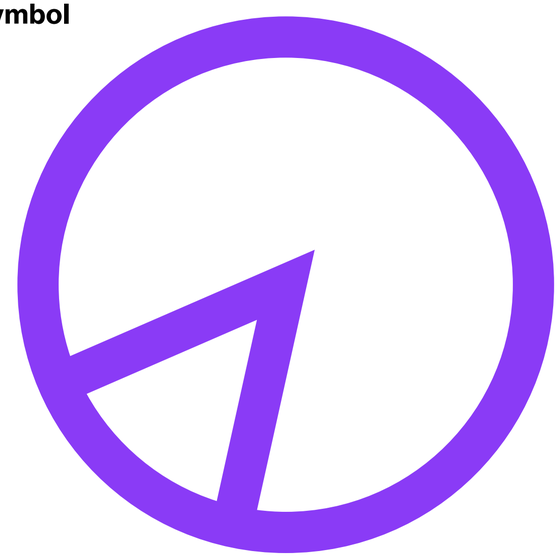
Full legal information relating to use of the #WeThe15 symbol can be found in section 10.0 of this document

1. World Report on Disability 2011, World Health Organization

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

2.0 Core identity elements

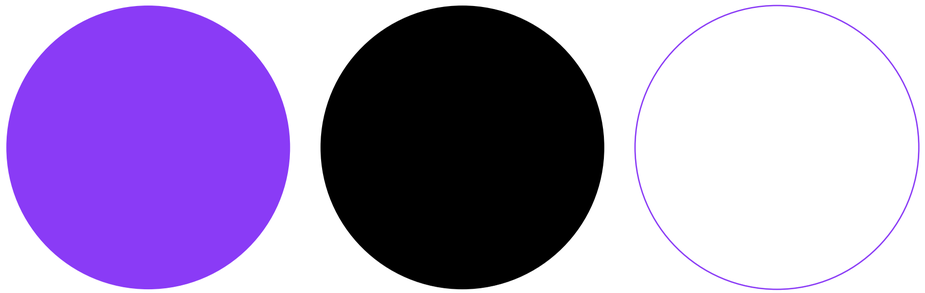
#WeThe15 symbol



#WeThe15 wordmark

#WeThe15

#WeThe15 colour palette

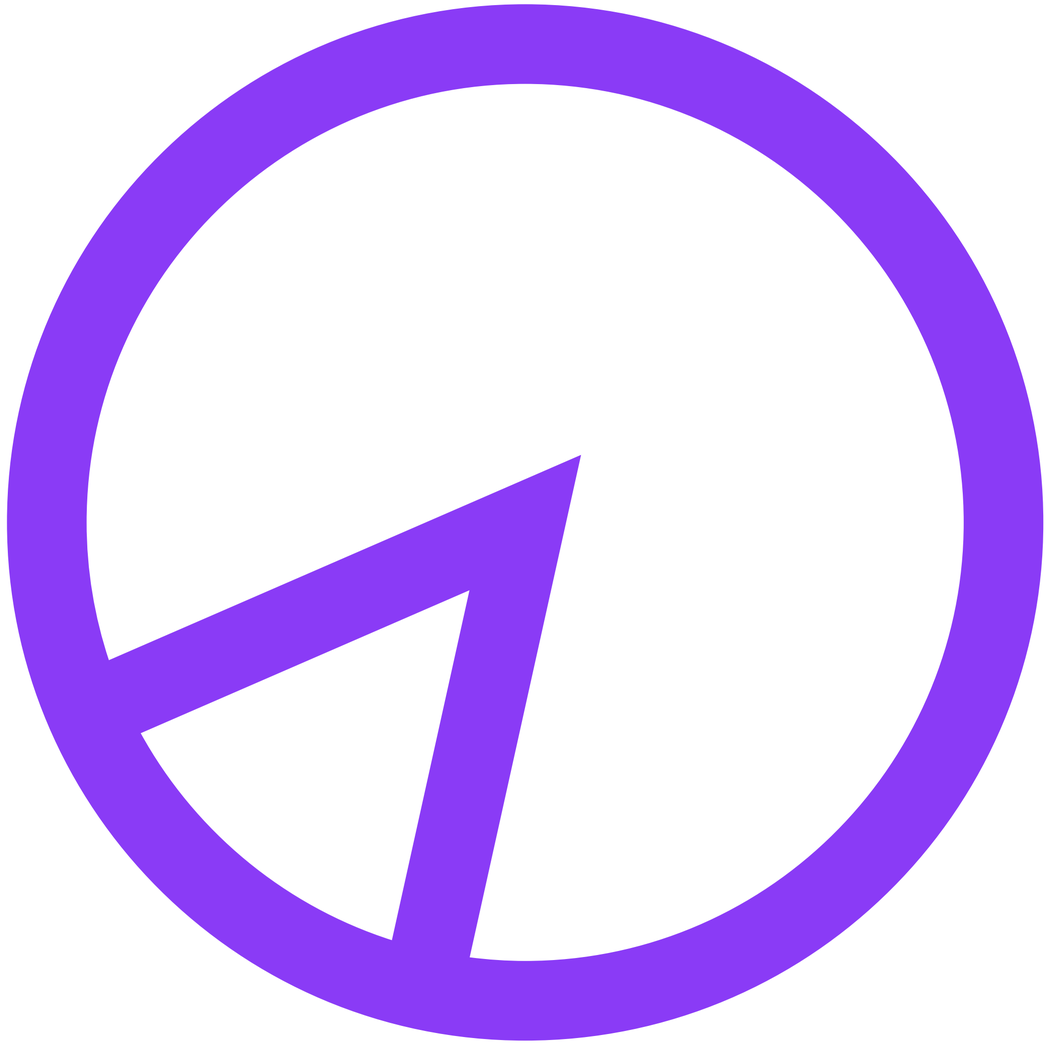


#WeThe15 primary typeface

Neue Haas Grotesk 75 BOLD
ABCDEFGHIJKLMNOPQRS
TUVWXYZ abcdefghijklmn
opqrstuvwxyz 1234567890

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

3.0 Symbol – Overview



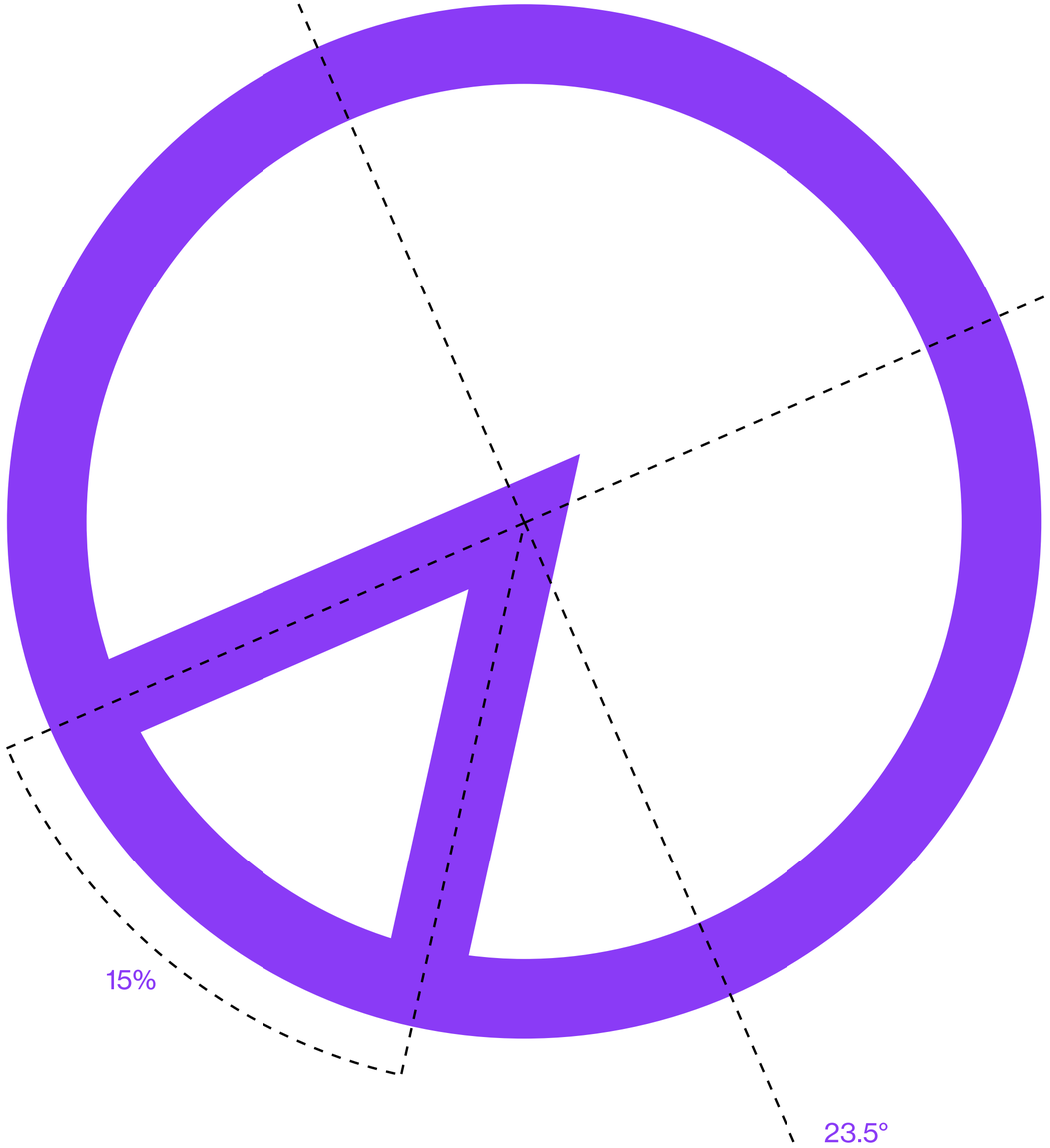
The #WeThe15 symbol depicts the Earth in its most simple form, a circle, with a highlighted segment to represent the 15% of the world's population who have some form of disability.

It is a simple and robust symbol, designed to be replicated easily by anyone, anywhere, using a wide variety of techniques and media. It is the most visible asset of our campaign identity, and as such should have a prominent position in all of our communications – it is our principal logo.

The symbol uses the colour purple, the international colour of disability.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

3.1 Symbol – Detail

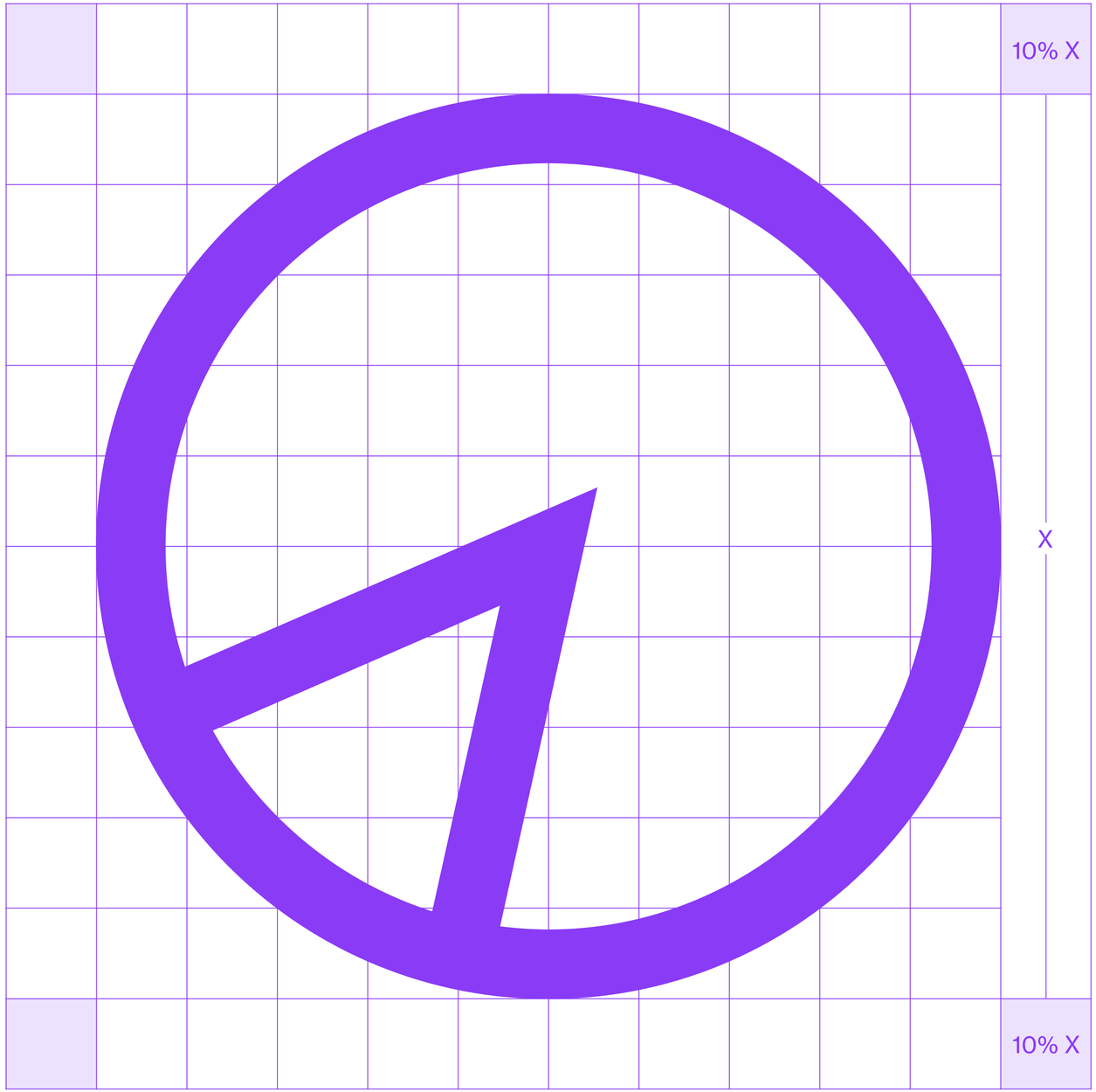


The #WeThe15 symbol always sits at an angle of 23.5° reflecting the tilt of the Earth's axis. The highlighted segment is equivalent to 15% of the whole – these elements should never be changed.

If describing this symbol to someone with a vision impairment, you would say it is a clockface with the hands pointing to 8:35.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

3.2 Symbol – Clear space and minimum size



To protect the clarity and visual integrity of our symbol, a minimum clear space of 10% of its full height [x] should be left around it when it is placed into layouts alongside other graphic elements.

The symbol should not be reproduced at sizes below 5mm or 15 pixels wide.

Minimum width 5mm / 15px

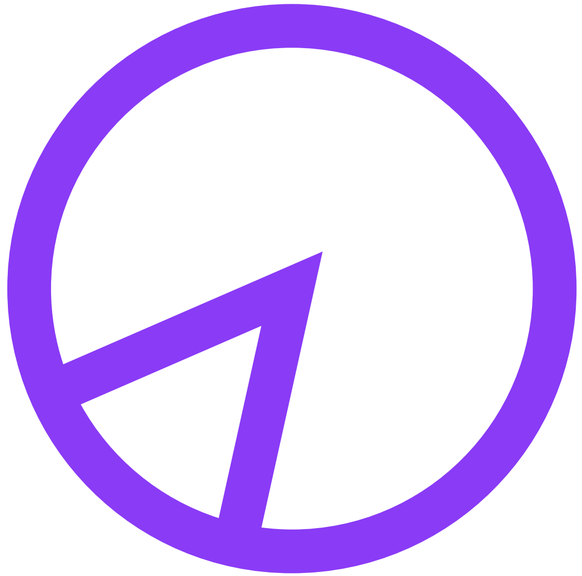
1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

3.3 Symbol – Colour use

The #WeThe15 symbol is supplied in our three brand colours: Purple – the international colour for disability – White and Black. The preferred colour pairings for these are shown on this page, and should be adhered to whenever possible.

Consideration should also be given to the production methods being used, and which colour combination will provide the strongest contrast within a given background.

Against white, purple is the preferred colour for the symbol:



Against black, purple is the preferred colour for the symbol:

Against purple, white is the preferred colour for the symbol:

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

3.4 Symbol – Integration into imagery

Either the white or purple version of the symbol can be combined with imagery.

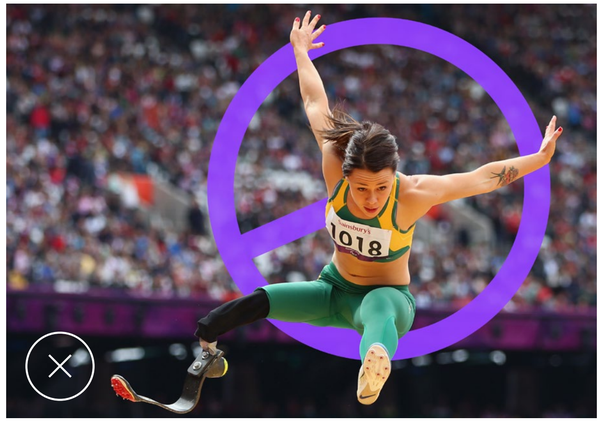
The #WeThe15 symbol can be placed within imagery as shown on this page. When adopting this approach, please ensure:

- There is sufficient space within the background of the image to fit the symbol comfortably.
- The background it is not so complex that the symbol becomes obscured.
- The 15% element of the symbol can still be understood when imagery is placed in front of it.

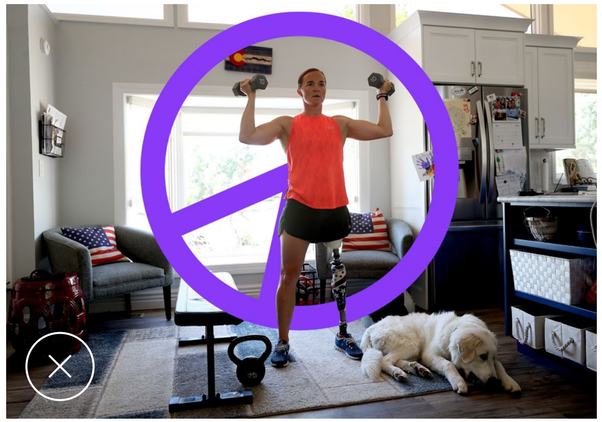
1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

3.5 Symbol – Integration into imagery: Things to avoid

The 15% element of the symbol cannot be easily understood



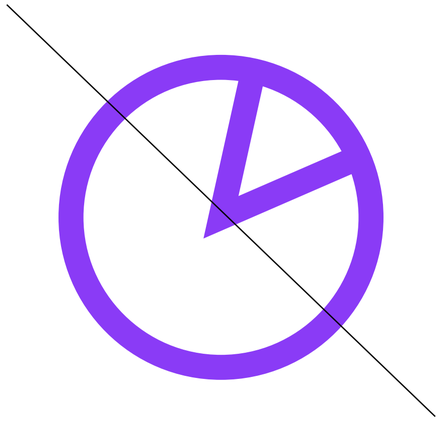
There is not enough clear space within the background of the image.
The background is too complex and interferes with the clarity of the symbol.



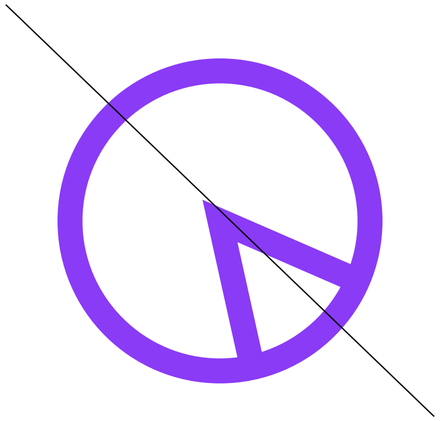
1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

3.6 Symbol – Misuse

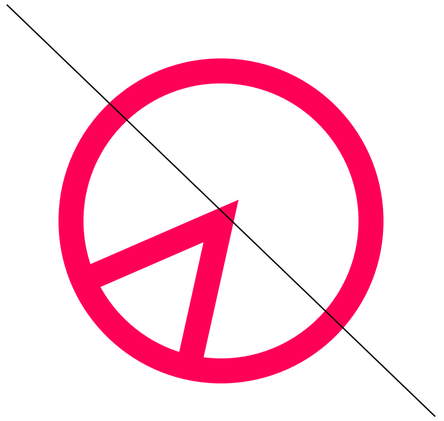
Do not rotate the symbol



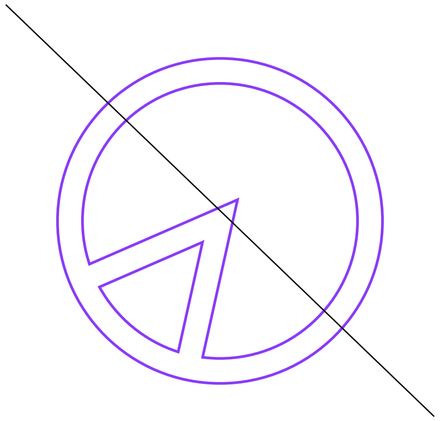
Do not flip the symbol



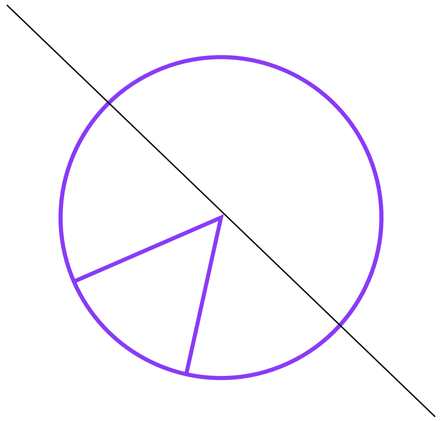
Do not re-colour the symbol



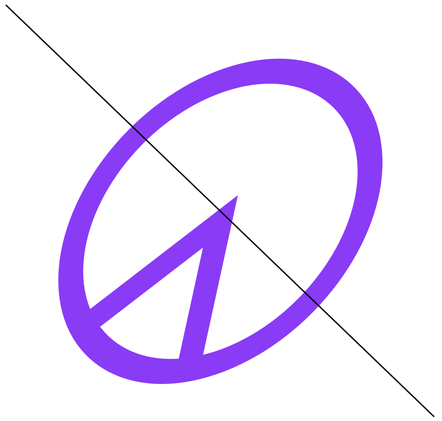
Do not outline the symbol



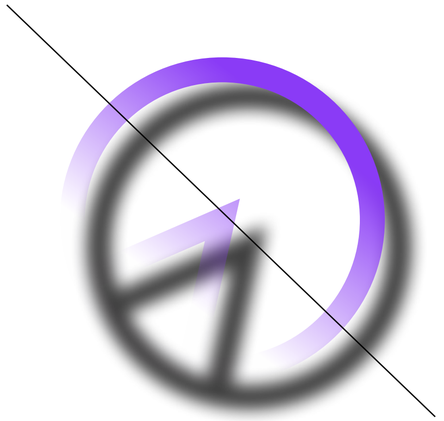
Do not alter the symbol lineweight



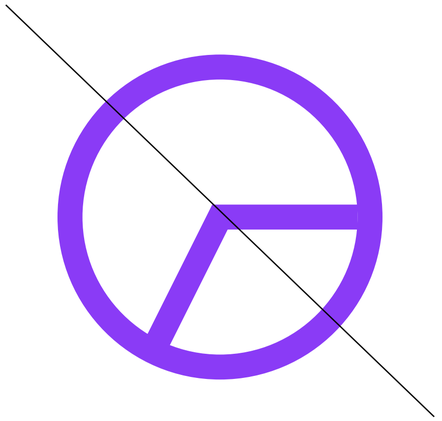
Do not distort the symbol



Do not apply effects to the symbol



Do not change or edit the symbol



1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

4.0 Wordmark

The #WeThe15 wordmark acts in support of our symbol and should feature in all #WeThe15 communications.

#WeThe15

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

4.1 Wordmark – Clear space and minimum size

To protect the clarity and visual integrity of our wordmark, a minimum clear space of 50% of its full height [x] should be left around it when it is placed into layouts alongside other graphic elements.

The standalone wordmark should only be reproduced in black and white. It should not be reproduced at sizes below 15mm or 70px wide.

#WeThe15

Minimum width 15mm / 70px

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

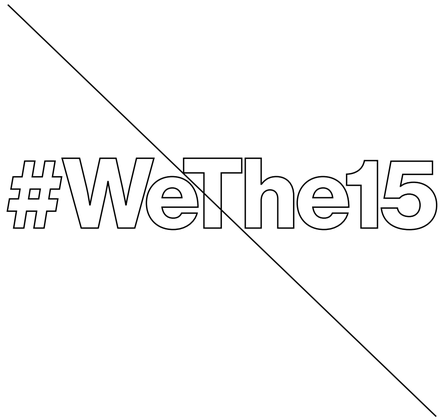
4.2 Wordmark – Misuse

Do not rotate the wordmark

Do not flip the wordmark

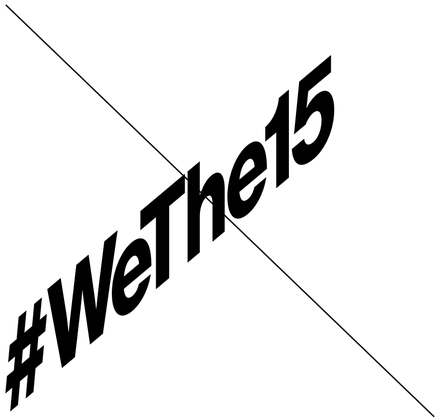
Do not re-colour the wordmark

Do not outline the wordmark

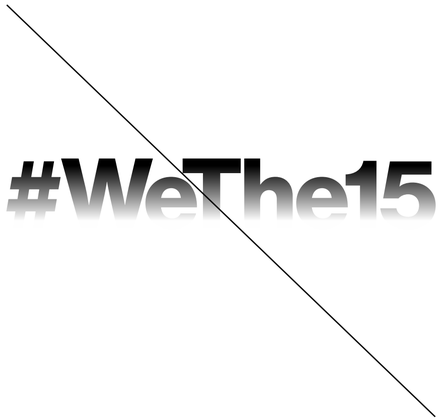


Do not re-configure the wordmark

Do not distort the wordmark



Do not apply effects to the wordmark



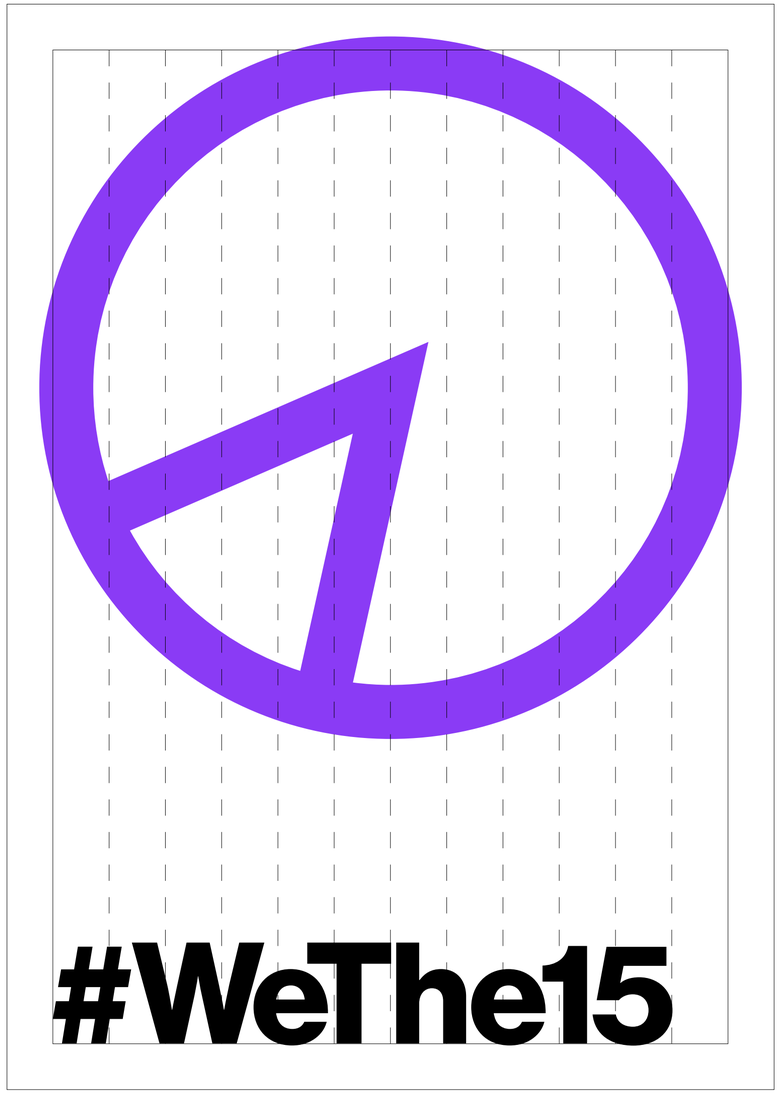
Do not alter or embellish the wordmark

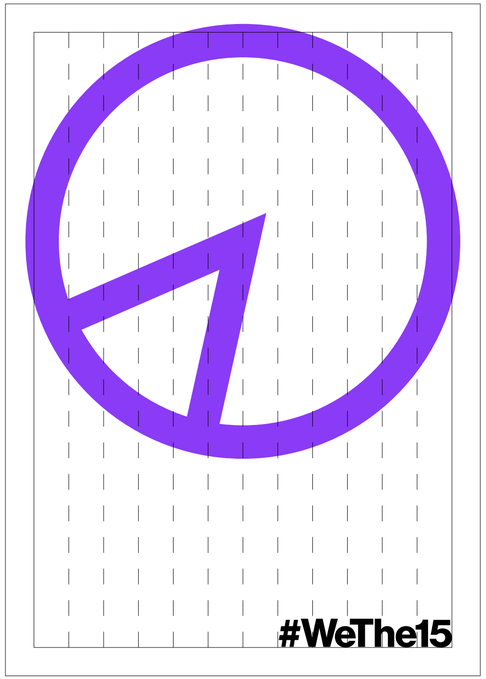
1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

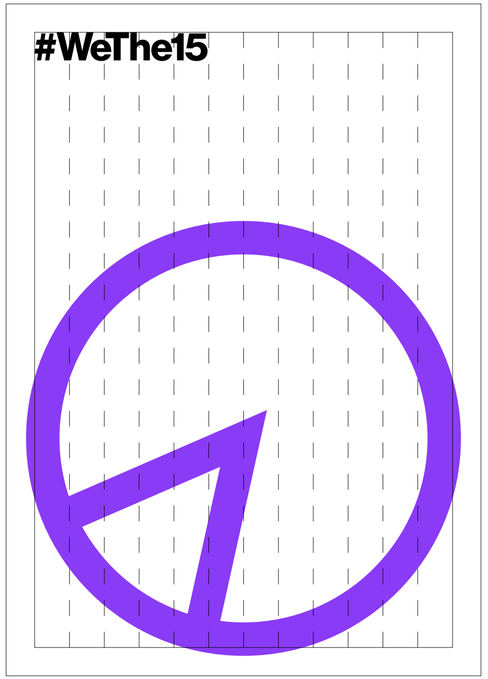
5.0 Relationship between the symbol and wordmark – Standard use

In standard use there is no fixed relationship between the #WeThe15 wordmark and symbol – their relationship is dynamic and can change to suit the needs of different applications.

Some schematic examples of this approach are shown on this page.







1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

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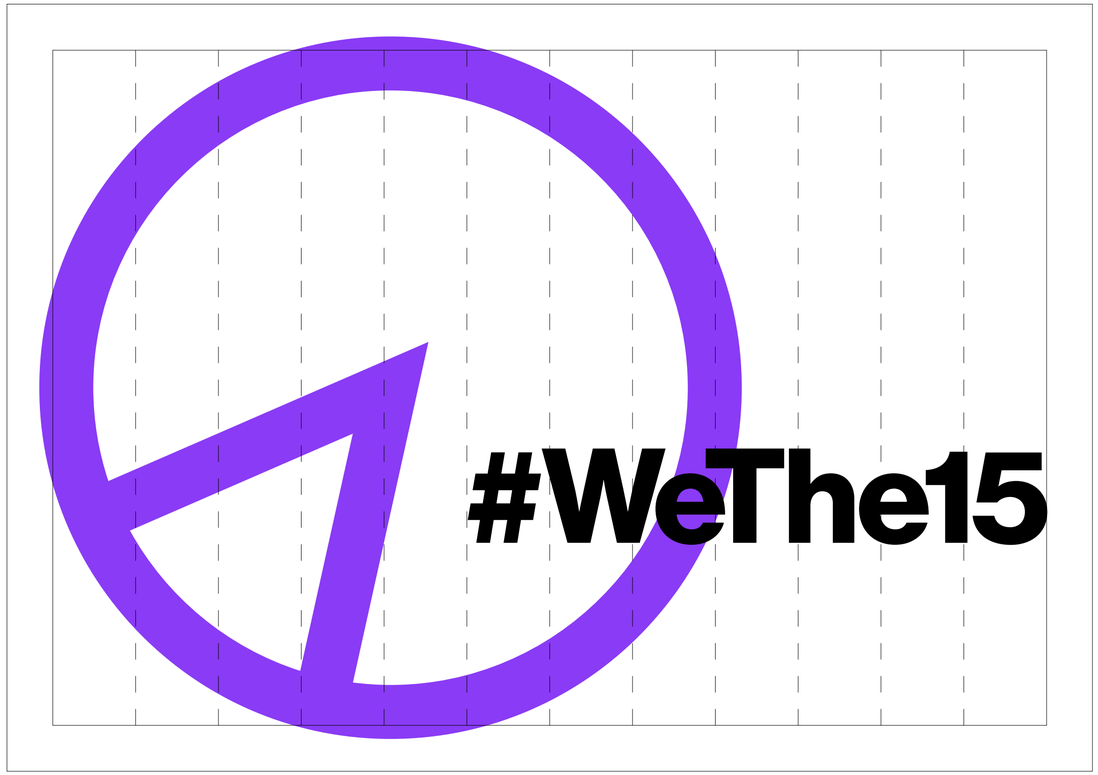
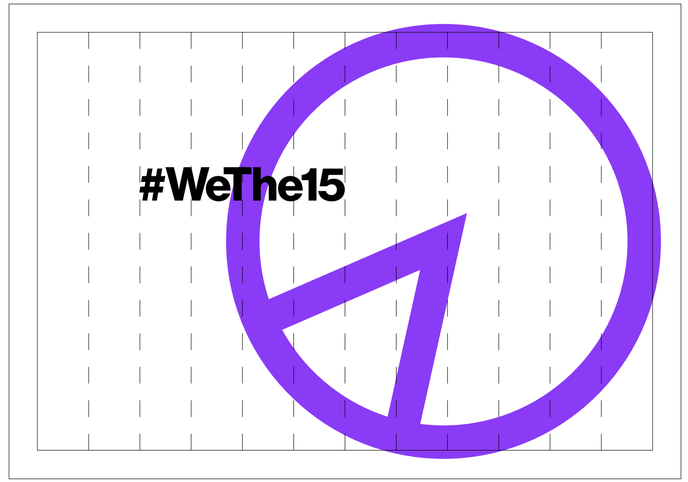




1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

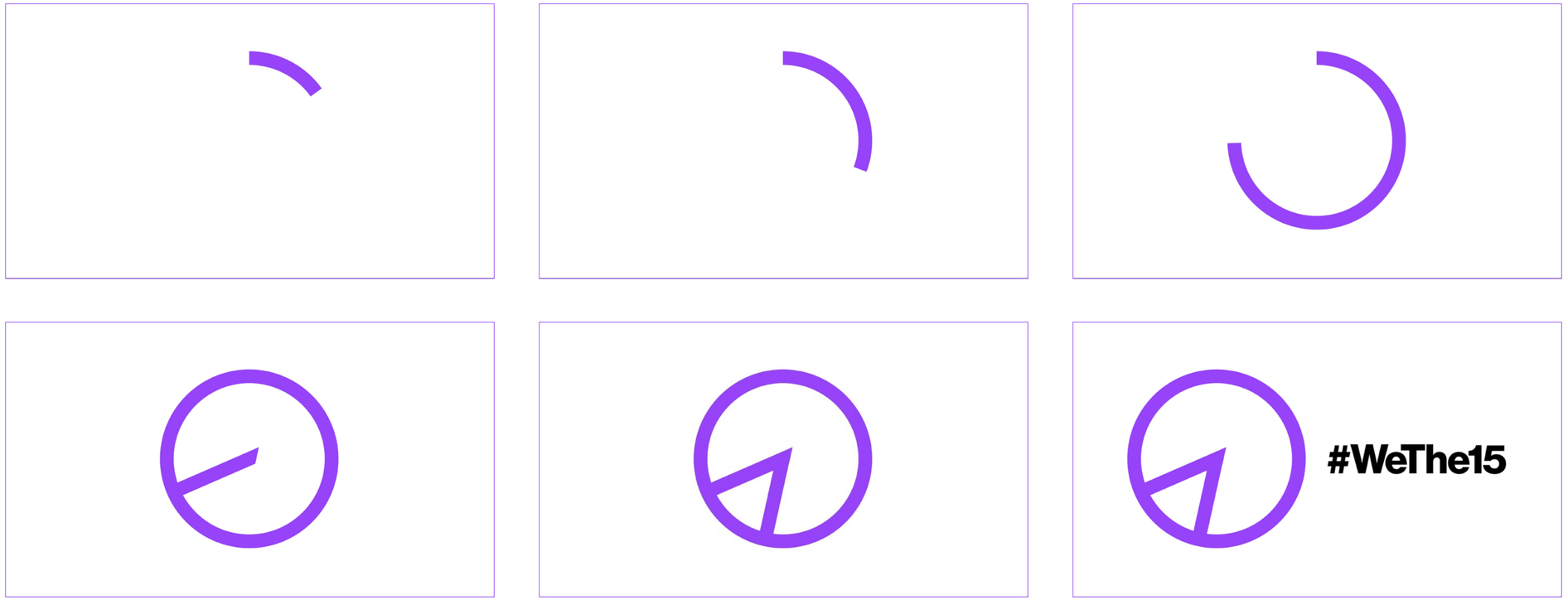
5.1 Relationship between the symbol and wordmark – Overlaid

This page gives best practice examples of using the symbol and wordmark overlaid, in combination with imagery. The symbol should be placed into imagery as per the guidance given on 8 and 9. The wordmark should be used in black or white only and placed in an area of the image where it is clearly legible.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

5.2 Animated symbol and wordmark resolve and sonic branding

An animated logo resolve and sonic branding assets are also available. To discuss the possible use of these please contact brand@wethe15.org



1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

5.3 Symbol and wordmark lock-ups – Vertical/Two-colour

WeThe15_Vertical_
Lockup_Purple_White

WeThe15_Vertical_
Lockup_Purple_Black

WeThe15_Vertical_
Lockup_White_Black

A series of fixed lock-ups between the symbol and the wordmark have been created for situations where the brand is used in a less expressive capacity – for example as a sign-off to an advert or marketing communication.

The Vertical/Two-colour lock-ups available are shown on this page.

Please note: the white symbol with black wordmark lock-up offers the least accessible colour combination when used against a purple background (as shown on this page). This colour combination should only be used for print applications at larger sizes and should not be used for digital applications.

Further information on colour use is given on page 26 of this guide.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

5.4 Symbol and wordmark lock-ups – Vertical/Single-colour

WeThe15_Vertical_
Lockup_White

WeThe15_Vertical_
Lockup_Purple

WeThe15_Vertical_
Lockup_White

A series of fixed lock-ups between the symbol and the wordmark have been created for situations where the brand is used in a less expressive capacity – for example as a sign-off to an advert or marketing communication.

The Vertical/Single-colour lock-ups available are shown on this page.

Please note: the black single colour lock-up shown below is for restricted use only, and should only be used in instances when colour reproduction is not possible – for example, in single colour newsprint advertisements.

WeThe15_Vertical_
Lockup_Black

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

5.5 Symbol and wordmark lock-ups – Horizontal/Two-colour

WeThe15_Horizontal_
Lockup_Purple_White

WeThe15_Horizontal_
Lockup_Purple_Black

WeThe15_Horizontal_
Lockup_White_Black

A series of fixed lock-ups between the symbol and the wordmark have been created for situations where the brand is used in a less expressive capacity – for example as a sign-off to an advert or marketing communication.

The Horizontal/Two-colour lock-ups available are shown on this page.

Please note: the white symbol with black wordmark lock-up offers the least accessible colour combination when used against a purple background (as shown on this page). This colour combination should only be used for print applications at larger sizes and should not be used for digital applications.

Further information on colour use is given on page 26 of this guide.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

5.6 Symbol and wordmark lock-ups – Horizontal/Single-colour

WeThe15_Horizontal_
Lockup_White

WeThe15_Horizontal_
Lockup_Purple

WeThe15_Horizontal_
Lockup_White

A series of fixed lock-ups between the symbol and the wordmark have been created for situations where the brand is used in a less expressive capacity – for example as a sign-off to an advert or marketing communication.

The Horizontal/Single-colour lock-ups available are shown on this page.

Please note: the black single colour lock-up shown below is for restricted use only, and should only be used in instances when colour reproduction is not possible – for example, in single colour newsprint advertisements.

WeThe15_Horizontal_
Lockup_Black

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

5.7 Symbol and wordmark lock-ups – Horizontal/Two-colour

WeThe15_Horizontal_Lockup_
Restricted_Height_Purple_White

WeThe15_Horizontal_Lockup_
Restricted_Height_Purple_Black

WeThe15_Horizontal_Lockup_
Restricted_Height_White_Black

A series of fixed lock-ups between the symbol and the wordmark have been created for situations where the brand is used in a less expressive capacity – for example as a sign-off to an advert or marketing communication.

The Horizontal/Two-colour lock-ups shown on this page should be used in situations where height is restricted and the size of the wordmark needs to be increased in relation to the size of the symbol – For example on very wide horizontal banners, where the height is low in relation to the width.

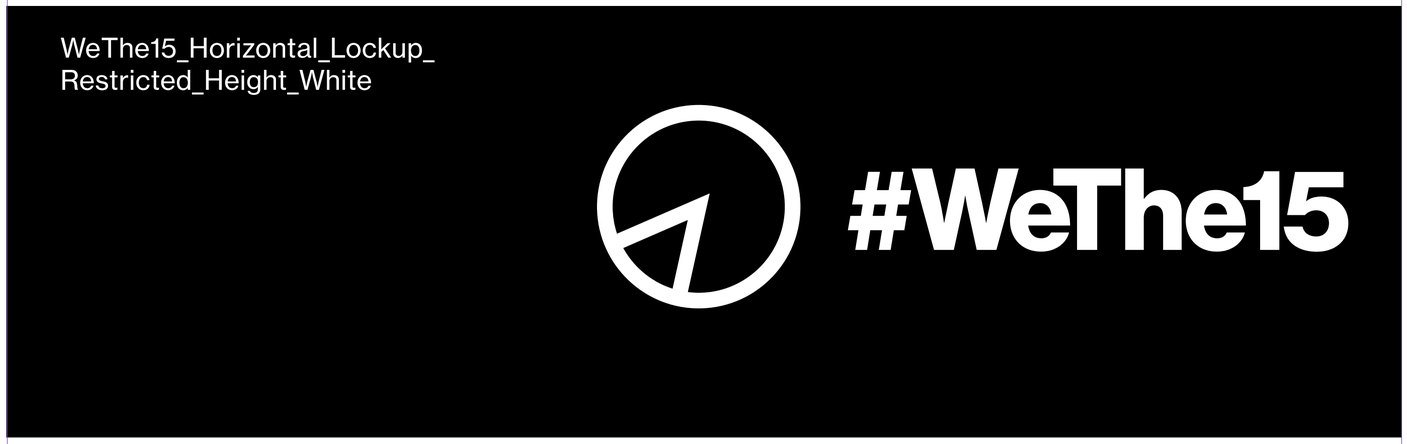
Please note: the white symbol with black wordmark lock-up offers the least accessible colour combination when used against a purple background (as shown on this page). This colour combination should only be used for print applications at larger sizes and should not be used for digital applications.

Further information on colour use is given on page 26 of this guide.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

5.8 Symbol and wordmark lock-ups – Horizontal/Single-colour

WeThe15_Horizontal_Lockup_
Restricted_Height_White



WeThe15_Horizontal_Lockup_
Restricted_Height_Purple

WeThe15_Horizontal_Lockup_
Restricted_Height_White

A series of fixed lock-ups between the symbol and the wordmark have been created for situations where the brand is used in a less expressive capacity – for example as a sign-off to an advert or marketing communication.

The Horizontal/Single-colour lock-ups shown on this page should be used in situations where height is restricted and the size of the wordmark needs to be increased in relation to the size of the symbol – For example on very wide horizontal banners, where the height is low in relation to the width.

Please note: the black single colour lock-up shown below is for restricted use only, and should only be used in instances when colour reproduction is not possible – for example, in single colour newsprint advertisements.

WeThe15_Horizontal_Lockup_
Restricted_Height_Black

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

6.0 Appearing alongside partner brands – Horizontal lock-up

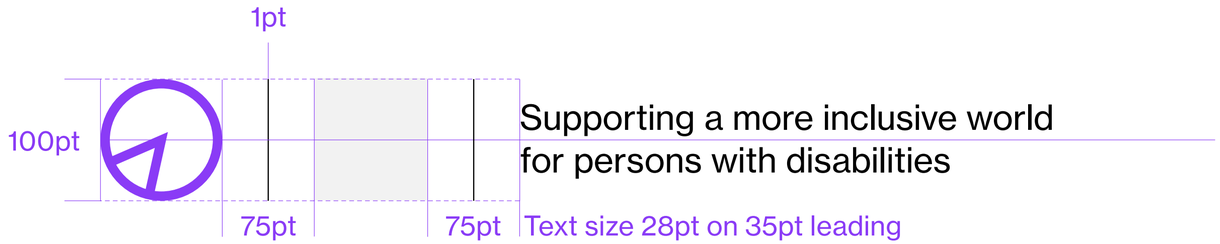
Horizontal lock-up / Linear arrangement
When the #Wethe15 identity appears alongside partner brands, either the 'Restricted Height' version of the horizontal lock-up, the symbol only or the vertical lock-up should be used.

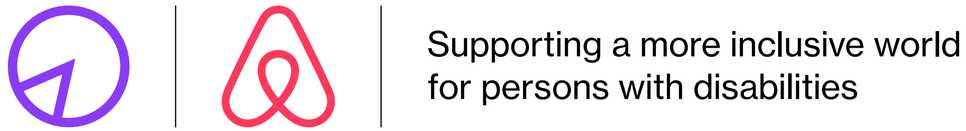
These should be set up as shown on the following pages, and then scaled to the required size.

Third party logos should be optically balanced in size with the #WeThe15 lock-up and should not exceed its height.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

6.1 Appearing alongside partner brands – Symbol only





Symbol only/Linear arrangement
When the #Wethe15 identity appears alongside partner brands, either the ‘Restricted Height’ version of the horizontal lock-up, the symbol only or the vertical lock-up should be used.

These should be set up as shown on the following pages, and then scaled to the required size.

Third party symbols should be optically balanced in size with the #WeThe15 symbol and should not exceed its height.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

6.2 Appearing alongside partner brands – Symbol only

Supporting a more inclusive world
for persons with disabilities

Text size 28pt on 35pt leading

Supporting a more inclusive world
for persons with disabilities

Symbol only/Stacked arrangement

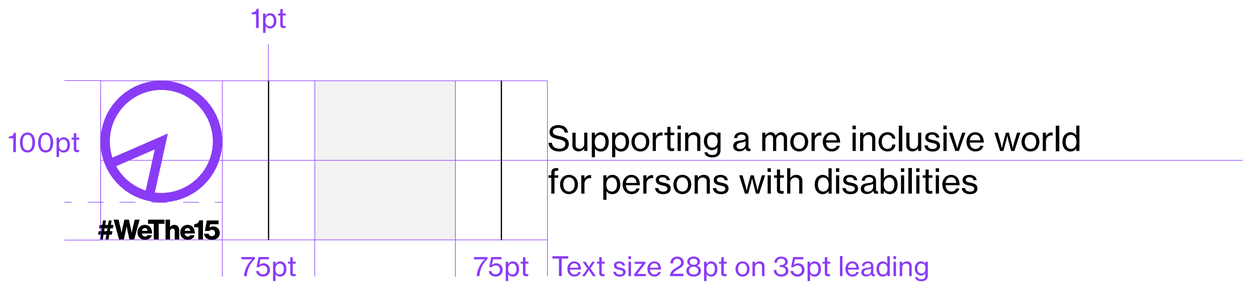
When the #Wethe15 identity appears alongside partner brands, either the 'Restricted Height' version of the horizontal lock-up, the symbol only or the vertical lock-up should be used.

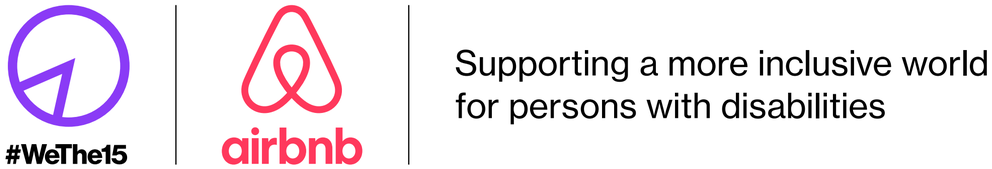
These should be set up as shown on the following pages, and then scaled to the required size.

Third party symbols should be optically balanced in size with the #WeThe15 symbol and should not exceed its height.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

6.3 Appearing alongside partner brands – Vertical lock-up





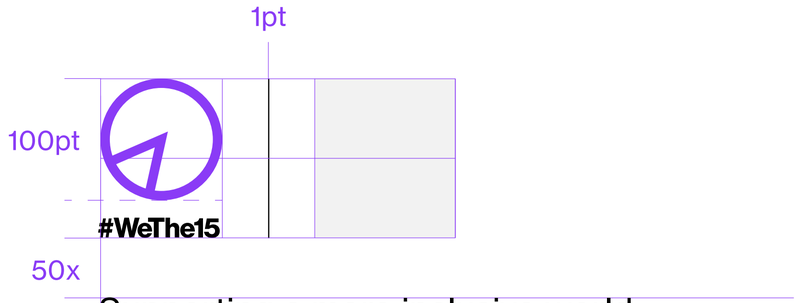
Vertical lock-up/Linear arrangement
When the #Wethe15 identity appears alongside partner brands, either the 'Restricted Height' version of the horizontal lock-up, the symbol only or the vertical lock-up should be used.

These should be set up as shown on the following pages, and then scaled to the required size.

Third party logos should be optically balanced in size with the #WeThe15 lock-up and should not exceed its height.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

6.4 Appearing alongside partner brands – Vertical lock-up



Vertical lock-up/Stacked arrangement
When the #Wethe15 identity appears alongside partner brands, either the ‘Restricted Height’ version of the horizontal lock-up, the symbol only or the vertical lock-up should be used.

These should be set up as shown on the following pages, and then scaled to the required size.

Third party logos should be optically balanced in size with the #WeThe15 lock-up and should not exceed its height.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

7.0 Colour palette

#WeThe15 purple
Pantone 265
C54 M67 Y0 K0
R138 G59 B246
HEX#8a3bf6

Black
Pantone Neutral Black
C0 M0 Y0 K100
R0 G0 B0
HEX #000000

White

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

Specifications for the #WeThe15 colour palette are given on this page. More detailed guidance around usage of colour is provided on the following page.

As the international colour for disability, purple is our primary colour.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

7.1 #WeThe15 digital colour combinations

White text can be used in combination with #WeThe15 purple backgrounds at sizes 20pt and over within digital applications ✓	**White text** can be used in combination with black backgrounds at all sizes within digital applications ✓	**#WeThe15** purple text can be used in combination with white backgrounds at sizes 20pt and over within digital applications ✓
Black text should not be used in combination with #WeThe15 purple backgrounds at any size within digital applications ✗	**#WeThe15** purple Text should not be used in combination with black backgrounds at any size within digital applications ✗	**Black text** can be used in combination with white backgrounds at all sizes within digital applications ✓

The colour combinations shown on this page give best practice examples for use of the #WeThe15 colour palette in digital applications.

Online-specific palette

In addition to these, an online-specific colour palette has been created for the #WeThe15 website, with a broader colour set, that has been adjusted to give full accessibility across a wider range of colour combinations – please speak to the #WeThe15 brand team if you require access to this.

Colour use in print

Within printed applications, created using pantone colours, the #WeThe15 purple can also be used as a background for black text at larger sizes – an example of this is the flag shown below.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

8.0 Primary Typeface – Neue Haas Grotesk

For external use our primary typeface for #WeThe15 communications is Neue Haas Grotesk. Information around licensing Neue Haas Grotesk is given in the Contact details section at the end of this document.

Neue Haas Grotesk 75 BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

8.1 Primary Typeface – Text and Display versions

We use two versions of Neue Haas Grotesk, Text and Display. These have been optimised for improved legibility at large and small sizes. The Display version should be used for all type sizes over 20pt and the Text version should be used for sizes below 20pt.

Neue Haas Grotesk Display should be used for headlines and all sizes over 20pt

Neue Haas Grotesk Text should be used for improved readability at sizes below 20pt

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

8.2 Primary typeface – Preferred weights

Our preferred weight of Neue Haas Grotesk is 75 Bold, supported by 55 Roman – these two weights should form the basis of all #WeThe15 communications.

The additional weights of 65 Medium and 45 Light can also be used within more text heavy settings to provide additional hierarchy or offer a wider range of tonal expression where needed.

75/Bold

55/Roman

65/Medium

45/Light

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

8.3 System font–Arial

For internal use within applications such as Microsoft Word or PowerPoint, the system font Arial should be used as a substitute typeface – it has innate similarities with our primary typeface, but should only ever be used for internal applications when Neue Haas Grotesk is not available.

System font: Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

8.4 Typeface for international wordmark translations – Noto Sans

For international translations of the #WeThe15 wordmark, and wider communications that require non-Latin scripts not supported by Neue Haas Grotesk, Noto Sans should be used.

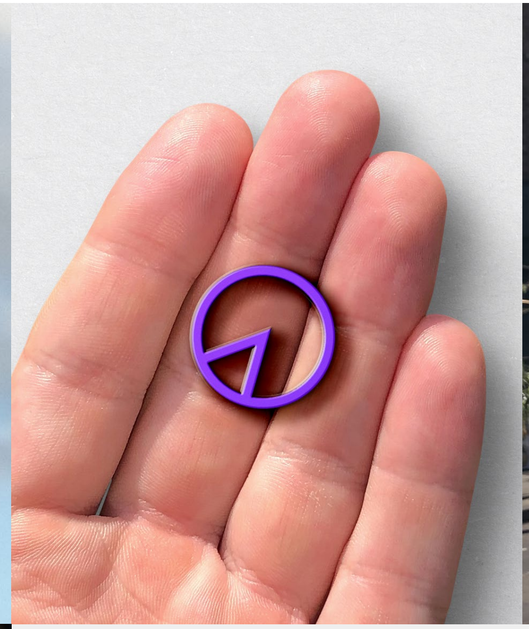
These include Arabic, Chinese, Devanagari and Japanese.

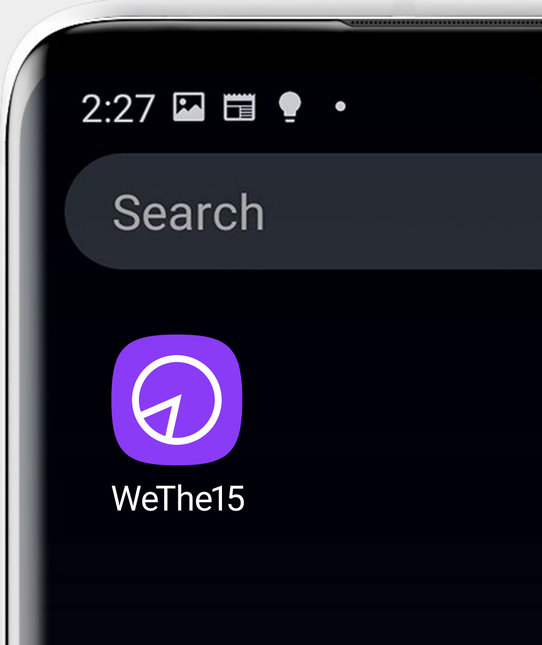
Information around licensing Noto Sans is given in the Contact details section at the end of this document.

Noto Sans should be used for Arabic, Chinese, Devanagari and Japanese scripts

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

9.0 Examples of use





1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

10.0 Terms of use

1 Use Of Wethe15 Symbol General Information

"Steering Group" organisations (see section 1.0 Introduction), governments, non-profit organisations and private sector entities may use the WeThe15 symbol in accordance with the following requirements only:

- The WeThe15 symbol and word mark may be used for (i) information, (ii) fundraising, and/or (iii) commercial purposes, in each case to show support for the WeThe15 movement. These types of uses are further explained below.
- The WeThe15 symbol and word mark may be used together or separately, as indicated in these Visual Identity Guidelines.
- The WeThe15 symbol may also be used alongside your entity's logo as illustrated in these Visual Identity Guidelines.
- When being displayed side-by-side with your entity's logo, the WeThe15 symbol must be accompanied by the text,

"Supporting a more inclusive world for persons with disabilities"

I. Information Purposes

Information uses are those that are illustrative, non-commercial, and not intended to raise funds, for example in presentations, newsletters, reports and other corporate materials to communicate your organisation's support for WeThe15.

The WeThe15 symbol may be used for such information purposes, and its use does not require prior permission from the International Paralympic Committee (IPC), or the conclusion of a licence agreement provided such use respects the provisions of these guidelines regarding how the symbol and word mark are presented.

II. Fundraising Purposes

Fundraising uses are those that are intended to raise resources to cover the costs of activities in support of the WeThe15 movement.

The WeThe15 symbol may be used for such fundraising purposes, but only with the prior permission of the IPC and on the conclusion of an appropriate licence agreement. The beneficiary of the fundraising must be clearly communicated in any fundraising campaign. An example would be a fundraising campaign by a third party for a project run by one of the Steering Group members, which contributes to the objectives of the WeThe15 campaign.

Requests to use the WeThe15 symbol must be sent to **brand@wethe15.org**. Requests should explain how the proposed use would align with the spirit and objectives of the WeThe15 movement. Accessibility and inclusion should also be clearly demonstrated in the request.

Should permission be granted, an appropriate licence agreement must be concluded before the entity can begin using the WeThe15 symbol for fundraising purposes.

III. Commercial Purposes: Use on Merchandise and Products

Commercial uses are those by for-profit entities on commercial or promotional merchandise and products in order to promote the WeThe15 movement to a wider audience. An example would be to place the WeThe15 symbol on a drinks bottle or a phone cover. These uses may be permitted with prior permission from the IPC and on concluding a licence agreement.

Requests to use the WeThe15 symbol for commercial purposes must be addressed to **brand@wethe15.org**. Requests should explain how the proposed use would align with the spirit and objectives of the WeThe15 movement and the requirements set out in these guidelines. Accessibility and inclusion business practices must also be clearly demonstrated in the request.

Should such permission be granted, an appropriate licence agreement must be concluded before the entity can begin using the WeThe15 symbol for commercial purposes.

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

10.0 Terms of use

2 Use Of The WeThe15 Symbol by Steering Group Entities

Steering Group members can use the WeThe15 symbol without obtaining prior approval from the IPC provided they also respect the provisions set out in these Guidelines.

3 Steering Group Marks

It is not permitted to use the marks of any members of the Steering Group to create an association between any entity and the Steering Group member.

This includes creating an association with the IPC, the Paralympic Games, the Paralympic Movement or any member organisation of the IPC. Unless you already have a commercial relationship with the IPC you may not use any Paralympic marks, emblems or logos. WeThe15, and the WeThe15 symbol, is entirely separate to the Paralympic Games and the Paralympic Movement and gives no entitlement to associate or claim any relationship (of whatever nature including corporate, commercial, financial or otherwise) to the Paralympic Games or Movement whatsoever.

The same applies for Special Olympics and Invictus Games marks (and association with the Special Olympic and the Invictus Games), as well as all other Steering Group members.

4 No Liability

The IPC does not assume any responsibility or liability for the activities of your entity, including with respect to any use of the symbol or word mark for fundraising or commercial purposes.

The IPC gives no warranty or promise regarding the freedom to use the WeThe15 symbol or word mark and gives no assurance that the use of the symbol or word mark will not infringe the rights of any third party. The WeThe15 symbol and word mark is provided “as is” and use of the symbol and word mark is at your risk.

5 No Endorsement

The use of the WeThe15 symbol by an entity does not imply the IPC’s endorsement of that entity, its products or services, or of its planned activities, and it should not be used to give any such impression.

The WeThe15 symbol may not be reproduced for the purpose of self-promotion, endorsement or for obtaining any financial gain. Any fundraising and commercial use must only be undertaken with the explicit prior written permission of the IPC and on conclusion of a licence agreement.

The IPC will not assume any responsibility or liability arising from the translation of the text of the WeThe15 word mark into languages other than the campaign languages.

6 Permissions

Please send any requests for commercial and fundraising use as per the instructions above to **brand@wethe15.org**

1.0 Introduction
2.0 Core identity elements
3.0 Symbol
4.0 Wordmark
5.0 Relationship between the symbol and wordmark
6.0 Appearing alongside partner brands
7.0 Colour
8.0 Typography
9.0 Examples of use
10.0 Terms of use
11.0 Contact details

11.0 Contact details

In the early days of implementing the identity you may need some additional support to work with the different elements.

General enquiries

For general enquiries, please contact **brand@wethe15.org** in the first instance.

If you wish to download the brand assets, please refer to **wethe15.org** and fill in the Request Form. Make sure to use all the #WeThe15 brand assets in compliance with these guidelines.

Typeface licensing

Neue Haas Grotesk is available through Adobe Fonts and can be activated for use within Adobe Creative Suite license here:

https://fonts.adobe.com/fonts/neue-haas-grotesk

For users not working with Adobe Creative Suite, Neue Haas Grotesk can be licensed here:

https://www.myfonts.com/fonts/linotype/neue-haas-grotesk

Noto Sans is available here:
https://www.google.com/get/noto