



'United By' Campaign Promotion Toolbox

#UnitedBy #OlympicDay

Foreword

Every day, members of the Olympic Movement work to build a better world through sport. On 23 June 2018, that effort will be amplified through Olympic Day activations across the globe.

Olympic Day raises awareness of the vital role sport and physical activity play in society – especially as a tool for development, youth engagement, and empowerment (to list but a few).

As 2018 marks the 70th anniversary of Olympic Day, this year we are celebrating through our campaign, United By. The campaign will bring together stories, experiences and events of Olympism from across the world, including activations around Olympic Day, and combine them with content created centrally to build a unified celebration of Olympic ideas and values, in the lead-up to and beyond June 23rd.

This toolbox provides context, supporting materials for communication best practices and promotional activity around the United By campaign while exploring Olympism and the way we are United By it.

As you know, the IOC encourages all of its stakeholders to stage their Olympic Day events and leverage their initiatives across all available channels. You can use the assets provided in this toolbox for your Olympic Day communications and beyond.

More specifically, this toolbox includes overviews on key communication messages, supporting media materials, inspiring stories, and IOC's new United By Olympic Day video among many items; all created to support Olympic Day activations. While most Olympic Day plans are currently underway, we hope that the United By concept can be included in your existing execution plans to help us define and increase the conversation around Olympism.

To continue raising awareness and celebrating the Olympism theme, we are launching our first Olympism in Action Forum (OiAF) in Buenos Aires, Argentina on 5-6 October 2018. Through additional activations and ongoing promotion our intent is to ensure the work begun with Olympic Day carries through until then and that we can collectively define what 'Olympism' means.

We are thrilled to be kicking off this exciting milestone and for your support throughout this campaign!

Yours sincerely,

Rebecca Lowell Edwards
Director, IOC Strategic Communications Department



UNITED BY
HOPE

**WHAT IS
OLYMPISM?**



WHAT IS OLYMPISM?

Olympism is more than the Games, more than the Olympians.

It is a philosophy of life that brings together sport with culture and education for the benefit of humanity.

It is the coaches, volunteers, ground staff, early morning risers, parents that drive the team to practice, athletes, teachers, community workers and everything in-between. The people that make sport happen every day for themselves, their families, friends and communities.

It is the power of the Olympic values - Excellence, Friendship and Respect - in every part of life to deliver a better world now and for generations to come.

We are all **United By Olympism**.



UNITED BY
GOALS

OLYMPIC DAY



OLYMPIC DAY

2018 marks the **70th anniversary of Olympic Day**.

23 June 1894

The birth date of the modern Olympic Movement

Delegates from 12 countries assembled in Paris voted unanimously to support Pierre de Coubertin's proposal to revive the Olympic Games.

23 June 1948

The first World Olympic day

The first World Olympic Day was held with a total of nine National Olympic Committees (NOC) hosting ceremonies in their respective countries: Austria, Belgium, Canada, Great Britain, Greece, Portugal, Switzerland, Uruguay and Venezuela.

1978

Inclusion in the Olympic Charter

The Olympic Charter recommends for the first time that all NOCs organise an Olympic Day to promote the Olympic movement. The idea of enhancing the celebration by organising events for a whole week was added to the 1990 version of the Olympic Charter.

23 June 1987

The Olympic Day Run

The concept of an Olympic Day Run was launched by the IOC Sport for All Commission. The first Olympic Day Run was held over a distance of 10km, with 45 participating NOCs.

June 2008

60th anniversary

The celebration of Olympic Day turned 60! Over the years, it has developed into the only annual worldwide celebration of the Olympic Movement and has helped spread the Olympic values to every corner of the world.

March 2009

“Move, Learn and Discover”

Introduction of the “Move, Learn and Discover” pillars to broaden the scope of activities that can be offered on Olympic Day.



OLYMPIC DAY

Today, Olympic Day transcends individual sports to help the world get active, learn about the Olympic Values and discover new sports.

Based on the three pillars of Move, Learn and Discover, National Organising Committees (NOCs) are organising sports, cultural and educational activities around the globe.

Move: Encourages people to get active on Olympic Day. “Move” can refer to all types of physical activity for people of all ages and abilities.

Learn: Educate and learn about the role of sport in society and the Olympic values. It is a great opportunity to look at the contribution of sport to global social issues that can affect your community, such as education, health promotion, HIV prevention, female empowerment, environmental protection, peacebuilding and local community development. Being a responsible citizen is also part of the philosophy of Olympism.

Discover: Discover is all about people trying new sports and activities they have never tried before. It is a prime opportunity to introduce sports people may not have easy access to or are lesser known in their region.

Olympic Day is an essential stage for the Olympic Movement; Olympism’s catalyst to genuine change.



UNITED BY
COURAGE

**UNITED BY
CAMPAIGN**



UNITED BY CAMPAIGN

Sport has the power to unite regardless of age, gender, religion, nationality, ability. It unites us through passion, teamwork, commitment, loss and victory. It unites by creating a shared well-being of body and mind. We are United By sport.

United By brings together the stories, experiences and events of Olympism from across the world and combines them with centrally created content to build a unified celebration of Olympic ideas and values.

United By celebrates the power of Olympism to have a lasting positive impact on people's well-being – physically, mentally and socially – every day. It shows the values of Olympism and the global community it creates, builds lifelong friendships and fosters mutual respect amongst all.

We are United By qualities that transcend borders, qualities that make us human.

Terms that we believe we are all United By include:

Excellence	Friendship	Respect	Progress
Peace	Purpose	Diversity	Inspiration
Legacy	Tolerance	Movement	Passion
Equality	Courage	Goals	Hope
Determination	Action	Perseverance	Love
Fair-play	Family	Sportsmanship	

However, we encourage you to share your own interpretation and words!



UNITED BY
INSPIRATION

**OLYMPISM IN
ACTION FORUM**

OLYMPISM IN ACTION FORUM

Continuing the Olympism theme in 2018, the IOC is launching its first Olympism in Action Forum (OiAF) in Buenos Aires, Argentina on 5 and 6 October 2018.

The OiAF will bring together stakeholders across the Olympic Movement and society to open new dialogues, discuss global challenges, and share innovative experiences and inspiring stories to further mobilise sport to create a better world.

Conversations during the Forum will transpire through plenary debates, collaborative workshops, live interviews and constructive and interactive dialogues with a diverse group of speakers and guests.

The Forum is expected to draw 1,500 participants including athletes, International Federations, National Olympic Committees, business partners, UN agencies, NGOs, governments, private and public-sector leaders, academics, the media, and artists.

The Forum will precede the third edition of the Summer Youth Olympic Games, which will include the world's top young athletes from 6 to 18 October.



A photograph of several athletes in red and white tracksuits, standing in a line and holding hands. The focus is on their hands and the lower part of their tracksuits. The background is blurred, showing a wooden floor and a person's face in the distance.

UNITED BY
FRIENDSHIP

ACTIVATIONS

ACTIVATIONS

To follow are some of the activations and events that we will be undertaking during the lead up to, on and beyond Olympic Day. It's our hope that you will participate in these events and even expand upon them when and where possible. Your participation is essential to raising awareness of the efforts and values of Olympism and to ensuring the maximum impact for the campaign.

THE OLYMPIC DANCE

Movement is the basis of sport and health. But sport – especially at an Olympic level – is not the only way to move.

Dance is an accessible and instinctive way to move that differs from what may be perceived as IMPOSSIBLE to achieve by the general public – Olympic performances. Dance is a global form of movement that all ages and cultures understand.

That's why, for Olympic Day, the Olympic Channel presents...

THE OLYMPIC DANCE

On Olympic Day, dancing will become our symbol. After all, it's a universal language that contains two fundamental elements relevant to our target audience:

- Digital Culture
- Urban Culture

This cross-channel activation (owned, earned and paid) will be organised in partnership with a character who currently represents that spirit: **The Backpack Kid**.

We will also invite athletes and the general public to share videos of their Olympic Dance across social media.

If an ambassador in your region should wish to partake, please use the hashtag **#OlympicDance**



ACTIVATIONS

LAUNCH DAY FILM

To launch the United By campaign the IOC has created a video that will work to define Olympism. With award-winning British actor and avid sports fan, Sir Patrick Stewart OBE, lending his voice, the video highlights that Olympism is more than just the Olympic Games and Olympians; it is the individuals and the moments every day that unite us all through sport.

We encourage you to share this video across your social handles and to incorporate the hashtags #UnitedBy and #OlympicDay.

To note, we ask that you do not promote Patrick Stewart when posting the video, but rather let the video speak for itself.

Launch Day Film: <https://mab.to/JAsdNGtUJT3>





UNITED BY
MOVEMENT

SOCIAL MEDIA



SOCIAL MEDIA

GUIDELINES

Guidelines for the execution of local social media campaigns can be found here:

IOC Social and Digital Media Guidelines PyeongChang 2018

HASHTAGS

As a request, it would be helpful that all social posts featuring moments of Olympism or activities related to Olympic Day be tagged with

#UnitedBy and #OlympicDay.

The additional hashtags can be included if considered context-relevant:

- #Olympism
- #OlympismInAction
- #Olympics

When posting with #UnitedBy, please ensure there is a space between UnitedBy and the term. For example, it should read #UnitedBy Olympism and not #UnitedByOlympism.

Here are some terms the IOC believes to be good descriptors of Olympism:

- | | | | |
|----------------------|-------------------|----------------------|--------------------|
| Excellence | Friendship | Respect | Progress |
| Peace | Purpose | Diversity | Inspiration |
| Legacy | Tolerance | Movement | Passion |
| Equality | Courage | Goals | Hope |
| Determination | Action | Perseverance | Love |
| Fair-play | Family | Sportsmanship | |



SOCIAL MEDIA

MONITORING

The IOC social media team will manage all social media monitoring once the campaign begins.

However, if your region secures media coverage or you feel there are specific social media posts or conversations that are worth being shared, please feel free to let us know at:
chiara.valsangiaco@olympic.org or ben.seeley@olympic.org.



UNITED BY
DIVERSITY

DESIGN BRIEF



DESIGN BRIEF

OVERVIEW

The below is a creative brief that is to be used in all asset creation around Olympic Day and the Olympism in Action Forum (OiAF), using the United By creative concept.

United By is a unifying creative concept for these IOC events communications. Through a visual and editorial treatment, we can tangibly express the idea of “Olympism” to provide meaningful experience to Olympic Day and the Olympism in Action Forum. United By expresses “coming together for a purpose” and highlights the power and permeability of Olympism through the concept’s core idea: While we may speak different language and look different from one another, it’s the qualities that transcend borders that unite us and make us human.

tone of voice

With Olympic Day and the Olympism in Action Forum (OiAF), we have a unique opportunity to be chattier – especially when using the voices of the passionate people behind the Olympic Movement – and we should seize the opportunity.

Therefore, the tone of voice should be: dynamic, inspiring, passionate, engaging and conversational.

COLOUR SCHEME

Background colours should remain white or black.

The colours that should be used are that of the Olympic rings: blue, yellow, green, red and black. For Olympic Day, the colours can be brighter and more vibrant than those currently being used for the OiAF assets.

When applying the United By visual treatment to a photo that Olympism in Action uses, one Olympic colour should be selected out and brought to the front (this specific piece of colour should be chosen based off of its meaning to the photo and prominence throughout). The colour should be enhanced slightly to be a bit more vibrant. Everything else in the photo is then considered to be the “background” and should be desaturated (but not full black and white – it should still have some natural colour to it) with a subtle blue hue added to it. This will exaggerate the contrast between the Olympic colour masked out and the rest of the photo in order to make it pop.



DESIGN BRIEF

FONT

The main font to be used is Montserrat. When using the font, please keep the following in mind:

- Avoid italics
- Use all caps
- When filling in United By _____ with a word (Passion, Drive, etc), the fill-in-the-blank should be in a larger size and weight than “United By”
- United By should always be set in the light weight of Montserrat, while the accompanying fill-in-the-blank word should always be set in the bold weight of Montserrat
- United By should always be roughly 1/3 of the point size of the accompanying word.
- For quotes, the quote itself should be set in the Bold weight of Montserrat, while the name should always be set in the lightweight of Montserrat and be roughly 10-15 pts smaller than the quote
- All copy should be tracked out according to size and weight

However, when using the Olympic Day logo, the font is Helvetica Rounded. When using the Olympism in Action logo, the font to use is Pedell. These fonts should not be used anywhere else.

LOGOS

The integrity of the Olympic rings must be maintained. To this effect, the Olympic rings cannot be altered or distorted, or used in a way that is not relevant to the piece or the context they are used for.

Guidelines: <https://www.olympic.org/olympic-rings>



DESIGN BRIEF

KEYWORDS

When using the #UnitedBy hashtag, the following word should be a space apart and approved words are below. For example, it should read '#UnitedBy Olympism' and not #UnitedByOlympism.

Approved words include:

Excellence	Friendship	Respect	Progress
Peace	Purpose	Diversity	Inspiration
Legacy	Tolerance	Movement	Passion
Equality	Courage	Goals	Hope
Determination	Action	Perseverance	Love
Fair-play	Family	Sportsmanship	



UNITED BY
RESPECT

**POST-OLYMPIC
DAY**



POST-OLYMPIC DAY

Although Olympic Day may have concluded, we are still keen to generate content and continue the conversation around Olympism in the lead up to the Olympism in Action Forum and the Youth Olympic Games in October 2018.

To do this, we ask that you share with us any images, videos, stories, inspirational moments or quotes and even the names of participants in your region who would be willing to share their story. We would also love it if you continued to post on your social media handles and support us through likes and sharing our content.

We ask that you please share relevant content and feedback with us by emailing us at chiara.valsangiaco@olympic.org or ben.seeley@olympic.org. If you have images or film that you can share with us please email it to us at images@olympic.org.

THANK YOU