



Paris 2024

Paralympic Games

Toolkit for supporting organisations



Background

We were delighted to launch the 'Unlock The Everyday' campaign at the Davos World Economic Forum in January this year. We continued momentum by launching the first ever World Day for Assistive Technology on June 4th, which many of you joined us in celebrating. We thank you for your support to date.

Now, we are calling on you, as our partners, to continue championing the campaign and our mission to transform people's lives through increased access to assistive technology.

This Paris 2024 Paralympic Games, we are celebrating the achievements of athletes, and spotlighting the need for increased access to assistive technology to:

- Enable more people to participate in sports at all levels – which of course has physical, mental and social benefits
- Allow more people from LMICs to become athletes and compete at the highest levels in the future

Key messaging to draw on

- Everyone, everywhere should have the chance to participate in sports.
- Appropriate assistive technology enables individuals to participate – at school, at work and in sports – unlocking opportunities that are not possible without it.
- Increased access to assistive technology means more children and adults can get involved in sport at school and in their communities – supporting physical, mental and social health, and enabling more people to unlock their potential.
- The Unlock The Everyday campaign is celebrating the achievements of all athletes, many of whom rely on assistive technology to compete at the Paralympic Games.
- All aspiring athletes should have equal access to assistive technology. With transformative action from policymakers and community leaders, hundreds and even thousands of athletes from low- and middle-income countries could make it to the Paralympic Games in the future.
- Please find further messaging here: [**Paris 2024 Paralympics Key Messaging**](#)

Social media assets

The social media assets for use during the Paris 2024 Paralympic Games are available to [download here](#).

The assets are available in 1x1 ratio (recommended for **Instagram/LinkedIn**) and 1.91x1 ratio (recommended for **X**).

Please be aware of character limits for each platform (X: 280 characters, Instagram: 2,200, LinkedIn: 2,000 characters, Facebook: no limit, recommended no more than 500).

On the next pages you'll find examples of these assets, as well as guidance on how to use each asset on your/ your organisation's social media channels. The assets include:

- **Countdown asset** – to help build excitement and anticipation ahead of the Games
- **Medal asset** – designed to celebrate medal-winning athletes
- **Photo asset** – to celebrate individual athletes
- **Athlete and AT-user asset** – designed to promote participation for athletes and AT-users respectively
- **Quote asset** – designed for organisations to post their own supportive quote
- **Static partner asset** – a non-editable asset to raise general awareness

Help us build excitement ahead of the Games with our editable countdown asset



The asset is available to [download here](#).

This is an editable asset designed to help supporting organisations build excitement ahead of the Games.

Remember to fill in the number of days before posting!

The asset is available in 1x1 ratio (**Instagram** and **LinkedIn**) and 1.91x1 ratio (for use on **X**).

All assets have descriptive alt text, which is provided in the folder along with the assets – [download here](#).

Celebrate medal-winners with our editable medal asset



The asset is available to [download here](#).

This is an editable asset designed to celebrate medal-winning athletes. Remember to add in the name of the athlete and Para sport before posting!

The asset comes in three versions for gold, silver and bronze medal winner.

The asset is available in 1x1 ratio (**Instagram** and **LinkedIn**) and 1.91x1 ratio (for use on **X**).

All assets have descriptive alt text, which is provided in the folder along with the assets – [download here](#).

Editable photo asset to celebrate athletes



The asset is available to [download here](#).

This is an editable asset. Remember to insert the name and image of the athlete before posting!

The asset comes in five versions to represent the different assistive technologies (digital device, hearing aid, prostheses, wheelchair, glasses).

The asset is available in 1x1 ratio (**Instagram** and **LinkedIn**) and 1.91x1 ratio (for use on **X**).

All assets have descriptive alt text, which is provided in the folder along with the assets – [download here](#).

Editable asset for athletes and any AT-users



The asset is available to [download here](#).

This is an editable asset. Remember to insert the assistive product and sport/ activity before posting!

The asset comes in two versions – one for athletes competing at the Games and one for AT users more generally.

The asset is available in 1x1 ratio (**Instagram** and **LinkedIn**) and 1.91x1 ratio (for use on **X**).

All assets have descriptive alt text, which is provided in the folder along with the assets – [download here](#).

Editable quote asset



The asset is available to [download here](#).

This is an editable asset designed for you to share a quote from your organization and or any athletes you are working with.

Remember to insert the quote where the yellow example copy is before posting!

The asset is available in 1x1 ratio (**Instagram** and **LinkedIn**) and 1.91x1 ratio (for use on **X**).

All assets have descriptive alt text, which is provided in the folder along with the assets – [download here](#).

Non-editable partner asset



The asset is available to [download here](#).

Remember this is a non- editable asset.

The asset comes in three different versions with different pictures included.

The asset is available in 1x1 ratio (**Instagram** and **LinkedIn**) and 1.91x1 ratio (for use on **X**).

All assets have descriptive alt text, which is provided in the folder along with the assets – [download here](#).

Suggested social copy

Once you download the social media asset, remember to write some social copy to accompany the asset.

You can find our suggested social copy for each asset here:

- [Countdown asset](#)
- [Medal asset](#)
- [Photo asset](#)
- [Athlete and AT-user asset](#)
- [Quote asset social copy](#)
- [Static partner asset](#)

Remember, the suggested social copy is just a guide and must be tweaked depending on the assets in question!

A note on language

When writing about the Paralympic Games, it is important to use correct language and terminology.

Here are a few key things to be mindful of when writing your social copy:

- 'Paralympic sport' and 'Para sport' refers to any sport in which athletes with a disability compete, as recognized by the IPC.
- According to IPC guidance 'Paralympians' and 'Paralympic athletes' are athletes who have taken part in a Paralympic Games. 'Para athletes' refers to athletes who have not yet taken part in an Olympic Games.
- The word 'Para' and 'Paralympic' as an adjective is always capitalized. For example, the terms 'Para athlete', 'Paralympic Games', 'Paralympic Sport', and 'Para sport' must be capitalized.
- Athletes are **competing** in the Paralympic Games, not 'participating'
- There is no such thing as a 'former/ex-Paralympian'; if a Paralympic athlete has taken part once, they are a Paralympian 'for life'

It is worth familiarising yourself with the IPC's guide to Para and IPC terminology, [here](#), which includes detailed definitions as well as terms to avoid.

Best practice for social media

Throughout the Games, please use trending hashtags such as **#Paralympics2024** as well as the **#UnlockTheEveryday** hashtags in your social media posts.

Engage with Unlock the Everyday's social media accounts:

Instagram: @unlocktheeveryday

X: @Unlock_Everyday

Facebook: Unlock The Everyday

We encourage all partners and supporting organisations to repost and engage with Unlock the Everyday social posts containing the Paralympic assets.

Feel free to also use existing Unlock the Everyday assets and video when posting about the Games!

COLOUR CODE

The colour code for the Unlock The Everyday campaign are accessible, unique and modern. All of the existing assets for the campaign – and for the Paris 2024 Paralympic Games – mainly use the colour palette shown below.

Please note that the HEX and RGB codes are for digital use only. The CMYK code is to be used for all physical printing, whether that's t-shirts, badges or pins!

To maintain a consistent visual look for the campaign, think about using these colours for any original content or images you plan to develop to support the campaign on the day.

HEX: #202124	HEX: #314699	HEX: #FEDC82	HEX: #FFD5D5
RGB: 32 G:33 B:36	RGB:49 G:70 B:153	RGB: 254 G:220 B:130	RGB: 255 G:213 B:213
CMYK:74 M:67 Y:62 K:71	CMYK:94 M:85 Y:3 K:0	CMYK:1 M:12 Y:58 K:0	CMYK:0 M:20 Y:8 K:0

ICONS

Please see the Paris 2024 Paralympic icons and logos below.



The wheelchair, prostheses and Eiffel Tower icons are available in the core Unlock the Everyday colours – blue, pink, black, yellow and white. The medals are available in gold, silver and bronze.

You can use these icons for any content you'd like to share about the campaign. Add it to your own social media content, graphics or website!

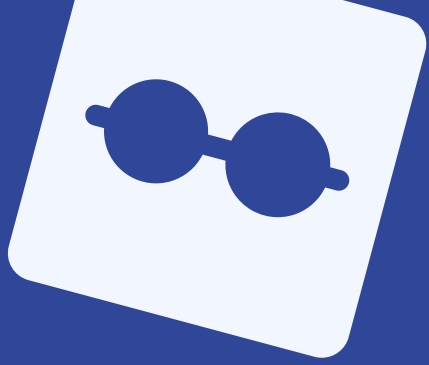
To download all available icons in high-res, please click on the link: [Paralympic Icons](#)

Existing Unlock The Everyday materials

To use the existing Unlock The Everyday social media assets, please click on the link here: [Social Assets – Unlock the Everyday](#)

For more messaging and information related to the Unlock The Everyday campaign, please visit the website here: [Unlock The Everyday - FAQs](#)

For all other ways of supporting the campaign, please visit the website: [Unlock The Everyday – Get Involved](#)



**Thank you for your ongoing support of the
Unlock the Everyday campaign throughout
the Paris 2024 Paralympic Games.**

For more details or questions, please get in touch:
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