

# Guidelines to use digital assets

To ensure consistent branding across all platforms during the celebration of the International Day for People with an Intellectual Impairment (IDPWII), Virtus has developed a range of [official digital assets](#). These materials are available to support and unify global participation in the inaugural IDPWII celebration.

## 1. Official logos



IDPWII official logo can be used on websites, promotional materials, and on social media posts related to IDPWII.

[Please refer to the Brand guidelines to know more about how you can and cannot use the logos.](#)

## 2. Logo stickers



Stickers with Virtus brand colour backgrounds can be used on any content related to IDPWII on social media, website or promotional activity materials.

## 3. Instagram post or story tiles

Post and story background tiles featuring the pre-embedded IDPWII and Virtus logos are also available for use.

If you're planning to use an image in your post, please remove its background to ensure the official tile remains visible behind it.

You may also add your organization's logo in the space indicated by the **red dots** on the sample tiles provided.





## 4. Video frame

The official video frame has been designed to be used as an overlay on any videos shared in support of the International Day for People with an Intellectual Impairment (IDPWII), either on the day itself or in the lead-up to it.

Don't forget to add your organization's logo in the area marked by the red dots on the sample frame provided.



## 5. Profile picture frame

Profile picture frames can be used to reinforce your support to the IDPWII cause on 25 July.

Simply overlay it on your social media profile picture.



## 6. Banner



An official banner background is available for creating your own customized banners. When selecting images, please avoid using action shots or photos of athletes in sports attire only. The goal of this campaign is to celebrate individuals with an intellectual impairment as people first — beyond their identity as athletes. We encourage the use of casual, everyday images (e.g., wearing a t-shirt, dress, or other non-sport-specific clothing). You may include one or two individuals in athlete attire if appropriate, but please ensure the majority reflect the campaign's people-first focus.

Don't forget to include the official IDPWII logo or sticker to ensure visual consistency across the campaign.

All the frame-sticker-tiles can be created using [Canva \(Canva.com\)](https://www.canva.com) or any other photo/video editing app.