



About the Special Olympics Logo

Special Olympics has recently undergone a brand refresh which was rolled out in June 2012. The Special Olympics core symbol and typeface are not changing. However, the Special Olympics logo has a refreshed format of the mark so that it will build brand equity in our symbol. For Accredited Programs, the Special Olympics Logo/Mark includes Symbol, Logotype and Program Name with a new refreshed Program name typography. Our symbol expresses the guiding idea for our brand. It contains within it an expression of revealing the champion in all of us. Our symbol transcends language and is a universal expression of our movement.

The Special Olympics Symbol and Logotype (Serpentine Bold) remain the same but we are introducing a number of new approaches including color and alignment. These changes on how we manage the Special Olympics visual identity on a global scale will bring a greater coherence and alignment across the global movement. Visit resources.specialolympics.org/brand for more information.

How to Obtain a Special Olympics logo

One of the most popular requests for images on the Special Olympics Resources site is for the Special Olympics official logo, a Special Olympics Accredited Program or Special Olympics Sub-brand. Requests for a digital EPS, PNG or JPG file of the Special Olympics official logo are reviewed by the Special Olympics Communications team by contacting brand@specialolympics.org. When making the request please outline in as much detail the intended use of the logo.

Accredited Special Olympics Programs may obtain their official logo in various formats by contacting their Regional Marketing & Communications Contact. Please visit <http://www.specialolympics.org/content.aspx?id=6413> for a list of contacts.

Uses for the SO Logo

These sorts of placements are common and acceptable:

- Banners for events
- Uniforms/T-shirts/sweatshirts
- Specialty Items (mugs, hats, pens, etc.)

If you are running a local event, please contact your local [Accredited Program](#) to obtain the correct Special Olympics logo. For example if you are having an event in Maryland, please contact Special Olympics Maryland. Special Olympics International will not provide logos for local events. If you have questions about logo usage, colors, and other details, please refer to the [Brand Guidelines](#) or contact brand@specialolympics.org.