

SPECIAL OLYMPICS



1968 – 2018

Introduction

This document is an introduction to the Special Olympics 50th Anniversary endorsement mark – shown here are visuals of how the mark will be applied at all stages. The mark has been created as an endorsement to the master Special Olympics visual identity to recognise and celebrate the 50th anniversary of our movement.

Please note: This mark is not a new logo or identity and should only be used as an endorsement to the Special Olympics master visual identity.

Vertical Stack

Core Mark



Horizontal Stack

Core Mark



SOI Lock-up



SOI Lock-up



SO Accredited Program Lock-up



SO Accredited Program Lock-up



Mark versions

Core Mark* – Date



Core Mark* – Without Date



* All colour versions will be created for both stacked and horizontal marks

SO Lock-ups

SOI



SO Lock-up (Date)



Accredited Program



SO Accredited Program Lock-up (Date)

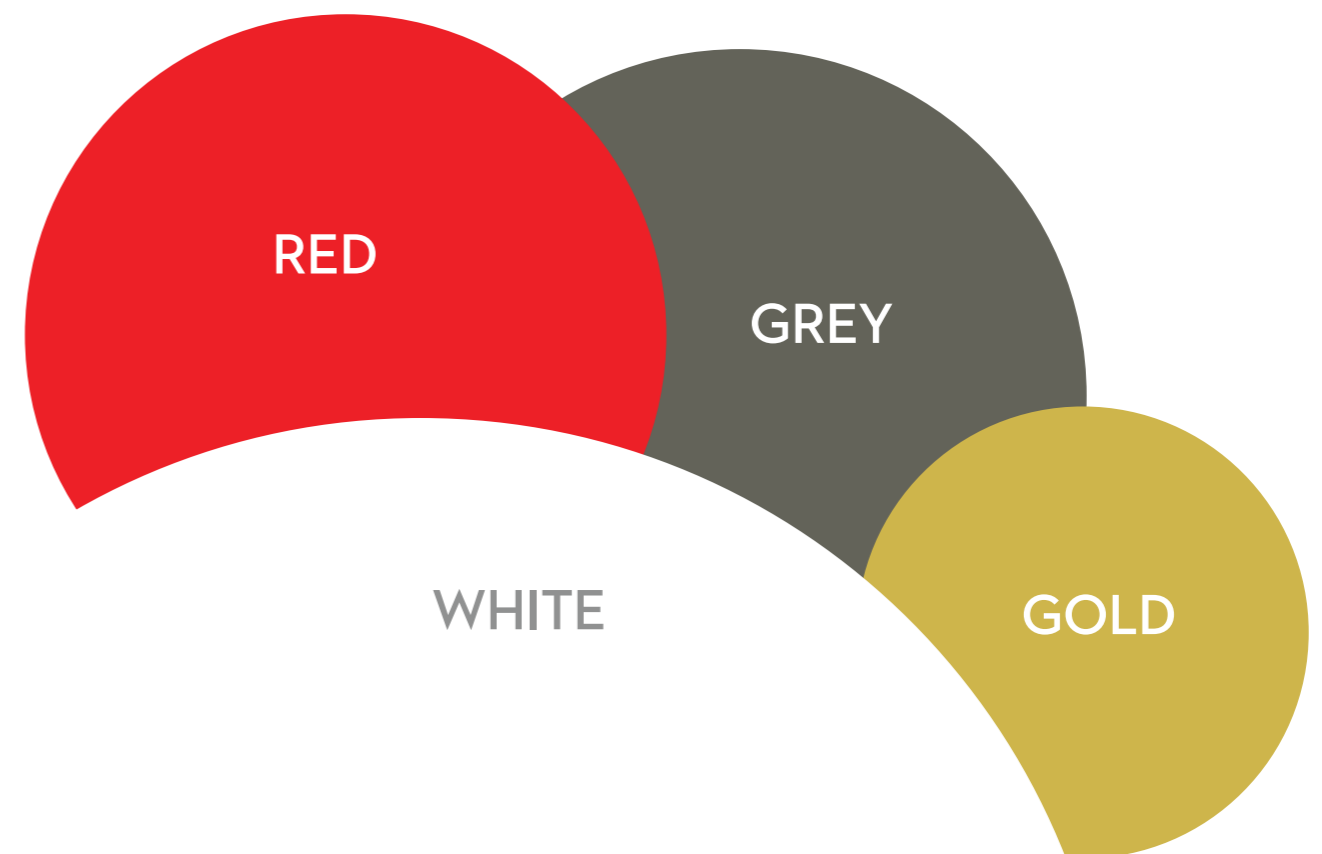


Typography

SPECIAL
OLYMPICS
FIFTY YEARS

Ubuntu Regular
Medium Bold

Color palette



Special Olympics
Program Name



50 YEARS
1968-2018

Europe

Ms Jane Smith
1024 Commonwealth Avenue
Alston
MA 10246

Re: Team Sponsorship
March 26th, 2012

Dear Jane,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose.

Sincerely,



Anne Other
Vice President, Marketing
AnneOther@ProgramURL.org

Special Olympics Program Name
First Address Line, Second Address Line, Postal Code, Country **Tel** +321 321 321 4321 **Fax** +321 321 321 4322
www.ProgramURL.org **Email** info@ProgramURL.org **Twitter** @ProgramTwitter
Created by the Joseph P Kennedy Jr Foundation. Authorized and accredited by Special Olympics, Inc. for the benefit of persons with intellectual disabilities

Special Olympics
Program Name



50 YEARS
1968-2018

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First Address Line, Second Address Line, Postal Code, Country **Tel** +321 321 321 4321 **Fax** +321 321 321 4322
www.ProgramURL.org **Email** info@ProgramURL.org **Twitter** @ProgramTwitter
Created by the Joseph P Kennedy Jr Foundation. Authorized and accredited by Special Olympics, Inc. for the benefit of persons with intellectual disabilities



Report heading goes here in Ubuntu Light

Subheading goes here in regular font
Second line of subhead goes here



SOI



Report heading goes here in Ubuntu Light

Subheading goes here in regular font
Second line of subhead goes here



SO Accredited Program



Report heading goes here in Ubuntu Light







General banner



Multi-sponsor banner



Single sponsor banner

Track-side banner



SOI / 50th



SOI / 50th / Co-branded

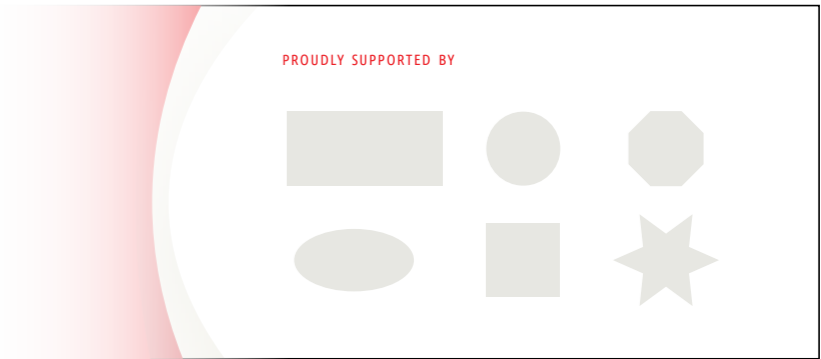


SO AP / 50th



SO AP / 50th / Co-branded

Single sponsor banner



Multi-sponsor banner

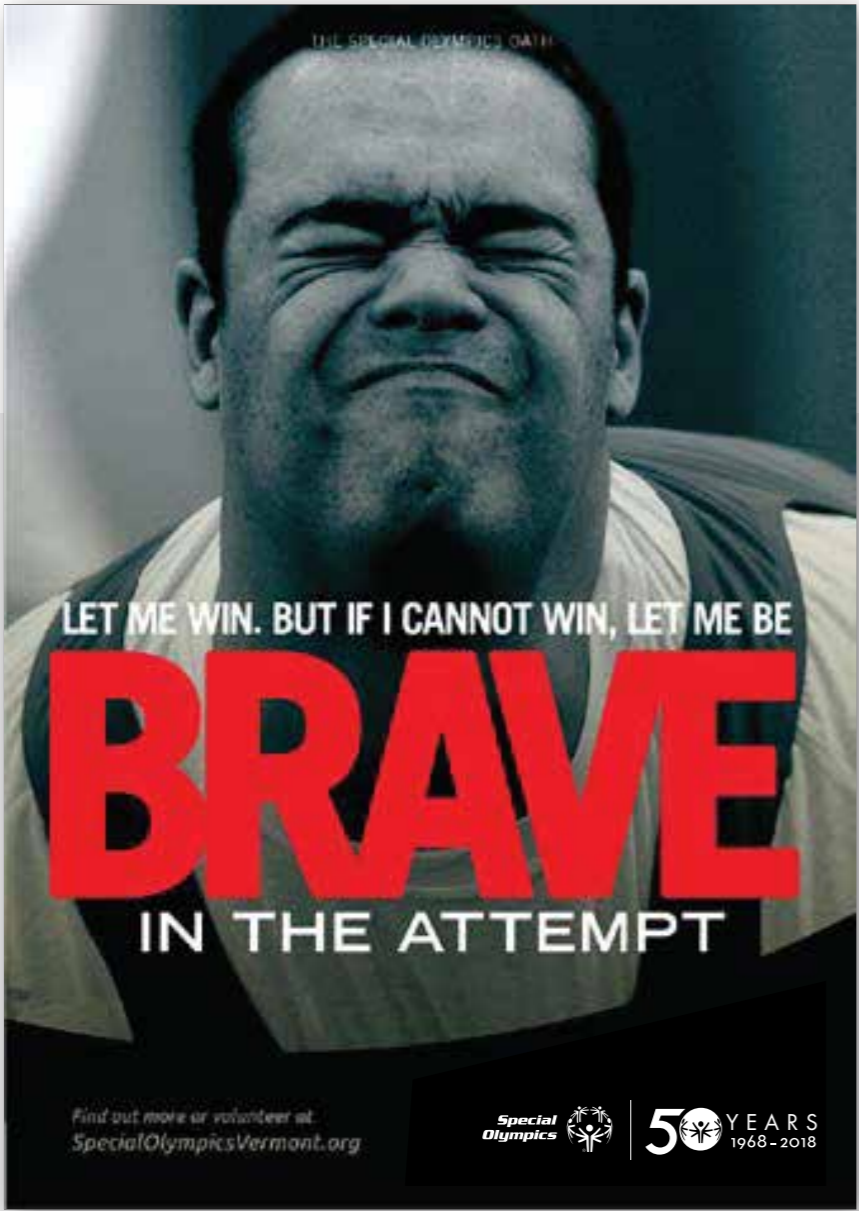


Media wall (Accredited Program)

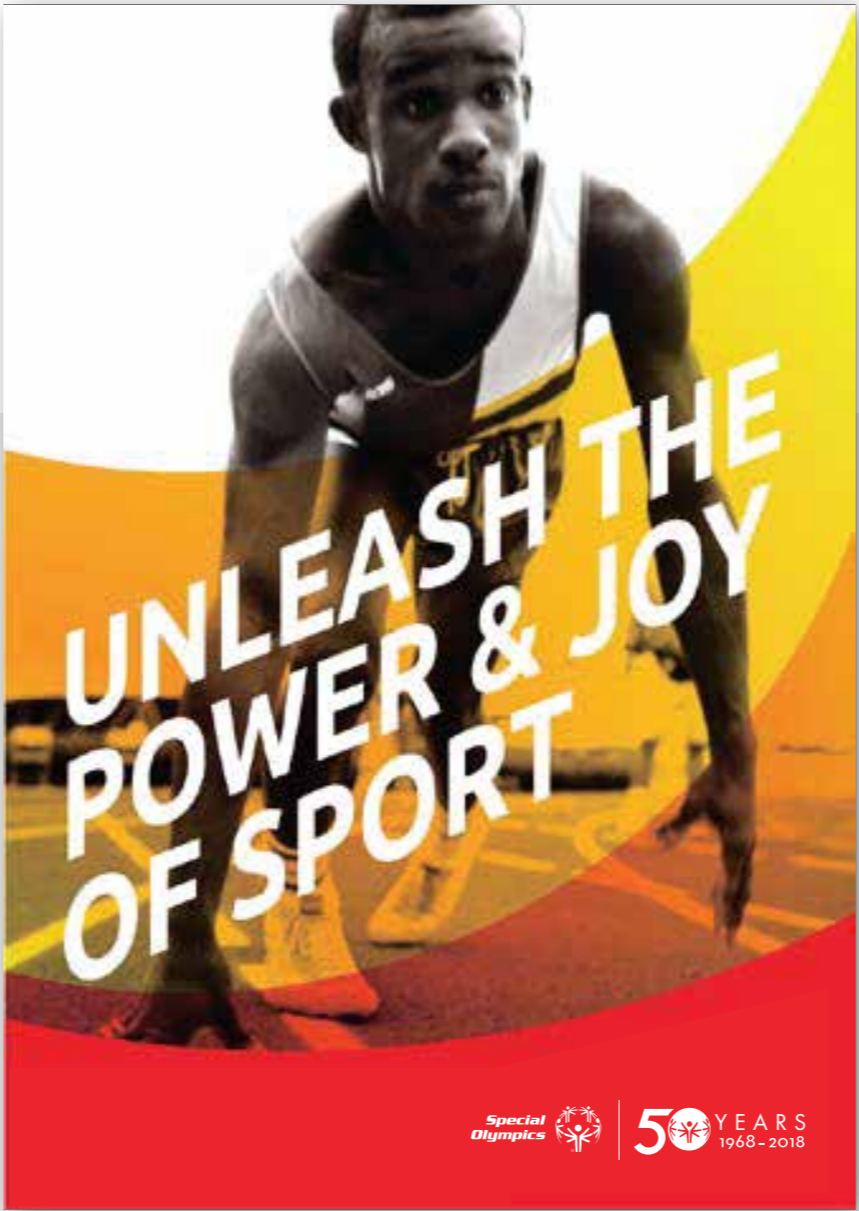


Hoarding / Paste-up advertising
Color imagery





SOI



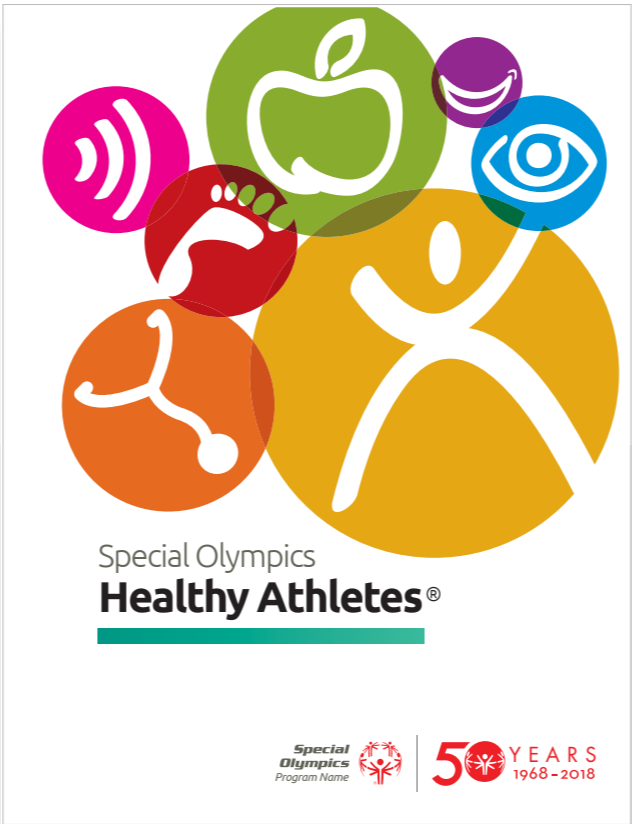
SO Accredited Program Lock-up (Date)



SO Accredited Program Lock-up (Tagline)



Hanging Banner



Brochure cover

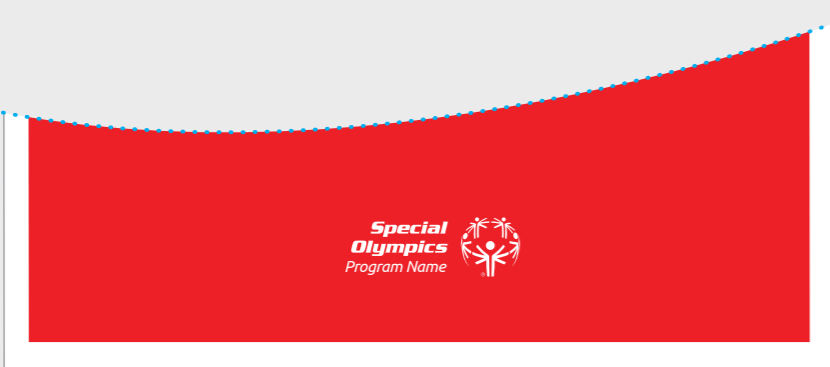
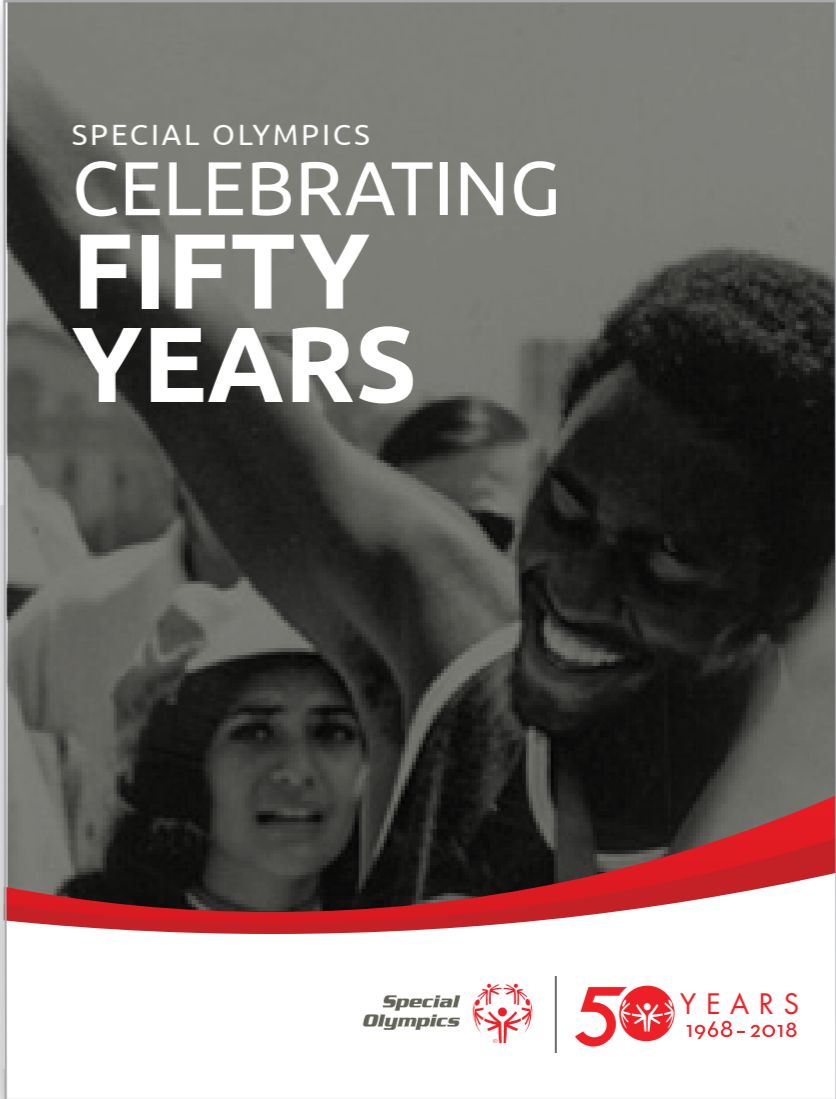


Trackside Banner

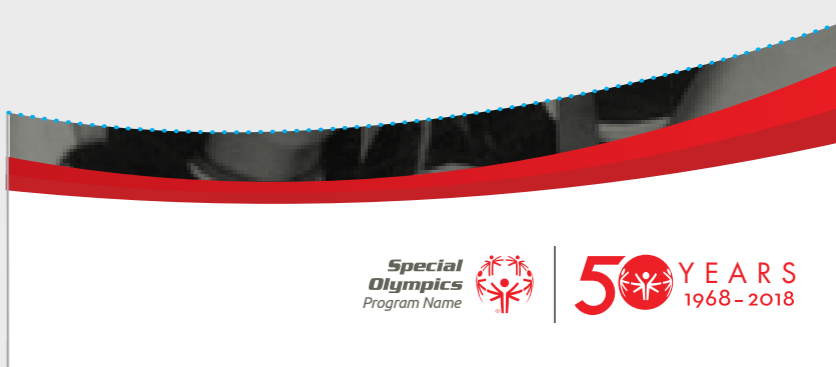
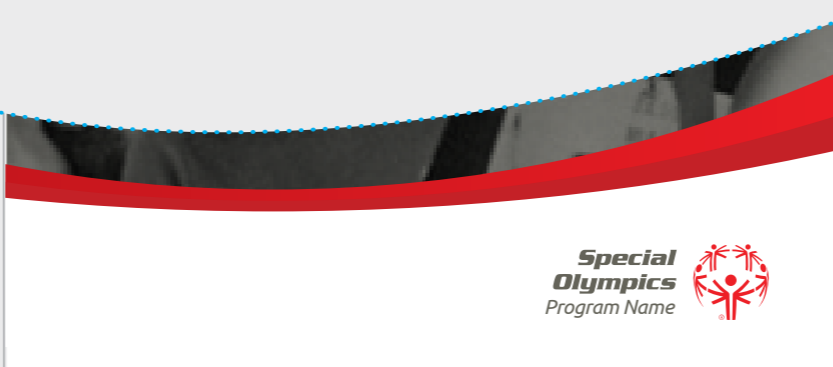
Brochure covers



SOI - Anniversary led cover



SO-AP - Anniversary led cover



SOI



SO-AP



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TWEETS 19.7K FOLLOWING 1,332 FOLLOWERS 90.7K LIKES 3,477 LISTS 9 MOMENTS 1

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Special Olympics 
@SpecialOlympics
Revealing the champion inside all of us, every day around the world.
📍 Washington, DC
specialolympics.org
📅 Joined January 2009
🕒 Born on July 20



Tweets Tweets & replies Media

 **Special Olympics**  @SpecialOlympics · 39s
Come take a tour of our Healthy Athletes venue with @TTLYTEALA on our Facebook Live! facebook.com/specialolympics #Austria2017 #ChangeTheGame
👍 2 🗨️ 2

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TWEETS 16.9K FOLLOWING 3,091 FOLLOWERS 12.8K LIKES 6,201 LISTS 12

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Special Olympics Irl
@SOIreland
Special Olympics Ireland provides sports training and competition for people with an intellectual disability across the island of Ireland.
📍 Ireland

Tweets Tweets & replies Media

 Pinned Tweet
 **Special Olympics Irl** @SOIreland · Mar 2
Don't buy that morning coffee and instead donate in 3 simple clicks. Together we can change lives. bit.ly/2IPFuOI Please RT 🙏
👍 1 🗨️ 0

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Sign up now to get your own personalized timeline!

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Merchandise

Hats



Option 1
Core Mark & SO-AP

Option 2
Core Mark & SO-AP



Bags



Water bottles



Option 3
Core Mark & SO-AP
(Front only - embroidery)



Pin Badge



Pin Badge AP



Pin Red



Pin Gold

The Special Olympics powerpoint template

Some tips on creating your own
template and great presentations.

Special
Olympics



50

YEARS

1968 - 2018

SOI

The Special Olympics powerpoint template

Some tips on creating your own
template and great presentations.

Special
Olympics



50

YEARS

1968 - 2018

SO-AP

Standard text slide

50

- For most simple text slides we should use a clean slide such as this
- This keeps the presentation feeling fresh and simple - clear communication.
- The typeface is Ubuntu - Special Olympics' identity typeface and available free from

5 / Special Olympics Program Name

Standard text slide

Heading/Photo Title

Photo description, participant information. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 / Special Olympics Program Name

Image slide


Heading/Photo Title

Photo description, participant information. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 / Special Olympics Program Name

Use chapter slides to punctuate the presentation

Special
Olympics



50


YEARS

1968 - 2018

Chapter Slides

Use chapter slides to punctuate the presentation

Special
Olympics




50

YEARS

1968 - 2018

Use chapter slides to punctuate the presentation

Special
Olympics



50

YEARS

1968 - 2018

LETR Overview



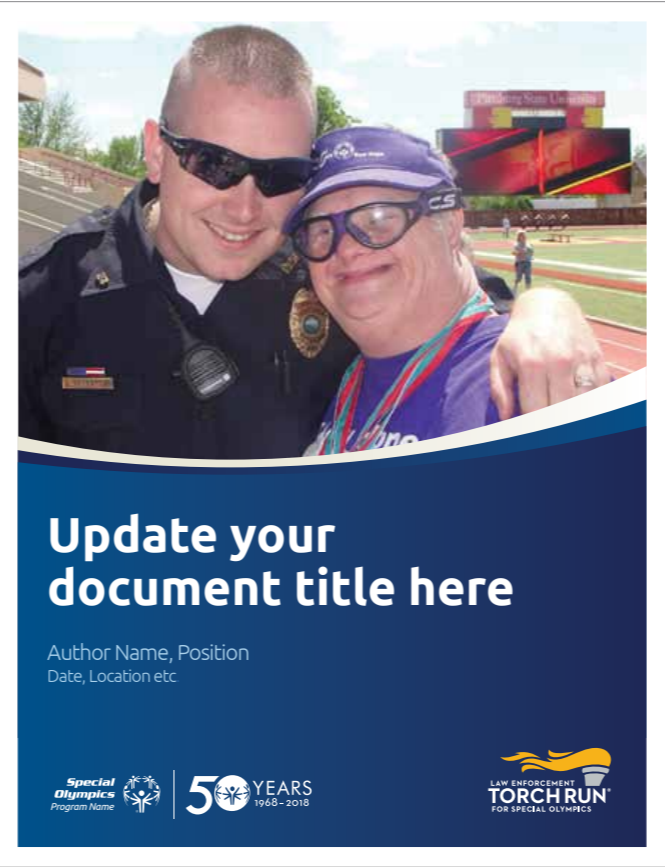
Anniversary Mark



Anniversary Badge



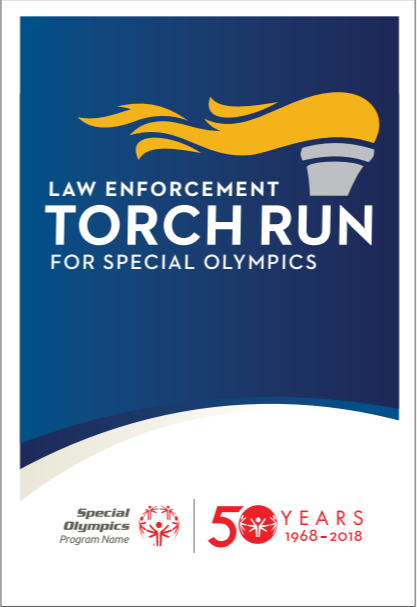
Vertical Banners



Report cover

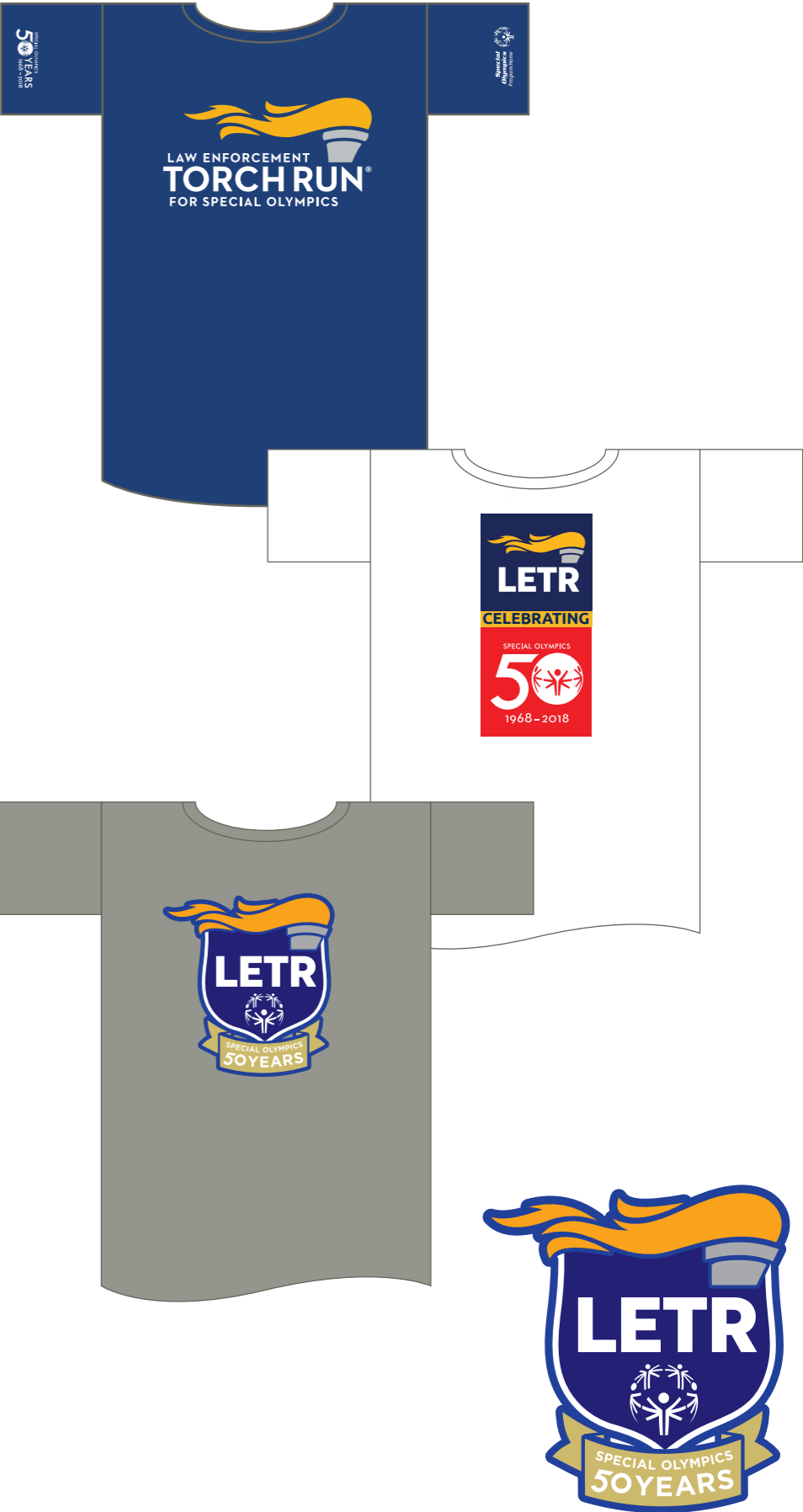


Horizontal Banner



Poster

T-Shirt



Pin Design

LETR Overview (red media wall)



LETR Overview (white media wall)





Trackside Banner - Program



Trackside Banner - Event