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.
Mark versions

Core Mark* – Date

Core Mark* – Without Date

* All colour versions will be created for both stacked and horizontal marks
SPECIAL OLYMPICS FIFTY YEARS

Ubuntu Regular
Medium Bold
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

March 26th, 2012

Re: Team Sponsorship

Ms Jane Smith
1024 Commonwealth Avenue
Alston
MA 10246

Special Olympics Program Name
AnneOther@ProgramURL.org

July 26th, 2012

Re: Team Sponsorship

Ms Jane Smith
1024 Commonwealth Avenue
Alston
MA 10246

Sincerely,

Anne Other
Vice President, Marketing
AnneOther@ProgramURL.org

Microsoft Word - Letter Began 3-26-2012.docx
Media wall (SOI)
Posters

LET ME WIN. BUT IF I CANNOT WIN, LET ME BE BRAVE IN THE ATTEMPT

UNLEASH THE POWER & JOY OF SPORT

Special Olympics Ireland Summer Games 2018

Thomond Park
Limerick 12 – 15 July
Merchandise

Option 1
Core Mark & SO-AP

Option 2
Core Mark & SO-AP

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

Hats

Bags

Water bottles

Pin Badge

Pin Badge AP

Pin Red

Pin Gold
The Special Olympics PowerPoint template

Some tips on creating your own template and great presentations.

Standard text slide

- 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

Use chapter slides to punctuate the presentation

Chapter Slides
LETR Overview (red media wall)
LETR Overview (white media wall)