



SPECIAL OLYMPICS WORLD WINTER GAMES AUSTRIA 2017

## LOGO USAGE GUIDELINES

GUIDELINES AND REQUIREMENTS FOR SPECIAL OLYMPICS ACCREDITED PROGRAMS

Ladies and Gentlemen,

*Heartbeat for the world* – is the tagline for the **11th Special Olympics World Winter Games 2017**. The Games will take place from **14th to 25th March 2017 in Austria** and will open hearts and minds towards people with intellectual disabilities and create inclusive communities all over the world. These Games will begin a heartbeat, a unifying force, that will be heard and felt throughout Austria, Europe, and the world. We are excited to have you join us in this celebration of humanity.

Nearly 3,000 athletes and over 1,000 coaches from over 100 Nations will attend the world's largest humanitarian and sports event in 2017. Athletes will compete in nine sports at world class venues in Graz, Schladming and Ramsau am Dachstein.

We have provided a guideline of usage requirements in the attached pages for your reference. Please refer to this guide for all of your branding needs.

We look forward to the Special Olympics World Winter Games 2017!

With Kind Regards,

*The Austria 2017 Team*



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## Facts & Figures

### Title of Event

**Special Olympics World Winter Games 2017**

or short:

**Special Olympics Austria 2017**

### Venues:

The venues of the Special Olympics World Winter Games 2017 are:  
**Graz, Schladming and Ramsau am Dachstein in Styria, Austria**

When referencing these venues all three must be followed by ' in Styria' for example:

- >> Graz. Schladming. Ramsau. Styria
- >> The Special Olympics World Winter Games 2017 in the green heart of Austria will take place in the Federal Province of Styria. Venues are Graz, Schladming, Ramsau/Dachstein.

## Facts & Figures

### Tagline

German: **Herzschlag für die Welt**

English: **Heartbeat for the world**

**This tagline can only be used when reporting specifically about the Special Olympics World Winter Games Austria 2017!**

### Social Media Sites

Special Olympics World Winter Games Austria 2017:

- >> **Home:** [www.austria2017.org](http://www.austria2017.org)
- >> **Facebook:** [www.facebook.com/austria2017](http://www.facebook.com/austria2017)
- >> **Twitter:** [www.twitter.com/2017Austria](http://www.twitter.com/2017Austria)
- >> **Instagram:** [www.instagram.com/austria2017](http://www.instagram.com/austria2017)
- >> **Flickr:** [www.flickr.com/photos/austria2017](http://www.flickr.com/photos/austria2017)

### Hashtags:

**#austria2017**  
**#heartbeatfortheworld**  
**#PlayUnified**



## The Austria 2017 Logo | Rationale

### The Emotion: The enhanced heart

The heart stands for love, passion, willingness to help, feeling, force, sensitivity, empathy, understanding, community and vitality.

The heart implies values and virtues that connect all life and is a driving force for the Member States.

### Potential & Dynamics

animating, curing, togetherness, compassion, preserving, alive

#### ELEMENT: FIRE

the fire arising, opening, spreading, and heart-shaped (The colors of the Austrian nation flag should be red on a white background - red/white/red)

#### ELEMENT: SPECIAL OLYMPICS LOGO

The Special Olympics logo depicts brave individuals in a unifying circle, symbolizing our global presence. It also creates a place for people of all abilities and empowers each and everyone of us to reveal their inner champion and to achieve great things together.

### Pulse Hierarchy

Global Organisation:  
**SPECIAL OLYMPICS**

Event:  
**WORLD WINTER GAMES**

Host Country:  
**AUSTRIA 2017**

Venues / Regional References:  
**GRAZ/SCHLADMING/RAMSAU  
STYRIA**

Tag Line:  
**Heartbeat for the world**



SPECIAL OLYMPICS  
**WORLD WINTER GAMES**  
**AUSTRIA 2017**

Graz | Schladming | Ramsau | Styria

*Heartbeat for the world*

Filename:  
SOA17\_Logo\_vertical\_CMYK...  
(eps, jpg, pdf)



## Logo Austria 2017 : Spacing



**S** = Safe distance around the logo

A minimum clearance must be adhered to around the logo. No other objects must be placed in or close to this zone.

## Logo Austria 2017 : Variants (AAA)

Presentation: Portrait



SPECIAL OLYMPICS  
WORLD WINTER GAMES  
**AUSTRIA 2017**  
Graz | Schladming | Ramsau | Styria

*Heartbeat for the world*

Presentation: Landscape



SPECIAL OLYMPICS  
WORLD WINTER GAMES  
**AUSTRIA 2017**  
Graz | Schladming | Ramsau | Styria

*Heartbeat for the world*

Placement > logo landscape:  
left/up, left/down

Logo variants (AAA)  
are always flat on the  
background area

Filename:  
SOA17\_Logo\_vertical\_CMYK...  
SOA17\_Logo\_horizontal\_CMYK...  
(eps, jpg, pdf)



## Austria 2017 : Tagline

*Heartbeat for the world*

Font: UBUNTU Regular Italic  
Color: RED

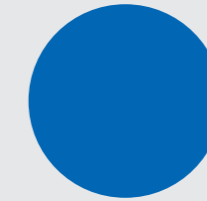
AV: 25  
↔

Filename:  
SOA17\_Heartbeat\_CMYK\_red...  
(eps, jpg, pdf)

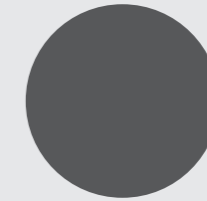
## Logo Austria 2017 : Color Codes



**RED:**  
C=10%  
M=100%  
Y=80%  
K=0%  
PANTONE:  
186 C  
RGB: 204-0-51  
#CC0033



**BLUE:**  
C=100%  
M=60%  
Y=0%  
K=0%  
PANTONE:  
2935 C  
RGB: 0-102-204  
#0066CC



**GRAY:**  
C=0%  
M=0%  
Y=0%  
K=80%  
PANTONE:  
424 C  
RGB: 102-102-102  
#666666



## The Logo: Protection Zone



S = Safe distance around the logo

Around the logo, a minimum clearance must be adhered by (S). Within this zone, no other objects as texts, may be placed graphics etc.!

## Austria2017 Logo : SO Accredited Programs (AAA)

The Austria 2017 logo alongside the Special Olympics Accredited Program logo was specially developed under, and serves to maintain, the corporate design of the World Winter Games 2017

For this reason, we ask you kindly to comply with the criteria and use the logo templates provided by the Organizer.

Please note that Accredited Programs can customize their logo to this graphic.

Please contact us for any clarification or if you have specific questions on the use of the logo, we can help you:

[birgit.morelli@austria2017.org](mailto:birgit.morelli@austria2017.org)



Filename:  
SOA17\_Delegation\_Logo\_CMYK...  
(eps, jpg, pdf)

Minimum display size h = 46 mm  
Figure 1:1





Filename:

- ❶ SOA17\_Logo\_vertical\_CMYK...
  - ❷ SOA17\_Logo\_vertical\_1C\_white...
  - ❸ SOA17\_Logo\_horizontal\_CMYK...
  - ❹ SOA17\_Logo\_horizontal\_1C\_white...
- (eps, jpg, pdf)



SPECIAL OLYMPICS  
WORLD WINTER GAMES  
**AUSTRIA 2017**  
Graz | Schladming | Ramsau | Styria

*Heartbeat for the world*



SPECIAL OLYMPICS  
WORLD WINTER GAMES  
**AUSTRIA 2017**  
Graz | Schladming | Ramsau | Styria

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## Use of the logo for participating delegations

Delegations may use one **official event logo** (including their preset variants), and use the **logo with the addition of their country**, provided that all requirements of this guideline are taken into account.

### a) Use of the official event logo

The official logo of Special Olympics World Winter Games can be either portrait or landscape provided it is done under the following conditions of Special Olympics Accredited Programs or participating Delegations:

- The logo may be used only in the context of the specific coverage of the Special Olympics World Winter Games 2017 - for example on your own Website, Facebook page, social media channels...
- All specifications given in the guidelines must strictly be adhered to (Logo size, spacing, color background,...).

### The following are not permitted

- >> Modifications of any kind (E.g. color, font, shape...)
- >> Reductions of any kind (E.g. omitting of logo elements, font)
- >> Extensions of any kind (E.g. addition of other logos, words, Places...)



## Use of the logo for participating delegations

Delegations may use the **official event logo** (including their preset variants), as well as the **logo with the addition of their country**, provided that all requirements of this guideline are taken into account.

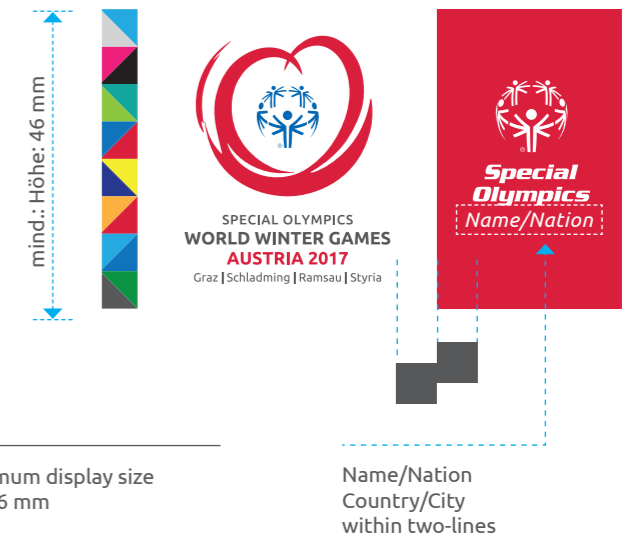
### b) Use of the official event logo INCLUDING the country name

If you plan to produce special team clothing, the World Games can only be the "Austria 2017 – team logo" – the logo in combination with the official logo of your country's logo

#### The following is not allowed:

- >> Modifications of any kind (E.g. color, font, shape...)
- >> Reductions of any kind (E.g. omitting of logo elements, font)
- >> Extensions of any kind (E.g. addition of other logos, words, Places,...)

Please contact us for any clarification or if you have specific questions on the use of the logo, we can help you: [birgit.morelli@austria2017.org](mailto:birgit.morelli@austria2017.org)



- Filename:
- 1 SOA17\_Delegation\_Logo\_CMYK..
  - 2 SOA17\_Delegation\_Logo\_white...
  - 3 SOA17\_Delegation\_Logo\_CMYK\_translucent\_white...
  - 4 SOA17\_Delegation\_Logo\_CMYK\_translucent...



## Example : SO Accredited Programs

Application T-shirt/Team  
Transferprint: CMYK



Used file template:  
SOA17\_Delegation\_Logo\_CMYK...  
SOA17\_Heartbeat\_red...  
(eps, jpg, pdf)

## Example : SO Accredited Programs

Application T-shirt/Team  
Transferprint: CMYK



Used file template:  
SOA17\_Delegation\_Logo\_CMYK...  
SOA17\_Heartbeat\_red...  
(eps, jpg, pdf)



# Example : SO Accredited Programs

Application T-shirt/Team



# Example : SO Accredited Programs

Application T-shirt/Team  
Transferprint: CMYK + White



Used file templates:  
[SOA17\\_Delegation\\_Logo\\_white...](#)  
[SOA17\\_Heartbeat\\_white...](#)  
 (eps, jpg, pdf)



Used file templates:  
[SOA17\\_Delegation\\_Logo\\_CMYK\\_translucent\\_white...](#)  
[SOA17\\_Heartbeat\\_white...](#)  
 (eps, jpg, pdf)



Used logo file templates:  
Seite 26: SOA17\_Logo\_CMYK\_Pict-Button\_red...  
Seite 27: SOA17\_Logo\_CMYK\_Pict-Button\_white...  
(eps, jpg, pdf)



### Example : Austria2017 Logo Logo insertion in pictures



Used logo file templates:  
Seite 28: SOA17\_Logo\_vertical\_CMYK\_translucent...  
Seite 29: SOA17\_Logo\_vertical\_1C\_white...  
(eps, jpg, pdf)



### Example : Austria2017 Logo Logo insertion in pictures



## Merchandising : Austria2017

The Special Olympics World Winter Games 2017 have an official merchandising partner.

Any other kind of merchandising with the use of the official logo the World Games 2017 is not allowed.

The product range includes designs of the mascot "Lara and Luis", such as key chains, caps, clothing and other items.

Visit [www.austria2017-shop.org](http://www.austria2017-shop.org) to purchas merchandise.



## Logos | Information | Contact

Each such Program receives the following from the Organizer Data/ documents provided:

- **Austria 2017 Logo: Official Games Logo**
  - >> SOA17\_Logo\_vertical\_CMYK
  - >> SOA17\_Logo\_vertical\_CMYK\_translucent
  - >> SOA17\_Logo\_vertical\_1C\_white
  - >> SOA17\_Logo\_horizontal\_CMYK
  - >> SOA17\_Logo\_horizontal\_CMYK\_translucent
  - >> SOA17\_Logo\_horizontal\_1C\_white
  - >> SOA17\_Logo\_CMYK\_Pict-Button\_red
  - >> SOA17\_Logo\_CMYK\_Pict-Button\_white

(File Formats: AI, EPS, JGP; PNG, PDF)
- **Austria 2017 Logo for Accredited Programs**  
Logo template for the corresponding adaptation and supplement with the respective country names
  - >> SOA17\_Delegation\_Logo\_CMYK
  - >> SOA17\_Delegation\_Logo\_CMYK\_translucent
  - >> SOA17\_Delegation\_Logo\_CMYK\_translucent\_white
  - >> SOA17\_Delegation\_Logo\_white

(File Formats: AI, EPS, JGP; PNG, PDF, Word Document)
- **Press release**  
to use for website, newsletter,...  
(German & English)

Download Logos:

<http://resources.specialolympics.org/2017-World-Winter-Games-Resources/>

Download Press release:

<http://www.austria2017.org/en/news-medien/presse-medien>

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AHA IDEENWERKSTATT, SCHLADMING/AUSTRIA

*Heartbeat for the world*

