

Special Olympics Health

Program Identity Guidelines



Introduction

People with intellectual disabilities experience worse health care and access to services than others in their communities, and studies have found their life expectancies are shorter. **The vision of the Special Olympics Health program, made possible by the Golisano Foundation, is to create a world where people with intellectual disabilities have the same opportunities to be as healthy as people without intellectual disabilities** and, in doing so, allow Special Olympics athletes to perform to their best on and off the playing field. Barriers to this vision include lack of access to quality health care, education, and resources.

To address the health disparities our athletes face, Special Olympics is leading a number of integrated and complementary efforts to strengthen the capacity of existing systems of care. Special Olympics Health is integrated into all Special Olympics sports, family, and youth programs, and also strengthens linkages with community care networks and other local partners who can support the health and well-being of Special Olympics athletes year-round.

These brand guidelines are designed to aid Special Olympics Programs as they educate and build awareness around Special Olympics health-related programming, including Special Olympics Healthy Athletes® events, year-round health programming aligned with the Healthy Community recognition program, and other areas such as fitness and wellness.

The goal of the Special Olympics Health program is to ensure inclusive health for people with intellectual disabilities, meaning equitable access to quality health care, education, and services throughout communities. Special Olympics Health is made possible by the vision and support of the Golisano Foundation, and partners such as the U.S. Centers for Disease Control and Prevention, and Lions Clubs International.

Special Olympics Health initiatives create inclusive health for people with intellectual disabilities and is made possible by the vision and support of the Golisano Foundation.

The Special Olympics Health lock-up identifies Health as a program within Special Olympics and is applied as part of the Special Olympics brand identity.

The Health program lock-up is cobranded with the Golisano Foundation logo in all branding instances. The symbol has been streamlined to make it more robust and suitable for use at small sizes.



Healthy Athletes uses a specific branding for the events while **Healthy Community** uses a recognition seal and branded elements that can be applied once a Program has fulfilled all the requirements to be a recognized Healthy Community.

Healthy Athletes identity covers 7 different disciplines – podiatry (*Fit Feet*), dentistry (*Special Smiles*®), audiology (*Healthy Hearing*), vision (*Special Olympics-Lions Clubs International Opening Eyes*®), physical therapy (*FUNfitness*), sports physicals (*MedFest*®) and overall health and wellbeing (*Health Promotion*).

Program Lock-up



Healthy Athletes Program Branding



Healthy Community Status Recognition Branding



Guidelines introduction

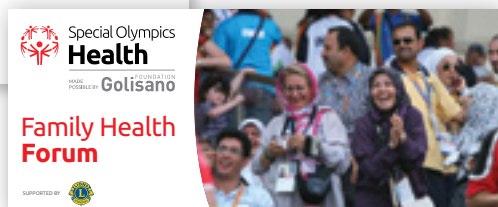


Programs need to ensure appropriate sponsor recognition of the Golisano Foundation at each event. All material need to incorporate the new Golisano Foundation logo and layouts as outlined in these guidelines.

These guidelines explain how to implement **Healthy Athletes event identity and how to recognize Programs that have achieved the recognition as a **Healthy Community**.**

Examples of the identity in action are supplied along with guides on how to use the supplied artwork files.

The guidelines should be used in conjunction with the Special Olympics Brand Identity Guidelines to ensure we create consistent and engaging communications in line with the Special Olympics Master Brand.



Visual identity

Golisano Foundation Recognition



The Golisano Foundation logo should be locked up with the Special Olympics Health mark. The proportions should be kept intact to preserve legibility when the mark is reduced to a minimum size.

This SO Health lock-up can be used by any Program involved in health programming, incorporated at health-focused events or where health is a part of a larger event or focus (Healthy Athletes, Healthy Communities, Fitness, Family Health Forums).

The Golisano foundation logo is a full color logo but has been used as one color to work well within the Special Olympics Health lockup.

PLEASE NOTE:

In cases where the Golisano Foundation logo needs to be used alone as a sponsor, Programs can decide to use the below full color version with the slogan.

Golisano^{FOUNDATION}
Imagine the possibilities!

PANTONE 286
C100 M91 Y26 K15

Program Lock-up



Special Olympics
Health
MADE POSSIBLE BY **Golisano**^{FOUNDATION}

Golisano^{FOUNDATION}

The Golisano foundation logo is used as part of the main Special Olympics Health logo

Special Olympics Health Recognition Banner



This banner represents the recognition of the vision and the support of the Golisano Foundation. These banners should be placed in tandem with any other Health banners that are being produced.

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Healthy Athletes & Healthy Communities introduction

Special Olympics Healthy Athletes® is a worldwide health program designed around events through which Special Olympics volunteers and partners improve the health of people with intellectual disabilities and address health conditions such as chronic pain, disease, blindness, hearing loss and shortened life span that needlessly affect this under-served population.

Through its sub-programs, Healthy Athletes offers health exams for podiatry (*Fit Feet*), dentistry (*Special Smiles®*), audiology (*Healthy Hearing*), vision (*Opening Eyes®*), physical therapy (*FUNfitness*), sports physicals (*MedFest®*) and overall health and wellbeing (*Health Promotion*).

Special Olympics Healthy Community is a Program recognition that demonstrates an on-going community-integrated dedication to facilitating access for people with intellectual disabilities to health and well-being services, education, and support every day. The Healthy Communities initiative enables Special Olympics to reach more athletes in harder-to-reach locations, utilizing technology and partnerships to improve follow-up care, while addressing local health needs and integrating health into Special Olympics programming or sports.

Healthy Athletes and Healthy Communities are complimentary programs endorsed by Special Olympics.

Special Olympics Health is supported in part through a cooperative agreement with the U.S. Centers for Disease Control and Prevention and the Golisano Foundation.

Special Olympics Healthy Athletes

Visual identity elements

This section of the guidelines introduces you to the basic building blocks of our visual identity such as our logotypes, illustrations and color palette. By using this kit of parts we can create a consistent house style that is unified while having the flexibility to create diverse messages.

Visual identity

Logotype Healthy Athletes

The Healthy Athletes identity has been distilled down to a Logotype endorsed by the Special Olympics symbol to allow easy distribution to third parties. This consists of the program name set in Ubuntu Light and Bold as illustrated with the graphic bar and endorsed by the Special Olympics symbol.



This logotype is universal and is **not** localized with the name of the Accredited program or sponsor.

Minimum size

In certain situations when the space is limited, the endorsement symbol can be dropped when it goes below minimum size of $\frac{1}{3}$ inch or 8mm in height. Eg. A USB key.

Full color horizontal lock-up

Special Olympics
Healthy Athletes[®]



Single color horizontal lock-up

Special Olympics
Healthy Athletes[®]



Full color vertical lock-up

Special
Olympics
**Healthy
Athletes**[®]



Single color vertical lock-up

Special
Olympics
**Healthy
Athletes**[®]



Minimum size

Special Olympics
Healthy Athletes[®]



USB key

Visual identity

Logotype Sub-programs

As per Healthy Athletes we have created sub-program logotypes that can be easily distributed to third-parties for merchandising opportunities etc.



These sub-program logotypes are universal and are **not** to be localized with the name of the Accredited program or sponsor or their brand marks.*

*** OpeningEyes is the exception to this rule due to existing agreements. Each time the Opening Eyes logo is used, it must include the Lions Clubs mark as the current contractual agreement necessitates this. Programs may not alter or co-brand discipline names or logos, with Special Olympics-Lions Clubs International Opening Eyes being the sole exception to the rule, due to brand best practices, and local and global sponsor considerations.**

Full color versions

Special Olympics
Special Smiles®



Special Olympics
Fit Feet



Special Olympics
MedFest®



Special Olympics
Lions Clubs International
Opening Eyes®



Special Olympics
Healthy Hearing



Special Olympics
FUNfitness



Special Olympics
Health Promotion



Single color versions

Special Olympics
Special Smiles®



Special Olympics
Fit Feet



Special Olympics
MedFest®



Special Olympics
Lions Clubs International
Opening Eyes®



Special Olympics
Healthy Hearing



Special Olympics
FUNfitness



Special Olympics
Health Promotion



Visual identity

Logotype Artwork versions

Specific artworks are available for each of the lock-ups in full color, single color and white.

Full Color: This version of the lock-up is for use against white backgrounds. The preferred version uses Special Olympics Grey for the 'Special Olympics' type and symbol.

Single Color: This version of the lock-up is for use in single color. Ideally when using a single color, the lock-up should be printed in its assigned color (Turquoise in this case) or Black against a light, low-contrast background. Ensure there is sufficient contrast between the lock-up color and background color.

White: This version of the lock-up is for use against dark solid colors and appropriate photographic images.



Equivalent artworks exist for each individual sub-program.

Full Color

Special Olympics
Healthy Athletes[®]



Single Color (Black)

Special Olympics
Healthy Athletes[®]



Single Color (Turquoise)

Special Olympics
Healthy Athletes[®]



White

Special Olympics
Healthy Athletes[®]



File formats

PNG artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.

Visual identity

Icons

Sub-program identifiers

A suite of icons has been developed to help identify specific sub-programs. They should be used to embellish and create greater dynamism within your design.



These icons are **not** logos and should not be used without the corresponding sub-program logotypes. They are used to embellish designs within the program or to identify sub-programs at events.

Opening Eyes



Special Smiles



Healthy Hearing



Fit Feet



FUNfitness



MedFest



Health Promotion



File formats

PNG artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.

Visual identity

Icons

Program embellishments

When required, the Healthy Athletes lock-up can be used with an appropriate configuration of the sub-program icons. The sub-program icons should be arranged with consideration given to how the program colors work when placed next to each other.



When less colors are required, the icons can be reproduced in single color.



Special Olympics
Healthy Athletes®



Special Olympics
Healthy Athletes®



Special Olympics
Healthy Athletes®



Please use the color breakdowns as provided here.



Each program has been assigned a specific set of colors from the existing Special Olympics extended color palette.



Please use process color (CMYK) mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.

Healthy Athletes

Dark Turquoise
Pantone® 3302C
Process: 90C/0M/50Y/50K
RGB: 0R/105G/94B
HEX: #00695E

Mid Turquoise
Pantone® 3282C
Process: 80C/0M/50Y/20K
RGB: 0R/151G/132B
HEX: #009784

Light Turquoise
Pantone® 3262C
Process: 70C/0M/50Y/0K
RGB: 57R/187G/157B
HEX: #39BB9D

Opening Eyes

Dark Blue
Pantone® 294C
Process: 100C/80M/0Y/25K
RGB: 1R/59G/130B
HEX: #013B82

Mid Blue
Pantone® 300C
Process: 100C/50M/0Y/15K
RGB: 0R/99G/165B
HEX: #0063A5

Light Blue
Pantone® Process Blue
Process: 100C/20M/0Y/0K
RGB: 0R/149G/218B
HEX: #0095DA

Special Smiles

Dark Purple
Pantone® 2695C
Process: 80C/100M/0Y/40K
RGB: 61R/16G/99B
HEX: #3D1063

Mid Purple
Pantone® 267C
Process: 70C/100M/0Y/0K
RGB: 111R/44G/145B
HEX: #6F2C91

Light Purple
Pantone® 2587C
Process: 50C/100M/0Y/0K
RGB: 146R/39G/143B
HEX: #92278F

Healthy Hearing

Dark Magenta
Pantone® 222C
Process: 0C/100M/40Y/50K
RGB: 139R/0G/55B
HEX: #8B0037

Mid Magenta
Pantone® 215C
Process: 0C/100M/20Y/20K
RGB: 196R/0G/99B
HEX: #C40063

Light Magenta
Pantone® Process Magenta
Process: 0C/100M/0Y/0K
RGB: 236R/0G/140B
HEX: #EC008C

Fit Feet

Dark Red
Pantone® 202C
Process: 0C/100M/100Y/55K
RGB: 130R/0G/0B
HEX: #820000

Mid Red
Pantone® 1945C
Process: 0C/100M/100Y/20K
RGB: 196R/22G/28B
HEX: #C4161C

Light Red
Pantone® 186C
Process: 0C/100M/100Y/0K
RGB: 255R/0G/0B
HEX: #FF0000

FUNfitness

Dark Yellow
Pantone® 1255C
Process: 0C/25M/100Y/35K
RGB: 177R/137G/6B
HEX: #B18906

Mid Yellow
Pantone® 110C
Process: 0C/30M/100Y/10K
RGB: 229R/168G/18B
HEX: #E5A812

Light Yellow
Pantone® 109C
Process: 0C/15M/100Y/0K
RGB: 255R/212G/0B
HEX: #FFD400

MedFest

Dark Orange
Pantone® 159C
Process: 0C/60M/100Y/45K
RGB: 152R/80G/6B
HEX: #985006

Mid Orange
Pantone® 1505C
Process: 0C/70M/100Y/5K
RGB: 230R/106G/31B
HEX: #E66A1F

Light Orange
Pantone® 137C
Process: 0C/50M/100Y/0K
RGB: 247R/148G/30B
HEX: #F7941E

Health Promotion

Dark Green
Pantone® 370C
Process: 70C/0M/100Y/45K
RGB: 40R/117G/43B
HEX: #28752B

Mid Green
Pantone® 376C
Process: 40C/0M/100Y/20K
RGB: 136R/172G/46B
HEX: #88AC2E

Light Green
Pantone® 382C
Process: 35C/0M/100Y/0K
RGB: 178R/210G/53B
HEX: #B2D235



When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors special artwork should be created.



When using gradients, move from the dark to the light tone.

Color gradients have been used within the bars in the lockups and to create greater dynamism within the designs. Gradients are created by using different depths of the same color.

Mid Red	Light Red
Dark Red	Light Red
Mid Magenta	Light Magenta
Dark Magenta	Light Magenta
Mid Purple	Light Purple
Dark Purple	Light Purple
Mid Blue	Light Blue
Dark Blue	Light Blue

Mid Turquoise	Light Turquoise
Dark Turquoise	Light Turquoise
Mid Green	Light Green
Dark Green	Light Green
Mid Yellow	Light Yellow
Dark Yellow	Light Yellow
Mid Orange	Light Orange
Dark Orange	Light Orange

Identity in Action

This section shows you all the elements of the identity brought together. When looking at the various examples please consider the context in which each one might be applied. These visuals offer a visual prompt to the generation of new communications and should not be viewed as a definitive presentation of what is possible.

Banners

Program banner overview

It is important to note that the Healthy Athletes identity has been created as a system. This gives us the flexibility to optimize the design for each format while retaining a consistent logic.



Please note that when using the icons to embellish designs the icons can be used in their sub-program colors. When creating designs in one or two colors the icons should be reproduced using the Turquoise color range.

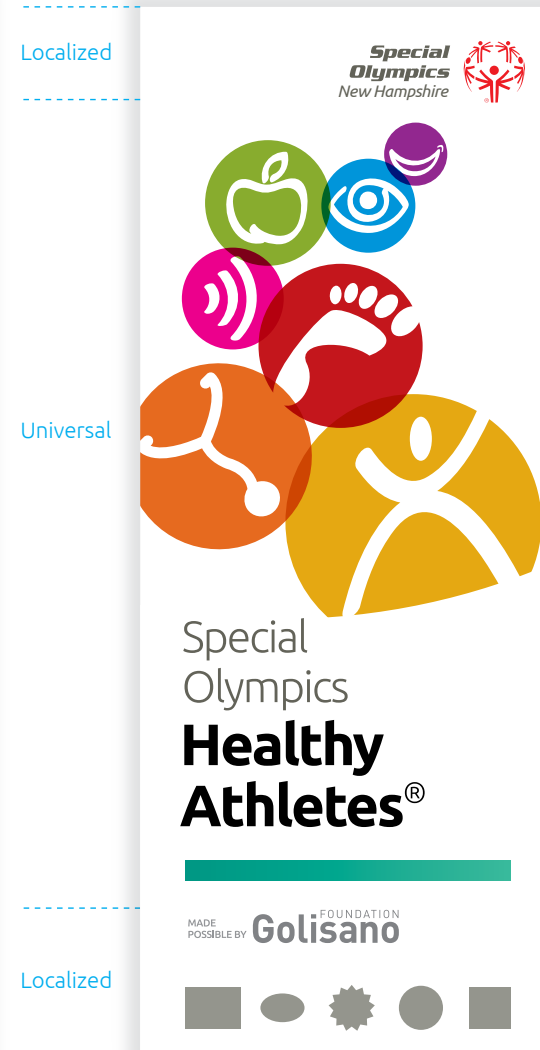


Banners

Program banner design rationale

The various elements of the banners have been considered so they work in a manner that creates a coherent elegant overall design.

- ❶ The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype
- ❷ Sub-program icons are used in a dynamic design to create movement and energy. For single or two color applications the icons can be used in turquoise
- ❸ The curve is used in a manner that complements the overall design
- ❹ White is a key color within the identity
- ❺ Clean typographic construction can be used stacked or horizontal to suit format
- ❻ A graphic bar is used to create a distinctive logotype construction while incorporating the assigned color and anchoring the design.
- ❼ The Healthy Athletes logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark
- ❽ The graphic bar makes a natural separation and creates an area for sponsorship recognition. The Golisano Foundation should be recognized in top hierarchy alongside other sponsors



Please note that when recognizing sponsors on a banner, the Golisano Foundation logo preceded by 'Made Possible By' should be placed in top hierarchy among other sponsors.

Banners

Sub-program vertical banners

The sub-program identity functions to clearly identify each sub-program within an overall system. The banners appear clean, contemporary and dynamic.



Note how the curve is implied in white and the bar is used to create a distinct area for sponsorship without compromising the overall design. This banner design works with or without sponsorship.

Sponsor Recognition Hierarchy

Please note that when recognizing sponsors on a banner, the **Golisano Foundation logo** preceded by 'Made Possible By' should be placed in top hierarchy among other sponsors.

Special Olympics Lions Clubs International Opening Eyes recognizes both the Golisano Foundation and the Lions Clubs International side by side on a design.



The Golisano Foundation logo should be featured as the main sponsor logo on banners and collateral material that recognize multiple sponsors

Banners

Sub-program horizontal banners



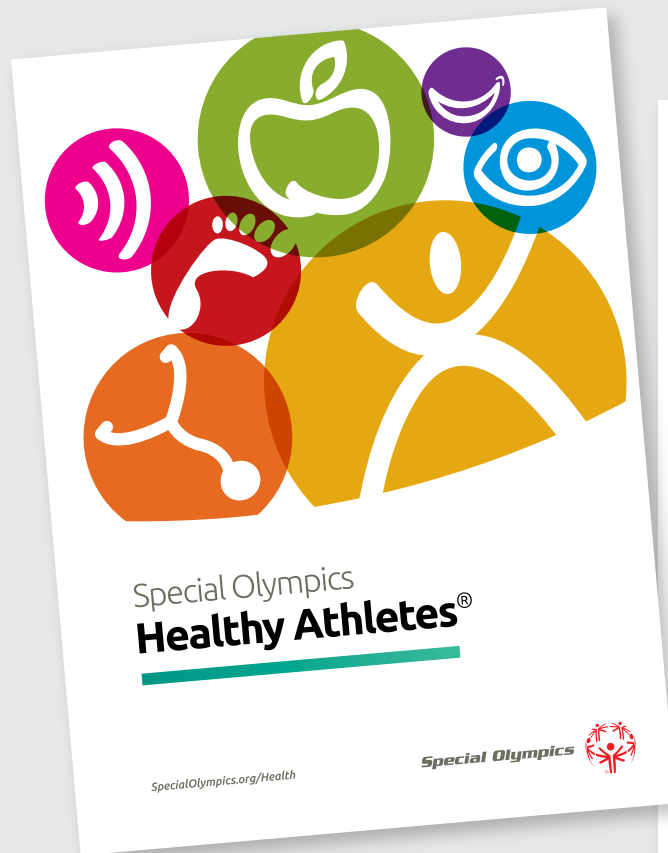
Note how the horizontal banner uses a second tone of the same color hue to give the horizontal version of the banner greater impact. This use of color fits within the identity design system.

Sponsor Recognition Hierarchy

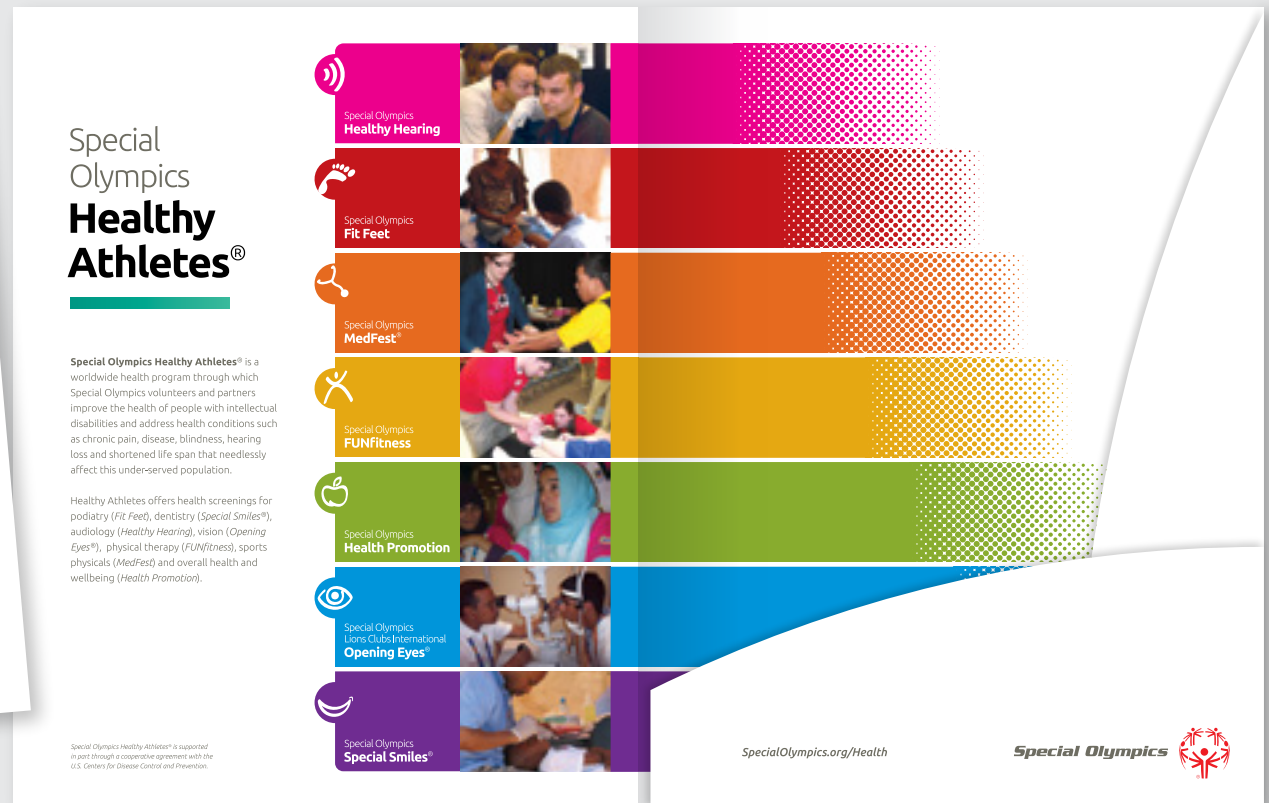
Please note that when recognizing sponsors on a banner, the **Golisano Foundation logo** preceded by 'Made Possible By' should be placed in top hierarchy among other sponsors.

Special Olympics Lions Clubs International Opening Eyes recognizes both the Golisano Foundation and the Lions Clubs International side by side on a design.





Cover



Inside

The various elements of the information pack inserts have been considered so they work in a manner that creates a coherent elegant overall design.

- ❶ The logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark
- ❷ Sub-program icons are used in a dynamic design to create movement and energy
- ❸ For applications which require less color the icons can be used in turquoise
- ❹ The curve is used in a manner that complements the overall design
- ❺ The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype
- ❻ For individual sub-program inserts, the group of icons is replaced by the relevant icon for the particular sub-program



- 1 The logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark
- 2 Sub-program icons are used in a dynamic design to create movement and energy
- 3 For occasions where less color is required the icons can be used in turquoise
- 4 The curve is used in a manner that complements the overall design
- 5 The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype
- 6 The newsletter title and date sit neatly below the logotype in uppercase

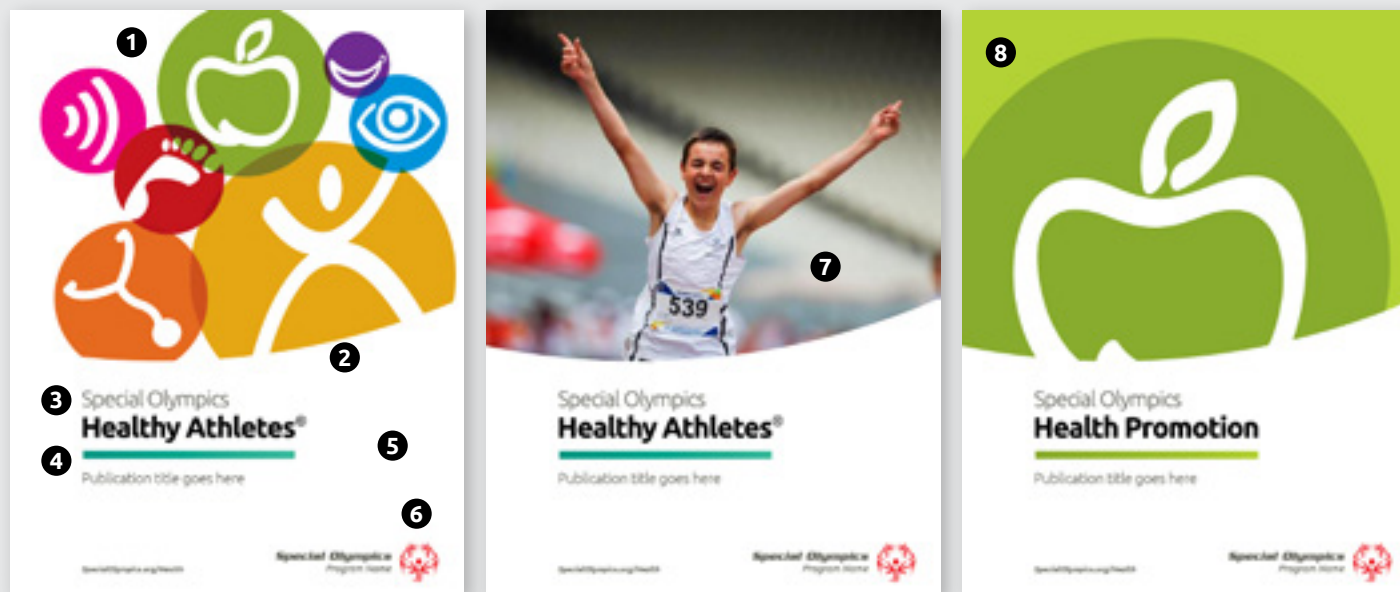


File formats

Artworks are available in **MS Word**, **InDesign** and **JPG** formats.

Icons or photography can be used for the publication covers depending on the requirements. The various elements have been considered so they work in a manner that creates a coherent elegant overall design.

- ❶ Sub-program icons are used in a dynamic design to create movement and energy. For single or two color applications the icons can be used in turquoise
- ❷ The curve is used in a manner that compliments the overall design
- ❸ The logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark
- ❹ The publication title sits neatly below the logotype
- ❺ White is a key color within the identity
- ❻ The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype
- ❼ Photography can be used instead of icons when appropriate
- ❽ For individual sub-program covers, the group of icons can be replaced by the relevant icon for the particular sub-program



Publication covers MS Word template

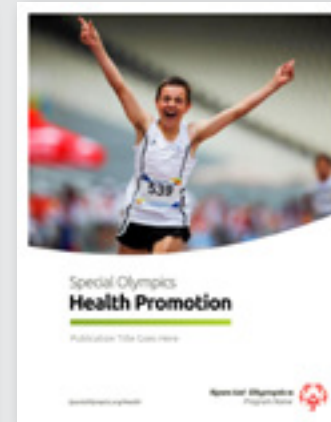
MS Word templates of the publication covers have been created in such a way as to make it simple to fill the image area with a photograph or icon graphic.



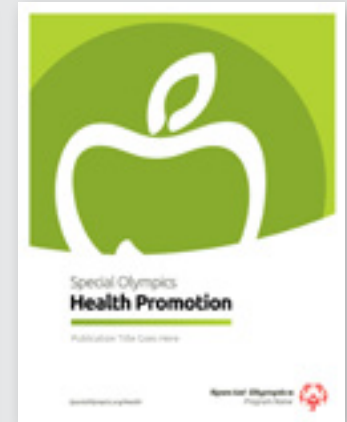
A suite of icon graphics for the publication covers have been supplied as artworks.



MS Word template



Photographic version



Icon graphic version



Icon graphics

T-shirts can be design in full color, 2 color or single color depending on what the budget permits.



Sponsorship

Note the clearly defined area for sponsorship on the reverse of the sub-program t-shirts.

Sponsor Recognition Hierarchy

Please note that when recognizing sponsors on a banner, the **Golisano Foundation logo** preceded by 'Made Possible By' should be placed in top hierarchy among other sponsors.

Special Olympics Lions Clubs International Opening Eyes recognizes both the Golisano Foundation and the Lions Clubs International side by side on a design.

Healthy Athletes program t-shirts



Sub-program t-shirts



Special Olympics Healthy Community

Visual identity elements

This section of the guidelines introduces you to the basic building blocks of the healthy community status recognition visual elements. By using this kit of parts we can create a consistent house style that shows the different branded pieces for a program that is considered a Healthy Community.

Overview

Upon achieving the recognition standard, Accredited Programs can brand their material with the Healthy Community seal and apply this element on different elements that they are creating.



Healthy Community Recognition

The criteria for a Special Olympics Program to be recognized as a Healthy Community are based on the Program Quality Standards for Athlete Health and Wellness and can be found in the Special Olympics Resources section under the Healthy Communities page.

The overall goal of Healthy Communities is to reduce the disparities in health status and health access for athletes and others with intellectual disabilities. The criteria - which include Healthy Athletes events, follow-up care and wellness opportunities - were created to guide Programs towards achieving this goal without prescribing what strategies/activities to pursue. This allows for local adaptation of health programming by Programs based on the differing barriers to care and services that exist.

If a Program is committed to working towards meeting the criteria or is currently meeting these criteria, a Program team member should submit the Healthy Communities Registration Form found on the Resources site to his or her Regional Healthy Athletes Manager to begin the process of Healthy Communities recognition.

Learn more about Healthy Community recognition at <http://resources.specialolympics.org/healthy-communities.aspx>

Healthy Communities Elements

Vertical Banners



Certificates for Accredited Programs



Recognition Seal
A Program is required to report annually (in October or April) to maintain status and use of the Recognition seal.

Certificates for Participating HealthCare Providers



Horizontal Banners



Overview

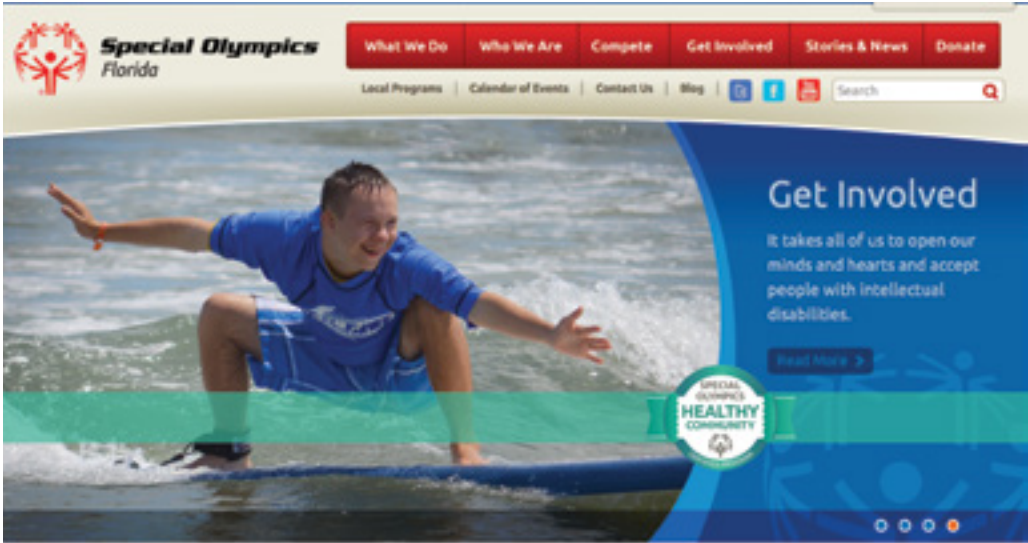
Upon achieving the recognition standard, Accredited Programs can brand their websites.



Healthy Community Recognition

The criteria for a Special Olympics Program to be recognized as a Healthy Community are based on the Program Quality Standards for Athlete Health and Wellness and can be found on the Special Olympics Resources website.

Healthy Communities Elements 2



Empowering Athletes



By working to remove obstacles, change attitudes and open minds, Special Olympics provides opportunities for its athletes to demonstrate courage, experience and share their gifts, skills and friendship with the world.

Get Involved



It takes all of us — athletes, volunteers, families, sponsors, coaches, the general public — who are willing to open our minds and hearts and accept people with intellectual disabilities, to make up our Special Olympics Florida "community."

Featured Events



Tune In Alert!
Special Olympics Florida's second television show of 2014 airing on Sun Sports through November!

[Read More...](#)

State Fall Classic

The seal recognition can be also positioned in the website's footer



Identity management

Now that you understand the Healthy Athletes program identity we need to ensure that we manage it effectively going forward. Managing an identity is like tending to a garden. It is a constant process to ensure that we retain coherency while allowing for new ideas to flourish.



Creating a piece of communications will require you to write a brief, create a design, and in many cases have the design printed or produced in some fashion.

This simple check-list provides you with the top-line considerations for each stage of the process.

Brief

When preparing a brief or creating an item of communications please consider the following:

- ☐ the specific objective you wish to achieve
- ☐ the specific audience you wish to connect with and the ideas that will resonate with them
- ☐ the context within which that connection will be made
- ☐ the feelings and thoughts you wish to evoke
- ☐ the limitations and possibilities of the proposed communications channels
- ☐ how you might leverage the personality and guiding idea of the Special Olympics brand
- ☐ what stories of individual and collective achievement, revelation, transformation or community support your objective.

Design

Before designing check that you have the following:

- ☐ a clear brief with an understanding of the specific audience and objectives
- ☐ an understanding of the visual identity building blocks and the Special Olympics and Healthy Athletes house style
- ☐ necessary original mark or logotype artworks and the Ubuntu typeface for informational texts
- ☐ identified artwork and copy writing requirements
- ☐ supplied information arranged into a clear hierarchy to focus messages and ensure simple effective impact
- ☐ considered copy solutions that leverage the idea of '*Revealing the champion in all of us*' in a manner that is appropriate to your audience and that is locally resonant.

Production

When producing artwork ensure that the following are addressed:

- ☐ original logotype artwork has been used in the right color and with appropriate visibility
- ☐ the Ubuntu typeface has been used for informational texts
- ☐ headlines have been given appropriate typographic contrast and sub-headings are used as appropriate within body copy
- ☐ limited selection of colors is used from the color palette with appropriate use of the primary palette
- ☐ the dynamic curve is used effectively – and not over-used!
- ☐ all images are appropriately captioned or contextualized to tell a compelling story
- ☐ the final design is as simple and focused as possible.

Every single participant in the Special Olympics Movement can play a role in aligning and strengthening our brand around the world. These guidelines as well as a comprehensive suite of tools, messaging materials and templates are available for all to download from **resources.specialolympics.org/Health_Branding.aspx**

We encourage you to contact **brand@specialolympics.org** with any questions, queries or comments you may have at any stage.

Also please feel free to share any case studies and images of any successful brand campaigns or execution in your program or region.