



Special Olympics Sports Icons Guidelines



Special Olympics



Sports Icons

File Formats

A suite of icons has been developed to help identify each of the official Special Olympics Summer and Winter sports.

The icon set for each sport is provided in both positive (black) and negative (white) formats. Two carrier variations, circle and square, are also provided.

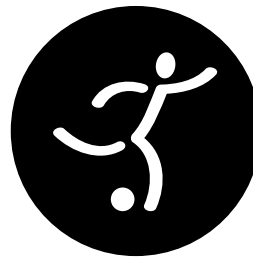


PNG artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

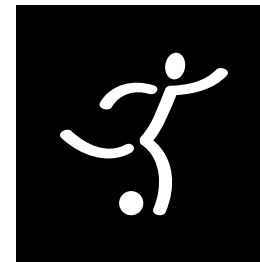
EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.



Football
Master Icon



White Icon
- Circle



White Icon
- Square

Sports Icons

Different Usages

Examples of different usages
& executions for the sports icons

The sports icons developed for Special Olympics have been designed to help convey the different range of sports we offer. The icons can be applied to different materials ranging from Word documents for simple correspondence to full fledged signage systems.



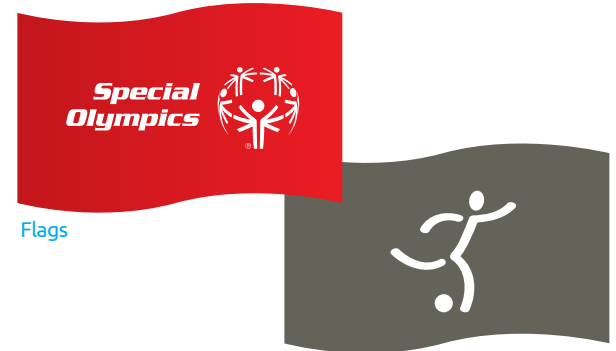
Please note that the purpose of these icons is to inform about the specific sport that is being featured. These symbols serve as informational icons and not as unique stand alone logos. These icons should be part of a signage system or an identifier but never a logo on its own.



Masthead



Poster



Flags



Vertical Banner



Horizontal Banner

Sports Icons

Different Usages with a Supporter's Logo

The sports icons can also be applied to material that has been endorsed by a supporter's logo.



The purpose of these icons is to inform about the specific sport that is being featured. These icons should be part of a signage system or an identifier but never a logo on its own.

Examples of different usages & executions for the sports icons



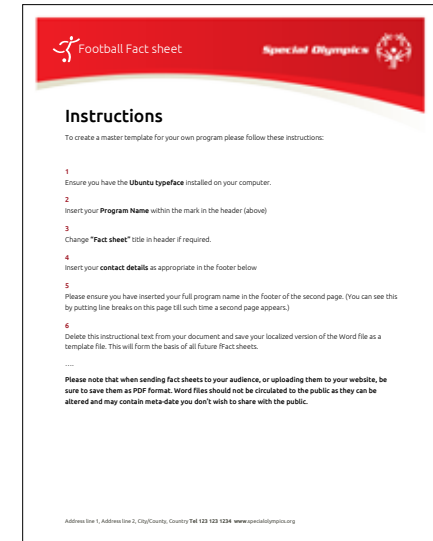
Vertical Banner



Poster



Horizontal Banner



Fact Sheet / Word Documents

Sports Icons

Signage Systems at Games

The sports icons are a universal language that can be understood by different audiences regardless of language or cultural differences. These icons should be greatly embraced during games and in signage systems.



Use a color coding system if you have different sports events in one location. Color coding will help in the wayfinding to the specific sport.

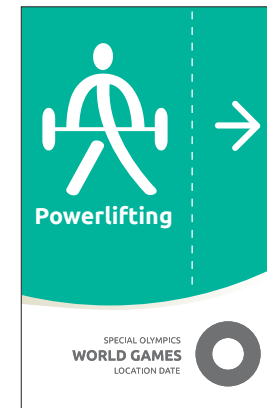
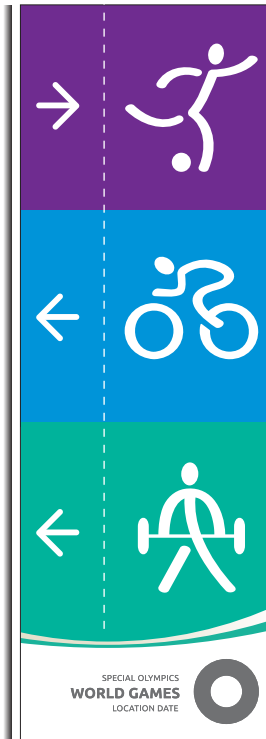
Colors can be chosen from our approved color palette.

Color Palette*

We suggest choosing from these color variations when creating design signage for the icons. This color palette should not be applied to the icons themselves. **The icons themselves can only be used as white, black or grey.**



*Details of our full color palette can be found in the Special Olympics Brand Guidelines at resources.specialolympics.org/brand



Sign featuring a sport endorsed by the featured Games mark



Sign featuring a sport endorsed by the Accredited Program Logo

Directional sign showing different events in one location or one campus

Sports Icons

T-shirts Executions

The sports icons can be applied to t-shirts, polo shirts and different merchandize material to illustrate the sport that the athlete is participating in.



Polo shirts with the Special Olympics logo to the left and sports icon to the right.



Polo shirts with Special Olympics Accredited program representation on the top left hand side and the sport icon to the right.



T-shirts with team representation to the left and the sports icon enlarged in the middle

Sports Icons

Summer Games



Artistic Gymnastics



Athletics



Badminton



Baseball



Basketball



Beach Volleyball



Bocce



Bowling



Cricket



Cycling



Equestrian



Flag Football



Floor Hockey



Golf



Handball



Judo



Kayaking



Mountain Climbing

Sports Icons

Summer Games



Marathon



Motor Activity Training



Netball



Open Water Swimming



Powerlifting



Rhythmic Gymnastics



Roller Skating



Rowing



Sailing



Soccer



Softball



Surfing



Swimming



Table Tennis



Tennis



Triathlon



Volleyball

Sports Icons

Winter Games



Alpine Skiing



Cross Country Skiing



Curling



Figure Skating



Floorball



Short Track Speed Skating



Snowboarding



Snowshoeing