

eks<sup>SM</sup>+ |  *Special Olympics*

PLAYON



**GRAPHICS STANDARDS GUIDE**



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## INTRODUCTION

The eks+ mark celebrates the inspiration, impact and indomitable spirit of Eunice Kennedy Shriver (EKS). The mark consists of 3 primary elements, Eunice Kennedy Shriver's initials (eks), the + sign and the color green and is accompanied by the Special Olympics logo.

The use of the Eunice Kennedy Shriver's initials pay homage to a life that changed the world. Special Olympics and Best Buddies manifests Eunice Kennedy Shriver's vision, honoring the opportunities she created allowing a community inclusive to all athletes to compete, experience success and showcase their talents, and Eunice Kennedy Shriver's initials celebrate that vision.

The + sign represents the challenge Eunice Kennedy Shriver laid down to all of us, to add something positive to this world and continue with our own Eunice Kennedy Shriver Acts of inclusion, acceptance and unity. The + mark challenges the next generation of leaders to be architects of change with passion and purpose. As Eunice Kennedy Shriver led efforts for the 200 million citizens with intellectual disabilities, today our call to action begins with you.

The color GREEN in the logo is representative of growth, green signifies Eunice Kennedy Shriver's ever-growing movement and the growing number of lives that it has changed . EKS built a platform of social growth that continues to effect communities around the world and that growth continues through eks+ and the millions of athletes she has inspired around the world.

Brought together in the final mark, the initials, the + and the green represent Eunice Kennedy Shriver's indomitable spirit in action, a spirit that acts as an amplifier spurring the movement on forever challenging the status quo and creating a world inclusive for and with those with intellectual disabilities.

## SIGNATURE

Our signature is comprised of three elements: our logotype, our symbol and the Special Olympics logo. Single black rule separates the eks logo and the Special Olympics logo.

### Our eks Logotype

Our logotype is a unique and distinct typeface that speaks to our heritage, strength and stability. The eks logotype is set in all lowercase to evoke a softer, more personal tone.

### Our Symbol

Our symbol is a stylized “+”, a universal symbol for the addition of something. In our case, the symbol encapsulates the idea of continuing with positive Eunice Kennedy Shriver Acts of unity.



## SIGNATURE COLOR (3 COLOR / PREFERRED)

Color is a powerful means of visual identification. Consistent use of our identity colors, will build visibility and recognition for eks.

### Preferred signature

The 3-color signature is the preferred version. It will be used on the majority of our communications materials.

### Approved artwork is available upon request

Never redraw the eks signature, translate it into another language or modify its graphic elements or color.



logotype prints:



**PANTONE**  
**424**

RGB	108 111 112
HTML	#6C6F70

horizontal bar of "+" prints:



**PANTONE**  
**382**

RGB	190 214 0
HTML	#BED600

vertical bar of "+" prints:



**PANTONE**  
**368**

RGB	105 190 40
HTML	#69BE28



**Special Olympics**



**PANTONE**  
**PROCESS BLACK**

# CLEAR SPACE

Clearspace frames the signature, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials and screen.

## Minimum clearspace

Clearspace prevents type, imagery or other graphic elements from interfering with the legibility of our signature. (Clearspace equals the height of the “e” in eks). Clearspace exceptions may be based on specific application requirements (e.g., signage).

## Minimum size

The size of our signature may vary depending on the application. The minimum size in which the signature should be reproduced is 2” in length (approx. 1/4” in height). Clearspace rules apply, as illustrated.



2” minimum size



## PLACEMENT OF <sup>SM</sup>

A standard claim of servicemark ownership (<sup>SM</sup>) should always be appended to the eks signature on marketing materials. (This will be replaced by a registered mark ® when the registration is approved by the United States Patent and Trademark Office and similar trademark offices around the world.)

The <sup>SM</sup> is part of the signature artwork. In small-format applications, the <sup>SM</sup> should be reset to 4 pt. On larger-format applications, it must be reset to a scale appropriate to the application.



## eks+/BEST BUDDIES/ SPECIAL OLYMPICS LOCK UP

The lock-up is comprised of three elements: the eks+, Special Olympics logo and the Best Buddies logo. A single black rule separates all logos. Please use this lock-up when partnering with Best Buddies for an event.





## PLAY ON

The headline "PLAY ON" is a intricate part of the eks branding program.

The logotype should only be used with the approved artwork.

The preferred use of the logotype is in its two color format.

**Approved artwork is available upon request**



PLAYON

preferred 2 color option (PMS 368 & PMS 382)



PLAYON

1 color option (PMS 382)



PLAYON

Pantone Process Black

## PLAYON/SPECIAL OLYMPICS LOCK UP

The lock-up is comprised of three elements:  
eks+, Special Olympics logo and PLAYON.



## WHEN TO USE THE PLAYON LOCK UP

The PLAYON should be locked up with the eks+ and Special Olympics logos when being used for all sports-related events. PLAYON can always stand alone as a graphic element on promotional materials.



## PLAYON/SPECIAL OLYMPICS/ BEST BUDDIES LOCK UP

The lock-up is comprised of four elements:  
eks+, Special Olympics logo, Best Buddies logo and PLAYON.

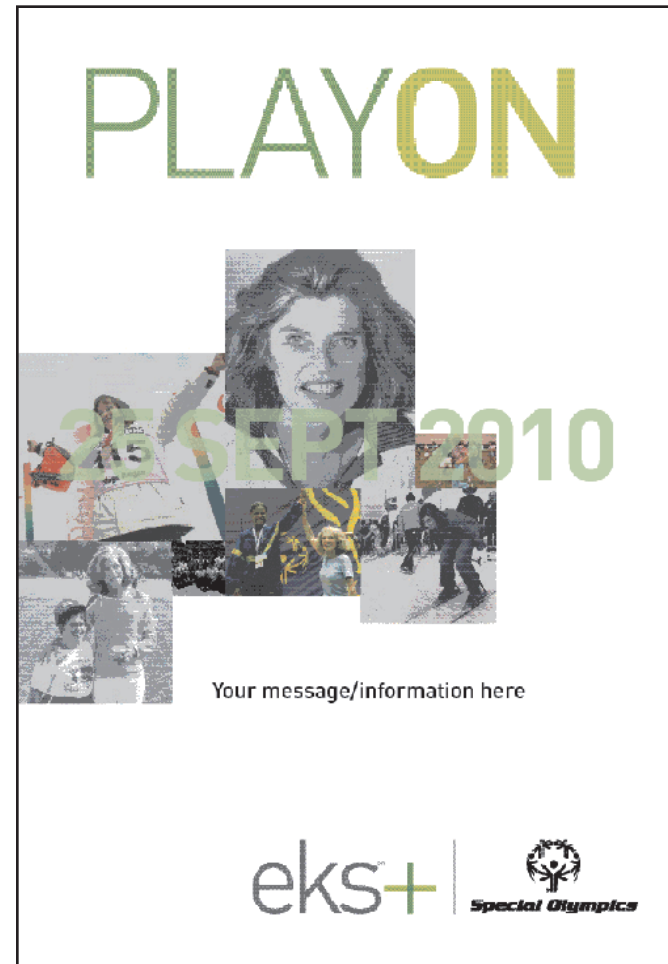


# SIGNAGE

Samples of signage using photo collage of EKS, PLAYON, eks+ and Special Olympics logo, date of event and any message or information concerning an event or observance. Signage must include all mentioned elements.



24" x 36" Horizontal banner



24" x 36" Horizontal banner

3' x 6' banner



12' x 12' backdrop banner



# LOGO USAGE AGREEMENT

PLEASE COMPLETE AND FORWARD TO EKSDAY@SPECIALOLYMPICS.ORG.

## LICENSE AGREEMENT

**LICENSOR:** SPECIAL OLYMPICS, INTERNATIONAL., 1133 19th Street NW  
Washington, D.C. 20036 – Attention: Helen MacNabb

**LICENSEE:** [Name and address]

**LICENSED MARK:** The trademark set forth below (collectively referred to herein as the "Mark"):



### PERMITTED

**USAGE OF MARK:** Check all applicable to indicate proposed use of Mark:

- within publication
- cover / jacket
- uniforms
- clothing such as shirts/hats
- poster
- exhibition display
- magazine / journal / newsletter
- brochure / flyer
- other (please describe below)

**LICENSE PERIOD:** July 31, 2010 to October 31, 2010

**LICENSE FEE:** Promotional consideration

### TERRITORY:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and subject to the provisions hereof, Licensor hereby grants to Licensee anon-exclusive license to use the Mark on the following terms and conditions:

1. Licensee shall not reproduce, distribute or sub-license the Mark, except for the use in connection with the Permitted Usage of the Mark described herein.
2. The Mark shall be reproduced in accordance with the eks+ logo graphic standards and may not be modified.

3. Licensee shall send a proof of the proposed Mark usage in electronic copy (pdf, jpeg, and or eps) to eksday@specialolympics.org for review and approval. Licensor shall review the proof(s) within 3 business day and via email issue written approval, denial or questions.
4. Licensee shall not use the Mark without the prior consent of Licensor.
5. Use of the Mark shall not be used to show or imply that Eunice Kennedy Shriver Legacy and/or Special Olympics endorses any commercial product or enterprise, concurs with the opinions expressed in, or confirms the accuracy of any text used with the said logo.
6. Licensee shall not use the Mark to raise funds.
7. Licensee represents and warrants that it shall take all necessary and appropriate steps to protect the Mark including without limitation, displaying trademark notices.
8. Licensee shall indemnify Licensor and its parent, subsidiary and affiliated corporation and all its directors, shareholders, agents, employees, representatives and associates thereof, and save and hold each and all of them harmless of and from any and all loss, cost, damage, liability and expense, including attorneys' fees, with respect to any claim whatsoever, arising from Licensee's use of the Mark.
9. Licensee shall be responsible for all costs related to the duplication of the Mark.
10. This License Agreement is binding upon and shall inure to the benefit of the respective licensees, successors, and assigns of the parties hereto. This Agreement sets forth the entire understanding of the parties hereto with respect to the subject matter hereof and shall be governed by and construed in accordance with the laws of the District of Columbia.

**LICENSOR: SPECIAL OLYMPICS, INC.**

By: \_\_\_\_\_ Date: \_\_\_\_\_

**LICENSEE:**

By: \_\_\_\_\_ Date: \_\_\_\_\_

## CONTACT INFO

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