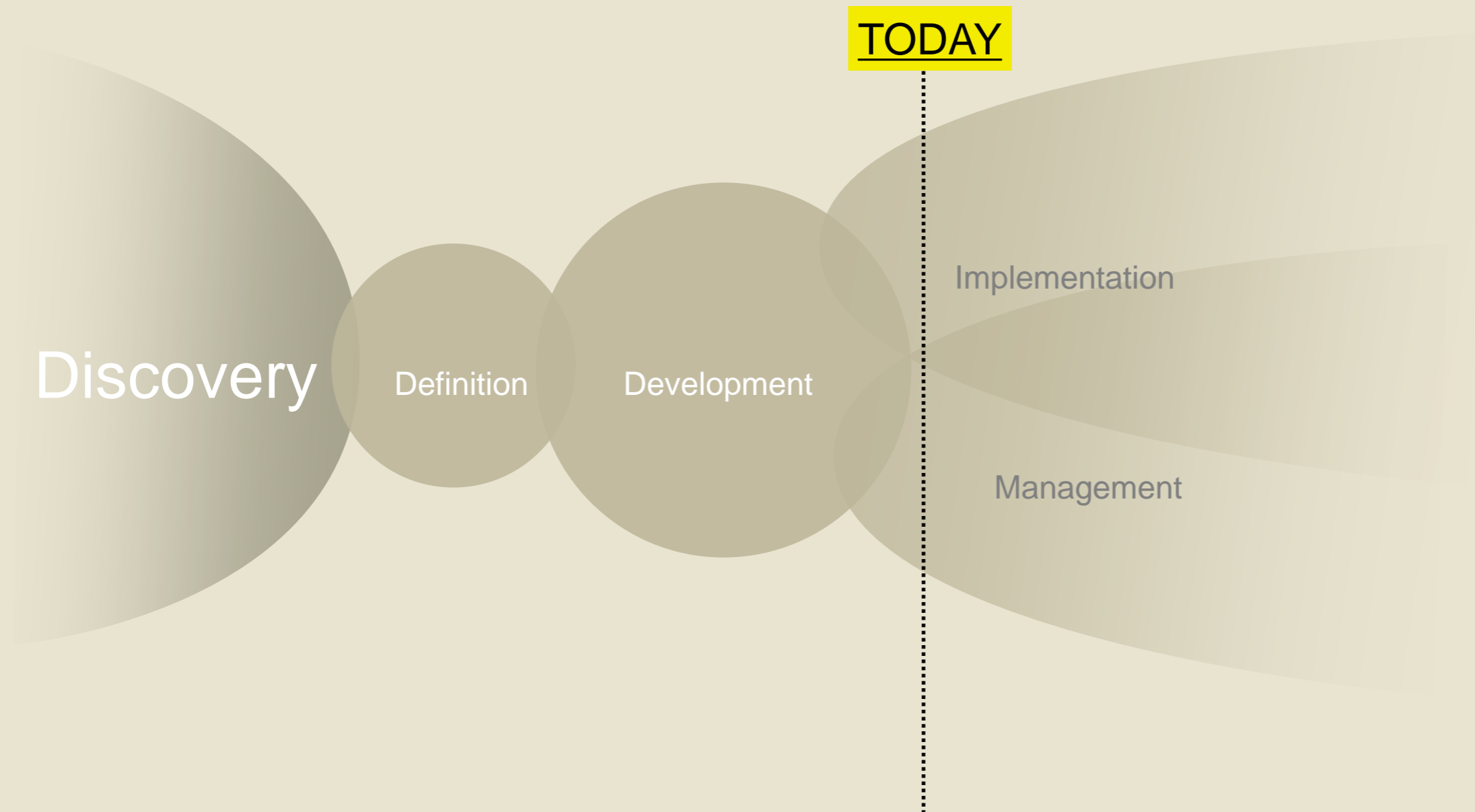


Aligning the Special Olympics Brand

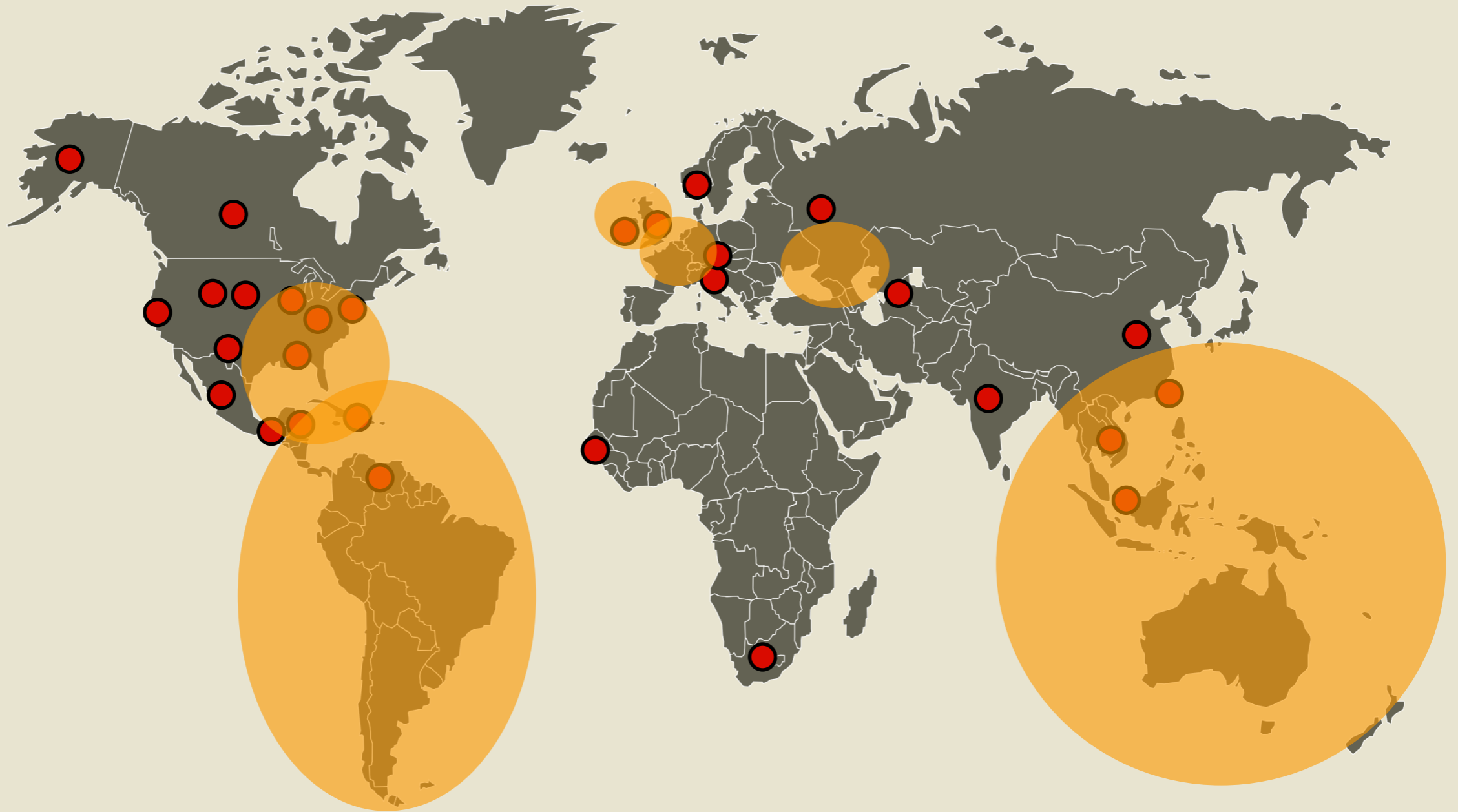
Special Olympics



Process



Inclusive



Note.

**Today we are
looking at brand
identity.**

**Not presenting
a new campaign.**

Brand

POLICE

objective

EMPOWER MENT

BRAND

REPUTATION

SHARED REPUTATI ON

reputation

IT'S NOT
WHAT YOU
SAY YOU
ARE

reputation

IT'S WHAT
OTHER
PEOPLE SAY
WHEN YOU
LEAVE THE
ROOM



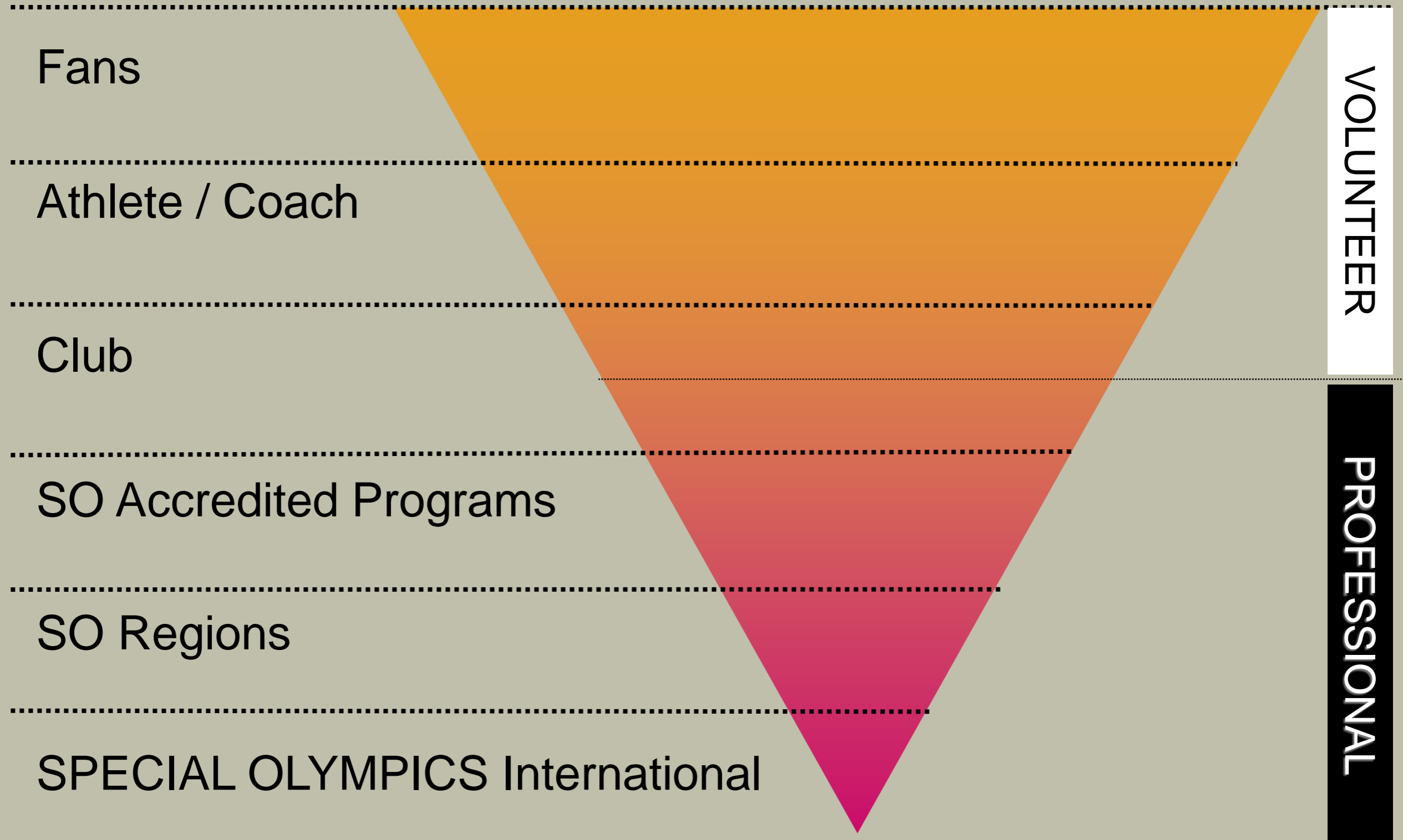
SHARED UNDERSTANDING

KEEP IT

SIMPLE

BUT NOT MORE SIMPLE THAN
IT IS

WHO? WHAT DECISIONS?





RECOGNITION ASSOCIATION



Brand Identity

STORIES

OUR STORY

Once upon a time...
a long long time ago ...












the Special Olympics Mission



Provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

the Special Olympics Mission

What we do

Provide year-round sports training and athletic competition in a variety of Olympic-type sports

Who* we do it for

for children and adults with intellectual disabilities,

Why we do it

giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

* families and the wider community also benefit from what we do.





Special Olympics Germany



Special Olympics Italy



Special Olympics Norway





Special Olympics **Germany**

Special Olympics **Senegal**

Special Olympics **Italy**

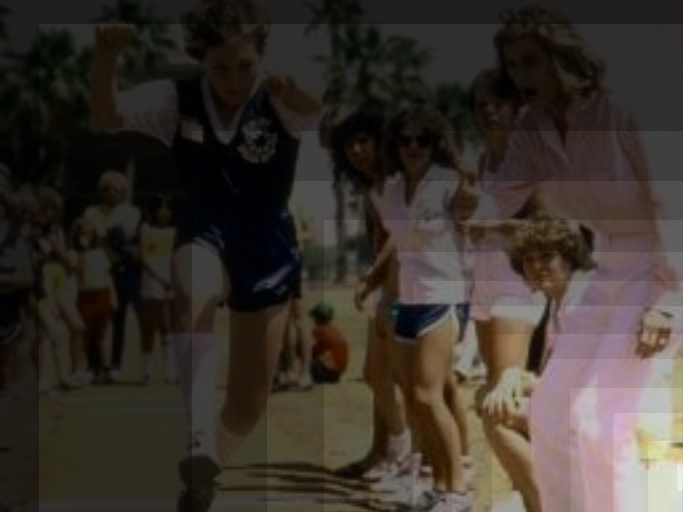
Special Olympics **Norway**

Special Olympics **El Salvador**

Special Olympics **Venezuela**

Special Olympics **Italy**

Special Olympics **Switzerland**



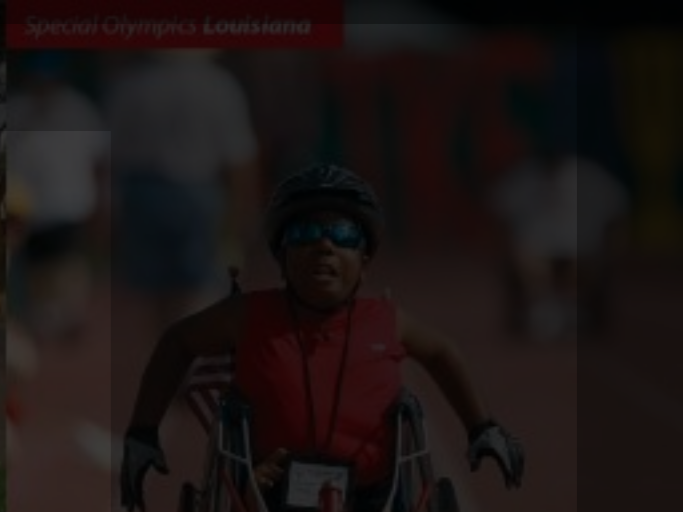
Special Olympics Italy



Special Olympics Germany



Special Olympics Senegal



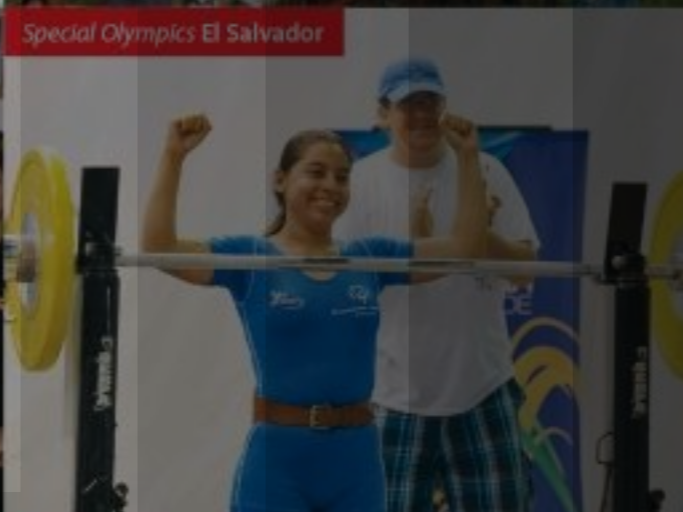
Special Olympics Louisiana



Special Olympics Venezuela



Special Olympics Norway



Special Olympics El Salvador



Special Olympics Michigan



Special Olympics Italy



Special Olympics Switzerland



Special Olympics Virginia



Special Olympics Mexico



Special Olympics Canada



Special Olympics Denmark



Special Olympics Great Britain

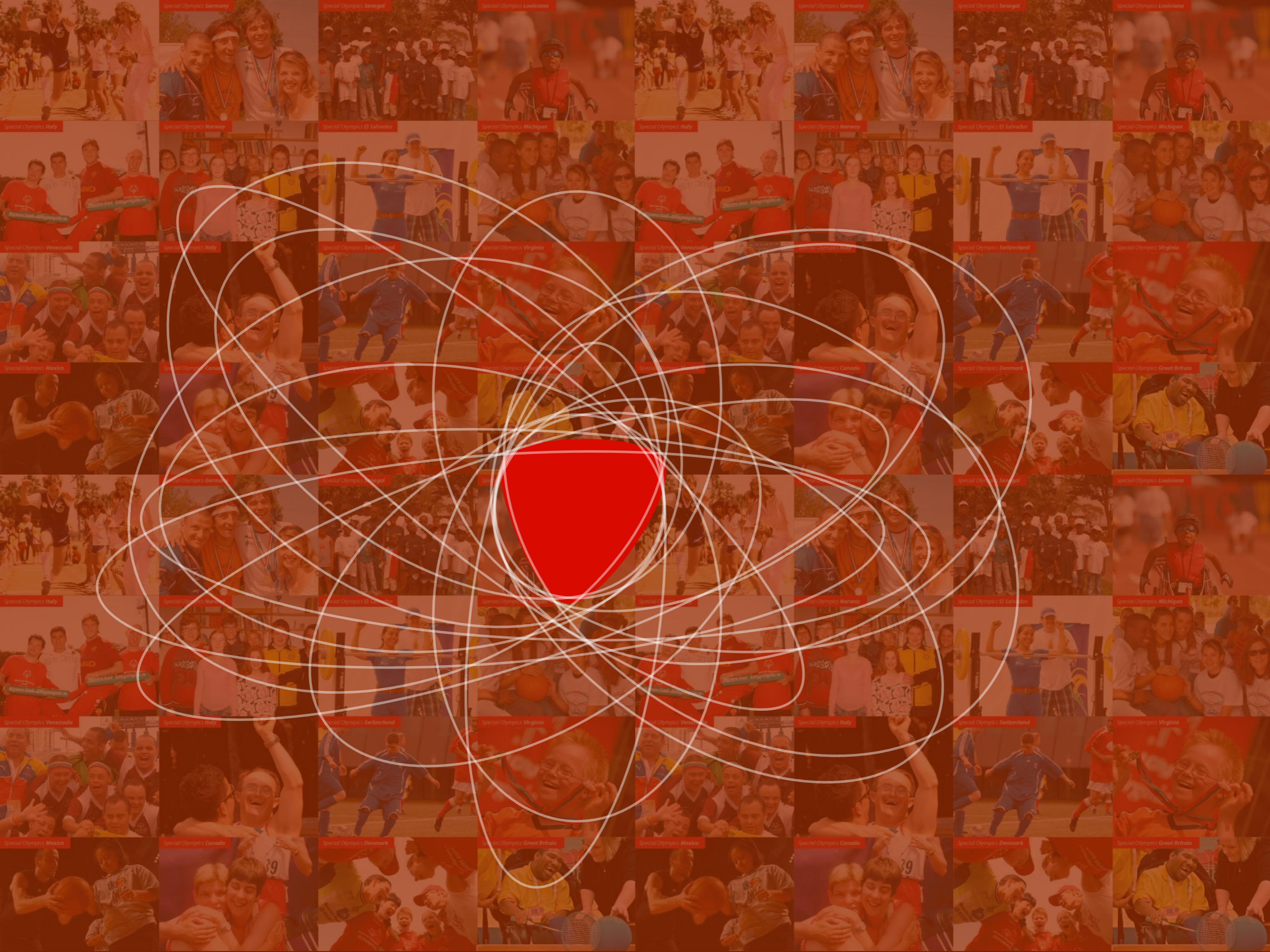


OUR STORIES

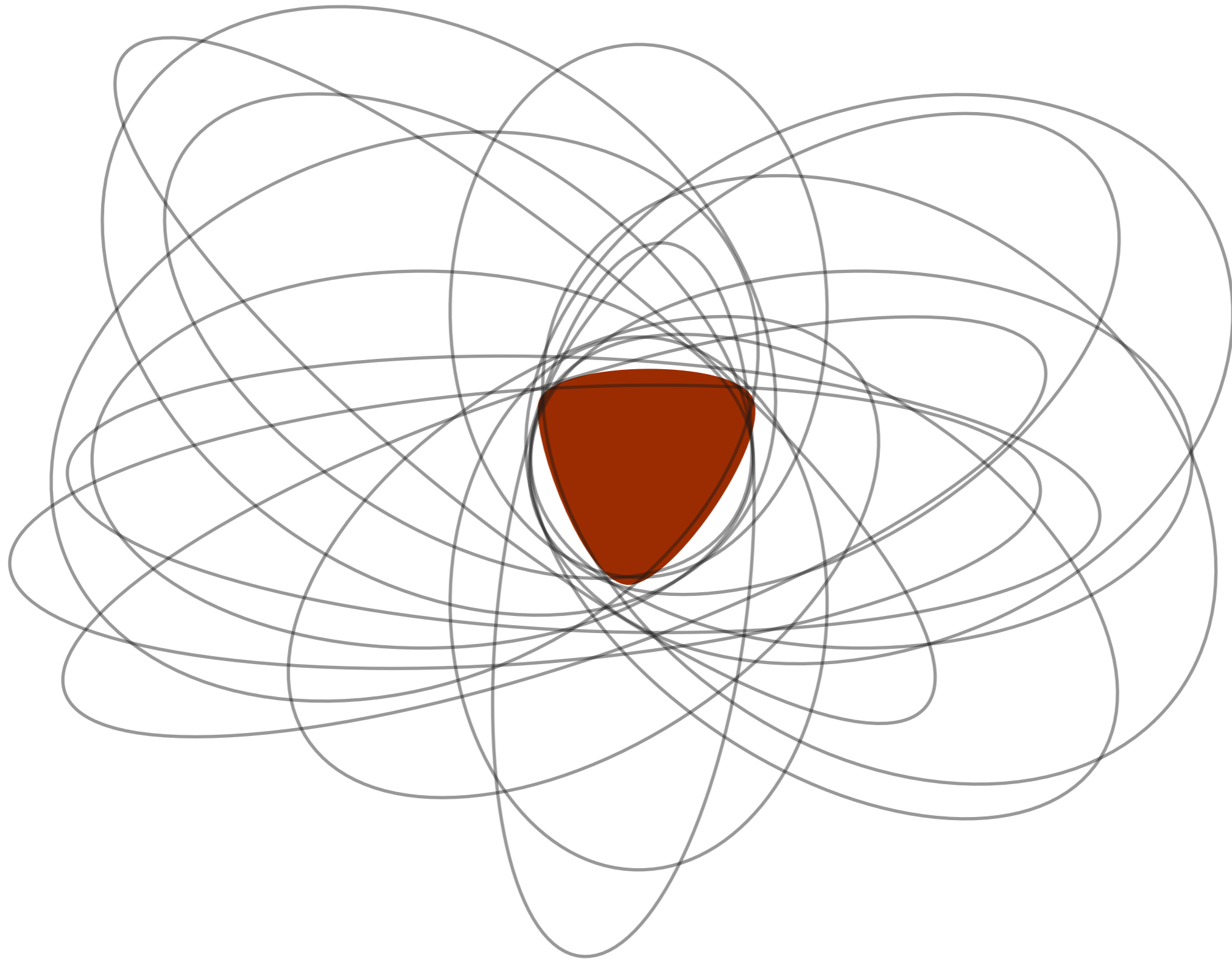


NO TWO THE SAME

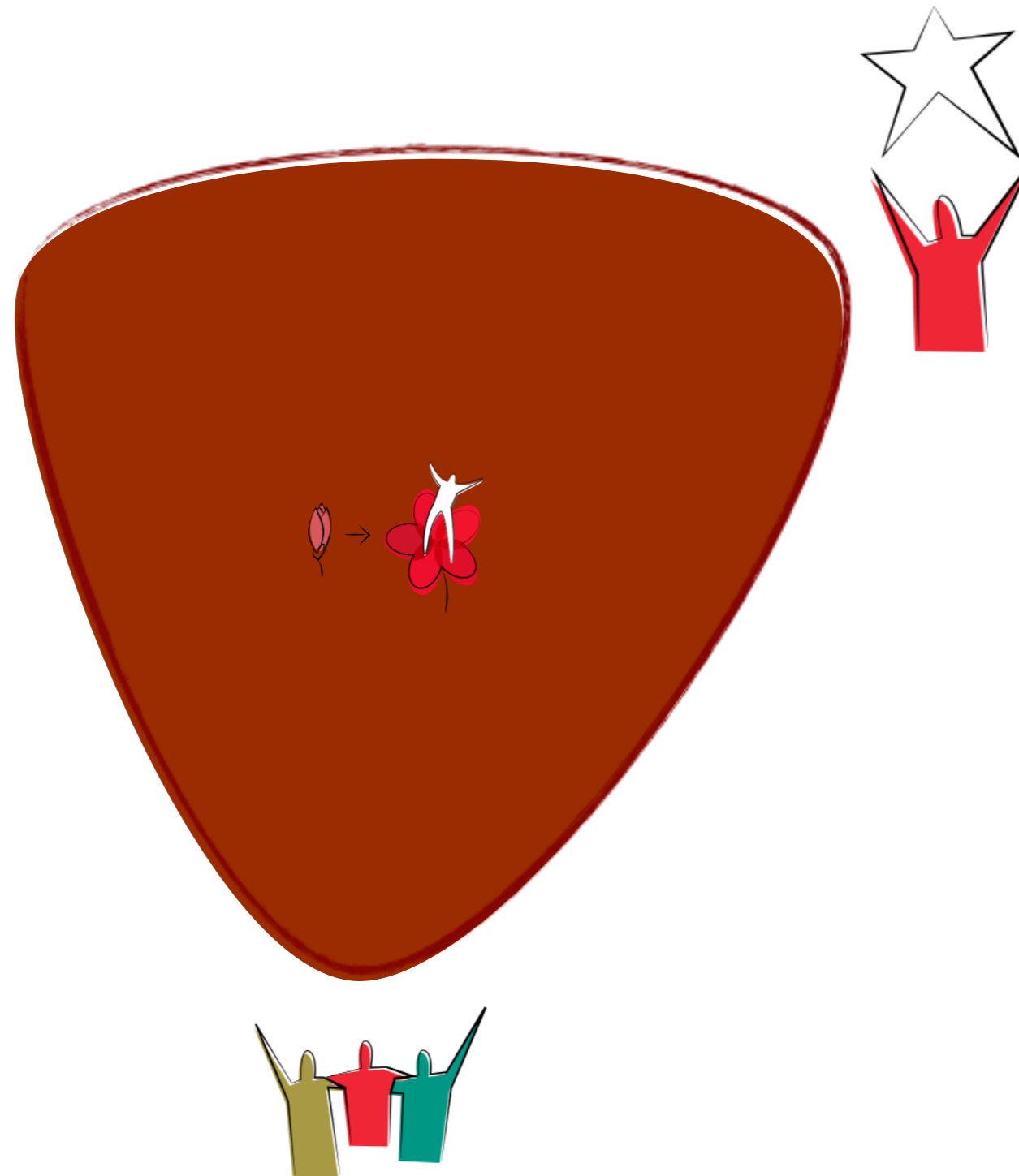
But all with a common thread



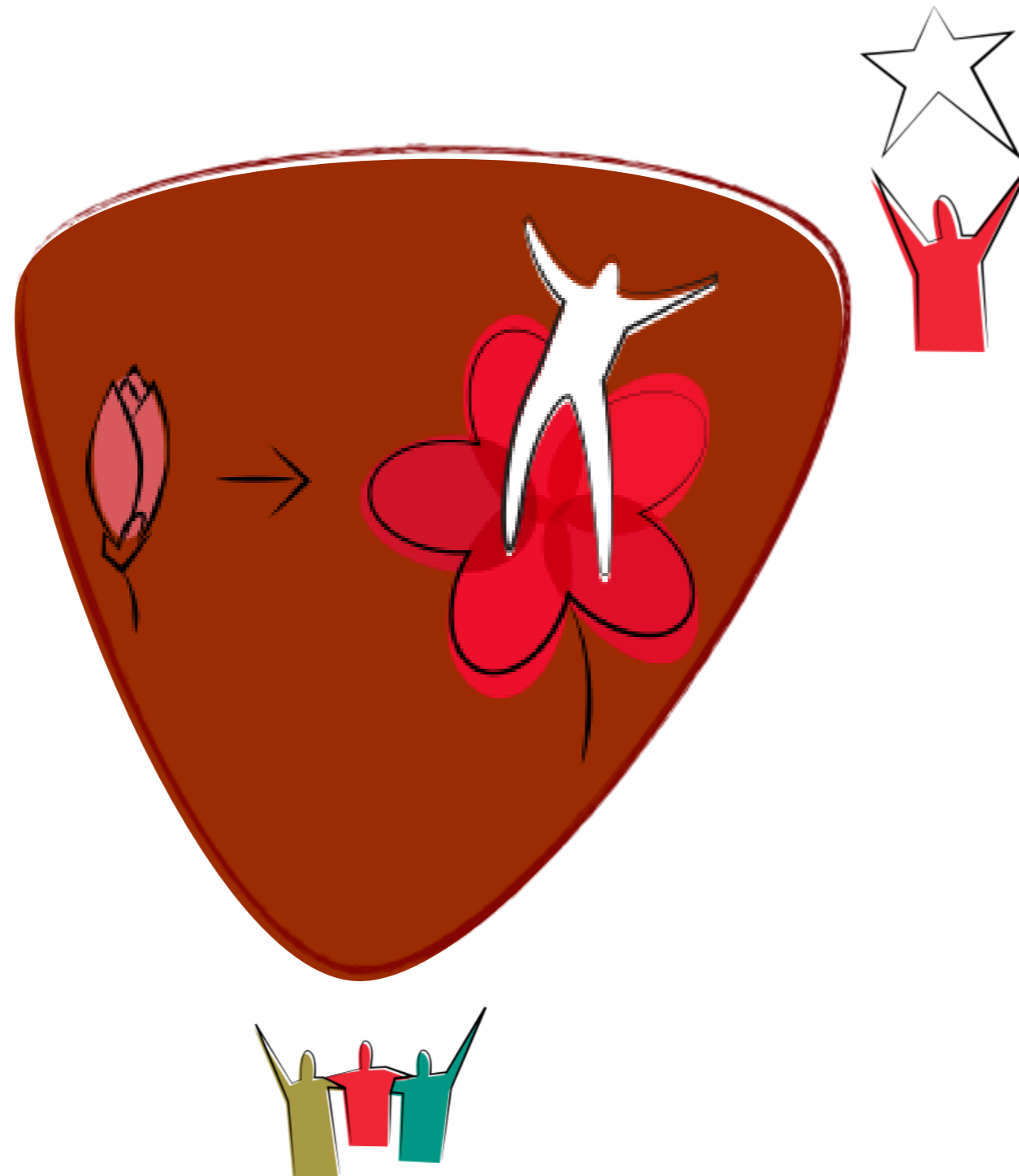
Common Ground



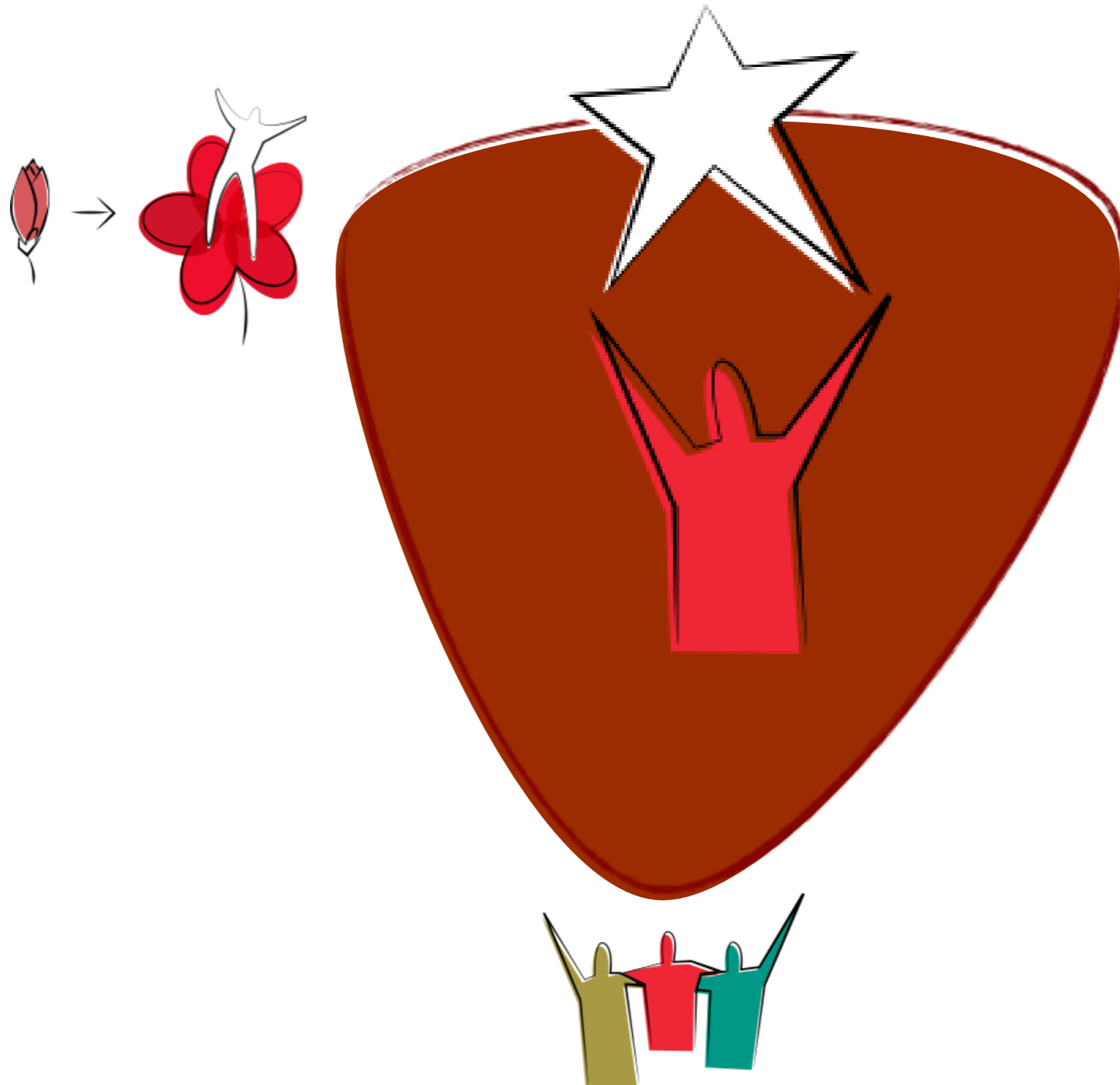
Guiding Idea at the heart...



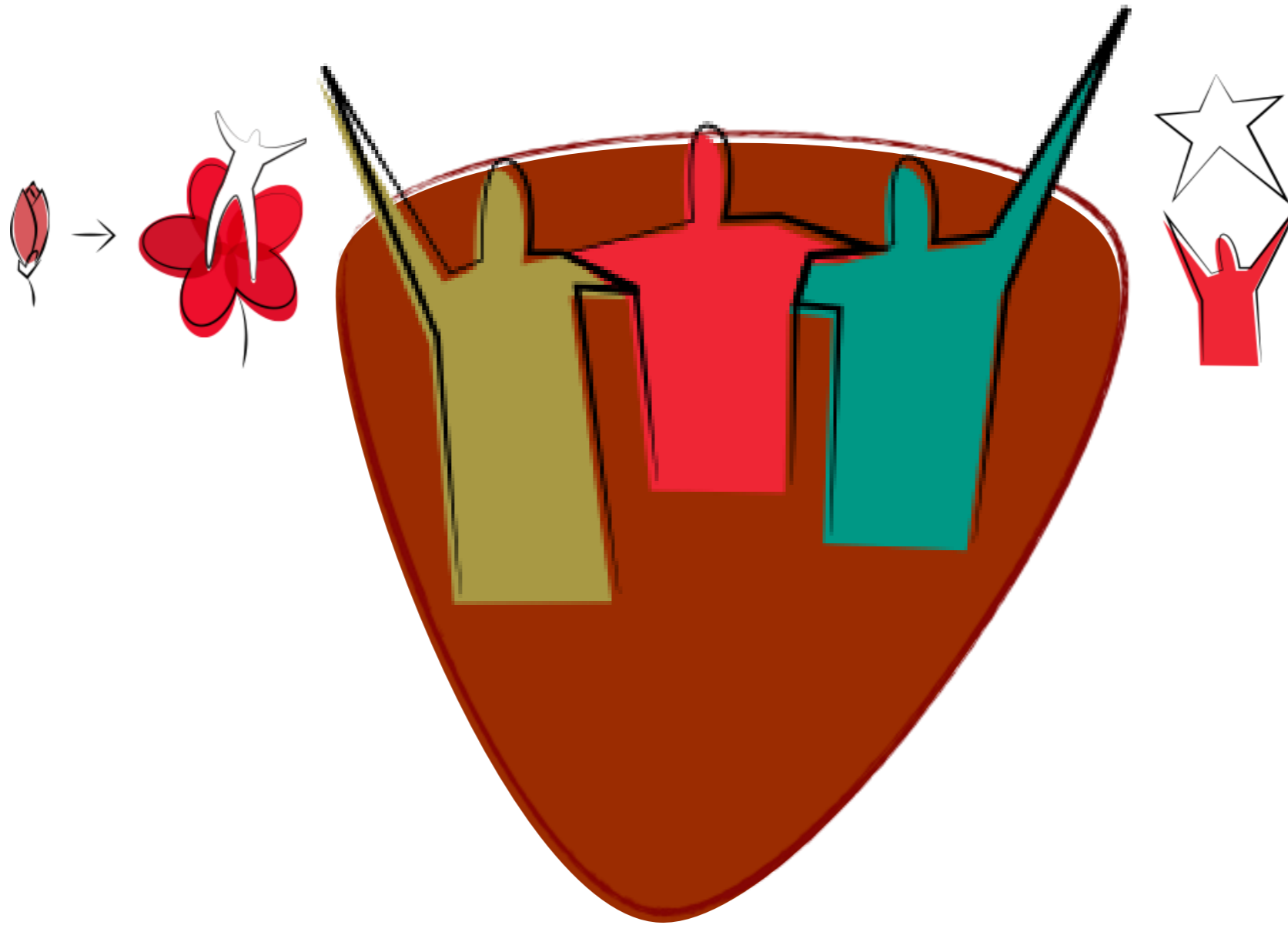
Revealing



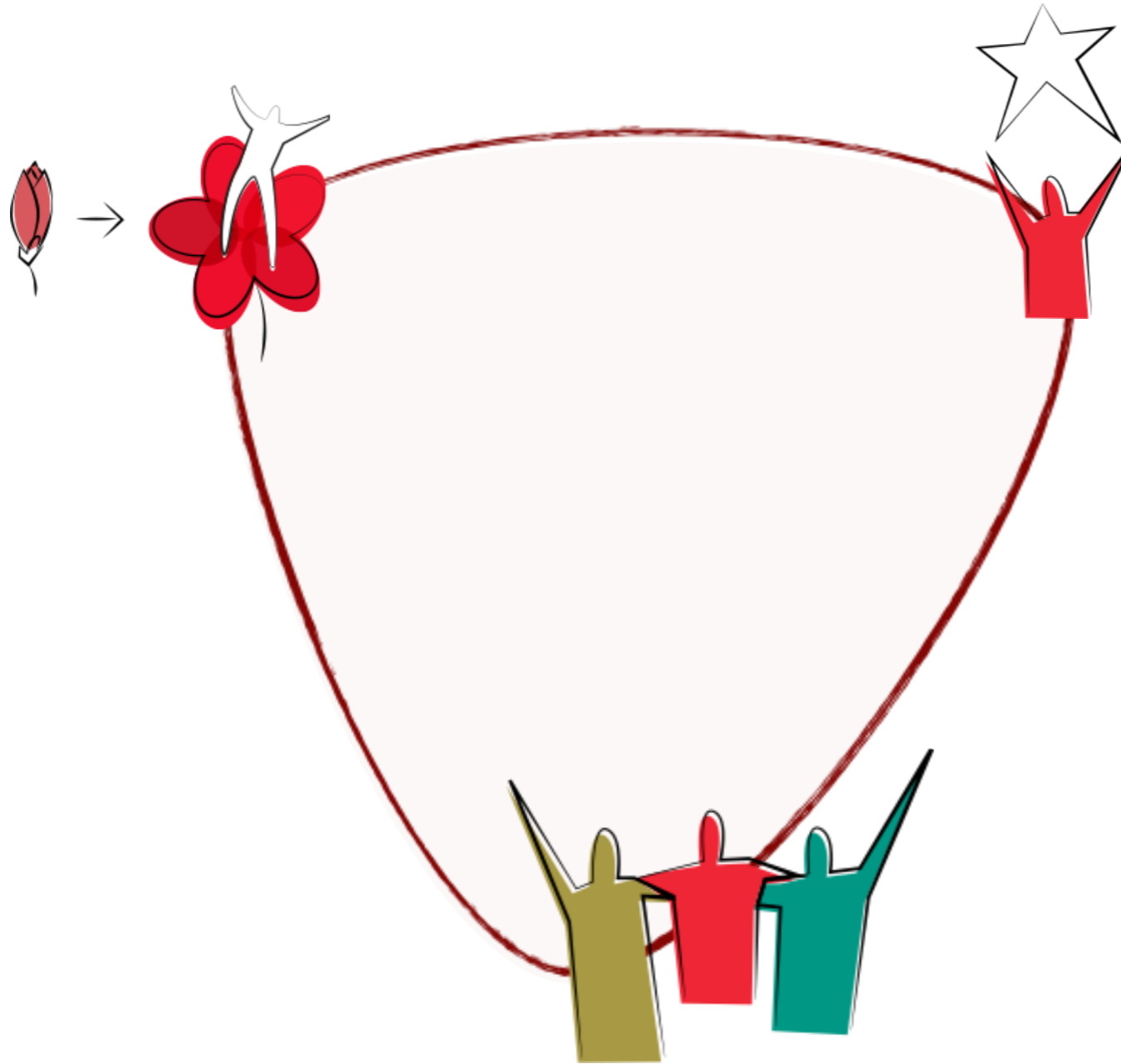
Revealing the champion



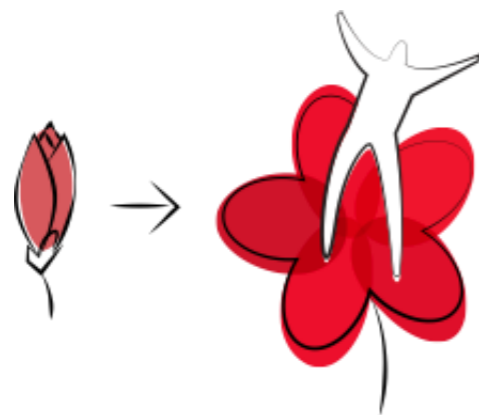
Revealing the champion in all of us.



Revealing the champion in all of us.

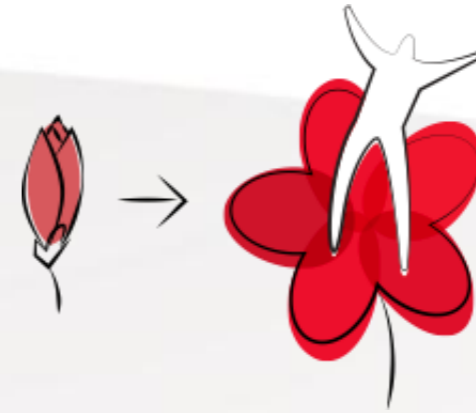


Guiding Idea



REVEALING	THE CHAMPION	IN ALL OF US
<p>Grow Release Nurture Develop Care Change Transform Promote</p>	<p>Ambition Purpose Goals Pride Progress Win Advocate Impact</p>	<p>Community Inclusion Generosity Partner Together Everyone Team Friendship</p>
REVEAL	ACHIEVE	SHARE

الفكرة الأساسية الدافعة في
منظومة الأوليمبياد الخاصة



"اكتشاف"

الأبطال

من بي ننا"

ة
تنشئة
إطلاق
تطوير
عناية
تحويل
تشجيع

اكتشاف

ح
فوز
إصرار
اعتزاز
هدف
ارتقاء

تحقيق

ة
الجميع
معاً
متسامح
مجتتمع
فريق
الاحترام
القبول
شريك

مشراكة

特奥会的核心指导思想



“展现

我们身边的

冠军风采”

成长
培养
释放
发展
关爱
改变
促进

抱负
获胜
目的
骄傲
目标
进步

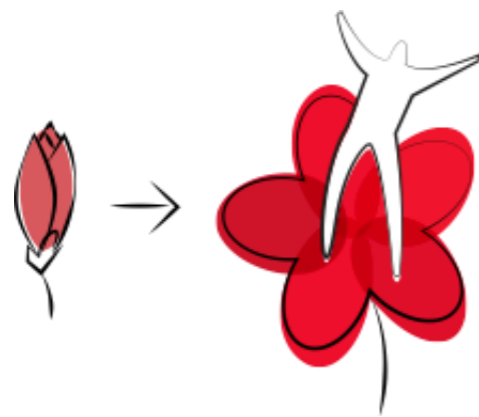
每个人
协力
慷慨
社区
团队
包容
接纳
合作

展现

实现

分享

Guiding Idea



REVEALING	THE CHAMPION	IN ALL OF US
<p>Grow Release Nurture Develop Care Change Transform Promote</p> <p>REVEAL</p>	<p>Ambition Purpose Goals Pride Progress Win Advocate</p> <p>ACHIEVE</p>	<p>Community Inclusion Generosity Partner Together Everyone Team Friendship</p> <p>SHARE</p>

The Special Olympics Brand Model ...

ENTRY POINTS

SPORTS

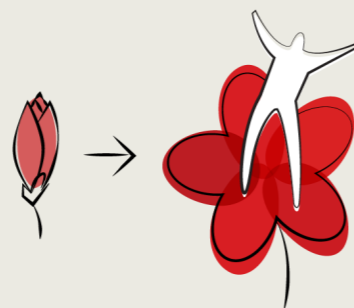
HEALTH

EDUCATION

COMMUNITY

GUIDING IDEA AT THE HEART OF SPECIAL OLYMPICS

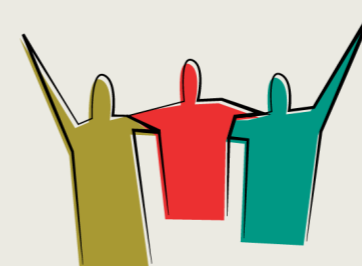
(A)



(B)



(C)



REVEALING

THE CHAMPION

IN ALL OF US

REVEAL

ACHIEVE

SHARE

PERSONALITY

INSPIRATIONAL

JOYFUL

COURAGEOUS

AUTHENTIC

DETERMINED

INCLUSIVE

MISSION

Provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

BRAND PROMISE

Special Olympics unleashes the human spirit through the transformative power and joy of sports every day around the world

BENEFITS

- ✓ DIGNITY
- ✓ PRIDE
- ✓ JOY
- ✓ FITNESS
- ✓ EMPOWERMENT
- ✓ FRIENDSHIP
- ✓ ACCEPTANCE
- ✓ COMMUNITY
- ✓ JUSTICE

REVEAL

ACHIEVE

SHARE

BRAND PROMISE

Special Olympics unleashes the
human spirit through the
transformative power and joy of
sports every day around the world

REVEAL

MISSION

Provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Special c
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sports ever

ENTRY POINTS

SPORTS

HEALTH

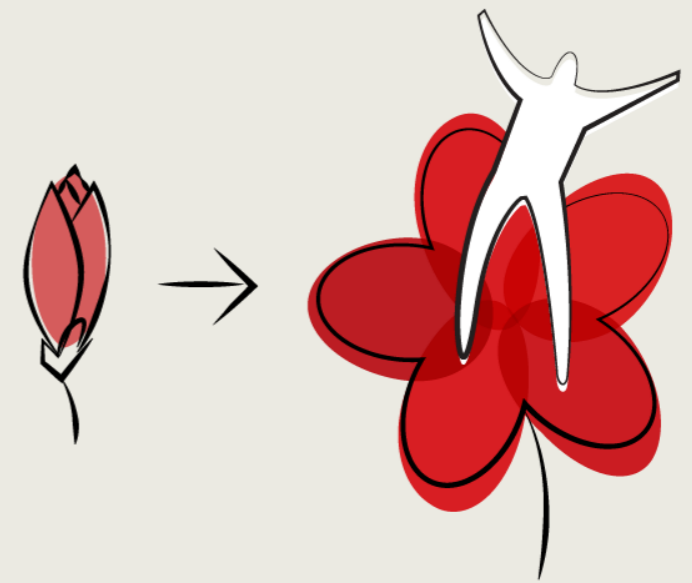
EDUCATION

COMMUNITY

MISSION

GUIDING IDEA AT THE

(A)



REVEALING THE

REVEAL

SPECIAL OLYMPICS

(C)



ON IN ALL OF US

SHARE

PERSONALITY

INSPIRATIONAL

JOYFUL

COURAGEOUS

AUTHENTIC

DETERMINED

INCLUSIVE

BENEFITS

ON IN ALL OF US

SHARE

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BENEFITS

- ☒ DIGNITY
- ☒ PRIDE
- ☒ JOY
- ☒ FITNESS
- ☒ EMPOWERMENT
- ☒ FRIENDSHIP
- ☒ ACCEPTANCE
- ☒ COMMUNITY
- ☒ JUSTICE

The Special Olympics Brand Model ...

ENTRY POINTS

SPORTS

HEALTH

EDUCATION

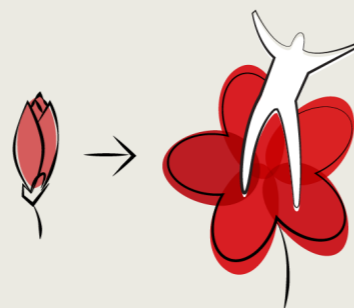
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MISSION

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GUIDING IDEA AT THE HEART OF SPECIAL OLYMPICS

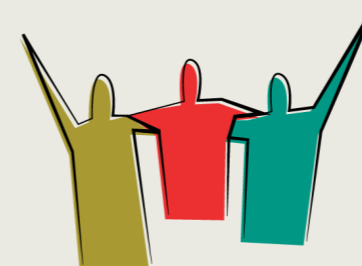
(A)



(B)



(C)



REVEALING

THE CHAMPION

IN ALL OF US

REVEAL

ACHIEVE

SHARE

PERSONALITY

INSPIRATIONAL

JOYFUL

COURAGEOUS

AUTHENTIC

DETERMINED

INCLUSIVE

BENEFITS

- ✓ DIGNITY
- ✓ PRIDE
- ✓ JOY
- ✓ FITNESS
- ✓ EMPOWERMENT
- ✓ FRIENDSHIP
- ✓ ACCEPTANCE
- ✓ COMMUNITY
- ✓ JUSTICE

BRAND PROMISE

Special Olympics unleashes the human spirit through the transformative power and joy of sports every day around the world

Stepping stones...

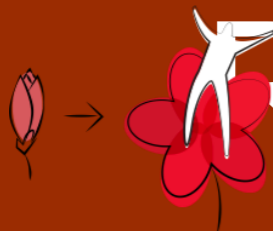
SHARE



ACHIEVE



REVEAL



Olympics v Special Olympics

	Olympics (Paralympics)	Special Olympics
<i>Objective</i>	<i>Building a better world through sport</i>	<i>Transforming lives together through the joy and power of sport – Revealing the Champion in all of us</i>
<i>Values</i>	Excellence, Friendship, Respect	Friendship, Respect, Inclusion, Joy
<i>Positioning</i>	Excellence through sport	Inclusion through the joy of sport
<i>Effect</i>	Athlete actualization – raised standards of sporting achievement – record breaking!	Athlete & Community actualization – greater inclusion and personal achievement – barrier breaking!
<i>Structure</i>	International committee and national committees / Coalface is sports specific institutions Most granular level is national <i>Structured exclusively on National basis* (Charter states it's between individuals and teams)</i>	Organized at a local community level with support and coordination provided at a state, national and international levels <i>Structured on community/local basis</i>

Olympics v Special Olympics

	Olympics (Paralympics)	Special Olympics
<i>Rules / Classification</i>	Games rules based on integrity of records and physical achievement of athletes ' Rigorous classification '	Games rules based on maximizing inclusiveness and supporting personal achievement ' Adaptive classification '
<i>Event Focus</i>	Exists every fourth Summer or Winter – no other multi-sport events beyond these occasions	Training activities <i>throughout the year</i> at a local level. Regional, National and International games take place but are not essential to the existence of local community activity
<i>World Games</i>	City centric structure – defined by iconic architectural legacy, urban & cultural and economic renewal and destination branding	Inclusive of wider community engagement – legacy is a social infrastructure of inclusion through host town program and other opportunities for social engagement



Visual Identity





Mark

Standard Mark
Accredited Programs

***Special
Olympics***
New Jersey



- 1) More compact for easier and more effective application
- 2) Use of symbol in red makes it the focal point of the Mark
- 3) More robust contemporary typeface for Program Name
- 4) Optimized for print application and positioning on right side of most documents.

Standard Mark Accredited Programs



Core Brand Marks

International Brand Mark

Used for International communications and to represent the Special Olympics movement. This mark represents SOI and Regions and may only be used by SOI or the regional offices.

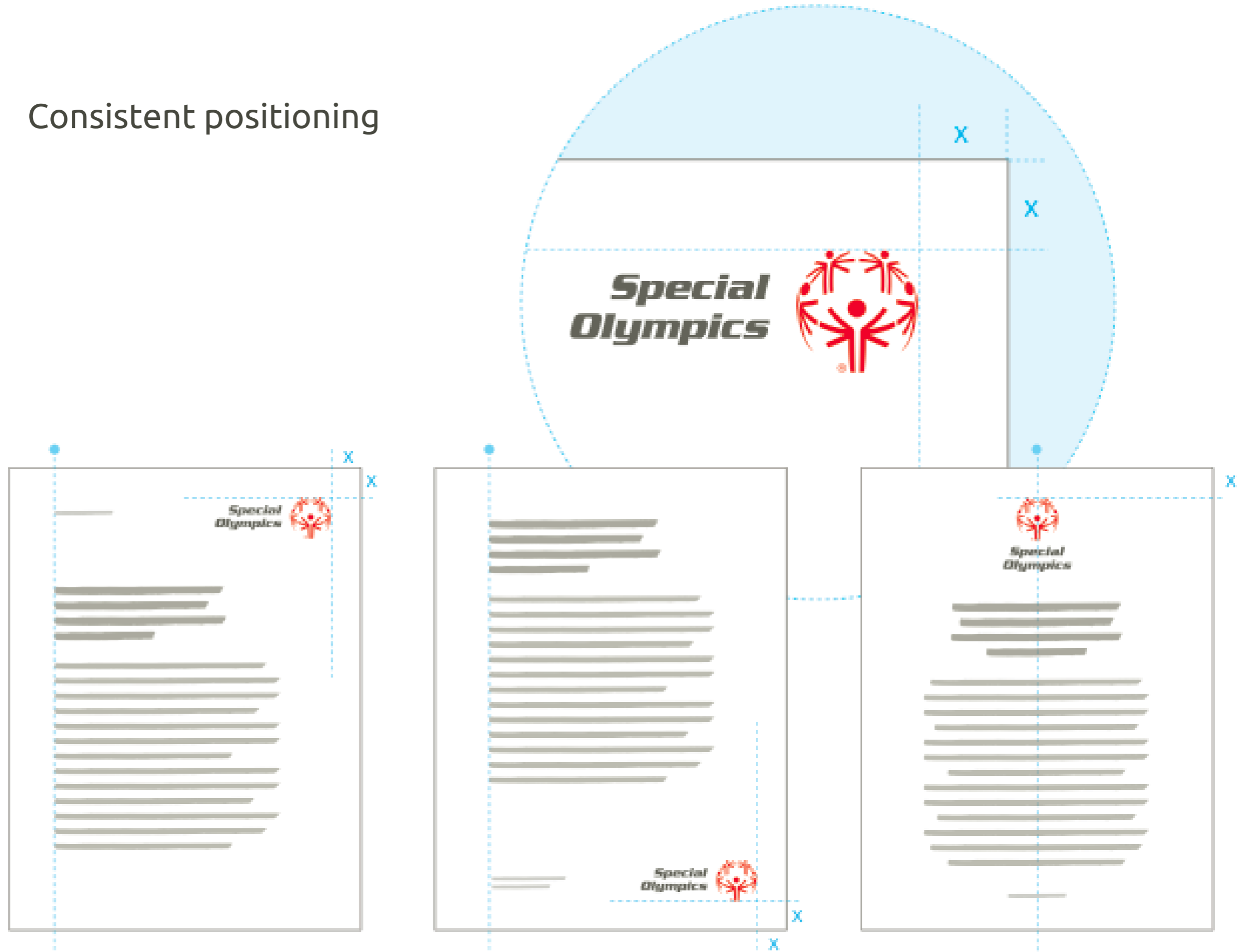


Accredited Program Marks

Used for individual Special Olympics accredited programs. The mark should always be used with name of the program in-lockup with the Special Olympics symbol and logotype.



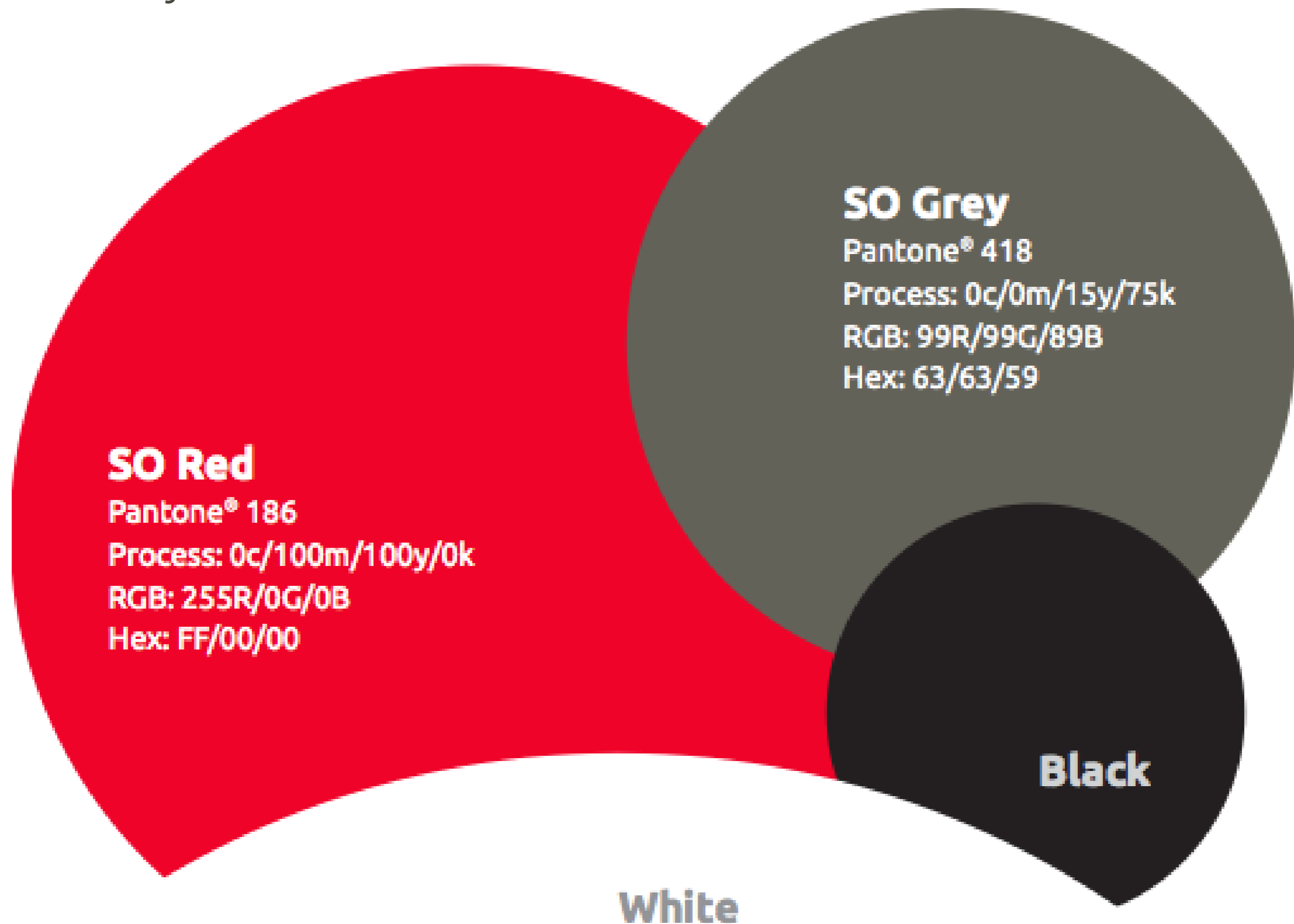
Consistent positioning





Color

Primary Color Palette



A diverse vibrant
organisation





Type



l. Iceland

GILL SANS



1. Iceland

ARIAL



1. Iceland

UBUNTU

typeface: ubuntu

Special Olympics

Abcdefghijklmnopqr

stuvqxyz1234567890

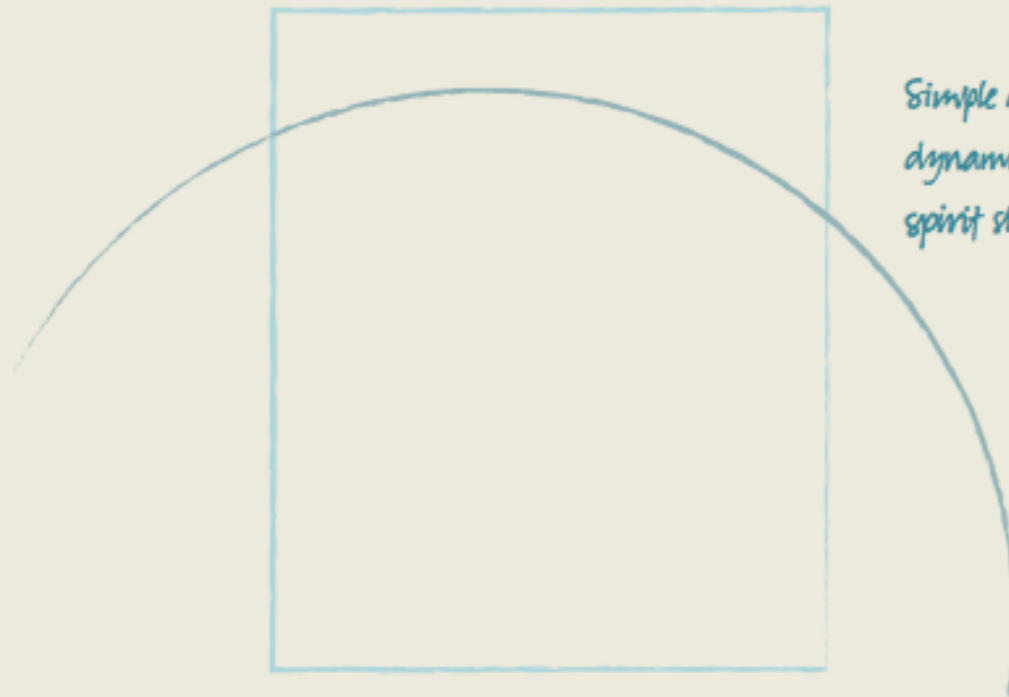
@specialolympics



Curve



*Shapes can be used as flat colour or
can contain imagery*



*Simple device to encapsulate core branding, create
dynamic layout and acknowledge the world wide
spirit shared across the Special Olympics Movement*

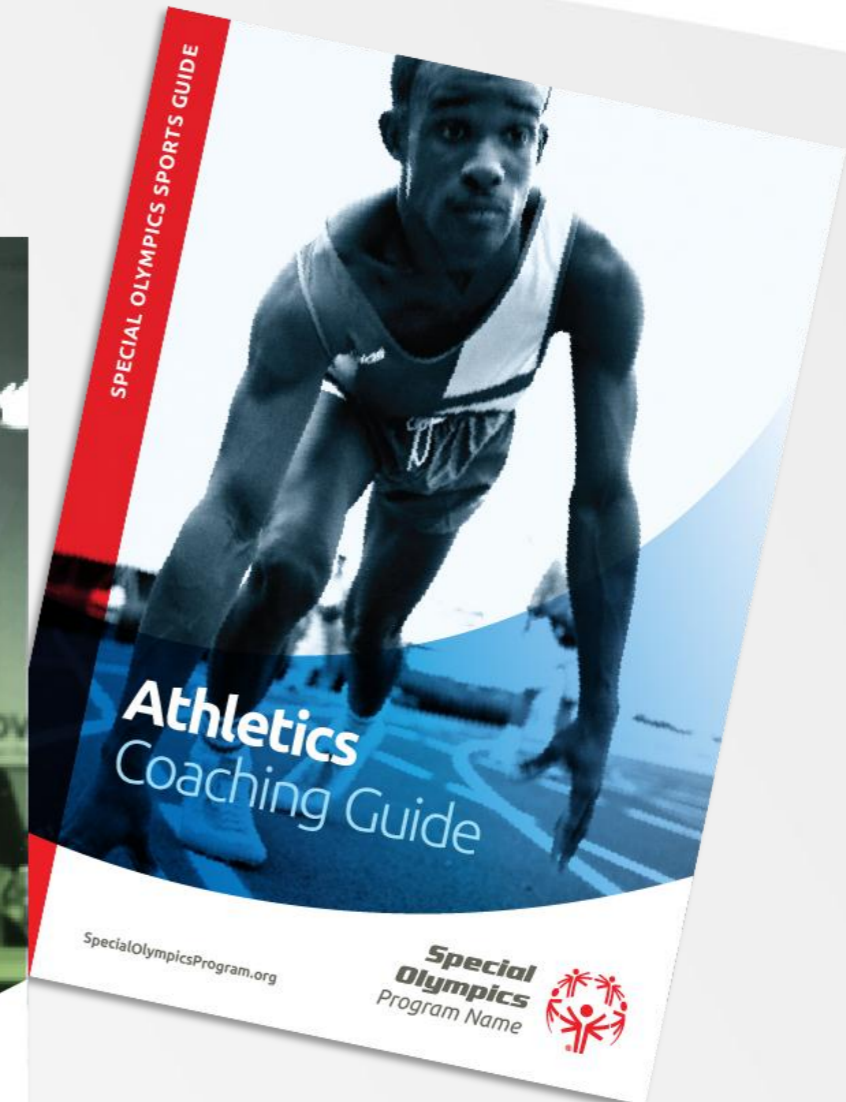
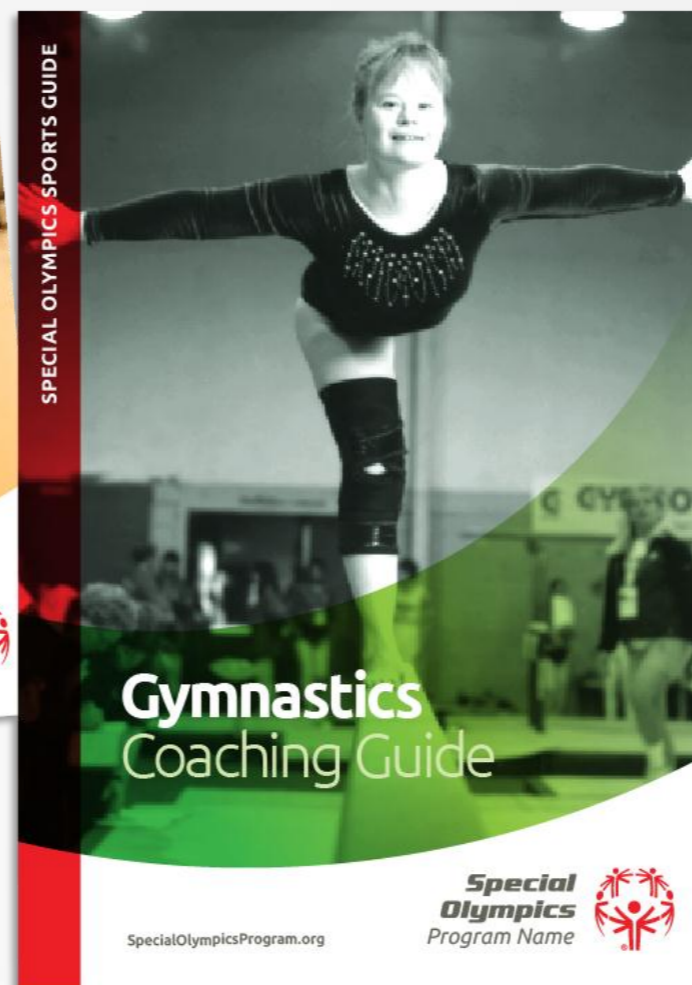
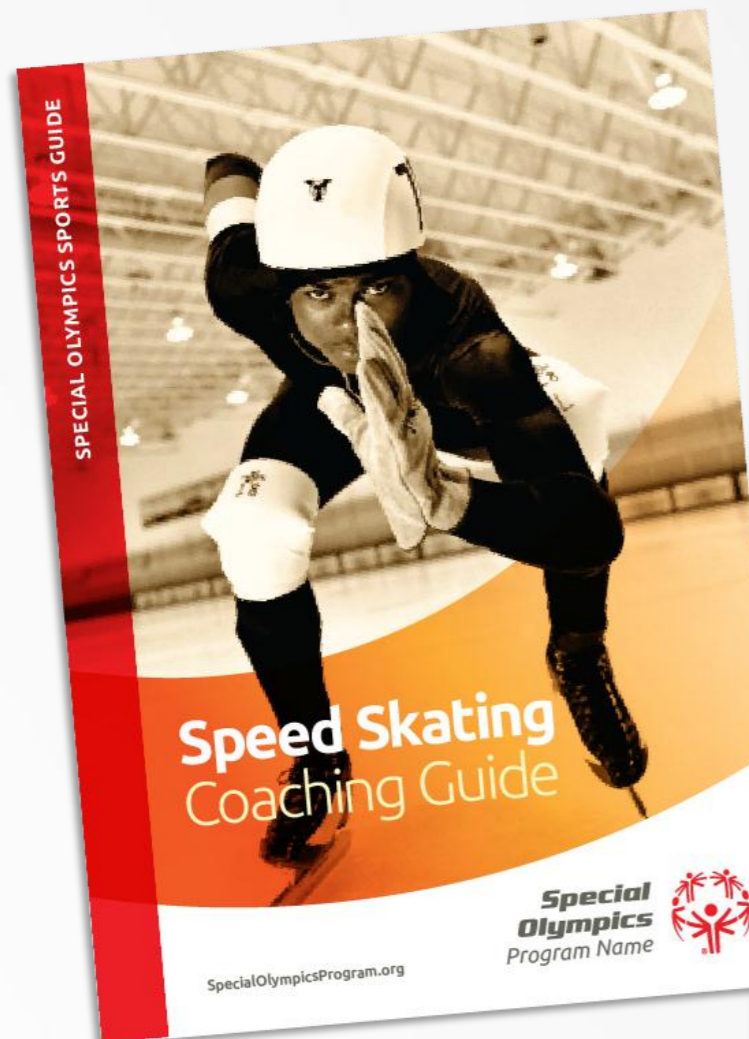




In action

Brand Visual Identity in Action

Sample Coaching Guides



Brand Visual Identity in Action

Sample Stationery



SpecialOlympicsProgram.org

Special Olympics
Program Name 

Ms Jane Smith
1024 Commonwealth Avenue
Alston
MA 10246

Re: Team Sponsorship
March 26th, 2012

Dear Jane,

Temolestior autatate parum ent landebit magnimo luptaepel ilitemquam nis am volenitem quo blam eatent ratem incimus doleste ndaeribus denienit erum volupta temqui qui officil isim fuga. Et harum sequi si inctatis aut harchil modis elestion nos alia anda dolore volor sus ellaboriae similit iuntius magni officid ebitas auta autatur, sinihil idem rectata spicitis si aute sit aut et et dolorero voloreste nullita eprectis qui sa solecta quianimus voluptaqui cum explaut iliquiatibus re cum ex et vendipic totate intinus, incteni maximus iuntio et as sequam quidunt orerum ium quos etur as exces voles maior aligenis is iminullatus, sedis explitis Dear Jane, Temolestior autatate parum ent landebit magnimo luptaepel ilitemquam nis am volenitem quo blam eatent ratem incimus doleste ndaeribus denienit erum volupta temqui qui officil isim fuga. Et harum sequi si inctatis aut harchil modis elestion nos alia anda dolore volor sus ellaboriae similit iuntius magni officid ebitas auta autatur, sinihil idem rectata spicitis si aute sit aut et et dolorero voloreste nullita eprectis qui sa solecta quianimus voluptaqui cum explaut iliquiatibus re cum.

Sincerely,

John Jones
Director

Special Olympics Chapter Name
Address Line 1, Address Line, City, County, Country, ZIP1234
Tel (123) 765 4321 Ext 12 Fax (123) 765 4322
Email info_ireland@specialolympics.org
Twitter @specialolympics_chapter

Directors
A.N. Other (Chairperson), A.N. Other, A.N. Other, A.N. Other,
A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other.
Registered Charity or any additional legal information to go here.

Special Olympics
Program Name 

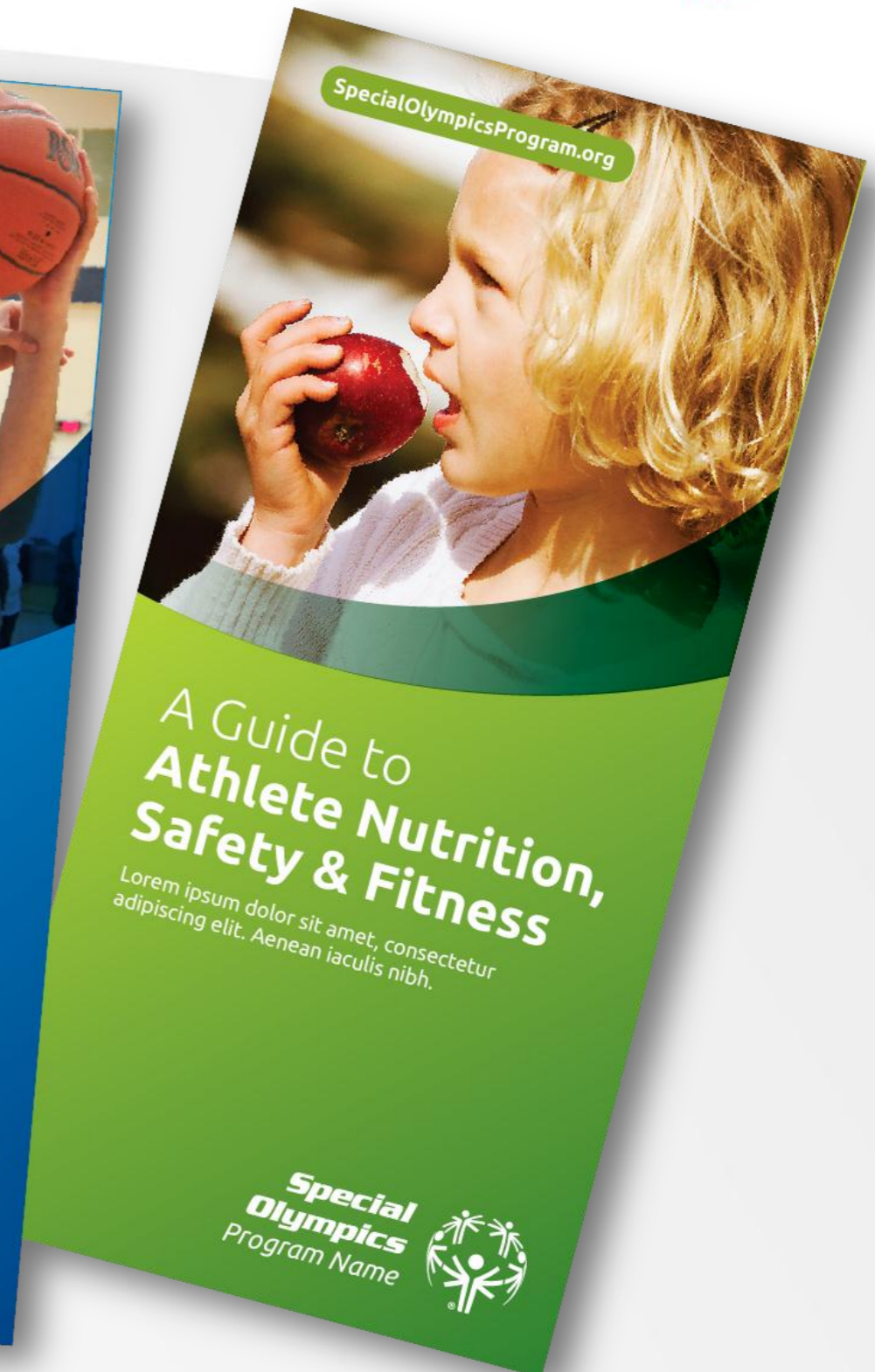
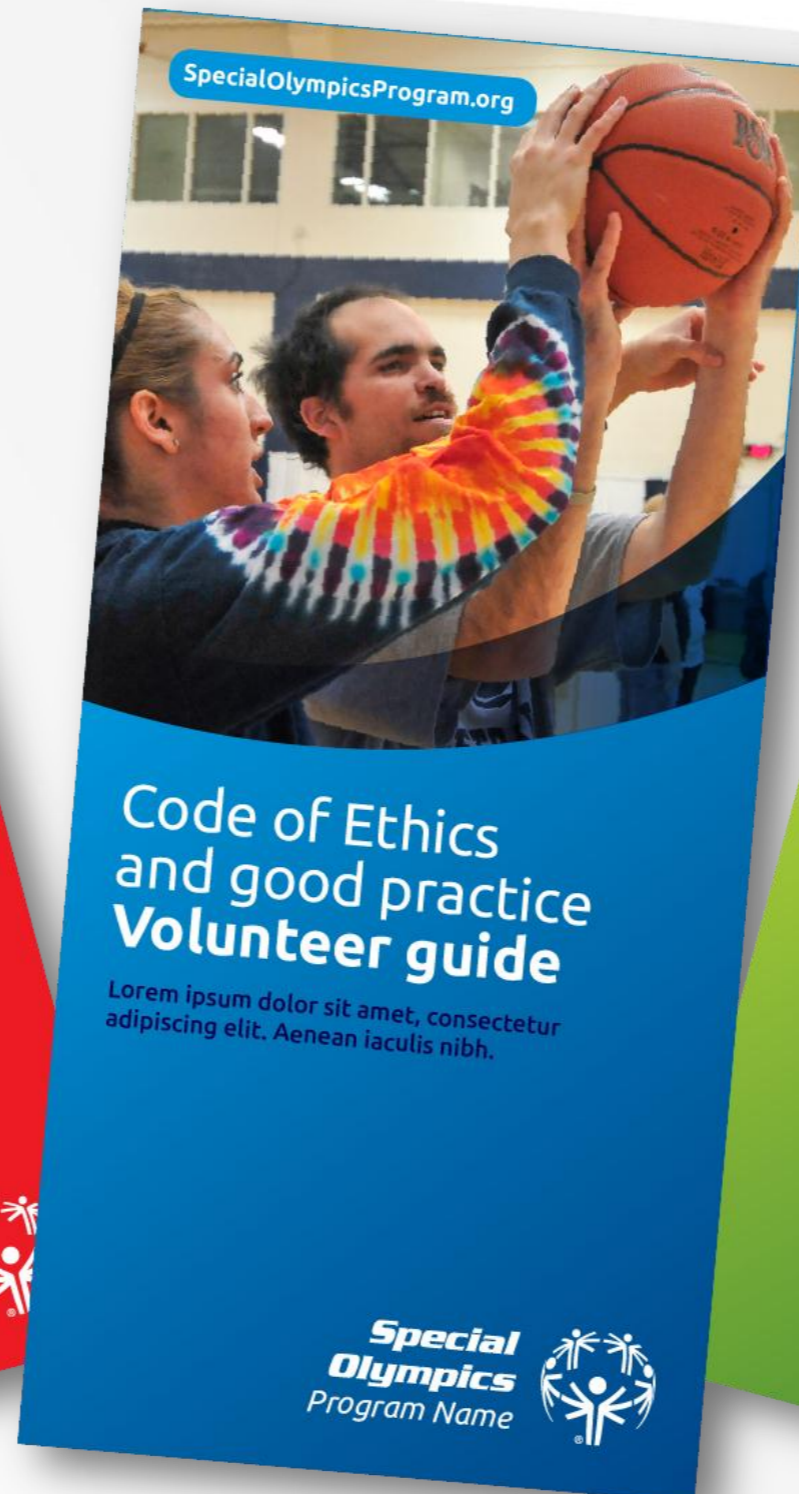
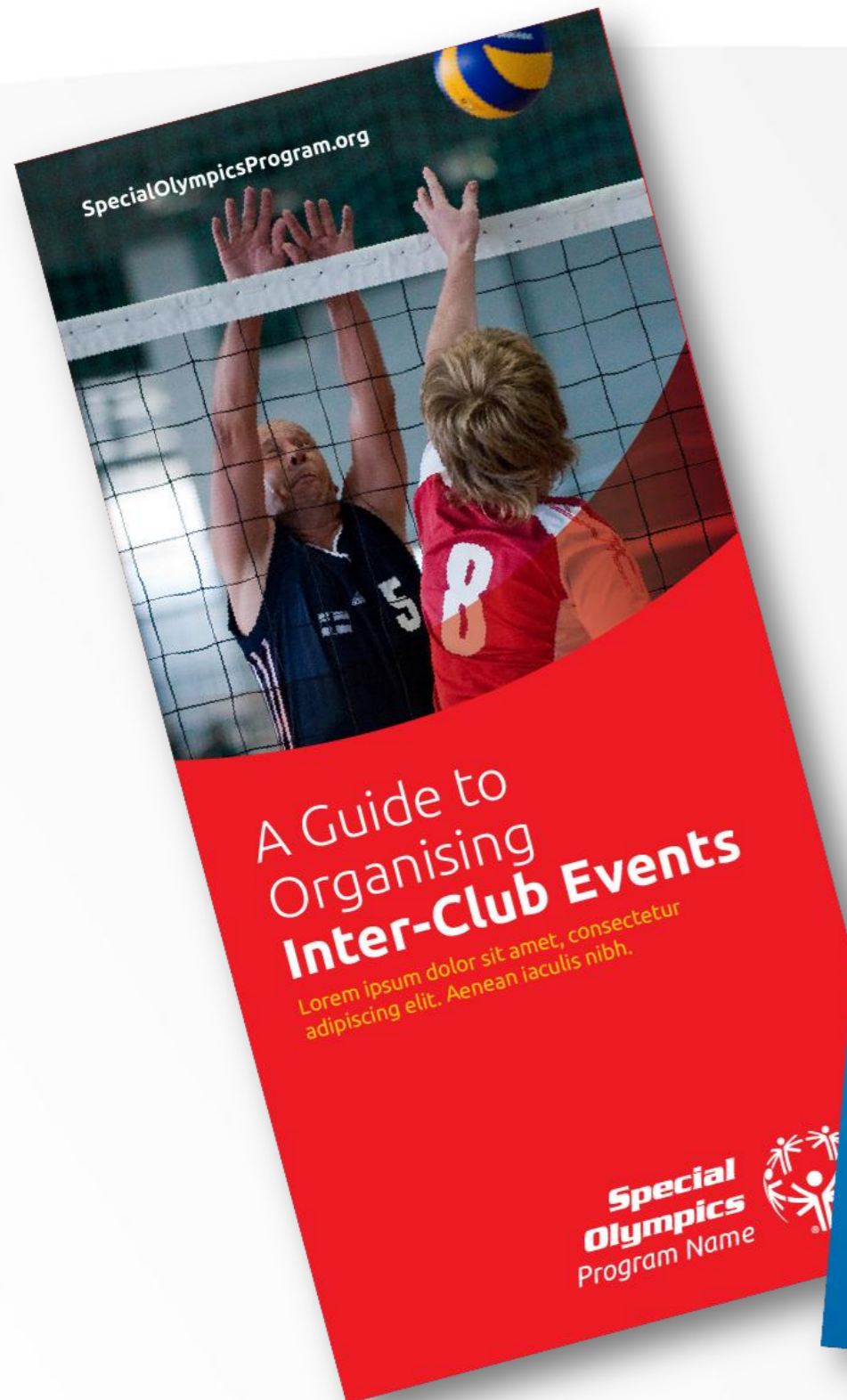
Anne Other Organisational Position

Address Line 1, Address Line, City, County, Country, ZIP1234
Tel (123) 765 4321 Ext 12 Fax (123) 765 4322
Email JaneS@specialolympics.org Twitter @so_chapter
SpecialOlympicsProgram.org

SpecialOlympics.org

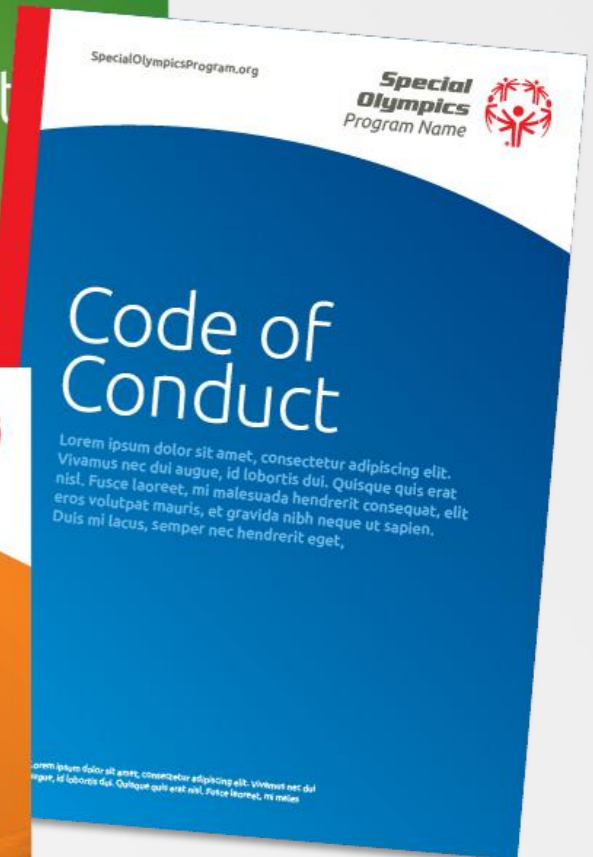
Brand Visual Identity in Action

Sample Information Leaflets



Brand Visual Identity in Action

Sample Reports & Guidelines



Brand Visual Identity in Action

Sample Information Leaflets



Brand Visual Identity in Action

Sample Newsletters



Middle East / North Africa

What's Up?

Special Olympics Initiatives newsletter December 2011



"Only by facing the facts and resolving to meet the challenge head-on can something be done. Only if we broaden our understanding can we help individuals with intellectual disabilities to escape into the sunlight of useful living."
In memory of Eunice Kennedy Shriver, 1921-2009, SO Founder.

Stepping - Up and right into 2012:

Project Unify and YOUTH INVOLVEMENT
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Project Unify and YOUTH INVOLVEMENT
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FAMILIES ARE TERRIFIC!
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IN THIS ISSUE

Stepping-Up right into 2012 [pX](#)

On Building Community [pX](#)

2012 Initiatives [pX](#)

Expected Metrics 2012 Initiatives [pX](#)

Sub-Regional calendar [pX](#)

2011, a year in review! [pX](#)



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Brand Visual Identity in Action

Sample Press Advertising Templates



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Title Here

Quisque quis eros tellus, eu ultrices risus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

To lend your support call us on 01-234-5678

SpecialOlympicsProgram.org

**Special
Olympics**
Program Name



Volunteers Wanted

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To lend your support call us on 01-234-5678

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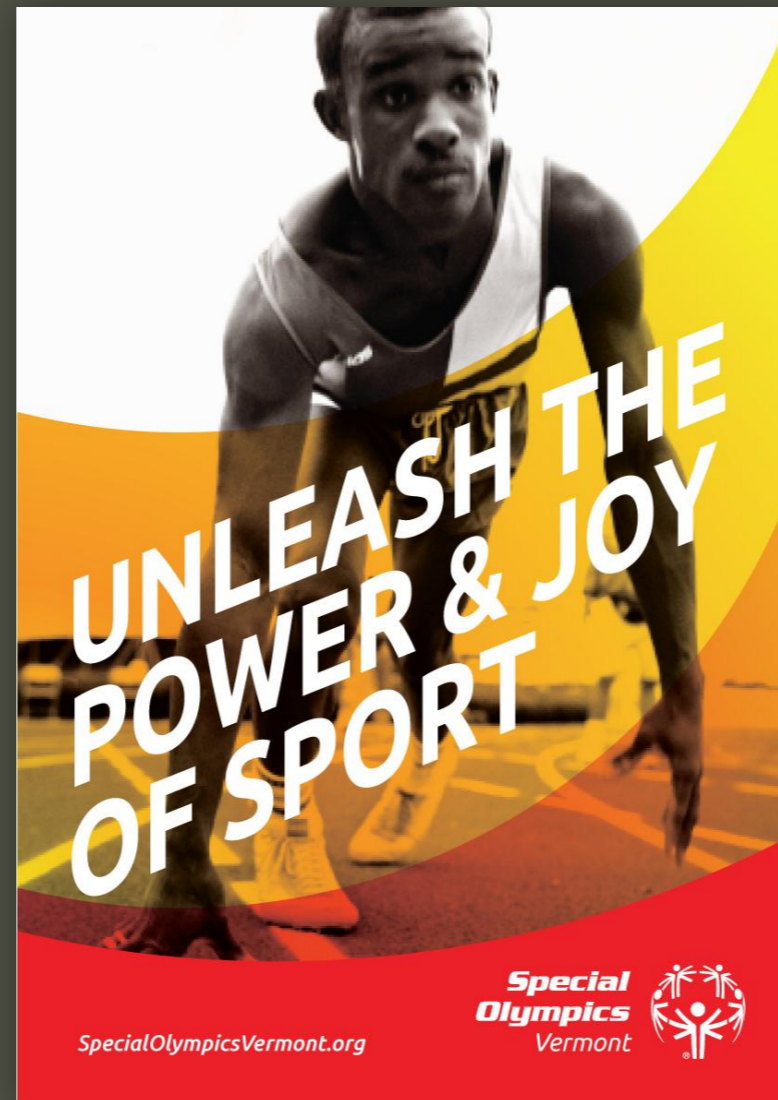
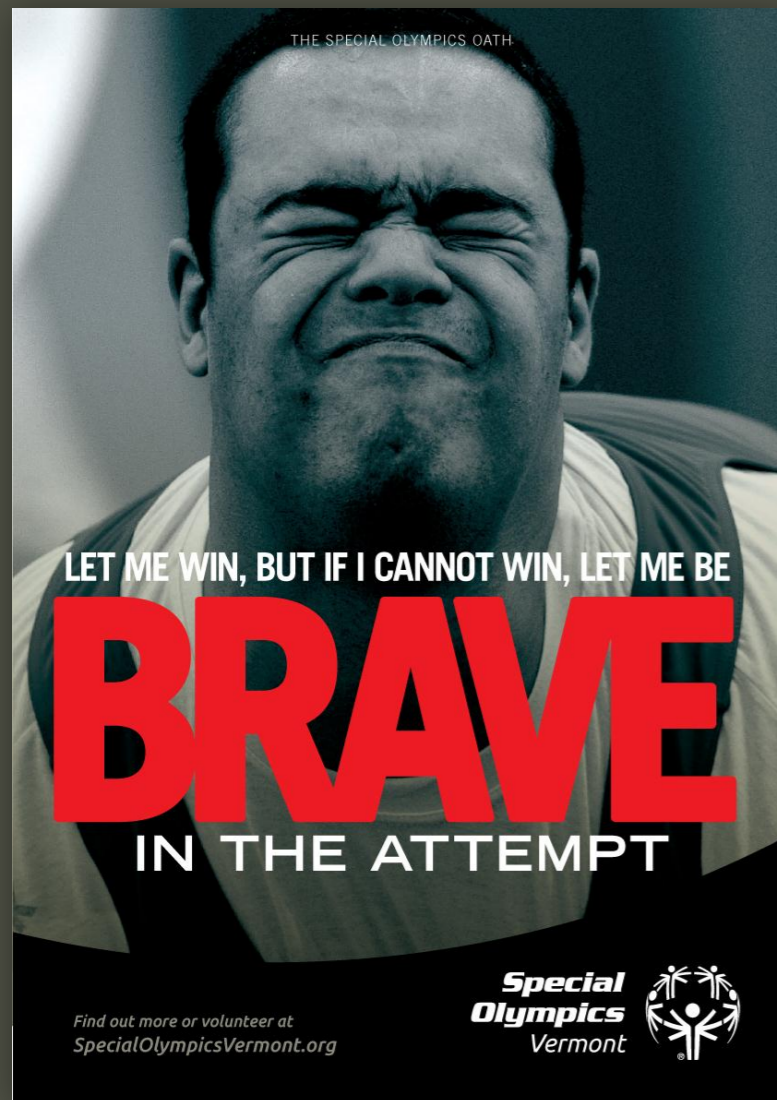


SpecialOlympicsProgram.org

**Special
Olympics**
Program Name



Posters – No restriction on expression



THE SPECIAL OLYMPICS OATH

LET ME WIN, BUT IF I CANNOT WIN, LET ME BE

BRAVE

IN THE ATTEMPT

Find out more or volunteer at
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**Special
Olympics**
Vermont



**Special
Olympics**
Vermont



Thomond Park
Limerick 12-15 July

THE
JOY

Special Olympics Ireland
**SUMMER
GAMES 2012**

SpecialOlympicsIreland.org

**Special
Olympics**
Ireland



Poster

THE SPECIAL OLYMPICS OATH

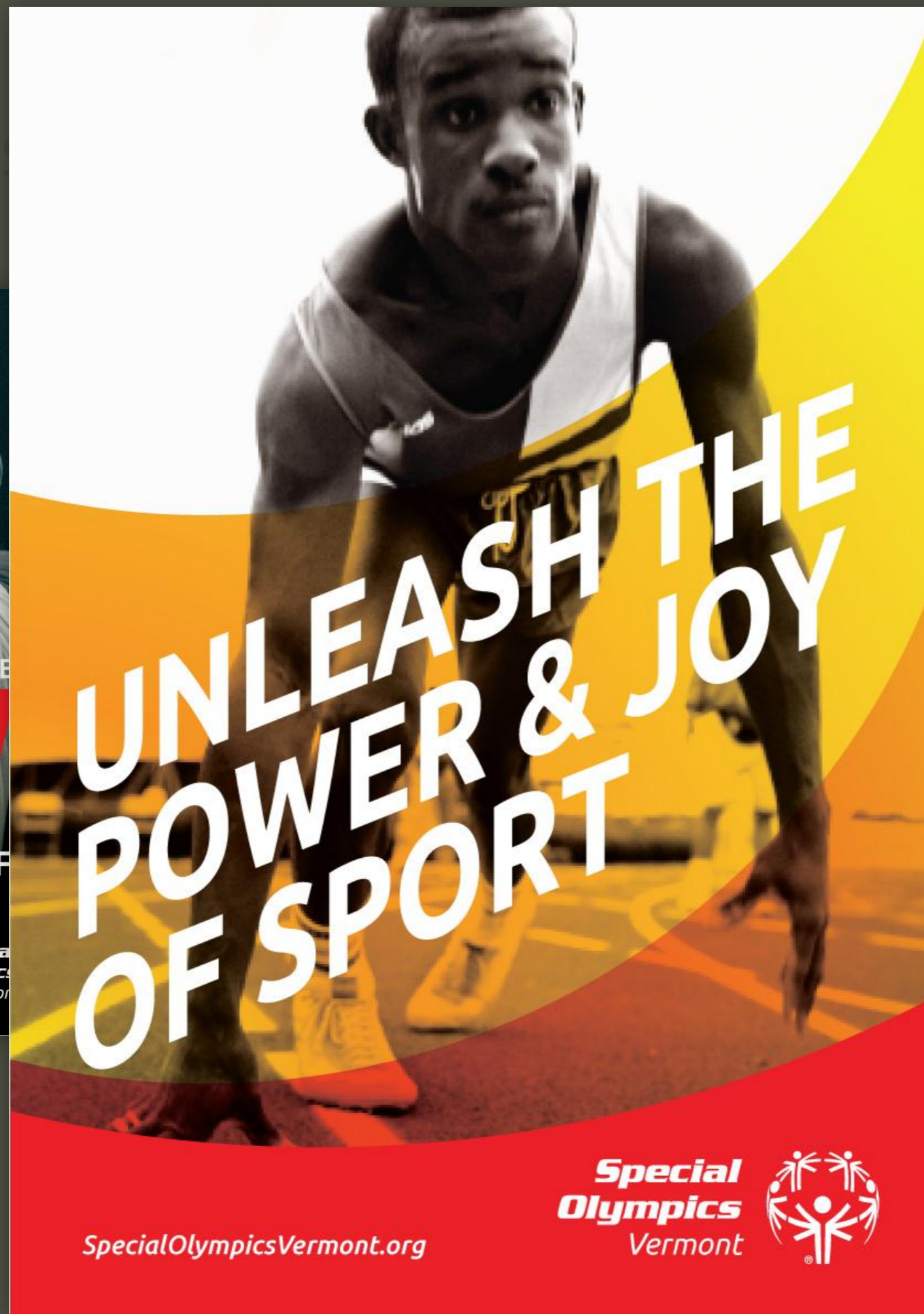
LET ME WIN, BUT IF I CANNOT WIN, LET ME

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Olympics**
Vermont



UNLEASH THE POWER & JOY OF SPORT

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Olympics**
Vermont



July



Summer Games 2012

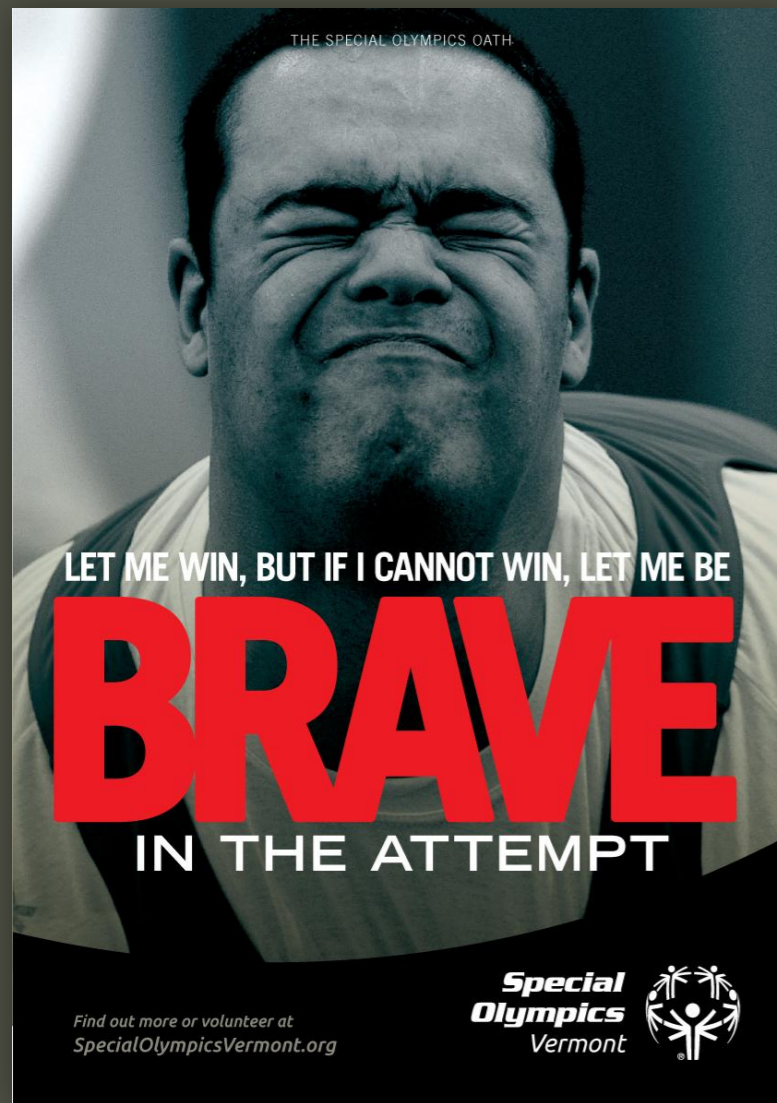
Ireland

SpecialOlympicsIreland.org

**Special
Olympics**
Ireland



Posters



From dramatic to joyful

THE SPECIAL OLYMPICS OATH


LET ME WIN, BUT IF I CANNOT WIN, LET ME BE

BRAVE

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Olympics**
Vermont



**Thomond Park
Limerick** 12-15 July

Special Olympics Ireland

SUMMER GAMES 2012

SpecialOlympicsIreland.org

**Special
Olympics**
Ireland



Co-Branding
Badge device





Brand Architecture & Sub Brands



Brand Asset Portfolio (Categories)

					Uses Special Olympics masterbrand (no separate visual identity)
					SO Sub-brands. Own visual identity within SO housestyle guides
					Separate Brand Identity – Endorsed by SO & other organizations
					Separate Brand Identity – Endorsed by SO
SPORTS	EDUCATION	HEALTH	COMMUNITY	FUND-RAISING	
<div>Special Olympics Sports Academy</div> <div>Special Olympics Young Athletes</div>	<div>Special Olympics Athlete Leadership Universities</div>	<div>Special Olympics Research</div>	<div>Special Olympics Accredited Programs</div> <div>Special Olympics Global Messengers</div>	<div>LAW ENFORCEMENT TORCH RUN for Special Olympics</div>	ORG / TEAM EVENT ON-GOING ACTIVITY
<div>Special Olympics Games (State, National)</div> <div>Special Olympics World Games</div>	<div>Special Olympics Global Youth Activation Summits</div>		<div>Special Olympics Athlete Congress</div> <div>EKS DAY Supported by Special Olympics & Best Buddies</div>	<div>LETR POLAR PLUNGE for Special Olympics</div> <div>LETR TIP A COP for Special Olympics</div>	
<div>Special Olympics Unified Sports</div> <div>Global Football with Special Olympics</div>	<div>Special Olympics Project Unify A Special Olympics Initiative</div> <div>WORD TO END THE WORD Supported by Special Olympics, Best Buddies and 200 Orgs around the world</div>	<div>Special Olympics Healthy Athletes</div> <div>Special Olympics TRAIN A Special Olympics Initiative</div>	<div>Special Olympics Family Activation</div>	<div>A VERY SPECIAL CHRISTMAS for Special Olympics</div>	



Funding Activation Platforms

ENTRY POINTS

SPORTS

HEALTH

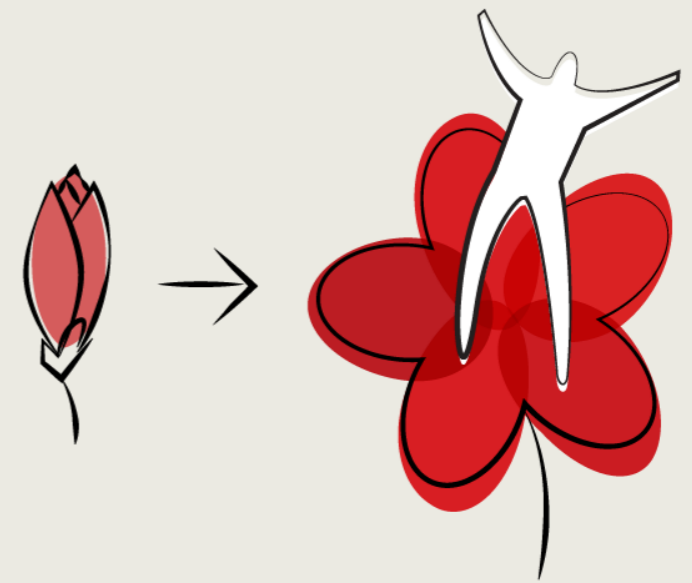
EDUCATION

COMMUNITY

MISSION

GUIDING IDEA AT T

(A)



REVEALING T

REVEAL

Activation Platforms

Four complementary Platforms:

- Real ***SPORTS*** Experience
- Sustaining Athlete ***HEALTH***
- Transformative ***EDUCATION***
- ***COMMUNITY*** Building

Collectively they represent the totality of all of the broad social impact the Movement seeks to effect by focusing on people with ID

Bringing This to Market

The “activation packet” – a sales ready tool

- One page *info-graphic*
- Detailed *case statement*
- *Corresponding Budget*
- *When appropriate, sub-initiative info-graphic, case statements and budget (i.e, Unified Sports under Sports platform)*

Revenue centers at all levels (SOI, Regional, Program) should have the ability to tailor and configure as needed and use to engage / raise money from partners/donors

VISION

A world in which people with ID lead healthy, vibrant lives grounded in ongoing sports and physical activity, sound nutrition and a deeply held conviction to improve, compete, achieve and demonstrate their personal best to themselves and their community.

THE PROBLEM

The Issue

People with ID experience chronic health problems due to insufficient care, poor nutrition and sedentary lifestyles. This is exacerbated by the lack of accessible ongoing sports programs that stress fitness, skill development and quality coaching & competition.



Our Role

Special Olympics strives to deliver year-round, high-quality training and competition in an inclusive culture that stresses athletic excellence, rewards grit, emphasizes health and celebrates personal achievement.



Successes

- ✓ 4 million athletes with ID participating world wide in 32 sports.
- ✓ 275,000 trained & certified coaches.
- ✓ 50,000 competitions at the local & regional level conducted every year.



Limitations

- > Low reach and participation levels; only 2% of those with ID in Special Olympics
- > Current sports development regimen lacks intensity: need to ratchet up training quality and performance expectations.
- > Athlete development hindered by insufficient ability to recruit, train and certify best-in-class coaches.
- > Inconsistent competition quality undermines desired culture of sports excellence.

THE SOLUTION

- 1 **Create a universal culture of high expectations & sports excellence that enhances the athletic experience & maximizes individual achievement.** Leverage technology & social media to deliver tools directly to athletes & coaches. Ensure universal high-quality competition at all levels. Develop & benefit from strong partnerships with key Sports Leagues, Federations & Media Outlets.



- 2 **Aggressively expand the availability of & participation in Unified Sports, the lead program for extending Special Olympics' impact & ideals to people without ID.** Deliver proven individual and community-wide benefits of Special Olympics – health, fitness, inclusion – to more people in more settings, while shattering stigma and stereotypes about people with ID and their abilities by engaging people with and without disabilities together on the field of play.



- 3 **Make athletic skill development, sports and overall healthy living life-long tenets embraced by more people with ID beginning at an early age.** By 2015, dramatically expand the Special Olympics Young Athletes program to deliver its proven benefits to 100,000 youngsters (age 7 and under) with ID and their families, while offering the lifelong benefits of Special Olympics sport and health programming to 5.3 million people with ID (age 8 and up).





Health, Education & Community Initiatives

Special Olympics Sub-Brands



Unified Sports



Special
Olympics
**Healthy
Athletes®**



Special Olympics
Health Promotion



Special Olympics
Healthy Hearing



Special Olympics
MedFest



Special Olympics
Special Smiles®



Special Olympics
FUNfitness



Special Olympics
Lions Clubs International
Opening Eyes®



Special Olympics Visual Identity

Games

Games Mark & Name Construction

Games mark



Name

Special Olympics
[Program] Games
[Location] [Year]

SO Endorsement



Games Mark & Name Construction





Brand Identities overview



International Brand Mark



Sports, Health, Education & Community Programs



Accredited Program Marks



Special Olympics Unified Sports



Team Identities



Games / Events



Our symbol is a Memory Trigger



Reveal



Reveal



Achieve



Achieve



Together



Together



Get the Resources and Tools



resources.specialolympics.org/brand.aspx

Or contact

brand@specialolympics.org