



SPECIAL OLYMPICS  
**2014 USA GAMES**  
NEW JERSEY

**BRAND GUIDELINES FOR OFFICIAL DELEGATIONS**  
APRIL 2013

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# INTRODUCTION

## BRAND GUIDELINES

These official brand guidelines were created by the Games Organizing Committee for the 2014 Special Olympics USA Games, under the supervision of Special Olympics North America and Special Olympics International. They are designed for the purpose of creating brand consistency and integrity for the 2014 USA Games language, logo and branding elements, as well as to enhance the look and uniformity of all official delegation casual wear and athletic uniforms at the 2014 USA Games.

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## DELEGATIONS AS PARTNERS

It is requested and appreciated that each and every accredited program attending the 2014 USA Games adhere to these guidelines and help enforce these standards throughout their Program.

The 2014 USA Games and Special Olympics North America may exercise legal action to confiscate any and all apparel that is produced in violation of these standards.

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## QUESTIONS

If you have any questions about these guidelines, please contact:

Rachel Gary  
Director of Communications  
2014 Special Olympics USA Games  
[rdg@2014specialolympics.org](mailto:rdg@2014specialolympics.org)  
office: 609.482.2292 ext 273  
cell: 609.647.0751

Accredited U.S. Special Olympics Programs: If you have any questions about how to obtain or use your State Program Mark and/or the 2014 USA Games mark(s), please contact:

Amie Dugan  
Director, Marketing & Communications, Special Olympics North America  
[adugan@SpecialOlympics.org](mailto:adugan@SpecialOlympics.org)  
407.401.9209

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## MORE INFORMATION ABOUT THE GAMES

[www.2014specialolympics.org](http://www.2014specialolympics.org)

[www.facebook.com/SpecialOlympicsUSAGames](https://www.facebook.com/SpecialOlympicsUSAGames)

twitter: @2014USAGAMES

# SPECIAL OLYMPICS BRAND LANGUAGE

## WORDS MATTER

Words can open doors to understanding and respect that enable people with disabilities to lead fuller, more independent lives. Words can also create barriers or stereotypes that are not only demeaning to people with disabilities, but also rob them of their individuality. The following language guidelines have been developed by experts for use by anyone writing or speaking about people with intellectual disabilities to ensure that all people are portrayed with individuality and dignity.

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## APPROPRIATE TERMINOLOGY

Refer to participants in Special Olympics as “Special Olympics athletes” rather than “Special Olympians” or “Special Olympic athletes.”

Use people-first language by referring to individuals, persons or people with intellectual disabilities, rather than “intellectually disabled people” or “the intellectually disabled.”

A person has an intellectual disability, rather than is “suffering from,” is “afflicted with” or is “a victim of” an intellectual disability.

Refer to participants in Special Olympics as athletes. In no case should the word athletes appear in quotation marks.

Use the words “Special Olympics” when referring to the worldwide Special Olympics movement.

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## TERMINOLOGY TO AVOID

Do not use the word “the” in front of Special Olympics unless describing a specific Special Olympics event.

*Correct example: “We are proud to support Special Olympics.”*

*Correct example: “We are proud to support the 2014 Special Olympics USA Games.”*

Do not place an “of” between “Special Olympics” and the Program affiliation.

*Correct example: “We are proud to support Special Olympics STATE NAME.”*

*Incorrect example: “We are proud to support the Special Olympics of STATE NAME.”*

Do not use the label “kids” when referring to Special Olympics athletes. Adult athletes are an integral part of the movement.

Use the word “special” with extreme care when talking about persons with intellectual disabilities. The term, if used excessively in references to Special Olympics athletes and activities, can become a cliché.

# OFFICIAL GAMES LANGUAGE

The official event name for all public applications is: “2014 Special Olympics USA Games.”

After the full name has been referenced, the shortened event name may be used: “the 2014 USA Games” (preferred) or “the Games.”

At no point should acronyms be used in any communication of the Games.

To ensure consistency, please use any of the following three official copy boilerplates whenever possible.

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## BOILERPLATE: LONG VERSION

### **About the 2014 Special Olympics USA Games**

The 2014 Special Olympics USA Games will be hosted by New Jersey from June 14-21, 2014. Nearly 3,500 athletes will compete in 16 Olympic-style team and individual sports with the support of 1,000 coaches, 10,000 volunteers and an estimated 50,000 family, friends and spectators. The 2014 USA Games will celebrate the Special Olympics movement, promote the ideals of acceptance and inclusion through sport and showcase athletes from all 50 states and the District of Columbia, as they demonstrate the transformative power of sports to educate and inform others about the abilities of people with intellectual disabilities. In addition to sports competition, the 2014 Special Olympics USA Games will highlight Special Olympics’ work in sport, education, school enrichment, health and communities including special events and programs such as Opening Ceremonies at the Prudential Center, Closing Ceremonies at Sun Bank Arena, a Young Athletes Festival, Healthy Athletes program screenings and symposiums addressing health, youth leadership and more. Delegates will also enjoy recreational and cultural programs introducing them to the culture and history of the New Jersey/New York area. The 2014 USA Games will be held at venues throughout the state with most of the athletic competitions taking place in and around Princeton, NJ. Learn more about the 2014 Special Olympics USA Games at [www.2014specialolympics.org](http://www.2014specialolympics.org) and follow the Games on Facebook at [Facebook.com/SpecialOlympicsUSAGames](https://www.facebook.com/SpecialOlympicsUSAGames) and Twitter [@2014USAGames](https://twitter.com/2014USAGames).

## BOILERPLATE: SHORT VERSION

### **About the 2014 Special Olympics USA Games**

The 2014 Special Olympics USA Games will be hosted by New Jersey June 14-21, 2014. Nearly 3,500 athletes will compete in 16 Olympic-style team and individual sports, with the support of 1,000 coaches, 10,000 volunteers and 50,000 family, friends and spectators. The 2014 USA Games will celebrate the Special Olympics movement, promote the ideals of acceptance and inclusion through sport and showcase athletes from throughout the U.S. and the abilities of people with intellectual disabilities. The Special Olympics USA Games will also highlight Special Olympics’ work in sport, education, health and communities. Learn more about the 2014 Special Olympics USA Games at [www.2014specialolympics.org](http://www.2014specialolympics.org) and follow the Games on Facebook at [Facebook.com/SpecialOlympicsUSAGames](https://www.facebook.com/SpecialOlympicsUSAGames) and Twitter [@2014USAGames](https://twitter.com/2014USAGames).

## BOILERPLATE: SHORTEST VERSION

### **About the 2014 Special Olympics USA Games**

The 2014 Special Olympics USA Games will be hosted by New Jersey, June 14-21, 2014. Nearly 3,500 athletes will compete in 16 sports, supported by 1,000 coaches, 10,000 volunteers and 50,000 spectators. Learn more about the 2014 Special Olympics USA Games at [www.2014specialolympics.org](http://www.2014specialolympics.org) and follow the Games on Facebook at [Facebook.com/SpecialOlympicsUSAGames](https://www.facebook.com/SpecialOlympicsUSAGames) and Twitter [@2014USAGames](https://twitter.com/2014USAGames).

# OFFICIAL GAMES LOGO

## PRIMARY LOGO

The logo for the 2014 USA Games is a symbol of unity: an abstract representation of two athletes holding a torch. The colors and style of the design set the tone for the “look and feel” of The Games.



SPECIAL OLYMPICS  
**2014 USA GAMES**  
NEW JERSEY

# OFFICIAL GAMES LOGO

## SECONDARY LOGOS

There are two secondary versions of the Games logo: one vertical and one horizontal. Because these versions do not incorporate the official Special Olympics seal, the primary logo is preferred.

SECONDARY LOGOS MAY ONLY BE USED ON GARMENTS, EQUIPMENT, AND COMMUNICATIONS WHERE THE STATE PROGRAM ACCREDITED MARK APPEARS ELSEWHERE ON THAT SAME ITEM, ACCORDING TO THE GUIDELINES OUTLINED IN THIS DOCUMENT.



# OFFICIAL GAMES LOGO

## FULL-COLOR VERSIONS OF LOGO

The full-color logo can ONLY appear in the official Games colors and ONLY against either very light or very dark backgrounds. (See page 9 for color swatches.)



## 1-COLOR VERSIONS OF LOGO

For 1-color applications, the logo may ONLY appear in blue, black or reversed out in white. (See page 9 for color swatches.)





# COLORS

Color consistency is an important part of the look and feel of the Games. The official palette should be used throughout ALL materials up to and during the 2014 USA Games.

## COLORS



*PANTONE colors (also known as PMS colors) are specific, pure-color inks used in professional (offset) printing. CMYK colors are made up of cyan, magenta, yellow, and black (CMYK) inks. All full-color printed photographs are made up of these four inks. These should be used for print whenever pure PANTONE colors cannot be used or full-color is needed. For screen presentations and internet/app use, the colors should be converted to RGB or WEB HEX colors.*

# FONT

The official typeface family for the 2014 USA Games is FUTURA BT.

Whenever possible, Futura BT Bold and Futura BT Book should be used in all materials up to and during the 2014 USA Games.

For Internet use and instances where Futura is unavailable, Arial may be used.

## FUTURA BT BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &**

## FUTURA BT BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

# LOGO USAGE

## OFFICIAL DELEGATION WEAR & EQUIPMENT

Usage of the Games logo is optional. If used, delegations may **ONLY** use the Games logo on official delegation wear and equipment (general wear package and uniforms).

The Games logo may **NEVER** appear as a single logo, or the primary logo, on any delegation garment. The Accredited Program Mark/Name must always be the primary delegation identification, according to the specific size **AND** placement guidelines outlined in this document. (See pages 12–13 for size and spacing guidelines, and pages 14–33 for placement guidelines on specific garments and uniforms.)

Delegations **MAY** create their own State Team logo (a design created exclusively for this event) as long as it is in accordance with the Special Olympics brand guidelines with respect to team logos. State Team logos may appear on general wear, but may **NOT** appear on any competition uniforms.

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## NON-OFFICIAL WEAR, SOUVENIRS, & OTHER MERCHANDISE

Delegations may **NOT** use the Games logo on non-official garments, casual-wear, apparel for spectators, pins, or souvenirs.

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## PRINTED & ONLINE PUBLICATIONS AND COLLATERAL

Delegations may use the primary Games logo on printed and online publications and collateral. (Secondary Games logos may **ONLY** be used on apparel, and may never be used without the State Program Accredited Mark on that same garment.)

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## SPONSOR LOGOS

Consistent with Special Olympics General Rules Section 5.08 (a), sponsor logos may **NOT** appear on any official delegation wear or equipment. Delegations may **NOT** pair the Games logo with local sponsor logos. Delegations may **NOT** allow usage of the Games logo by any sponsor or third party. (Usage of the Games logo may **NOT** be a local sponsor benefit.) Similarly, no team or Program sponsor may claim, in any manner, to be a sponsor of the 2014 Special Olympics USA Games. Instead, they should use language to the effect of “Sponsor of Team PROGRAM NAME.”

For State Team sponsor recognition, we recommend a co-branding model in accordance with the Special Olympics brand guidelines that pairs the State Team sponsor logo with the Accredited Program Mark or the State Team logo designed specifically for the Games. In no instance may this co-branded logo pairing appear on delegation competition wear or equipment.

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## ADDITIONAL 2014 GAMES ARTWORK

Delegations may only use the official Games logos listed in these guidelines. Delegations may **NOT** use any other official artwork created for the 2014 USA Games, including shirt designs, pin designs, signage, and individual sports icons.

# LOGO SIZE AND SPACING

## VERTICAL LOGO SIZE AND SPACING

The vertical Games logos may appear as a screen, embroidery or patch **NO MORE THAN 4" in height**.

A safety zone measuring four times the height of the initial capital should be implemented. Use this safety zone between the logo and all other graphic elements including type, images, and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



# LOGO SIZE AND SPACING

## HORIZONTAL LOGO SIZE AND SPACING

The horizontal Games logo may appear as a screen, embroidery or patch **NO MORE THAN 4" in width**.

A safety zone measuring four times the height of the initial capital should be implemented. Use this safety zone between the logo and all other graphic elements including type, images, and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



# LOGO PLACEMENT: GENERAL WEAR PACKAGE

## SHIRTS

The Games logo may ONLY appear on the sleeve or upper back of official delegation T-shirts and Polo shirts. When the Games logo appears on the sleeve, the State Program Accredited Mark or State Team logo MUST appear on the front or back of that same garment. When the Games logo appears on the upper back, the State Program Accredited Mark or State Team logo MUST appear on the front of that same garment.



# LOGO PLACEMENT: GENERAL WEAR PACKAGE

## HATS

The Games logo may ONLY appear on the side or back of official delegation hats, AND the State Program Accredited Mark or State Team logo MUST appear on the front of that same hat.



# LOGO PLACEMENT: GENERAL WEAR PACKAGE

## BAGS

The Games logo may ONLY appear on one side of official delegation bags, AND the State Program Accredited Mark or State Team logo MUST appear on the reverse side. In cases where bags have only one-sided imprint areas, the Games logo should NOT be used. Sponsor logos may NOT be displayed.





# LOGO PLACEMENT: UNIFORMS

## STATE PROGRAM ACCREDITED MARK OR STATE NAME IS NECESSARY

All uniforms **MUST** clearly display the State Program Accredited Mark **OR** State Name somewhere on the uniform. This should be the primary logo/messaging on the uniform.

Either the stacked or horizontal orientations of the Accredited Mark may be used, depending on preference and imprint area. However, it must be used in accordance with SOI official brand guidelines.

State Team logos (designs created exclusively for this event) may **NOT** be used on any uniforms.

Please see the following pages for placement guidelines for each sport.

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## OFFICIAL 2014 USA GAMES LOGO IS OPTIONAL

The Official 2014 USA Games logo is **NOT REQUIRED** on any uniform. If you chose to include it on the uniform, it should be smaller than the State Program Accredited Mark or State Name.

Please see the following pages for placement guidelines for each sport.

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## SPONSOR LOGOS ARE NOT ALLOWED

Sponsor logos and other commercial messaging **MAY NOT APPEAR** on any uniform. The only commercial markings that may be displayed on uniforms are the normal commercial markings of the manufacturer.

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## STATE FLAGS ARE NOT ALLOWED

Consistent with Section 5.08 (g) of the Special Olympics General Rules and the principles of Special Olympics, no state or provincial flags may be displayed on official delegation wear, uniforms or equipment, either as literal representation or abstract/artistic representation.

# LOGO PLACEMENT: UNIFORMS

## AQUATICS UNIFORMS

### FEMALE:

The State Program Accredited Mark OR State Name MUST appear on the side of the swim cap, and/or the center chest, upper chest, or upper back of the swimsuit. The Official 2014 USA Games logo is optional, and may only appear smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



### MALE:

The State Program Accredited Mark OR State Name MUST appear on the side of the swim cap and/or the front or side of the swimsuit. Due to the limited imprint space on these garments, the Official 2014 USA Games Logo should not be used. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## ATHLETICS UNIFORMS

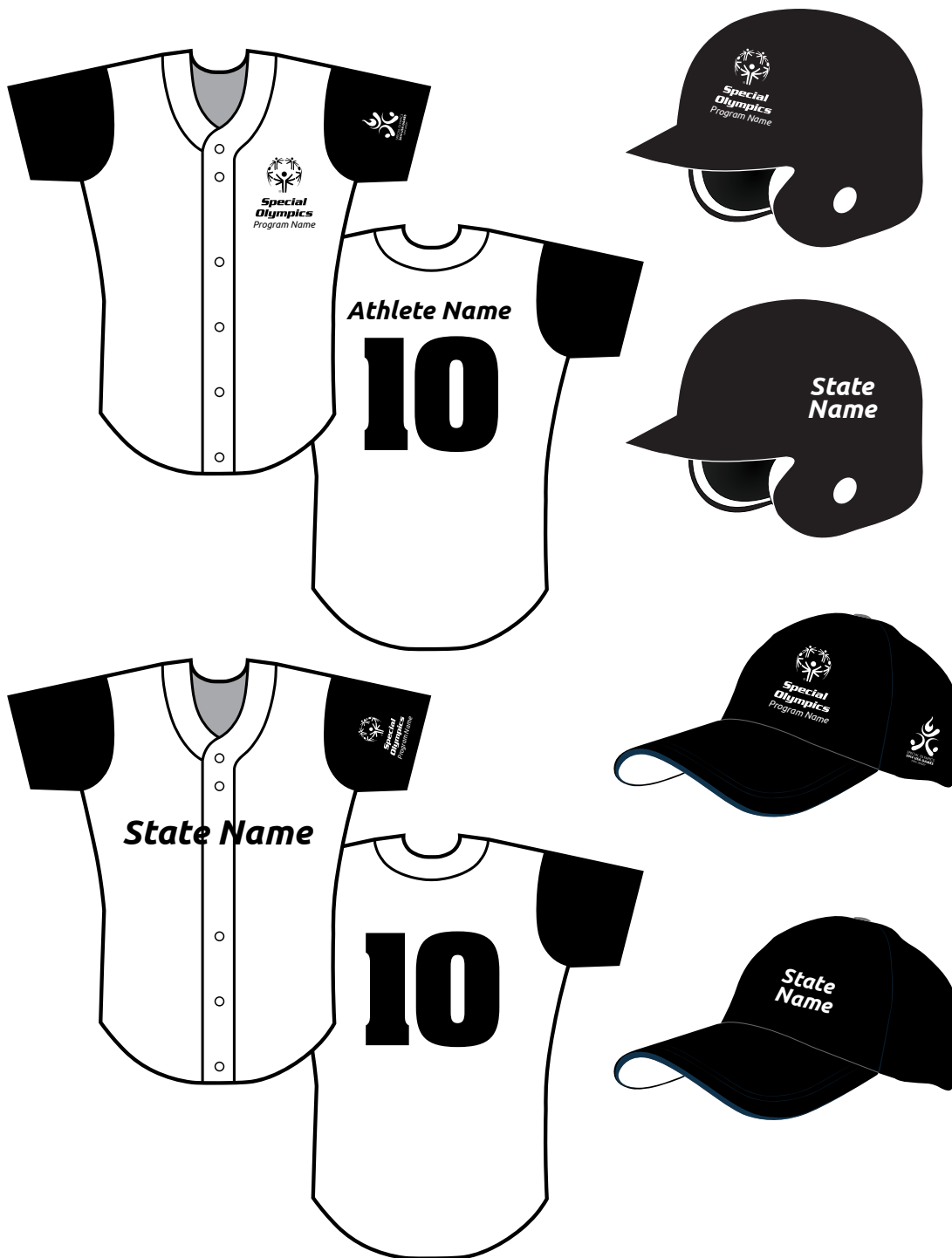
The State Program Accredited Mark OR State Name MUST appear on the center or upper chest of the singlet or T-shirt. It may also appear on the back of the singlet or T shirt, and/or the leg of the shorts. The Official 2014 USA Games logo is optional, but may appear on the sleeve or upper back of the singlet or T-shirt. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## BASEBALL UNIFORMS

The State Program Accredited Mark or State Name MUST appear on the chest of the jersey. It may also appear on the sleeve or back of the jersey and/or the ball cap or helmet. (Team names should NOT be used.) The Official 2014 USA Games logo is optional, but may appear on the sleeve of the jersey or the side or back of the ball cap. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## BASKETBALL UNIFORMS

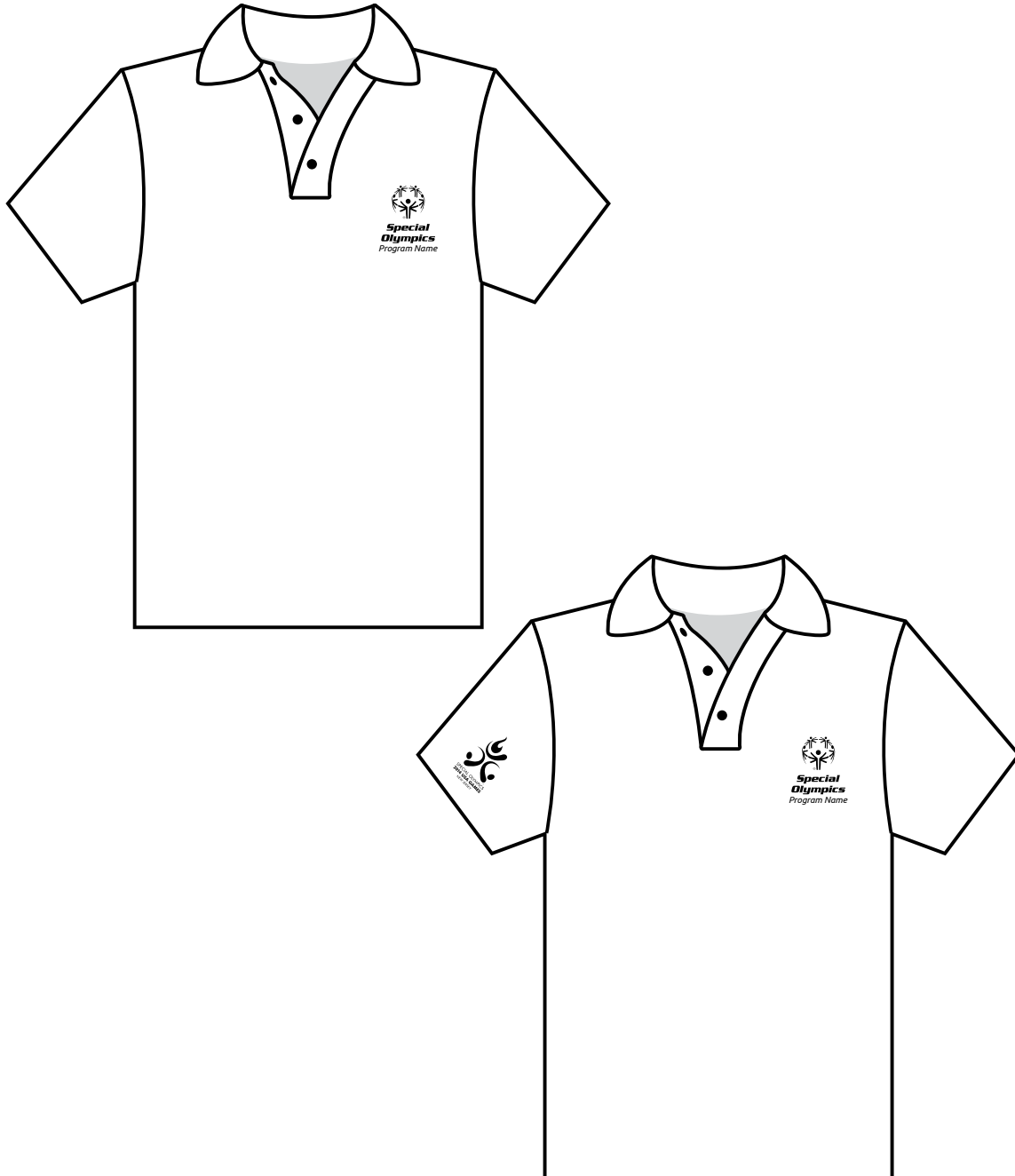
The State Name **MUST** appear on the chest of the jersey. (Team names should **NOT** be used.) The State Program Accredited Mark may also appear on the back of the jersey, the sleeve of the undershirt, and/or the leg of the shorts. The Official 2014 USA Games logo is optional, but may appear on the sleeve of the undershirt or the leg of the shorts. It must be smaller than the State Program Accredited Mark **OR** State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## BOCCE UNIFORMS

The State Program Accredited Mark OR State Name MUST appear on the upper chest of the collared shirt. The Official 2014 USA Games logo is optional, but may appear on the sleeve. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## BOWLING UNIFORMS

The State Program Accredited Mark OR State Name MUST appear on the upper chest of the collared shirt. (Team names should NOT be used.) The Official 2014 USA Games logo is optional, but may appear on the sleeve. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## CYCLING UNIFORMS

The State Program Accredited Mark OR State Name MUST appear on the chest of the jersey or T-shirt. It may also appear on the back or sleeve of the jersey or shirt, and/or the leg of the shorts. The Official 2014 USA Games logo is optional, but may appear on the sleeve of the jersey or shirt or the leg of the shorts. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.





# LOGO PLACEMENT: UNIFORMS

## FLAG FOOTBALL UNIFORMS

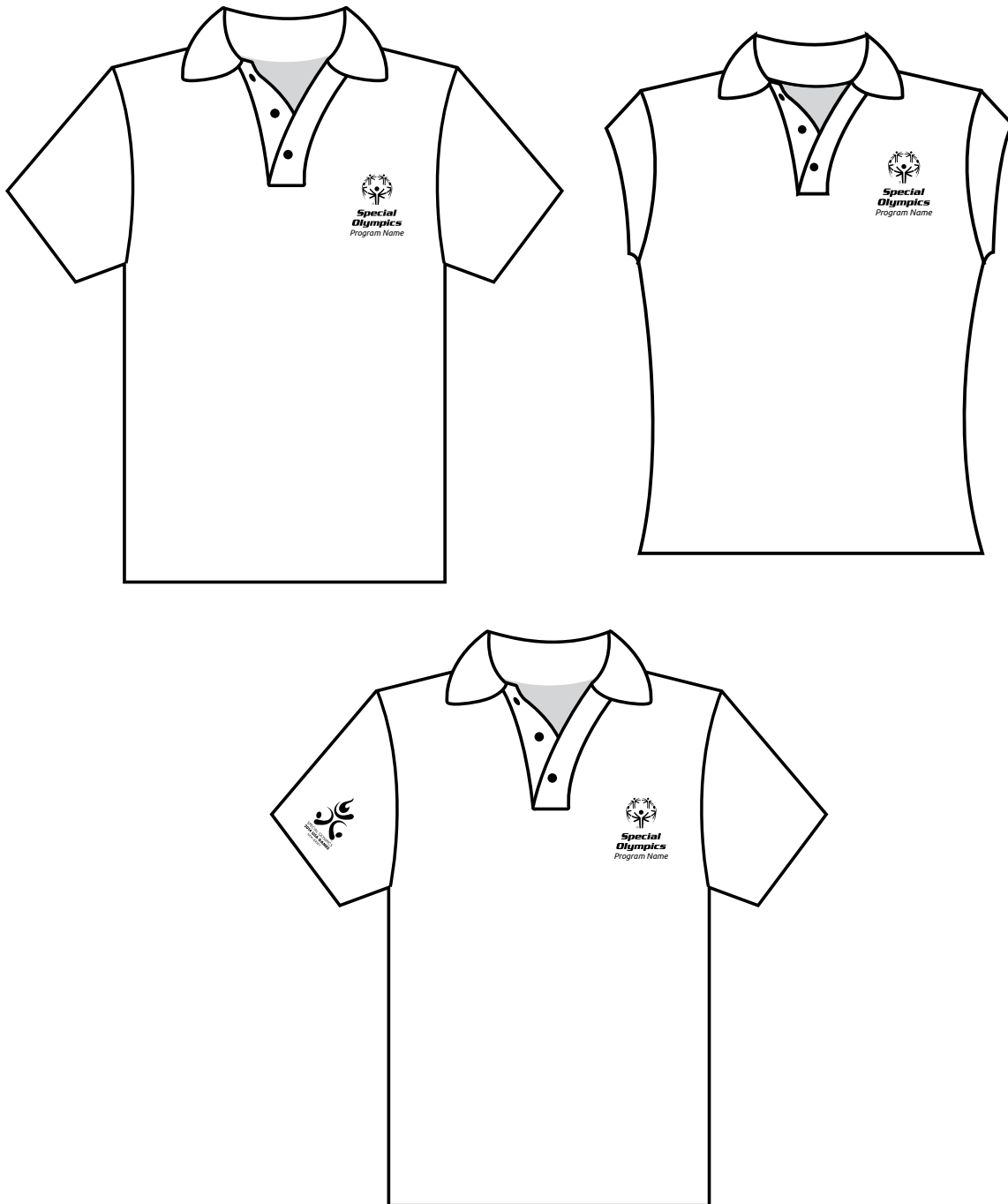
The State Program Accredited Mark or State Name **MUST** appear on the chest of the jersey. It may also appear on the sleeve or back of the jersey and/or the leg of the shorts. The Official 2014 USA Games logo is optional, but may appear on the sleeve of the jersey or the leg of the shorts. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## GOLF UNIFORMS

The State Program Accredited Mark OR State Name MUST appear on the upper chest of the collared shirt. The Official 2014 USA Games logo is optional, but may appear on the sleeve. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## GYMNASTICS UNIFORMS

The State Program Accredited Mark OR State Name MUST appear on the center or upper chest of the leotard. The Official 2014 USA Games logo is optional, but may appear on the sleeve or hip. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## POWERLIFTING UNIFORMS

The State Program Accredited Mark OR State Name MUST appear on the chest of the singlet. It may also appear on the back of the singlet or the sleeve of the undershirt. The Official 2014 USA Games logo is optional, but may appear on the leg of the singlet or the sleeve of the undershirt. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## SOCCKER UNIFORMS

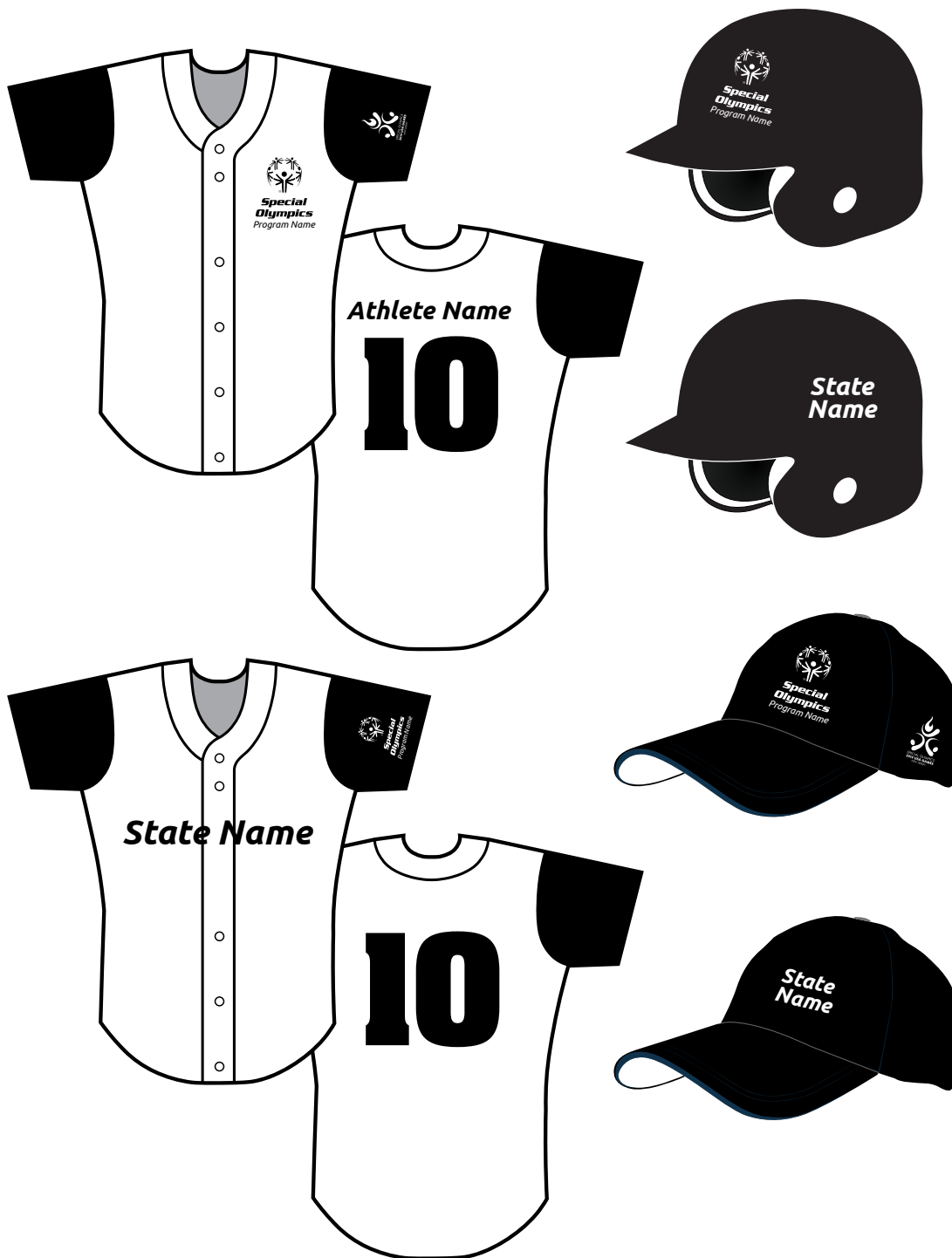
The State Program Accredited Mark or State Name **MUST** appear on the chest of the jersey. It may also appear on the sleeve or back of the jersey and/or the leg of the shorts. The Official 2014 USA Games logo is optional, but may appear on the sleeve of the jersey or the leg of the shorts. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## SOFTBALL UNIFORMS

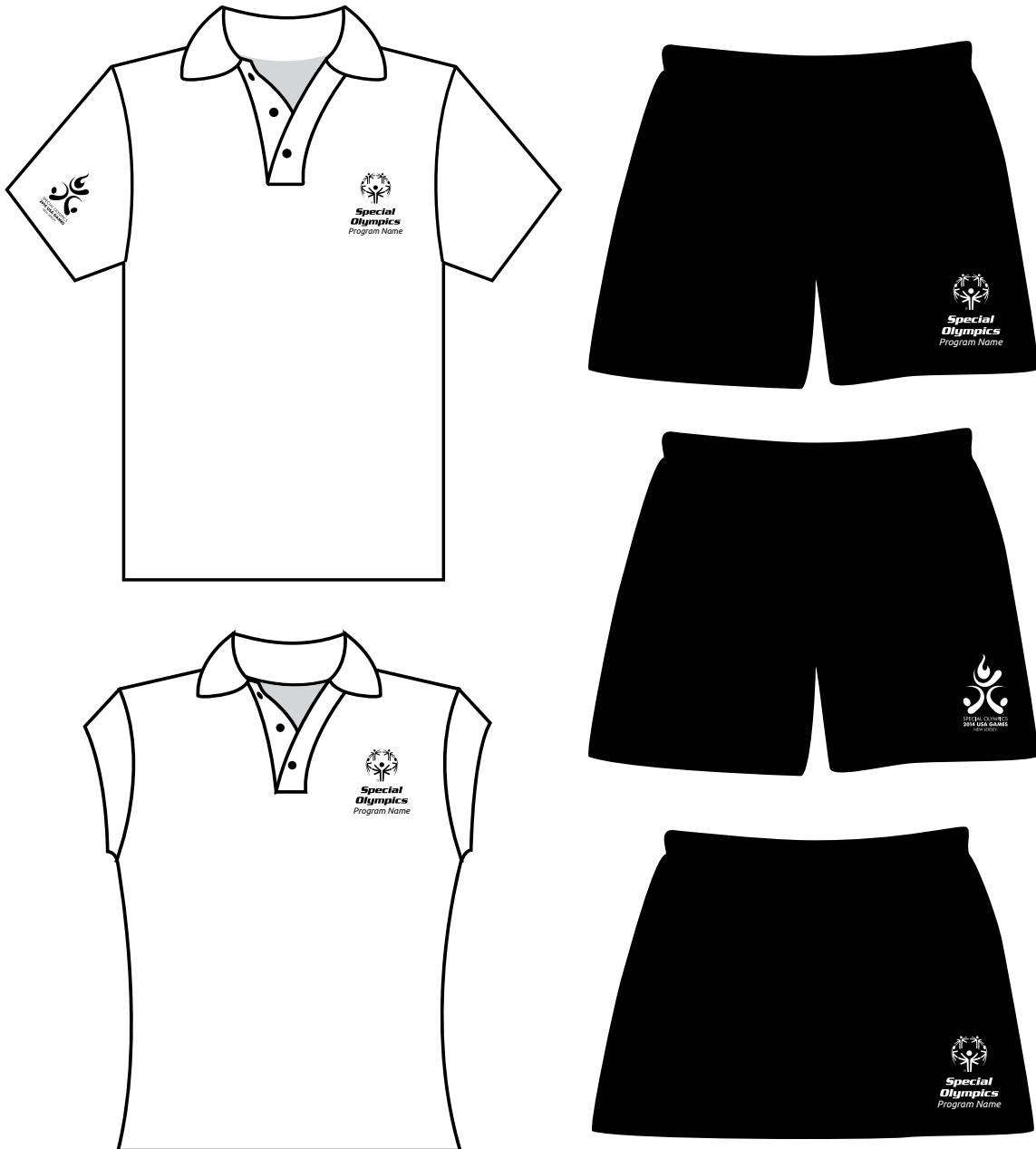
The State Program Accredited Mark or State Name MUST appear on the chest of the jersey. It may also appear on the sleeve or back of the jersey and/or the ball cap or helmet. (Team names should NOT be used.) The Official 2014 USA Games logo is optional, but may appear on the sleeve of the jersey or the side or back of the ball cap. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## TENNIS UNIFORMS

The State Program Accredited Mark OR State Name MUST appear on the upper chest of the tennis shirt. It may also appear on the leg of the shorts or the lower front of the skirt. The Official 2014 USA Games logo is optional, but may appear on the sleeve of the shirt. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# LOGO PLACEMENT: UNIFORMS

## TRIATHLON UNIFORMS

See guidelines for Aquatics (page 18), Athletics (page 19), and Cycling (page 24).



# LOGO PLACEMENT: UNIFORMS

## VOLLEYBALL UNIFORMS

The State Program Accredited Mark OR State Name MUST appear on the chest of the jersey. It may also appear on the sleeve or back of the jersey, the sleeve of the undershirt, and/or the leg of the shorts. The Official 2014 USA Games logo is optional, but may appear on the sleeve of the jersey or undershirt or the leg of the shorts. It must be smaller than the State Program Accredited Mark OR State Name. The examples below show acceptable State Name/Logo placement.



# UNACCEPTABLE LOGO USAGE

## EXAMPLES OF UNACCEPTABLE USAGE OF THE GAMES LOGO



SPECIAL OLYMPICS  
**2014 USA GAMES**  
NEW JERSEY

NEVER SUBSTITUTE COLORS



SPECIAL OLYMPICS  
**2014 USA GAMES**  
NEW JERSEY

NEVER USE THE FULL-COLOR  
LOGO AGAINST A MID-TONE  
BACKGROUND



SPECIAL OLYMPICS  
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NEW JERSEY

NEVER DISTORT THE LOGO



SPECIAL OLYMPICS  
**2014 USA GAMES**  
NEW JERSEY

NEVER TILT THE LOGO



SPECIAL OLYMPICS  
**2014 USA GAMES**  
NEW JERSEY

NEVER SUBSTITUTE THE FONT



NEVER USE THE ICON  
WITHOUT THE TYPE

# UNACCEPTABLE LOGO USAGE

## EXAMPLES OF UNACCEPTABLE USAGE OF THE GAMES LOGO



NEVER USE DELEGATION IDENTIFICATION OR TEAM NAME BELOW, ABOVE, OR BESIDE THE OFFICIAL GAMES LOGO



NEVER ALTER THE WORDS WITHIN THE GAMES LOGO



NEVER USE THE GAMES LOGO AS THE MAIN LOGO ON ANY GARMENT (IN SIZE OR PLACEMENT)



NEVER USE A SPONSOR NAME OR LOGO BELOW, ABOVE, OR BESIDE THE OFFICIAL GAMES LOGO



NEVER SEPARATE THE LOGO TYPE FROM THE ICON