Aligning the Special Olympics Brand
Process

Discovery  Definition  Development

Implementation  Management

TODAY
Methodology

Organisation Interviews
Athlete & Volunteer Interviews
Questionnaire (29 worldwide)
Desk research
Interviews
Note.

Today we are looking at brand identity.
Not presenting a new campaign.
Brand
POLICE
objective

EMPOWERMENT
BRAND
REPUTATION
SHARED REPUTATION
reputation

It’s not what you say you are.
IT'S WHAT PEOPLE SAY WHEN YOU LEAVE THE ROOM.
SHARED UNDERSTANDING
KEEP IT SIMPLE

BUT NOT MORE SIMPLE THAN IT IS
WHO? WHAT DECISIONS?

Fans

Athlete / Coach

Club

SO Accredited Programs

SO Regions

SPECIAL OLYMPICS International
RECOGNITION ASSOCIATION
Special Olympics

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

Who we do it for

Why we do it

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.

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

<table>
<thead>
<tr>
<th>REVEALING</th>
<th>THE CHAMPION</th>
<th>IN ALL OF US</th>
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<tr>
<td>Grow</td>
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<td>Community</td>
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<td>Inclusion</td>
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<td>Nurture</td>
<td>Goals</td>
<td>Generosity</td>
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<tr>
<td>Develop</td>
<td>Pride</td>
<td>Partner</td>
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<tr>
<td>Care</td>
<td>Progress</td>
<td>Together</td>
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<td>Change</td>
<td>Win</td>
<td>Everyone</td>
</tr>
<tr>
<td>Transform</td>
<td>Advocate</td>
<td>Team</td>
</tr>
<tr>
<td>Promote</td>
<td>Impact</td>
<td>Friendship</td>
</tr>
</tbody>
</table>

- REVEAL
- ACHIEVE
- SHARE
الفكرة الأساسية الدافعة في منظومة الأولى يمتد بقيادة الخاصية:

"الكشاف" | "الشبان" | "من بيننا"
---|---|---
تشجيع | حفز | القيادة unserer
إطلاق | إصرار | مبادرات
تطوير | اعتراف | فريق
عنایة | مفهوم | العمل
تحويل | دفع | الاحترام
تشجيع | ارتقاء | القبول

"الكشاف" | "حق ياق" | "مش اركا"
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

Guiding Idea

- Grow
- Release
- Nurture
- Develop
- Care
- Change
- Transform
- Promote

- Ambition
- Purpose
- Goals
- Pride
- Progress
- Win
- Advocate

- Community
- Inclusion
- Generosity
- Partner
- Together
- Everyone
- Team
- Friendship

REVEALING | THE CHAMPION | IN ALL OF US
---------|-------------|-----------
Grow    | Ambition    | Community |
Release | Purpose     | Inclusion |
Nurture | Goals       | Generosity|
Develop | Pride       | Partner   |
Care    | Progress    | Together  |
Change  | Win         | Everyone  |
Transform| Advocate    | Team      |
Promote |             | Friendship|

REVEAL

ACHIEVE

SHARE
The Special Olympics Brand Model …

**Entry Points**
- Sports
- Health
- Education
- Community

**Guiding Idea at the Heart of Special Olympics**
(A) Reveal
(B) The Champion
(C) In All of Us

**Personality**
- Inspirational
- Joyful
- Courageous
- Authentic
- Determined
- Inclusive

**Mission**
Provision 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
BRAND PROMISE

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

SPORTS

HEALTH

EDUCATION

COMMUNITY

GUIDING IDEA AT THE

REVEALING

REVEAL

MISSION

(A)
SPECIAL OLYMPICS

PERSONALITY

INSPIRATIONAL
JOYFUL
COURAGEOUS
AUTHENTIC
DETERMINED
INCLUSIVE

IN ALL OF US

SHARE

BENEFITS
Debates the
through the
and joy of
and the world

<table>
<thead>
<tr>
<th>Benefits</th>
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<tbody>
<tr>
<td>Justice</td>
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<tr>
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<td>Joy</td>
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<td>Pride</td>
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<td>Dignity</td>
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</tbody>
</table>
The Special Olympics Brand Model …

**ENTRY POINTS**
- SPORTS
- HEALTH
- EDUCATION
- COMMUNITY

**GUIDING IDEA AT THE HEART OF SPECIAL OLYMPICS**

(A) REVEALING
(B) THE CHAMPION
(C) IN ALL OF US

**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.

**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
Susie’s story ...
Speechless

Video to be dropped in to this slide.

Scale the video to 1024 Pixels wide (use the inspector panel) and centre on the slide.

www.youtube.com/watch?v=bU3RrrpzVc
Special Olympics

Visual Identity
Core Identity Recommendations

Simplify
(Easier to use, understand, apply)

Humanize
(Consider the aesthetics to reflect personality)

Evolve
(Build on areas of visual equity)

Acknowledge diversity
(Facilitate brand architecture)
Standard Mark
Accredited Programs

Special Olympics
New Jersey
Standard Mark
Accredited Programs

Special Olympics
New Jersey
Standard Mark
Accredited Programs

Special Olympics
New Jersey
Standard Mark
Accredited Programs

Special Olympics
New Jersey
Standard Mark
Accredited Programs
Standard Mark
Accredited Programs
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

- Special Olympics Logotype (do not typeset – only use correct artwork)
- Special Olympics Symbol

Minimum free space around the mark

- Program name set in Ubuntu Italic
- Minimum distance between logotype and mark
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

**SO Red**
Pantone® 186
Process: 0c/100m/100y/0k
RGB: 255R/0G/0B
Hex: FF/00/00

**SO Grey**
Pantone® 418
Process: 0c/0m/15y/75k
RGB: 99R/99G/89B
Hex: 63/63/59

**Black**

**White**
A diverse vibrant organisation
Special Olympics Visual Identity

Type
readability for people with dyslexia
Special Olympics
Abcdefghijklmnopqrstuvwxyz1234567890
@specialolympics
Simple device to encapsulate core branding, create dynamic layout and acknowledge the world wide spirit shared across the Special Olympics Movement.
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.
Curve used to contain and position Mark
In action
Brand Visual Identity in Action
Sample Coaching Guides
Sample Stationery

Ms. Jane Smith
1024 Commonwealth Avenue
Alston
MA 10246

Re: Team Sponsorship
March 26th, 2012

Dear Jane,

Temporibus autem quod autem sin architecto qui laborum aliquip qui laborum quis autem aute quia laborum qui laborum quis autem. Sed temporibus pariatur qui laborum cum laborum aliquip quia labore qui laborum quis autem aute.

Sincerely,

John Jones
Director

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

Special Olympics Logo

SpecialOlympics.org
Brand Visual Identity in Action
Sample Information Leaflets

A Guide to Organising Inter-Club Events

Code of Ethics and good practice Volunteer guide

A Guide to Athlete Nutrition, Safety & Fitness
Brand Visual Identity in Action
Sample Information Leaflets

A Quick Guide to Special Olympics Competition

Global Youth Summit 2012
Crowne Plaza Hotel, New Jersey
2nd – 4th March 2012

Volunteers Wanted
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean iaculis nibh.
Brand Visual Identity in Action
Sample Newsletters

FEbruary 2012

Connect
Special Olympics Ireland

ON YOUR MARKS
GET READY FOR THE
4 YEAR CYCLE

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 Evonne Kennedy Skriver, 1921-2008, SO Founder

Stepping - Up and right into 2012:

In This Issue
Stepping Up right into 2012
On Building Community px
2012 Initiatives px
Expected Results 2012 Initiatives
Sub-Regions of calendar px
2011, a year in review px

What's Up? 5th Edition
Volunteers Wanted

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


OUR MISSION

To 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.

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.
Press folder
Full color / image based

Revealing the champion in all of us

SOILL.org
OUR MISSION

To 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.
Posters – No restriction on expression
LET ME WIN, BUT IF I CANNOT WIN, LET ME BE BRAVE IN THE ATTEMPT

Find out more or volunteer at SpecialOlympicsVermont.org
UNLEASH THE POWER & JOY OF SPORT
Posters
From dramatic to joyful
Co-Branding
Badge device
Co-Branding
Badge device
Team
Organizational Marks

International/Movement
Organizes activity and raises funds at a state/national/international level

Accredited Program

Team
Identity used within competition
Forms team and local identity
Active and fund-raising locally

ORGANIZATION

Represents the organizational (corporate) aspect of the movement

TEAM

Identity used within competition
Forms team and local identity
Active and fund-raising locally
Concept team marks
Team identity

Local Team
Localized

Program
Standardized
Team identity

ALSTON COUGARS
SPECIAL OLYMPICS
VIRGINIA
Team identity

ALSTON
COUGARS
SPECIAL OLYMPICS
VIRGINIA
Team identity
Team identity T-Shirt application options
Team. Community. Identity.
Brand Architecture & Sub Brands
## Brand Asset Portfolio

<table>
<thead>
<tr>
<th>SPORTS</th>
<th>EDUCATION</th>
<th>HEALTH</th>
<th>COMMUNITY</th>
<th>FUND-RAISING</th>
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### Categories
- Core Activity
- Support Activity
  - Org / Team
  - Event
  - Initiative
Brand Assets & Properties Ground Rules

- Assets need to be tangible and own-able
- Each Asset proposition needs to be defined
- Relationship with master brand, and other SO Brands, needs to be understood and respected
- Parameters of each commercial brand partnership needs to be clear and SO’s equity needs to be protected
- Recognize that Legal Ownership and Brand Ownership (Culture/Provenance) are not the same.
Brand Asset Portfolio

ORGANIZATIONAL BRANDS offering year-round engagement and transformation through active participation by athletes, volunteers and families/communities. Ranges from organizational empowerment of SOI and Regional Programs to the direct athlete empowerment of local clubs.

EVENT BRANDS: Multiple brands with consistent core values and endorsement – differentiated by time & place. Periodic: Event Brands (International/National/State/Regional – offering opportunity for spectators and fans to participate in or bare witness to transformation through sport. These events may be Special Athlete only of may be a combination of Special Olympic Athletes and Athletes.

ON-GOING ACTIVITIES: Sub-brands differentiated by specific audience and tactical purpose. Continuous: A portfolio of activities managed and initiated by SO that support the core activity of the Movement and the welfare of the athletes – addressing health, inclusion, awareness, funding and education.
Asset Portfolio

We will map the assets on to Asset Portfolio Map

<table>
<thead>
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<th>SPORTS</th>
<th>EDUCATION</th>
<th>HEALTH</th>
<th>COMMUNITY</th>
<th>FUND-RAISING</th>
<th>AWARENESS</th>
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CORE ACTIVITY

SUPPORT ACTIVITY

ORG / TEAM

EVENT

INITIATIVE
### Brand Asset Portfolio (in progress)

<table>
<thead>
<tr>
<th>SPORTS</th>
<th>EDUCATION</th>
<th>HEALTH</th>
<th>COMMUNITY</th>
<th>FUND-RAISING</th>
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<td>Special Olympics</td>
<td>Special Olympics Young Athletes</td>
<td>Special Olympics Healthy Athletes</td>
<td>Special Olympics Accredited Programs</td>
<td>LAW ENFORCEMENT TORCH RUN for Special Olympics</td>
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<td>Sports Academy</td>
<td>Special Olympics Research</td>
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<td>Special Olympics Athlete Congress</td>
<td>LETR TIP A COP for Special Olympics</td>
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<td>Global Football</td>
<td>Project Unify A Special Olympics</td>
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<tr>
<td>with Special Olympics</td>
<td>SPREAD THE WORD TOEND THE WORD Supported by Special Olympics, Best Buddies and 200 Orgs around the world</td>
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</table>
Brand Asset Portfolio (Categories)

**SPORTS**
- Special Olympics
  - Sports Academy
- Special Olympics Games (State, National)
- Special Olympics World Games
- Special Olympics Unified Sports
  - Global Football with Special Olympics

**EDUCATION**
- Special Olympics
  - Athlete Leadership Universities
- Special Olympics Young Athletes
- Special Olympics Research
- Special Olympics Project Unity (A Special Olympics Initiative)
  - WORD TO END THE WORD Supported by Special Olympics, Best Buddies and 200 Orgs around the world

**HEALTH**
- Special Olympics
  - Healthy Athletes
- Special Olympics Family Activation
- Special Olympics TRAIN (A Special Olympics Initiative)

**COMMUNITY**
- Special Olympics
  - Accredited Programs
- Special Olympics Global Messengers
- Special Olympics Athlete Congress
  - EKS DAY Supported by Special Olympics & Best Buddies
- Special Olympics Athlete Congress

**FUND-RAISING**
- Special Olympics
  - LAW ENFORCEMENT TORCH RUN
    - LETR POLAR PLUNGE for Special Olympics
    - LETR TIP A COP for Special Olympics
  - Global Youth Activation Summits
  - Young Athletes
  - Family Activation

**ON-GOING ACTIVITY**
- Special Olympics
  - Global Youth Activation Summits
- Special Olympics
  - Project Unity (A Special Olympics Initiative)
- Special Olympics
  - Family Activation
- Special Olympics
  - Healthy Athletes
- Special Olympics
  - Research
- Special Olympics
  - Athlete Leadership Universities
- Special Olympics
  - Young Athletes
- Special Olympics
  - Accredited Programs
- Special Olympics
  - Global Messengers
- Special Olympics
  - Athlete Congress
- Special Olympics
  - Global Youth Activation Summits
- Special Olympics
  - Young Athletes
- Special Olympics
  - Family Activation

**ORG / TEAM**
- LAW ENFORCEMENT TORCH RUN
- LETR POLAR PLUNGE
- LETR TIP A COP
Health, Education & Community programs
Special Olympics Sub-Brands
Special Olympics Healthy Athletes
Brand Identities overview

International Brand Mark

Special Olympics

Accredited Program Marks

Special Olympics
New Jersey

Special Olympics
Bolivia

Sports, Health, Education & Community Programs

Special Olympics
Project Unify®

Special Olympics
Young Athletes®

Special Olympics
Healthy Athletes®

Special Olympics
Athlete Leadership

Special Olympics Unified Sports

Special Olympics
Unified Sports®

Team Identities

Games / Events

Special Olympics
National Games
Placename 2023

Special Olympics
European Summer Games
Sevilla 2026

Special Olympics
World Games Placename 2027
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