Ten questions to ask yourself when creating a Special Olympics branded piece.

1. Are you using the correct brand mark artwork?
   Use only official master artwork files. Do not photoshop, resize or attempt to draw your own version of the mark.

2. Is the brand mark positioned correctly?
   Leave sufficient space around the mark so that it can be clearly recognized and not overshadowed by any other elements. The general rule is that the minimum free space around the mark should be equal to the height of the ‘O’ in ‘Olympics’.

3. Is the brand mark on the right background?
   The mark should be placed on a background which does not interfere with recognition. When placing the two color version of the mark use a white background. When placing a single color version use a low contrast background and make sure there is appropriate contrast between the mark color and the background color.

4. Are you using the right typeface?
   Ubuntu is the preferred typeface of Special Olympics. It should be used for informational communications produced by Special Olympics. There are four weights of the font—light, normal, medium and bold. Each has various styles of photographs. These images can be used to illustrate need, evoke emotions, foster values and create empathy.

5. Are you using the right colours?
   The Special Olympics primary color palette consists of Special Olympics Red (Pantone 186) and the light gray Special Olympics Grey. These two colors are supported by black, dark gray and white for black and white presentations. A range of secondary colors have been specified to support the primary palette. These can be used to add personality to designs and to differentiate between communication tiers.

6. Are you using the dynamic curve appropriately?
   The Dynamic Curve is a graphic device that can be used to give our communications a recognizable house style. There are two devices: one that projects the mark over other graphic elements on the page so our core identifies greater stability and recognition. You can use a single curve or multiple curves but the device should be used sparingly—such as on front covers etc.

7. Is there a clear hierarchy to the information?
   It is important to ensure there is a clear hierarchy when presenting the elements. Information needs to be managed so it is immediately clear, easy to digest and understood.

8. Are you using photography appropriately?
   Special Olympics communications can use many styles of photographs. These images can be used to illustrate need, evoke emotions, foster values or create empathy. It is important to try to capture photographs with the names of the athletes involved and some context about their specific story. The meaning and effect of the photographs are fluxed by the context they are placed in, the headlines they are used with, the captions that accompany them or when simply used with the Special Olympics logo.

9. Does the overall piece reflect the Special Olympics personality?
   When creating communications consider the emotions that those words evoke and whether the task and feel of your communications are working towards achieving that.

10. Are you taking the opportunity to bring the guiding idea to life?
    View the champion in all of us combines the elemental ideas behind our guiding idea into a single expression. Take the time to consider how you might express this guiding idea in a manner that resonates for your community or for a specific audience.
Ten questions to ask yourself when creating a Special Olympics branded piece.

1. Are you using the correct brand mark artwork?
   - Use only official master artwork files. Do not photoshop, scan or attempt to re-draw your own version of the mark.

2. Is the brand mark positioned correctly?
   - The standard position of the mark for print is either top right or bottom right corner. The mark should be an equal distance from the margin (10mm). The actual distance from the edge of the page and nature of the item being produced.

3. Is the brand mark on the right background?
   - Leave sufficient space around the mark so that it can clearly be recognised and is not obscured by any other elements. The general rule is that the minimum free space around the mark should be equal to the height of the ‘O’ in ‘Olympics’.

4. Are you using the right typeface?
   - Ubuntu is the preferred typeface of Special Olympics. There are four weights of the typeface; Light, Regular, Medium and Bold.

5. Are you using the right colours?
   - The Special Olympics primary colour palette consists of Special Olympics Red (Hex: #636359) and Special Olympics Grey (Pantone 418) or Black.

6. Are you using the dynamic curve appropriately?
   - The Dynamic Curve is a graphic device that protects the mark from other graphic elements and makes it easy to digest. It introduces you to some of the elemental ideas behind our guiding idea.

7. Is there a clear hierarchy to the information?
   - It is important to ensure there is a clear hierarchy when conveying the message. This hierarchy is immediately clear, easy to digest and understood.

8. Are you using photography appropriately?
   - Special Olympics communications can use many styles of photography. These images can be divided into two types, ‘real’ or ‘posed’. A ‘real’ photograph conveys a real moment in time whereas a ‘posed’ photograph is a constructed moment designed to make an emotional statement.

9. Does the overall piece reflect the Special Olympics personality?
   - When creating communications consider the emotions that these words evoke and evaluate the look and feel of the communication against them.

Inspirational
Joyful
Inclusive
Determined
Courageous
Authentic

resources.specialolympics.org/brand
brand@specialolympics.org
Ten questions to ask yourself when creating a Special Olympics branded piece.

1. **Are you using the correct brand mark artwork?**
   - Use only official master artwork files. Do not photoshop, trace or attempt to re-draw your own version of the mark.

2. **Is the brand mark positioned correctly?**
   - The standard position of the mark for print is in the top right or bottom right corner. The mark should be an equal distance from the top or bottom edge. The actual distance is based on the right and nature of the item being produced.

3. **Is the brand mark on the right background?**
   - Leave sufficient space around the mark so that it can be clearly recognized. If it is not centered, ensure it is not surrounded by a white background. The general rule is that the minimum free space around the mark should be equal to the height of the ‘O’ in ‘Olympics’.

4. **Are you using the right typeface?**
   - Ubuntu is the preferred typeface of Special Olympics. It should be used for informational communications produced by Special Olympics. There are four weights of the typeface; Light, Regular, Medium, and Bold. Ubuntu is supported by Black, Biscuit and White for core communications. Various levels of emphasis can be used by applying different typefaces to the names of the athletes involved and touching with their captions that accompany them or when simply to be added to a Special Olympics logo.

5. **Are you using the right colours?**
   - The Special Olympics primary colour palette consists of Special Olympics Red and Special Olympics Blue. These two colours are supported by Black, Biscuit and White for core communications. A range of secondary colours have been specified to support the primary palette. These can be used to add personality to designs and to differentiate between communication items.

6. **Are you using the dynamic curve appropriately?**
   - The Dynamic Curve is a graphic device that can be used to give our communications a recognizable house style. The curve device protects the mark from other graphic elements and makes it recognizable house style. The curve device also protects the mark from other graphic elements and makes it recognizable house style. The curve device is the foundation on which the entire creative strategy is built. The curve device provides a visual link between the mark and the background color.

7. **Is there a clear hierarchy to the information?**
   - It is important to ensure there is a clear hierarchy when combining our elements. Information needs to be managed so it is immediately clear, easy to digest and understood.

8. **Are you using photography appropriately?**
   - Special Olympics communications can use many styles of photography. These images can be used to educate, inform, raise awareness, illustrate need, evoke emotions, foster values or create empathy.

9. **Does the overall piece reflect the Special Olympics personality?**
   - When creating communications consider the emotions that these words evoke and evaluate the look and feel of your communications against them.

10. **Are you taking the opportunity to bring the guiding idea to life?**
    - Viewing the champion in all of us combines the elemental ideas behind our guiding idea into a single expression. Take time to consider how you might express this guiding idea in a manner that resonates for your community or for a specific audience.
Ten questions to ask yourself when creating a Special Olympics branded piece.

1. Are you using the correct brand mark artwork?

Use only official master artwork files. Do not distort, reverse or attempt to create your own version of the mark.

2. Is the brand mark positioned correctly?

The standard position for the mark on print is in the top right or bottom right corner. The mark should be an equal distance from the top or bottom of the image. The ideal distance from the top of the image is equal to the height of the ‘O’ in ‘Olympics’.

3. Is the brand mark on the right background?

The mark should be placed on a background which does not interfere with recognition. When placing the two color version of the mark on a white background, it is preferable to use a low contrast background and make sure there is appropriate contrast between the mark color and the background color.

4. Are you using the right typeface?

Ubuntu is the preferred typeface of Special Olympics. It should be used for informational communications produced by Special Olympics. There are four weights of the Ubuntu typeface: Light, Medium, Medium Bold and Bold.

5. Are you using the right colours?

The Special Olympics primary colour palette consists of Special Olympics Red (Pantone 186) and Special Olympics Grey. These two colors are supported by Black, Brown and White for communication with people who are visually impaired. A range of secondary colors have been specified to support their privacy palette. These can be used to add personality to designs and to differentiate between communication items.

6. Are you using the dynamic curve appropriately?

The Dynamic Curve is a graphic device that can be used to give our communications a recognizable house style. The curve should be used sparingly—such as on front covers etc.

7. Is there a clear hierarchy to the information?

It is important to ensure there is a clear hierarchy when combining elements. Information needs to be managed so it is immediately clear, easy to digest and understood.

8. Are you using photography appropriately?

Special Olympics communications can use many styles of photographs. These images can be used to educate, motivate, raise awareness, illustrate need, evoke emotions, foster values or create empathy. It is important to try to capture photographs with the names of the athletes involved and some context about their specific story. The meaning and effect of the photographs are focused by the context they are placed in, the headlines they are used with, the captions that accompany them or when simply used with the Special Olympics mark.

9. Does the overall piece reflect the Special Olympics personality?

When creating communications consider the emotions that these words evoke and evaluate the look and feel of your communications against them.


10. Are you taking the opportunity to bring the guiding idea to life?

Viewing the champion in all of us combines the essential ideas behind our guiding idea into a single expression. Take the time to consider how you might express this guiding idea in a manner that resonates for your community or for a specific audience.