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

1. Are you using the correct brand mark artwork?
   - Use only official artwork assets. Do not photoshop, trace or attempt to recreate your own version of the mark.

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

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 versions of the mark use a white background. When playing a single color version of the mark 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 presented by Special Olympics. There are four weights of the typeface; Light, Regular, Medium and Bold. At minimum use Medium and Bold.

5. Are you using the right colours?
   - The Special Olympics primary color palette consists of Special Olympics Red (Pantone® 186) and the type in Black.

6. Are you using the dynamic curve appropriately?
   - The Dynamic Curve is a graphic device that introduces you to some of the elemental ideas behind our guiding ideas.

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, motivate, 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 the time to consider how you might express this guiding idea in a manner that resonates for your community or for a specific audience.