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Our brand is our reputation, a reputation shared by all of the programs within Special Olympics. This reputation exists in the hearts and minds of the public and our stakeholders. Our reputation is informed primarily by what we do but it is also influenced by what and how we communicate.

Please note that we are not creating a ‘new’ brand identity for Special Olympics. These guidelines have been created to consolidate and strengthen the existing Special Olympics brand worldwide in line with the objectives of the Special Olympics strategic plan. The guidelines balance our collective need to achieve greater recognition through a unified approach with the individual need to create appropriate diversity for distinct audiences, territories and communication channels.
These guidelines are divided into four main sections. The first introduces you to the ideas and messages at the heart of our brand; the second section brings you through the graphic building blocks that create our visual identity and the third section brings these elements together to illustrate the brand in action. A final section provides information on managing the brand.
Communication audiences

When communicating the Special Olympics brand there are broadly three main audiences: the general public, our members & supporters, and our sponsors & partners. Each of these audiences will have differing informational requirements based on their levels of sophistication and understanding of the issues we address and the work we do.

**General public**
We cannot assume that members of the general public know who Special Olympics is and what we do. Communications with the general public need to be simple and direct in order to establish recognition and the right associations with our brand.

**Members & supporters**
Communications with members and supporters focus on deepening the nature of the relationship through relevant information delivered over time. Although these communications may contain more information than for the general public, they will still need to be simple and focused.

**Sponsors & partners**
This audience includes other programs within the Special Olympics Movement, government bodies, policy-makers, operational and existing sponsorship partners. Communications reflect a more professional relationship with Special Olympics and contain a greater degree of detail and nuance.

Your specific target audience will affect the approach you take to the quantity and detail of information presented, the directness or nuance of the message, and the degree to which Special Olympics will need to be explained and contextualized.

Take the time to identify the specific audience with whom you wish to communicate. If you have multiple audiences try to list them and their particular characteristics.
Identity zones

Different areas of the identity application require different degrees of professional design input. We have categorized these areas into three different zones.

1. Core identity
   Simple is smart
   The core identity zone represents the basic recognition elements of the identity and is focused on application of the logotype and the use of our primary color palette.
   Items within this zone include signs, stationery or merchandise or communications that only require the core mark and primary color palette.
   Items in Zone 1 are either pre-designed as a template or require little or no design expertise to apply.

2. Operational
   Make it easier to be on-brand
   The second zone focuses on presenting information to our members, supporters and partners. Items in this zone include newsletters, annual reports, project updates and presentations. Unlike Zone 1 this zone contains a wide range of information and is visually more diverse. The secondary color palette is used to create appropriate difference between items of communication.
   Items in Zone 2 can be created in-house with basic design skills. More complex or nuanced documents will require the skills of a professional designer.

3. Agency
   Understand strategy
   The third identity zone is more targeted and persuasive in its communication style. While retaining the clear authority of the core identity, these designs require a more emotive approach to copy and imagery to be effective in the crowded public communications space.
   Items in this zone include outdoor, TV and radio advertising and direct-mail campaigns.
   Items in Zone 3 are generally created by professional designers and agencies.

When creating communications, please find out if the item has already been designed and what skills and resources you may require to create the item to an appropriate standard.
This section of the guidelines introduces you to the guiding ideas and personality traits that inform how we communicate. By understanding and internalizing the ideas at the heart of our brand we can commission and create communications that are appropriate to specific audiences while sharing a common underlying message and distinct personality.
Our brand

The idea behind Special Olympics began in the early 1960s, when Eunice Kennedy Shriver saw how unjustly and unfairly people with intellectual disabilities were treated. She also saw that many children with special needs didn’t even have a place to play. She took action.

Soon, her vision began to take shape, as she held a summer day camp for young people with intellectual disabilities in her own backyard. The goal was to learn what these children could do in sports and other activities – and not dwell on what they could not do.

Since its founding in 1968, Special Olympics has grown from a competition involving 1,000 athletes to a worldwide movement with more than five million athletes. Even as we grow in numbers, our story still centers on brave individuals who achieve great things together.

Our history
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.
Since 1968 Special Olympics has grown to become a worldwide movement with over 220 Accredited Programs. Each of these programs reflects the culture, customs and diversity of their local communities while sharing a reputation that defines Special Olympics.

Take the time to identify the most resonant stories from your program. From the local founders to the athletes, families, coaches, volunteers and partners – there are many stories to be told with local meaning.
This overlap area at the heart of the Special Olympics brand is a space that can be defined by the three elemental ideas.

These ideas, expressed visually in this illustration, transcend different languages, abilities and cultures to create a framework within which our shared story can be told. A story that can be told in many ways, in every language, for different audiences, while consistently expressing a shared purpose.
‘Revealing the champion in all of us’ combines these three elemental ideas into a single expression. It is just one of many ways to express our guiding idea.

There are many other associated words and thoughts that can be used to express these elemental ideas in a manner that resonates best for specific local audiences.

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.
Our brand

Personality

Our personality traits inform the tone of voice with which we communicate. These traits should be considered collectively. It is the combination of traits that creates our unique personality.

Remember that traits can be expressed *implicitly* in the content and manner of how you communicate. Each trait does not have to be explicit in every item of communication produced.

When creating communications consider the emotions that these words evoke and evaluate the look and feel of your communications against them.
Special Olympics is a community-based movement that transcends nationality, race, creed, gender, age or social status. It creates a place for people of all abilities.

We use words like ‘we’ and ‘our’ when describing what we do. Our imagery is reflective of the diversity of our movement.
Our brand

Personality

We inspire people in a manner that is uplifting and positive. A key benefit of Special Olympics is joy and this feeling is implicit in everything we do.

Our communications are upbeat and bring a smile to peoples’ faces, reflecting our belief that the joy of sports is a transformative power.

Joyful
Our brand

Personality

Inspirational

The way we act and communicate inspires people to do new things and to think in new ways. Special Olympics empowers people to reveal their inner champion.

Our communications are powerful, simple, direct, inspire action and assist in motivating people to unleash the transformative power and joy of sports.
Our brand  Personality

Special Olympics is a grassroots movement. It is built on the hope, desires, energy and determination of real people, in real communities, achieving real results.

Authentic

Our communications celebrate the genuine moments of transformation that take place in Special Olympics every day. We celebrate the personal stories of achievement and joy.
Our brand

Personality

Determined

What we do requires bravery, perseverance and courage. Our determination to transform lives is reflected in the strength and directness of our communications.

Our communications illustrate determination by celebrating and recognizing the journey our athletes take, not just the medals they win.
Our brand

Personality

Courageous

Special Olympics celebrates the courage of its athletes and the challenges and barriers that they overcome every day.

Our communications have the courage to challenge prejudice and speak up for what is right.

Let me win. But if I cannot win, let me be brave in the attempt.

Special Olympics Athlete Oath
Our brand

Our brand model is a single diagram that brings together the different aspects of our shared reputation across the Special Olympics Movement.

Entry points
While sports training and competition is the most publicly recognized entry point to Special Olympics, our health, education and community programs also offer an opportunity for different audiences to engage.

Guiding Idea
Our guiding idea is a visual representation of our brand essence that transcends language and culture and informs everything we do.

Mission
Our mission describes what we do, who we do it for and the benefits of what we do.

Promise
Our promise is an encapsulation of what people can expect from Special Olympics. It is a more emotive expression of our mission.

Personality
These traits inform our tone of voice and how we communicate.

Action
Our brand action stresses the importance of bringing people together with actionable activity that creates inclusion.

Benefits
These are some of the key benefits that are derived from all who engage with Special Olympics. Our benefits also describe why we do what we do.
Our brand

Telling our story
Communications style guide

These simple suggestions will assist you in creating powerful messages that express our mission.

✔ Write the message with your target audience in mind. Look at your communications from the perspective of the person receiving the message. (Visualize someone who is a part of this audience. By connecting with this representative individual in your mind, and imagining how they might respond, you will more effectively create communications that resonate with the target audience.)

✔ Identify the most appropriate entry point for your target audience. While this might be the sporting achievement of one of our athletes, it could also be a story growing out of one of our health, community or education programs.

✔ Tell stories about athletes and volunteers that communicate transformation, achievement and community.

✔ Use language that is inclusive: ‘We’ and ‘Our’.

✔ Use headings to quickly tell the reader what your story or content is about.

✔ Keep it short & sweet! After you have written your message, re-read it and look for any words you can take out. The quicker they can read your message, the more likely your audience is to read and understand it. (Don’t include any information your target audience really doesn’t need.)

✔ Use action words.

✔ Group all related information so it is quickly understood.

✔ Use bullets to give information quickly.

✔ Create contrast between headlines and body text, large image and smaller details.

✔ Use design, images and wording to communicate that we are athlete-centric.

✔ Caption photographs with the names of the athletes and create context.

✔ Left or right alignment is stronger and more interesting.

✖ Avoid jargon and acronyms.

✖ Avoid busy flyers and make sure to leave plenty of white space to let the information breath.

✖ Avoid using all capitals except in short titles or headers. (Remember that all caps are perceived by some as shouting in written media).

✖ Avoid center alignments except where you wish to convey a more traditional or classic style.
Our brand

Effective brand communications
A few words before the visual identity...

When preparing a brief or creating an item of communications please start by considering the following:

• specific objective you wish to achieve
• audience you wish to connect with
• context within which that connection will be made
• feelings and thoughts you wish to evoke
• limitations and possibilities of the proposed communications channels
• how you might leverage the personality and individual stories of Special Olympics.

Our brand identity is like a glass that contains stories and facts about what we do and presents them in a way that is recognizably Special Olympics. The real flavour and resonance of our communications is provided by our local stories—stories about individual athletes, active communities and effective partnerships—-stories that resonate and connect.
Visual identity

This section of the guidelines introduces you to the basic building blocks of our visual identity such as our mark, color and typography. By using this kit of parts we can create a consistent house style that is unified while having the flexibility to create diverse messages.
The visual identity comprises a set of building blocks that are combined to create communications within the Special Olympics house style.

**MARK**

**Symbol**
The symbol is a universal element of the visual identity and is used on all communications.

**Logotype**
The logotype should be used in lock-up with the symbol and is available in a variety of languages as appropriate.

**Accredited Program Name**
The Accredited Program Name should always be used in lock-up with the symbol and logotype for program communications and branding. It is set in the *Ubuntu Italic* font.

Note that the Accredited Program Name should not be used for International communications.

**PRIMARY COLOR PALETTE**
These core colors are used for all core identity items such as stationery and other official communications.

**TYPOGRAPHY**
Ubuntu should be used for all official documents and informational texts.

**DYNAMIC CURVE**
This element is used to contain the brand mark and provides a dynamic graphic element for layout.

**SECONDARY COLOR PALETTE**
These colors are used to bring appropriate diversity and difference within a range of communications items.

**PHOTOGRAPHY**
Images are the most effective way to illustrate what we do and they reflect the joy and power of the Movement.
Special Olympics Brand Identity Guidelines

Visual identity

Special Olympics is active in many different areas and each of these needs to be appropriately recognized. It is also important to clearly represent the relationship between these aspects of Special Olympics.

Brand Strategy
Please note that our primary brand is Special Olympics and everything we do should build recognition and positive associations in this name and symbol. Events, games and activities provide entry-points that clearly link back to our organization.

These guidelines for Health, Unified Schools, Games branding, and Law Enforcement are created.

Organizational brand

Special Olympics is at its heart communities of people who organize themselves around a shared mission. These organizations are recognized by the Special Olympics Mark. The mark is used by Accredited Programs to identify communications from their particular organization and to endorse activities and partnerships that exist in their respective territory.

Health, Education & Community Programs

Naming
The prefix Special Olympics is used in the naming of the activities.

Identity
The communications are created within the Special Olympics identity house style. The Accredited Program Mark is used to endorse the specific local activity where appropriate.

E.g.
Special Olympics Healthy Athletes
Special Olympics Unified Sports

Events / Games

Naming
The prefix Special Olympics is used in the naming of the event.

Identity
The identity for an event should reflect the character of the specific location of the event and the date (season/year) on which it is taking place. The identity is endorsed by the Special Olympics Symbol locked into the core mark developed for the event.

E.g.
Special Olympics World Games Lagos 2051
Special Olympics Ireland Games Limerick 2019

Endorsed

Law Enforcement Torch Run

For Special Olympics

Naming
Special Olympics does not necessarily appear in the main name of the event but is used to endorse the activity. E.g. “The Springfield Picnic in support of Special Olympics Vermont”

Identity
The communications are created within the organizer’s house style. The Accredited Program Mark is used to endorse the specific activity.

E.g.
Law Enforcement Torch Run for Special Olympics

Example Club/Team Marks

Club or Team branding offers an opportunity to build a sense of local community representation. Guidelines are available for those programs wishing to recognize teams in this way.
Visual identity

Brand mark

Introduction

Our primary brand is the Special Olympics. The communities involved are recognized by the Special Olympics Mark.

The Special Olympics Accredited Program Mark is used to brand communications and items created by Special Olympics Accredited Programs.

The mark is created by combining the Special Olympics Symbol, the Special Olympics Logotype and the name of the Accredited Program set in the typeface Ubuntu Italic.

The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype and Program Name) for all initial touchpoints. The symbol can NOT be used on its own without the Logotype.

Our symbol expresses the guiding idea for our brand. It contains within it an expression of achievement, change, revelation and community. Our symbol transcends language and is a universal expression of our Movement.
Visual identity

Brand mark
Standard two line lock-up

Color
In color application the symbol is printed in Special Olympics Red (Pantone® 186) and the logotype and Accredited Program name is printed in Special Olympics Grey (Pantone® 418).

Free space
Free space should be left around the mark. Other graphic elements or information should be used in this area.

Minimum size
The minimum size is ⅓ inch or 8mm in height. Please note this is a recommendation for standard print only. The minimum size will depend on the method of reproduction being used, the substrate onto which it is being printed, or the materials out of which the mark is being fabricated.

Please use process color mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.

Accredited Programs can NOT use the symbol on its own. The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype and Program Name).
Visual identity

Brand mark
International mark lock-up options

There are a number of lock-ups of the mark that provide flexibility for different layout situations. The standard lock-up has been optimized for placement of the mark in the top-right or bottom-right of regular print items.

**Two Line (Standard)**
The lock-up with the logotype used across two lines is the best option for general use where space may be restricted.

**Single Line**
The one line lock-up is ideal where more horizontal space can be afforded for the mark.

**Centered**
The centered lock-up of the mark is best for vertical application or center-axis layouts.

**Web/Online**
The convention for websites, emails and eZines is that the symbol appears in the top left corner. For these applications a lock-up with the symbol to the left is available.

This lock-up may also be used in situations where the mark must be placed on the left side of an item—e.g., Envelopes.

*Standard lock-up refers to use with scripts that read from left to right.*

**PRINT USE**

<table>
<thead>
<tr>
<th>Two Line Lock-up (Standard Version)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Two Line Lock-up" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Centered Lock-up</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image2" alt="Centered Lock-up" /></td>
</tr>
</tbody>
</table>

**ONLINE USE**

<table>
<thead>
<tr>
<th>Single Line Lock-up</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="Single Line Lock-up" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Web/Online Lock-up</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4" alt="Web/Online Lock-up" /></td>
</tr>
</tbody>
</table>

**Note**
All of these lock-up options are available in a variety of artwork versions and file formats.
Visual identity

Brand mark
Accredited Program mark lock-up options

There are a number of lock-ups of the mark that provide flexibility for different layout situations. The standard lock-up has been optimized for placement of the mark in the top-right or bottom-right of regular print items.

Two Line (Standard)
The lock-up with the logotype used across two lines is the best option for general use where space may be restricted.

Single Line
The one line lock-up is ideal where more horizontal space can be afforded for the mark.

Centered
The centered lock-up of the mark is best for vertical application or center-axis layouts.

Web/Online
The convention for websites, emails and eZines is that the symbol appears in the top left corner. For these applications a lock-up with the symbol to the left is available.

This lock-up may also be used in situations where the mark must be placed on the left side of an item — e.g. Envelopes.

*Standard lock-up refers to use with scripts that read from left to right.*

### PRINT USE

<table>
<thead>
<tr>
<th>Two Line Lock-up (Standard Version)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Two Line Lock-up" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Centered Lock-up</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Centered Lock-up" /></td>
</tr>
</tbody>
</table>

### ONLINE USE

<table>
<thead>
<tr>
<th>Web/Online Lock-up</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Web/Online Lock-up" /></td>
</tr>
</tbody>
</table>

Accredited Programs can NOT use the symbol on its own. The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype and Program Name).

Note
All of these lock-up options are available in a variety of artwork versions and file formats. An adapted version of the lock-up has also been developed for programs with longer names.
A special version of the mark has been created for Accredited Programs whose name extends beyond 16 character spaces. In these situations, the three-line and centred versions of the mark have been altered to accommodate this. Here is an example of how the mark has been altered for the St. Vincent & The Grenadines mark.

The Two Line Lock-up and Web/Online Lock-up are as per the standard Accredited Program mark proportions.

**Accredited Programs with names over 16 characters include:**
- Brunei Darussalam
- Bosnia and Herzegovina
- Democratic Republic of the Congo
- Dominican Republic
- United Arab Emirates
- British Virgin Islands
- Northern California
- Southern California
- District of Columbia
- St. Vincent & The Grenadines
- US Virgin Islands

**Visual identity**

**Brand mark**

Accredited Program mark long name version

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**GENERAL PRINT USE**

- Two Line Lock-up (Standard Version)

![Special Olympics St. Vincent & The Grenadines](image1)

- Centered Lock-up

![Special Olympics St. Vincent & The Grenadines](image2)

- Single Line Lock-up

![Special Olympics St. Vincent & The Grenadines](image3)

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**ONLINE USE**

- Web/Online Lock-up

![Special Olympics St. Vincent & The Grenadines](image4)

---

**Accredited Programs can NOT use the symbol on its own.** The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype and Program Name).
Visual identity

**Brand mark**

Accredited Program mark translations & bilingual versions

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**Examples of logotype translations set in Serpentine Bold Oblique**

- **Olimpiady Specjalne Polska**
- **Olimpíadas Especiais Brazil**
- **Olympiques Spéciaux France**
- **Olimpíadas Especiales Bolivia**

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**Bilingual Two-line Lock-up**

- **Special Olympics Olympiques spéciaux Canada**

---

**Bilingual Centered Lock-up**

- **Special Olympics Olympiques spéciaux Canada**

---

When creating translations of the Special Olympics Logotype the typeface Serpentine Bold Oblique should be used. The relative size and positioning of the type should be consistent with the English version of the mark.

When creating master artworks all fonts within the translated mark should be outlined prior to distribution.

**Bilingual Mark**

In territories where the mark is required in two languages the two languages should both be set in Serpentine Bold Italic following the two-line version.
Visual identity

Brand mark

International mark artwork versions

Specific artworks are available for each of the lock-ups in two color, single color and white.

**Two Color:** These versions of the mark are for use against white backgrounds. The preferred version uses Special Olympics Grey for the logotype – putting greater emphasis on the symbol.

**Single Color:** This version of the mark is for use in single color. Ideally when using a single color the mark should be printed in Special Olympics Red, Special Olympics Grey or Black against a light, low-contrast background. Ensure there is sufficient contrast between the Mark color and background color.

**White:** This version of the mark is for use against dark solid colors and appropriate photographic images.

File formats

**PNG** artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

**EPS** artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.
Visual identity

Brand mark
Accredited Program mark artwork versions

Specific artworks are available for each of the lock-ups in two color, single color and white.

Two Color: These versions of the mark are for use against white backgrounds. The preferred version uses Special Olympics Grey for the logotype – putting greater emphasis on the symbol.

Single Color: This version of the mark is for use in single color. Ideally when using a single color the mark should be printed in Special Olympics Red, Special Olympics Grey or Black against a light, low-contrast background. Ensure there is sufficient contrast between the Mark color and background color.

White: This version of the mark is for use against dark solid colors and appropriate photographic images.

File formats
PNG artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.

Accredited Programs can NOT use the symbol on its own. The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype and Program Name).
Visual identity

Brand mark
Accredited Program mark non-roman versions

When creating the mark for non-Roman languages the same hierarchy and construction as the Roman fonts should be used. The symbol remains consistent, regardless of the localized logotype and Accredited Program name.

Cyrillic version
For languages that use Cyrillic scripts, Ubuntu can be used in Bold Italic for the logotype and regular italic for the Accredited Program.

Simplified Chinese
The logotype reads from left to right and is set in a robust block script such as 傑黑 Pro.

Arabic & Hebrew
The standard version of the mark for print applications when using Arabic and Hebrew has the logotype to the right of the mark. This facilitates the positioning of the mark on the top left or bottom left of print applications.

The centred version lock-up the mark is standard across all languages.
Visual identity

Brand mark
Standard print positioning

**Standard position**
The two line or single line lock-up of the mark should be positioned on the top right or bottom right of the page. The mark should be an equal distance from the two closest edges. The actual distance will depend on the size and nature of the item being produced.

This position gives the Special Olympics Mark a prominent location on most print items. It also keeps the mark away from document binding which tends to be on the left edge of a document.

Note that for International communications the International mark should be used instead of the Accredited Program mark.

**Right to left reading scripts**
Please note that for scripts that read from right to left the mark should be positioned on the top left or bottom left. This also takes into account that the binding of books and documents in these languages is generally on the right side. Scripts that read from right to left include Arabic and Hebrew.

---

**Accredited Programs can NOT use the symbol on its own.** The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype and Program Name). The symbol can NOT be watermarked so that it is not visually illegible and unclear.
Visual identity

Brand mark

Background color

Color mark
The color mark should only be used against white.

Single color marks
On backgrounds that have a tonal value of between white and 30% black, the single color mark should be used in a dark color.

On backgrounds that have a tonal value greater than 30% the White version of the mark should be used.

Low contrast
When positioning the mark against a photographic background, place the single color or white mark as appropriate against a low-contrast section of the photograph.

Place color mark on white background

Place single color mark on low contrast background

When placing single color mark against a background, please ensure that there is appropriate contrast between the color of the mark and the background color.
**Visual identity**

**Brand mark**

**Social media avatar**

**Generic Avatar**
The symbol may be used on its own when creating avatars for Facebook, Twitter or other social media sites. When using the mark on its own it may be used in either white on red or red on white.

**Localized Avatar**
The avatar may also be localized using the dynamic curve to contain the name of the program or an abbreviation (GB; IRL; VT etc) as appropriate. It is also possible to use a colored version of the curve to more clearly differentiate the program within a twitter stream.

**Naming**
Please note that either the program name (e.g. Special Olympics Great Britain) or an abbreviation of the name (e.g. Special Olympics GB) should be used when naming your twitter or Facebook account.

A master Adobe Photoshop file is available for the creation of localized avatars.

---

**Generic**

**Localized – Using Accredited Program name or abbreviation**

- **China**
- **GB**
- **Nigeria**
- **Nederlands**
An endorsement mark has been created for use by third-parties who wish to recognize their association with, or support of, your Special Olympics Accredited Program. The mark has been created in a badge-format to facilitate easy and robust application with the minimum of guidance.

The Badges are available in full color and single color versions and there are no restrictions on the color or contrast of backgrounds they are placed against.

The Badge is available in vertical and horizontal options.

Accreditation Line
The accreditation line can be altered to suit the nature of the relationship between the third-party sponsor or partner and your program.

Phrases can include:
- IN SUPPORT OF
- BENEFITING
- IN PARTNERSHIP WITH
- PROUD SPONSOR OF
- PRESENTED BY

Note that for International communications the International mark should be used instead of the Accredited Program mark.

Minimum distance
When creating your endorsement mark please ensure that the symbol and type are given appropriate breathing space within the badge. The type should not be too close to the edge of the badge.
Visual identity

**Primary color palette**

The Special Olympics primary color palette consists of Special Olympics Red and Special Olympics Grey. This is the color combination that we wish to be associated with. These two colors are supported by Black, Biscuit and White for core applications of the brand visual identity such as stationery and signage.

Please note that white should be considered an important color within the palette. Use of white space within design layouts and the use of the mark against white backgrounds contribute to the feeling of a bright, open and contemporary identity.

**Special Olympics Red**
- Pantone® 186
- Process: 0c/100m/100y/0k
- RGB: 255R/0G/0B
- Hex: #FF0000
- RAL 3020

**Special Olympics Grey**
- Pantone® 418
- Process: 0c/0m/15y/75k
- RGB: 99R/99G/89B
- Hex: #636359
- RAL 7013

**Biscuit**
- Pantone Wam Grey 1
- Process: 0c/0m/8y/8k
- RGB: 236R/234G/219B
- Hex: #ECEADB
- RAL 1013

**Black**
- Pantone® 186
- Process: 0c/0m/8y/8k
- RGB: 255R/0G/0B
- Hex: #FF0000
- RAL 9017

**White**
- Pantone® 186
- Process: 0c/0m/8y/8k
- RGB: 255R/0G/0B
- Hex: #FF0000
- RAL 1013
Visual identity

Extended color palette

A range of secondary colors have been specified to support the primary palette. These colors can be used to add personality to designs and to differentiate between communication items.

Secondary colors may be used to cover large areas or to provide highlights within a design. Colors may also be combined to create gradients. To maintain a fresh and clean look and feel, gradients should be created from colors within the same color family. Please refer to color specifications in the appendix for full CMYK, RGB, Pantone and Hexadecimal references.

Avoid using too many secondary colors on a design. We suggest that you limit the colors on any item to the primary color palette plus colors from within the same range within the secondary palette.

Please use process color mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.
When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors special artwork should be created.

For a subtle gradient, move from the light to the mid-tone of the color. For more pronounced gradients, move from the light to the dark tone.

Color gradients can be used to create greater dynamism within your design. Gradients are created by using different depths of the same color.

<table>
<thead>
<tr>
<th>Light Red</th>
<th>Mid Red</th>
<th>Light Turquoise</th>
<th>Mid Turquoise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Red</td>
<td>Dark Red</td>
<td>Light Turquoise</td>
<td>Dark Turquoise</td>
</tr>
<tr>
<td>Light Magenta</td>
<td>Mid Magenta</td>
<td>Light Green</td>
<td>Mid Green</td>
</tr>
<tr>
<td>Light Magenta</td>
<td>Dark Magenta</td>
<td>Light Green</td>
<td>Dark Green</td>
</tr>
<tr>
<td>Light Purple</td>
<td>Mid Purple</td>
<td>Light Yellow</td>
<td>Mid Yellow</td>
</tr>
<tr>
<td>Light Purple</td>
<td>Dark Purple</td>
<td>Light Yellow</td>
<td>Dark Yellow</td>
</tr>
<tr>
<td>Light Blue</td>
<td>Mid Blue</td>
<td>Light Orange</td>
<td>Mid Orange</td>
</tr>
<tr>
<td>Light Blue</td>
<td>Dark Blue</td>
<td>Light Orange</td>
<td>Dark Orange</td>
</tr>
<tr>
<td>White</td>
<td>Biscuit</td>
<td>Light Grey</td>
<td>Mid Grey</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Light Grey</td>
<td>Dark Grey</td>
</tr>
</tbody>
</table>
### Color references

Please use the color breakdowns as provided here.

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Pantone®</th>
<th>C/M/Y/K</th>
<th>R/G/B</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>SO Red</td>
<td>186C</td>
<td>0/100/100/0</td>
<td>255/0/0</td>
<td>#FF0000</td>
</tr>
<tr>
<td>SO Grey</td>
<td>418C</td>
<td>0/0/15/75</td>
<td>99/99/89</td>
<td>#636359</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary Colors</th>
<th>Pantone®</th>
<th>C/M/Y/K</th>
<th>R/G/B</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Red</td>
<td>186C</td>
<td>0/100/100/0</td>
<td>255/0/0</td>
<td>#FF0000</td>
</tr>
<tr>
<td>Mid Red</td>
<td>1945C</td>
<td>0/100/100/20</td>
<td>196/22/28</td>
<td>#C4161C</td>
</tr>
<tr>
<td>Dark Red</td>
<td>202C</td>
<td>0/100/100/55</td>
<td>130/0/0</td>
<td>#820000</td>
</tr>
</tbody>
</table>

| Light Magenta    | Process Magenta | 0/100/0/0 | 236/0/140 | #EC008C  |
| Mid Magenta      | 215C      | 0/100/20/20 | 196/0/99 | #C40063  |
| Dark Magenta     | 222C      | 0/100/40/50 | 139/0/55 | #8B0037  |

| Light Purple     | 2587C     | 50/100/0/0   | 146/39/143 | #92278F  |
| Mid Purple       | 267C      | 70/100/0/0   | 111/44/145 | #F6FC91  |
| Dark Purple      | 2695C     | 80/100/0/40  | 61/16/99  | #3D1063  |

| Light Blue       | Process Blue | 100/20/0/0 | 0/149/218 | #0095DA  |
| Mid Blue         | 300C       | 100/50/0/15 | 0/99/165 | #0063A5  |
| Dark Blue        | 294C       | 100/80/0/25 | 1/59/130 | #013B82  |

| Light Turquoise  | 3262C     | 70/0/50/50   | 57/187/157 | #39BB9D  |
| Mid Turquoise    | 3282C     | 80/0/50/20   | 0/151/132 | #009784  |
| Dark Turquoise   | 3302C     | 90/0/50/50   | 0/105/94  | #00695E  |

<table>
<thead>
<tr>
<th>Secondary Colors</th>
<th>Pantone®</th>
<th>C/M/Y/K</th>
<th>R/G/B</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biscuit</td>
<td>Warm Grey 1C</td>
<td>0/0/8/8</td>
<td>236/234/219</td>
<td>#ECEADB</td>
</tr>
<tr>
<td>Black</td>
<td>Black</td>
<td>0/0/0/100</td>
<td>0/0/0</td>
<td>#000000</td>
</tr>
<tr>
<td>White</td>
<td>-</td>
<td>0/0/0/0</td>
<td>000/000/000</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>

<table>
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<tr>
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<th>C/M/Y/K</th>
<th>R/G/B</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Green</td>
<td>382C</td>
<td>35/0/100/0</td>
<td>178/210/53</td>
<td>#B2D235</td>
</tr>
<tr>
<td>Mid Green</td>
<td>376C</td>
<td>40/0/100/20</td>
<td>136/172/46</td>
<td>#88AC2E</td>
</tr>
<tr>
<td>Dark Green</td>
<td>370C</td>
<td>70/0/100/45</td>
<td>40/117/43</td>
<td>#28752B</td>
</tr>
</tbody>
</table>

| Light Yellow     | 109C      | 0/15/100/0 | 255/212/0 | #FFD400  |
| Mid Yellow       | 110C      | 0/30/100/10 | 229/168/18 | #E5A812  |
| Dark Yellow      | 1255C     | 0/25/100/35 | 177/137/6 | #B18906  |

| Light Orange     | 137C      | 0/50/100/0  | 247/148/30 | #F7941F  |
| Mid Orange       | 1505C     | 0/70/100/5  | 230/106/31 | #E66A1F  |
| Dark Orange      | 159C      | 0/60/100/45 | 152/80/6  | #985006  |

| Light Grey       | 413C      | 0/0/0/30  | 188/190/192 | #BCBEC0  |
| Mid Grey         | 415C      | 0/0/8/50   | 148/149/141 | #94958D  |
| Dark Grey        | 418C      | 0/0/15/75  | 99/99/89  | #636359  |
Ubuntu is the preferred typeface of Special Olympics. It should be used for informational communications produced by Special Olympics. It currently comes in a range of languages: Latin (Western), Greek and Cyrillic. Arabic and Hebrew versions of Ubuntu are under development at the time of writing these guidelines.

Ubuntu has been chosen for its clarity and accessibility both in print and on screen. It is available in a range of weights and styles.

Ubuntu is available as a free Mac or PC download at font.ubuntu.com

If using Ubuntu typefaces within Microsoft Office documents (Word/Powerpoint) please note that these documents should only be shared with third parties or members of the public in PDF format. Otherwise, Arial should be used in place of Ubuntu. Arial is available as standard on all PC and Mac computers.

Ubuntu: Latin
Abcdefghijklmno
Light12345
Regular67890
Medium!@£$%^&
Bold¡€#¢§ˆ¶¨

Ubuntu: Greek
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞ
αβγδεζηθικλμνξοπρ

Ubuntu: Cyrillic
АБВГДЕЖЗИЙКЛ
абвгдёжзйклмн
Visual identity

Typography
Readability of informational text

Good design can improve the readability and access of our documents such as guides, reports and newsletters. The following suggestions will assist you in ensuring that our documents are easy to read and use.

Layout
Break up the text into short paragraphs and bullet points so that it’s easy to skim (no “wall of words” to discourage your readers).
Keep the layout simple and uncluttered, with plenty of margin and white space (blank areas that give the eyes a chance to rest).
Left justify the text to make it easier to read. Readers sometimes overlook titles that are centered.

Font Size and Type
Make the text large enough for easy reading and use the Ubuntu font for all informational texts.
Use bold type to highlight important words and phrases.
The next page provides some suggested sizes of type to use. Please note that the ideal size of the type is relative to the width of the column of type.

Font Color and Contrast
Maintain high contrast between the text and background. Black text on a white or very light background is the most readable text.
Be cautious with colored text. Never put text in light colors such as orange or yellow against a light background.
Avoid printing text on colored backgrounds unless the background is very light (such as pale yellow). Shading the background reduces contrast and makes the text harder to read.
For ease of reading, do not put informational text on top of photos or patterned backgrounds.
Here are some standard sizes of text to be used for informational documents such as correspondence, reports and manuals. Please note that the format of the document being created will inform the ideal size to be used.

### Typography

#### Recommended text sizes

**Type size: 14pt / Line space: 21pt** / Suggested for introductory paragraphs

Special Olympics provides 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.

**Type size: 9pt / Line space: 14pt**

Body copy for smaller formats, narrow columns

Special Olympics provides 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.

**Type size: 10.5pt / Line space: 16pt**

Body copy for A4/US Letter formats, wider columns

Special Olympics provides 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.

---

This is the standard size used for text in our letters and other such correspondence.
Visual identity

Dynamic curve

The Dynamic Curve is a graphic device that can be used to give our communications a recognizable house style. The curve device also protects the mark from other graphic elements on the page giving our core identifier greater standout and recognition.

The curve is based on a perfect circle. This lets the curve reflect the shape of the Special Olympics symbol and be suggestive of a globe.

A range of pre-prepared curve artworks have been created for use across a range of standard formats.

The curve should only be recreated using a perfect circle. The curve device should be used sparingly – primarily on the front covers, posters or flyers. It does not need to be used on the inside pages of a brochure for example.
Visual identity

**Dynamic curve**

Construction of simple curves

The dynamic curve is created by dividing the space using a circle. Note how the circle is not centered on the item. This creates a more dynamic division of space. This also creates a larger space on the right side within which to place the mark.

When using the curve to position the standard mark the space is larger on the right-hand-side.

Note that the curve is based on a circle.

The curve can be used on both horizontal and vertical formats.

Note how the curve is biased to one side creating a more dynamic shape.
Visual identity

**Dynamic curve**
Simple or layered curves

**Simple Curve**
The most basic form of dynamic curve can be created using the single curve of a perfect circle and using flat color.

**Layered Curve**
More complex layered versions of the dynamic curve can also be created using multiple curves as illustrated on the far right.

---

**Simple Curve**
Single arc, flat color

**Layered Curve**
Three arcs, graduated color

Center arc is created using a perfect circle
Visual identity

Dynamic curve
Construction of layered curves

When creating a layered curve create the central curve using a perfect circle.

As illustrated the two tonal areas above and below are created by scaling the curve vertically to create a deeper curve above and shallower curve below.

As illustrated the edge curve [1] is filled with a light (or overprinting) gradient. The second curve [2] is filled with a solid color from the light range of the color palette. The third curve is filled with the same color graduating to a darker version of itself.

There are three tonal areas within the layered curve:

- **Area 1** uses a graduation of a light color (such as biscuit) to white.
- **Areas 2** uses a light color from the color palette.
- **Area 3** uses the same color within a gradient to a darker version of itself. This creates a recognizable difference between area 2 and 3.
Visual identity

Dynamic curve
Positioning the mark

The dynamic curve is as a device to house and protect the mark.

Note that in sign application for items such as vertical signs the mark can become the dominant element of the layout with the curve providing an embellishment where required.
Artworks for the curve have been created in a range of standard formats and colors. These can be combined with the mark to easily and effectively brand print items.

Each format and version is supplied without the mark. These can be added during the creation of the final item artwork. PNG and EPS files of the marks have been created with transparent backgrounds facilitating the overlaying of the mark onto the curve. A white frame has been included within the design to facilitate desk-top printing.

Alternative color options can be created, as appropriate, by local designers using the secondary color palette. This will require adaptation of master artworks within Adobe Illustrator.
Many styles of photographs can be used for Special Olympics communications. These images can be used to educate, explain, raise awareness, illustrate need, evoke emotions, foster values or create empathy.

With all of these options it is important to remember that photographs are never used in isolation. 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 branded with the Special Olympics Mark.

Try to caption photographs with the names of the athletes involved and some context about their specific story.
1 Only use original artwork and standard colors
Use only official master artwork files. Do not photocopy, scan or attempt to re-draw your own version of the mark. **Color references:** When printing the mark in spot color the symbol is printed in Special Olympics Red (Pantone® 186) and the type in printed in Special Olympics Grey (Pantone® 418) or Black.

The EPS file format is used by professional designers and can be scaled to large sizes without losing quality.

The PNG file format is only for office use within Microsoft Word or Microsoft Powerpoint applications.

2 Position the mark correctly
The standard position of the mark for print is in either the top right or bottom right corner. The symbol should sit equidistant from the nearest document edges. Consider the position of the mark relative to other elements and document edges and select the optimum lock-up option to suit.

Standard position for the mark on printed items is top-right or bottom-right.

3 Give the mark room to breathe
Leave sufficient space around the mark so that it can be clearly recognized and is not encroached upon 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 Place the mark on an appropriate 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 of the mark make sure to use a low contrast background and make sure there is appropriate contrast between the mark color and the background color.
Where possible place the mark on the dynamic curve device to insulate it from the other items on the page and to make it stand-out.
Accredited Program mark application
Quick guide

1. **Only use original artwork and standard colors**
   Use only official master artwork files. Do not photocopy, scan or attempt to re-draw your own version of the mark. **Color references:** When printing the mark in spot color the symbol is printed in Special Olympics Red (Pantone® 186) and the type in printed in Special Olympics Grey (Pantone® 418) or Black.

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**EPS file format** is used by professional designers and can be scaled to large sizes without losing quality.

**PNG file format** is only for office use within Microsoft Word or Microsoft Powerpoint applications.
Brand in action

This section shows you all the elements of the identity brought together. When looking at the various examples please consider the context in which each one might be applied. These visuals offer a visual prompt to the generation of new communications and should not be viewed as a definitive presentation of what is possible.
The standard stationery items are:

1. Letterhead (A4/US Letter)
   Print artwork: Adobe InDesign Template
2. Business Card
   Print artwork: Adobe InDesign Template
3. A5 Note
   Print artwork: Adobe InDesign Template
4. Envelope
   Print artwork: Adobe InDesign Template
5. Presentation
   MS Powerpoint Template

Recommended print stocks
Bright white wove (not overtly textured, with smooth grains) uncoated paper and card stocks should be used for printing stationery. Recommended stocks include:

- **Strathmore** Writing Ultimate White
  Paper: 70lb or 100g / Card: 120lb or 300g

- **Environment** White Smooth by Neenah Paper
  Paper: 70 text (104g) / Card: 100 cover (270g)

- **Options** PC White Vellum by Mohawk Fine Papers
  Paper: 70 text (104g) / Card: 100 cover (270g)

These recommendations are FSC certified papers, ensuring the paper is responsibly sourced.
Brand in action

Letterhead

US Letter specifications

Format: US Letter (8.5” x 11”)
Printed two color on White Uncoated Stock:
SO Grey (Pantone 418) / SO Red (Pantone 186)
Left margin (Body text) 22mm
Right margin 22mm
Top margin 42mm
Bottom margin (body text) 28mm

1. Mark is positioned 13mm from both the top and right edges
2. Single line version of appropriate mark, 18.5mm
3. Standard text size is 10.5pt Ubuntu Light on 16pt line spacing
4. 8pt on 11pt line spacing
Name: Ubuntu Bold, SO Red
Address: Ubuntu Regular, SO Grey
Channels highlighted in bold as illustrated
5. Directors and support information (if required) and accreditation (mandatory)
set in 6pt Ubuntu on 9pt line spacing

Mandatory accreditation text should read:
Created by the Joseph P. Kennedy Jr. Foundation.
Authorized and accredited by Special Olympics, Inc for the benefit of persons with intellectual disabilities.

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. It has survived not only the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using ‘Content here, content here’, making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, evolved over the years, sometimes by accident, sometimes on purpose.

Re: Team Sponsorship
March 26th, 2012

Dear Jane,

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Sincerely,

Anne Other
Vice President, Marketing
AnneOther@SONJ.org

$special_olympics_new_jersey

Special Olympics New Jersey
3 Princess Road, Lawrenceville, NJ 08648, USA
Tel +1 609 896 8000 Fax +1 609 896 8040
Email info@SONJ.org Twitter @SONewJersey

Registered Charity or any additional legal information should be placed here.

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, A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other.

Joseph P. Kennedy Jr Foundation. Authorized and accredited by Special Olympics, Inc for the benefit of persons with intellectual disabilities.
Re: Team Sponsorship
March 26th, 2012

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Sincerely,

Anne Other
Vice President, Marketing
AnneOther@ProgramURL.org

Tel +321 321 4321 Fax +321 321 4312

Directors: A.N. Other (Chairperson), 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 should be placed here.

Created by the Joseph P. Kennedy Jr Foundation, authorized and accredited by Special Olympics, Inc for the benefit of persons with intellectual disabilities.
When letterheads are required for sub-programs they can be recognized as illustrated.

1. **Sub-program name** is set in 10.5pt Ubuntu Regular, SO Red. 
   Note that the sub-program name aligns with the baseline of the Special Olympics logotype and the left margin of the body text.

2. **Address** should be for the sub-program if appropriate. Do not use multiple addresses on the letterhead. 
   Note also how the directors are not included on the sub-program letterhead. The accreditation line should still be used.

---

**Blackrock County**

Ms Jane Smith  
1024 Commonwealth Avenue  
Alston  
MA 10246

Re: Team Sponsorship  
March 26th, 2012

Dear Jane,

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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Sincerely,

Anne Other  
Co-ordinator, Blackrock County, Special Olympics New Jersey  
AnneOther@SONJ.org

Special Olympics New Jersey  
17 Granville Avenue, Kirstanton, NJ 08649, USA  
Tel +1 609 896 8000  
Fax +1 609 896 8040  
Email blackrockcounty@SONJ.org  
Twitter @SONewJersey  
www.SONJ.org  
Created by the Joseph P Kennedy Jr Foundation. Authorized and accredited by Special Olympics, Inc. for the benefit of persons with intellectual disabilities.
When letterheads are required for specific regions they can be recognized as illustrated.

1. Region name is set in 10.5pt Ubuntu Regular, SO Red. Note that the region name aligns with the baseline of the Special Olympics logotype and the left margin of the body text.

2. Address should be for the region if appropriate. Do not use multiple addresses on the letterhead. Note also how the directors are not included on the region letterhead. The accreditation line should still be used.

Letterhead
Regions

Europe

Ms Jane Smith
1024 Commonwealth Avenue
Alston
MA 10246

Re: Team Sponsorship
March 26th, 2012

Dear Jane,

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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using ‘Content here, content here’, making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for ‘Lorem ipsum’ will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose.

Sincerely,

Anne Other
Vice President, Marketing
AnneOther@ProgramURL.org

www.ProgramURL.org
Email info@ProgramURL.org
Twitter @ProgramTwitter

Created by the Joseph P Kennedy Jr Foundation. Authorized and accredited by Special Olympics, Inc. for the benefit of persons with intellectual disabilities.
Email signature

1. Email signature is set in 9pt Arial on 12pt line spacing. (Ubuntu is not used within the email correspondence). All type is set in SO Grey (RGB: 99/99/89)

2. Five bold periods (full stops) are set above the name of signatory to create a short line. Name is set in Arial bold. Color: black (RGB: 0/0/0)

3. Signatory’s title is set in Arial Italic.

4. Five bold periods (full stops) are set in SO Red (RGB: 255/0/0) above the name of signatory to create a short line. Special Olympics Program Name is set in Arial bold. Color: SO Red (RGB: 255/0/0).

Note that the Accredited Program Name should not be used for International communications.

5. Use Arial Bold for the labels within the contact information.

6. Accreditation text or other credits or disclaimers should be set in Arial Italic.

Serena R. Boykin
Online Media and Graphic Designer

Special Olympics Program Name
Address Line 1, Address line 2
County, City, Zipcode, Country

Tel +XX 123 123 1234
Fax +XX 123 123 1234
Mobile +XX 123 123 1234
Email PersonsName@SpecialOlympicsAP.org
Skype: PersonsName
Twitter: @SpecialOlympics

www.SpecialOlympics.org

Created by the Joseph P. Kennedy Jr. Foundation. Authorized and accredited by Special Olympics, Inc for the benefit of persons with intellectual disabilities.
Email signature with Graphics

Signatures should be formatted in a consistent way at the end of all emails. Designed graphics are available to be added to a signature.

1. Email signature is set in 9pt Arial on 12pt line spacing. (Ubuntu is not used within the email correspondence). All type is set in SO Grey (RGB: 99/99/89)

2. Five bold periods (full stops) are set above the name of signatory to create a short line. Name is set in Arial bold. Color: black (RGB: 0/0/0)

3. Signatory’s title is set in Arial Italic.

4. Five bold periods (full stops) are set in SO Red (RGB: 255/0/0) above the name of signatory to create a short line. Special Olympics Program Name is set in Arial bold. Color: SO Red (RGB: 255/0/0).

Note that the Accredited Program Name should not be used for International communications.

5. Use Arial Bold for the labels within the contact information.

6. Designed graphics that celebrate a movement wide landmark.

---

**Serena R. Boykin**  
*Online Media and Graphic Designer*

**Special Olympics Program Name**  
Address Line 1, Address Line 2  
County, City, Zipcode, Country

**Tel** +XX 123 123 1234  
**Fax** +XX 123 123 1234  
**Mobile** +XX 123 123 1234  
**Email** Name@SpecialOlympicsAP.org  
**Skype:** PersonsName  
**Twitter:** @SpecialOlympics

--------

**www.SpecialOlympics.org**

LET ME WIN.  
But if I cannot win, let me be brave in the attempt  
*Special Olympics Athlete Oath*
**International business card**

**Specifications for front**

- **Format**: 54mm x 85mm
- **Printed two color on White Uncoated Card**:
  - SO Grey (Pantone 418)
  - SO Red (Pantone 186)

1. Mark is positioned 3.5mm from both the top and right edges
2. Single line version of mark 13.5mm in height
3. Margin: 4.5mm
4. 8.5pt Ubuntu Bold, 10pt line spacing
5. 7pt Ubuntu Italic
6. 7pt Ubuntu on 10pt line spacing
   - Address: Ubuntu Regular, SO Grey
   - Channels highlighted in bold as illustrated ([See note on larger type size.](#))

**For bilingual cards** the reverse of the card should be created in the second language as per the front.

**Example of card with maximum content**

- **Standard size text** – 7pt / 10pt for contact information
- **Larger text option** – 8.5pt / 11pt for all information

**NOTE:** The business card template has been designed to accommodate the maximum amount of information and contact points required. However in situations where less information is required on the card a larger size font can be used.

---

<table>
<thead>
<tr>
<th>Firstname Surname</th>
<th>Job Title / Appropriate Location Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>James Olsen</td>
<td>Football and Unified Sports Manager</td>
</tr>
<tr>
<td></td>
<td>Special Olympics</td>
</tr>
<tr>
<td></td>
<td>First Line of Address, Town/County, XX 01234, Country</td>
</tr>
<tr>
<td></td>
<td>Tel +1 321 321 4321 Fax +1 321 321 4322 Mobile +1 0 4321 123456</td>
</tr>
<tr>
<td></td>
<td>Email <a href="mailto:First.Second@SpecialOlympics.org">First.Second@SpecialOlympics.org</a> Skype @PersonsName Twitter @specialolympics Facebook SpecialOlympics <a href="http://www.SpecialOlympics.com">www.SpecialOlympics.com</a></td>
</tr>
</tbody>
</table>

---

<table>
<thead>
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<th>Firstname Surname</th>
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</tr>
<tr>
<td></td>
<td>First Line of Address, Town/County, XX 01234, Country</td>
</tr>
<tr>
<td></td>
<td>Tel +1 321 321 4321 Fax +1 321 321 4322 Mobile +1 0 4321 123456</td>
</tr>
<tr>
<td></td>
<td>Email <a href="mailto:First.Second@SpecialOlympics.org">First.Second@SpecialOlympics.org</a> <a href="http://www.SpecialOlympics.org">www.SpecialOlympics.org</a></td>
</tr>
</tbody>
</table>
Accredited Program business card
Specifications for front

Example of card with maximum content

The card-holder’s name and job title are in a consistent position
The Program Name and the address and contact information builds up from the bottom line. This design accommodates up to a maximum of six lines of information

NOTE: The business card template has been designed to accommodate the maximum amount of information and contact points required. However in situations where less information is required on the card a larger size font can be used.

For bilingual cards the reverse of the card should be created in the second language as per the front.
Brand in action

Business card
Specifications for reverse

1. The Special Olympics Athlete Oath

2. The Special Olympics Brand Promise (This may be signed off with your Program’s own website address).

3. The Special Olympics Mission (This offers the most explicit description of the movement and may be preferable in territories where awareness of Special Olympics is low).

4. Tagline (If your program or region uses a specific tagline this may be used in this option and may be signed off with your program’s specific Special Olympics website address).

Master Artwork for Business Cards is available.

Let me win. But if I cannot win, let me be brave in the attempt.

Special Olympics Athlete Oath

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

Special Olympics provides 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. SpecialOlympics.org

Revealing the champion in all of us. SpecialOlympics.org
Brand in action

Note
A5 pre-printed note

Format: A5 (148mm x 210mm)
Printed two color on White Uncoated Stock:
SO Grey (Pantone 418) / SO Red (Pantone 186)

1 Mark is positioned ±8mm from both the top and right edges.
2 Single line version of appropriate mark, 16mm in height.
3 8pt on 11pt line spacing
   Name: Ubuntu Bold, SO Red
   Address: Ubuntu Regular, SO Grey
   Channels highlighted in bold as illustrated.
4 Gradient of Special Olympics grey is used to suggest curve device.

Note that for International communications the International mark should be used instead of the Accredited Program mark.

This item is generally used for hand-written informal notes. See note on paper stocks.
For all sizes of envelopes the same construction is used with the branding and address being positioned in the top left corner as illustrated here.

1. Two line version of mark: 13mm in height. Please note that in envelope application the symbol is used to the left of the logotype.
2. The symbol is positioned 10mm in from the top and left edge of the envelope.
3. A 0.5pt line in Special Olympics Grey is used to separate the mark and the address. It should be at ±5mm to the right of the mark.
4. The address is set in 8pt Ubuntu on 11pt line spacing.
5. For longer addresses the address can be set across two or three lines.

Note that for International communications the International mark should be used instead of the Accredited Program mark.
Microsoft PowerPoint is used to create presentations. A template has been created in the Special Olympics visual identity. To localize the template for your program, please follow the following steps.

1. Open the Slide Master page (View > Master > Slide Master) and replace ‘Program Name’ text with the name of the Accredited Program, alternatively use the International version of the presentation.

2. In the footer of the white body pages replace ‘Program Name’ with the name of the Accredited Program or remove if not needed.

3. Where possible include images to tell your story. A picture paints a thousand words. Use the template to drop in full images.

4. Punctuate your longer presentations with chapter slides.

5. Use simple strong messages to make a point.

Save your presentation as a PDF in order to share your presentation with third-parties.
As an organization active in the area of sports and events, banners, backdrops, and flags are an important application of our brand. There are many formats, but as illustrated here, they can be accommodated within our identity system.

Some examples:

1. Variety of horizontal banners with core branding elements only
2. Vertical banner with core branding elements only
3. Vertical banner with image
4. Double-sided flag. Note modification of artwork on reverse to ensure alignment between both sides
5. Variety of horizontal banners with single sponsor branding
6. Square banner with multiple partners—note white background facilitates easy application of multiple third-party marks
7. Sample event banner

Note that for International banners, the International mark should be used instead of the Accredited Program mark.
Artworks are supplied in Adobe Illustrator and can be adapted for a specific program.

1. Replace ‘Program Name’ text with the name of the Accredited Program in Ubuntu Italic.

2. The remaining part of the banner can be used to contain additional information. This could include:
   - The program’s web address
   - Sponsor or partner logos
   - Photograph of Special Olympics athletes or activities.

3. When using photographs within Option A the photograph should be marked within the main curve element as illustrated.

4. As required the banner format can be reduced or extended to suit the required proportions or content.

Note that for International banners the International mark should be used instead of the Accredited Program mark.
Artworks are supplied in Adobe Illustrator and can be adapted for a specific program.

1. Replace ‘Program Name’ text with the name of the Accredited Program in Ubuntu Italic.
2. The remaining part of the banner can be used to contain additional information. This could include:
   - The program’s web address
   - Sponsor or partner logos
   - Photograph of Special Olympics athletes or activities
3. As required the banner format can be reduced or extended to suit the required proportions or content.

Note that for International banners the International mark should be used instead of the Accredited Program mark.
Artworks are supplied in Adobe Illustrator and can be adapted for specific program. Note how the lock-up for the mark is reversed to ensure that the symbol aligns on the front and reverse of the flag.

1. Replace ‘Program Name’ text with the name of the Accredited Program in Ubuntu Italic.

If required the proportion of the flag can be adapted. This artwork has been created at a ratio of 2:3.

Note that for International flags the International mark should be used instead of the Accredited Program mark.
These two examples of a press folder illustrate different approaches to branding such an item.

1. Option A uses only the core graphic elements of the identity. By using the mark as large as possible on the cover, it makes the identity visible in photographs of participants holding the folder.

2. The inside of this option is graphic only and can include an introductory text or mission statement for Special Olympics.

3. Option B illustrates the use of an image on the cover. Use a single strong image for maximum impact. The curve device does not need to be used on the back cover.

4. The inside of this option uses photography to illustrate what Special Olympics does. Try to use good quality images from your program and remember to caption them in a way that tells a story about the athlete featured in the photograph.

Note that for International communications the International mark should be used instead of the Accredited Program mark.

Option A
Two color
Graphic Only.

Option B
Full color
Includes photographic images throughout.
When designing your newsletter consider how it will be produced and how much content needs to be accommodated.

1. Short newsletter masthead has been designed without bleed so it can be printed on a desk-top printer.
2. Professionally produced newsletters can use full bleed images and graphics.
3. Program Mark appears in the top right corner in a version that suits the masthead content.
4. Note how the secondary color palette can be used within the newsletter to highlight content and add local flavor.
5. When placing text over images be sure to use a low-contrast area of the image to ensure readability.
6. Recognize sponsors and partners appropriately but remember that in our own publications Special Olympics is always the dominant brand and should be separate from partners.

**Newsletters**

**Localising newsletters**

- **Short Newsletter: 1 – 4 pages**
  - For newsletters that are single page or up to four pages a text based cover is generally used. Unless they are professionally produced at high-volume this option is generally produced in MS Word.
  - **Team Ireland at the World Games in Athens**
  - **JANUARY 2016**
  - **Connect**
  - **HEADING**
  - **SUB HEADING: COOL HORSE**
  - **On your marks, get ready for the 4 year cycle**
  - **SPORT ONE**
  - **SPORT TWO**

- **Long Newsletter: 4+ pages**
  - For newsletters with more than four pages a full page image cover gives greater impact and creates an attractive magazine feel for your publication. This option will generally require the skills of a professional design.
Newsletters can be created in Microsoft Word using the curve device to create the masthead. Newsletters of this nature usually exist at a local or sub-program level. Notice how the sub-program is recognized in the messaging and not in the mark. The mark is used to endorse the communication as being part of the Accredited Program.

1. This masthead has been designed without bleed so it can be printed on a desk-top printer from MS Word.
2. Note how the local community or sub-program are acknowledged within the name of the newsletter and not the mark. This gives appropriate emphasis on the local community.
3. Note the use of bold sub-headings and pull-out quotes to help the reader engage with the content.
4. Local contact details are included in the footer.

Newsletters
Sub-program newsletters

Only by facing the facts and resolving to meet the challenge head-on can something be done.

In memory of Eunice Kennedy Shriver. 1921-2009, SO Founder.

FanMail
January 2016

On your marks, get ready for the 4 year cycle

On your marks, get ready for the 4 year cycle

SANTA BARBARA

FAMILIES ARE TERRIFIC!

PO Box 321 Address Line One, XX 54321 – Tel  321 321 4321  Email contactname@SOProgrameName.org

Cras at lacus sed ante dictum ultricies. Nunc vel tempor massa. Nam posuere accumsan nisl a tempus.

On your marks, get ready for the 4 year cycle

SANTA BARBARA

FAMILIES ARE TERRIFIC!

PO Box 321 Address Line One, XX 54321 – Tel  321 321 4321  Email contactname@SOProgrameName.org

Cras at lacus sed ante dictum ultricies. Nunc vel tempor massa. Nam posuere accumsan nisl a tempus.

On your marks, get ready for the 4 year cycle

SANTA BARBARA

FAMILIES ARE TERRIFIC!

PO Box 321 Address Line One, XX 54321 – Tel  321 321 4321  Email contactname@SOProgrameName.org

Cras at lacus sed ante dictum ultricies. Nunc vel tempor massa. Nam posuere accumsan nisl a tempus.
Artworks are supplied in Adobe Illustrator and can be used to generate masthead graphics in the appropriate file format.

1. The mastheads have been designed with the Program Mark positioned in the top left corner to ensure maximum visibility.

2. The background of the browser window should be biscuit coloured.

3. The body copy should sit on a white background.

4. The body copy should align with the left hand side of the Special Olympics logotype.

Note that for International communications the International mark should be used instead of the Accredited Program mark.
Report covers have been created in MS Word format and can be customized to differentiate between reports or to localise with the Accredited Program mark.

1. Image can be changed by inserting new image in the header of the title page and sending to the back.
2. Web address can be replaced in the header with the local program address.
3. Accredited Program name can be inserted in footer of title page of the appropriate MS Word template.
4. Curve device is available in red or white options. Other colors may be created using the secondary color palette but require the input of a professional designer.
5. Headline: 42pt Ubuntu Light
Subtitle: 10.5pt Ubuntu Bold
Your choice of cover can range from graphic only to half or full photography. Each option requires a different level of skill to create.

1. Typographic cover
   - Easy to read regardless of the choice of typography. Use large, bold letters for internal and informational leaflets for internal use. Simple and clean to maintain accessibility.

2. Split cover
   - This option ensures that the text is easy to read and the choice of image does not affect the readability of the text.

3. Full image cover
   - This option gives the greatest emphasis to the image but may require the assistance of a professional designer to execute correctly.

Note that for International communications the International mark should be used instead of the Accredited Program mark.

Instead of the Accredited Program mark, the International mark should be used for International communications.
Leaflets and printed information can be created in a variety of formats and our identity can be adapted to suit.

1. Format options
   Each of the cover design options can also be adapted to work across different formats from vertical to horizontal formats.

2. When using photography please take time to select an appropriate image to suit the format. Care should also be given to the manner in which the image is cropped.

3. Series using color
   Color is an effective way to create added diversity within a series of leaflets.

4. Create a dynamic curve device using gradients of color from the same hue. Colors may be selected from the secondary color palette. Note how the mark is reversed out in white when used against color.

Note that for International communications the International mark should be used instead of the Accredited Program mark.
Informational leaflets
Suggestions for internal layout

What is lorem ipsum?
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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently, with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Why do we use Lorem Ipsum?
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using ‘Content here, content here’, making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for ‘lorem ipsum’ will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (as a kind of post-modernist experiment) who use ‘Content here, content here’ for their content.

“Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC.”

Specific leaflet design will depend on the nature and purpose of the content itself, however these suggestions will assist in creating more effective layouts.

1 Information hierarchy should be obvious to your reader. Create clear distinction between headings and body text, and between different levels of headings and different levels of body text.

2 Use white space within the overall design to create space for the information to breathe.

3 If text is placed over images it should be clear and legible. Ensure this by placing tints or gradients of color behind text to reduce contrast.

4 Use a different background to distinguish a sub section with the information. This also helps to add appropriate contrast to the overall design.

5 In documents that are primarily text then use pull-out quotes to add interest to the layout or to highlight particular facts to the reader.
A poster’s primary role is to attract attention and deliver a simple clear message or idea. When designing posters keep the design simple and direct. As illustrated the specific tone is defined by the specific nature of the message or event. Note the consistent use of the mark and dynamic curve to unify the diverse expressions.

1. The use of a strong black and white image is supported by the use of bold centered typography in red and white. The tone of this poster emphasizes our courage and determination.

2. The use of a strong black and white image is supported by the use of bold centered typography in red and white. The tone of this poster is inspirational and powerful.

3. This poster uses graphic elements and color to create a fun event. It suggests a welcoming, inclusive and joyful personality.

Note that for International communications the international mark should be used instead of the Accredited Program mark.
Athlete T-shirts or uniforms used for competitions should not carry any sponsorship branding. They can be branded with the Accredited Program mark. For T-shirts created for specific Special Olympics events the event branding may be included.

1. Large application using centred lock-up. Used when no other graphic elements required. Symbol height: ±100mm / 3.9”

2. Medium sized application using horizontal lock-up. Can be used on its own or when accommodating an event title or graphic. Symbol height: ±70mm / 2.8”

3. Crest application. Can be used on team t-shirts or jerseys when team numbers are required. Symbol height: ±30mm / 1.2”

4. When using dark colored T-shirts the brand should be printed in white.

5. When using light colored T-shirts other than white the brand should be printed in black or a color that creates sufficient contrast with the T-shirt base color.

The Special Olympics logo can only be used in the approved colors - red, black, grey or white.
Brand in action

T-shirts
Lock-up for sub-programs, clubs or teams

When creating shirts for sub-programs, clubs or teams, a lock-up can be used that gives primacy to the actual team name. This acknowledges the importance of local teams within Special Olympics and facilitates the creation of distinct team identities for games within a program.

1. The name of the team has primacy on the shirt ensuring team or club recognition between competing teams. The choice of typeface and design of this element is at the discretion of the program.

2. The name of the Accredited Program to which the sub-program, team or club is affiliated is set in all capitals Ubuntu Bold as illustrated here.

3. The Special Olympics symbol is centred beneath the program name.

4. The color, typestyle or motif created for each team reflects the local identity of the club or team while clearly identifying the club or team as being within the Special Olympics Accredited Program.

The Special Olympics logo can only be used in the approved colors - red, black, grey or white.
Brand in action

**T-shirts**

Shield format for sub-programs, clubs or teams

1. Sub-program, club or team t-shirts may also be locked up into a shield format.
   - The shield can be used as illustrated at a recommended height of ±100mm / 3.9”.
   - The shield can be created in two color.
   - It can also be created in single color.

When creating shields for sub-programs, clubs or teams a variety of approaches can be taken.

2. A simple symbol or illustration that relates to the name or location.
3. A monogram in a bold robust style.
4. For sub-programs, clubs or teams that use area numbers consider giving the numbers more personality through the choice of typeface and choice of color.

Please note that club or team identities are for use on team shirts or uniforms only.
When creating volunteer T-shirts which incorporate sponsor brands, the Special Olympics Accredited Program Brand Mark should always be dominant over sponsor brands.

1. Single sided T-shirt with Special Olympics and partner brands on the front.
2. Doubled sided T-shirt with Special Olympics mark used large on the front with the partner brands on the reverse. Note the repeat of the Special Olympics brand in a dominant position on the reverse.
3. When using dark colored T-shirts the brand should be printed in white.
4. When using light colored T-shirts other than white the brand should be printed in black or a color that creates sufficient contrast with the T-shirt base color.
Brand management

Now that you understand our brand and our visual identity we need to ensure that we manage it effectively going forward. Managing a brand is like tending to a garden. It is a constant process to ensure that we retain coherency while allowing for new ideas to flourish.
Management

Check-list

Brief
When preparing a brief or creating an item of communications please consider the following:

- the specific objective you wish to achieve
- the specific audience you wish to connect with and the ideas that will resonate with them
- the context within which that connection will be made
- the feelings and thoughts you wish to evoke
- the limitations and possibilities of the proposed communications channels
- how you might leverage the personality and guiding idea of the Special Olympics brand
- what stories of individual and collective achievement, revelation, transformation or community support your objective.

Design
Before designing check that you have the following:

- a clear brief with an understanding of the specific audience and objectives
- an understanding of the visual identity building blocks and the Special Olympics house style
- necessary original mark artworks and the Ubuntu typeface for informational texts
- identified artwork and copy writing requirements
- supplied information arranged into a clear hierarchy to focus messages and ensure simple effective impact
- considered copy solutions that leverage the idea of ‘Revealing the champion in all of us’ in a manner that is appropriate to your audience and that are locally resonant.

Production
When producing artwork ensure that the following are addressed:

- original mark artwork has been used in the right color and with appropriate visibility
- the Ubuntu typeface has been used for informational texts
- headlines have been given appropriate typographic contrast and sub-headings are used as appropriate within body copy
- limited selection of colors is used from the color palette with appropriate use of the primary palette
- the dynamic curve is used effectively – and not over-used!
- all images are appropriately captioned or contextualized to tell a compelling story
- the final design is as simple and focused as possible.

Creating a piece of communications will require you to write a brief, create a design, and in many cases have the design printed or produced in some fashion.

This simple check-list provides you with the top-line considerations for each stage of the process.
Co-branding

When we partner with other organisations or sponsor brands it is important to acknowledge the co-branding relationship with the most appropriate brand hierarchy.

Please note that what is presented here is an initial guide to assist in defining and recognizing the most appropriate approach. Other facts and relationships may need to be considered.

When approaching a potential co-brand opportunity find out the following questions to identify the most appropriate option.

☐ If Special Olympics is leading and driving the activity apply option 1. If the partner is leading apply option 2.

☐ What is the name of the event? If Special Olympics is dominant in the title apply option 1. If Special Olympics does not appear in main title or is used as a suffix apply option 2.

☐ If Special Olympics is one of several equal partners apply option 2.

☐ If the co-brand opportunity takes place outside of the Sports, Health, Education or Community scenarios apply option 2.

☐ For Special Olympics associated events such as EKS Day, or campaigns such as Spread the Word, the Special Olympics mark is used as an endorsement at an equal status to other supporting organizations such as Best Buddies. In these instances apply option 2.

Option 1
Special Olympics dominant

Material produced by Special Olympics will generally be created with the Special Olympics visual identity and the partner brand being recognized in a supporting role.

When applying this option please ensure the following:

☐ The Special Olympics mark is the dominant brand either in terms of scale or position.

☐ The role of the sponsor brand within the relationship is clearly identifiable. E.g. Accreditation texts such as ‘Global Sponsor’, ‘proudly supported by’, ‘Official supplier’, etc. are used in proximity to the partner brand.

Option 2
Partner or Event dominant

Material created by Sponsors/Partners will generally be created within their own visual identity, or the identity of the co-branded opportunity. In these instances Special Olympics will usually be the beneficiary of the sponsorship and our mark is used as an endorsement.

When applying this option please ensure the following:

☐ The overall branding and theme of the event or campaign is not in conflict with the mission and ethics of Special Olympics.

☐ Ensure that the partner brand does not swamp or subsume the Special Olympics brand – especially in co-branded events.

☐ The role of Special Olympics is clearly identifiable. E.g. Accreditation texts ‘in support of’ or ‘benefiting’, etc. are used in proximity to the Special Olympics mark or within the title of the event.
Master artworks within the visual identity should use the following naming convention.

Artwork naming protocol

```
SO_VT_Mark_Hor_2c-Red.eps
```

**Special Olympics Identifier**
- Mark_
- Symbol_
- BizCrd_
- Letter_
- A4Curve_
- etc.

**ASSET**
- BizCrd_
- Letter_
- A4Curve_
- etc.

**COLOR**
- 1c-Grey
- 1c-Red
- 2c-Grey
- 2c-Blk
- BLK
- WHT

**PROGRAM**
- Intl_
- MA_
- NJ_
- NH_
- NY_
- IRL_
- GB_
- FR_
- DE_
- DK_
- etc.

**DESCRIPTOR**
- Hlth-Alth_
- Smr-Games_
- Proj-Unify_
- UnifSprt_
- etc.

**ORIENTATION**
- 1-Line_
- 2-Line_
- Center_
- Web_
- Top_
- Base_
- etc.

**FORMAT**
- .eps
- .png
- .doc
- etc.
FILE FORMATS
PNG artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft PowerPoint.
EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.
EPS Files have been created using Adobe Creative Suite 5.

TEMPLATES – OFFICE USE
These templates can be adapted for local program use using Microsoft Word or PowerPoint as appropriate.
- eLetterhead
  - A4 & US Letter MS Word files (PG 57)
- Presentation
  - MS Powerpoint (PG 67)
- Fact sheet
  - A4 & US Letter MS Word files
- Report cover
  - A4 & US Letter MS Word files (PG 76)

PROFESSIONAL USE
These files can be used and adapted by professional designers using Adobe Illustrator, InDesign or Photoshop as appropriate.
- Brand mark
  - Adobe Illustrator master artworks for full range of standard lock-ups (PG 26)
- Social media avatar
  - Adobe Photoshop (PG 37)
- Endorsement mark
  - Adobe Illustrator (PG 38)
- Unified sports mark
  - Adobe Illustrator master files in lozenge and roundel options
- Color palette
  - Adobe Illustrator EPS – used by designers for easy use of extended color palette (PG 39)
- Dynamic curve
  - Adobe Illustrator master files for standard print formats (PG 46)

Preprinted stationery:
- Adobe InDesign artwork of the following
  - Letterhead (A4 and US Letter) (PG 57)
  - Business Card (PG 62)
  - A5 Note (PG 65)
  - Envelope (PG 66)

Banners
- Adobe Illustrator master files in vertical and horizontal options (PG 69)

Flags
- Adobe Illustrator master files (PG 71)

eNewsletter masthead
- Adobe Illustrator master files (PG 75)

T-Shirts
- Adobe Illustrator master files (PG 81)

Club/Team shield
- Adobe Illustrator master files (PG 83)
Artwork—Print or production ready files.

Bleed—When a graphic extends beyond the edge of the page.

Brand benefits—These are some of the key benefits that are derived from all who engage with Special Olympics. Our benefits also describe why we do what we do.

Brand equity—Brand equity refers to the value that accrue to a brand name or identity compared with the value if the same product did not have the brand name or identity.

Brand personality—These traits inform our tone of voice and how we communicate.

Brand promise—Our promise is an encapsulation of what people can expect from our brand.

CMYK—The acronym used for a printing technique that uses the four process colors—cyan, magenta, yellow and black (CMYK).

Coated paper—Paper having a coating applied to one or both sides. These coatings produce a variety of finishes: dull, gloss, matte, etc.

Color palette—a system of designated colors that are used in conjunction with each other to achieve visual consistency.

Guiding idea—Our guiding idea is a visual representation of our brand essence that transcends language and culture and informs everything we do.

Masterbrand—The primary brand from which all sub-brand and associated brands derive their value.

Mission—Our mission describes what we do, who we do it for and the benefits of what we do.

PMS (Pantone® Matching System)—A standard color-matching system used by printers and graphic designers for inks, papers, and other materials. A PMS color is a standard color defined by percentage mixtures of different primary inks.

Pre-printed—A document that is printed in advance with certain visual elements, and made available to run through a laser printer for customization.

Primary color palette—the colors that we use to unify our communications and aid recognition.

RGB—Red, Green, Blue; The color system used for on-screen applications, including the Web.

Reverse—Objects that are white or a light color on a dark-colored background.

Secondary color palette—the colors beyond the primary color palette that are used to differentiate communications and provide appropriate expression to the visual identity.

Uncoated paper—Paper that is free of any applied coating to either side. These papers are available in a variety of colors, weights, and finishes (laid, smooth, vellum, writing).
Contacts & resources

Every single participant in the Special Olympics Movement can play a role in aligning and strengthening our brand around the world. These guidelines as well as a comprehensive suite of tools, messaging materials and templates are available for all to download from resources.SpecialOlympics.org/brand.

We encourage you to contact brand@specialolympics.org with any questions, queries or comments you may have at any stage.

Also please feel free to share any case studies and images of any successful brand campaigns or execution in your program or region.

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