

The Special Olympics Brand Model ...



ENTRY POINTS

SPORTS

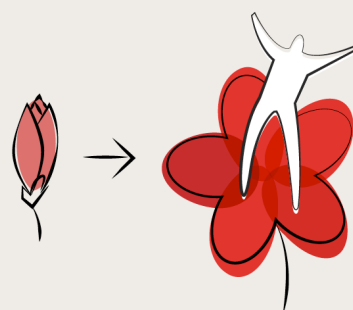
HEALTH

EDUCATION

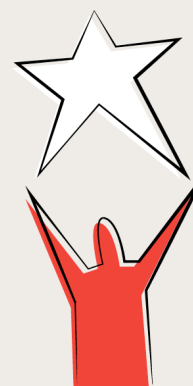
COMMUNITY

GUIDING IDEA AT THE HEART OF SPECIAL OLYMPICS

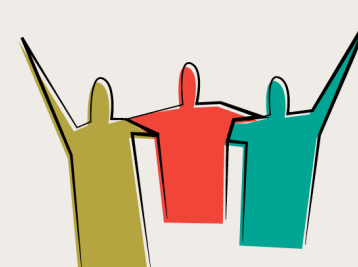
(A)



(B)



(C)



REVEALING

THE CHAMPION

IN ALL OF US

REVEAL

ACHIEVE

SHARE

PERSONALITY

INSPIRATIONAL

JOYFUL

COURAGEOUS

AUTHENTIC

DETERMINED

INCLUSIVE

MISSION

Provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

BRAND PROMISE

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

BENEFITS

- ✓ DIGNITY
- ✓ PRIDE
- ✓ JOY
- ✓ FITNESS
- ✓ EMPOWERMENT
- ✓ FRIENDSHIP
- ✓ ACCEPTANCE
- ✓ COMMUNITY
- ✓ JUSTICE