

The Special Olympics Brand Model ...



ENTRY POINTS



GUIDING IDEA AT THE HEART OF SPECIAL OLYMPICS



PERSONALITY



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