

Early Childhood Development Identity Guidelines



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Guidelines Introduction

These guidelines explain how the Special Olympics Early Childhood Development identity should be implemented.

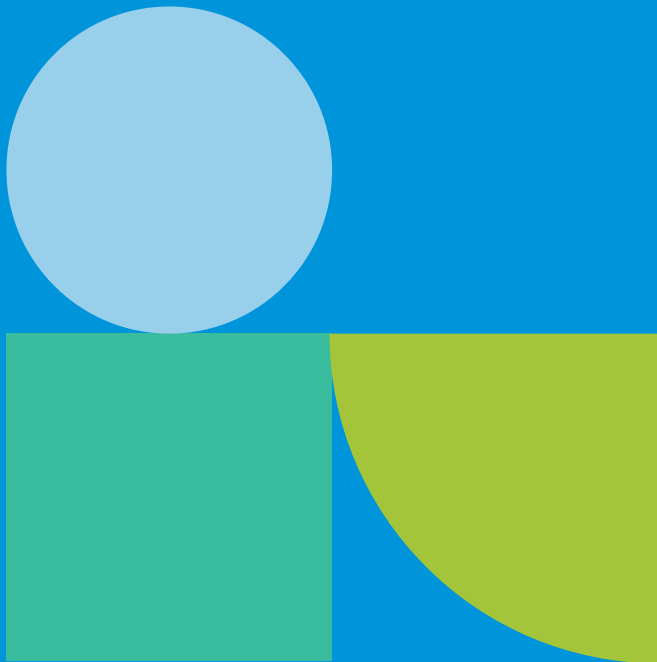
Examples of the identity in action are supplied along with guides on how to use the supplied artwork files.

The guidelines should be used in conjunction with the Special Olympics Brand Identity Guidelines to ensure we create consistent and engaging communications in line with the Special Olympics Master Brand.

Introduction

Childhood is a journey of discovery and growth, laying the foundations for everything we become.

Not every journey is the same; Progress looks different for everyone. But we know that by building stable foundations, we'll have the strength to overcome challenges and reach higher than we ever imagined.





What we do

Early Childhood Development

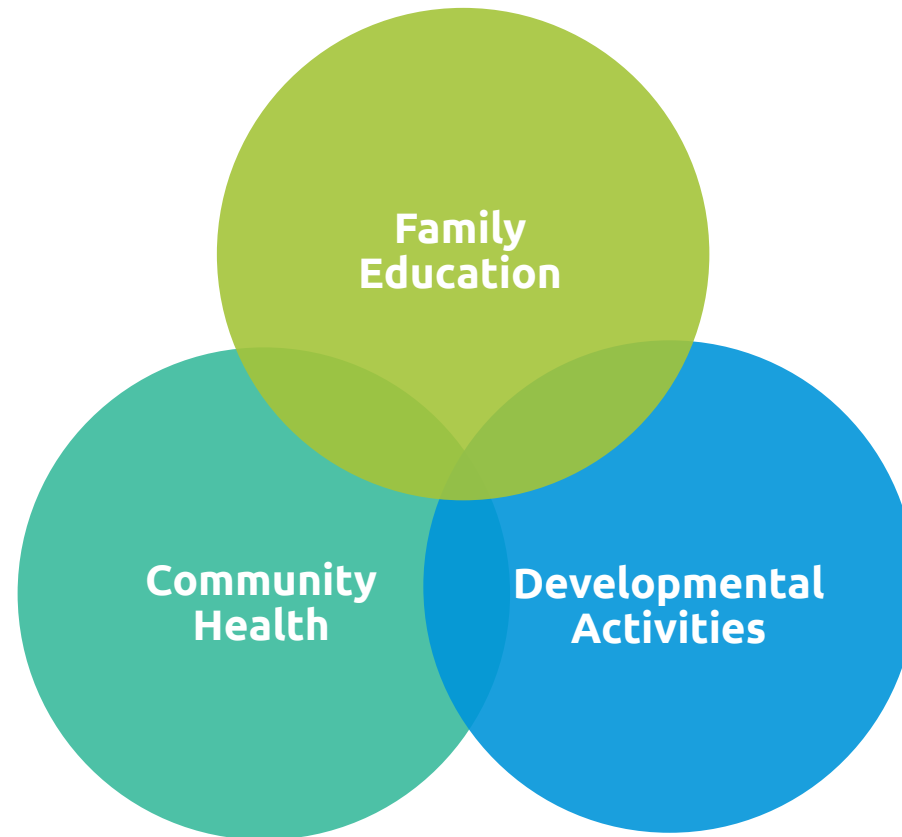
Special Olympics' Early Childhood Development programming offers a holistic approach to positively impact the development of children with intellectual and developmental disabilities from 0-7 years old, by:

- Improving developmental outcomes through motor-social play and activity.
- Providing education and resources to support parents, caregivers, and families.
- Enabling medical screening and direct connection to pediatric professionals.

By building supportive, connected and proactive communities, we help children with IDD reach their full potential.

We operate in three key areas;

Community Health, Family Education and Developmental Activities.



Special Olympics
Early Childhood Development

Visual Identity



Building Blocks

Our visual identity is built on our core building blocks. These central elements provide the framework for all visual communications.

Programmatic identifiers



Typography

Abc

Photography



Shapes and Color




Graphic scribbles



Programmatic Identifiers



Each work area has been assigned a specific color from the Special Olympics extended color palette.

 **New programs within Early Childhood Development will be assigned a color based on the area of focus.**



Programmatic Identifiers Reversing out of color



Special Olympics
Family Health Forum



Special Olympics
Healthy Start



Special Olympics
Child & Family Health



Special Olympics
Healthy Young Athletes



Special Olympics
Young Athletes

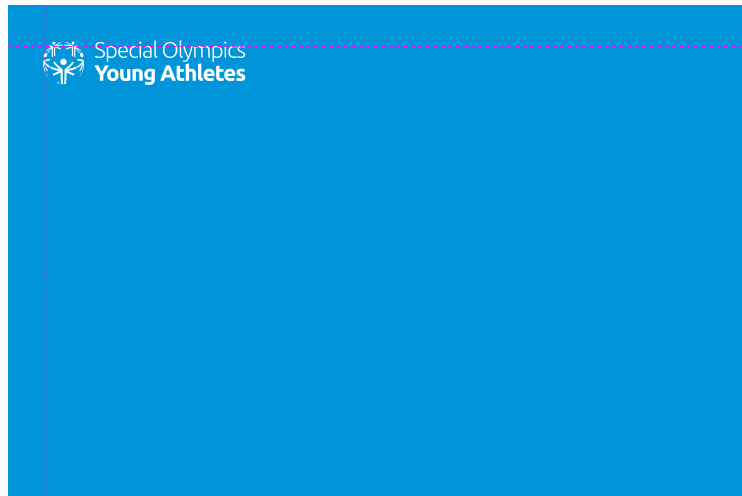
Each program title area is also available in single color white, for use when appearing against the area color.

See examples in Identity in Action section.

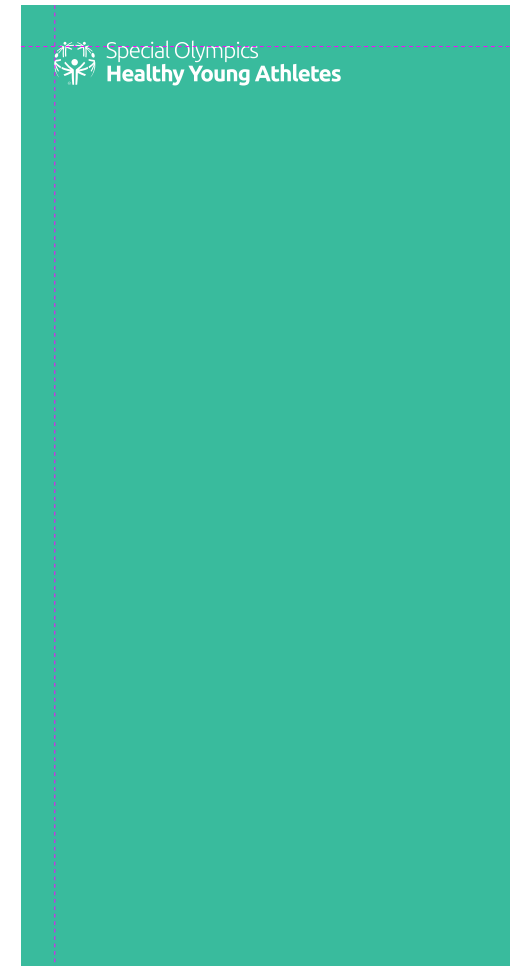
Programmatic Identifiers Positioning

The programmatic identifiers should always be positioned in the top left corner.

Landscape



Portrait

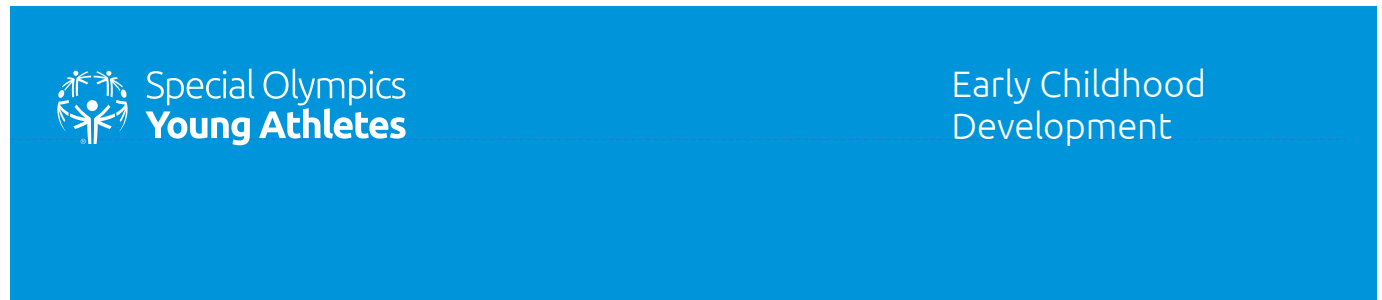


ECD Identifier

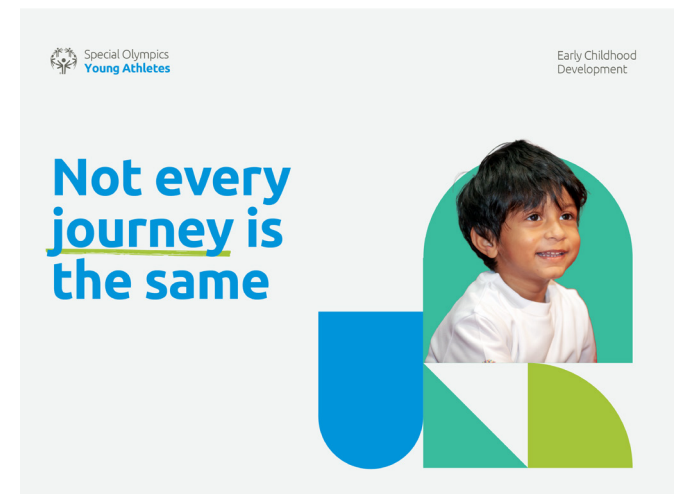
In application individual program areas can be linked back to Early Childhood Development (ECD) programme with the additional inclusion of this title alongside the programmatic identifier.

The ECD title appears at the same scale as the programmatic identifier, typeset in Ubuntu light.

It should be ranged to the right hand side of applications, so as to not interfere with the area identifier.



Application examples



Color Palette

Our palette is made up of three colors, each assigned to an area.

Each color has a range of shades, which can be used alongside the main color.

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

The SO Universal Colors Black, Grey and Biscuit can be used alongside this color palette.

Note Special Olympics Red should only be used for the Special Olympics mark.

Family Education

Green

Pantone® 367 C
Process: 16C/0M/74Y/23K
RGB: 165R/197G/52B
HEX: #A5C534

Mid Green

HEX: #B7D05C

Light Green

HEX: #C9DC85

Extra Light Green

HEX: #DCE8AE

Community Health

Turquoise

Pantone® 3262C
Process: 70C/0M/50Y/0K
RGB: 57R/187G/157B
HEX: #39BB9D

Mid Turquoise

HEX: #60C5AD

Light Turquoise

HEX: #88D3C1

Extra Light Turquoise

HEX: #AFE2D6

Developmental Activities

Blue

Pantone® Process Blue
Process: 100C/20M/0Y/0K
RGB: 0R/149G/218B
HEX: #0095DA

Mid Blue

HEX: #339FD7

Light Blue

HEX: #66B7E1

Extra Light Blue

HEX: #98CFEB

Universal

Special Olympics Red

Pantone® 186C
Process: 0C/100M/100Y/0K
RGB: 255R/0G/0B
HEX: #ED1C24

Special Olympics Black

Pantone® 7547 C
Process: 100C/8M/0Y/85K
RGB: 0R/36G/39B
HEX: #002427

Special Olympics Grey

Pantone® 418
Process: 0c/0m/15y/75k
RGB: 99R/99G/89B
Hex: #636359

Biscuit

Pantone® Warm Grey 1
Process: 0c/0m/8y/8k
RGB: 236R/234G/219B
Hex: #ECEADB

Color Combinations

Color combinations are based on the assigned colors.

Lead with the key color for each area, with other colors working in support.

Family Education

- Family Health Forum
- Healthy Start

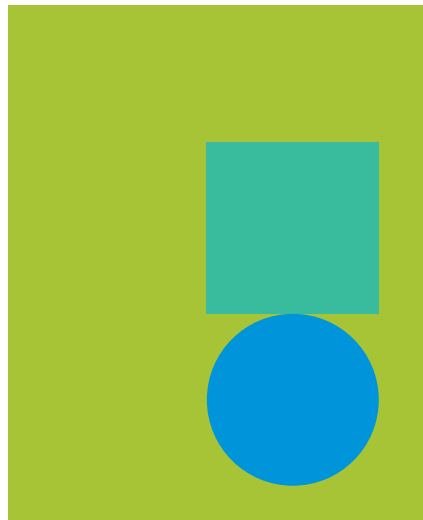
Community Health

- Child and Family Health
- Healthy Young Athletes

Developmental Activities

- Young Athletes

Family Education



Community Health



Developmental Activities

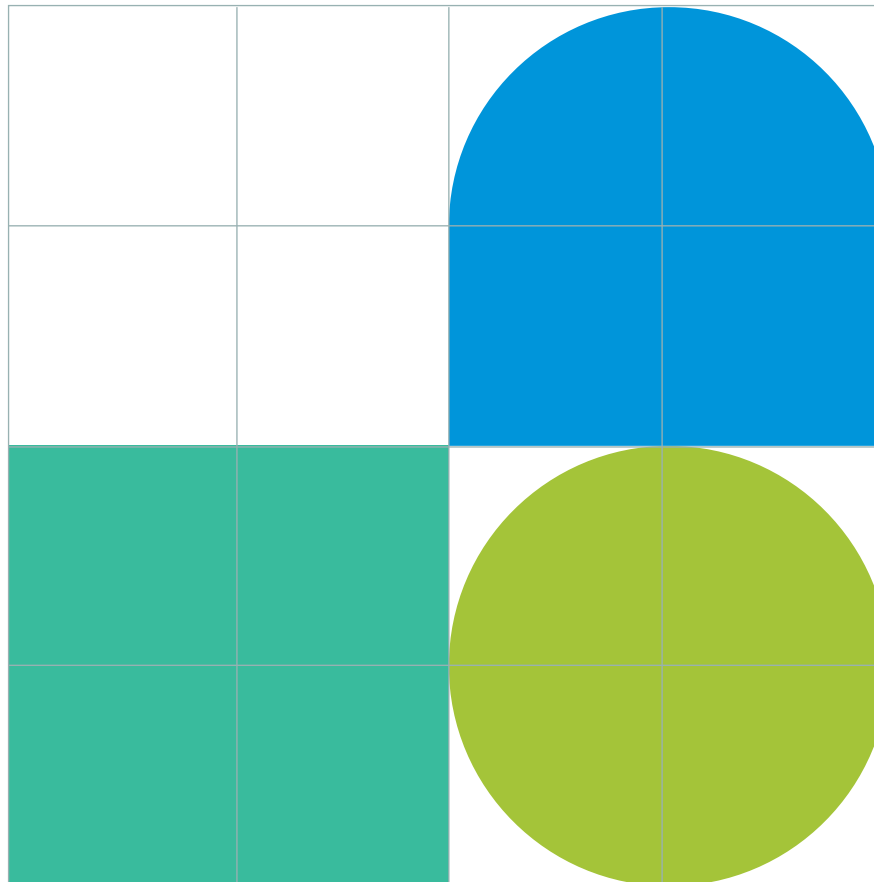


Shaping Progress

The core idea of the visual identity is built around a series of simple geometric building blocks.

These blocks can be arranged in any number of ways to create colorful and playful layouts.

Blocks can be arranged as multiples or a single large shape depending on the application.



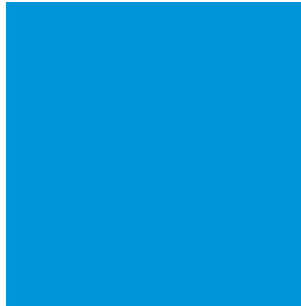
Graphic Shapes

There are six key shapes in our toolkit:

- Square
- Circle/Square
- Arc
- Circle
- Triangle (Half Square)
- Hexagon

The shapes can appear in any of our colors.

Square



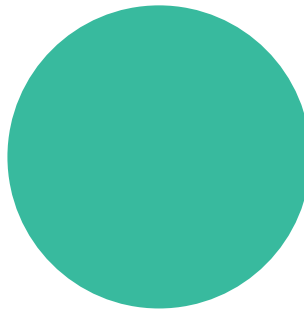
Circle / Square



Arc



Circle



Triangle (Half Square)



Hexagon

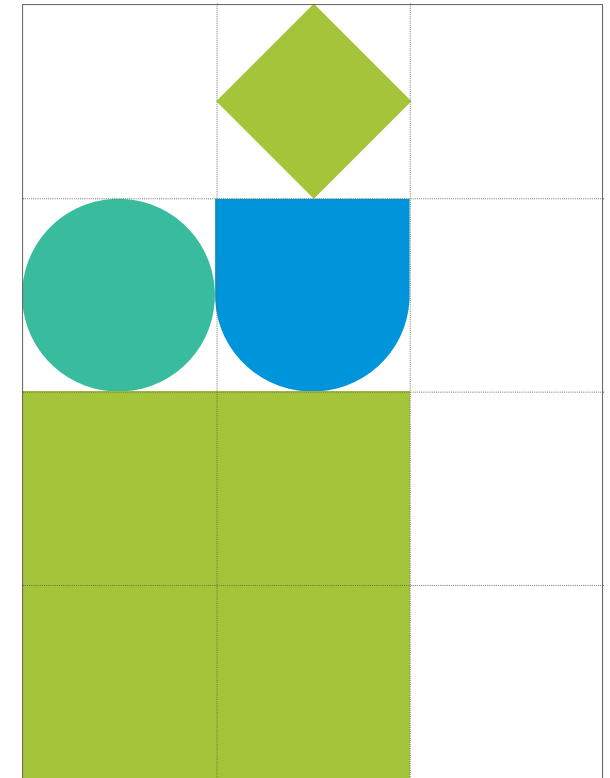
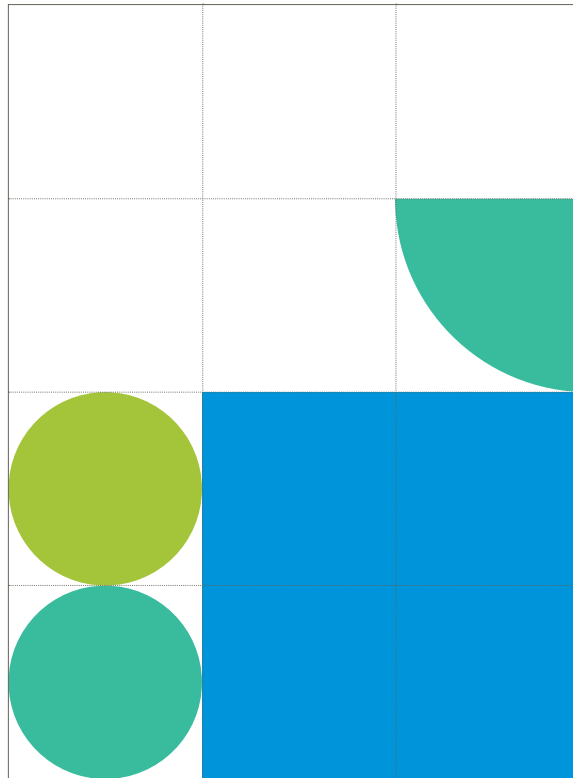


Example Arrangements

These shapes create graphic background elements that can be used across all our communications.

Shapes can be arranged proportionally to build a variety of layouts.

When building arrangements, shapes should always follow a grid structure as shown opposite — ensuring that the shapes align and relate to each other.

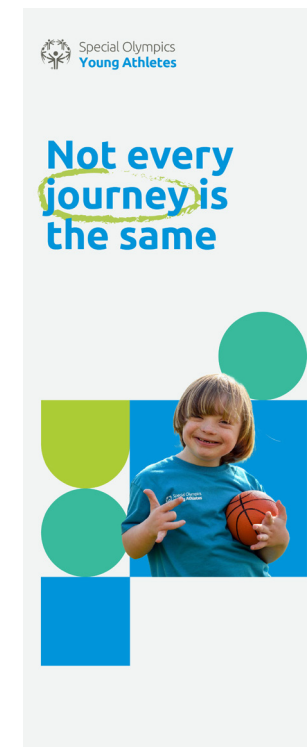


Photography

Photography focuses on young children — used in conjunction with our building block shapes.

In application images can be housed within the shape or full frame with block shapes overlayed.

Photography should feature a mix of; close-up expression, energy, action, personality & support.



Graphic Scribbles

Graphic scribbles and lines are used to emphasis certain words and phrases. These add a touch of the human hand and energy to applications.

Scribbles should be used sparingly, only 1 or 2 per application.

Example Graphic Scribbles

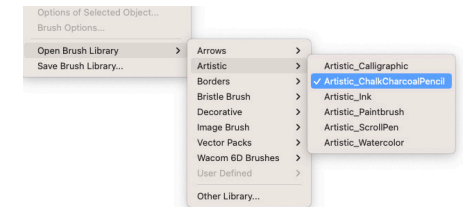


Creating Graphic scribbles

Graphic scribbles can be created with Adobe Illustrator by opening the Artistic Charcoal / Pencil brush palette.

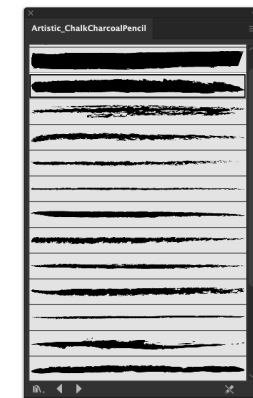
This is available under: Window > Brushes and then selecting the menu icon on top right and Open Brush Library.

By using these brushes on a stroke or outline you can create a variety of underlines or highlights.



Graphic Scribble with text title — Highlighting key words

Building bright
futures



Typography

We use **Ubuntu** — the main Special Olympics font across all communications.

All copy is written in sentence case.

Slide Title

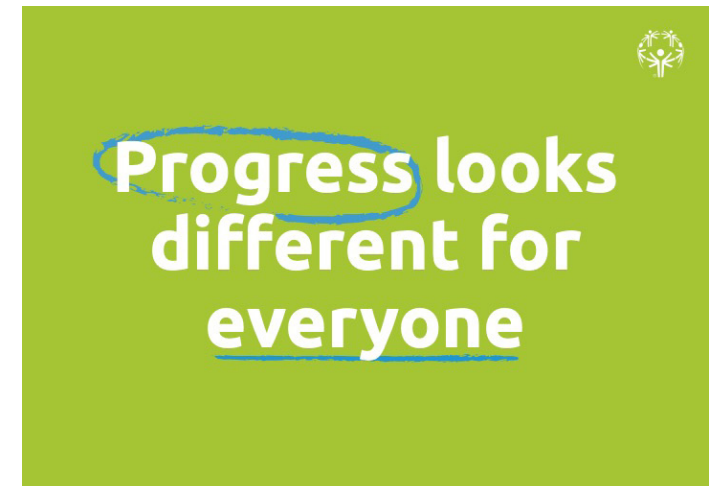


Pull-up Banner



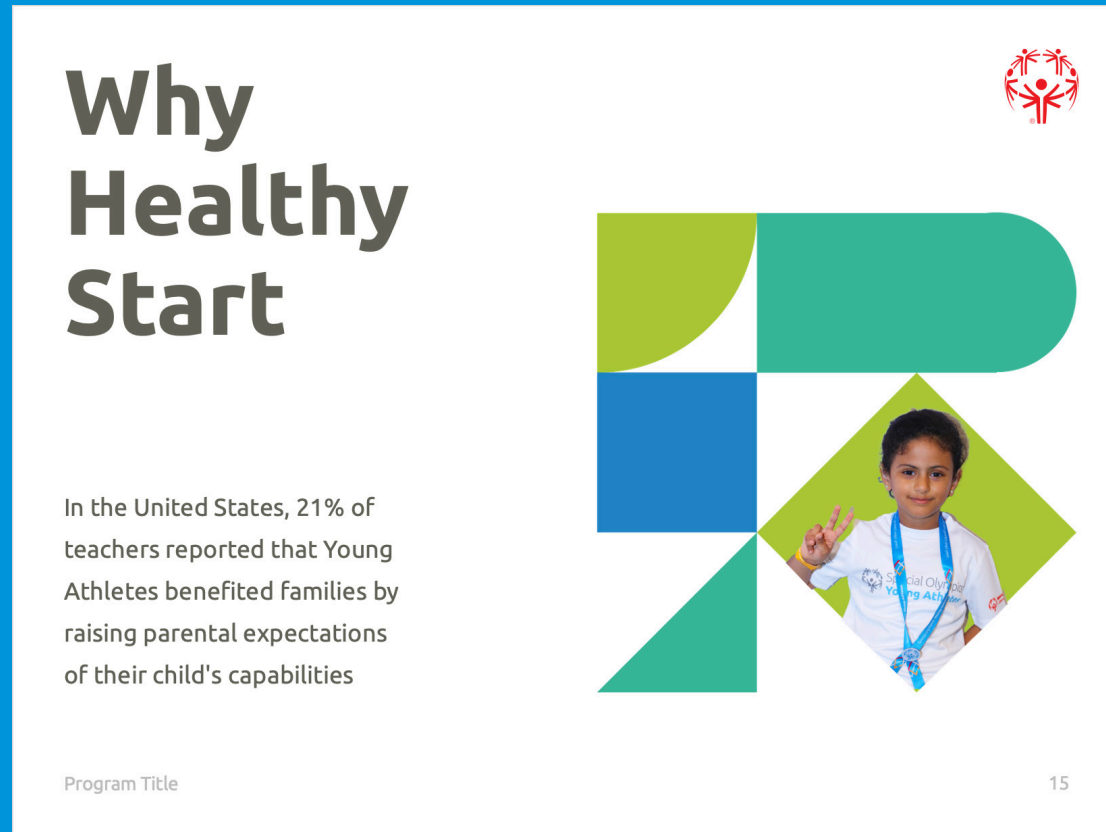
Typography

Statements



Typography

Presentation Slides



Publication Covers



Special Olympics
Early Childhood Development

Identity in action

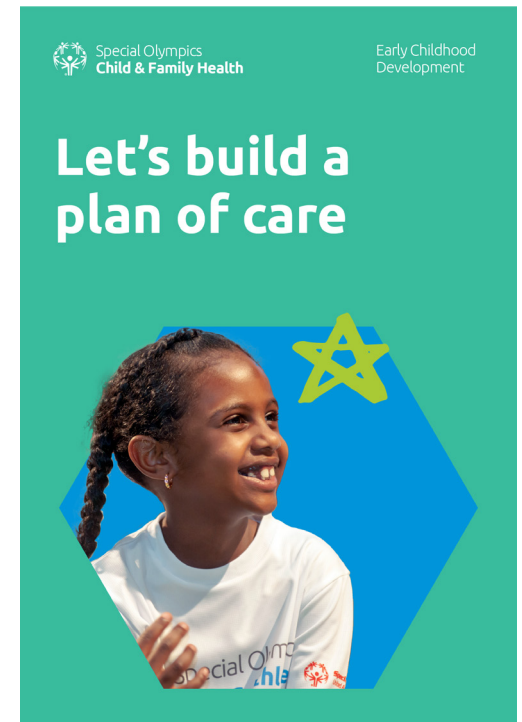
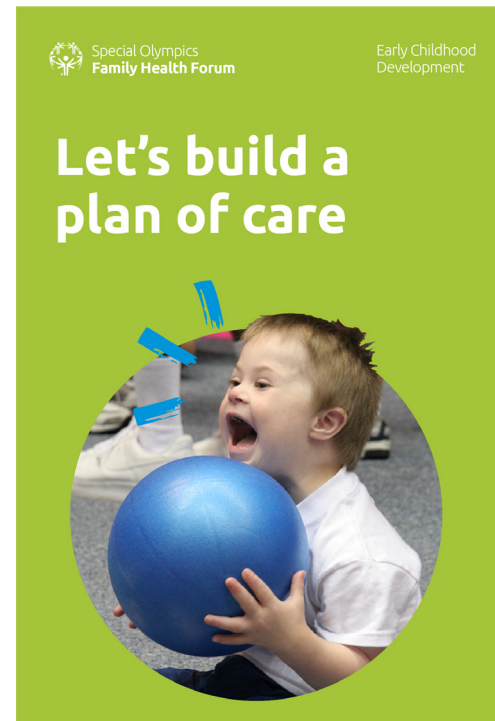


Publication Covers

Programmatic identifiers alongside Early Childhood Development identifier.



Examples showing combination of color, photography, shape and graphic scribbles.

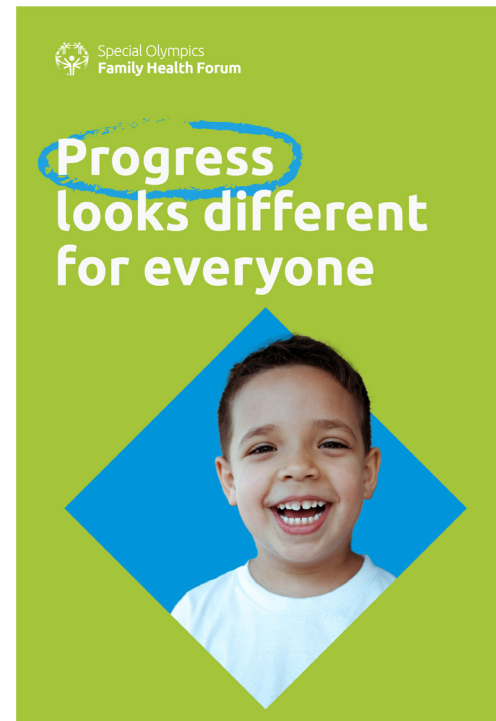
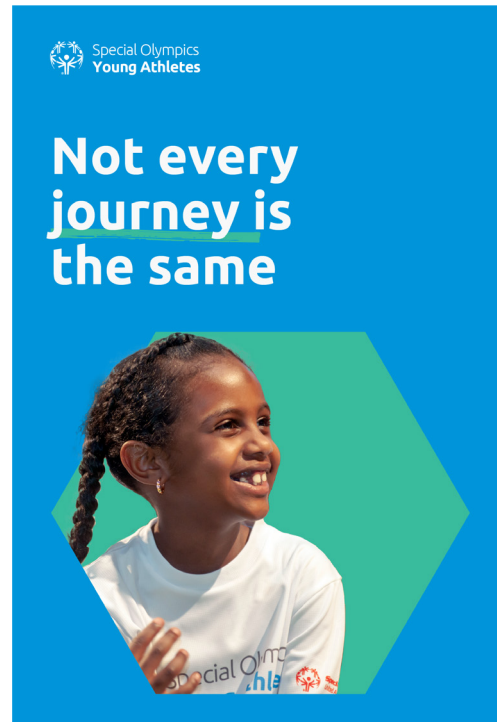


Publication Covers

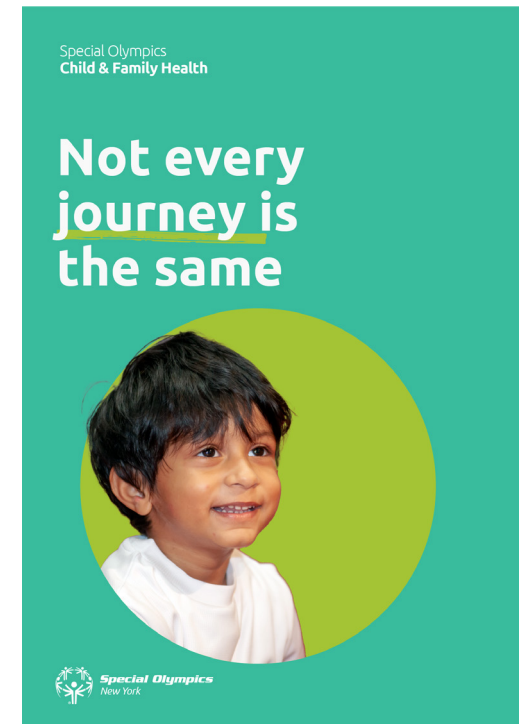
Layouts can also just use the Identifier logo without the Early Childhood identifier.



When a program identifier appears with an Accredited Program mark, the program should be identified as just a logotype. The Special Olympic mark appears with the Accredited mark.



Accredited mark option



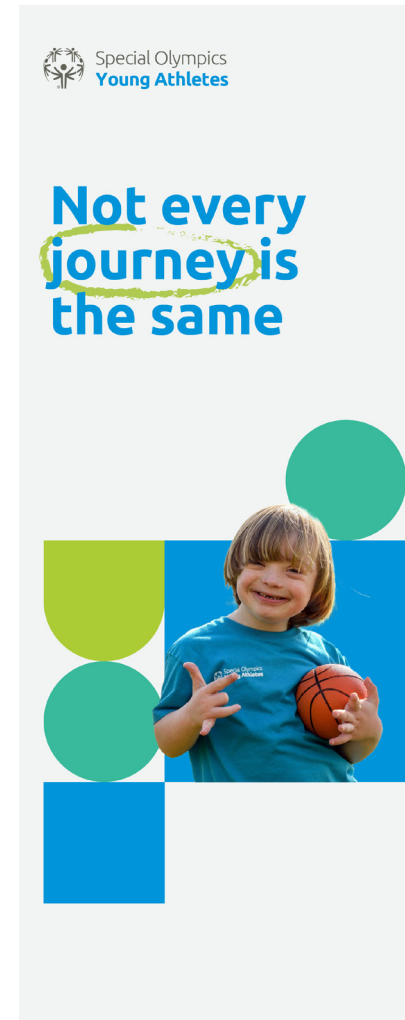
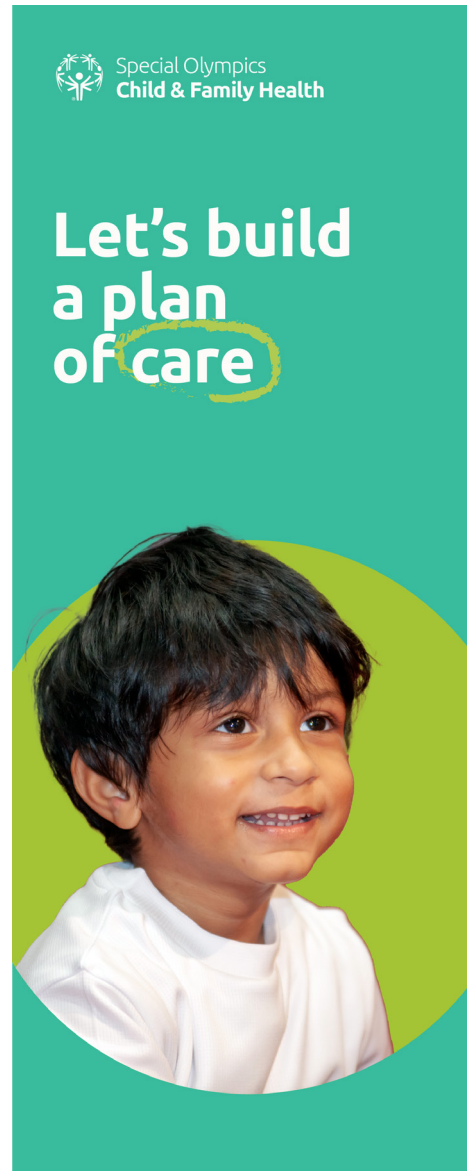
Accredited mark can appear on either left or right hand side

Pull-up Banners

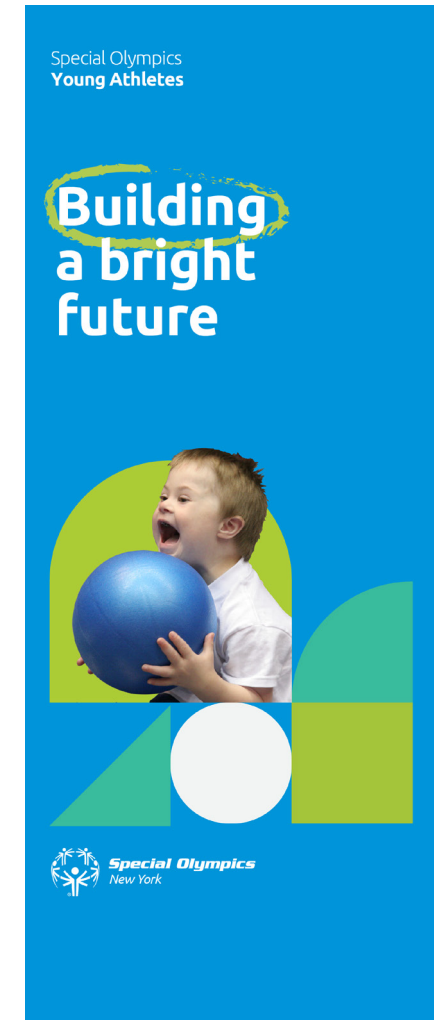
Banners can be either single shape or combination of multiple shapes to create graphic impact.



When a program identifier appears with an Accredited Program mark, the program should be identified as just a logotype. The Special Olympic mark appears with the Accredited mark.



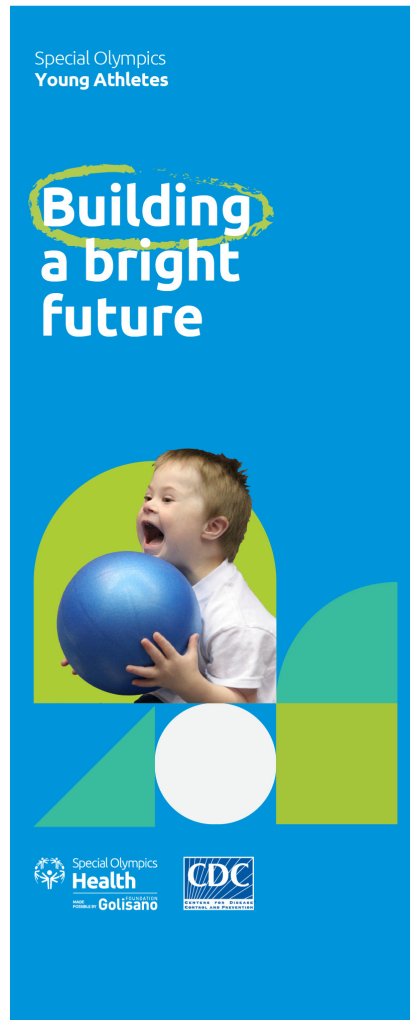
Accredited mark option



Working with partner or sponsor logos



When a program identifier appears with an Accredited Program mark, the program should be identified as just a logotype. The Special Olympic mark appears with the Accredited mark.



Report cover with partner logo

Sponsor T-Shirt

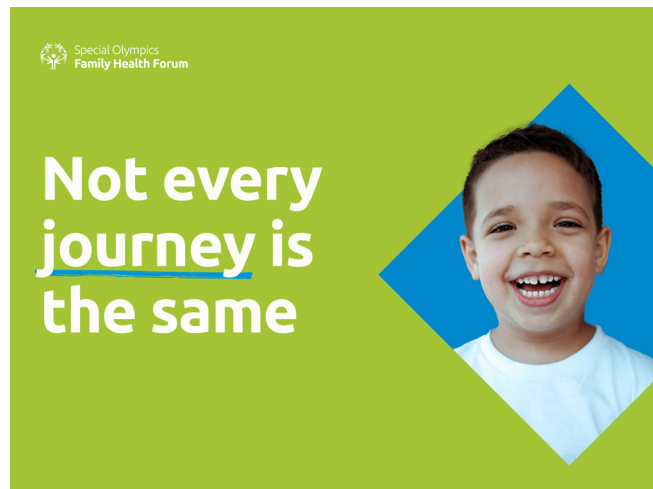


Sponsor or Partner logos feature on back in single color white where possible.

Presentation Title Slides



Only 1 or 2 graphic scribbles should be used in any single application.



Presentation Title Slides



Presentation Slides

Text and Image Slide

Why Young Athletes

91% of parents agreed that participation in Young Athletes made them more hopeful about their child's future.

Program Title

14



Text Slide

Young Athletes Research Overview

The benefits of Young Athletes continue after the program ends. At 5 and 10-month follow-ups, children who participated in Young Athletes maintained a 4-month advantage in development.

Children that participated in Young Athletes over 20 weeks showed greater increases in social skills and decreases in challenging behavior, relative to children who did not participate in Young Athletes.

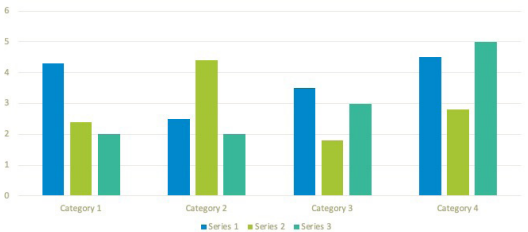
Program Title

10

Chart Slide

Young Athletes Research Overview

Chart Title



Category	Series 1	Series 2	Series 3
Category 1	4.2	2.3	2.0
Category 2	2.5	4.3	2.0
Category 3	3.5	1.8	2.9
Category 4	4.5	2.8	5.0

Program Title

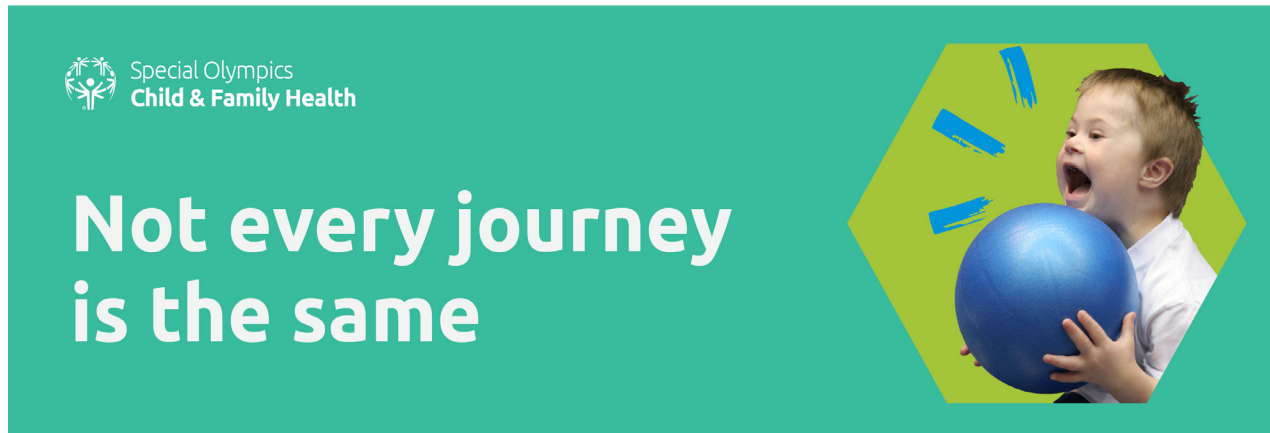
9

Divider Slide

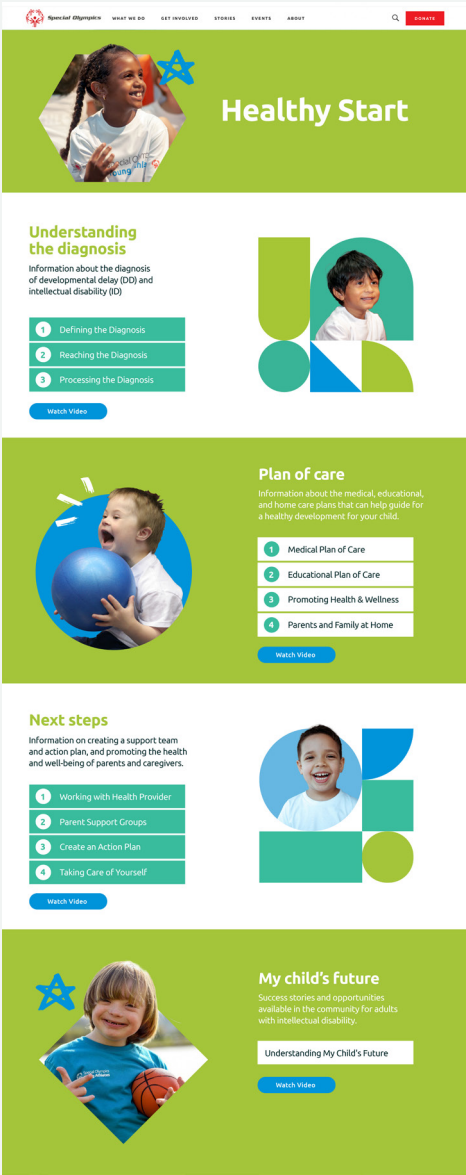
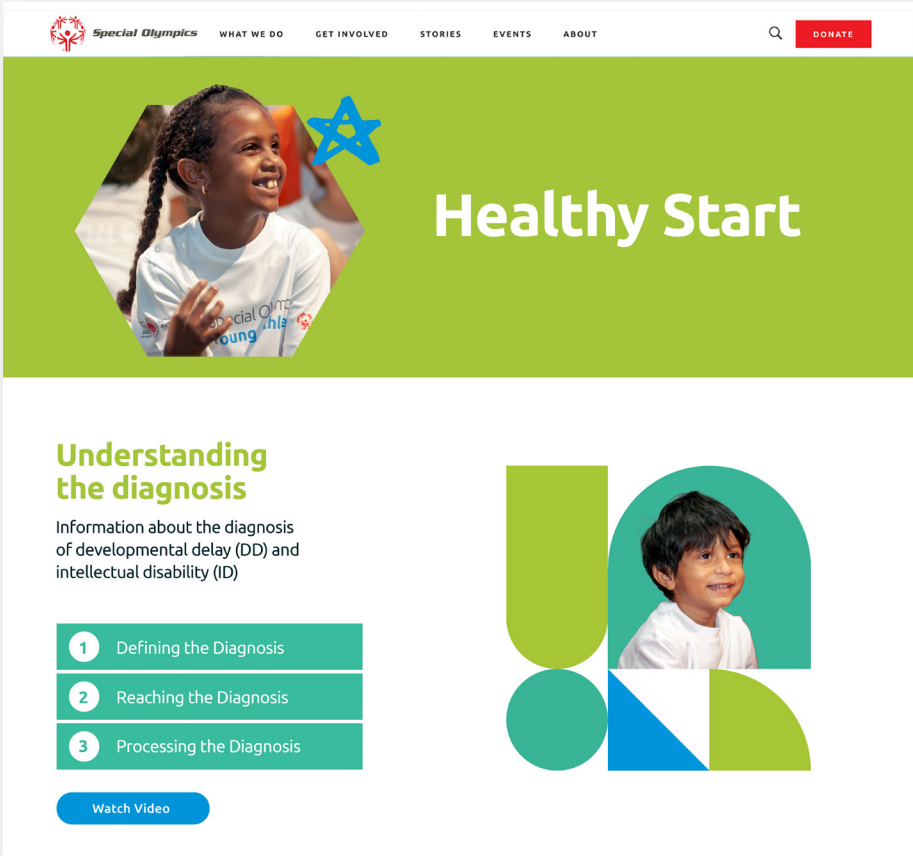
Section 2



Web-banners



Website

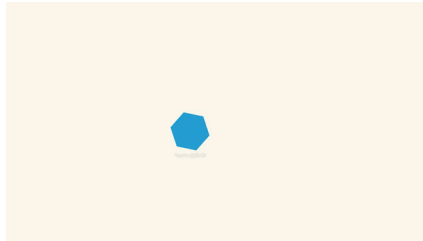


Video Intro

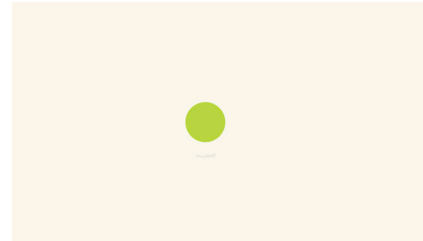
For video intro sequences, a series of colorful shapes, playfully bounce onto the screen before setting into the Special Olympics mark. (*fig: 1–4*)

A series of color bars then quickly wipe behind the mark, transitioning into the video. (*fig: 5–6*)

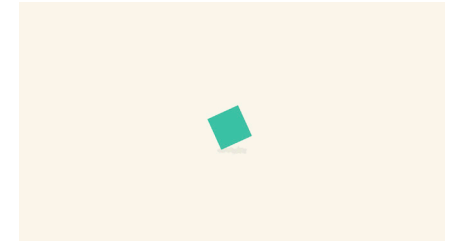
1.



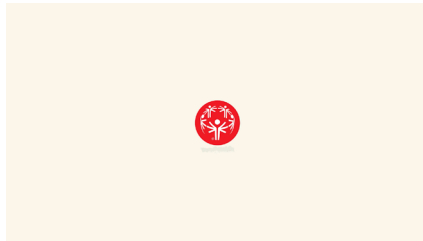
2.



3.



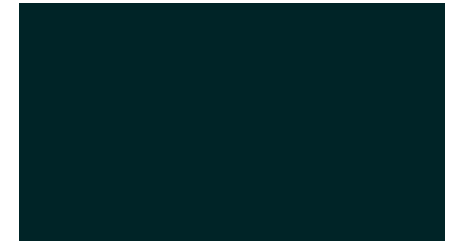
4.



5.



6.



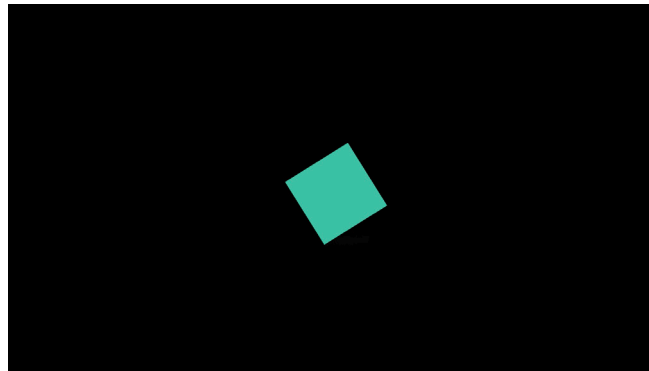
Video Outro

For video end sequences, the color shapes appear over the video file. (*fig: 1–2*)

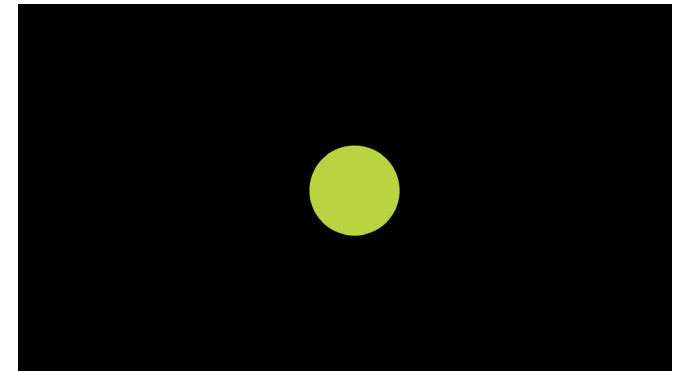
Before color bars wipe across from left to right, to an end frame featuring the Special Olympics mark and the Early Childhood Development title.

(*fig: 3–4*)

1.



2.



3.



4.



Partner Logos

Partner and Sponsor logos can also feature after the video end-frame

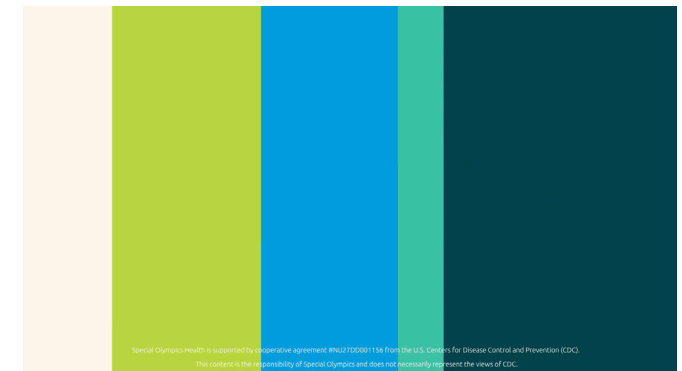
Following the Early Childhood Development end-frame (fig: 1), color bars wipe across screen (fig: 2), transitioning the to light background.

Partner logo will then appear. Additional sponsors can appear after this organized in a grid on screen. (fig: 3 – 4)

1.



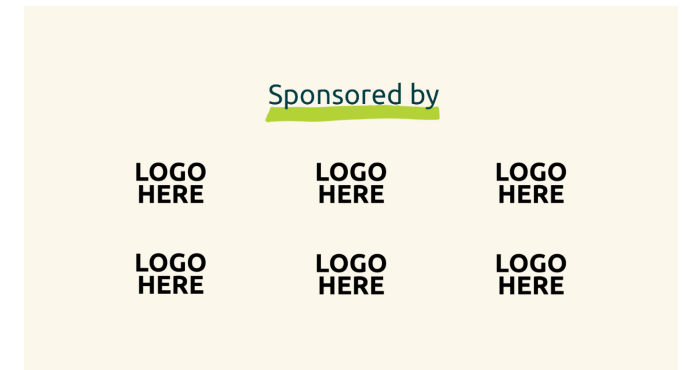
2.



3.



4.



Contact & Resources

Every single participant in the Special Olympics Movement can play a role in aligning and strengthening our brand around the world.

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

