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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.
Childhood is a journey of discovery and growth.
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.**
Visual Identity
Our visual identity is built on our core building blocks. These central elements provide the framework for all visual communications.

**Programmatic identifiers**

**Typography**

**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

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

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>Family Education</th>
<th>Community Health</th>
<th>Developmental Activities</th>
<th>Universal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green</strong></td>
<td><strong>Turquoise</strong></td>
<td><strong>Blue</strong></td>
<td><strong>Special Olympics Red</strong></td>
<td><strong>Biscuit</strong></td>
</tr>
<tr>
<td>Pantone® 367 C</td>
<td>Pantone® 3262C</td>
<td>Pantone® Process Blue</td>
<td>Pantone® 186C</td>
<td>Pantone® Warm Grey 1</td>
</tr>
<tr>
<td>Process: 16C/0M/74Y/23K</td>
<td>Process: 70C/0M/50Y/0K</td>
<td>Process: 100C/20M/0Y/0K</td>
<td>Process: 0C/100M/100Y/0K</td>
<td>Process: 0C/0M/15Y/75K</td>
</tr>
<tr>
<td>HEX: #A5C534</td>
<td>HEX: #39BB9D</td>
<td>HEX: #0095DA</td>
<td>HEX: #ED1C24</td>
<td>HEX: #ECEADB</td>
</tr>
<tr>
<td><strong>Mid Green</strong></td>
<td><strong>Mid Turquoise</strong></td>
<td><strong>Mid Blue</strong></td>
<td><strong>Special Olympics Black</strong></td>
<td><strong>Extra Light Blue</strong></td>
</tr>
<tr>
<td>HEX: #B7D05C</td>
<td>HEX: #60C5AD</td>
<td>HEX: #339FD7</td>
<td>Pantone® 7547 C</td>
<td>HEX: #98CFEB</td>
</tr>
<tr>
<td><strong>Light Green</strong></td>
<td><strong>Light Turquoise</strong></td>
<td><strong>Light Blue</strong></td>
<td>Pantone® 418</td>
<td>Pantone® 99R/99G/89B</td>
</tr>
<tr>
<td>HEX: #C9DC85</td>
<td>HEX: #88D3C1</td>
<td>HEX: #66B7E1</td>
<td>Process: 0C/0M/15Y/75K</td>
<td>Hex: #ECEADB</td>
</tr>
<tr>
<td><strong>Extra Light Green</strong></td>
<td><strong>Extra Light Turquoise</strong></td>
<td><strong>Extra Light Blue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEX: #DCEBAE</td>
<td>HEX: #AFE2D6</td>
<td>HEX: #98CFEB</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
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.
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.
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 and lines are used to emphasize 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.
We use **Ubuntu** — the main Special Olympics font across all communications.

All copy is written in sentence case.
Typography

Statements

Childhood is a journey of discovery & growth

Not every journey is the same

Progress looks different for everyone
Why Healthy Start

In the United States, 21% of teachers reported that Young Athletes benefited families by raising parental expectations of their child’s capabilities.

Let’s build a plan of care

Early Childhood Development Identity Guidelines
Identity in action
Publication Covers

Programmatic identifiers alongside Early Childhood Development identifier.

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

Presentation Title Slides

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

Presentation
Title Slides

Building bright futures

Building a plan of care

Not every journey is the same
Identity in Action

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.

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.

Chart Slide

Young Athletes Research Overview

Children who 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.

Divider Slide

Section 2
Web-banners

Not every journey is the same

Building bright futures
Healthy Start

Understanding the diagnosis
Information about the diagnosis of developmental delay (DD) and intellectual disability (ID)

1. Defining the Diagnosis
2. Reaching the Diagnosis
3. Processing the Diagnosis

Watch Video
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])
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)*
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)
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.