

Special Olympics

National & State Games & Tournaments Identity Development Guide

Version 3.0

Special Olympics



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About these guides

This guide is designed to assist in the creation of visual identities for **Special Olympics National and State games and tournaments for Accredited Programs**. Through the creation of a core structure for each mark we have created a system which will build consistent recognition of Special Olympics games and tournaments. Each mark works to facilitate appropriate diversity and distinct expression for each event. The core structure also ensures effective application of identity for each games or tournament.

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.

Note:

Nations with multiple Accredited Programs such as the United States should refer to their games as Regional Games and refer to the **World & Regional Games Identity Development Guide** for creating their identity.

Introduction

Special Olympics is a global movement serving more than five million athletes in more than 170 countries around the world. Special Olympics uses the power of sport to create a world in which the largest population on earth of people with intellectual disabilities lead healthy, vibrant lives grounded in sports, health and the determination to demonstrate their personal best to themselves and their communities.

Special Olympics games and tournaments are key grass roots events for the Movement. Thousands of athletes, coaches, volunteers and supporters attend Program games and tournaments around the world every year to see and cheer the skills and accomplishments of people with intellectual disabilities.



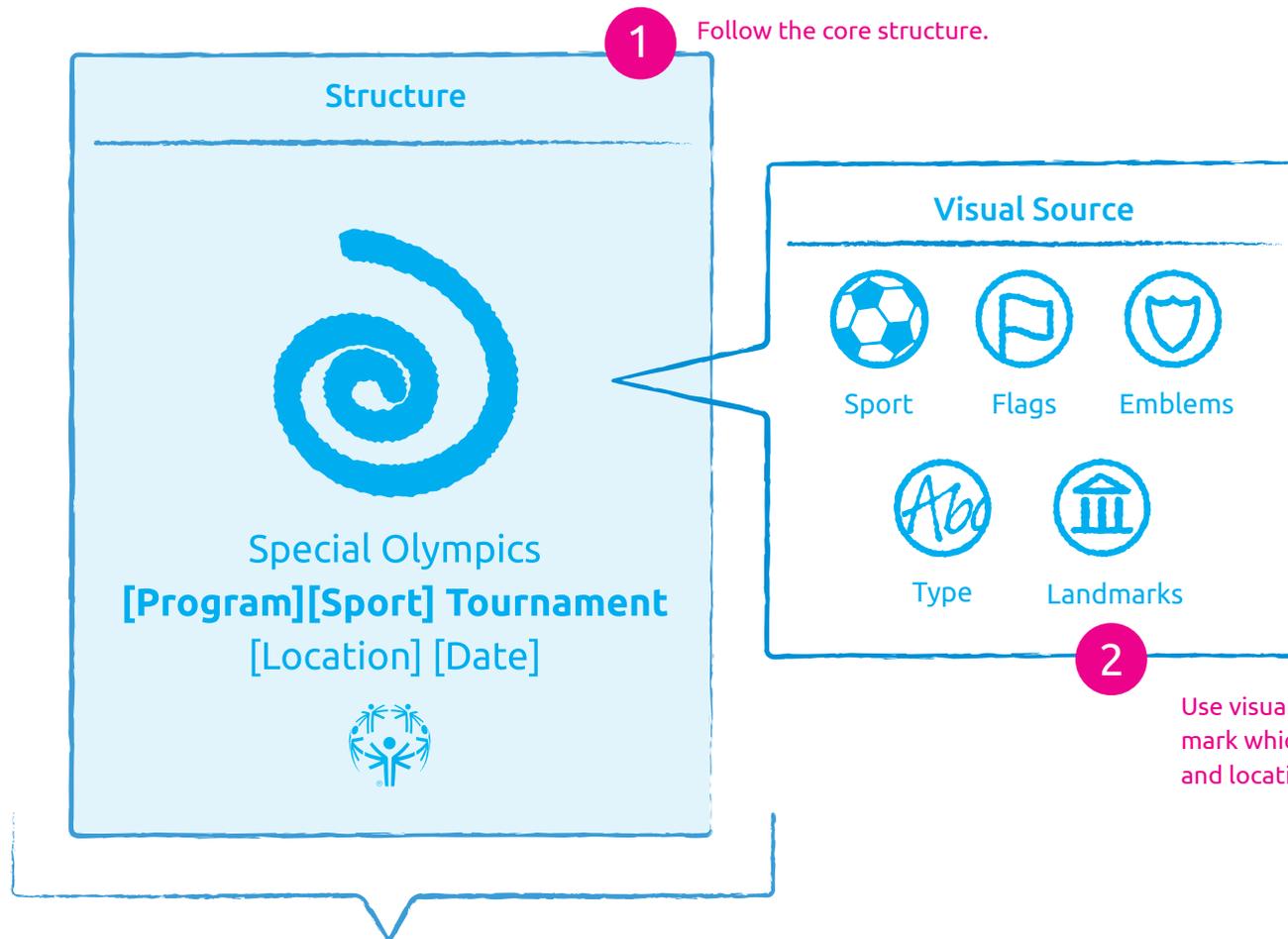
Identity development guide

Section 1

Creating your mark

Mark Development Approach

Following these simple steps will enable you to create a distinctive and dynamic games or tournament identity.



Celebrating Special Olympics

Mark Development Core Structure

When creating your event mark please ensure that you use the core structure and naming protocol illustrated here.

1 Event symbol

Your symbol should reflect the unique time and location of your event.

2 Event name

The event name integrates Special Olympics into the typography and describes the Program, Sport (for tournaments) or Season, Event (Tournament or Games), location and date. Simplified versions of the naming can be applied when the mark is applied at small sizes.

3 Special Olympic endorsement

The Special Olympics symbol is positioned at the base of the mark to act as an endorsement.

1 Event symbol



2 Event name

Special Olympics
[Program][Sport] Event
[Location] [Date]

3 Special Olympics endorsement



Event symbol

Event name

Special Olympics endorsement



SPECIAL OLYMPICS
**PENNSYLVANIA
GOLF TOURNAMENT**
PHILADELPHIA 2013



Special Olympics
**Canadian National
Soccer Tournament**
Toronto 2015



SPECIAL OLYMPICS
ISRAEL NATIONAL GAMES
JERUSALEM 2014



SPECIAL OLYMPICS
IRELAND GAMES
LIMERICK 2017



Tournament marks should clearly depict the **sport** represented and the **unique time and location** of the event. There are a combination of visual sources which can provide inspiration:

1 Figures

Silhouettes or stylized figures participating in the particular sport create an easily identified visual. Figures should not be based on the forms of the Special Olympics symbol.

2 Equipment

Sports equipment or trophies associated with, or used in, your event.

3 Flags

Flags with distinctive shapes and forms e.g. the Union Jack (United Kingdom), Stars & Stripes (USA) South Africa, Croatia.

4 Landmarks

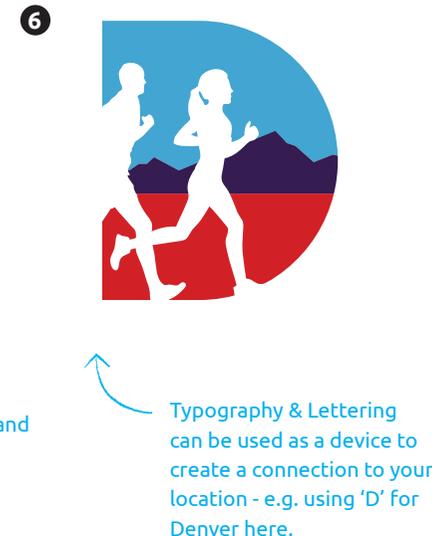
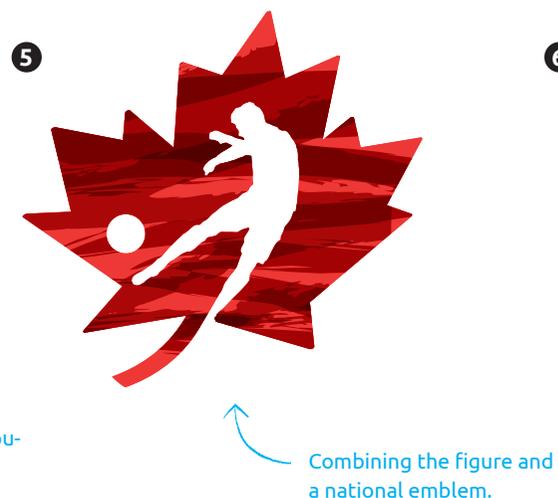
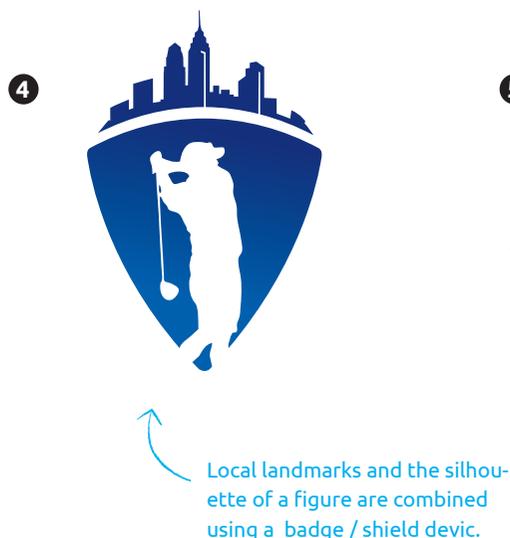
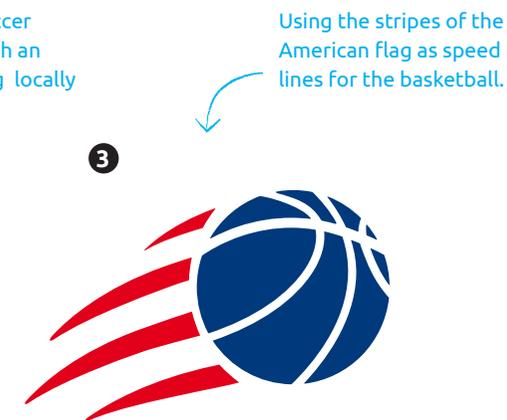
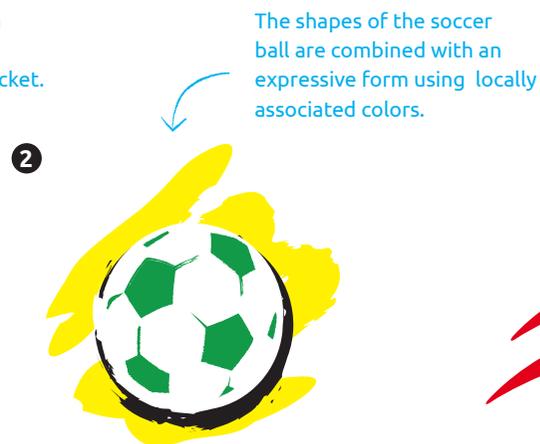
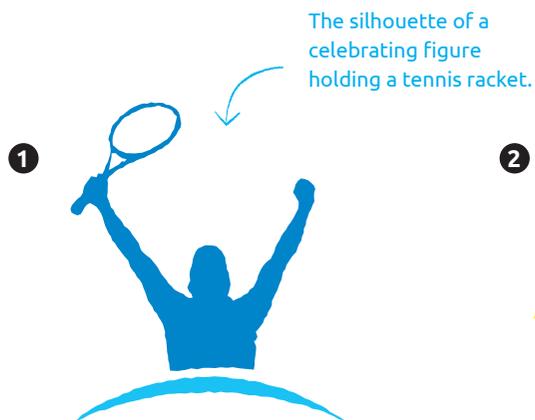
Distinctive architectural or natural landmarks (mountains, rivers, lakes etc.).

5 Emblems

National or regional emblems or heraldry. Local symbols, animals, regionally associated flora and fauna.

6 Typography & Lettering

Type forms or lettering associated with your location. Abbreviated names or acronyms (LA, NYC etc.).



Visual sources

Games (multi-sport events)

Games marks should clearly reflect the **unique time and location** of the event. To create a distinctive identity there are a range of visual sources which can provide inspiration:

1 Figures

Silhouettes, stylized or expressive figures participating in sport or celebration .

2 Flags

Flags with distinctive shapes and forms e.g. the Union Jack (United Kingdom), Stars & Stripes (USA) South Africa, Croatia.

3 Landmarks

Distinctive architectural or natural landmarks (mountains, rivers, lakes etc.).

4 Arts & Culture

Distinctive artists, folk or traditional art forms, cultural events and associations.

5 Emblems

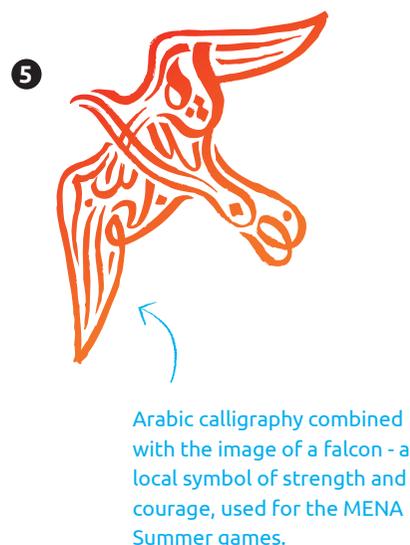
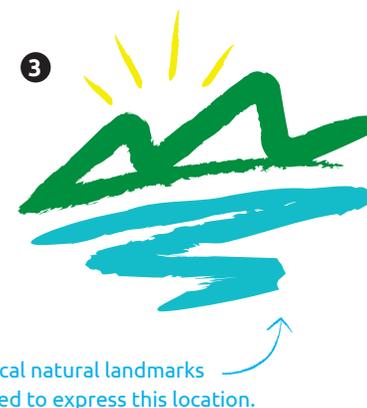
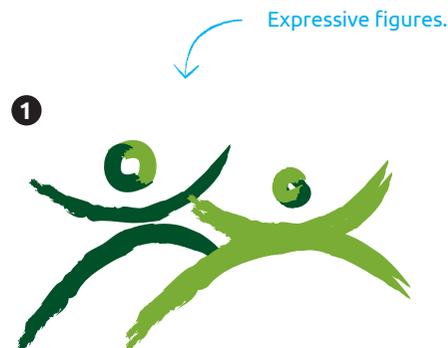
National or regional emblems or heraldry. Local symbols, animals, regionally associated flora and fauna.

6 Typography & Lettering

Type forms or lettering associated with your location. Abbreviated names or acronyms (LA, NYC etc.).

7 Expression

Abstract or expressive forms which reflect the energy and spirit of the games.



Mark Development **Color**

Primary colors

The choice of color is a key aspect in creating an identity for each games. Color choice can assist in creating distinction and emphasizing the location, time and the spirit of your games event.

- A** Location can be emphasized through the use of nationally or regionally associated colors.
- B** Particular sports may have a range of colors which are naturally associated with them (e.g. blues for water sports) and assist in easy recognition of your mark.
- C** Seasonally associated colors may be used to help distinguish the time of year of your tournament.

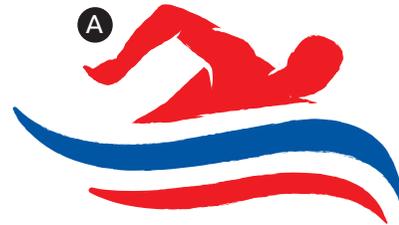
Special Olympic symbol

- D** A secondary or complimentary color should be used for the Special Olympics symbol.



The use of the SO symbol with tournament and games marks is the only instance where the SO symbol can break with the core brand guidelines and use alternative colors.

Using State or Local colors assists in emphasizing location.



Special Olympics
**Program Sport
Tournament**
Location Date



Special Olympics
**Program Sport
Tournament**
Location Date



Some sports may have a range of colors with which they are naturally associated e.g. blues for water sports.

Using seasonally associated colors may help emphasize the time of year.



Special Olympics
**Program Sport
Fall Tournament**
Location Date



Shifting the color range may also help create a perpetual system which retains its mark year on year and changes color to distinguish from previous events

Mark Development **Typographic style**

The typography of your mark should be clear, easily read and robust. This enables application at small sizes as well as translation and use with non-roman characters. The typographic style should either:

- A** Use *Ubuntu* the preferred typeface of Special Olympics
- B** Use a typeface which compliments the style of the mark
- C** or, draws on local visual sources.



The use of scripts and highly decorative typefaces within your logotype should be avoided.



Special Olympics
**Canadian National
Soccer Tournament**
Toronto 2015

A



Ubuntu, the preferred Special Olympics typeface, used here.



SPECIAL OLYMPICS
ISRAEL NATIONAL GAMES
JERUSALEM 2014

B



Trade Gothic Condensed is a robust sans serif typeface which compliments the style of this mark.



SPECIAL OLYMPICS
**SOUTH AFRICA NATIONAL
FOOTBALL TOURNAMENT**
CAPE TOWN 2014

C



A condensed typeface which compliments the texture of the mark.

Special Olympics symbol Positioning

Standard positioning for the Special Olympics symbol for games and tournaments marks;

- 1 Vertical lock-up**
Center axis, positioned below the logotype.
- 2 Horizontal lock-up version 1**
Center axis, positioned to the right of the logotype. This lock-up can be used on formats with a strong horizontal bias eg. pitch side banners and hoarding.
- 3 Horizontal lock-up version 2**
Left axis, positioned below the logotype. This lock-up can be used in horizontal formats where space is restricted eg. pitch side sponsor banners.
- 4 Simplified lock-up**
For use at small sizes or where space is restricted eg. merchandize.



The Special Olympics symbol should always appear as part of your event mark whenever your mark is used on its own. Where the event mark appears in conjunction with the Special Olympic Program mark the inclusion of the SO symbol is not mandatory. See the *Identity in action* section for examples.



Mark Development Design considerations

The following are some simple design considerations which will assist you in creating an effective and robust mark:

- 1 Detailing and space between graphic elements should allow for reproduction at small sizes.
- 2 The Special Olympics symbol should be used at an appropriate size to ensure it is clearly visible at small sizes. The Special Olympics Symbol should be roughly 1/3 the size of the tournament symbol.
- 3 Use a simplified version of the mark in single color applications.
- 4 Create a complimentary or secondary color set of marks to help create distinction and ensure ease of application across the full range of materials for each games.



Horizontal lock-up, single color



Complimentary color set

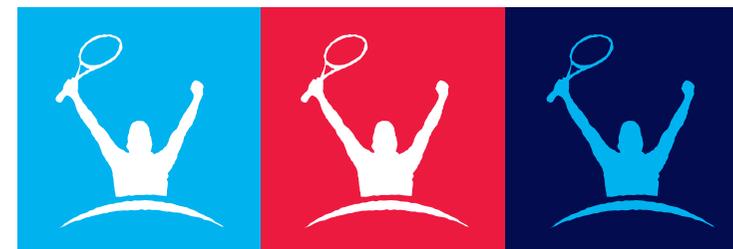
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Horizontal lock-up, single color



Complimentary color set

Identity application

Following the creation of your tournament or games mark the identity system will need to be applied across the various touch points for the event. This section shows you how to create a consistent look using the combination of elements and will assist in effective application of your identity.

Please note: A generic Regional Tournament logo has been used in all the examples in this section. When applying your tournament identity please substitute the generic mark for your tournament mark.

Banners Overview

Effective tournament signage assists in raising awareness of the event, acknowledging sponsors, identifying venues, providing information and direction. Taken as a whole, tournament signage creates a distinctive identity, reinforcing Special Olympics' position as a major international sports organization.

Horizontal lock-up version 1 used on this strongly horizontal format.



Venue entrance banner



Flag banner



Rafter banner

Simplified mark



Small flag

Your event mark may appear without the SO symbol only when it is used in conjunction with the program mark.



Horizontal banner



Vertical banner

Banners

Vertical banners

Banner design should be clean, clear and dynamic. Banners may have a range of functions from general tournament branding to the inclusion of sponsors, messaging and as venue dressing.

General games branding

- 1 Tournament banners for general use should use both the tournament logo and Special Olympics Program mark. The dynamic curve is used to create distinction between the tournament mark and Special Olympics program mark.

Sponsor banners

- 2 Use of color background allows clear distinction between tournament branding and sponsor marks.
- 3 The dynamic curve is used to separate sponsor marks from the tournament identity.
- 4 Use of white background facilitates easy application of sponsor marks.

Imagery use

- 5 Use of the dynamic curve enables easy application of the full color tournament mark with imagery or other elements.



Banners

Horizontal banners

Horizontal banners should follow the same system and combination of elements as vertical banners.

General games branding

- 1 Tournament banners for general use should use both the tournament logo and Special Olympics program mark. The dynamic curve is used to create distinction between the tournament mark and Special Olympics program mark.

Sponsor banners

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- 3 The dynamic curve is used to separate sponsor marks from the tournament identity.

General games banner



Single sponsor banner



Multi-sponsor banner



Banners Sequencing

When using multiple banners as environmental or venue dressing the sequencing and color combination use should be taken into consideration.

- 1 Core banners use both the tournament mark and the Special Olympic program mark.
- 2 Complimentary / Secondary games color palette used to create variety across sequenced banners.
- 3 Banner sequencing should include the Special Olympics program mark.
- 4 Icons and messaging can be used as part of banner sequencing or venue dressing.
- 5 Sponsor logos should be integrated into the banner sequencing on a white background.



The direction of approach and sequence of reading should be considered when creating road side banners or when placing banners at the entrance to a venue.



Vertical banner sequence



Pitch-side / track-side banner sequence

Backdrops Media & awards

Press conference and awards backdrops create key photographic and promotional opportunities.

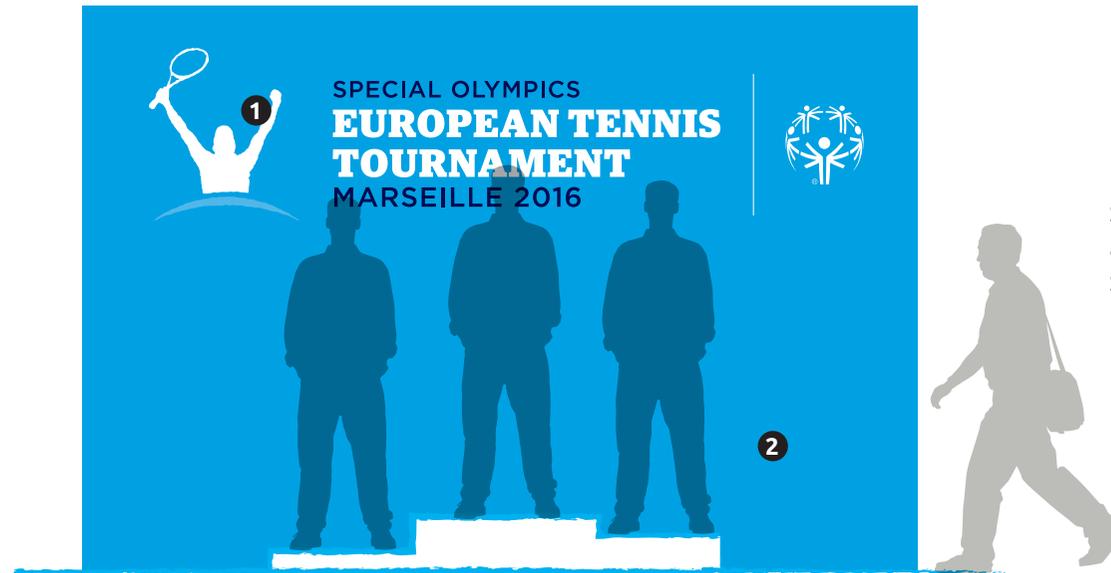
Awards backdrop

- 1 Tournament mark positioned at appropriate height to allow maximize visibility.
- 2 Additional graphics such as pictograms or patterns can be used as supporting elements within the design of the awards backdrop.

Press conference backdrop

- 3 Sponsor matrix placed on a white background. The use of a white background facilitates easy application of sponsor marks.
- 4 The matrix should include repeated placement of the games mark and Special Olympics core mark.

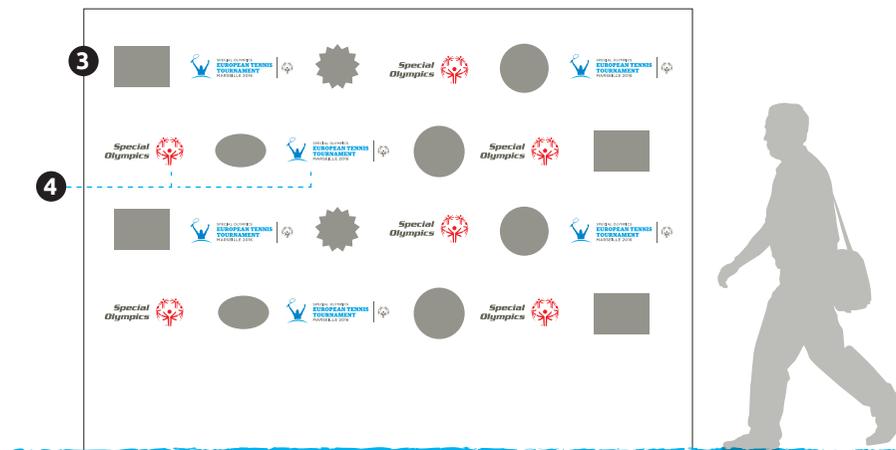
The Special Olympics symbol is clearly visible above and behind the athletes



Awards backdrop



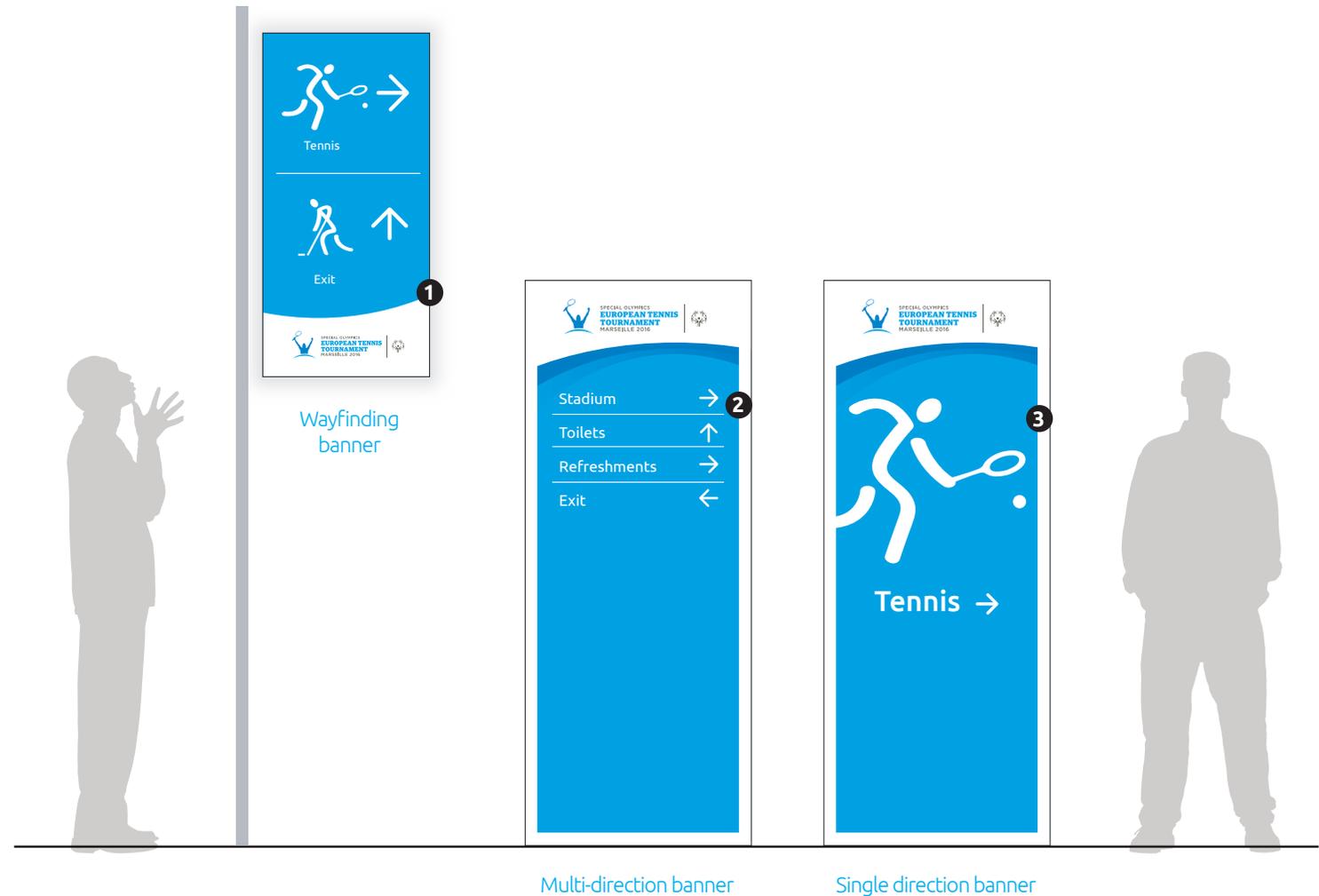
Sponsor marks **do not appear** on awards backdrops or stands at any Special Olympics Games or event.



Press conference backdrop

The primary function of any wayfinding signage is to help spectators and athletes navigate easily between events and around the games venue. Wayfinding may take the form of directional banners, monoliths and individual signs.

- 1 Use of the dynamic curve creates a clear area for the games mark and separates games branding from directional information.
- 2 Directional information on free-standing signs should be positioned at eye level and not lower than waist level.
- 3 Sports Icons and other informational icons may be used on individual banners and where scale allows. Icons should always be used in combination with their description to maximize clear understanding.



Application

Merchandize & Apparel Color

Merchandize can be designed in full color, 2 color or single color depending on what the budget permits.

Volunteer apparel should be distinguishable from general merchandize by color or design.

Merchandize



Volunteer apparel



Merchandize & apparel

Messaging & audiences

Tournament merchandize should act as souvenirs which attendants and athletes may wish to purchase as mementos of the tournament. The application of slogans and messaging lines which reflect the spirit of the tournament should be considered as part of the tournament merchandizing strategy. Identifying audience groups (i.e. spectator, volunteer or athletes) should be considered when creating targeted and appropriate merchandize.

- 1 Consider using both the front and back of double sided items.
- 2 The back of t-shirts can be used for application of tournament co-branding for sponsors.
- 3 The tournament mark can be used in isolation where the descriptor is used elsewhere or where space is limited.
- 4 Slogans may be used in combination with the tournament descriptor.
- 5 The basic principles of color, application and messaging should be applied across all merchandize items.
- 6 Simplified versions of the mark can be used when applied at small sizes.



Publication Covers

Brochures, leaflets & flyers

The tournament mark or photography can be used for publication covers depending on the requirements. The various elements should be considered to work in a manner that creates a coherent, elegant overall design.

- 1 The curve is used in a manner that compliments the overall design and to separate the tournament identity and the Special Olympics identity.
- 2 Special Olympics and the Accredited Program are recognized through use of the local Accredited Program mark.
- 3 Photography can be integrated using the curve to create distinction between the program mark and the tournament identity and information.

National or State tournament using tournament identity



Social Media Avatars and imagery

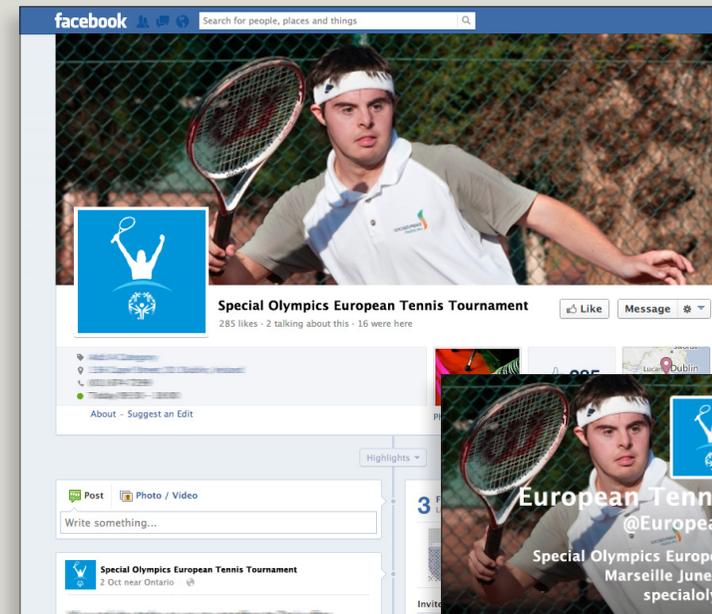
A simplified version of your event mark can be used to create an avatar for social media websites.

When branding your social media website, we recommend using photographs that convey the spirit of your event in the banner image

Social Media Avatar



Facebook page



Twitter page



Creating Medals & Ribbons

Gold, Silver and Bronze Medals celebrate athlete achievement in sports. These awards exemplify effort, sportsmanship, perseverance and joy. Design aesthetics are explored in this section, with considerations to size, finish and color.

Ribbons celebrate athlete achievement and participation in sports. Design aesthetics are explored in this section, with considerations to color and pattern options for different ribbons.

Medal Structure Approach

Medals are composed of two distinctive elements. The lanyard design and the actual medal structure.

1 Lanyard Design

The lanyard or the ribbon that carries the medal and goes around the neck, can use one color or a combination of different colors depending on the identity of the event it represents. Typography can be printed on these lanyards in one color for increased legibility.

2 Medal Front

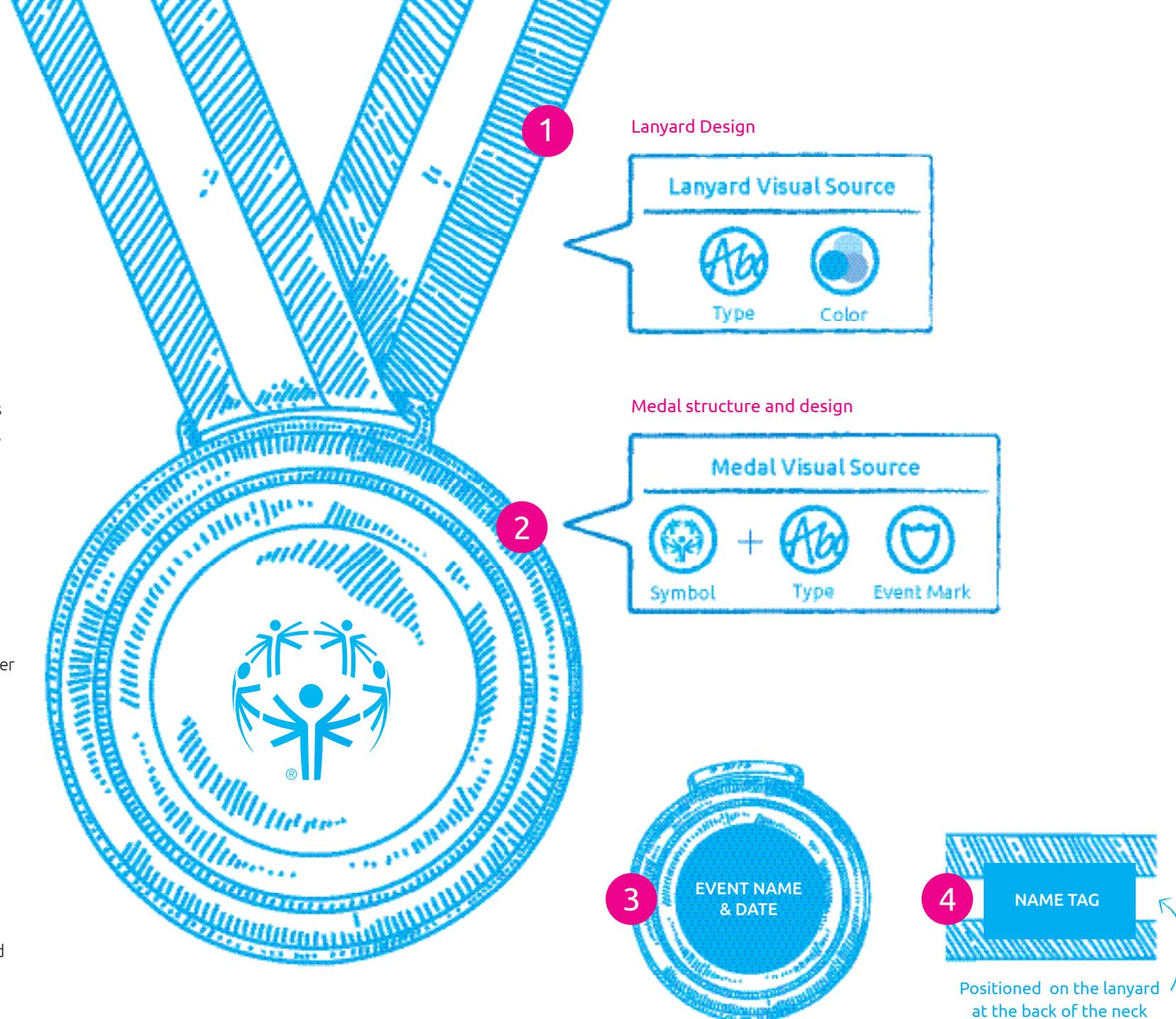
The front of the medal should have the Special Olympics logo in the center along with the identifier type around the logo.

3 Medal Back

The back of the medal should have the Event name and date or the designated event visual representation.

4 Name Tag

All lanyards must have a tag (on the back of the neck) that includes the name of the athlete and the time and results that the athlete achieved.



Medal Structure

Medal sizes and design complexity and finish may vary according to the competition level of the event.

Kinds of Medals

Medals are dignified awards for our athletes and should be made of material of high quality to reflect the award.

Medals will be presented to the first (gold), second (silver) and third-place (bronze) finishers in sports events to celebrate achievement and joy.



A

National Games & Tournament Medals (Single sport or National invitational events)

Min Size: 5 cm in diameter **Max Size:** 6 cm in diameter

Thickness: 0.3 - 0.4 cm

Finish: One material, embossing & debossing
Colored or shades of the same color Lanyard



B

State & Local Games Medals (Province/Country Games)

Min Size: 5 cm in diameter **Max Size:** 5.3 cm

Thickness: 0.3 cm

Finish: Sturdy material with
Shades of one color for the lanyard

Medal Structure

Medals for National & State Games

National & State Games medals should be memorable and designed to reflect the identity of the state or country in which they are held.

1 Lanyards

These lanyards can be between 3cm and 4.5cm in width. They use the colors and the patterns of the overall games identity.

2 Medal Front

The front side includes “Special Olympics” on the top curve and the location and year on the bottom curve. The logo can be placed in the main center part of the medal.

3 Medal Back

The back should include the center lockup of the Special Olympics logo.

4 Medal & Neck Ribbon Attachment

The lanyard is attached to the top round edge of the medal.

Size and Specs

The minimum size for this medal is

5 cm in diameter and the maximum size is

6 cm in diameter. The thickness is between

0.3 cm and 0.4 cm. The design and material can be innovative to reflect the event.



Front

Special Olympics on the top curve

Location & year on the bottom curve

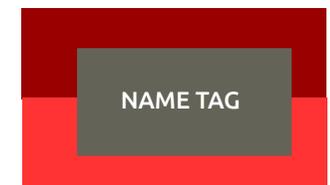
Event logo in the middle of the medal



Back

Special Olympics logo

Optional: Play Unified



Positioned on the lanyard at the back of the neck

Medal Structure

Medals for local games should be simple, on brand and cost-effective and may be used year round at different events.

1 Lanyards

These lanyards can be between 3cm and 4.5cm in width. One color lanyards are cost-effective. To offer variety, shades of the same color can be used. The name of the Accredited Program can be written on one side of the lanyard.

2 Medal Front

The Special Olympics main center lockup is centered on the front.

3 Medal Back

The back includes the Special Olympics symbol with an optional placement for the slogan on the curve.

4 Medal & Neck Ribbon Attachment

The lanyard is attached to medal using a good quality ring.

Size and Specs

The minimum size for this medal is

5 cm in diameter and the maximum size is

5.3 cm in diameter. The thickness is 0.3 cm.

Using an embossing and debossing technique can offer a nice design effect to the medal.



Back
Special Olympics symbol
in the middle of the
medal

Optional: Play Unified



Front
Special Olympics logo



Positioned on the lanyard
at the back of the neck

Sanctioned Special Sports Activity Medals

Special Sports Activity Medals can be presented at Unified Sports Experience and Motor Activity Training Program events in recognition of the training and competitive nature of the sport.

Special Sports Activity Medals do not have places (e.g. first, second, third) but are presented to all participants regardless of place.



Unified Sports Experience Events

Min Size: 5 cm in diameter **Max Size:** 5.5 cm

Thickness: 0.3 cm

Finish: Colored Medal with colored enamel and novelty material

Motor Activity Training Program Events

Min Size: 5 cm in diameter **Max Size:** 5.5 cm

Thickness: 0.3 cm

Finish: Colored Medal with colored enamel and novelty material

Ribbon Structure Approach

Ribbons are awarded to athletes that finish in fourth to eighth place. Ribbons vary in color to signify distinction. Ribbons are also awarded to participants who disqualify.

1 Ribbon Visual Source

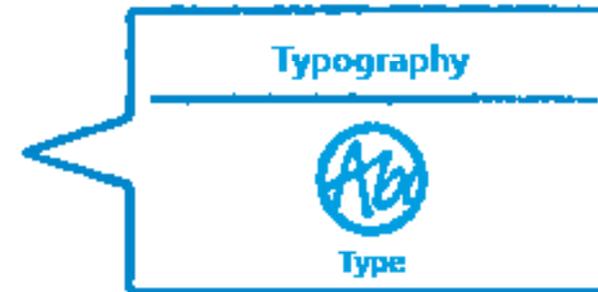
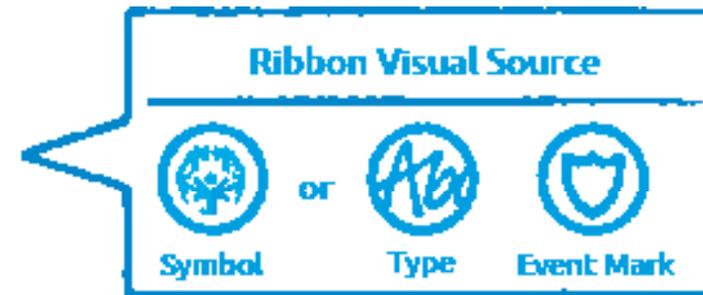
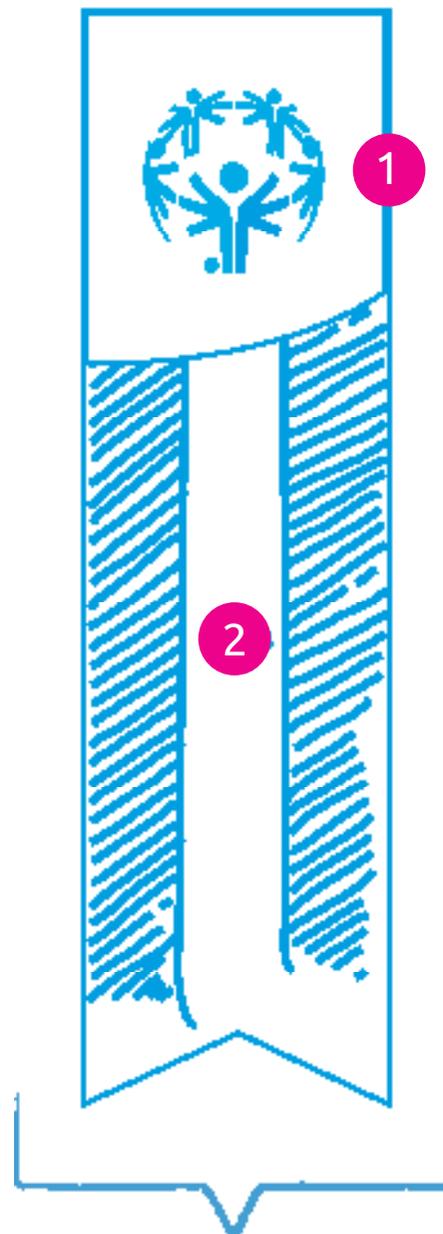
The top part of a ribbon should be used for the logo placement. Depending on the event, either the Special Olympics logo, the Special Olympics Accredited Program logo or the Games logo should be placed in that top curve.

2 Ribbon Color

The ribbon colors may vary to distinguish fourth to eighth place and participants. The background design and color of the ribbons varies to replicate the identity of the Special Olympics master brand or the event's logo and identity.

3 Name Tag

All ribbons must have a tag (on the back of the ribbon) that includes the name of the athlete and the time and results that the athlete achieved. The ribbon has a safety pin on the back.



Ribbons are awarded to athletes that come in fourth to eighth place. Ribbons vary in color for distinction.

Ribbon can be designed in two shapes, the simple ribbon or the ribbon with the medallion. However only one shape should be used for a single event



Positioned on the back of the ribbon with a safety pin to hold the ribbon in place



Ribbon with Medallion



Simple Ribbon

Types of Ribbons

Ribbons are awarded to athletes that finish in fourth to eighth place. Ribbons vary in color for distinction. Ribbons are also awarded to participants as Participation Ribbons.

1 Ribbon Visual Source

The top part of a ribbon should be used for the logo placement. Using the branding of the event will enhance the identity of the event.

2 Ribbon Color

The ribbon colors may vary to distinguish fourth to eighth place. The background design can vary to replicate the identity of the Special Olympics master brand or the event logo.

Ribbons can be designed in the language of the events they are representing.



National Games & Tournament Ribbons

State & Local Games Ribbons

Creating Torches

Torches celebrate the beginning of Games and are carried proudly by Special Olympics athletes, law enforcement officers and supporters ahead of Opening Ceremony at Special Olympics state, national, Regional and World Games. The Torch's flame has been a symbol of respect and inclusion.

Torch Design Structure

Approach

The torch is carried proudly by Special Olympics athletes and Law Enforcement officers ahead of Opening Ceremony at Special Olympics state, national, Regional and World Games.

1 Special Olympics

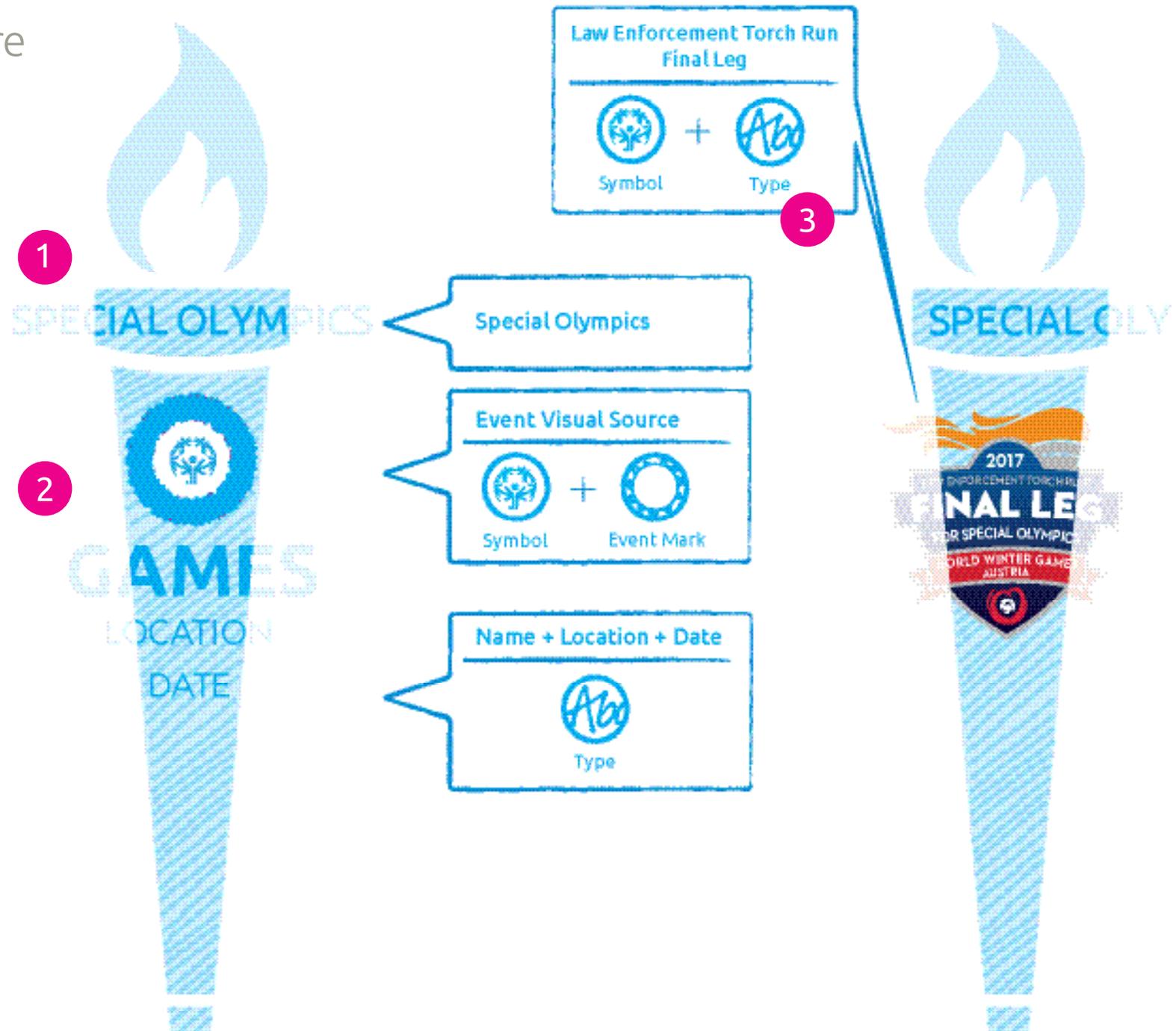
The top part of a torch should be used for placing the Special Olympics name. Torch designs can vary in their final execution, but using the top area to write Special Olympics is important to identify the brand.

2 Side A

Depending on the event, either the Special Olympics logo, the Special Olympics Accredited Program logo or the Games logo should be placed in on the thist side.

3 Side B

The Law Enforcement Torch Run Final Leg logo should be engraved or etched into this side of the torch.



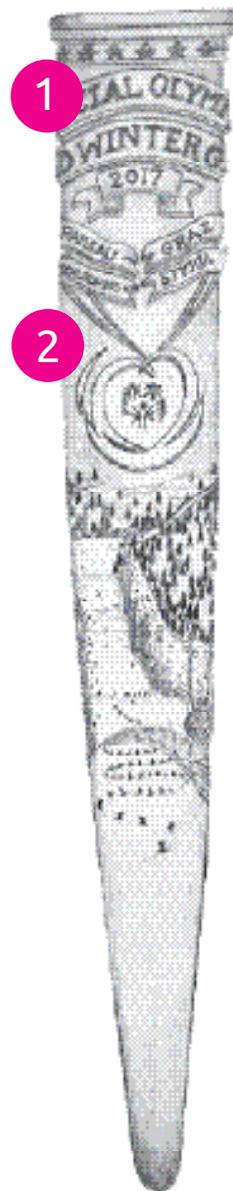
Torch Design Structure

Design & Finish

The torch is carried ahead of Opening Ceremony at Special Olympics state, national, Regional and World Games.

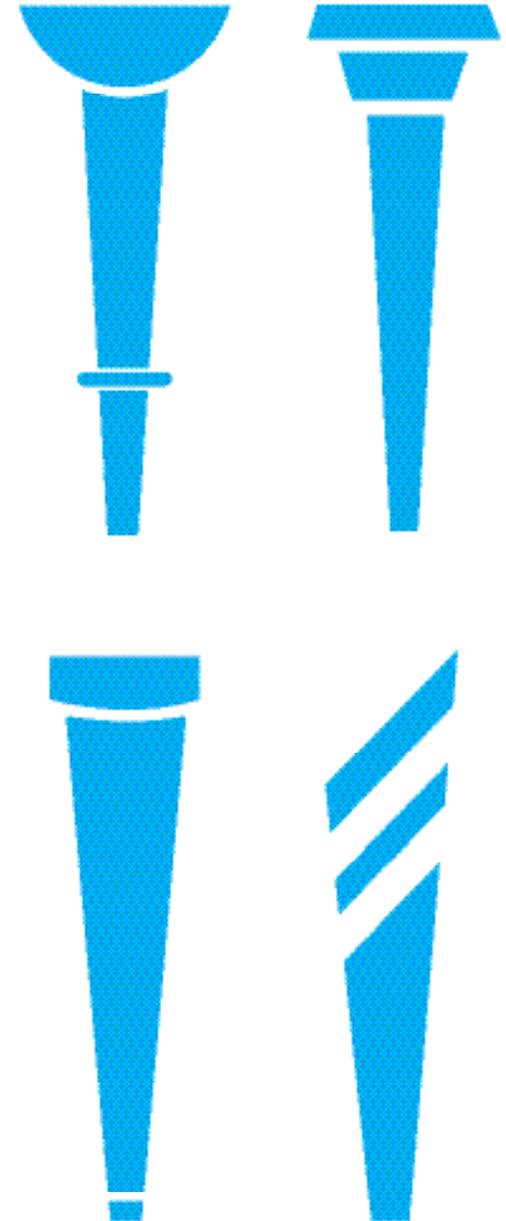
- 1 Special Olympics Reference**
The top part of a torch should be used for recognizing the brand.
- 2 Side A**
Depending on the event, either the Special Olympics logo, the Special Olympics Accredited Program logo or the Games logo should be placed in on the main front side.
- 3 Side B**
The Law Enforcement Torch Run Final Leg logo should be engraved or etched into this side of the torch.
- 4 Torch Designs**
Torch designs will vary according to the branding of the event. Eventhough torches may vary in design, the above elements 1, 2, and 3 can be applied to any torch structure.

Some torches may be designed by embossing and etching while others may be more modern in their execution.



An embossing technique is used to craft illustrations into the section of the torch.

4



Identity management

Now that you understand the application of your games or tournament identity we need to ensure that we manage it effectively. Managing an identity is like tending to a garden. It is a constant process to ensure that we retain coherency while allowing new ideas to flourish.

This simple checklist provides you with all the considerations required for the creation of an appropriate and effective games or tournament mark.

Design

When creating a games or tournament mark please ensure that you have considered the following elements;

- The mark follows the structure outlined in these guidelines
- The mark depicts the sport and reflects the location of the games or tournament
- The mark works in single color applications
- The mark works at small sizes
- The Special Olympics symbol uses a suitable complimentary color

Output

When creating final artwork please ensure that the following variations are addressed;

- files are available in .eps vector format
- full (four color CMYK) version
- single color version
- complimentary color versions
- a complete set of RGB versions for on screen use and use with Microsoft Office software

Application

When applying your tournament identity ensure that the following are addressed:

- ensure the Special Olympics symbol is prominently displayed
- limit selection of colors to create a consistent application of your identity
- consider the sequencing and direction of approach of banners to apply multiple messages
- only use the games mark in isolation at small sizes or in area where you are restricted by space

For further information about developing your games
or tournament mark and identity please contact:

brand@specialolympics.org