



Special Olympics Unified Sports[®]

Version 2.0

Special Olympics Unified Sports[®] is a program within Special Olympics where people with and without intellectual disabilities can play together in a structured and meaningful way.

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Introduction

These guidelines explain how the Special Olympics Unified Sports® visual identity assets should be implemented. Examples of the program 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.



Visual identity elements

This section of the guidelines introduces you to the basic building blocks of our visual identity such as the program lock-up, icons, illustrations and color palette. By using this kit of parts we can create a consistent house style that is unified while having the flexibility to create diverse messages.

Program lock-up

The Special Olympics Unified Sports® lock-up identifies Unified Sports as a program within Special Olympics and is applied as part of the Special Olympics brand identity.

This lock-up replaces the Unified Sports roundel device. The roundel device may continue to be used where merchandise or communications have been generated and are already in circulation. However, the new Unified Sports lock-up should be used when new communications are created.

The Unified Sports program lock-up uses an adapted version of the Special Olympics symbol. The symbol has been streamlined to make it more robust and suitable for use at small sizes.

Communications

Unified Sports communication should follow the Special Olympics Brand Identity Guidelines.

Photography

Photography for Unified Sports should focus on a positive sense of community and show images of people with and without intellectual disabilities engaging in sporting activities together.

Program lock-up



Special Olympics Unified Sports®

Communications



Photography



Visual Identity

Program lock-up Artwork Versions

There are two lock-up versions for Special Olympics Unified Sports® :

The 2 line version for use within horizontal formats such as pitch-side banners.

The 4 line version for use within vertical formats such as pull-up stands. It can also be used for co-branding where a more compact lock-up is useful.

The lozenge versions should be used in situations where the lock-up is being used over an image or colored background.

When mentioning Special Olympics Unified Sports® in text use the full name in the first instance. Thereafter the name can be abbreviated to Unified Sports.

When setting the name please set the ® symbol in superscript (smaller and raised) after Unified Sports. This denotes that Unified Sports is a registered trademark of Special Olympics and is legally protected.



Artworks are available for all versions in EPS (professional use) and PNG (office use) versions.

2 Line Version

4 Line Version

Colour



Black (also available in white)



Red Lozenge



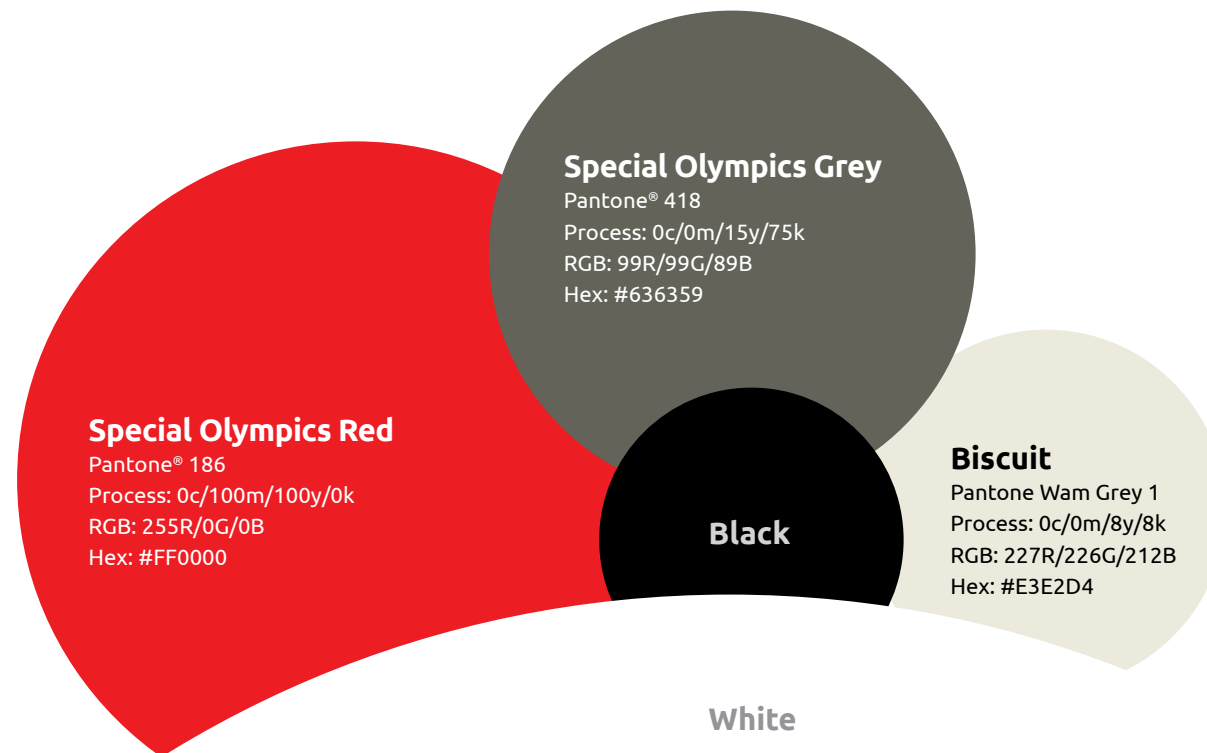
Black Lozenge



Primary colour palette

Special Olympics Unified Sports® uses the Special Olympics primary color palette which consists of Special Olympics Red and Special Olympics Grey. This is the color combination that we wish to be associated with. These two colors are supported by Black, Biscuit and White for core applications of the brand visual identity such as stationery and signage.

Please note that white should be considered an important color within the palette. Use of white space within design layouts and the use of the Mark against white backgrounds contribute to the feeling of a bright, open and contemporary identity.



Program lock-up

Use with Accredited Program marks

Where Special Olympics Unified Sports® is used in combination with an Accredited Program mark, 'Special Olympics Unified Sports' can be set in text **as part of the document headline**. Setting the name in text replaces the Unified Sports program lock-up. This avoids duplication of the Special Olympics symbol and allows for appropriate scale and stand out for the program activity name.

The curve device can be used to create clear space for the Accredited Program mark.

When setting Special Olympics Unified Sports in text Special Olympics should be set in Ubuntu Light and Unified Sports should be set in Ubuntu Bold. The ® symbol should always be used after Unified Sports in the first reference instance and not needed for all subsequent references.



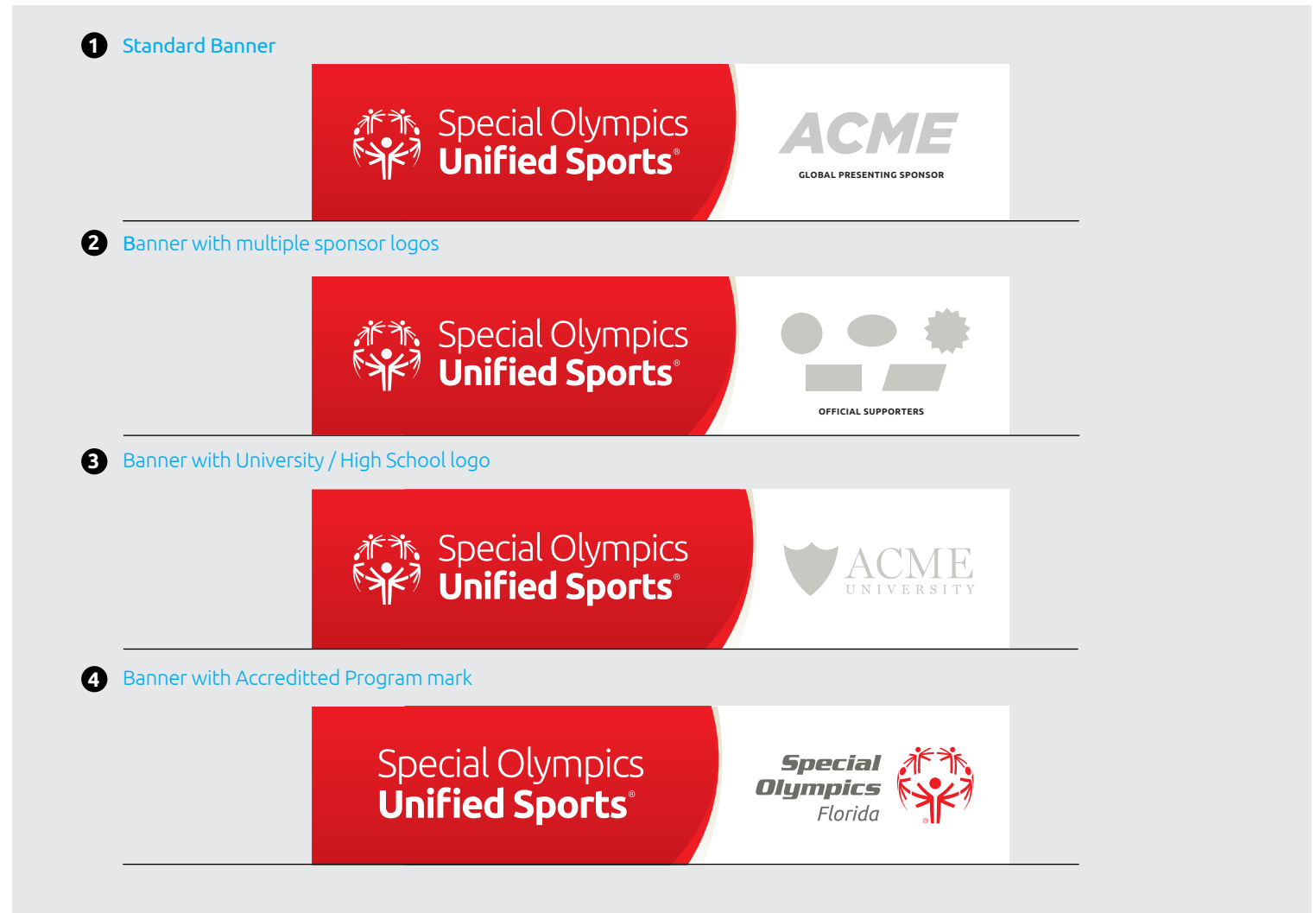
Identity in Action

This section shows you all the elements of the identity brought together. When looking at the various examples please consider the context in which each one might be applied. These visuals offer a visual prompt to the generation of new communications and should not be viewed as a definitive presentation of what is possible.

In action Pitch-side banners

Banners should use the Special Olympics Unified Sports® program lock-up where appropriate. Note how the dynamic curve device is used to create a clear space to distinguish between the program mark and the event or sponsors.

- 1 The Special Olympics Unified Sports® program lock-up is highlighted using the dominant red area. This is supported by the sponsor mark. The use of the white area allows the sponsor mark to be used in full color.
- 2 Banners can accommodate the inclusion of multiple program sponsors
- 3 The Unified Sports lock-up used in conjunction with a University / College / High School logo. This configuration can be used for events sponsors or other local sponsors.
- 4 Unified Sports should be set in text when used in combination with the Accredited Program mark. This avoids duplication of the Special Olympics symbol and allows Unified Sports to support the master brand.



Visual Identity

In action T-Shirts

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

Graphic application

Special Olympics program merchandise may use the Unified Sports® lozenge as the primary graphic with sponsor acknowledgement on the back.

Unified events may choose to use the event mark on the front. Sponsor acknowledgement should be placed underneath the event mark **or** on the back.

In the case of Special Olympics events (such as national or regional games) Unified teams may choose to apply acknowledgement of their Unified team and Accredited program marks on the sleeves.

Program merchandise



Unified Event merchandise



Special Olympics Event - Accredited Program merchandise



Unified events Naming & mark structure

When naming and creating a mark for a Unified Sports event please ensure that you use the standard structure and naming protocol:

1 Event symbol

Your symbol should reflect the sport (for single sport events) and unique time and location of your event.

2 Event name

The event name integrates both *Special Olympics* and the Accredited Program name into the title. The name also describes the sport type. Event (Tournament or Games), location and dates can also be included if required.

3 Special Olympics endorsement

The Special Olympics symbol or co-branding lock-up is positioned at the base of the mark to act as an endorsement. The Unified Sports program lock-up is not required as *Unified* is contained within the event name.

1 Event symbol



2 Event name

Special Olympics
Accredited Program
**Unified (Sport)
(Event)**
(Location) Date

3 Special Olympics endorsement



Event symbol

Event name

Special Olympics endorsement



Visual Identity

Unified events mark Typography & 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 visual sources which reference the sport of location.



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



This mark uses a stylised version of the Unified Golf Ball.

Special Olympics
**Unified Golf
Tournament**
Florida 2015

A



Ubuntu, the preferred Special Olympics typeface, used here.



This mark combines the figure / sport and a national emblem.

SPECIAL OLYMPICS
**UNIFIED
SOCCER CUP**
TORONTO 2018

B



Gotham is a robust sans serif typeface which compliments the style of this mark.



SPECIAL OLYMPICS
**UNIFIED
BASKETBALL**
TAMPA 2015

C



An inline typeface is used here which compliments the SO symbol and the markings on a basketball.

Unified events mark

Mark versions and Special Olympics symbol positioning

Standard positioning for the Special Olympics symbol for event 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.



Unified events Identity application

Effective event signage assists in raising awareness of the event, acknowledging sponsors, identifying venues, providing information and direction.

It is important to note that the Unified Sports assets are designed to work as part of the Special Olympics master brand identity.

For further details on event identity creation and application please see the **National & State, Games & Tournaments Identity Development Guide**.

The guide can be downloaded by visiting:
www.resources.specialolympics.org



ESPN Co-Branding

ESPN is the Special Olympics Unified Sports® Global Presenting Sponsor. This section illustrates the co-branding lock-up and provides details for its application.

These co-branding guides apply specifically to the ESPN / Unified Sports partnership, all other sponsor endorsements should follow the general guides in the previous section.

Sponsorship

Co-branding lock-up Co-Branding

Illustrated here are the various versions of the co-branding lock-up with ESPN. Note that the partnership is specifically with the Unified Sports program. As such the partnership lock-up will generally appear in the context of a Unified Sports event or piece of communications.

Color

The ESPN mark uses a different color mix to the Special Olympics red (used in our symbol). The colors used in the lock-up should not be altered in any way.

ESPN Red

Pantone	CMYK	RGB
032	0/90/86/0	255/0/48

Artworks are available in both 4 line and 2 line versions. Artworks are available for all versions in EPS (professional use) and PNG (office use) versions.

Co-Branding lock-up artwork versions



Co-Branding lock-up with descriptor line



The description line, positioned below the co-branding lock-up, clearly describes the relationship between ESPN and Special Olympics Unified Sports.

Sponsorship

Co-branding lock-up

Co-branding application

When applying the sponsor lock-up the context of the application will determine the use of the descriptor line and which elements of the lock-up are required.

ESPN Context

ESPN acknowledges its support of Special Olympics Unified Sports®. Appears on ESPN's promotional materials



Joint Context

Both brands acknowledge their partnership on shared platforms. Appears on joint merchandise.



Special Olympics Context

Special Olympics acknowledges the support of ESPN. Appears on Special Olympics Unified Sports® promotional materials.



Co-branding lock-up

Use with curve for co-branded Unified Sports events

When applying the Special Olympics Unified Sports® partnership lock-up it should follow the same positioning as placement of the master program lock-up. The partnership lock-up will generally appear in the context of a Unified Sports event or piece of communications.

Print and banner application



In action Pitch-side banners

Banners should use the standard application of the co-branding lock-up. Note how the dynamic curve device is used to create a clear space to distinguish between the program lock-up and the event or local sponsor / university marks.

- 1 The Special Olympics Unified Sports® co-branding lock-up is applied to a solid red banner. A slight graduation of the red color can also be used for the background.
- 2 Co-branded banners can accommodate the inclusion of the Accredited Program mark for localized events.
- 3 The co-branding lock-up used in conjunction with a University / College / High School logo. This configuration can be used for events sponsors or other local sponsors.

1 Standard co-branded banner



2 Co-branded banner with multiple sponsor logos



3 Co-branded Banner with University / High School logo



Sponsorship

In action Co-Branded merchandise

Please note that any use of the ESPN mark requires approval from ESPN. All applications of the ESPN logo should be sent to brand@specialolympics.org

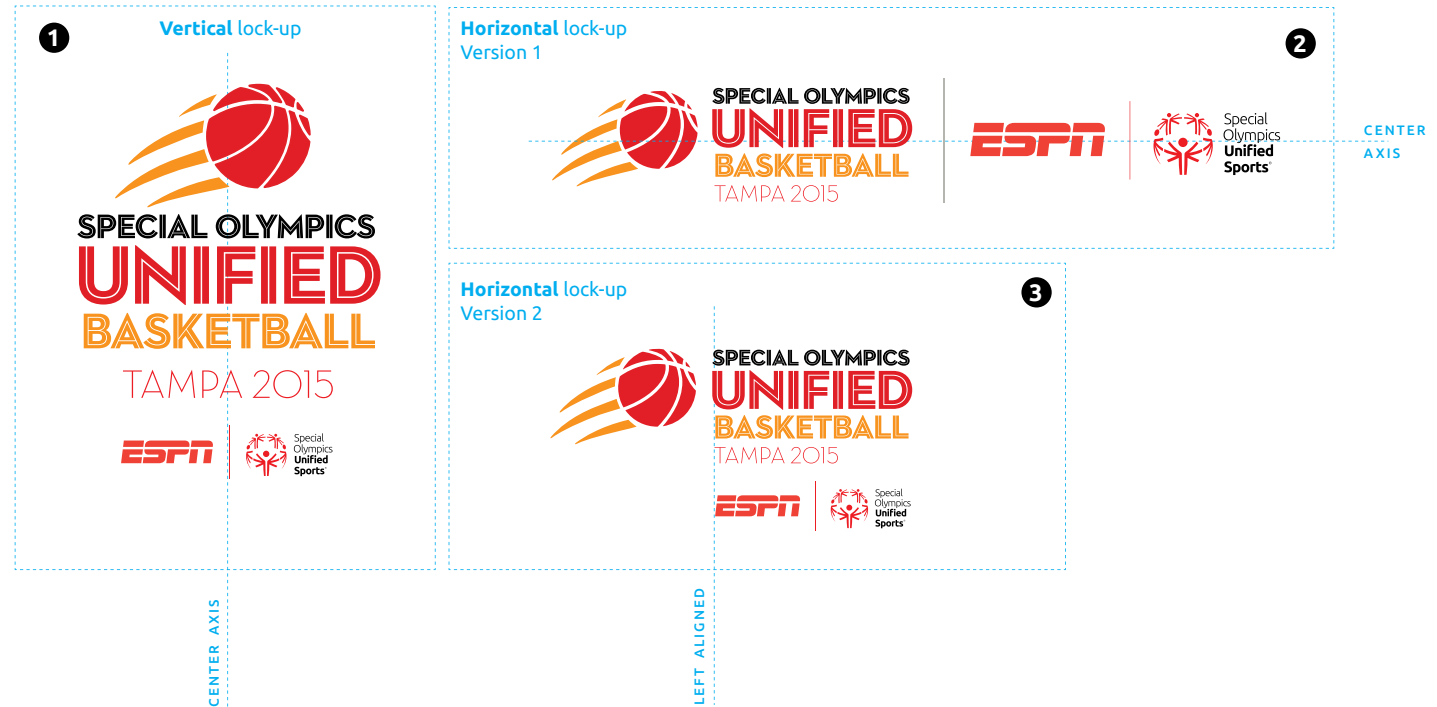


Unified events mark

Mark versions and Co-Branding lock-up positioning

Standard positioning for the Unified Sports co-branding lock-up for event 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.

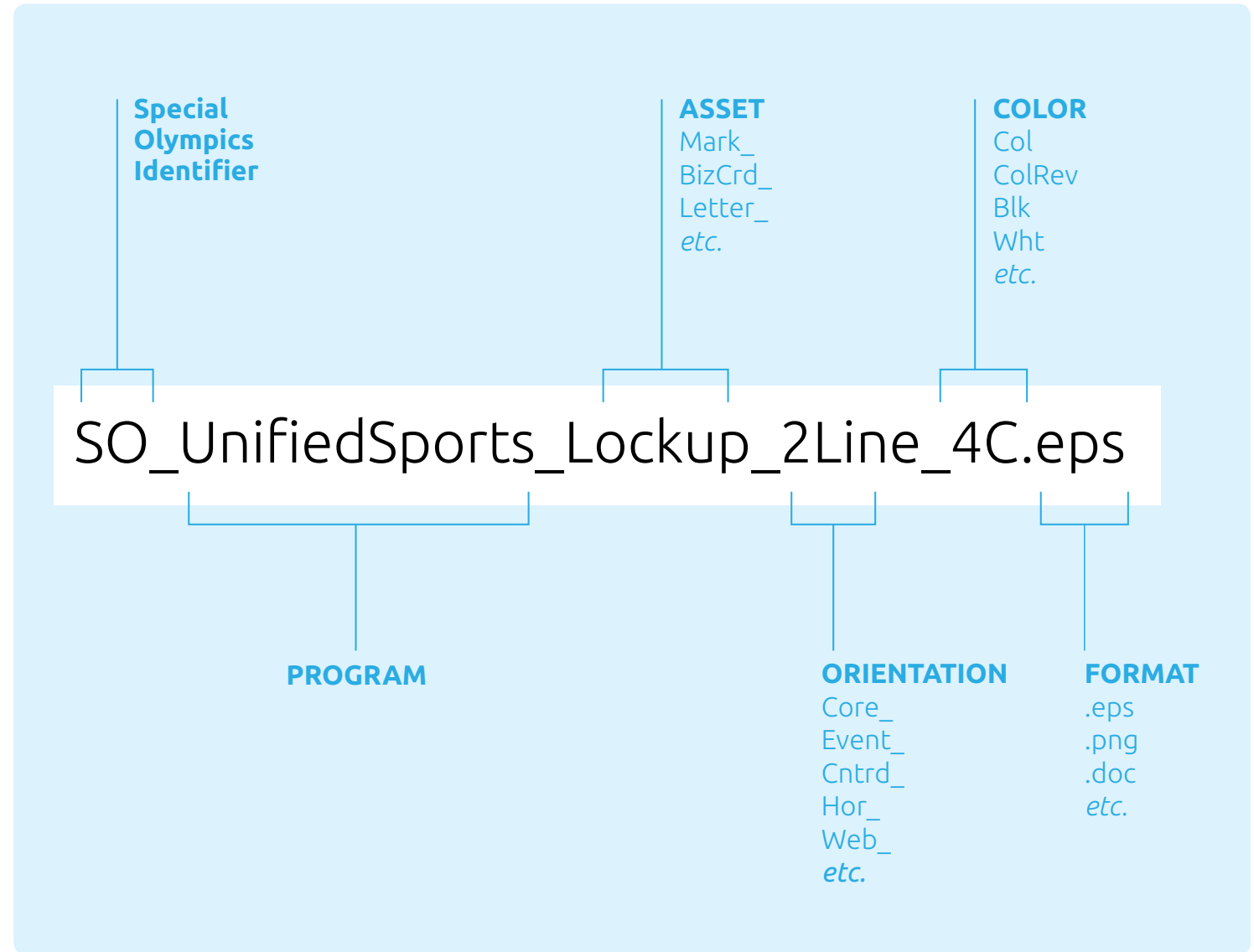


Identity Management

Now that you understand our brand and our visual identity, ensuring we manage it effectively is important. Managing a brand is like tending a garden. It is a constant process to ensure that we retain coherency and consistent, clear messages while allowing for new ideas to flourish.

Artwork naming protocol

Master artworks within the visual identity should use the following naming convention.





Please note that ESPN require approval for all logo usage. All applications of the ESPN logo should be sent to **brand@specialolympics.org**

Every single participant in the Special Olympics Movement can play a role in aligning and strengthening our brand around the world. These guidelines as well as a comprehensive suite of tools, messaging materials and templates are available for all to download from

http://resources.specialolympics.org/Topics/Sports/Unified_Sports.aspx

These guidelines are an Appendix to the Special Olympics Brand Identity Guidelines and should be used in conjunction with these. The Special Olympics Brand Identity Guidelines, tools and templates are available to download from

resources.specialolympics.org/brand.aspx

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

Also please feel free to share any case studies and images of any successful brand campaigns or execution in your program or region.