

Special Olympics

World & Regional Games Identity Development Guide

Version 3.0

Special Olympics



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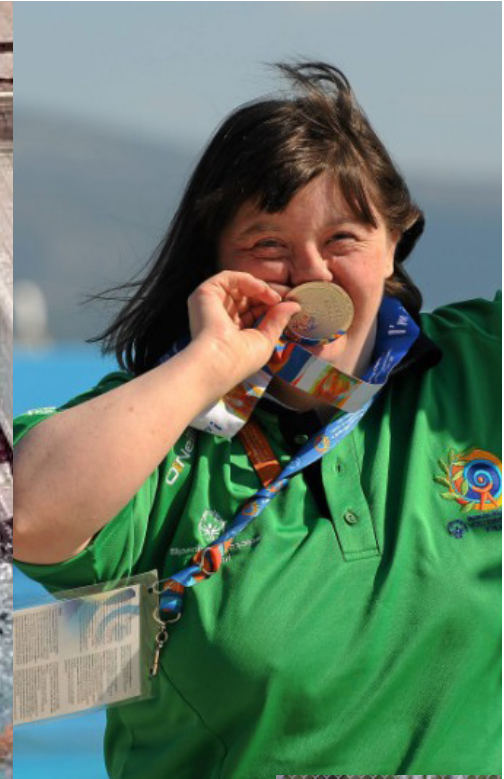
About these guides

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

Introduction

Special Olympics is a global movement serving close to 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.

The **Special Olympics World Games** are flagship events for the Movement. Taking place every two years the games alternate between Summer and Winter Games. Thousands of athletes, coaches, volunteers and supporters attend to see and cheer the skills and accomplishments of people with intellectual disabilities.



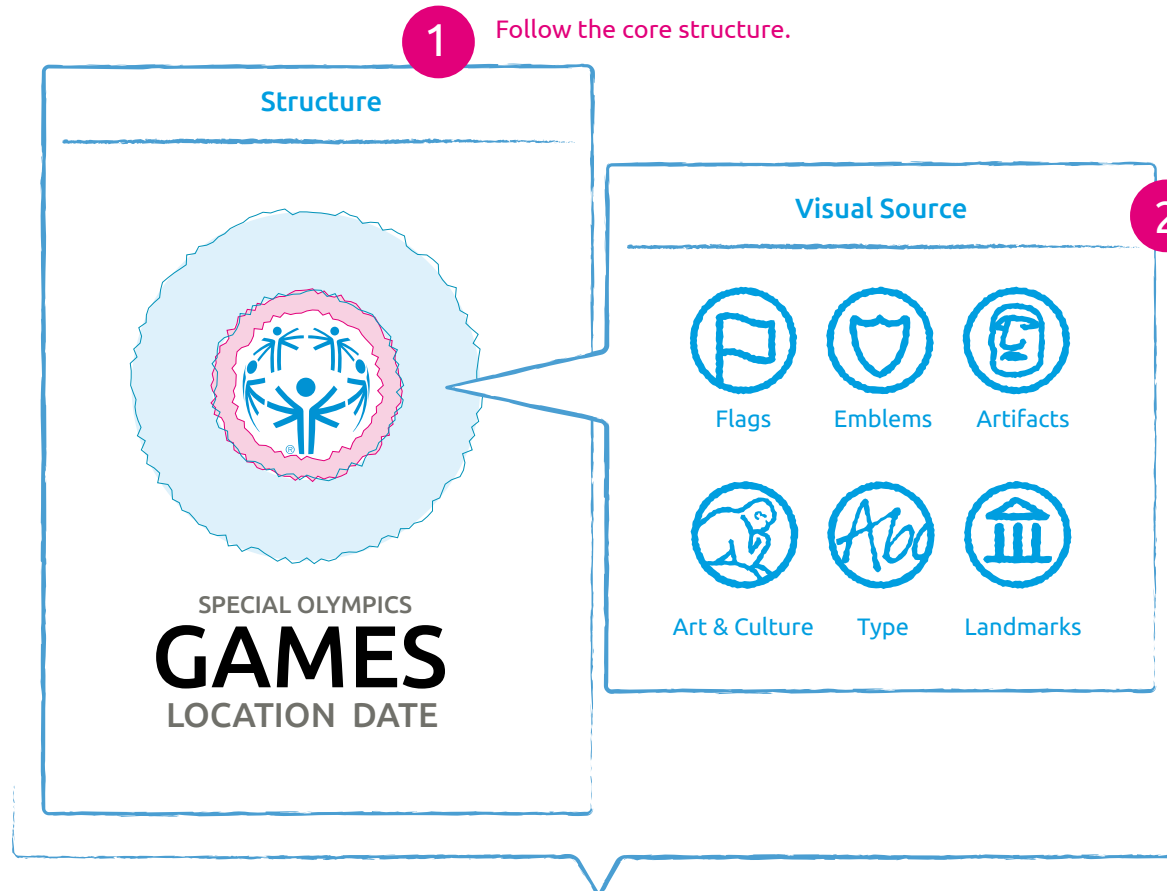
Identity development guide

Section 1

Creating your mark

Mark Development Approach

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



1 Follow the core structure.

2 Use visual sources to create a mark which reflects the time and location of the games.

3 Celebrating Special Olympics Your mark should be dynamic and reflect a sense of celebration for the games.

Mark Development Core Structure

The flexible naming structure allows language variations or location and games emphasis as appropriate.



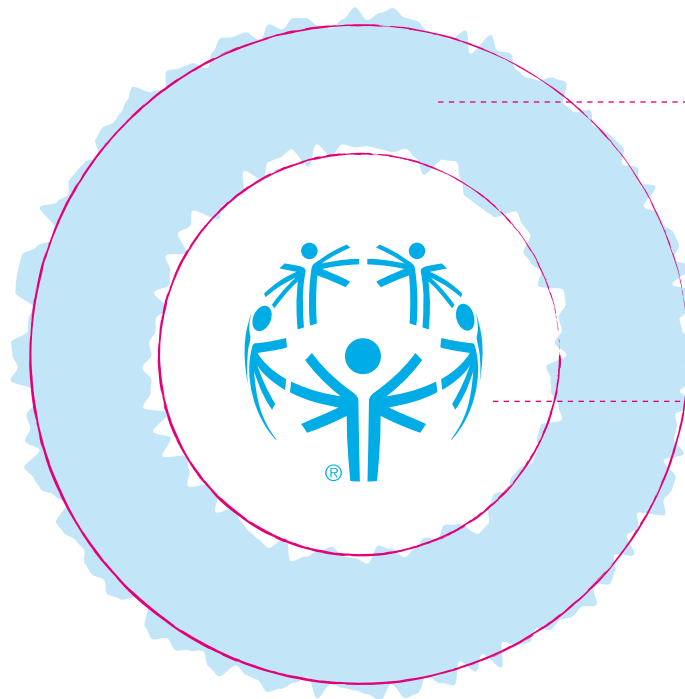
SPECIAL OLYMPICS
GAMES TITLE
LOCATION DATE



SPECIAL OLYMPICS
WORLD GAMES
LOCATION
DATE



SPECIAL OLYMPICS
REGIONAL GAMES
LOCATION
DATE



1 Dynamic frame
The core structure of the games mark is based on a circular motif. The frame is designed to enable the freedom to express the unique location of your games while retaining a consistent structure.

2 Special Olympic symbol
The Special Olympics symbol is placed at the heart of the World and Regional Games.

SPECIAL OLYMPICS
GAMES TITLE
LOCATION DATE

3 Naming Structure
The naming structure follows the hierarchy illustrated. There is a naming hierarchy for both Summer and Winter Games

Naming Structure for **SUMMER** Games

SPECIAL OLYMPICS
WORLD GAMES

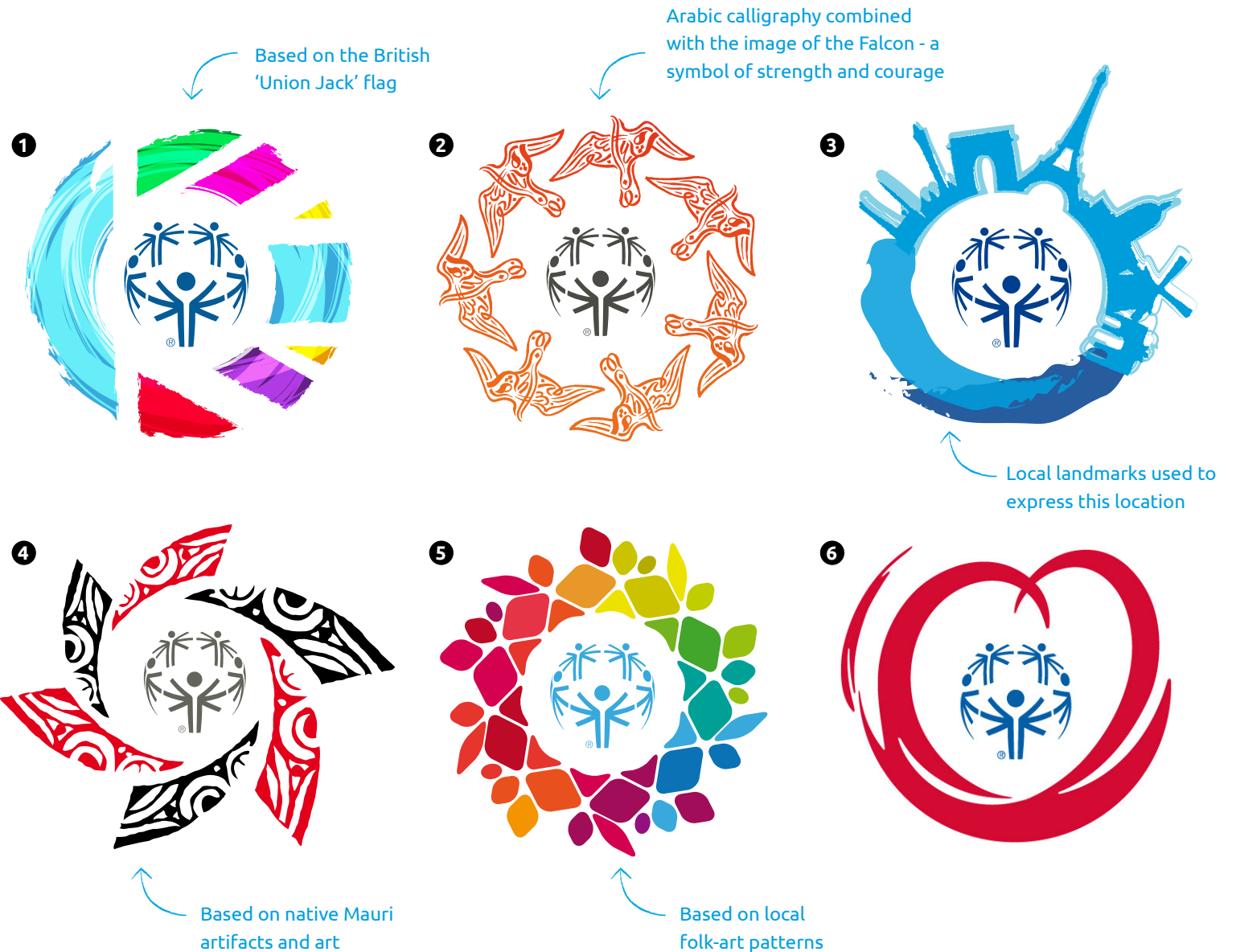
Naming Structure for **WINTER** Games

SPECIAL OLYMPICS
WORLD WINTER GAMES

Mark Development **Visual sources**

Each mark should clearly reflect the unique time and location of the games. To create a distinctive identity there are a range of visual sources which can provide inspiration:

- 1 Flags**
Flags with distinctive shapes and forms e.g. the Union Jack (United Kingdom), Stars & Stripes (USA) South Africa, Croatia.
- 2 Emblems**
National or regional emblems or heraldry. Local symbols, animals, regionally associated flora and fauna.
- 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 Artifacts**
Historic artifacts, found objects or other historic elements associated with a region.
- 6 Expression**
Abstract or expressive forms which reflect the energy and spirit of the games.



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** Time can be emphasized through the use of seasonally associated colors - particularly relevant in the case of the Winter games.
- C** The spirit and sense of celebration of the games can be emphasized through the use of a spectrum of colors.



Using National or Regional colors assists in emphasizing location



Using seasonally associated colors helps emphasize the time of year



The use of a color spectrum can emphasize the spirit and sense of celebration of the games

Mark Development **Typographic style**

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

- A** Draw on local visual sources
- B** Compliment the style of the dynamic frame
- C** or, use *Ubuntu* the preferred typeface of Special Olympics



A SPECIAL OLYMPICS
**WORLD
GAMES**
LONDON 2022

Gill Sans used here for its distinct British associations



B SPECIAL OLYMPICS
**WORLD
GAMES**
Salzburg 2021

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



C SPECIAL OLYMPICS
**WORLD
GAMES**
Auckland 2016

Ubuntu, the preferred Special Olympics typeface, used here

Example 1

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

- 1 Ensure that appropriate clear space is given between the Special Olympics symbol and the dynamic frame.
- 2 Detailing and space between graphic elements should allow for reproduction at small sizes.
- 3 Use a simplified version of the mark in single color applications.
- 4 Create a secondary or complimentary color set to help create distinction and ensure ease of application across the full range of materials for each games.
- 5 When applying the mark to color backgrounds emphasis should be given to highlighting the Special Olympics symbol.



SPECIAL OLYMPICS
WORLD GAMES
 LONDON 2022

Core mark



SPECIAL OLYMPICS
WORLD GAMES
 LONDON 2022

Horizontal lock-up, single color



Complimentary color set

Example 2

- 1 Ensure that appropriate clear space is given between the Special Olympics symbol and the dynamic frame.
- 2 Detailing and space between graphic elements should allow for reproduction at small sizes.
- 3 Use a simplified version of the mark in single colour applications.
- 4 Create a secondary or complimentary colour set to help create distinction and ensure ease of application across the full range of materials for each games.
- 5 When applying the mark to colour backgrounds emphasis should be given to highlighting the Special Olympics symbol.



SPECIAL OLYMPICS
WORLD GAMES
 Salzburg 2021

Core mark



Horizontal lock-up, single color



5

Complimentary color set

Identity application

Following the creation of your games mark the identity system will need to be applied across the various touch points for the games. 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 World Games logo has been used in all the examples in this section. When applying your games identity please substitute the generic mark for you World or Regional games mark.

Banners Overview

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



Banners

Vertical banners

Designs for banners should be clean, clear and dynamic. Banners may have a range of functions from general games branding to the inclusion of sponsors, messaging and as venue dressing.

General games branding

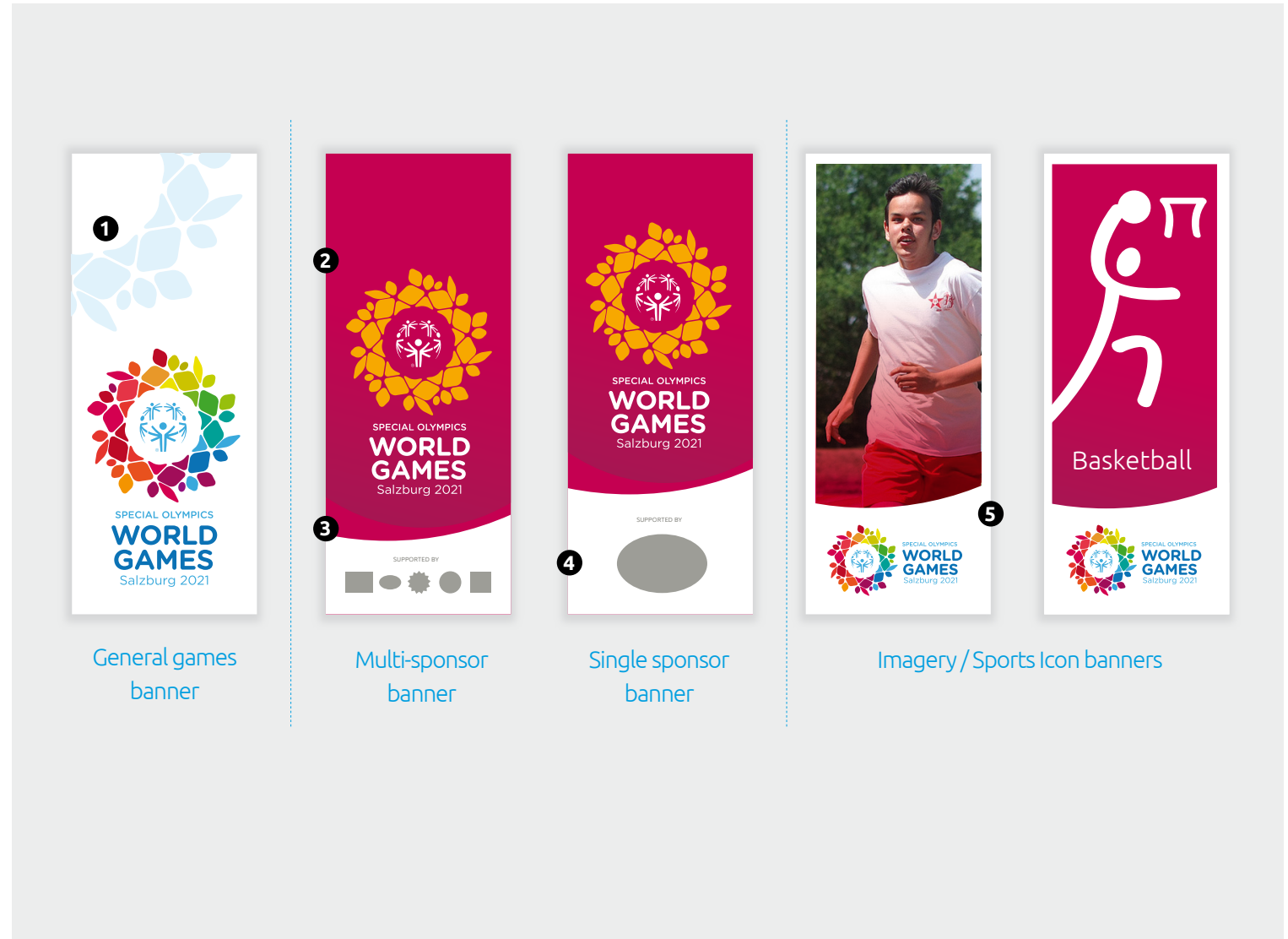
- 1 The dynamic frame used in single color and at low contrast as an embellishment.

Sponsor banners

- 2 Use of color background allows clear distinction between games branding and sponsor marks.
- 3 Curve device used to separate sponsor marks from the games identity.
- 4 Use of white background facilitates easy application of sponsor marks.

Imagery / Sports Icon use

- 5 Use of the dynamic curve enables easy application of the full color games mark with imagery or Sports Icons.



Banners

Horizontal banners

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

- 1 The dynamic frame can be used in single color and at low contrast as an embellishment.
- 2 Use of color background allows clear distinction between games branding and sponsor marks.
- 3 Curve device used to separate sponsor marks from the games identity.



General games banner



Messaging banner



Multi-sponsor banner



Single sponsor banner

Banners Sequencing

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

- ❶ Core banners use the full color version of the mark.
- ❷ Banner sequencing should include the Special Olympics master mark.
- ❸ Complimentary / Secondary games color palette used to create variety across sequenced banners.
- ❹ Messaging can be delivered across multiple banners.
- ❺ Sponsor logos should be integrated into the banner sequencing on a white background.
- ❻ The dynamic frame can be used as a linking embellishment between banners.



Vertical banner sequence



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.



Pitch-side / track-side banner sequence

Backdrops Media & Awards

The Special Olympics symbol is clearly visible between athletes

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

Awards backdrop

- 1 Games mark positioned at appropriate height to maximize visibility.
- 2 Dynamic frame used at low contrast as an embellishment. Other elements such as sports icons can also be used to embellish the awards backdrop.



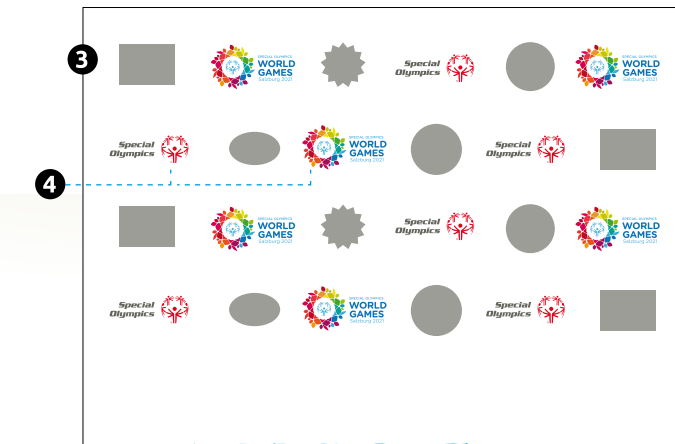
Awards backdrop



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

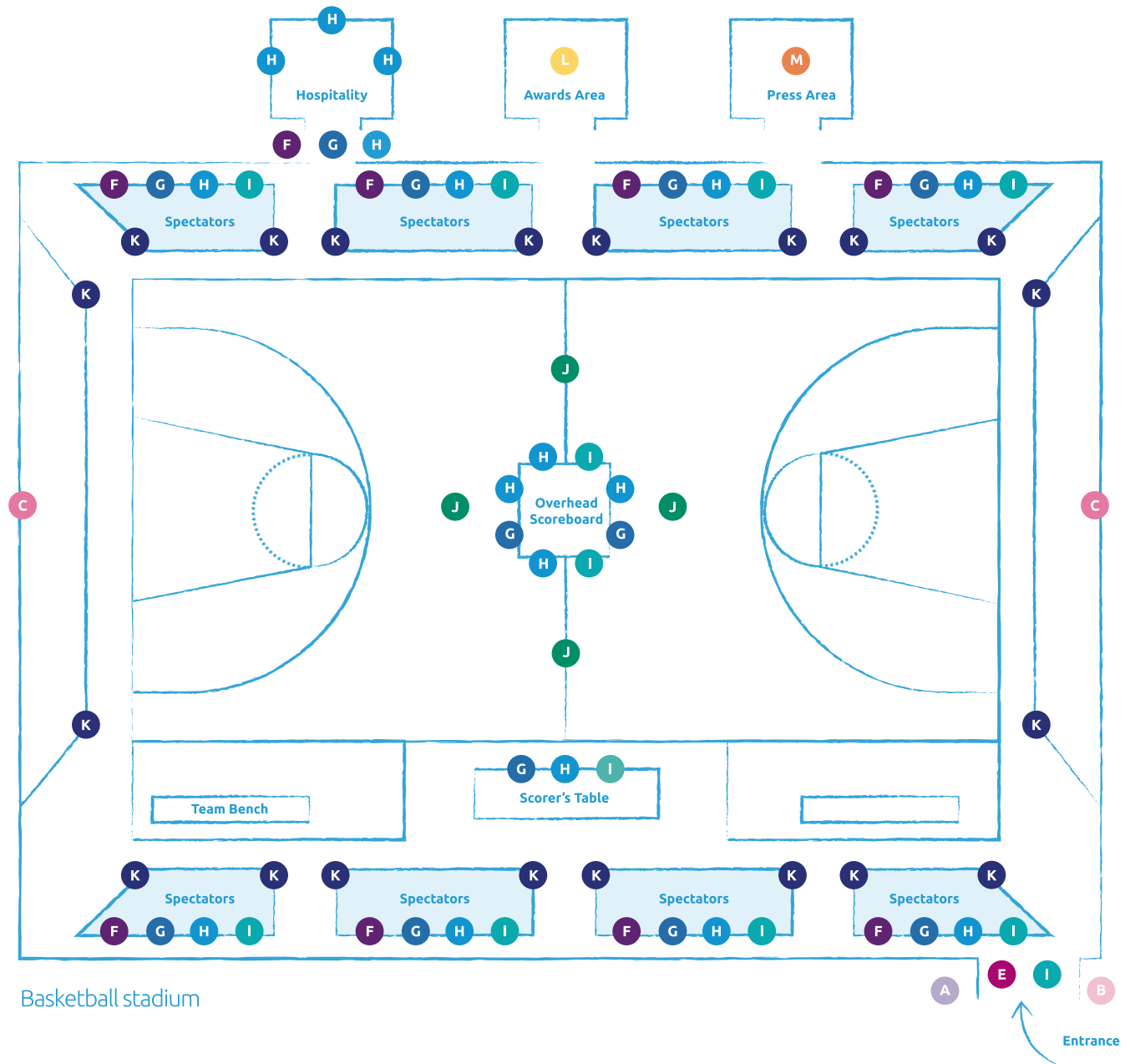


Press conference backdrop

Venue dressing

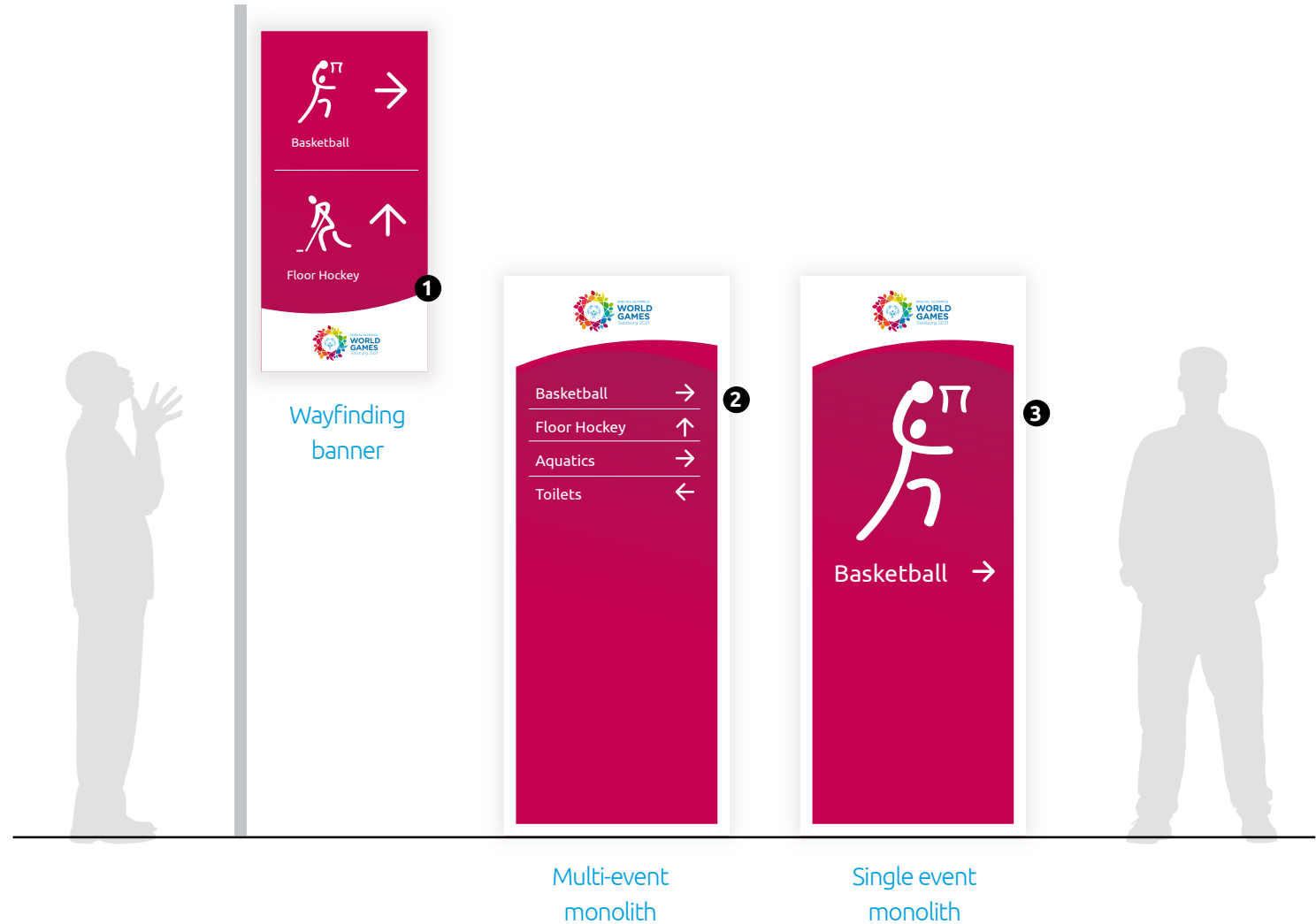
Shown here is a sample plan of the full range of banners and signage required to dress an event venue:

- A** Host sponsor transforme
- B** Sponsor transforme
- C** Host sponsor fence fabric
- D** Plain fence fabric
- E** Venue entrance banner
- F** Sponsor banner
- G** Games banner
- H** Host sponsor banner
- I** Special Olympics banner
- J** Rafter banner
- K** Decorative flag
- L** Awards backdrop
- M** Press conference backdrop



The primary function of any wayfinding signage is to help spectators and athletes to easily navigate 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 maximise clear understanding.



Merchandise & Apparel Colour

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

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

Merchandise



Volunteer apparel



Merchandise & Apparel

Messaging & audiences

Games merchandise should act as souvenirs which attendants and athletes wish to purchase as mementos of the Games. The application of slogans and messaging lines which reflect the spirit of the games should be considered as part of the Games merchandizing strategy along with simple application of the games mark. Identifying audience groups (i.e. spectator, volunteer or athletes) should be considered when creating targeted and appropriate merchandise.

- 1 Consider using both the front and back of double sided items.
- 2 The Games mark can be used in isolation where the descriptor is used elsewhere or where space is limited.
- 3 Slogans may be used in combination with the games descriptor.
- 4 Games descriptor used below the team name to act as endorsement and create appropriate emphasis.
- 5 The basic principles of color, application and messaging should be applied across all merchandise items.



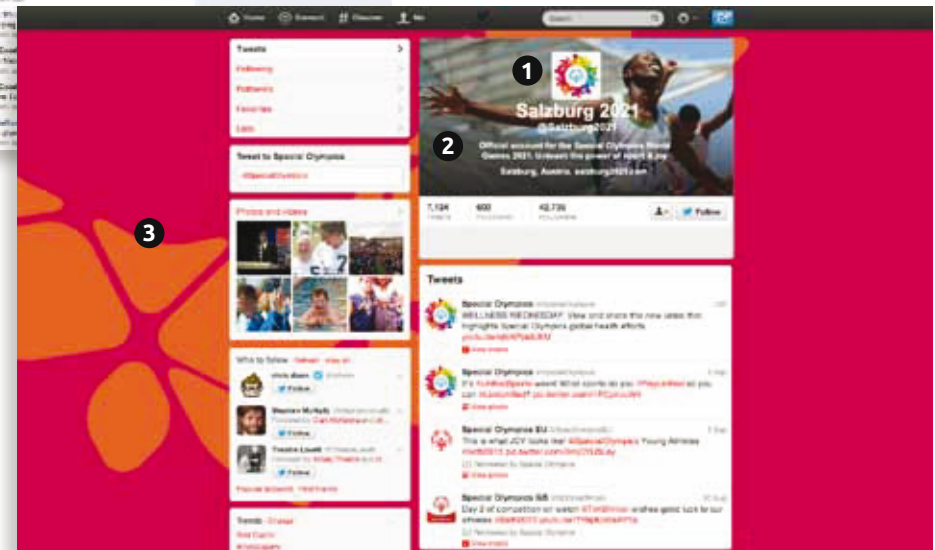
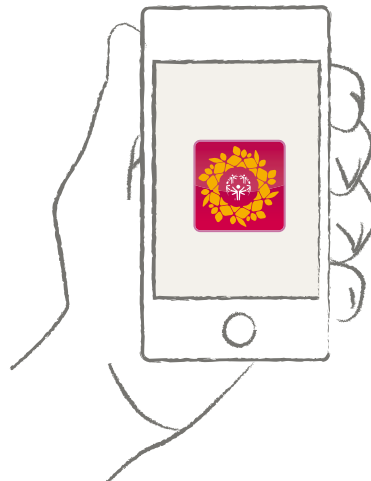
Vehicle branding considerations:

- 1 The Special Olympics mark should be placed in a primary location free from obstruction by body panels and windows.
- 2 Text should not run over wheel arches or other panels which would cause the text to be broken or illegible.
- 3 Consider using windows as a run over area for application of the games mark or other embellishment elements.
- 4 The dynamic frame can be used as a supporting embellishment to add color to other areas of the vehicle.



Web and social media enable fast and effective communication with athletes, volunteers and supporters both in the run up to and during games events. When applying your identity online consider;

- 1** The games mark should be used in isolation, without supporting text, as a social media avatar. By using the mark in isolation we ensure that text doesn't become illegible at small sizes. Avatars are usually supported by a username - in this case the name of the games event.
- 2** Imagery or embellishments used for header backgrounds.
- 3** The dynamic frame can also be used to embellish other background areas. Text and use of the mark should be avoided in these areas as they are not often visible and are dependent on browser size.



Mascots

Mascots are fictional characters, usually an animal native to the area or human figures, who represent the cultural or heritage of the Games are taking place. The mascots are often used to appeal to a younger audience.



Ra (blue asiatic black bear) In (red sheep), Bow (green sheepdog) are the mascots of the 2013 Special Olympics in Pyeongchang. These animals are the national treasures of the Gangwon province, delivering passion and courage to people with and without intellectual disabilities.

Mascot used for the World Winter games in Idaho



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.



Lanyard Design

Lanyard Visual Source



Type



Color

Medal structure and design

Medal Visual Source



Symbol



Type



Event Mark



Positioned on the lanyard at the back of the neck

Medals for World & Regional Games

Regional and World Games medals should be memorable and designed to reflect the cultural relevance of the location where they are being held.

1 Lanyards

These lanyards can be between 4.5cm and 6cm in width. They can use the colors and the patterns of the overall games identity.

2 Medal Front

The front side includes the name and logo of the event, the date and the location. The design can replicate the diecut from the main logo or be a simple shaped medal.

3 Medal Back

The backside includes the slogan of the event

4 Medal & Neck Ribbon Attachment

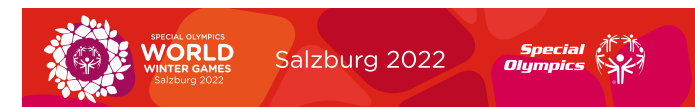
The medal attaches the lanyard through a metal holder.

Size and Specs

The minimum size for this medal is 6 cm in diameter and the maximum size is 7.5 cm in diameter. The thickness is between 0.4 cm and 0.5 cm. The design and material can be innovative to reflect the global event.



Using National or Regional colors assists in emphasizing location



Front
Logo + Location + Year



Back
Slogan + full date

Innovate by creating a medal that works with the identity of the location and the global event



Positioned on the lanyard at the back of the neck

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

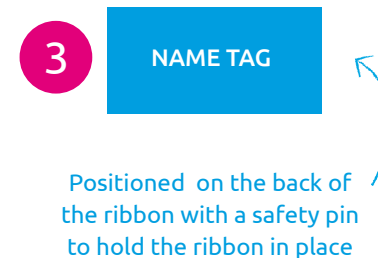
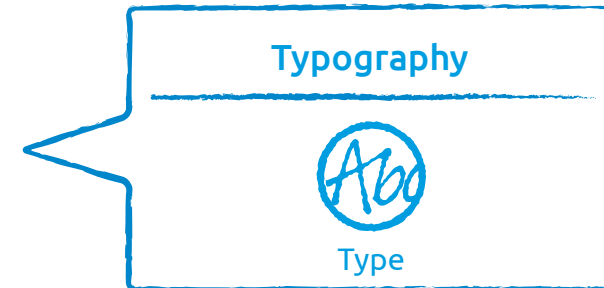
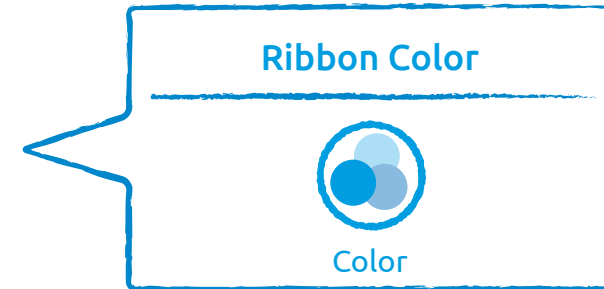
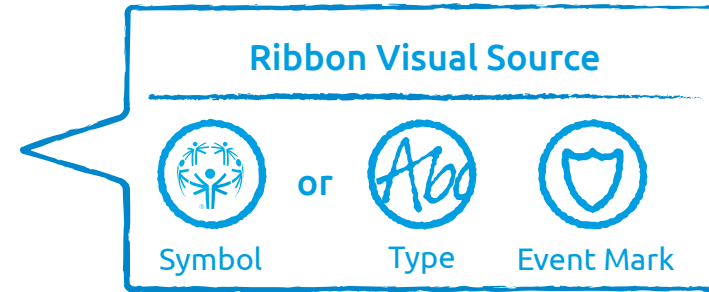
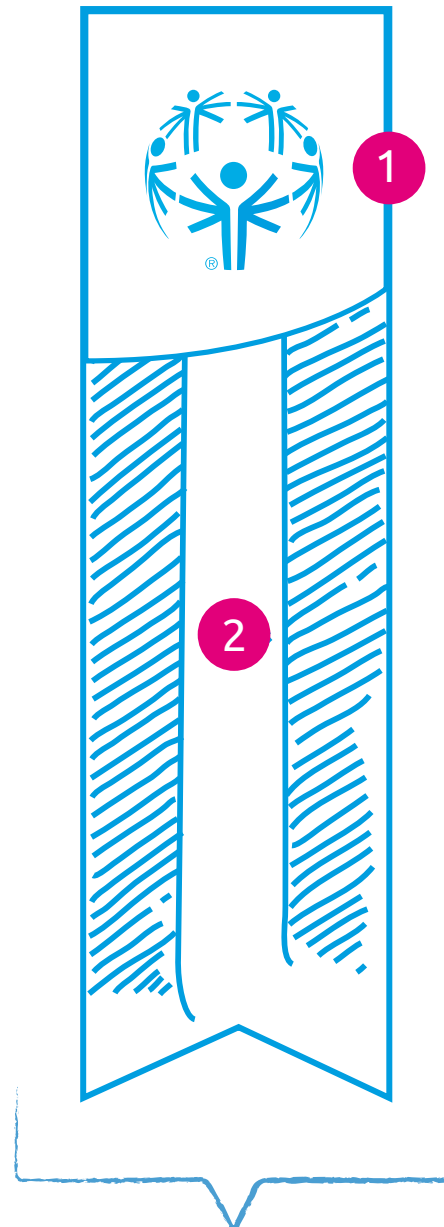
The top part of a ribbon should be used for the logo placement. Depending on the event, either the Special Olympics logo, the Special Olympics Accredited Program logo or the Games logo should be placed in that top curve.

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.

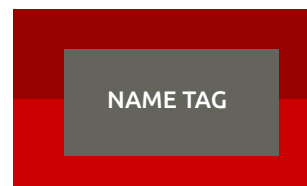
3 Name Tag

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.

World & Regional 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

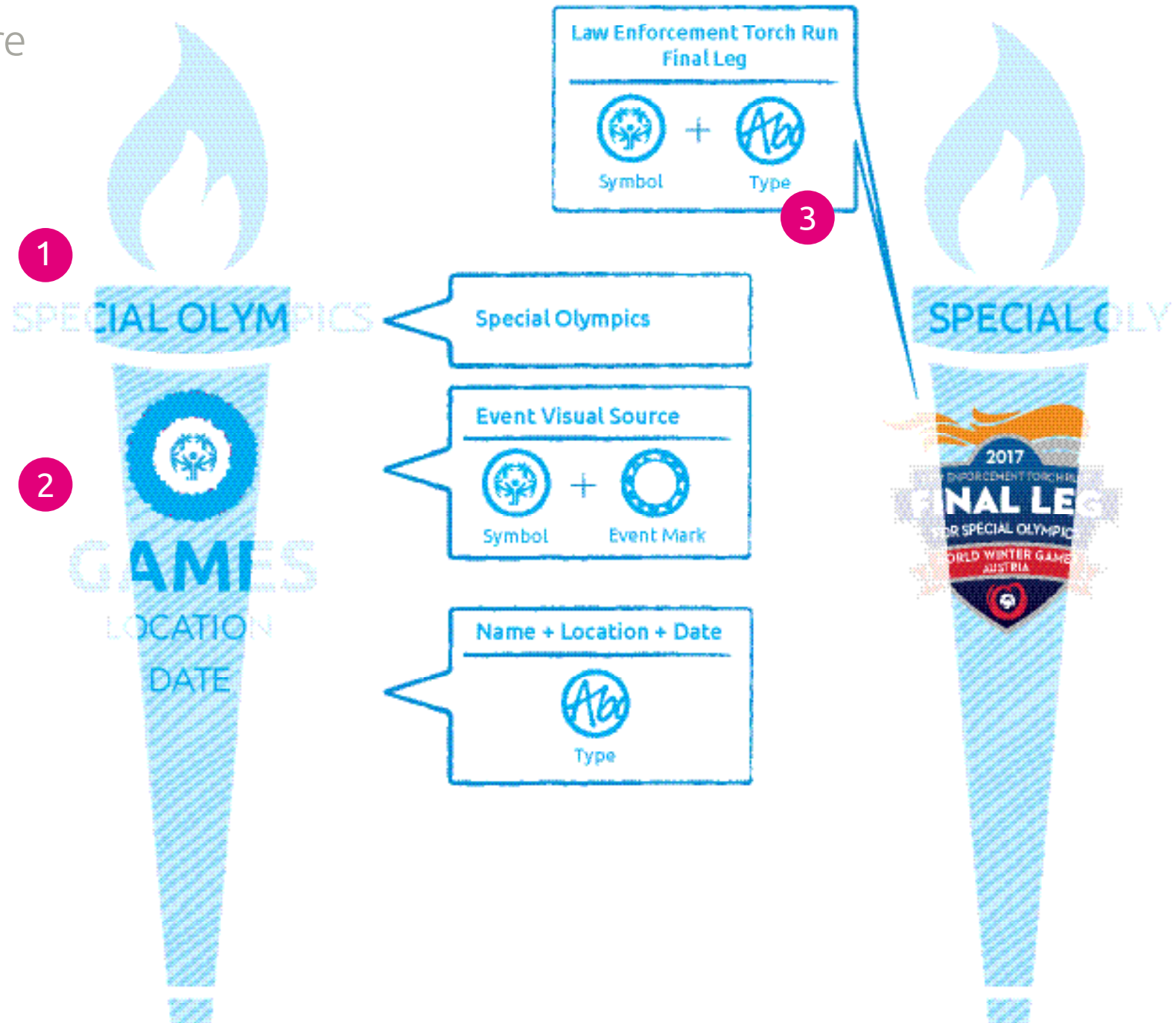
The top part of a torch should be used for placing the Special Olympics name. Torch designs can vary in their final execution, but using the top area to write Special Olympics is important to identify the brand.

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.

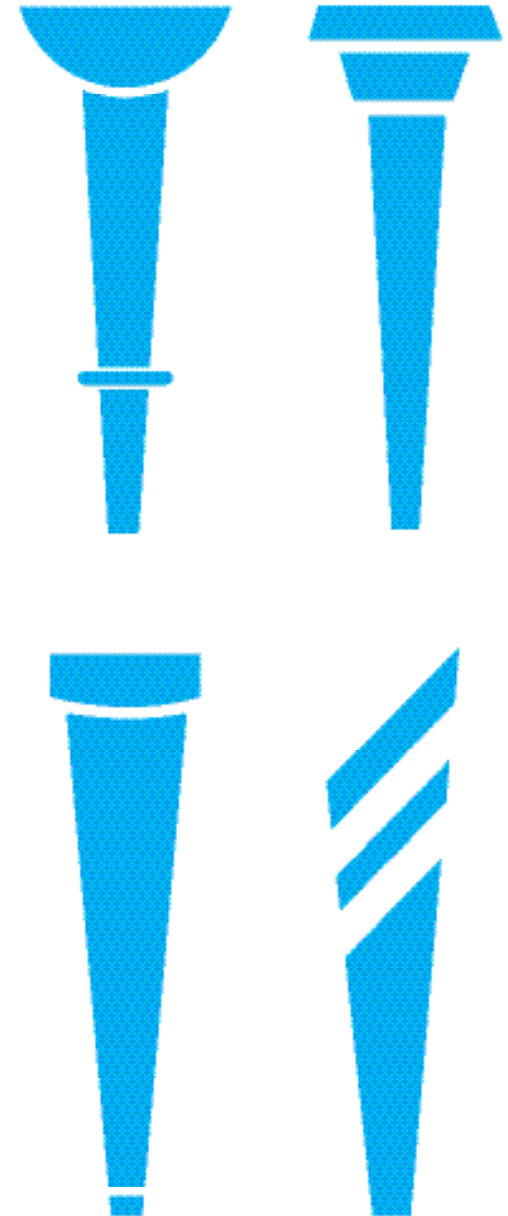
- 1 Special Olympics Reference**
The top part of a torch should be used for recognizing the brand.
- 2 Side A**
Depending on the event, either the Special Olympics logo, the Special Olympics Accredited Program logo or the Games logo should be placed in on the main front side.
- 3 Side B**
The Law Enforcement 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



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

brand@specialolympics.org