

BRAND IDENTITY GUIDELINES FOR ACCREDITED PROGRAMS

*Special
Olympics*



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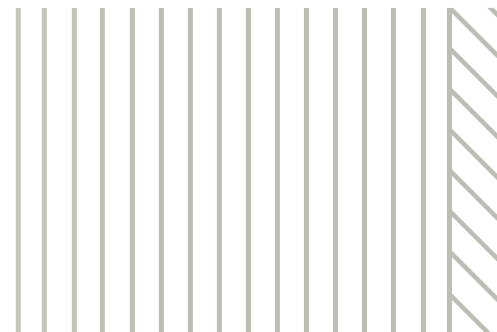
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INTRODUCTION

Our brand is our reputation - a reputation shared by all of the Programs within Special Olympics. This reputation exists in the hearts and minds of the public and our stakeholders. Our reputation is informed primarily by what we do but also by what and how we communicate. These guidelines have been created to strengthen the Special Olympics brand worldwide and bring to life the values and the vision of our [Strategic Plan](#).



Core Idea

This symbol highlights specific areas to be understood.



Thinking

This symbol highlights areas to consider or think about how you can adapt the messaging.



Take Care

This symbol alerts you to common mistakes to watch out for or areas that may be open to misunderstanding.



Messaging

This symbol highlights areas to consider how we communicate.



Files and Artworks

This symbol highlights specific files or artwork versions that should be used.

These symbols, used throughout the guide, will help you to identify areas of specific interest:

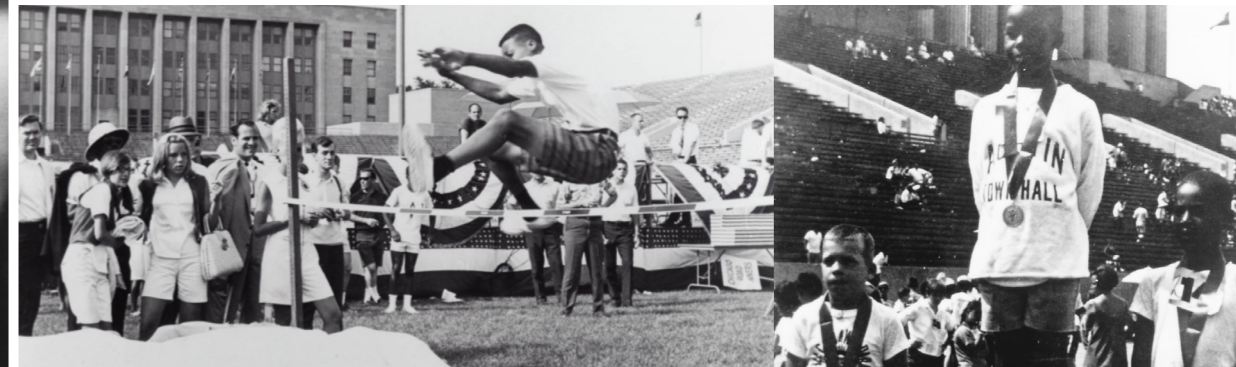
1

The Special Olympics brand reflects who we are, what we stand for and how we connect with athletes, families, partners, and communities. It is a tool to share our story, inspire action and bring the energy, joy and urgent message of our movement to life in every interaction. This section introduces our brand essence, mission, vision, and brand personality which guides everything we do.

OUR BRAND

OUR BRAND

OUR HISTORY



CHANGING LIVES AND ATTITUDES SINCE 1968

The idea behind Special Olympics began in the early 1960s, when Eunice Kennedy Shriver saw how unjustly and unfairly people with intellectual disabilities were treated. She also saw that many children with intellectual disabilities didn't even have a place to play. She took action.

Soon, her vision began to take shape, as she held a summer day camp for young people with intellectual disabilities in her own backyard. She insisted on young people with and without intellectual disabilities playing together and learning from each other.

In 1968, the first Special Olympics international competition was held in Chicago. The goal was to spotlight ability, not disability. What began as a backyard summer camp for 34 young people is now a global movement with millions of athletes. As more people with and without intellectual disabilities join the movement, our story still centers on brave individuals who achieve together.



Africa Region



Asia Pacific Region



East Asia Region



Europe / Eurasia Region



Latin America Region



Middle East / North Africa Region



North America Region

A SHARED REPUTATION



Our guiding story

Since 1968 Special Olympics has grown to become a worldwide movement with over 250 Accredited Programs across six continents. Each of these Programs reflects the culture, customs and diversity of their local communities while sharing a reputation that defines Special Olympics.



Local stories that connect

Take the time to identify the most resonant stories from your Program. From the local founders to the athletes, families, coaches, volunteers and partners: there are many stories to be told with local meaning and that will connect with your audience.

OUR CHAMPIONS

Our champions are the people and organizations that make our mission possible. They include athletes and their families, volunteers and coaches, businesses and brands, healthcare professionals, sport clubs, governments, educators and students. Each group has a unique relationship with Special Olympics, ranging from supporting and celebrating athletes to shaping policies and creating opportunities for inclusion.



Guiding our communications

Understanding our champions helps us communicate in ways that are relevant, engaging and motivating, ensuring every message connects with the people who can drive change and amplify our impact.

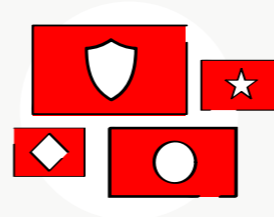
Athletes and Supporters



PEOPLE WITH ID & THEIR FAMILIES VOLUNTEERS & COACHES

Athletes and Supporters are at the heart of everything we do. When communicating with them we aim to celebrate achievements, build pride and provide encouragement.

Partners and Professionals



BRANDS & BUSINESSES HEALTHCARE PROFESSIONALS SPORT CLUBS & PRO TEAMS

Partners and Professionals help provide resources, expertise and opportunities that make inclusion possible. Our communications focus on collaboration, impact and how they can be part of the movement.

Influencers, Decision-makers, and Advocates



GOVERNMENTS & POLICYMAKERS EDUCATORS & STUDENTS

Influencers and Advocates help shape the broader environment that supports inclusion and equality. Our communications with them highlight the benefits of inclusion and show how they can make a lasting difference.

OUR BRAND



A guiding idea

Our brand essence is our guiding idea or heart of a brand. It expresses and captures what Special Olympics stands for at our core.

More than a tagline

Our brand essence is not just a tagline or a mission statement, it is the DNA that shapes how our brand behaves, speaks and is understood by our members and audiences. Our brand essence communicates the purpose, impact and inclusion at the heart of Special Olympics.



How can you express this guiding idea in a way that connects with your Program, community or the specific audience in your communications?

BRAND ESSENCE



A global sports movement

Special Olympics is not just an organization or event, but is a dynamic, global force driven by the unifying power of sport.

WE ARE SPECIAL OLYMPICS
**A GLOBAL SPORTS MOVEMENT
 FOR A MORE INCLUSIVE WORLD
 FOR EVERYONE.**



A more inclusive world

We use our voice and our movement to break down barriers, change attitudes and create opportunities. Building a more inclusive world, where everyone feels valued and included.



For everyone

Inclusion is not limited to one group; it strengthens communities and society as a whole. Our impact encompasses all people, emphasizing how our movement enriches everyone it connects with.

OUR BRAND



A picture of the future

Our vision is a clear picture of the future we want to create. It guides everything we do and ensures our communications reflect the inclusive, empowering world we are working to build.

Making our vision real

Our mission explains how we make our vision real. Through Programming in sport, education, leadership and health, we empower people with intellectual disabilities to reach their full potential and create a more inclusive world for everyone.



How can our mission and vision guide the way we tell our stories and connect with our audiences in a way that feels authentic and impactful?

VISION AND MISSION

Our Vision

Our vision is an **inclusive** world for all, driven by the power of sport, through which people with intellectual disabilities live **active, healthy** and **fulfilling** lives.

The future we want to create



Our Mission

Provide **year-round sports training and athletic competition** in a variety of Olympic-type sports **for children and adults with intellectual disabilities**, giving them continuing opportunities to **develop physical fitness, demonstrate courage, experience joy and participate** in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

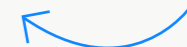
What we do



Who we do it for



Why we do it



OUR BRAND



Setting us apart

Our brand differentiator explains how Special Olympics is different from any other organization.

Sharing our difference

Our brand differentiator makes it possible for local Special Olympics Programs to stand out in their communities while aligning with the global movement. By emphasizing this difference, local Programs can show how we are building inclusive communities where people of all abilities can come together, learn from one another and grow.



How can you highlight the unique qualities of Special Olympics? This is important in communications where the audience will see lots of similar organizations at the same time.

BRAND DIFFERENTIATOR

Special Olympics is the **only global sports movement led by people with intellectual disabilities.** Every day around the world, our athletes show the world that **sport is a force for justice for people of all abilities.**

We demand dignity. We reject low expectations. We transform bias into belief.

Everyone belongs at Special Olympics.

OUR BRAND



Guiding our tone-of-voice

Our brand personality helps guide our tone of voice, visual style and behavior and helps audiences feel a personal connection with what we do.

Our brand personality traits should be considered together as a whole. It is the combination of traits that creates our unique brand personality.

Communicating

Remember that our personality can be communicated indirectly or through the overall tone. Each personality trait does not need to be expressed in every item of communication we produce but should inform the overall tone and message.



Think about the emotions that these words evoke. How can the look and feel of your communications bring these emotions or this personality to life?

BRAND PERSONALITY

BOLD

JOYFUL

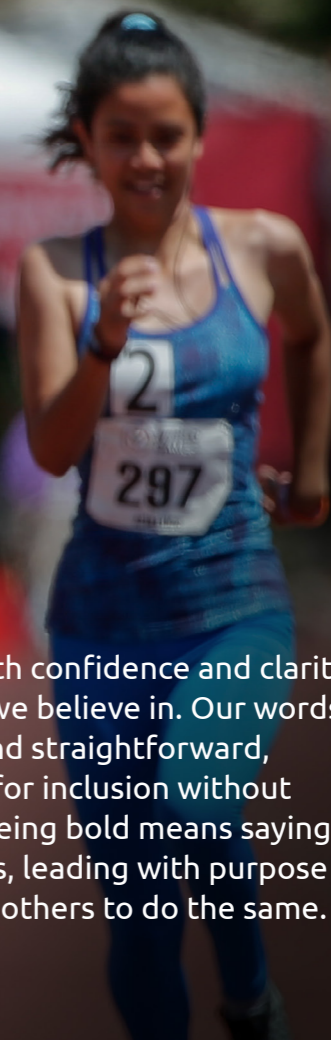
INSPIRING

RESILIENT

URGENT

OUR BRAND

BRAND PERSONALITY



BOLD



We speak with confidence and clarity about what we believe in. Our words are strong and straightforward, standing up for inclusion without hesitation. Being bold means saying what matters, leading with purpose and encouraging others to do the same.

OUR BRAND

BRAND PERSONALITY

JOYFUL



We communicate with warmth, positivity and a sense of celebration. Our tone reflects the happiness, pride and connection that sport brings to our athletes and communities. Joy shows up in language that feels real, uplifting and welcoming to everyone.

OUR BRAND

BRAND PERSONALITY

INSPIRING



We tell stories that help people see what is possible. Our voice focuses on ability, progress and achievement, inviting others to believe, support and get involved. Inspiration comes from being honest, respectful and grounded in real experiences.

OUR BRAND

BRAND PERSONALITY



RESILIENT



We communicate with strength, hope, and determination. Our tone acknowledges challenges while staying focused on progress and possibility. Being resilient means showing consistency, courage, and belief in every message we share.

OUR BRAND

BRAND PERSONALITY

URGENT



We speak with a clear sense of now. Our communications encourage action and show why inclusion matters today, not in the future. Urgency means using simple, active language that moves people to care, engage and act.

OUR BRAND



Our brand model is a single diagram that brings together the different aspects of our shared reputation across the Special Olympics movement.

Brand Essence

The guiding idea or heart of our brand captures what Special Olympics stands for.

Personality

These traits inform our tone of voice and how we communicate.

Champions

The people and organizations who make our mission possible.

Vision

A clear statement outlining the future we want to create.

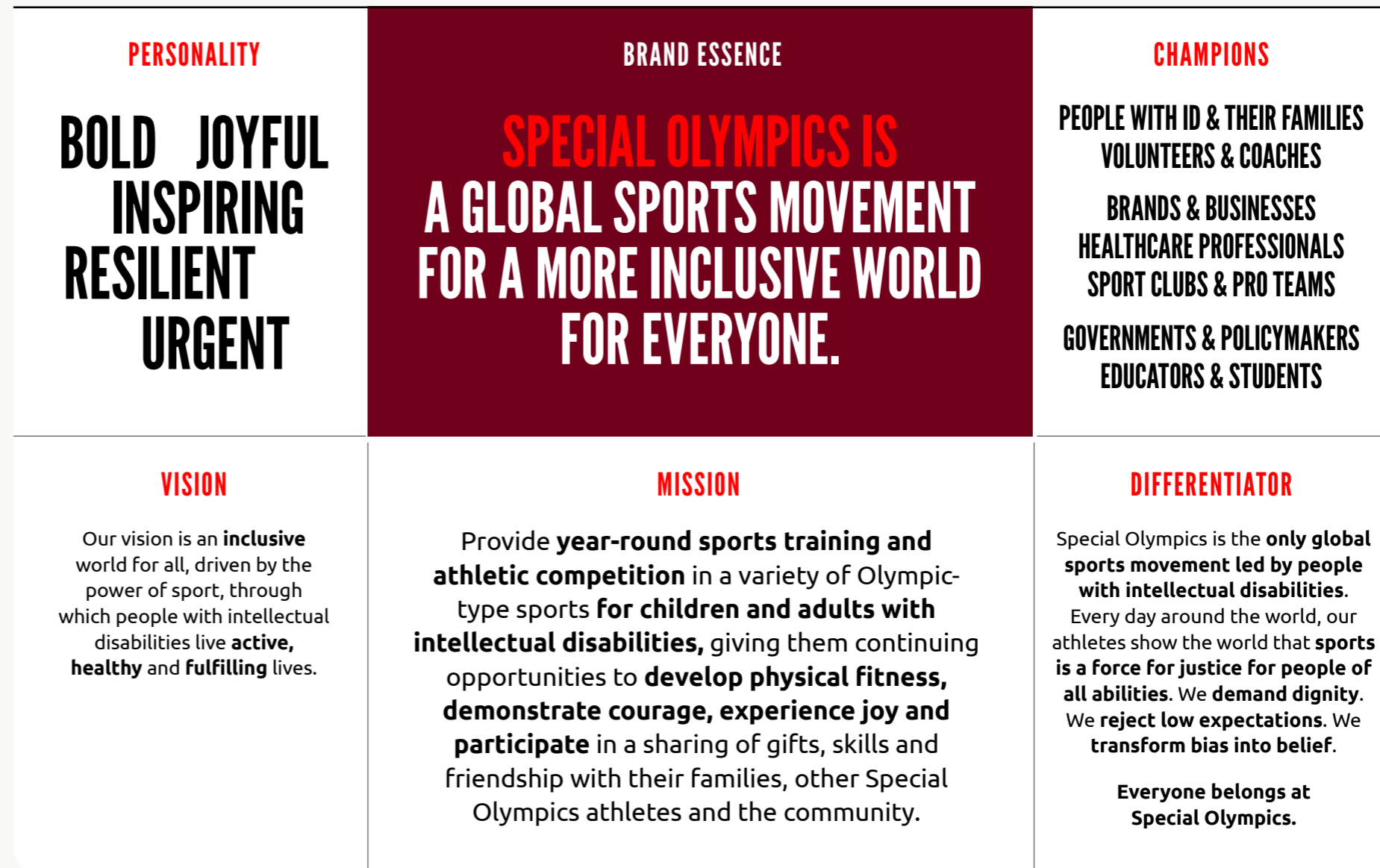
Mission

Our mission explains how we make our vision real — stating what we do, who we do it for and why.

Differentiator

The unique quality or set of attributes that clearly sets Special Olympics apart.

BRAND MODEL



OUR BRAND



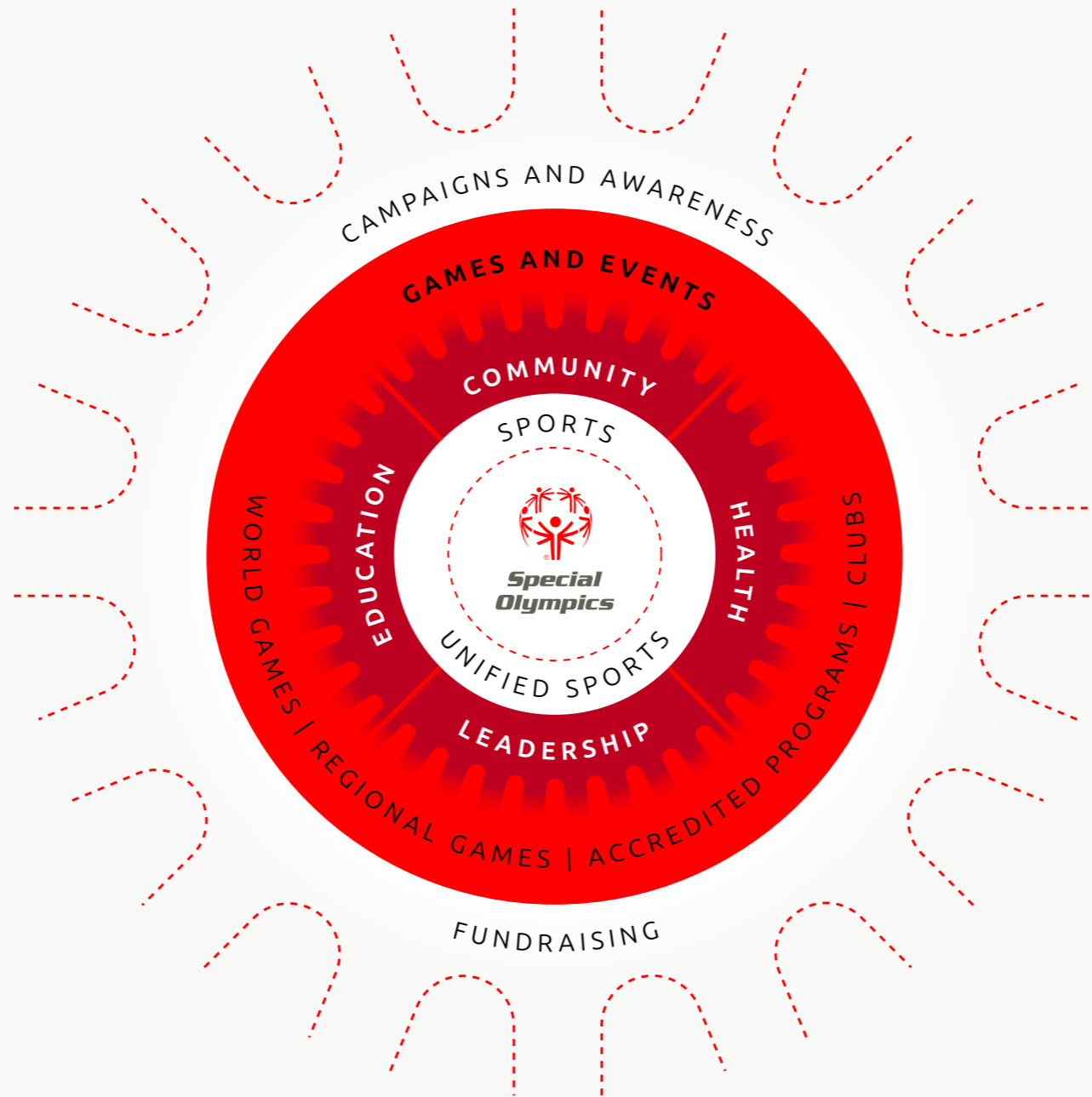
What is a brand ecosystem?

Our brand ecosystem shows how everything we do at Special Olympics is connected. It brings together our Programs, events, campaigns and partnerships into one shared system.

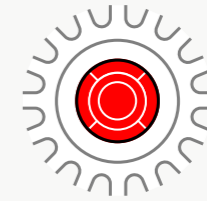
Why it matters

Understanding the brand ecosystem helps ensure consistency and clarity across the movement. It reminds us that every touchpoint, message and experience contributes to how our brand is understood and trusted. When aligned, the ecosystem strengthens our impact and keeps the movement united.

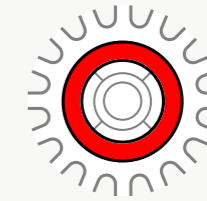
BRAND ECOSYSTEM



How it works



- 1 At the heart of the ecosystem are our key Program areas of sports and Unified Sports — these are access points to health, education, community and leadership.



- 2 Our core activities are activated through Accredited Programs, Sub Programs, World and Regional games, clubs and events.



- 3 Fundraising activities and campaigns connect our movement to communities, partners and the wider world.

2

OUR BRAND IDENTITY

Our brand identity is how the Special Olympics movement comes to life visually and emotionally. These elements, from our brand mark and typography to photography and graphics, are the building blocks of how we communicate who we are and what we stand for. Together, they create a consistent, recognizable and inspiring look and feel that reflects our values and personality.

BRAND IDENTITY TOOLKIT

Our brand identity toolkit



The brand identity comprises a toolkit of elements that are combined to create communications within the Special Olympics identity system.

The elements of our brand identity toolkit are:

- **Brand mark system:** Our International brand mark and our Accredited Program brand mark.
- **Color Palette:** The range of colors used across all our communications.
- **Typography:** League Gothic and Ubuntu are our preferred brand typefaces.
- **Photography and Video:** The most effective way to share stories from our movement.
- **Sport Graphics, Sport Shapes and the Dynamic Curve:** A graphic system to give energy and structure to our communications.
- **Layout System:** How we consistently apply all the elements in our toolkit to build clarity and recognition.

<p>Brand Mark System</p>	<p>Color Palette</p>	<p>Typography</p>	<p>Photography and Video</p>
<p>Sport Graphics</p>	<p>Sport Shapes</p>	<p>Dynamic Curve</p>	<p>Layout System</p>

BRAND ARCHITECTURE



Brand Architecture

Special Olympics is active in many different areas and each of these needs to be appropriately recognized. It is important to clearly represent the relationship between these areas of Special Olympics.

Brand Strategy

Please note that our primary brand is Special Olympics and everything we do should build recognition and positive associations in this name and symbol. Events, games and activities provide entry-points that clearly link back to our organization.

Organizational brand

Special Olympics is at its heart communities of people who organize themselves around a shared mission. These organizations are recognized by the Special Olympics Mark. The Special Olympics Mark is used by Accredited Programs to identify communications from their particular organization and to endorse activities and partnerships that exist in their respective territory.

Special Olympics International Mark



Special Olympics Accredited Program Mark



Example Club/Team Marks



Club or Team branding offers an opportunity to build a sense of local community representation. Guidelines are available for those Programs wishing to recognize teams in this way.

Health, Education and Community Programs



Naming

The prefix *Special Olympics* is used in the naming of the activities.

Identity

The communications are created within the Special Olympics identity house style. The Accredited Program Mark is used to endorse the specific local activity where appropriate.

For Example

Special Olympics Healthy Athletes®
Special Olympics Unified Sports®

Events and Games



Naming

The prefix *Special Olympics* is used in the naming of the event.

Identity

The identity for an event should reflect the character of the specific location of the event and the date (season/year) on which it is taking place. The identity is endorsed by the Special Olympics symbol.

For Example

Special Olympics World Games Lagos 2051.

Endorsed



Naming

Special Olympics does not necessarily appear in the main name of the event but is used to endorse the brand.

Identity

The communications are created within the organizer's house style. The Accredited Program Mark is used to endorse the activity.

For Example

Law Enforcement Torch Run® for *Special Olympics*.

BRAND IDENTITY ACCESSIBILITY



Why accessibility matters

Accessibility is at the heart of the Special Olympics brand. Our communications should be clear, inclusive, and welcoming to all, and reflect the spirit of our movement. By following accessibility guidelines, we ensure that every athlete, supporter and member of our global community can connect with our message.

Accessibility principles

These four principles, outlined by Web Content Accessibility Guidelines (WCAG), guide how we design, write and share our communications. By following the four principles for accessibility and making our materials perceivable, operable, understandable and robust, we ensure that every member of our audience can engage with our communications.

The Four Principles of Accessibility

1 PERCEIVABLE

Everyone should be able to see, hear, or sense our messages in a way that works best for them.

What this means

Use strong color contrast, clear typography and provide text alternatives for images and videos so every audience member can fully experience our content.

2 OPERABLE

All our materials should be easy to navigate, use and interact with—no matter someone's ability or device.

What this means

Design websites, documents and digital tools that work smoothly with keyboards, assistive technologies and simple navigation structures.

3 UNDERSTANDABLE

Our communications should use clear, consistent and inclusive language so everyone can engage with confidence.

What this means

Use plain, inclusive language and logical layouts so our message of inclusion is easy for all to follow and engage with.

4 ROBUST

Everything we create should work reliably across current and future technologies, ensuring lasting accessibility for all.

What this means

Ensure our digital materials are compatible with current and future devices.



2.1

The Special Olympics brand mark is a unifying symbol that represents our shared mission and values. Used by all Accredited Programs, it connects local communities to the global Special Olympics movement, signifying inclusion, empowerment and the spirit of togetherness that defines us.

BRAND MARK

BRAND MARK INTRODUCTION

Our primary brand is Special Olympics. The communities involved are recognized by the Special Olympics Mark.

The Special Olympics Accredited Program Mark is used to brand communications and items created by Special Olympics Accredited Programs.

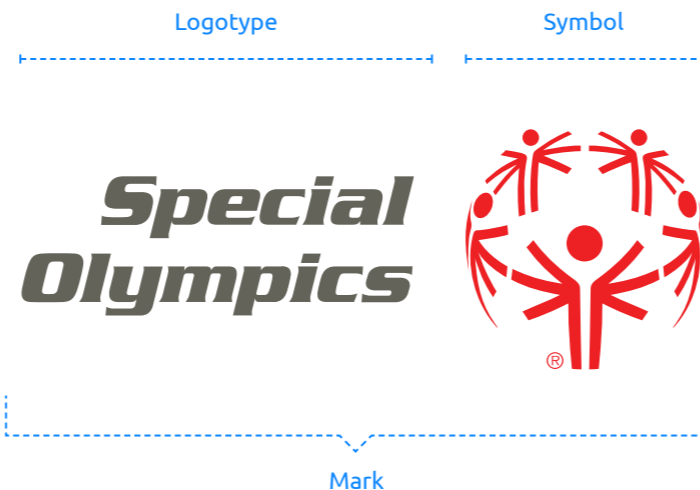
The mark is created by combining the Special Olympics Symbol, the Special Olympics Logotype and the name of the Accredited Program set in the typeface Ubuntu Italic. The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype and Program Name) for all initial touchpoints.



The story in our symbol

The Special Olympics logo depicts five figures in a unifying circle, symbolizing our global presence. The figures have arms in a lowered position, recalling the time when many people were unaware of the talents and abilities of adults and children with intellectual disabilities—a time before the founding of Special Olympics. The straight arms describe a greater equality and outreach. The raised arms represent “joy” and the continued realization of ultimate goals.

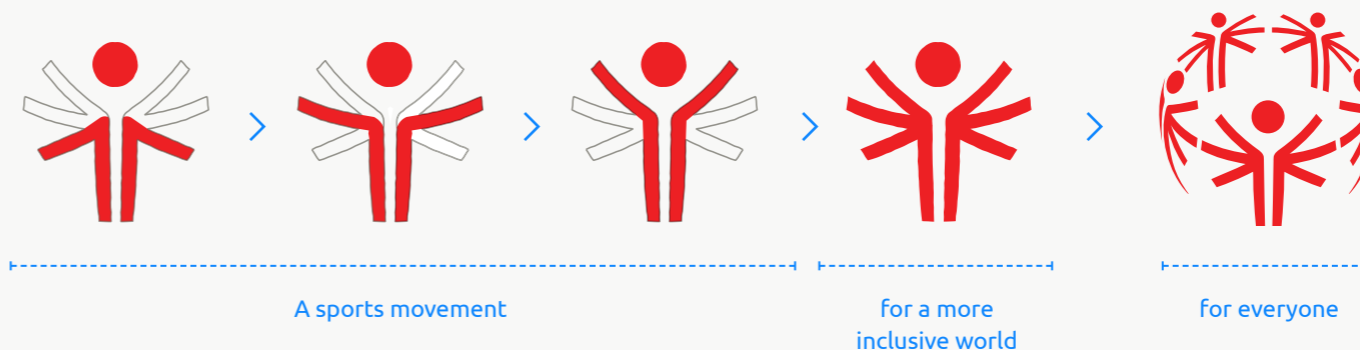
International Mark



Accredited Program Mark



The story in our symbol



BRAND MARK

CLEAR SPACE AND MINIMUM SIZES

Color

In color application the symbol is used in Special Olympics Red, and the logotype and Accredited Program name are printed in Special Olympics Grey.

Give the mark free space

Free space should be left around the mark. Other graphic elements or information should not be used in this area.

Minimum size

The minimum size is 1/3 inch or 10mm in height for standard print. The minimum size will depend on the method of reproduction being used, the substrate onto which it is being printed, or the materials out of which the mark is being fabricated.



Accredited Programs may NOT use the symbol on its own. The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype and Program Name).

International Mark

Leave this space around the mark clear



Accredited Program Mark

Leave this space around the mark clear



Minimum sizes

For both International and Accredited Program Marks

Print applications

The mark should be no less than 1/3 inch or 10 mm high for print applications.



Digital applications

The mark should be no less than 35px high.



ACCREDITED PROGRAM MARK LOCK-UP VERSIONS

Lock-up Versions

There are a number of lock-ups of the mark that provide flexibility for different layout situations.

Two Line (Standard*) Version

The lock-up with the logotype used across two lines is the best option for general use where space may be restricted.

Single Line Version

The one-line lock-up is ideal where more horizontal space is available.

Centered Version

The centered lock-up of the mark is best for vertical or centered layouts.

Web/Digital Version

The convention for websites, emails and digital applications is that the symbol appears in the top left corner. For these applications a lock-up with the symbol to the left is available.

** Standard lock-up refers to use with scripts that read from left to right.*

Two Line Lock-up (Standard Version)

**Special
Olympics**
Program Name



Single Line Lock-up

Special Olympics
Program Name



Digital Lock-up



Special Olympics
Program Name

Centered Lock-up



**Special
Olympics**
Program Name



Accredited Programs can NOT use the symbol on its own. The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype and Program Name).

Long Program Name Versions

All lock-up options are available in a variety of artwork versions and file formats. An adapted version of the lock-up has also been developed for Programs with longer names.

ACCREDITED PROGRAM MARK VERSION USE

Which mark version to use?

Our brand mark has been designed to be flexible and adaptable. From horizontal track-side banners to vertical flags, banners and digital applications — always aim to select the version which makes best use of the space available in your layout or piece of communications.

Refer to the examples shown here for choosing which version to use for both the International Mark and Accredited Program Mark.

Single Line Version

For applications where there is more horizontal space available such as track-side banners.



Examples



Horizontal / Track-side Banners

Two Line (Standard) Version

For applications where space is more restricted or requires a more condensed lock-up.



Examples



Small Banners



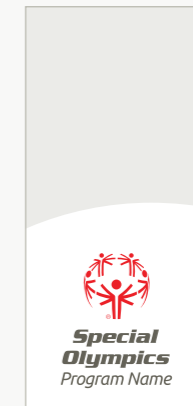
Poster / Cover

Centered Version

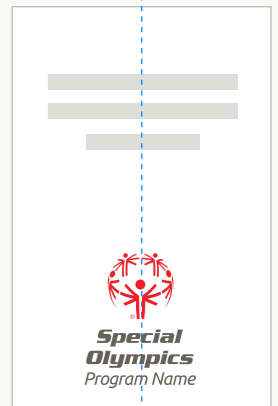
For applications which use a centered layout or for vertical banners and vertical applications.



Examples



Vertical Banners



Centered Layouts

ACCREDITED PROGRAM MARK POSITIONING



Standard positions

Depending on the placement of the brand mark, it can sit either as an identifier (top), visual anchor (middle) or as a signature (bottom) to a layout.

Consider both the audience and the application when deciding where to position the logo. Note that the logo should be positioned equal distance from the nearest edges and within the grid structure of the layout.

Right to left reading scripts

For scripts that read from right to left the mark should be positioned on the top left or bottom left.

Website and digital applications

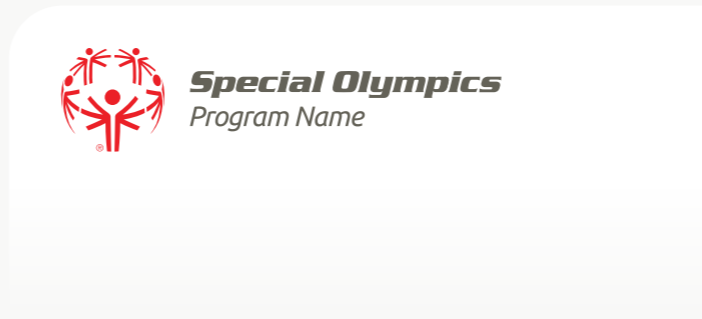
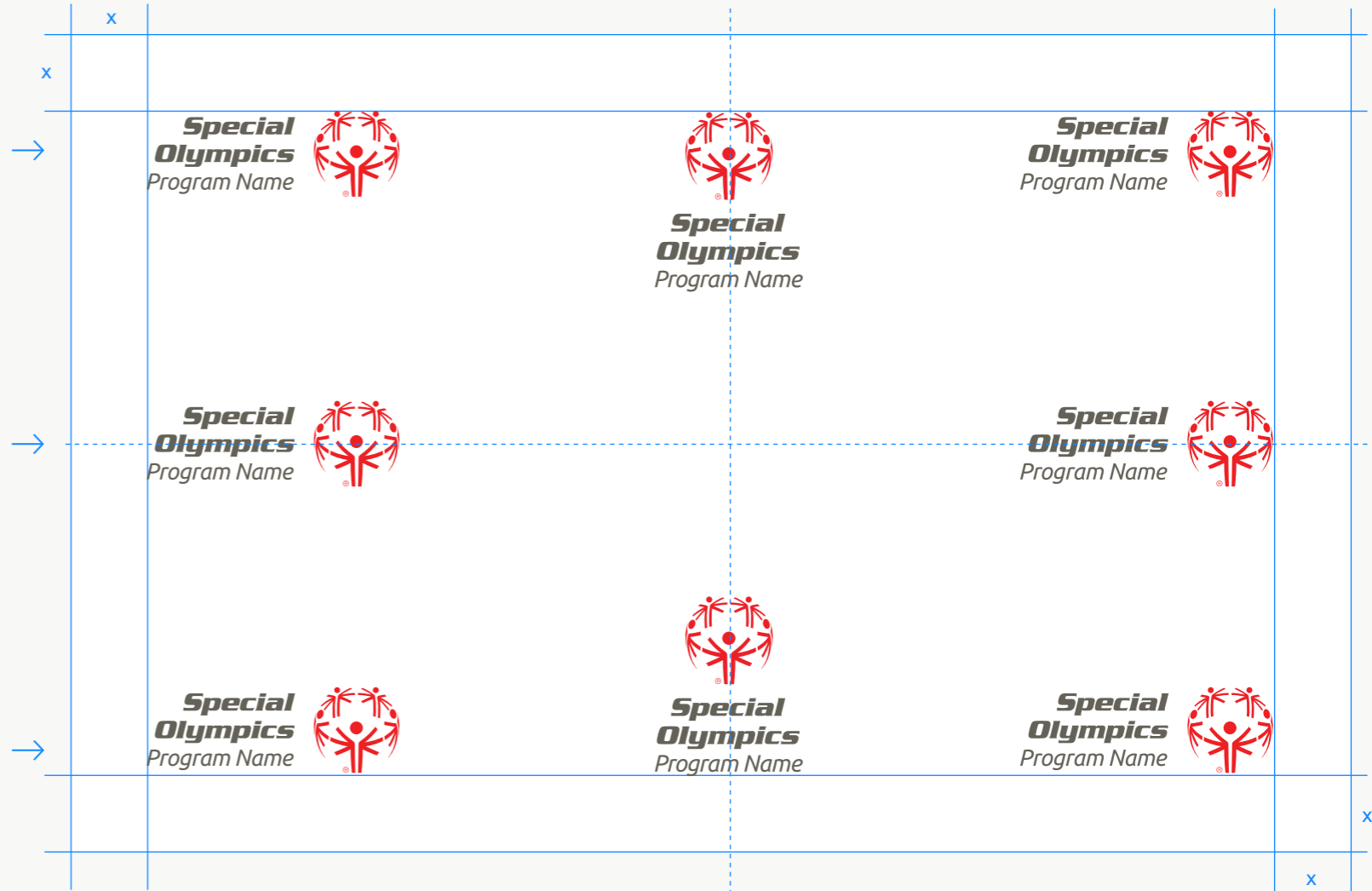
For website and digital applications the brand mark should be placed in the top left corner.

Top
Positioned at the top as an introduction.

Middle
Positioned in the middle as a graphic element.

Bottom
Positioned at the bottom as a sign off.

Website
Positioned in the top left using the single or two-line digital lock-up.



ACCREDITED PROGRAM MARK TRANSLATIONS AND BILINGUAL VERSIONS



Translated brand mark

When creating translations of the Special Olympics Mark, the typeface *Serpentine Bold Italic* should be used. The size and positioning of the text should be consistent with the English version of the mark.

When creating master artworks, all fonts within the translated mark should be outlined before distribution.

Bilingual brand mark

In territories where the mark is required in two languages, the two languages should both be set in *Serpentine Bold Oblique* following the two-line version.

Logotype translations set
in *Serpentine Bold Oblique*

***Olimpiady
Specjalne***
Polska



Centered Lock-up



***Olimpiady
Specjalne***
Polska

*Serpentine Bold
Oblique Font*

***Olympiques
Spéciaux***
France



***Olympiques
Spéciaux***
France

Bilingual lock-up

***Special Olympics
Olympiques spéciaux***
Canada



***Special
Olympics
Olympiques
spéciaux***
Canada

ACCREDITED PROGRAM MARK NON-ROMAN VERSIONS



When creating the mark for non-Roman languages the same hierarchy and construction as the Roman fonts should be used. The symbol remains consistent, regardless of the localized logotype and Accredited Program name.

Cyrillic version

For languages that use Cyrillic scripts, Ubuntu can be used in Bold Italic for the logotype and Regular Italic for the Accredited Program.

Simplified Chinese

The logotype reads from left to right and is set in a block script such as 儼黑 Pro.

Arabic & Hebrew

The standard version of the mark for print applications when using Arabic and Hebrew has the logotype to the right of the mark. This facilitates the positioning of the mark on the top left or bottom left of print applications.

Cyrillic
Special Olympics Russia

Специальная
Олимпиада
России



Centered Lock-up



Simplified Chinese
Special Olympics China

特殊奥运会
中国



Arabic
Special Olympics Jordan

الأولمبياد الخاص
الأردني



ACCREDITED PROGRAM MARK ARTWORK VERSIONS

Color versions

Specific artworks are available for each of the lock-ups in two color, single-color and white.

Two color version

These versions of the mark are for use against white backgrounds. The preferred version uses Special Olympics Grey for the logotype, placing greater emphasis on the symbol.

Single color version

This version of the mark is for use in single color. Ideally when using a single color, the mark should be printed in Special Olympics Red, Special Olympics Grey or Black against a light, low-contrast background.

White version

This version of the mark is for use against dark solid colors and photos.



PNG artworks have been generated for Office software such as MS Word and PowerPoint. **EPS artworks** have been generated for use with professional design software.

Two Color (with type in Grey)

**Special
Olympics**
Program Name



Two Color (with type in Black)

**Special
Olympics**
Program Name



Single Color (Black)

**Special
Olympics**
Program Name



Single Color (Red)

**Special
Olympics**
Program Name



Single Color (Grey)

**Special
Olympics**
Program Name



Single Color (White)

**Special
Olympics**
Program Name



ACCREDITED PROGRAM MARK BACKGROUNDS

Applying the correct mark version

The correct version of the brand mark should be selected to suit the background against which it is being placed.

- 1 Use the color version of the mark against white backgrounds.
- 2 Use the white version of the mark against dark colored backgrounds.
- 3 Use the white version of the mark against solid-color backgrounds.
- 4 Use the black version of the mark against light colored backgrounds where reproduction does not allow the use of color.
- 5 The white version of the mark is recommended when placing the logo on dark areas of images.
- 6 The color version of the mark is recommended when placing on low-contrast light areas of images.
- 7 Do not use the color mark against dark image backgrounds.
- 8 Do not use the white version of the mark on light or low contrast image backgrounds.
- 9 Do not use the brand mark against busy or difficult to read backgrounds.

1 Color version

2 White version

3 White version

4 Black version

5 White version on dark image

6 Color version on light image

7 Color version on dark image

8 White version on light image

9 Color version on busy, difficult to read background

ENDORSEMENT MARK FOR THIRD PARTY APPLICATIONS

Mark for third-party use

An endorsement mark has been created for use by third parties who wish to recognize support of your Special Olympics Accredited Program. The mark has been created in a badge-format for easy application with the minimum of guidance.

The Badges are available in full color and single-color versions. The Badge is available in vertical and horizontal options.

Accreditation text

The accreditation text can be altered to suit the nature of the relationship between the third party sponsors or partners and your Program.

Phrases can include:

- IN SUPPORT OF
- BENEFITING
- IN PARTNERSHIP WITH
- PROUD SPONSOR OF
- PRESENTED BY

Accreditation line

Full Color / Horizontal



Full Color / Vertical



Single Color / Horizontal



Single Color / Vertical



BRAND MARK SOCIAL MEDIA ICONS

Generic Icon

The symbol may be used on its own when creating avatars for Instagram, X or other social media sites. When using the mark on its own it may be used in either white on red or red on white.

Use of the generic icon is reserved for Special Olympics International use only.

Localized Avatar

The avatar may also be localized to contain the name of the Program or an abbreviation (GB; IRL; VT etc.) as appropriate.

Generic icon



Red Version



White Version

Localized icon



Red Version



White Version

2.2

Color plays a vital role in expressing the energy, inclusion and spirit of the Special Olympics movement. While red stands as our core color, the extended palette of supporting colors reflects the rich diversity of the global Special Olympics movement. Together, these colors convey unity through difference, ensuring that every expression of the brand feels vibrant, inclusive and full of life.

COLOR

COLOR

OUR COLOR PALETTE

Core brand colors

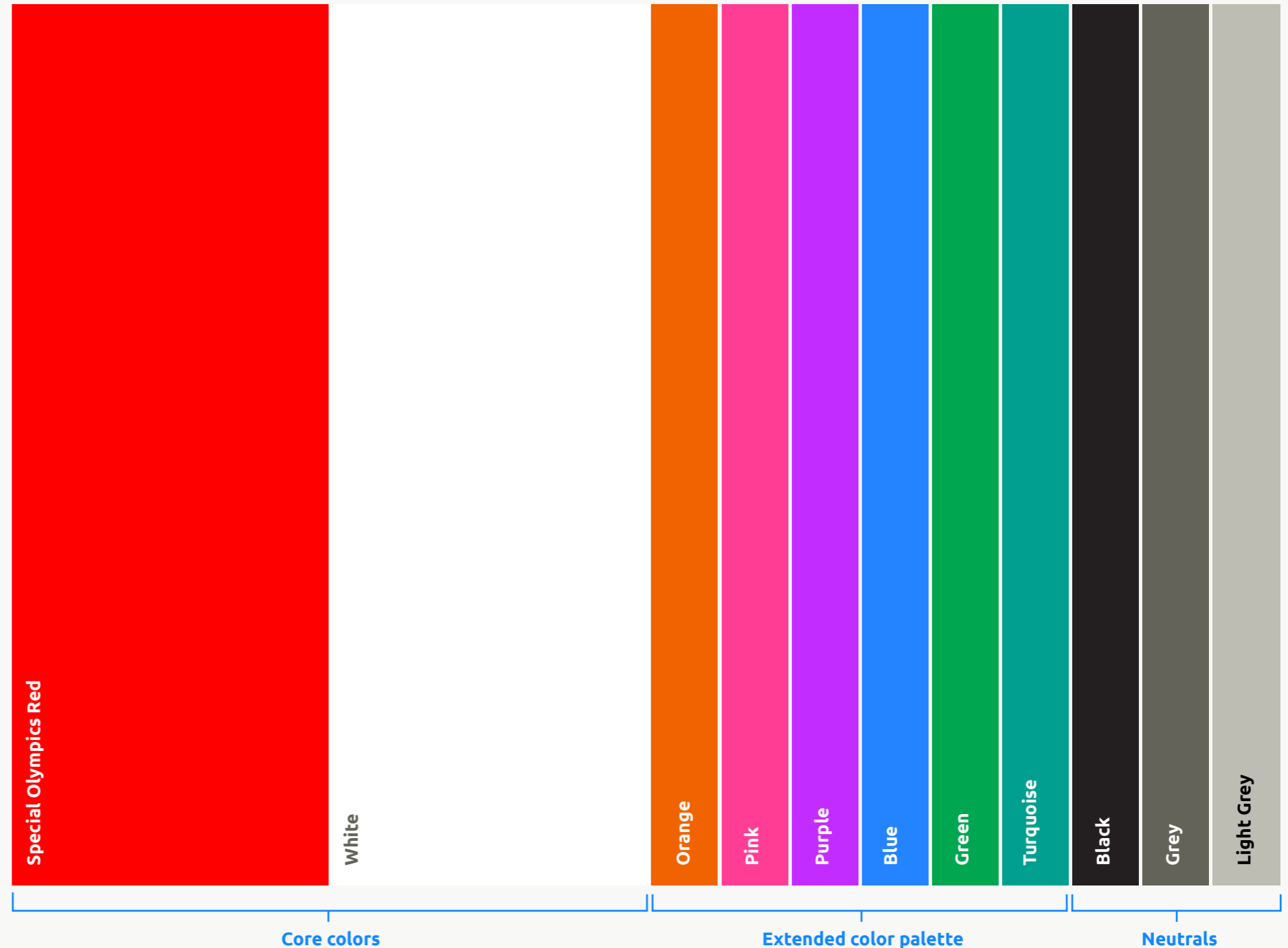
The Special Olympics core color is red. This is the key color that our brand is associated with.

Extended color palette

Our extended color palette includes six colors that represent the diversity and inclusive spirit of our global movement. Neutral colors and grays are used for balance and to complement our other colors.

Color use proportion

Shown here is an illustration of the proportion or percentage of use that each color should have. Red does not have to be the main color used in your designs; however, as our most recognized brand color it is usually the best place to start.



COLOR

TONAL GRADIENTS

Dynamic color gradients

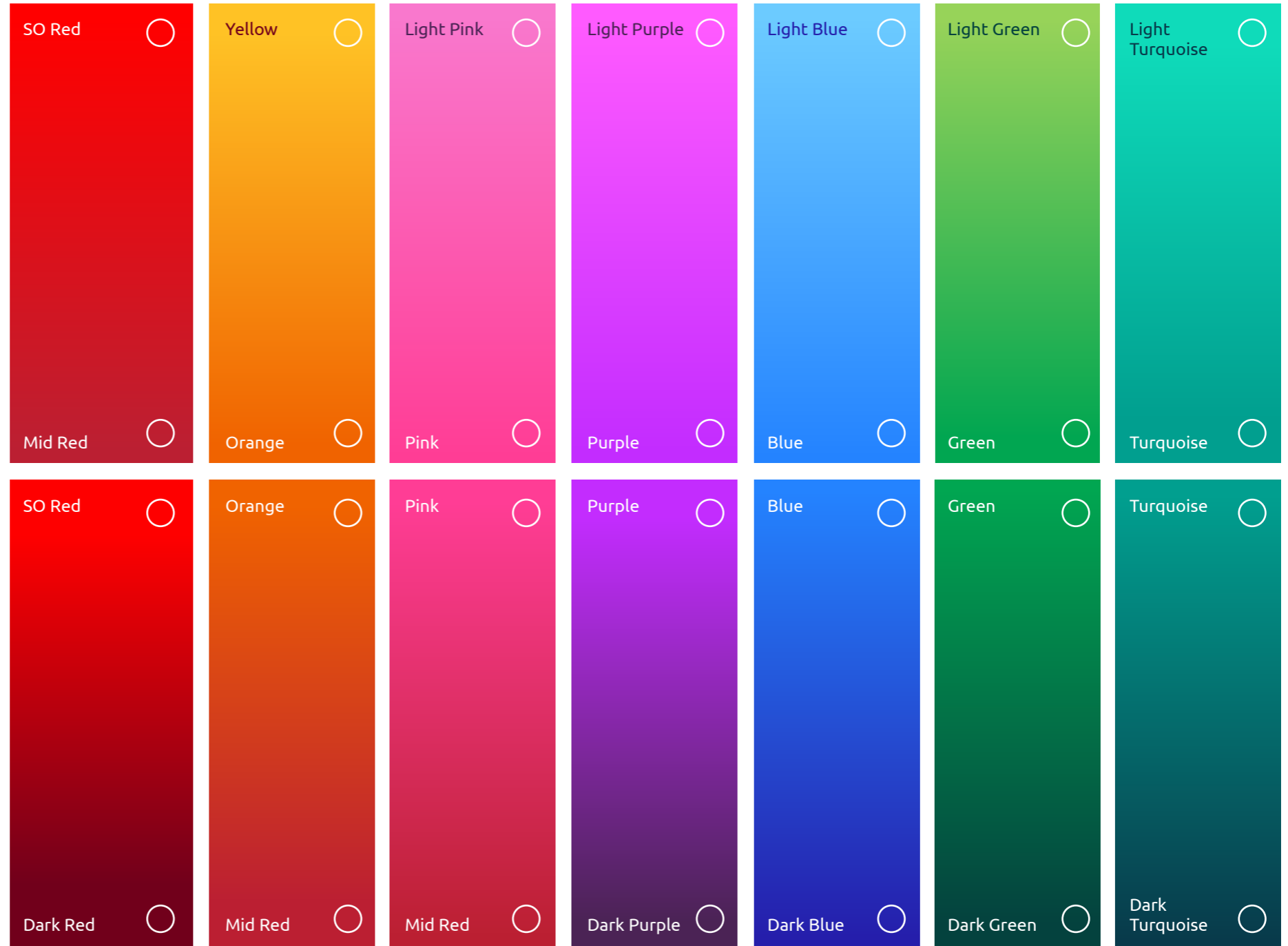
This suite of tonal gradients provides a simple set of colors that can add depth and dynamism to our color palette.

Using gradients

These colors can be used in both print and digital applications. Tonal gradients should be used with care to ensure that text and type placed on top of them are always clear and legible and that they interact well with any flat colors in the layout.



Text on color gradients should be used with care. In most cases text should be limited to black or white to avoid readability issues.



COLOR FAMILIES

Choosing color families

When choosing color combinations, the strongest and simplest combinations are to combine colors from the same family. Color families can also be combined with their next, nearest, tonal group, for example: reds and oranges and purples and pinks.

Adding energy through color

Our red family is the one that we use the most. Next, we can add orange, yellow and darker tones of red. Our brand has lots of opportunities to add purples, pinks, greens, blues and turquoise — keeping things looking fresh and dynamic, while retaining recognition and simplicity.



Avoid using too many colors in your designs and layouts. Limit colors to no more than three. Keeping within color families will create a more considered look for your designs.

Color Families

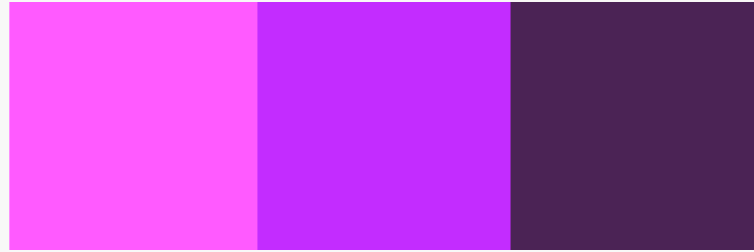
Reds



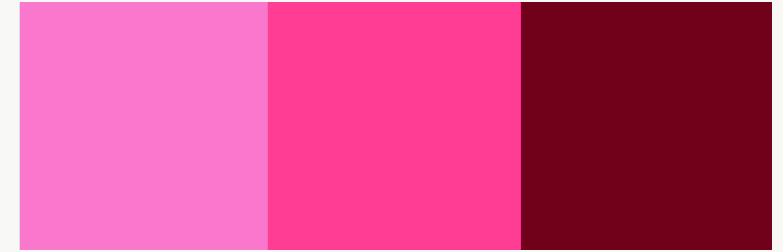
Oranges



Purples



Pinks



Blues



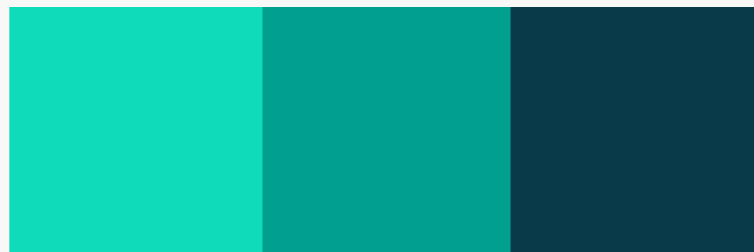
Greys



Greens



Turquoises



COLOR ACCESSIBLE COMBINATIONS

Using accessible color combinations for some communications we need to ensure that our color combinations are fully accessible by all audiences. This means that the color combinations have a high level of contrast so that graphics and text can be easily read and seen. This level of accessibility is particularly relevant in our digital communications and signage, banners and posters for events.

When to use them
Not every element in your designs needs to be high contrast and fully accessible. However, we should always have the most important information communicated clearly for all our audiences.



Does your design use high contrast color combinations for most important information, such as headlines, directions, icons or other key visual elements?

Low Contrast Combinations							
High Contrast. Accessible Combinations							
✓							
Low Contrast Combinations							

COLOR BRAND MARK USE

Brand mark and color

Always apply color to the brand mark with appropriate contrast, so that it is always clear, stands out and is easy to read. In most of your designs the brand mark will be applied in full color (red and grey), white or black.

Identity use chart

The chart shown here, outlines full color, black or white use on color for the brand mark.



Have you checked this chart to make sure that you are using the correct version of the brand mark?



COLOR ACCESSIBLE TEXT

Accessible color combinations

Through accessibility testing for text use and brand colors, we can ensure that the information that we display on our communications can be accessed by all of our users and audiences.

Shown here is a small selection of our core brand colors measured against digital accessibility color standards.

















Contrast checking

Using these standards, we should aim for a minimum of AA standard or AAA standard (the highest) for all text in our communications. Always use a color contrast checker to ensure it meets the AA or AAA standards.

[W3C Accessibility Standards](#) →

[Color contrast checker](#) →

Black on SO Red AAA: Pass 	Black on White AAA: Pass 
White on SO Red AA Large: Pass 	SO Red on White AA Large: Pass 
Dark Red on SO Red AA Large —Pass 	Dark Red on White AAA: Pass 
Mid Red on SO Red Fail 	Mid Red on White AAA: Pass 
White on Dark Red AAA: Pass 	White on Mid Red AAA: Pass 
SO Red on Dark Red AA Large: Pass 	SO Red on Mid Red Fail 
Mid Red on Dark Red Fail 	Black on Mid Red Fail 

COLOR WITH TYPOGRAPHY

Follow these examples when using color with text:



Contrast and color in text

Using contrast, scale and legibility is key in our type and text. In most applications text should be black, grey or white, with color used to create emphasis or energy.

The following tips can help to ensure that color is used appropriately in your designs and layouts:

- 1 Use color to highlight a headline.
- 2 Use complementary colors to allow the SO symbol to stand out.
- 3 Use white text on strong colored backgrounds.
- 4 Use colored text on contrasting dark colored backgrounds.

LET ME
BE BRAVE IN
THE ATTEMPT

We are Special Olympics,
a global sports movement
for a more inclusive world.



✓ Use color to highlight a headline.

LET ME
BE BRAVE IN
THE ATTEMPT

We are Special Olympics,
a global sports movement
for a more inclusive world.



✓ Use complimentary colors to allow the SO symbol to stand out.

LET ME
BE BRAVE IN
THE ATTEMPT

We are Special Olympics,
a global sports movement
for a more inclusive world.



✓ Use white text on strong colored backgrounds.

LET ME
BE BRAVE IN
THE ATTEMPT

We are Special Olympics,
a global sports movement
for a more inclusive world.



✓ Use colored text on contrasting dark colored backgrounds.

COLOR

WHAT NOT TO DO

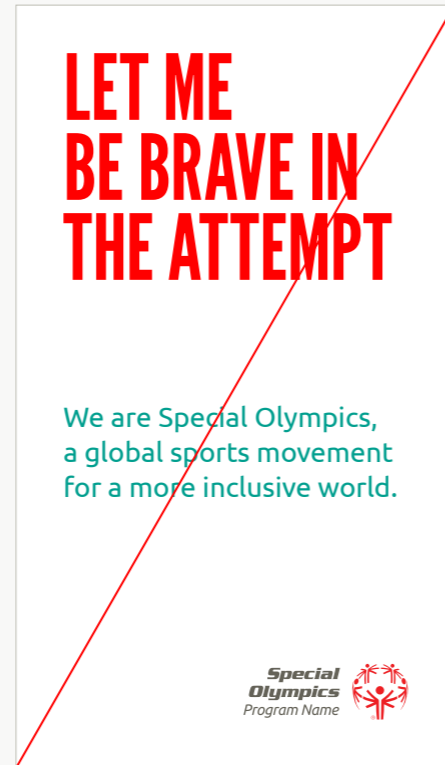


The examples shown here outline examples that should be avoided for color in text.

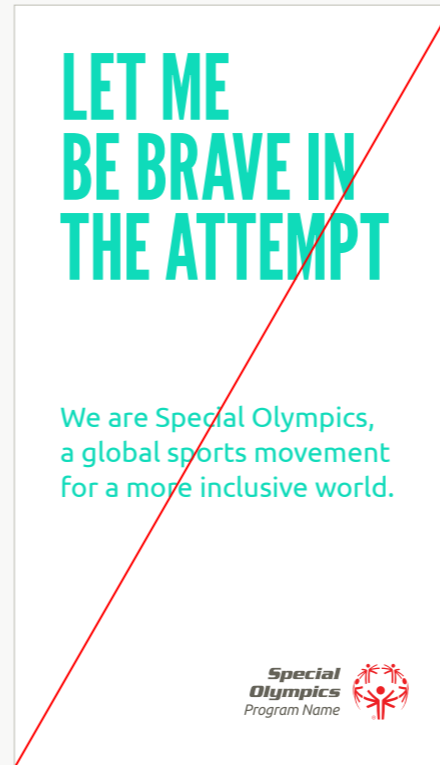
Avoid the following:

- 1 Do not mix too many colors. Keep to the same color family.
- 2 Do not use colors that do not meet the contrast standards for accessibility.
- 3 Do not use low-contrast colors on colored backgrounds.
- 4 Do not use clashing colors on colored backgrounds.

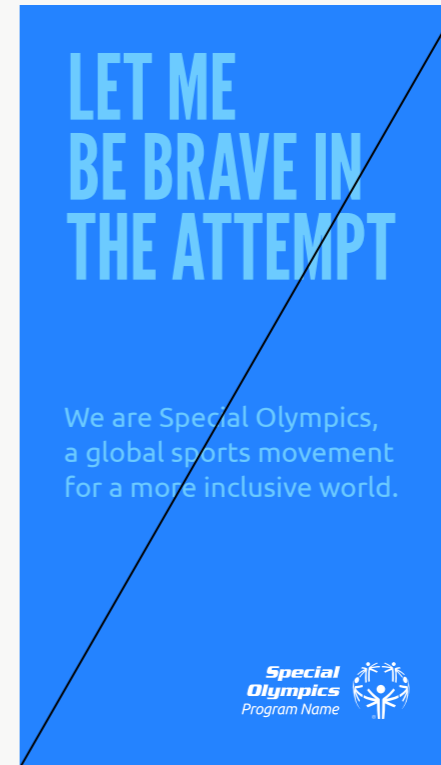
Avoid the following when using color with text:



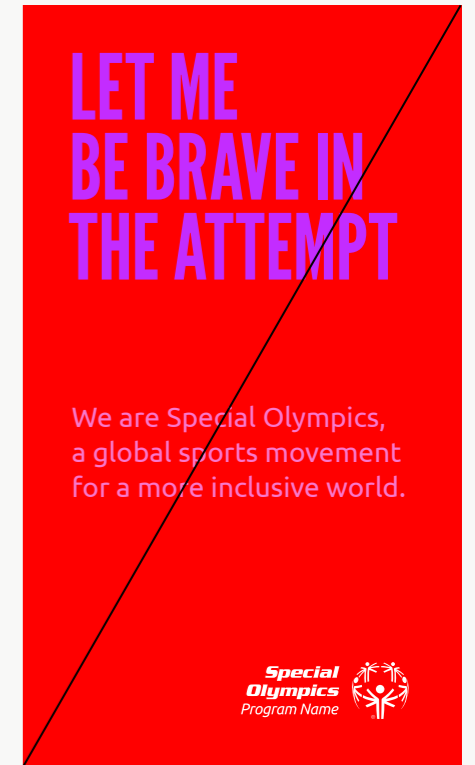
✘ Do not mix too many colors. Keep to the same color family.



✘ Do not use colors that do not meet accessibility guides.



✘ Do not use low contrast colors on colored backgrounds.



✘ Do not use clashing colors on colored backgrounds.

2.3

Typography is a core element of our brand look and feel. It is used to deliver information in a clear, accessible and legible way. It creates a distinctive character and personality for our brand and movement. The words and actions of our movement are what we say, typography is the way that we say it.

TYPOGRAPHY

TYPOGRAPHY INTRODUCTION

Preferred brand typefaces

Our two preferred brand typefaces are **League Gothic** and **Ubuntu**.

League Gothic should be used to create impact in headlines and short messages.

Ubuntu is our everyday typeface, used to deliver text and long-form messaging and content.

Both League Gothic and Ubuntu are free to use on your desktop, or through Google fonts and Canva.



Download from Google Fonts:

Download Ubuntu



Download League Gothic



Headline Typeface — League Gothic

LET ME BE BRAVE
**A SPORTS MOVEMENT
FOR A MORE INCLUSIVE
WORLD FOR EVERYONE.** **JOIN OUR
MOVEMENT**

Headline Typeface

League Gothic is our headline font. This should be used to create bold and striking headlines for presentations, social posts and on the website.

Text and Everyday Typeface — Ubuntu

With more than 4.6 million athletes and Unified partners and 1.2 million coaches and volunteers in over 250 Accredited Programs, Special Olympics delivers more than 30 Olympic-type sports and over 60,000 games and competitions every year.

Special Olympics offers 30-plus Olympic-style individual and team sports that provide meaningful training and competition opportunities for persons with intellectual disabilities. This page presents coaching guides, rules, quick-start guides and more.

Get Involved Now!

Welcome to the most joyful community on the planet, where—every day—we're building a more inclusive world through the power of sports. Any age, any ability, all are welcome. We can't wait to meet you!

Text Typeface

Ubuntu is our text font and should be used for setting all paragraphs of longer body text in our print and digital communications.

TYPOGRAPHY

WEIGHTS AND STYLES



Both League Gothic and Ubuntu are available in a range of weights and styles. Both typefaces also contain a full range of accented characters for use across all seven of our regional languages.

Ubuntu is a humanist sans-serif typeface that conveys warmth, openness and accessibility. Its rounded forms and clear proportions make it highly legible across print and digital.

League Gothic is a bold, condensed sans-serif that adds strength and impact to headlines. It provides energy and emphasis while maintaining our message of inclusion and unity.

System font replacement

When using our typefaces within Microsoft Office documents, they **should only be shared in PDF format**. Otherwise, Arial should be used in place of Ubuntu and League Gothic. Arial is available as standard on all desktop computers.

Headline Typeface

LEAGUE GOTHIC
REGULAR, *ITALIC*, CONDENSED, *CONDENSED ITALIC*
AaBbCcDdEeFfGgHhIiJjKkLl1234567890

Headline Typeface

League Gothic is our headline font. This should be used to create bold and striking headlines for presentations, social posts and on the website.

Text and Everyday Typeface

Ubuntu
Light, Regular, *Italic*, Medium,
Bold, Extra Bold, *Bold Italic*
AaBbCcDdEeFfGg1234567890

Text Typeface

Ubuntu is our text font and should be used for setting all paragraphs of longer body text in our print and digital communications.

Compatible software

Both typefaces are available for use in all standard desktop design and communications software.



TYPOGRAPHY HIERARCHY

Use contrasting type sizes

Scale, size and position play a key part in how text and information is read. Always ensure that there is a clear difference in the size and scale between headline and body text sizes and information.

League Gothic is our preferred typeface for use in headlines and sub-headings. Ubuntu is our preferred typeface for use in body text and long-form text.

Sub-heading
Ubuntu, Bold

Headline

1. League Gothic
2. League Gothic
3. Ubuntu, Extra Bold

Body Text
Ubuntu, Regular

Call-to-action
Ubuntu, Regular

Special Olympics

HEADLINE STYLE 1

Special Olympics is a global sports movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability. We are helping to make the world a better, healthier and more joyful place—one athlete, one volunteer, one family member at a time.

Join the movement
at specialolympics.org



Special Olympics

Headline Style 2

Special Olympics is a global sports movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability. We are helping to make the world a better, healthier and more joyful place—one athlete, one volunteer, one family member at a time.

Join the movement
at specialolympics.org



Special Olympics Health

Headline Style 3

Special Olympics is a global sports movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability. We are helping to make the world a better, healthier and more joyful place—one athlete, one volunteer, one family member at a time.

Join the movement
at specialolympics.org



TYPOGRAPHY USAGE

We recommend using the following typographic specifications for text:

- 1 Use left text alignment for headlines and body text.
- 2 Do not right align or justify headlines or body text.
- 3 Text can be centered for certain applications and layouts.
- 4 Avoid crowded layouts. Ensure that text has space to allow for easy reading and clear communication.

ALWAYS LEFT ALIGN TEXT

Special Olympics is a global sports movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless

of ability or disability. We are helping to make the world a better, healthier and more joyful place—one athlete, one volunteer, one family member at a time.

✓ Text should aim to be left aligned.

DO NOT RIGHT ALIGN OR JUSTIFY TEXT

Special Olympics is a global sports movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of

ability or disability. We are helping to make the world a better, healthier and more joyful place—one athlete, one volunteer, one family member at a time.

✗ Text should not be right aligned or justified.

TEXT CAN ALSO BE CENTERED

Special Olympics is a global sports movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability.

✓ Text can be centered for certain layouts.

AVOID CROWDED AND MIXED LAYOUTS

Special Olympics is a global sports movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability.

We are helping to make the world a better, healthier and more joyful place—one athlete, one volunteer, one family member at a time.

✗ Always give space in your layouts and avoid crowding.

TYPOGRAPHY

WHAT NOT TO DO



Our headlines and text should always remain clear and easy to read. The following layout options should be avoided when creating headlines:

- 1 Avoid tight letter spacing and line spacing.
- 2 Do not use very wide line spacing in headlines and text.
- 3 Do not use fonts that are not part of our brand identity system.
- 4 Do not use headlines that are very long or unclear.
- 5 Do not use text effects that make text difficult to read.
- 6 Do not use very tight letter spacing
- 7 Do not use too many styles of text in a single headline.
- 8 Do not use a mixture of line spacing styles in a single headline.

Avoid the following in our typography:

**THIS HEADLINE USES
TOO LITTLE LINE AND
LETTER SPACING**

1 Avoid tight letter spacing and line spacing. ❌

**THIS HEADLINE HAS
TOO MUCH LINE SPACING**

2 Do not use very wide line spacing in headlines. ❌

**THIS HEADLINE
HAS TOO MUCH
LETTER SPACING**

3 Do not use very wide letter spacing. ❌

This headline uses
the wrong typeface

4 Do not use fonts that are not part of our brand identity system. ❌

**THIS HEADLINE IS TOO LONG AND
MAKES IT DIFFICULT TO COMMUNICATE
– THE MESSAGE SHOULD BE SHORT
AND EASY TO READ QUICKLY.**

5 Do not use headlines that are very long. ❌

**This headline uses
text effects that
impact readability**

6 Do not use effects that make text difficult to read. ❌

**This headline is too
tightly letter spaced**

7 Avoid tight letter spacing. ❌


This *headline* uses
too *many* text
STYLES

8 Do not use too many text styles in headline. ❌

**This headline uses
a mixture of line
spacing styles**

9 Do not mix styles of line spacing. ❌

2.4



Photography is one of the most important elements in our brand identity system. It not only showcases our games and events but helps to tell the stories and deliver the emotional impact of the athletes, coaches, volunteers and supporters who bring our movement to life every day.

PHOTOGRAPHY

PHOTOGRAPHY INTRODUCTION



Impactful imagery that tells stories

Photography is one of the most powerful ways to tell the story of Special Olympics. Our imagery should celebrate inclusion, joy, determination and human connection. Every image should feel authentic, contemporary and full of life, reflecting the spirit and diversity of our global movement.

Themes and content

Our images should be confident and single-minded. We use our photography to tell stories that focus on different aspects of our mission, from every-day activities and training, events and competitions, to showcasing our leadership, health and education Programs.

Our photography can be divided into three categories: People, Action, and Emotion.

1

PEOPLE

Photography of people captures the heart of the Special Olympics movement — our athletes, coaches, supporters and volunteers.

Tone: Human, joyful, empowering, authentic.



2

ACTION

Action photography brings the scale and energy of the movement to life — from local events to World Games.

Tone: Dynamic, inspiring, inclusive, vibrant.



3

EMOTION

Emotion photography makes us feel something and connect to our impact in sports, health, education and leadership in meaningful ways.

Tone: Emotive, connective, thoughtful, story-driven.



PHOTOGRAPHY

1 PEOPLE

People are at the heart of Special Olympics. Photography should capture authentic emotion, connection and individuality; athletes, coaches, families and volunteers. Images should celebrate diversity, show athletes in action and highlight teamwork, pride and joy, emphasizing real moments over posed or staged shots.

When capturing or selecting 'people' imagery consider the following:

- Focus on **authentic, candid moments**, effort, connection and joy.
- Show **athletes in action**, coaches offering guidance and volunteers supporting events.
- Represent **diversity** across all regions and the movement.
- Use **natural light and genuine environments**, not studio setups.
- Highlight **confidence, pride and emotion** through expression and body language.
- Capture **human stories**, not staged poses.
- Mid-range to close-up photos often help make the subject matter feel accessible.



PHOTOGRAPHY

2 ACTION

Action photography captures the energy, scale and atmosphere of Special Olympics events. Images should show sporting participation, preparation and community, highlighting venues, spectators and action. Focus on movement, teamwork and engagement, not just medal moments, to convey the full spirit of competition and inclusion.

When capturing or selecting 'action' imagery consider the following:

- Use **wide and mid-range shots** to show the scale and energy of events.
- Highlight **sport in action**; the competition, movement and teamwork that define each discipline.
- Capture **training, focus and camaraderie**, not just victory or medal moments.
- Include **spectators, coaches and volunteers** to reflect the full event ecosystem.
- Keep **compositions clear and balanced**, emphasizing action and emotion.
- Use **bright, natural light** and color to enhance optimism and energy.
- Feature **recognizable sporting details**; venues, flags, equipment and signage.



PHOTOGRAPHY

3 EMOTION

Emotion photography highlights the impact of Special Olympics Programs beyond competition. Images should tell meaningful stories of leadership, health and education, showing connection, care and growth. Use thoughtful, editorial-style composition to convey purpose and perspective, emphasizing insight and authenticity over posed imagery.

When capturing or selecting 'emotion' imagery consider the following:

- Focus on **meaningful, human details** that express care, learning, or growth.
- Capture **connection and purpose**; mentors guiding, doctors supporting, leaders advocating.
- Use **editorial-style composition** that feels contemporary and intentional.
- Show **why the movement matters**, not just what it looks like.
- Include **close-up and detail shots to add depth** and perspective.
- Ensure images feel **authentic, insightful and purposeful**, avoiding anything overly posed, corporate or generic.



PHOTOGRAPHY

EDITING AND USE

By selecting the best image and making some small adjustments through cropping and processing we can create clear, high-quality visuals.

Select the strongest image

Choose images that feel authentic, contemporary and emotionally engaging. Select photos that connect with one of the three themes of people, action, or emotion. Prioritize sharp, well-lit images with strong composition and genuine expression. Avoid overly posed, dark, or low-quality shots.

Crop and compose

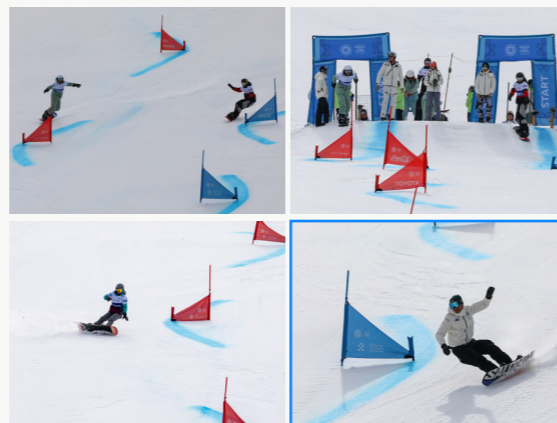
Crop images to strengthen focus and clarity. Highlight the main subject, the athlete or moment, while removing distracting background elements.

Edit for quality

Edit subtly to elevate, not alter, the image. Adjust exposure, contrast and sharpness to ensure clarity and consistency across all photography. Use color correction to achieve natural tones and warmth. Avoid filters, heavy retouching, or visual effects that make the image feel artificial.

Select the strongest image

Original image options



Selected image



Note how the selected image is dynamic and focused on the athlete. The background is clean and clear of distracting elements.

Crop and compose

Original



Cropped image



Note how the cropped image helps to focus the image and allow space for text and graphics. Cropping also helps to remove background or extra elements that are not central to the focus.

Edit for quality

Original



Processed image



Note how subtle adjustments can help to focus the image and add sharpness and clarity. Slight color correction adds warmth and natural tones.

PHOTOGRAPHY

WHAT NOT TO DO



Photography should always reflect the authenticity, warmth and inclusivity of the Special Olympics movement. Avoid edits or compositions that distract from the story, distort reality, or feel disconnected from our values.

Avoid the following:

- 1 Avoid over-editing or adding colors that alter natural skin tones, colors, or lighting.
- 2 Do not blend images or create artificial compositions using multiple images.
- 3 Avoid using artificial effects.
- 4 Avoid using fade effects; use full images or our brand graphic devices to hold images.
- 5 Avoid low-resolution or poor-quality images; never use blurry, pixelated or poorly lit photos.
- 6 Avoid the use of stock photography or AI generated imagery as they do not represent our brand authentically.

Avoid the following in our images:



1 Avoid altering color and lighting.



2 Avoid blending images or creating artificial compositions or edits.



3 Avoid using artificial effects.



4 Avoid using fade effects; use full images or our brand graphic devices to hold images.



5 Avoid low resolution or poor-quality images.



6 Avoid the use of stock photography or AI generated imagery.



2.5

Videography is used across our platforms to bring the energy, emotion, and stories of our athletes to life. Through carefully considered framing, movement, and editing, video allows us to capture the spirit of sport, inclusion, and achievement in a way that still images cannot. Our approach balances authenticity with clarity, ensuring every piece of video content communicates our brand values and highlights athlete experiences.

VIDEOGRAPHY

VIDEOGRAPHY INTRODUCTION



Impactful videography that tells stories for video, the intention is to capture impactful visual and audio that tells stories, displays talent and leadership of people with ID, and champions the movement.

Video should illustrate people, action, and emotion that are authentic to the athletes, coaches, friends, families, and supporters of Special Olympics.

Technical – General best practices

- Please only use footage and images that Special Olympics retains the rights to. If licensing footage from an external source, those rights would include use in All Media, worldwide (any territory), In Perpetuity.
- For anyone featured in a video, please ensure they have signed an appearance release or have given consent to be featured.
- Capture clean and clear audio.
- If possible, record interviews in quiet environments and use quality microphones.
- Seek to film in well-lit environments where possible. Please employ use of lights to properly portray subjects of video.

1 PEOPLE

We seek to portray and champion:

- Diversity in age, gender, ethnicity and disability (visible and non-visible)
- Authentic/candid portrayals
- Athletes in action
- Confidence, pride, emotion
- Mid-range to close-up shots



2 ACTION

Best practices for capturing:

- All stages of competition are great to record, such as training, camaraderie, focus beforehand, victory and reactions.
- Record b-roll that features energy of sport in all its forms (speed of a badminton match, to intensity of a bocce game).
- Aim to show all those involved in the movement, including athletes, spectators, coaches, volunteers, teammates.



3 EMOTION

Look for shots and sound bites that portray:

- Meaningful human connection
- Purpose
- Intentional composition
- Why the movement matters
- Close up and detailed shots for depth
- Authentic, insightful sound bites or facial expressions



VIDEOGRAPHY

WHAT NOT TO DO



Videography should always reflect the authenticity, warmth and inclusivity of the Special Olympics movement.

Avoid the following:

- 1 Avoid AI-generated images/shots
- 2 Avoid stock footage of humans and faces; stock footage should only be used in rare instances of non person-centered b-roll (for example a licensed shot of a city skyline to establish setting)
- 3 Avoid cliché or sappy music in videos. Style should reflect upbeat music often found on sports wrap-ups (ESPN).
- 4 Do not feature individuals who have not given their consent to be featured in videos.

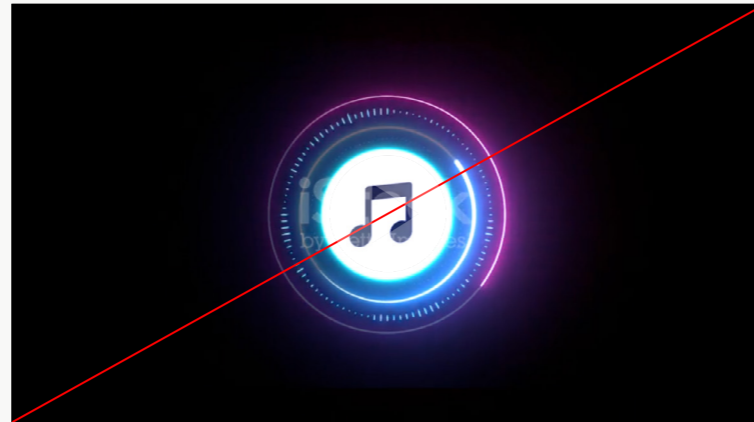
Avoid the following in our videos:



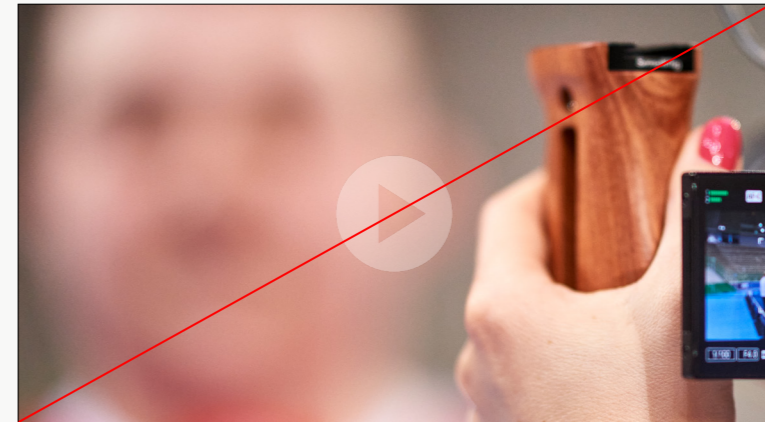
1 Avoid AI generated images/shots.



2 Avoid stock footage of humans or faces.



3 Avoid cliché or sappy music in videos.



4 Do not feature individuals without their consent.



VIDEOGRAPHY

APPROVED VIDEO EXAMPLE

Great Video Examples



1 Example of a successful video from the Special Olympics World Winter Games Turin 2025.



2 Example of a successful short-style video.



3 Example of a documentary-style video.



2.6

Our graphic system is built around three core elements: the Dynamic Curve, Sport Graphics, and Sport Shapes. Together, they create a flexible and expressive toolkit that reflects movement, energy and inclusion. Used individually or in combination, these graphics help frame content, celebrate athletes and sport and ensure our communications are instantly recognizable while remaining adaptable across formats.

BRAND GRAPHICS

BRAND GRAPHICS INTRODUCTION



The Special Olympics brand graphics system is made up of three distinct elements, each with a clear role within the visual identity.

The **Dynamic Curve** is a core brand device, drawn from the movement of sport and the spirit of inclusion. It is used to frame content, create flow and add energy to layouts.

Sport graphics are expressive, illustrative elements that celebrate athletic movement and participation, helping to bring stories of sport and athletes to life.

Sport shapes provide structured graphic areas to hold images and create consistency across communications.

Together, these elements work as a cohesive system — balancing expression and structure while reinforcing a strong, recognizable brand presence.

1

DYNAMIC CURVE



**JOIN OUR
MOVEMENT**

We are Special Olympics,
a global sports movement for
a more inclusive world.

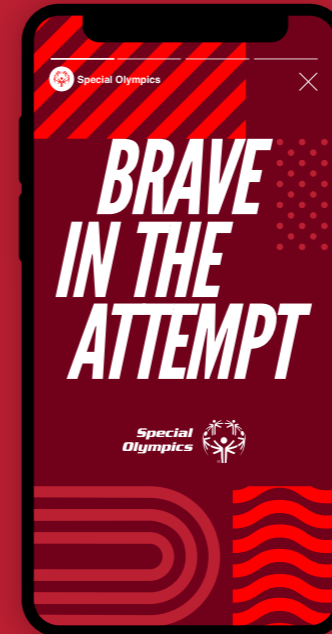
To find out more visit
specialolympics.org



The **Dynamic Curve** is a core brand device, drawn from the movement of sport and the spirit of inclusion. It is used to frame content, create flow and add energy to layouts.

2

SPORT GRAPHICS



Sport graphics are expressive, illustrative graphics that celebrate athletic movement and participation, helping to bring stories of sport and athletes to life.

3

SPORT SHAPES



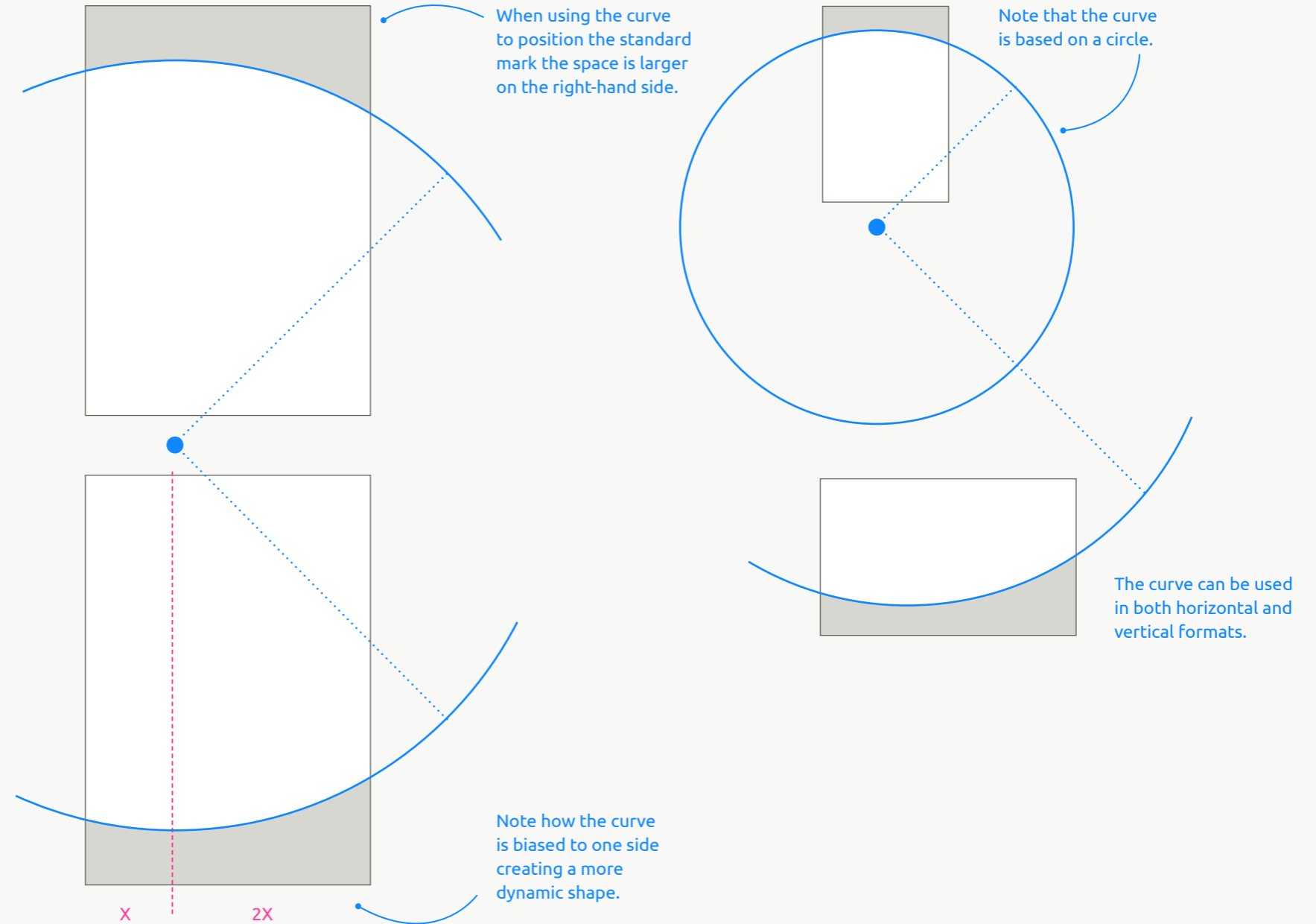
Sport shapes provide structured graphic areas to hold images and create consistency across communications.

DYNAMIC CURVE CONSTRUCTION OF SIMPLE CURVES



The Dynamic Curve is created by dividing the space using a circle. Note how the circle is not centered on the asset. This creates a more dynamic division of space. This also creates a larger space on the right side within which to place the mark.

Simple curve structure



DYNAMIC CURVE

SIMPLE CURVES

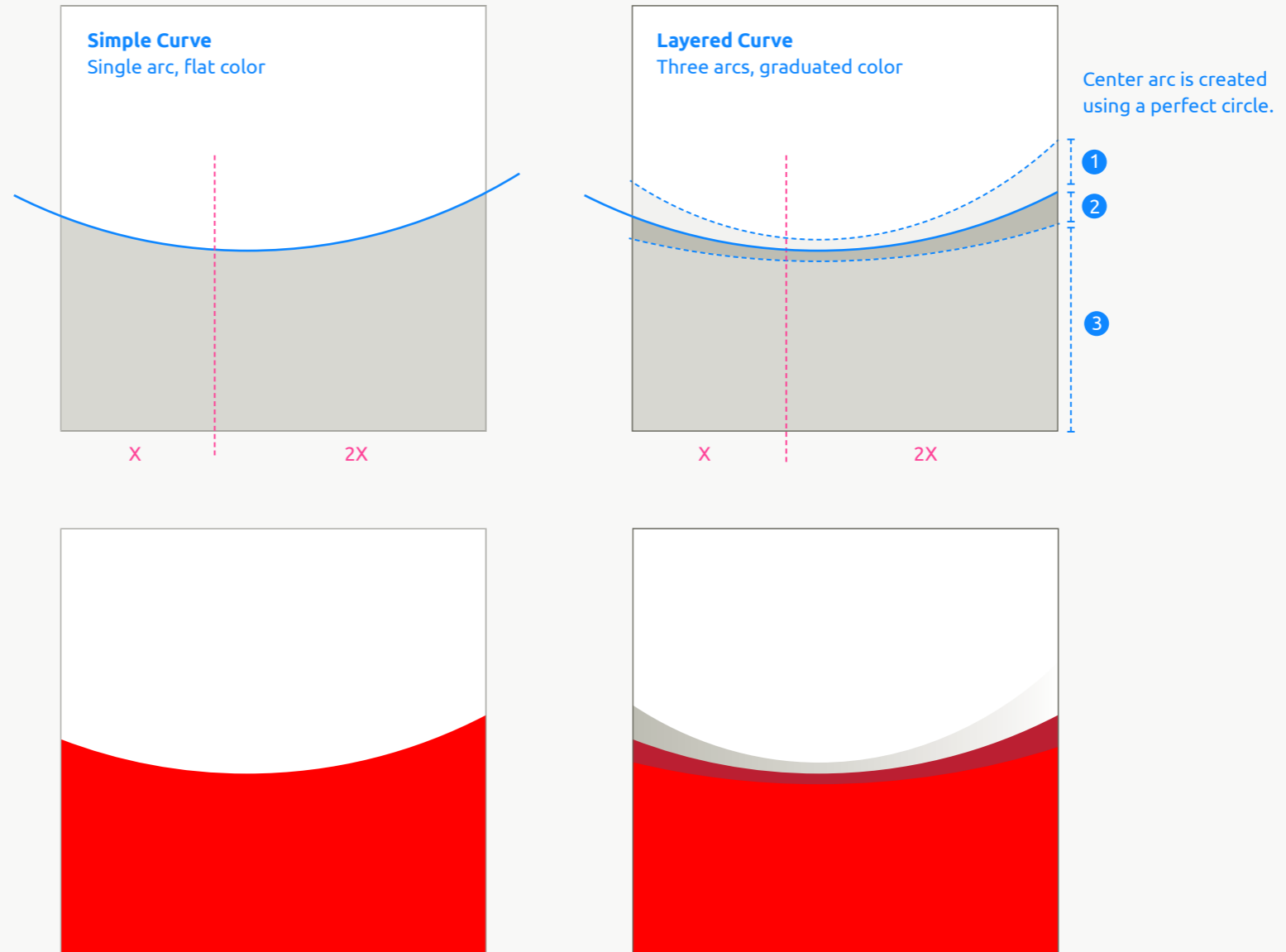
Simple Curve

The most basic form of Dynamic Curve can be created using the single curve of a perfect circle and using flat color.

Layered Curve

More complex layered versions of the Dynamic Curve can also be created using multiple curves as illustrated on the far right.

Curve structures



DYNAMIC CURVE LAYERED CURVES

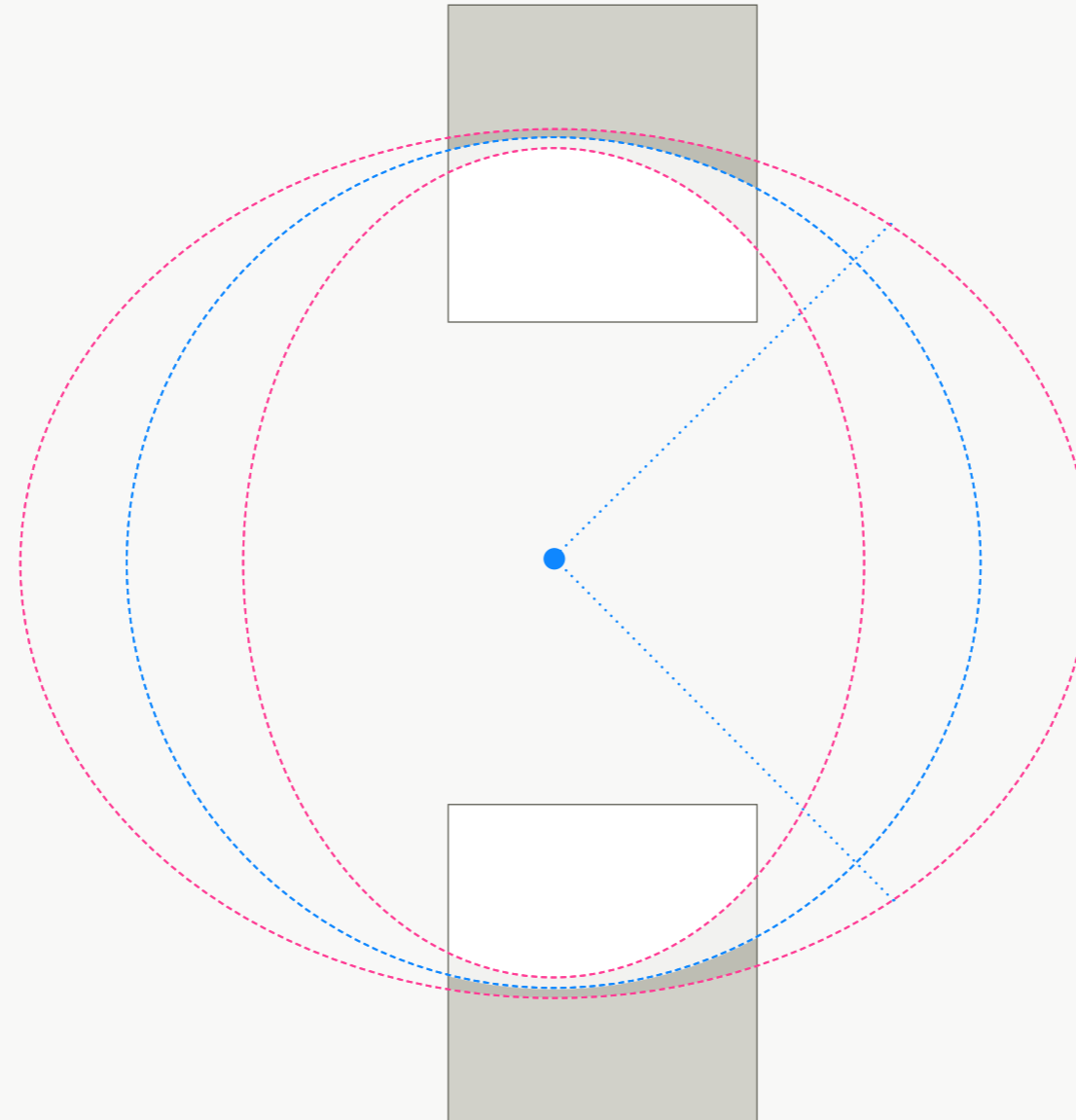


When creating a layered curve create the central curve using a perfect circle.

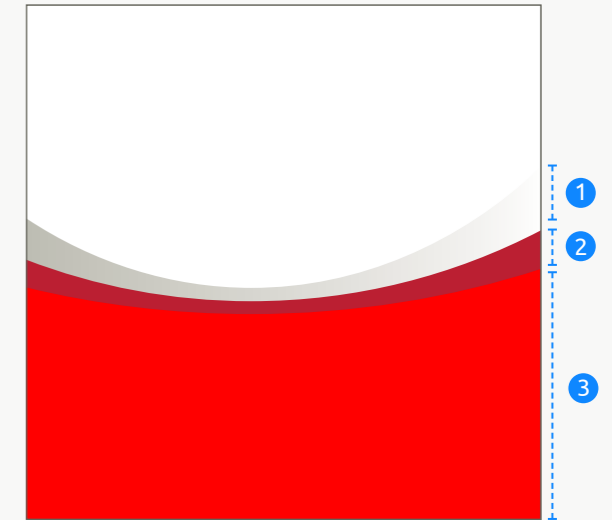
As illustrated the two tonal areas above and below are created by scaling the curve vertically to create a deeper curve above and shallower curve below.

As illustrated the edge curve [1] is filled with a light (or overprinting) gradient. The second curve [2] is filled with a solid color from the light range of the color palette. The third curve is filled with the same color graduating to a darker version of itself.

Layered curve structure



Curve tonal areas



There are three tonal areas within the layered curve:

- 1 **Area 1** uses a graduation of a light color (such as biscuit) to white.
- 2 **Area 2** uses a light color from the color palette.
- 3 **Area 3** uses the same color within a gradient to a darker version of itself. This creates a recognizable difference between area 2 and 3.

DYNAMIC CURVE IN APPLICATION

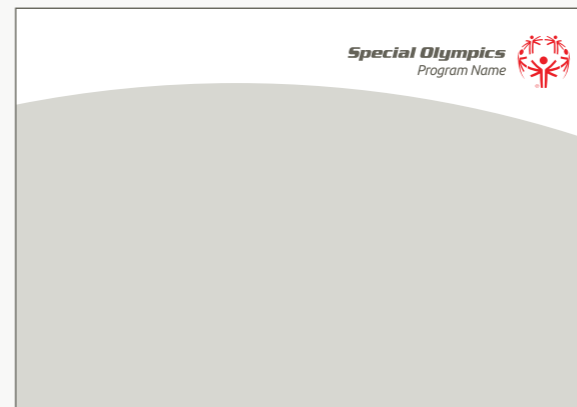
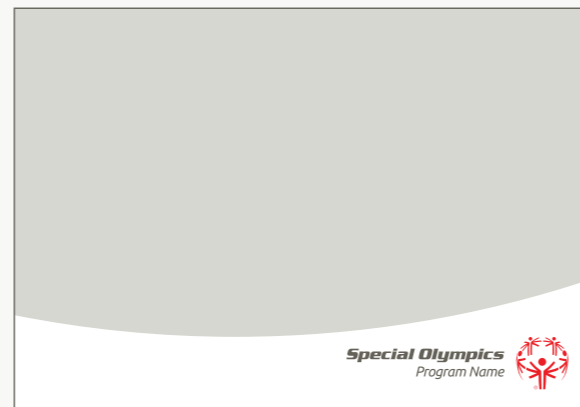
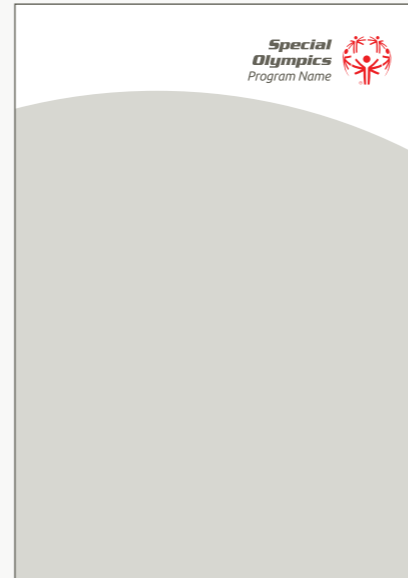


The Dynamic Curve is a device to house and protect the logo.



Note that in sign application for items such as vertical signs, the Special Olympics Accredited Program logo can become the dominant element of the layout with the curve providing an embellishment where required.

Print application



Sign application



SPORT GRAPHICS INTRODUCTION



Our sport graphics are a representation of the range and diversity of sports and activities at the core of Special Olympics.

They are used to communicate to our audiences the wide range of activities we offer from athletics, water sports, skiing and winter sports, pitch and track sports, and net sports.

Combining graphics

Sport graphics can be used individually or together in combinations to create patterns and repeating graphics. These graphics bring an energetic visual language to our communications.



Artwork files

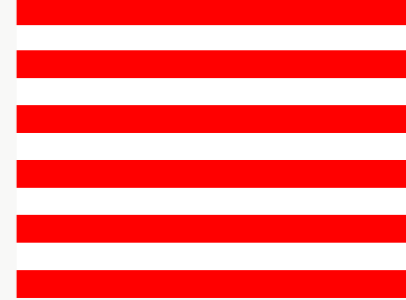
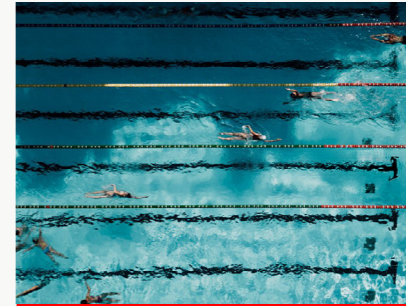
The sport graphics and their line versions are available in EPS, SVG and PNG file formats and can be used in print and digital applications.



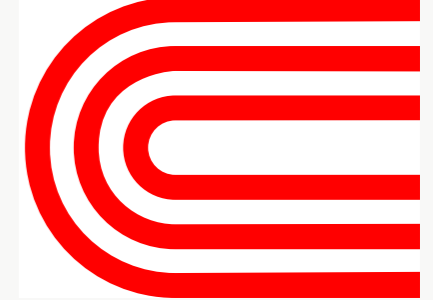
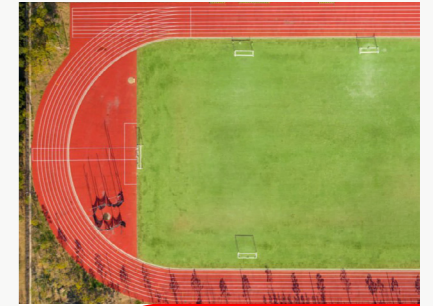
Water sports



Field and pitch



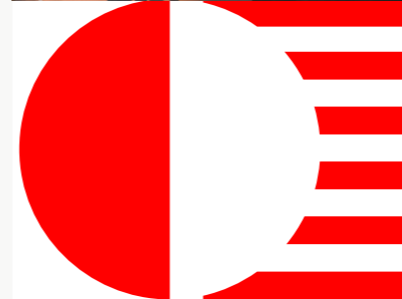
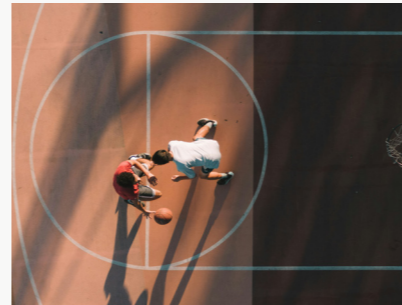
Tracks and lanes



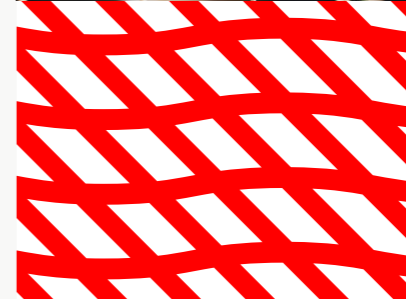
Athletics



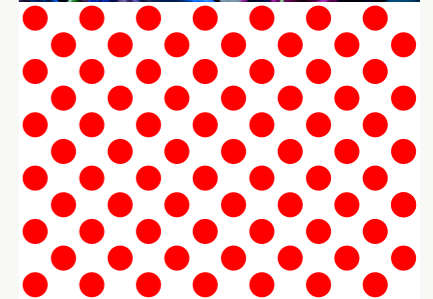
Skiing and winter sports



Court



Net or goal sports



Fans and supporters

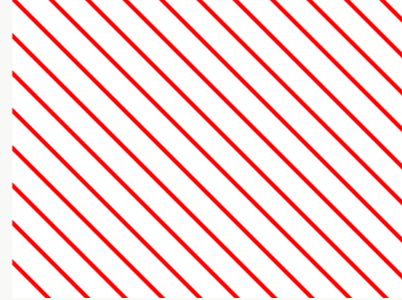
SPORT GRAPHICS LINE VERSIONS



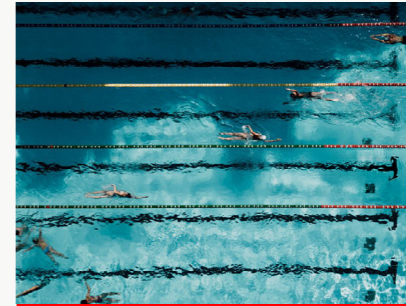
Each of the sport graphics are also available in a line version. The line version creates a lighter visual impact when used, allowing the sport graphics to be used for patterning and subtle background items.



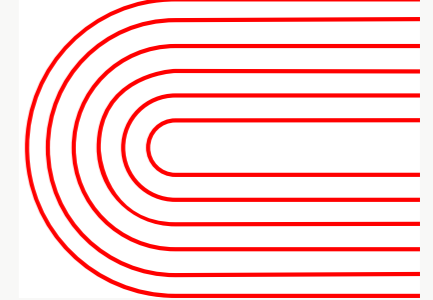
Water sports



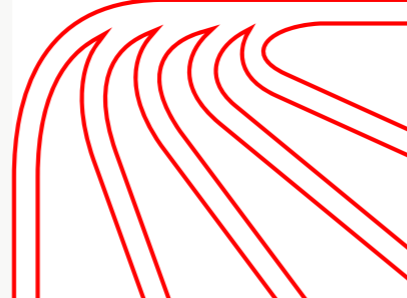
Field and pitch



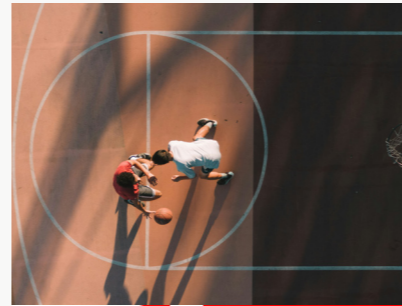
Tracks and lanes



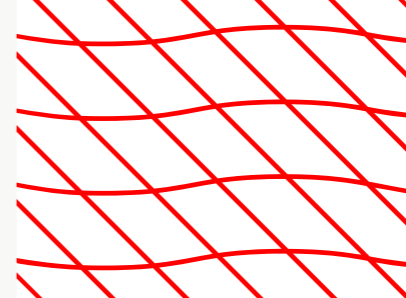
Athletics



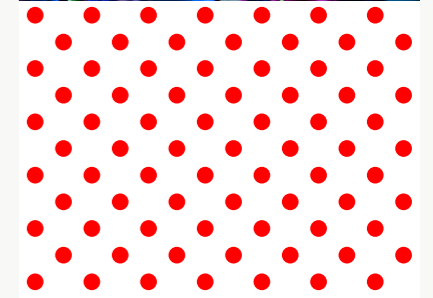
Skiing and winter sports



Court



Net or goal sports



Fans and supporters

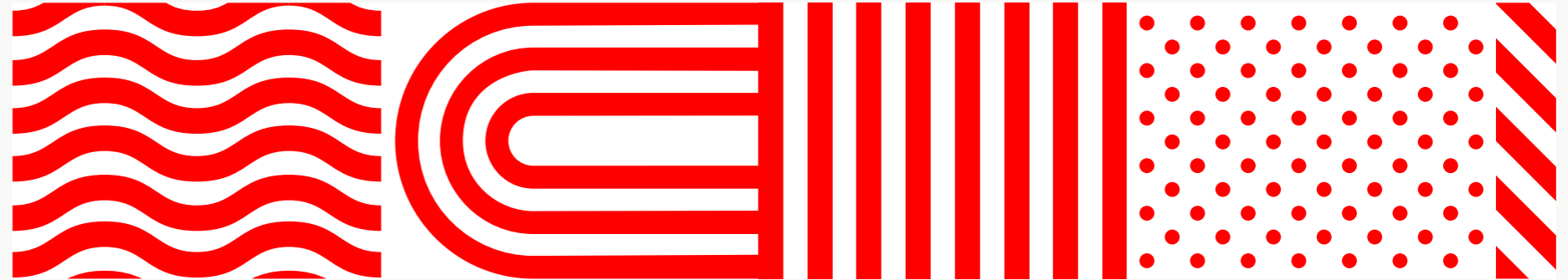
SPORT GRAPHICS COMBINATIONS

Contrast and diversity

Use contrast and variation to create combinations of our sport graphics which are energetic and harmonized.

The following tips can help to ensure that sport graphics are combined appropriately in your layouts:

- 1 Only use combinations of the same color family.
- 2 Alternate between graphics with diagonal and vertical graphic direction.
- 3 Combine a range of different sport types.



✓ Only use combinations of the same color family.



✓ Alternate between graphics with diagonal and vertical graphic direction.



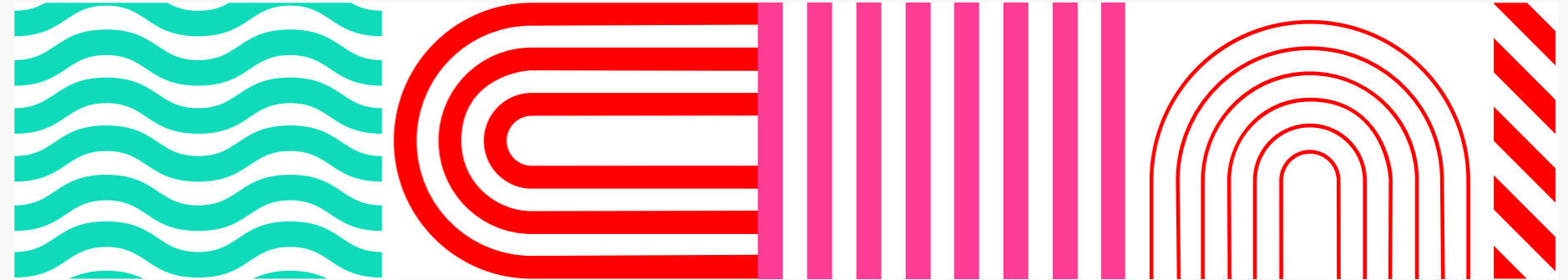
✓ Combine a range of sport types and alternate the direction of graphics between vertical and horizontal.

SPORT GRAPHICS WHAT NOT TO DO

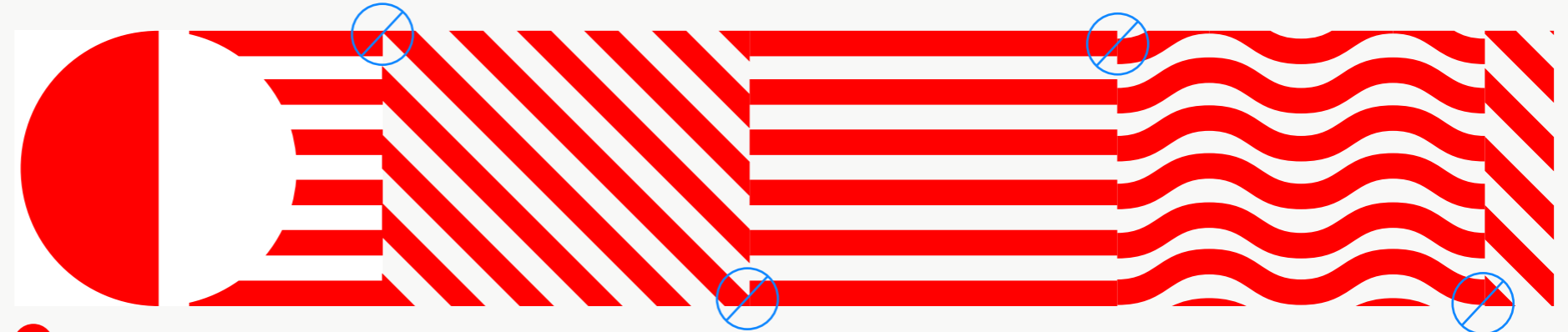


The following should be avoided when combining sport graphics:

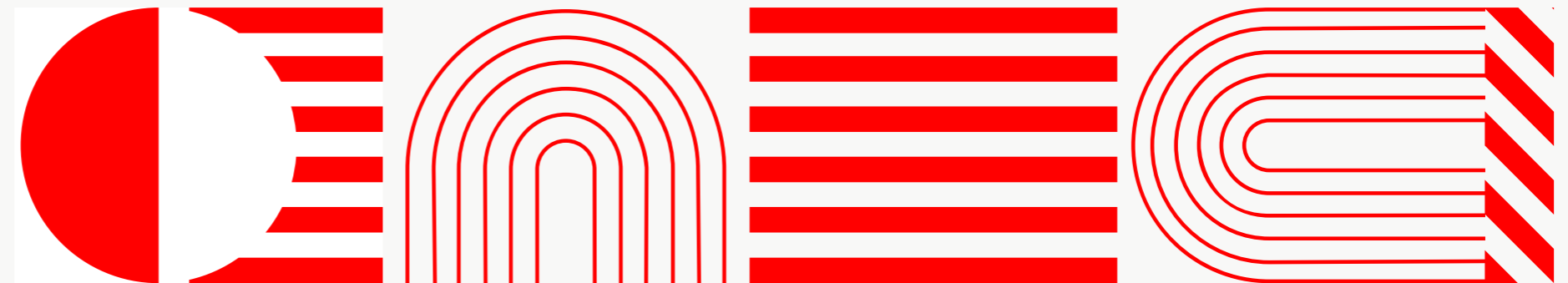
- 1 Do not combine multiple colors and weights. Patterns should only be made using the same color family and line weight.
- 2 Do not combine graphics that all follow the same direction or do not align at their edges.
- 3 Do not combine graphics which only focus on one sport type. A mix of sport types should be included where possible.



✘ Avoid combining multiple colors. Patterns should only be made using the same color family and line weight.



✘ Avoid combinations that all follow the same direction or do not align at their edges.



✘ Avoid combining thick and thin line sport graphics. Only one line weight should be used.

SPORT GRAPHICS IN APPLICATION

A supporting element

Sport graphics are designed to be a supporting element which adds energy and texture to our layouts. They should never overpower or dominate a layout or be used in place of photography.

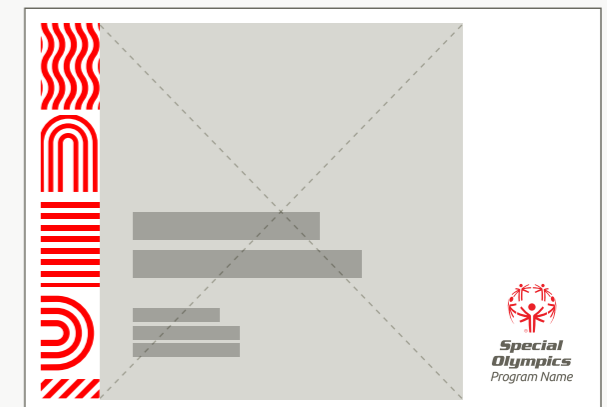
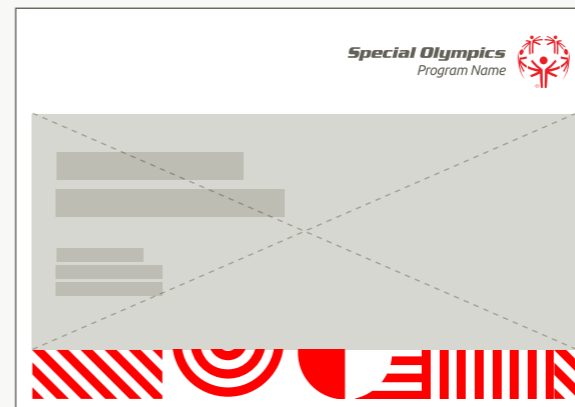
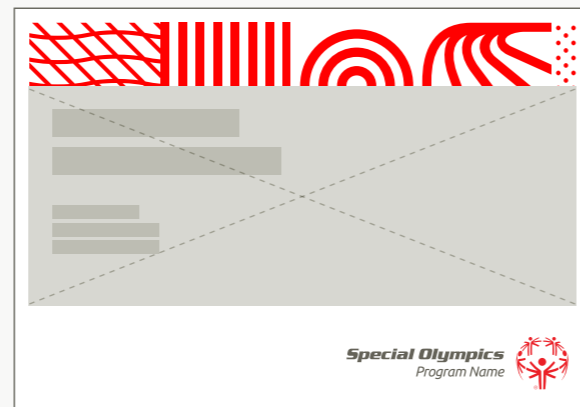
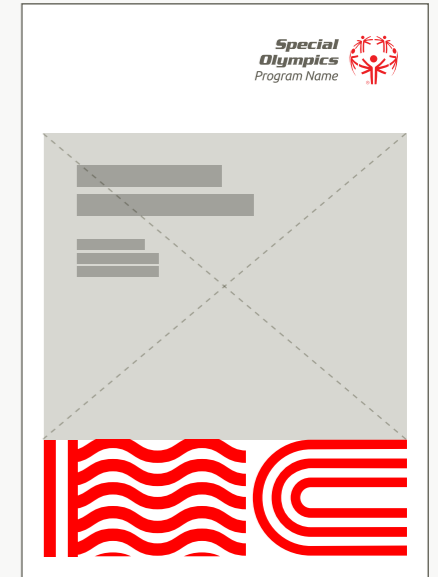
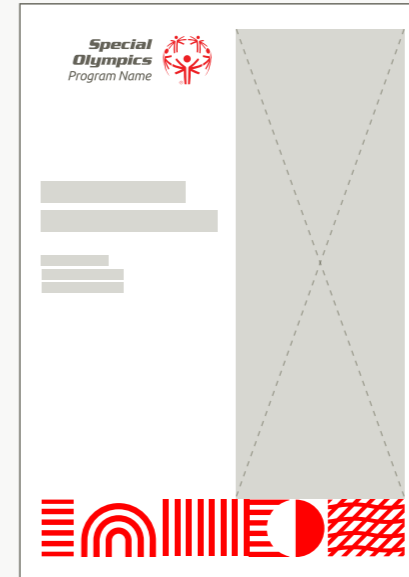
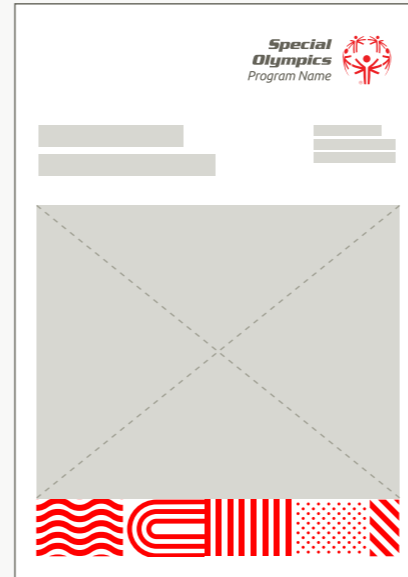
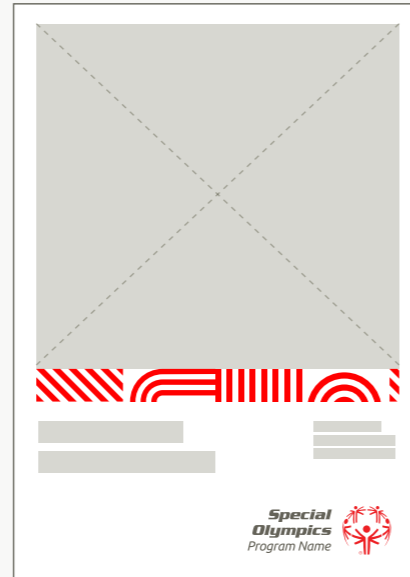
Hierarchy and proportions

When using the sport graphics with photography, they should not use more than 20% of the overall layout space.

Use without photography

The sport graphics can be used more prominently where photography is not being used, for example where only color and graphics are required. Examples include, graphic only flags and banners, Teams/Zoom backgrounds, chapter slides in presentations etc.

Example applications



SPORT SHAPES INTRODUCTION



Our Sport Shapes are graphic shapes inspired by the fields, courts and equipment used in many of the sports in which Special Olympics athletes compete.

From athletics tracks and tennis courts to basketball, soccer, speedskating, baseball and golf, these designs celebrate sport—the heart of Special Olympics activity every day.

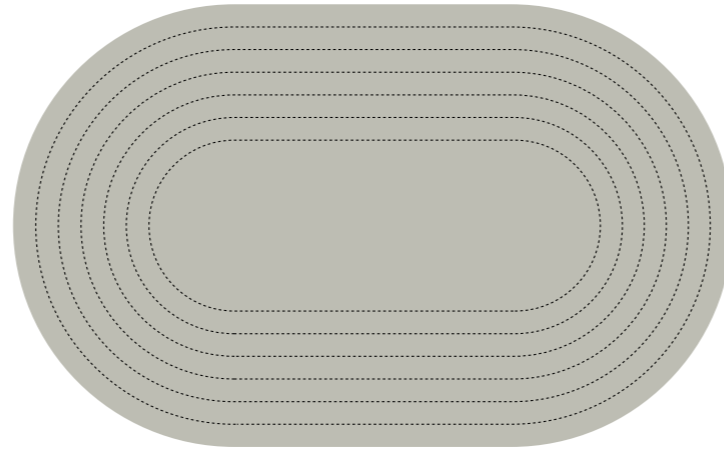
A universal language

These shapes create a universal sporting language that can be used as simple graphic elements to add texture, detail, or form to layouts. When combined with photography they frame and contain images in a dynamic, engaging way.

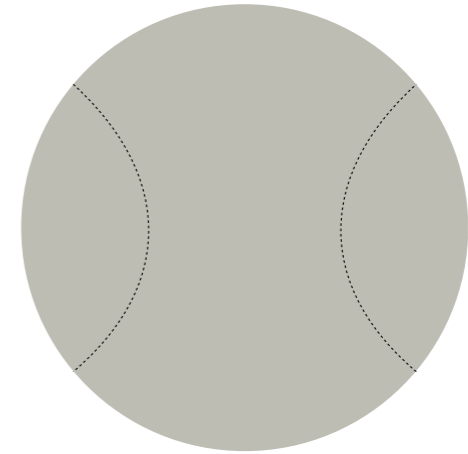


The sport shapes should be used sparingly — and should not appear together with the Dynamic Curve, but rather as an alternative to it.

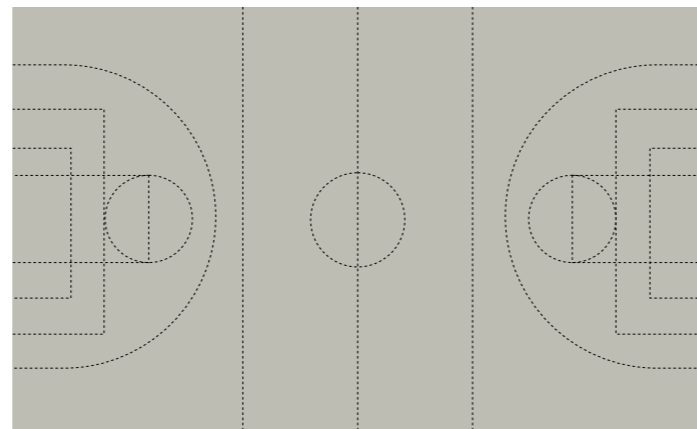
Athletics track



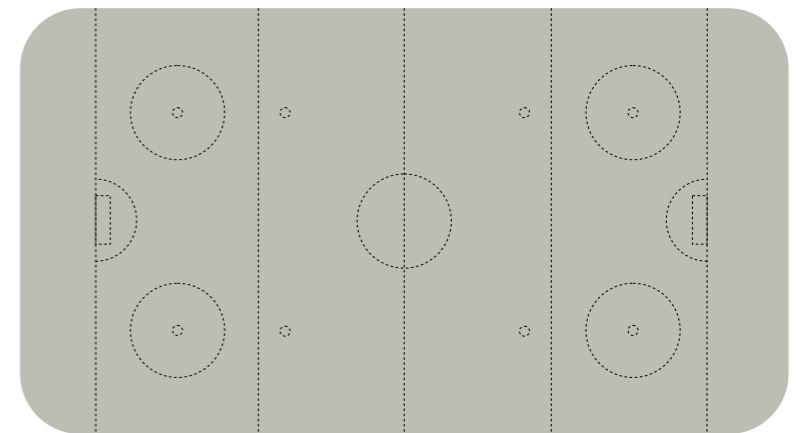
Ball



Court or pitch



Speedskating



SPORT SHAPES

USE WITH PHOTOGRAPHY



A shape for photography

The sport shapes are designed to be used as cropping or holding devices to contain photography. They can be applied individually for single images or combined to showcase multiple images together.

Sport shapes can be used for banners, report covers and presentations—anywhere that needs to convey the diversity and energy of Special Olympics sports and activities.



The sport shapes should be used sparingly — and should not appear together with the Dynamic Curve, but rather as an alternative to it.

Athletics track



Ball



Court or pitch



Speedskating



SPORT SHAPES IN APPLICATION



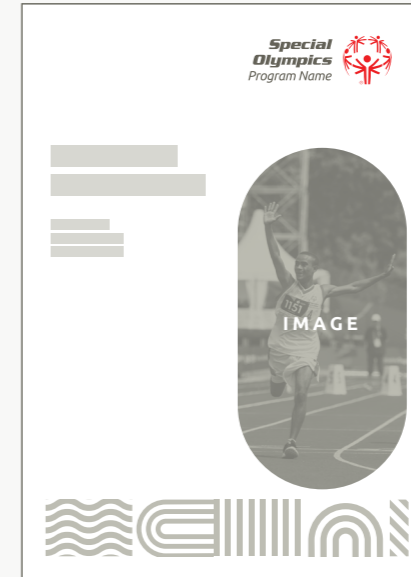
A supporting element

Sport shapes are designed to be a supporting element that can be used to contain either a single image in a shape or multiple images using several shapes. The sample layouts shown here highlight how the sport shapes can be used in a range of portrait and landscape layouts.

Without photography only

The sport shapes should only be used as holding shapes for photography and should not be used on their own or in place of sport graphics.

Example applications



LAYOUT GRIDS AND STRUCTURE



Grids and the use of an underlying structure allow us to create communication which follow a consistent structure. Grids also allow us to structure information on the page clearly that can be easily understood by the audience.

Equal margins

Most compositions should have margins around each side which are of equal width and height — creating clear space around the edges of your document.

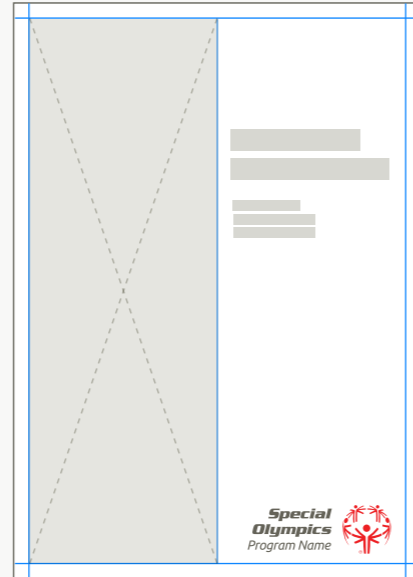
Grid system

Most of your compositions should use either three, six or twelve column layouts. Grids can be simplified to multiples of three for smaller items such as social media posts or banners.

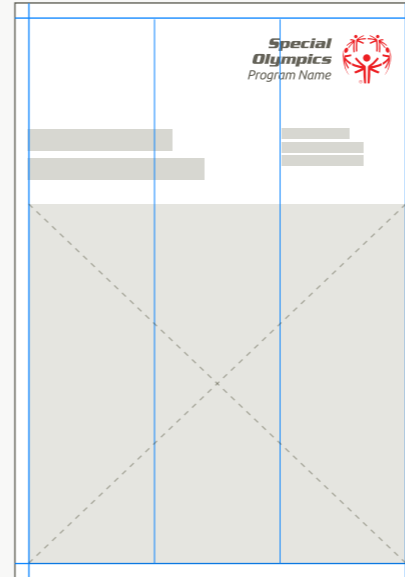
Simple is smart

Grids should be created to best suit the content in your layout. Simple grid systems can be used to structure small amounts of content; more complex grids should be used to structure larger amounts of content.

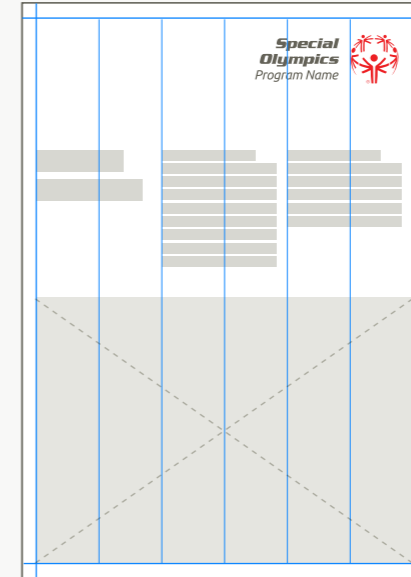
Portrait layout grid examples



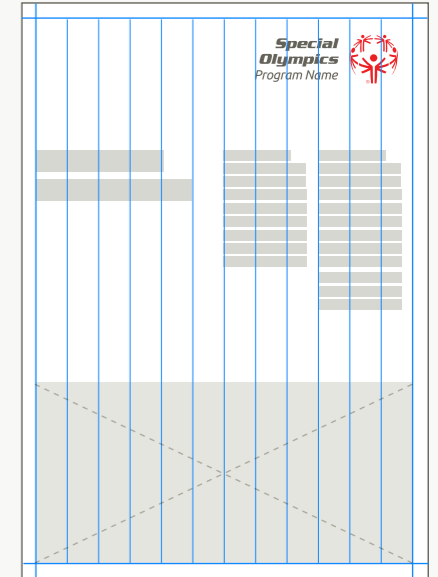
2 column grid



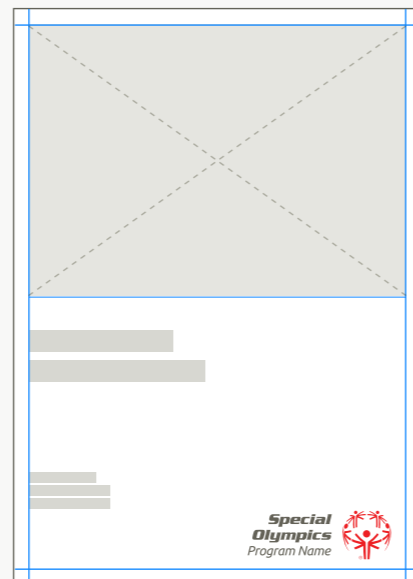
3 column grid



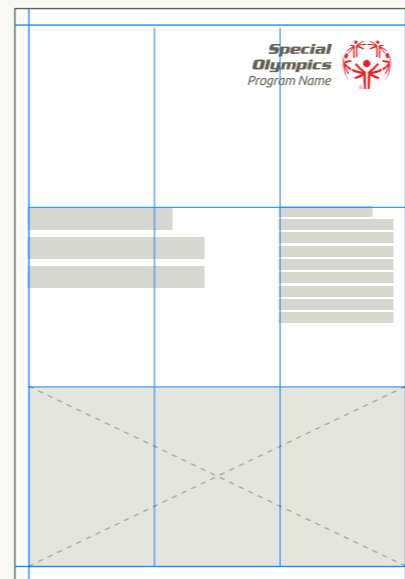
6 column grid



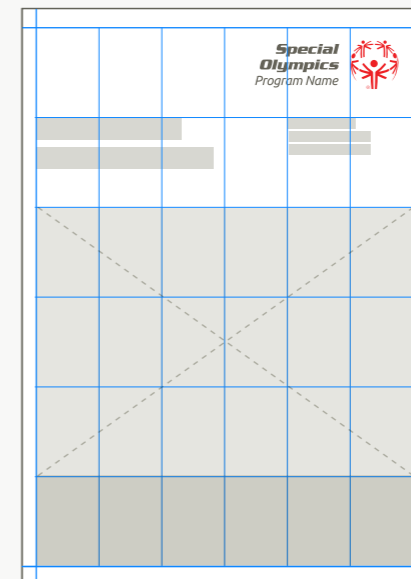
12 column grid



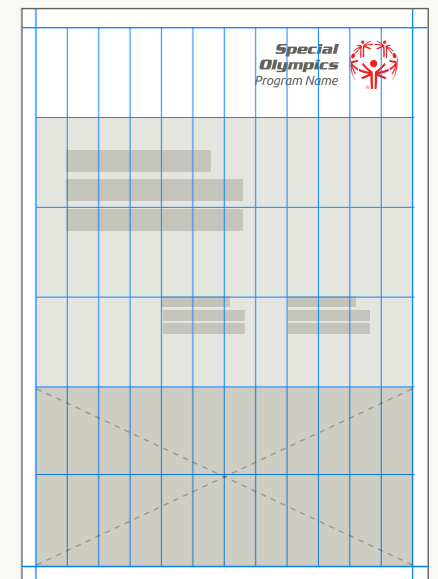
2 row grid



3 rows, 3 column grid



6 rows, 6 column grid



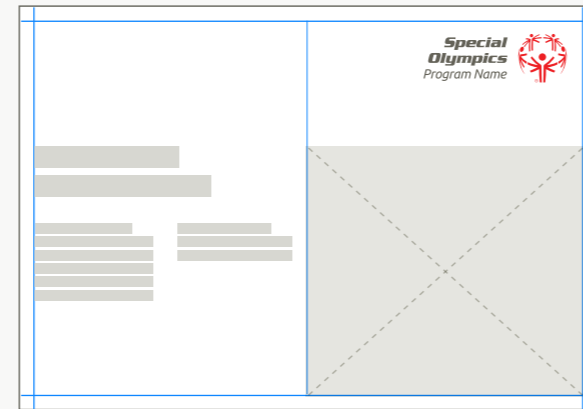
6 rows, 12 column grid

LAYOUT GRIDS AND STRUCTURE

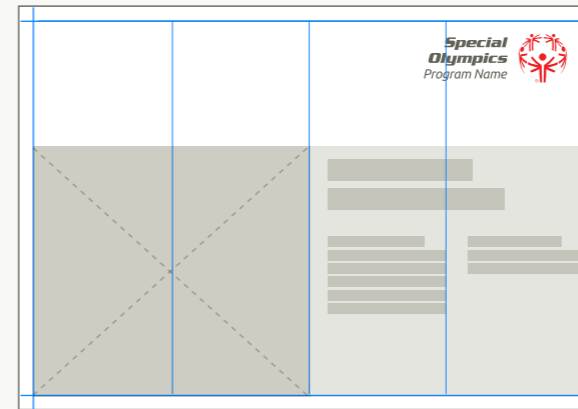
Layout grid examples

Adapting for formats

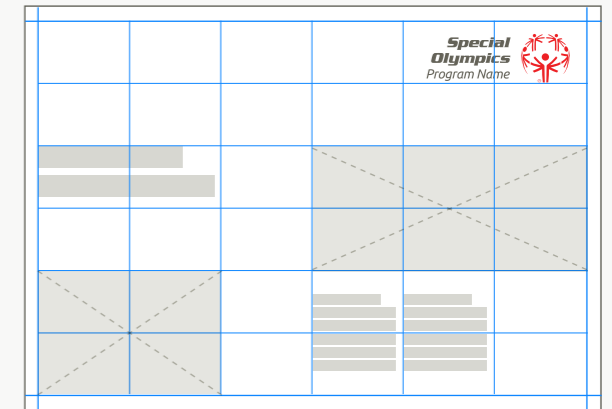
These grids can be adapted and applied to any format or layout type — from social media posts to flags, banners and backdrops.



2 column grid



4 column grid

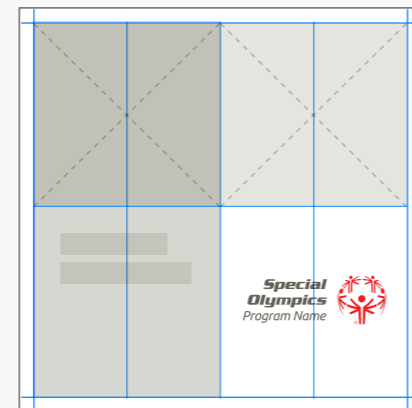


6 column, 6 rows grid

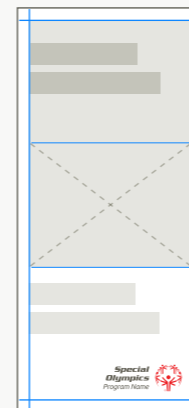


The following should be avoided when creating a grid structure:

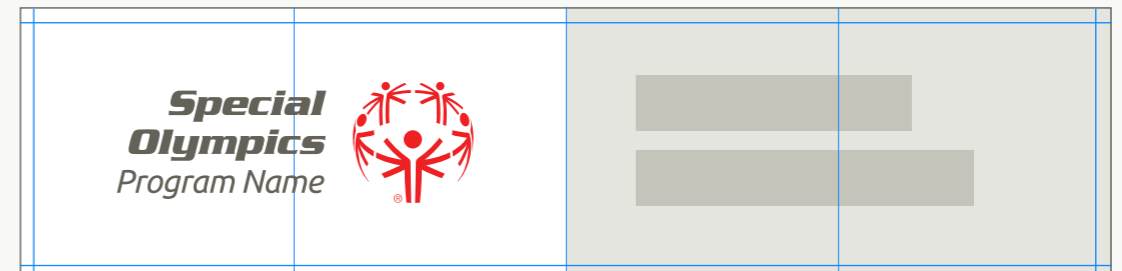
- 1 Don't over complicate the grid.** Avoid using more columns or subdivisions than necessary.
- 2 Don't force content to fit.** If the grid starts to compromise legibility or hierarchy, adapt it.
- 3 Maintain consistent margins.** Uneven or inconsistent margins can break the sense of structure and polish.
- 4 Respect white space.** Avoid filling every part of the grid. Clear space improves readability and balance.



4 column grid, 2 row grid



3 row grid

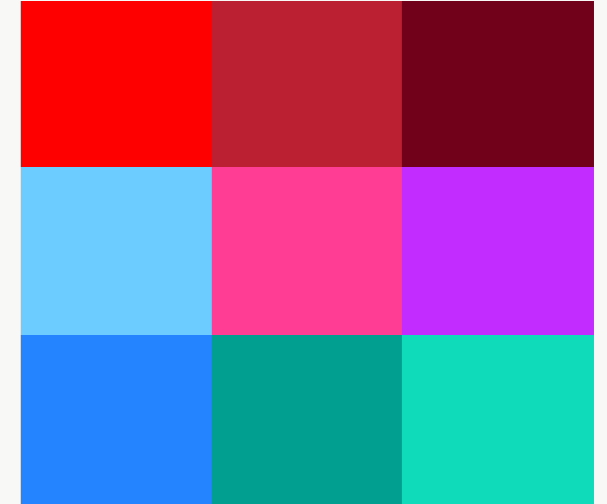


4 column grid

LAYOUT HIERARCHY QUICK GUIDE

Whether creating report covers, social media posts or event banners, hierarchy helps guide the viewer through a layout in a clear and intentional way. A clear hierarchy creates balance, improves readability and ensures the message is understood immediately.

1 Hero element
Each composition should begin with a strong hero element to establish focus and draw attention.



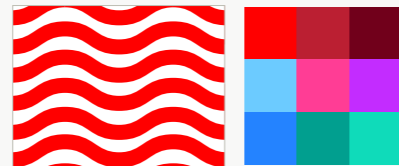
2 Text / messaging
The hero element should be followed by supporting text that communicates the core message.

**LEAGUE
GOTHIC**
Ubuntu

**LEAGUE
GOTHIC**
Ubuntu

**LEAGUE
GOTHIC**
Ubuntu

3 Graphics / Color
Graphics and secondary elements should reinforce the content without competing for attention.



4 Brand Mark
The brand mark is placed to ensure recognition.



3

OUR BRAND IN USE

This section brings the Special Olympics visual identity to life by showing how all elements of the brand system work together across our communications. This section illustrates the practical, consistent and flexible application of our brand, helping you bring our identity to life with confidence and clarity.

OUR BRAND IN USE

INTRODUCTION

Our brand identity lives and evolves through the wide range of applications and communications we share every day. A set of standard items is available as flexible, adaptable templates to support consistent use of the brand identity across common formats.

Standard items include:

- Event and pull-up banners
- Brochure and report covers
- Presentations
- Social media posts
- Video call backgrounds

The examples in this section demonstrate some of the ways our brand identity can be brought to life every day. They are intended as guidance and inspiration, supporting the creation of distinctive communications that connect with your audiences through strong stories and meaningful content.

Event banners

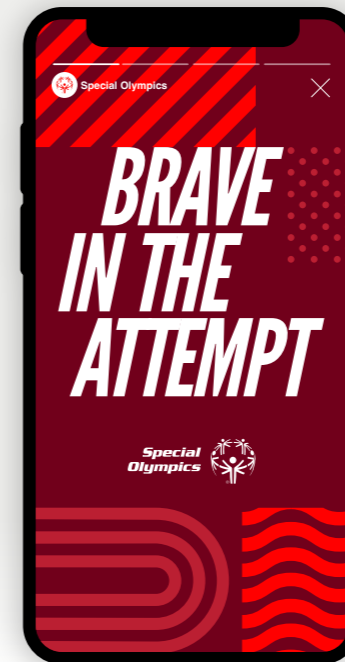


Brochure covers



Report cover

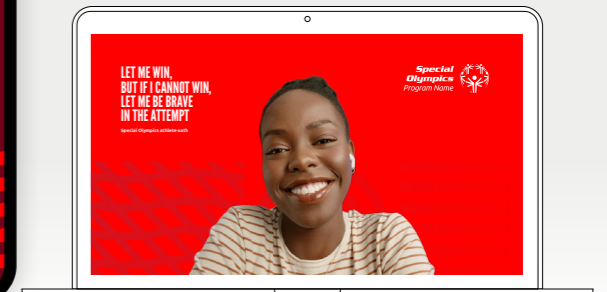
Social media stories



Social posts



Video call backgrounds



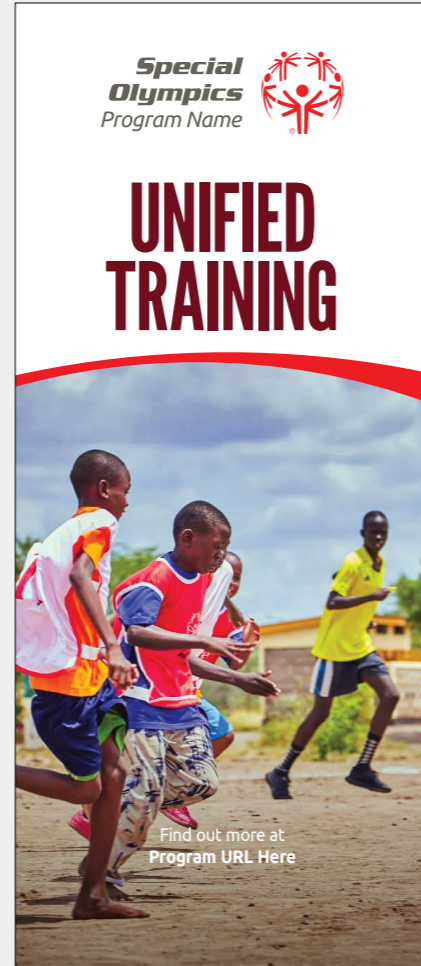
OUR BRAND IN USE

EVENT BANNERS



Artworks are supplied in Adobe Illustrator and can be adapted for a specific Program.

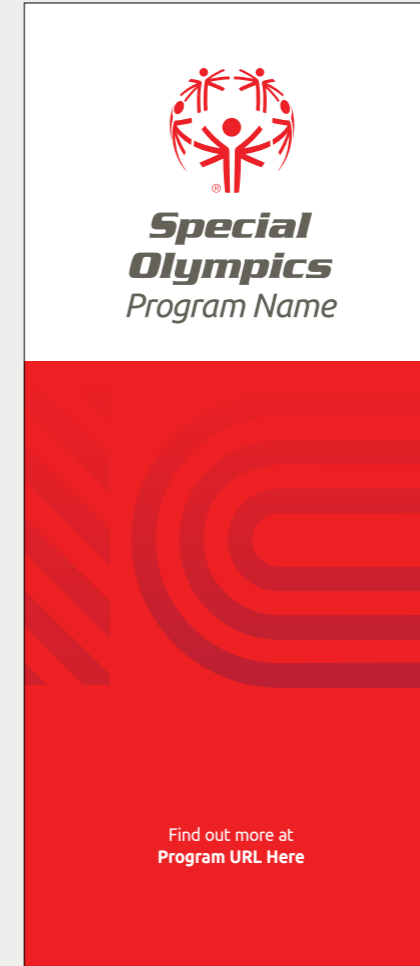
- Replace 'Program Name' text with the name of the Accredited Program in Ubuntu Italic.
- The remaining part of the banner can be used to contain additional information.
- This could include:
 - The Program's web address
 - Sponsor or partner logos
 - Photograph of Special Olympics athletes or activities.
- When using photographs within the design, the photograph should be placed within the main curve or the sport shape.
- Sponsor banners should use a white background to allow sponsor logos to appear in color.



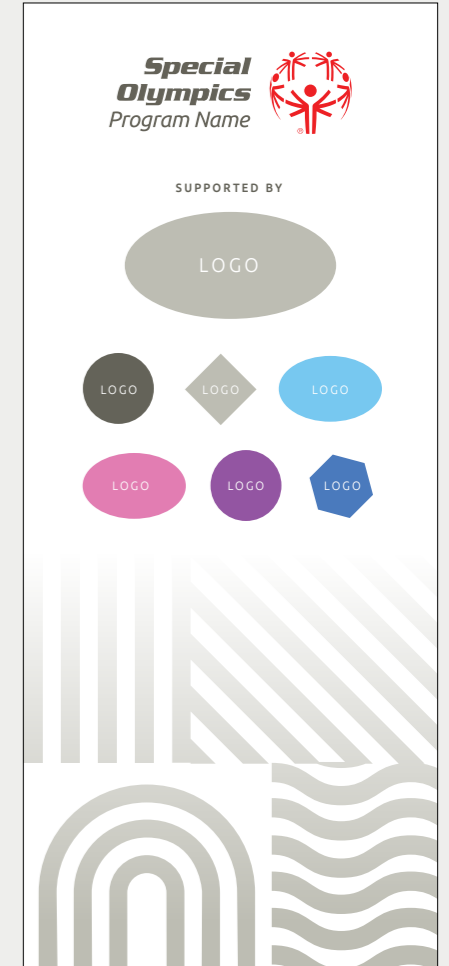
Dynamic curve + image banner



Sport shape + image banner



Generic Program mark banner



Generic sponsor banner

Compatible software
Banner templates are designed
for use in Adobe Illustrator



OUR BRAND IN USE

EVENT BANNERS



Events track-side banners and backdrops are an important application of our brand. There are many formats, but as illustrated here they can be accommodated within our identity system.

Some examples:

- Horizontal banner with core branding element only
- Horizontal banner with single sponsor branding
- Horizontal banner with multi-sponsor branding
- Alternating endless track-side banner



Generic Program mark banner



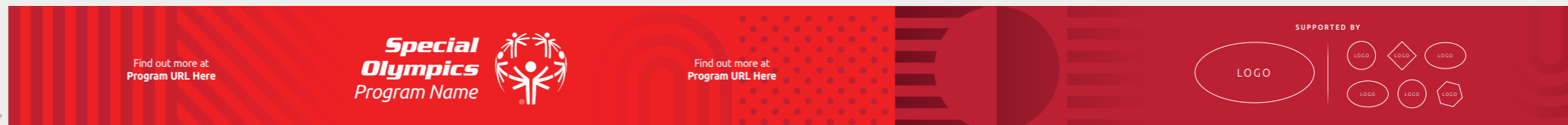
Program mark + headline banner



Single sponsor banner



Multi-sponsor banner



Endless track-side banners

Compatible software
Banner templates are designed
for use in Adobe Illustrator



OUR BRAND IN USE

REPORT COVERS



Report covers are created as editable MS Word templates. These covers offer a range of layouts and designs using a mixture of imagery, sport graphics, color and layout design.

Report cover templates include:

- US Letter sized, editable MS Word template files.
- New images can be added into the image area.
- Accredited Program website URLs can be added.
- Sport graphics are available in a range of combinations and sizes.
- Supporting text can be added along-side the headline.
- A range of color options can be created using the secondary color palette.

Compatible software
Report covers are designed for use in MS Word software.



The image displays three report cover templates side-by-side, each with blue lines pointing to specific design elements. The first template (left) features a white background with a 'Hero image' of two smiling swimmers. The second template (middle) features a white background with 'Sport graphics' at the bottom showing volleyball players. The third template (right) features a full red background with 'Sport graphics' at the bottom. All templates include the Special Olympics logo, a headline, supporting text, and a sub-title. Labels include: Accredited Program URL, Headline, Supporting text, Accredited Program mark, Hero image, Sport graphics, and Full color option.

Compatible software
Report covers are designed for use in MS Word software.

OUR BRAND IN USE

REPORT COVERS



Report covers are created as editable MS Word templates. These covers offer a range of layouts and designs using a mixture of imagery, sport graphics, color and layout design.

Report cover templates include:

- US Letter sized, editable MS Word template files.
- New images can be added into the image area.
- Accredited Program website URLs can be added.
- Sport graphics are available in a range of combinations and sizes.
- Supporting text can be added along side the headline.
- A range of color options can be created using the secondary color palette.

Compatible software
Report covers are designed for use in MS Word software.



OUR BRAND IN USE BROCHURE COVERS



Report covers are created as editable InDesign templates. Like Report covers, these offer a range of layouts and designs using a mixture of imagery, sport graphics, color and layout design.

Brochure covers are created for production by professional designers using the Adobe suite.

Brochure cover templates include:

- US Letter sized, editable Adobe InDesign template files.
- New images can be added into the sport shapes.
- Accredited Program website URLs can be added.
- Sport graphics are available in a range of combinations and sizes.
- Supporting text can be added alongside the headline.

Compatible software

Report covers are designed for use in Adobe InDesign software.



The image displays three different brochure cover templates for Special Olympics Accredited Programs. Each template is annotated with labels and arrows pointing to specific design elements:

- Template 1 (Left):** Features three circular hero images of athletes. Labels include: "Headline" (pointing to the top right), "Sub-heading" (pointing to the top left), "Sub heading text" (pointing to the text above the main title), "BROCHURE TITLE HERE" (the main title), "Sub title for the brochure description and any other information here." (pointing to the text below the title), "Join the movement Program URL goes here" (pointing to the URL at the bottom), and "Sport shapes and hero images" (pointing to the circular images).
- Template 2 (Middle):** Features a large circular hero image of a runner. Labels include: "Supporting text" (pointing to the top right), "Accredited Program mark" (pointing to the logo), "Sub heading text" (pointing to the text above the main title), "BROCHURE TITLE HERE" (the main title), "Sub title for the brochure description and any other information here." (pointing to the text below the title), "Sport shapes and hero images" (pointing to the circular image), and "Sport graphics (Line)" (pointing to the decorative line patterns at the bottom).
- Template 3 (Right):** Features a large rectangular hero image of two runners. Labels include: "Accredited Program mark" (pointing to the logo), "Sub heading text" (pointing to the text above the main title), "BROCHURE TITLE HERE" (the main title), "Sub title for the brochure description and any other information here." (pointing to the text below the title), and "Large hero image" (pointing to the main image).

OUR BRAND IN USE BROCHURE COVERS



Report covers are created as editable InDesign templates. Like Report covers, these offer a range of layouts and designs using a mixture of imagery, sport graphics, color and layout design.

Brochure covers are created for production by professional designers using the Adobe suite.

Brochure cover templates include:

- US Letter sized, editable Adobe In Design template files.
- New images can be added into the sport shapes.
- Accredited Program website URLs can be added.
- Sport graphics are available in a range of combinations and sizes.
- Supporting text can be added alongside the headline.

Compatible software

Report covers are designed for use in Adobe InDesign software.



OUR BRAND IN USE

BROCHURE COVERS



Report covers are created as **editable InDesign templates**. Like Report covers, these offer a range of layouts and designs using a mixture of imagery, sport graphics, color and layout design.

Brochure covers are created for production by professional designers using the Adobe suite.

Brochure cover templates include:

- US Letter sized, editable Adobe InDesign template files.
- New images can be added into the sport shapes.
- Accredited Program website URLs can be added.
- Sport graphics are available in a range of combinations and sizes.
- Supporting text can be added alongside the headline.

Compatible software

Report covers are designed for use in Adobe InDesign software.



OUR BRAND IN USE

SOCIAL MEDIA POSTS



Instagram and X templates

- Templates have been created for a range of static Instagram and X posts.
- Post types cover image only, image and text and image and graphics.
- Please ensure that the fonts League Gothic and Ubuntu are used.
- Files should be exported as JPEGs at the appropriate size for the channel. Please check the most up to date dimensions for posting on each channel.
- All post templates are available in both 1080 x 1350px (post) and 1080 x 1950px (reel / story).
- Templates can be resized for use in Facebook or other social media channels.

Compatible software

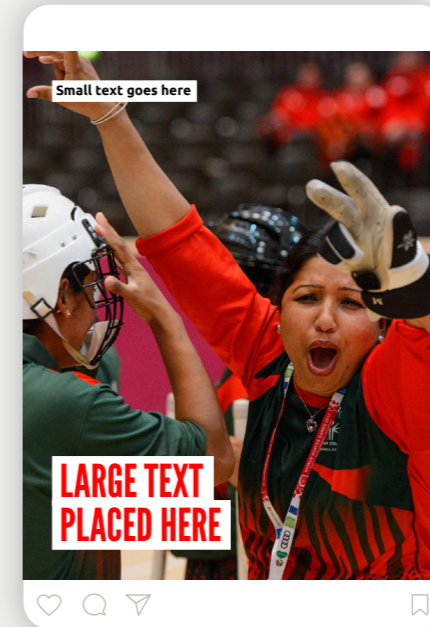
Social media templates are designed for use in Canva and Adobe software.



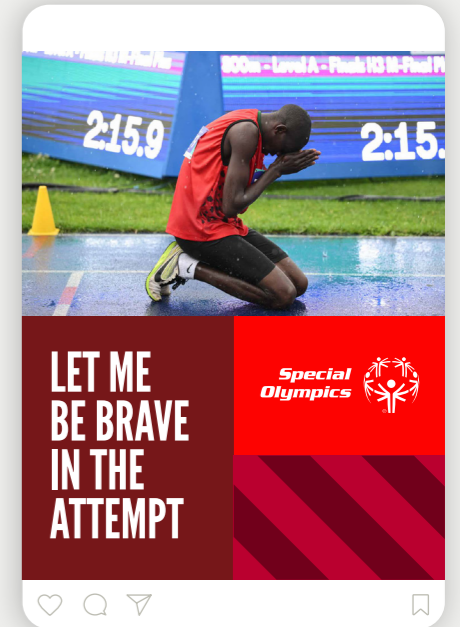
Text and sport graphics



High level statistics



Text and image



Text, image, brand mark



Live streaming announcement



Text and image



Throwback Thursdays

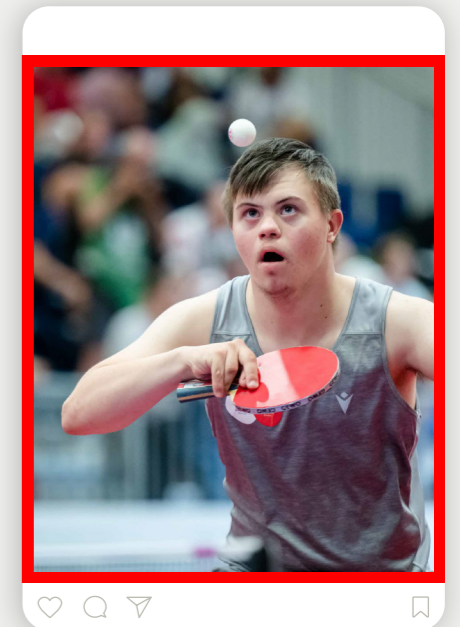


Image only

OUR BRAND IN USE SOCIAL MEDIA POSTS



Instagram and X templates

- Templates have been created for a range of static Instagram and X posts.
- Post types cover image only, image and text and image and graphics.
- Please ensure that the fonts League Gothic and Ubuntu are used.
- Files should be exported as JPEGs at the appropriate size for the channel. Please check the most up to date dimensions for posting on each channel.
- All post templates are available in both 1080 x 1350px (post) and 1080 x 1950px (reel / story).
- Templates can be resized for use in Facebook or other social media channels.

Compatible software

Social media templates are designed for use in Canva and Adobe software.



Games medal winner



Athlete of the week



Team support



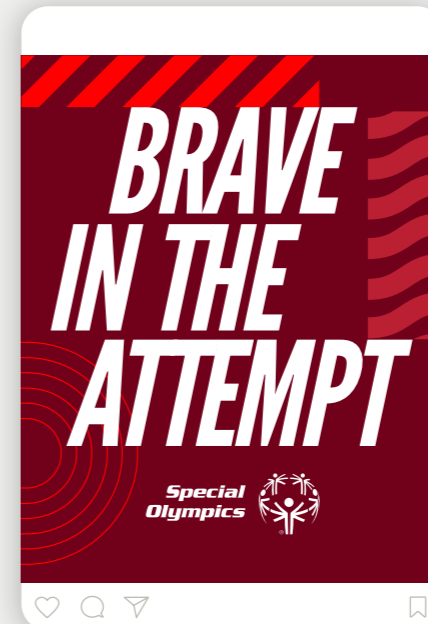
Tent-pole day



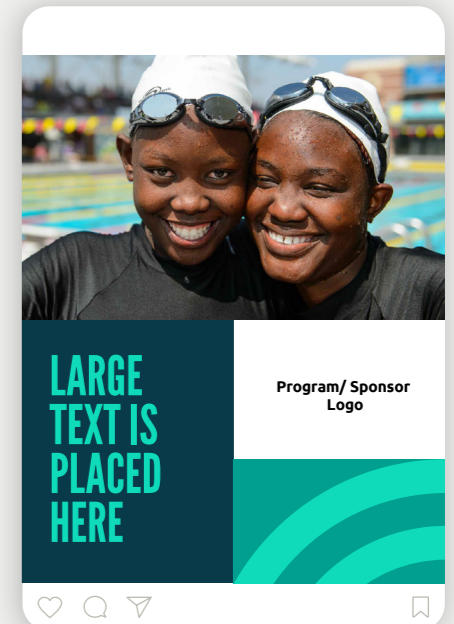
Text and sport graphics



Text and sport graphics



Text and sport graphics



Image, graphics and sponsor logo

OUR BRAND IN USE

SOCIAL MEDIA POSTS



Instagram Stories / Reels

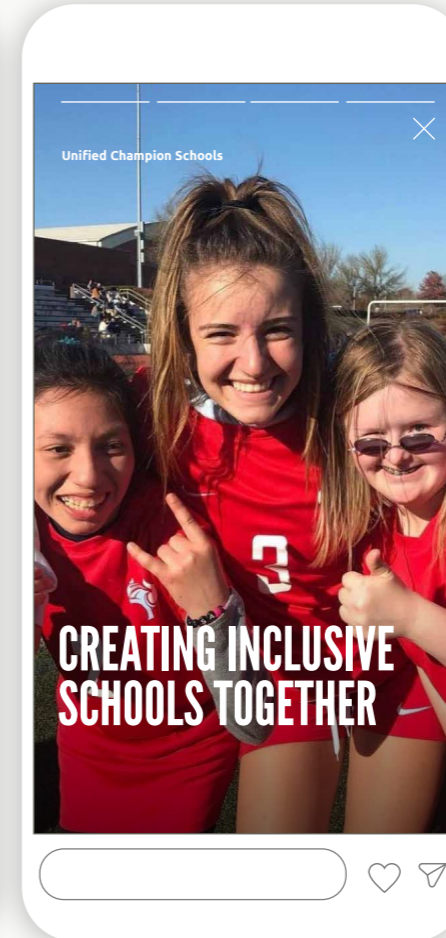
All the social media templates are also available in 1080 x 1950px for use in Instagram stories and reels.



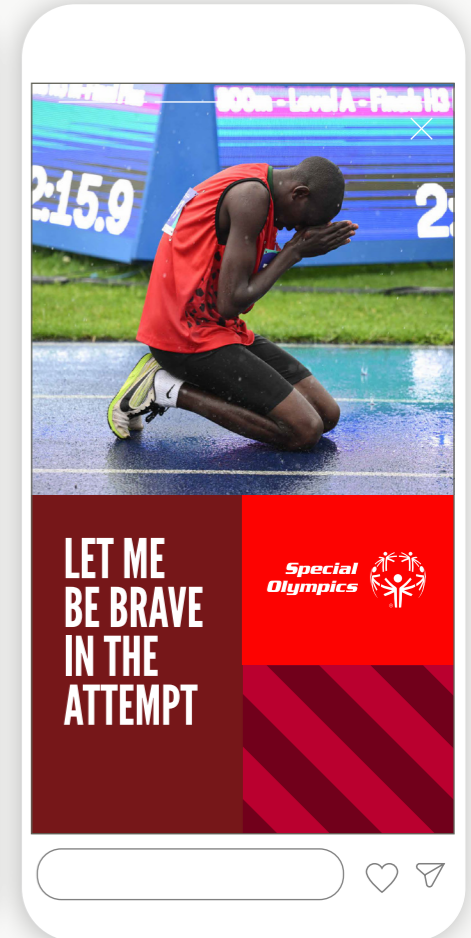
Text and sport graphics



Text and sport graphics
Team support post



Text and image



Text, image, brand mark
and sport graphics

Compatible software

Social media templates are designed for use in Canva and Adobe software.



OUR BRAND IN USE

VIDEO CALL BACKGROUNDS

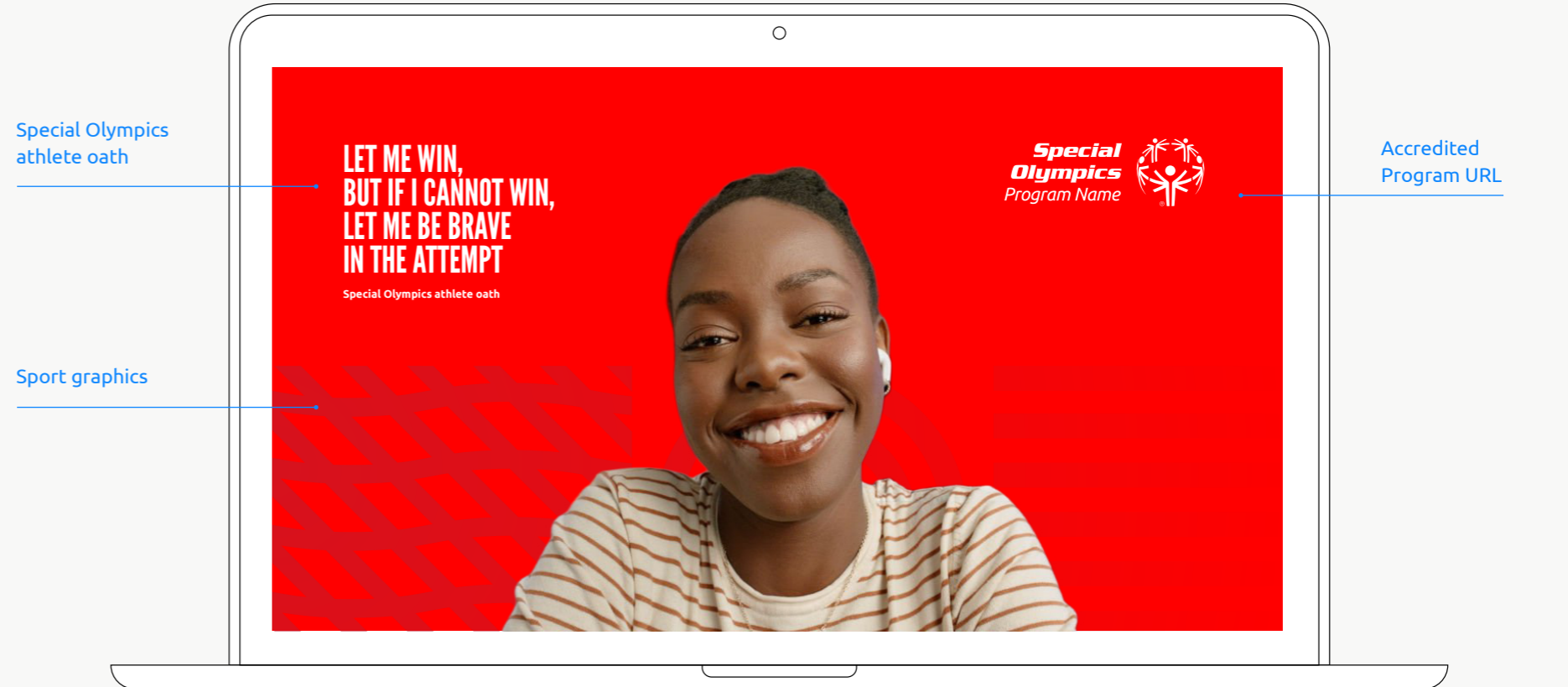


Widescreen backdrops are available for use as branded Zoom, Teams and video call backgrounds.

- Backdrops are supplied JPEGs and as editable Adobe Illustrator files at 1080 x 1920px.
- These templates can be edited to include a range of sports icons and color versions.
- Background patterns use a subtle gradient to ensure they are not overly busy or visually noisy and distracting for viewers.
- The center of the backdrop is clear of text and the brand mark to ensure they are not covered or obscured by the video presenter.

Compatible software

Video call background templates are designed for use in Adobe Illustrator.



SO Red backdrop with sport graphics and the athlete oath



SO Red and sport graphics



Blue backdrop and sport graphics



Turquoise backdrop and Health sport graphics

OUR BRAND IN USE PRESENTATIONS

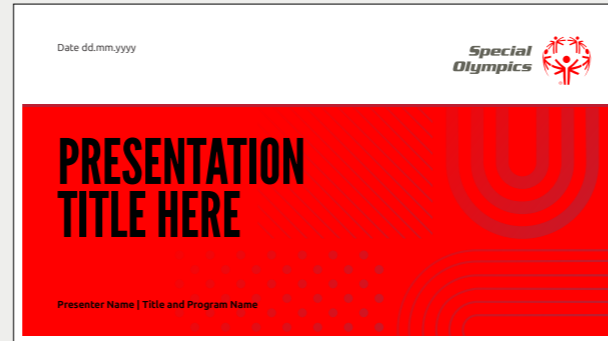


The master presentation template is created using colours and fonts set up within the template theme. The template design uses Ubuntu and League Gothic.

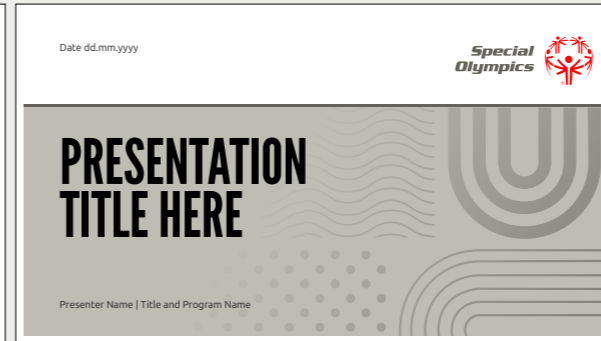
Master pages include:

- Cover color and image options
- Chapter slide options
- Text pages
- Text and image pages (Full page/ half page etc.)
- Text and chart/graphic pages
- Thank you page

Compatible software
Report covers are designed for use in MS PowerPoint software.



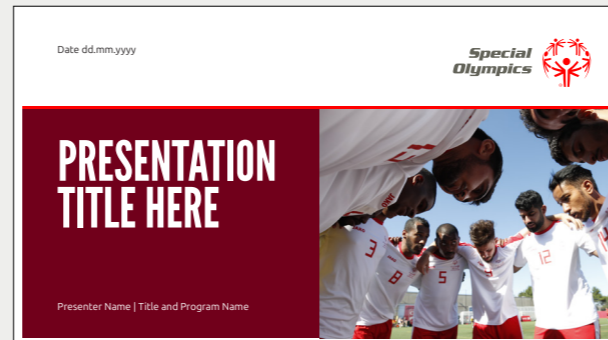
Cover 1



Cover 2



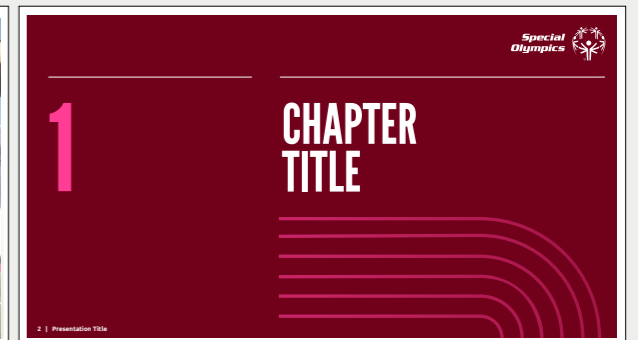
Cover 3



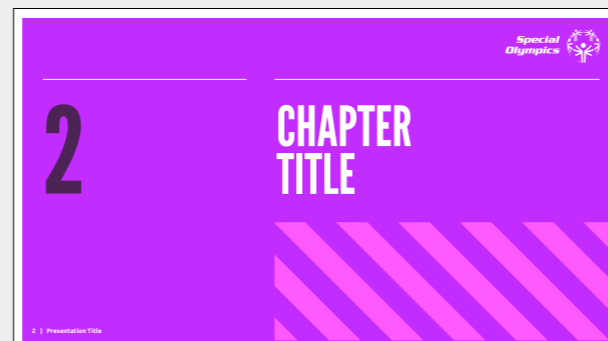
Cover 4



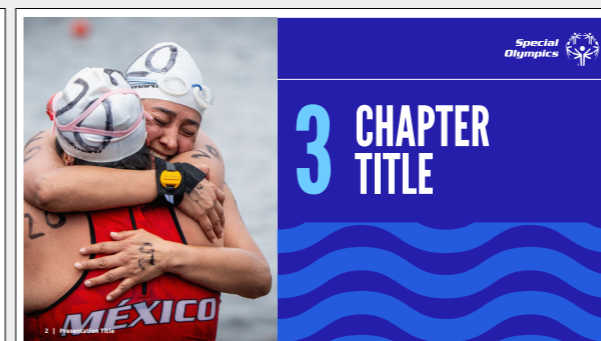
Cover 5



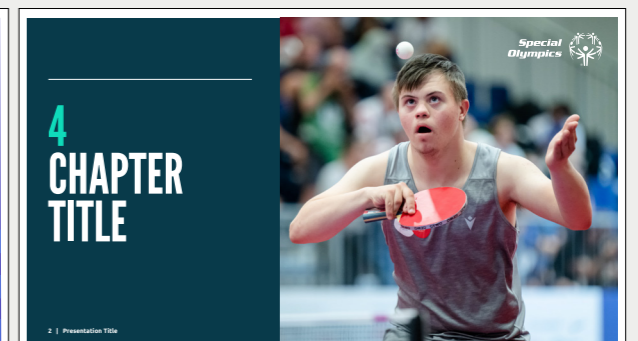
Chapter Slide 1



Chapter Slide 2



Chapter Slide 3



Chapter Slide 4

OUR BRAND IN USE PRESENTATIONS




The master presentation template is created using colors and fonts set up within the template theme. The template design uses Ubuntu and League Gothic.

Master pages include:

- Cover color and image options
- Chapter slide options
- Text pages
- Text and image pages (Full page/ half page etc.)
- Text and chart/graphic pages
- Thank you page

Compatible software
Report covers are designed for use in MS PowerPoint software.




Slide Heading 

Standard Text Slide

- Integer lobortis sapien eget arcu porta, ut fermentum neque interdum.
- Praesent sagittis magna quis interdum dictum.
- Donec sit amet nisl et lorem condimentum sodales malesuada dignissim elit.
- Fusce convallis tortor a turpis pulvinar, vitae bibendum libero condimentum.
- Vestibulum faucibus purus vitae augue mollis, nec accumsan urna vulputate.

2 | Presentation Title

Text only slide

Slide Heading 

Three column text slide

Sub title here

Sub title here


Sub title here

2 | Presentation Title

Three column text slide


Slide Heading 

Text + image slide 1



2 | Presentation Title

Text + image slide 1




A picture paints a thousand words
Caption text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2 | Presentation Title


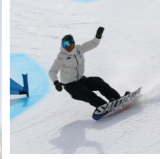

Text + image slide 2


SOMETIMES A SINGLE BOLD STATEMENT IS THE MOST POWERFUL.



2 | Presentation Title


Text + image slide 3

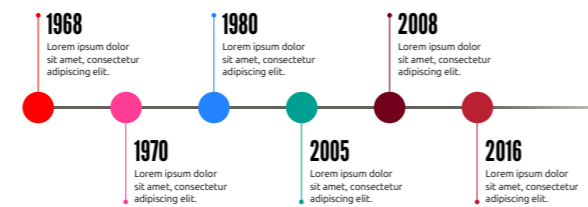
Special Olympics 

2 | Presentation Title

Text + image slide 4


Slide Heading 

Timeline slide



2 | Presentation Title

Timeline slide

Slide Heading 


Data slide

2 | Presentation Title

Data slide

THANK YOU.

Presenter Name | Title and Program Name



2 | Presentation Title

Thank you slide

OUR BRAND IN USE

HEALTH

Shown here are examples created for our Health Programmatic area. For more detail, please refer to the Health communications guidelines. Note the use of the health graphic and turquoise color palette in these banners and communications.

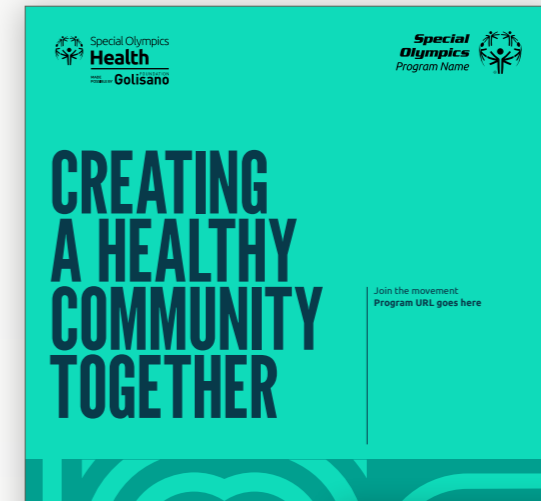


The Health graphic can only be used with the health programmatic area and is not for general use with other brand communications.

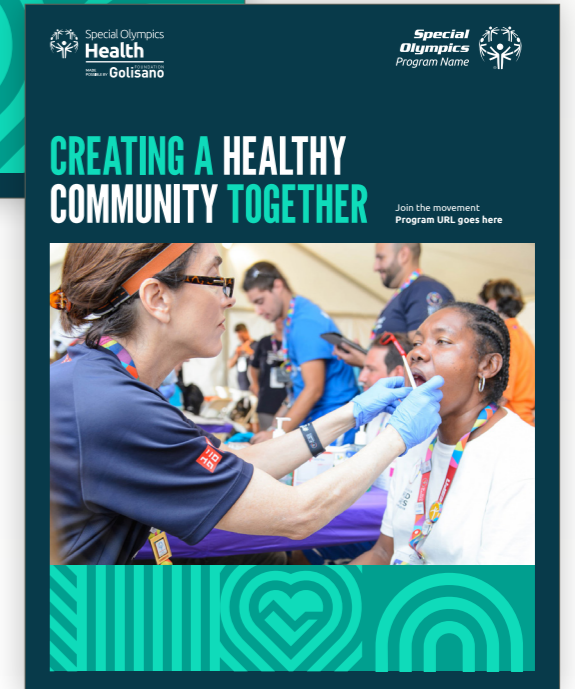
Event banners



Report cover



Report cover



Track-side banner

OUR BRAND IN USE

EDUCATION

Shown here are examples created for our Education programmatic area. For more detail, please refer to the Education communications guidelines. Note the use of the Education graphic and turquoise color palette in these banners and communications.



The Education graphic can only be used with the education programmatic area and is not for general use with other brand communications.

Event banners



Report cover



Report cover



Track-side banner



OUR BRAND IN USE

LEADERSHIP

Each of our Programmatic areas has its own distinctive set of sub-brand graphics, icons, and colors. These areas can also draw on the master brand assets, alongside a unique graphic that aligns with the sport graphics system.

Shown here are examples created for our Leadership Programmatic area. **For more detail, please refer to the Leadership communications guidelines. Note the use of the Leadership graphic and color palette in these banners and communications.**



The Leadership graphic can only be used with the leadership Programmatic area and is not for general use with other brand communications.

Event banners



Report cover



Report cover



Track-side banner

OUR BRAND IN USE

MERCHANDISE



Merchandise and apparel are a cost-effective and impactful way to communicate our message with athletes, supporters and coaches.

These items are provided as print ready artworks for use across t-shirts, hoodies, bags, and other apparel. Artwork files are supplied as single and two-color, screen-print-ready files.



Take care when supplying artwork files to printers. White text is shown as black in the artwork file for visibility but is set up as a white spot color for printing.

We stand for inclusion

Two color print in white and red, with the Special Olympics mark.



White 'spot color', shown as black for visibility in the artwork file.



4

BRAND MANAGEMENT

The Special Olympics brand is a living, flexible system that can adapt and evolve over time. While consistency is essential to maintaining recognition and trust, flexibility within the system ensures it remains relevant and fit for purpose as the movement, our audience and community continue to grow.

BRAND MANAGEMENT

GLOSSARY

Accessibility: Design practices ensuring content is usable by all audiences.

Brand Assets: Approved files such as logos, fonts, and templates.

Brand Guidelines: The document defining how the brand should be applied.

Brand Identity: The visual and verbal elements that represent a brand.

Brand Imagery: The approved visual style of photos, illustrations, or graphics.

Brand Personality: Human traits used to describe the brand's character.

Brand Positioning: How the brand is differentiated in the minds of its audience.

Brand Strategy: The long-term plan that defines a brand's purpose and positioning.

Brand Values: Core principles that guide brand behavior and decisions.

CMYK: The acronym used for a printing technique that uses the four process colors – cyan, magenta, yellow and black.

Color Palette: The official set of colors used across brand materials.

Color Usage: Rules governing how and where brand colors are applied.

Consistency: Uniform application of brand elements across touchpoints.

Graphic Elements: Supporting shapes, patterns, or motifs used in layouts.

Grid: A structural framework used to align design elements.

Iconography: A set of icons designed to align with the brand style.

Layout System: Guidelines for arranging content consistently.

Mark: The primary graphic symbol used to identify the brand.

Primary Colors: Core brand colors used most frequently.

Primary Typeface: The main font used for headlines and body text.

RGB: Red, Green, Blue; The color system used for on-screen applications.

Secondary Colors: Supporting colors used for flexibility and emphasis.

Tone of Voice: The consistent style and attitude of written communication.

Touchpoints: Any interaction where people encounter the brand.

Typographic Hierarchy: The structured system for font sizes and weights.

Typography: The fonts and typographic rules used by the brand.



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 **resources.SpecialOlympics.org/brand**

Please contact **brand@specialolympics.org** with any questions, queries or comments.

CONTACT