

# Special Olympics Unified Schools Branding Guidelines

Version 1.0 / English

***Special Olympics***



# Special Olympics Unified Schools Introduction

With sports as the foundation, **Special Olympics Unified Schools** is a strategy that offers a unique combination of sports, education and leadership activities to equip young people with tools and training to create sports, classroom and school climates of acceptance and inclusion.

The activities and opportunities provided through the program help to reduce bullying and exclusion, promote healthy activity and interactions, combat stereotypes and stigma, eliminate hurtful language in schools and engage people in social activities that lead to personal growth.

# Guidelines Introduction

**These guidelines explain how the Special Olympics Unified Schools identity should be implemented.** Examples of the identity in action are supplied along with guides on how to use the supplied artwork files.

The guidelines should be used in conjunction with the Special Olympics Brand Identity Guidelines to ensure we create consistent and engaging communications in line with the Special Olympics Master Brand.



# Visual identity elements

This section of the guidelines introduces you to the basic building blocks of the visual identity such as our Unified Schools logo and the localized school club logo. By using this kit, we can create a consistent look and feel that is unified while having the flexibility to create diverse messages.



# Visual Identity

## Logotype Unified Schools Logo

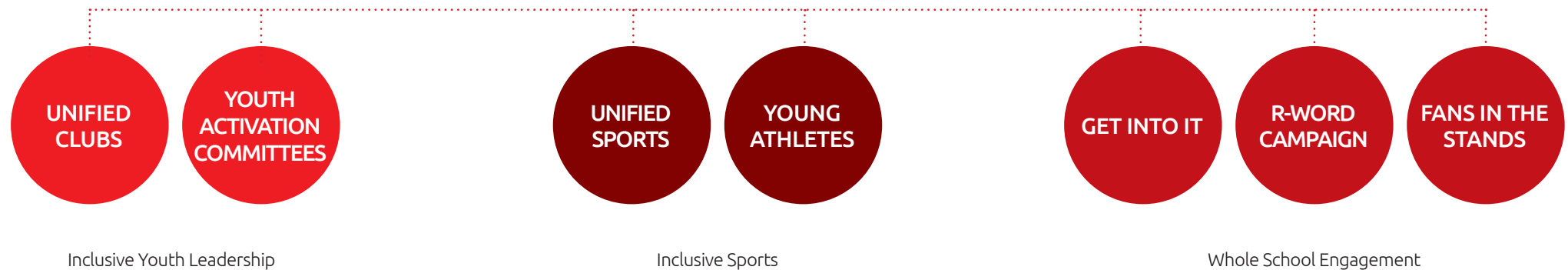
Special Olympics Unified Schools is aimed at promoting social inclusion through intentionally planned and implemented activities affecting systems-wide change around the world.



Special Olympics  
**Unified Schools**

Special Olympics Schools refers to the programs implemented in schools globally

## Tools for a Special Olympics Unified School



## GLOBAL USE



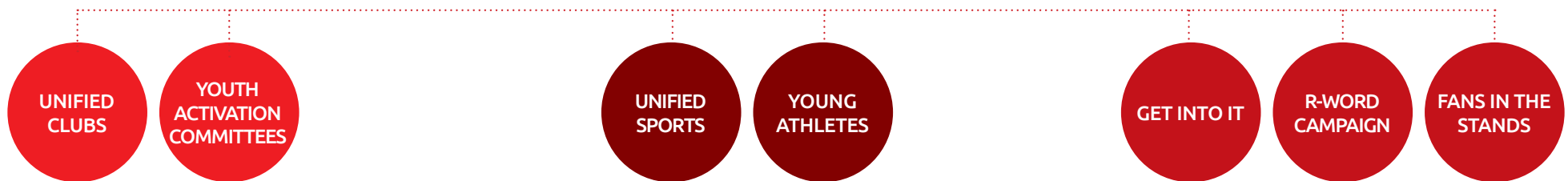
**Special Olympics Unified Schools** refers to the larger global schools strategy to engage youth. It is the strategy for promoting social inclusion among youth with and without ID, reaching out to youth where they spend the majority of their time – schools.

## UNITED STATES USE



**Special Olympics Unified Champion Schools** is a comprehensive program of the Unified Schools strategy that combines Unified Sports, Inclusive Youth Leadership and Whole School Engagement to create the greatest impact. This model is implemented in the United States. After the first use, it can be referred to as Unified Champion Schools.

## Tools for a Special Olympics Unified Champion School



### Inclusive Youth Leadership

Students with and without intellectual disabilities working together to lead and plan advocacy, awareness, inclusion and other Special Olympics and related inclusive activities throughout the school year. Examples include such things as: **Unified Clubs** or a similar type of **inclusive student group**.

### Inclusive Sports

A fully-inclusive sports or fitness program that combines an approximately equal number of students with and without intellectual disabilities. Examples include such things as: Interscholastic Unified Sports, Unified PE or Unified Intramurals. **Special Olympics Unified Sports** and **Special Olympics Young Athletes** are examples of inclusive sports.

### Whole School Engagement

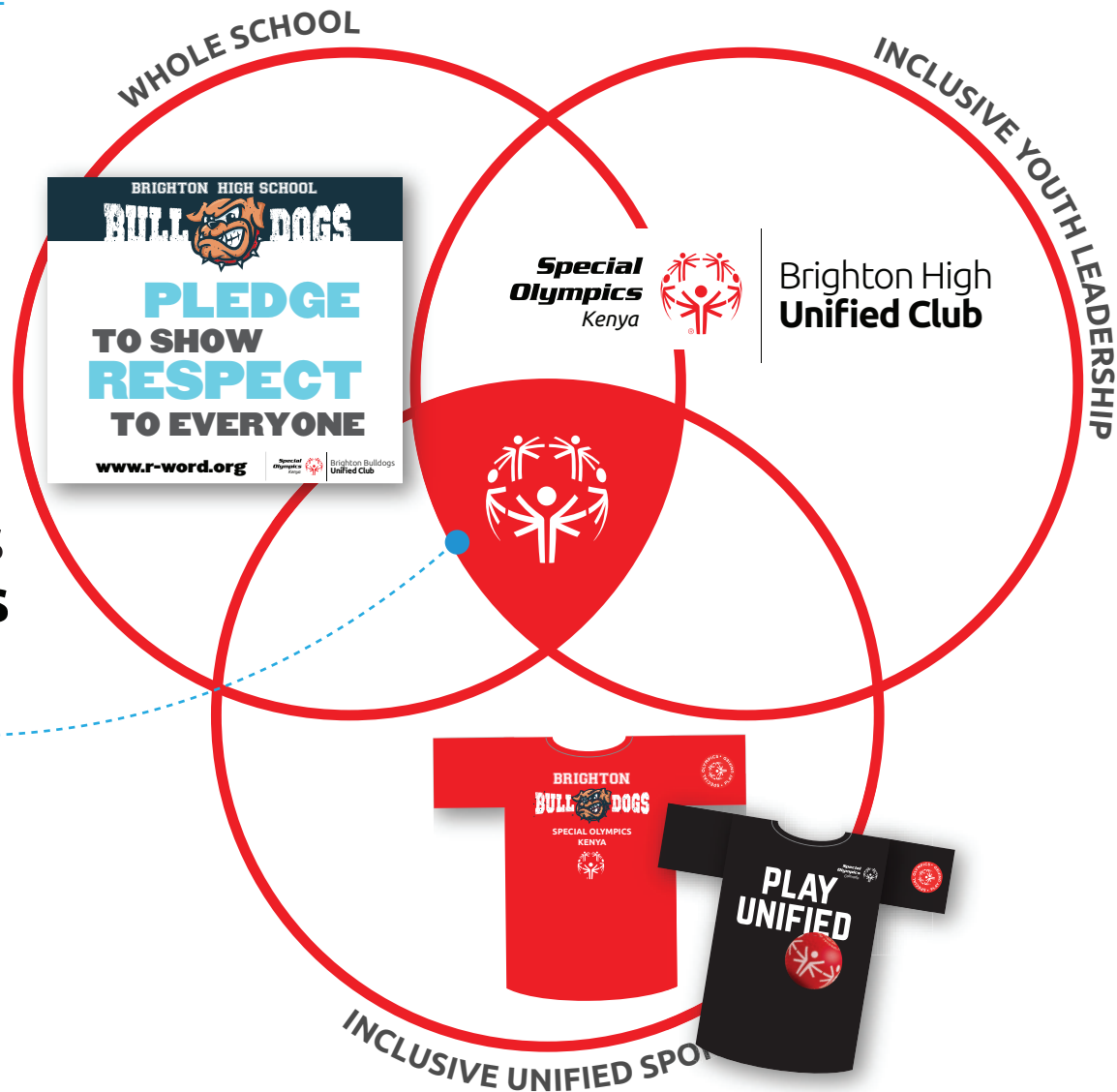
Awareness and education activities that promote inclusion and reach the majority of the school population. Examples include such things as **Spread the Word to End the Word (R-Word)** Campaigns, Pep Rallies or **"Fans in the Stands"** for Unified Sports teams, Respect Campaigns or student fundraising.

This diagram shows what branded assets to use when schools implement all three components of the Unified Schools program – inclusive youth leadership, whole-school engagement and Unified Sports.

## AT THE LOCAL LEVEL



Special Olympics  
**Unified Schools**



# Visual Identity

## Logotype Unified Champion Schools

Special Olympics Unified Schools is the logo to represent the strategy being implemented in schools that combines youth leadership, inclusive sports, and whole school engagement.

This consists of the program name set in Ubuntu Light and Bold and endorsed by the Special Olympics symbol.



This logotype is used **globally** as opposed to Special Olympics Unified Champion Schools, which is used only in United States schools.

### Minimum size

In certain situations when the space is limited, the logo can be reduced to a minimum size of  $\frac{1}{3}$  inch or 8mm in height (eg., a USB key).

Full color horizontal lock-up



Special Olympics  
**Unified Schools**

One color horizontal lock-up



Special Olympics  
**Unified Schools**

Minimum size

MIN:  
 $\frac{1}{3}$  inch  
or 8mm



Special Olympics  
**Unified Schools**



USB key

## Logotype

### Accredited Program Logo Customization

#### MAIN LOGO



The Special Olympics Unified Schools is the logo to represent the strategy being implemented in schools that combines youth leadership, inclusive sports, and whole school engagement.

*The use of this logo is for material created by SOI*

#### ACCREDITED PROGRAM CUSTOMIZATION



The above logo provides the Accredited Program the chance to customize the Unified Schools logo and link it to their Accredited Program logo

*The use of this logo is for material created by Accredited Programs*



## Logotype

### Accredited Program & Localized Club Name Logo Customization

#### ACCREDITED PROGRAM CUSTOMIZATION



The above logo provides the Accredited Program the chance to customize the logo and link it to their Accredited Program logo

*The use of this logo is for material created by Accredited Programs*

#### LOCALIZED SCHOOL NAME



The above club logos provide the chance for schools to customize the logo with their name and shows the leadership component of clubs within the schools

*The use of this logo is for material created by schools*

Please choose from the color breakdowns as provided here.



While the Special Olympics Unified Schools logo can only be used in two colors or reversed out, branded assets and marketing material can use a varied palette of colors to create branded and marketing material. The range of colors allows for schools to be able to find their unique expression and use the color that best defines their school and their identity.



Please use process color (CMYK) mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.

### Dark Red

Pantone® 202C  
Process: 0C/100M/100Y/55K  
RGB: 130R/0G/0B  
HEX: #820000

### Mid Red

Pantone® 1945C  
Process: 0C/100M/100Y/20K  
RGB: 196R/22G/28B  
HEX: #C4161C

### Light Red

Pantone® 186C  
Process: 0C/100M/100Y/0K  
RGB: 255R/0G/0B  
HEX: #FF0000

### Dark Blue

Pantone® 294C  
Process: 100C/80M/0Y/25K  
RGB: 1R/59G/130B  
HEX: #013B82

### Mid Blue

Pantone® 300C  
Process: 100C/50M/0Y/15K  
RGB: 0R/99G/165B  
HEX: #0063A5

### Light Blue

Pantone® Process Blue  
Process: 100C/20M/0Y/0K  
RGB: 0R/149G/218B  
HEX: #0095DA

### Dark Purple

Pantone® 2695C  
Process: 80C/100M/0Y/40K  
RGB: 61R/16G/99B  
HEX: #3D1063

### Mid Purple

Pantone® 267C  
Process: 70C/100M/0Y/0K  
RGB: 111R/44G/145B  
HEX: #6F2C91

### Light Purple

Pantone® 2587C  
Process: 50C/100M/0Y/0K  
RGB: 146R/39G/143B  
HEX: #92278F

### Dark Magenta

Pantone® 222C  
Process: 0C/100M/40Y/50K  
RGB: 139R/0G/55B  
HEX: #8B0037

### Mid Magenta

Pantone® 215C  
Process: 0C/100M/20Y/20K  
RGB: 196R/0G/99B  
HEX: #C40063

### Light Magenta

Pantone® Process Magenta  
Process: 0C/100M/0Y/0K  
RGB: 236R/0G/140B  
HEX: #EC008C

### Dark Turquoise

Pantone® 3302C  
Process: 90C/0M/50Y/50K  
RGB: 0R/105G/94B  
HEX: #00695E

### Mid Turquoise

Pantone® 3282C  
Process: 80C/0M/50Y/20K  
RGB: 0R/151G/132B  
HEX: #009784

### Light Turquoise

Pantone® 3262C  
Process: 70C/0M/50Y/0K  
RGB: 57R/187G/157B  
HEX: #39BB9D

### Dark Yellow

Pantone® 1255C  
Process: 0C/25M/100Y/35K  
RGB: 177R/137G/6B  
HEX: #B18906

### Mid Yellow

Pantone® 110C  
Process: 0C/30M/100Y/10K  
RGB: 229R/168G/18B  
HEX: #E5A812

### Light Yellow

Pantone® 109C  
Process: 0C/15M/100Y/0K  
RGB: 255R/212G/0B  
HEX: #FFD400

### Dark Orange

Pantone® 159C  
Process: 0C/60M/100Y/45K  
RGB: 152R/80G/6B  
HEX: #985006

### Mid Orange

Pantone® 1505C  
Process: 0C/70M/100Y/5K  
RGB: 230R/106G/31B  
HEX: #E66A1F

### Light Orange

Pantone® 137C  
Process: 0C/50M/100Y/0K  
RGB: 247R/148G/30B  
HEX: #F7941E

### Dark Green

Pantone® 370C  
Process: 70C/0M/100Y/45K  
RGB: 40R/117G/43B  
HEX: #28752B

### Mid Green

Pantone® 376C  
Process: 40C/0M/100Y/20K  
RGB: 136R/172G/46B  
HEX: #88AC2E

### Light Green

Pantone® 382C  
Process: 35C/0M/100Y/0K  
RGB: 178R/210G/53B  
HEX: #B2D235



When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors, special artwork should be created.



When using gradients, move from the dark to the light tone.

**Color gradients may also be used to create greater dynamism within the designs. Gradients are created by using different depths of the same color.**

Mid Red	Light Red	Mid Turquoise	Light Turquoise
Dark Red	Light Red	Dark Turquoise	Light Turquoise
Mid Magenta	Light Magenta	Mid Green	Light Green
Dark Magenta	Light Magenta	Dark Green	Light Green
Mid Purple	Light Purple	Mid Yellow	Light Yellow
Dark Purple	Light Purple	Dark Yellow	Light Yellow
Mid Blue	Light Blue	Mid Orange	Light Orange
Dark Blue	Light Blue	Dark Orange	Light Orange

# Identity in Action

This section shows you how the elements of the identity are brought together. When looking at the various examples, please consider the context in which each one might be applied. The examples found herein are not intended to be an exhaustive guide to how to bring the Special Olympics Unified Schools to life, but representative of what is possible

## Accredited Program Customization Unified Clubs Activation

**Unified Clubs should celebrate their school pride when creating school based material. The choice of typeface and design of these element are at the discretion of the unified club within the school.**

Choose to represent your school through your school mascot, or an element iconic to your school.

The name of the Accredited Program to which the Unified Club is affiliated is set in all capitals in Ubuntu Bold with the Special Olympics symbol endorsing it.



Please refer to the complete Play Unified campaign guidelines for additional guidance on assets and resources.

[Click to view the Play Unified Guidelines](#)



Use the Play Unified roundel on branded school material to illustrate the full potential of playing unified

1

2

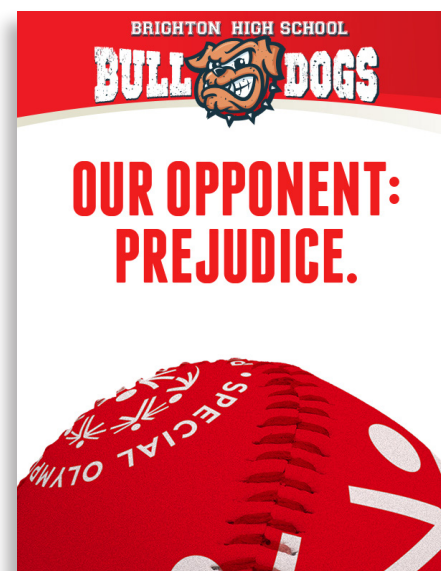


School Mascot and Name  
Local Expression

Accredited Program  
Customization



Special Olympics posters can be customized with the school's name to foster school pride





## Accredited Program Customization Unified Sports® Activation

Special Olympics Unified Sports is a program within Special Olympics and uses specific assets for branding sports events happening in schools.

Choose to represent your school by including your school mascot, or an element iconic to the Unified Sports branding material.

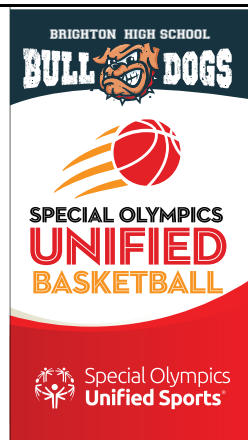


**Unified Sports** branding is used for sports events that are taking place within a school environment. Check the full [Unified Sports Guidelines](#)

The **Play Unified** roundel is used to promote our call to action for all people to come together in a spirit of enjoyment to create a more inclusive world. Check the full [Play Unified Guidelines](#).



The event name can be set in Ubuntu text and endorsed by the localized school name



Local Sponsors can be recognized on banners



Athlete competition wear should feature their club design on the front of the jersey and use the Play Unified Roundel on the sleeve



Generic shirts can use the red unified ball design and Play Unified with the ability to customize with the Accredited Program logo in the upper left side

## Accredited Program Customization Sample T-shirt Designs

Unified Clubs should celebrate their school pride when creating school based material. The choice of typeface and design of these element are at the discretion of the unified club within the school.

Schools can create different shirt designs to reflect their school mascot and school pride.



Samples of additional t-shirt designs for inspiration can be found on Special Olympics Pinterest Page

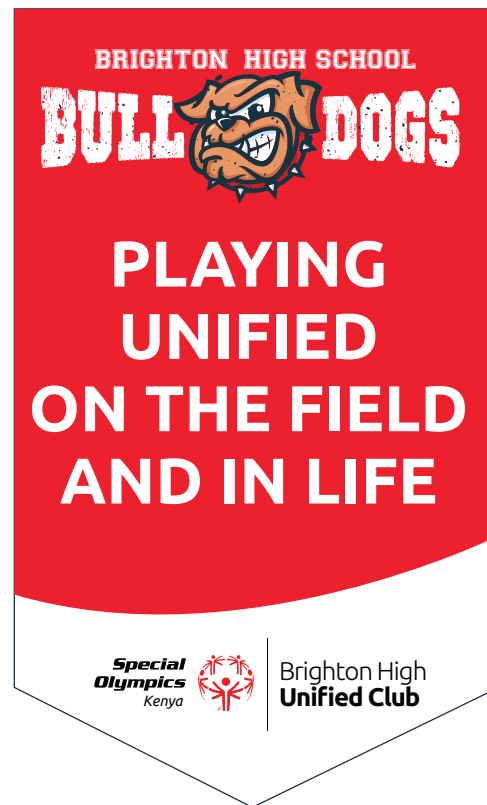
[Click to view the full board on Pinterest](#)



## Accredited Program Customization Sample Banner Designs

Unified Clubs should celebrate their school pride when creating school based material.

Different sized banners can be created. Vertical banners can be hung in corridors and on gym walls. Horizontal banners can be hung around the gym or field.



## Accredited Program Customization Sponsor Recognition

**Sponsor recognition can be displayed on specific collateral to show the support of local or national sponsors.**

Collateral ranging from banners, flags, posters to printed material can use the sponsor logos.

**Note: sponsor logos can not be placed on jerseys or athlete competition wear but are allowed on non-competition apparel.**

Sponsor logos can be placed along side the school mascot and the Unified School customized logo



Banners can accommodate the inclusion of multiple sponsors



Please refer to the complete Unified Sports guidelines for additional guidance on assets and resources

[Click to view the Unified Sports Guidelines](#)

## Accredited Program Customization

### Partner Sponsorship at the Accredited Programs Level

**At the local level,** Accredited Programs can choose to recognize their partners by co-branding between the Accredited Program logo and the Partner logo

Communication material such as newsletters should be endorsed by the Unified Schools logo alongside the Accredited Program logo. The partner logo can also be placed on communication to show the support at the local level.



Co-branding should be between the Accredited Program logo and the local Partner.

**Co-branding between the Unified Schools mark and the local partner, however is not acceptable.**



Use large headers to communicate an idea or message



Badge:  
Cobranding between Accredited Program and IHSA



Co-branding between the Accredited Program logo and the partner at the local level



Local Sponsors can be recognized on banners



## Accredited Program Customization Young Athletes Activation

**Special Olympics Young Athletes program can be implemented in schools to involve children ages 2-7.**

Choose to represent your school Young Athletes initiative through accessing the Special Olympics Young Athletes guidelines.



Branded t-shirt can either use the school badge design or the Play Unified t-shirt designs

**OUR MISSION**

Special Olympics provides 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.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Athlete name: \_\_\_\_\_

Athlete birthdate: \_\_\_\_\_

Learn . Grow . Have Fun

**Young Athletes®**  
Programs within  
your school



## School Club Customization

### Respect Campaigns - Whole School Engagement

Schools creating Respect campaign material can customize designs to reflect their identity and mascot.

All Spread The Word To End The Word resources can be found at [R-word.org](http://R-word.org)

**SPREAD THE WORD  
TO END THE WORD**



# Identity In Action

## School Club Customization

### Social Media Activation

Events and news related to Special Olympics Unified Schools can be shared using the Accredited Program handle. This way Special Olympics International can easily spot great stories to share with the rest of the movement.



Use these main hashtags in the social media channels

**#SOUnified** or **#PlayUnified**.

#### ACCREDITED PROGRAM USE



Accredited Programs are encouraged to promote information relating to Unified Schools. All Unified School posts should use **#SOUnified** to differentiate them from others on an Accredited Program handle.

#### LOCAL SCHOOL USE



Schools are encouraged to post about Unified Schools by using the hashtags **#SOUnified** or **#PlayUnified**

# Special Olympics Unified Schools Partnerships

**This section of the guidelines introduces you to the structure of the Special Olympics Unified Schools brand as it relates to major partnerships and the overall Special Olympics brand.**

Stavros Niarchos Foundation and Special Olympics lockup. There should always be a dividing line between logos with Special Olympics logo placed to the righthand side.



The Stavros Niarchos Foundation and Special Olympics lockup can be utilized for the 50th Anniversary by adding the 50th logo to the right of the Special Olympics logo. For all 50th Anniversary events and related merchandise in the first year, this logo can be added to designs.

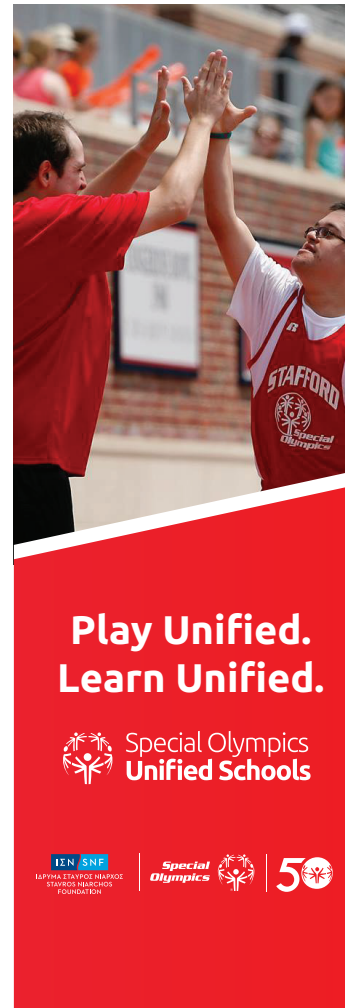




# Stavros Niarchos Foundation and Special Olympics



Unified Schools  
cobranded banner



Unified Sports  
cobranded banner



Play Unified  
cobranded social  
media banner



Example volunteer shirt  
with cobranding

## Contact & Resources

These guidelines and templates are available for all to download from **resources. SpecialOlympics.org/brand**

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

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