Special Olympics
Unified Schools
Branding Guidelines
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 Schools refers to the programs implemented in schools globally.

Tools for a Special Olympics Unified School

UNIFIED CLUBS
Inclusive Youth Leadership

YOUTH ACTIVATION COMMITTEES

UNIFIED SPORTS
Inclusive Sports

YOUNG ATHLETES

GET INTO IT
Whole School Engagement

R-WORD CAMPAIGN

FANS IN THE STANDS
**Visual Identity**

**Language Guides**

**Terms & Definitions**

**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**

**Unified Schools**

- **Unified Clubs**
- **Youth Activation Committees**

**Unified Sports**

**Unified Young Athletes**

**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.

**THE FULL LANGUAGE GUIDELINES CAN BE FOUND ON RESOURCES**
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.
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 ⅓ inch or 8mm in height (eg., a USB key).

Full color horizontal lock-up

One color horizontal lock-up

Minimum size

USB key
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.

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

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.

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.
# Visual Identity

## Approved Colors

Please choose from the color breakdowns as provided here.

<table>
<thead>
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</tbody>
</table>

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.
Visual Identity

Approved Color Gradients

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

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</tbody>
</table>
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 elements 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.

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

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.
Identity In Action

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.

Brighton High Unified Cup

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

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.

Local Sponsors can be recognized on banners.
Unified Clubs should celebrate their school pride when creating school based material. The choice of typeface and design of these elements 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 T-shirt 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

Sample Banner Designs

Identity In Action
Identity In Action

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

Special Olympics Unified Schools Brand Guidelines for Accredited Programs
Identity In Action

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.

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

Local Sponsors can be recognized on banners.
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.

Identity In Action

Accredited Program Customization

Young Athletes Activation

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

Special Olympics Young Athletes

The 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.

Identity In Action

Accredited Program Customization

Young Athletes Activation

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Identity In Action

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

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SPREAD THE WORD TO END THE WORD

Examples of T-shirt applications

03.01.17

FRIENDSHIP INCLUSION

ACCEPTANCE RESPECT

UNITY

www.r-word.org

BRIGHTON HIGH SCHOOL

PLEDGE TO SHOW RESPECT TO EVERYONE

www.r-word.org
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**

![Image of a social media post related to Special Olympics Unified Schools]

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**

![Image of a social media post related to Special Olympics Unified Schools]

Schools are encouraged to post about Unified Schools by using the hashtags #SOUnified or #PlayUnified.
Partnership Guidelines

Section 3

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.
Lockups

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

Brand in Action

Play Unified. Learn Unified.

Unified Schools cobranded banner

Unified Sports cobranded banner

Play Unified cobranded social media banner

Example volunteer shirt with cobrANDING
Management

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.