

# SPECIAL OLYMPICS SUB-PROGRAM IDENTITY GUIDELINES



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## Look & feel

This symbol highlights the elements that inform the visual appearance and graphic style of our brand.



## Technical

This symbol highlights information of a technical nature relating to creating and implementing artwork.



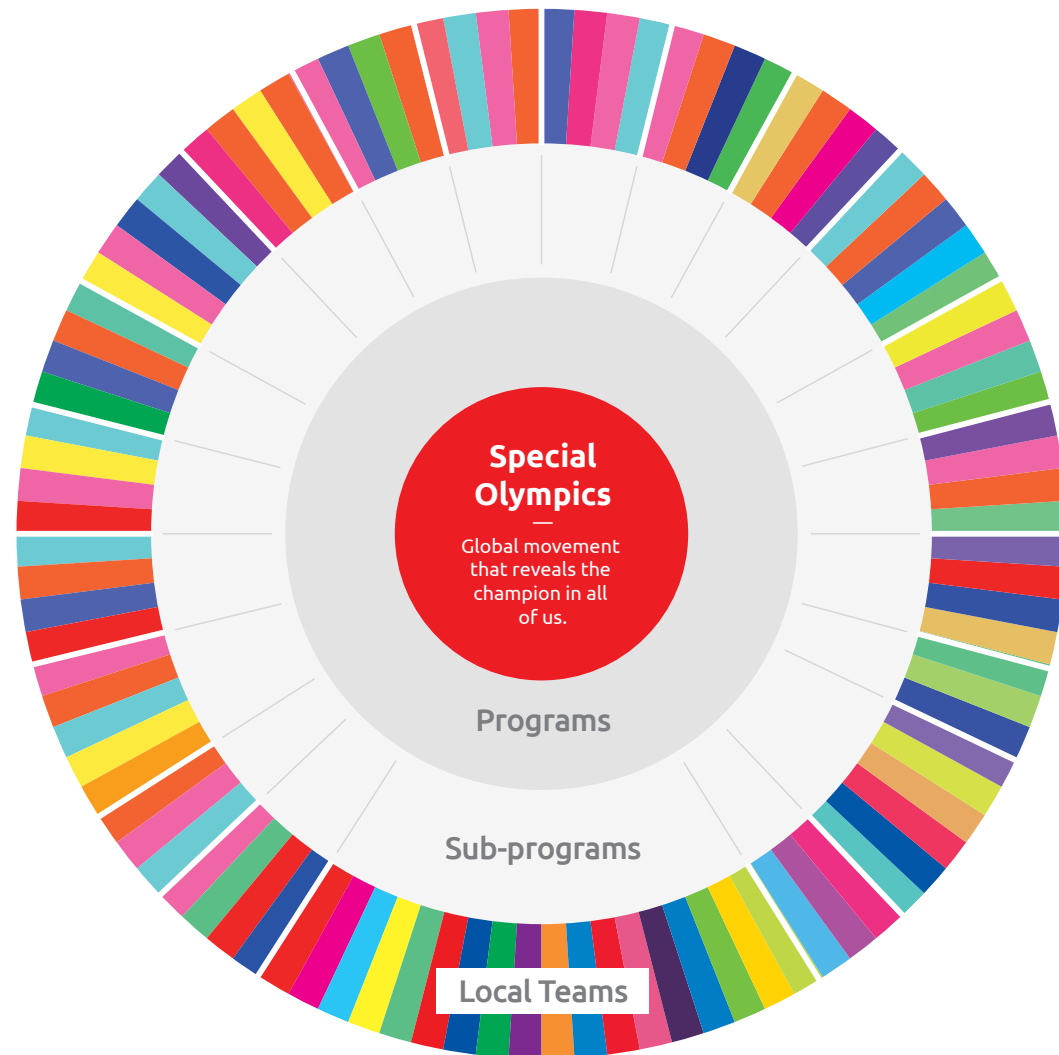
## Take care

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

These symbols will help you to identify specific types of information for your consideration.

Special Olympics Sub-programs are a local branch or division of the Special Olympics movement, operating under the umbrella of a larger parent Program or national-level organization. At the heart of Special Olympics, they are communities of people who organize themselves around a shared mission. These Sub-programs are responsible for organizing and delivering Special Olympics activities and initiatives within a specific geographic area, such as a state, province, city, or region.

Sub-programs are recognized by the Special Olympics Organizational Mark or Team Badge. They help to identify communications from their particular organization and to endorse activities and partnerships that exist in their respective territory.



## Identity layers

This guideline focuses on the localized elements of our identity system. At a local level the organization of a Sub-program can be identified using our corporate identity (Organizational Mark) and different sports teams within that Sub-program can create their own Team Badge.



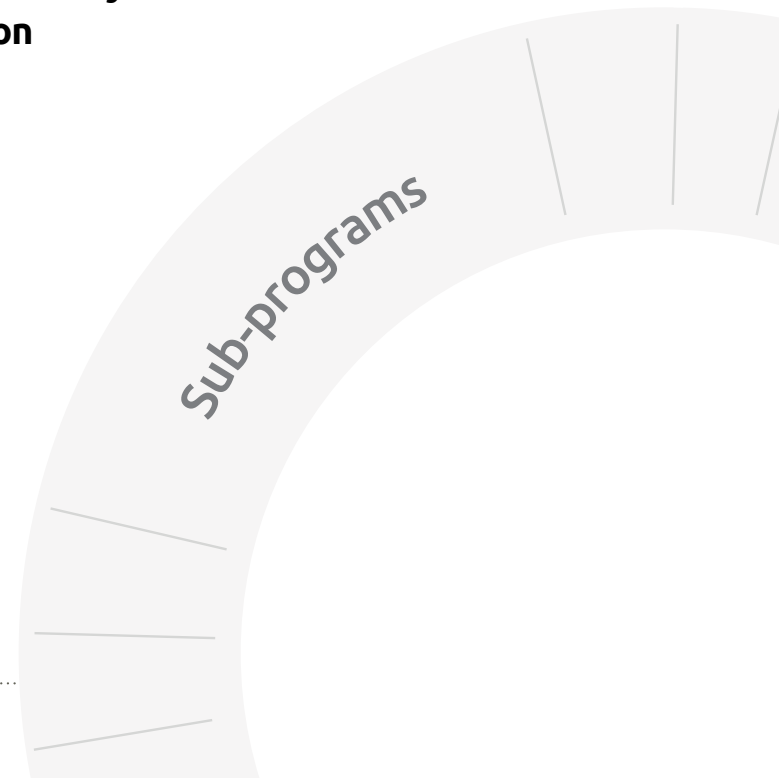
# Creating a Sub-program Organizational Mark

# Organizational Mark

(Corporate Identity)

The Organizational Mark is used to identify administrative sub-groups within a Program. The mark could be used to identify a particular administrative region within a large program that divides a large program into more manageable sub territories. It could also be used by a local county for their organizational and administrative activities. The Organizational Mark sits within the Special Olympics corporate identity system and uses red as its primary identity color.

**The Organizational Mark is the formal or official identity for a Sub-program — it represents the organization of Special Olympics.**



# Organizational Mark

## Construction

Update the Organizational Mark artwork files with your Program and Sub-program name.

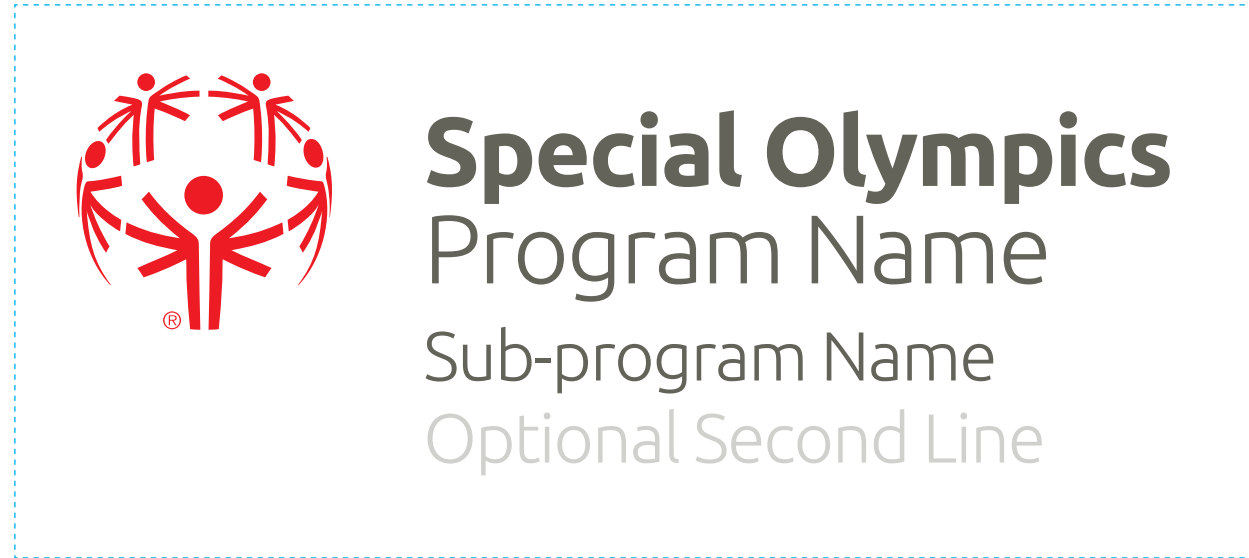
—  
Use the optional second line if your Sub-program name is very long or if it contains multiple parts.



Note that the typography for the Program/Sub-program name and the position of the Special Olympics symbol are fixed.



Templates are available for Adobe Illustrator.



Single line example



Double line example

## Free space & color

Free space



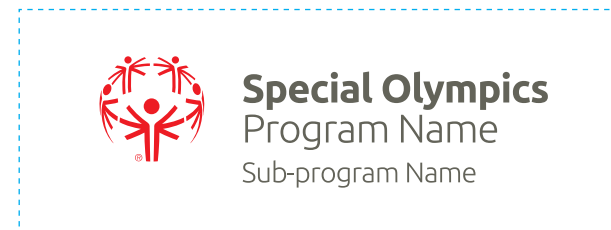
The required minimum free-space around the Mark corresponds to the space between the Special Olympics symbol and the type.

White logo



Use the white Organizational Mark on colored or dark backgrounds

Full color logo



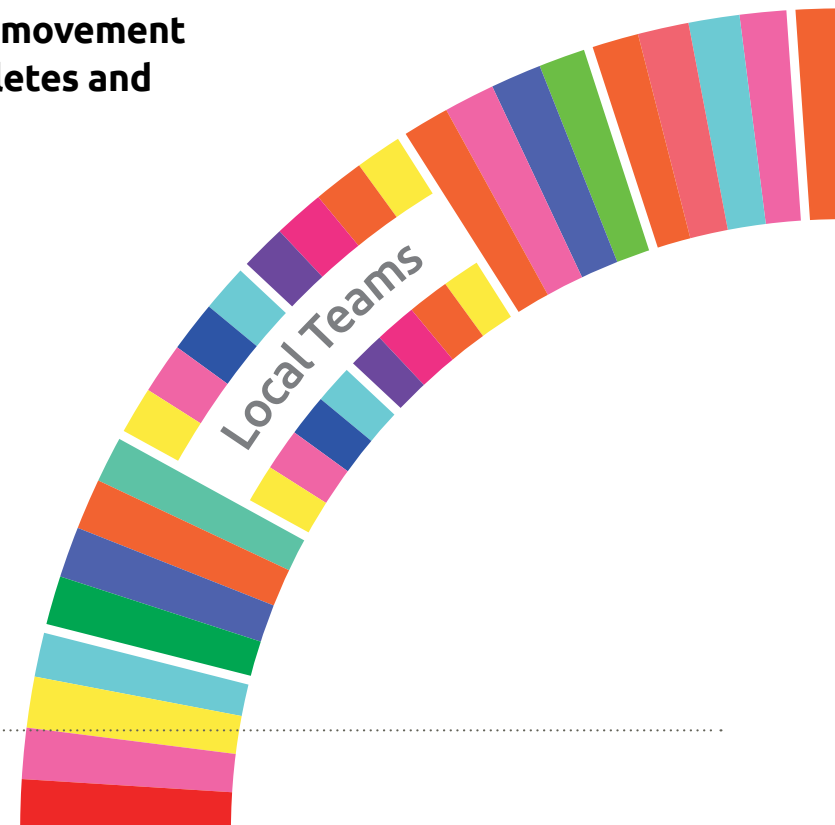
Use the grey and red Organizational Mark on white or light backgrounds

# Creating a Team Badge

## Team Badge (Local Identity)

The Team Badge is used to identify local teams within a Program or Sub-program. This badge uses color and graphics to express the diversity of local teams involved in sporting activities. The Team Badge can be used for team jerseys and merchandise. When creating Team Badges, programs should encourage diversity of expression across the Teams in their territory.

**The Team Badge reflects the diversity of the movement at a grass roots level — it represents the athletes and their supporters in a sporting context.**





These example badges illustrate the range of local expression and diversity we would like to achieve with our Team Badges.

- 1 Decide on your name**  
Keep it short and simple, and select a typeface that works with your name length so that it fits comfortably on your chosen badge.
- 2 Select your colors**  
It could be one color or a combination that differentiates your team within your region.
- 3 Design your graphic (optional)**  
You could incorporate a mascot like a tiger's head, a symbol like a star, the first letter of your name, or simply use stripes at the top of the badge to make it more distinctive.
- 4 Select your badge shape**  
Select one that appeals to you and that works well with your graphics.



# Step 1

## Decide on your name

Keep your name short and simple. You can leave off the words like 'Team' or 'County' if that helps your name fit better on your team badge. Select a typeface that works with your name length.



Using your name in all capital letters works best.

—  
Use a sans-serif or slab typeface and avoid light-weight typefaces or typefaces that are harder to read.

For short names, use a wide or extended font.



For long names, use a narrow or condensed font.



Names that consist of two words can be stacked.



## Step 2

# Select your colors

You may already have a color for your team. If not, select a color that differentiates your team within your region. You can have a single color for your team badge, or you can use two or more colors in combination.

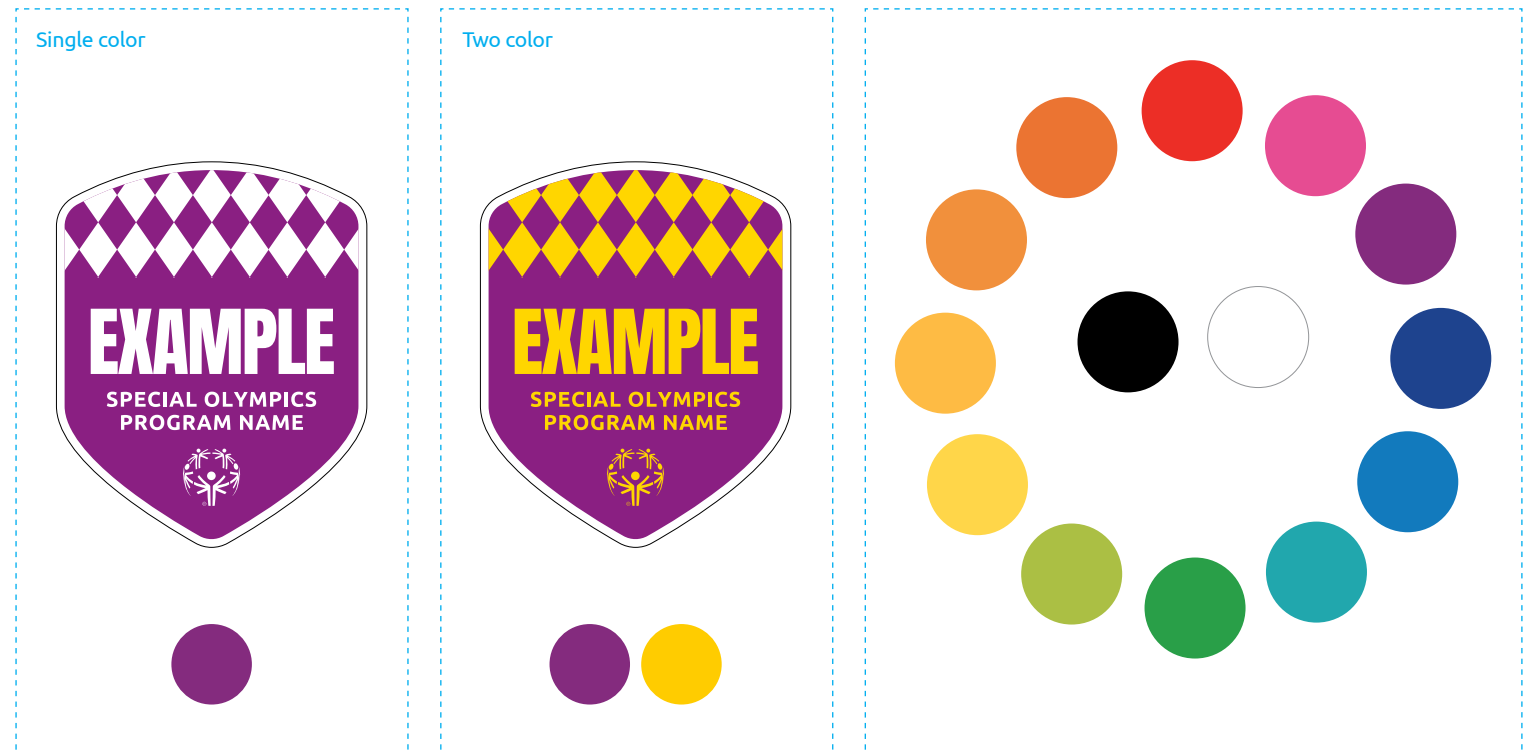


Select a color that makes it easy to read your team name. If you use more than one color think about how the colors work together and use the same color for your team name, program name and symbol so that your badge feels cohesive.

—  
If your graphic or team name does not stand out against the background color, consider using white lettering or adding an outline.



Remember the more colors you have the more expensive it may be to produce merchandise.



## Step 3 (Optional)

# Design your graphic

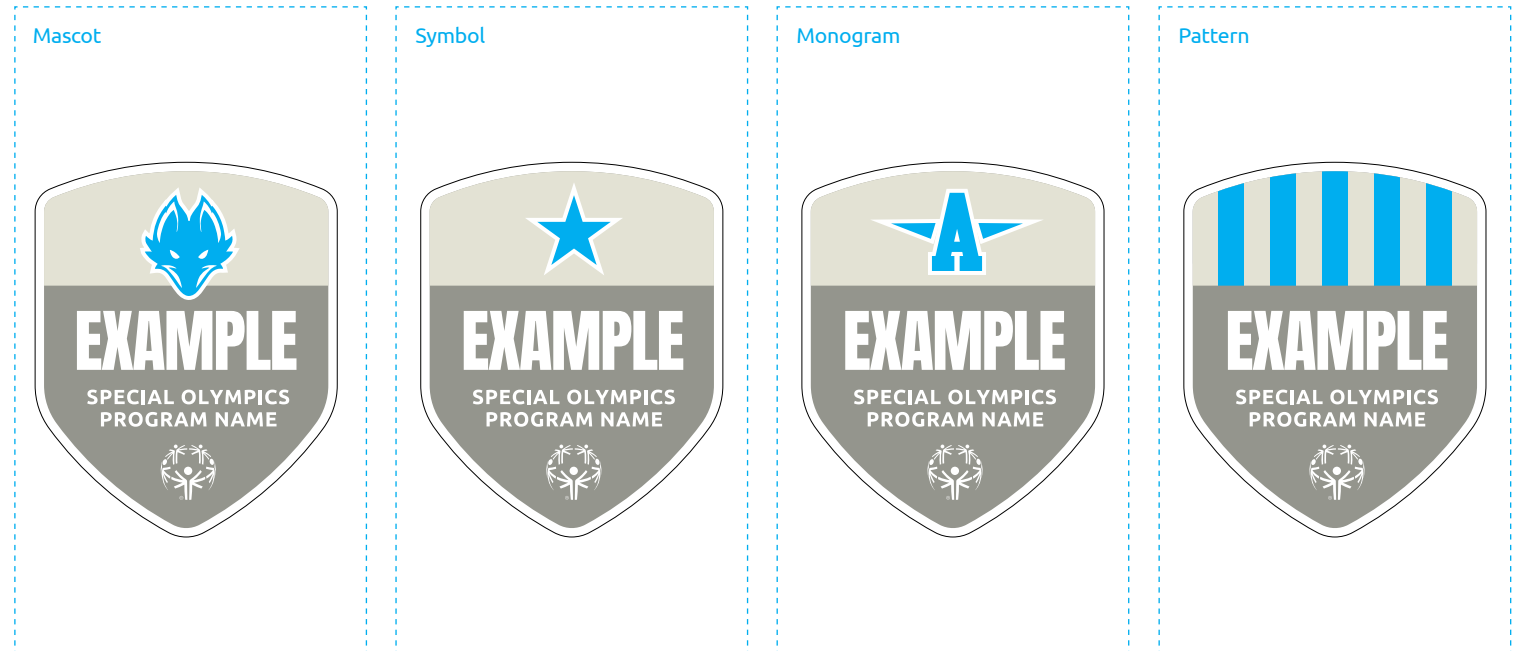
A name and color may be enough to identify your team, and if you have a long or stacked name it may already fill the badge. However, you can also consider using a graphic element to make your badge more distinctive.



You could incorporate a mascot like a tiger's head, a symbol like a star, the first letter of your name, or simply use stripes at the top of the badge.

—  
There are many ways you can add more personality to your team graphic, if you want to and if you've a friendly designer to help you! (But don't be afraid to keep it simple!)

—  
A range of patterns are available to use as a swatch (.ase), Adobe Illustrator (Ai) or SVG file in the artwork folder provided and in Canva templates.



## Step 4

# Select your badge shape

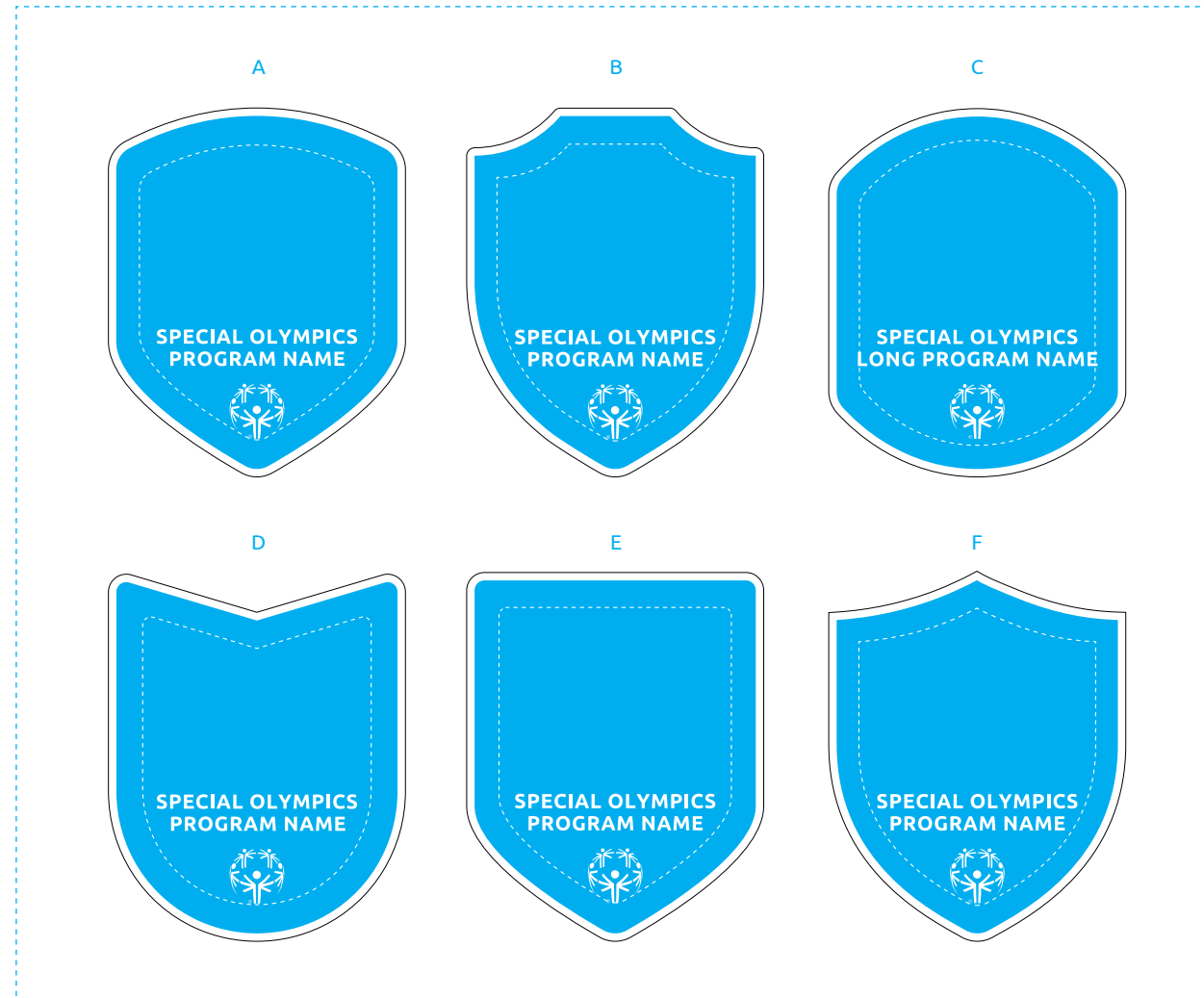
There are a range of six official badge shapes to choose from. Select one that works well with your graphic.

—  
Badge A/B/C/F will frame mascots, symbols or monograms nicely. Whereas a pattern graphic will work well in any of the badge shapes.

—  
When you have selected one, insert your Program name into the Special Olympics lock-up.



Note that the typography for the program name and the position of the Special Olympics symbol are fixed.





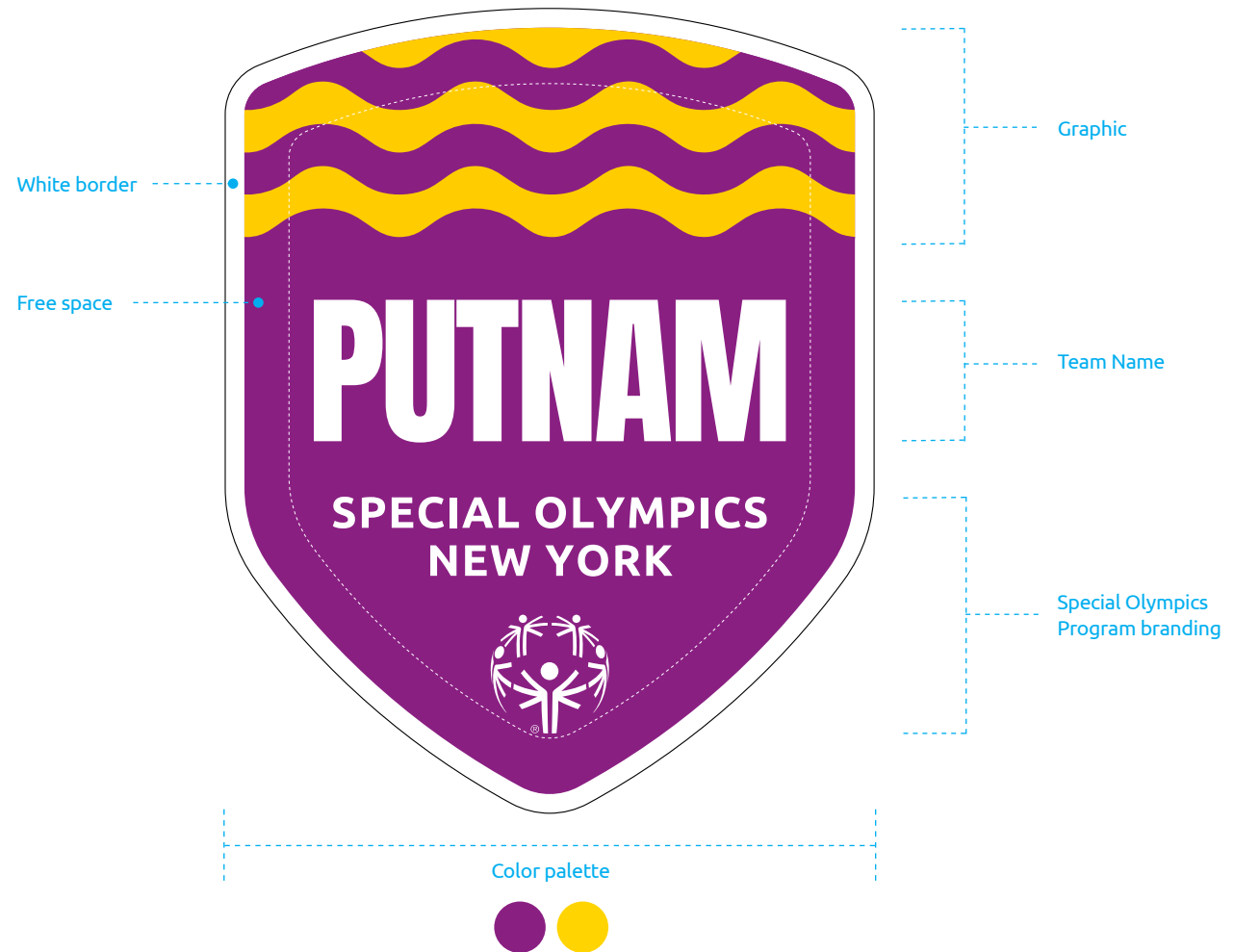
Make sure that there is sufficient contrast between the color of the Special Olympics branding (type and symbol) and the background color.

—  
Make sure that there is sufficient space around all of your badge elements.



For screen, export/save your artwork as:  
PNG or SVG

—  
For Print, export/save your artwork as:  
JPG or EPS



### Step 1: Decide on your name

- You have reviewed team names in your area, and have decided on a short and simple name that is different to other teams near you.
- Your name is in all caps.
- You have selected a typeface that works with your name: a condensed or narrow typeface if your name is long or a wider typeface if your name is short.
- You have stacked your name if it is a long name in two parts.
- It is easy to read your name in your chosen font.

### Step 2: Select your colors

- You have selected a color, or a combination of colors that work well together and are distinct from other teams in your region.
- Your team name, program name and Special Olympics symbol are in the same color.
- There is sufficient contrast between the color of the Special Olympics branding (type and symbol), your team name and the background color.
- If your graphic or team name doesn't stand out against the background color, you have used white text or you have added a white outline.

### Step 3: Design your graphic

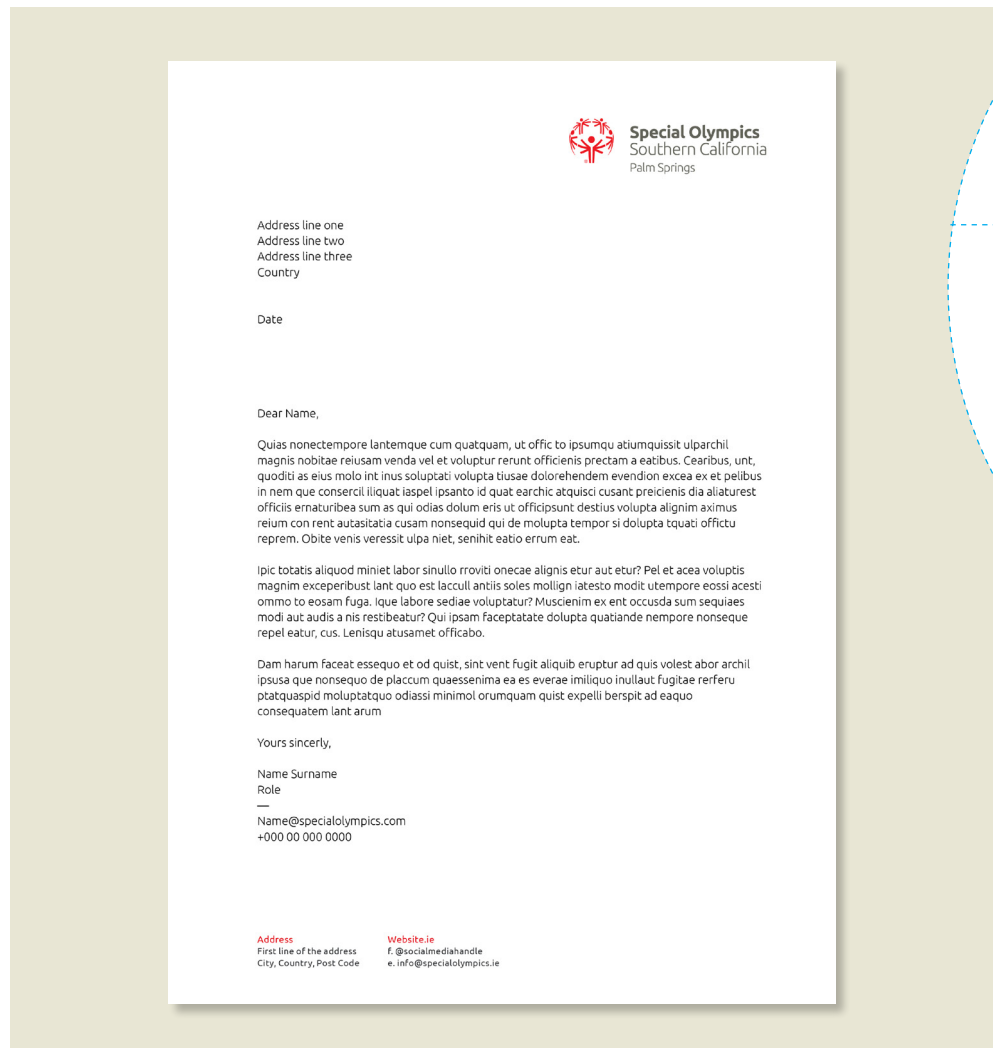
(Optional)

- You have designed a mascot/ symbol/ monogram or pattern for the top of your badge, in your team colors.
- You have placed your graphic in the designated space at the top of the badge, and at an appropriate scale with enough space around it.

### Step 4: Select your badge shape

- You have selected one of the official badge shapes that works well with your graphic.
- The badge shape fits your Program name comfortably.

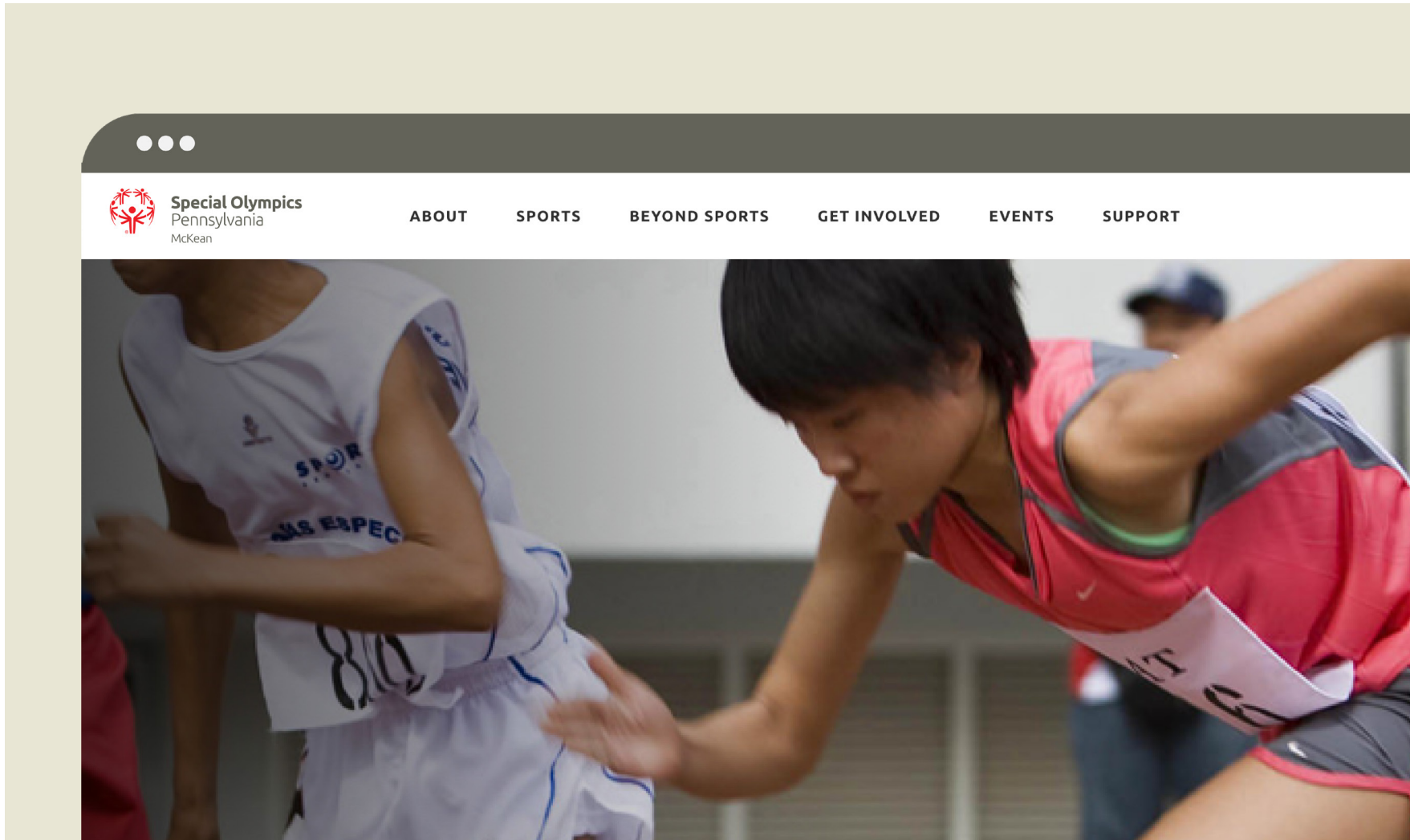
# Sub-program Identity in Action



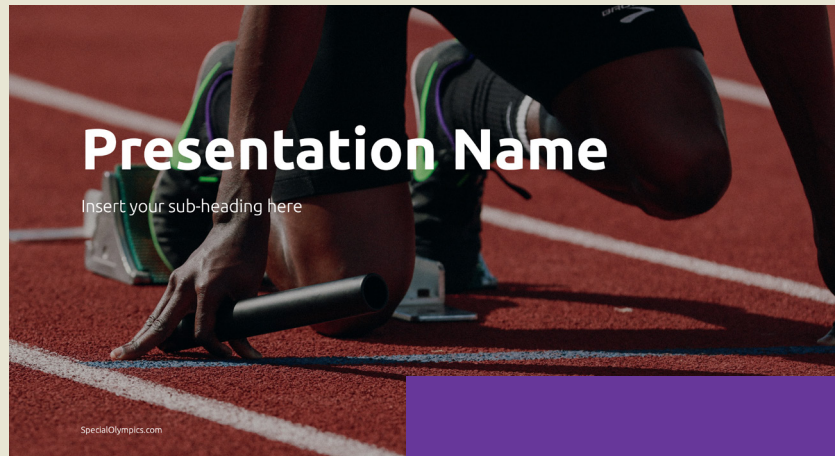
The single or double line version of the Organizational Mark should be positioned on the top right of the page.

The mark should be an equal distance from the two closest edges. The actual distance will depend on the size and nature of the item being produced.

Position the Organizational Mark in the top left of your website header.



There is a PowerPoint template available for you to use in the artwork folder.



**Text & image**

Uses 14pt type across 2 columns of the grid

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, be sure there isn't anything embarrassing hidden in the middle of text.



Section One

**Section heading**



# Posters & digital banners



Position the Organizational Mark to the top or bottom left and right of posters or banners.

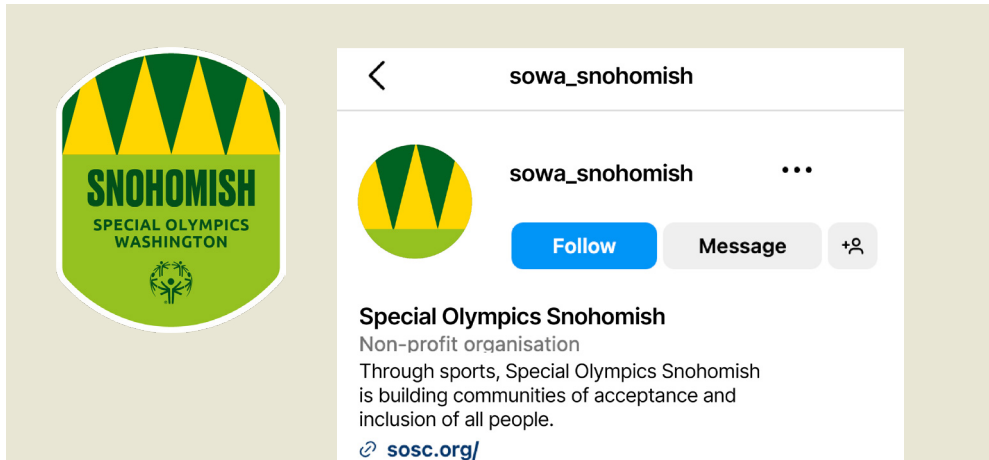
When using the Organizational Mark alongside sponsorship logos/endorsement marks, place the Organizational Mark to the left and separate them from each other using a vertical line or blocks of color.

You can use your team's colors and graphics to personalize your artwork.

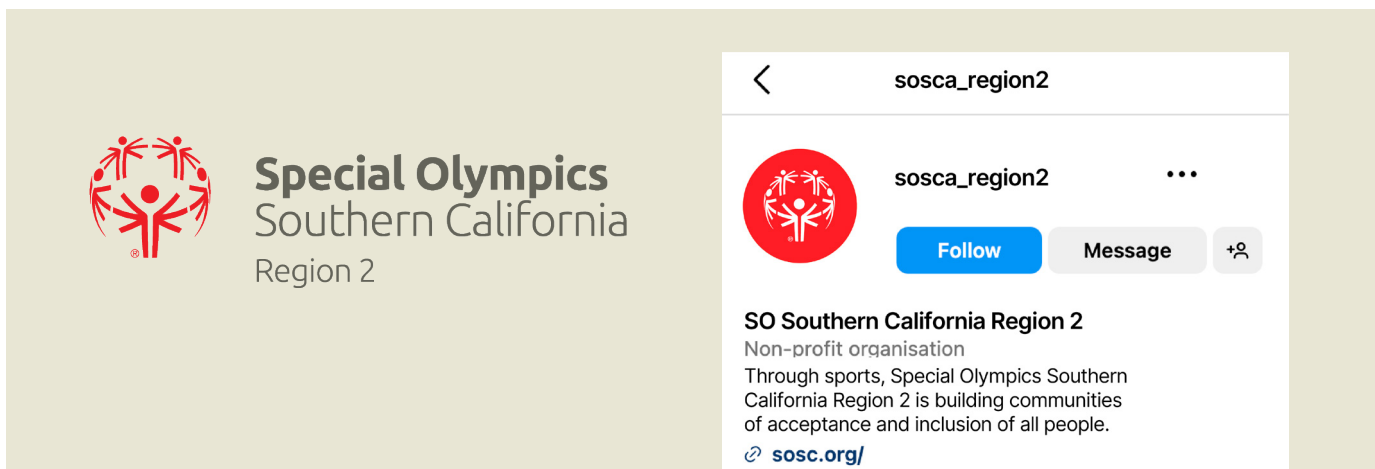
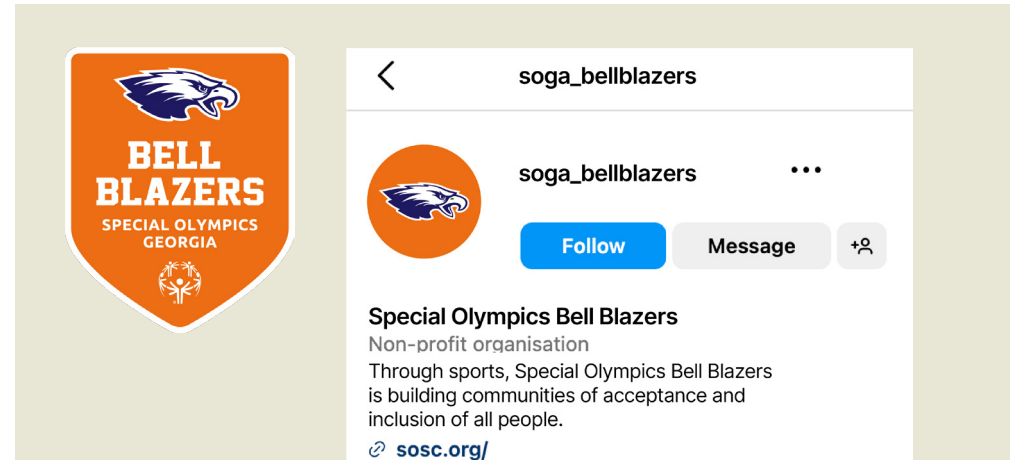
# Pull up & pitch-side banners



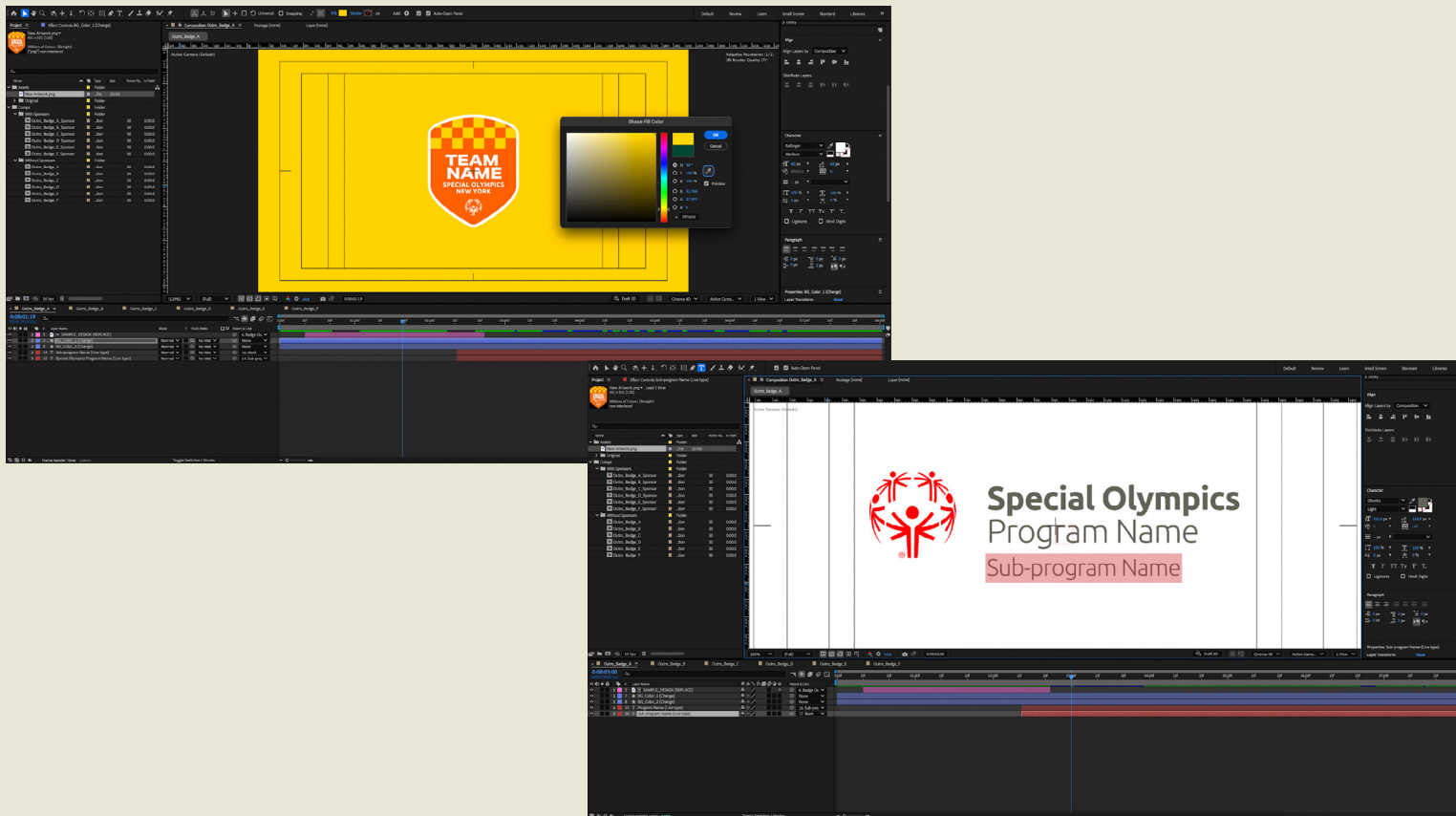
You can use your Organizational Mark or your Team Badge to represent your team.



Teams can use the graphic and colors of their Team Badge to personalize their social media avatar.



Sub-program regions on an organizational level can use their Organizational Mark or the Special Olympics symbol to personalize their social media avatars.



There is a video outro and Team Badge animation template to help you bring your Team Badge and Organizational Mark to life for digital and social media use.

Each badge shape has its own animation to go with it. You can find Adobe After effects (Ae) files and instructions in the Artwork folder.



You can use your Team Badge graphic on t-shirts and apparel



You can print your badge at any size. Depending on the color of your t-shirt, you can print it in single color (right), or multi color (left).

## T-Shirts & merchandise



You can also use your Organizational Mark on T-shirts to represent your region.

## Single color version

Where full color production is not available (for example, embroidery or screen printing) you can set your artwork up to be in a single color based on the final background color.

### ARTWORK

Printing on a light background



### PRINTED ITEM



Printing on a dark background



# Resources & Contacts

## Resources & contacts

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

For further information about the creating your team badge, please contact **brand@specialolympics.org**.

***Special Olympics***

