



# Special Olympics Sub Program *Visual Identity Guidelines*

A *Case Study* of Special Olympics Alberta

***Special Olympics***



# Special Olympics Brand Hierarchy

The Special Olympics mission happens in local communities throughout the world. It is in these cities, towns, villages, counties, etc. that our brand comes to life. There is much diversity to how Special Olympics Accredited Program organize locally and therefore this manual is meant to provide guidance and a framework. Many goals of Special Olympics sub-Programs and Teams can be achieved through strategic communications such as newsletters, fliers, banners, photographs, etc. A logo is not meant to solve communication needs but to identify legal entities throughout the Special Olympics Movement.



**MOVEMENT**



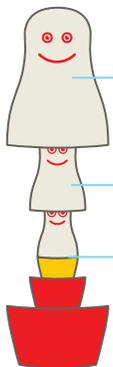
**PROGRAM**



**SUB-PROGRAM**



**LOCAL PROGRAM - TEAM**



**Movement**  
Universal vision/standards  
*The Special Olympics brand mark can only be used by SOI and Regional offices.*

**Program / Sub-Program**  
Organisational structures

**Local Program - Club**  
Expression of community and local participation

Some territories or nations are organized along state or provincial lines with their own cultural or political affinities. In these instances the Program Mark lock-up can be used to identify a specific accredited state or province.

The Program mark lock-up is only to be used to identify Accredited Programs within Special Olympics. As such these entities should have their own administrative capacity with appropriate structures, staffing financial accountability, etc.

Entities without autonomous administrative structures are sub-Programs and as such should be identified as per the brand identity guidelines. Sub-Programs are always identified within the context of their Program.

Teams identify particular communities or groups for the purposes of Games, Sporting events and other Special Olympics activities within a community.

Teams or clubs are an extension of the sub-Program or Program and should always be identified within the context of their Program.

# Special Olympics sub-Program Visual Identity Guidelines

## A Case Study of Special Olympics Alberta

### 1 The Issue

Special Olympics Alberta is an Accredited Program in North America.

Each Accredited Program has its own mark that is constituted of the Special Olympics logo with the name of the program underneath it, i.e. Alberta (refer to the mark on the right).

The mark is a valuable registered tool that distinguishes Accredited Programs as legal entities with their own administrative and fund-raising capabilities.

Special Olympics Alberta has many sub-Programs affiliated to it, including Calgary and Edmonton. Edmonton and Calgary have been using a logo lock up mark although they are not independent Accredited Program from a legal standpoint. Both of these sub-Programs will need to begin using the Special Olympics Alberta mark to be in compliance with the new brand guidelines and the Special Olympics General Rules.

PROPER REPRESENTATION  
Accredited Program



**Special  
Olympics**  
Alberta

IMPROPER REPRESENTATION  
sub-Programs



### 2 The Challenges

Under the old visual identity system/brand guidelines, Edmonton and Calgary were presented as separate entities from Special Olympics Alberta. In an effort to reform this disconnect we need to focus on using Special Olympics Alberta as the Accredited Program and recognize Edmonton and Calgary by implementing the new visual identity guidelines.

Accredited Program

Alberta

sub-Programs

Calgary

Edmonton

### 3 The Solution

By recognizing the healthy relationship between Special Olympics Alberta and its' sub-Programs Calgary and Edmonton, we are building on our Special Olympics spirit of building communities of inclusion and acceptance starting within our own immediate family circle by leveraging the power of the Accredited Program mark and celebrating the grassroots level of the movement.

Opportunities to demonstrate the relationship and connectedness between Special Olympics Alberta its sub-Programs can be achieved many ways, in addition to visual identity, such as website, social media, newsletters, or other messaging opportunities.

Accredited Program

sub-Programs  
recognition



### 4 How we get there together

Small changes can come a long way in building stronger relationships between Accredited Programs and sub-Programs. The cooperation will benefit programs, athletes, volunteers, and our Special Olympics movement. Recognizing our relationships and defining our roles will strengthen our movement, our brand and our ultimate goals.

Please refer to the examples in this guide to see some of the best ways to represent both an Accredited Program and a sub-Program or teams.

# Special Olympics sub-Program Visual Identity Guidelines

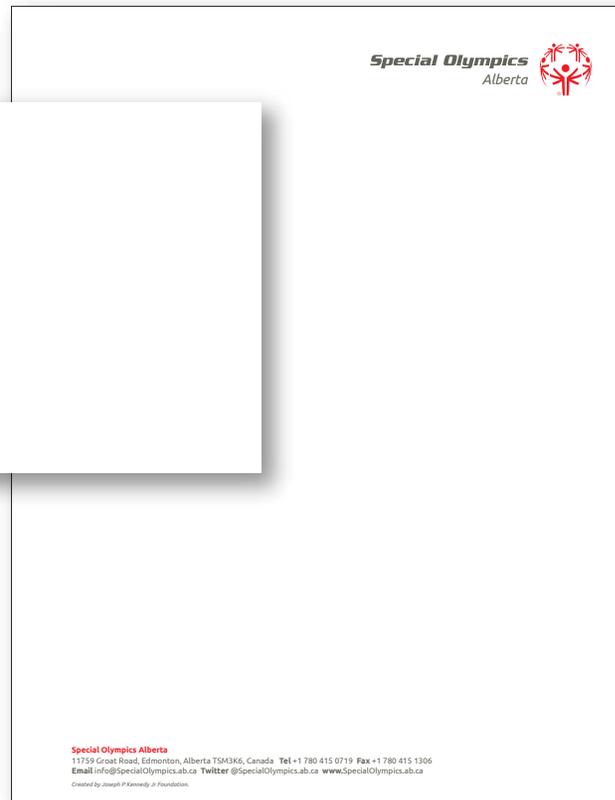
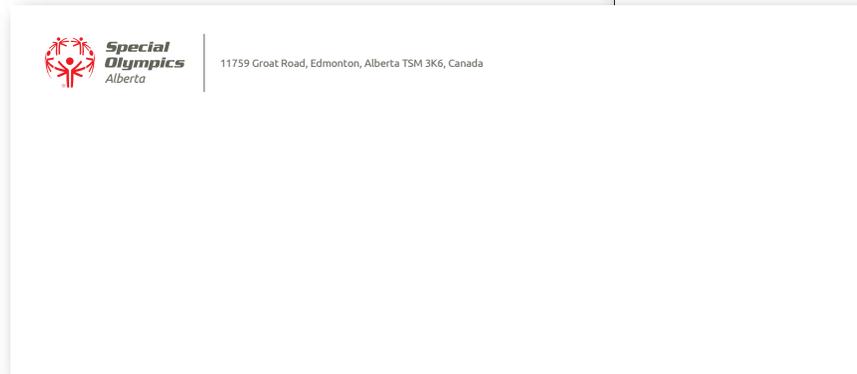
## Proper representation of an Accredited Program

### A Stationary

Examples of how to properly represent an Accredited Program in stationary material.

Envelopes (can be adapted in different sizes)

Note: Although this logo lockup (icon on left, name to the right of it) is specific to the web, we encourage its use on envelopes since the right hand corner is used for postage.



Basic Letter Head (1 Line accreditation)



Letterhead (Director and support information and accreditation information)



Business Card (Option of 4 different back designs)

# Special Olympics sub-Program Visual Identity Guidelines

## Proper representation of an Accredited Program

### B Website Representation

It is in the best interests of all levels of a Program for sub-Programs to have representation on their websites and in their communications, whenever possible. sub-Programs may develop their own web presence, but should always be represented through their Accredited Program.

sub-Program Newsletter Mastheads  
The team icon should be prominent on the left of the masthead to give team recognition. The lighter color of the masthead gradient will be positioned under the team's identifier to give even more prominence.

Accredited Program Representation



sub-Program Representation



### Team Calgary at the World Games in Athens

Page 3



**HEADING**  
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**SPORT TWO**  
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### On your marks, get ready for the 4 year cycle

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**FAMILIES ARE TERRIFIC!**  
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### SUB HEADING GOES HERE

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The website should give equal visibility to its' respective sub-Programs either on the home page (if feasible) or on a sub-page of the website.

PO Box 321 Address Line One, XX 54321 - Tel 321 321 4321 Email info@SOPProgramName.org www.ProgramName.org

# Special Olympics sub-Program Visual Identity Guidelines

## Proper representation of an Accredited Program

### C Team Representation

Examples of how to properly represent a team through their team lock-up mark, t-shirts and banners.



T-shirts for Accredited Programs  
Logo on the front + optional back design  
to show the club/team representation



Banners



# Special Olympics sub-Program Visual Identity Guidelines

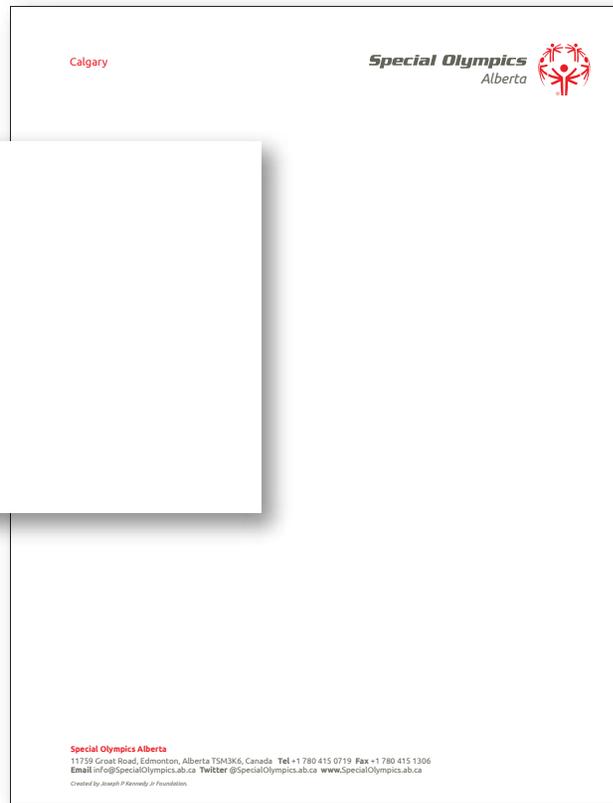
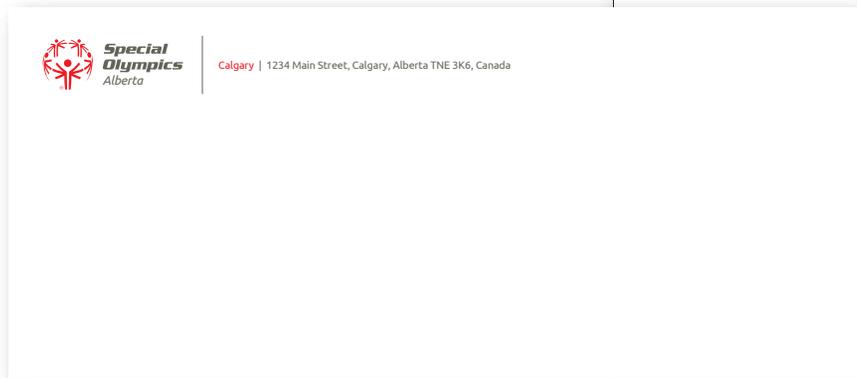
## Proper representation of a sub-Program

### A Stationary

Examples of how to properly represent a sub-Programs **Calgary** and **Edmonton** in stationary material.

Envelopes (can be adapted in different sizes)

*Note: Although this logo lockup (icon on left, name to the right of it) is specific to the web, we encourage its use on envelopes since the right hand corner is used for postage.*



Basic Letter Head with sub-Program name (1Line accreditation)

Letterhead with sub-Program name (Director and support information and accreditation information)  
The social media and web addresses can be those of the sub-Program, if they exist, and default to Accredited Program's platforms, if they don't exist.

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.  
[www.SpecialOlympics.org](http://www.SpecialOlympics.org)

Business Card with sub-Program details (Option of 4 different back designs)



Special Olympics unleashes the human spirit through the transformative power and joy of sports every day around the world  
[www.SpecialOlympics.org](http://www.SpecialOlympics.org)

The social media and web addresses can be those of the sub-Program, if they exist, and default to Accredited Program's platforms, if they don't exist.

# Special Olympics sub-Program Visual Identity Guidelines

## Proper representation of a sub-Program

### **B** Team Representation

Examples of how to properly represent a team through their team lock-up mark.



Polo shirts for sub-Programs  
Accredited Program logo to the left and  
the sub-Program name to the right.



Polo shirts for sub-Programs  
Team representation + Accredited program  
representation on the top left hand side.



Polo shirts for sub-Programs  
The badge is also a great representation for a team.  
Badges can be either printed or embroidered on a  
polo shirt.



Badge can have different designs depending  
on the team's preferences.  
Refer to the last page on how to create your team mark.

# Special Olympics sub-Program Visual Identity Guidelines

## Proper representation of a sub-Program

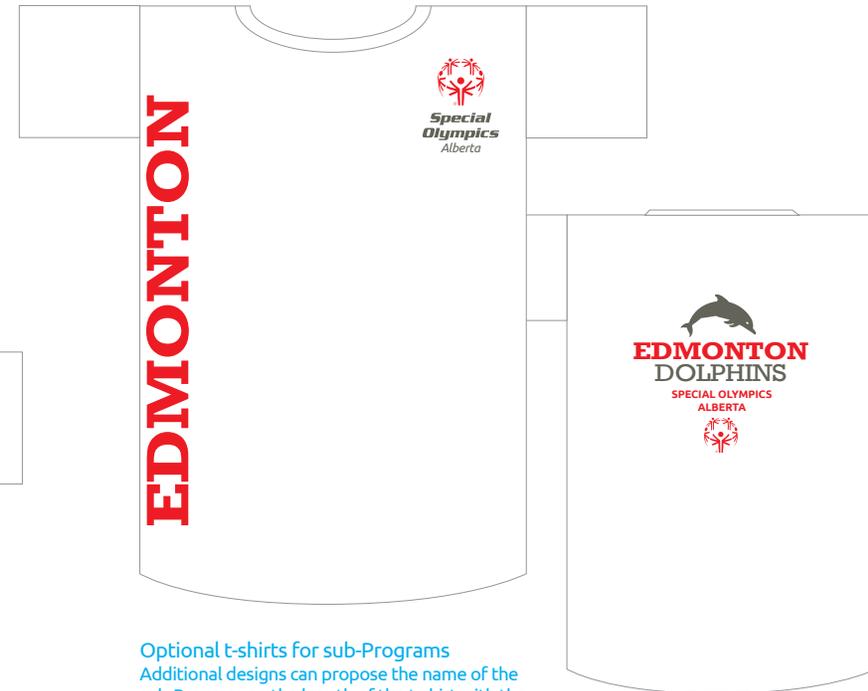
### B

#### Team Representation

Examples of how to properly represent a team through their team lock-up mark.



T-shirts for sub-Programs  
Team logo on the front + team and sub-Program representation on the back.



Optional t-shirts for sub-Programs  
Additional designs can propose the name of the sub-Program on the length of the t-shirt with the Accredited Program logo on the top left hand side.

# Special Olympics sub-Program Visual Identity Guidelines

## Proper representation of a sub-Program

Social Media avatars

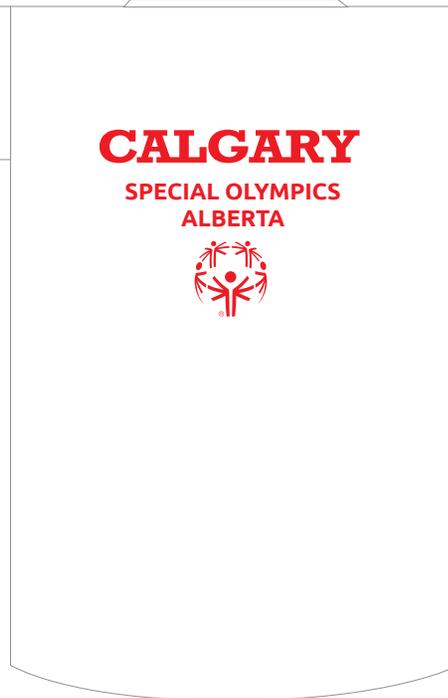


### C Office/Employee Representation

Examples of how to properly represent a team through their team lock-up mark, t-shirts and flags.



T-shirts for sub-Programs  
Logo + team lockup on the front



Banners



# Special Olympics sub-Program Visual Identity Guidelines

## Tips for Creating a Team Mark



### How to create a team mark

Tips on how to create a team representation. Follow these simple steps!



**When creating shirts for sub-programs, clubs or teams, a lock-up can be used that gives primacy to the actual team name. This acknowledges the importance of local teams within Special Olympics and facilitates the creation of distinct team identities for games within a program.**

- 1 The name of the team has primacy on the shirt ensuring team or club recognition between competing teams. The choice of typeface and design of this element is at the discretion of the team.
- 2 The name of the Accredited Program to which the sub-program, team or club is affiliated is set in all capitals Ubuntu Bold as illustrated here.
- 3 The Special Olympics symbol is centred beneath the program name.
- 4 The color, typestyle or motif created for each team reflects the local identity of the club or team while clearly identifying the club or team as being within the Special Olympics Accredited Program.

The icon can be a letter, a motif, or simply the name of the team

Sub-program / Team / Club  
*Local expression*

1

**W**  
**CLUB/TEAM  
NAME**

Program  
*Standardized*

2

**SPECIAL OLYMPICS  
PROGRAM NAME**

3



4



### Simple Steps

1. Decide with your team on the name of the team, choose what represents you and empowers you!
2. Choose the way you will write the name, use large bold fonts to get your name visible.
3. You can choose to represent your team through a letter, an icon, or a motif. You can also simply write out the name of the team. Choose whatever feels empowering for you.
4. Use your team mark on your t-shirts and as an identifier for the team.

# Acknowledgements

These Special Olympics sub-Program Brand Identity Guidelines were created in collaboration with Special Olympics Alberta (Canada), with input and assistance from additional Special Olympics Programs and Zero-G Creative. Our thanks to each of these partners for their leadership in creating this resource.

Special Olympics Alberta was used for illustrative and case study purposes only: the information contained herein is applicable and transferrable to all Programs and sub-Programs.

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## Resources

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 download from [resources.SpecialOlympics.org/brand](http://resources.SpecialOlympics.org/brand)

We encourage you to contact [brand@specialolympics.org](mailto:brand@specialolympics.org) with any questions, queries or comments you may have regarding the Special Olympics brand.

Also, please feel free to share any case studies and images of any successful sub-Program brand implementation in your program or region.

### Note

Special Olympics Canada and its provinces are subject to unique legal and organizational nuances, and as such, its provinces are represented, from a branding and visual identity perspective, in a manner consistent with Programs. The provinces also have sub-Programs operating underneath them. This information has no bearing on the application of the information contained in this document, but rather, is noted solely as a point of clarification.