

FOR USE IN THE UNITED STATES ONLY

# Special Olympics Unified Champion Schools® Branding Guidelines

Version 3.0 / English

***Special Olympics***



# Special Olympics Unified Champion Schools® Introduction

With sports as the foundation, **Special Olympics Unified Champion 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.

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*The **Special Olympics Unified Champion School®** program is a comprehensive model of the Unified Schools strategy that combines Unified Sports, Inclusive Youth Leadership and Whole School Engagement to create the greatest impact. **This model is primarily implemented in the United States.***

# Guidelines Introduction

**These guidelines explain how the Special Olympics Unified Champion 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 Champion 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 Champion Schools Logo

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

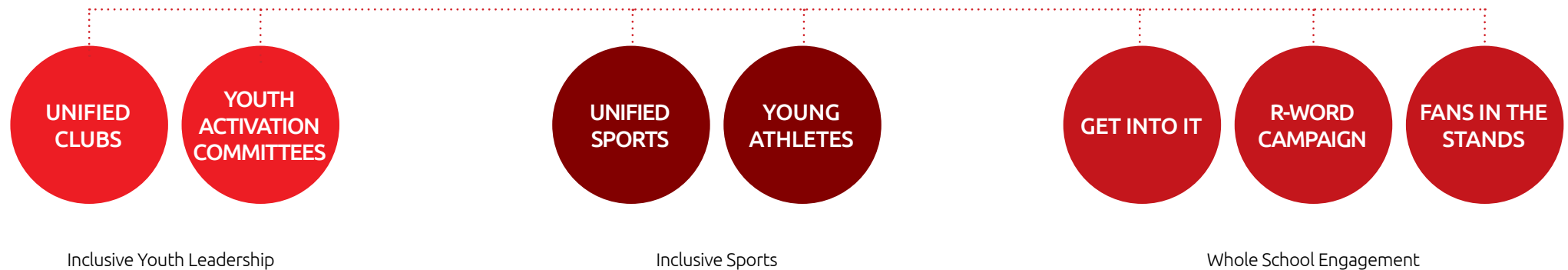
Implementation of the Unified Strategy for Schools in the United States is the three component model of programming known as a Unified Champion School and includes inclusive youth leadership, whole school awareness, and inclusive sports.



Special Olympics  
**Unified Champion  
Schools®**

Special Olympics Unified Champion Schools refers to the program implemented within the United States that is supported by the US Department of Education and falls under the larger **Special Olympics Unified Schools** global name

## Tools for a Special Olympics Unified Champion School®



## GLOBAL USE



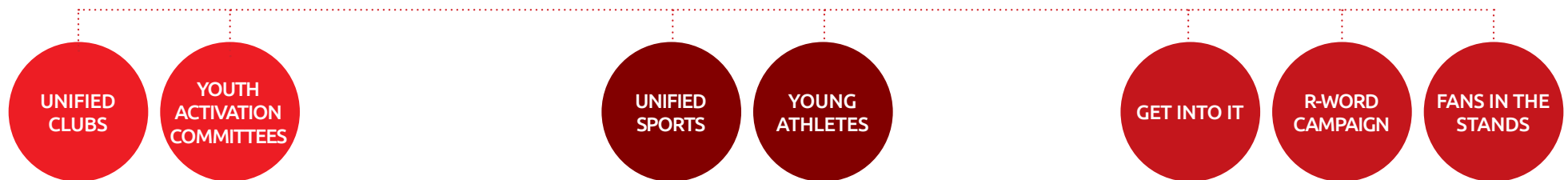
**Special Olympics Unified Schools** refers to the larger global schools strategy to engage youth. It is the strategy for promoting social inclusion among youth with and without ID, reaching out to youth where they spend the majority of their time – schools.

## 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**

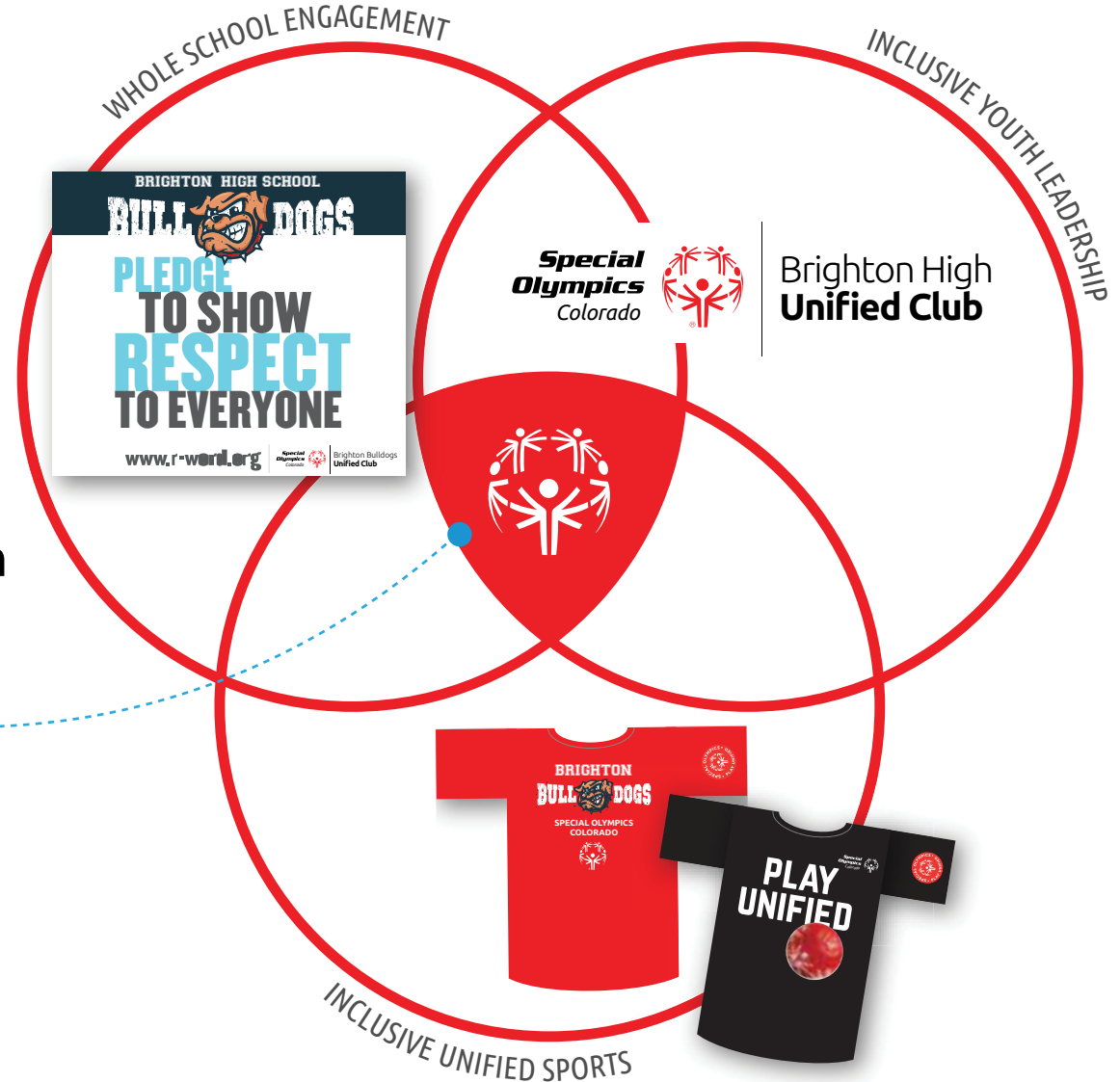
A fully-inclusive sports or fitness program that combines an approximately equal number of students with and without intellectual disabilities. Examples include such things as: Interscholastic Unified Sports, Unified PE or Unified Intramurals. **Special Olympics Unified Sports** and **Special Olympics 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 Champion Schools program – inclusive youth leadership, whole-school engagement and Unified Sports.

## AT THE LOCAL LEVEL



# Visual Identity

## Logotype Unified Champion Schools

Special Olympics Unified Champion 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 **within the United States** and is for the three component model that is implemented in United States schools, as supported by the United States Department of Education.

### Minimum size

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

### Full color horizontal lock-up



Special Olympics  
**Unified Champion  
Schools®**

### One color horizontal lock-up



Special Olympics  
**Unified Champion  
Schools®**

### Minimum size

MIN:  
1/3 inch  
or 8mm



Special Olympics  
**Unified Champion  
Schools®**



USB key



#### MAIN LOGO



The Special Olympics Unified Champion 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 Champion 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 Champion 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.

<b>Dark Red</b> Pantone® 202C Process: 0C/100M/100Y/55K RGB: 130R/0G/0B HEX: #820000	<b>Dark Blue</b> Pantone® 294C Process: 100C/80M/0Y/25K RGB: 1R/59G/130B HEX: #013B82	<b>Dark Purple</b> Pantone® 2695C Process: 80C/100M/0Y/40K RGB: 61R/16G/99B HEX: #3D1063	<b>Dark Magenta</b> Pantone® 222C Process: 0C/100M/40Y/50K RGB: 139R/0G/55B HEX: #8B0037
<b>Mid Red</b> Pantone® 1945C Process: 0C/100M/100Y/20K RGB: 196R/22G/28B HEX: #C4161C	<b>Mid Blue</b> Pantone® 300C Process: 100C/50M/0Y/15K RGB: 0R/99G/165B HEX: #0063A5	<b>Mid Purple</b> Pantone® 267C Process: 70C/100M/0Y/0K RGB: 111R/44G/145B HEX: #6F2C91	<b>Mid Magenta</b> Pantone® 215C Process: 0C/100M/20Y/20K RGB: 196R/0G/99B HEX: #C40063
<b>Light Red</b> Pantone® 186C Process: 0C/100M/100Y/0K RGB: 255R/0G/0B HEX: #FF0000	<b>Light Blue</b> Pantone® Process Blue Process: 100C/20M/0Y/0K RGB: 0R/149G/218B HEX: #0095DA	<b>Light Purple</b> Pantone® 2587C Process: 50C/100M/0Y/0K RGB: 146R/39G/143B HEX: #92278F	<b>Light Magenta</b> Pantone® Process Magenta Process: 0C/100M/0Y/0K RGB: 236R/0G/140B HEX: #EC008C
<b>Dark Turquoise</b> Pantone® 3302C Process: 90C/0M/50Y/50K RGB: 0R/105G/94B HEX: #00695E	<b>Dark Yellow</b> Pantone® 1255C Process: 0C/25M/100Y/35K RGB: 177R/137G/6B HEX: #B18906	<b>Dark Orange</b> Pantone® 159C Process: 0C/60M/100Y/45K RGB: 152R/80G/6B HEX: #985006	<b>Dark Green</b> Pantone® 370C Process: 70C/0M/100Y/45K RGB: 40R/117G/43B HEX: #28752B
<b>Mid Turquoise</b> Pantone® 3282C Process: 80C/0M/50Y/20K RGB: 0R/151G/132B HEX: #009784	<b>Mid Yellow</b> Pantone® 110C Process: 0C/30M/100Y/10K RGB: 229R/168G/18B HEX: #E5A812	<b>Mid Orange</b> Pantone® 1505C Process: 0C/70M/100Y/5K RGB: 230R/106G/31B HEX: #E66A1F	<b>Mid Green</b> Pantone® 376C Process: 40C/0M/100Y/20K RGB: 136R/172G/46B HEX: #88AC2E
<b>Light Turquoise</b> Pantone® 3262C Process: 70C/0M/50Y/0K RGB: 57R/187G/157B HEX: #39BB9D	<b>Light Yellow</b> Pantone® 109C Process: 0C/15M/100Y/0K RGB: 255R/212G/0B HEX: #FFD400	<b>Light Orange</b> Pantone® 137C Process: 0C/50M/100Y/0K RGB: 247R/148G/30B HEX: #F7941E	<b>Light Green</b> 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 Champion Schools® to life, but representative of what is possible

## Accredited Program Customization

### United States Department of Education Recognition

Accredited Programs can customize the Special Olympics Unified Champion Schools® lockup to reflect localization. The material they can create will vary from official correspondence, to PowerPoint presentation, to brochures and collateral.



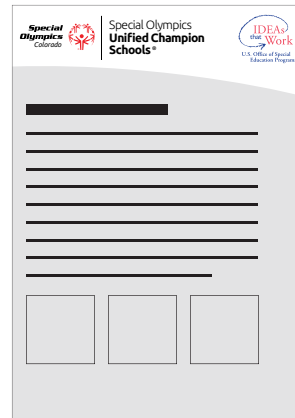
#### To all Programs receiving federal funds from the US Department of Education for Unified Champion School programming:

Please include the Special Education (OSEP) logo - Ideas that Work – along with the disclaimer language on documents created as a part of the Special Olympics Unified Champion Schools work (examples: documents and materials created or developed for use with schools, educational materials, handbooks, brochures, informational presentations). When using the logo on documents, the disclaimer language must also be used:

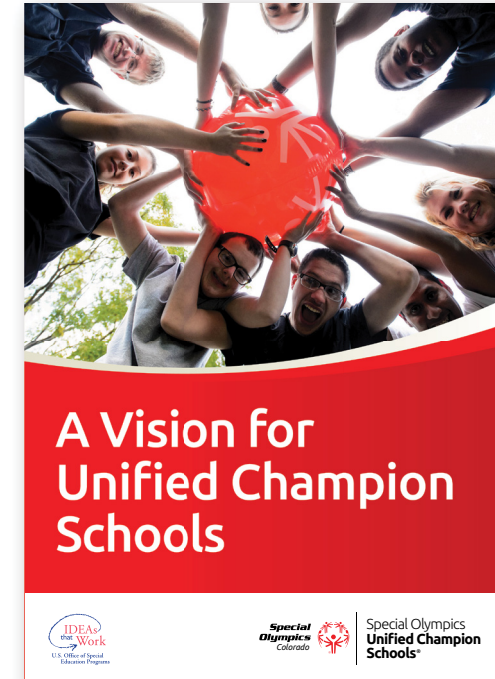
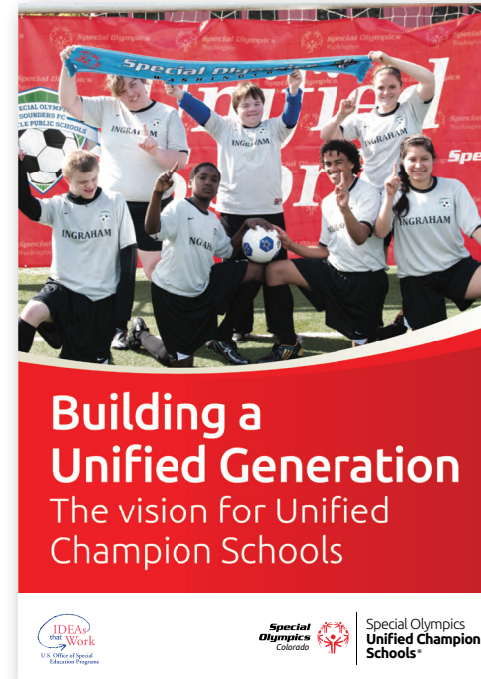
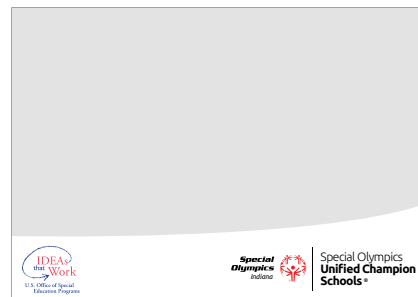
The contents of this (insert type of publication; e.g., report, presentation, brief) were developed under funding from the US Department of Education, #H380W140001. However, those contents do not necessarily represent the policy of the US Department of Education, and you should not assume endorsement by the Federal Government.

It is also requested that Programs use the logo whenever possible to recognize the funding support, such as on banners or Program websites, but in these instances the disclaimer language is NOT necessary, you can simply use the logo.

#### Official Correspondence



#### Powerpoint



The contents of this (insert type of publication; e.g., (report, presentation, brief) were developed under funding from the US Department of Education, #H380W140001. However, those contents do not necessarily represent the policy of the US Department of Education, and you should not assume endorsement by the Federal Government.

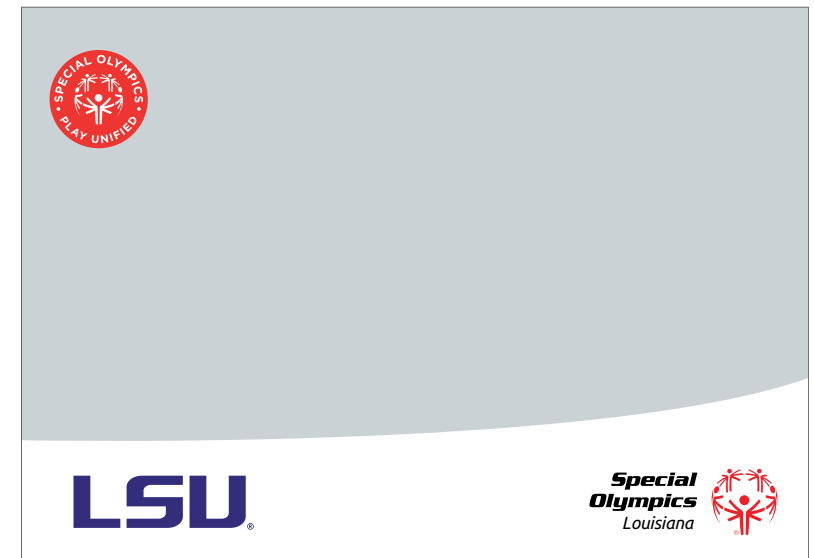
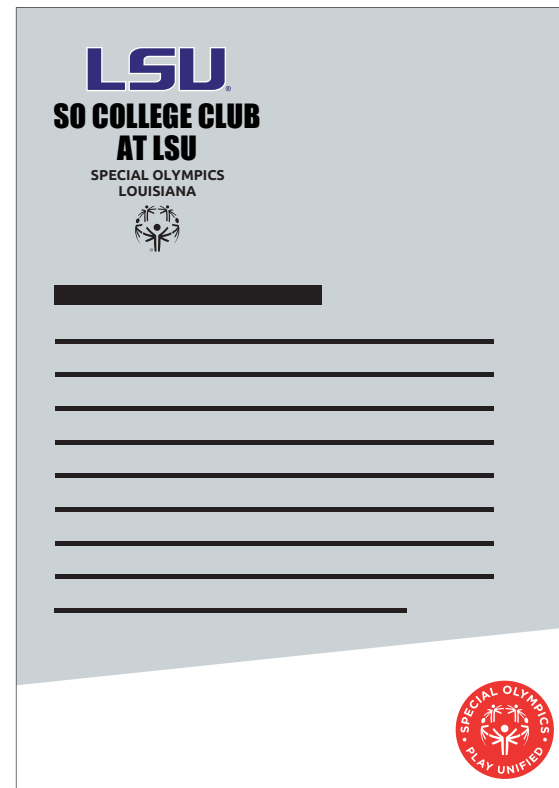
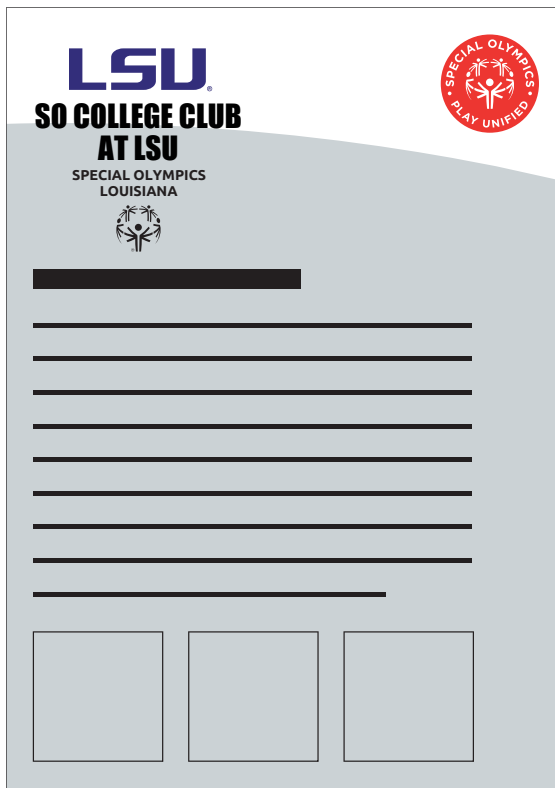
# Accredited Program Customization

## Unified Clubs Customization



Unified Clubs within schools can use their customized lockup in business correspondence.

The correspondence should reflect the Accredited Program and the Unified Club lockup and the school name. The Play Unified roundel can also be used to reference the Special Olympics Play Unified campaign.



## 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](#)

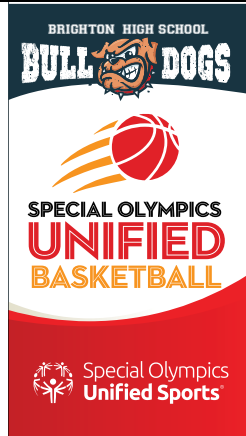
The **Play Unified** roundel is used to promote our call to action for all people to come together in a spirit of enjoyment to create a more inclusive world. Check the full [Play Unified Guidelines](#).



### Brighton High Unified Cup

Special Olympics Colorado Brighton Bulldogs Unified Club

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

## 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

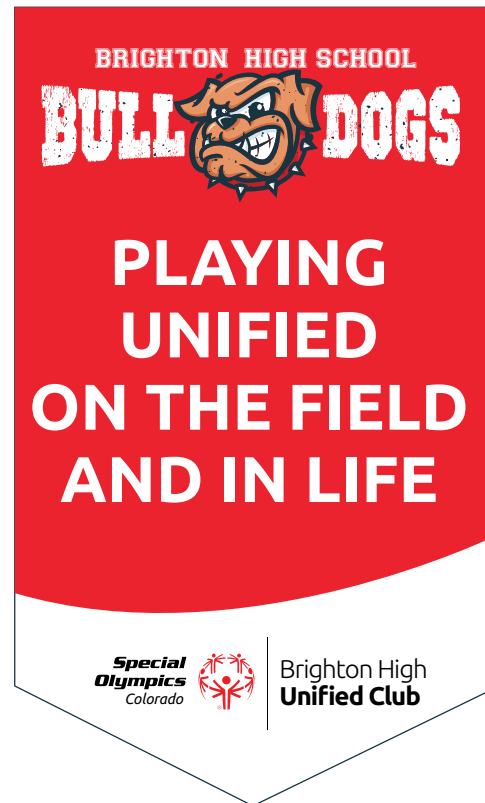
[Click to view the full board on Pinterest](#)



## 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 Champion 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 Champion 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 Champion School mark and the local partner, however is not acceptable.**



Use large headers to communicate an idea or message



Badge:  
Cobranding between Accredited Program and IHSAA



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



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**

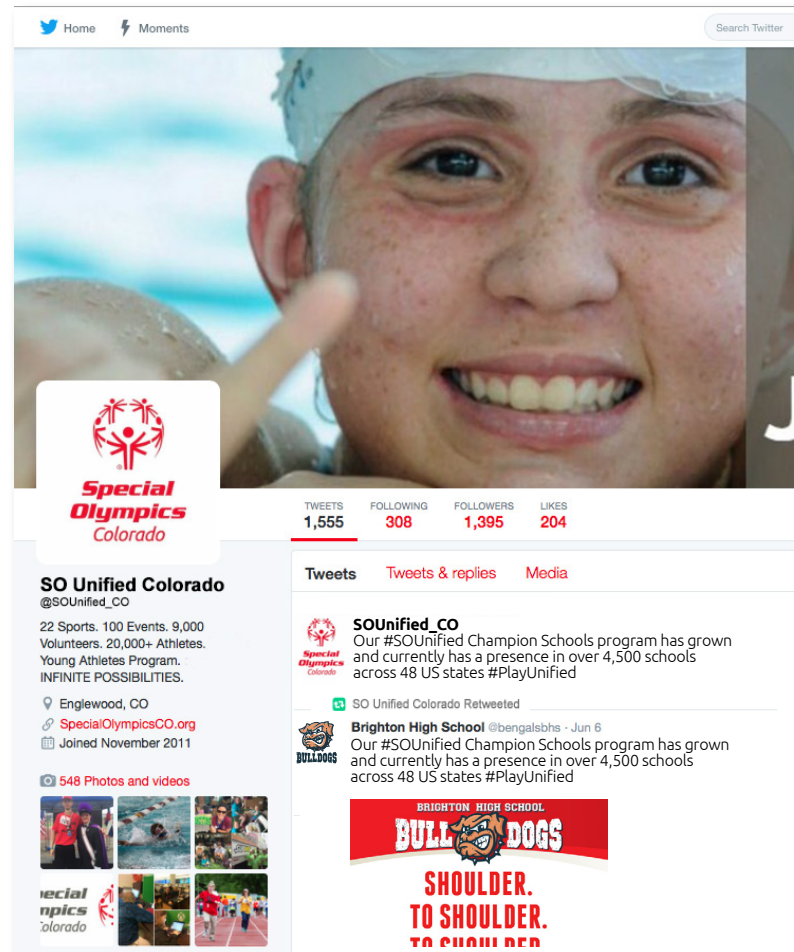


Events and news related to Special Olympics Unified Champion Schools® can be shared using the Accredited Program handle. This way Special Olympics North America as well as Special Olympics International can easily spot great stories to share with the rest of the movement.



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 Champion Schools. All Unified Champion 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 Champion Schools by using the hashtags #SOUnified or #PlayUnified

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.