



Special Olympics Unified Cup Guidelines

Version 1.0/ English

Special Olympics



Special Olympics Unified Cup Introduction

This guide is designed to assist in the creation of a visual identity for **Special Olympics Unified Cup**.

Through the core structure for the Unified Cup mark, we have created a system which will build consistent recognition of this flagship Football event. Each Unified Cup mark works to facilitate appropriate diversity and distinct expression for each Football event.

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 how to create your Special Olympics Unified Cup 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 Cup Logo

The Special Olympics Unified Cup is a combination of the abstract shape of a football, the Special Olympics symbol, the Special Olympics Unified Cup type and Toyota's logo, our primary sponsor, locked in at the bottom.

Mark Colors

● Red	Pantone 186
● Grey	Pantone 418

File Format

Artworks are provided in EPS and PNG formats in both the vertical and the horizontal stack versions.

EPS have been generated for use by professional designers and can be scaled to any size without losing quality.

PNG artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft PowerPoint.



Presented by
TOYOTA

Vertical Stack



Horizontal Stack

Visual Identity

Structure Unified Cup Logo

Free Space

Free space should be left around the mark. No designs or typography will go in that space.

Minimum Space

The minimum size the logo can be reproduced in is 1.5". Please note this is a recommendation for standard print only. The minimum size will depend on the method of reproduction being used, the substrate onto which it is being printed, or the materials out of which the mark is being fabricated.



Vertical Stack

Main Event Identifier

Name Structure

Special Olympics +
Unified Cup +
Date & Time

Sponsor Recognition

Visual Identity

Logotype Unified Cup Logo

Free Space

Free space should be left around the mark. No designs or typography will go in that space.

Minimum Space

The minimum size the logo can be reproduced in is 1.5". Please note this is a recommendation for standard print only. The minimum size will depend on the method of reproduction being used, the substrate onto which it is being printed, or the materials out of which the mark is being fabricated.



Vertical Stack

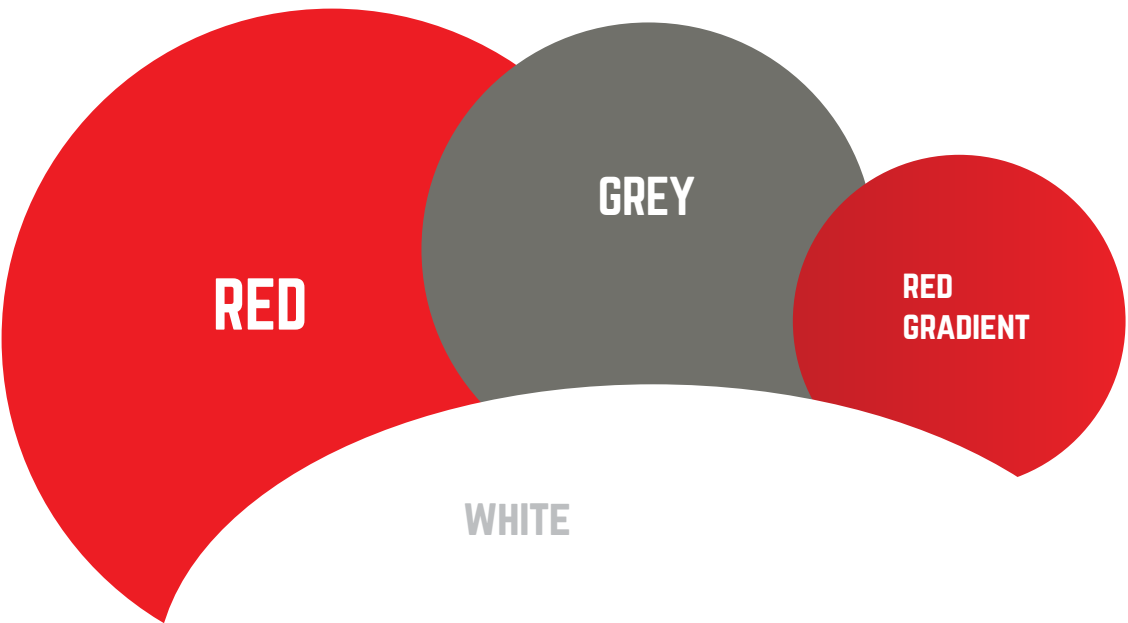






Minimum Size:
1.5"

The Special Olympics Unified Cup consists of Red, Grey, White and the Red Gradient. This is the color combination that we wish to be associated with. These colors reinforce the Special Olympics master brand.



Please note that white should be considered an important color within the palette. Use of white space within design layouts and the use of the mark against white backgrounds contribute to the feeling of a bright, open and contemporary identity.



COLOR	PANTONE	CMYK	RGB	HEX VALUE
 Red	186 C	0/100/100/0	255/0/0	#FF0000
 White	-	0/0/0/0	255/255/255	#FFFFFF
 Grey	418 C	0/0/15/75	112/112/106	#70706A
	Red Gradient			

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.

Merchandize Unified Cup Assets

Merchandise can be created using the identity of the Unified Cup.

The use of the 50th Anniversary endorsement mark may be used to mark this important milestone celebration in the movement's history.

The 50th Endorsement mark is available in different colors.



Team Competition Uniforms

Unified Cup Identity

Competing Teams can create their own Team competition uniforms.

The Jerseys will identify the team name, their brand colors, the players name and link back to the supporting national team and the 50th endorsement mark.

Team Name with Special Olympics Accredited Program Name on the front of the Jersey

National Team Recognition
Logo of the National Team can be placed on the sleeve of the Jersey

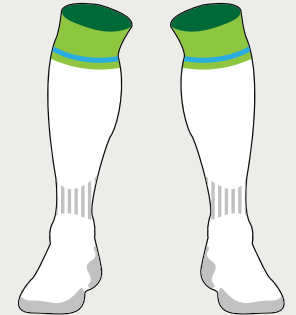


The 50th Endorsement mark is available in different colors.



Team Name with Special Olympics Accredited Program Name on the front of the Jersey

National Team Recognition
Logo of the National Team can be placed on the sleeve of the Jersey



Team Competition Uniforms

Teams Sponsored by National Teams and/or a Professional League Team



Competing Teams may be sponsored by a National Team and/or a Professional League Team.



Note to National and/or Professional Team on the use of Commercial Messages on Athlete Uniforms

According to Article 5.08(a) of the Special Olympics General Rules: In order to avoid commercial exploitation of persons with intellectual disabilities at World, Regional or Multi-Program level Games, no uniforms, and no bibs or other signs bearing competition numbers, which are worn by Special Olympics athletes while competing or during any opening, closing, or award ceremonies of any Games may be emblazoned with commercial names or commercial messages. The only commercial markings which may be displayed on athletes' and coaches uniforms during Games competitions and opening and closing ceremonies are the normal commercial markings of the manufacturer.

For more information on [Article 5 of the General Rules](#), click here.



The 50th mark may be added to the sleeve of the uniform



The Professional Team logo will be recognized on the Team Uniform on the front of the Jersey



Competition Uniforms may NOT be emblazoned with commercial names or commercial messages

Team Competition Outerwear Unified Cup Identity

Teams can customize their outerwear using the Unified Cup branding.

Teams can further add their Sponsor logos on this wear.



Note to merchandisers on the use of Sponsor logos

According to Article 5.08(b) of the Special Olympics General Rules: Special Olympics athletes who are not engaged in competition or in opening/closing ceremonies may wear, carry or use at Games venues other than the sites of competition (such as at training or practice sessions) clothing and/or non-apparel items which are not part of their sports equipment (such as tote bags), which contain small and attractively designed identifications of corporate or organizational sponsors.

For more information on [Article 5 of the General Rules](#), click here.



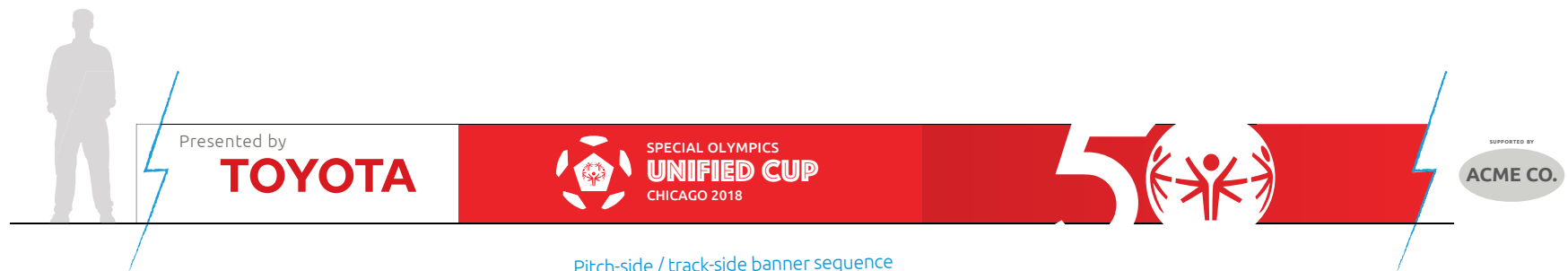
Branding Unified Cup Assets

Sequenced banners will dress up the venue with variable messages relevant to the event.

Pitch side and track side banners feature the main identity and are visible spaces to showcase the main sponsors and any additional partners.



Vertical Banner Sequence



Pitch-side / track-side banner sequence

Awards Unified Cup Identity

The Unified Cup awards should be reflective of the identity.

The Cup award is a red ball with the Special Olympics logo engraved on it.

Medals are reflective of the Unified Cup identity with the Special Olympics masterbrand logo. Medals are awarded to MVPs and participants.



Medals have the Unified Cup logo, location and date on one side



Medals have the Special Olympics logo on one side

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.