

Special Olympics

# **World & Regional Games** Identity Development Guide

Version 2.0 / January 2018

***Special Olympics***



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## About these guides

This guide is designed to assist in the creation of a visual identity for **Special Olympics World and Regional games**. Through the creation of a core structure for each games mark we have created a system which will build consistent recognition of the Special Olympics World and Regional games. Each games mark works to facilitate appropriate diversity and distinct expression for each games event. The core structure also ensures effective application of identity for each games event.



# Introduction

**Special Olympics** is a global movement serving close to five million athletes in more than 170 countries around the world. Special Olympics uses the power of sport to create a world in which the largest population on earth of people with intellectual disabilities lead healthy, vibrant lives grounded in sports, health and the determination to demonstrate their personal best to themselves and their communities.

The **Special Olympics World Games are flagship events for the Movement**. Taking place every two years the games alternate between Summer and Winter Games. Thousands of athletes, coaches, volunteers and supporters attend to see and cheer the skills and accomplishments of people with intellectual disabilities.

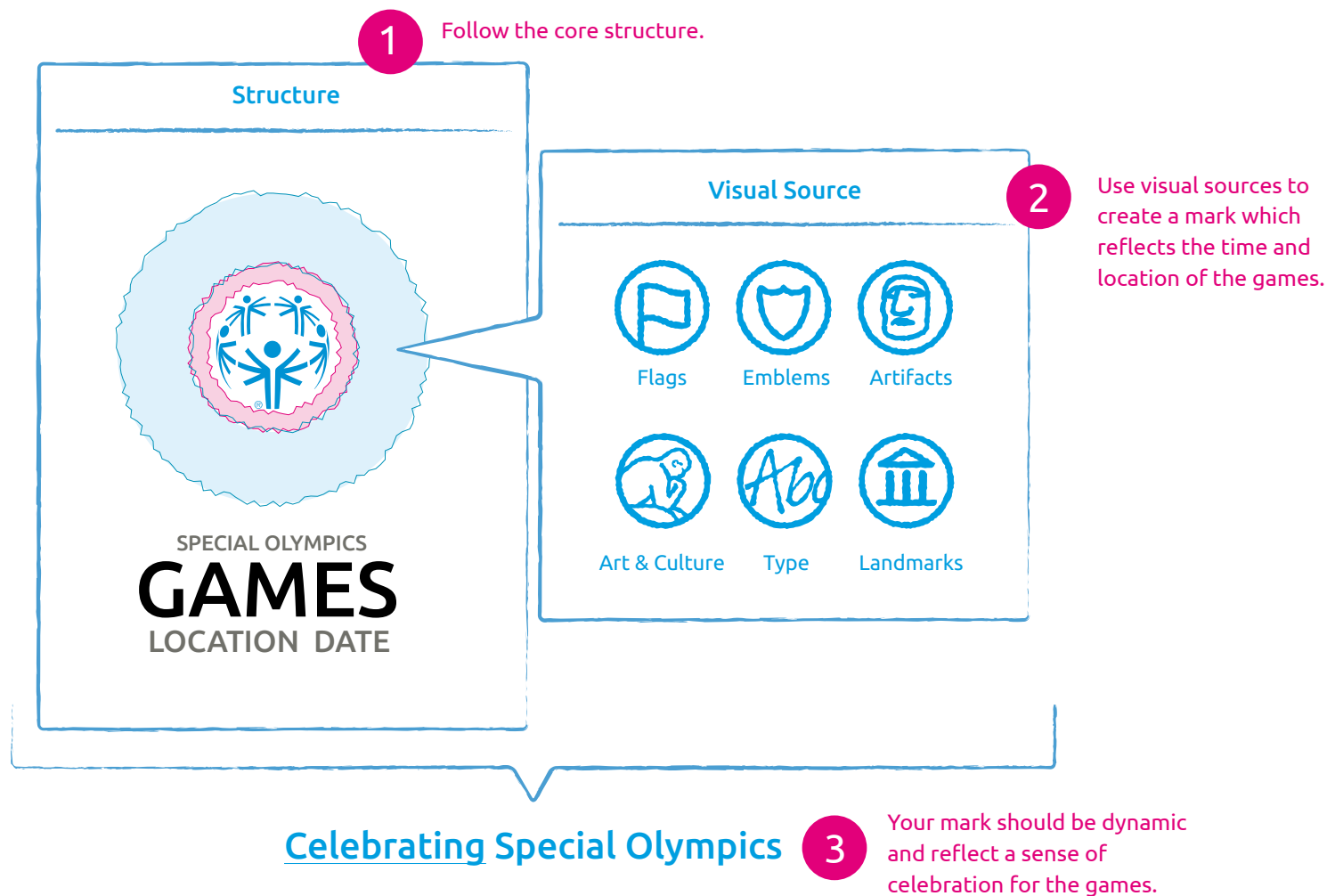




# Creating your mark

# Mark Development **Approach**

Following these simple steps will enable you to create a distinctive and dynamic games identity.



The flexible naming structure allows language variations or location and games emphasis as appropriate.



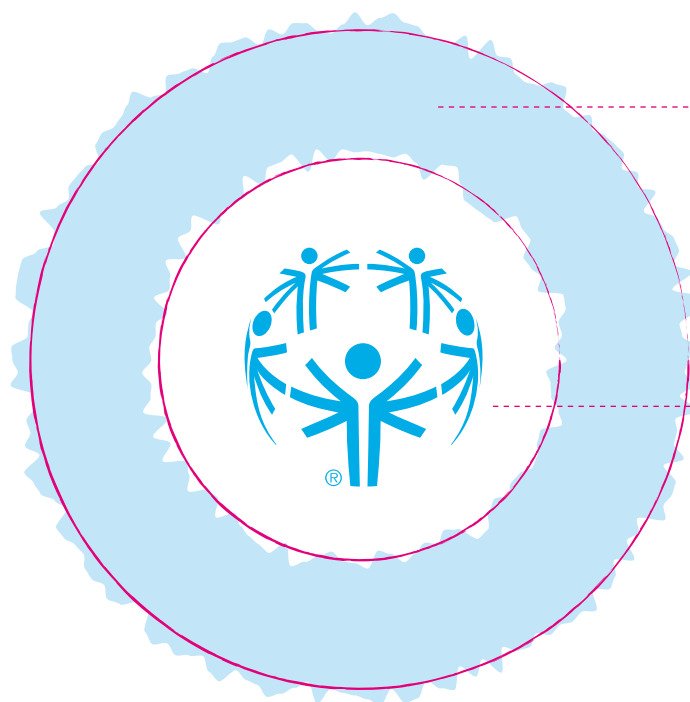
SPECIAL OLYMPICS  
**GAMES TITLE**  
LOCATION DATE



SPECIAL OLYMPICS  
**WORLD GAMES**  
LOCATION  
DATE



SPECIAL OLYMPICS  
REGIONAL GAMES  
**LOCATION**  
DATE



### 1 Dynamic frame

The core structure of the games mark is based on a circular motif. The frame is designed to enable the freedom to express the unique location of your games while retaining a consistent structure.

### 2 Special Olympic symbol

The Special Olympics symbol is placed at the heart of the World and Regional Games.

SPECIAL OLYMPICS  
**GAMES TITLE**  
LOCATION DATE

3

### Naming Structure

The naming structure follows the hierarchy illustrated. There is a naming hierarchy for both Summer and Winter Games

#### Naming Structure for **SUMMER** Games

SPECIAL OLYMPICS  
**WORLD GAMES**

#### Naming Structure for **WINTER** Games

SPECIAL OLYMPICS  
**WORLD WINTER GAMES**



# Mark Development

## Visual sources

Each mark should clearly reflect the unique time and location of the games. To create a distinctive identity there are a range of visual sources which can provide inspiration:

### 1 Flags

Flags with distinctive shapes and forms e.g. the Union Jack (United Kingdom), Stars & Stripes (USA) South Africa, Croatia.

### 2 Emblems

National or regional emblems or heraldry. Local symbols, animals, regionally associated flora and fauna.

### 3 Landmarks

Distinctive architectural or natural landmarks (mountains, rivers, lakes etc.).

### 4 Arts & Culture

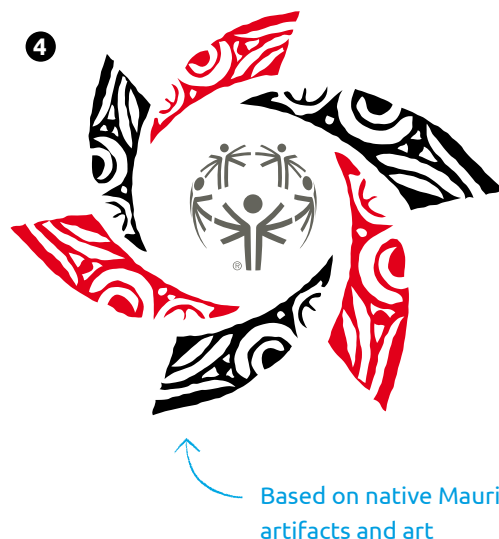
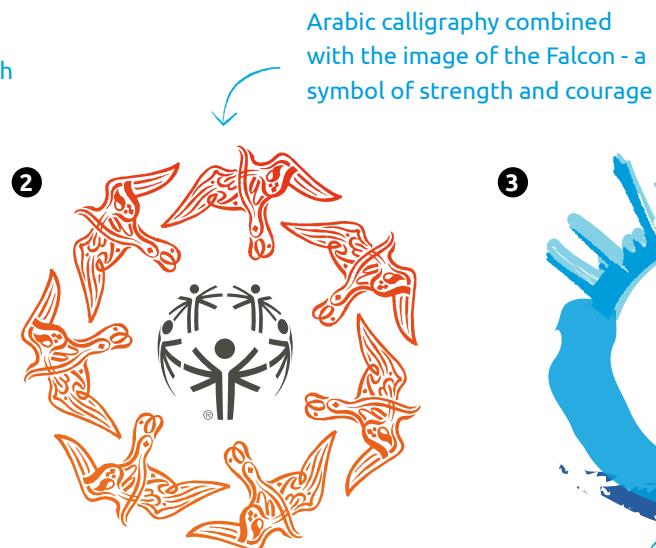
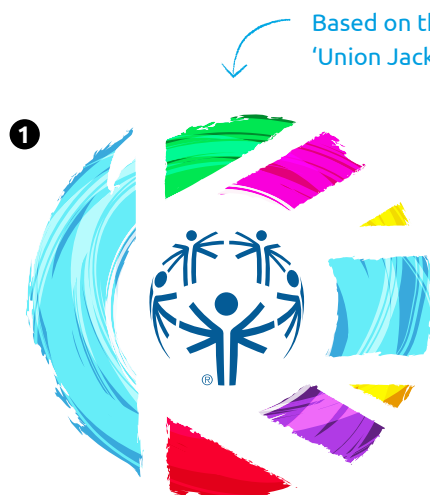
Distinctive artists, folk or traditional art forms, cultural events and associations.

### 5 Artifacts

Historic artifacts, found objects or other historic elements associated with a region.

### 6 Expression

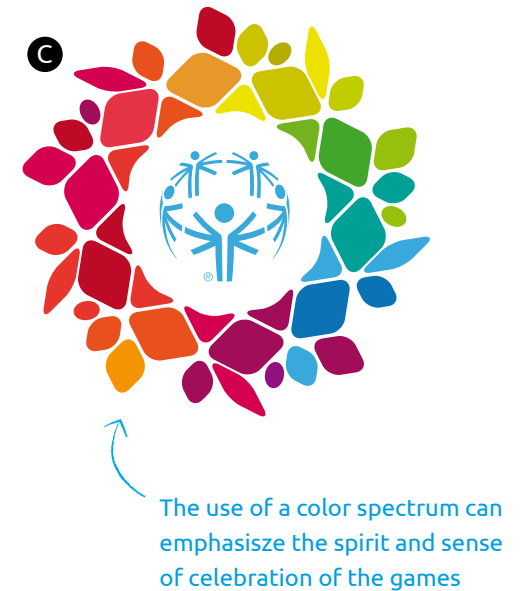
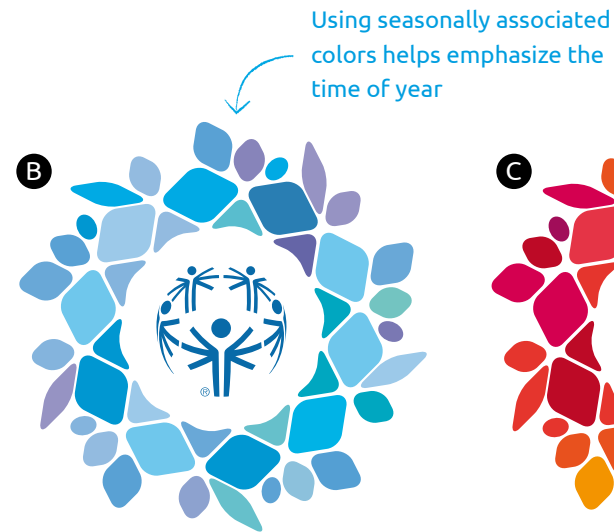
Abstract or expressive forms which reflect the energy and spirit of the games.



## Primary colors

The choice of color is a key aspect in creating an identity for each games. Color choice can assist in creating distinction and emphasizing the location, time and the spirit of your games event.

- A** Location can be emphasized through the use of nationally or regionally associated colors.
- B** Time can be emphasized through the use of seasonally associated colors - particularly relevant in the case of the Winter games.
- C** The spirit and sense of celebration of the games can be emphasized through the use of a spectrum of colors.



# Mark Development **Typographic style**

The typography of your mark should be clear, easily read and robust to enable application at small sizes as well as translation and use with non-roman characters. The typographic style should either:

- A** Draw on local visual sources
- B** Compliment the style of the dynamic frame
- C** or, use *Ubuntu* the preferred typeface of Special Olympics



**A** SPECIAL OLYMPICS  
**WORLD  
GAMES**  
LONDON 2022

*Gill Sans* used here  
for its distinct British  
associations



**B** SPECIAL OLYMPICS  
**WORLD  
GAMES**  
Salzburg 2021

*Gotham Rounded* is a  
robust sans serif typeface  
which compliments the  
style of this mark



**C** SPECIAL OLYMPICS  
**WORLD  
GAMES**  
**Auckland 2016**

*Ubuntu*, the preferred  
Special Olympics typeface,  
used here



# Mark Development

## Design considerations

### Example 1

The following are some simple design considerations which will assist you in creating an effective and robust mark:

- 1 Ensure that appropriate clear space is given between the Special Olympics symbol and the dynamic frame.
- 2 Detailing and space between graphic elements should allow for reproduction at small sizes.
- 3 Use a simplified version of the mark in single color applications.
- 4 Create a secondary or complimentary color set to help create distinction and ensure ease of application across the full range of materials for each games.
- 5 When applying the mark to color backgrounds emphasis should be given to highlighting the Special Olympics symbol.



SPECIAL OLYMPICS  
**WORLD GAMES**  
LONDON 2022

Core mark



3

SPECIAL OLYMPICS  
**WORLD GAMES**  
LONDON 2022

Horizontal lock-up, single color

4



5



Complimentary color set

# Mark Development

## Design considerations

### Example 2

- ❶ Ensure that appropriate clear space is given between the Special Olympics symbol and the dynamic frame.
- ❷ Detailing and space between graphic elements should allow for reproduction at small sizes.
- ❸ Use a simplified version of the mark in single colour applications.
- ❹ Create a secondary or complimentary colour set to help create distinction and ensure ease of application across the full range of materials for each games.
- ❺ When applying the mark to colour backgrounds emphasis should be given to highlighting the Special Olympics symbol.



SPECIAL OLYMPICS  
**WORLD  
GAMES**  
Salzburg 2021

Core mark



Horizontal lock-up, single color



Complimentary color set

# Identity application

Following the creation of your games mark the identity system will need to be applied across the various touch points for the games. This section shows you how to create a consistent look using the combination of elements and will assist in effective application of your identity.

Please note: A generic World Games logo has been used in all the examples in this section. When applying your games identity please substitute the generic mark for you World or Regional games mark.



## Banners Overview

Effective Games signage assists in raising awareness of the event, acknowledging sponsors, identifying venues, providing information and direction. Taken as a whole, competition signage creates a distinctive identity, reinforcing Special Olympics' position as a major international sports organization.



## Banners

### Vertical banners

Designs for banners should be clean, clear and dynamic. Banners may have a range of functions from general games branding to the inclusion of sponsors, messaging and as venue dressing.

#### General games branding

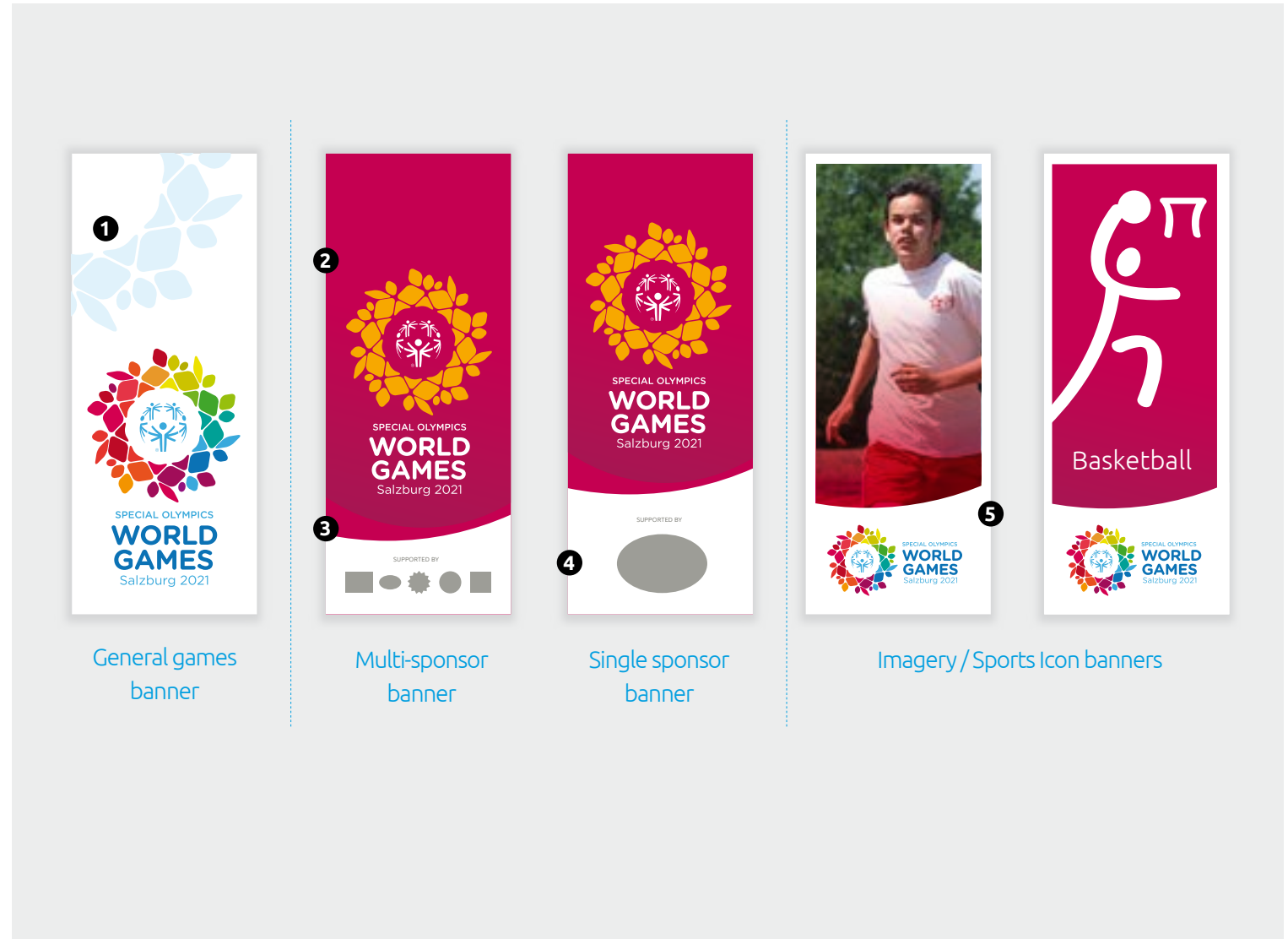
- ① The dynamic frame used in single color and at low contrast as an embellishment.

#### Sponsor banners

- ② Use of color background allows clear distinction between games branding and sponsor marks.
- ③ Curve device used to separate sponsor marks from the games identity.
- ④ Use of white background facilitates easy application of sponsor marks.

#### Imagery / Sports Icon use

- ⑤ Use of the dynamic curve enables easy application of the full color games mark with imagery or Sports Icons.



## Banners

### Horizontal banners

Horizontal banners should follow the same system and combination of elements as vertical banners.

- ❶ The dynamic frame can be used in single color and at low contrast as an embellishment.
- ❷ Use of color background allows clear distinction between games branding and sponsor marks.
- ❸ Curve device used to separate sponsor marks from the games identity.



General games banner



Messaging banner



Multi-sponsor banner



Single sponsor banner



## Banners Sequencing

When using multiple banners as environmental or venue dressing the sequencing and color combination use should be taken into consideration.

- ❶ Core banners use the full color version of the mark.
- ❷ Banner sequencing should include the Special Olympics master mark.
- ❸ Complimentary / Secondary games color palette used to create variety across sequenced banners.
- ❹ Messaging can be delivered across multiple banners.
- ❺ Sponsor logos should be integrated into the banner sequencing on a white background.
- ❻ The dynamic frame can be used as a linking embellishment between banners.



Vertical banner sequence



The direction of approach and sequence of reading should be considered when creating road side banners or when placing banners at the entrance to a venue.



Pitch-side / track-side banner sequence

## Backdrops Media & Awards

Press conference and awards backdrops create key photographic and promotional opportunities.

### Awards backdrop

- ❶ Games mark positioned at appropriate height to maximize visibility.
- ❷ Dynamic frame used at low contrast as an embellishment. Other elements such as sports icons can also be used to embellish the awards backdrop.

### Press conference backdrop

- ❸ Sponsor matrix placed on a white background. The use of a white background facilitates easy application of sponsor marks.
- ❹ The matrix should include repeated placement of the games mark and Special Olympics core mark.

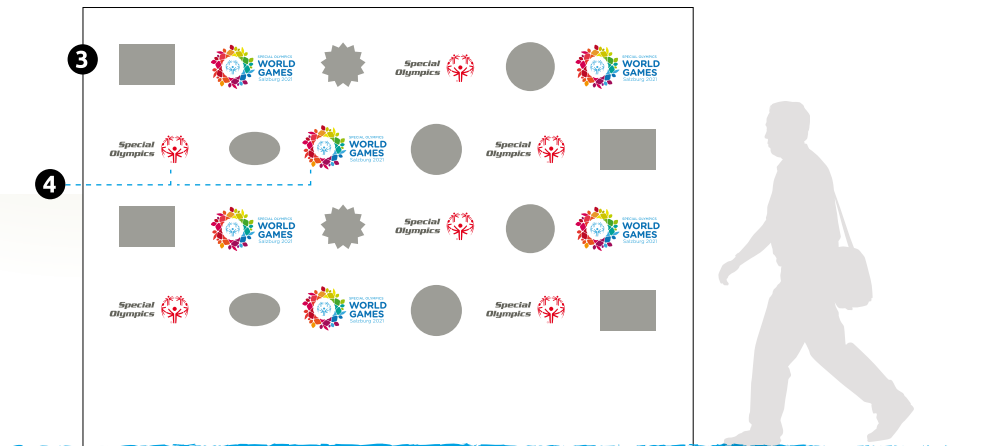
*The Special Olympics symbol is clearly visible between athletes*



Awards backdrop



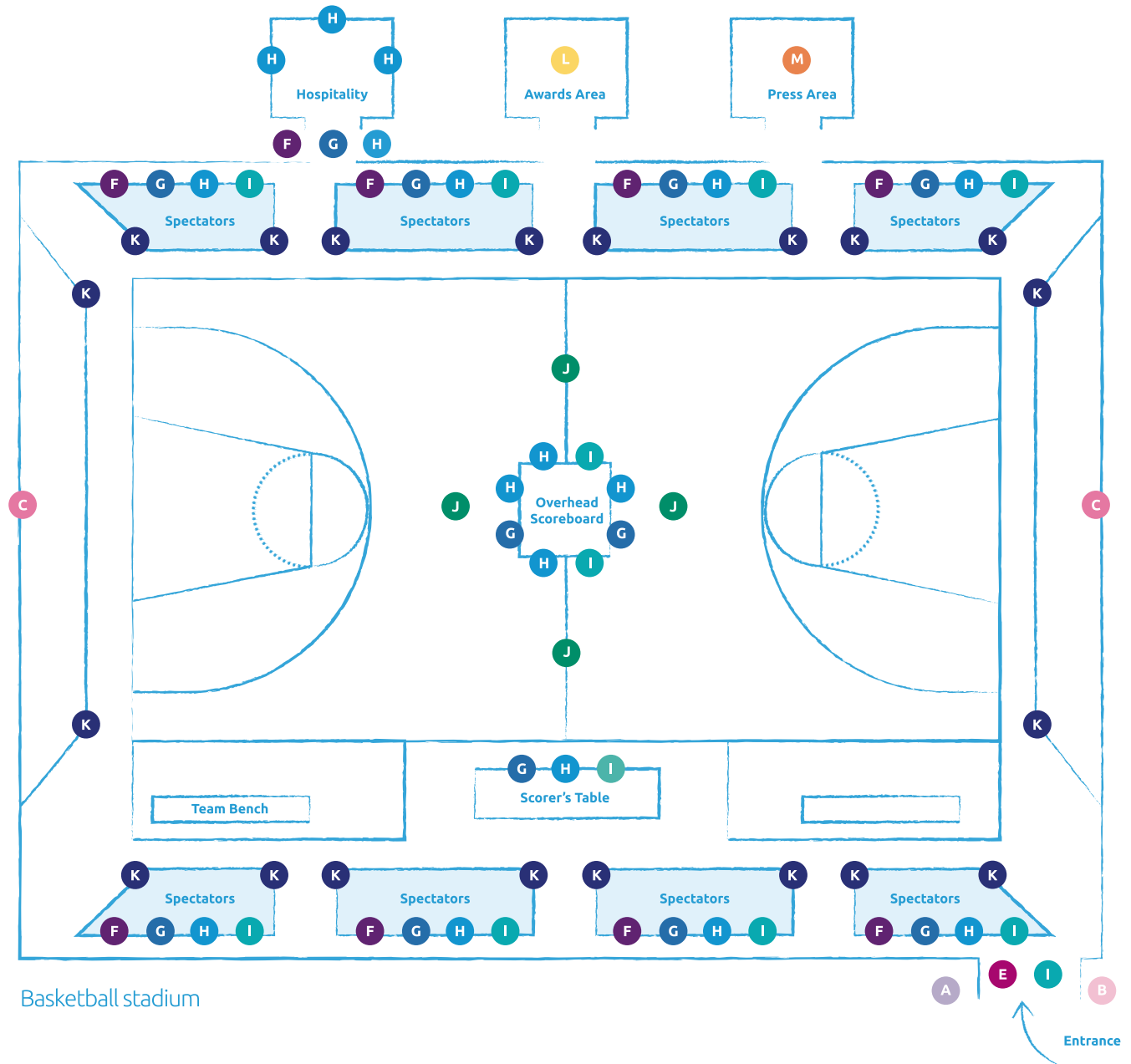
Sponsor marks **do not appear** on awards backdrops or stands at any Special Olympics Games or event. Additional graphics such as pictograms or patterns can be used as supporting elements within the design of the awards backdrop.



Press conference backdrop

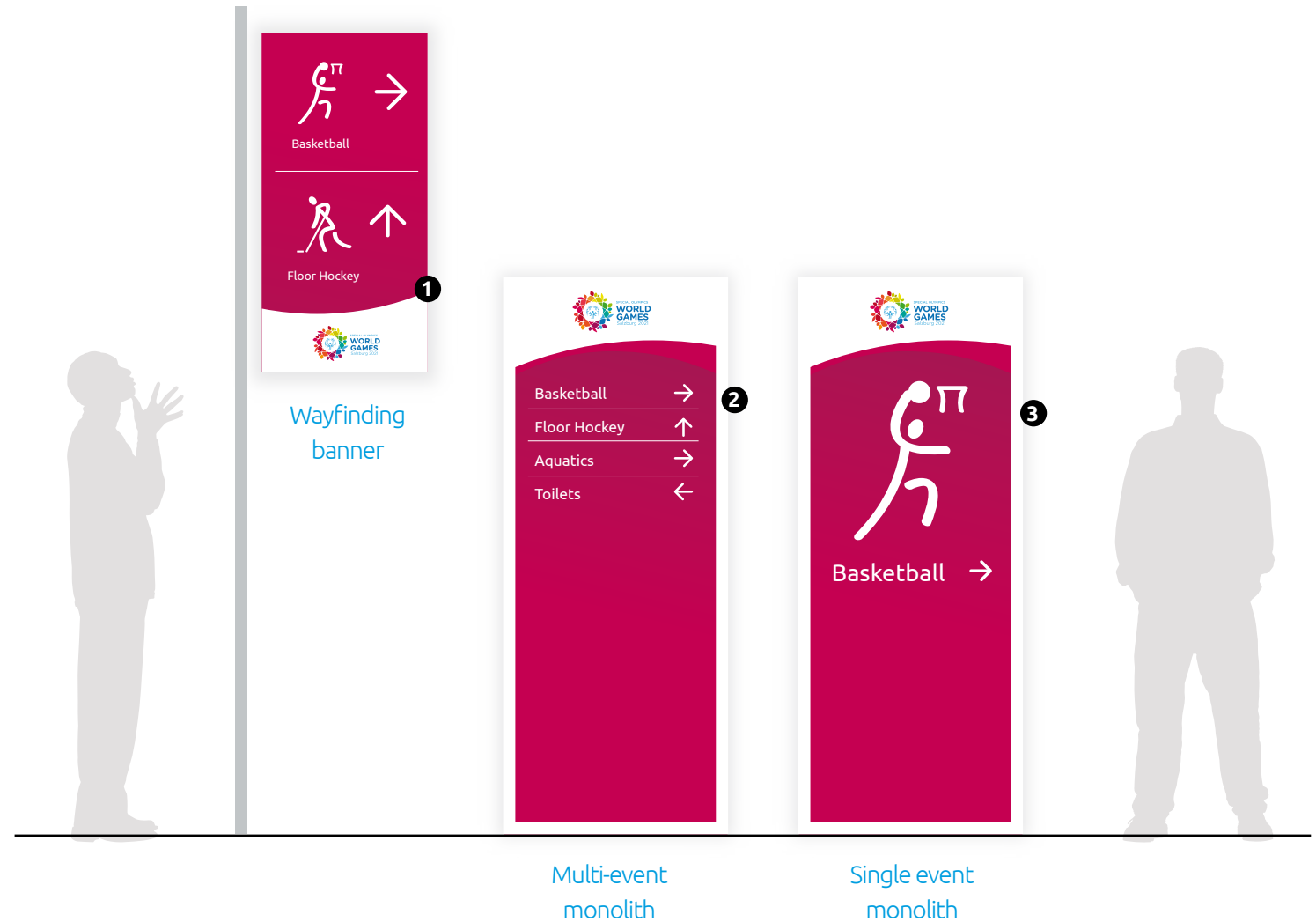
Shown here is a sample plan of the full range of banners and signage required to dress an event venue:

- A Host sponsor transforme
- B Sponsor transforme
- C Host sponsor fence fabric
- D Plain fence fabric
- E Venue entrance banner
- F Sponsor banner
- G Games banner
- H Host sponsor banner
- I Special Olympics banner
- J Rafter banner
- K Decorative flag
- L Awards backdrop
- M Press conference backdrop



The primary function of any wayfinding signage is to help spectators and athletes to easily navigate between events and around the games venue. Wayfinding may take the form of directional banners, monoliths and individual signs.

- 1 Use of the dynamic curve creates a clear area for the games mark and separates games branding from directional information.
- 2 Directional information on free-standing signs should be positioned at eye level and not lower than waist level.
- 3 Sports Icons and other informational icons may be used on individual banners and where scale allows. Icons should always be used in combination with their description to maximise clear understanding.





## Merchandise & Apparel Colour

**Merchandise** can be designed in full color, 2 color or single color depending on what the budget permits.

**Volunteer apparel** should be distinguishable from general merchandise by color or design.

### Merchandise



### Volunteer apparel



## Merchandise & Apparel

### Messaging & audiences

**Games merchandise should act as souvenirs** which attendants and athletes wish to purchase as mementos of the Games. The application of slogans and messaging lines which reflect the spirit of the games should be considered as part of the Games merchandizing strategy along with simple application of the games mark. Identifying audience groups (i.e. spectator, volunteer or athletes) should be considered when creating targeted and appropriate merchandise.

- ❶ Consider using both the front and back of double sided items.
- ❷ The Games mark can be used in isolation where the descriptor is used elsewhere or where space is limited.
- ❸ Slogans may be used in combination with the games descriptor.
- ❹ Games descriptor used below the team name to act as endorsement and create appropriate emphasis.
- ❺ The basic principles of color, application and messaging should be applied across all merchandise items.



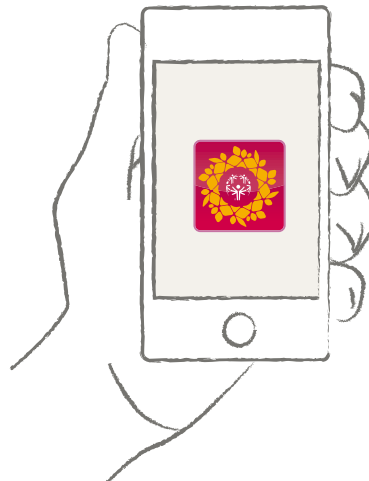
### Vehicle branding considerations:

- ❶ The Special Olympics mark should be placed in a primary location free from obstruction by body panels and windows.
- ❷ Text should not run over wheel arches or other panels which would cause the text to be broken or illegible.
- ❸ Consider using windows as a run over area for application of the games mark or other embellishment elements.
- ❹ The dynamic frame can be used as a supporting embellishment to add color to other areas of the vehicle.

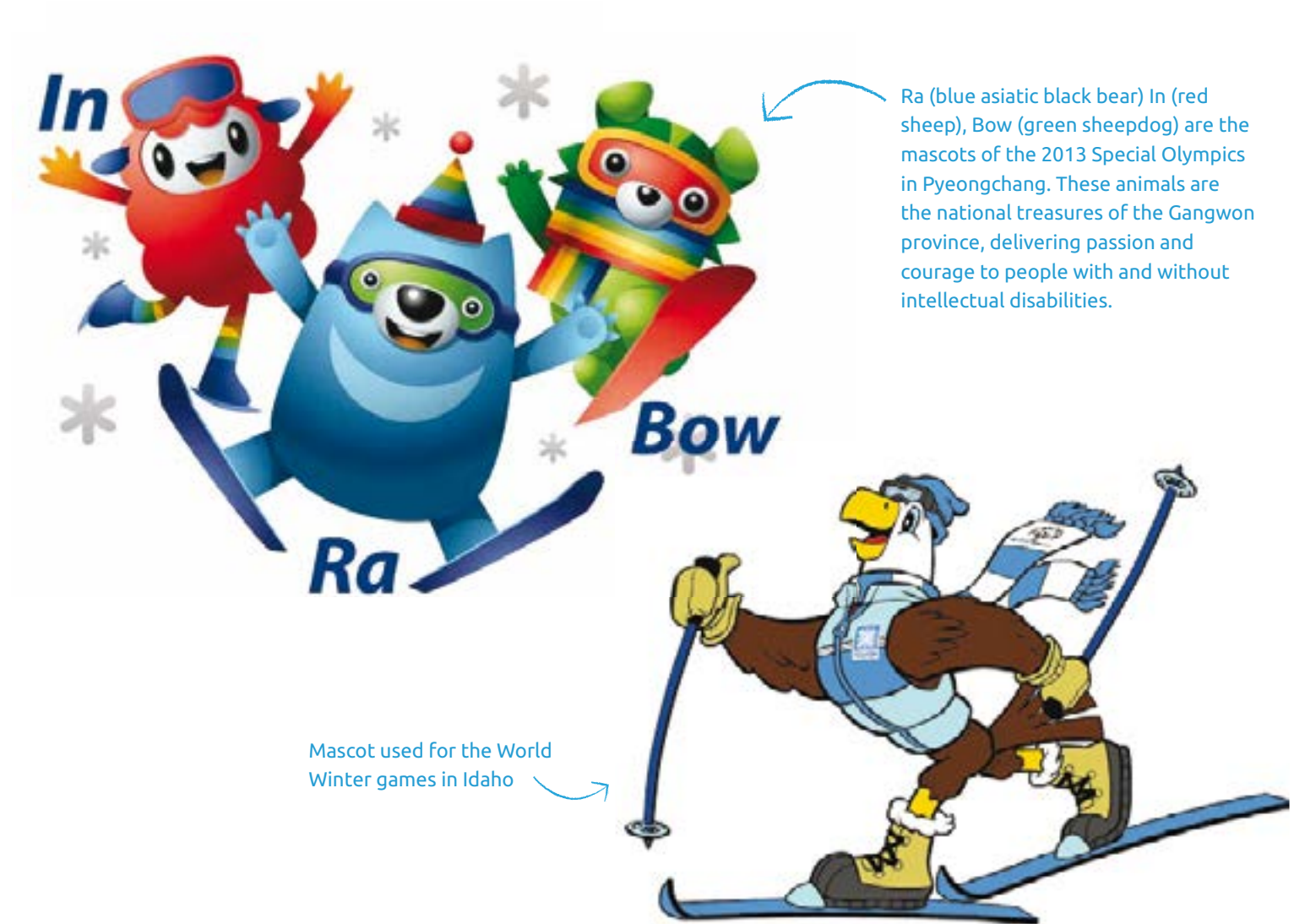


**Web and social media enable fast and effective communication with athletes, volunteers and supporters both in the run up to and during games events. When applying your identity online consider;**

- 1** The games mark should be used in isolation, without supporting text, as a social media avatar. By using the mark in isolation we ensure that text doesn't be come illegible at small sizes. Avatars are usually supported by a username - in this case the name of the games event.
- 2** Imagery or embellishments used for header backgrounds .
- 3** The dynamic frame can also be used to embellish other background areas. Text and use of the mark should be avoided in these areas as they are not often visible and are dependent on browser size.



Mascots are fictional characters, usually an animal native to the area or human figures, who represent the cultural or heritage of the Games are taking place. The mascots are often used to appeal to a younger audience.





# Creating Medals & Ribbons

**Gold, Silver and Bronze Medals** celebrate athlete achievement in sports. These awards exemplify effort, sportsmanship, perseverance and joy. Design aesthetics are explored in this section, with considerations to size, finish and color.

**Ribbons** celebrate athlete achievement and participation in sports. Design aesthetics are explored in this section, with considerations to color and pattern options for different ribbons.

## About these guides

This guide is designed to assist in the creation of **Medals, Ribbons & Torches** for both World & Regional Games and at the local Accredited Program level.

According to the Special Olympics Sports Rules (Article1), athletes shall be rewarded for their achievements in competition according to the following:

- Medals shall be presented to athletes who finish in first through third place in each division
- Ribbons shall be presented to athletes who finish in fourth through eighth place in each division
- Participation ribbons shall be presented to those who have disqualified in each division. Due to the unique divisioning system of Special Olympics, each event may include several divisions.

Official Medals and Ribbons shall only be awarded to athletes based on competition results.

Medals and Ribbons may only be presented as tokens of appreciation to sponsors and supporters if they are framed.

The guidelines should be used in conjunction with the Special Olympics Brand Identity Guidelines to ensure consistent and engaging communications in line with the Special Olympics Master Brand.

# Medal Structure

## Approach

Medals are composed of two distinctive elements. The lanyard design and the actual medal structure.

### 1 Lanyard Design

The lanyard or the ribbon that carries the medal and goes around the neck, can use one color or a combination of different colors depending on the identity of the event it represents. Typography can be printed on these lanyards in one color for increased legibility.

### 2 Medal Front

The front of the medal should have the Special Olympics logo in the center along with the identifier type around the logo.

### 3 Medal Back

The back of the medal should have the Event name and date or the designated event visual representation.

### 4 Name Tag

All lanyards must have a tag (on the back of the neck) that includes the name of the athlete and the time and results that the athlete achieved.



#### Lanyard Design

##### Lanyard Visual Source



Type



Color

#### Medal structure and design

##### Medal Visual Source



Symbol



Type



Event Mark



Positioned on the lanyard at the back of the neck

Regional and World Games medals should be memorable and designed to reflect the cultural relevance of the location where they are being held.

### 1 Lanyards

These lanyards can be between 4.5cm and 6cm in width. They can use the colors and the patterns of the overall games identity.

### 2 Medal Front

The front side includes the name and logo of the event, the date and the location. The design can replicate the diecut from the main logo or be a simple shaped medal.

### 3 Medal Back

The backside includes the slogan of the event

### 4 Medal & Neck Ribbon Attachment

The medal attaches the lanyard through a metal holder.

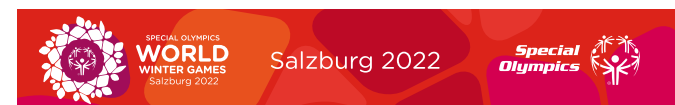
### Size and Specs

The minimum size for this medal is 6 cm in diameter and the maximum size is 7.5 cm in diameter. The thickness is between 0.4 cm and 0.5 cm. The design and material can be innovative to reflect the global event.



Innovate by creating a medal that works with the identity of the location and the global event

Using National or Regional colors assists in emphasizing location



**Front**  
Logo + Location + Year



**Back**  
Slogan + full date



Positioned on the lanyard at the back of the neck

# Medal Structure

Medal sizes and design complexity and finish may vary according to the competition level of the event.

## Kinds of Medals

Medals are dignified awards for our athletes and should be made of material of high quality to reflect the award.

Medals will be presented to the first (gold), second (silver) and third-place (bronze) finishers in sports events to celebrate achievement and joy.



Medals can be designed in the language of the event they are representing.



A

### World & Regional Games Medals

(Single sport or world invitational events)

**Min Size:** 6 cm in diameter **Max Size:** 7.5 cm in diameter

**Thickness:** 0.4 - 0.5 cm

**Finish:** Combines different material & textures  
Colored and designed lanyard

B

### National Games & Tournament Medals

(Single sport or National invitational events)

**Min Size:** 5 cm in diameter **Max Size:** 6 cm in diameter

**Thickness:** 0.3 - 0.4 cm

**Finish:** One material, embossing & debossing  
Colored or shades of the same color Lanyard

C

### State & Local Games Medals

(Province/Country Games)

**Min Size:** 5 cm in diameter **Max Size:** 5.3 cm

**Thickness:** 0.3 cm

**Finish:** Sturdy material with  
Shades of one color for the lanyard



## Sanctioned Special Sports Activity Medals

Special Sports Activity Medals can be presented at Unified Sports Experience and Motor Activity Training Program events in recognition of the training and competitive nature of the sport.

Special Sports Activity Medals do not have places (e.g. first, second, third) but are presented to all participants regardless of place.



### Unified Sports Experience Events

**Min Size:** 5 cm in diameter **Max Size:** 5.5 cm

**Thickness:** 0.3 cm

**Finish:** Colored Medal with colored enamel and novelty material

### Motor Activity Training Program Events

**Min Size:** 5 cm in diameter **Max Size:** 5.5 cm

**Thickness:** 0.3 cm

**Finish:** Colored Medal with colored enamel and novelty materiald

# Ribbon Structure

## Approach

Ribbons are awarded to athletes that finish in fourth to eighth place. Ribbons vary in color to signify distinction. Ribbons are also awarded to participants who disqualify.

### 1 Ribbon Visual Source

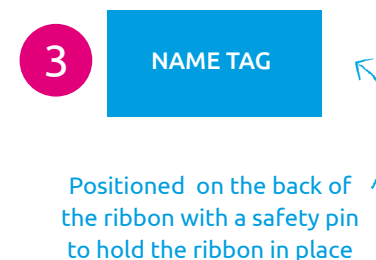
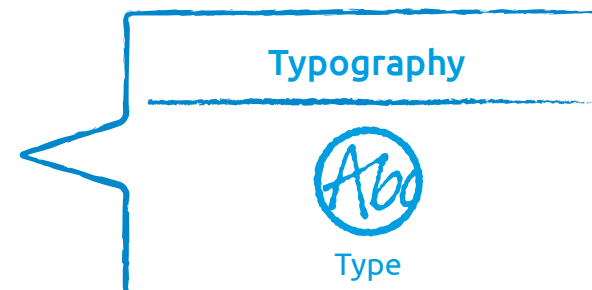
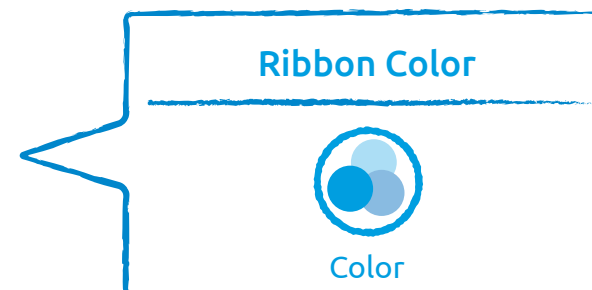
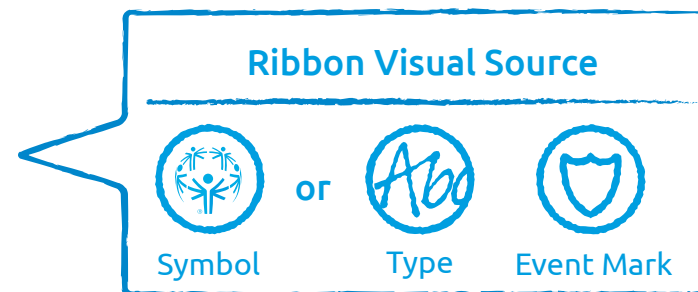
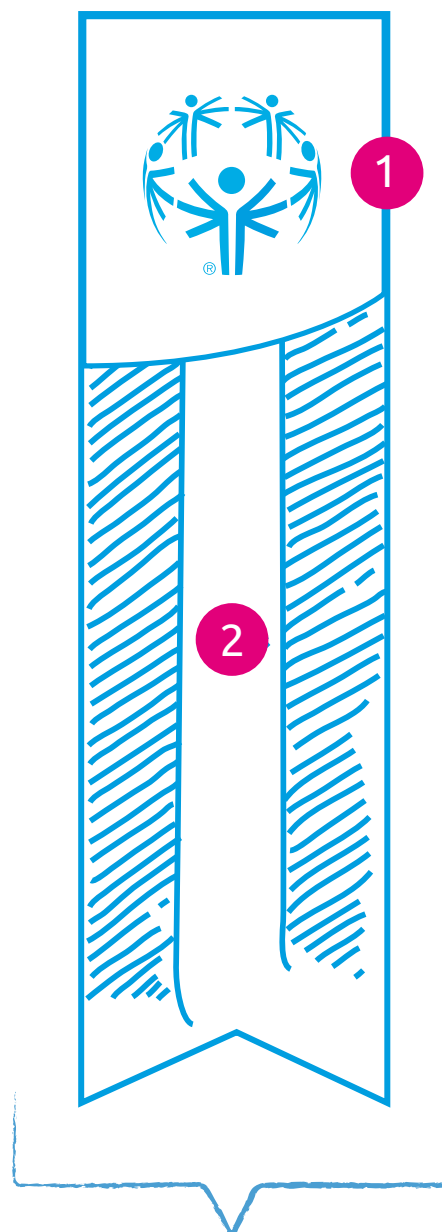
The top part of a ribbon should be used for the logo placement. Depending on the event, either the Special Olympics logo, the Special Olympics Accredited Program logo or the Games logo should be placed in that top curve.

### 2 Ribbon Color

The ribbon colors may vary to distinguish fourth to eighth place and participants. The background design and color of the ribbons varies to replicate the identity of the Special Olympics master brand or the event's logo and identity.

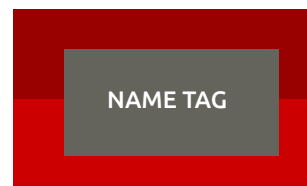
### 3 Name Tag

All ribbons must have a tag (on the back of the ribbon) that includes the name of the athlete and the time and results that the athlete achieved. The ribbon has a safety pin on the back.



Ribbons are awarded to athletes that come in fourth to eighth place. Ribbons vary in color for distinction.

Ribbon can be designed in two shapes, the simple ribbon or the ribbon with the medallion. However only one shape should be used for a single event



Positioned on the back of the ribbon with a safety pin to hold the ribbon in place



**Ribbon with Medallion**



**Simple Ribbon**

Ribbons are awarded to athletes that finish in fourth to eighth place. Ribbons vary in color for distinction. Ribbons are also awarded to participants as Participation Ribbons.

### 1 Ribbon Visual Source

The top part of a ribbon should be used for the logo placement. Using the branding of the event will enhance the identity of the event.

### 2 Ribbon Color

The ribbon colors may vary to distinguish fourth to eighth place. The background design can vary to replicate the identity of the Special Olympics master brand or the event logo.



Ribbons can be designed in the language of the events they are representing.

**World & Regional Games Ribbons**

# Creating Torches

**Torches** celebrate the beginning of Games and are carried proudly by Special Olympics athletes, law enforcement officers and supporters ahead of Opening Ceremony at Special Olympics state, national, Regional and World Games. The Torch's flame has been a symbol of respect and inclusion.

# Torch Design Structure

## Approach

The torch is carried proudly by Special Olympics athletes and Law Enforcement officers ahead of Opening Ceremony at Special Olympics state, national, Regional and World Games.

### 1 Special Olympics

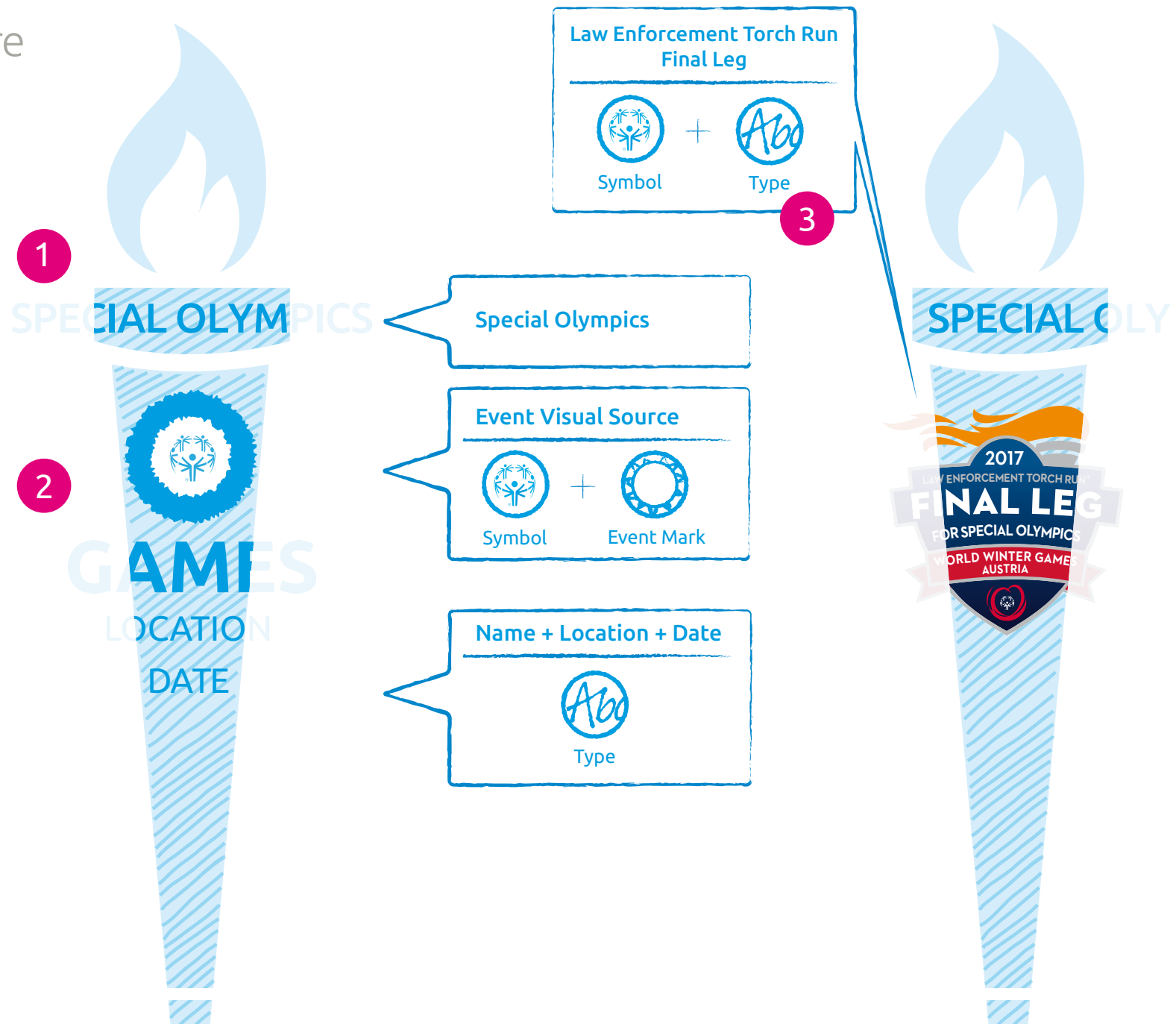
The top part of a torch should be used for placing the Special Olympics name. Torch designs can vary in their final execution, but using the top area to write Special Olympics is important to identify the brand.

### 2 Side A

Depending on the event, either the Special Olympics logo, the Special Olympics Accredited Program logo or the Games logo should be placed in on the thist side.

### 3 Side B

The Law Enforcement Torch Run Final Leg logo should be engraved or etched into this side of the torch.





# Torch Design Structure

## Design & Finish

The torch is carried ahead of Opening Ceremony at Special Olympics state, national, Regional and World Games.

### 1 Special Olympics Reference

The top part of a torch should be used for recognizing the brand.

### 2 Side A

Depending on the event, either the Special Olympics logo, the Special Olympics Accredited Program logo or the Games logo should be placed in on the main front side.

### 3 Side B

The Law Enforcement Torch Run Final Leg logo should be engraved or etched into this side of the torch.

### 4 Torch Designs

Torch designs will vary according to the branding of the event. Eventhough torches may vary in design, the above elements 1, 2, and 3 can be applied to any torch structure.

Some torches may be designed by embossing and etching while others may be more modern in their execution.



An embossing technique is used to craft illustrations into the section of the torch.

4



# Appendix

Use this appendix for important information regarding ordering medals, estimating the number of medals and for other guidance on Medals.

**This simple checklist provides you with all the considerations required for the creation of an appropriate and on-brand Medals and Ribbons.**

### Design

**When creating medals or ribbon please ensure that you have considered the following elements;**

- ☐ The medal or ribbon follows the structure outlined in these guidelines
- ☐ The medal follows the sizing guidelines specific to the sporting event
- ☐ The medals and ribbons adhere to the Special Olympics masterbrand guidelines
- ☐ The Special Olympics symbol is shown clearly
- ☐ The medals and ribbons all have a name tag that can be filled out to each individual athlete's name

### Quality

**When choosing the material for the medals and ribbons;**

- ☐ The material used for the medals is of high quality
- ☐ Does the end product reflect the nature of the event

### Innovation

**Work with the medals and ribbons production vendors to address the following:**

- ☐ ensure that the vendor proposed the latest trends in production
- ☐ Did the vendor propose sustainability options in creating the medals

**It is important to order the right amount of medals and ribbons for an upcoming event. This guide helps determine how to calculate the numbers needed depending on the nature and size of the event**

## Ordering

### Ordering of awards for an athletics event

1. Take the total number of athletes entering all competitions and multiply by 3 (each athlete can enter 3 events in athletics)
2. Take the resulting number and divide it by 4
3. The resulting number is the number of sets of gold, silver and bronze medals and fourth place ribbons, (or first – fourth place ribbons), you will need.
4. Halve that number and you will have the number of 5th and 6th place ribbons you will need.
5. Halve that number again and you will have the number of 7th and 8th place ribbons you will need.
6. Don't forget to order participant ribbons for any athletes who get disqualified on the day. (Halve the number again.)

## Example

### Ordering of awards for an athletics event with 400 athletes

- a)  $400 \times 3 = 1200$
- b)  $1200 \text{ divide by } 4 = 300$   
300 sets of 1-4 place ribbons or 1-3 place medals and 4th place ribbons
- c)  $300 \text{ divided } 2 = 150$   
150 5th & 6th place ribbons
- d)  $150 \text{ divided by } 2 = 75$   
75 7th & 8th place ribbons
- e)  $75 \text{ divided by } 2 = 30$   
30 participant ribbons

For further information about developing your games mark and identity please contact:

**[brand@specialolympics.org](mailto:brand@specialolympics.org)**