

Special Olympics

The Mark in Different Languages

Special Olympics



The Mark in Different Languages

An acceptance of all cultures

Special Olympics is primarily a grassroots organisation. Our brand and culture must thrive at a community level and encompass the local athlete experience, local games, local fundraising, family, volunteers, local partners and local media. We embrace and celebrate our communities through a local identity and expression of our brand. And at the same time we are each united with the global movement through our common sense of purpose and unity of spirit conveyed in our communications.

Cyrillic version

For languages that use Cyrillic scripts, Ubuntu can be used in Bold Italic for the logotype and regular italic for the Accredited Program.

Cyrillic – ‘Special Olympics Russia’

**Специальная
Олимпиада**
России



Simplified Chinese

The logotype reads from left to right and is set in a robust block script such as 儷黑 Pro.

Simplified Chinese – ‘Special Olympics China’

特殊奥运会
中国



Arabic & Hebrew

The standard version of the mark for print applications when using Arabic and Hebrew has the logotype to the right of the mark. This facilitates the positioning of the mark on the top left or bottom left of print applications.

The centred version lock-up the mark is standard across all languages.

Arabic – ‘Special Olympics’



**الأولمبياد
الخاص**

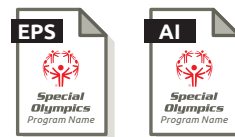


A Guide to Creating Native Marks

Following a 5-Step Process

1 Start by using the original artwork file

Use only the provided master artwork files. Do not photocopy, scan or attempt to redraw your own version of the Mark. Do not change the colors provided in the master artwork. When printing in color, the symbol is printed in Special Olympics Red (Pantone® 186) and the type is printed in Special Olympics Grey (Pantone® 418) or Black. Note there are 4 artboards with the logo in it the different versions: Web, centered, 2 Lines, and 1 Line.



An original .ai and .eps file is provided for guidance. Using this file will enable scaling to large sizes without loosing on quality.

2 Change “Special Olympics” to your native language

Select the words “Special Olympics” from the logo and change it to the specific wording in your native language. The current font for Special Olympics is Serpentine Bold which is a modern free to download font. Make sure the font you choose in the native language is modern, italic when possible and having the same thickness as Serpentine.

**Special
Olympics**
Program Name



Select “Special Olympics” and change it to your Native language.

Note: There is a locked layer that displays the dotted guides. If you want to hide it go to windows/ layers and unlock the small lock icon or hide it using the eye icon.

3 Change “Program Name” to your native language

Select the words “Program Name” from the text and change it to the specific program name in your native language. The program names in English use the font Ubuntu which is a modern, free to download font. The typeface is sans-serif, and is used for clarity on desktop and mobile computing screens. Ubuntu is being applied to most languages. Check <http://font.ubuntu.com/>. If you can not find it in your native language, make sure you choose a modern San serif font that compliments the thickness of the current Ubuntu.

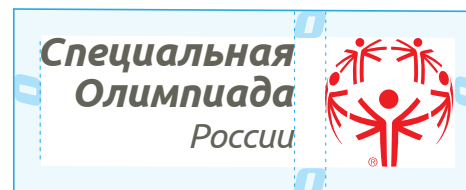
**Специальная
Олимпиада**
Program Name



When creating the mark for non-Roman languages the same hierarchy and construction as the Roman fonts should be used. The symbol remains consistent, regardless of the localized logotype and Accredited Program name.

4 Give the Mark room to breathe

Leave sufficient space around the mark so that it can be clearly recognized, and it is not encroached upon by any other elements. The general rule is that the minimum free space around the mark should be equal to the height of the ‘O’ in ‘Olympics’.



Make sure a minimum space of the height of the “O” in “Olympics” is all around the logo.

5 Send for approval to brand@specialolympics.org

Send your designed final file to brand@specialolympics.org. It will be approved and sent back to you with all the different versions of the mark.

**Специальная
Олимпиада**
России



Send the native brand Mark to brand@specialolympics.org for approval.