Introduction

Special Olympics Health, made possible by the Golisano Foundation, and in the United States in collaboration with the U.S. Centers for Disease Control and Prevention, is creating a world where people with intellectual disabilities (ID) have every opportunity to be healthy.

Impaired coping abilities and communication skills – common among people with ID – can mask health concerns. This can lead to a breakdown in the quality of health care and health education, for people with ID. Over the past two decades, Special Olympics has improved the health of people with ID in the United States and around the world by collaborating with athletes, health care providers, community organizations, universities, and many other stakeholders.

These brand guidelines are designed to aid Special Olympics Programs in the United States as they educate and build awareness around Special Olympics health-related programming, including Special Olympics Healthy Athletes® events, year-round health programming aligned with the Healthy Community recognition program, and other areas such as fitness and wellness.
Visual identity

The Special Olympics Health lock-up identifies Health as a program within Special Olympics and is applied as part of the Special Olympics brand identity.

The Health program lock-up is cobranded with the Golisano Foundation logo in all branding instances. The symbol has been streamlined to make it more robust and suitable for use at small sizes.

In the United States, the SO Health lock-up is always accompanied by the CDC logo and disclaimer. There are very few exceptions to this rule, which are either addressed in this guide, or on a one-by-one case.

**CDC and Special Olympics**
The Centers for Disease Control and Prevention has provided funding and public health expertise to Special Olympics since 2002.

In the United States only, the CDC support should be recognized in all health-focused materials, electronic communication (such as newsletters, email announcements, blogs), posters, banners, and U.S. Program websites. This recognition will either be in the form of their logo along with a disclaimer, or just a disclaimer.

On the first mention of Special Olympics Health in the United States, you must state “Special Olympics Health, made possible by the Golisano Foundation in collaboration with the U.S. Centers for Disease Control and Prevention.”

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**Special Olympics Health CDC Lockup**

This co-branded lockup has been created for use in EPS, PNG and Jpeg formats.

Min Logo Size: 2 inches or 5 cm
This logo should not be reproduced at less than 300px width

This disclaimer always accompanies the CDC logo:

The mark “CDC” is owned by the US Dept. of Health and Human Services and is used with permission. Use of this logo is not an endorsement by HHS or CDC of any particular product, service, or enterprise.

Apply this disclaimer on all publications supported by CDC funding:

Special Olympics Health supported by cooperative agreement #NU27DD000021 from the U.S. Centers for Disease Control and Prevention (CDC). Its contents are the responsibility of Special Olympics and do not necessarily represent the views of CDC.
Guidelines Overview

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.
CDC Disclaimer Usage

Creating Healthy Communities Together

Healthy Communities in the United States

The Goal:

To address health disparities faced by people with ID, Special Olympics Healthy Athletes program makes the following recommendations:

- Partner with Special Olympics Healthy Athletes program to support Healthy Athletes program activities.
- Promote Healthy Athletes program activities in your community and support Healthy Athletes program activities in your local community.
- Promote Healthy Athletes program activities in your community and support Healthy Athletes program activities in your local community.

By 2023, Special Olympics goal is to have 100 Healthy Communities across the globe.

The Problem:

• Health disparities, especially for people with ID, can lead to poor health outcomes.
• People with ID experience higher rates of disabilities and chronic diseases.
• People with ID have increased risk of health disparities, especially for people with ID who live in poverty.

The Solution:

- Promote Healthy Athletes program activities in your community and support Healthy Athletes program activities in your local community.
- Promote Healthy Athletes program activities in your community and support Healthy Athletes program activities in your local community.
- Promote Healthy Athletes program activities in your community and support Healthy Athletes program activities in your local community.

The CDC logo should be used on these without a disclaimer.

Graded out shapes are placeholder examples for local sponsors.

Special Olympics Health Identity Guidelines For Programs in the US

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Special Olympics Health supported by cooperative agreement #NU27DD000021 from the U. S. Centers for Disease Control and Prevention (CDC). Its contents are the responsibility of Special Olympics and do not necessarily represent the views of CDC.
Special Olympics Health Introduction  2
SO Health Golisano CDC Lockup  3
Guidelines Overview  4
CDC Disclaimer Usage  5

1. Healthy Athletes Visual identity
   Healthy Athletes logotypes 8
   Sub-programs logotypes 9
   Logotype artwork versions 10
   Icons as identifiers 11
   Icons as embellishments 12
   Color palette 13
   Color gradients 14

2. Identity in action
   Program banner overview 16
   Program banner design rationale 17
   Sub-program vertical banners 18
   Sub-program horizontal banners 19
   Health Event Banner Structure 20
   Information pack 21
   Masthead 23
   Publication covers 24
   Social Media 26
   CDC Logo Placement on Digital 27
   T-shirts 28
   Merchandise 30
   Web, Digital & Video 31

3. Healthy Community
   Recognition branding overview 33

4. State Games
   Identity at State Games 36

5. Identity management
   Check-list 38
   Contacts & Resources 39
This section of the guidelines introduces you to the basic building blocks of our visual identity such as our logotypes, illustrations and color palette. By using this kit of parts we can create a consistent house style that is unified while having the flexibility to create diverse messages.
The Healthy Athletes identity has been distilled down to a Logotype endorsed by the Special Olympics symbol to allow easy distribution to third parties. This consists of the program name set in Ubuntu Light and Bold as illustrated with the graphic bar and endorsed by the Special Olympics symbol.

⚠️ This logotype is universal and is not localized with the name of the Accredited program or sponsor.

Minimum size
In certain situations when the space is limited, the endorsement symbol can be dropped when it goes below minimum size of ⅛ inch or 8mm in height. Eg. A USB key.
As per Healthy Athletes we have created sub-program logotypes that can be easily distributed to third-parties for merchandising opportunities etc.

These sub-program logotypes are universal and are not to be localized with the name of the Accredited program or sponsor or their brand marks.*

* Opening Eyes is the exception to this rule due to existing agreements. Each time the Opening Eyes logo is used, it must include the Lions Clubs mark as the current contractual agreement necessitates this. Programs may not alter or co-brand discipline names or logos, with Special Olympics-Lions Clubs International Opening Eyes being the sole exception to the rule, due to brand best practices, and local and global sponsor considerations.
Visual identity

Logotype

Artwork versions

Specific artworks are available for each of the lock-ups in full color, single color and white.

**Full Color:** This version of the lock-up is for use against white backgrounds. The preferred version uses Special Olympics Grey for the ‘Special Olympics’ type and symbol.

**Single Color:** This version of the lock-up is for use in single color. Ideally when using a single color, the lock-up should be printed in its assigned color (Turquoise in this case) or Black against a light, low-contrast background. Ensure there is sufficient contrast between the lock-up color and background color.

**White:** This version of the lock-up is for use against dark solid colors and appropriate photographic images.

Equivalent artworks exist for each individual sub-program.

---

**File formats**

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

EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.
Visual identity

**Icons**

Sub-program identifiers

A suite of icons has been developed to help identify specific sub-programs. They should be used to embellish and create greater dynamism within your design.

These icons are **not** logos and should not be used without the corresponding sub-program logotypes. They are used to embellish designs within the program or to identify sub-programs at events.

**File formats**

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

EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.
Visual identity

Icons

Program embellishments

When required, the Healthy Athletes lock-up can be used with an appropriate configuration of the sub-program icons. The sub-program icons should be arranged with consideration given to how the program colors work when placed next to each other.

⚠️ When less colors are required, the icons can be reproduced in single color.
### Visual identity

Each program has been assigned a specific set of colors from the existing Special Olympics extended color palette.

Please use process color (CMYK) mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.

### Color palette

Please use the color breakdowns as provided here.

#### Healthy Athletes

**Dark Turquoise**
- Pantone® 3302C
- Process: 90C/0M/50Y/50K
- RGB: 0R/105G/86B
- HEX: #005356

**Mid Turquoise**
- Pantone® 3282C
- Process: 80C/0M/50Y/20K
- RGB: 0R/151G/160B
- HEX: #0097A0

**Light Turquoise**
- Pantone® 3262C
- Process: 70C/0M/50Y/0K
- RGB: 91R/198G/204B
- HEX: #5BC6CC

#### Opening Eyes

**Dark Blue**
- Pantone® 294C
- Process: 100C/80M/0Y/25K
- RGB: 1R/59G/130B
- HEX: #013B82

**Mid Blue**
- Pantone® 300C
- Process: 100C/50M/0Y/15K
- RGB: 146R/39G/143B
- HEX: #820000

**Light Blue**
- Pantone® Process Blue
- Process: 100C/20M/0Y/0K
- RGB: 0R/149G/218B
- HEX: #0095DA

#### Special Smiles

**Dark Purple**
- Pantone® 2695C
- Process: 80C/100M/0Y/40K
- RGB: 61R/16G/99B
- HEX: #3D1063

**Mid Purple**
- Pantone® 267C
- Process: 70C/100M/0Y/0K
- RGB: 111R/44G/145B
- HEX: #6F2C91

**Light Purple**
- Pantone® 2587C
- Process: 50C/100M/0Y/0K
- RGB: 146R/39G/143B
- HEX: #92278F

#### Healthy Hearing

**Dark Magenta**
- Pantone® 222C
- Process: 0C/100M/40Y/50K
- RGB: 139R/0G/55B
- HEX: #8B0037

**Mid Magenta**
- Pantone® 215C
- Process: 0C/100M/20Y/20K
- RGB: 196R/0G/145B
- HEX: #C40063

**Light Magenta**
- Pantone® Process Magenta
- Process: 0C/100M/0Y/0K
- RGB: 236R/0G/140B
- HEX: #EC008C

#### Health Promotion

**Dark Green**
- Pantone® 370C
- Process: 70C/0M/100Y/45K
- RGB: 40R/117G/43B
- HEX: #28752B

**Mid Green**
- Pantone® 376C
- Process: 40C/0M/100Y/20K
- RGB: 136R/172G/46B
- HEX: #88AC2E

**Light Green**
- Pantone® 382C
- Process: 35C/0M/100Y/0K
- RGB: 178R/210G/53B
- HEX: #B2D235

#### Fit Feet

**Dark Red**
- Pantone® 202C
- Process: 0C/100M/100Y/55K
- RGB: 130R/0G/0B
- HEX: #820000

**Mid Red**
- Pantone® 1945C
- Process: 0C/100M/100Y/20K
- RGB: 196R/22G/28B
- HEX: #C4161C

**Light Red**
- Pantone® 186C
- Process: 0C/100M/100Y/0K
- RGB: 255R/0G/0B
- HEX: #FF0000

#### FUNfitness

**Dark Yellow**
- Pantone® 1255C
- Process: 0C/25M/100Y/35K
- RGB: 177R/168G/18B
- HEX: #B18906

**Mid Yellow**
- Pantone® 110C
- Process: 0C/30M/100Y/10K
- RGB: 229R/168G/18B
- HEX: #E6A812

**Light Yellow**
- Pantone® 109C
- Process: 0C/15M/100Y/0K
- RGB: 255R/212G/0B
- HEX: #FFD400

#### MedFest

**Dark Teal**
- Pantone® 323C
- Process: 92C/49M/57Y/33K
- RGB: 0R/83G/66B
- HEX: #005336

**Medium Teal**
- Pantone® 321C
- Process: 82C/22M/37Y/1K
- RGB: 0R/151G/160B
- HEX: #0097A0

**Light Teal**
- Pantone® 319C
- Process: 59C/OM/122Y/0K
- RGB: 91R/198G/204B
- HEX: #5BC6CC

#### Strong Minds

**Dark Grey**
- Pantone® 418C
- Process: 0C/15Y/75K
- RGB: 99R/99G/89B
- HEX: #636359
Color gradients have been used within the bars in the lockups and to create greater dynamism within the designs. Gradients are created by using different depths of the same color.

<table>
<thead>
<tr>
<th>Color</th>
<th>Gradient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid Red</td>
<td>Light Red</td>
</tr>
<tr>
<td>Dark Red</td>
<td>Light Red</td>
</tr>
<tr>
<td>Mid Magenta</td>
<td>Light Magenta</td>
</tr>
<tr>
<td>Dark Magenta</td>
<td>Light Magenta</td>
</tr>
<tr>
<td>Mid Purple</td>
<td>Light Purple</td>
</tr>
<tr>
<td>Dark Purple</td>
<td>Light Purple</td>
</tr>
<tr>
<td>Mid Blue</td>
<td>Light Blue</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>Light Blue</td>
</tr>
<tr>
<td>Mid Teal</td>
<td>Light Teal</td>
</tr>
<tr>
<td>Dark Teal</td>
<td>Light Teal</td>
</tr>
<tr>
<td>Mid Turquoise</td>
<td>Light Turquoise</td>
</tr>
<tr>
<td>Dark Turquoise</td>
<td>Light Turquoise</td>
</tr>
<tr>
<td>Mid Green</td>
<td>Light Green</td>
</tr>
<tr>
<td>Dark Green</td>
<td>Light Green</td>
</tr>
<tr>
<td>Mid Orange</td>
<td>Light Orange</td>
</tr>
<tr>
<td>Dark Orange</td>
<td>Light Orange</td>
</tr>
</tbody>
</table>

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.
Identity in Action

This section shows you all the elements of the identity brought together. When looking at the various examples please consider the context in which each one might be applied. These visuals offer a visual prompt to the generation of new communications and should not be viewed as a definitive presentation of what is possible.
Identity in action

Banners

Program banner overview

It is important to note that the Healthy Athletes identity has been created as a system. This gives us the flexibility to optimize the design for each format while retaining a consistent logic.

⚠️

Please note that when using the icons to embellish designs the icons can be used in their sub-program colors. When creating designs in one or two colors the icons should be reproduced using the Turquoise color range.

The mark “CDC” is owned by the US Dept. of Health and Human Services and is used with permission. Use of this logo is not an endorsement by HHS or CDC of any particular product, service, or enterprise.

Grayed out shapes are placeholder examples for local sponsors.

The Golisano Foundation logo and CDC logo should be featured as the main sponsor logo on banners and collateral material that recognize multiple sponsors.
Identity in action

**Banners**

Program banner design rationale

The various elements of the banners have been considered so they work in a manner that creates a coherent elegant overall design.

1. The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype.

2. Sub-program icons are used in a dynamic design to create movement and energy. For single or two color applications the icons can be used in turquoise.

3. The curve is used in a manner that complements the overall design.

4. White is a key color within the identity.

5. Clean typographic construction can be used stacked or horizontal to suit format.

6. A graphic bar is used to create a distinctive logotype construction while incorporating the assigned color and anchoring the design.

7. The Healthy Athletes logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark.

8. The graphic bar makes a natural separation and creates an area for sponsorship recognition. The Golisano Foundation logo and CDC’s logo should be recognized in top hierarchy alongside other sponsors.
Identity in action

Banners
Sub-program vertical banners

The sub-program identity functions to clearly identify each sub-program within an overall system. The banners appear clean, contemporary and dynamic.

Note how the curve is implied in white and the bar is used to create a distinct area for sponsorship without compromising the overall design. This banner design works with or without sponsorship.

Sponsor Recognition Hierarchy
Please note that when recognizing sponsors on a banner, the Golisano Foundation logo and the CDC logo preceded by ‘Made Possible By’ should be placed in top hierarchy among other sponsors.

Special Olympics Lions Clubs International Opening Eyes recognizes the Lions Clubs International logo and the Golisano and the CDC logos.

The Golisano Foundation logo and the CDC logo should be featured as the main supporter logos on banners and collateral material that recognize multiple sponsors. Any other sponsors can be listed below this.

The CDC disclaimer that accompanies the logo should be placed at the bottom of the banner.
Identity in action

Banners
Sub-program horizontal banners

Note how the horizontal banner uses a second tone of the same color hue to give the horizontal version of the banner greater impact. This use of color fits within the identity design system.

Sponsor Recognition Hierarchy
Please note that when recognizing sponsors on a banner, the Golisano Foundation logo and the CDC logo preceded by 'Made Possible By' should be placed in top hierarchy among other sponsors.

Special Olympics Lions Clubs International Opening Eyes recognizes the Lions Clubs International logo and the Golisano and the CDC logo on a design.

The Golisano Foundation logo and the CDC logo should be featured as the main supporter logos on banners and collateral material. Any other logos can be listed below this.
Identity in action

Banners
Health Event Specific Banner Structure

Structure

- Co branding logo at the top of the banner
- Headline that communicates the needs of the event
- Photo
- Space for local partner logos
- CDC disclaimer at the bottom of the banner

Example

Creating Healthy Communities Together

Banners can be created for various events keeping in-line with the same structured design as health program specific banners.
The CDC disclaimer should be placed on the inside of the folder.

The mark "CDC" is owned by the US Dept. of Health and Human Services and is used with permission. Use of this logo is not an endorsement by HHS or CDC of any particular product, service, or enterprise.
The various elements of the information pack inserts have been considered so they work in a manner that creates a coherent elegant overall design.

1. The logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark

2. Sub-program icons are used in a dynamic design to create movement and energy

3. For applications which require less color the icons can be used in turquoise

4. The curve is used in a manner that complements the overall design

5. The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype

6. For individual sub-program inserts, the group of icons is replaced by the relevant icon for the particular sub-program

7. Add the full version of the Golisano Recognition text within the body copy of information material

Since 1985, Thomas B. Golisano has been a champion for the health of people with intellectual and developmental disabilities worldwide. Tom and the Golisano Foundation create inclusive communities, where the contributions of people with intellectual disabilities are better understood, encouraged and valued by all. Tom’s financial support to Special Olympics exceeds $37 million and has served as a catalyst to grow the global movement as a force for inclusion, improving the health of millions of people with intellectual and developmental disabilities around the world.
Identity in action

1. The logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark.

2. Sub-program icons are used in a dynamic design to create movement and energy.

3. For occasions where less color is required, the icons can be used in turquoise.

4. The curve is used in a manner that complements the overall design.

5. The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype.

6. The newsletter title and date sit neatly below the logotype in uppercase.

File formats
Artworks are available in MS Word, InDesign and JPG formats.
Identity in action

Publication covers

MS Word template

MS Word templates of the publication covers have been created in such a way as to make it simple to fill the image area with a photograph or icon graphic.

⚠️

A suite of icon graphics for the publication covers have been supplied as artworks.

Photographic version

Icon graphic version

Icon graphics
Recognizing Sponsors
Please note that when recognizing sponsors in a non Health related publication, the Golisano Foundation logo, the CDC logo and disclaimer will be printed on the inside page or back cover of printed materials.
Identity in action

Social Media

Social media graphics can be created to promote timely content in relation to Health initiatives and specific movement wide activations. The Special Olympics Health Golisano and CDC lock up should be featured on these designs.

Note: That the lockup should not be used at a size smaller than the minimum logo requirements approved through these guidelines. The logo lockup should not be reproduced less than: 2inches/5cm/300pixel width.
CDC Logo Placement Alongside Other Partner Logos

**Identity in action**

**CDC logo Represented Next to other Partners on Digital Platforms:** Any time the CDC logo is next to other partners, it will have its own section, grouped with Government specific logos.
Identity in action

**T-shirts**

T-shirts can be design in full color, 2 color or single color depending on what the budget permits.

⚠️

**Sponsorship**

Note the clearly defined area for sponsorship on the reverse of the sub-program t-shirts.

**Sponsor Recognition Hierarchy**

Please note that when recognizing sponsors on a banner, the *Golisano Foundation logo and the CDC logo* preceded by 'Made Possible By' should be placed in top hierarchy among other sponsors.

Special Olympics Lions Clubs International Opening Eyes recognizes the Lions Clubs International logo and the Golisano and the CDC logos.
Identity in action  

T-shirts

T-shirts can be designed for generic Health T-shirts with the recognition of the partners on the back.

Golisano and CDC take precedence over other featured partner logos.

Health Specific t-shirts

Event Specific t-shirts

Sponsorship area:
A line separates the government sponsors from all other sponsors. Grayed out shapes are placeholder examples for local sponsors.
Merchandise can be created featuring the Special Olympics Health Golisano and CDC logos.
Recognition of the Special Olympics Health Golisano and CDC lockup can be used on web banners and within video intros or outros.

For web banners:
The lockup should be placed above other Sponsor logos and should be placed within a graphic device on the page.

⚠️

For web presence on Accredited Program pages:
The CDC logo will not be included on web pages that have a donate button. Instead, CDC will only be mentioned by name in these circumstances.

Website Banners

Video End Card

CDC disclaimer goes at the end of the video sequence.
Section 3

Special Olympics Healthy Communities

Visual identity elements

This section of the guidelines introduces you to the basic building blocks of the healthy community status recognition visual elements. By using this kit of parts we can create a consistent house style that shows the different branded pieces for a program that is considered a Healthy Community.
Overview

Upon achieving the recognition standard, Accredited Programs can brand their material with the Healthy Community seal and apply this element on different elements that they are creating.

Healthy Community Recognition

The criteria for a Special Olympics Program to be recognized as a Healthy Community are based on the Program Quality Standards for Athlete Health and Wellness and can be found in the Special Olympics Resources section under the Healthy Communities page.

The overall goal of Healthy Communities is to reduce the disparities in health status and health access for athletes and others with intellectual disabilities. The criteria - which include Healthy Athletes events, follow-up care and wellness opportunities - were created to guide Programs towards achieving this goal without prescribing what strategies/activities to pursue. This allows for local adaptation of health programming by Programs based on the differing barriers to care and services that exist.

If a Program is committed to working towards meeting the criteria or is currently meeting these criteria, a Program team member should submit the Healthy Communities Registration Form found on the Resources site to his or her Regional Healthy Athletes Manager to begin the process of Healthy Communities recognition.

Learn more about Healthy Community recognition at http://resources.specialolympics.org/healthy-communities.aspx
Overview

Upon achieving the recognition standard, Accredited Programs can brand their websites.

Healthy Community Recognition
The criteria for a Special Olympics Program to be recognized as a Healthy Community are based on the Program Quality Standards for Athlete Health and Wellness and can be found on the Special Olympics Resources website.
This section of the guidelines shows examples of how to brand a health event at State Games.
Application

Signage

Sequencing & Media & Press Backdrops

Signage at State Games should follow the same system and combination of elements as the overall health branding. In addition plan for individual banners that recognize the SO Health Golisano + CDC lockup. These banners can be created separate from other banners and can be placed alongside the main event banners.

⚠️

Sequenced Banners
Multiple sequenced banners at State Games venues can be helpful to show several identities and link back to our primary partners in Health, Golisano and CDC.

Media & Press Backdrops
These backdrops should include placement of the games mark and the Special Olympics Health Golisano and CDC lockup. Additional Sponsors can be spread out within the backdrop according to the approved Sponsor rights and benefits matrix.
Keep Sponsor’s logos separate from CDC logo by using a separate backdrop.
Identity management

Now that you understand the Healthy Athletes program identity we need to ensure that we manage it effectively going forward. Managing an identity is like tending to a garden. It is a constant process to ensure that we retain coherency while allowing for new ideas to flourish.
Management

Check-list

Creating a piece of communications will require you to write a brief, create a design, and in many cases have the design printed or produced in some fashion.

This simple check-list provides you with the top-line considerations for each stage of the process.

**Brief**

When preparing a brief or creating an item of communications please consider the following:

- the specific objective you wish to achieve
- the specific audience you wish to connect with and the ideas that will resonate with them
- the context within which that connection will be made
- the feelings and thoughts you wish to evoke
- the limitations and possibilities of the proposed communications channels
- how you might leverage the personality and guiding idea of the Special Olympics brand
- what stories of individual and collective achievement, revelation, transformation or community support your objective.

**Design**

Before designing check that you have the following:

- a clear brief with an understanding of the specific audience and objectives
- an understanding of the visual identity building blocks and the Special Olympics and Healthy Athletes house style
- necessary original mark or logotype artworks and the Ubuntu typeface for informational texts
- identified artwork and copy writing requirements
- supplied information arranged into a clear hierarchy to focus messages and ensure simple effective impact
- considered copy solutions that leverage the idea of ‘Revealing the champion in all of us’ in a manner that is appropriate to your audience and that is locally resonant.

**Production**

When producing artwork ensure that the following are addressed:

- original logotype artwork has been used in the right color and with appropriate visibility
- the Ubuntu typeface has been used for informational texts
- headlines have been given appropriate typographic contrast and sub-headings are used as appropriate within body copy
- limited selection of colors is used from the color palette with appropriate use of the primary palette
- the dynamic curve is used effectively – and not over-used!
- all images are appropriately captioned or contextualized to tell a compelling story
- the final design is as simple and focused as possible.
Management

Contacts & 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 all to download from resources.specialolympics.org/Health_Branding.aspx

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.