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.
Overview

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.

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.”
Guidelines introduction

These guidelines explain how to brand Healthy Athletes events and materials, and how to recognize Programs that have achieved the recognition as a Healthy Community.
When to use the disclaimer and logo
See to the right for examples of how to brand banners, documents and t-shirts with correct CDC recognition.

The CDC logo is always to the right of health lock-up when materials are created in the United States.

New paragraph: The exception to this rule are Healthy Athletes volunteer and Clinical Director t-shirts. The CDC logo should be used on these without a disclaimer.

CDC disclaimer must accompany logo, but does not necessarily have to be next to the CDC logo.

CDC disclaimer must accompany logo, at the bottom of the banner.
Healthy Athletes & Healthy Communities introduction

In 1997, **Special Olympics Healthy Athletes®** began offering free health screenings and education to Special Olympics athletes in a welcoming, fun environment. Since then, we have delivered over 2 million free health screenings and trained more than 260,000 health professionals and students to treat people with intellectual disabilities.

These providers take these skills back to their practices and provide higher quality health care to people with ID – not just Special Olympics athletes – in their communities. We offer health screening in eight areas: Fit Feet (podiatry) FUNfitness (physical therapy) Health Promotion (better health and well-being) Healthy Hearing (audiology) MedFest (sports physical exam) Special Olympics-Lions Clubs International Opening Eyes (vision) Special Smiles (dentistry) Strong Minds (emotional well-being).

**Healthy Communities** is a model Special Olympics program ensuring year-round access to health care and prevention programming. Special Olympics Programs receive Healthy Community recognition for efforts in creating year-round access to quality health care for people with ID. Through partnerships, fitness and wellness programs, and Special Olympics athlete leadership, we are paving the way for inclusive health.
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 we can create a consistent house style while having the flexibility to create diverse messages.
Visual identity

Logotype
Healthy Athletes

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 ⅓ inch or 8mm in height. Eg. A USB key.

Full color horizontal lock-up

Special Olympics Healthy Athletes®

Full color vertical lock-up

Special Olympics Healthy Athletes®

Single color vertical lock-up

Minimum size

Special Olympics Healthy Athletes®

USB key
Visual identity

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.*

* OpeningEyes 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.
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.

Opening Eyes  Special Smiles  Healthy Hearing
Fit Feet  FUNfitness  MedFest
Health Promotion  Strong Minds
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.
Each Healthy Athletes discipline 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.
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 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.
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 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
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 should be recognized in top hierarchy alongside other sponsors.

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

Special Olympics Lions Clubs International Opening Eyes recognizes both the Golisano Foundation and the Lions Clubs International side by side on a design.

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 both the Golisano Foundation and the Lions Clubs International side by side 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

Information pack
Folder

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.

Special Olympics Healthy Athletes®

Made Possible By:

Cover

Inside

Special Olympics Health Identity Guidelines
Identity in action

Information pack

Inserts

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.
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

InDesign template

Icons or photography can be used for the publication covers depending on the requirements. The various elements have been considered so they work in a manner that creates a coherent elegant overall design.

1. 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.
2. The curve is used in a manner that compliments the overall design.
3. The logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark.
4. The publication title sits neatly below the logotype.
5. White is a key color within the identity.
6. The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype.
7. Photography can be used instead of icons when appropriate.
8. For individual sub-program covers, the group of icons can be replaced by the relevant icon for the particular sub-program.
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.
Identity in action  

**T-shirts**

**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 both the Golisano Foundation and the Lions Clubs International side by side on a design.
This section of the guidelines introduces you to the basic building blocks of the Healthy Community status recognition visual elements. By using this kit 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 materials 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.
Identity management

Now that you understand the Health 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.
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.

Check-list

Management

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.
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 [www.resources.specialolympics.org/marketing-and-communications/health-branding-graphics](http://www.resources.specialolympics.org/marketing-and-communications/health-branding-graphics)

We encourage you to contact brand@specialolympics.org with any questions or comments you may have.

Also please feel free to share any case studies and images of any successful brand campaigns or execution in your program or region.