

Special Olympics Health

Brand Identity Guidelines for
Programs in the **United States**



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Overview of Guides

This section of guides will give you a brief overview of how to implement the Healthy Athletes event identity and how to recognize programs that have achieved recognition as a Healthy Community. 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.

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.

Special Olympics Health: CDC Acknowledgment of Funding

Special Olympics Health is funded by the Centers for Disease Control (CDC). To properly acknowledge the CDC's funding a funding statement and content disclaimer must be included on all content funded by the CDC.

The Health program was previously co-branded with the Golisano Foundation and CDC logo, but as of May 2025, Special Olympics will no longer use the CDC logo. Alternatively, we will acknowledge CDC's contributions with the funding statement and content disclaimer.

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

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 be acknowledged with the funding statement and content 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."



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

This CDC funding statement should be use in all health-focused materials and electronic communications.

Special Olympics Health activities are supported by many sources, including in the United States, by Grant Number NU27DD000021 from the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS), with \$18.1 M (64%) financed with U.S. federal funds and \$10.2 M (36%) supported by non-federal sources.

Place this content disclaimer on materials that require facts or reporting that was supported by CDC funding, such as, manuscripts, FAQ's, manuals, training documents, PowerPoint presentations, banners, and signs. Items such as t-shirts, equipment, backpack kits, do not require the content disclaimer.

The contents of this resource is solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services

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.

T-shirts do not require the content disclaimer or funding statement.



Outside

Inside



Since this is a pamphlet, it needs to have the funding statement and content disclaimer on the bottom or back.



Banners need to have the funding statement but no content disclaimer.





Grayed out shapes are placeholder examples for local sponsors.

The exception to this rule are Healthy Athletes volunteer and Clinical Director t-shirts. The CDC logo should no longer be used on any equipment or merchandise.

Special Olympics Health activities are supported by many sources, including in the United States by Grant Number NU27DD000021 from the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services, with \$18.1 M (64%) financed with U.S. Federal funds and \$10.2 M (36%) supported by non-federal sources. The contents of this resource is solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

Special Olympics Healthy Athletes

Visual identity elements

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.

Healthy Athletes and Healthy Communities Introduction

Special Olympics Healthy Athletes® is a worldwide health program designed around events through which Special Olympics volunteers and partners improve the health of people with intellectual disabilities and address health conditions such as chronic pain, disease, blindness, hearing loss and shortened life span that needlessly affect this under-served population.

Through its sub-programs, Healthy Athletes offers health exams for *Fit Feet* (podiatry), *Special Smiles®* (dentistry), *Healthy Hearing* (audiology), Special Olympics Lions Club International Foundation *Opening Eyes®* (vision care), *FUNfitness* (physiotherapy), *MedFest®* (general medicine), *Health Promotion* (preventative medicine), *Healthy Young Athletes* (pediatrics) and *Strong Minds* (mental health).

Special Olympics Healthy Community is a Program recognition that demonstrates an on-going community-integrated dedication to facilitating access for people with intellectual disabilities to health and well-being services, education, and support every day. The Healthy Communities initiative enables Special Olympics to reach more athletes in harder-to-reach locations, utilizing technology and partnerships to improve follow-up care, while addressing local health needs and integrating health into Special Olympics programming or sports.

Healthy Athletes and Healthy Communities are complimentary programs endorsed by Special Olympics.

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 1/3 inch or 8mm in height. Eg. A USB key.

Full color horizontal lock-up

Special Olympics
Healthy Athletes®



Single color horizontal lock-up

Special Olympics
Healthy Athletes®



Full color vertical lock-up

Special
Olympics
**Healthy
Athletes®**



Single color vertical lock-up

Special
Olympics
**Healthy
Athletes®**



Minimum size

Special Olympics
Healthy Athletes®



MIN:
1/3 inch
or 8mm



USB key

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.

Full Color

Special Olympics
Healthy Athletes®



Single Color (Black)

Special Olympics
Healthy Athletes®



Single Color (Turquoise)

Special Olympics
Healthy Athletes®



White

Special Olympics
Healthy Athletes®



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.

Logotype - Full Color Sub-programs

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 International Foundation (LCIF) logo as the current contractual agreement necessitates this. Programs may not alter or co-brand discipline names or logos, with Special Olympics Lions Clubs International Foundation Opening Eyes being the sole exception to the rule, due to brand best practices, and local and global sponsor considerations.**

Full color versions

Special Olympics
Special Smiles®



Special Olympics
Healthy Hearing



Special Olympics
Strong Minds



Special Olympics
Fit Feet



Special Olympics
Lions Clubs International
Foundation
Opening Eyes®



Special Olympics
Health Promotion



Special Olympics
MedFest®



Special Olympics
FUNfitness



Special Olympics
Healthy Young Athletes



Logotype - Single Color Sub-programs

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 International Foundation (LCIF) logo as the current contractual agreement necessitates this. Programs may not alter or co-brand discipline names or logos, with Special Olympics Lions Clubs International Foundation Opening Eyes being the sole exception to the rule, due to brand best practices, and local and global sponsor considerations.**

Single color versions

Special Olympics
Special Smiles®



Special Olympics
Healthy Hearing



Special Olympics
Strong Minds



Special Olympics
Fit Feet



Special Olympics
Lions Clubs International
Foundation
Opening Eyes®



Lions Clubs International
FOUNDATION

Special Olympics
Health Promotion



Special Olympics
MedFest®



Special Olympics
FUNfitness



Special Olympics
Healthy Young Athletes



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.

Special Smiles (dentistry)



Healthy Hearing (audiology)



Health Promotion (preventative medicine)



Strong Minds (mental health)



MedFest (general medicine)



FUNfitness (physiotherapy)



Opening Eyes (vision care)



Fit Feet (podiatry)



Healthy Young Athletes (pediatrics)



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.



Special Olympics
Healthy Athletes®



Special Olympics
Healthy Athletes®



Special Olympics
Healthy Athletes®



Color palette

Please use the color breakdowns as provided here.



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.

Healthy Athletes

Dark Turquoise
Pantone® 3302C
Process: 90C/0M/50Y/50K
RGB: 0R/105G/94B
HEX: #00695E

Mid Turquoise
Pantone® 3282C
Process: 80C/0M/50Y/20K
RGB: 0R/151G/132B
HEX: #009784

Light Turquoise
Pantone® 3262C
Process: 70C/0M/50Y/0K
RGB: 57R/187G/157B
HEX: #39BB9D

FUNfitness

Dark Yellow
Pantone® 1255C
Process: 0C/25M/100Y/35K
RGB: 177R/137G/6B
HEX: #B18906

Mid Yellow
Pantone® 110C
Process: 0C/30M/100Y/10K
RGB: 229R/168G/18B
HEX: #E5A812

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

Strong Minds

Dark Teal
Pantone® 323C
Process: 92C/49M/57Y/33K
RGB: 0R/83G/86B
HEX: #005356

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

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

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/99B
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

Common Colors

Black
Pantone® Black
Process: 0C/0M/00Y/100K
RGB: 0R/0G/0B
HEX: #FFFFFF

Dark Grey
Pantone® 418C
Process: 0C/0M/15Y/75K
RGB: 99R/99G/89B
HEX: #636359

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

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: 0R/99G/165B
HEX: #0063A5

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

MedFest

Dark Orange
Pantone® 159C
Process: 0C/60M/100Y/45K
RGB: 152R/80G/6B
HEX: #985006

Mid Orange
Pantone® 1505C
Process: 0C/70M/100Y/5K
RGB: 230R/106G/31B
HEX: #E66A1F

Light Orange
Pantone® 137C
Process: 0C/50M/100Y/0K
RGB: 247R/148G/30B
HEX: #F7941E

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 Young Athletes

Dark Cyan
Pantone® 121-6C
Process: 78C/0M/30Y/0K
RGB: 5R/208G/206B
HEX: #05D0CE

Medium Cyan
Pantone® 3252C
Process: 54C/0M/24Y/0K
RGB: 0R/231G/215B
HEX: #00E7D7

Light Cyan
Pantone® 939C
Process: 43C/0M/20Y/0K
RGB: 148R/249G/222B
HEX: #95FAEA



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.

Mid Red	Light Red	Mid Turquoise	Light Turquoise
Dark Red	Light Red	Dark Turquoise	Light Turquoise
Mid Teal	Light Teal	Mid Green	Light Green
Dark Teal	Light Teal	Dark Green	Light Green
Mid Purple	Light Purple	Mid Magenta	Light Magenta
Dark Purple	Light Purple	Dark Magenta	Light Magenta
Mid Blue	Light Blue	Mid Orange	Light Orange
Dark Blue	Light Blue	Dark Orange	Light Orange
Mid Yellow	Light Yellow	Mid Cyan	Light Cyan
Dark Yellow	Light Yellow	Dark Cyan	Light Cyan

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.

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.



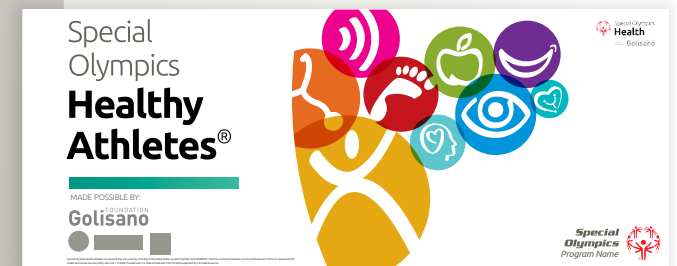
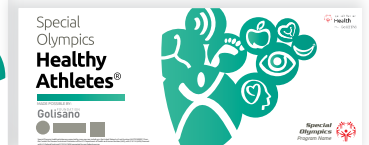
Please note that when using the icons to embellish designs the icons can be used in their sub-program colors. When creating designs in one or two colors the icons should be reproduced using the Turquoise color range.

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

MADE POSSIBLE BY:
FOUNDATION
Golisano



Grayed out shapes are placeholder examples for local sponsors.



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.

- ❶ The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype.
- ❷ 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.
- ❸ The curve is used in a manner that complements the overall design.
- ❹ White is a key color within the identity.
- ❺ Clean typographic construction can be used stacked or horizontal to suit format.
- ❻ A graphic bar is used to create a distinctive logotype construction while incorporating the assigned color and anchoring the design.
- ❼ 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.
- ❽ The graphic bar makes a natural separation and creates an area for sponsorship recognition. The Golisano Foundation logo should be recognized in top hierarchy alongside other sponsors.

SOI Banner



Banners that will be used in the US should have the funding statement.

Special Olympics Accredited Program Banner

Localized

Universal

Localized



Event specific Banner



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** preceded by 'Made Possible By' should be placed in top hierarchy among other sponsors.

The CDC is recognized with the funding statement at the bottom of the banner below the **Golisano Foundation logo**.

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



The Golisano Foundation 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 funding statement that should be placed at the bottom of the banner.

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.

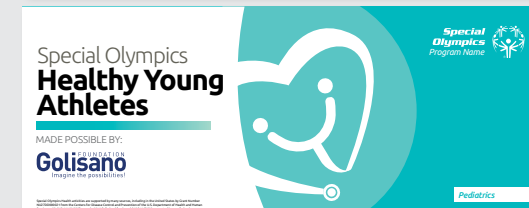
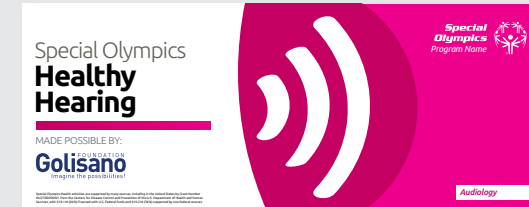
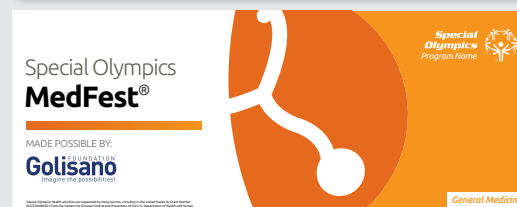
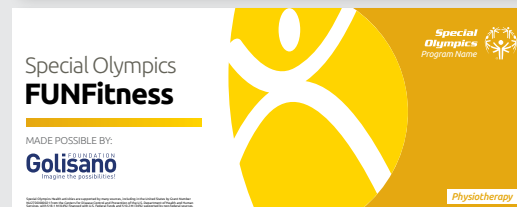
Sponsor Recognition Hierarchy

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

The CDC is recognized with the funding statement at the bottom of the banner below the **Golisano Foundation logo**.

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

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



Banners

Health Event Specific Banner Structure

Banners can be created for various events keeping in-line with the same structured design as health program specific banners.

Structure



Co branding logo
at the top of the banner

Headline that communicates
the needs of the event

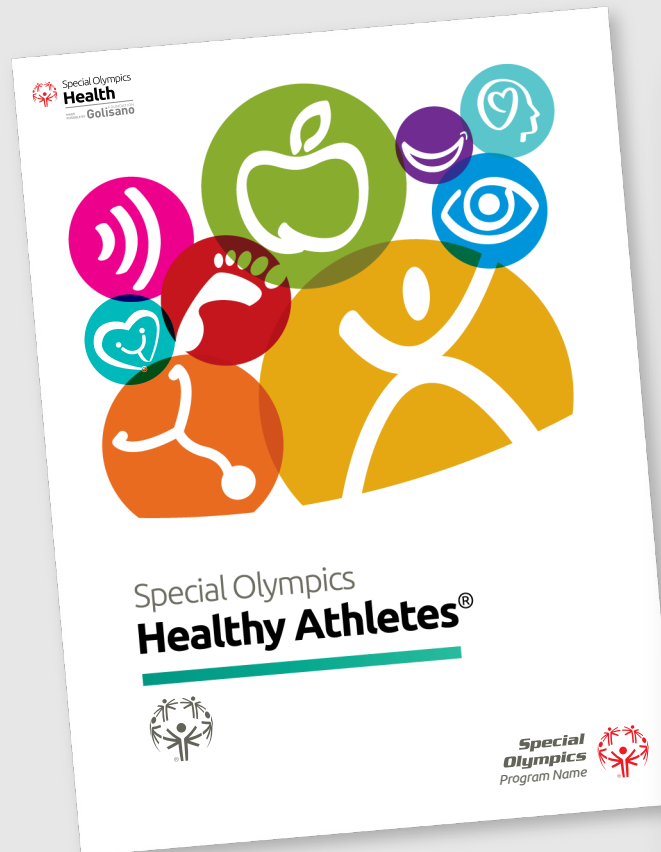
Photo

Space for local partner logos

CDC funding statement should be
printed at the bottom of the banner

Example





Cover



Inside

The CDC funding statement and content disclaimer should be placed on back or inside of the folder.

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
- 8 Inserts that will be used in the US should have the funding statement and content disclaimer.



Add the full version of the Golisano recognition text within the body copy of informational material

- 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
- 7 Add the simplified version of the Golisano recognition text to the bottom for Mastheads that will be seen outside of the US
- 8 If document will be seen within the US only, the CDC funding statement and content disclaimer must be printed on the bottom in addition to the Golisano recognition



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.

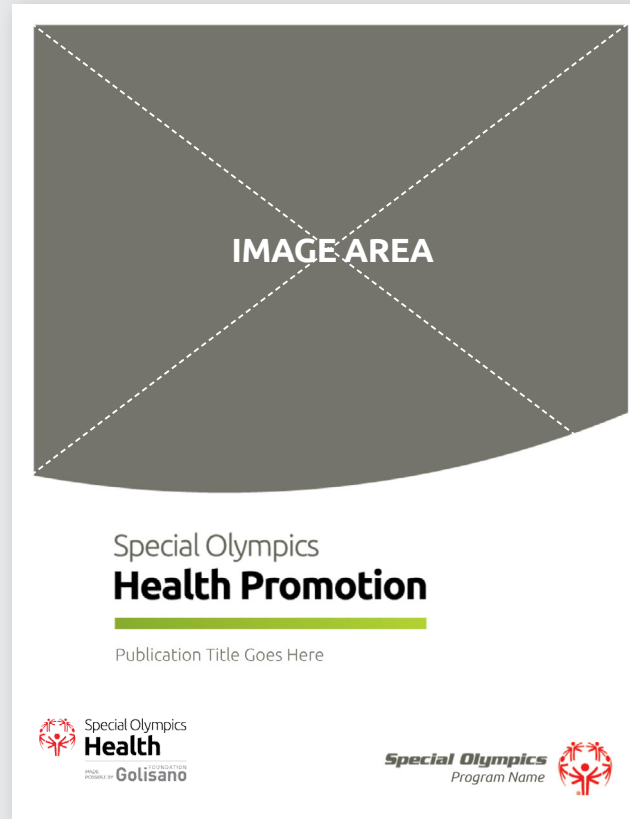


A suite of icon graphics for the publication covers have been supplied as artworks.

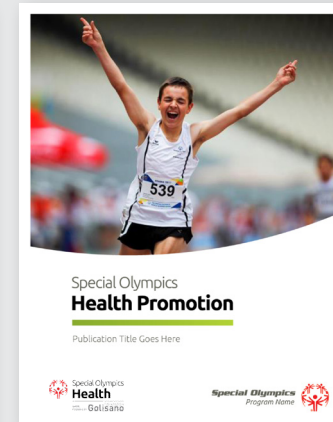


On the Inside cover or back of the publication is where the CDC funding statement and content disclaimer should appear.

Special Olympics Health activities are supported by many sources, including in the United States by Grant Number NU27DD000021 from the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services, with \$18.1 M (64%) financed with U.S. Federal funds and \$10.2 M (36%) supported by non-federal sources. The contents of this resource is solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.



MS Word template



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 funding statement and content disclaimer*** will be printed on the inside page or back cover of printed materials.



Acknowledgements

Special thanks to Special Olympics Indiana and the youth leaders featured in these cards:
Blake Buckner, Brycen Buckner, Grace Hasch, Kate Hasch, Elizabeth Price, Liam Price, Colin Schooley, and Cruz White



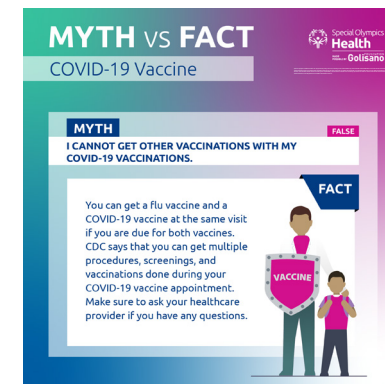
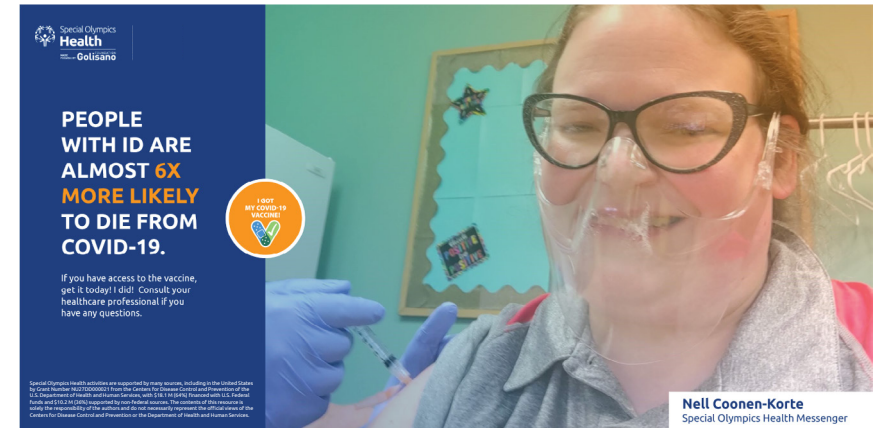
The contents of this "Unified Fitness Kit" were developed under generous funding from the US Department of Education, #H380W150001 and #H380W160001. However, those contents do not necessarily represent the policy of the US Department of Education, and one should not assume endorsement by the Federal Government.

Special Olympics Health activities are supported by many sources, including in the United States by Grant Number NU27DD000021 from the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services, with \$18.1 M (64%) financed with U.S. Federal funds and \$10.2 M (36%) supported by non-federal sources. The contents of this resource is solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

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 lockup and CDC funding statement and content disclaimer 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 Represented Next to other Partners:

Any time CDC recognition is required next to other partners, the funding statement will be placed with a box in it's own section, grouped with any other Government specific logos.

OUR PARTNERS

Special Olympics is pleased to recognize our partners for their vital support.

GOVERNMENT PARTNERS

Special Olympics Health activities are supported by many sources, including in the United States by Grant Number NU27D0000021 from the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services, with \$18.1 M (64%) financed with U.S. Federal funds and \$10.2 M (36%) supported by non-federal sources. The contents of this resource is solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

ANNUAL GIVING

These generous partners made significant contributions in 2019.

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ANNUAL GIVING

These generous partners made significant contributions in 2019.

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** preceded by 'Made Possible By' should be placed in top hierarchy among other sponsors.

Special Olympics Lions Clubs International Foundation Opening Eyes recognizes the LCIF logo and the Golisano logo.

The CDC logo should no longer be used on any equipment or merchandise, and does not require the CDC content disclaimer or funding statement. The CDC should be recognized through the funding statement and content disclaimer on banners and other printed materials.

Healthy Athletes program t-shirts



Sub-program t-shirts



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

Golisano takes precedence over other featured partner logos.

The CDC logo should no longer be used on any equipment or merchandise, and does not require the CDC content disclaimer or funding statement. The CDC should be recognized through the funding statement and content disclaimer on banners and other printed materials.

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.

T-shirts

T-shirts can be designed in full color, 2 color or single color depending on what the budget permits. These designs can be used for Polos, T-shirts, Clinical Director shirts, and Volunteers.

The CDC logo should no longer be used on any equipment or merchandise, and does not require the CDC content disclaimer or funding statement. The CDC should be recognized through the funding statement and content disclaimer on banners and other printed materials.



Recognition of the Special Olympics Health Golisano lockup can be used on web banners and within video intros or outros. On the bottom of webpages, the CDC content disclaimer and funding statement should appear in the footer.

For web banners:

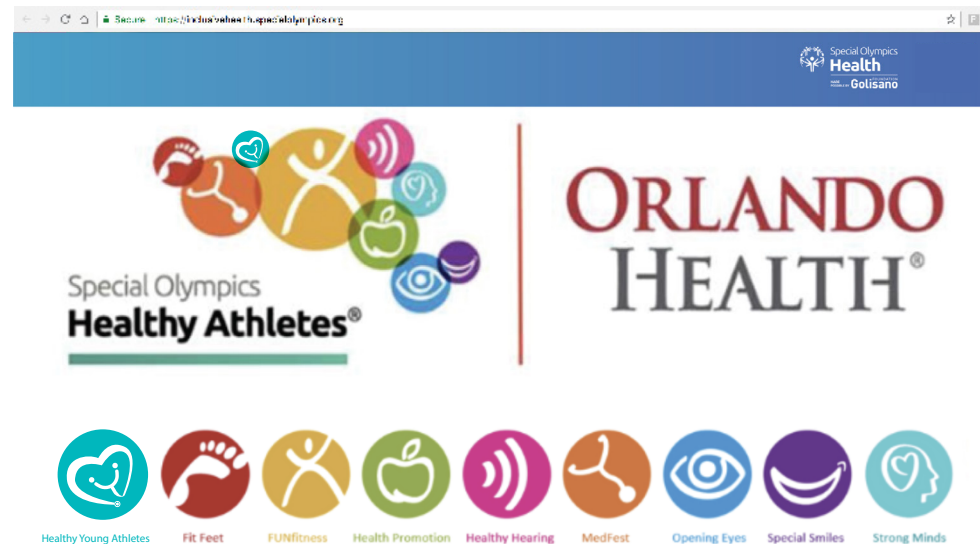
The lockup should be placed above other Sponsor logos and should be placed within a graphic device on the page, such as a stylized bar.



For web presence on Accredited Program pages:

The CDC funding statement and content disclaimer should appear on the bottom of the page.

Website Banners



Video End Card



CDC funding statement and content disclaimer goes at the end of the video sequence.

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>

Healthy Communities Elements US Only

Vertical Banners



Certificates for Accredited Programs



In the US, the CDC funding statement should be printed on the bottom of all materials



Recognition Seal

A Program is required to report annually (in October or April) to maintain status and use of the Recognition seal.

Horizontal Banners



Overview

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



Healthy Community Recognition

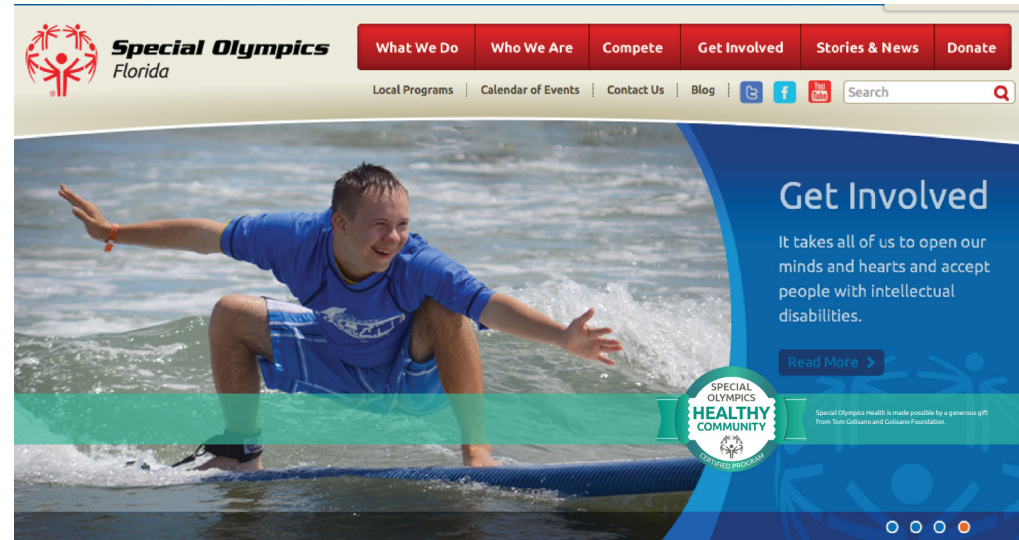
The criteria for a Special Olympics Program to be recognized as a Healthy Community are based on the Program Quality Standards for Athlete Health and Wellness and can be found on the Special Olympics Resources website.

The CDC funding statement and content disclaimer should be in the footer of Healthy Community webpages.

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Healthy Communities Elements Continued US Only

Recognition Seal



Seal Recognition on the web above the fold

Empowering Athletes



By working to remove obstacles, change attitudes and open minds, Special Olympics provides opportunities for its athletes to demonstrate courage, experience joy and share their gifts, skills and friendship with the world.

Get Involved



It takes all of us — athletes, volunteers, families, sponsors, coaches, the general public — who are willing to open our minds and hearts and accept people with intellectual disabilities, to make up our Special Olympics Florida "community."

Featured Events



The seal recognition can be also positioned in the website's footer

The CDC funding statement and content disclaimer should be in the footer of Healthy Community webpages.



Special Olympics Health at State Games

Visual identity elements

This section of the guidelines shows examples of how to brand a health event at State Games.

Application

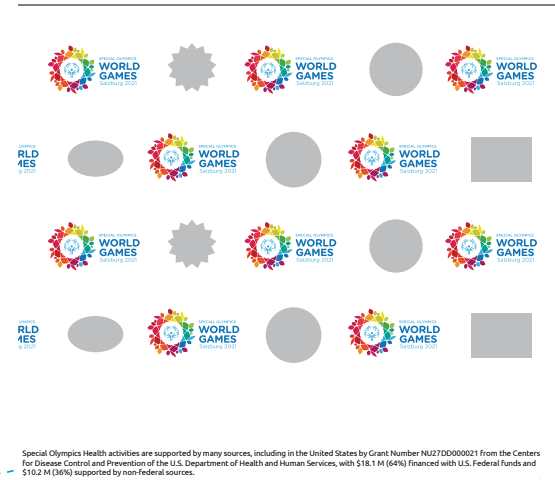
Signage

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 logo. These banners can be created separate from other banners and can be placed alongside the main event banners.

These backdrops should include placement of the games mark and the Special Olympics Health Golisano logo. Additional Sponsors can be spread out within the backdrop according to the approved Sponsor rights and benefits matrix.

The CDC funding statement should appear at the bottom of Media & Press Backdrops.



Media & Press Backdrops



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

The CDC funding statement should appear at the bottom of the Healthy Athletes section of a sequenced banner.



Sequenced Banners

Special Olympics Early Childhood Development Overview

This section of the guidelines shows examples of how to brand Early Childhood Development. More information on this can be found in the full Early Childhood Development branding guides.

What we do

Early Childhood Development

Special Olympics' Early Childhood Development programming offers a holistic approach to positively impact the development of children with intellectual and developmental disabilities from 0-7 years old, by:

- Improving developmental outcomes through motor-social play and activity.
- Providing education and resources to support parents, caregivers, and families.
- Enabling medical screening and direct connection to pediatric professionals.

By building supportive, connected and proactive communities, we help children with IDD reach their full potential.

We operate in three key areas;

Community Health, Family Education and Developmental Activities.



Programmatic Identifiers



Each work area has been assigned a specific color from the Special Olympics extended color palette.



New programs within Early Childhood Development will be assigned a color based on the area of focus.



Special Olympics
Family Health Forum



Special Olympics
Healthy Start



Special Olympics
Child & Family Health



Special Olympics
Healthy Young Athletes



Special Olympics
Young Athletes

Building Blocks

Our visual identity is built on our core building blocks. These central elements provide the framework for all visual communications.

Programmatic identifiers



Typography

Abc

Photography



Shapes and Color



Graphic scribbles



Color Palette

Our palette is made up of three colors, each assigned to an area.

Each color has a range of shades, which can be used alongside the main color.

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

The SO Universal Colors Black, Grey and Biscuit can be used alongside this color palette.

Note Special Olympics Red should only be used for the Special Olympics mark.

Family Education

Green

Pantone® 367 C
Process: 16C/0M/74Y/23K
RGB: 165R/197G/52B
HEX: #A5C534

Mid Green

HEX: #B7D05C

Light Green

HEX: #C9DC85

Extra Light Green

HEX: #DCE8AE

Community Health

Turquoise

Pantone® 3262C
Process: 70C/0M/50Y/0K
RGB: 57R/187G/157B
HEX: #39BB9D

Mid Turquoise

HEX: #60C5AD

Light Turquoise

HEX: #88D3C1

Extra Light Turquoise

HEX: #AFE2D6

Developmental Activities

Blue

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

Mid Blue

HEX: #339FD7

Light Blue

HEX: #66B7E1

Extra Light Blue

HEX: #98CFEB

Universal

Special Olympics Red

Pantone® 186C
Process: 0C/100M/100Y/0K
RGB: 255R/0G/0B
HEX: #ED1C24

Special Olympics Black

Pantone® 7547 C
Process: 100C/8M/0Y/85K
RGB: 0R/36G/39B
HEX: #002427

Special Olympics Grey

Pantone® 418
Process: 0c/0m/15y/75k
RGB: 99R/99G/89B
Hex: #636359

Biscuit

Pantone® Warm Grey 1
Process: 0c/0m/8y/8k
RGB: 236R/234G/219B
Hex: #ECEADB

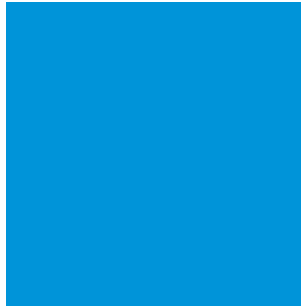
Graphic Shapes

There are six key shapes in our toolkit:

- Square
- Circle/Square
- Arc
- Circle
- Triangle (Half Square)
- Hexagon

The shapes can appear in any of our colors.

Square



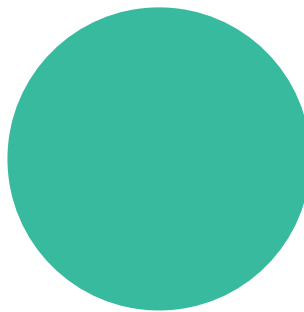
Circle / Square



Arc



Circle



Triangle (Half Square)



Hexagon

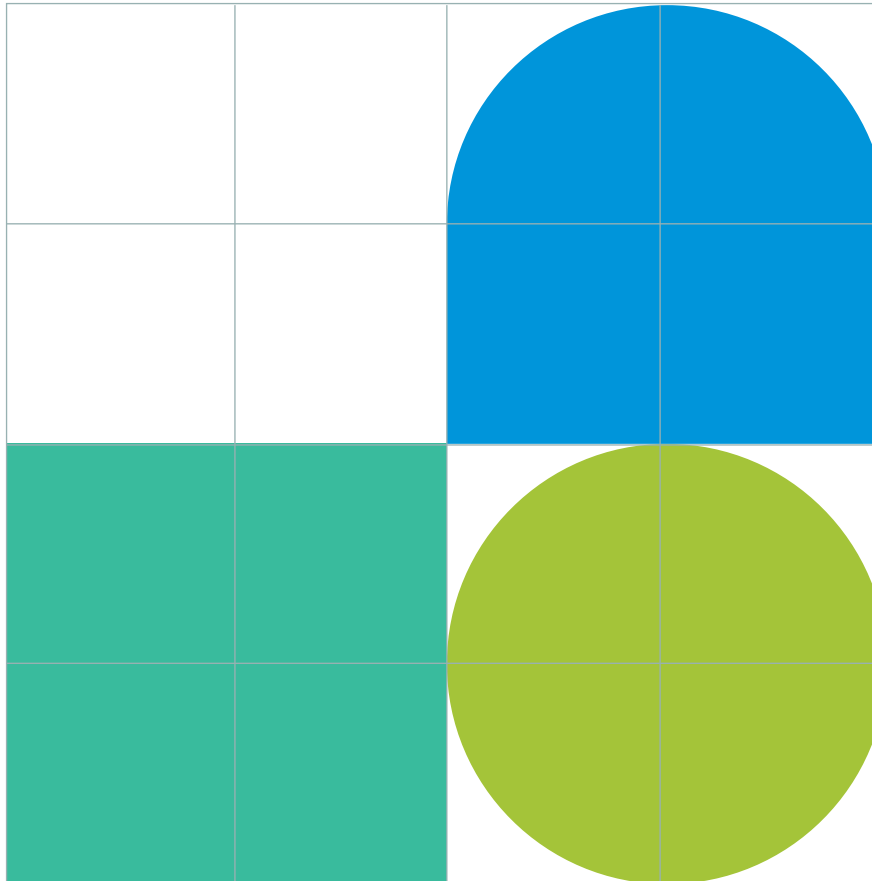


Shaping Progress

The core idea of the visual identity is built around a series of simple geometric building blocks.

These blocks can be arranged in any number of ways to create colorful and playful layouts.

Blocks can be arranged as multiples or a single large shape depending on the application.



ECD Branding in Practice

Publication Cover

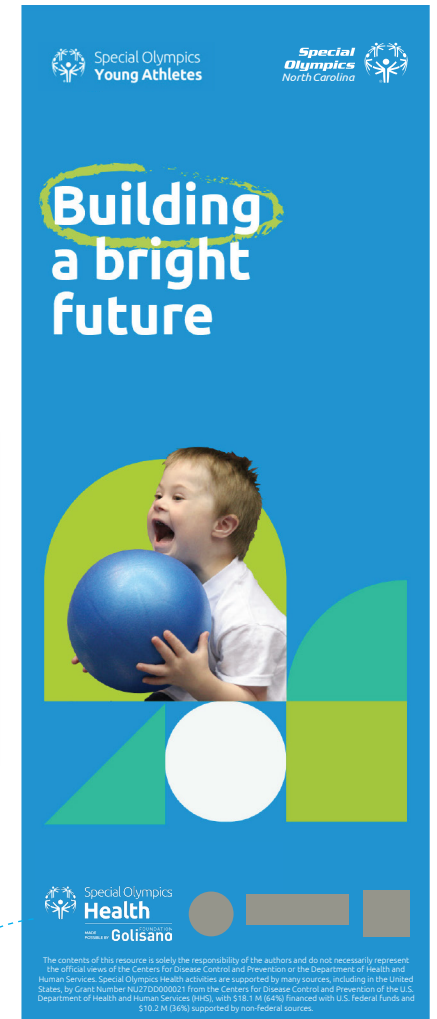


Website Banner



A website banner does not need the CDC funding statement or content disclaimer included in the image. Instead, the text on the website should reflect this.

Pull up Banner



When branding Early Childhood Development (ECD) assets, it is important to include the proper logos and identifiers such as the Special Olympics Health logo, the ECD logo, and the Special Olympics' program logo when applicable.

The Special Olympics Health logo should be included on all ECD materials.



The CDC funding statement and content disclaimer should appear at the bottom of the ECD materials.

Presentation Title Slide



The CDC funding statement and content disclaimer can also appear on the inside or back cover of publication materials and folders.

In cases where a Special Olympics Program logo is used, the Special Olympics Health logo should be placed at the bottom and positioned so it is either above or in front the program sponsors.

Health Branding 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.



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.

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-brand**

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.

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