Young Athletes
Lockup Guidelines

Guidelines for Special Olympics Young Athletes Lockups
Lockup + Color Palette
Examples of how to properly represent Young Athletes in different executions.

Color Variations

Special Olympics Young Athletes

Primary Colors + Complimentary Color Palette

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

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

White

Complimentary Color Palette
We suggest choosing from these color variations when creating design pieces or communication materials. This color palette should not be applied to the original lockup.

Special Olympics was created to reach out to children with and without intellectual disabilities ages 2 to 7 and introduce them to the world of sport, with the goal of preparing them for Special Olympics training and competition. Please do not abbreviate as YAP.
Special Olympics Platform Guidelines
Young Athletes

Communication Needs
Examples of how to properly represent Young Athletes in different executions

Special Olympics Young Athletes Newsletter Mastheads
Young Athletes + Accredited Program Representation
Examples of how to properly represent Young Athletes and the Accredited Program mark

1. The Special Olympics Accredited Program mark is used to endorse the communication. It should not be locked-up with Young Athletes’s logotype.

2. A clean typographic construct can be used for Young Athletes.

3. The curve house style should be used to enhance the design.

4. Pictures should be empowering and signify sports, fun and inclusion.
Some Notes

Our primary brand is Special Olympics and everything we do should build recognition and positive associations in this name and symbol. Our brand however is active in many different areas such as Education, Health and Community Branding, in addition to our core offering of sports training and competition. Events and activities such as Unified Schools, Unified Sports® and Young Athletes™ provide entry points that clearly link back to our organization. Therefore it is important to clearly represent the relationship between these aspects and Special Olympics.

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Fonts:
Our primary Special Olympics font is Ubuntu, it is advisable to use the same font for the all our entry points such as Unified Schools, Unified Sports® and Young Athletes to have consistency and unique brand recognition.

Colors:
Blue is the primary color for Young Athletes and for the lockup. When communication material is designed, the blue color can be used with the complimentary palette specified.