



# Young Athletes<sup>TM</sup> Lockup Guidelines

Guidelines for Special Olympics Young Athletes<sup>TM</sup> Lockups

***Special Olympics***





# Special Olympics Platform Guidelines

## Young Athletes™

### B Communication Needs

Examples of how to properly represent Young Athletes™ in different executions



Young Athletes™ Newsletter Mastheads



# Special Olympics Platform Guidelines

## Young Athletes™

### A Young Athletes™ + Accredited Program Representation

Examples of how to properly represent Young Athletes™ and the Accredited Program mark



T-shirts



E-mail Masthead/ Newsletter Masthead



Horizontal Banners

Vertical Banners



Special Olympics  
Young Athletes™

- 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.



# Special Olympics *Platform Guidelines*

## Young Athletes™

### *Some Notes*

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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.

Young Athletes 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.**

#### **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.