**Special Olympics College Clubs Introduction**

**Special Olympics College clubs** functions as an official club on campus that was designed by college students for college students. Special Olympics College programs are made up of three core components: **Unified Sports**, **Youth Leadership**, and opportunities for **Full Campus Engagement**. Together these components can help students work for and with Special Olympics athletes to help transform college campuses into communities of acceptance and respect.

**Components of a Special Olympics College Club**

- **Inclusive Youth Leadership**: A Special Olympics College Club functions as an officially registered student-led club on campus, where students meet multiple times a month to plan events. This club is most effective when Special Olympics athletes are invited to become members. Students plan and organize all Special Olympics events on campus.

- **Unified Sports**: Special Olympics Unified Sports joins students and Special Olympics athletes on the same team. It was inspired by a simple principle: **training together and playing together is a quick path to friendship and understanding**.

- **Whole Campus Engagement**: Awareness Campaigns bring the whole college community together. Pledge signing drives, like **Spread the Word to End the Word®**, and rallies for respect can engage the whole student body. All students can be **fans in the stands** at local games, cheering on the participants. Whole School Engagement is a great entry point to introduce more students to the Special Olympics movement.
Visual identity elements

This section of the guidelines introduces you to the basic building blocks of the visual identity such as how to create your Special Olympics College Club logo. By using this kit, we can create a consistent look and feel that is unified while having the flexibility to create diverse messages.
Visual Identity

**Logotype**

Accredited Program Logo Customization

**MAIN LOGO**

Special Olympics
College Clubs

The use of this logo is for material created by SOI

**ACCREDITED PROGRAM CUSTOMIZATION**

The above logo provides the College Club the chance to customize the logo and link it to their Accredited Program logo

Brighton College Club

The use of this logo is for material created by Accredited Programs
Identity In Action

College Clubs Coming to Life

This diagram shows what branded assets to use when colleges implement all three components of the College Clubs program – inclusive youth leadership, whole college engagement and Unified Sports.
A club lock-up can be used to give primacy to the actual college club name. This acknowledges the importance of local college clubs within Special Olympics and facilitates the creation of distinct club identities within a program.

1. The name of the college club has primacy on the lockup. The choice of typeface and design of this element is at the discretion of the club. Decide with your club on the name, choose what represents your university best and empowers you as members! You can choose to represent your college club through a letter, an icon, or a motif.

2. The lockup of the Accredited Program along with the College Club is set below the College identifier.

⚠️ If you can not use the College logo, revert to using the alternative simplified lockup instead.

Use this alternative simplified lockup if you do not have permission to use the College Logo.
Special Olympics has an approved palette of colors. Branded assets and marketing material can use an array of colors to create branded and marketing material. The range of colors allows for colleges to be able to find their unique expression and use the color that best defines their campus and their identity.

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

Approved Color Gradients

Color gradients may also be used to create greater dynamism within the designs. Gradients are created by using different depths of the same color.

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 how the elements of the identity are brought together. When looking at the various examples, please consider the context in which each one might be applied. The examples found herein are not intended to be an exhaustive guide to how to bring the Special Olympics College Club to life, but representative of what is possible.
College Clubs within Colleges can use their customized lockup in business correspondence.

The correspondence should reflect the Accredited Program and the Unified Club lockup and the college name. The Play Unified roundel can also be used to reference the Special Olympics Play Unified campaign.
Identity In Action

**College Customization**

**College Clubs Activation**

**College Clubs** should celebrate their college pride when creating college based material. The choice of typeface and design of these elements are at the discretion of the college clubs within the college or university.

Choose to represent your college through your college mascot, or an element iconic to your college.

The name of the Accredited Program to which the College Club is affiliated is set in all capitals in Ubuntu Bold with the Special Olympics symbol endorsing it.

Use the Play Unified roundel on branded school material to illustrate the full potential of playing unified.

- College Mascot and Name
- Local Expression
- Accredited Program
- Customization

Please refer to the complete Play Unified campaign guidelines for additional guidance on assets and resources.

**Click to view the**

**Play Unified Guidelines**
Identity In Action

Special Olympics Unified Sports is a program within Special Olympics and uses specific assets for branding sports events happening in schools.

Choose to represent your school by including your school mascot, or an element iconic to the Unified Sports branding material.

Unified Sports branding is used for sports events that are taking place within a school environment. Check the full Unified Sports Guidelines.

The Play Unified roundel is used to promote our call to action for all people to come together in a spirit of enjoyment to create a more inclusive world. Check the full Play Unified Guidelines.

College Customization

College Clubs Activation

Athlete competition wear should feature their club design on the front of the jersey and use the Play Unified Roundel on the sleeve.

Generic shirts can use the red unified ball design and Play Unified with the ability to customize with the Accredited Program logo in the upper left side.

Local Sponsors can be recognized on banners.

The event name can be set in Ubuntu text and endorsed by the localized school name.

Louisiana State
Unified Cup

The event name can be set in Ubuntu text and endorsed by the localized school name.
Identity In Action

Colleges creating Respect campaign material can customize designs to reflect their identity and mascot.

All Spread The Word To End The Word resources can be found at R-word.org
Contact & Resources

These guidelines and templates are available for all to download from resources. SpecialOlympics.org/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 college or program.