Special Olympics
College Clubs
Branding Guidelines

Version 1.0/ English

Special Olympics

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

UNIFIED SPORTS

WHOLE CAMPUS ENGAGEMENT

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.

Logotype
Accredited Program Logo Customization

MAIN LOGO

ACCREDITED PROGRAM CUSTOMIZATION

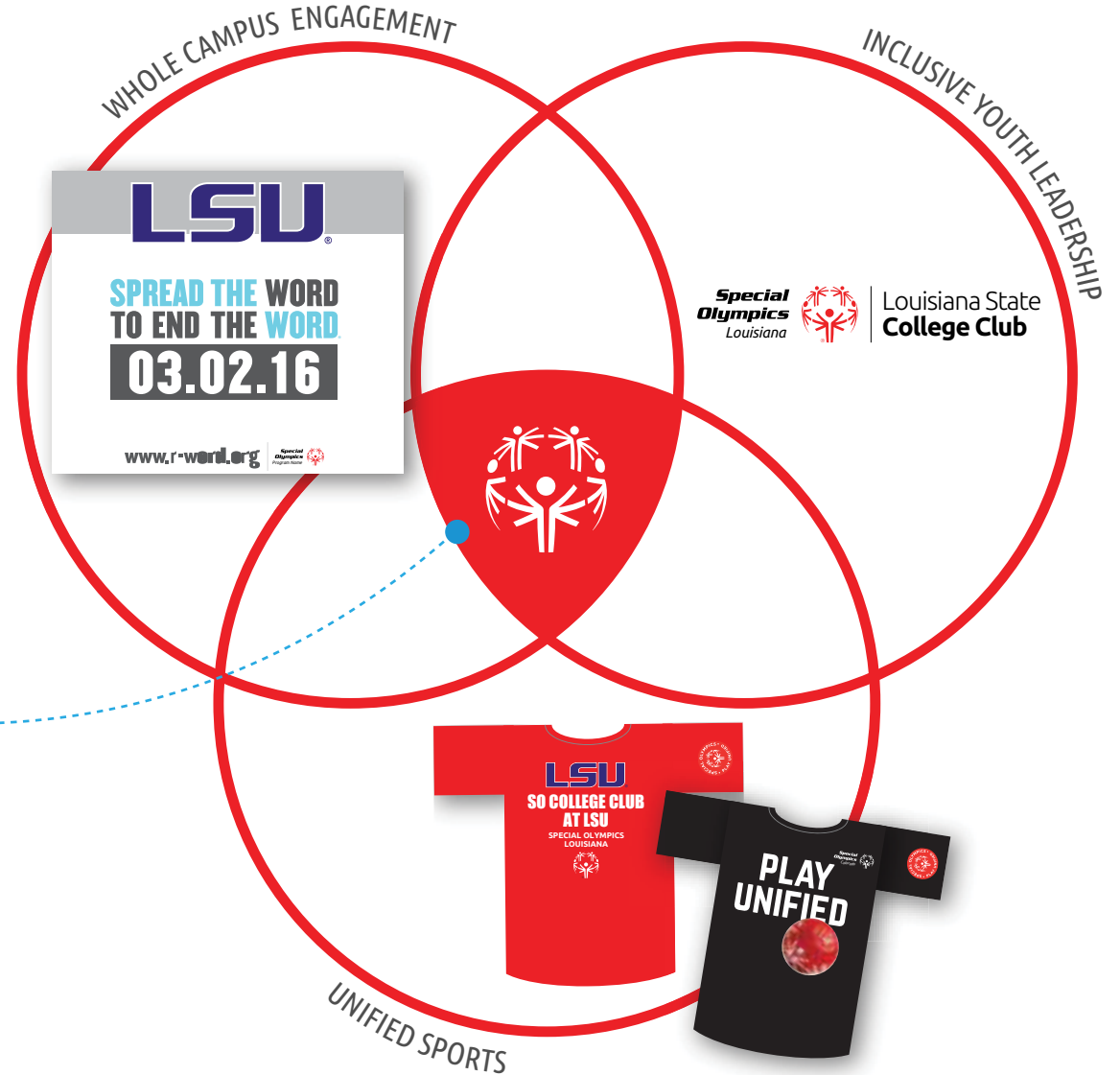The use of this logo is for material created by SOI

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

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.

WHOLE CAMPUS ENGAGEMENT

INCLUSIVE YOUTH LEADERSHIP

UNIFIED SPORTS

Special Olympics Louisiana | Louisiana State **College Club**

LSU SPREAD THE WORD TO END THE WORD. 03.02.16 www.r-word.org

LSU SO COLLEGE CLUB AT LSU SPECIAL OLYMPICS LOUISIANA

PLAY UNIFIED

Special Olympics Louisiana | Louisiana State **College Club**

Identity In Action

Special Olympics College Clubs
How to create a lockup for College Clubs

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.

College Club
Local expression

1

Program
Standardized

2

Alternative Design

Use this alternative simplified lockup if you do not have permission to use the College Logo.

Visual Identity

Approved Colors

Please choose from the color breakdowns as provided here.

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.

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

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

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

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

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

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

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

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

Approved Color Gradients

When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors, special artwork should be created.

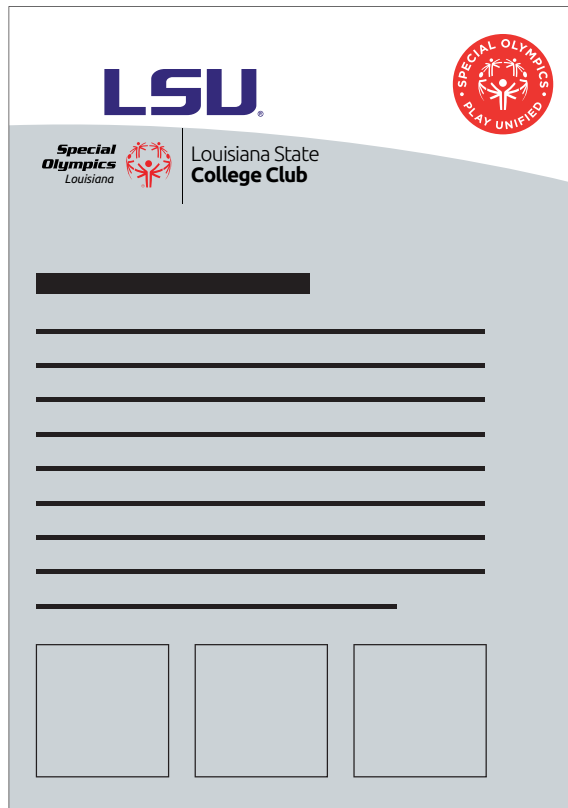When using gradients, move from the dark to the light tone.

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

| Mid Red | Light Red |
| Dark Red | Light Red |

| Mid Turquoise | Light Turquoise |
| Dark Turquoise | Light Turquoise |

| Mid Magenta | Light Magenta |
| Dark Magenta | Light Magenta |

| Mid Green | Light Green |
| Dark Green | Light Green |

| Mid Purple | Light Purple |
| Dark Purple | Light Purple |

| Mid Yellow | Light Yellow |
| Dark Yellow | Light Yellow |

| Mid Blue | Light Blue |
| Dark Blue | Light Blue |

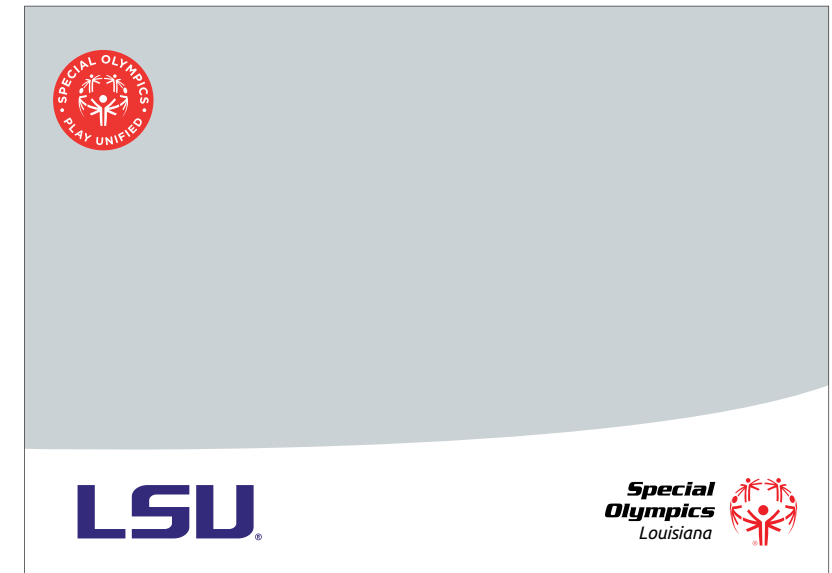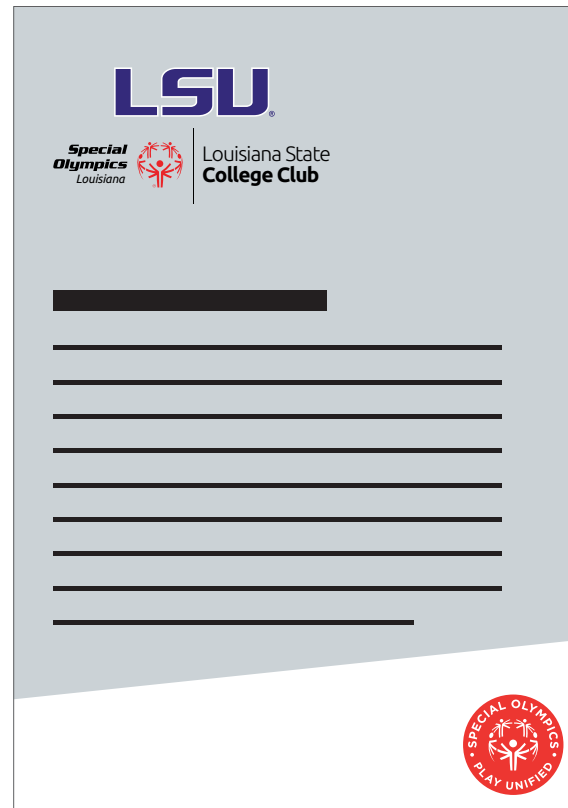| Mid Orange | Light Orange |
| Dark Orange | Light Orange |

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 Customization
College Clubs Activation

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.

High School Correspondence

Unified Club Presentations

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 element 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.

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

**Click to view the
Play Unified Guidelines**

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

1 College Mascot and Name
Local Expression

2 Accredited Program
Customization

Identity In Action

College Customization
College Clubs Activation

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.
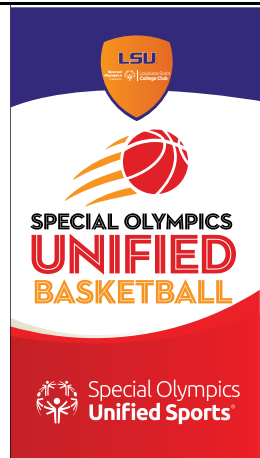
⚠️

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.**

Louisiana State
Unified Cup

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

SPECIAL OLYMPICS
UNIFIED
BASKETBALL

Special Olympics
Unified Sports

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

PLAY UNIFIED

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

SPONSORS

Special Olympics
Unified Sports®

Local Sponsors can be recognized on banners

Identity In Action

College Club Customization
Respect Campaigns - Whole College Engagement

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**

SPREAD THE WORD TO END THE WORD

SPREAD THE WORD TO END THE WORD
03.01.17

ACCEPTANCE
INCLUSION
Be a fan of
RESPECT
UNITY
FRIENDSHIP
www.r-word.org

LSU
Special Olympics Louisiana | Louisiana State College Club

PLEDGE TO SHOW RESPECT TO EVERYONE

www.r-word.org | Special Olympics Colorado

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.