



Special Olympics  
**WORLD  
GAMES**  
**LOS ANGELES 2015**

**INTERNATIONAL DELEGATION UNIFORM/APPAREL  
& MERCHANDISE BRAND STYLE GUIDE**

For inquiries regarding Merchandise, please contact:  
[merchandise@LA2015.org](mailto:merchandise@LA2015.org)

For inquiries regarding Media and Communications, please contact:  
Steven Vanderpool [Steven.Vanderpool@LA2015.org](mailto:Steven.Vanderpool@LA2015.org)

### Introduction: Merchandise

Shown on this page are actual merchandise images decorated with both the 19 color and 9 color logos as a guide for you and your vendor to follow. More images of branded merchandise can be viewed at: [shop.la2015.org](http://shop.la2015.org)

Please follow these examples when producing merchandise. Should you have questions, contact our merchandise team: [merchandise@la2015.org](mailto:merchandise@la2015.org)



### Primary Logo - 19 Color

The World Games brand logo is the embodiment of the Special Olympics World Games. As the brand mark, the LA2015 logo icon and logo type treatment must be used in a form that is allowable at all times to maintain brand presence and consistency.

It is comprised of these three primary design elements:

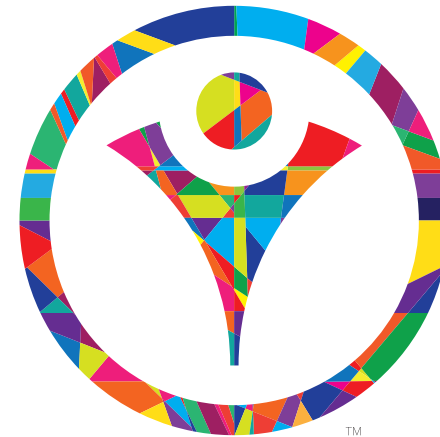
1. The celebratory figure.
2. The circle.
3. The mosaic of color.

### Secondary Logo - 9 Color

The nine color icon can be used when producing certain merchandise requiring embroidery and/or silk-screening.

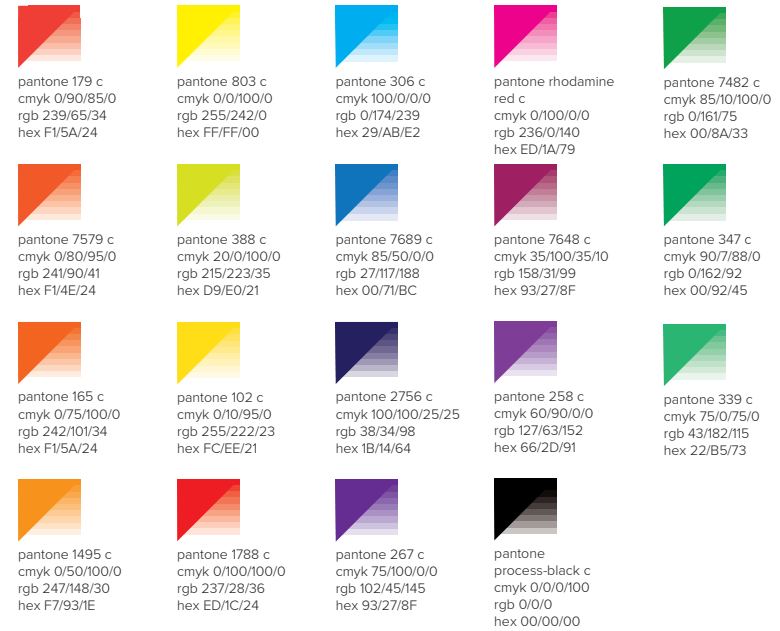
Note:

If you are having difficulty in determining which logo to use please contact [merchandise@LA2015.org](mailto:merchandise@LA2015.org)



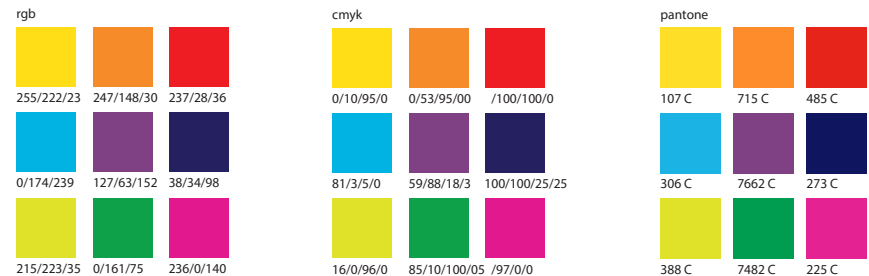
### Primary Logo - 19 color

To represent the diversity of athletes competing in Special Olympics World Games, the logo is made up of colors derived from the flags of countries around the world.



### Secondary Logo - 9 color

To represent the diversity of athletes competing in Special Olympics World Games, the logo is made up of colors derived from the flags of countries around the world.



The logo layouts shown here are the only authorized manner in which the logo/icon and text may be produced.

**Primary Logo - 19 color Lock-up**

The primary logo lock-up embodies the essence of the Special Olympics World Games Los Angeles 2015 brand.

**Secondary Logo - 9 Color Lock-up**

The secondary logo lock-up embodies the essence of the Special Olympics World Games Los Angeles 2015 brand.

**Co-Branded Logo - 19 & 9 Color Lock-up**

The Co-Branded logo lock-up embodies the essence of the Special Olympics World Games Los Angeles 2015 brand. An example of "Team Hong Kong" is shown for reference. Use of the word "team" is not mandatory. In addition, your local program logo may be used instead of the referenced "Team Hong Kong"

**NOTE:**

Only the International Delegation name can be used with the Special Olympics World Games logo. Local sponsor names & or logos are not allowed.

Please contact the merchandise team if you have any questions: [merchandise@LA2015.org](mailto:merchandise@LA2015.org)



All merchandise included in this brand guide is illustrative of possibilities. Please contact the merchandising staff at LA2015 to discuss anything related to Co-Branding Merchandise.

Visit [shop.LA2015.org](http://shop.LA2015.org) to see more!



**Print Guidelines for Logo Placement**

- Left chest: No bigger than 4”w X 4”h
- Full back: No bigger than 11”w X 11”h in the center of the back
- Tag Area/Top back print: No bigger than 4”w X 4”h
- Left sleeve: No bigger than 4”w X 4”h
- Right sleeve: No bigger than 4”w X 4”h
- All over print: A print extending from one location to another

**Hooded Sweatshirt Print Guidelines for Logo Placement**

- Left chest: No bigger than 4”w X 4”h
- Full back: No bigger than 11”w X 11”h





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