



# Special Olympics Brand Guidelines Frequently Asked Questions

## ***Who are these Guidelines for?***

The Guidelines are being developed for Special Olympics Accredited Programs, associated agencies (advertising, public relations, graphic design companies) and partners (sponsors, etc.). These Guidelines are designed for users with little or no professional design skills.

The purpose of the Guidelines is to help us create coherent brand communications, visually and verbally. The Guidelines balance our collective need to achieve greater brand recognition through a unified approach with the individual need to create appropriate diversity for distinct audiences, territories and channels.

## ***What will we gain from using these Guidelines?***

You will gain an understanding of the role of brand within Special Olympics, guidance on messaging, and the building blocks (graphic elements) and tools to create on brand communications.

## ***Why are the Guidelines being produced?***

The Guidelines are being produced to empower users to confidently communicate the Special Olympics brand in a manner that creates alignment between Programs, and raises the profile and understanding of Special Olympics.

## ***Why has all this work been done?***

These Guidelines follow a clear ask at the 2010 Special Olympics Global Congress from athletes, coaches, volunteers and partners to equip people throughout our Movement with tools to better convey our core messages, mission, vision, and Programs.

Following on from the development of the Strategic Plan for 2011-2015 was a commitment to refine and fully leverage the power of our brand to raise funds more effectively, strengthen and build partnerships and foster inclusive communities worldwide.

## ***When do I use these Guidelines?***

The Guidelines are available today to assist you in how and what you communicate about Special Olympics. The Guidelines cover the ideas and message at the heart of our brand, the graphic building blocks towards creating a visual identity and how these elements are brought together to illustrate brand in action.

## ***When do I need to comply?***

All Special Olympics Accredited Programs are expected to comply with the Guidelines by the end of 2015.



### ***How can I help?***

We can all serve as “Brand Guardians,” helping to steward positive brand adoption by Programs, Games Organising Committees, partners and volunteers. With everyone working together we will build confidence and belief in using the brand model and identity systems effectively.

### ***How will this help to differentiate us from Paralympics?***

A more coherent brand management system creates alignment between Programs, and raises the profile and understanding of Special Olympics.

### ***Is the Special Olympics logo changing?***

The Special Olympics core symbol and typeface are not changing. However, we are refreshing the format of the mark so that it will build brand equity in our symbol. For Accredited Programs, the Special Olympics Logo/Mark includes Symbol, Logotype and Program Name. Our symbol expresses the guiding idea for our brand. It contains within it an expression of achievement, change, revelation and community. Our symbol transcends language and is a universal expression of our movement.

The Special Olympics Symbol and Logotype (Serpentine Bold) remain the same but we are introducing a number of new approaches including color and alignment. These changes on how we manage the Special Olympics visual identity on a global scale will bring a greater coherence and alignment across the global movement.

### ***Is the color teal still being used?***

No. Our core objective is to build brand recognition in the color red and our core symbol. Red naturally draws your eye to the symbol. Teal is no longer part of the Special Olympics primary color palette. Our primary color palette includes Special Olympics Red (Pantone® 186) and Special Olympics Grey (Pantone® 418), and are supported by Black, Biscuit (light tan) and White for core application of the brand visual identity such as stationery and signage. Turquoise and Green are part of the secondary color palette which is a new approach to the Special Olympics brand.

### ***Can an Accredited Program use the symbol alone?***

The mark should always be used in its full lockup version (Symbol, Logotype and Program Name) for all official communications including documents, t-shirts, uniforms, banners etc.

### ***Do regional logos no longer exist and why?***

We are removing the layer of regional logos (e.g. logo for Special Olympics Europe/Eurasia) in order to support our primary brand Special Olympics. Everything we do should build recognition and positive associations in this name and symbol with external audiences.

### ***Will I be able to download our Accredited Program logo?***

Please contact the communications department at your regional headquarters to receive EPS, PNG and Jpeg files of your Accredited Program logo.

### ***When should I use our logo in its two line style?***

The lock-up with the logotype used across two lines is the best option for general use where space may be restricted.



### ***When should I use our logo as a single Line?***

The one line lock-up is ideal where more horizontal space can be afforded for the mark.

### ***When should I use our logo as centred?***

The centred lock-up of the mark is best for vertical application or centre-axis layouts.

### ***Why is the logo always on the right?***

It is best practice in branding that the logo should appear on the right hand side in order to ensure visibility and recognition.

### ***When do I use our logo in red?***

In color application, the symbol is printed in Special Olympics Red and the logotype and Accredited Program name is printed in Special Olympics Grey.

This version of the Special Olympics mark is for use against white backgrounds. The preferred version uses Special Olympics Grey for logotype, putting greater emphasis on the symbol. Single color marks are for use against a light, low-contrast background. Ensure there is sufficient contrast between the mark color and the background color.

When positioning the mark against a photograph, a low contrast, quiet section of the photograph should be used and only the single version of the mark should be used.

### ***How can I get the Ubuntu font?***

The Ubuntu font is available to download free of charge at [font.ubuntu.com](http://font.ubuntu.com). Please check our guide on downloading Ubuntu at [resources.specialolympics.org/brand](http://resources.specialolympics.org/brand).

### ***Is there any other font I can use?***

If Ubuntu is unavailable then Arial or Gill Sans are recommended. If your documents cannot be shared as PDF files then Arial should be used.

### ***How do I recognize a sub brand?***

Please note that guidelines are in the process of being created for Health, Education & Community branding and for events/games branding. (Q3 2012)

### ***Why are we introducing team marks?***

Team branding offers an opportunity to build a sense of local community and representation. Guidelines are available for those Programs wishing to recognize teams in this way.

### ***What's the difference between our Brand Promise and Mission?***

Our mission is the operational effort required to deliver on our brand promise. Our brand promise is an encapsulation of what people can expect from Special Olympics.

### ***Is "Revealing the Champion in All of Us" our new tagline?***

"Revealing the Champion in All of Us" is not a tagline but an articulation of the guiding idea (brand



essence) that informs everything we do. Brand Essence is a simple, concise, aspirational, attainable, timeless, enduring and extendable phrase that captures the “heart and soul” of our brand.

While Special Olympics brand positioning may differ slightly from country to country and while our campaigns and taglines may change over time, the brand essence will largely remain unchanged.

***Can I create my own tagline?***

Please hold off on creating any new taglines at this time. 2012 is the internal launch of our brand work where we will be training Programs on the core elements and aligned execution of the brand. Next year, 2013, is when we will have a multi-channel marketing campaign to help us go-to-market in a powerful way. The creation and planning of these marketing assets will happen in the second half of 2012 and Q1 2013. In this next phase, we anticipate that possibility a new tag line and/or call to action will emerge. You can expect to hear more details in the coming months.

***Can I still use the Be a fan tagline?***

Moving forward, we would recommend that you not use it in any new materials to ensure that you don't get caught in the transition to a new public awareness campaign in 2013 post the World Winter Games in Korea. *Be a fan* is a public awareness campaign we launched in 2008, as part of our marketing strategy at the time. We anticipated it would have shelf-life of about 5 years. Moving forward, we will no longer be using the "Be a fan" tag line or materials.

***Can I design my own t-shirts/posters/website?***

Yes. These Guidelines are only a support tool to aid the creation of effective communications by Accredited Programs. While our brand provides a common framework within which to work, each Accredited Program still needs to develop high quality content that is tailored to suit the specific audience with whom they wish to connect.

***Are the Guidelines available in different languages?***

Yes. The Guidelines are currently being made available in Arabic, Chinese, French, Spanish, and Russian. They will be available for download from: [resources.specialolympics.org/brand](http://resources.specialolympics.org/brand)

Please contact [brand@specialolympics.org](mailto:brand@specialolympics.org) with any further questions.