

Our Brand in Action around the World

May, 2013

Special Olympics



Special
Olympics
Malta



Special Olympics
National Games
Malta 2017

Special Olympics
Healthy Athletes®

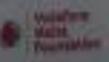


Sa

Coca-Cola

Microsoft

MARSD





Good positioning of mark for maximum exposure.



Special Olympics

Puerto Rico

KEEP #23



Nice use of colour appropriate for Brazilian culture.

**Olimpiadas
Especiales**
México



IV Juegos
Nacionales
de Invierno
México DF 2012






**Olimpiadas
Especiales**
Chile
BIENVENIDOS
www.olimpiadasespeciales.cl

con la
oferta especial
50%
tickets
100%
tickets

Bal

Curve is not obligatory or always necessary. The curve is a tool to protect the mark – here is a good example of the mark protected without curve and use of national colour (as long as its in the secondary colour wheel).



EXIT

**Special
Olympics
Connecticut**



FIRE



Special Olympics
Great Britain



Year-round sports training and competitions for people with intellectual disabilities

www.specialolympicsgb.org.uk

Tel: 020 7247 8891

ENTRANCE

DELIVERIES

Branding outside SOGB office.



**Special
Olympics**
Kentucky



**Ohio Mills
Corp**

OFFICIAL PARTNER

**Special
Olympics**



TAI





***Special
Olympics***
Alberta



**Special
Olympics**
Connecticut



Let me Win





UNIFIED SPORTS DAY

January 12, 2013 from 12 p.m.– 4 p.m.
Hamilton Middle School
4801 Waukesha Street Madison, WI 53705

Join us for a day full of fun and sports with Project UNIFY® and UW-Madison students! You and your teammates will get active, participate in team building activities and enjoy crafting! Everyone will receive a t-shirt, and lunch will be provided.

Pre-registration is required. Forms can be downloaded from our calendar event page. Questions? Contact aolsen@specialolympicswisconsin.org. Visit www.SpecialOlympicsWisconsin.org for more details.

Special thanks to:



Be careful not to put Special Olympics mark against a busy background.



**Special Olympics
Cyprus**

YOUNG ATHLETES FUN DAY

Οι Ειδικοί Ολυμπιακοί Κύπρου διοργανώνουν
το σεμινάριο "Young Athletes" για άτομα
ηλικίας 2-8 χρονών το Σάββατο
στις 13 Απριλίου 2013
στο Ίδρυμα Χρήστου Στέλιου Ιωάννου
στην Λευκωσία .

13 ΑΠΡΙΛΙΟΥ 2013
Από 08:30 π.μ. έως 17:00 μ.μ.
Τηλ.Επικοινωνίας : 22449848/9
info@specialolympics.com.cy

Again logo can be lost
on a busy background.



ΣΤΑΔΙΟ ΓΣΠ





Olimpiadas Especiales
México



Día Mundial del Síndrome de Down

Celebrando el Derecho a la Inclusión

21 de Marzo

We caution against over double use of the curve on top and bottom.



Special Olympics Youth Fan Activation Μάρτιος 2013

Τα Special Olympics Ελλάς σας προσκαλούν να ζήσετε από κοντά
Φιλικούς Αγώνες και Επίδειξη των Αθλημάτων Bocce και Floor Hockey
με τη συμμετοχή αθλητών Special Olympics και μαθητών Γυμνασίου
του Κολλεγίου Αθηνών

Η εκδήλωση θα πραγματοποιηθεί την Παρασκευή, 15 Μαρτίου 2013
και ώρα 11.00 π.μ στο Κολλέγιο Αθηνών (Στεφάνου Δέλτα 15 - Π. Ψυχικό)



ΕΛΛΗΝΟΔΗΜΟΚΡΑΤΙΚΗ ΕΚΠΑΙΔΕΥΤΙΚΗ ΙΔΡΥΜΑ
Κολλέγιο Αθηνών - Κολλέγιο Ψευζή

Σας περιμένουμε όλους να έρθετε και να γνωρίσετε τα αθλήματα,
να διασκεδάσετε μαζί μας και να ζήσετε μια αξέχαστη εμπειρία

Με την ευγενική υποστήριξη



Children's Foundation

Special Olympics
Hellas



Tel. +30 211 2011 000 | Email info@specialolympicshellas.gr
www.specialolympicshellas.gr

Curve helps to organise information and protect the
Program mark.



Olimpiadas Especiales
México

2 de Abril
Día Mundial de
concientización
sobre el Autismo

Use only the colour on the Special Olympics secondary color wheel. No longer necessary to use the symbol as a watermark.



**SAFEWAY SUPPORTS
PEOPLE WITH DISABILITIES**

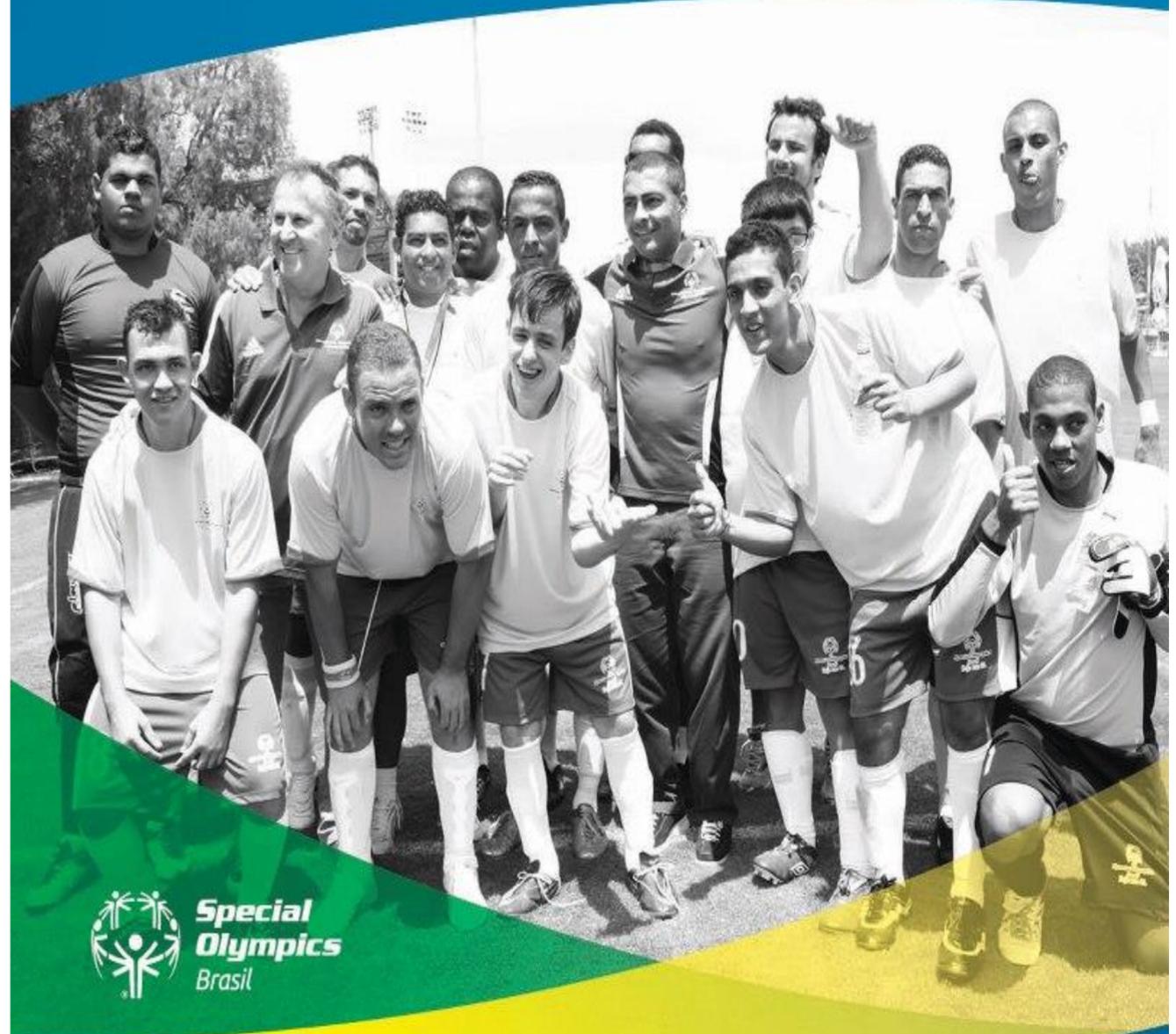
March 29 - April 30



THE
SAFEWAY 
FOUNDATION



Todos juntos por um sonho.

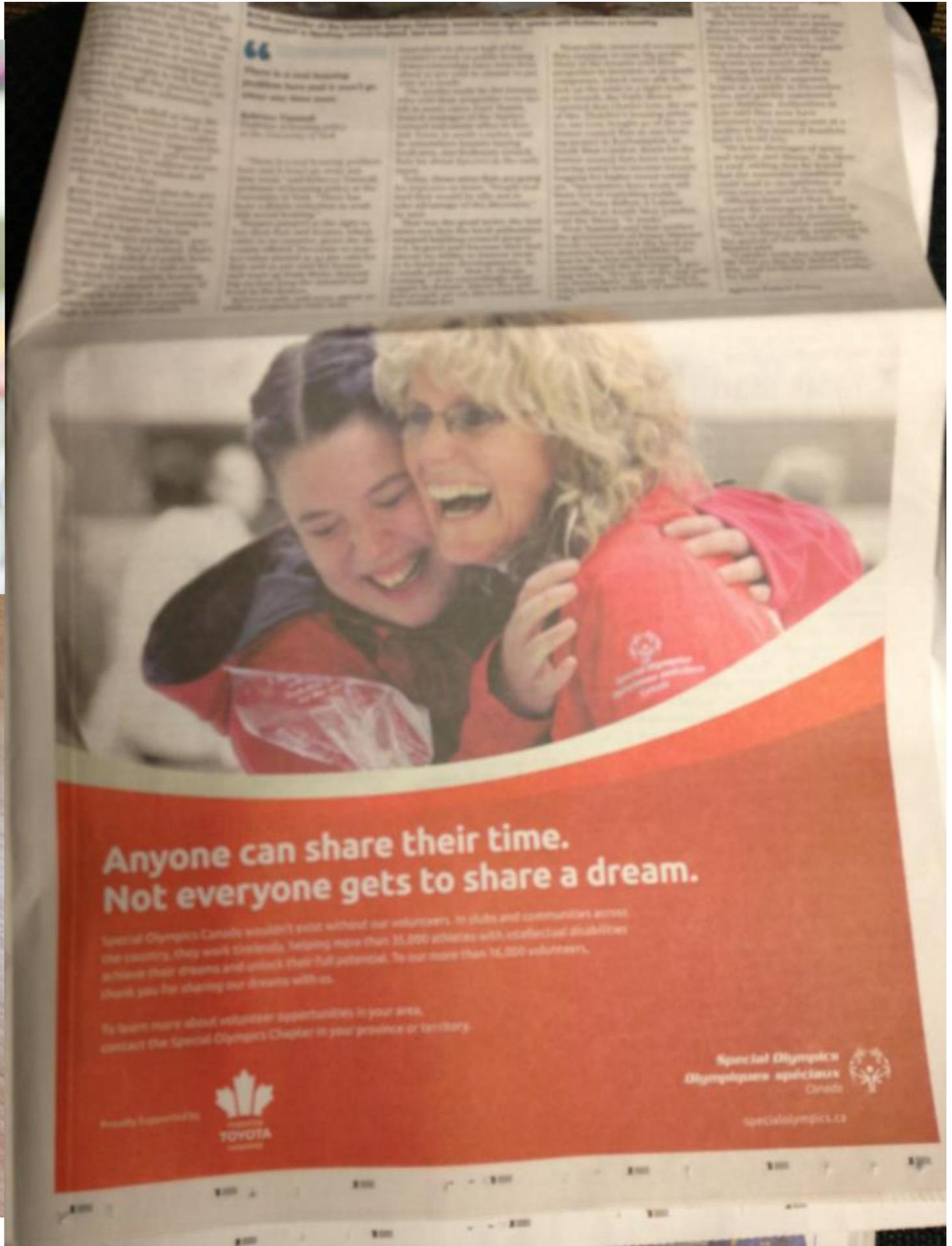


 **Special
Olympics**
Brasil

**Copa de Futebol Unificado
Special Olympics Rio de Janeiro**

Use of national colors
gives local identity.





Example of use of bilingual logo from Canada.

SPECIAL OLYMPICS UNITY GALA DINNER

2012 国际特殊奥林匹克融合慈善晚宴

Special Olympics
国际特殊奥林匹克







I Support

Special Olympics
Belgium

Special Olympics National Games

8 - 11 May 2013 - Ghent



Great choice of imagery with flag. Program mark has stronger positioning on the right hand side as eye is naturally drawn there first.



**Special
Olympics
Ireland**



**Please support our
Collection Day
Friday 26th April**

www.specialolympics.ie/donate





The Finals

7-a-side Football Tournament

Special Olympics Malta

VS

**Surrey Blues Disability FC
(Chelsea U.K)**

Venue: Centenary Stadium, Ta' Qali

Date: Saturday, 13th April, 2013

Time: 09.00 - 13.00hrs

Entrance: Free of Charge (Donations are welcome)



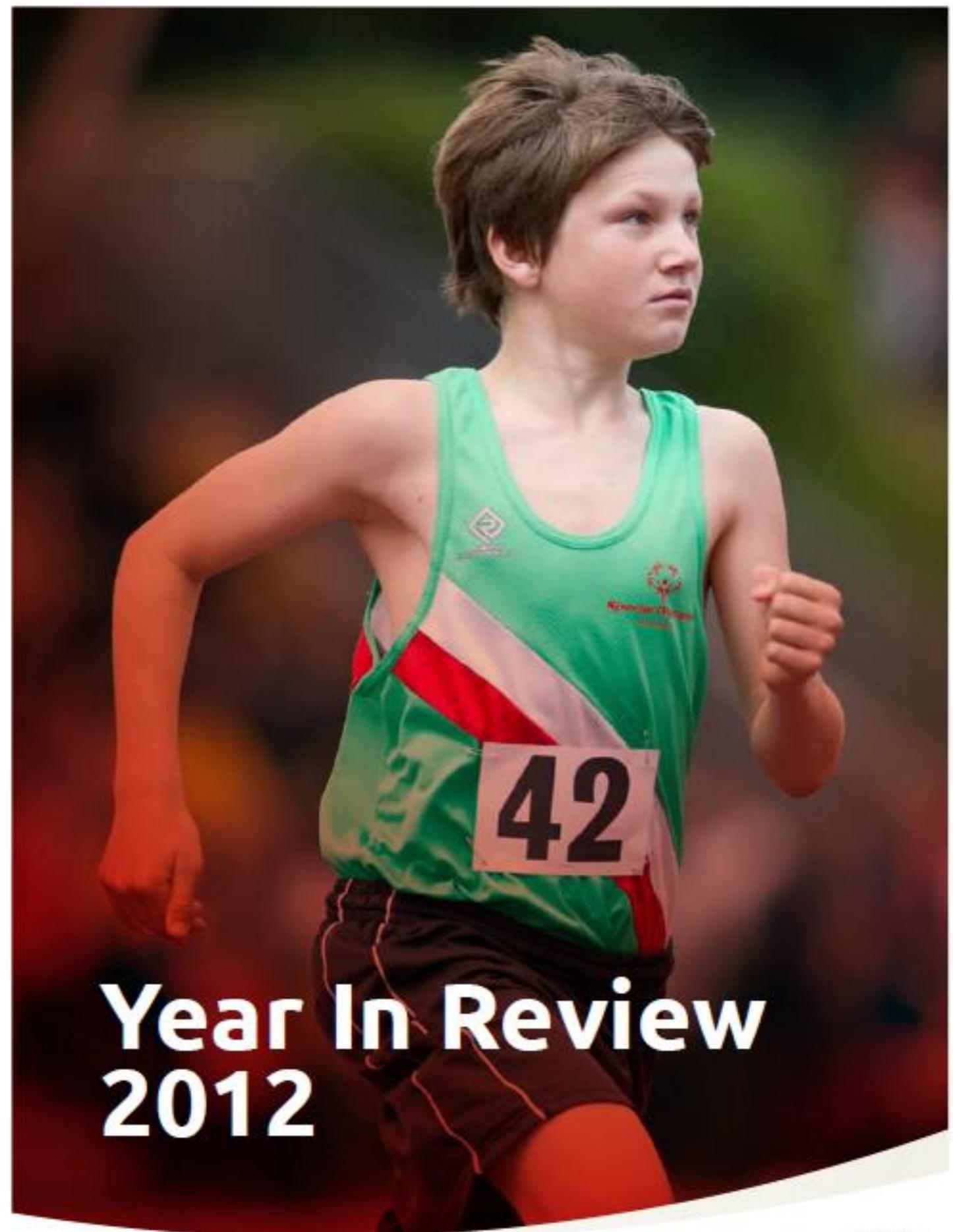
**Special
Olympics**
Malta



Nice, neat and
clean design.

Great example of clean, impactful annual report design from SO Great Britain.

To view the entire report click [here](#).





No longer
necessary to use
symbol as water
mark.



**Special
Olympics**
Virginia

3212 Skipwith Road, Suite 100 | Richmond, VA 23294
800.932.GOLD | specialolympicsva.org

Created by the Joseph P. Kennedy Jr. Foundation for the Benefit of Persons with Intellectual Disabilities.



2011 Annual Report



**Special
Olympics**
Virginia

Champions Society

In the Olympic tradition of excellence and grandeur, Champion's Society members are the guardians who protect our athletes' future. By providing for Special Olympics Virginia in their estate and financial plans today, members of the Champion's Society guarantee the long-term success of Special Olympics Virginia and its goal to build a bigger, better community.

There are no minimum gift amounts to join the Champion's Society. If you have already included Special Olympics Virginia in a bequest or other planned gift, we hope you will let us know. Your willingness to be listed as a member of the Champion's Society not only encourages others to follow your example, but inspires the family members, athletes and community at large that Special Olympics' life-improving mission will continue for generations to come.

For more information about the Champions Society and including Special Olympics Virginia in your estate plans, please contact Roy Zeidman, Senior Vice President.



Anonymous
Joseph H. Adams*
William G. Blackburn*
Leeta Brumback*
Robert L. Cecil*
Max Everton
Elizabeth S. Gray*
Thomas H. Hamara*
George* & Joyce Headford
Karl W. Helft
Barbara O. Hodge*
Charles J. Hockman*

Edith B. Kramer*
Christine A. Knoche*
Henry M. Lindsay*
Ruby Linkous
Margaret E. McCants*
Grace W. Reeves*
Joel & Valerie Reinford
Thomas L. Ross
John M. Scott*
Carl & Joyce Stargardt
Kitty Stever
Joan Wheatley

**Deceased*



MISSION: Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Every effort has been made to ensure the accuracy and completeness of this list. Please inform us of any inaccuracies. Thank you.



**Special
Olympics**

North America Memo

October 4, 2012: Mega-Edition!

SONA Softball Invitational Tournament Knocks it out of the Park!



Thirty-three teams from across the United States, as well as for the first time, teams from Canada, Dominican Republic, and Puerto Rico took to the fields of the Amateur Softball Association (ASA) Hall of Fame Complex in Oklahoma City and Bickham Field in Edmond for the 2012 Special Olympics North America Softball Invitational Tournament.

The event kicked off with the official Opening Ceremony at the ASA Hall of Fame Complex, featuring a parade of athletes, as well as a series of special guests including Master of Ceremonies and USA 2004 Softball Olympic Gold Medalist Amanda Freed, and Gymnastics legend and Olympics Gold Medalist Bart Conner. Conner, who serves as Vice-Chair of Special Olympics' global Board of Directors, paid tribute to Special Olympics Founder, the late Eunice Kennedy Shriver, in honor of September 22 being global Eunice Kennedy Shriver Day.

Participating teams represented 16 states including Arizona, Florida, Georgia, Illinois, Iowa, Kansas, Maryland, Mississippi, Missouri, Nebraska, New Jersey, North Carolina, Oklahoma, South Carolina, Texas, Vermont, Puerto Rico, Dominican Republic and Canada (Ontario). Both traditional Special Olympics teams and Unified Sports teams were represented at the tournament. Another "first" was that many of the games were streamed live, allowing fans across the country to cheer on their teams!

In the traditional team competition, first time tournament attendees, the Dominican Republic, took the gold in Division 1; the Illinois All-stars earned the gold for Division 2; the Arizona Wildcats won gold in Division 3; and the Texas Saints earned the gold for Division 4.

In the Unified Sports team competition, first time tournament attendees, Puerto Rico, took the gold in Division 1; the Georgia earned the gold for Division 2; the Oklahoma Broncos won gold in Division 3; and the Nebraska Sharks earned the gold for Division 4.

Big thanks to the staff of Special Olympics Oklahoma for hosting the event, and special thanks to Presenting Sponsors Moose International, ASA, Oklahoma City CVB, Coca-Cola and Powerade.

Get full results, photos, video on demand info and more on the [tournament webpage](#).



New-look Fanletter

Fanletter has undergone a facelift! It's all part of Special Olympics' new branding, which will ensure consistency across marketing materials produced by the various Special Olympics organisations around the world. The new branding was a year in the making with feedback gathered from all levels around the world. ■

 [Click here to read more about the international project.](#)

Health promotion in numbers

Figures from last month's Health Promotion in Palmerston North.

81 people assessed

10 volunteers helped out

56 people from residential providers

31 people never before seen by Special Olympics

9 referrals made. ■

2012 Trans Tasman Tournament

Athletes around the country are putting in the final preparation for next month's Trans Tasman Tournament in Cairns, Australia. ■

 [Read more](#)

From the CEO's desk

We are all being exposed to constant change in our lives due to the nature of our challenging economic environment. Many of our athletes will be impacted by the pending closure of two Special Schools in New Zealand, including Salisbury School in Nelson. We have had a long, positive association with Salisbury, which has nurtured and strengthened the confidence of many young women with intellectual disabilities. We continue to watch our athletes blossom at Salisbury and many are now taking leadership roles in Special Olympics at local, regional and national levels. As we move forward we need to be thinking about innovation and adaptation in this changing climate. Change is now part of life. Our Special Olympics framework offers opportunities and we need to keep seeking out families that may benefit from our support.

Internally, we are making great progress refining the support systems for our volunteers to ease their administration burden. This is enabling us to now focus on adding depth to our sports development, and augment our partnerships with the NSOs of our sanctioned sports. Next year we are planning to offer a National Coaching Forum and regional technical skills training. Our athletes are now demanding a greater level of technical support from their coaches across all sports.

We hope you like the new-look Fanletter. Special Olympics International has generously funded this initiative—thank you! Ever mindful of costs, we will extend this rebrand across uniforms and collateral progressively over the next year.

Kathy Gibson, Chief Executive Officer ■

Event management made easy

Organising and running sports events will soon be a lot smoother for Special Olympics Clubs with the introduction of GMS Six—the latest volunteer and games management system. The software allows Clubs to store athlete and volunteer details, generate entry forms, track entries, record results, and monitor logistics all in one package.

"It's the way forward. It's a one-stop platform that has everything we need to run events efficiently and effectively," says Dave Beattie, Regional Sports Coordinator for Upper North Island—South and East.

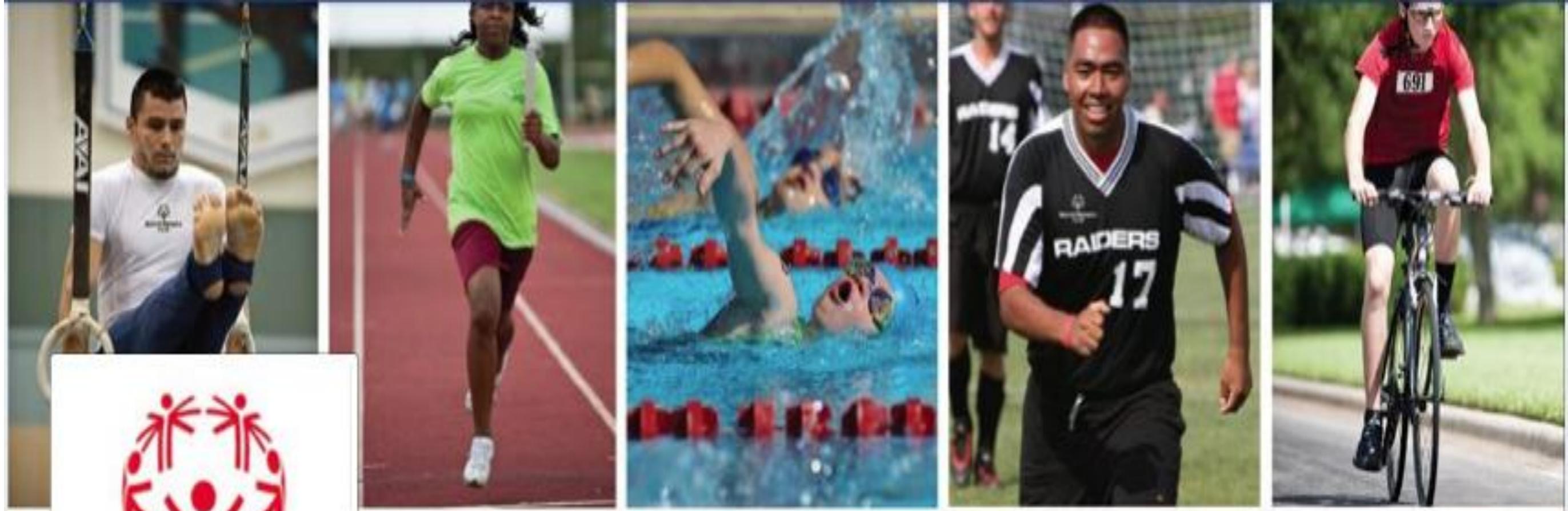
"To date Clubs have been using a variety of methods to organise events including Microsoft Excel and the older GMS 5 programme. GMS Six has quite a different look and feel from the earlier system.



"We trialed the programme recently at an aquatics event in Whangarei, and at a joint event between the Special Olympics Tamaki and Howick-Pakuranga Clubs. As expected with any new software, we uncovered a few bugs that we need to iron out, but overall it is proving to be a fantastic tool that will be hugely beneficial for Clubs."

Special Olympics New Zealand is in the process of training volunteers around the country in GMS Six and will roll it out across all Clubs gradually.

If you are interested in learning more about GMS Six or being trained in the programme, please contact Mike Ryan, National Sports and Coaching Director on 06 350 2957, or miker@specialolympics.org.nz. ■

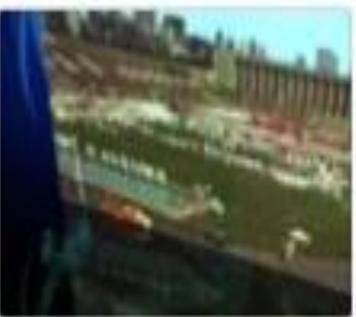


Special Olympics Florida

6,024 likes · 227 talking about this · 45 were here

Liked Message

Non-Profit Organization
Special Olympics Florida provides year-round sports training and competition to children and adults with intellectual disabilities, at no cost to the athlete. Be a



6,024

About

Photos

Events

Videos

Likes

Use of social media avatar rather than centred mark



Special Olympics Italia

2,744 likes · 350 talking about this · 16 were here

✓ Liked

Non-Profit Organization

"Che io possa vincere, ma se non riuscissi, che io possa tentare con tutte le mie forze" Giuramento dell'Atleta Special Olympics - sito web: <http://www.specialolympics.it/>

About



Photos



Likes



Map



Events

Highlights

Post Photo / Video

Write something...



Special Olympics Italia updated their cover photo.

4 hours ago



Recent Posts by Others on Special Olympics Italia

See All



Remo Bodino

da oggi , due fan in più. alice e martina , sono le mie due ni...

3 · 2 hours ago



EdSport Eventidisport

in anteprima la locandina dell'evento in programma il 13...

1 · Tuesday at 4:48pm



Anna Farrugia

Anna posted a photo.

September 29 at 5:39pm



Cristina Lattaro

Oggi su RLTV (Rieti Lazio TV, 677 DTT), verra' presentat...

2 · September 27 at 2:15pm

+ Create Page

Now

September

2012

2011

2010

2009

Joined Facebook



Special Olympics MA

@SpOlympicsMA

Special Olympics Massachusetts Official Twitter Site
Massachusetts · <http://specialolympicsma.org/>

Following



1,543 TWEETS

1,010 FOLLOWING

1,335 FOLLOWERS

Tweet to Special Olympics MA

Tweets



Following



Followers



Favorites



Tweets



Special Olympics MA @SpOlympicsMA

10m

Special Olympics MA Volunteer Newsletter - June 2012

[#constantcontact](#) conta.cc/OIYQcF

Expand



Special Olympics MA @SpOlympicsMA

3h

[@DebMillin](#) We couldn't do it without dedicated people like you Deb, thank you for all your support. Btw a big thanks to all our supporters!

[View conversation](#)

Twitter



WHO WE ARE

TRAIN & COMPETE

EVENTS

VOLUNTEER

DONATE

GIVING JERSEY A GOOD NAME ALL ACROSS THE GLOBE

MAUREEN LARSEN, OLYMPIC WORLD GAMES ATHLETE AND GLOBAL MESSENGER

NOW THAT'S GENUINE JERSEY PRIDE

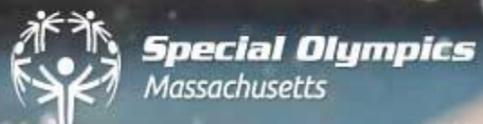
READ MAUREEN'S STORY >

OUR EVENTS
LINCOLN TUNNEL 5K

GET INVOLVED

Run UNDER the water as part of the Lincoln Tunnel Challenge

New Jersey website – www.sonj.org – again curve is not obligatory



Transformative Education

Special Olympics provides a platform through sports to help change the attitudes and perceptions of youth towards peers with intellectual disabilities through programs such as Unified Sports, Project Unify, and the R- Word Campaign. Get involved as an Educator, School or Partner.

+ Programs

+ Events & Promotion

+ Resources

+ About Us



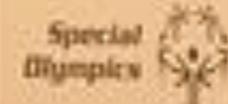
DEVELOPMENT

Winter Games, PyeongChang



SPECIAL OLYMPICS GLOBAL DEVELOPMENT SUMMIT

World Winter Games, PyeongChang 2013



Spe
Olymp



Team/Clubs

SOUTH AFRICA

남아프리카 공화국







SO Washington Youth Unified Event



**Clinic
Check-in**

VOLUNTEERS

Workshop
(STAFF & PARENTS)

**Young
Athletes**

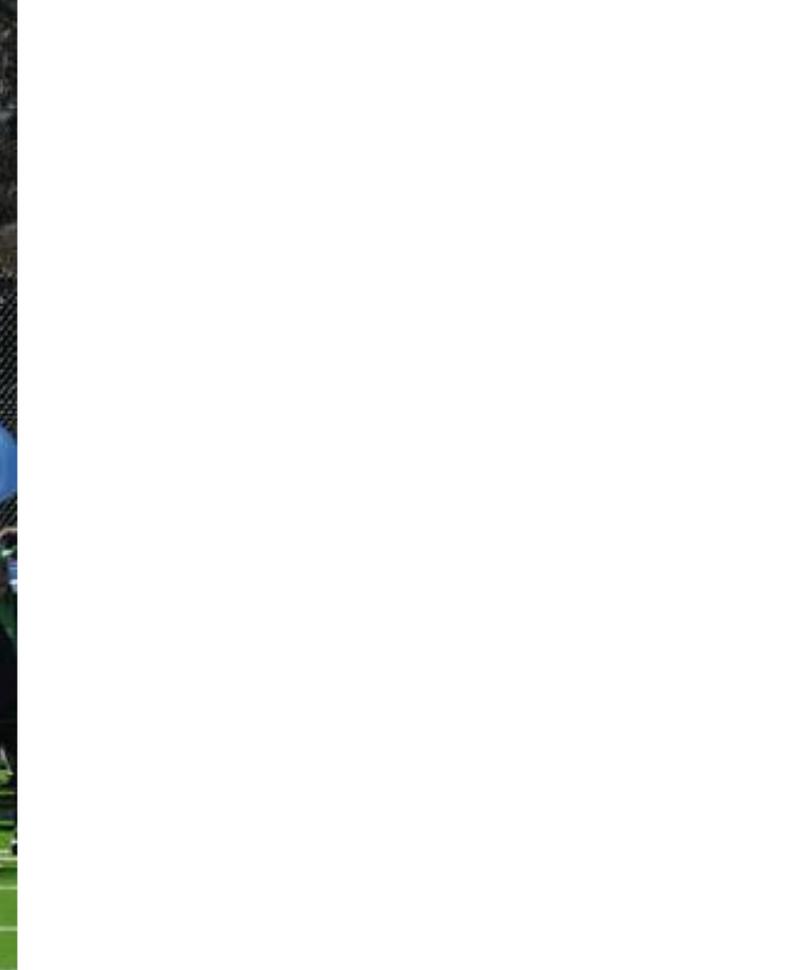


Unified Sports®

Ashworth Ave N 1500

INGRAHAM
MIDDLE SCHOOL
Address
Special Olympics
Event





It is not always necessary to use the curve with the program mark. Here the banners could be just red with the mark in white.





Here is a an opportunity to use the team mark structure to ensure the Special Olympics symbol is included on uniforms



STEELVILLE

Cardinals

SPECIAL OLYMPICS
MISSOURI



**Special
Olympics**
Brasil





Games



**SPECIAL OLYMPICS BC
SUMMER GAMES 2013
LANGLEY**





Special Olympics Switzerland
National Games
Bern 2014



28 APRILE
assemblea dei Soci

 BancaEtruria

Sotto l'Alto Patronato del Presidente della Repubblica
Special Olympics Italia XXIX Giochi Nazionali Estivi
Arezzo 23.28 aprile 2013

Equitazione, Bocce, Pallavolo unificata
Ciclismo-Mountain bike



Special Olympics Italia
XXIX Giochi Nazionali Estivi
Arezzo 23.28 aprile 2013



*Che io possa vincere,
ma se non riuscissi,
che io possa tentare
con tutte le mie forze*

Giuramento dell'Atleta Special Olympics

CERIMONIA DI APERTURA: 24 aprile ore 21.00 Piazza Grande, Arezzo



Joint events

MÁS QUE TENIS

Fundación Rafael Nadal

Special Olympics España



MÁS QUE TENIS



Fundación Rafael Nadal



Macesports



**Olimpiadas
Especiales**
México

**FIRMA DE CONVENIO
EMBAJADOR CLUB LEÓN**





SPALDING
NBA

Special
Olympics
Arizona

Basketball Clinic
March 25, 2013

Special
Olympics
Arizona

Basketball Clinic
March 2013

Special
Olympics
Arizona

Basketball Clinic
March 25, 2013

Special
Olympics
Arizona

Basketball Clinic
March 25, 2013



Health, Education & Community programs

Special Olympics Sub-Brands







Special Olympics WORLD WINTER GAMES PyeongChang 2013



Special Olympics
WORLD WINTER GAMES
PyeongChang 2013
PERFECT SENSE



Special Olympics **Healthy Athletes**[®]





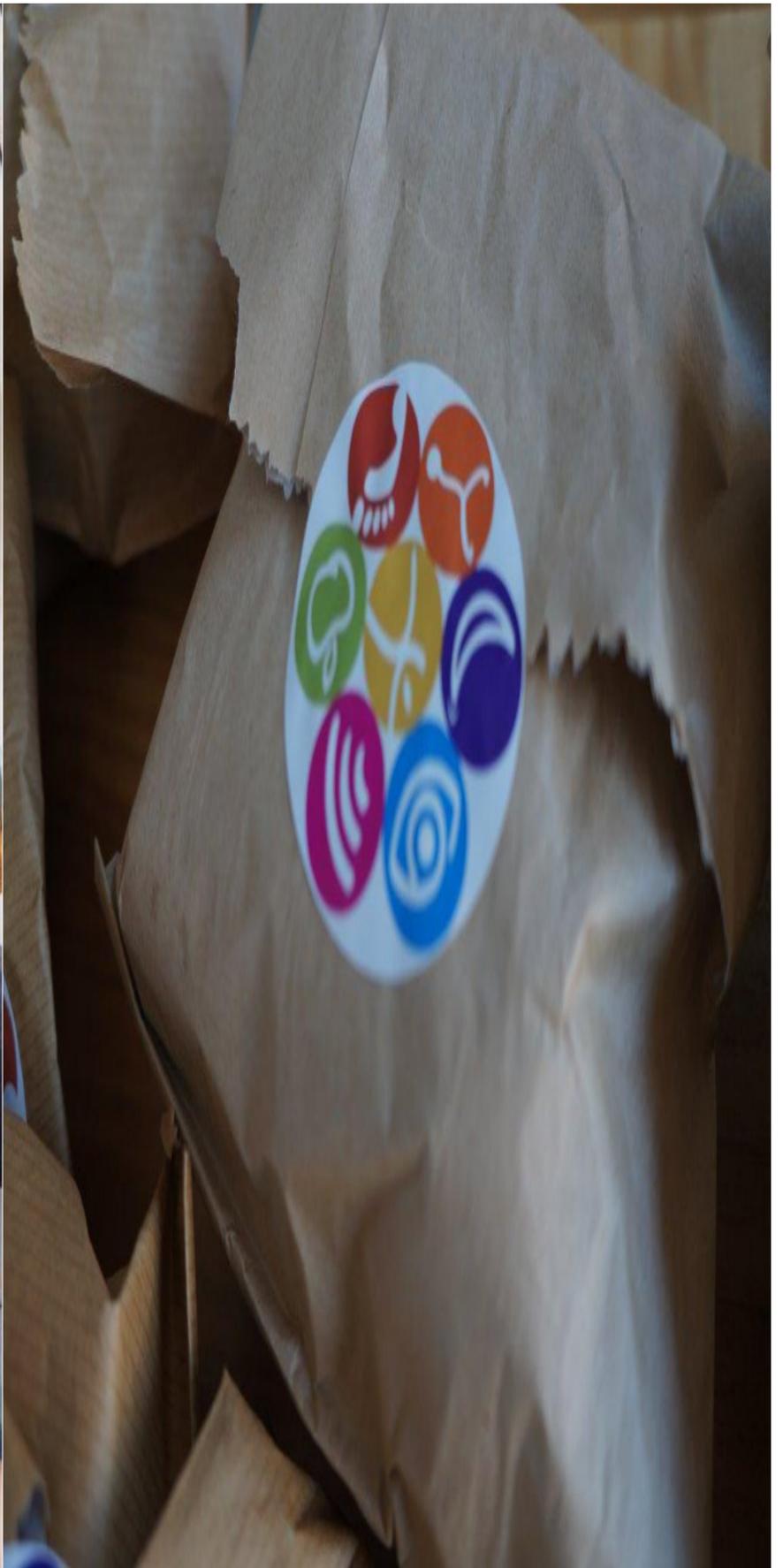


Special Olympics
Lions Clubs International
Opening Eyes®



Special Olympics
Lions Clubs International
Opening Eyes®







The Special Olympics Accredited Program mark is used to endorse the communication. *It should not be locked-up with Healthy Athletes' logotype.*





Regions




**Special
Olympics**
Africa Region
In pursuit of excellence
2011 - 2015

A vertical banner with a white background. At the top is the Special Olympics logo, a red stylized figure surrounded by other figures. Below the logo is the text "Special Olympics" in bold black font, followed by "Africa Region" in a smaller, italicized black font. Underneath is the slogan "In pursuit of excellence" in a teal font, with "2011 - 2015" in a smaller teal font below it. The bottom half of the banner features a photograph of a young man in a white t-shirt with "NBA Cares" on it, holding a basketball. The background of the photo shows a basketball court with a "DICK'S Sporting Goods" logo.




**Special
Olympics**
Africa Region
In pursuit of excellence
2011 - 2015

A vertical banner with a white background. At the top is the Special Olympics logo. Below it is the text "Special Olympics" in bold black font, followed by "Africa Region" in a smaller, italicized black font. Underneath is the slogan "In pursuit of excellence" in an orange font, with "2011 - 2015" in a smaller orange font below it. The bottom half of the banner features a photograph of a soccer goalkeeper in an orange jersey diving to catch a ball in front of a goal.



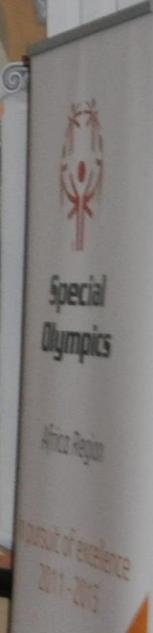
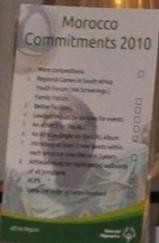

**Special
Olympics**
Africa Region
In pursuit of excellence
2011 - 2015

A vertical banner with a white background. At the top is the Special Olympics logo. Below it is the text "Special Olympics" in bold black font, followed by "Africa Region" in a smaller, italicized black font. Underneath is the slogan "In pursuit of excellence" in an orange font, with "2011 - 2015" in a smaller orange font below it. The bottom half of the banner features a photograph of a soccer player in a red and white jersey standing on a field. A smaller version of the banner is visible in the foreground, partially obscured by a glass railing.

Nice use of colour to reflect region. "Africa" is no longer locked into logo – SOA used international logo.

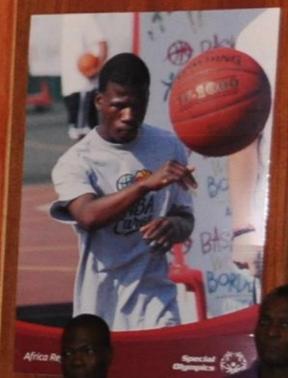
Leadership Conference

18 to 21 March 2013
Midrand Conference Center
South Africa





HOUSE
RED



Thank you

Please share your examples or questions with us by emailing Maureen or Nadine at brand@specialolympics.org

Special Olympics

