

Please take time to read and understand this quick guide. It introduces you to some of the main points you should consider when creating a Special Olympics branded piece.

In this guide you will find the basic building blocks of our visual identity such as our mark, color and typography. By using this kit of parts we can create a consistent house style that is unified while having the flexibility to create diverse messages.

# Ten questions to ask yourself when creating a Special Olympics branded piece.



## 1 Are you using the correct brand mark artwork?

Use only official master artwork files. Do not photocopy, scan or attempt to re-draw your own version of the mark.

**Color references:** When printing the mark in spot color the symbol is printed in Special Olympics Red (Pantone® 186) and the type is printed in Special Olympics Grey (Pantone® 418) or Black.

**Lock-up options:** There are a number of lock-ups of the mark that provide flexibility for different layout situations. Please consult the full guideline document for a complete set of these marks.



1 A complete set of alternative lock-up versions of the brand mark can be found in the full brand guidelines.

## 2 Is the brand mark positioned correctly?

The standard position of the mark for print is in either the top right or bottom right corner. The mark should be an equal distance from the two closest edges. The actual distance will depend on the size and nature of the item being produced.

Leave sufficient space around the mark so that it can be clearly recognized and is not encroached upon by any other elements. The general rule is that the minimum free space around the mark should be equal to the height of the 'O' in 'Olympics'.



2 The mark is given sufficient room to breathe and can be clearly recognised.

## 3 Is the brand mark on the right background?

The mark should be placed on a background which does not interfere with recognition. When placing the two color version of the mark use a white background. When placing a single color version of the mark make sure to use a low contrast background and make sure there is appropriate contrast between the mark color and the background color.



1 The two colour version of the mark is placed on white background.  
2 There is sufficient contrast in the background to allow for the mark to be easily recognisable.

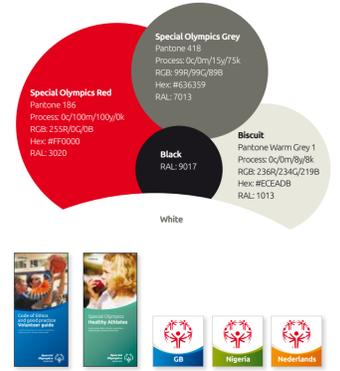
## 4 Are you using the right typeface?

Ubuntu is the preferred typeface of Special Olympics. It should be used for informational communications produced by Special Olympics. There are four weights of the typeface; Light, Regular, Medium and Bold which allows for various levels of emphasis. It currently comes in a range of languages: Latin (Western), Greek and Cyrillic.



## 5 Are you using the right colours?

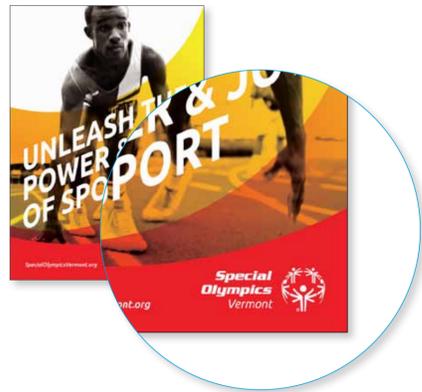
The Special Olympics primary color palette consists of Special Olympics Red and Special Olympics Grey. These two colors are supported by Black, Biscuit and White for core applications of the brand visual identity. A range of secondary colors have been specified to support the primary palette. These can be used to add personality to designs and to differentiate between communication items.



1 A complete set of colour references for our secondary colour palette can be found in the full brand guidelines.

## 6 Are you using the dynamic curve appropriately?

The Dynamic Curve is a graphic device that can be used to give our communications a recognizable house style. The curve device also protects the mark from other graphic elements on the page giving our core identifier greater standout and recognition. You can use a single curve or multiples but the device should be used sparingly - such as on front covers etc.



## 9 Does the overall piece reflect the Special Olympics personality?

When creating communications consider the emotions that these words evoke and evaluate the look and feel of your communications against them.

## 7 Is there a clear hierarchy to the information?

It is important to ensure there is a clear hierarchy when combining our elements. Information needs to be managed so it is immediately clear, easy to digest and understand.



1 Title of Publication  
2 Heading  
3 Introductory Paragraph  
4 Body text  
5 Image  
6 Quote  
1 The above example shows how the hierarchy of information and visual elements can create a successful, easy to understand layout.

## 8 Are you using photography appropriately?

Special Olympics communications can use many styles of photographs. These images can be used to educate, explain, raise awareness, illustrate need, evoke emotions, foster values or create empathy.

It is important to try to caption photographs with the names of the athletes involved and some context about their specific story. The meaning and effect of the photographs are focused by the context they are placed in, the headlines they are used with, the captions that accompany them or when simply branded with the Special Olympics Mark.



1 Close up / Personal  
2 Expressive  
3 Creating context  
4 Dynamic action

## 10 Are you taking the opportunity to bring the guiding idea to life?

'Revealing the champion in all of us' combines the elemental ideas behind our guiding idea into a single expression. Take the time to consider how you might express this guiding idea in a manner that resonates for your community or for a specific audience.

Inspirational  
Joyful Inclusive  
Determined  
Courageous  
Authentic

