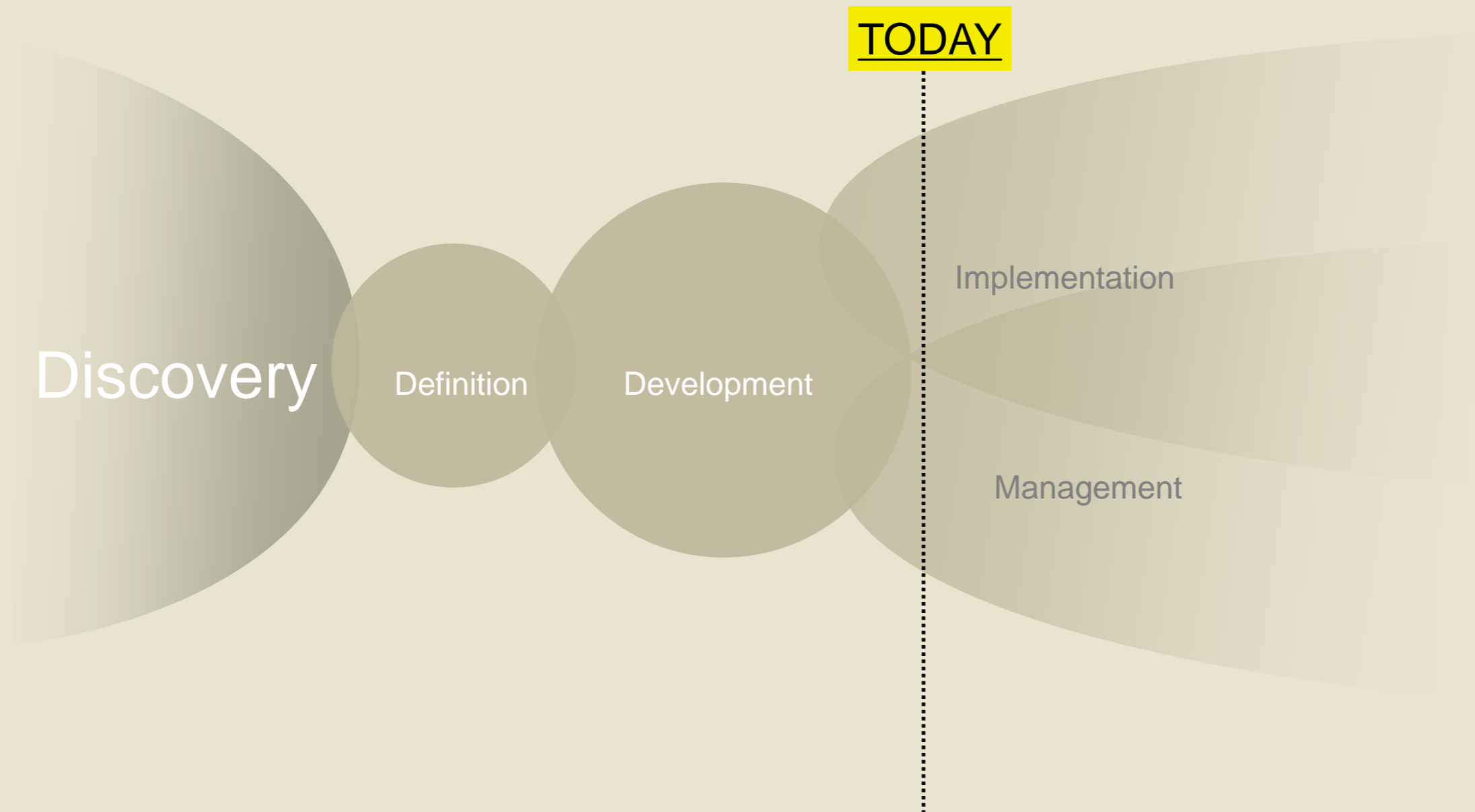


Aligning the Special Olympics Brand

Special Olympics



Process



Methodology

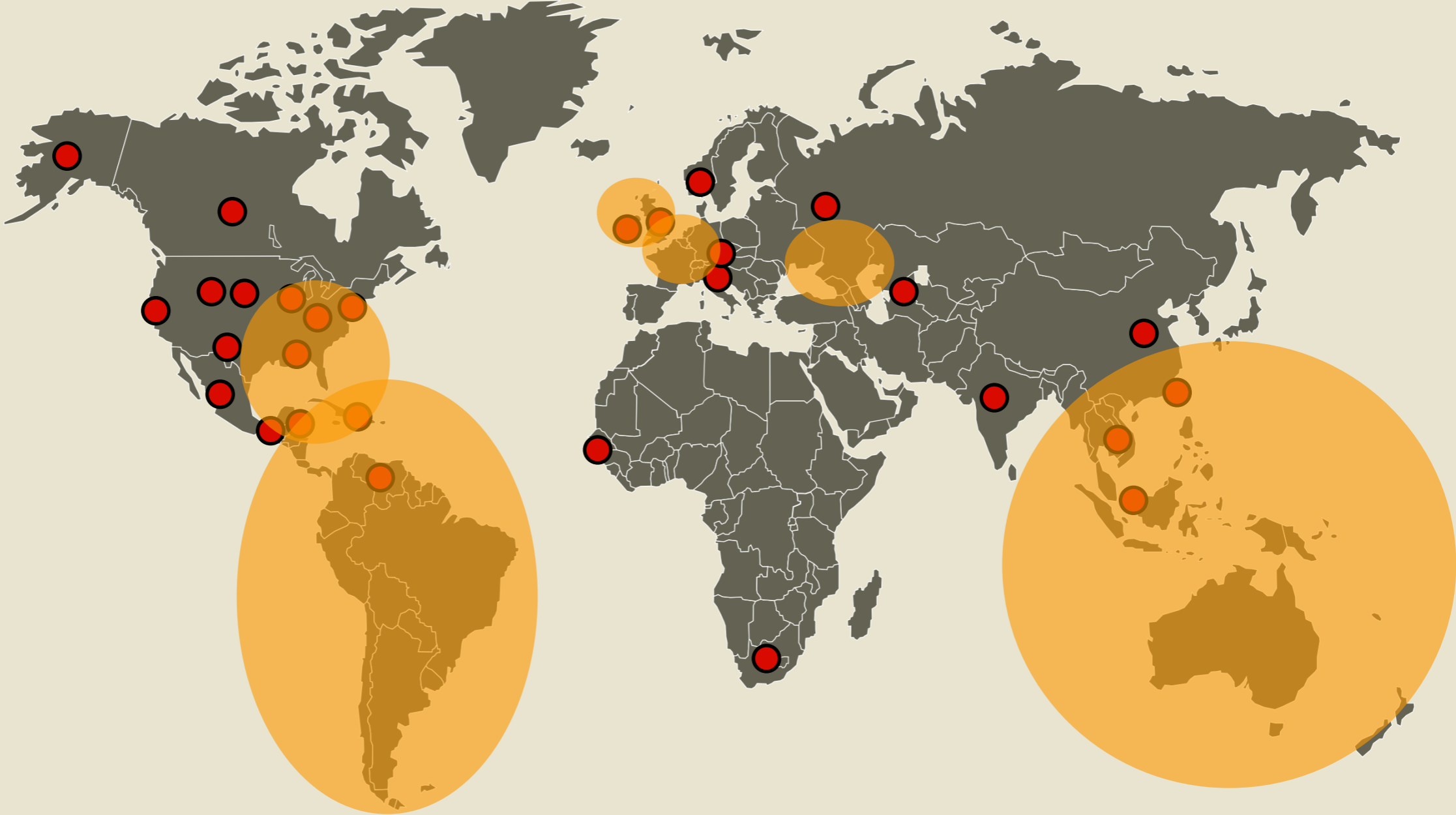
Organisation Interviews

Athlete & Volunteer Interviews

Questionnaire (29 worldwide)

Desk research

Interviews



Note.

**Today we are
looking at brand
identity.**

**Not presenting
a new campaign.**

Brand

POLICE

objective

EMPOWER MENT

BRAND

REPUTATION

SHARED
REPUTATION.
ION

reputation

IT'S NOT
WHAT YOU
SAY YOU
ARE

reputation

IT'S WHAT
OTHER
PEOPLE SAY
WHEN YOU
LEAVE THE
ROOM



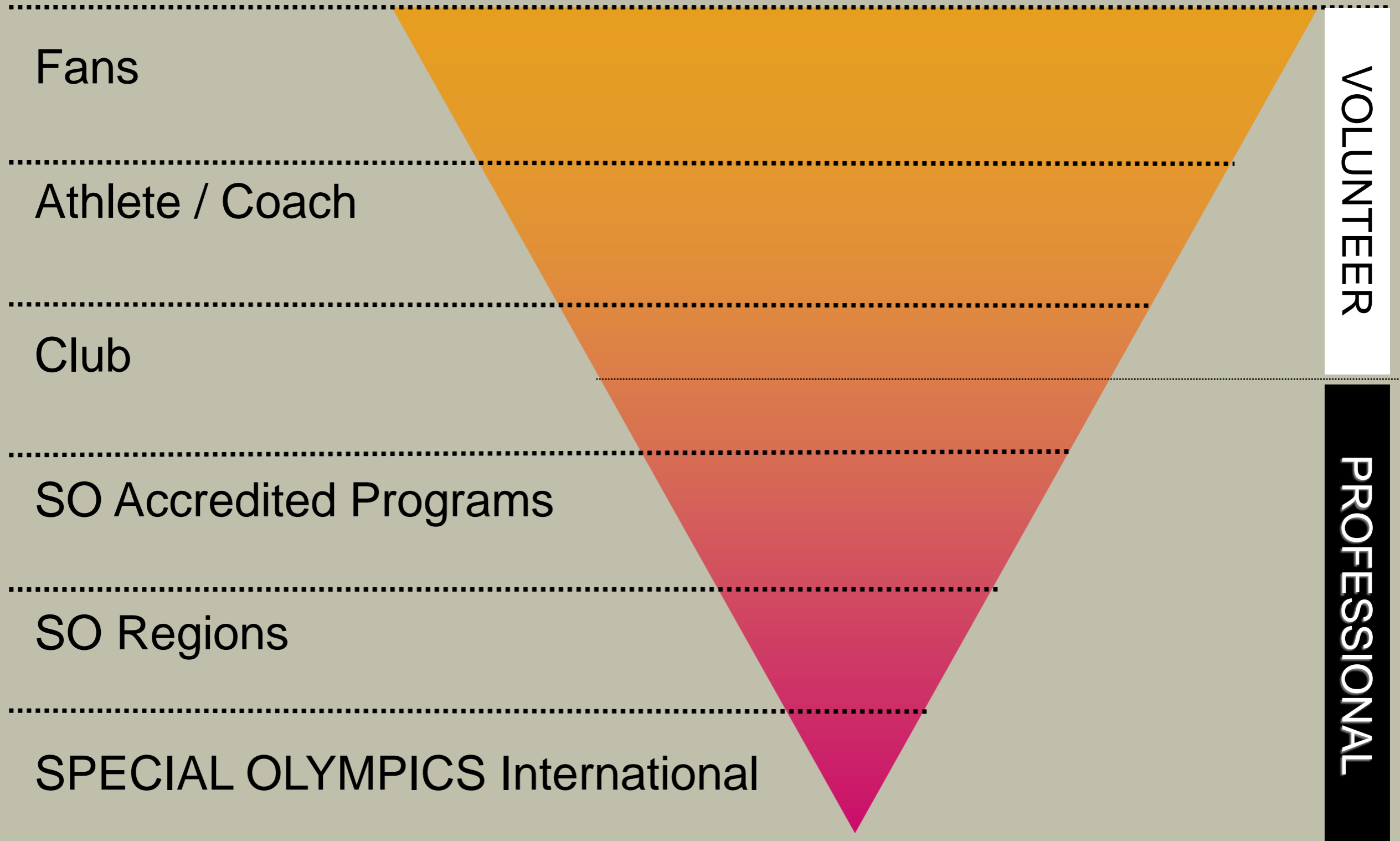
SHARED UNDERSTANDING

KEEP IT

SIMPLE

BUT NOT MORE SIMPLE THAN
IT IS

WHO? WHAT DECISIONS?





RECOGNITION

ASSOCIATION

Special Olympics



Brand Identity

STORIES

OUR STORY

Once upon a time...
a long long time ago ...











the Special Olympics Mission



Provide 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.

the Special Olympics Mission

What we do

Provide year-round sports training and athletic competition in a variety of Olympic-type sports

Who* we do it for

for children and adults with intellectual disabilities,

Why we do it

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.

* Families and the wider community also benefit from what we do.





Special Olympics Germany

Special Olympics Italy

Special Olympics Norway



Special Olympics Germany

Special Olympics Senegal

Special Olympics Italy

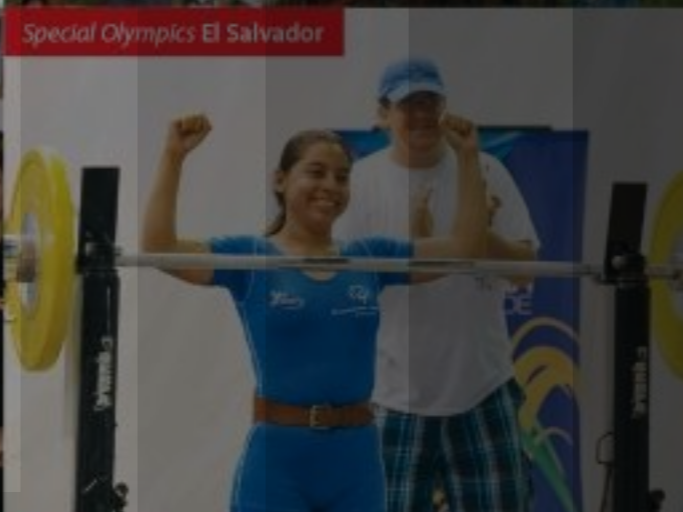
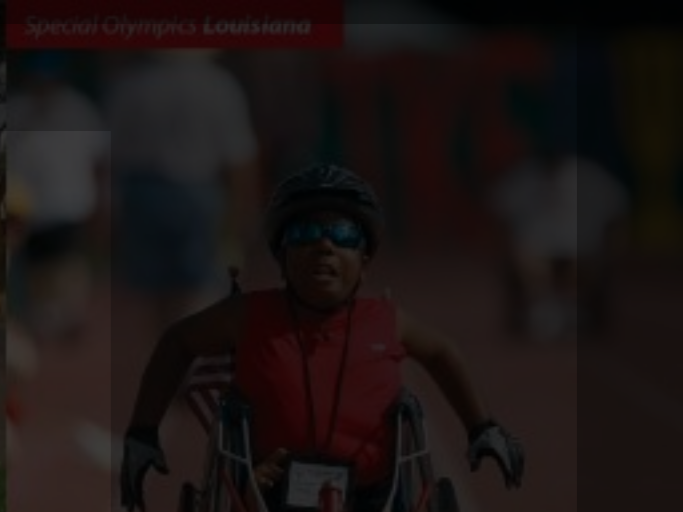
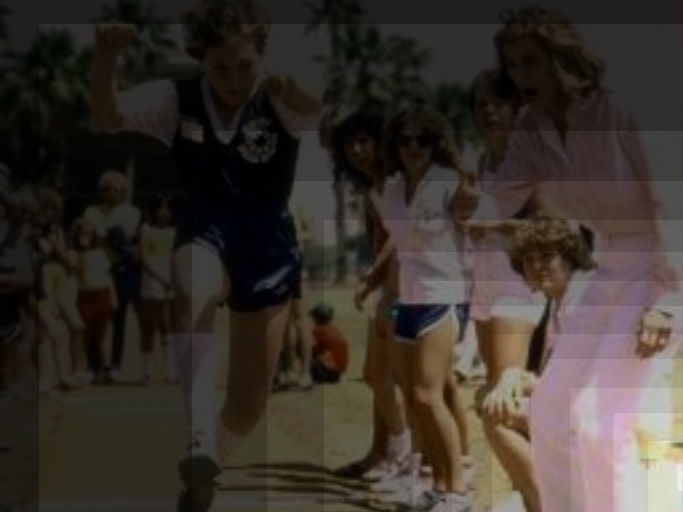
Special Olympics Norway

Special Olympics El Salvador

Special Olympics Venezuela

Special Olympics Italy

Special Olympics Switzerland



Special Olympics Italy

Special Olympics Norway

Special Olympics El Salvador

Special Olympics Michigan

Special Olympics Venezuela

Special Olympics Italy

Special Olympics Switzerland

Special Olympics Virginia

Special Olympics Mexico

Special Olympics Canada

Special Olympics Denmark

Special Olympics Great Britain

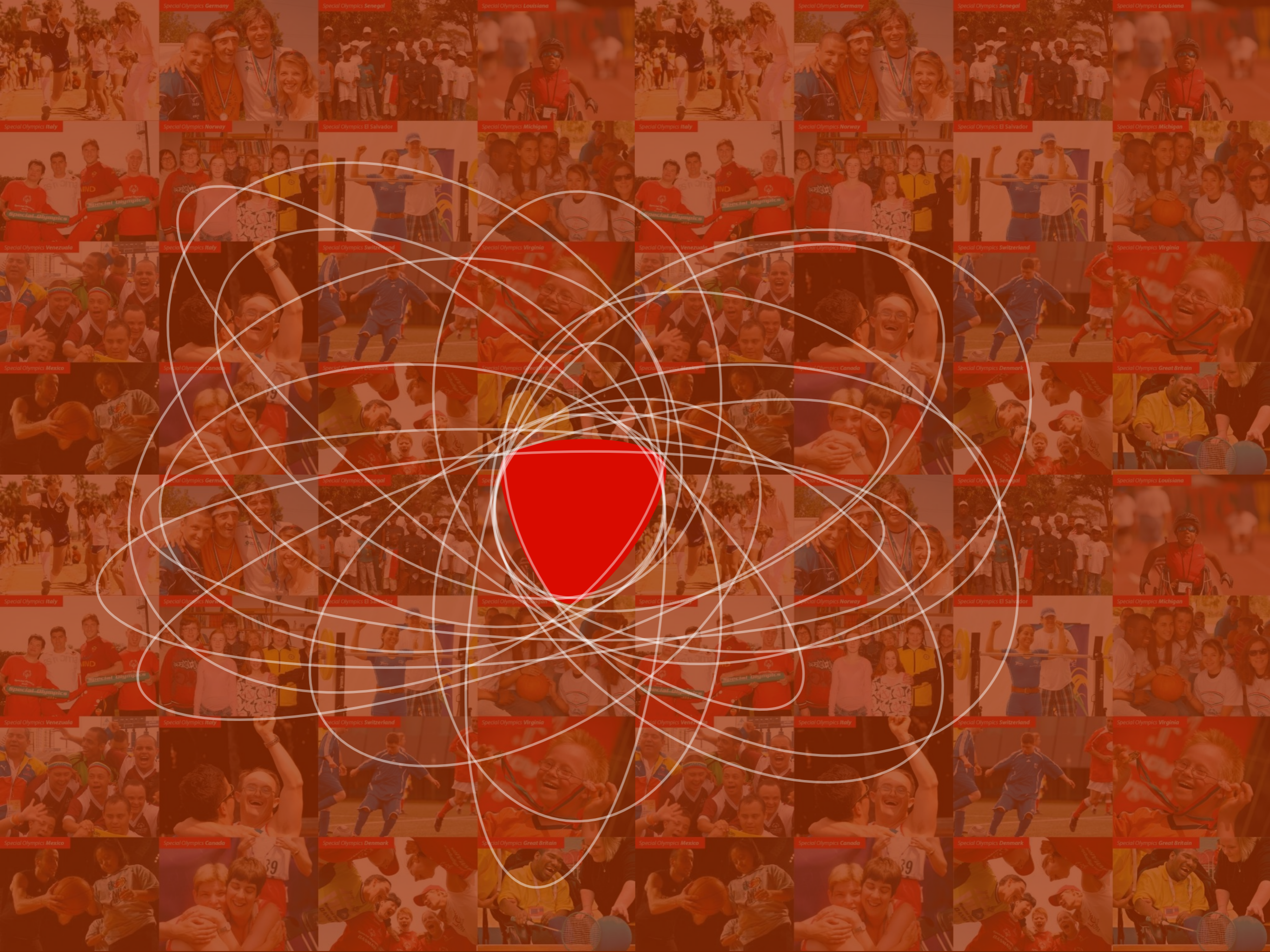


OUR STORIES

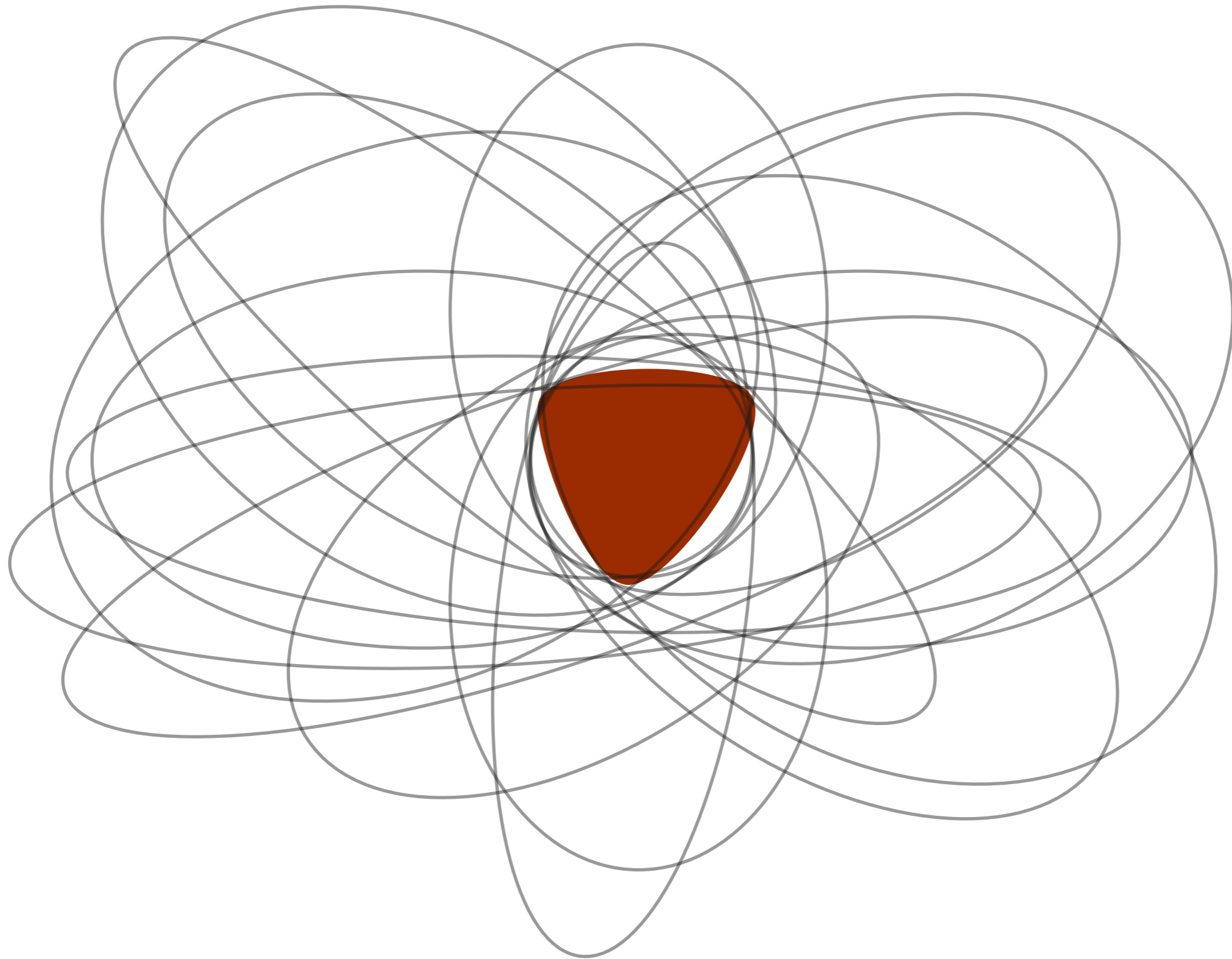


NO TWO THE SAME

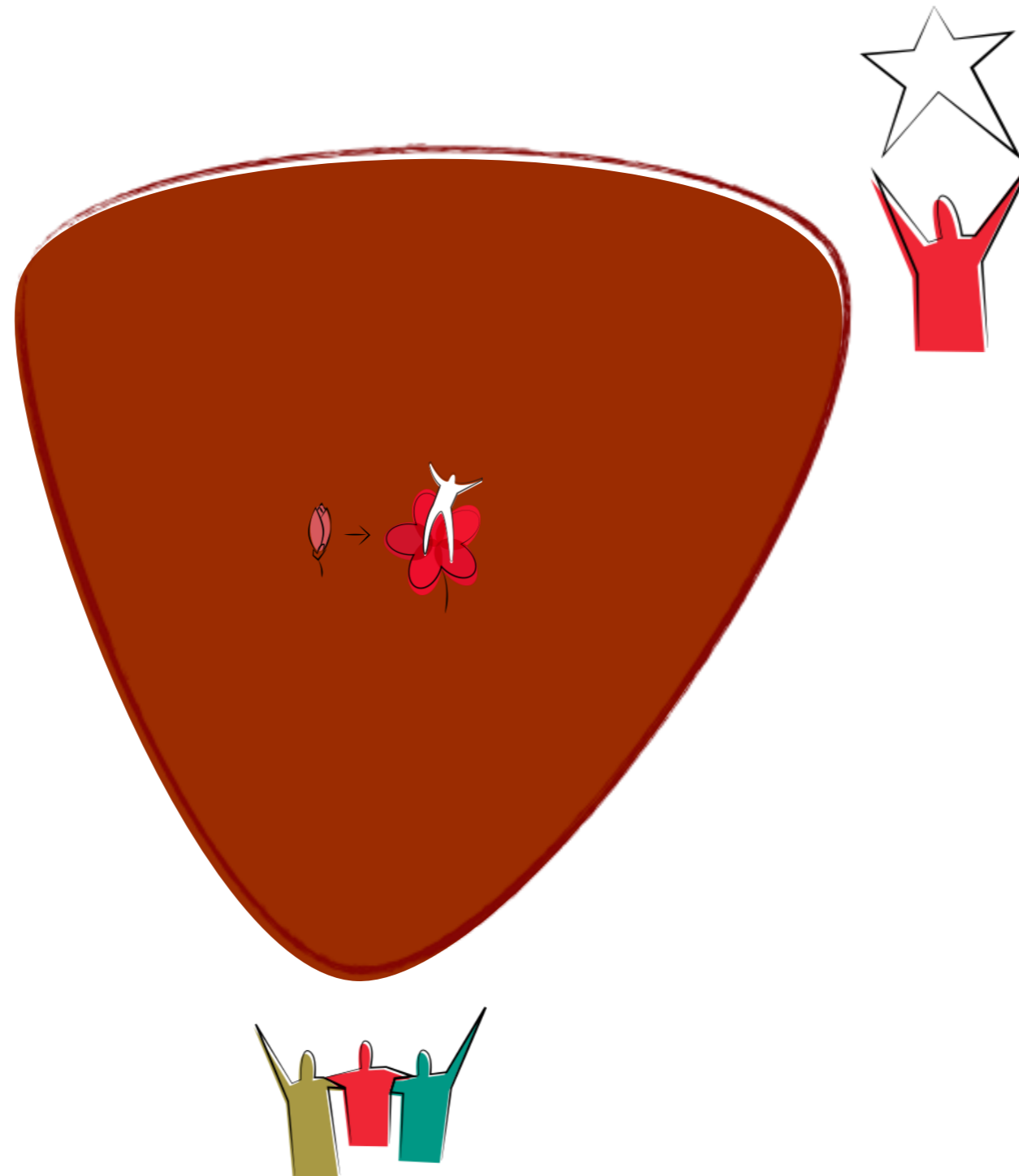
But all with a common thread



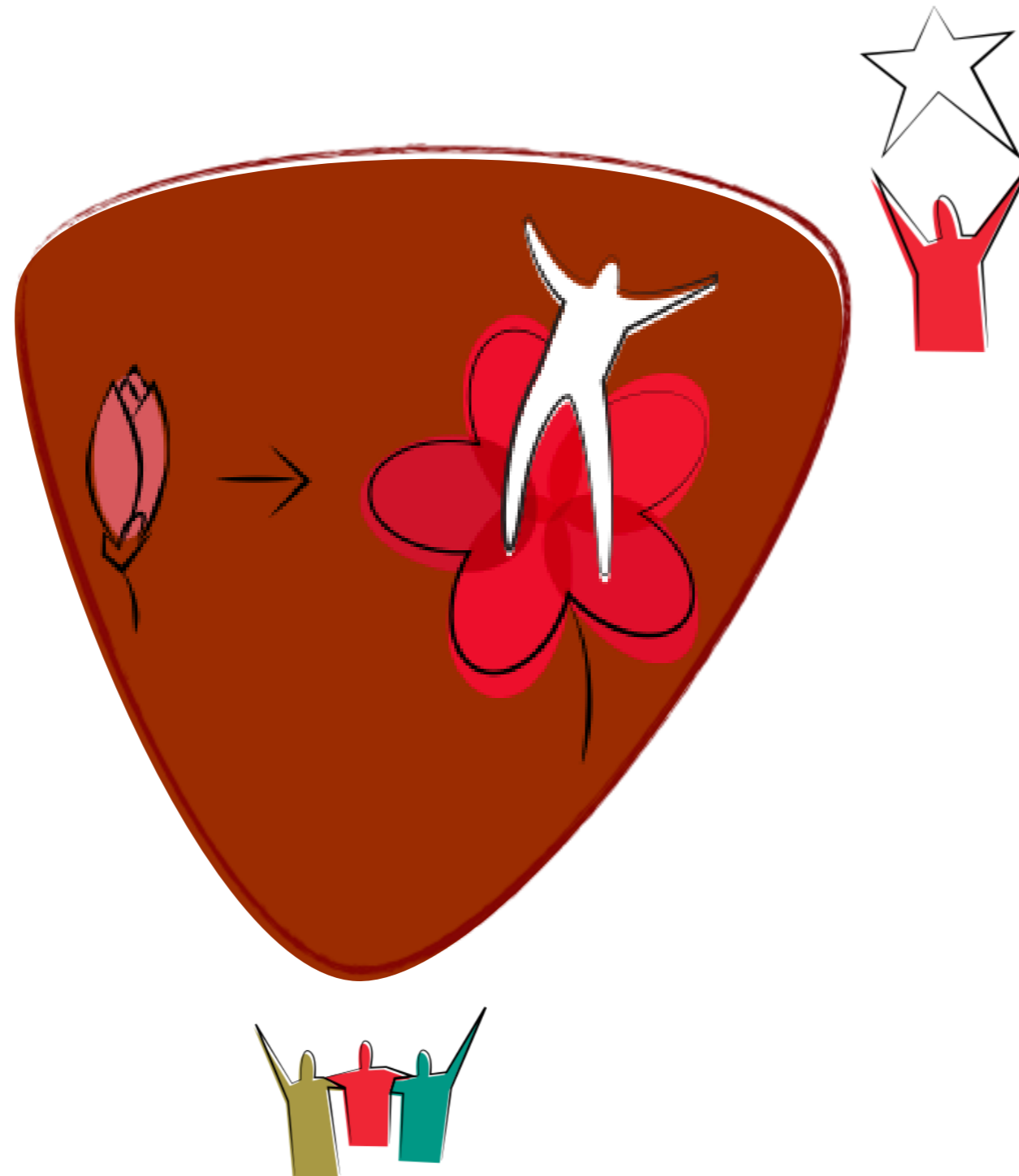
Common Ground



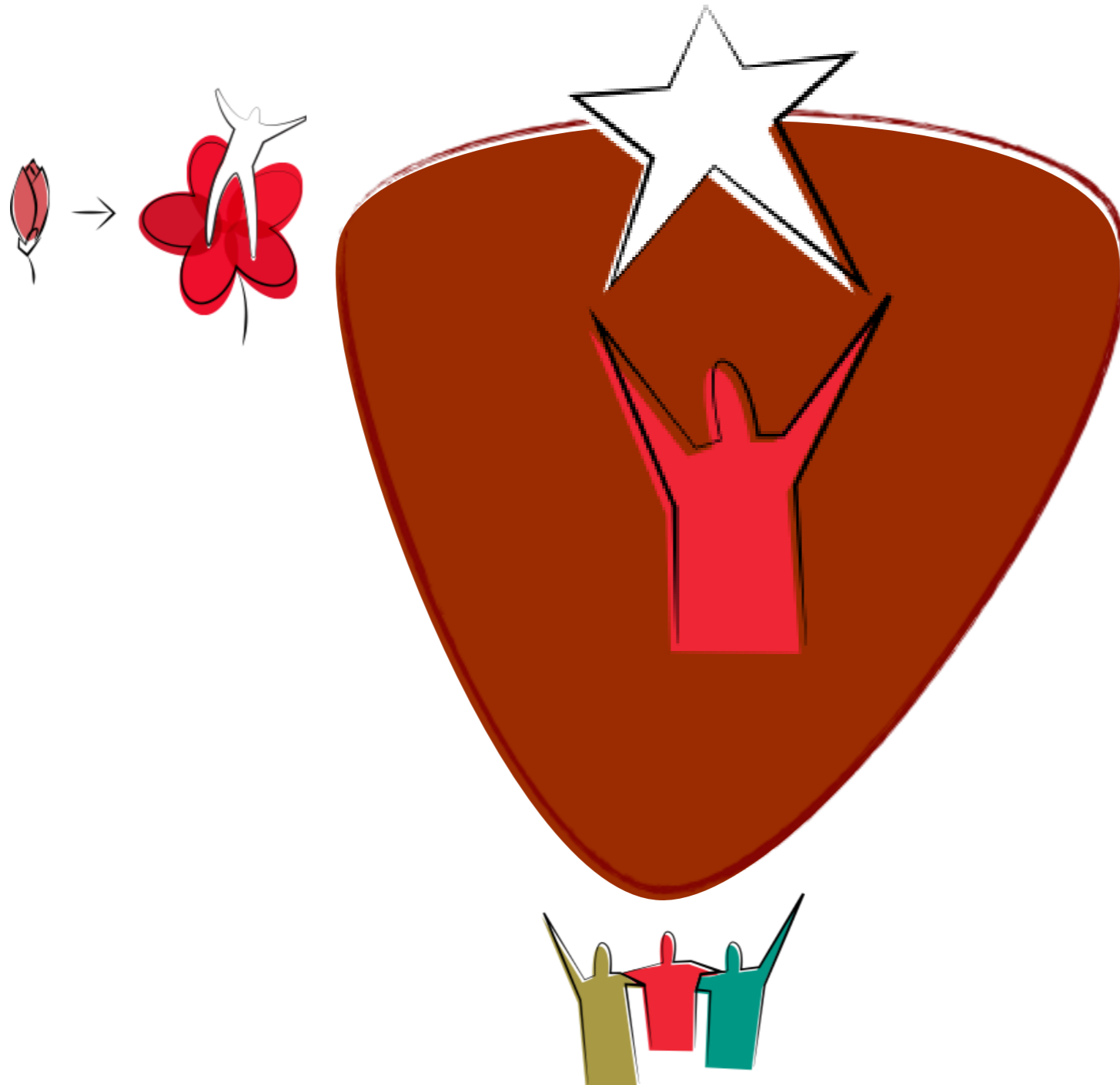
Guiding Idea at the heart...



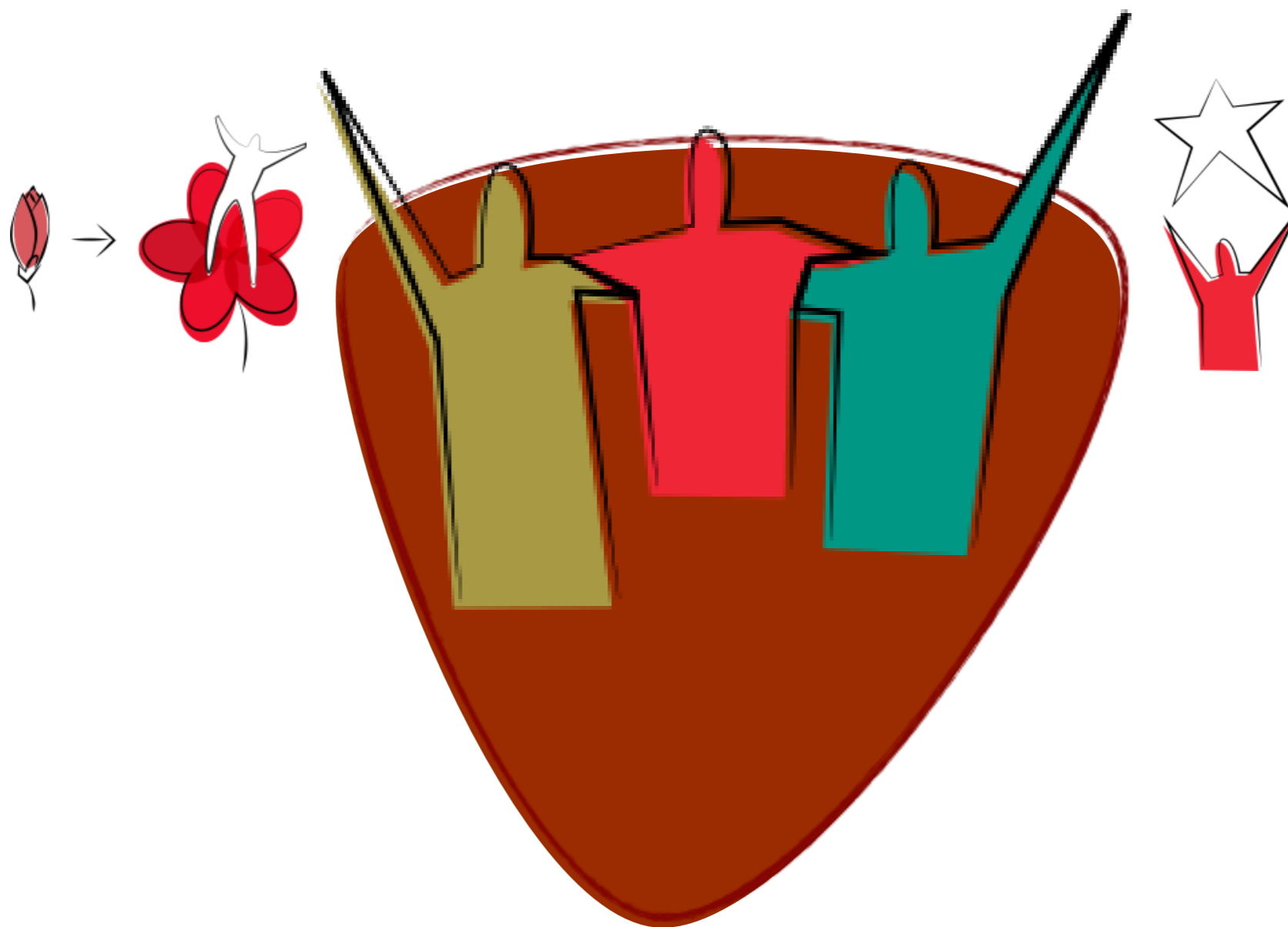
Revealing



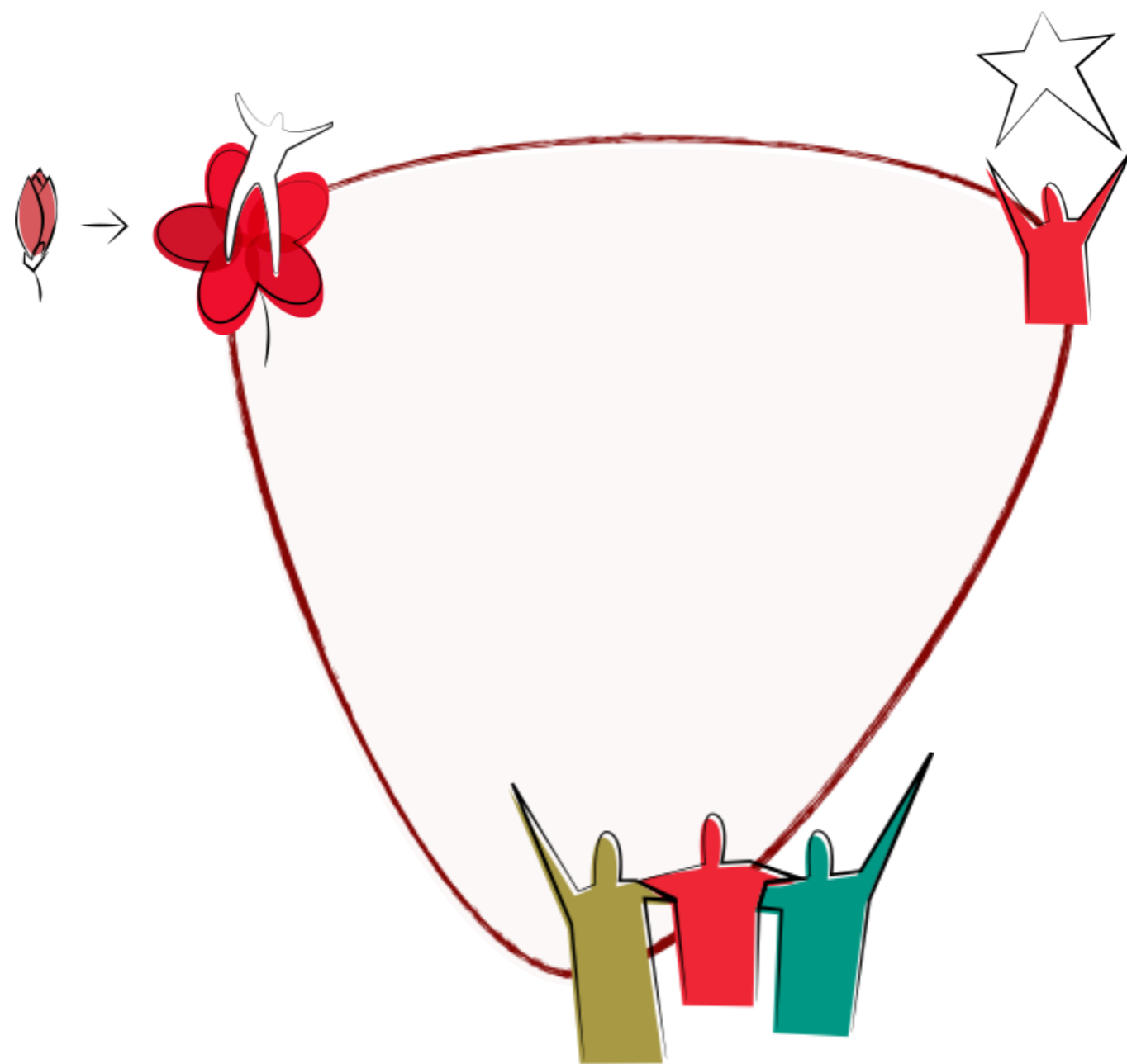
Revealing the champion



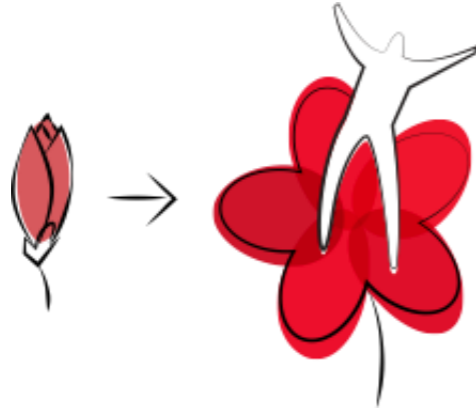
Revealing the champion in all of us.



Revealing the champion in all of us.



Guiding Idea



REVEALING	THE CHAMPION	IN ALL OF US
------------------	---------------------	---------------------

Grow
Release
Nurture
Develop
Care
Change
Transform
Promote

REVEAL

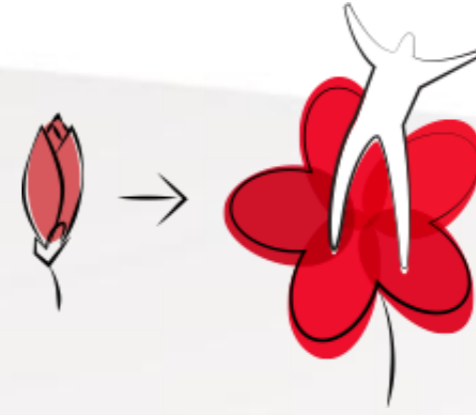
Ambition
Purpose
Goals
Pride
Progress
Win
Advocate
Impact

ACHIEVE

Community
Inclusion
Generosity
Partner
Together
Everyone
Team
Friendship

SHARE

الفكرة الأساسية للدافعة في
منظومة الأوليمبياد الخاصة



"اكتشاف"

الأبطال

من بيننا"

ة
تنشئة
إطلاق
تطوير
عناية
تحويل
تشجيع

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إصرار
اعتزاز
هدف
ارتقاء

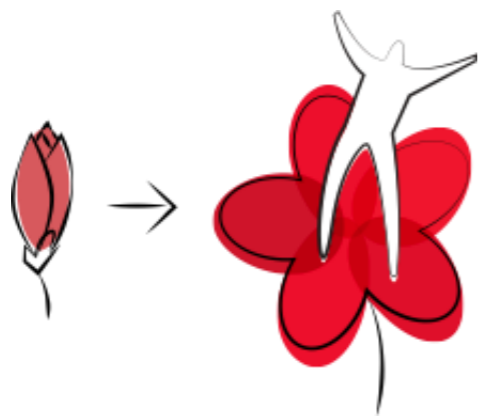
ة
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معاً
متسامح
مجتتمع
فريق
الاحتواء
القبول
شريك

اكتشاف

تحقيق

مشراكة

特奥会的核心指导思想



“展现

我们身边的

冠军风采”

成长
培养
释放
发展
关爱
改变
促进

抱负
获胜
目的
骄傲
目标
进步

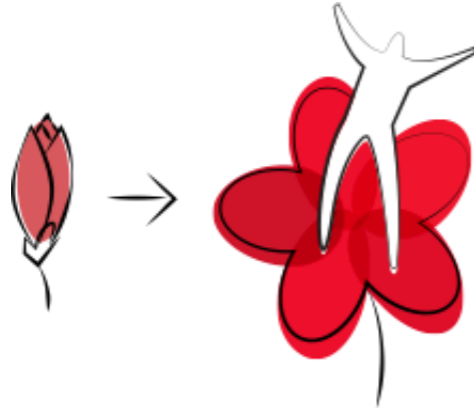
每个人
协力
慷慨
社区
团队
包容
接纳
合作

展现

实现

分享

Guiding Idea



REVEALING THE CHAMPION IN ALL OF US

Grow
Release
Nurture
Develop
Care
Change
Transform
Promote

REVEAL

Ambition
Purpose
Goals
Pride
Progress
Win
Advocate

ACHIEVE

Community
Inclusion
Generosity
Partner
Together
Everyone
Team
Friendship

SHARE

The Special Olympics Brand Model ...

ENTRY POINTS

SPORTS

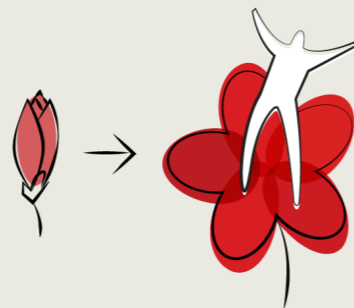
HEALTH

EDUCATION

COMMUNITY

GUIDING IDEA AT THE HEART OF SPECIAL OLYMPICS

(A)



(B)



(C)



REVEALING

THE CHAMPION

IN ALL OF US

REVEAL

ACHIEVE

SHARE

PERSONALITY

INSPIRATIONAL

JOYFUL

COURAGEOUS

AUTHENTIC

DETERMINED

INCLUSIVE

MISSION

Provide 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.

BRAND PROMISE

Special Olympics unleashes the human spirit through the transformative power and joy of sports every day around the world

BENEFITS

- DIGNITY
- PRIDE
- JOY
- FITNESS
- EMPOWERMENT
- FRIENDSHIP
- ACCEPTANCE
- COMMUNITY
- JUSTICE

REVEAL

ACHIEVE

SHARE

BRAND PROMISE

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REVEAL

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Special O
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transfor
sports ever

ENTRY POINTS

SPORTS

HEALTH

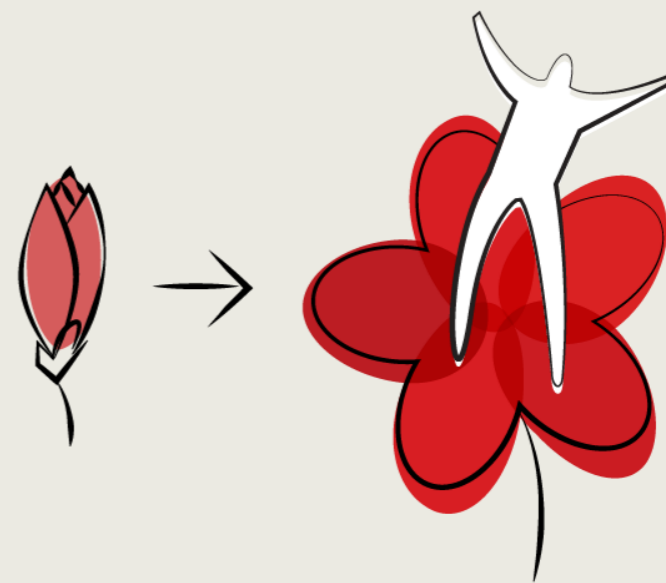
EDUCATION

COMMUNITY

MISSION

GUIDING IDEA AT T

(A)

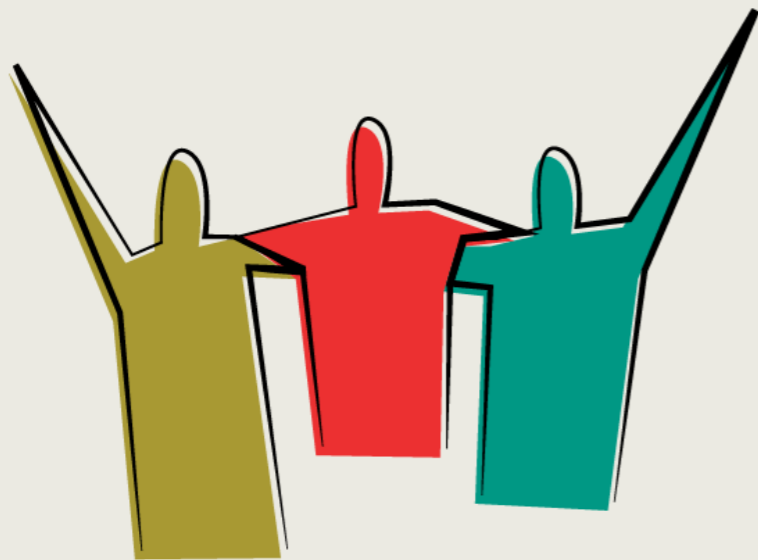


REVEALING T

REVEAL

SPECIAL OLYMPICS

(c)



ON IN ALL OF US

SHARE

PERSONALITY

INSPIRATIONAL

JOYFUL

COURAGEOUS

AUTHENTIC

DETERMINED

INCLUSIVE

BENEFITS

ON IN ALL OF US

SHARE

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BENEFITS

- DIGNITY
- PRIDE
- JOY
- FITNESS
- EMPOWERMENT
- FRIENDSHIP
- ACCEPTANCE
- COMMUNITY
- JUSTICE

The Special Olympics Brand Model ...

ENTRY POINTS

SPORTS

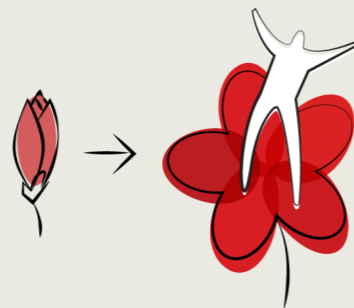
HEALTH

EDUCATION

COMMUNITY

GUIDING IDEA AT THE HEART OF SPECIAL OLYMPICS

(A)



(B)



(C)



REVEALING THE CHAMPION IN ALL OF US

REVEAL

ACHIEVE

SHARE

PERSONALITY

INSPIRATIONAL

JOYFUL

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AUTHENTIC

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- DIGNITY
- PRIDE
- JOY
- FITNESS
- EMPOWERMENT
- FRIENDSHIP
- ACCEPTANCE
- COMMUNITY
- JUSTICE

Stepping stones...

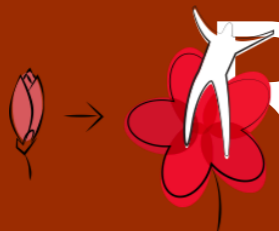
SHARE



ACHIEVE



REVEAL



Susie's story ...



www.youtube.com/watch?v=bU3RrrpzVc

Special Olympics



Visual Identity

Core Identity Recommendations

Simplify

(Easier to use, understand, apply)

Humanize

(Consider the aesthetics to reflect personality)

Evolve

(Build on areas of visual equity)

Acknowledge diversity

(Facilitate brand architecture)





Mark

Standard Mark Accredited Programs



Special Olympics

New Jersey

Standard Mark Accredited Programs



Special Olympics

New Jersey

Standard Mark Accredited Programs



Special Olympics

New Jersey

Standard Mark Accredited Programs



Special Olympics

New Jersey

Standard Mark
Accredited Programs



Standard Mark
Accredited Programs



Standard Mark
Accredited Programs



Standard Mark
Accredited Programs

***Special
Olympics
New Jersey***



- 1) More compact for easier and more effective application
- 2) Use of symbol in red makes it the focal point of the Mark
- 3) More robust contemporary typeface for Program Name
- 4) Optimized for print application and positioning on right side of most documents.

Standard Mark Accredited Programs



Core Brand Marks

International Brand Mark

Used for International communications and to represent the Special Olympics movement. This mark represents SOI and Regions and may only be used by SOI or the regional offices.

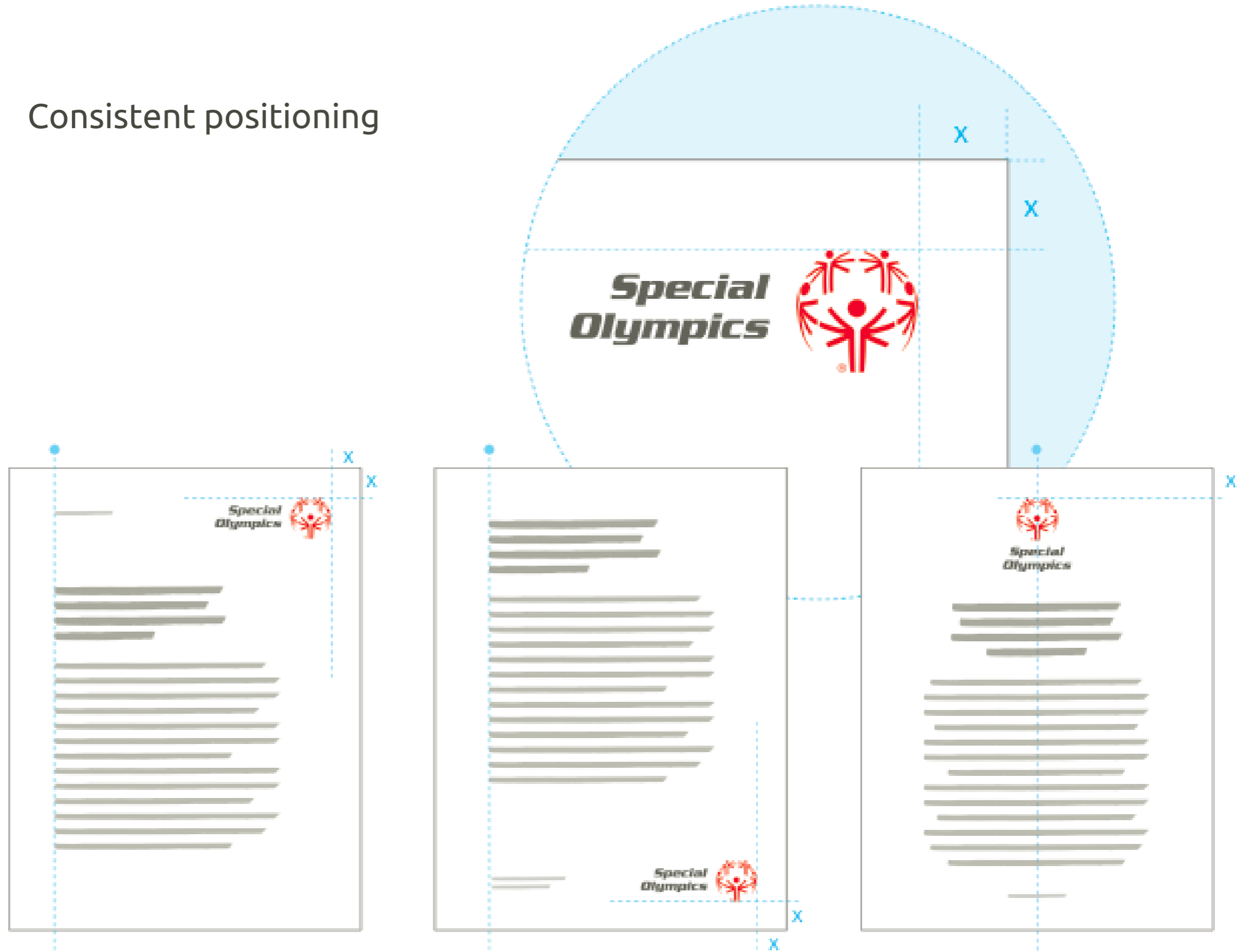


Accredited Program Marks

Used for individual Special Olympics accredited programs. The mark should always be used with name of the program in-lockup with the Special Olympics symbol and logotype.



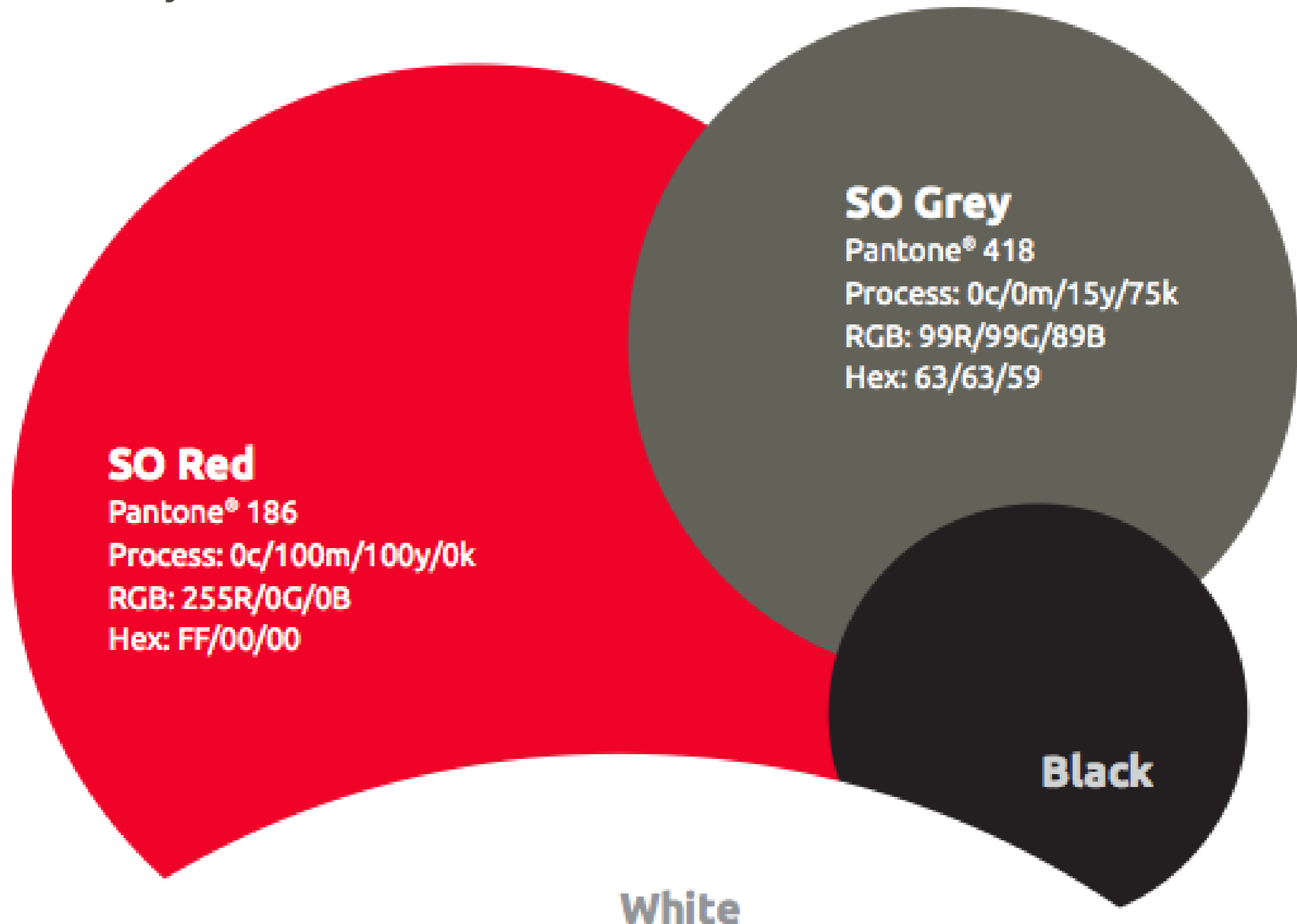
Consistent positioning





Color

Primary Color Palette



A diverse vibrant
organisation





Type

readability for people with dyslexia



l. Iceland

GILL SANS



1. Iceland

ARIAL



1. Iceland

UBUNTU

typeface: ubuntu

Special Olympics

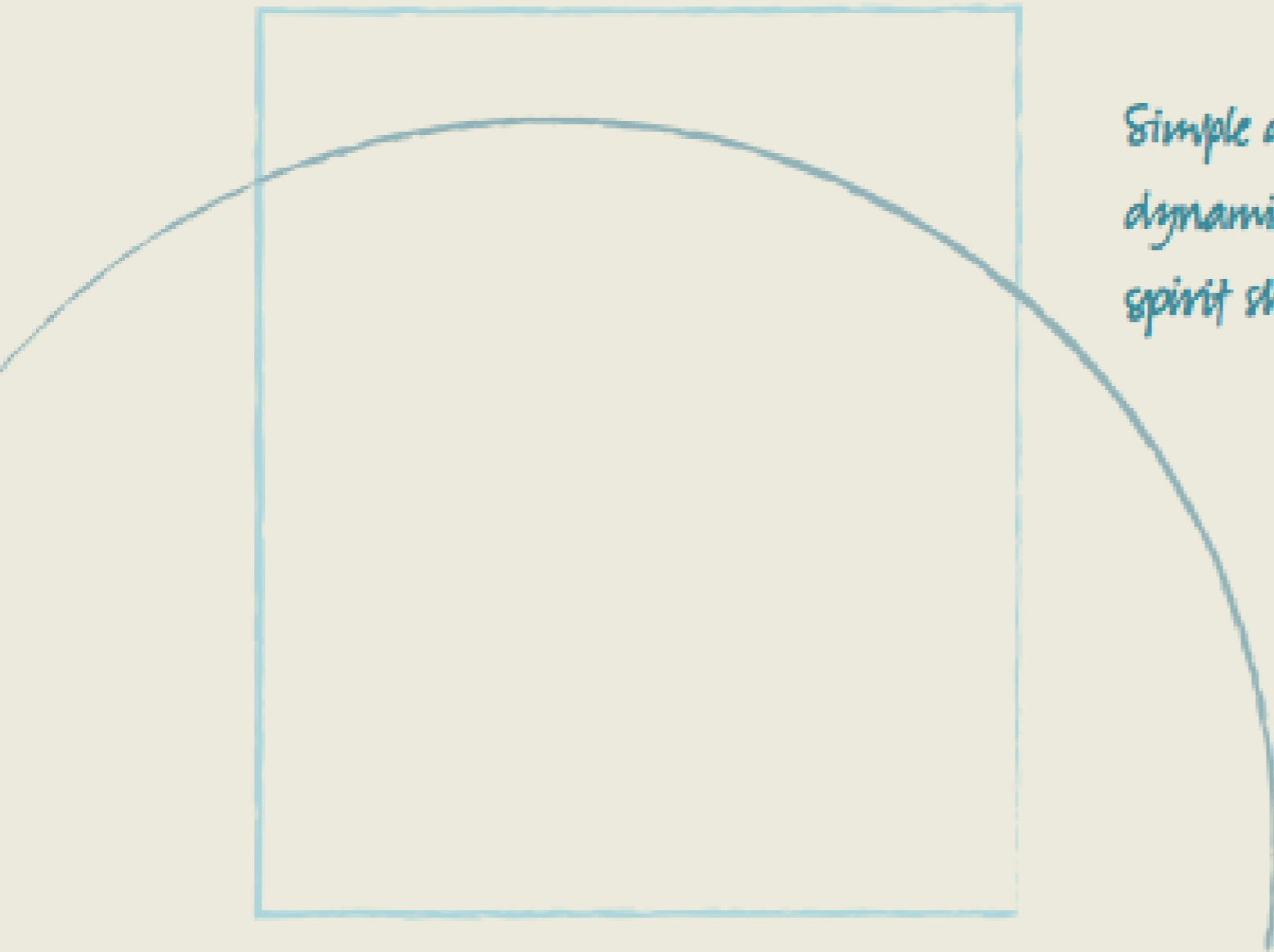
Abcdefghijklmnopqr

stuvqxyz1234567890

@specialolympics



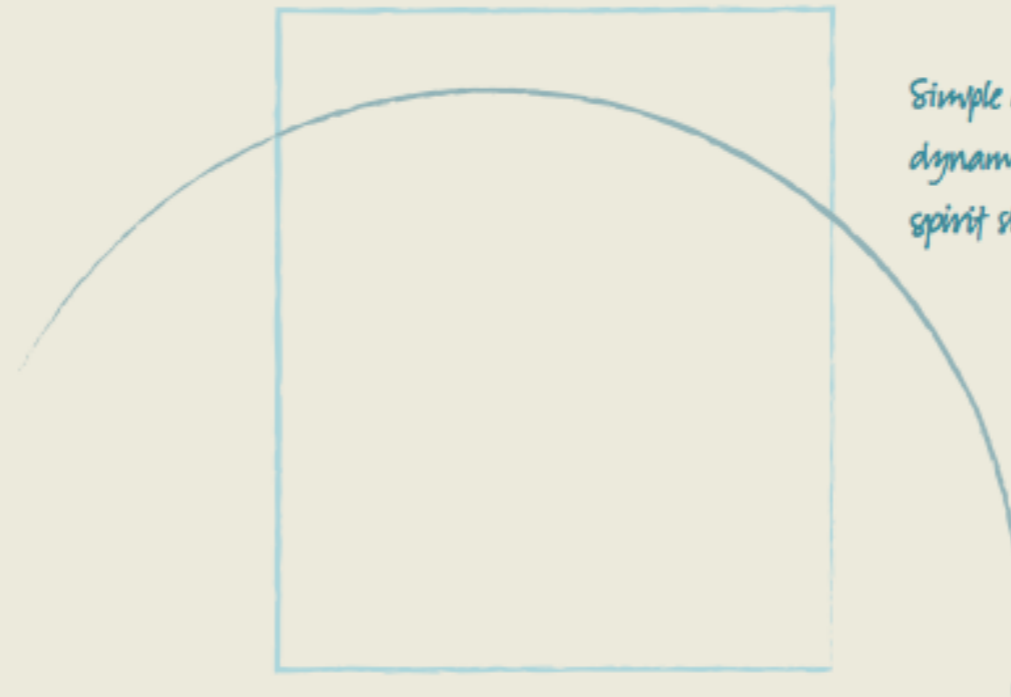
Curve



Simple device to encapsulate core branding, create dynamic layout and acknowledge the world wide spirit shared across the Special Olympics Movement

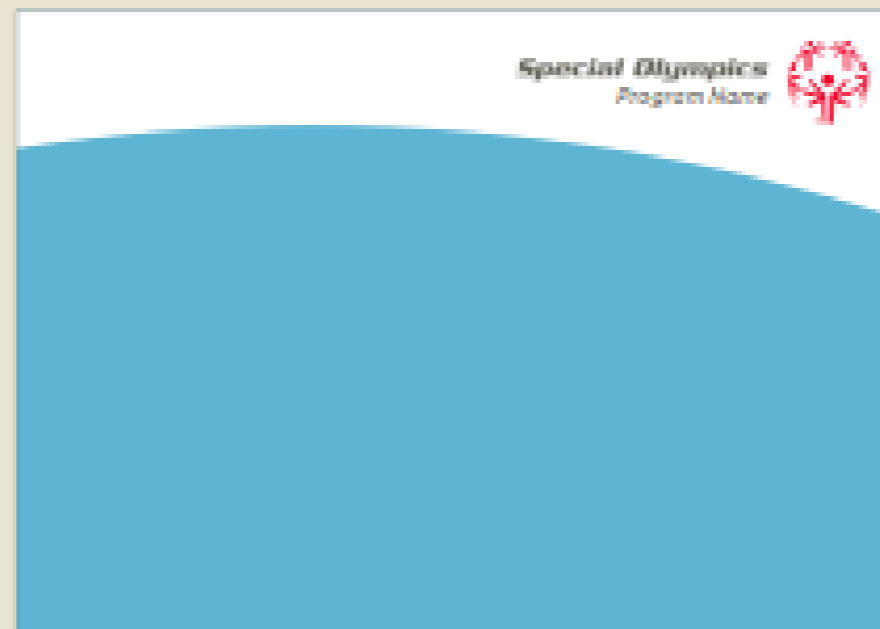
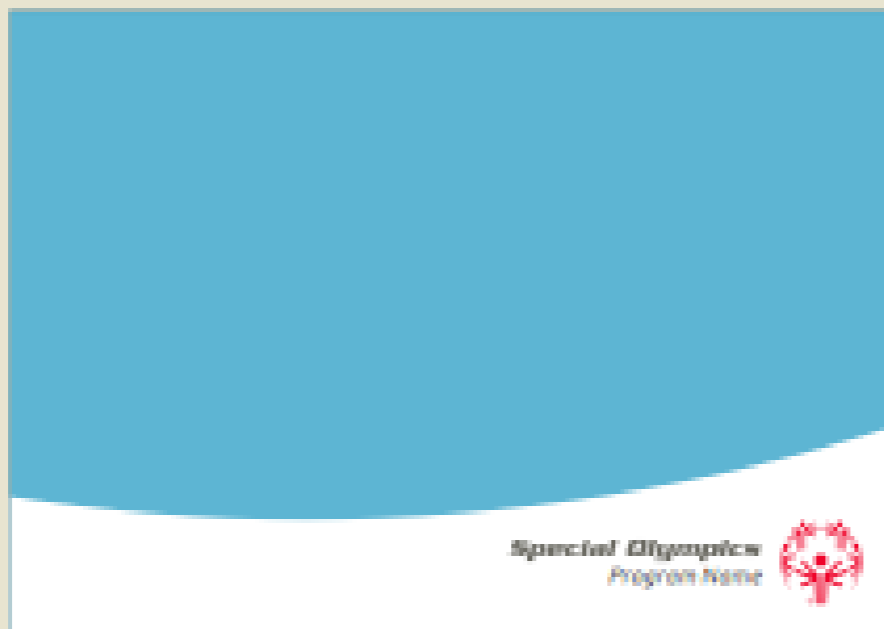
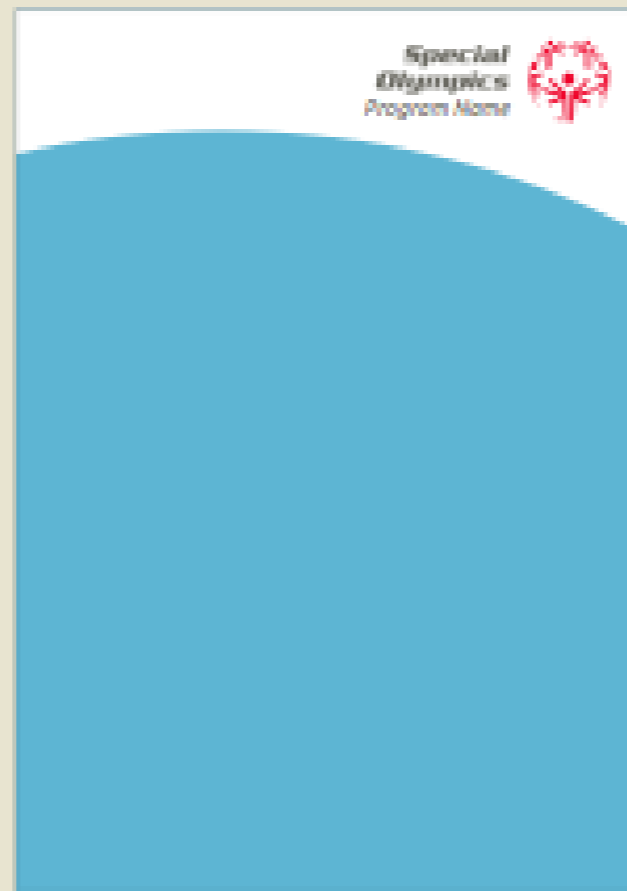


*Shapes can be used as flat colour or
can contain imagery*



*Simple device to encapsulate core branding, create
dynamic layout and acknowledge the world wide
spirit shared across the Special Olympics Movement*

Curve used to contain and position Mark



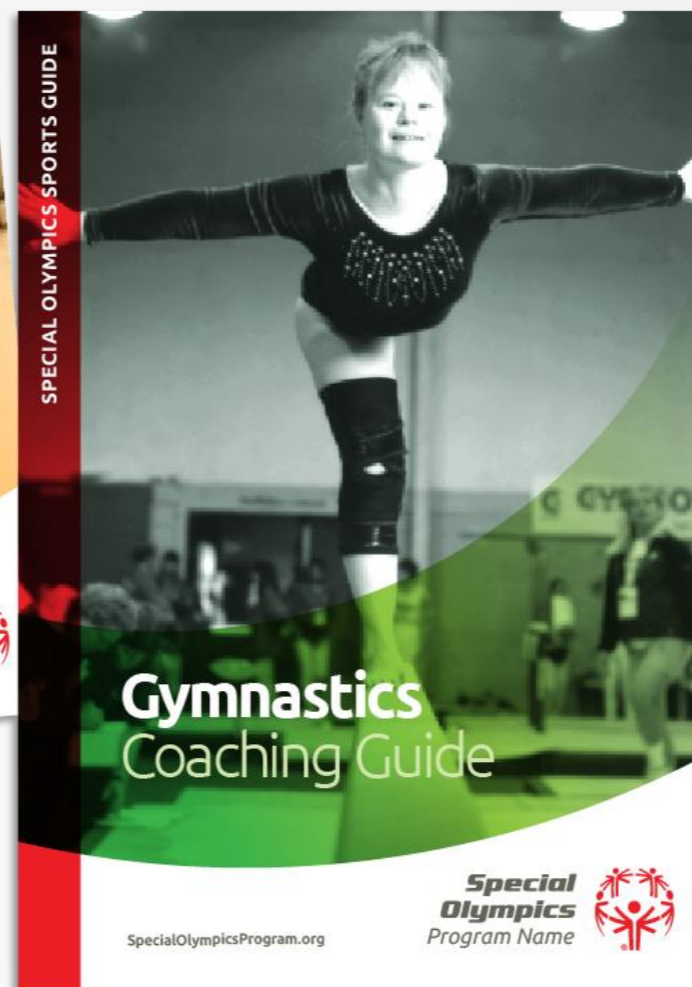
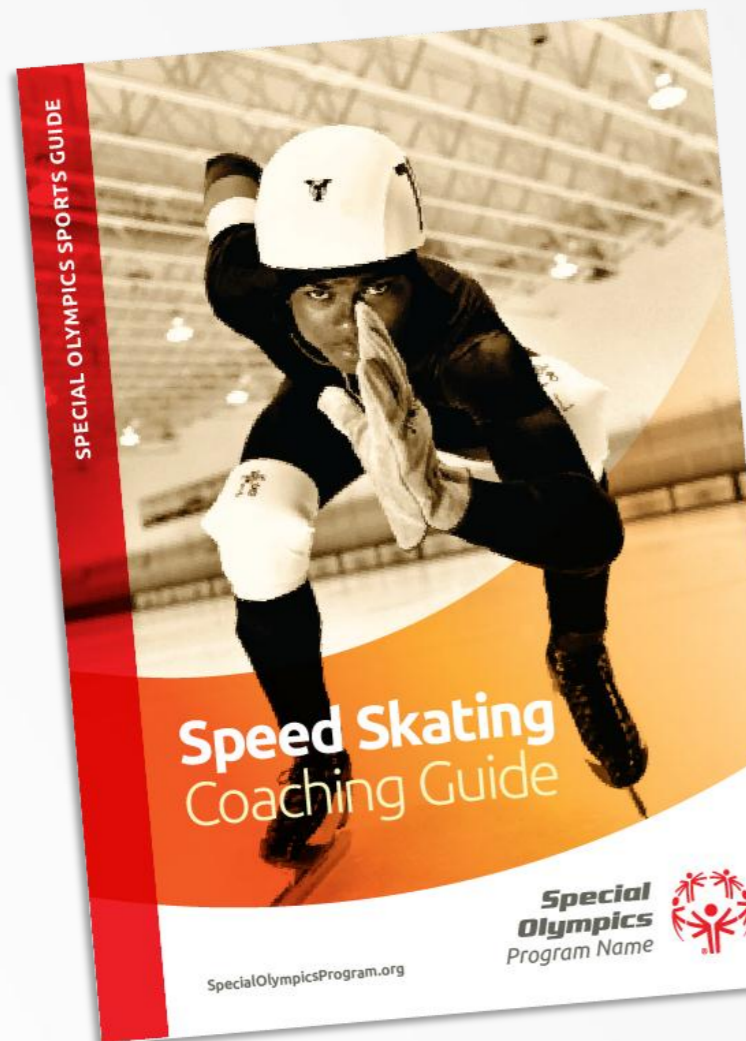




In action

Brand Visual Identity in Action

Sample Coaching Guides



Brand Visual Identity in Action

Sample Stationery



SpecialOlympicsProgram.org

Special Olympics
Program Name 

Ms Jane Smith
1024 Commonwealth Avenue
Alston
MA 10246

Re: Team Sponsorship
March 26th, 2012

Dear Jane,

Temolestior autatate parum ent landebit magnimo luptaepel ilitemquam nis am volenitem quo blam eatent ratem incimus doleste ndaeribus denienit erum volupta temqui qui officil isim fuga. Et harum sequi si inctatis aut harchil modis elestion nos alia anda dolore volor sus ellaboriae similit iuntius magni officid ebitas auta autatur, sinihil idem rectata spicitis si aute sit aut et et dolorero voloreste nullita eprectis qui sa solecta quianimus voluptaqui cum explaut iliquiatibus re cum ex et vendipic totate intinus, incteni maximus iuntio et as sequam quidunt orerum ium quos etur as exces voles maior aligenis is iminullatus, sedis explitis Dear Jane, Temolestior autatate parum ent landebit magnimo luptaepel ilitemquam nis am volenitem quo blam eatent ratem incimus doleste ndaeribus denienit erum volupta temqui qui officil isim fuga. Et harum sequi si inctatis aut harchil modis elestion nos alia anda dolore volor sus ellaboriae similit iuntius magni officid ebitas auta autatur, sinihil idem rectata spicitis si aute sit aut et et dolorero voloreste nullita eprectis qui sa solecta quianimus voluptaqui cum explaut iliquiatibus re cum.

Sincerely,

John Jones
Director

Special Olympics Chapter Name
Address Line 1, Address Line, City, County, Country, ZIP1234
Tel (123) 765 4321 Ext 12 Fax (123) 765 4322
Email info_ireland@specialolympics.org
Twitter @specialolympics_chapter

Directors
A.N. Other (Chairperson), A.N. Other, A.N. Other, A.N. Other,
A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other, A.N. Other.
Registered Charity or any additional legal information to go here.

Special Olympics
Program Name 

Anne Other Organisational Position

Address Line 1, Address Line, City, County, Country, ZIP1234
Tel (123) 765 4321 Ext 12 Fax (123) 765 4322
Email JaneS@specialolympics.org Twitter @so_chapter
SpecialOlympicsProgram.org


SpecialOlympics.org

Brand Visual Identity in Action

Sample Information Leaflets




SpecialOlympicsProgram.org




A Guide to Organising **Inter-Club Events**

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Special Olympics
Program Name 

SpecialOlympicsProgram.org




Code of Ethics and good practice **Volunteer guide**

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Special Olympics
Program Name 

SpecialOlympicsProgram.org

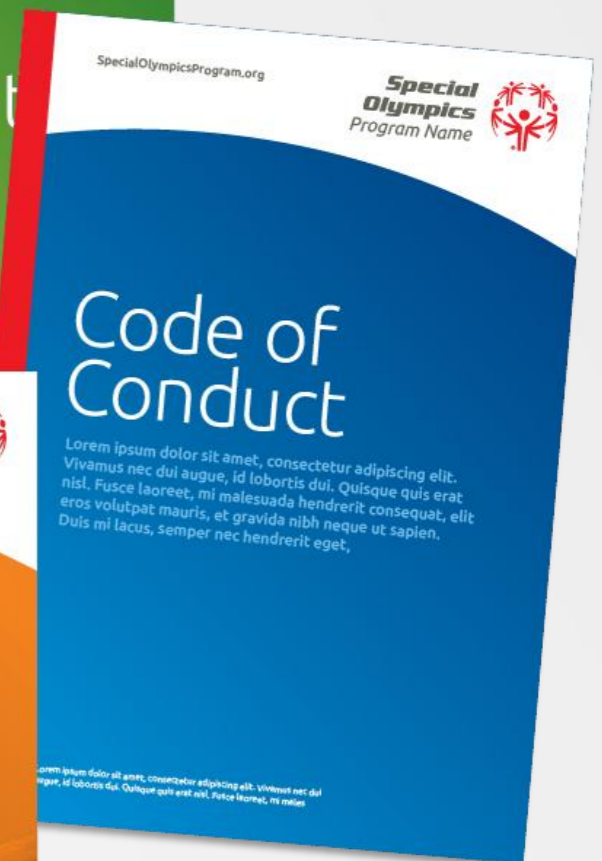
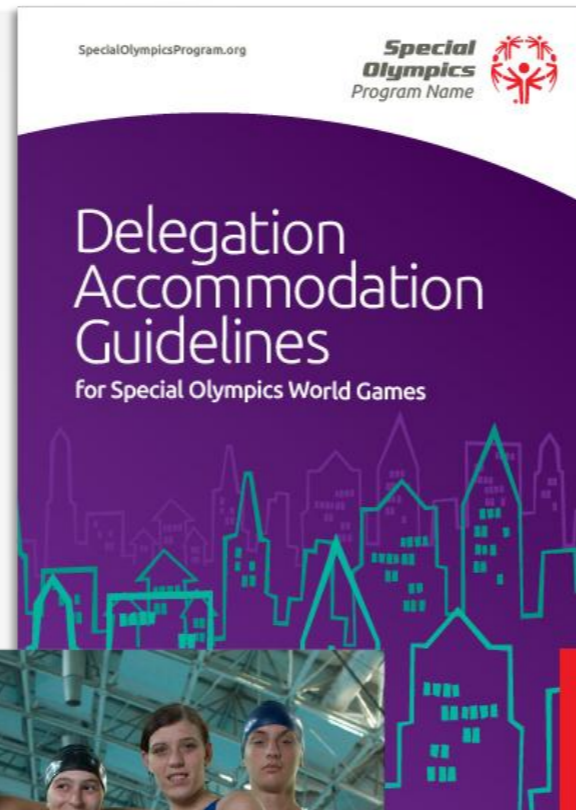


A Guide to **Athlete Nutrition, Safety & Fitness**

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Special Olympics
Program Name 

Brand Visual Identity in Action Sample Reports & Guidelines



Brand Visual Identity in Action

Sample Information Leaflets



SpecialOlympicsProgram.org



A Quick Guide to Special Olympics Competition

Divisioning, Honest Effort, Quotas & Selections, Advancement, Frequently Asked Questions

Special Olympics
Program Name 

INVITATION



Global Youth Summit 2012

Crowne Plaza Hotel, New Jersey
2nd – 4th March 2012

Special Olympics
Program Name 

SpecialOlympicsProgram.org



Volunteers Wanted

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Special Olympics
Program Name 

Brand Visual Identity in Action

Sample Newsletters



FEBRUARY 2012

Connect



Special Olympics Ireland



**ON YOUR MARKS
GET READY
FOR THE
4 YEAR CYCLE**

PUBLICATION SUPPORTED BY





Middle East / North Africa

What's Up?

Special Olympics Initiatives newsletter December 2011



Special Olympics

“ Only by facing the facts and resolving to meet the challenge head-on can something be done. Only if we broaden our understanding can we help individuals with intellectual disabilities to escape into the sunlight of useful living. ”
In memory of Eunice Kennedy Shriver, 1921-2009, SO Founder.

Stepping - Up and right into 2012:

Project Unify and YOUTH INVOLVEMENT
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FAMILIES ARE TERRIFIC!
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IN THIS ISSUE

- Stepping-Up right into 2012 pX
- On Building Community pX
- 2012 Initiatives pX
- Expected Metrics 2012 Initiatives pX
- Sub-Regional calendar pX
- 2011, a year in review! pX

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1/3

Brand Visual Identity in Action

Sample Press Advertising Templates



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse eget diam vel ante laoreet ut sodales mauris aliquam. Quisque quis eros tellus, eu ultrices risus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras in justo rhoncus leo dapibus malesuada. Donec id metus eget eros dictum semper vel id odio. Nam a facilisis dui. Donec ac magna sem. Pellentesque varius sodales dolor. Dmet, consectetur adipiscing elit. Suspendisse eget diam vel ante laoreet ut sodales

Title Here
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Title Here
Quisque quis eros tellus, eu ultrices risus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

To lend your support call us on 01-234-5678

SpecialOlympicsProgram.org

**Special
Olympics**
Program Name



Volunteers Wanted

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To lend your support call us on 01-234-5678



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SpecialOlympicsProgram.org

**Special
Olympics**
Program Name



Press folder
Two colour / Graphic



***Special
Olympics***
Illinois

www.SOILL.org

OUR MISSION

To provide 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.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



Press folder
Full color / image based



Revealing the
champion in
all of us

SOILL.org

**Special
Olympics**
Illinois



OUR MISSION

To provide 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.



Posters – No restriction on expression

THE SPECIAL OLYMPICS OATH


LET ME WIN, BUT IF I CANNOT WIN, LET ME BE

BRAVE

IN THE ATTEMPT

Find out more or volunteer at SpecialOlympicsVermont.org

Special Olympics
Vermont



UNLEASH THE POWER & JOY OF SPORT

SpecialOlympicsVermont.org

Special Olympics
Vermont



Thomond Park
Limerick 12-15 July



Special Olympics Ireland

SUMMER GAMES 2012

SpecialOlympicsIreland.org

Special Olympics
Ireland



THE SPECIAL OLYMPICS OATH

LET ME WIN, BUT IF I CANNOT WIN, LET ME BE

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SpecialOlympicsVermont.org

**Special
Olympics**
Vermont



**THE
JOY**

**Special
Olympics**
Vermont

**Thomond Park
Limerick 12-15 July**

Special Olympics Ireland
**SUMMER
GAMES 2012**

SpecialOlympicsIreland.org

**Special
Olympics**
Ireland

THE SPECIAL OLYMPICS OATH

LET ME WIN, BUT IF I CANNOT WIN, LE

BRAV

IN THE ATTEMPT

Special Olympics Vermont

Find out more or volunteer at SpecialOlympicsVermont.org

UNLEASH THE
POWER & JOY
OF SPORT

Special Olympics Vermont

SpecialOlympicsVermont.org

July

Ireland

SUMMER GAMES 2012

Special Olympics Ireland

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Posters


THE SPECIAL OLYMPICS OATH

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Special Olympics
Vermont 

UNLEASH
POWER
OF SP

SpecialOlympicsVermont.org

Thomond Park
Limerick 12-15 July

Special Olympics Ireland

SUMMER GAMES 2012

SpecialOlympicsIreland.org

Special Olympics
Ireland 

From dramatic to joyful

THE SPECIAL OLYMPICS OATH

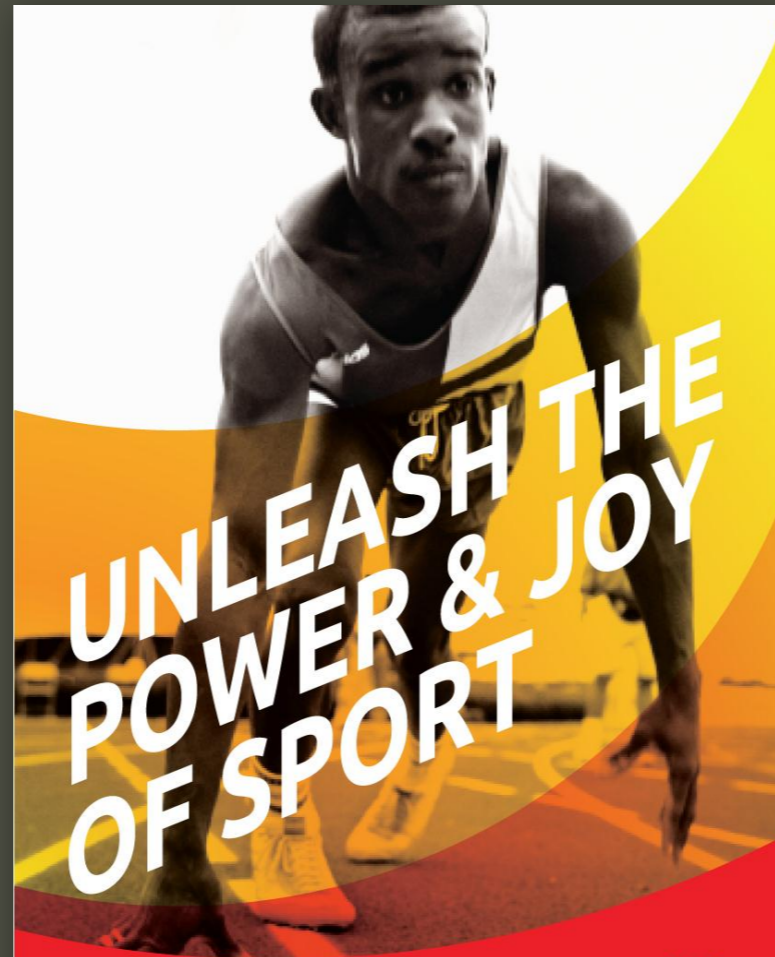

LET ME WIN, BUT IF I CANNOT WIN, LET ME BE

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Special Olympics
Vermont



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Special Olympics Ireland

SUMMER GAMES 2012

SpecialOlympicsIreland.org

Special Olympics
Ireland



Co-Branding
Badge device



Co-Branding Badge device



Proudly supported by

Proudly supported by

Proudly supported by

***Special
Olympics
Great Britain***



WORLDWIDE PARTNERS





Team

Organizational Marks

International/Movement

Accredited Program

Team



ORGANIZATION

TEAM

Represents the organizational (corporate) aspect of the movement
Organizes activity and raises funds at a state/national/international level

Identity used within competition
Forms team and local identity
Active and fund-raising locally

Concept team marks



Team identity

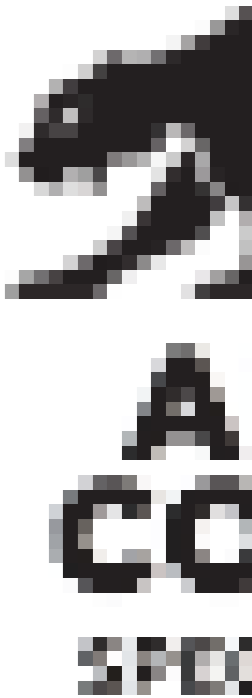
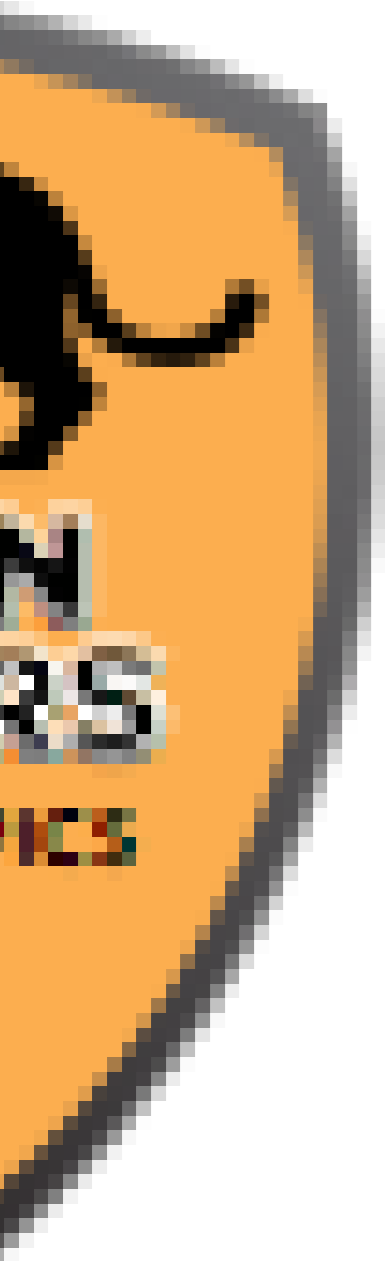
Local Team
Localized



Program
Standardized



Team identity



Team identity



**ALSTON
COUGARS**

**SPECIAL OLYMPICS
VIRGINIA**



Team identity



Team identity T-Shirt application options





**WINCHESTER
COUNTY**

**SPECIAL OLYMPICS
VIRGINIA**



*Special
Olympics
Virginia*



Team. Community. Identity.

***Special
Olympics
Virginia***





Brand Architecture & Sub Brands



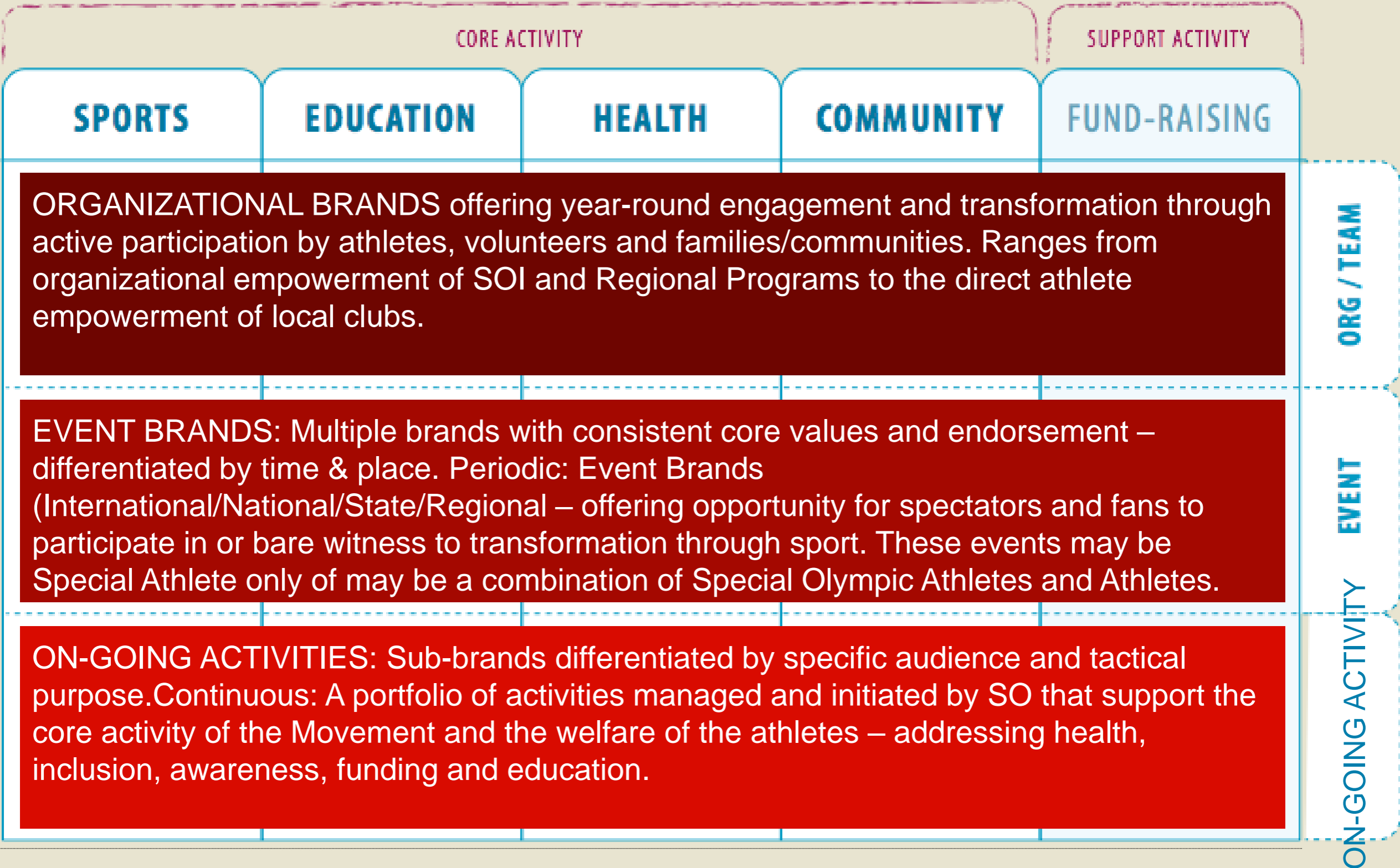
Brand Asset Portfolio

CORE ACTIVITY				SUPPORT ACTIVITY	
SPORTS	EDUCATION	HEALTH	COMMUNITY	FUND-RAISING	
					ORG / TEAM
					EVENT
					INITIATIVE

Brand Assets & Properties Ground Rules

- ▶ Assets need to be tangible and own-able
- ▶ Each Asset proposition needs to be defined
- ▶ Relationship with master brand, and other SO Brands, needs to be understood and respected
- ▶ Parameters of each commercial brand partnership needs to be clear and SO's equity needs to be protected
- ▶ Recognize that Legal Ownership and Brand Ownership (Culture/Provenance) are not the same.

Brand Asset Portfolio



Asset Portfolio

We will map the assets on to Asset Portfolio Map

CORE ACTIVITY				SUPPORT ACTIVITY		
SPORTS	EDUCATION	HEALTH	COMMUNITY	FUND-RAISING	AWARENESS	
★			★	★		ORG / TEAM
★		★	★ ★ ★ ★	★ ★ ★ ★	★	EVENT
★	★	★	★	★	★	INITIATIVE

Brand Asset Portfolio (in progress)

CORE ACTIVITY				SUPPORT ACTIVITY	
SPORTS	EDUCATION	HEALTH	COMMUNITY	FUND-RAISING	
<p>Special Olympics Sports Academy</p>	<p>Special Olympics Athlete Leadership Universities</p>		<p>Special Olympics Accredited Programs</p> <p>Special Olympics Global Messengers</p>	<p>LAW ENFORCEMENT TORCH RUN <i>for Special Olympics</i></p>	ORG / TEAM
	<p>Special Olympics Young Athletes</p>	<p>Special Olympics Research</p>			
<p>Special Olympics Games <i>(Local, State, National)</i></p> <p>Special Olympics World Games</p>	<p>Special Olympics Global Youth Activation Summits</p>	<p>Special Olympics Healthy Athletes</p>	<p>Special Olympics Athlete Congress</p>	<p>LETR PLUNGE <i>for Special Olympics</i></p> <p>LETR TIP A COP <i>for Special Olympics</i></p>	EVENT
<p>Special Olympics Unified Sports</p> <p>Global Football <i>with Special Olympics</i></p>	<p>Project Unify <i>A Special Olympics Initiative</i></p> <p>SPREAD THE WORD TO END THE WORD <i>Supported by Special Olympics, Best Buddies and 200 Orgs around the world</i></p>	<p>TRAIN <i>A Special Olympics Initiative</i></p>	<p>Special Olympics Family Activation</p> <p>EKS DAY <i>Supported by Special Olympics & Best Buddies</i></p>	<p>A VERY SPECIAL CHRISTMAS <i>for Special Olympics</i></p>	

Brand Asset Portfolio (Categories)

- Uses Special Olympics masterbrand (no separate visual identity)
- SO Sub-brands. Own visual identity within SO housestyle guides
- Separate Brand Identity – Endorsed by SO & other organizations
- Separate Brand Identity – Endorsed by SO

SPORTS	EDUCATION	HEALTH	COMMUNITY	FUND-RAISING	
<p>Special Olympics Sports Academy</p> <p>Special Olympics Young Athletes</p>	<p>Special Olympics Athlete Leadership Universities</p> <p>Special Olympics Research</p>		<p>Special Olympics Accredited Programs</p> <p>Special Olympics Global Messengers</p>	<p>LAW ENFORCEMENT TORCH RUN for Special Olympics</p>	ORG / TEAM
<p>Special Olympics Games (State, National)</p> <p>Special Olympics World Games</p>	<p>Special Olympics Global Youth Activation Summits</p>		<p>Special Olympics Athlete Congress</p> <p>EKS DAY Supported by Special Olympics & Best Buddies</p>	<p>LETR POLAR PLUNGE for Special Olympics</p> <p>LETR TIP A COP for Special Olympics</p>	EVENT
<p>Special Olympics Unified Sports</p> <p>Global Football with Special Olympics</p>	<p>Special Olympics Project Unify A Special Olympics Initiative</p> <p>WORD TOEND THE WORD Supported by Special Olympics, Best Buddies and 200 Orgs around the world</p>	<p>Special Olympics Healthy Athletes</p> <p>Special Olympics TRAIN A Special Olympics Initiative</p>	<p>Special Olympics Family Activation</p>	<p>A VERY SPECIAL CHRISTMAS for Special Olympics</p>	ON-GOING ACTIVITY



Health, Education & Community programs

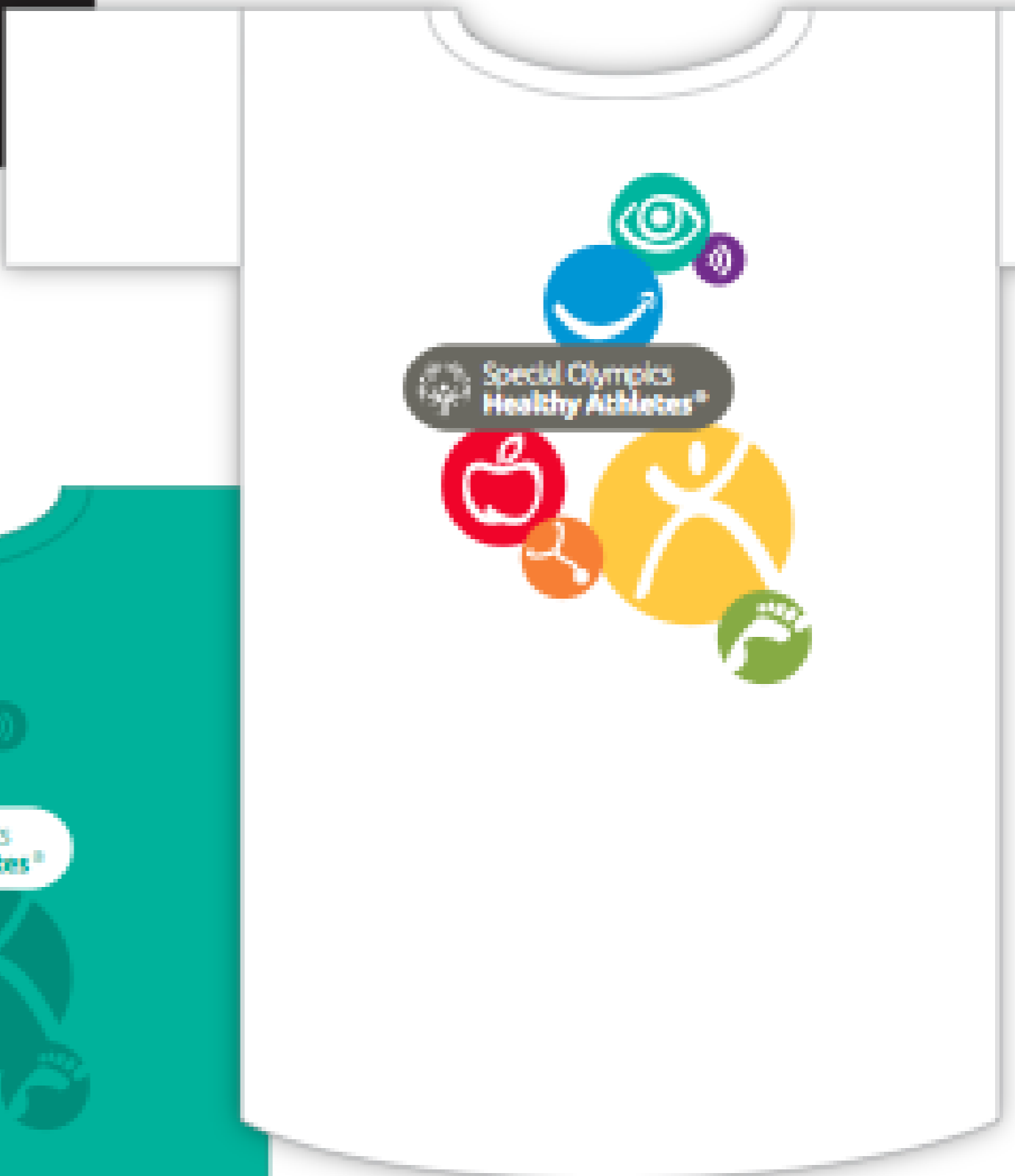
Special Olympics Sub-Brands



Unified Sports







Special Olympics Healthy Athletes





Brand Identities overview



International Brand Mark



Sports, Health, Education & Community Programs



Accredited Program Marks



Special Olympics Unified Sports



Team Identities



Games / Events



Our symbol is a Memory Trigger



Reveal



Reveal



Achieve



Achieve



Together



Together



Get the Resources and Tools



resources.specialolympics.org/brand.aspx

Or contact

brand@specialolympics.org