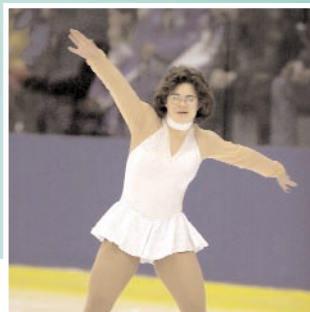




Special Olympics

**GAMES LOGOS
AND SIGNAGE GUIDE**



INTRODUCTION

Special Olympics competitions are the core of the movement, showcasing the athletic skills, courage and dignity of thousands of athletes with mental retardation from around the world. Competitions—from the thousands of local events around the world to the Special Olympics World Games—offer an invaluable opportunity to raise the profile of Special Olympics and reinforce the movement’s visual identity.

Games logos, sports pictograms, print and electronic publications, and signage all come together to create a “Look of the Games” that helps provide an attractive, exciting atmosphere for the competition. The look of the Games also should support Special Olympics’ visual identity, helping creating recognition and awareness as the movement grows worldwide.

The *Special Olympics Games Logos and Signage Guide* provides clear, comprehensive direction on creating a distinctive identity for any competition within the Special Olympics movement. The *Guide* offers the ability to choose the necessary graphic elements to support competitions of all sizes, using the specifications and templates to ensure quality and consistency.

The *Guide* should be used in conjunction with the *Special Olympics Graphic Standards Guide*, which provides information on proper use of the Special Olympics logo and implementation of the movement’s visual identity. If you have any questions or comments, contact the Media & Public Affairs Department at (202) 628-3630. Thank you for your help and cooperation.

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Section 10: Electronic Art

SECTION 1: GAMES LOGO DEVELOPMENT GUIDELINES

A distinctive Games logo helps establish an identity for your competition and build excitement for the event. An effective Games logo is the foundation on which you can build a creative marketing campaign through signs, banners, advertisements, stationery, T-shirts and other items of apparel, Web sites and more.

The following guidelines are designed to help you create Games logos that identify your area, Program or region as part of the growing Special Olympics family. Unique logos created within these guidelines help further the Special Olympics visual identity and raise awareness of the movement and athletes' accomplishments around the world.

If you have any questions about the logo development process or a particular Games logo you're working on, contact the Special Olympics Media & Public Affairs Department at (202) 628-3630.

World and Regional Games Logo Development Guidelines	1.1-1.3
Program Games Logo Development Guidelines	1.4-1.5

WORLD AND REGIONAL GAMES LOGO DEVELOPMENT GUIDELINES

The following information is designed to guide the creation of logos for Special Olympics World Games and Regional Games. For information on Program Games logo development, see page 1.4.

The Games logo should reflect the spirit of Special Olympics.

Special Olympics is a sports organization, and a World or Regional Games logo should embody the sports training and athletic accomplishments of Special Olympics athletes. It should reflect movement, achievement and victory. Special Olympics is an international organization that aspires to serve all people with mental retardation, so the Games logo should be age-, sex- and race-neutral.

The Games logo may incorporate the official Special Olympics or region logo.

World Games Organizing Committees and regions are encouraged to incorporate the complete official Special Olympics logo or region logo (shown below) into the design of the Games logo. The Special Olympics logo may not be distorted or altered in any way. Nothing should overlap any part of or appear behind the Special Olympics logo. The Special Olympics logo should be large enough so that the logotype (“Special Olympics” and the region name) is clearly legible at the smallest reproduction size. The Special Olympics logo should occupy approximately the same space as the name of the Games.



If the Games logo does not incorporate the Special Olympics logo, the Games logo should be used with the Special Olympics logo in all applications.

In order to link the Games logo with the Special Olympics visual identity, the Special Olympics logo should be used in conjunction with the Games logo in all collateral material (e.g., stationery, publications, merchandise, signage, etc.). The Special Olympics logo should have approximately the same area as the Games logo (see page 1.3 for specific guidance on producing publications, merchandise and signage that incorporate both the Special Olympics logo and a Games logo). Note: If the Games logo incorporates the complete Special Olympics logo, this requirement does not apply.

The Games logo should incorporate the specific name of the Games.

The Games logo should incorporate the name of the specific competition. For example, the Games logo design should include the words “2002 Special Olympics Middle East/North Africa Regional Games” or “2003 Special Olympics World Summer Games.” The logo may also include the location and date of the Games.

No type used in the Games logo should be larger than that used for the words “Special Olympics.”

Although varying type sizes may be used in the Games logo, no type used in the logo should be larger than that used for the words “Special Olympics.” This ensures quick and effective recognition of the movement.

The Games logo should remain clear and legible at many varied sizes.

The Games logo should remain clearly legible when displayed at a large scale, as well as when displayed on a very small scale. A logo design should be selected that will be visually strong and easily read when displayed on signage banners, flags, billboards, posters, etc. The logo design should also remain visually strong and easily read when reproduced at a small scale on items such as business cards and souvenir lapel pins.

WORLD AND REGIONAL GAMES LOGO DEVELOPMENT GUIDELINES

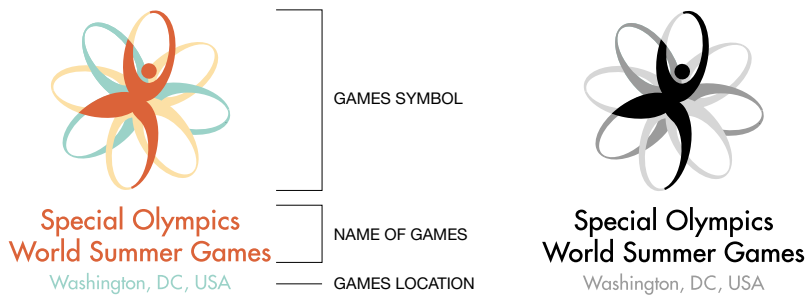
The Games logo design should work equally well in black and white and in color.

The Games logo should be effective when displayed in black (this may include shades of black) on a white background and when displayed in white on a dark background. One preferred color should be designated for use when the Games logo is displayed in only one color. While creativity is encouraged, keep in mind that multicolor logos can create legibility problems in some applications, and can add to reproduction costs. All colors applied to the Games logo design should maintain adequate contrast for legibility when displayed on a white background. Because the Games logo may be used on articles such as shirts, hats, ties and other clothing, it should be noted that the more colors are used in the logo, the greater the potential for problems with legibility and substandard reproduction.

The Games logo should reproduce well in a variety of media.

The Games logo should effectively reproduce in many various media formats and, most importantly, on many different types of backgrounds. For example: The logo design should remain clear and effective when converted for television broadcast use, video production and Web use. The logo should also remain clear and legible when printed in both newspapers and full-color publications. The logo must be clear, effective and legible when embroidered on apparel, or silk-screened using flat color inks on banners, flags, etc.

Sample World Games Logo that does not incorporate the Special Olympics Logo



Sample Clear Space Area

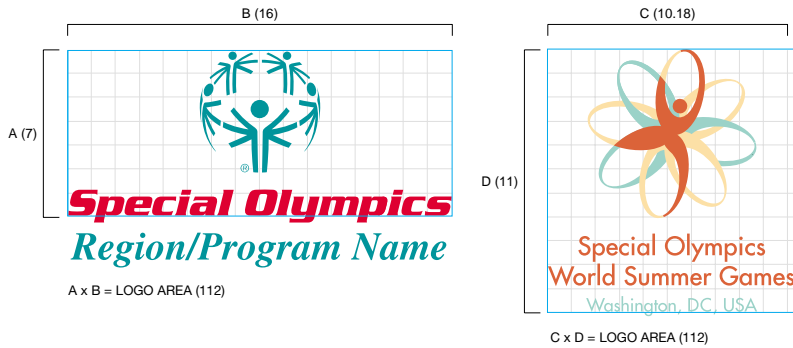


1.3

WORLD AND REGIONAL GAMES LOGO DEVELOPMENT GUIDELINES

The size ratio of the Special Olympics logo and the Games logo is determined by the logo areas. To calculate the logo areas, first multiply the height and width of the Special Olympics logo. The Games logo should then be proportionately scaled so that its area is equal or close to the area of the Special Olympics logo.

Logo size ratio (logo area)

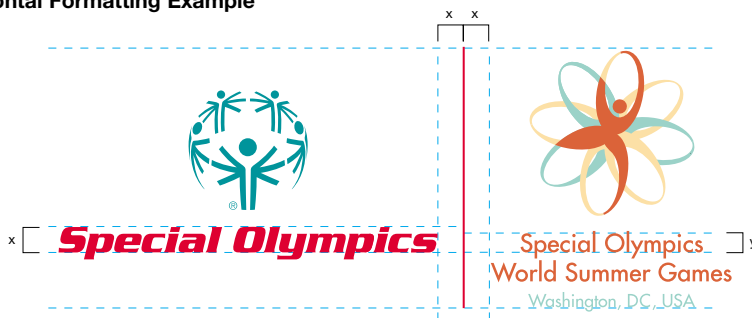


As a general principle, as much space as possible should be given to the logos. This will ensure that both visual identities are clear and strong. The clear space area for both of the logos should be maintained when used in conjunction with one another. Note: If the Games logo incorporates the complete Special Olympics Logo, this requirement does not apply.

Vertical Formatting Example



Horizontal Formatting Example



PROGRAM GAMES LOGO DEVELOPMENT GUIDELINES

Special Olympics Programs may create logos for their various competitions, such as summer and winter state/provincial and national Games. The logos can be used as a foundation for building a creative marketing campaign through signs, banners, advertisements, apparel, Web sites and more. Programs should adhere to the following guidelines—in addition to the Special Olympics graphic standards—in creating their Games logos.

The Program Games logo must incorporate the official Special Olympics Program logo.

Programs must incorporate their Special Olympics Program logo in its entirety (shown below) into the Program Games logo. This ensures that the Games is clearly recognized as a Special Olympics competition and reinforces the Programs' visual identity. The official Special Olympics Program logo may not be distorted or altered in any way. Nothing should overlap any part of or appear behind the Special Olympics Program logo. The Special Olympics Program logo must be large enough so that the logotype ("Special Olympics" and "Program name") is clearly legible at the smallest reproduction size. The Special Olympics Program logo should appear in either the preferred two-color teal (PMS 327) and red (PMS 485) version; one of the three acceptable one-color versions—teal (PMS 327), black or red (PMS 485); or reversed out of any solid color. (See the Special Olympics *Graphic Standards Guide* for more information.)



The Program Games logo should incorporate the name of the Games.

The Program Games logo should include the full name of the Games, e.g., 2002 Winter Games. The logo may also include the location and date of the Games.

The area of the logo allocated for the Special Olympics Program logo and for the Games name should be equivalent.

To ensure high visibility of the Special Olympics visual identity, the Special Olympics Program logo should occupy approximately the same space as the Games name (and location and date, if desired). See examples below.



PROGRAM GAMES LOGO DEVELOPMENT GUIDELINES

The Program Games logo should remain clear and legible at many varied sizes.

The Program Games logo should remain clearly legible when displayed at a large scale, as well as when displayed on a very small scale. The logo should be easily read when displayed on signage banners, flags, billboards, posters, etc. The logo design also should be easily read when reproduced at a small scale on items such as souvenir lapel pins.

The Program Games logo design should work equally well in black and white and in color.

The Program Games logo should be effective when displayed in black (this may include shades of black) on a white background and when displayed in white on a dark background. One preferred color should be designated for use when the Program Games logo is displayed in only one color. While creativity is encouraged, keep in mind that multicolor logos can create legibility problems in some applications, and can add to reproduction costs. All colors applied to the Program Games logo design must maintain adequate contrast for legibility when displayed on a white background. Because the Program Games logo may be used on articles such as shirts, hats, ties and other clothing, it should be noted that the more colors are used in the logo, the greater the potential for problems with legibility and substandard reproduction.

The Program Games logo should reproduce well in a variety of media.

The Program Games logo should effectively reproduce in many various media and, most importantly, on many different types of backgrounds. For example, the logo design must remain clear and effective when converted for television broadcast use, video production and Web use. The logo must also remain clear and legible when printed in both newspapers and full-color publications. The logo must be clear, effective and legible when embroidered on apparel, or silk-screened using flat color inks on banners, flags, etc.

SECTION 2: EXAMPLES OF WORLD GAMES LOGO USE IN LAYOUTS

Proper use of Special Olympics Games logos in stationery and other collateral helps provide visual continuity across the global movement. By following the guidelines in this section, you can help Special Olympics build awareness and achieve maximum recognition.

As outlined in the World Games Logo Development Guidelines, the Special Olympics logo should be used in conjunction with the World and Regional Games logo in all materials (e.g., stationery, publications, merchandise, signage, etc.) in order to link the Games logo with the Special Olympics visual identity. (Note: If the Games logo incorporates the complete Special Olympics Logo, this requirement does not apply.)

This section provides examples of how to use the Games logo in stationery, promotional items and merchandise.

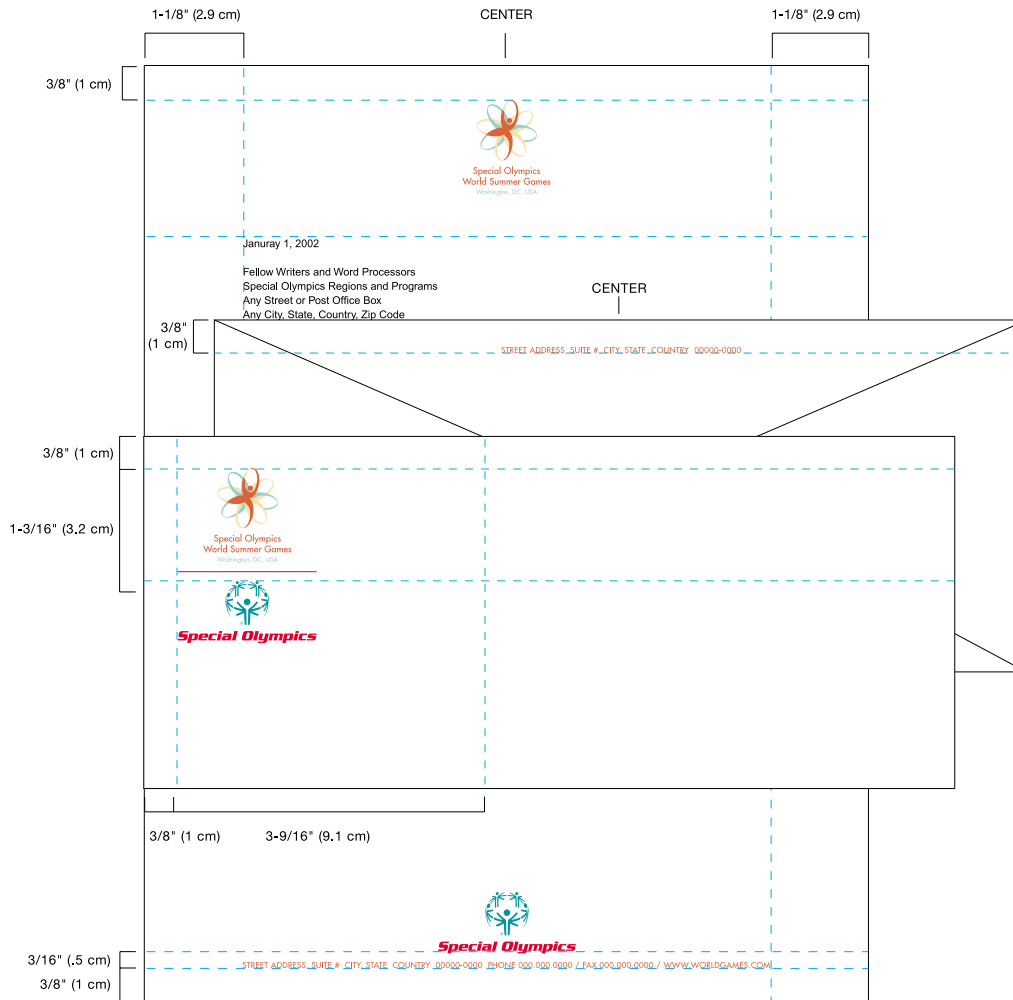
Stationery	2.1
Merchandise	2.2

2.1

Section 2: Examples of World Games
Logo Use in Layouts

STATIONERY

This following illustration provides a sample layout for incorporating the Special Olympics logo and Games logo into stationery.



2.2

Section 2: Examples of World Games
Logo Use in Layouts

MERCHANDISE

This following illustration provides sample layouts for incorporating the Special Olympics logo and Games logo into apparel and merchandise.



SECTION 3: SPORTS PICTOGRAMS

Special Olympics has developed pictograms for each of the 26 sports the movement currently offers. Each pictogram provides a simple representation of the sport which can be used on signage (to help identify sports venues), Web sites (as an icon for a specific sports section) or in other print and electronic publications. Pictograms on signage are particularly useful in competitions where different languages are spoken or participants have varying reading levels.

Copies of the pictograms are available on the CD in Section 10: Electronic Art.

Summer Games Pictograms	3.1
Winter Games Pictograms	3.2

**SUMMER SPORTS
PICTOGRAMS**



Aquatics



Athletics



Badminton



Basketball



Bocce



Bowling



Cycling



Equestrian



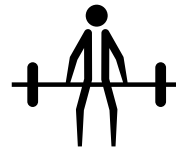
Football (Soccer)



Golf



Gymnastics



Powerlifting



Rollerskating



Sailing



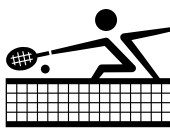
Softball



Table Tennis



Team Handball



Tennis

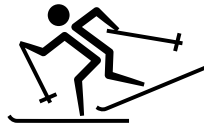


Volleyball

**WINTER SPORTS
PICTOGRAMS**



Alpine Skiing



Cross-Country Skiing



Figure Skating



Floor Hockey



Snowboarding



Snowshoeing



Speed Skating

SECTION 4: SIGNAGE DEVELOPMENT GUIDELINES

Well-designed and coordinated Games signage serves a number of purposes: raising awareness of and excitement about the event, acknowledging sponsors, identifying venues, providing information and direction, and more. Taken as a whole, competition signage creates a distinctive “Look of the Games,” reinforcing Special Olympics’ position as a major international sports organization.

The following section includes specifications for more than 20 different types of signs, from venue entrance banners to decorative flags to start and finish gates. All are designed in a clean, coordinated style that can be adapted for local, state/provincial, national, regional and World Games by incorporation of the appropriate Games logo. Templates for all sign types are included on the CD in Section 10: Electronic Art.

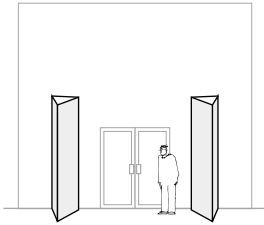
Note: A “generic” World Games logo (which complies with the World and Regional Games Logo Development Guidelines on page 1.1) has been used in all the examples in this section. The World Games logo has been paired with the Special Olympics logo in all cases to ensure high visibility for the Special Olympics visual identity. To adapt these signs for use on the Special Olympics Program level, substitute a Program Games logo (developed in accordance with the Program Games Logo Development Guidelines) for the World Games logo. Use your Special Olympics Program logo in place of the Special Olympics, Inc., logo. If you have any questions or comments, contact the Media & Public Affairs Department at (202) 628-3630.

Sign Type Overview	4.1
A - Host Sponsor Transframe	4.2
B - Supporting Sponsor Transframe	4.3
C - Fence Fabric with Host Sponsor	4.4
D - Fence Fabric - Plain	4.5
E - Venue Entrance Banner	4.6
F - Supporting Sponsor Banner	4.7
G - Games Banner	4.8
H - Host Sponsor Banner	4.9
I - Special Olympics Banner	4.10
J - Rafter Banner	4.11
K - Decorative Flag	4.12
L - Backdrop Banner	4.13
M - Press Conference Backdrop	4.14
N - Awards Backdrop	4.15
O - Games Equipment Branding	4.16
Q - Special Olympics Equipment Branding	4.17
R - Special Olympics Dasher	4.18
S - Games Dasher	4.19
T - Host Sponsor Dasher	4.20
U - Supporting Sponsor Dasher	4.21
V - Start Gate	4.22
W - Finish Gate	4.23

4.1

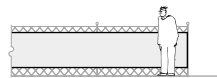
SIGN TYPE OVERVIEW

Shown is a generic pictorial representation of sign types used in this section. Please refer to the pages that follow for graphic layouts and specifications.



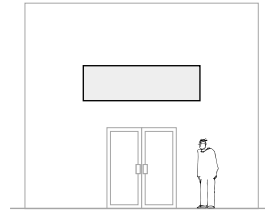
A HOST SPONSOR TRANSFRAME
PAGE 5.2

B SUPPORTING SPONSOR TRANSFRAME
PAGE 5.3

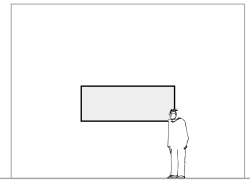


C FENCE FABRIC W/ HOST SPONSOR
PAGE 5.4

D FENCE FABRIC - PLAIN
PAGE 5.5



E VENUE ENTRANCE BANNER
PAGE 5.6

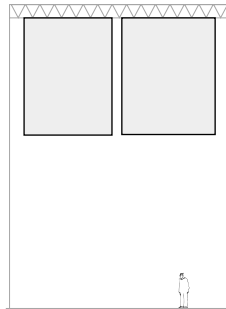


F SUPPORTING SPONSOR BANNER
PAGE 5.7

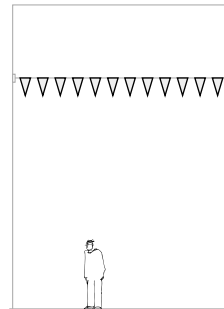
G GAMES BANNER
PAGE 5.8

H HOST SPONSOR BANNER
PAGE 5.9

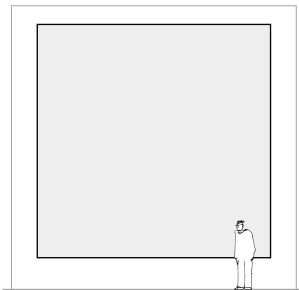
I SPECIAL OLYMPICS BANNER
PAGE 5.10



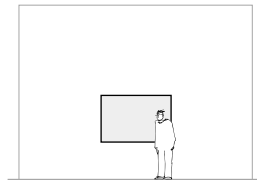
J RAFTER BANNER
PAGE 5.11



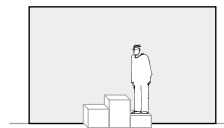
K DECORATIVE FLAG
PAGE 5.12



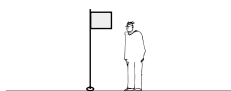
L BACKDROP BANNER
PAGE 5.13



M PRESS CONFERENCE BACKDROP
PAGE 5.14



N AWARDS BACKDROP
PAGE 5.15



O GAMES EQUIPMENT BRANDING
PAGE 5.16

Q SPECIAL OLYMPICS EQUIPMENT BRANDING
PAGE 5.17

NOTE:
A SIGN TYPE 'P' IS NOT CURRENTLY
BEING USED

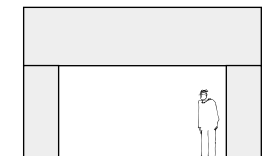


R SPECIAL OLYMPICS DASHER
PAGE 5.18

S GAMES DASHER
PAGE 5.19

T HOST SPONSOR DASHER
PAGE 5.20

U SUPPORTING SPONSOR DASHER
PAGE 5.21



V START GATE
PAGE 5.22

W FINISH GATE
PAGE 5.23

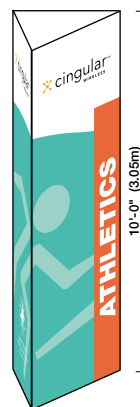
4.2

HOST SPONSOR TRANSFRAME

Sign Type A



ELEVATION
SCALE: 3/8" = 1'-0"



ELEVATION
SCALE: 3/16" = 1'-0"

Material

Winter Games

Vinyl banner fabric
Applied vinyl or screened graphics
Banners are applied to a pre-fabricated frame.

Summer Games

Nylon banner fabric
Printed graphics

Required Elements

- Special Olympics logo
- Games logo (represented by a generic Games logo)
- Event pictogram
- Event name
- Host Sponsor* logo (represented by Cingular)

Notes

*Host Sponsor - A Host Sponsor's level of support entitles it to be the primary sponsor at an event. Host Sponsor signage is dominant at the event venue, appearing in greater numbers than any other sponsor signage and in the most prominent positions.

4.3

SUPPORTING SPONSOR TRANSFRAME

Sign Type B



ELEVATION
SCALE: 3/8" = 1'-0"



ELEVATION
SCALE: 3/16" = 1'-0"

Material

Winter Games

Vinyl banner fabric
Applied vinyl or screened graphics
Banners are applied to a pre-fabricated frame.

Summer Games

Nylon banner fabric
Printed graphics

Required Elements

- Special Olympics logo
- Games logo (represented by a generic Games logo)
- Event Pictogram
- Platinum Sponsor* logos
- Gold Sponsor* logos
- Silver Sponsor* names
- Friends Sponsor* names

Notes

*Supporting Sponsor - Supporting Sponsor (Platinum, Gold, etc.) signage is subordinate to Host Sponsor signage. There are fewer Supporting Sponsor signs at the event venue and they appear in less prominent positions.

Sponsor levels (Platinum, Gold, etc.) shown are examples only. Actual sponsor level designations may vary.

4.4

Section 4: Signage Development Guidelines

FENCE FABRIC WITH HOST SPONSOR

Sign Type C



STONE ON TONE OPTION

ELEVATION

SCALE: 3/8" = 1'-0"



ONE COLOR AND WHITE

ELEVATION

SCALE: 3/8" = 1'-0"



TENNIS VENUE EXAMPLE

ELEVATION

SCALE: 3/8" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

Host Sponsor* logo (represented by Kodak)

Notes

*Host Sponsor - A Host Sponsor's level of support entitles it to be the primary sponsor at an event. Host Sponsor signage is dominant at the event venue, appearing in greater numbers than any other sponsor signage and in the most prominent positions.

According to the International Tennis Federation, advertising or any other material placed at the back of the court in tennis venues should not include white or yellow. A light color may only be used if it does not interfere with the vision of the players.

4.5

FENCE FABRIC PLAIN

Sign Type D

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

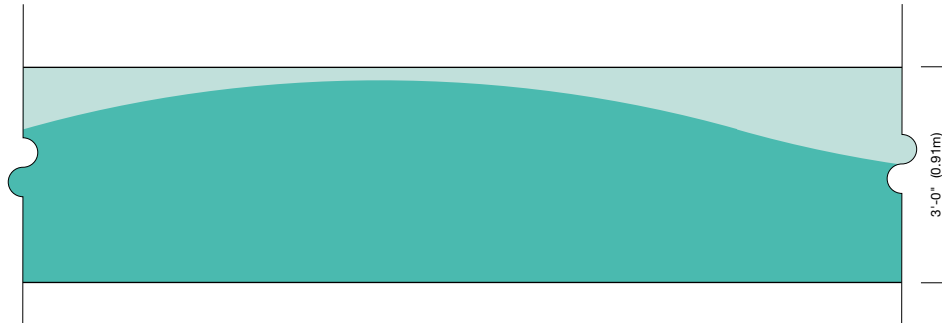
Summer Games

Nylon banner fabric

Printed graphics

Required Elements

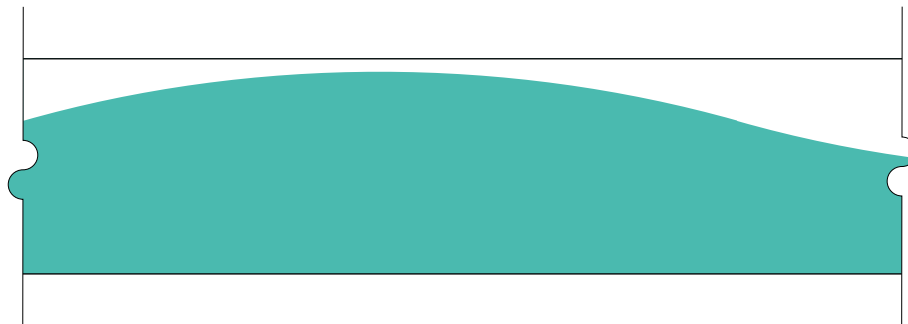
None



TONE ON TONE OPTION

ELEVATION

SCALE: 3/8" = 1'-0"



ONE COLOR AND WHITE

ELEVATION

SCALE: 3/8" = 1'-0"



PLAIN MATERIAL OPTION

ELEVATION

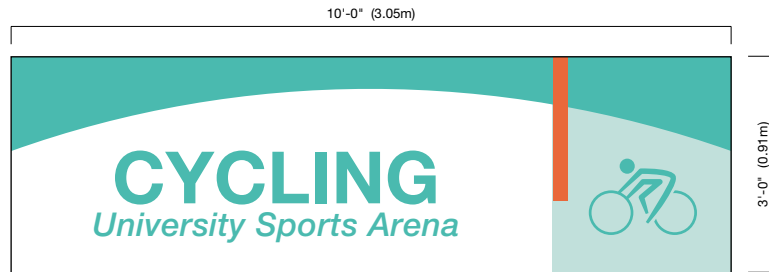
SCALE: 3/8" = 1'-0"

4.6

Section 4: Signage Development Guidelines

VENUE ENTRANCE BANNER

Sign Type E



SIMPLE BANNER

ELEVATION

SCALE: 3/8" = 1'-0"



SIMPLE BANNER WITH ADDITIONAL PAGEANTRY

ELEVATION

SCALE: 3/16" = 1'-0"



BANNER WITH GAMES AND SPECIAL OLYMPICS LOGOS

ELEVATION

SCALE: 3/16" = 1'-0"



BANNER WITHOUT A GAMES LOGO

ELEVATION

SCALE: 3/16" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

With Games Logo

Special Olympics logo

Games logo (represented by a generic Games logo)

Event pictogram

Event location

Without Games Logo

Special Olympics logo

Event pictogram

Event location

Notes

When using a Games logo, the Special Olympics logo also should appear within the design or on supporting pageantry banners. Logos should be equal in size.

To recognize host sponsors who are sponsoring a particular venue, pair the venue entrance banner with a host sponsor banner (see page 4.9). For an example of how to use the banners together in a sports venue, see page 6.1.

4.7

SUPPORTING SPONSOR BANNER

Sign Type F



PLATINUM LEVEL SPONSOR*

ELEVATION

SCALE: 3/8" = 1'-0"



GOLD LEVEL SPONSORS*

ELEVATION

SCALE: 3/8" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

Platinum Level Sponsor*

Sponsor logo (represented by FedEx)

Other Level Sponsors*

Sponsor Logos (represented by Coke and Kodak)

Notes

*Supporting Sponsor - Supporting Sponsor (Platinum, Gold, etc.) signage is subordinate to Host Sponsor signage. There are fewer Supporting Sponsor signs at the event venue and they appear in less prominent positions.

Sponsor levels (Platinum, Gold, etc.) shown are examples only. Actual sponsor level designations may vary.

4.8

Section 4: Signage Development Guidelines

GAMES BANNER

Sign Type G



ELEVATION
SCALE: 3/8" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

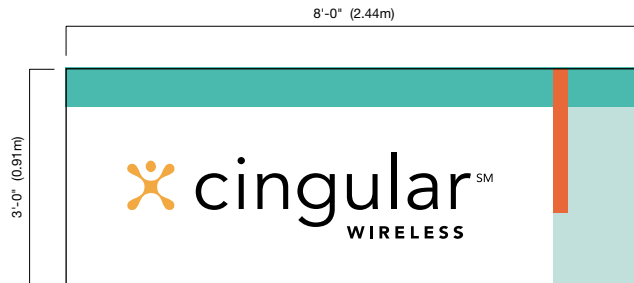
Games logo (represented by
a generic Games logo)

4.9

Section 4: Signage Development Guidelines

HOST SPONSOR BANNER

Sign Type H



ELEVATION
SCALE: 3/8" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

Host Sponsor* logo (represented by Cingular)

Notes

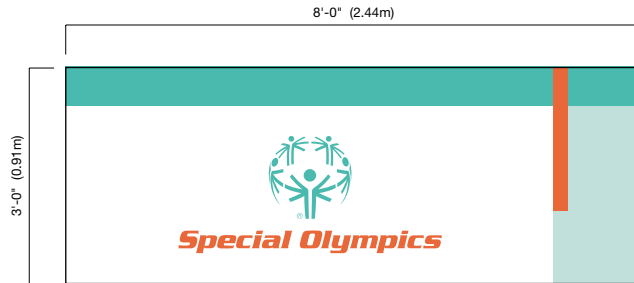
*Host Sponsor - A Host Sponsor's level of support entitles it to be the primary sponsor at an event. Host Sponsor signage is dominant at the event venue, appearing in greater numbers than any other sponsor signage and in the most prominent positions.

4.10

Section 4: Signage Development Guidelines

SPECIAL OLYMPICS BANNER

Sign Type I



SPECIAL OLYMPICS

ELEVATION

SCALE: 3/8" = 1'-0"



SPECIAL OLYMPICS REGION/PROGRAM LEVEL

ELEVATION

SCALE: 3/8" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

World Games

Special Olympics logo

Region/Program Level

Special Olympics Region or

Program logo

4.11

RAFTER BANNER

Sign Type J



Material

Winter Games

Vinyl banner fabric
Applied vinyl or screened graphics

Summer Games

Nylon banner fabric
Printed graphics

Required Elements

One or a combination of the following:
Special Olympics logo
Games logo (represented by a generic Games logo)
Host Sponsor* logo (represented by Coke)

Notes

*Host Sponsor - A Host Sponsor's level of support entitles it to be the primary sponsor at an event. Host Sponsor signage is dominant at the event venue, appearing in greater numbers than any other sponsor signage and in the most prominent positions.

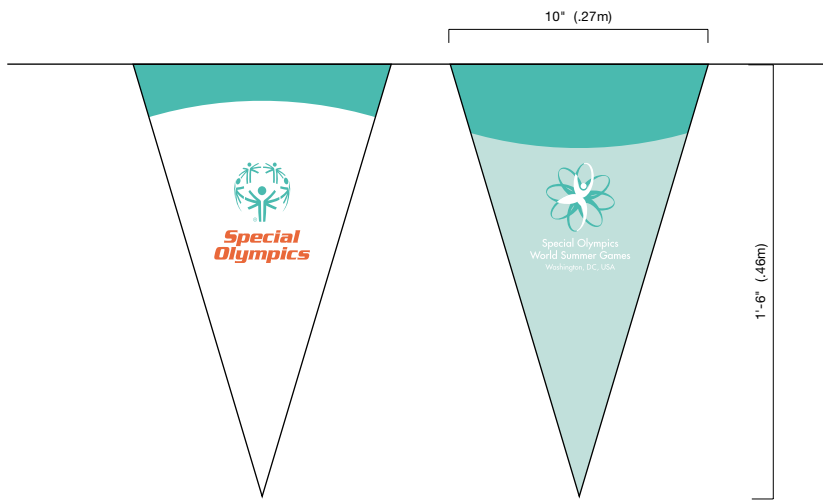
Dimensions shown are for reference only. Final size should be determined by the size of the venue.

A Special Olympics banner should always accompany a Games banner.

4.12

DECORATIVE FLAG

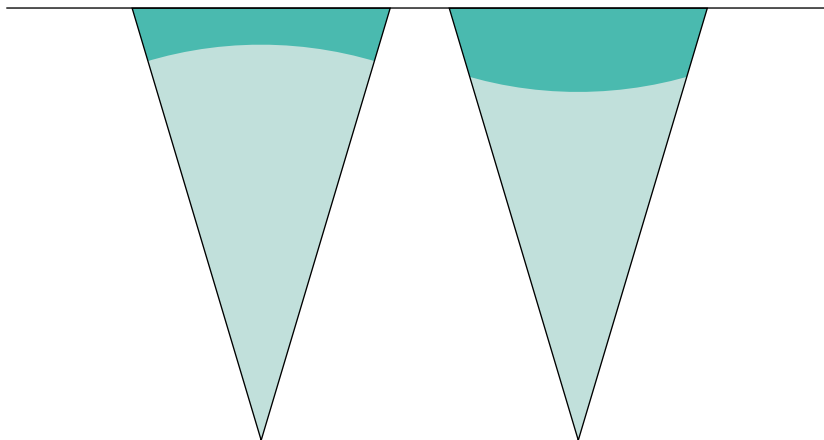
Sign Type K



SPECIAL OLYMPICS AND GAMES LOGO

ELEVATION

SCALE: 3" = 1'-0"



PATTERN DESIGN

ELEVATION

SCALE: 3" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

Special Olympics logo

Games logo (represented by
a generic Games logo)

Note

The graphic elements on decorative flags should alternate between the Games logo and the Special Olympics logo.

4.13

Section 4: Signage Development Guidelines

BACKDROP BANNER

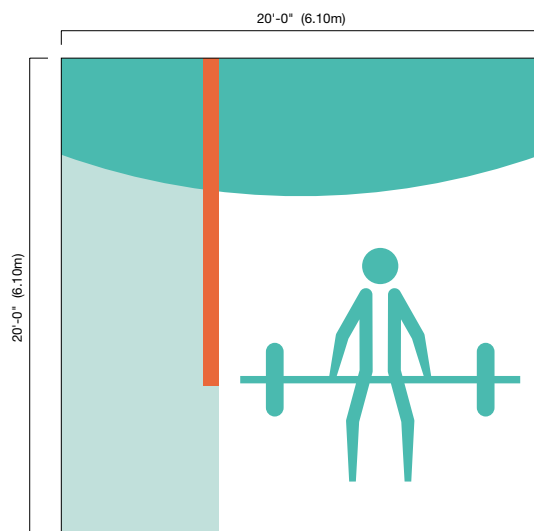
Sign Type L



SPECIAL OLYMPICS, GAMES LOGO & SPONSOR BANNER

ELEVATION

SCALE: 1/8" = 1'-0"



EVENT BANNER

ELEVATION

SCALE: 1/8" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

A combination of the following:

Special Olympics logo

Games logo (represented by
a generic Games logo)

Host Sponsor* logo

Supporting Sponsor* logos

(represented by FedEx,
Kodak and Coke)

Event Pictogram

Notes

*Host Sponsor - A Host Sponsor's level of support entitles it to be the primary sponsor at an event. Host Sponsor signage is dominant at the event venue, appearing in greater numbers than any other sponsor signage and in the most prominent positions.

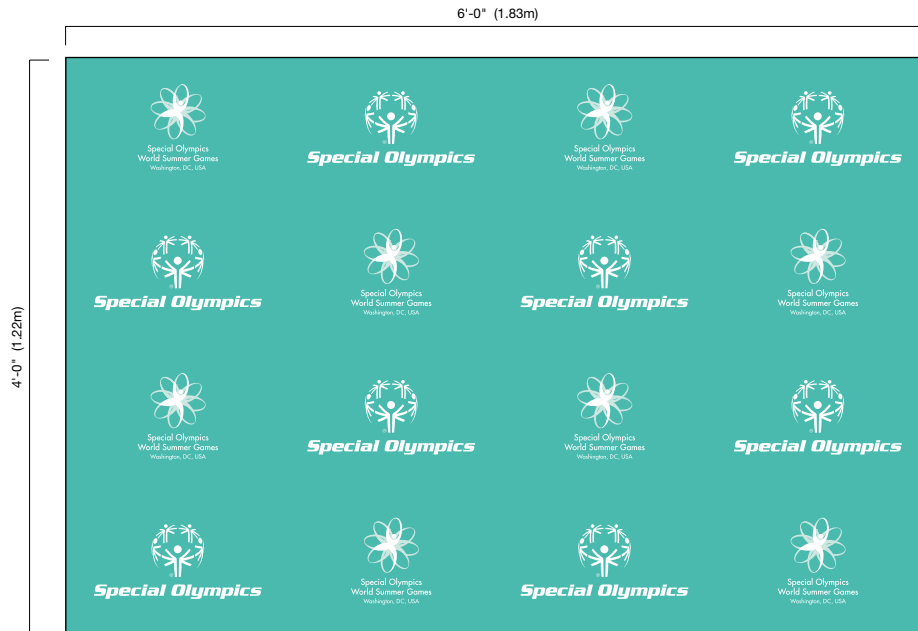
*Supporting Sponsor - Supporting Sponsor (Platinum, Gold, etc.) signage is subordinate to Host Sponsor signage. There are fewer Supporting Sponsor signs at the event venue and they appear in less prominent positions.

4.14

Section 4: Signage Development Guidelines

PRESS CONFERENCE BACKDROP

Sign Type M



ELEVATION
SCALE: 3/4" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

Special Olympics logo

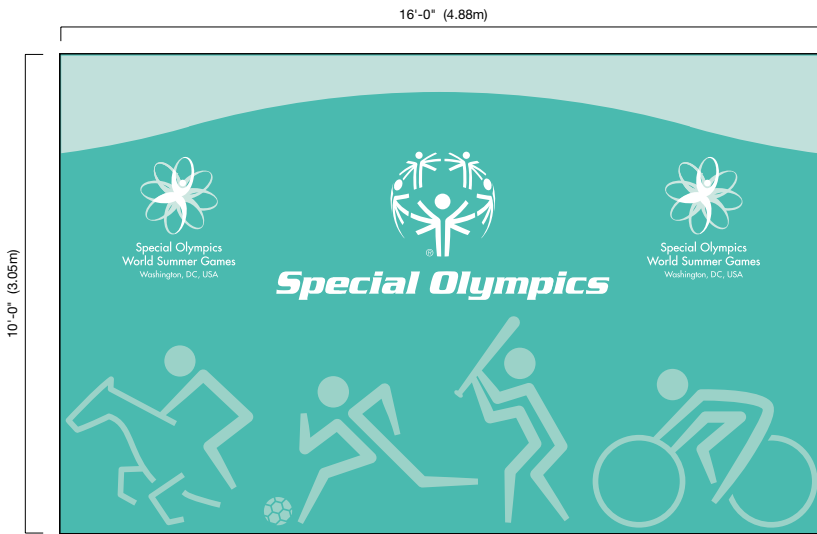
Games logo (represented by
a generic Games logo)

4.15

Section 4: Signage Development Guidelines

AWARDS BACKDROP

Sign Type N



ELEVATION
SCALE: 1/4" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

Special Olympics logo

Games logo (represented by
a generic Games logo)

Notes

No sponsor logos may appear
on awards backdrops or stands
at any Special Olympics Games
or event.

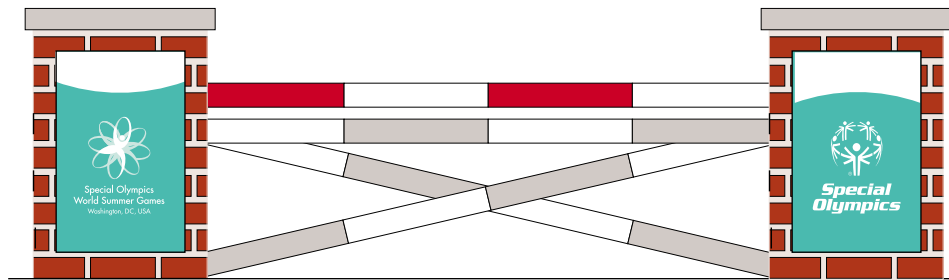
Additional graphics such as
Games pictograms or patterns
can be used as supporting
elements within the design of the
Awards Backdrop.

4.16

Section 4: Signage Development Guidelines

GAMES EQUIPMENT BRANDING

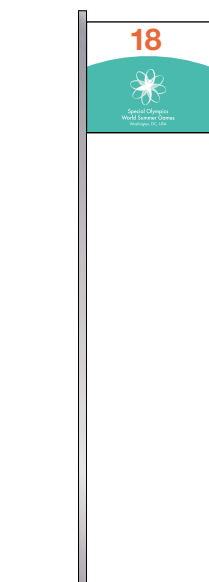
Sign Type O



EQUESTRIAN FENCE

ELEVATION

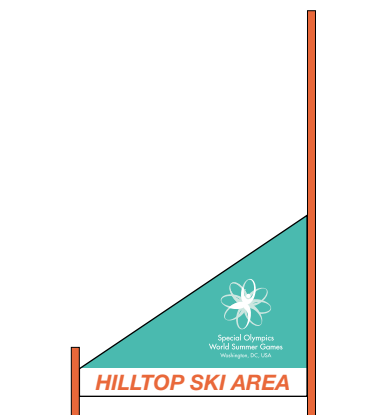
SCALE: 1/2" = 1'-0"



GOLF PIN MARKER

ELEVATION

SCALE: 1/2" = 1'-0"



ALPINE SKI COURSE MARKER

ELEVATION

SCALE: 1/2" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

Summer Games

Nylon banner fabric

Printed graphics

Required Elements

Games logo (represented by a generic Games logo)

Special Olympics logo (if possible)

Notes

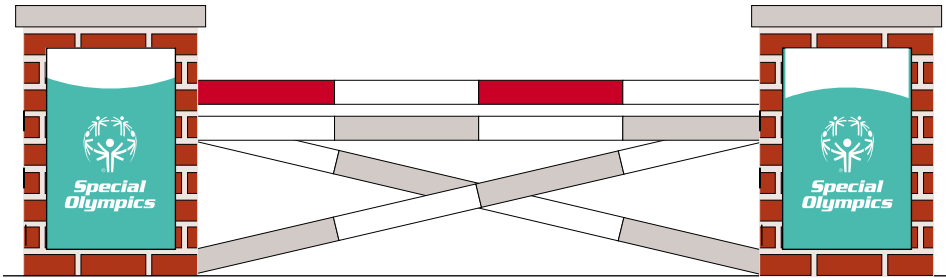
Whenever possible, the Games logo should be paired with the Special Olympics logo (as shown in the Equestrian Fence example on this page).

4.17

Section 4: Signage Development Guidelines

SPECIAL OLYMPICS EQUIPMENT BRANDING

Sign Type Q



EQUESTRIAN FENCE

ELEVATION

SCALE: 1/2" = 1'-0"

Material

Winter Games

Vinyl banner fabric

Applied vinyl or screened graphics

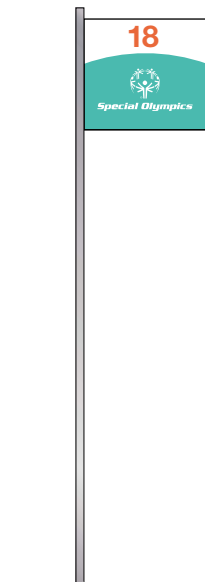
Summer Games

Nylon banner fabric

Printed graphics

Required Elements

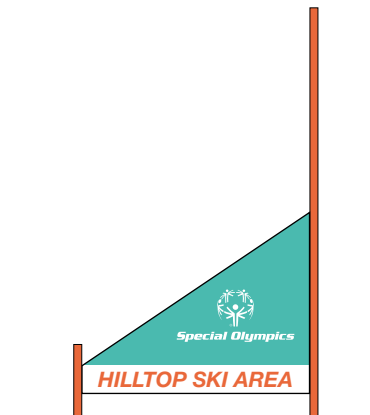
Special Olympics logo



GOLF PIN MARKER

ELEVATION

SCALE: 1/2" = 1'-0"



ALPINE SKI COURSE MARKER

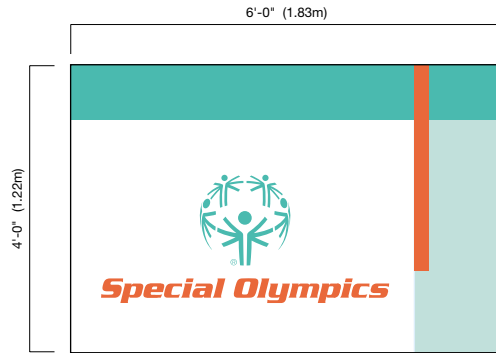
ELEVATION

SCALE: 1/2" = 1'-0"

4.18

SPECIAL OLYMPICS DASHER

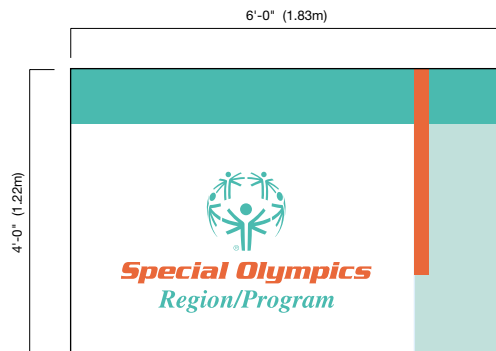
Sign Type R



SPECIAL OLYMPICS

ELEVATION

SCALE: 3/8" = 1'-0"



SPECIAL OLYMPICS REGION/PROGRAM LEVEL

ELEVATION

SCALE: 3/8" = 1'-0"

Material

4-mm coroplast or painted wood
Applied vinyl or screened graphics

Required Elements

World Games

Special Olympics logo

Region/Program Level

Special Olympics region or
Program logo

Notes

Dasher - Sectioned boundary boards used at the perimeter of the field of play (e.g., Hockey, Speed Skating, etc.).

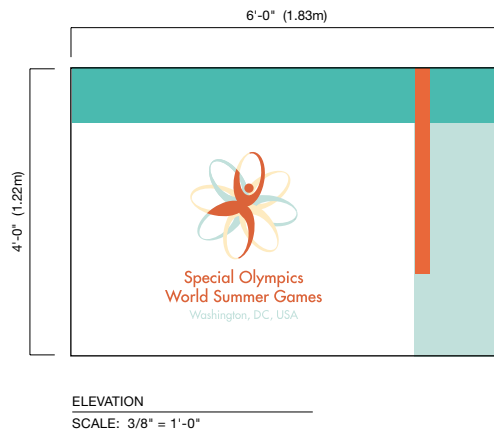
Dimensions shown are for reference only. Final size should be determined by the venue and equipment.

4.19

Section 4: Signage Development Guidelines

GAMES DASHER

Sign Type S



Material

4-mm coroplast or painted wood
Applied vinyl or screened graphics

Required Elements

Games logo (represented by
a generic Games logo)

Notes

Dasher - Sectioned boundary
boards used at the perimeter of
the field of play (e.g., Hockey,
Speed Skating, etc.).

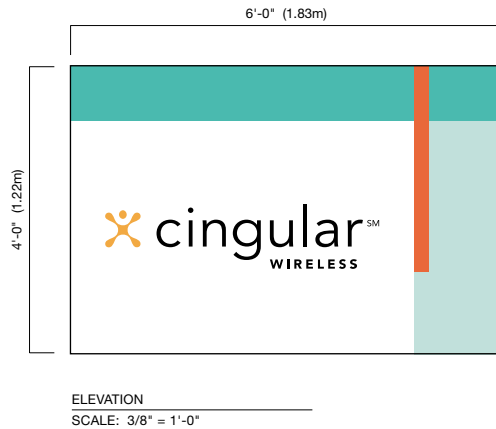
Dimensions shown are for
reference only. Final size should
be determined by the venue and
equipment.

4.20

Section 4: Signage Development Guidelines

HOST SPONSOR DASHER

Sign Type T



Material

4-mm coroplast or painted wood
Applied vinyl or screened graphics

Required Elements

Host Sponsor* logo (represented
by Cingular)

Notes

*Host Sponsor - A Host Sponsor's level of support entitles it to be the primary sponsor at an event. Host Sponsor signage is dominant at the event venue, appearing in greater numbers than any other sponsor signage and in the most prominent positions.

Dasher - Sectioned boundary boards used at the perimeter of the field of play (e.g., Hockey, Speed Skating, etc.).

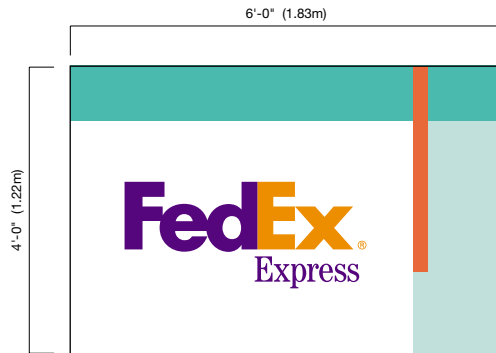
When positioning Host Sponsor Dashers, be aware that no sponsor logos may appear on the field of play in Special Olympics competitions.

Dimensions shown are for reference only. Final size should be determined by the venue and equipment.

4.21

SUPPORTING SPONSOR DASHER

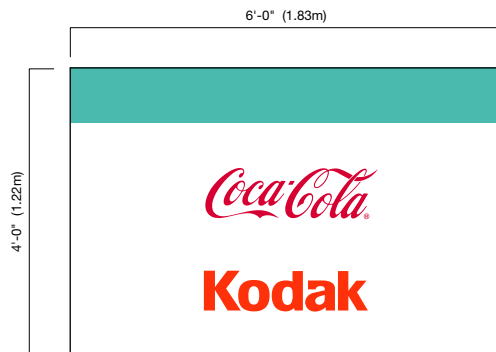
Sign Type U



PLATINUM LEVEL SPONSOR*

ELEVATION

SCALE: 3/8" = 1'-0"



GOLD LEVEL SPONSORS*

ELEVATION

SCALE: 3/8" = 1'-0"

Material

4-mm coroplast or painted wood
Applied vinyl or screened graphics

Required Elements

Platinum Level Sponsor*

Sponsor logo (represented
by FedEx)

Other Level Sponsors*

Sponsor Logos (represented by
Coke and Kodak)

Notes

*Supporting Sponsor - Supporting Sponsor (Platinum, Gold, etc.) signage is subordinate to Host Sponsor signage. There are fewer Supporting Sponsor signs at the event venue and they appear in less prominent positions.

Sponsor levels (Platinum, Gold, etc.) shown are examples only. Actual sponsor level designations may vary.

Dasher - Sectioned boundary boards used at the perimeter of the field of play (e.g., Hockey, Speed Skating, etc.).

When positioning Supporting Sponsor Dashers, be aware that no sponsor logos may appear on the field of play in Special Olympics competitions.

Dimensions shown are for reference only. Final size should be determined by the venue and equipment.

4.22

START GATE

Sign Type V



ELEVATION
SCALE: 3/16" = 1'-0"

Material

Winter Games

Vinyl banner fabric
Applied vinyl or screened graphics
Banners are applied to a pre-fabricated frame.

Summer Games

Nylon banner fabric
Printed graphics
Banners are applied to a pre-fabricated frame

Required Elements

A combination of the following:
Special Olympics logo
Games logo (represented by a generic Games logo)
Host Sponsor* logo (represented by Cingular)
Supporting Sponsor* logos (represented by FedEx and Coke)
Event Pictogram

Notes

*Host Sponsor - A Host Sponsor's level of support entitles it to be the primary sponsor at an event. Host Sponsor signage is dominant at the event venue, appearing in greater numbers than any other sponsor signage and in the most prominent positions.

*Supporting Sponsor - Supporting Sponsor (Platinum, Gold, etc.) signage is subordinate to Host Sponsor signage. There are fewer Supporting Sponsor signs at the event venue and they appear in less prominent positions.

4.23

Section 4: Signage Development Guidelines

FINISH GATE

Sign Type W



ELEVATION
SCALE: 3/16" = 1'-0"

Material

Winter Games

Vinyl banner fabric
Applied vinyl or screened graphics
Banners are applied to a pre-fabricated frame.

Summer Games

Nylon banner fabric
Printed graphics
Banners are applied to a pre-fabricated frame

Required Elements

One or a combination of the following:
Special Olympics logo
Games logo (represented by a generic Games logo)
Host Sponsor* logo (represented by Cingular)
Event Pictogram
Event Name
"FINISH"

Notes

*Host Sponsor - A Host Sponsor's level of support entitles it to be the primary sponsor at an event. Host Sponsor signage is dominant at the event venue, appearing in greater numbers than any other sponsor signage and in the most prominent positions.

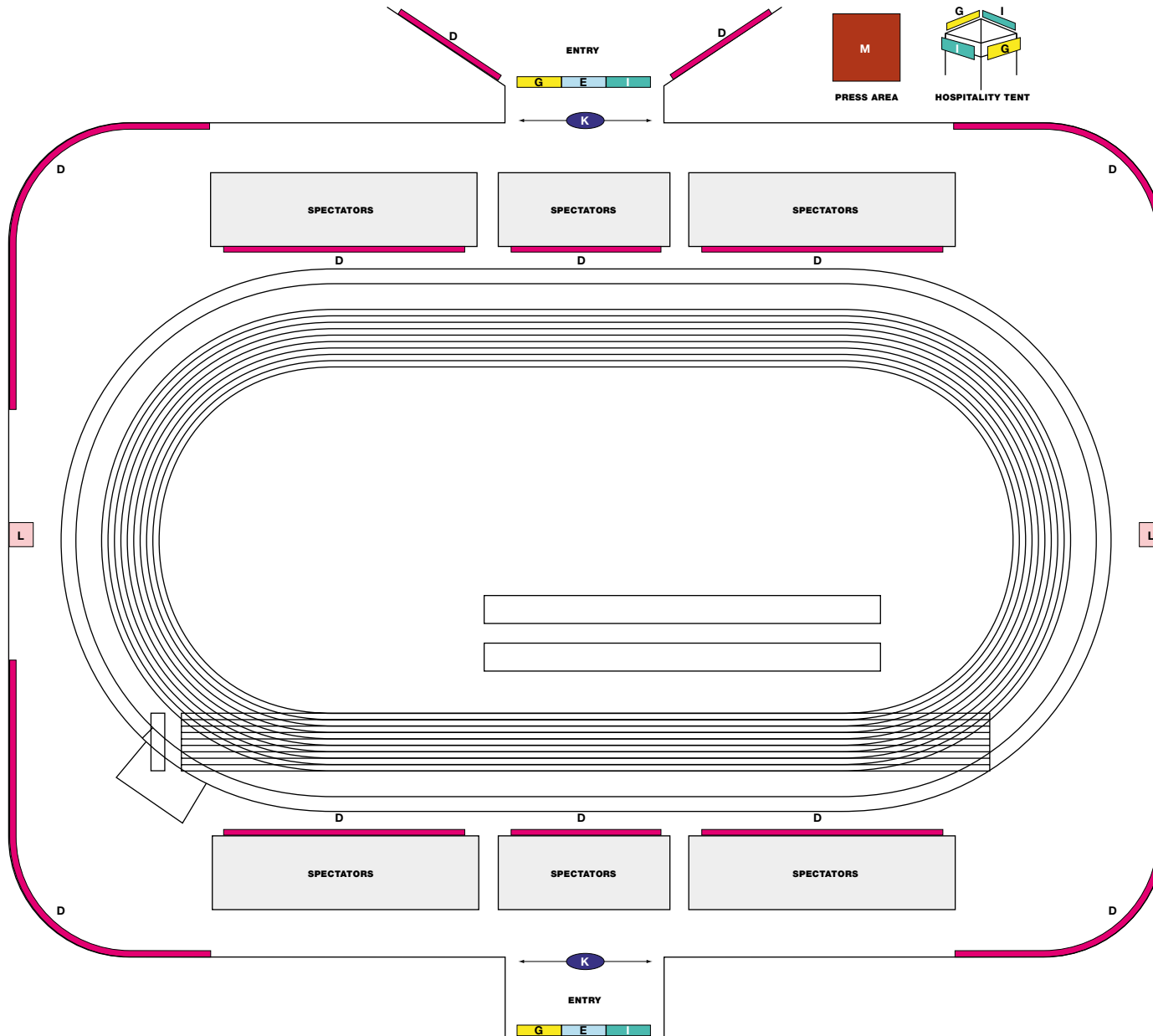
SECTION 5: OPENING & CLOSING CEREMONIES SCHEMATIC SIGNAGE PLANS

This section includes schematic signage plans for Special Olympics Games Opening and Closing Ceremonies. Although event venues vary widely, these plans can help Games organizers set up their events to showcase an exciting “Look of the Games” while reinforcing Special Olympics’ visual identity. The plans show a scaled, comprehensive approach to signage placement, and are meant to be adapted to fit the scope and budget of each particular competition.

Opening/Closing Ceremonies Regional/Program Level	5.1
Opening/Closing Ceremonies World Games	5.2

5.1

Section 5: Opening & Closing Ceremonies Schematic Signage Plans



OPENING/CLOSING CEREMONIES REGION/PROGRAM LEVEL

SIGN TYPE	QTY*
Host Sponsor Transframe	0
Supporting Sponsor Transframe	0
Fence Fabric w/ Host Sponsor	0
Fence Fabric - Plain	12
Venue Entrance Banner	2
Supporting Sponsor Banner	0
Games Banner	4
Host Sponsor Banner	0
Special Olympics Banner	4
Rafter Banner	0
Decorative Flag	2
Backdrop Banner	2
Press Conference Backdrop	1
Awards Backdrop	0
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET

0' 33' 66' 98' 131' 164'

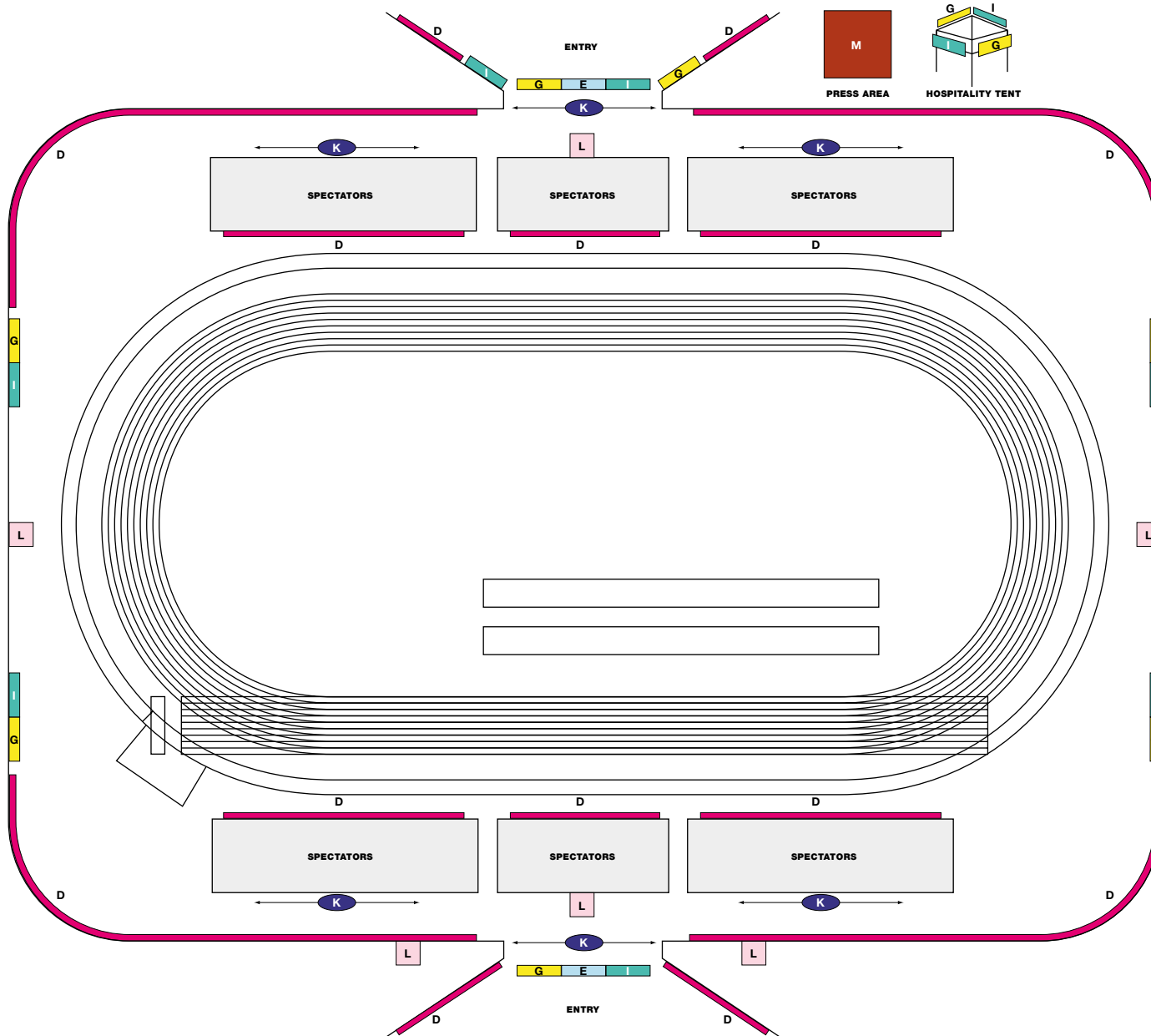
SCALE IN METERS
























0m 10m 20m 30m 40m 50m

5.2

Section 5: Opening & Closing Ceremonies Schematic Signage Plans

OPENING/CLOSING CEREMONIES WORLD GAMES



SIGN TYPE	QTY*
 Host Sponsor Transframe	0
 Supporting Sponsor Transframe	0
 Fence Fabric w/ Host Sponsor	0
 Fence Fabric - Plain	14
 Venue Entrance Banner	2
 Supporting Sponsor Banner	0
 Games Banner	9
 Host Sponsor Banner	0
 Special Olympics Banner	9
 Rafter Banner	0
 Decorative Flag	6
 Backdrop Banner	6
 Press Conference Backdrop	1
 Awards Backdrop	0
 Games Equipment Branding	0
 (not currently being used)	0
 Special Olympics Equip. Branding	0
 Special Olympics Dasher	0
 Games Dasher	0
 Host Sponsor Dasher	0
 Supporting Sponsor Dasher	0
 Start Gate	0
 Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET					
0'	33'	66'	98'	131'	164'

SCALE IN METERS					
0m	10m	20m	30m	40m	50m

SECTION 6: SUMMER GAMES FIELD OF PLAY SCHEMATIC SIGNAGE PLANS

This section includes schematic signage plans for each of the 19 summer sports offered by Special Olympics. Although event venues vary widely, these plans can help Games organizers set up their events to showcase an exciting “Look of the Games,” reinforce Special Olympics’ visual identity and offer valuable visibility to key sponsors. The plans show a scaled, comprehensive approach to signage placement, and are meant to be adapted to fit the scope and budget of each particular competition. Approximate scales have been included on each schematic signage plan. Courses which are dictated by the terrain (such as such as cycling and golf) do not include a scale.

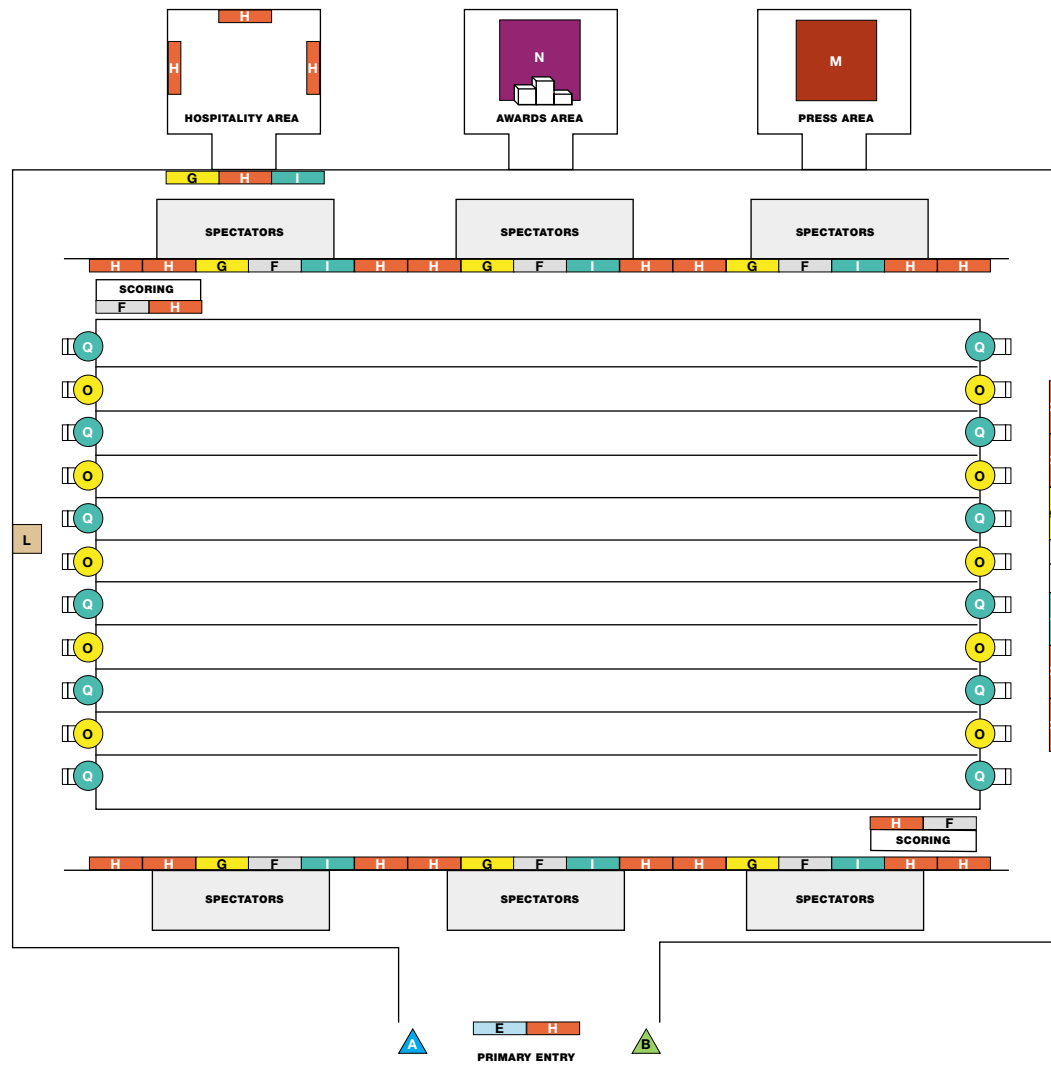
When placing signage at an event, remember that no sponsor signage may appear on the field of play in Special Olympics competitions. This is an important distinction between Special Olympics rules and those of some international sports federations.

Aquatics	6.1
Athletics Region/Program Level	6.2
Athletics World Games	6.3
Badminton Singles and Doubles	6.4
Basketball	6.5
Bocce	6.6
Bowling	6.7
Cycling	6.8
Cycling Start and Finish Area	6.9
Equestrian	6.10
Football (Soccer)	6.11
Golf	6.12
Gymnastics	6.13
Powerlifting	6.14
Rollerskating	6.15
Sailing	6.16
Softball	6.17
Table Tennis	6.18
Team Handball	6.19
Tennis	6.20
Volleyball	6.21

6.1

Section 6: Summer Games Field of Play Schematic Signage Plans

AQUATICS



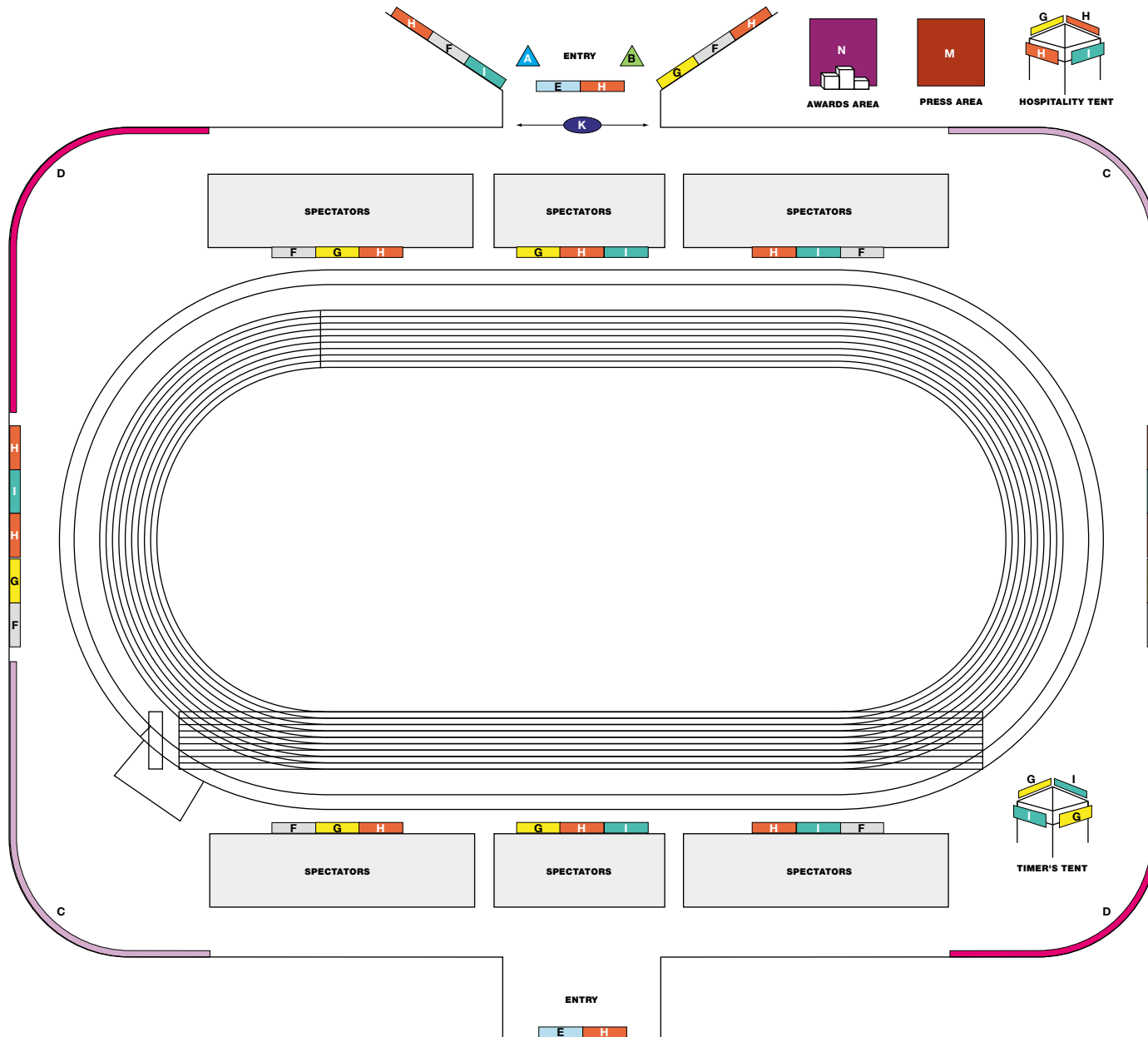
SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	0
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	9
Games Banner	8
Host Sponsor Banner	27
Special Olympics Banner	8
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	1
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	10
(not currently being used)	0
Special Olympics Equip. Branding	12
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET	
0'	19'-6" 40' 59' 78'-6" 98'
0m	6m 12m 18m 24m 30m
SCALE IN METERS	

6.2

Section 6: Summer Games Field of Play Schematic Signage Plans



ATHLETICS - REGION/PROGRAM LEVEL

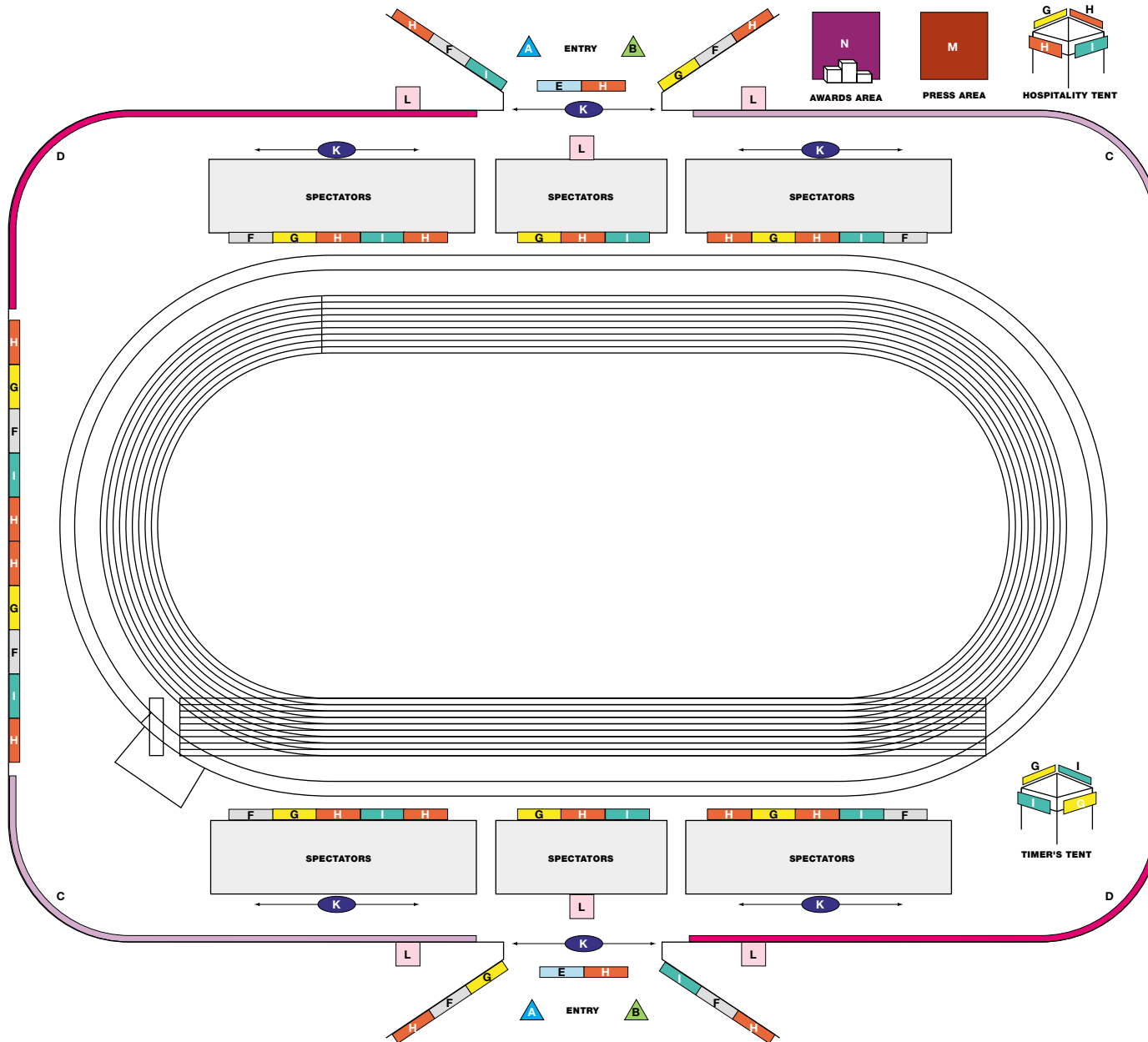
SIGN TYPE		QTY*
	Host Sponsor Transframe	1
	Supporting Sponsor Transframe	1
	Fence Fabric w/ Host Sponsor	2
	Fence Fabric - Plain	2
	Venue Entrance Banner	2
	Supporting Sponsor Banner	8
	Games Banner	10
	Host Sponsor Banner	16
	Special Olympics Banner	10
	Rafter Banner	0
	Decorative Flag	0
	Backdrop Banner	0
	Press Conference Backdrop	1
	Awards Backdrop	1
	Games Equipment Branding	0
	(not currently being used)	0
	Special Olympics Equip. Branding	0
	Special Olympics Dasher	0
	Games Dasher	0
	Host Sponsor Dasher	0
	Supporting Sponsor Dasher	0
	Start Gate	0
	Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET	
0'	33' 66' 98' 131' 164'
0m	10m 20m 30m 40m 50m
SCALE IN METERS	

6.3

Section 6: Summer Games Field of Play Schematic Signage Plans



ATHLETICS - WORLD GAMES

SIGN TYPE	QTY*
	2
	2
	2
	2
	2
	12
	15
	26
	15
	0
	6
	6
	1
	1
	0
	0
	0
	0
	0
	0
	0
	0
	0

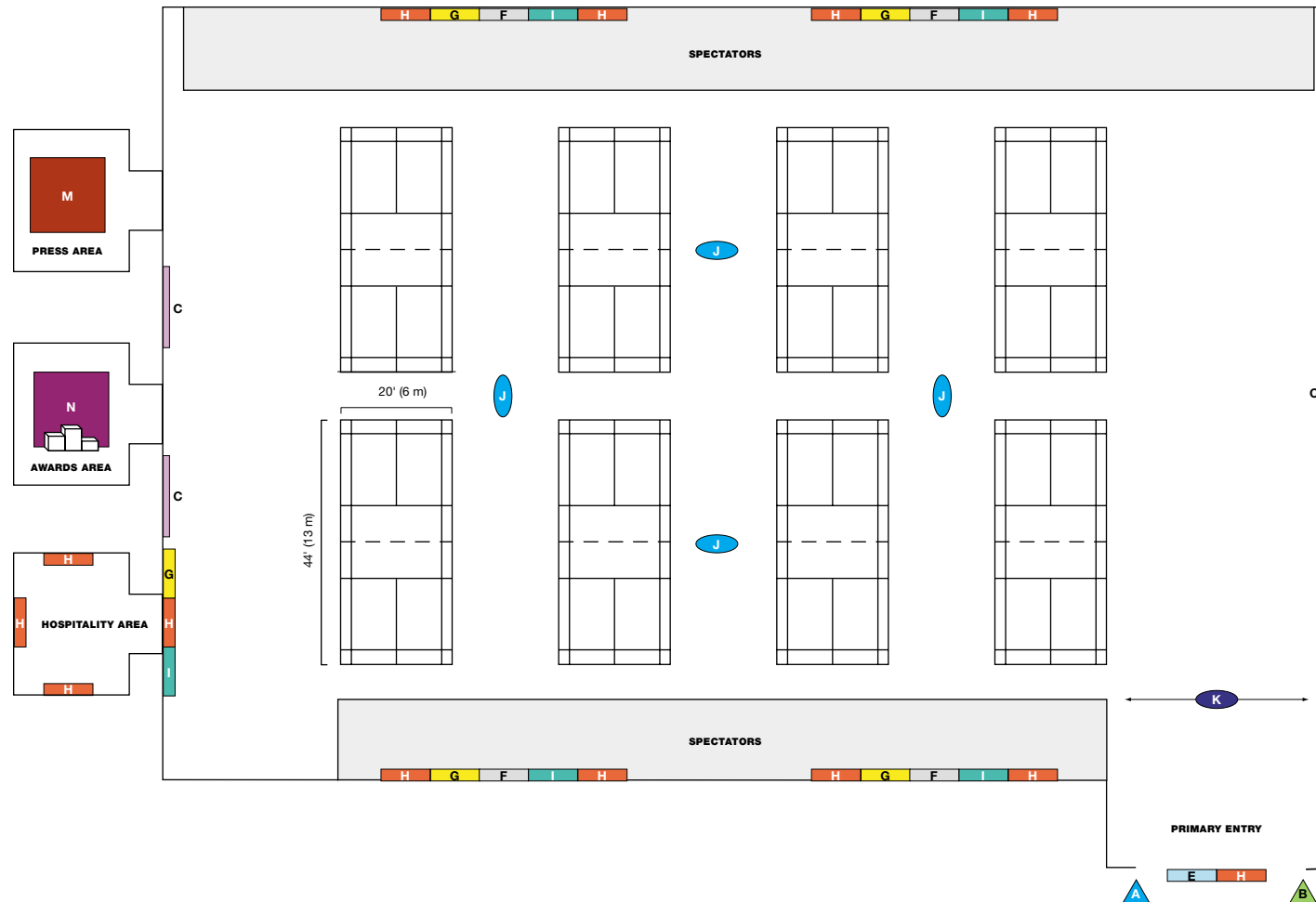
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET	
0'	33' 66' 98' 131' 164'
0m	10m 20m 30m 40m 50m
SCALE IN METERS	

6.4

Section 6: Summer Games Field of Play Schematic Signage Plans

Note: Advertising or any other material placed on the walls or other interior surrounds of the field of play should not include white or yellow. A light color may be used only if it does not interfere with the vision of the players. Also, if advertisements are placed on the chairs of the linesmen sitting at the back of the court, they may not contain white or yellow. A light color may be used only if it does not interfere with the vision of the players. In some venues with lower ceilings, rafter banners may be distracting to players. In such cases, do not include rafter banners as shown in this plan.



BADMINTON SINGLES AND DOUBLES

SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	3
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	4
Games Banner	5
Host Sponsor Banner	13
Special Olympics Banner	5
Rafter Banner	4
Decorative Flag	1
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

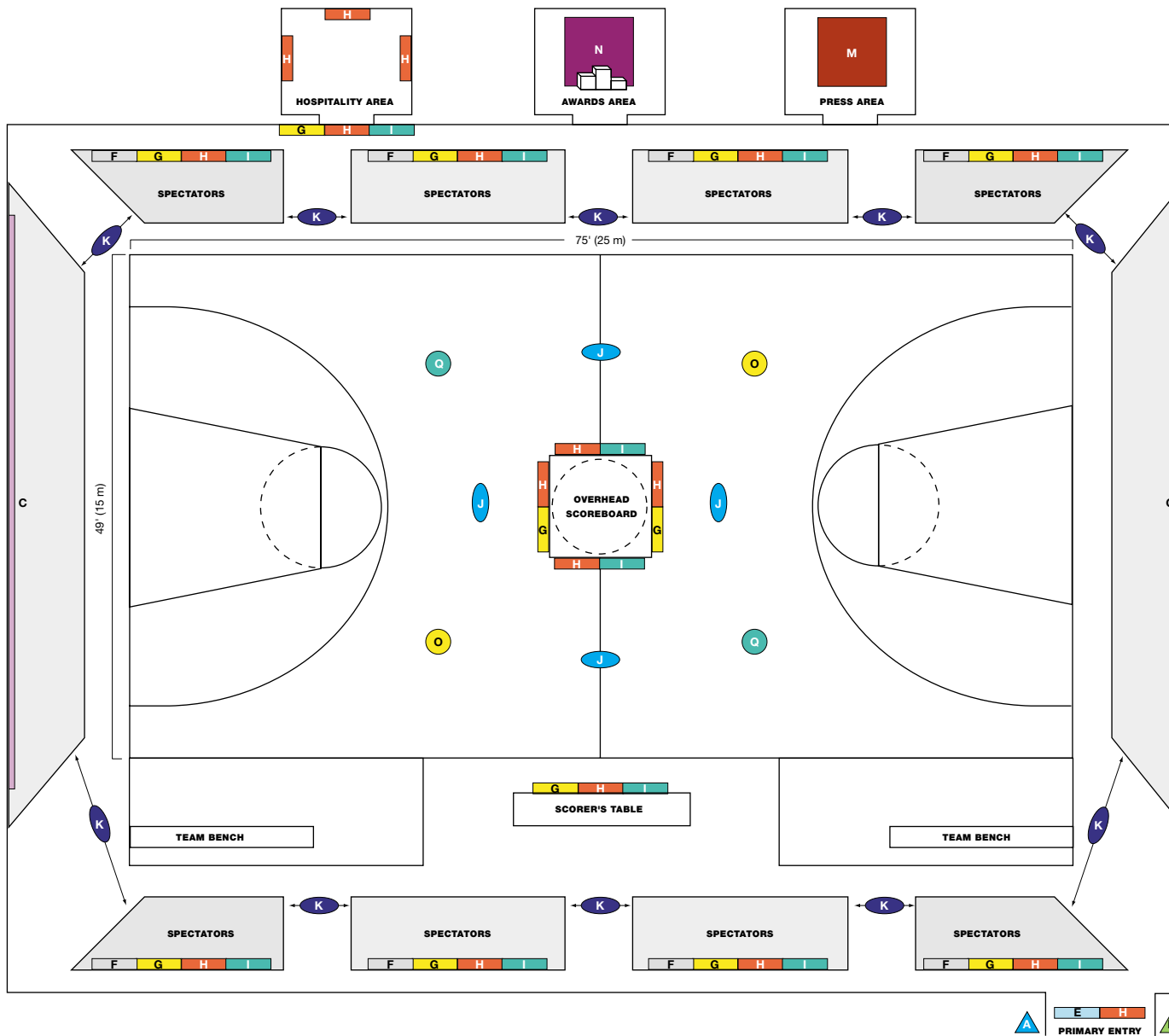
SCALE IN FEET	
0'	33' 66' 98' 131' 164'
0m	10m 20m 30m 40m 50m

SCALE IN METERS

6.5

Section 6: Summer Games Field of Play Schematic Signage Plans

Note: Advertising boards are permitted in front of the scorer's table provided they are placed directly in front and flush with the table.



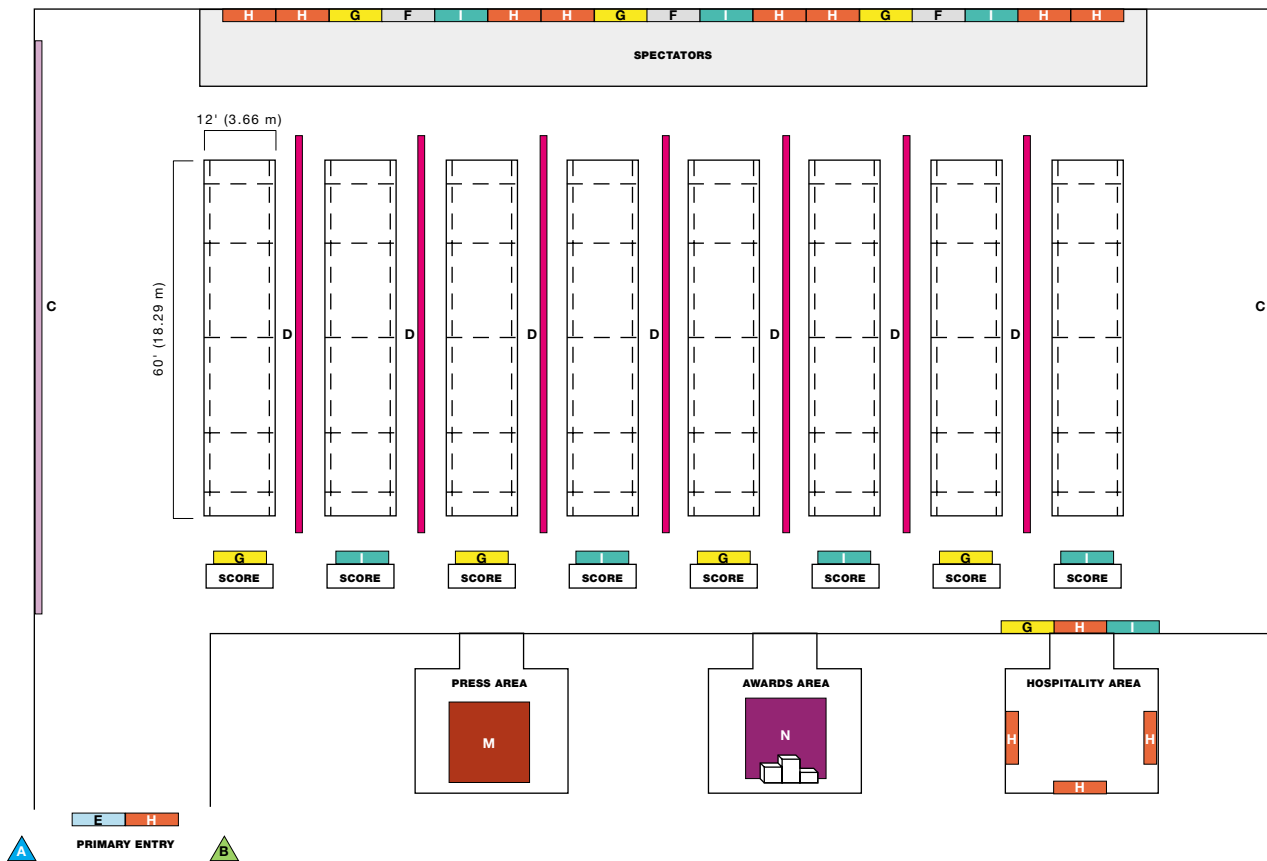
BASKETBALL

SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	2
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	8
Games Banner	12
Host Sponsor Banner	18
Special Olympics Banner	12
Rafter Banner	4
Decorative Flag	10
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	2
Special Olympics Equip. Branding	2
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.	
SCALE IN FEET	
SCALE IN METERS	

6.6

Section 6: Summer Games Field of Play Schematic Signage Plans

BOCCE



SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	2
Fence Fabric - Plain	7
Venue Entrance Banner	1
Supporting Sponsor Banner	3
Games Banner	8
Host Sponsor Banner	13
Special Olympics Banner	8
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

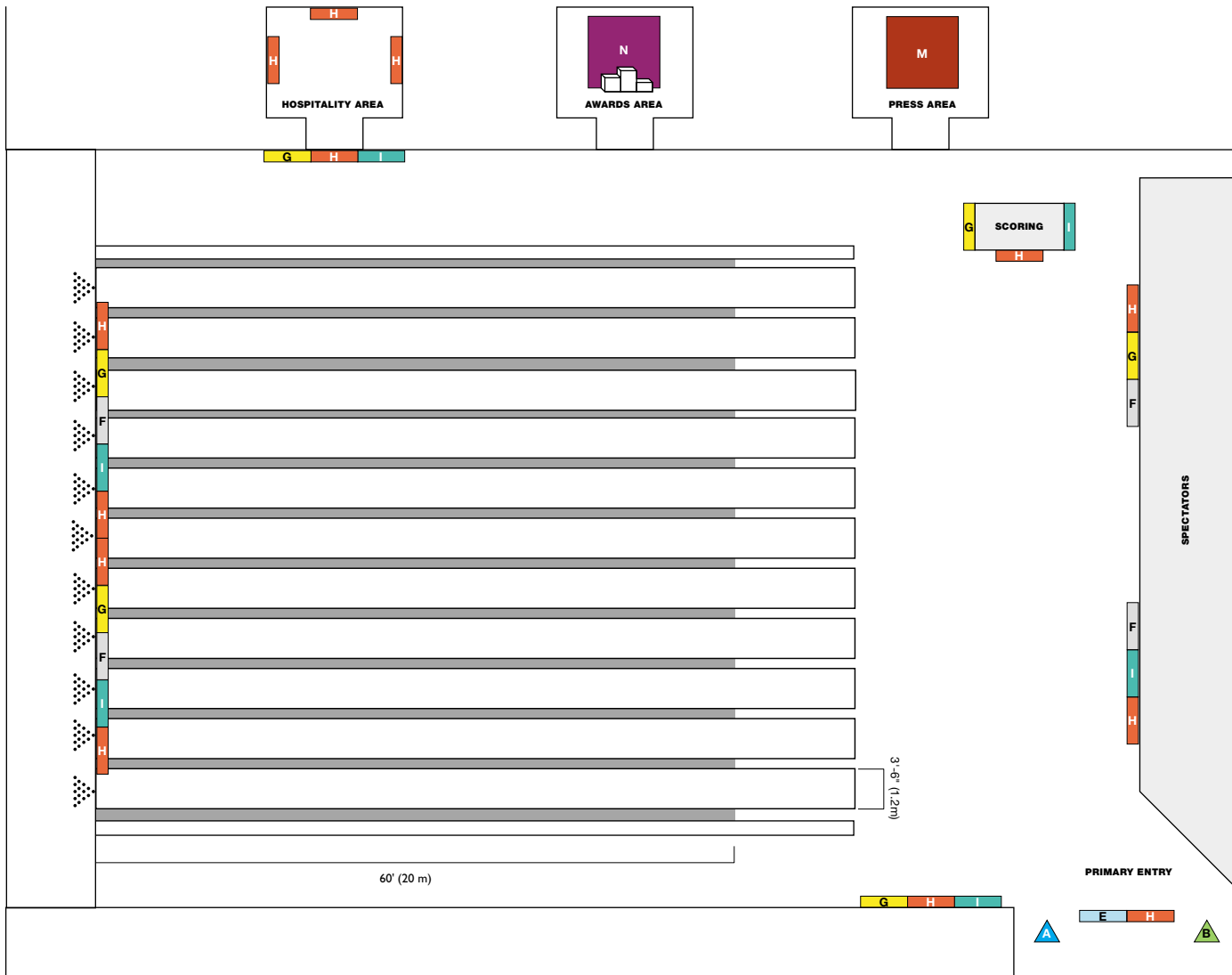
SCALE IN FEET

SCALE IN METERS

6.7

Section 6: Summer Games Field of Play Schematic Signage Plans

BOWLING



SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	0
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	4
Games Banner	6
Host Sponsor Banner	13
Special Olympics Banner	6
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

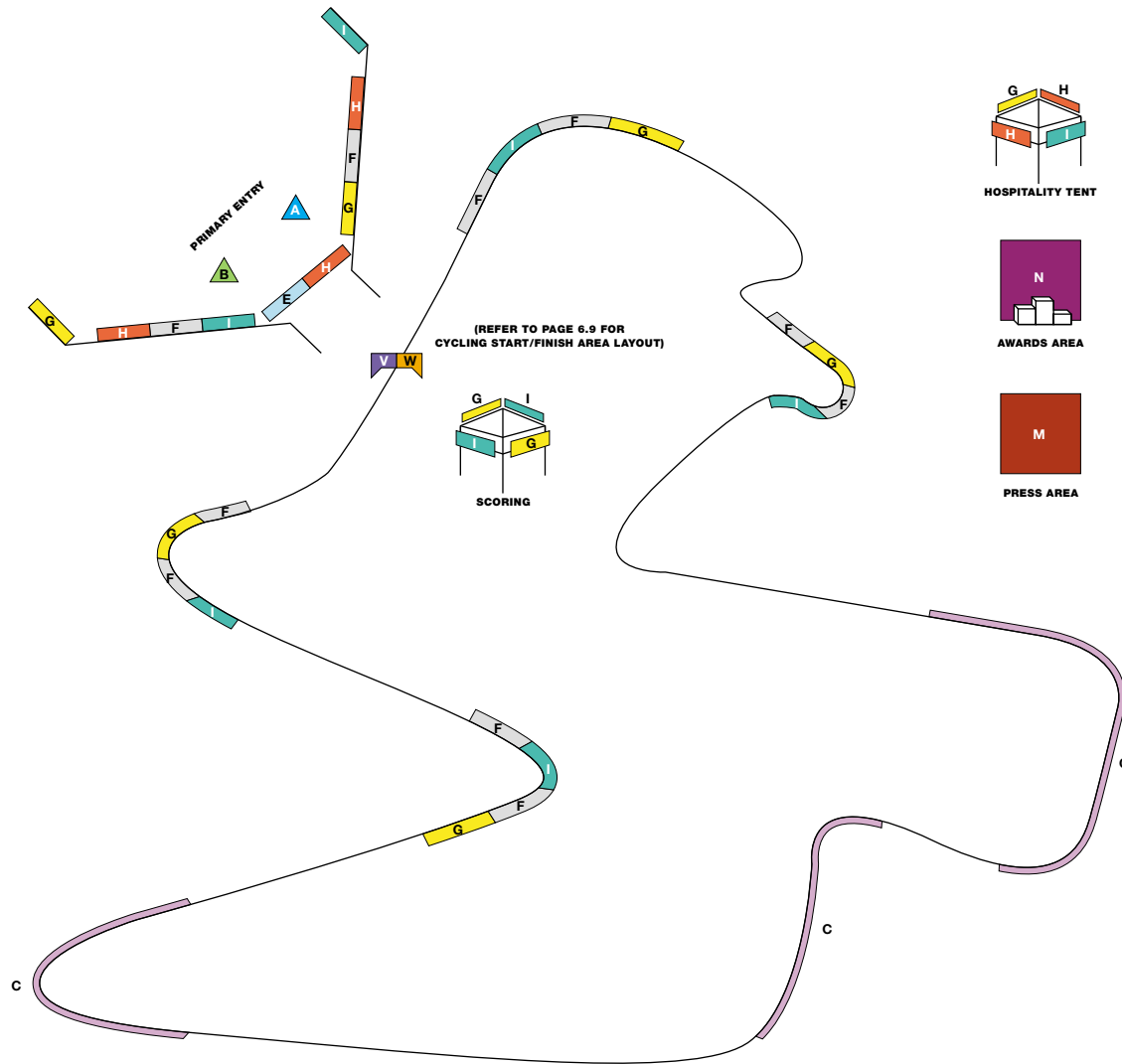
SCALE IN FEET

SCALE IN METERS

6.8

Section 6: Summer Games Field of Play Schematic Signage Plans

CYCLING



SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	3
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	10
Games Banner	8
Host Sponsor Banner	5
Special Olympics Banner	9
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	1
Finish Gate	1

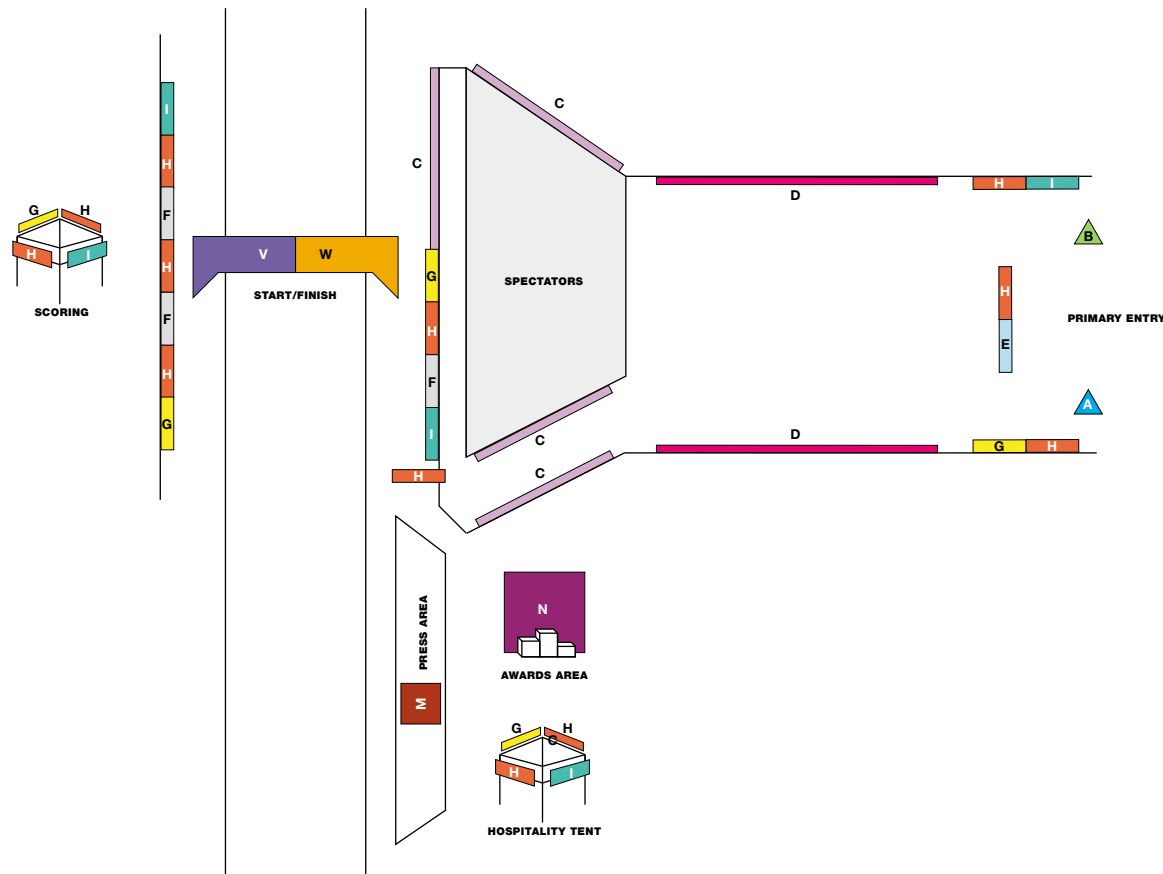
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

Due to terrain and course variations, the schematic signage plan is not drawn to scale.

6.9

Section 6: Summer Games Field of Play Schematic Signage Plans

CYCLING START AND FINISH AREA



SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	4
Fence Fabric - Plain	5
Venue Entrance Banner	1
Supporting Sponsor Banner	3
Games Banner	5
Host Sponsor Banner	12
Special Olympics Banner	5
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	1
Finish Gate	1

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET

0' 19'-6" 40' 59' 78'-6" 98'

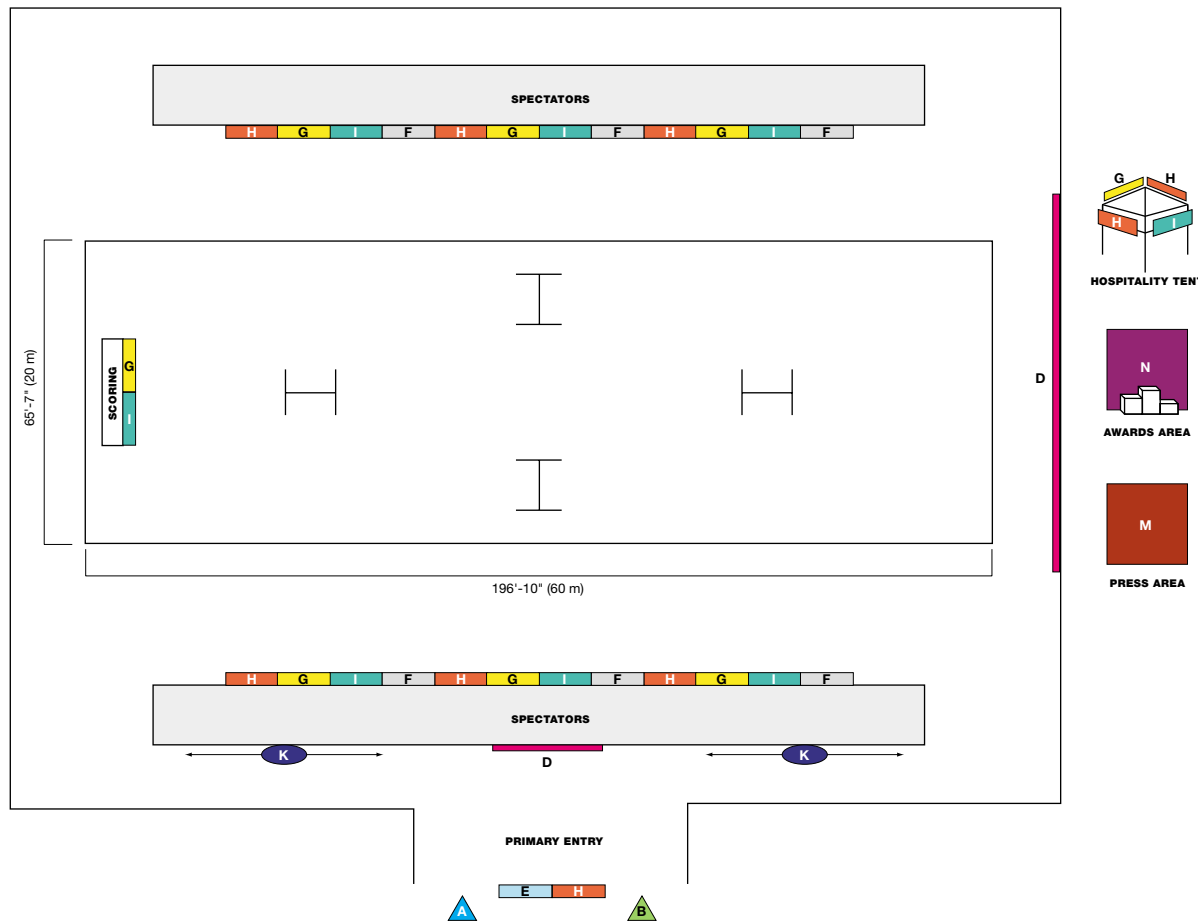
SCALE IN METERS

0m 6m 12m 18m 24m 30m

6.10

Section 6: Summer Games Field of Play Schematic Signage Plans

EQUESTRIAN



SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	0
Fence Fabric - Plain	2
Venue Entrance Banner	1
Supporting Sponsor Banner	6
Games Banner	8
Host Sponsor Banner	9
Special Olympics Banner	8
Rafter Banner	0
Decorative Flag	2
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

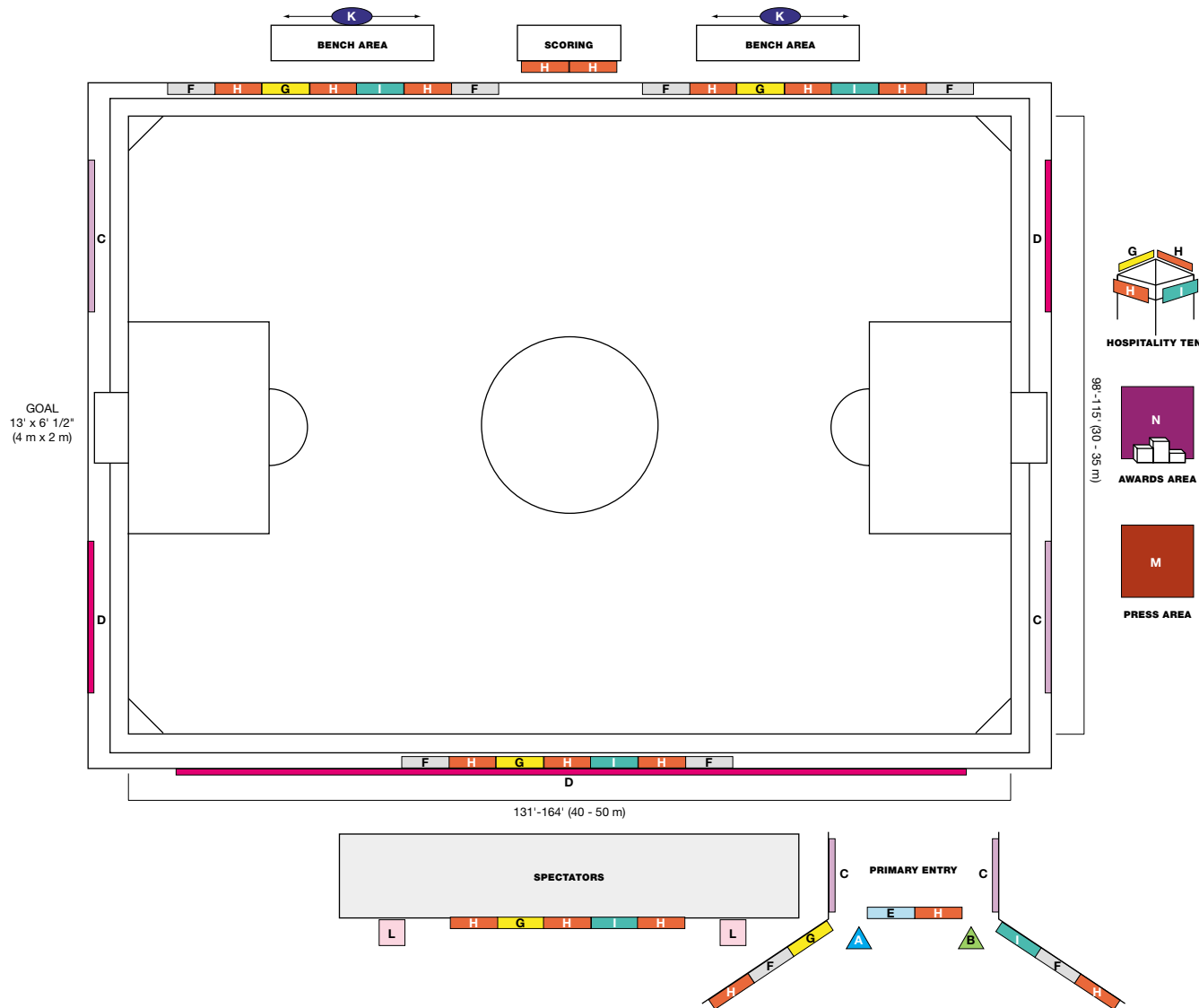
SCALE IN FEET

SCALE IN METERS

6.11

Section 6: Summer Games Field of Play Schematic Signage Plans

FOOTBALL (SOCCER)



SIGN TYPE		QTY*
	Host Sponsor Transframe	1
	Supporting Sponsor Transframe	1
	Fence Fabric w/ Host Sponsor	4
	Fence Fabric - Plain	3
	Venue Entrance Banner	1
	Supporting Sponsor Banner	8
	Games Banner	6
	Host Sponsor Banner	19
	Special Olympics Banner	6
	Rafter Banner	0
	Decorative Flag	2
	Backdrop Banner	2
	Press Conference Backdrop	1
	Awards Backdrop	1
	Games Equipment Branding	0
	(not currently being used)	0
	Special Olympics Equip. Branding	0
	Special Olympics Dasher	0
	Games Dasher	0
	Host Sponsor Dasher	0
	Supporting Sponsor Dasher	0
	Start Gate	0
	Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET

0' 10' 19'-6" 29'-6" 40' 50'

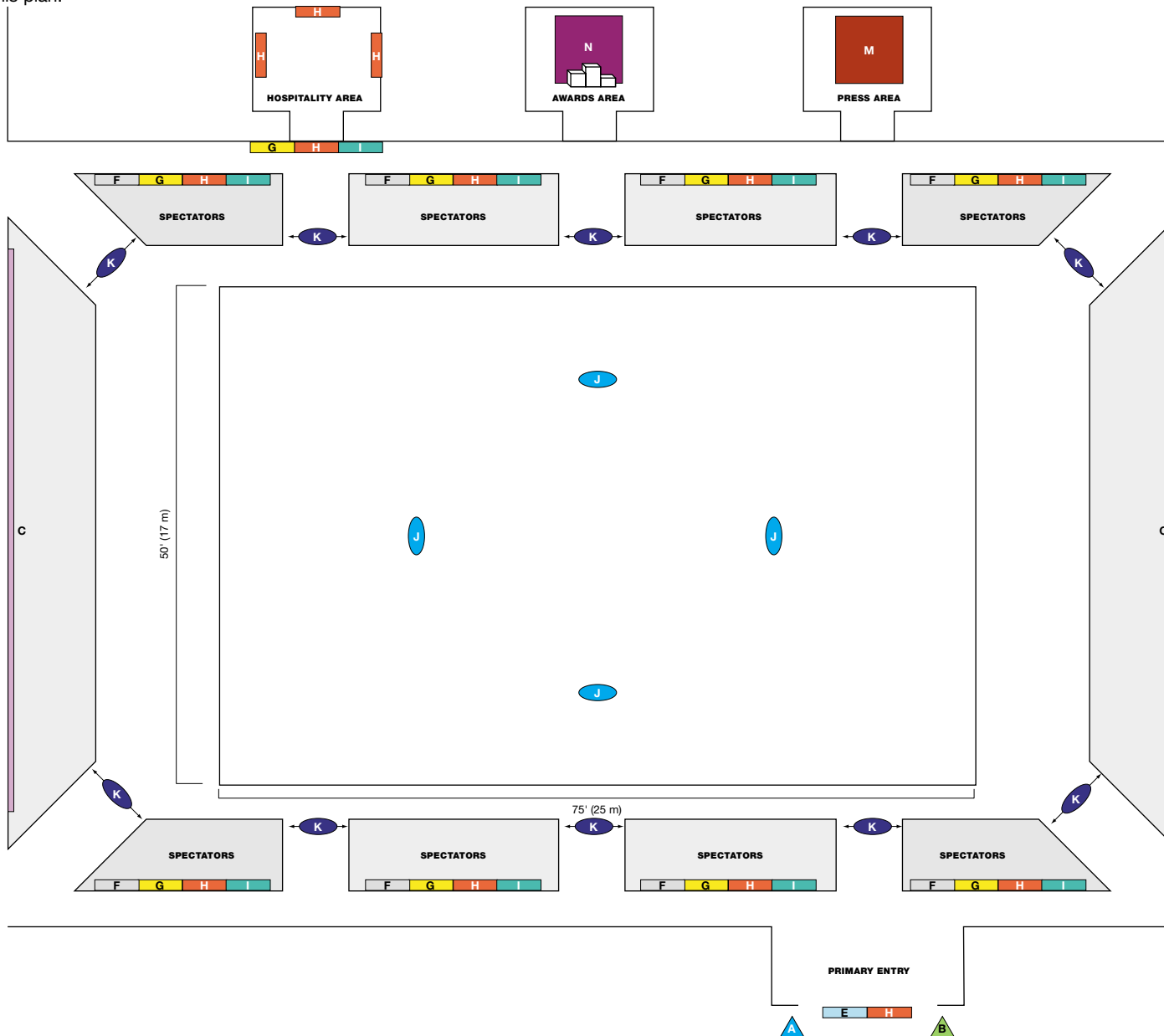
SCALE IN METERS

0m 3m 6m 9m 12m 15m

6.13

Section 6: Summer Games Field of Play Schematic Signage Plans

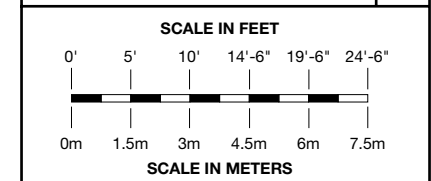
Note: In some venues with lower ceilings, rafter banners may be distracting to the athletes. In such cases, do not include rafter banners as shown in this plan.



GYMNASTICS

SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	2
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	8
Games Banner	9
Host Sponsor Banner	13
Special Olympics Banner	9
Rafter Banner	4
Decorative Flag	10
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0

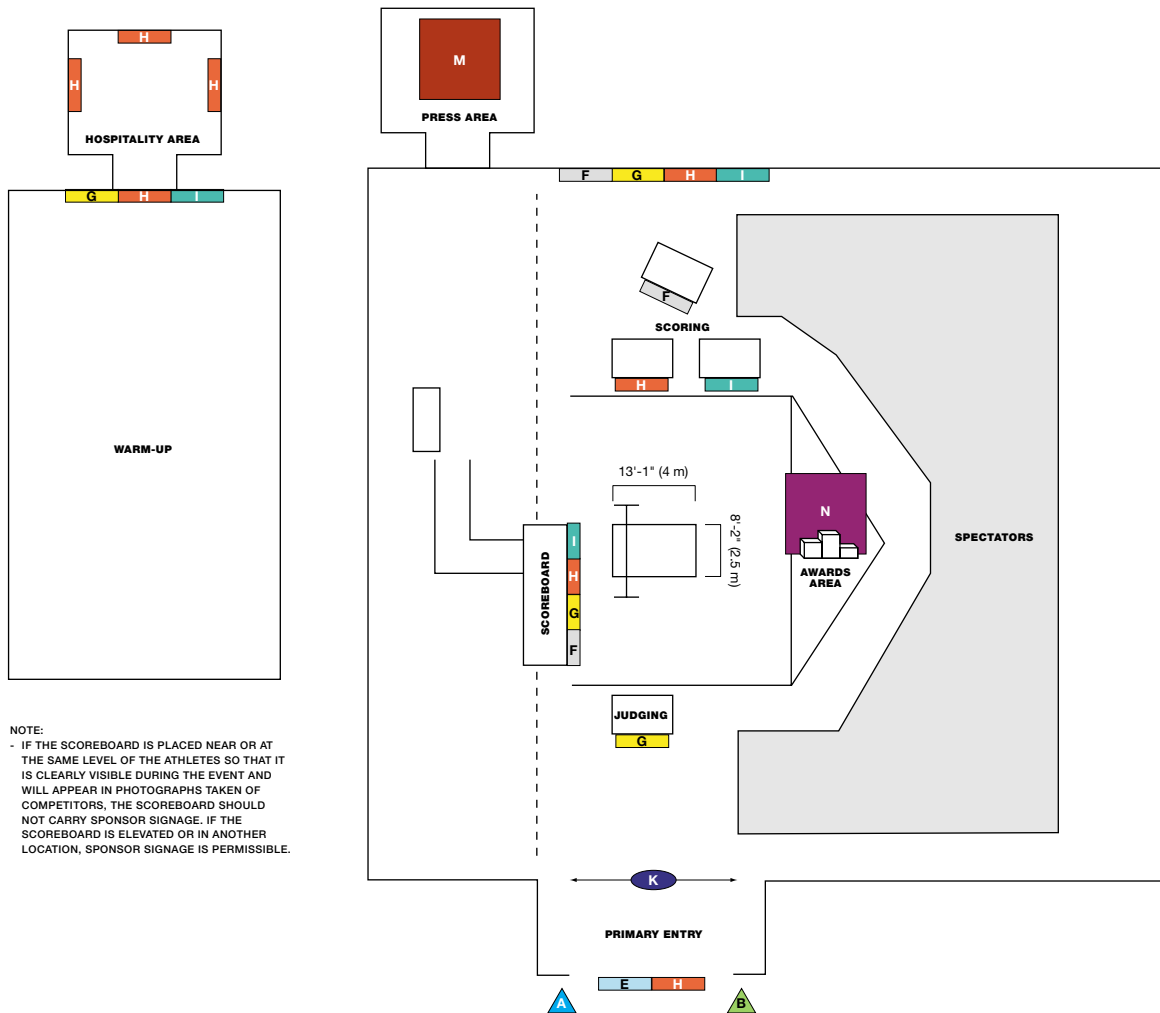
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.



6.14

Section 6: Summer Games Field of Play Schematic Signage Plans

POWERLIFTING



NOTE:
 - IF THE SCOREBOARD IS PLACED NEAR OR AT THE SAME LEVEL OF THE ATHLETES SO THAT IT IS CLEARLY VISIBLE DURING THE EVENT AND WILL APPEAR IN PHOTOGRAPHS TAKEN OF COMPETITORS, THE SCOREBOARD SHOULD NOT CARRY SPONSOR SIGNAGE. IF THE SCOREBOARD IS ELEVATED OR IN ANOTHER LOCATION, SPONSOR SIGNAGE IS PERMISSIBLE.

SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	0
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	3
Games Banner	4
Host Sponsor Banner	8
Special Olympics Banner	4
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET

0' 10' 19'-6" 29'-6" 40' 50'

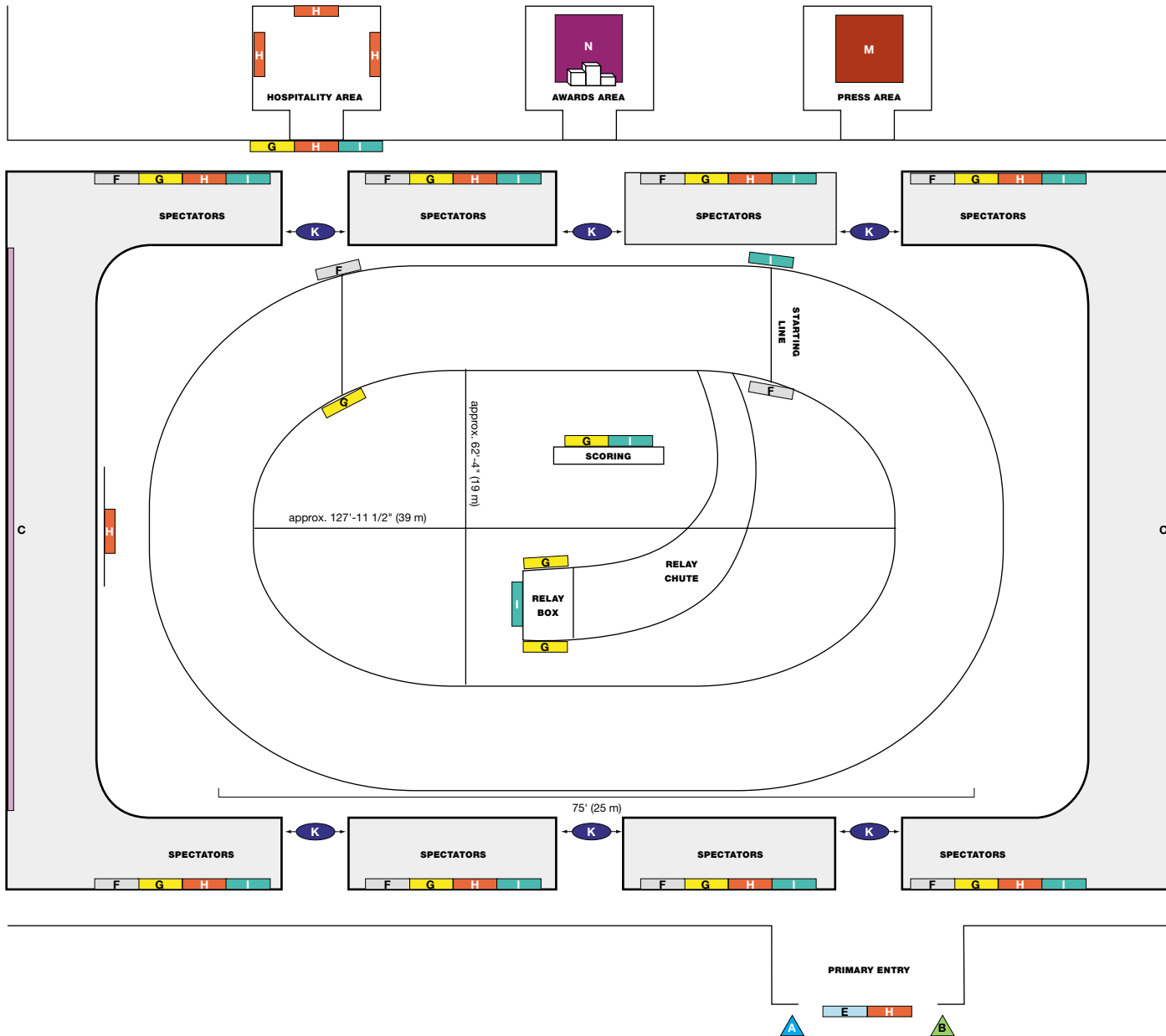
SCALE IN METERS

0m 3m 6m 9m 12m 15m

6.15

Section 6: Summer Games Field of Play Schematic Signage Plans

ROLLER SKATING



SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	2
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	10
Games Banner	13
Host Sponsor Banner	14
Special Olympics Banner	12
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0
(not currently being used)	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

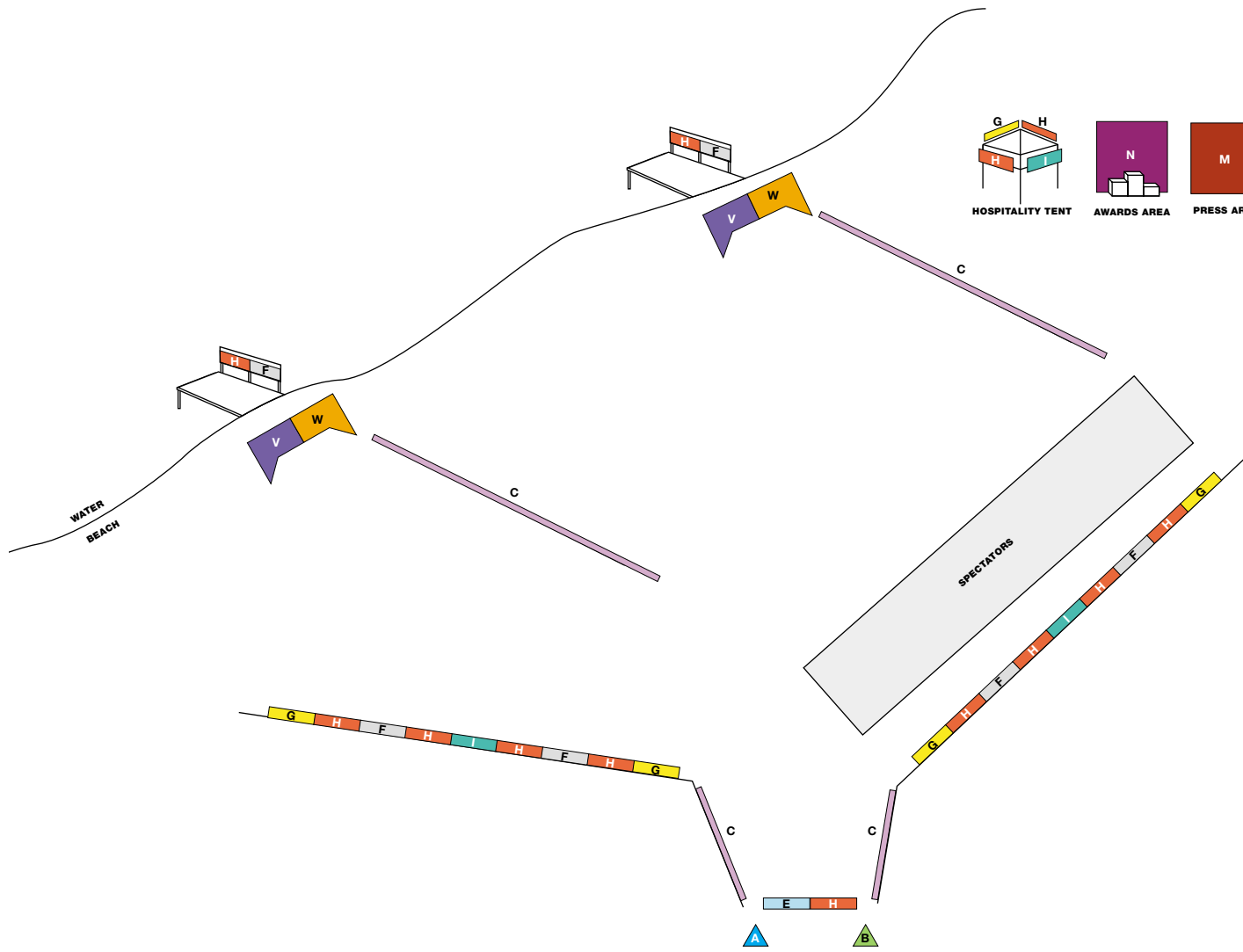
SCALE IN FEET

SCALE IN METERS

6.16

Section 6: Summer Games Field of Play Schematic Signage Plans

SAILING



SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	4
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	6
Games Banner	5
Host Sponsor Banner	13
Special Olympics Banner	3
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	2
Finish Gate	2

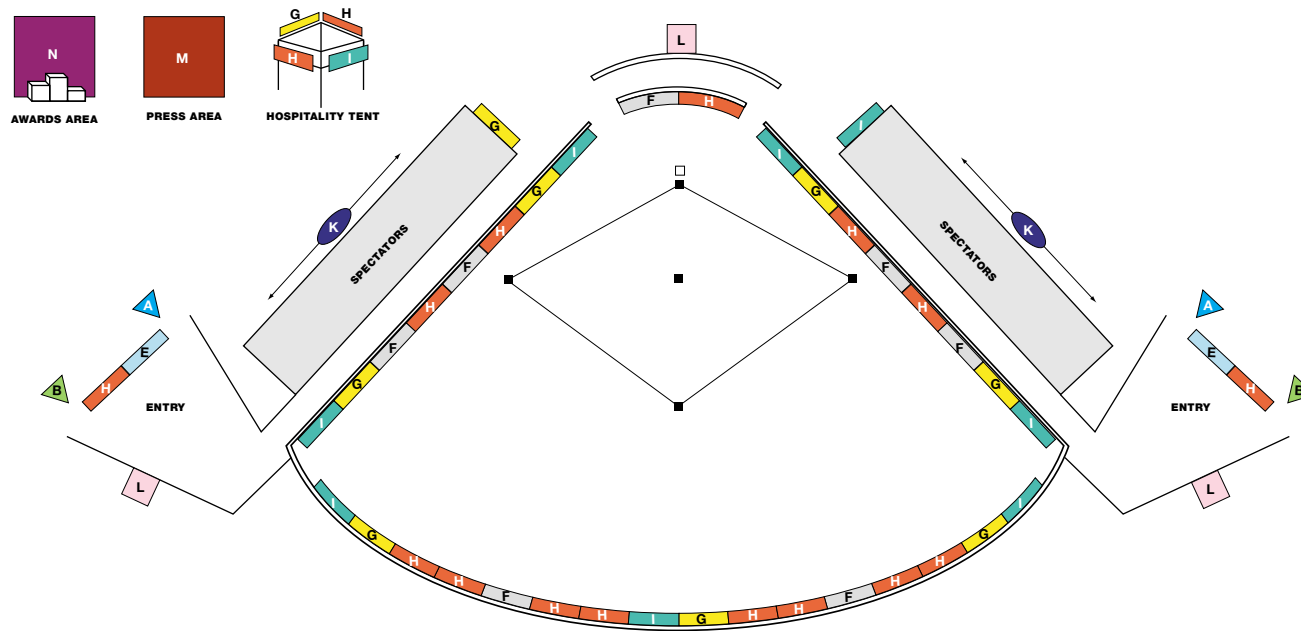
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

Due to terrain and course variations, the schematic signage plan is not drawn to scale.

6.17

Section 6: Summer Games Field of Play Schematic Signage Plans

SOFTBALL



SIGN TYPE		QTY*
	Host Sponsor Transframe	2
	Supporting Sponsor Transframe	2
	Fence Fabric w/ Host Sponsor	0
	Fence Fabric - Plain	0
	Venue Entrance Banner	2
	Supporting Sponsor Banner	7
	Games Banner	9
	Host Sponsor Banner	17
	Special Olympics Banner	9
	Rafter Banner	0
	Decorative Flag	2
	Backdrop Banner	3
	Press Conference Backdrop	1
	Awards Backdrop	1
	Games Equipment Branding	0
	(not currently being used)	0
	Special Olympics Equip. Branding	0
	Special Olympics Dasher	0
	Games Dasher	0
	Host Sponsor Dasher	0
	Supporting Sponsor Dasher	0
	Start Gate	0
	Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET

0' 19'-6" 40' 59' 78'-6" 98'

SCALE IN METERS

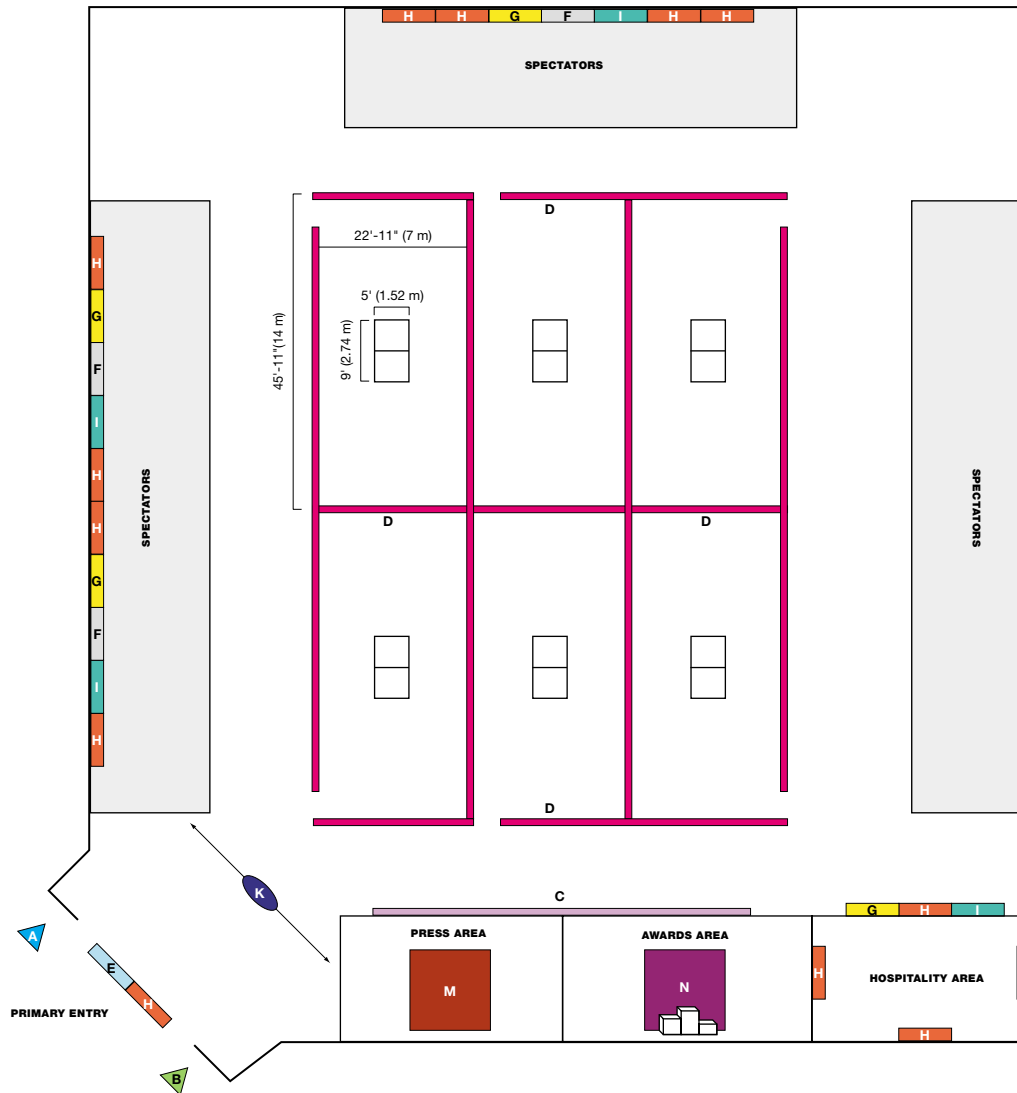
0m 6m 12m 18m 24m 30m

6.18

Section 6: Summer Games Field of Play Schematic Signage Plans

Note: Playing space should be enclosed by surrounds approximately 75 cm high (dark color) to separate it from adjacent playing areas and spectators.

TABLE TENNIS



SIGN TYPE		QTY*
	Host Sponsor Transframe	1
	Supporting Sponsor Transframe	1
	Fence Fabric w/ Host Sponsor	1
	Fence Fabric - Plain	17
	Venue Entrance Banner	1
	Supporting Sponsor Banner	5
	Games Banner	6
	Host Sponsor Banner	17
	Special Olympics Banner	6
	Rafter Banner	0
	Decorative Flag	1
	Backdrop Banner	0
	Press Conference Backdrop	1
	Awards Backdrop	1
	Games Equipment Branding	0
	(not currently being used)	0
	Special Olympics Equip. Branding	0
	Special Olympics Dasher	0
	Games Dasher	0
	Host Sponsor Dasher	0
	Supporting Sponsor Dasher	0
	Start Gate	0
	Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

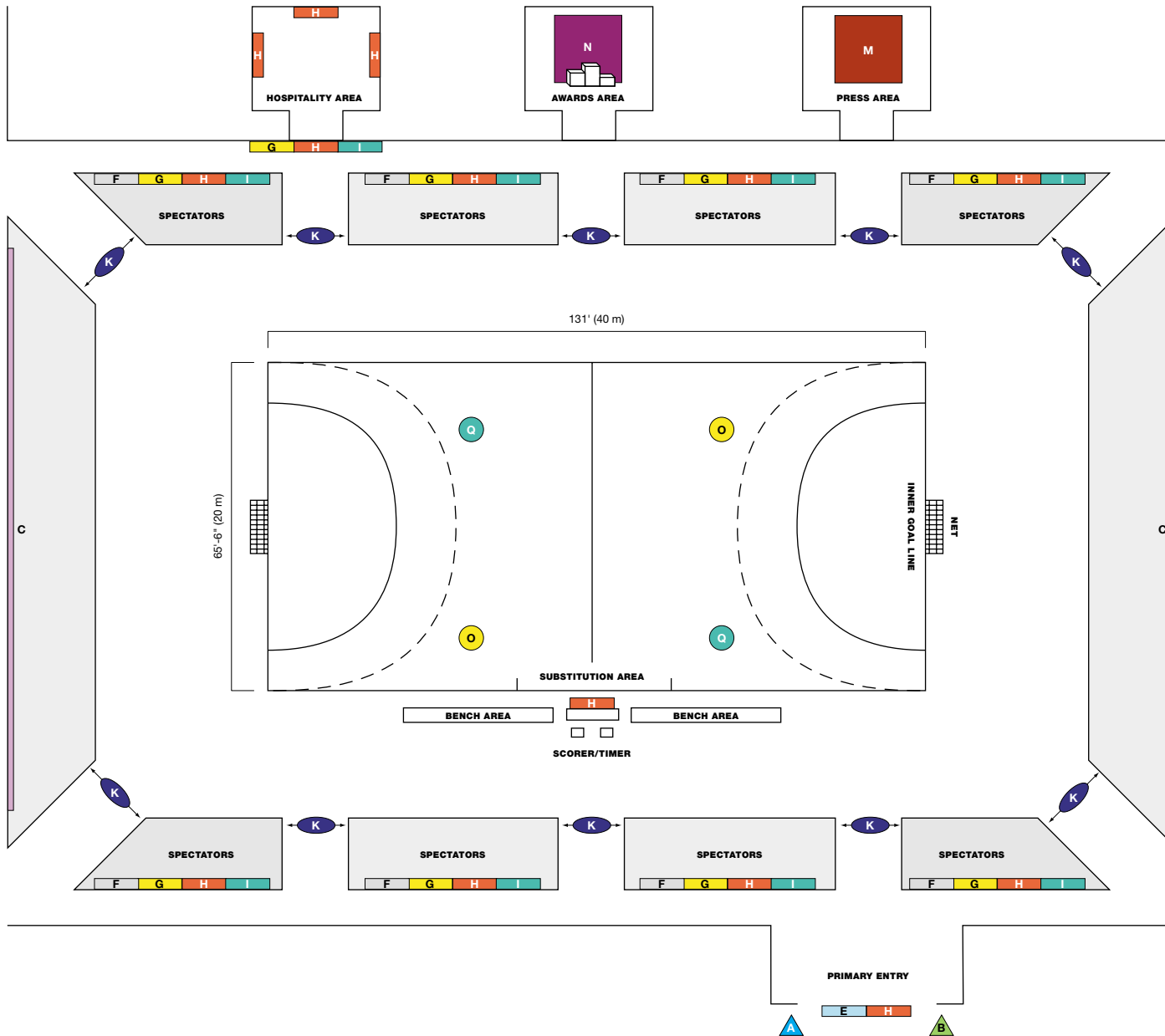
SCALE IN FEET

SCALE IN METERS

6.19

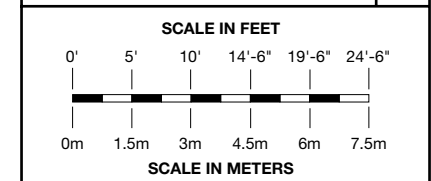
Section 6: Summer Games Field of Play Schematic Signage Plans

TEAM HANDBALL



SIGN TYPE	QTY*
A Host Sponsor Transframe	1
B Supporting Sponsor Transframe	1
C Fence Fabric w/ Host Sponsor	2
D Fence Fabric - Plain	0
E Venue Entrance Banner	1
F Supporting Sponsor Banner	8
G Games Banner	9
H Host Sponsor Banner	14
I Special Olympics Banner	9
J Rafter Banner	0
K Decorative Flag	10
L Backdrop Banner	0
M Press Conference Backdrop	1
N Awards Backdrop	1
O Games Equipment Branding	2
P (not currently being used)	0
Q Special Olympics Equip. Branding	2
R Special Olympics Dasher	0
S Games Dasher	0
T Host Sponsor Dasher	0
U Supporting Sponsor Dasher	0
V Start Gate	0
W Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

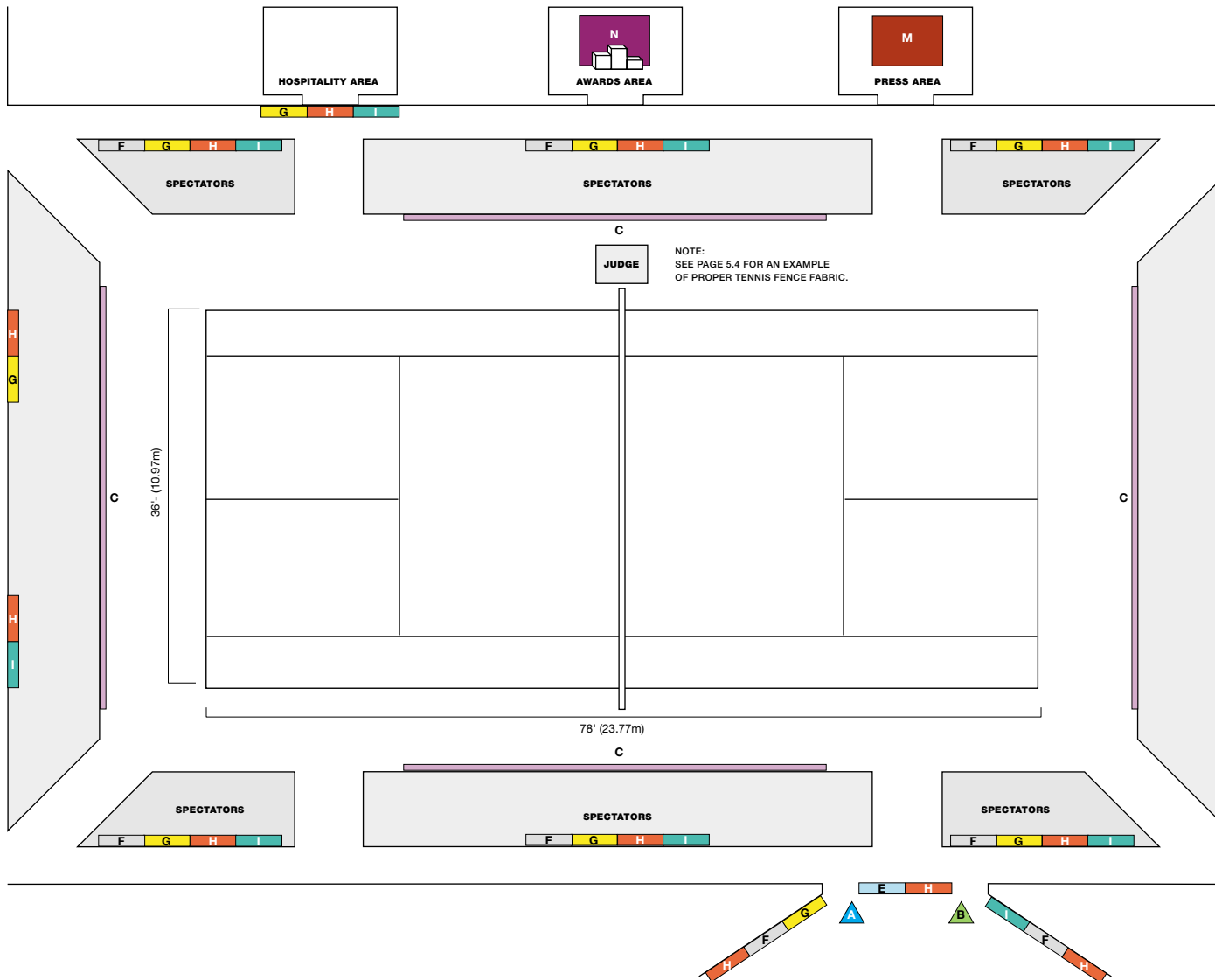


6.20

Section 6: Summer Games Field of Play Schematic Signage Plans

Note: Advertising or any other material placed at the back of the court should not contain white or yellow. A light color may be used only if it does not interfere with the vision of the players.

TENNIS

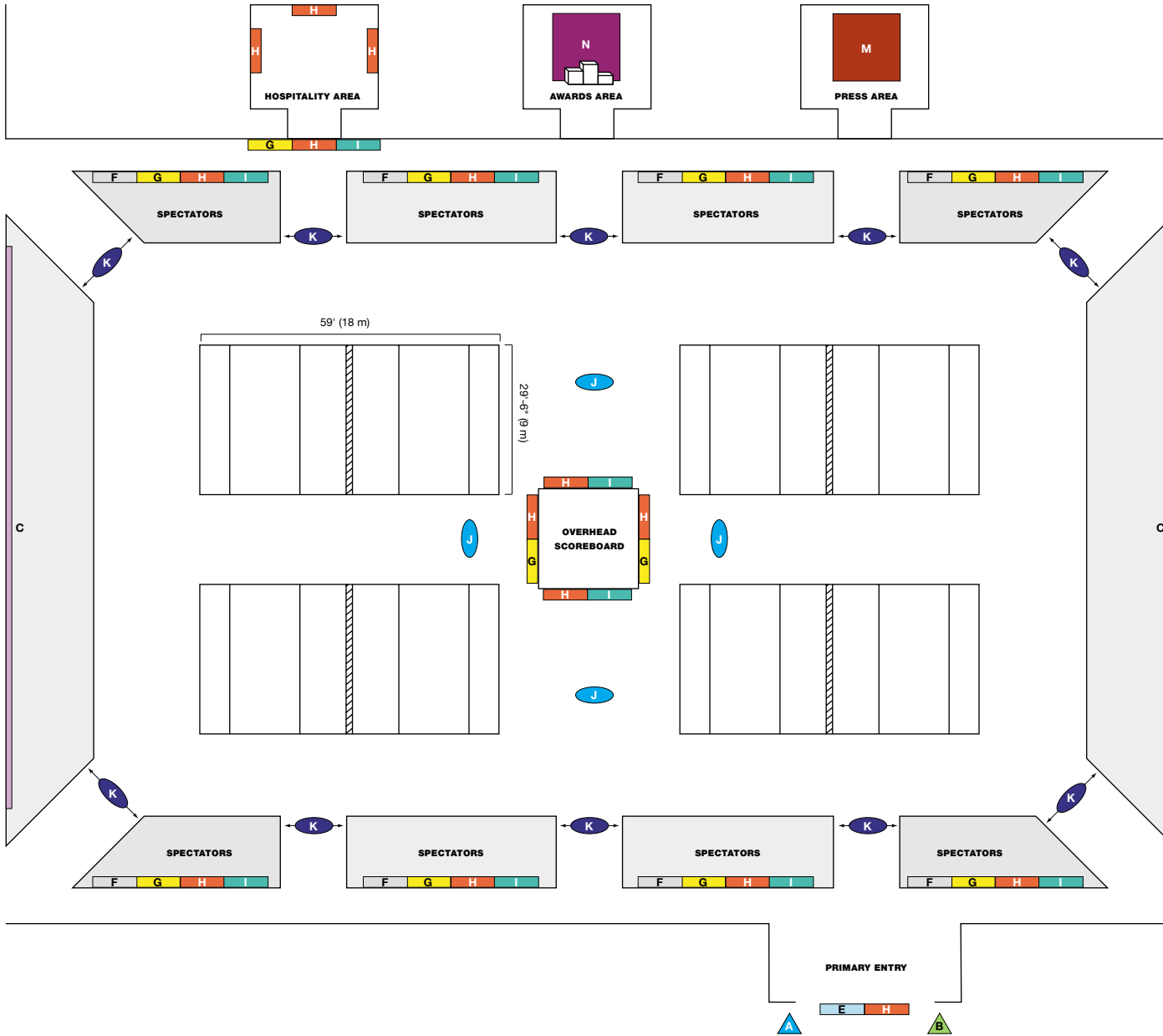


SIGN TYPE		QTY*
	Host Sponsor Transframe	1
	Supporting Sponsor Transframe	1
	Fence Fabric w/ Host Sponsor	4
	Fence Fabric - Plain	0
	Venue Entrance Banner	1
	Supporting Sponsor Banner	8
	Games Banner	10
	Host Sponsor Banner	14
	Special Olympics Banner	10
	Rafter Banner	0
	Decorative Flag	0
	Backdrop Banner	0
	Press Conference Backdrop	1
	Awards Backdrop	1
	Games Equipment Branding	0
	(not currently being used)	0
	Special Olympics Equip. Branding	0
	Special Olympics Dasher	0
	Games Dasher	0
	Host Sponsor Dasher	0
	Supporting Sponsor Dasher	0
	Start Gate	0
	Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET	
0'	5' 10' 14'-6" 19'-6" 24'-6"
0m	1.5m 3m 4.5m 6m 7.5m
SCALE IN METERS	

Note: In some venues with lower ceilings, rafter banners may be distracting to the athletes. In such cases, do not include rafter banners as shown in this plan.



6.21

Section 6: Summer Games Field of Play Schematic Signage Plans

VOLLEYBALL

SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	2
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	8
Games Banner	11
Host Sponsor Banner	17
Special Olympics Banner	11
Rafter Banner	4
Decorative Flag	10
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	0
Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET

0' 10' 19'-6" 29'-6" 40' 50'

SCALE IN METERS

0m 3m 6m 9m 12m 15m

SECTION 7: WINTER GAMES FIELD OF PLAY SCHEMATIC SIGNAGE PLANS

This section includes schematic signage plans for each of the seven winter sports offered by Special Olympics. Although event venues vary widely, these plans can help Games organizers set up their events to showcase an exciting “Look of the Games,” reinforce Special Olympics’ visual identity and offer valuable visibility to key sponsors. The plans show a scaled, comprehensive approach to signage placement, and are meant to be adapted to fit the scope and budget of each particular competition. Approximate scales have been included on each schematic signage plan. Courses which are dictated by the terrain (such as Alpine and cross-country skiing) do not include a scale.

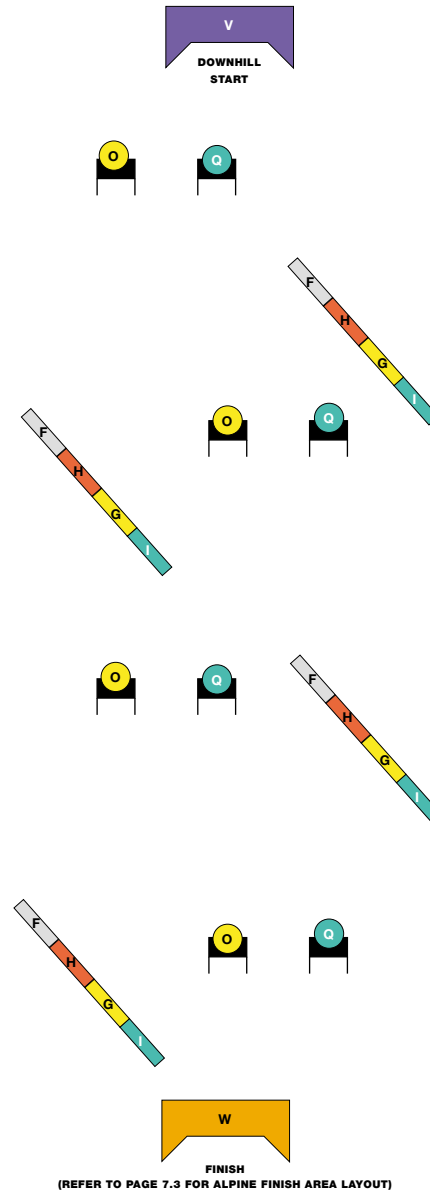
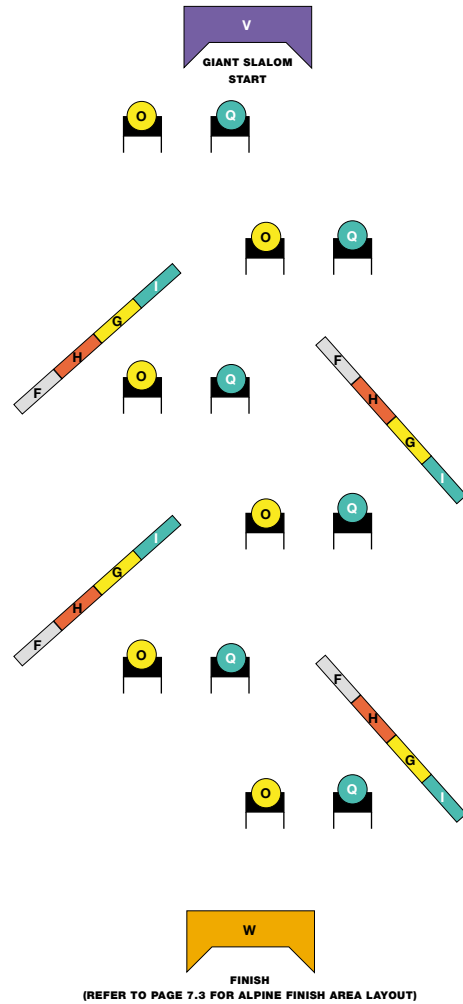
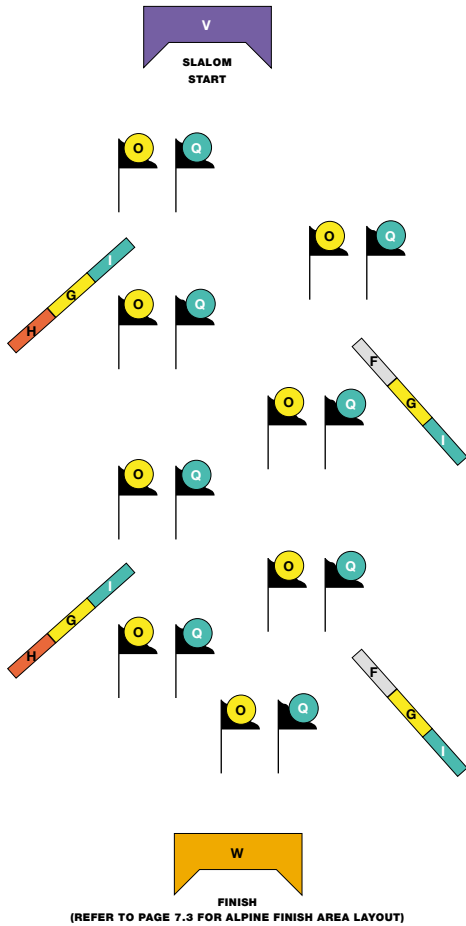
When placing signage at an event, remember that no sponsor signage may appear on the field of play in Special Olympics competitions. This is an important distinction between Special Olympics rules and those of some international sports federations.

Alpine Skiing	7.1
Alpine Skiing 10-Meter Walk	7.2
Alpine Finish Area	7.3
Cross-Country Skiing	7.4
Figure Skating	7.5
Floor Hockey	7.6
Speed Skating 100 Meter	7.7
Speed Skating 111 Meter	7.8
Snowboarding	7.9
Snowshoeing	7.10

7.1

Section 7: Winter Games Field of Play Schematic Signage Plans

ALPINE SKIING



SIGN TYPE	QTY*
A Host Sponsor Transframe	0
B Supporting Sponsor Transframe	0
C Fence Fabric w/ Host Sponsor	0
D Fence Fabric - Plain	0
E Venue Entrance Banner	0
F Supporting Sponsor Banner	10
G Games Banner	12
H Host Sponsor Banner	10
I Special Olympics Banner	12
J Rafter Banner	0
K Decorative Flag	0
L Backdrop Banner	0
M Press Conference Backdrop	0
N Awards Backdrop	0
O Games Equipment Branding	18
P (not currently being used)	0
Q Special Olympics Equip. Branding	18
R Special Olympics Dasher	0
S Games Dasher	0
T Host Sponsor Dasher	0
U Supporting Sponsor Dasher	0
V Start Gate	3
W Finish Gate	3

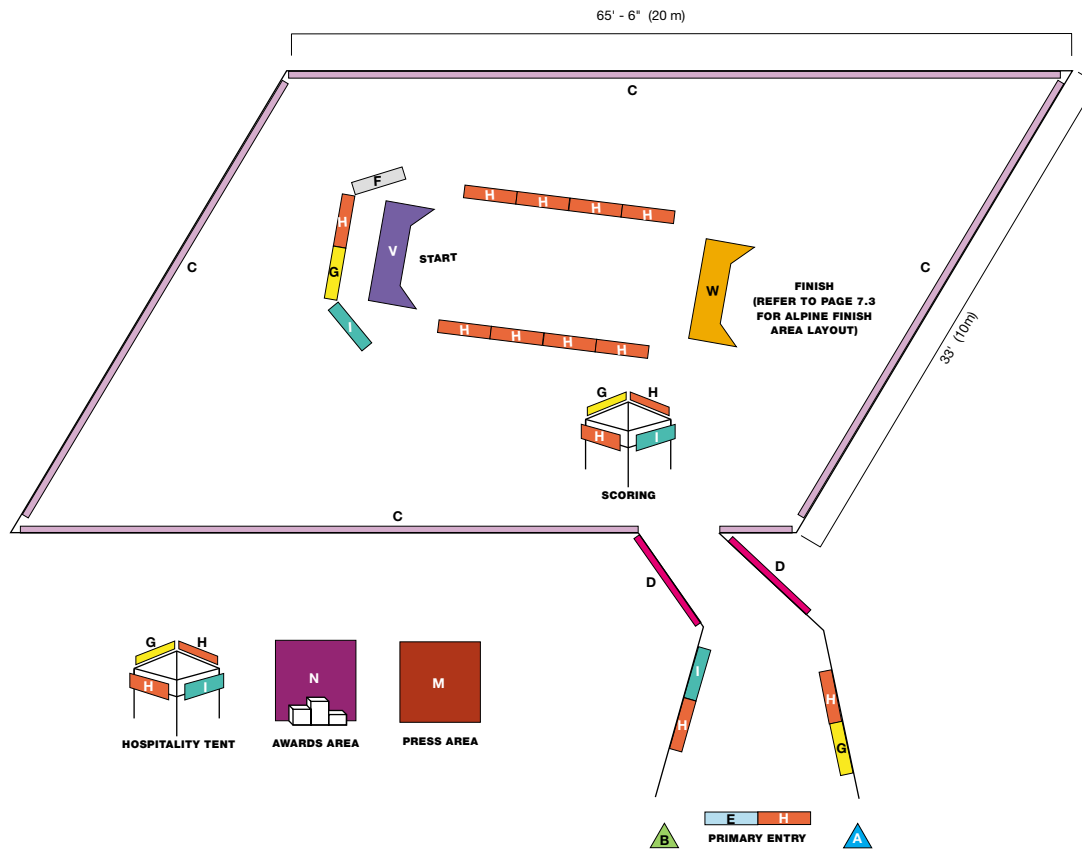
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

Due to terrain and course variations, the schematic signage plan is not drawn to scale.

7.2

Section 7: Winter Games Field of Play Schematic
Signage Plans

ALPINE SKIING 10-METER WALK



SIGN TYPE		QTY*
	Host Sponsor Transframe	1
	Supporting Sponsor Transframe	1
	Fence Fabric w/ Host Sponsor	4
	Fence Fabric - Plain	2
	Venue Entrance Banner	1
	Supporting Sponsor Banner	1
	Games Banner	4
	Host Sponsor Banner	16
	Special Olympics Banner	4
	Rafter Banner	0
	Decorative Flag	0
	Backdrop Banner	0
	Press Conference Backdrop	1
	Awards Backdrop	1
	Games Equipment Branding	0
	(not currently being used)	0
	Special Olympics Equip. Branding	0
	Special Olympics Dasher	0
	Games Dasher	0
	Host Sponsor Dasher	0
	Supporting Sponsor Dasher	0
	Start Gate	1
	Finish Gate	1

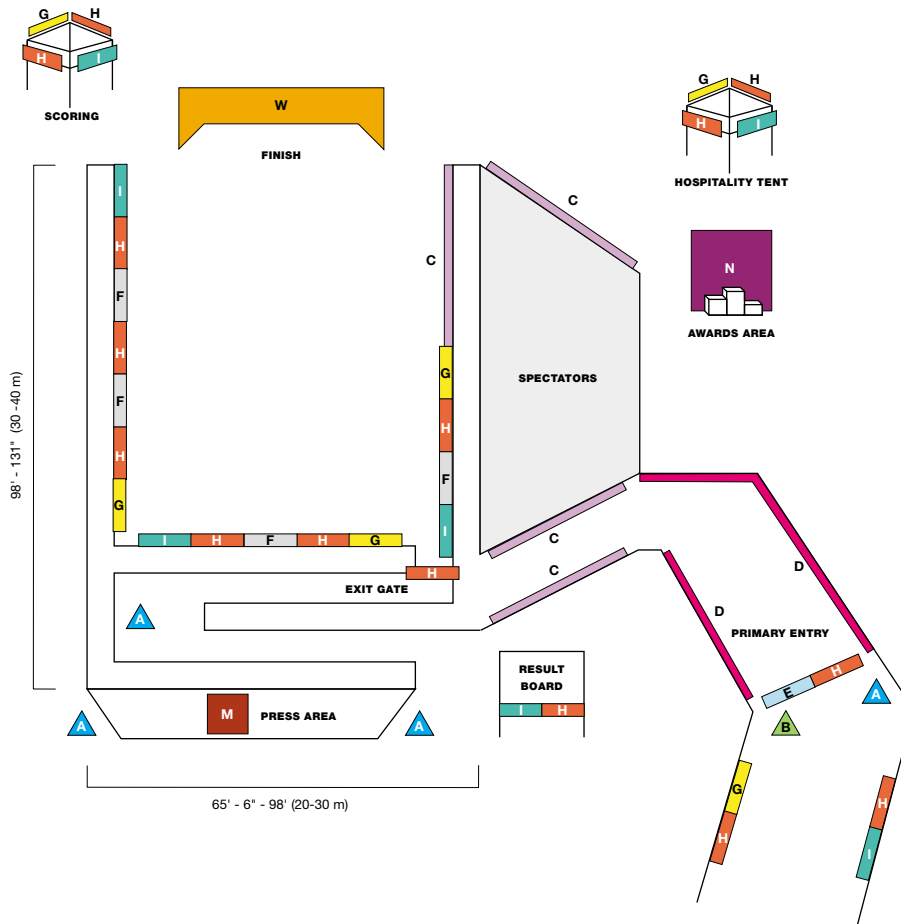
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET	
0'	5' 10' 14'-6" 19'-6" 24'-6"
0m	1.5m 3m 4.5m 6m 7.5m
SCALE IN METERS	

7.3

Section 7: Winter Games Field of Play Schematic Signage Plans

ALPINE FINISH AREA



SIGN TYPE	QTY*
A Host Sponsor Transframe	4
B Supporting Sponsor Transframe	1
C Fence Fabric w/ Host Sponsor	4
D Fence Fabric - Plain	2
E Venue Entrance Banner	1
F Supporting Sponsor Banner	4
G Games Banner	6
H Host Sponsor Banner	15
I Special Olympics Banner	7
J Rafter Banner	0
K Decorative Flag	0
L Backdrop Banner	0
M Press Conference Backdrop	1
N Awards Backdrop	1
O Games Equipment Branding	0
P (not currently being used)	0
Q Special Olympics Equip. Branding	0
R Special Olympics Dasher	0
S Games Dasher	0
T Host Sponsor Dasher	0
U Supporting Sponsor Dasher	0
V Start Gate	0
W Finish Gate	1

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

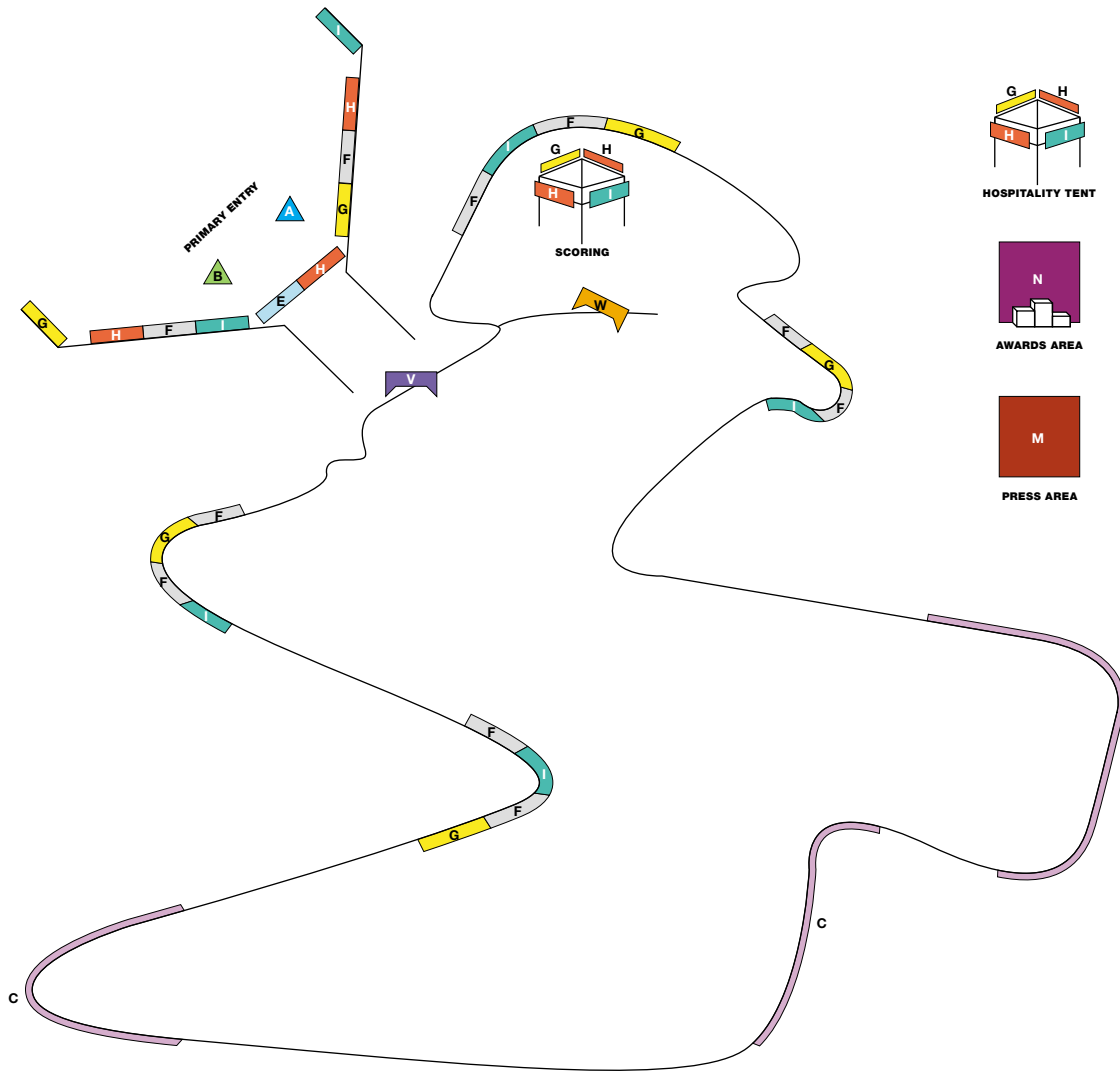
SCALE IN FEET

SCALE IN METERS

7.4

Section 7: Winter Games Field of Play Schematic Signage Plans

CROSS-COUNTRY SKIING



SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	3
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	10
Games Banner	8
Host Sponsor Banner	7
Special Olympics Banner	8
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	1
Finish Gate	1

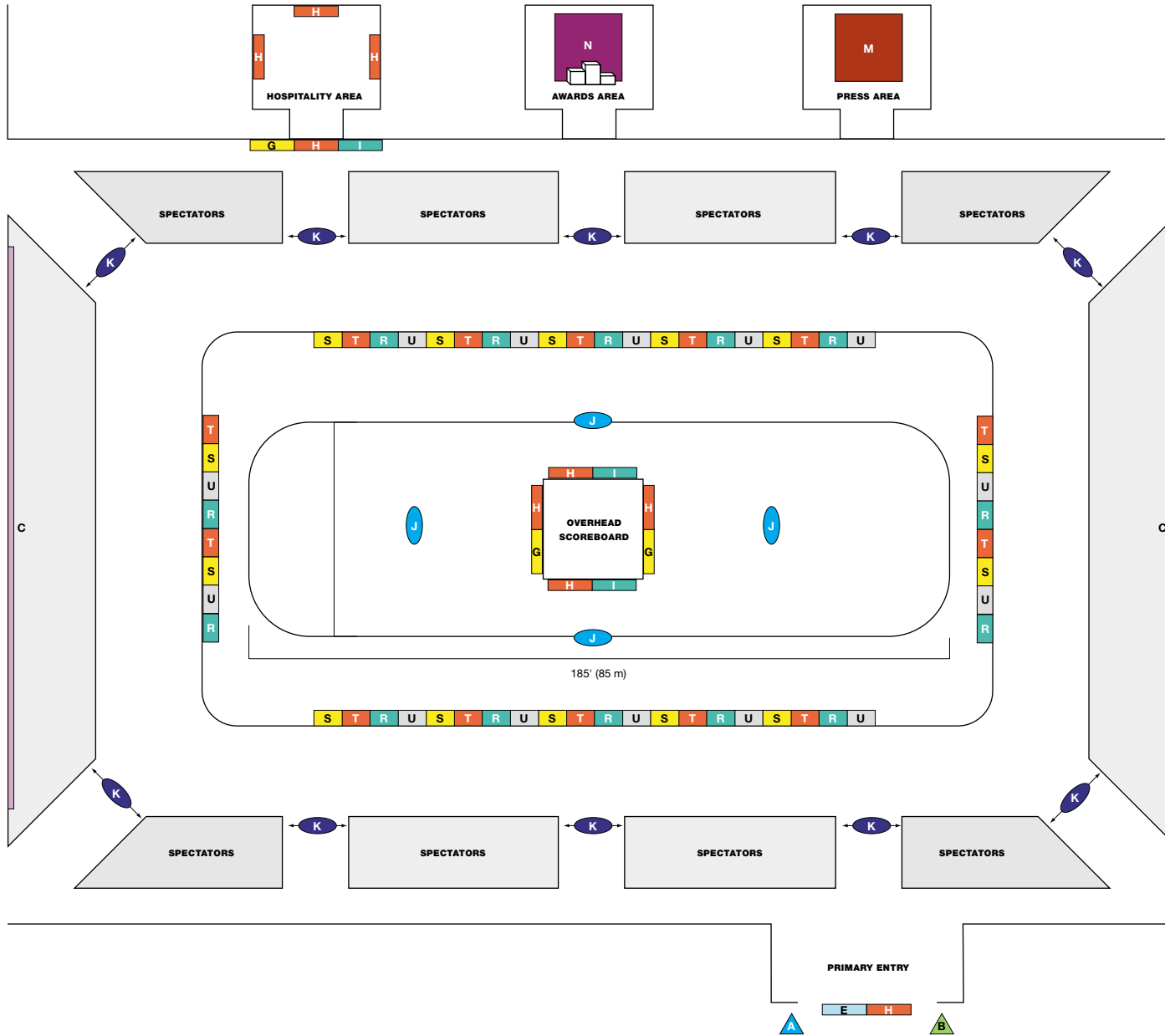
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

Due to terrain and course variations, the schematic signage plan is not drawn to scale.

7.5

Section 7: Winter Games Field of Play Schematic Signage Plans

FIGURE SKATING



SIGN TYPE	QTY*
A Host Sponsor Transframe	1
B Supporting Sponsor Transframe	1
C Fence Fabric w/ Host Sponsor	2
D Fence Fabric - Plain	0
E Venue Entrance Banner	1
F Supporting Sponsor Banner	0
G Games Banner	3
H Host Sponsor Banner	9
I Special Olympics Banner	3
J Rafter Banner	4
K Decorative Flag	10
L Backdrop Banner	0
M Press Conference Backdrop	1
N Awards Backdrop	1
O Games Equipment Branding	0
P (not currently being used)	0
Q Special Olympics Equip. Branding	0
R Special Olympics Dasher	14
S Games Dasher	14
T Host Sponsor Dasher	14
U Supporting Sponsor Dasher	14
V Start Gate	0
W Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

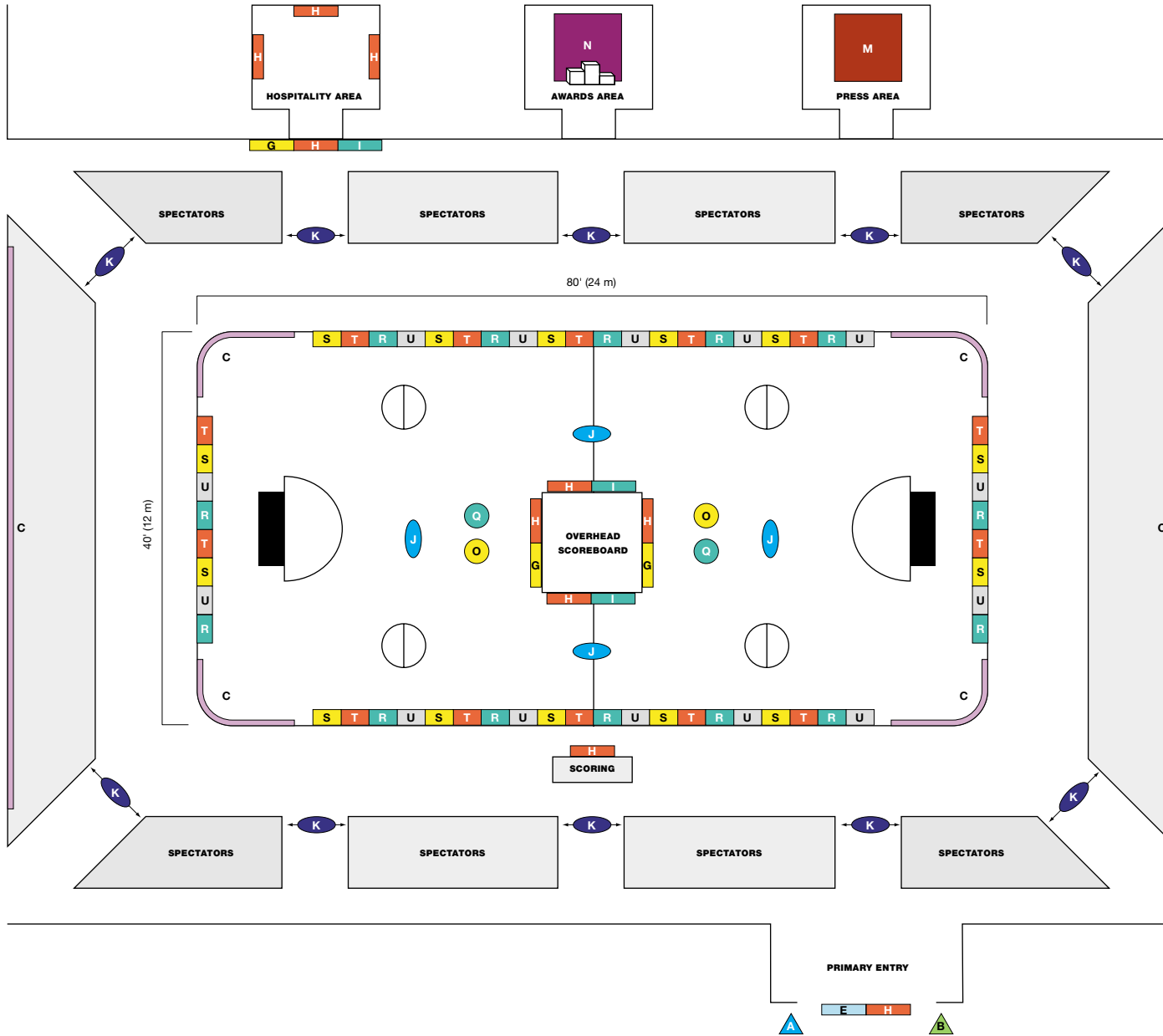
SCALE IN FEET

SCALE IN METERS

7.6

Section 7: Winter Games Field of Play Schematic Signage Plans

FLOOR HOCKEY



SIGN TYPE	QTY*
A Host Sponsor Transframe	1
B Supporting Sponsor Transframe	1
C Fence Fabric w/ Host Sponsor	6
D Fence Fabric - Plain	0
E Venue Entrance Banner	1
F Supporting Sponsor Banner	0
G Games Banner	3
H Host Sponsor Banner	10
I Special Olympics Banner	3
J Rafter Banner	4
K Decorative Flag	10
L Backdrop Banner	0
M Press Conference Backdrop	1
N Awards Backdrop	1
O Games Equipment Branding	2
P (not currently being used)	0
Q Special Olympics Equip. Branding	2
R Special Olympics Dasher	14
S Games Dasher	14
T Host Sponsor Dasher	14
U Supporting Sponsor Dasher	14
V Start Gate	0
W Finish Gate	0

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET

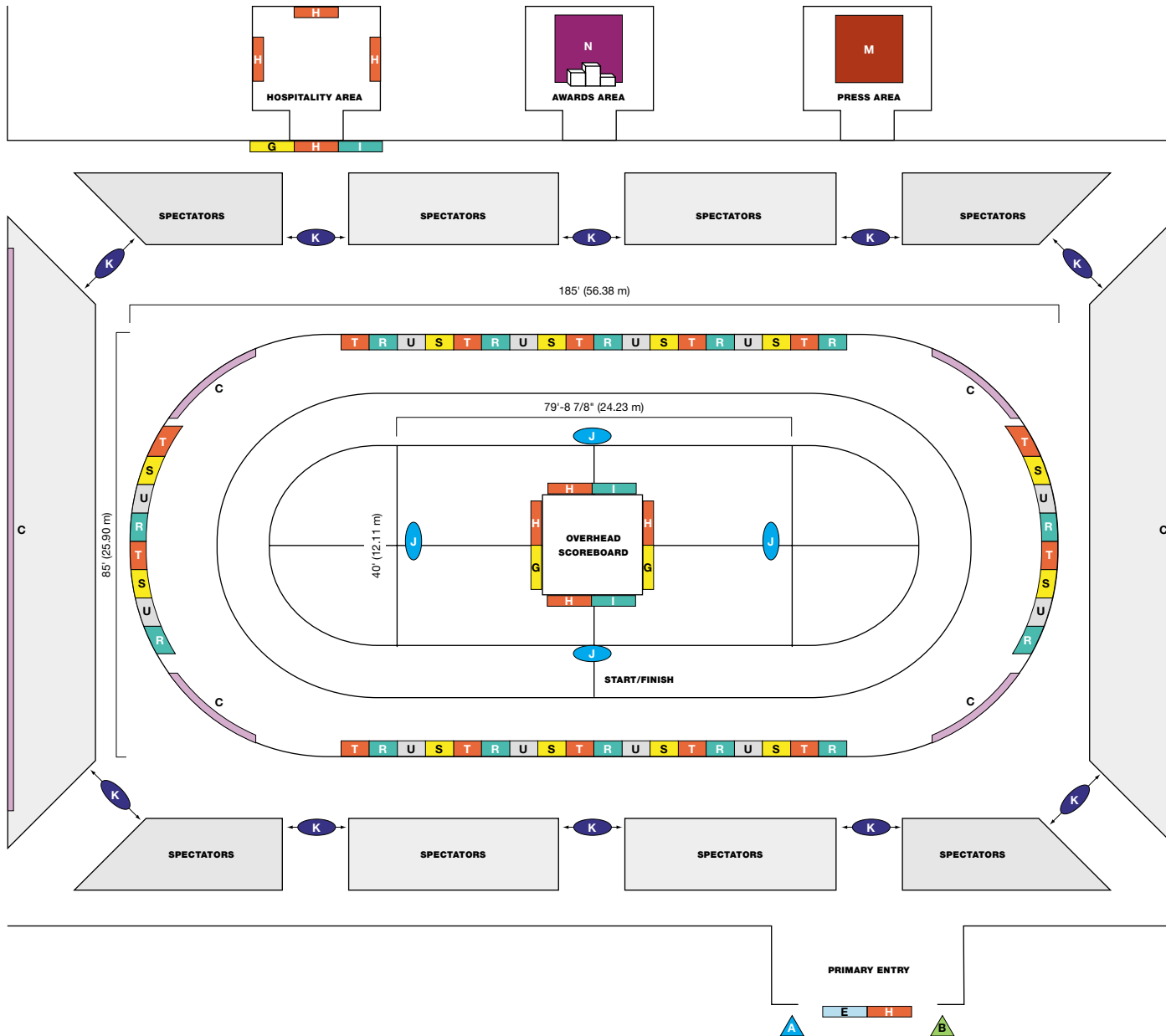
0' 19'-6" 40' 59' 78'-6" 98'

SCALE IN METERS
























0m 6m 12m 18m 24m 30m

7.7

Section 7: Winter Games Field of Play Schematic Signage Plans




SPEED SKATING 100 METER

SIGN TYPE	QTY*
 Host Sponsor Transframe	1
 Supporting Sponsor Transframe	1
 Fence Fabric w/ Host Sponsor	6
 Fence Fabric - Plain	0
 Venue Entrance Banner	1
 Supporting Sponsor Banner	0
 Games Banner	3
 Host Sponsor Banner	9
 Special Olympics Banner	3
 Rafter Banner	4
 Decorative Flag	10
 Backdrop Banner	0
 Press Conference Backdrop	1
 Awards Backdrop	1
 Games Equipment Branding	0
 (not currently being used)	0
 Special Olympics Equip. Branding	0
 Special Olympics Dasher	14
 Games Dasher	14
 Host Sponsor Dasher	14
 Supporting Sponsor Dasher	14
 Start Gate	0
 Finish Gate	0

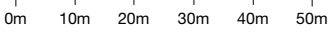
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

SCALE IN FEET



0' 33' 66' 98' 131' 164'

SCALE IN METERS

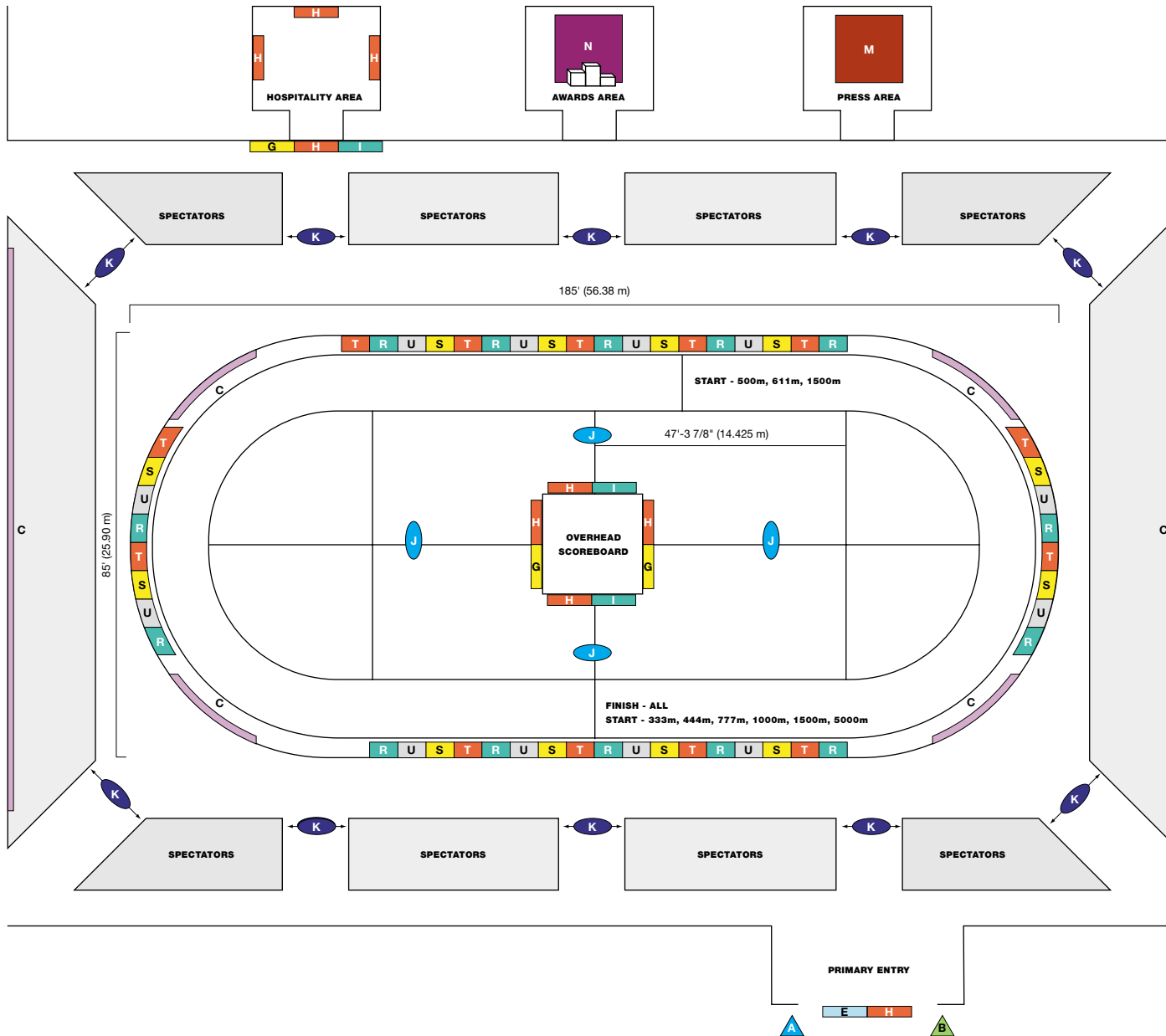


0m 10m 20m 30m 40m 50m

7.8

Section 7: Winter Games Field of Play Schematic Signage Plans

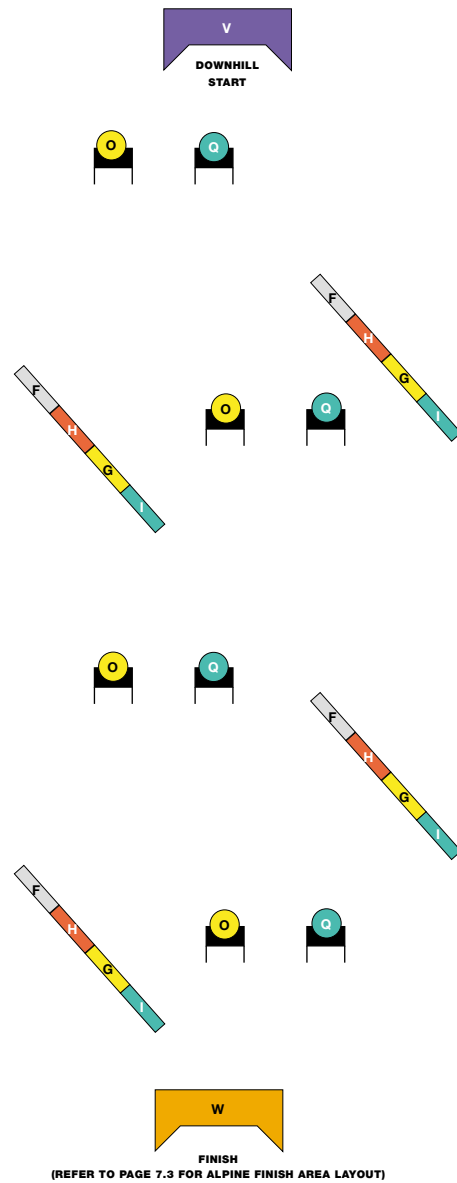
SPEED SKATING 111 METER



7.9

Section 7: Winter Games Field of Play Schematic
Signage Plans

SNOWBOARDING



SIGN TYPE	QTY*
A Host Sponsor Transframe	0
B Supporting Sponsor Transframe	0
C Fence Fabric w/ Host Sponsor	0
D Fence Fabric - Plain	0
E Venue Entrance Banner	0
F Supporting Sponsor Banner	4
G Games Banner	4
H Host Sponsor Banner	4
I Special Olympics Banner	4
J Rafter Banner	0
K Decorative Flag	0
L Backdrop Banner	0
M Press Conference Backdrop	0
N Awards Backdrop	0
O Games Equipment Branding	4
P (not currently being used)	0
Q Special Olympics Equip. Branding	4
R Special Olympics Dasher	0
S Games Dasher	0
T Host Sponsor Dasher	0
U Supporting Sponsor Dasher	0
V Start Gate	1
W Finish Gate	1

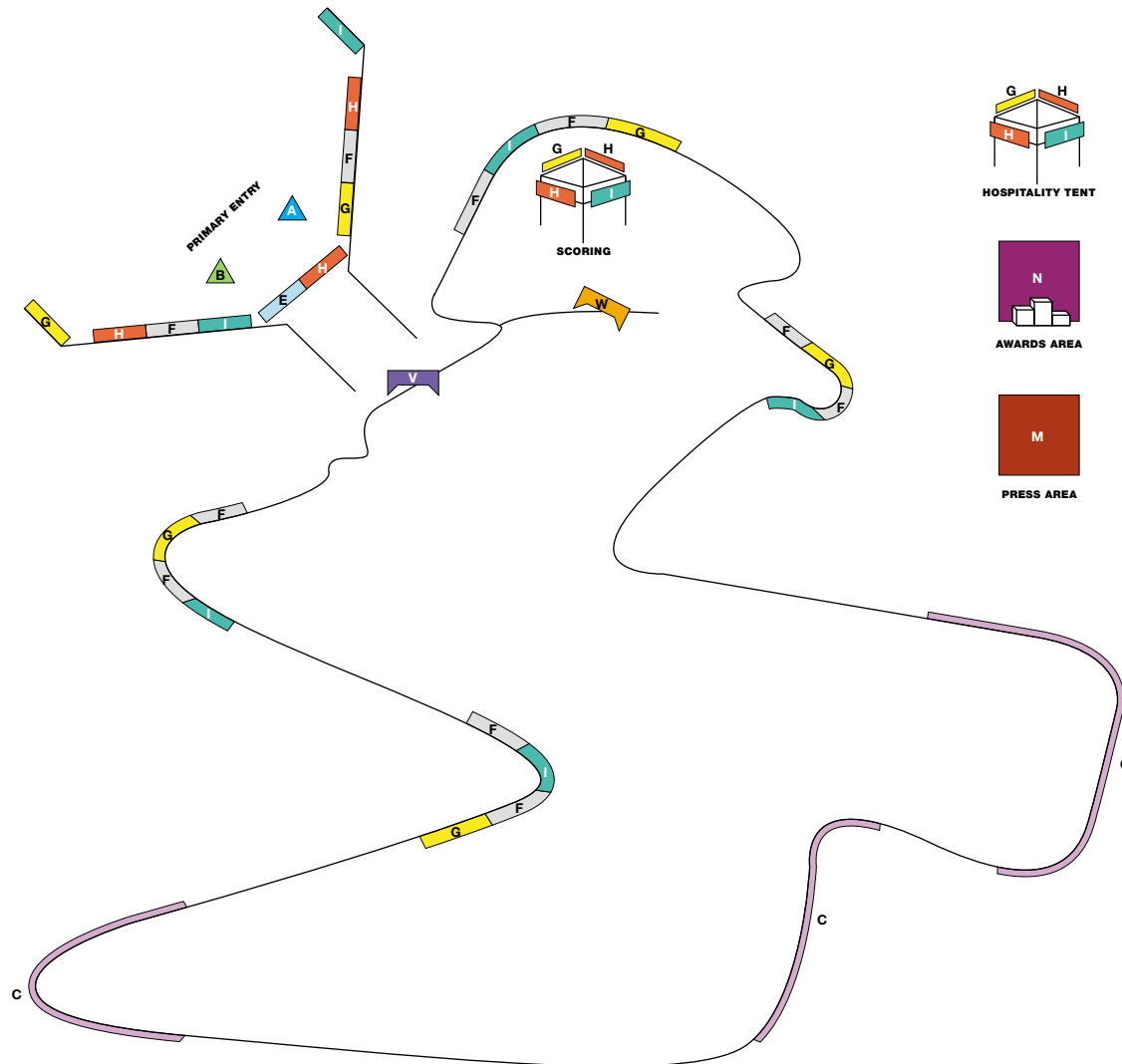
*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

Due to terrain and course variations, the schematic signage plan is not drawn to scale.

7.10

Section 7: Winter Games Field of Play Schematic
Signage Plans

SNOWSHOEING



SIGN TYPE	QTY*
Host Sponsor Transframe	1
Supporting Sponsor Transframe	1
Fence Fabric w/ Host Sponsor	3
Fence Fabric - Plain	0
Venue Entrance Banner	1
Supporting Sponsor Banner	10
Games Banner	8
Host Sponsor Banner	7
Special Olympics Banner	8
Rafter Banner	0
Decorative Flag	0
Backdrop Banner	0
Press Conference Backdrop	1
Awards Backdrop	1
Games Equipment Branding	0
(not currently being used)	0
Special Olympics Equip. Branding	0
Special Olympics Dasher	0
Games Dasher	0
Host Sponsor Dasher	0
Supporting Sponsor Dasher	0
Start Gate	1
Finish Gate	1

*Quantities are recommended and are meant to be adapted to fit the scope and budget of each venue.

Due to terrain and course variations, the schematic signage plan is not drawn to scale.

SECTION 8: ADDITIONAL HOST VENUE SIGNAGE AND PAGEANTRY GUIDELINES

Games pageantry is a very important part of establishing a visual identity for the Games. Pageantry helps maximize recognition for Special Olympics while creating a “festival atmosphere” for the Games in the host city.

The idea behind this section of the guide is to offer guidance on placing graphics in areas where they will have the greatest degree of visibility while minimizing costs by utilizing existing structures to apply the graphics. For example, when visitors reach the host city via airplane, the route they might follow will take them from the airline gate to the baggage claim area to ground transportation to the host city to the visitor center, etc. Heavily marking these “most-traveled paths” with Special Olympics and Games graphics will have the greatest impact.

Note: A “generic” World Games logo (which complies with the World and Regional Games Logo Development Guidelines on page 1.1) has been used in many of the examples in this section. The World Games logo has been paired with the Special Olympics logo to ensure high visibility for the Special Olympics visual identity. To adapt these signs and other pageantry graphics for use on the Special Olympics Program level, substitute a Program Games logo (developed in accordance with the Program Games Logo Development Guidelines) for the World Games logo. Use your Special Olympics Program logo in place of the Special Olympics, Inc., logo. If you have any questions or comments, contact the Media & Public Affairs Department at (202) 628-3630.

Additional Host Venue Signage

Wayfinding/Directional Signage	8.1
General Informational Signage	8.2
Hospitality Tents	8.3

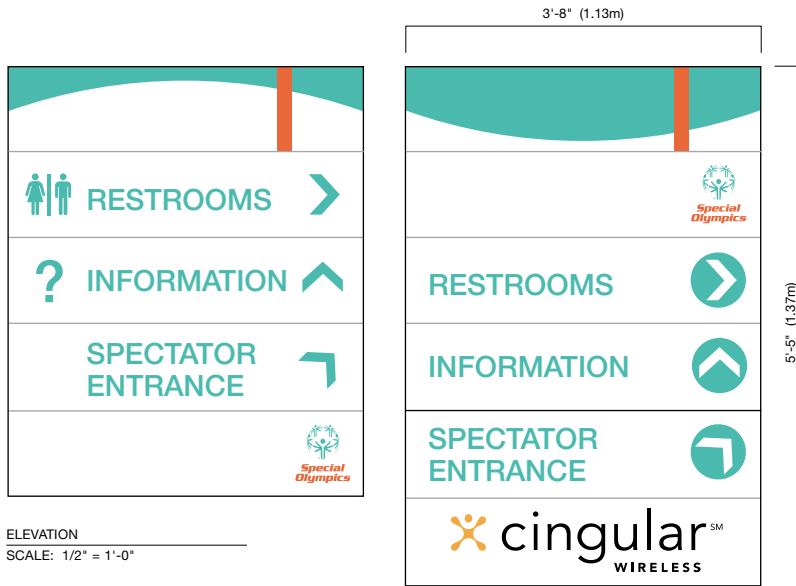
Pageantry Guidelines

Airport - Exterior	8.4
Airport - Interior	8.5-8.6
Window Applied Signage	8.7
Welcome Center	8.8
Athlete Housing	8.9
City Streets	8.10
Building Wraps	8.11
Bus Stops	8.12
Vehicle Wraps	8.13
Billboards	8.14
Kiosks	8.15
Highway Overpass	8.16
Pedestrian Overpass	8.17
Pedestrian Overpass	8.18

8.1

Section 8: Additional Host Venue Signage and Pageantry Guidelines

WAYFINDING/ DIRECTIONAL SIGNAGE



Material

4-mm coroplast
Vinyl film applied graphics

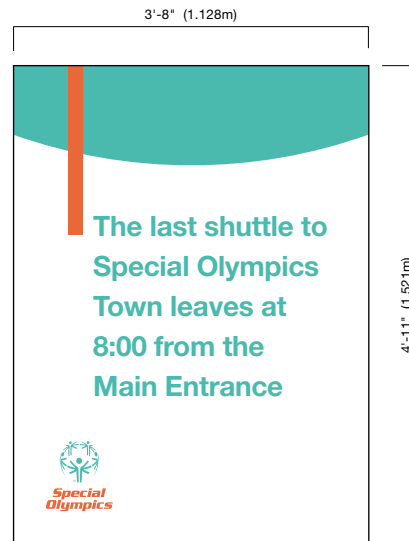
Required Elements

Special Olympics logo
Directional copy & arrows
Sponsor recognition as necessary
(represented by Cingular logo)
International Symbol for signed
item (if available)

8.2

Section 8: Additional Host Venue Signage and Pageantry Guidelines

GENERAL INFORMATIONAL SIGNAGE



ELEVATION

SCALE: 1/2" = 1'-0"

Material

4-mm coroplast

Vinyl film applied graphics

Required Elements

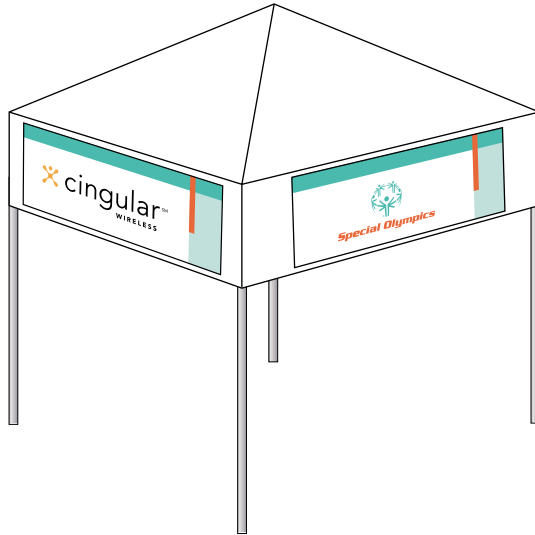
Special Olympics logo

Message information

8.3

Section 8: Additional Host Venue Signage and Pageantry Guidelines

HOSPITALITY TENTS



ELEVATION
SCALE: 1/2" = 1'-0"

Material

Tent and guide wires

Required Elements:

Special Olympics Banner
Games Banner
2 Host Sponsor Banners
(represented by Cingular)

8.4

Section 8: Additional Host Venue Signage and Pageantry Guidelines

AIRPORT

Exterior



Graphics can be applied to airport exteriors along heavily traveled paths near dropoff/pickup area to maximize visibility to drivers. Banners can be placed along light poles, atop buildings along dropoff curb, and on/under bridges or overpasses.



8.5

Section 8: Additional Host Venue Signage and Pageantry Guidelines

AIRPORT

Interior



Graphics can be applied to airport interiors to maximize festival feel along heavily traveled paths from gates to baggage claim area. Graphics can be inserted in existing advertising boxes near gate, applied to existing columns in corridors, banners hung from ceiling in gathering areas, and atop baggage carousels.



8.6

Section 8: Additional Host Venue Signage and Pageantry Guidelines

AIRPORT

Interior



8.7

Section 8: Additional Host Venue Signage and Pageantry Guidelines

WINDOW-APPLIED SIGNAGE



Graphics can be applied to glass-front buildings along major thoroughfares in the host city. Utilizing perforated window marking one-way film, graphics indicating Special Olympics, Games, and graphic themes can be used to help gain visibility for the Games.

8.8

Section 8: Additional Host Venue Signage and Pageantry Guidelines

WELCOME CENTER



Oversize banners can be hung outside welcome centers to help the Games gain visibility to visitors. Street pole banners and window graphics can be utilized at welcome centers as well. Brochures and handouts can be placed inside the welcome center for visitors to take.

8.9

Section 8: Additional Host Venue Signage and Pageantry Guidelines

ATHLETE HOUSING



Graphics can be applied to the exterior of buildings where athletes are housed. Oversize banners should be hung along the front of the building for visibility from great distances. Additional banners can be placed near entries and balconies to assist in creating a festive atmosphere for the Games participants.

8.10

Section 8: Additional Host Venue Signage and Pageantry Guidelines

CITY STREETS



Graphics can be placed along existing street poles. Street poles in many cities are already equipped with brackets to advertise current events.

8.11

Section 8: Additional Host Venue Signage and Pageantry Guidelines

BUILDING WRAPS



In addition to street pole banners on city streets, banners and perforated window marking one-way films can be used to help maximize visibility in urban areas. Graphics can be placed over buildings with banners or in windows with films.

8.12

Section 8: Additional Host Venue Signage and Pageantry Guidelines

BUS STOPS



Graphics can be placed in/on existing bus stop advertising panels.

8.13

Section 8: Additional Host Venue Signage and Pageantry Guidelines

VEHICLE WRAPS



Graphics can be applied to city vehicles such as mass transit buses or event transfer buses. Perforated window marking one-way films may be used in conjunction with standard opaque films to create mobile billboards to help maximize visibility and awareness of the Games in the host city.

8.14

Section 8: Additional Host Venue Signage and Pageantry Guidelines

BILLBOARDS



Graphics can be applied to existing billboards along heavily traveled paths in the host city. Standard routes from airports, train stations and bus stations are potential avenues to consider for billboard application.

8.15

Section 8: Additional Host Venue Signage and Pageantry Guidelines

KIOSKS



Graphics can be applied to any existing informational or communication kiosks. Typically, a host city will have some kind of information kiosks with advertising boxes that allow insertion of changeable graphics.

8.16

Section 8: Additional Host Venue Signage and Pageantry Guidelines

HIGHWAY OVERPASS



Graphics banners can be applied to highway overpasses or bridges. These banners help maximize visibility of the Games to visitors entering the host city by car or bus.

8.17

Section 8: Additional Host Venue Signage and Pageantry Guidelines

PEDESTRIAN OVERPASS



Graphics can be applied to pedestrian footbridges in urban areas to create further Games awareness among city inhabitants who work and live in the host city urban center.

8.18

Section 8: Additional Host Venue Signage and Pageantry Guidelines

VENUE PAGEENTRY



Graphics can be applied to selected venues to promote the festive atmosphere of the Games. Entry gates can be dressed with banners and entry columns can be used as structure for directional signage placement.



SECTION 9: REPRODUCTION RESOURCES


The section includes many of the resources—color swatches, typography guidelines, camera-ready copy—and more that you will need to produce Special Olympics pageantry, signage and graphics.


Color Swatches	9.1
Font Families	9.2
Typesetting/Desktop Publishing	
Typography Guidelines	9.3
Special Olympics Color Palette	9.4
Camera-Ready Art	
Special Olympics Logo	9.5
Special Olympics Region/Program Logo	9.6

9.1


COLOR SWATCHES

This is how Special Olympics colors should appear if you are printing on coated paper. Clip out a sample swatch and give it to your printer for an accurate color match.

						
PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

						
PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

						
PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

						
PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

						
PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

						
PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

						
PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

						
PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

FONT FAMILIES

The following Latin alphabet language typeface is recommended for use in pageantry, graphics, signage in countries that use the Latin alphabet (the United States and France, for example).

Preferred - Primary Typeface Family

Helvetica is the preferred typeface family in Special Olympics pageantry, graphics, signage due to its proven legibility, worldwide availability, and broad range of weights, sizes and styles.

Alternatives

Other readily available sans serif typefaces families which would be acceptable alternatives to Helvetica are Arial and Futura.

Preferred: Helvetica
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate: Arial
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Futura
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Non-Latin Alphabet Languages

For languages that do not use the Latin alphabet, such as Arabic, it is recommended that simple, readily available fonts be used. To ensure consistency in documents and publications, choose a small selection of fonts that complement each other and provide sufficient variety to distinguish headlines, subheads and body text.

**TYPESETTING/
DESKTOP
PUBLISHING****Typography Guidelines**

Typography adds significant visual character to the Special Olympics identification program. Typography plays an important role in fostering clarity and creating a strong visual impression.

Paragraph Formatting

Paragraphs should be formatted to align flush left, ragged right. Double space between paragraphs, and do not indent the first line.

Case Usage

In text and headlines, use both uppercase and lowercase letters in most instances. All-uppercase text is more difficult to read and can impair understanding.

Copy Emphasis

Words should not be underlined for emphasis. Instead, one of the following formatting techniques should be used to provide emphasis:

- Apply a bold style to the text
- Apply an italic style to the text
- Increase the point size of the type

Paragraph/Letter Spacing

Spacing (leading) between lines should be 120 percent of the type size. For example, 10 pt. type should use a 12 pt. leading.

Dating Printed Materials

All printed materials should include the month and year (e.g., 10/02) in which they were printed. This lets the reader know how current the material is, and also helps you track the date materials were last updated and determine whether it's time to revise them. Place the printing date on the back cover of the publication in the lower right-hand corner, at least 1/4" away from both edges.

Font: Helvetica

Size: 6 point

COLOR PALETTE

Color choice is an important part of the Special Olympics visual identity. By using a consistent palette of colors that complements the Special Olympics logo colors PMS 485 (red) and PMS 327 (teal), you create a cohesive, attractive “family” of publications. Keep in mind that the color palette presented below is designed not to restrict your color choices, but to guide them. Use a Pantone® color guide to explore color options based on the Special Olympics color palette.



Spot Color (PMS): PMS 327
Process Color (CMYK): C=100%, M=0%, Y=44%, K=17%
Screen Color (RGB): R=0, G=135, B=125
Web Safe Color (Hexadecimal): Hex # 00877D



Spot Color (PMS): PMS 485
Process Color (CMYK): C=0%, M=97%, Y=100%, K=0%
Screen Color (RGB): R=212, G=46, B=18
Web Safe Color (Hexadecimal): Hex # D42E12



Spot Color (PMS): PMS 286
Process Color (CMYK): C=100%, M=66%, Y=0%, K=2%
Screen Color (RGB): R=0, G=51, B=171
Web Safe Color (Hexadecimal): Hex #0033AB



Spot Color (PMS): PMS 116
Process Color (CMYK): C=0%, M=16%, Y=100%, K=0%
Screen Color (RGB): R=247, G=209, B=23
Web Safe Color (Hexadecimal): Hex # F7D117



Spot Color (PMS): PMS 3015
Process Color (CMYK): C=100%, M=30%, Y=0%, K=20%
Screen Color (RGB): R=0, G=102, B=158
Web Safe Color (Hexadecimal): Hex # 00669E



Spot Color (PMS): PMS 2597
Process Color (CMYK): C=85%, M=100%, Y=0%, K=0%
Screen Color (RGB): R=102, G=0, B=135
Web Safe Color (Hexadecimal): Hex # 660087



Spot Color (PMS): PMS 7502
Process Color (CMYK): C=0%, M=8%, Y=35%, K=10%
Screen Color (RGB): R=214, G=191, B=120
Web Safe Color (Hexadecimal): Hex # D6BF91



Spot Color (PMS): PMS 424
Process Color (CMYK): C=0%, M=0%, Y=0%, K=61%
Screen Color (RGB): R=122, G=122, B=120
Web Safe Color (Hexadecimal): Hex # 7A7A78

**CAMERA-READY
ART**

Special Olympics Logo



Special Olympics

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

- 0% Process Cyan (C)
- 97% Process Magenta (M)
- 100% Process Yellow (Y)
- 0% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

- 100% Process Cyan (C)
- 0% Process Magenta (M)
- 44% Process Yellow (Y)
- 17% Process Black (K)



Special Olympics

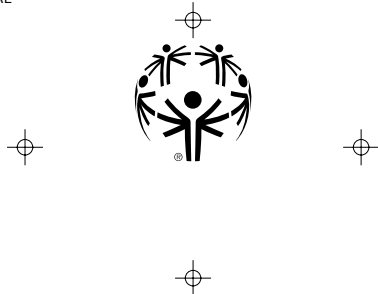


Special Olympics



Special Olympics

COLOR SEPARATED LOGO
TEAL



RED



MINIMUM SIZE



CAMERA-READY ART

Special Olympics
Region/Program Logo



Special Olympics
Region/Program Name

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)
97% Process Magenta (M)
100% Process Yellow (Y)
0% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)
0% Process Magenta (M)
44% Process Yellow (Y)
17% Process Black (K)



Special Olympics
Region/Program Name



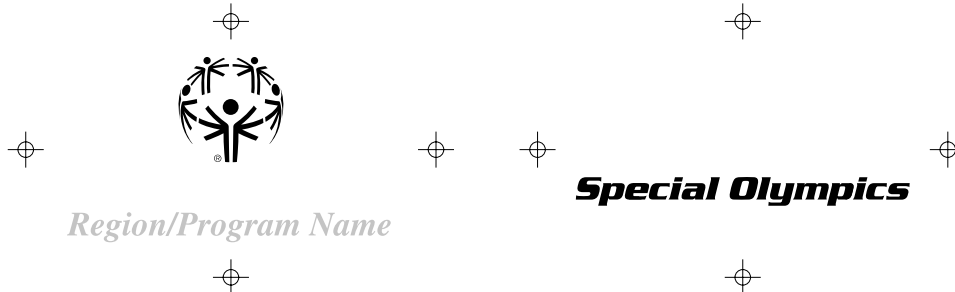
Special Olympics
Region/Program Name



Special Olympics
Region/Program Name

COLOR SEPARATED LOGO
TEAL

RED



MINIMUM SIZE



SECTION 10: ELECTRONIC ART

