

Special Olympics  
**Accredited Program**  
**Games and Tournaments**  
Identity Development Guide

Version 1.0 / January 2014

***Special Olympics***



# Contents

About these guides	2	<b>1 Creating your mark</b>		<b>2 Identity application</b>		<b>3 Management</b>	
Introduction	3	Approach	6	Overview	16	Check List	27
		Core Structure	7	Banners	17	Contact	28
		Visual Sources–Tournaments	8	Backdrops	20		
		Visual Sources–Games	9	Wayfinding	21		
		Color	10	Merchandise	22		
		Typographic Style	11	Print Communications	24		
		Special Olympics Symbol	12	Social Media	25		
		Design Considerations	13				

## About these guides

This guide is designed to assist in the creation of visual identities for **Special Olympics National, State, Provincial and Local, games and tournaments for Accredited Programs**. Through the creation of a core structure for each mark we have created a system which will build consistent recognition of Special Olympics games and tournaments. Each mark works to facilitate appropriate diversity and distinct expression for each event. The core structure also ensures effective application of identity for each games or tournament.

The guidelines should be used in conjunction with the Special Olympics Brand Identity Guidelines to ensure we create consistent and engaging communications in line with the Special Olympics Master Brand.

# Introduction

**Special Olympics** is a global movement serving close to five million athletes in more than 170 countries around the world. Special Olympics uses the power of sport to create a world in which the largest population on earth of people with intellectual disabilities lead healthy, vibrant lives grounded in sports, health and the determination to demonstrate their personal best to themselves and their communities.

**Special Olympics games and tournaments are key grass roots events for the Movement.** Thousands of athletes, coaches, volunteers and supporters attend Program games and tournaments around the world every year to see and cheer the skills and accomplishments of people with intellectual disabilities.



# Introduction















## Visual Identity Systems Overview

Special Olympics games and tournaments take place at World, Regional, National, State, Provincial and Local levels. This diagram illustrates when and where the relevant mark structure should be used.

This guide is specifically designed to assist in the creation of visual identities for Special Olympics **National, State, Provincial and Local, games and tournaments** only.

A unique structure is used for World and Regional games marks.

Please refer to the *World and Regional Games Identity Development Guide* for further information on this system.

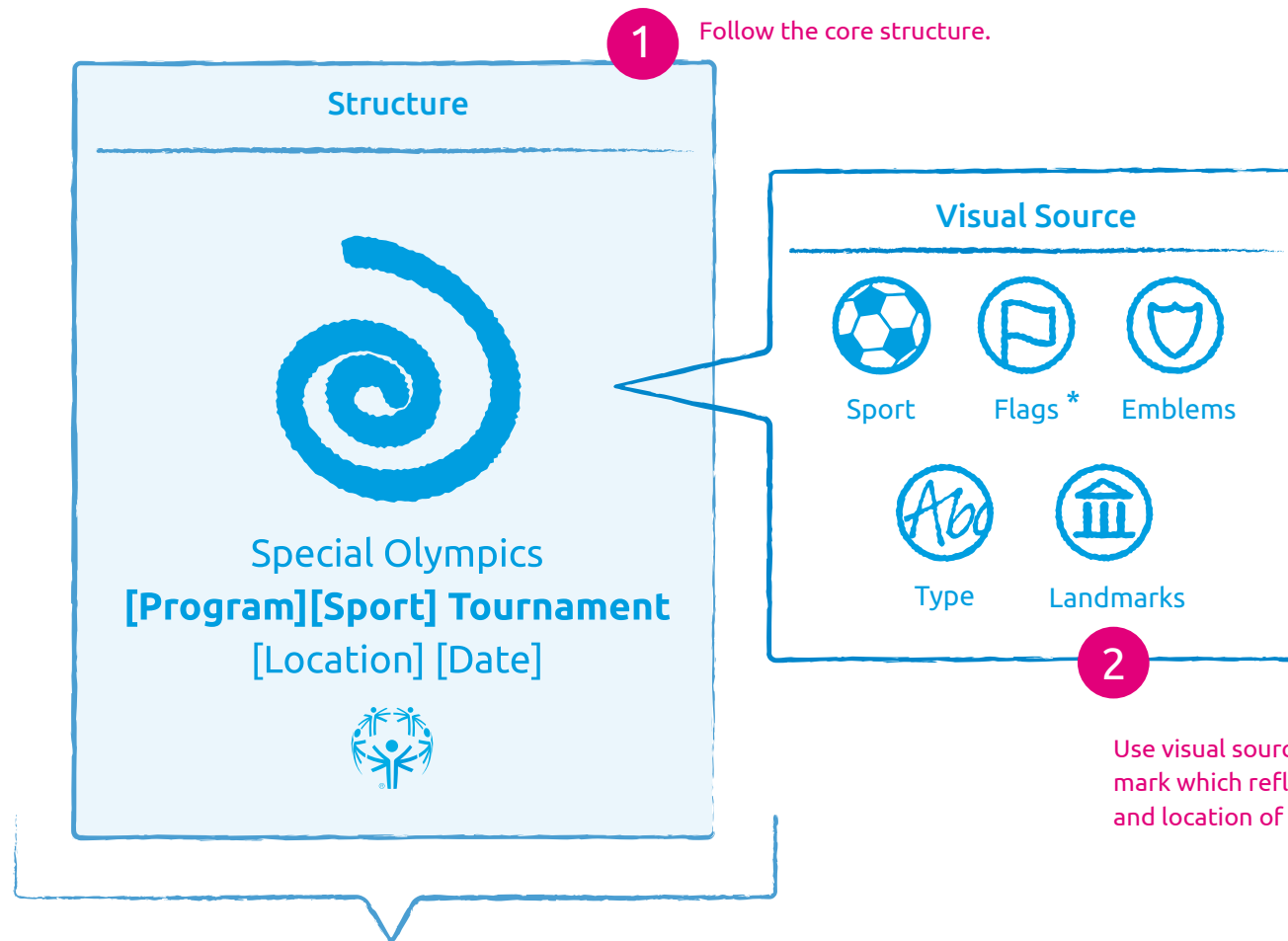
	WORLD	REGIONAL	NATIONAL	STATE / PROVINCIAL	LOCAL
GAMES	 <p>Special Olympics <b>World Games</b> Ireland 2014</p>	 <p>Special Olympics <b>European Winter Games</b> Paris 2014</p>	 <p>Special Olympics <b>USA Games</b> New Jersey 2014</p> 	 <p>Special Olympics <b>Illinois Regional Winter Games</b> Chicago 2014</p> 	Not Applicable
TOURNAMENTS	Not Applicable	 <p>Special Olympics <b>European Tennis Tournament</b> Brussels 2014</p> 	 <p>Special Olympics <b>USA National Tennis Tournament</b> Philadelphia 2014</p> 	 <p>Special Olympics <b>Illinois Regional Tennis Tournament</b> Chicago 2014</p> 	 <p>Special Olympics <b>Illinois West Central Tennis Tournament</b> June 14 - 17 2014</p> 

Events covered within this guide

# Creating your mark

# Mark Development Approach

Following these simple steps will enable you to create a distinctive and dynamic games or tournament identity.



**\* Please note:** Flags should only be used as inspiration for color and distinctive shapes. Direct or literal use of national flags is prohibited by The Special Olympics General Rules.

# Mark Development Core Structure

When creating your event mark please ensure that you use the core structure and naming protocol illustrated here.

## 1 Event symbol

Your symbol should reflect the unique time and location of your event.

## 2 Event name

The event name integrates Special Olympics into the typography and describes the Program, Sport (for tournaments) or Season, Event (tournament or games), location and date.

## 3 Special Olympic endorsement

The Special Olympics symbol is positioned at the base of the mark to act as an endorsement.



**Please Note:** Program names should not be locked into games or tournament marks. See the *Identity Application* section for information on the inclusion of your Program mark.

## 1 Event symbol

## 2 Event name

## 3 Special Olympics endorsement



## Event symbol

## Event name

## Special Olympics endorsement





**Tournament marks** should clearly depict the **sport** represented and the **unique time and location** of the event. There are a combination of visual sources which can provide inspiration:

#### 1 Figures

Silhouettes or stylized figures participating in the particular sport create an easily identified visual. Figures should not be based on the forms of the Special Olympics symbol.

#### 2 Equipment

Sports equipment or trophies associated with, or used in, your event.

#### 3 Flags\*

Flags with distinctive shapes and forms e.g. the Union Jack (United Kingdom), Stars & Stripes (USA) South Africa, Croatia.

#### 4 Landmarks

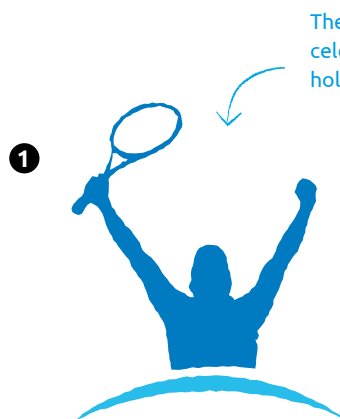
Distinctive architectural or natural landmarks (mountains, rivers, lakes etc.).

#### 5 Emblems

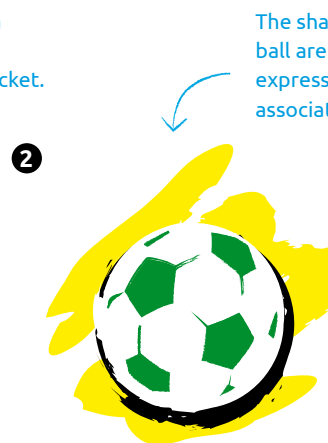
National or regional emblems or heraldry. Local symbols, animals, regionally associated flora and fauna.

#### 6 Typography & Lettering

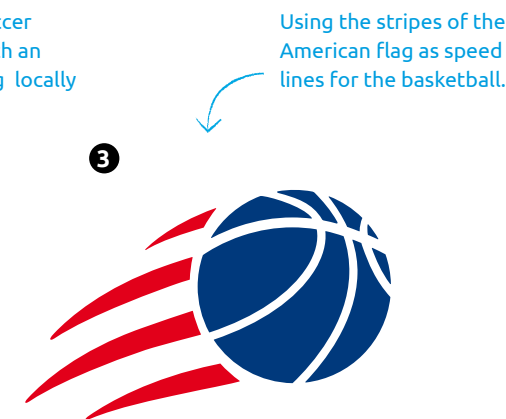
Type forms or lettering associated with your location. Abbreviated names or acronyms (LA, NYC etc.).



The silhouette of a celebrating figure holding a tennis racket.



The shapes of the soccer ball are combined with an expressive form using locally associated colors.



Using the stripes of the American flag as speed lines for the basketball.



Local landmarks and the silhouette of a figure are combined using a badge / shield device.



Combining the figure and a national emblem.



Typography & Lettering can be used as a device to create a connection to your location - e.g. using 'D' for Denver here.



**\* Please note:** Flags should only be used as inspiration for color and distinctive shapes. Direct or literal use of national flags is prohibited by The Special Olympics General Rules.

**Games marks** should clearly reflect the **unique time and location** of the event. To create a distinctive identity there are a range of visual sources which can provide inspiration:

#### 1 Figures

Silhouettes, stylized or expressive figures participating in sport or celebration .

#### 2 Flags\*

Flags with distinctive shapes and forms e.g. the Union Jack (United Kingdom), Stars & Stripes (USA) South Africa, Croatia.

#### 3 Landmarks

Distinctive architectural or natural landmarks (mountains, rivers, lakes etc.).

#### 4 Arts & Culture

Distinctive artists, folk or traditional art forms, cultural events and associations.

#### 5 Emblems

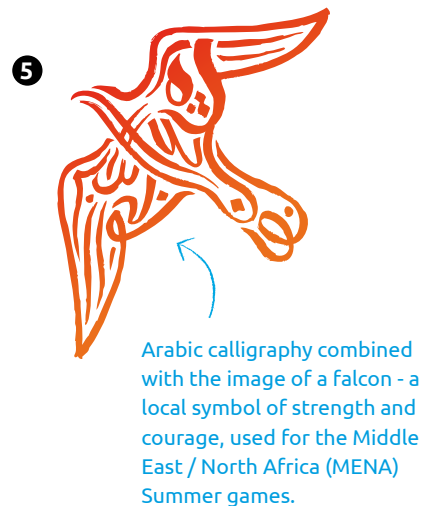
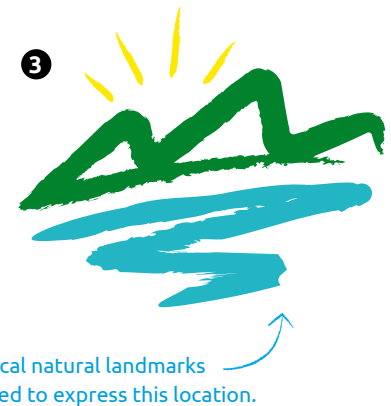
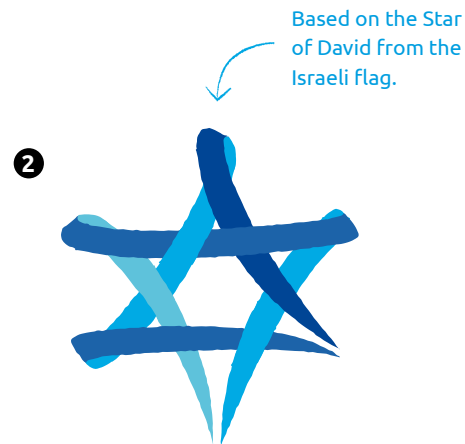
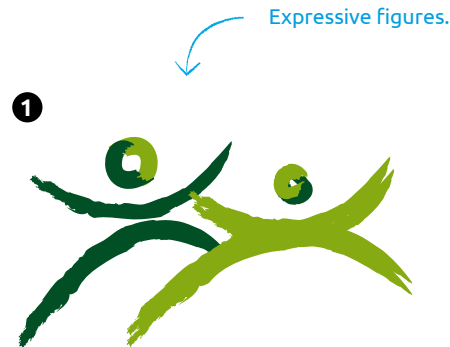
National or regional emblems or heraldry. Local symbols, animals, regionally associated flora and fauna.

#### 6 Typography & Lettering

Type forms or lettering associated with your location. Abbreviated names or acronyms (LA, NYC etc.).

#### 7 Expression

Abstract or expressive forms which reflect the energy and spirit of the games.



**\* Please note:** Flags should only be used as inspiration for color and distinctive shapes. Direct or literal use of national flags is prohibited by The Special Olympics General Rules.

# Mark Development **Color**

## Primary colors

The choice of color is a key aspect in creating an identity for each games. Color choice can assist in creating distinction and emphasizing the location, time and the spirit of your games event.

- A** Location can be emphasized through the use of nationally or regionally associated colors.
- B** Particular sports may have a range of colors which are naturally associated with them (e.g. blues for water sports) and assist in easy recognition of your mark.
- C** Seasonally associated colors may be used to help distinguish the time of year of your tournament.

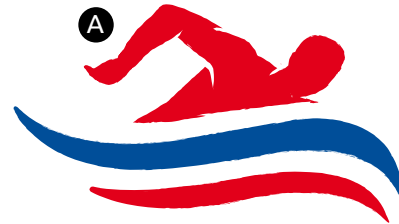
## Special Olympic symbol

- D** A secondary or complimentary color should be used for the Special Olympics symbol.



The use of the SO symbol with tournament and games marks is the only instance where the SO symbol can break with the core brand guidelines and use alternative colors.

Using State or Local colors assists in emphasizing location.



Special Olympics  
**Program Sport  
Tournament**  
Location Date



Special Olympics  
**Program Sport  
Tournament**  
Location Date



Some sports may have a range of colors with which they are naturally associated e.g. blues for water sports.

Using seasonally associated colors may help emphasize the time of year.



Special Olympics  
**Program Sport  
Fall Tournament**  
Location Date



Shifting the color range may also help create a perpetual system which retains its mark year on year and changes color to distinguish from previous events

# Mark Development **Typographic Style**

The typography of your mark should be clear, easily read and robust. This enables application at small sizes as well as translation and use with non-roman characters. The typographic style should either:

- A** Use *Ubuntu* the preferred typeface of Special Olympics
- B** Use a typeface which compliments the style of the mark
- C** or, draws on local visual sources.



The use of scripts and highly decorative typefaces within your logotype should be avoided.



Special Olympics  
**Canadian National  
Soccer Tournament**  
Toronto 2015

**A**



*Ubuntu*, the preferred Special Olympics typeface, used here.



SPECIAL OLYMPICS  
**ISRAEL NATIONAL GAMES**  
JERUSALEM 2014

**B**



*Trade Gothic Condensed* is a robust sans serif typeface which compliments the style of this mark.



SPECIAL OLYMPICS  
**SOUTH AFRICA NATIONAL  
FOOTBALL TOURNAMENT**  
CAPE TOWN 2014

**C**



A condensed typeface which compliments the texture of the mark.

## Special Olympics Symbol Positioning

Standard positioning for the Special Olympics symbol for games and tournaments marks:

- 1 Vertical lock-up**  
Center axis, positioned below the logotype.
- 2 Horizontal lock-up version 1**  
Center axis, positioned to the right of the logotype. This lock-up can be used on formats with a strong horizontal bias, e.g. pitch/field/court side banners and hoarding.
- 3 Horizontal lock-up version 2**  
Left axis, positioned below the logotype. This lock-up can be used in horizontal formats where space is restricted e.g. pitch/field/court side sponsor banners.
- 4 Simplified lock-up**  
For use at small sizes or where space is restricted e.g. merchandise.



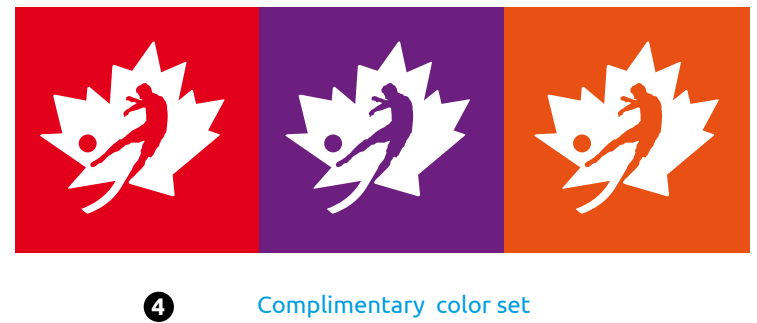
The Special Olympics symbol should always appear as part of your event mark whenever your mark is used on its own. Where the event mark appears along side your Program mark the inclusion of the SO symbol, within the event mark, is not mandatory. See the *Identity in action* section for examples.



# Mark Development Design Considerations

The following are some simple design considerations which will assist you in creating an effective and robust mark:

- 1 Detailing and space between graphic elements should allow for reproduction at small sizes.
- 2 The Special Olympics symbol should be used at an appropriate size to ensure it is clearly visible at small sizes. The Special Olympics Symbol should be roughly 1/3 the size of the tournament symbol.
- 3 Use a simplified version of the mark in single color applications.
- 4 Create a complimentary or secondary color set of marks to help create distinction and ensure ease of application across the full range of materials for each games.



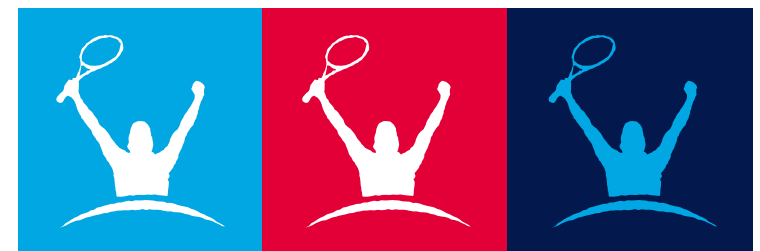
# Mark Development **Design Considerations** (continued)

The following are some simple design considerations which will assist you in creating an effective and robust mark:

- 1 Detailing and space between graphic elements should allow for reproduction at small sizes.
- 2 The Special Olympics symbol should be used at an appropriate size to ensure it is clearly visible at small sizes. The Special Olympics Symbol should be roughly 1/3 the size of the tournament symbol.
- 3 Use a simplified version of the mark in single color applications.
- 4 Create a complimentary or secondary color set of marks to help create distinction and ensure ease of application across the full range of materials for each games.



Horizontal lock-up, single color



Complimentary color set

# Identity application

**Following the creation of your tournament or games mark the identity system will need to be applied across the various touch points for the event. This section shows you how to create a consistent look using the combination of elements and will assist in effective application of your identity.**

**Please note: A generic Regional Tournament logo has been used in all the examples in this section. When applying your tournament identity please substitute the generic mark for your tournament mark.**



## Banners Overview

Effective tournament signage assists in raising awareness of the event, acknowledging sponsors, identifying venues, providing information and direction. Taken as a whole, tournament signage creates a distinctive identity, reinforcing Special Olympics' position as a major international sports organization.

Horizontal lock-up version 1 used on this strongly horizontal format.



Venue entrance banner



Flag banner



Rafter banner

Simplified mark



Small flag

Your event mark may appear without the SO symbol only when it is used in conjunction with the program mark.



Horizontal banner



Vertical banner

## Banners

### Vertical Banners

Banner design should be clean, clear and dynamic. Banners may have a range of functions from general tournament branding to the inclusion of sponsors, messaging and as venue dressing.

#### General games branding

- 1 Tournament banners for general use may use both the tournament logo and Special Olympics Program mark. The dynamic curve is used to create distinction between the tournament mark and Special Olympics program mark.

#### Sponsor banners

- 2 Use of color background allows clear distinction between tournament branding and sponsor marks.
- 3 The dynamic curve is used to separate sponsor marks from the tournament identity.
- 4 Use of white background facilitates easy application of sponsor marks.

#### Imagery use

- 5 Use of the dynamic curve enables easy application of the full color tournament mark with imagery or other elements.



## Banners

### Horizontal Banners

Horizontal banners should follow the same system and combination of elements as vertical banners.

#### General games branding

- 1 Tournament banners for general use should use both the tournament logo and Special Olympics program mark. The dynamic curve is used to create distinction between the tournament mark and Special Olympics program mark.

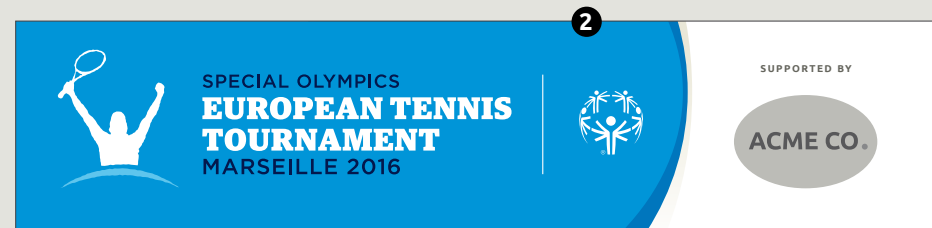
#### Sponsor banners

- 2 Use of color background allows clear distinction between tournament branding and sponsor marks.
- 3 The dynamic curve is used to separate sponsor marks from the tournament identity.

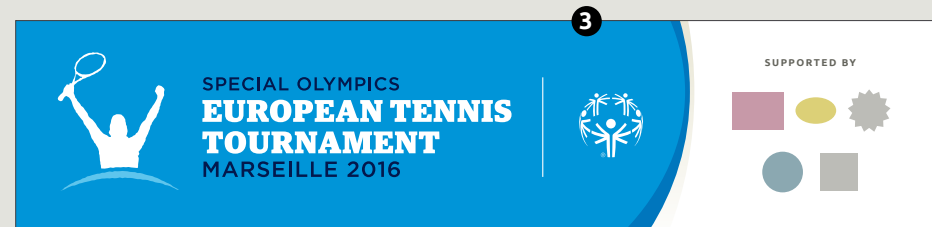
General games banner



Single sponsor banner



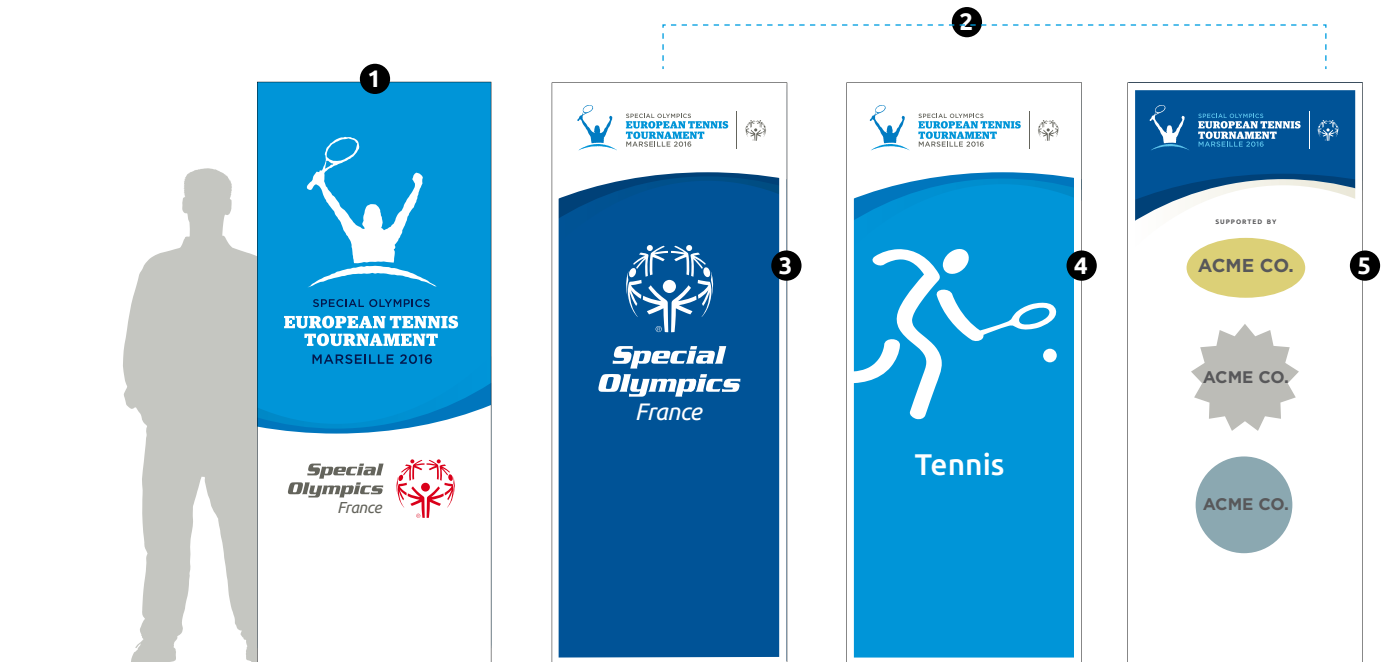
Multi-sponsor banner



## Banners Sequencing

When using multiple banners as environmental or venue dressing the sequencing and color combination use should be taken into consideration.

- ❶ Core banners use both the tournament mark and the Special Olympics program mark.
- ❷ Complimentary / Secondary games color palette used to create variety across sequenced banners.
- ❸ Banner sequencing should include the Special Olympics Program mark.
- ❹ Icons and messaging can be used as part of banner sequencing or venue dressing.
- ❺ Sponsor logos should be integrated into the banner sequencing on a white background.



Vertical banner sequence



Pitch-side / track-side banner sequence



Banner designs should be sequenced to give an appropriate degree of variation. Over use of the curve device should be avoided.

The direction of approach and sequence of reading should be considered when creating road side banners or when placing banners at the entrance to a venue.

## Backdrops Media & Awards

Press conference and awards backdrops create key photographic and promotional opportunities.

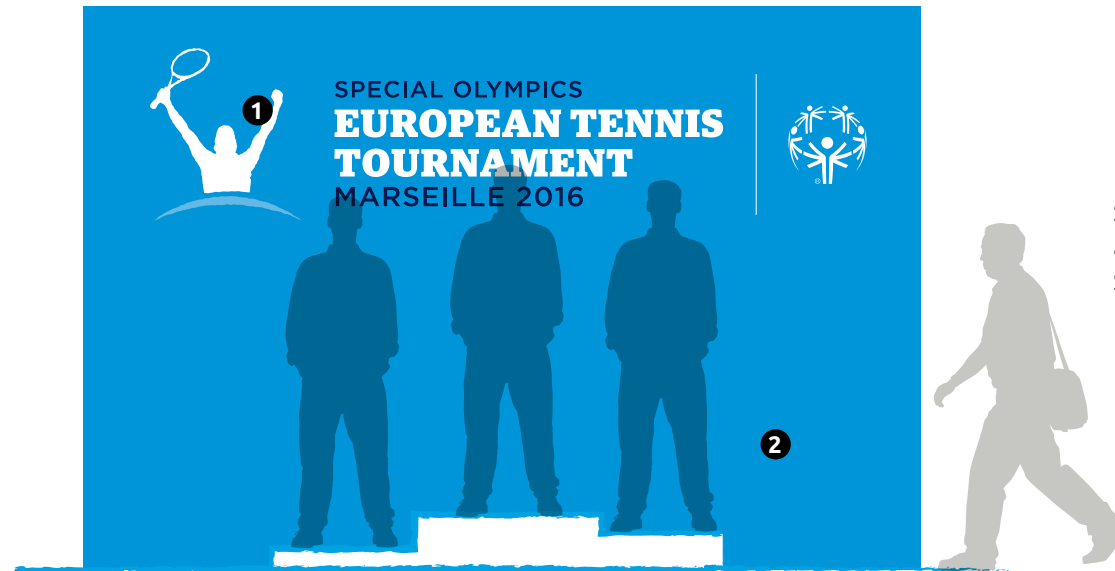
### Awards backdrop

- 1 Tournament mark positioned at appropriate height to allow maximize visibility.
- 2 Additional graphics such as pictograms or patterns can be used as supporting elements within the design of the awards backdrop.

### Press conference backdrop

- 3 Sponsor matrix placed on a white background. The use of a white or light coloured background facilitates easy application of sponsor marks.
- 4 The matrix should include repeated placement of the games mark and Special Olympics core mark.

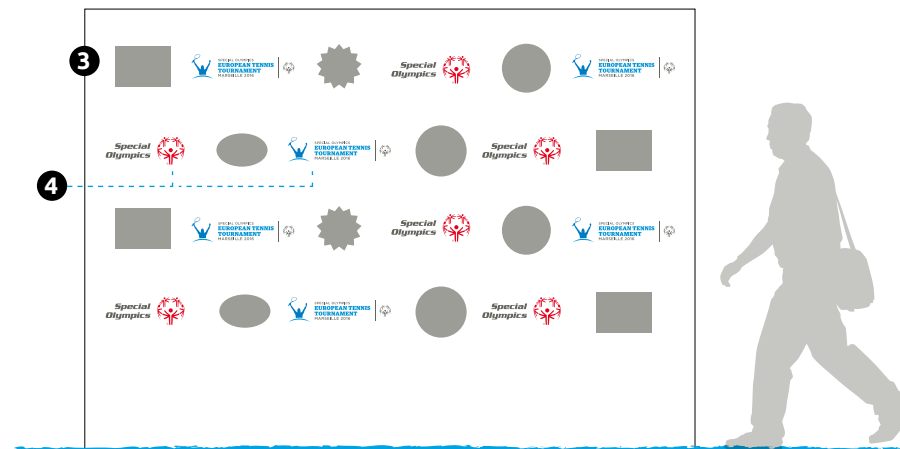
The Special Olympics symbol is clearly visible above and behind the athletes



Awards backdrop



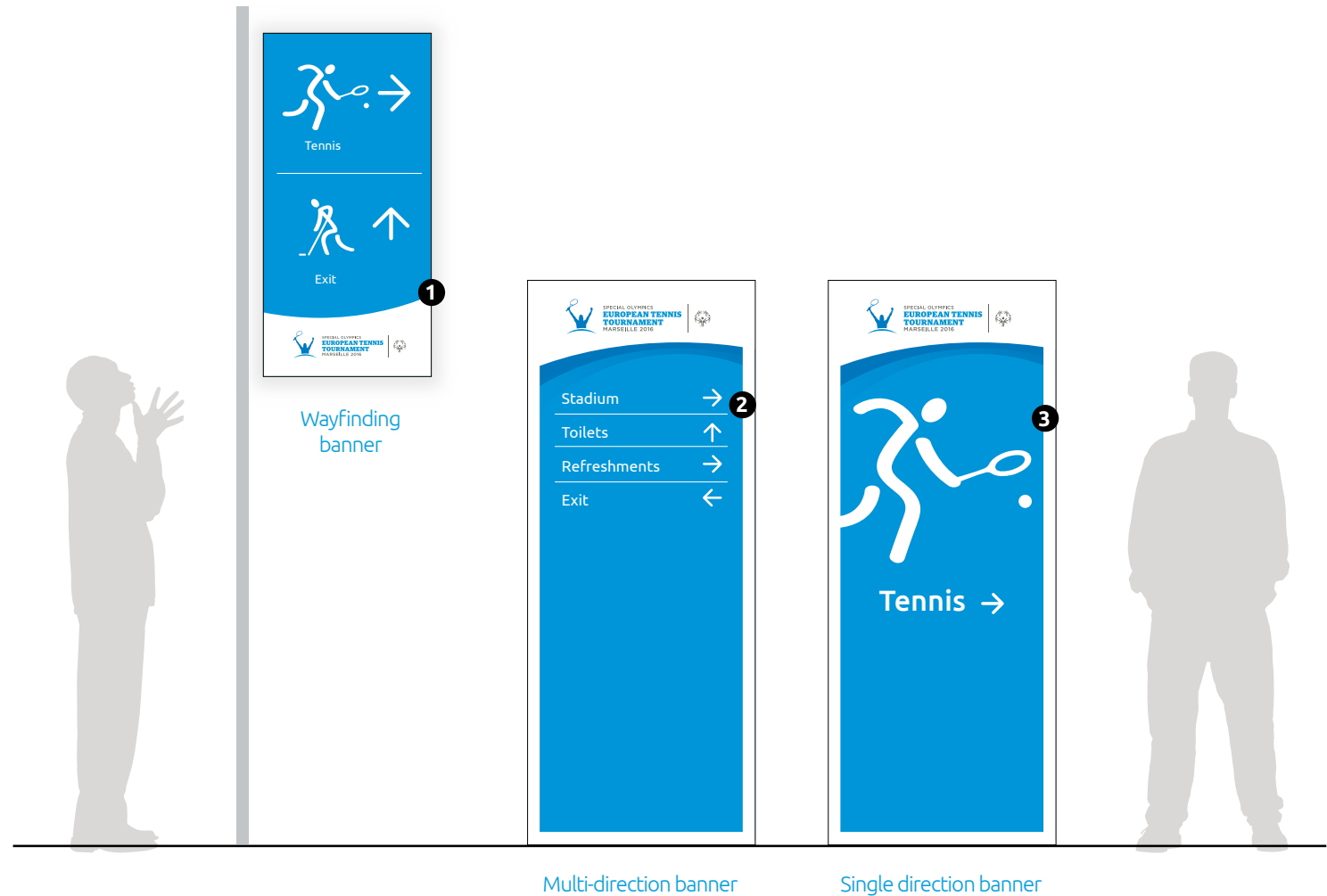
Sponsor marks **do not appear** on awards backdrops or stands at any Special Olympics games or event.



Press conference backdrop

The primary function of any wayfinding signage is to help spectators and athletes navigate easily between events and around the games venue. Wayfinding may take the form of directional banners, monoliths and individual signs.

- 1 Use of the dynamic curve creates a clear area for the games mark and separates games branding from directional information.
- 2 Directional information on free-standing signs should be positioned at eye level and not lower than waist level.
- 3 Sports Icons and other informational icons may be used on individual banners and where scale allows. Icons should always be used in combination with their description to maximize clear understanding.



# Application

## Merchandise & Apparel Color

**Merchandise** can be designed in full color, 2 color or single color depending on what the budget permits.

**Volunteer apparel** should be distinguishable from general merchandise by color or design.

### Merchandise



### Volunteer apparel



## Merchandise & Apparel

### Messaging & Audiences

**Tournament merchandise should act as souvenirs** which attendants and athletes may wish to purchase as mementos of the tournament. The application of slogans and messaging lines which reflect the spirit of the tournament should be considered as part of the tournament merchandizing strategy. Identifying audience groups (i.e. spectator, volunteer or athletes) should be considered when creating targeted and appropriate merchandise.

- 1 Consider using both the front and back of double sided items.
- 2 The back of t-shirts can be used for application of tournament co-branding for sponsors.
- 3 The tournament mark can be used in isolation where the descriptor is used elsewhere or where space is limited.
- 4 Slogans may be used in combination with the tournament descriptor.
- 5 The basic principles of color, application and messaging should be applied across all merchandise items.
- 6 Simplified versions of the mark can be used when applied at small sizes.





## Publication Covers Brochures, Leaflets & Flyers

The tournament mark or photography can be used for publication covers depending on the requirements. The various elements should be considered to work in a manner that creates a coherent, elegant overall design.

- 1 The curve is used in a manner that compliments the overall design and to separate the tournament identity and the Special Olympics identity.
- 2 Special Olympics and the Accredited Program are recognized through use of the local Accredited Program mark.
- 3 Photography can be integrated using the curve to create distinction between the program mark and the tournament identity and information.

### National, State or Provincial tournament

Using tournament identity



## Social Media Avatars & Imagery

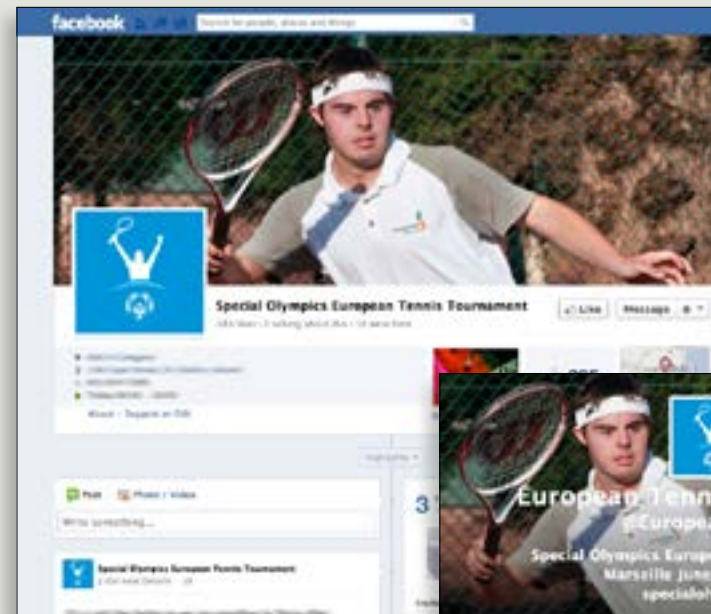
A simplified version of your event mark can be used to create an avatar for social media websites.

When branding your social media website, we recommend using photographs that convey the spirit of your event in the banner image areas.

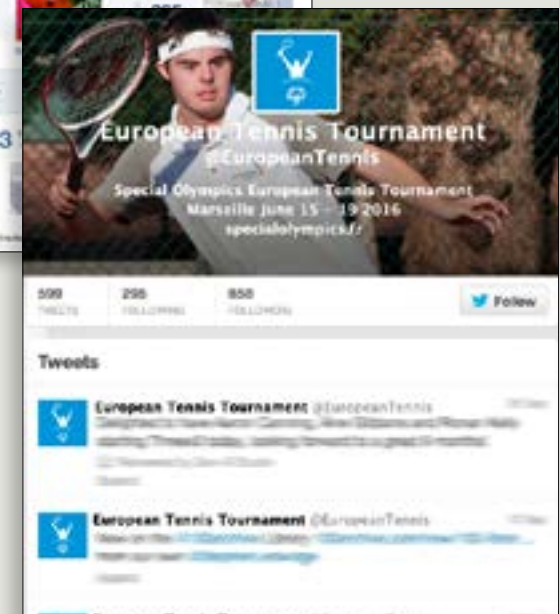
Social Media Avatar



Facebook page



Twitter page



# Identity management

Now that you understand the application of your games or tournament identity we need to ensure that we manage it effectively. Managing an identity is like tending to a garden. It is a constant process to ensure that we retain coherency while allowing new ideas to flourish.

**This simple checklist provides you with all the considerations required for the creation of an appropriate and effective games or tournament mark.**

### Design

**When creating a games or tournament mark please ensure that you have considered the following elements;**

- The mark follows the structure outlined in these guidelines
- The mark depicts the sport and reflects the location of the games or tournament
- The mark works in single color applications
- The mark works at small sizes
- The Special Olympics symbol uses a suitable complimentary color

### Output

**When creating final artwork please ensure that the following variations are addressed;**

- files are available in .eps vector format
- full (four color CMYK) version
- single color version
- complimentary color versions
- a complete set of RGB versions for on screen use and use with Microsoft Office software

### Application

**When applying your tournament identity ensure that the following are addressed:**

- ensure the Special Olympics symbol is prominently displayed
- limit selection of colors to create a consistent application of your identity
- consider the sequencing and direction of approach of banners to apply multiple messages
- only use the games mark in isolation at small sizes or in area where you are restricted by space

For further information about developing your games  
or tournament mark and identity please contact:

**[brand@specialolympics.org](mailto:brand@specialolympics.org)**