

Uniform Guidelines

Special Olympics Unified Sports®

Special Olympics North America



Unified Sports branding is used for sports events that are taking place within a school environment. For more brand applications, check the full [Unified Sports Guidelines](#).

The **Play Unified** roundel (circle) is used to promote our call to action for all people to come together in a spirit of enjoyment to create a more inclusive world. Check the full [Play Unified Guidelines](#).

This document supplements the existing branding guidelines for Special Olympics Unified Sports® and Special Olympics Unified Champion Schools®. **This document does not change existing branding guidelines; rather it refines, enhances, and gives additional specific guidelines for Unified Sports uniforms.** The end goal is to maintain compliance with General Rules, increase brand recognition and deliver a consistent visual representation of Unified Sports in schools and communities.

This document should be utilized for all Unified Sports uniforms, whether competing via Special Olympics Program, Unified Champion Schools, interscholastic or intercollegiate league, or other opportunities.



Uniform Guidelines

Special Olympics Unified Sports®

A UNIFIED SPORTS

Roundel (preference)



2-line Lozenge



B PLAY UNIFIED Roundel



Placement: the Special Olympics Unified Sports logo only needs to be placed ONCE on each uniform.

Unified Sports programs at all ages/levels of play should include fully branded text or approved logo (as listed below) on uniforms, **ensuring that *Special Olympics* is ALWAYS included when using the terms *Unified Sports, Unified Champion Schools* or *Play Unified*.**

This should read or appear as either:

A Official Special Olympics **UNIFIED SPORTS** logo: Roundel or 2-line Lozenge

OR

B Official Special Olympics **PLAY UNIFIED** logo: Roundel

Logo options can be found on the Resources for Marketing and Communications – [Special Olympics Brand page](#) under Special Olympics Unified Sports® and Play Unified.

Recommended logo selection order (red as primary, all other colors as alternates):

1. Unified Sports Roundel logo
2. 2-line lozenge logo
3. Play Unified Roundel logo

This can be accomplished by printing directly on the uniform or visible area of an under layer, or by adding a branded patch. Removable options (velcro, sticker, etc) may be utilized for ease of adjustments.

Special Olympics Unified Sports® circle logo patches (2" diameter*) may be purchased at the Special Olympics online store:

<https://shop.specialolympics.org/products/10-pack-special-olympics-iron-on-patches>

All Unified Sports teams in North America should be following these guidelines.

** Larger size patches can be custom ordered through your preferred vendor.*

Uniform Guidelines

Special Olympics Unified Sports®



Brunswick High School uniforms:
Play Unified roundel on left chest

Matching Other Sports Programs Uniforms

Unified Sports programs should strive to match the style of uniform that's being used in other sports programs at the same age/level.

For example: a high school **Unified Sports team** uses the *same type of uniform* as the **varsity/jv team**.

Where state/local rules allow, it is required that Special Olympics Unified Sports® branding be added in the form of a patch* (see page 2) or printed/embroidered on the uniform or visible area of an under layer.

* The NFHS Rules Book refers to these as "commemorative/memorial patches" so for interscholastic Unified Sports, it is important to get approval from the state athletic/activities association.

Example from 2023-24 NFHS Basketball Rules (Rule 3, Section 4, Article 2, Part C):

"By state association adoption, one commemorative/memorial patch may be worn on the jersey. The patch shall not exceed 4 square inches, shall not be a number and must be located above the neckline or in the side insert."

Uniform Guidelines – Basketball

Special Olympics Unified Sports®

Placement Options: the Special Olympics Unified Sports logo only needs to be placed **ONCE** on each uniform.

Logos: Recommended order of selection:

A UNIFIED SPORTS

Roundel (preference)



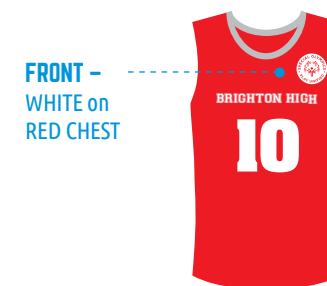
2-line Lozenge



B PLAY UNIFIED Roundel



OTHER OPTIONS



Uniform Guidelines – Soccer

Special Olympics Unified Sports®

Placement Options: the Special Olympics Unified Sports logo only needs to be placed **ONCE** on each uniform.

Logos: Recommended order of selection:

A UNIFIED SPORTS

Roundel (preference)



2-line Lozenge



B PLAY UNIFIED Roundel



OTHER OPTIONS



Uniform Guidelines – Track & Field

Special Olympics Unified Sports®

Placement Options: the Special Olympics Unified Sports logo only needs to be placed **ONCE** on each uniform.

Logos: Recommended order of selection:

A UNIFIED SPORTS

Roundel (preference)



2-line Lozenge



B PLAY UNIFIED Roundel



OTHER OPTIONS

