










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.

### Branding:

- **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:
  - Official Special Olympics Unified Sports logo, or “Special Olympics Unified Sports®” in text; **OR**
  - Official Special Olympics Play Unified logo
- Logo options can be found on the [Resources page for Marketing and Communications – Special Olympics Brand](#) under **Special Olympics Unified Sports®** and **Play Unified**.
  - Order of preference (red as primary, all other colors as alternates; 4-line versions not recommended):
    1. Special Olympics Unified Sports circle logo  or 
    2. 2-Line logo  or 
    3. 2-Line logo lozenge  or 
    4. Special Olympics Unified Sports® in text
    5. Special Olympics Play Unified logo    (white lettered logo is included in blank space)
- 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 may be purchased here:  
<https://stwstore.global/collections/uniform-patch>
- **By Fall of 2020, all Unified Sports teams within SONA should be following these guidelines.**

### Matching:

- **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 (as per above) or printed/embroidered on the uniform or visible area of an under layer.
  - Note: 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 2016-17 NFHS Basketball Rules (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.”

Questions should be sent to [brand@specialolympics.org](mailto:brand@specialolympics.org)



Links: [Special Olympics Brand Guidelines \(June 2018 version\)](#)

[Special Olympics Unified Sports Brand Guidelines](#)

[Special Olympics Unified Champion Schools Brand Guidelines](#)

[Unified Sports and Play Unified logos on Unified Sports Tools and Resources site](#)

[Unified Sports and Play Unified logos on Unified Champion Schools Resources site](#)

[Special Olympics North America Resources site](#)