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# Special Olympics Brand Identity Guidelines

Accredited Programs | Version 1.0 / English

**Special Olympics**



Introduction	3
Using these guidelines	4
Communication audiences	5
Identity zones	6

**1 Our brand**

Our history	8
Our mission	9
A shared reputation	10
Guiding idea	11
One guiding idea. Multiple stories.	12
Personality	13
Our brand model	20
Telling our story	21
Effective brand communications	22

**2 Visual identity**

Building blocks	24
Brand architecture	25
Brand mark	26
Social media avatar	35
Endorsement mark	36
Primary color palette	37
Extended color palette	38
Color gradients	39
Color references	40
Typography	41
Dynamic curve	44
Photography	49
Mark application – quick guide	50

**3 Brand in action**

Stationery overview	52
Recommended print stocks	52
Letterhead	53
Email signature	56
Business card	57
Note	59
Envelope	60
Presentations	61
Banner, backdrops & flags	62
Press folders	66
Newsletters	67
Report covers	69
Informational leaflets	70
Posters	73
T-Shirts	74

**4 Brand management**

Check-list	79
Co-branding	80
Artwork naming protocol	81
List of standard templates & artworks	82
Glossary	83
Contacts & Resources	84

# Introduction

**Our brand is our reputation, a reputation shared by all of the programs within Special Olympics. This reputation exists in the hearts and minds of the public and our stakeholders. Our reputation is informed primarily by what we do but it is also influenced by what and how we communicate.**

Please note that we are not creating a 'new' brand identity for Special Olympics. These guidelines have been created to consolidate and strengthen the existing Special Olympics brand worldwide in line with the objectives of the Special Olympics strategic plan. The guidelines balance our collective need to achieve greater recognition through a unified approach with the individual need to create appropriate diversity for distinct audiences, territories and communication channels.



# Using these guidelines

**These guidelines are divided in to four main sections. The first introduces you to the ideas and messages at the heart of our brand; the second section brings you through the graphic building blocks that create our visual identity and the third section brings these elements together to illustrate the brand in action. A final section provides information on managing the brand.**



## **Core Idea**

This symbol highlights specific ideas to be understood. At the heart of effective brand management is shared understanding.



## **Messaging**

This symbol highlights information that will assist you in considering the way we communicate with words.



## **Look & Feel**

This symbol highlights the elements that inform the visual appearance and graphic style of our brand.



## **Technical**

This symbol highlights information of a technical nature relating to creating and implementing artwork.



## **Take care**

This symbol alerts you to common mistakes to watch out for or areas that may be open to misunderstanding.

**These symbols will help you to identify areas of specific interest to your area of expertise or consideration.**



**This symbol introduces some simple exercises that may be useful to undertake prior to creating branded communications.**



# Communication audiences

**When communicating the Special Olympics brand there are broadly three main audiences: the general public, our members & supporters, and our sponsors & partners. Each of these audiences will have differing informational requirements based on their levels of sophistication and understanding of the issues we address and the work we do.**



**Your specific target audience will affect the approach you take to the quantity and detail of information presented, the directness or nuance of the message, and the degree to which Special Olympics will need to be explained and contextualized.**



**Take the time to identify the specific audience with whom you wish to communicate. If you have multiple audiences try to list them and their particular characteristics.**



## **General public**

We cannot assume that members of the general public know who Special Olympics is and what we do. Communications with the general public need to be simple and direct in order to establish recognition and the right associations with our brand.



## **Members & supporters**

Communications with members and supporters focus on deepening the nature of the relationship through relevant information delivered over time. Although these communications may contain more information than for the general public, they will still need to be simple and focused.



## **Sponsors & partners**

This audience includes other programs within the Special Olympics Movement, government bodies, policy-makers, operational and existing sponsorship partners. Communications reflect a more professional relationship with Special Olympics and contain a greater degree of detail and nuance.

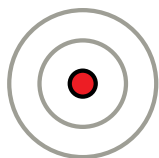
# Identity zones



Different areas of the identity application require different degrees of professional design input. We have categorized these areas into three different zones.



When creating communications, please find out if the item has already been designed and what skills and resources you may require to create the item to an appropriate standard.



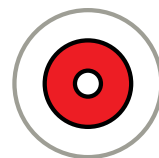
## 1. Core identity

*Simple is smart*

The core identity zone represents the basic recognition elements of the identity and is focused on application of the logotype and the use of our primary color palette.

Items within this zone include signs, stationery or merchandise or communications that only require the core mark and primary color palette.

**Items in Zone 1 are either pre-designed as a template or require little or no design expertise to apply.**

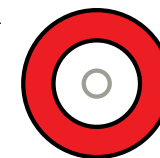


## 2. Operational

*Make it easier to be on-brand*

The second zone focuses on presenting information to our members, supporters and partners. Items in this zone include newsletters, annual reports, project updates and presentations. Unlike Zone 1 this zone contains a wide range of information and is visually more diverse. The secondary color palette is used to create appropriate difference between items of communication.

**Items in Zone 2 can be created in-house with basic design skills. More complex or nuanced documents will require the skills of a professional designer.**



## 3. Agency

*Understand strategy*

The third identity zone is more targeted and persuasive in its communication style. While retaining the clear authority of the core identity, these designs require a more emotive approach to copy and imagery to be effective in the crowded public communications space.

Items in this zone include outdoor, TV and radio advertising and direct-mail campaigns.

**Items in Zone 3 are generally created by professional designers and agencies.**



# Our brand

**This section of the guidelines introduces you to the guiding ideas and personality traits that inform how we communicate. By understanding and internalizing the ideas at the heart of our brand we can commission and create communications that are appropriate to specific audiences while sharing a common underlying message and distinct personality.**





## Our brand

## Our history

The idea behind Special Olympics began in the early 1960s, when Eunice Kennedy Shriver saw how unjustly and unfairly people with intellectual disabilities were treated. She also saw that many children with special needs didn't even have a place to play. She took action.

Soon, her vision began to take shape, as she held a summer day camp for young people with intellectual disabilities in her own backyard. The goal was to learn what these children could do in sports and other activities – and not dwell on what they could not do.

**Since its founding in 1968, Special Olympics has grown from a competition involving 1,000 athletes to a worldwide movement with four million athletes. Even as we grow in numbers, our story still centers on brave individuals who achieve great things together.**



Our brand

**Our mission**



**What we do**

**Who\* we do it for**

**Why we do it**

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

Provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

## Our brand

## A shared reputation



Since 1968 Special Olympics has grown to become a worldwide movement with over 170 Accredited Programs. Each of these programs reflects the culture, customs and diversity of their local communities while sharing a reputation that defines Special Olympics.



Take the time to identify the most resonant stories from your program. From the local founders to the athletes, families, coaches, volunteers and partners – there are many stories to be told with local meaning.

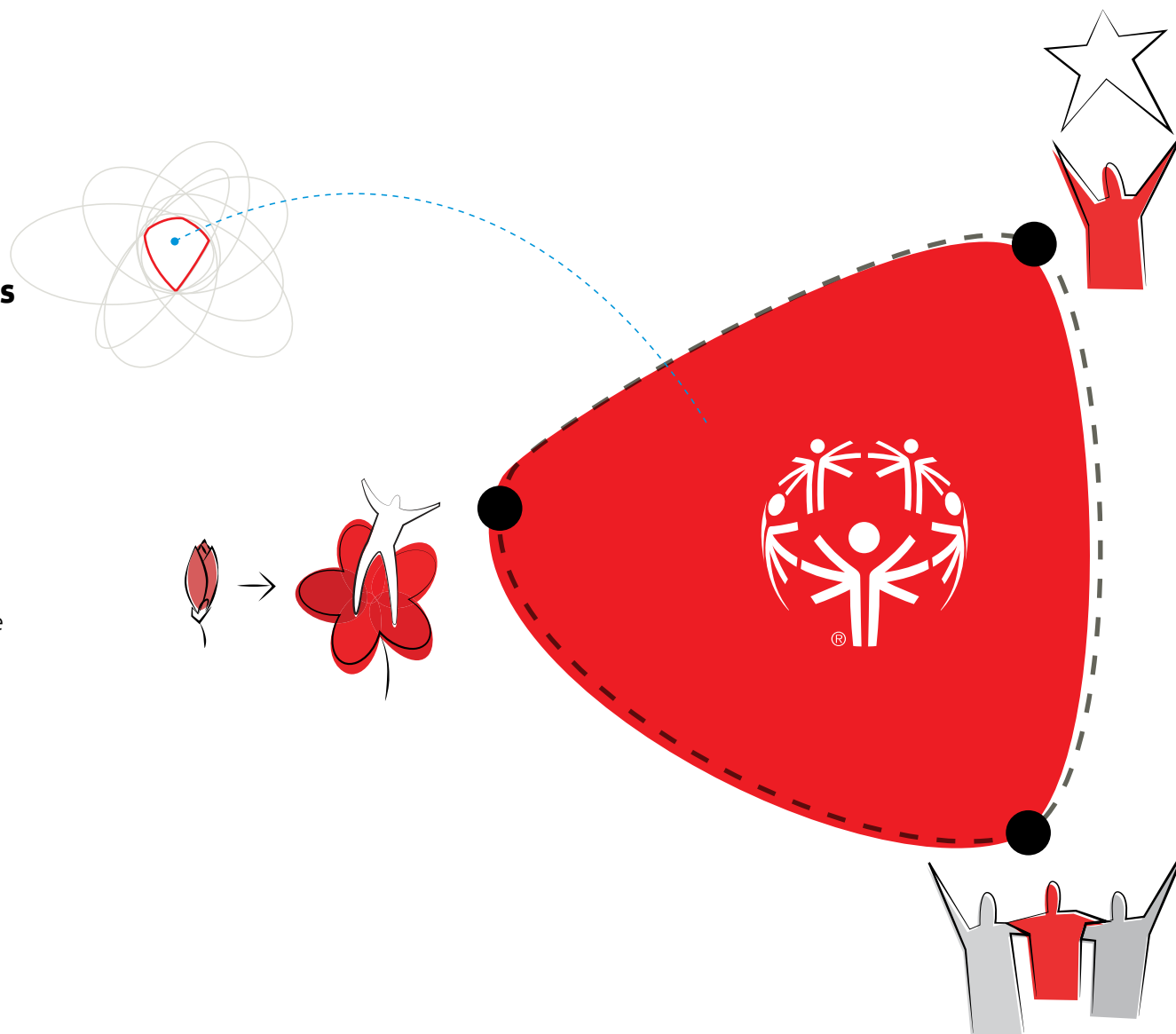
Diverse communities  
Common identity





**This overlap area at the heart of the Special Olympics brand is a space that can be defined by the three elemental ideas.**

These ideas, expressed visually in this illustration, transcend different languages, abilities and cultures to create a framework within which our shared story can be told. A story that can be told in many ways, in every language, for different audiences, while consistently expressing a shared purpose.







**'Revealing the champion in all of us' combines these three elemental ideas into a single expression. It is just one of many ways to express our guiding idea.**

There are many other associated words and thoughts that can be used to express these elemental ideas in a manner that resonates best for specific local audiences.



Take the time to consider how you might express this guiding idea in a manner that resonates for your community or for a specific audience.







Our personality traits inform the tone of voice with which we communicate. These traits should be considered collectively. It is the combination of traits that creates our unique personality.



Remember that traits can be expressed *implicitly* in the content and manner of how you communicate. Each trait does not have to be explicit in every item of communication produced.



When creating communications consider the emotions that these words evoke and evaluate the look and feel of your communications against them.



Our brand

Personality

# Inspirational



The way we act and communicate inspires people to do new things and to think in new ways. Special Olympics empowers people to reveal their inner champion.



Our communications are powerful, simple, direct, inspire action and assist in motivating people to unleash the transformative power and joy of sports.



Our brand

Personality

# Joyful



We inspire people in a manner that is uplifting and positive. A key benefit of Special Olympics is joy and this feeling is implicit in everything we do.



Our communications are upbeat and bring a smile to peoples' faces, reflecting our belief that the joy of sports is a transformative power.



Our brand

Personality

# Inclusive



**Special Olympics is a community-based movement that transcends nationality, race, creed, gender, age or social status. It creates a place for people of all abilities.**



**We use words like 'we' and 'our' when describing what we do. Our imagery is reflective of the diversity of our movement.**



Our brand

Personality

# Determined



What we do requires bravery, perseverance and courage. Our determination to transform lives is reflected in the strength and directness of our communications.



Our communications illustrate determination by celebrating and recognizing the journey our athletes take, not just the medals they win.



Our brand

Personality

Let me win. But if I cannot win,  
let me be brave in the attempt.

Special Olympics Athlete Oath

# Courageous



Special Olympics celebrates the courage of its athletes and the challenges and barriers that they overcome every day.



Our communications have the courage to challenge prejudice and speak up for what is right.





Our brand

Personality

# Authentic



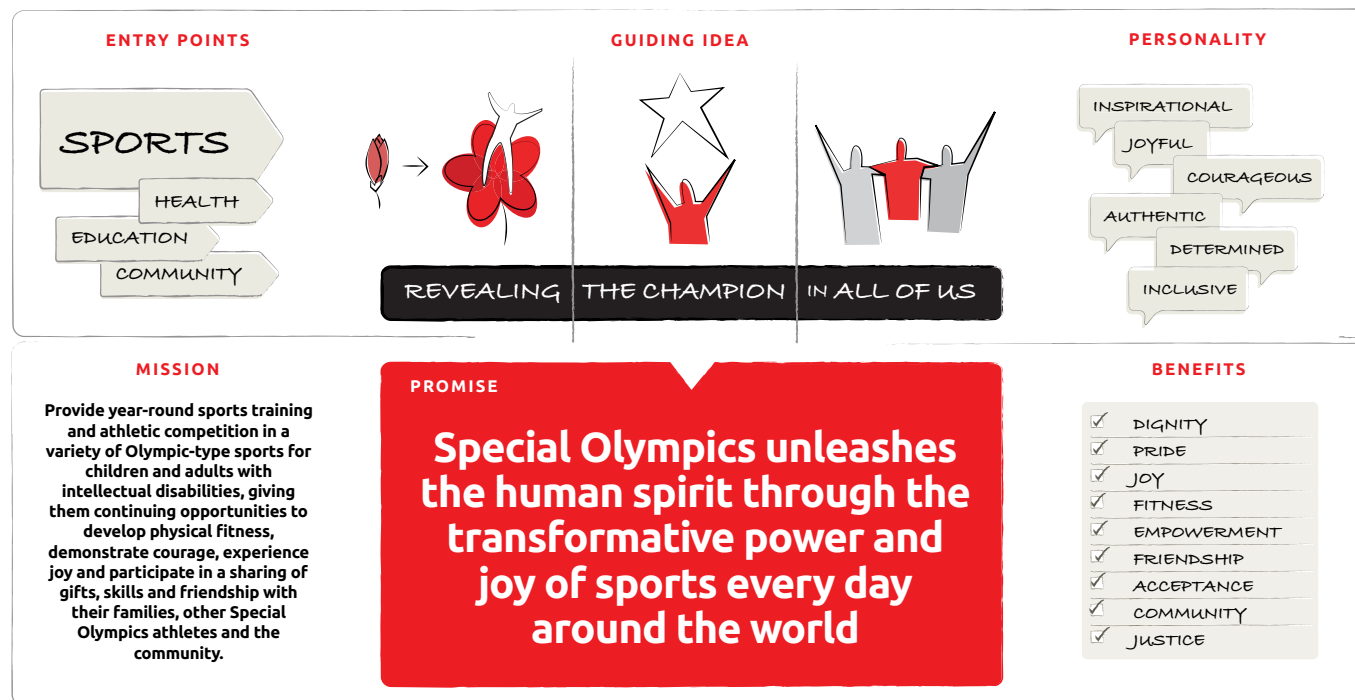
Special Olympics is a grass-roots movement. It is built on the hope, desires, energy and determination of real people, in real communities, achieving real results.



Our communications celebrate the genuine moments of transformation that take place in Special Olympics every day. We celebrate the personal stories of achievement and joy.



Our brand model is a single diagram that brings together the different aspects of our shared reputation across the Special Olympics Movement.



## Entry points

While sports training and competition is the most publicly recognized entry point to Special Olympics, our health, education and community programs also offer an opportunity for different audiences to engage.

## Guiding Idea

Our guiding idea is a visual representation of our brand essence that transcends language and culture and informs everything we do.

## Mission

Our mission describes what we do, who we do it for and the benefits of what we do.

## Promise

Our promise is an encapsulation of what people can expect from Special Olympics. It is a more emotive expression of our mission.

## Personality

These traits inform our tone of voice and how we communicate.

## Benefits

These are some of the key benefits that are derived from all who engage with Special Olympics. Our benefits also describe why we do what we do.



## Telling our story

### Communications style guide



**These simple suggestions will assist you in creating powerful messages that express our mission.**

- ✔ Write the message with your target audience in mind. Look at your communications from the perspective of the person receiving the message. *(Visualize someone who is a part of this audience. By connecting with this representative individual in your mind, and imagining how they might respond, you will more effectively create communications that resonate with the target audience.)*
- ✔ Identify the most appropriate entry point for your target audience. While this might be the sporting achievement of one of our athletes, it could also be a story growing out of one of our health, community or education programs.
- ✔ Tell stories about athletes and volunteers that communicate transformation, achievement and community.
- ✔ Use language that is inclusive: 'We' and 'Our'.
- ✔ Use headings to quickly tell the reader what your story or content is about.
- ✔ Keep it short & sweet! After you have written your message, re-read it and look for any words you can take out. The quicker they can read your message, the more likely your audience is to read and understand it. (Don't include any information your target audience really doesn't need.)
- ✔ Use action words.
- ✔ Group all related information so it is quickly understood.
- ✔ Use bullets to give information quickly.
- ✔ Create contrast between headlines and body text, large image and smaller details.
- ✔ Use design, images and wording to communicate that we are athlete-centric.
- ✔ Caption photographs with the names of the athletes and create context.
- ✔ Left or right alignment is stronger and more interesting
- ✘ Avoid jargon and acronyms.
- ✘ Avoid busy flyers and make sure to leave plenty of white space to let the information breath.
- ✘ Avoid using all capitals except in short titles or headers. (Remember that all caps are perceived by some as shouting in written media).
- ✘ Avoid center alignments except where you wish to convey a more traditional or classic style.

## Effective brand communications

### A few words before the visual identity...



When preparing a brief or creating an item of communications please start by considering the following:

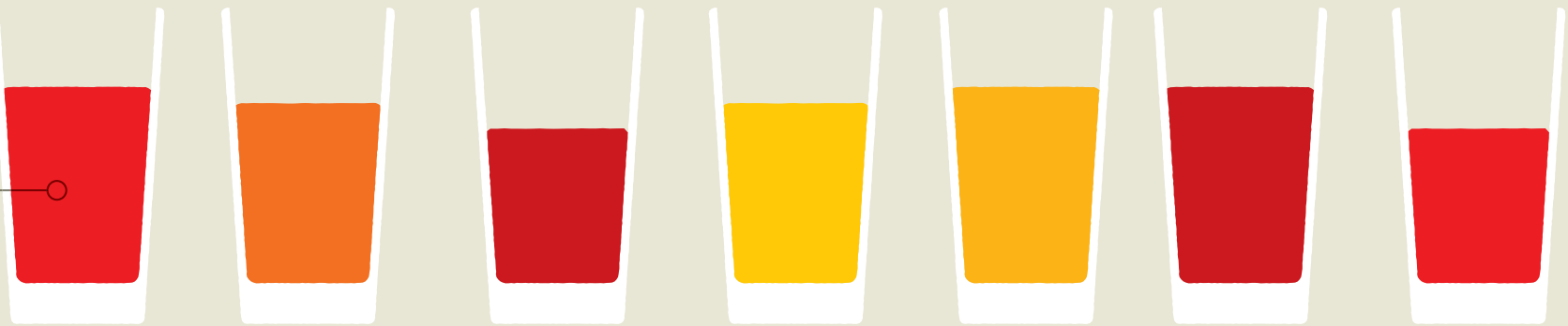
- specific objective you wish to achieve
- audience you wish to connect with
- context within which that connection will be made
- feelings and thoughts you wish to evoke
- limitations and possibilities of the proposed communications channels
- how you might leverage the personality and individual stories of Special Olympics.

#### Done?

*You are now ready to look at the visual identity...*

Our brand identity creates a consistent and recognizable form...

... to contain content with local flavor!



Our brand identity is like a glass that contains stories and facts about what we do and presents them in a way that is recognizably Special Olympics. The real flavour and resonance of our communications is provided by our local stories—stories about individual athletes, active communities and effective partnerships—stories that resonate and connect.



# Visual identity

**This section of the guidelines introduces you to the basic building blocks of our visual identity such as our mark, color and typography. By using this kit of parts we can create a consistent house style that is unified while having the flexibility to create diverse messages.**





The visual identity comprises a set of building blocks that are combined to create communications within the Special Olympics house style.

## MARK

### Symbol

The symbol is a universal element of the visual identity and is used on all communications.

### Logotype

The logotype should be used in lock-up with the symbol and is available in a variety of languages as appropriate.

### Accredited Program name

The Accredited Program Name should *always* be used in lock-up with the symbol and logotype for program communications and branding. It is set in the *Ubuntu Italic* font.

## PRIMARY COLOR PALETTE

These core colors are used for all core identity items such as stationery and other official communications.

## TYPOGRAPHY

Ubuntu should be used for all official documents and informational texts.

## DYNAMIC CURVE

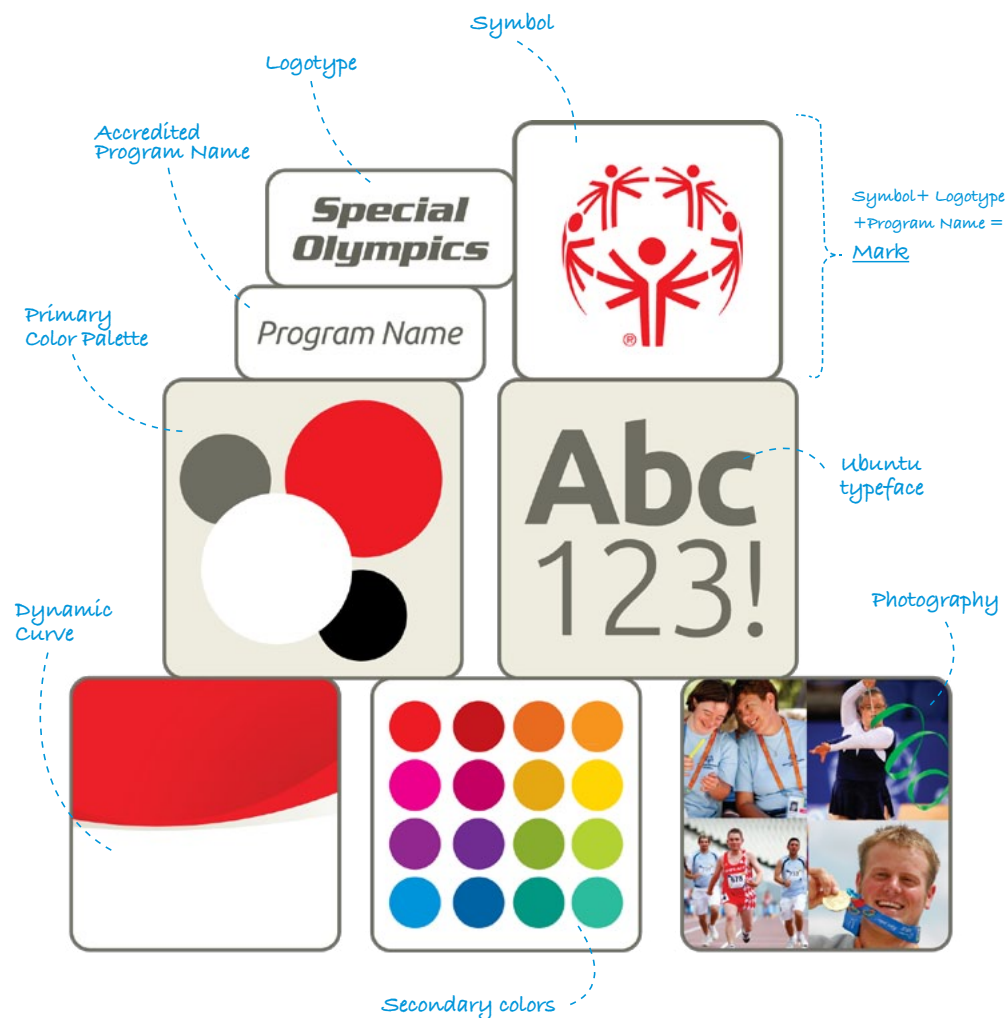
This element is used to contain the brand mark and provides a dynamic graphic element for layout.

## SECONDARY COLOR PALETTE

These colors are used to bring appropriate diversity and difference within a range of communications items.

## PHOTOGRAPHY

Images are the most effective way to illustrate what we do and they reflect the joy and power of the Movement.





**Special Olympics is active in many different areas and each of these needs to be appropriately recognized. It is also important to clearly represent the relationship between these aspects of Special Olympics.**

## Brand Strategy

Please note that our primary brand is Special Olympics and everything we do should build recognition and positive associations in this name and symbol. Events, games and activities provide entry-points that clearly link back to our organization.

**These guidelines are in the process of being created for Health, Education & Community branding and for Events/ Games branding.**

## Organizational brand

Special Olympics is at its heart communities of people who organize themselves around a shared mission. These organizations are recognized by the Special Olympics Mark. The mark is used by Accredited Programs to identify communications from their particular organization and to endorse activities and partnerships that exist in their respective territory.



## Example Club/Team Marks



Club or Team branding offers an opportunity to build a sense of local community representation. Guidelines are available for those programs wishing to recognize teams in this way.

## Health, Education & Community Programs



### Naming

The prefix *Special Olympics* is used in the naming of the activities.

### Identity

The communications are created within the Special Olympics identity house style. The Accredited Program Mark is used to endorse the specific local activity where appropriate.

### e.g.

Special Olympics Healthy Athletes  
Special Olympics Unified Sports

## Events / Games



### Naming

The prefix *Special Olympics* is used in the naming of the event.

### Identity

The identity for an event should reflect the character of the specific location of the event and the date (season/year) on which it is taking place. The identity is endorsed by the Special Olympics Symbol locked into the core mark developed for the event.

### e.g.

Special Olympics World Games Lagos 2011  
Special Olympics Ireland Games Limerick 2019

## Endorsed



### Naming

Special Olympics does not necessarily appear in the main name of the event but is used to endorse the activity. e.g. "The Springfield Picnic in support of Special Olympics Vermont"

### Identity

The communications are created within the organizer's house style. The Accredited Program Mark is used to endorse the specific activity.

### e.g.

Law Enforcement Torch Run  
for Special Olympics

The Special Olympics Accredited Program Mark is used to brand communications and items created by Special Olympics Accredited Programs.

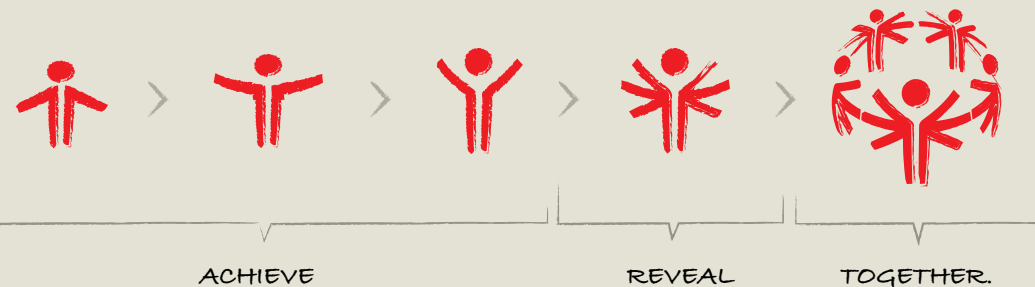
The mark is created by combining the Special Olympics Symbol, the Special Olympics Logotype and the name of the Accredited Program set in the typeface Ubuntu Italic.

The mark should always be used in its full lock-up version (Symbol, Logotype and Program Name) for all initial touchpoints.



Our symbol expresses the guiding idea for our brand. It contains within it an expression of achievement, change, revelation and community. Our symbol transcends language and is a universal expression of our Movement.

The story behind our symbol...





# Visual identity

## Brand mark

### Standard two line lock-up

#### Color

In color application the symbol is printed in Special Olympics Red (Pantone® 186) and the logotype and Accredited Program name is printed in Special Olympics Grey (Pantone® 418).

#### Free space

Free space should be left around the mark. Other graphic elements or information should be used in this area.

#### Minimum size

The minimum size is  $\frac{1}{3}$  inch or 8mm in height. Please note this is a recommendation for standard print only. The minimum size will depend on the method of reproduction being used, the substrate onto which it is being printed, or the materials out of which the mark is being fabricated.



Please use process color mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.



# Visual identity

## Brand mark

### Lock-up options

There are a number of lock-ups of the mark that provide flexibility for different layout situations. The standard lock-up has been optimized for placement of the mark in the top-right or bottom-right of regular print items.

#### Two Line (Standard)

The lock-up with the logotype used across two lines is the best option for general use where space may be restricted.

#### Single Line

The one line lock-up is ideal where more horizontal space can be afforded for the mark.

#### Centered

The centered lock-up of the mark is best for vertical application or center-axis layouts.

#### Web/Online

The convention for websites, emails and eZines is that the symbol appears in the top left corner. For these applications a lock-up with the symbol to the left is available.

This lock-up may also be used in situations where the mark must be placed on the left side of an item – e.g. Envelopes.

*Standard lock-up refers to use with scripts that read from left to right.*

#### PRINT USE

##### Two Line Lock-up (Standard Version)

***Special  
Olympics***  
Program Name



##### Single Line Lock-up

***Special Olympics***  
Program Name



##### Centered Lock-up



***Special  
Olympics***  
Program Name

#### ONLINE USE

##### Web/Online Lock-up



***Special Olympics***  
Program Name

#### Note

All of these lock-up options are available in a variety of artwork versions and file formats. An adapted version of the lock-up has also been developed for programs with longer names.

# Visual identity

## Brand mark

### Long name version

A special version of the mark has been created for Accredited Programs whose name extends beyond 16 character spaces. In these situations, the three-line and centred versions of the mark have been altered to accommodate this. Here is an example of how the mark has been altered for the *St. Vincent & The Grenadines* mark.

The Two Line Lock-up and Web/Online Lock-up are as per the standard Accredited Program mark proportions.

#### Accredited Programs with names over 16 characters include:

Brunei Darussalam  
Bosnia and Herzegovina  
Dominican Republic  
United Arab Emirates  
British Virgin Islands  
Northern California  
Southern California  
District of Columbia  
St. Vincent & The Grenadines  
US Virgin Islands

#### GENERAL PRINT USE

##### Two Line Lock-up (Standard Version)

***Special  
Olympics***  
*St. Vincent &  
The Grenadines*



##### Single Line Lock-up

***Special Olympics***  
*St. Vincent & The Grenadines*



##### Centered Lock-up



***Special  
Olympics***  
*St. Vincent &  
The Grenadines*

#### ONLINE USE

##### Web/Online Lock-up



***Special Olympics***  
*St. Vincent & The Grenadines*



# Visual identity

## Brand mark

### Translations & bilingual versions



When creating translations of the Special Olympics Logotype the typeface Serpentine Bold Oblique should be used. The relative size and positioning of the type should be consistent with the English version of the mark.

When creating master artworks all fonts within the translated mark should be outlined prior to distribution.

#### Bilingual Mark

In territories where the mark is required in two languages the two languages should both be set in Serpentine Bold Italic following the two-line version.

Examples of logotype translations set in Serpentine Bold Oblique

***Olimpiady  
Specjalne  
Polska***



***Olimpíadas  
Especiais  
Brasil***



***Olympiques  
Spéciaux  
France***



***Olimpíadas  
Especiales  
Bolivia***



Bilingual Two-line Lock-up

***Special Olympics  
Olympiques spéciaux  
Canada***



Bilingual Centered Lock-up

***Special  
Olympics  
Olympiques  
spéciaux  
Canada***



# Visual identity

## Brand mark Artwork versions

Specific artworks are available for each of the lock-ups in two color, single color and white.

**Two Color:** These versions of the mark are for use against white backgrounds. The preferred version uses Special Olympics Grey for the logotype – putting greater emphasis on the symbol.

**Single Color:** This version of the mark is for use in single color. Ideally when using a single color the mark should be printed in Special Olympics Red, Special Olympics Grey or Black against a light, low-contrast background. Ensure there is sufficient contrast between the Mark color and background color.

**White:** This version of the mark is for use against dark solid colors and appropriate photographic images.

Two Color (with type in Grey)



Two Color (with type in Black)



Single Color (Black)



Single Color (Red)



Single Color (Grey)



White



### File formats

**PNG** artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

**EPS** artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.

# Visual identity

## Brand mark

### Non-roman versions



When creating the mark for non-Roman languages the same hierarchy and construction as the Roman fonts should be used. The symbol remains consistent, regardless of the localized logotype and Accredited Program name.

#### Cyrillic version

For languages that use Cyrillic scripts, Ubuntu can be used in Bold Italic for the logotype and regular italic for the Accredited Program.

#### Simplified Chinese

The logotype reads from left to right and is set in a robust block script such as 儼黑 Pro.

#### Arabic & Hebrew

The standard version of the mark for print applications when using Arabic and Hebrew has the logotype to the right of the mark. This facilitates the positioning of the mark on the top left or bottom left of print applications.

The centred version lock-up the mark is standard across all languages.

#### Cyrillic – ‘Special Olympics Russia’

**Специальная  
Олимпиада  
России**



#### Simplified Chinese – ‘Special Olympics China’

**特殊奥运会  
中国**



#### Arabic – ‘Special Olympics’



**الأولمبياد  
الخاص**





#### Standard position

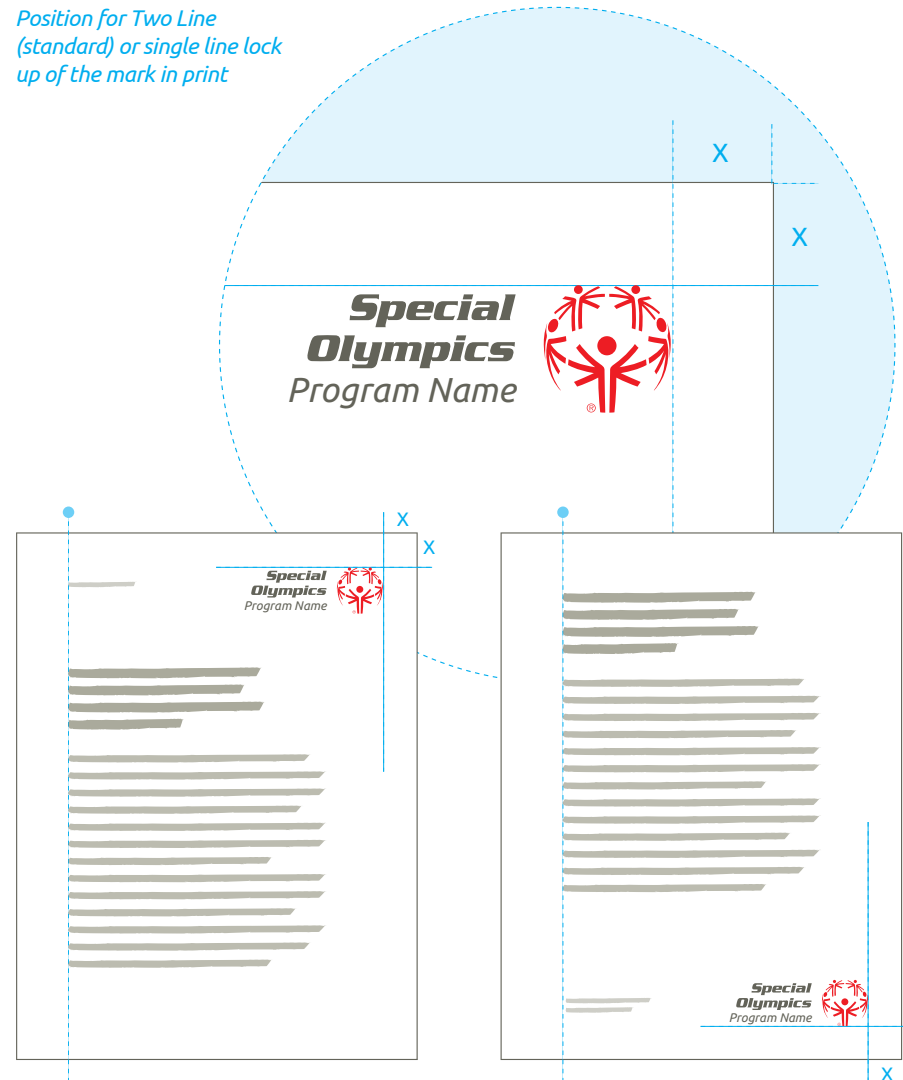
The two line or single line lock-up of the mark should be positioned on the top right or bottom right of the page. The mark should be an equal distance from the two closest edges. The actual distance will depend on the size and nature of the item being produced.

This position gives the Special Olympics Mark a prominent location on most print items. It also keeps the mark away from document binding which tends to be on the left edge of a document.

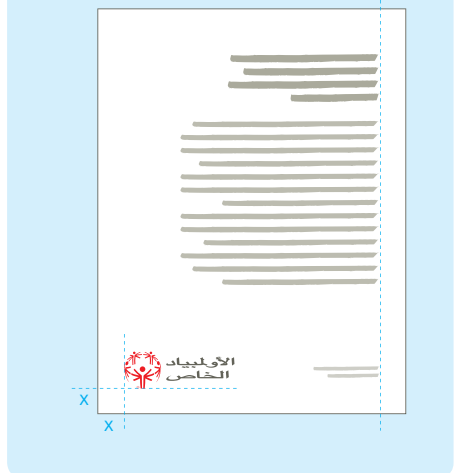
#### Right to left reading scripts

Please note that for scripts that read from right to left the mark should be positioned on the top left or bottom left. This also takes into account that the binding of books and documents in these languages is generally on the right side. Scripts that read from right to left include Arabic and Hebrew.

*Position for Two Line (standard) or single line lock up of the mark in print*



*Documents created in scripts that read from right to left have the mark positioned on the top or bottom left of the page.*



#### Color mark

The color mark should only be used against white.

#### Single color marks

On backgrounds that have a tonal value of between white and 30% black, the single color mark should be used in a dark color.

On backgrounds that have a tonal value greater than 30% the White version of the mark should be used.

#### Low contrast

When positioning the mark against a photographic background, place the single color or white mark as appropriate against a low-contrast section of the photograph.

*Place color mark on white background*



*Place single color mark on low contrast background*



*When placing single color mark against a background, please ensure that there is appropriate contrast between the color of the mark and the background color.*



0%

30%

100%

# Visual identity

## Brand mark

### Social media avatar

#### Generic Avatar

The symbol may be used on its own when creating avatars for Facebook, Twitter or other social media sites. When using the mark on its own it may be used in either white on red or red on white.

#### Localized Avatar

The avatar may also be localized using the dynamic curve to contain the name of the program or an abbreviation (GB; IRL; VT etc) as appropriate. It is also possible to use a colored version of the curve to more clearly differentiate the program within a twitter stream.

**A master Adobe Photoshop file is available for the creation of localized avatars.**

#### Naming

Please note that either the program name (e.g. Special Olympics Great Britain) or an abbreviation of the name (e.g. Special Olympics GB) should be used when naming your twitter or Facebook account.

Generic



Localized – Using Accredited Program name or abbreviation





## Endorsement mark for third-party application

An endorsement mark has been created for use by third-parties who wish to recognize their association with, or support of, your Special Olympics Accredited Program. The mark has been created in a badge-format to facilitate easy and robust application with the minimum of guidance.

The Badges are available in full color and single color versions and there are no restrictions on the color or contrast of backgrounds they are placed against.

The Badge is available in vertical and horizontal options.

### Accreditation Line

The accreditation line can be altered to suit the nature of the relationship between the third-party sponsor or partner and your program.

Phrases can include:

- IN SUPPORT OF
- BENEFITING
- IN PARTNERSHIP WITH
- PROUD SPONSOR OF
- PRESENTED BY

Full Color / Horizontal



Full Color / Vertical



Single Color / Horizontal



Single Color / Vertical



Accreditation line



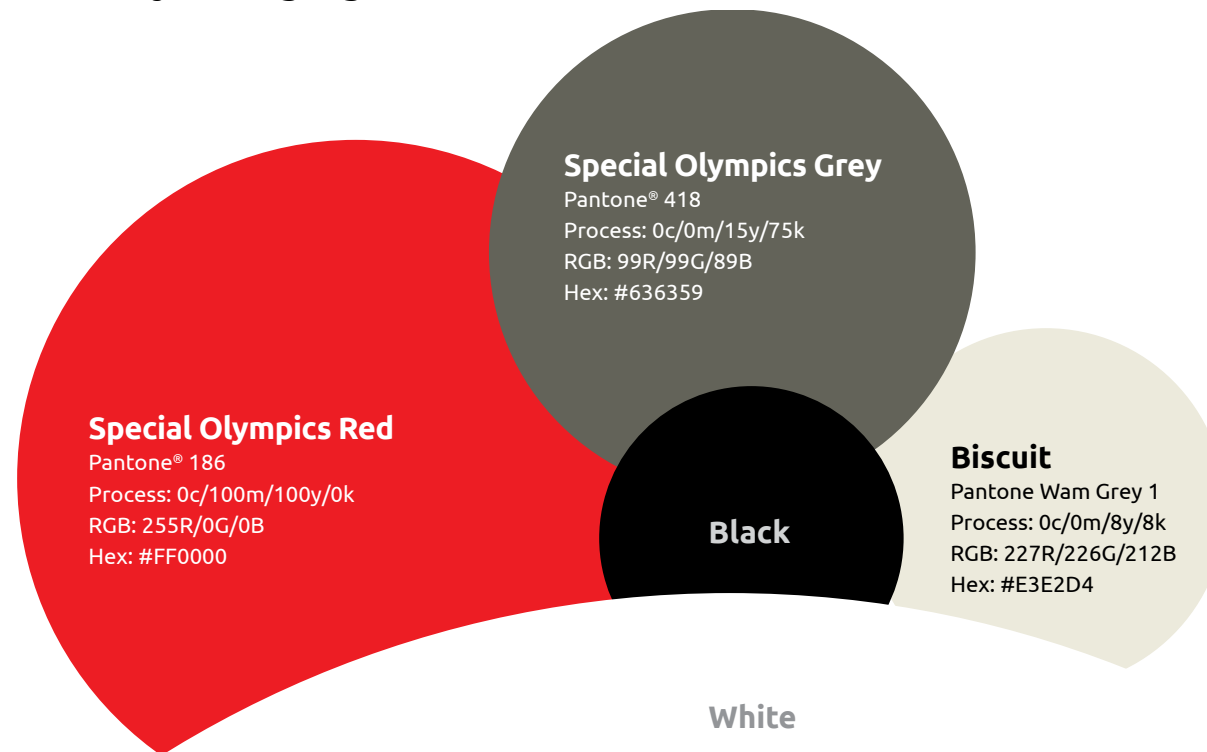
### Minimum distance

When creating your endorsement mark please ensure that the symbol and type are given appropriate breathing space within the badge. The type should not be too close to the edge of the badge.



## Primary color palette

The Special Olympics primary color palette consists of Special Olympics Red and Special Olympics Grey. This is the color combination that we wish to be associated with. These two colors are supported by Black, Biscuit and White for core applications of the brand visual identity such as stationery and signage.



Please note that white should be considered an important color within the palette. Use of white space within design layouts and the use of the mark against white backgrounds contribute to the feeling of a bright, open and contemporary identity.



Secondary colors may be used to cover large areas or to provide highlights within a design. Colors may also be combined to create gradients. To maintain a fresh and clean look and feel, gradients should be created from colors within the same color family. Please refer to color specifications in the appendix for full CMYK, RGB, Pantone and Hexadecimal references.



Avoid using too many secondary colors on a design. We suggest that you limit the colors on any item to the primary color palette plus colors from within the same range within the secondary palette.

**Please use process color mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.**

**A range of secondary colors have been specified to support the primary palette. These colors can be used to add personality to designs and to differentiate between communication items.**



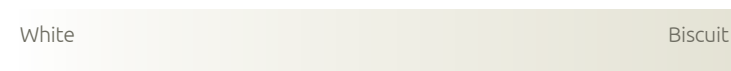




When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors special artwork should be created.

For a subtle gradient, move from the light to the mid-tone of the color. For more pronounced gradients, move from the light to the dark tone.

**Color gradients can be used to create greater dynamism within your design. Gradients are created by using different depths of the same color.**



Please use the color breakdowns as provided here.

Primary Colors	Pantone®	C/M/Y/K	R/G/B	Hex
<b>SO Red</b>	186C	0/100/100/0	237/28/36	#ED1C24
<b>SO Grey</b>	418C	0/0/15/75	99/99/89	#636359

#### Secondary Colors

<b>Light Red</b>	186C	0/100/100/0	237/28/36	#ED1C24
<b>Mid Red</b>	1945C	0/100/100/25	187/19/26	#BB131A
<b>Dark Red</b>	202C	0/100/100/50	139/3/4	#8B0304
<b>Light Magenta</b>	Process Magenta	0/100/0/0	236/0/140	#EC008C
<b>Mid Magenta</b>	215C	0/100/20/20	196/0/99	#C40063
<b>Dark Magenta</b>	222C	0/100/40/40	158/0/64	#9E0040
<b>Light Purple</b>	2587C	60/90/0/0	127/63/152	#7F3F98
<b>Mid Purple</b>	267C	75/95/0/10	92/47/136	#5C2F88
<b>Dark Purple</b>	2695C	90/100/0/20	59/35/123	#3B237B
<b>Light Blue</b>	Process Cyan	100/20/0/0	0/149/218	#0095DA
<b>Mid Blue</b>	300C	100/40/0/10	0/114/180	#0072B4
<b>Dark Blue</b>	294C	100/80/0/20	2/63/136	#023F88
<b>Light Turquoise</b>	3262C	70/0/50/0	57/187/157	#39BB9D
<b>Mid Turquoise</b>	3282C	80/0/50/20	0/151/132	#009784
<b>Dark Turquoise</b>	3302C	90/0/50/60	0/92/81	#005C51

	Pantone®	C/M/Y/K	R/G/B	Hex
<b>Biscuit</b>	Warm Gray 1C	0/0/8/12	227/226/212	#E3E2D4
<b>Black</b>	Black	0/0/0/100	0/0/0	#000000
<b>White</b>	-	0/0/0/0	000/000/000	#FFFFFF

<b>Light Green</b>	382C	30/0/100/0	191/215/48	#BFD730
<b>Mid Green</b>	376C	40/0/100/20	136/172/46	#88AC2E
<b>Dark Green</b>	370C	50/0/100/40	89/133/39	#598527
<b>Light Yellow</b>	109C	0/10/100/0	255/221/0	#FFDD00
<b>Mid Yellow</b>	110C	0/25/100/10	230/176/15	#E6B00F
<b>Dark Yellow</b>	1255C	0/40/100/30	185/124/15	#B97C0F
<b>Light Orange</b>	137C	0/50/100/0	247/148/29	#F7941D
<b>Mid Orange</b>	1505C	0/60/100/10	222/18/28	#DE761C
<b>Dark Orange</b>	159C	0/60/100/50	143/74/2	#8F4A02
<b>Light Grey</b>	413C	0/0/0/30	188/190/192	#BCBEC0
<b>Mid Grey</b>	415C	0/0/8/50	148/149/141	#94958D
<b>Dark Grey</b>	418C	0/0/15/75	99/99/89	#636359



Ubuntu has been chosen for its clarity and accessibility both in print and on screen. It is available in a range of weights and styles.



Ubuntu is available as a free Mac or PC download at [font.ubuntu.com](http://font.ubuntu.com)



If using Ubuntu typefaces within Microsoft Office documents (Word/Powerpoint) please note that these documents should only be shared with third parties or members of the public in PDF format. Otherwise, Arial should be used in place of Ubuntu. Arial is available as standard on all PC and Mac computers.

**Ubuntu is the preferred typeface of Special Olympics. It should be used for informational communications produced by Special Olympics. It currently comes in a range of languages: Latin (Western), Greek and Cyrillic. Arabic and Hebrew versions of Ubuntu are under development at the time of writing these guidelines.**

Ubuntu: Latin

**A b c d e f g h i j k l m n o**

Light 1 2 3 4 5

Regular 6 7 8 9 0

Medium ! @ £ \$ % ^ &

Bold i € # ¢ § ^ ¶ "

Ubuntu: Greek

**Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ Ν Ξ  
α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ**

Ubuntu: Cyrillic

**А Б В Г Д Е Ж З И Й К Л  
а б в г д е ж з и й к л м н**



## Typography

### Readability of informational text



Consider the reader when creating a piece of communication. Keep your design simple and readable and let your content – both photographic images and stories – excite the audience.

**Good design can improve the readability and access of our documents such as guides, reports and newsletters. The following suggestions will assist you in ensuring that our documents are easy to read and use.**

#### **Layout**

Break up the text into short paragraphs and bullet points so that it's easy to skim (no "wall of words" to discourage your readers).

Keep the layout simple and uncluttered, with plenty of margin and white space (blank areas that give the eyes a chance to rest).

Left justify the text to make it easier to read. Readers sometimes overlook titles that are centered.

#### **Font Size and Type**

Make the text large enough for easy reading and use the Ubuntu font for all informational texts.

Use bold type to highlight important words and phrases.

The next page provides some suggested sizes of type to use. Please note that the ideal size of the type is relative to the width of the column of type.

#### **Font Color and Contrast**

Maintain high contrast between the text and background. Black text on a white or very light background is the most readable text.

Be cautious with colored text. Never put text in light colors such as orange or yellow against a light background.

Avoid printing text on colored backgrounds unless the background is very light (such as pale yellow). Shading the background reduces contrast and makes the text harder to read.

For ease of reading, do not put informational text on top of photos or patterned backgrounds.

## Typography

### Recommended text sizes



Here are some standard sizes of text to be used for informational documents such as correspondence, reports and manuals. Please note that the format of the document being created will inform the ideal size to be used.

**Type size: 14pt / Line space: 21pt** / Suggested for introductory paragraphs

Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

**Type size: 9pt / Line space: 14pt**  
Body copy for smaller formats, narrow columns

Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

**Type size: 10.5pt / Line space: 16pt**  
Body copy for A4/US Letter formats, wider columns

Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

*This is the standard size used for text in our letters and other such correspondence.*



The curve is based on a perfect circle. This lets the curve reflect the shape of the Special Olympics symbol and be suggestive of a globe.



A range of pre-prepared curve artworks have been created for use across a range of standard formats.



The curve should only be recreated using a perfect circle. The curve device should be used sparingly – primarily on the front covers, posters or flyers. It does not need to be used on the inside pages of a brochure for example.

**The Dynamic Curve is a graphic device that can be used to give our communications a recognizable house style. The curve device also protects the mark from other graphic elements on the page giving our core identifier greater standout and recognition.**

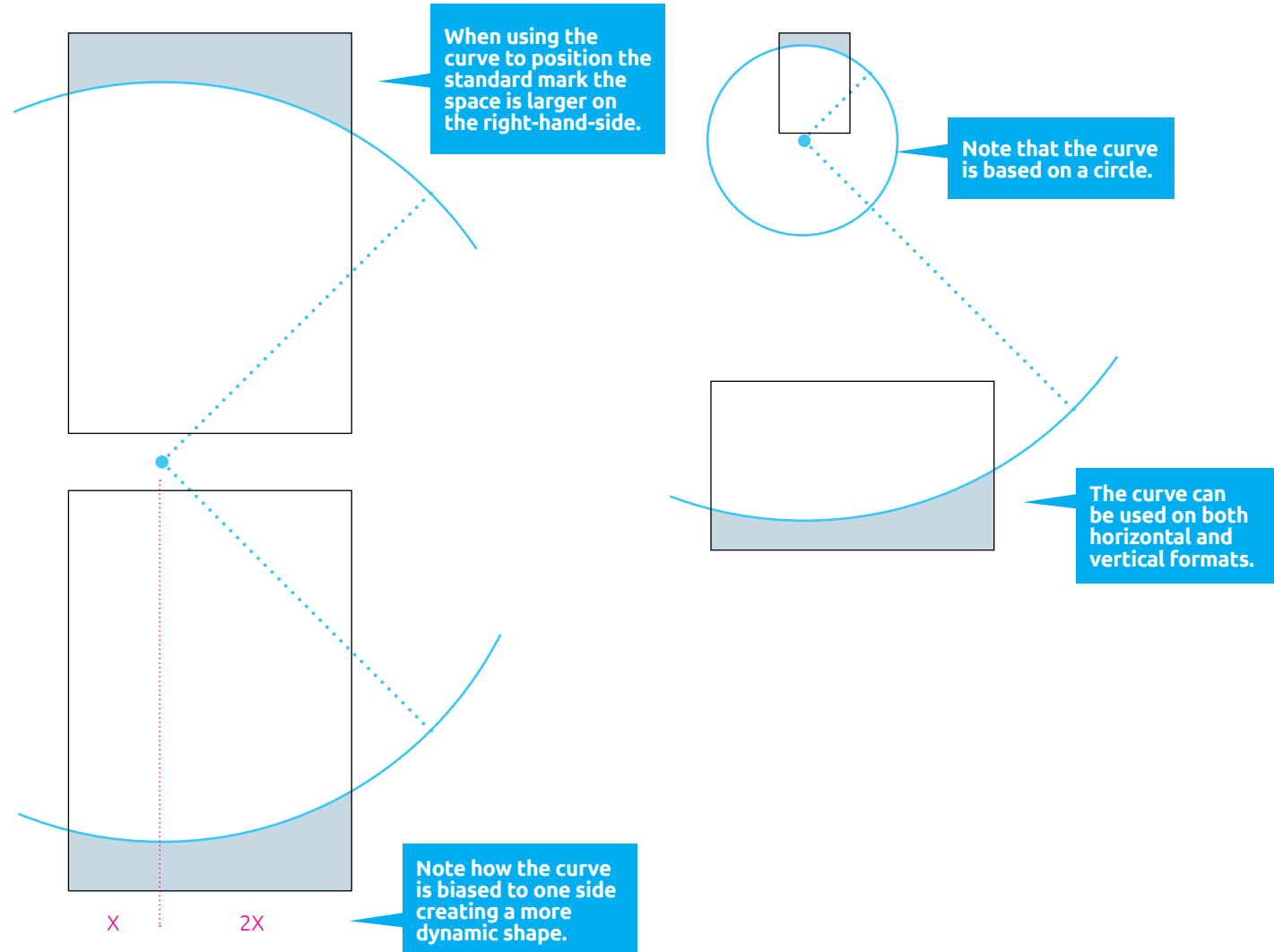




## Dynamic curve Construction



The dynamic curve is created by dividing the space using a circle. Note how the circle is not centered on the item. This creates a more dynamic division of space. This also creates a larger space on the right side within which to place the mark.



## Dynamic curve

### Simple or layered curves



#### Simple Curve

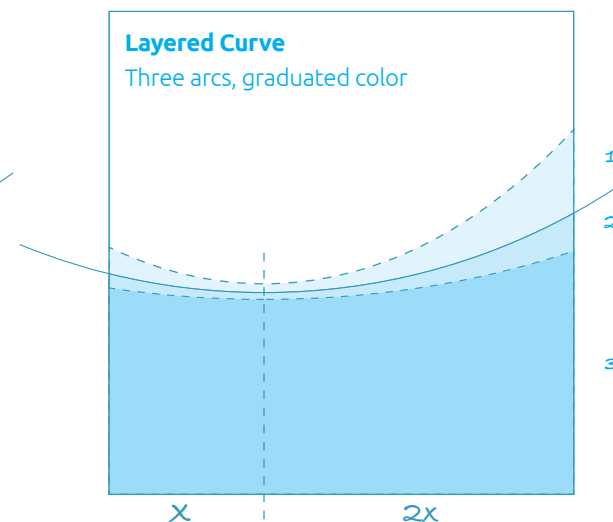
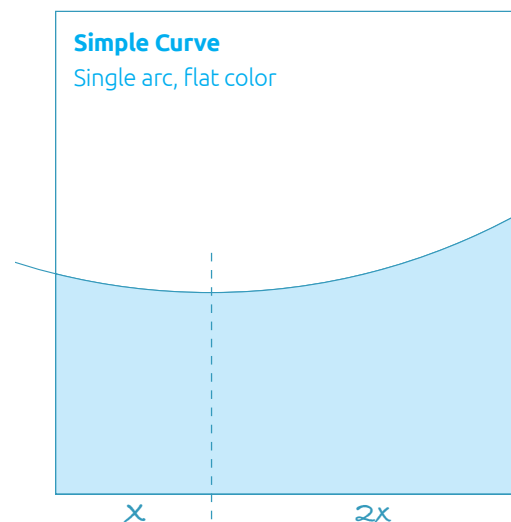
The most basic form of dynamic curve can be created using the single curve of a perfect circle and using flat color.

#### Layered Curve

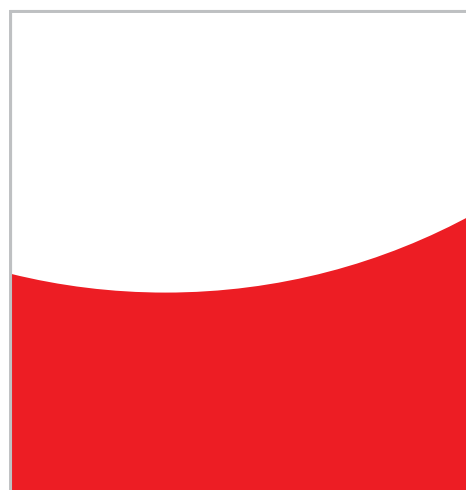
More complex layered versions of the dynamic curve can also be created using multiple curves as illustrated on the far right.

When creating a layered curve create the central curve using a perfect circle. The two tonal areas above and below are created by scaling the curve vertically to create a deeper curve above and shallower curve below.

As illustrated the edge curve [1] is filled with a light (or overprinting) gradient. The second curve [2] is filled with a solid color from the light range of the color palette. The third curve is filled with the same color graduating to a darker version of itself.



Center arc is created using a perfect circle



There are three tonal areas within the layered curve:

- 1 **Area 1** uses a graduation of a light color (such as biscuit) to white.
- 2 **Areas 2** uses a light color from the color palette.
- 3 **Area 3** uses the same color within a gradient to a darker version of itself. This creates a recognizable difference between area 2 and 3.

## Dynamic curve

### Positioning the mark

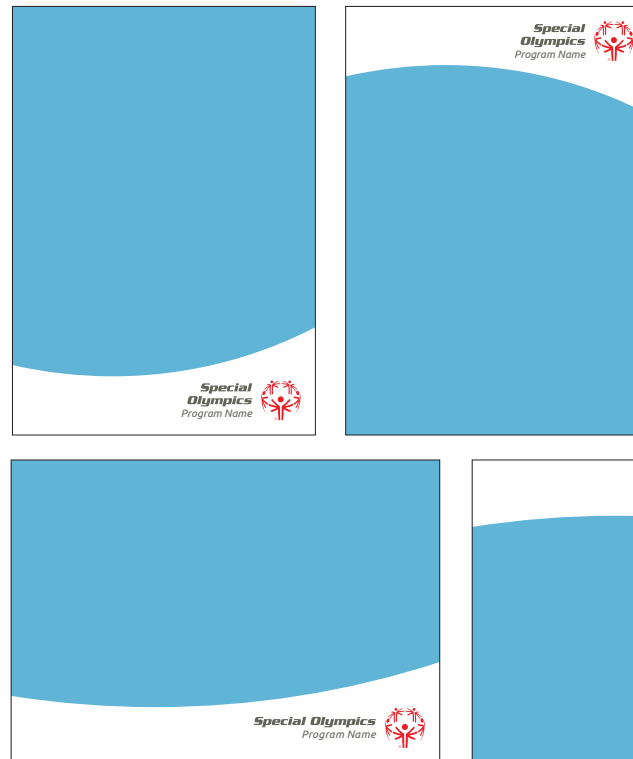


The dynamic curve is as a device to house and protect the mark.

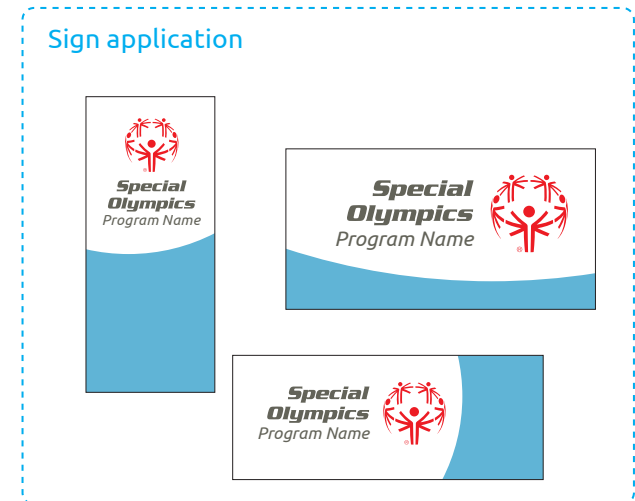


Note that in sign application for items such as vertical signs the Special Olympics Accredited Program Mark can become the dominant element of the layout with the curve providing an embellishment where required.

#### Print application



#### Sign application



# Visual identity

## Dynamic curve Print artworks



**Artworks for the curve have been created in a range of standard formats and colors. These can be combined with the Accredited Program Mark to easily and effectively brand print items.**

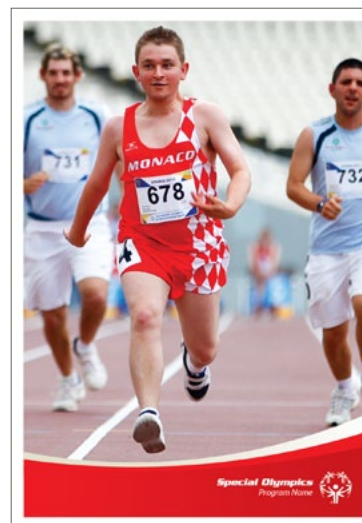
Each format and version is supplied without the local program mark. These can be added during the creation of the final item artwork. Accredited Program Mark PNG and EPS files have been created with transparent backgrounds facilitating the overlaying of the mark onto the curve. A white frame has been included within the design to facilitate desktop printing.

Alternative color options can be created, as appropriate, by local designers using the secondary color palette. This will require adaptation of master artworks within Adobe Illustrator.

Top



Base

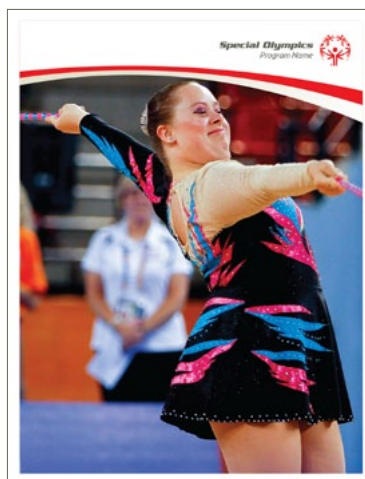


Half



Red curve device

White curve device





**Many styles of photographs can be used for Special Olympics communications. These images can be used to educate, explain, raise awareness, illustrate need, evoke emotions, foster values or create empathy.**

With all of these options it is important to remember that photographs are never used in isolation. The meaning and effect of the photographs are focused by the context they are placed in, the headlines they are used with, the captions that accompany them or when simply branded with the Special Olympics Mark.



Try to caption photographs with the names of the athletes involved and some context about their specific story.



Dynamic action



Close-up / Personal



Creating context



Expression

### 1 Only use original artwork and standard colors

Use only official master artwork files. Do not photocopy, scan or attempt to re-draw your own version of the mark. **Color references:** When printing the mark in spot color the symbol is printed in Special Olympics Red (Pantone® 186) and the type in printed in Special Olympics Grey (Pantone® 418) or Black.



The EPS file format is used by professional designers and can be scaled to large sizes without losing quality.



The PNG file format is only for office use within Microsoft Word or Microsoft Powerpoint applications.

### 2 Position the mark correctly

The standard position of the mark for print is in either the top right or bottom right corner. The symbol should sit equidistant from the nearest document edges. Consider the position of the mark relative to other elements and document edges and select the optimum lock-up option to suit.



Standard position for the mark on printed items is top-right or bottom-right



### 3 Give the mark room to breathe

Leave sufficient space around the mark so that it can be clearly recognized and is not encroached upon by any other elements. The general rule is that the minimum free space around the mark should be equal to the height of the 'O' in 'Olympics'.



### 4 Place the mark on an appropriate background

The mark should be placed on a background which does not interfere with recognition. When placing the two color version of the mark use a white background. When placing a single color version of the mark make sure to use a low contrast background and make sure there is appropriate contrast between the mark color and the background color.

Where possible place the mark on the dynamic curve device to insulate it from the other items on the page and to make it stand-out.

Two Color



Single Color





# Brand in action

**This section shows you all the elements of the identity brought together. When looking at the various examples please consider the context in which each one might be applied. These visuals offer a visual prompt to the generation of new communications and should not be viewed as a definitive presentation of what is possible.**

# Stationery overview

## Standard items & recommended print stocks



### The standard stationery items are:

- 1 Letterhead (A4/US Letter)  
*Print artwork: Adobe InDesign Template*  
*eLetterhead: MS Word Template*
- 2 Business Card  
*Print artwork: Adobe InDesign Template*
- 3 A5 Note  
*Print artwork: Adobe InDesign Template*
- 4 Envelope  
*Print artwork: Adobe InDesign Template*
- 5 Presentation  
*MS Powerpoint Template*

### Recommended print stocks

Bright white wove (not overtly textured) uncoated paper and card stocks should be used for printing stationery. Recommended stocks include:

**Conqueror** Brilliant White by **ArjoWiggins Creative Papers**

Paper: 100g / Card: 300g

**Environment** White Smooth by **Neenah Paper**

Paper: 70 text (104g) / Card: 100 cover (270g)

**Options** PC White Vellum by **Mohawk Fine Papers**

Paper: 70 text (104g) / Card: 100 cover (270g)

*These recommendations are FSC certified papers, ensuring the paper is responsibly sourced.*





# Letterhead

## US Letter specifications



Format:	US Letter (8.5" x 11")
Printed two color on White Uncoated Stock: SO Grey (Pantone 418) / SO Red (Pantone 186)	
Left margin (Body text)	22mm
Right margin	22mm
Top margin	42mm
Bottom margin ( <i>body text</i> )	28mm

- 1 Mark is positioned 13mm from both the top and right edges
- 2 Single line version of mark, 18.5mm
- 3 Standard text size is 10.5pt Ubuntu Light on 16pt line spacing
- 4 8pt on 11pt line spacing  
Name: Ubuntu Bold, SO Red  
Address: Ubuntu Regular, SO Grey  
Channels highlighted in bold as illustrated
- 5 Directors and support information (if required) and accreditation (mandatory) set in 6pt Ubuntu on 9pt line spacing

**Mandatory accreditation text should read:**  
Created by the Joseph P. Kennedy Jr. Foundation.  
Authorized and accredited by Special Olympics, Inc for  
the benefit of persons with intellectual disabilities.



# Letterhead

## A4 specifications



Format:	A4 (210mm x 297mm)
Printed two color on White Uncoated Stock: SO Grey (Pantone 418) / SO Red (Pantone 186)	
Left margin (Body text)	22mm
Right margin	22mm
Top margin	42mm
Bottom margin ( <i>body text</i> )	28mm

- 1 Mark is positioned 13mm from both the top and right edges
- 2 Single line version of mark, 18.5mm
- 3 Standard text size is 10.5pt Ubuntu Light on 16pt line spacing
- 4 8pt on 11pt line spacing  
Name: Ubuntu Bold, SO Red  
Address: Ubuntu Regular, SO Grey  
Channels highlighted in bold as illustrated
- 5 Directors and support information (**if required**) and accreditation (mandatory) set in 6pt Ubuntu on 9pt line spacing

**Mandatory accreditation text should read:**  
Created by the Joseph P. Kennedy Jr. Foundation.  
Authorized and accredited by Special Olympics, Inc for  
the benefit of persons with intellectual disabilities.





When letterheads are required for sub-programs they can be recognized as illustrated.

- 1 Sub-program name is set in 10.5pt Ubuntu Regular, SO Red. Note that the sub-program name aligns with the baseline of the Special Olympics logotype and the left margin of the body text.
- 2 Address should be for the sub-program if appropriate. Do not use multiple addresses on the letterhead. Note also how the directors are not included on the sub-program letterhead. The accreditation line should still be used.





Signatures should be formatted in a consistent way at the end of all emails.

- ❶ Email signature is set in 9pt Arial on 12pt line spacing. (Ubuntu is not used within the email correspondence). All type is set in SO Grey (RGB: 99/99/89)
- ❷ Five bold periods (full stops) are set above the name of signatory to create a short line. Name is set in Arial bold. Color: black (RGB: 0/0/0)
- ❸ Signatory's title is set in Arial Italic.
- ❹ Five bold periods (full stops) are set in SO Red (RGB: 255/0/0) above the name of signatory to create a short line. Special Olympics Program Name is set in Arial bold. Color: SO Red (RGB: 255/0/0).
- ❺ Use Arial Bold for the labels within the contact information.
- ❻ Accreditation text or other credits or disclaimers should be set in Arial Italic.

**We recommend that graphics are not incorporated into your email signature as it can give the recipient the impression that there is an attached file.**

- ❶
- ❷ **Serena R. Boykin**
- ❸ *Online Media and Graphic Designer*
- ❹
- ❺ **Special Olympics Program Name**  
Address Line 1, Address line 2  
County, City, Zipcode, Country
- ❻ **Tel** +XX 123 123 1234  
**Fax** +XX 123 123 1234  
**Mobile** +XX 123 123 1234  
**Email** PersonsName@SpecialOlympicsAP.org  
**Skype:** PersonsName  
**Twitter:** @SpecialOlympics
- ❼
- ❶ *Created by the Joseph P. Kennedy Jr. Foundation. Authorized and accredited by Special Olympics, Inc for the benefit of persons with intellectual disabilities.*



## Business card

### Specifications for front



Format 54mm x 85mm

Printed two color on White Uncoated Card:  
SO Grey (Pantone 418)  
SO Red (Pantone 186)

- 1 Mark is positioned 3.5mm from both the top and right edges
- 2 Single line version of mark 13.5mm in height
- 3 Margin: 4.5mm
- 4 8.5pt Ubuntu Bold, 10pt line spacing
- 5 7pt Ubuntu Italic
- 6 7pt Ubuntu on 10pt line spacing  
Program Name: Ubuntu Bold, SO Red  
Address: Ubuntu Regular, SO Grey  
Channels highlighted in bold as illustrated  
[See note on larger type size.]

**For bilingual cards** the reverse of the card should be created in the second language as per the front.

Example of card with maximum content

*The card-holder's name and job title are in a consistent position*

*The Program Name and the address and contact information builds up from the bottom line. This design accommodates up to a maximum of six lines of information*



**NOTE:** The business card template has been designed to accommodate the maximum amount of information and contact points required. However in situations where less information is required on the card a larger size font can be used.

**Standard size text** – 7pt / 10pt for contact information

**Larger text option** – 8.5pt / 11pt for all information



## Business card

### Specifications for reverse

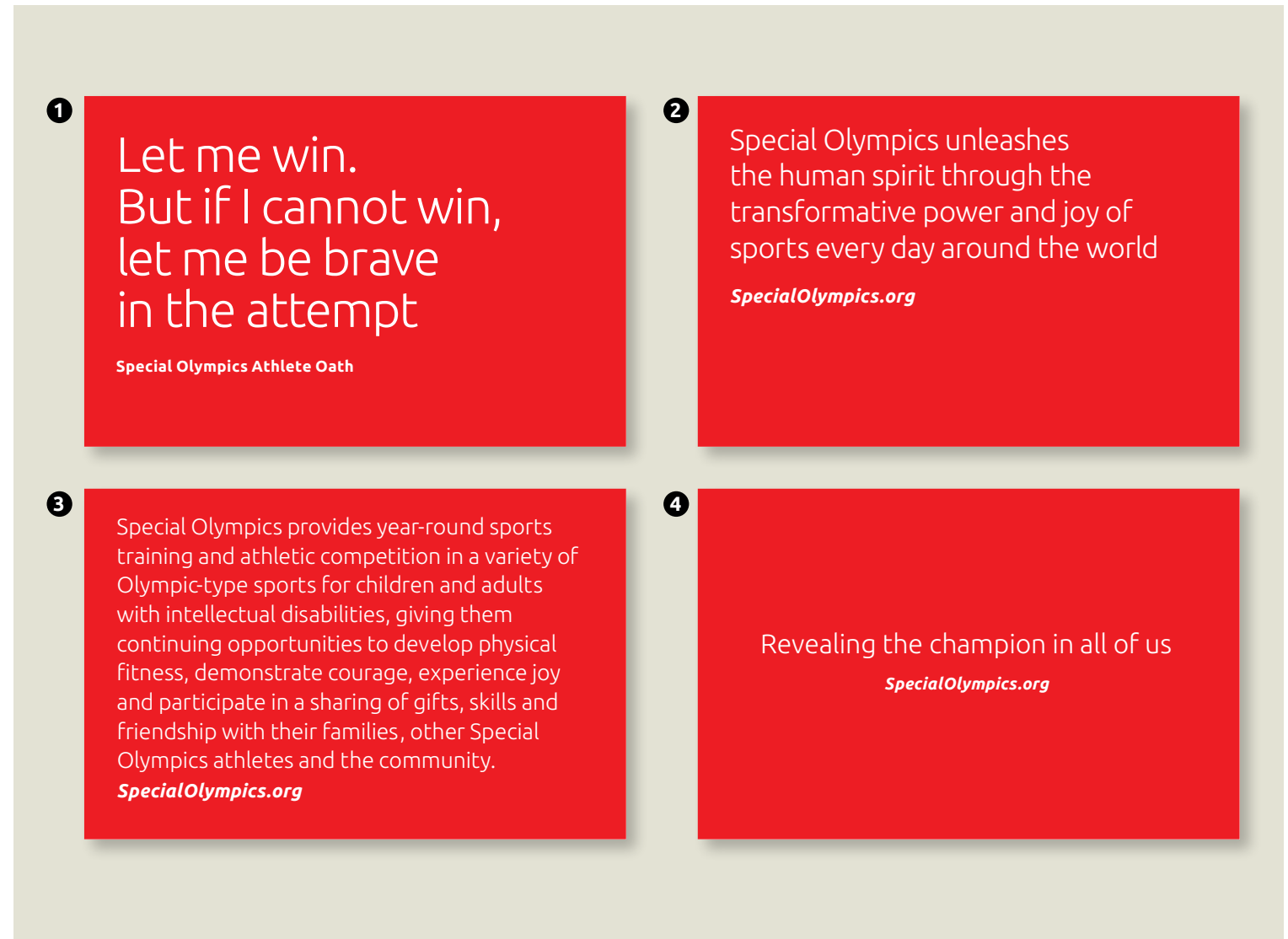


The business card can be embellished through the use of various texts in white on Special Olympics Red. This is an optional design element and if you prefer the reverse can be kept blank.

Texts can be translated into local languages as appropriate.

- 1 The Special Olympics Athlete Oath
- 2 The Special Olympics Brand Promise  
*(This may be signed off with your Program's own website address).*
- 3 The Special Olympics Mission  
*(This offers the most explicit description of the movement and may be preferable in territories where awareness of Special Olympics is low).*
- 4 Tagline  
*(If your program or region uses a specific tagline this may be used in this option and may be signed off with your program's specific Special Olympics website address).*

**Master Artwork for Business Cards is available.**



## Note A5 pre-printed note

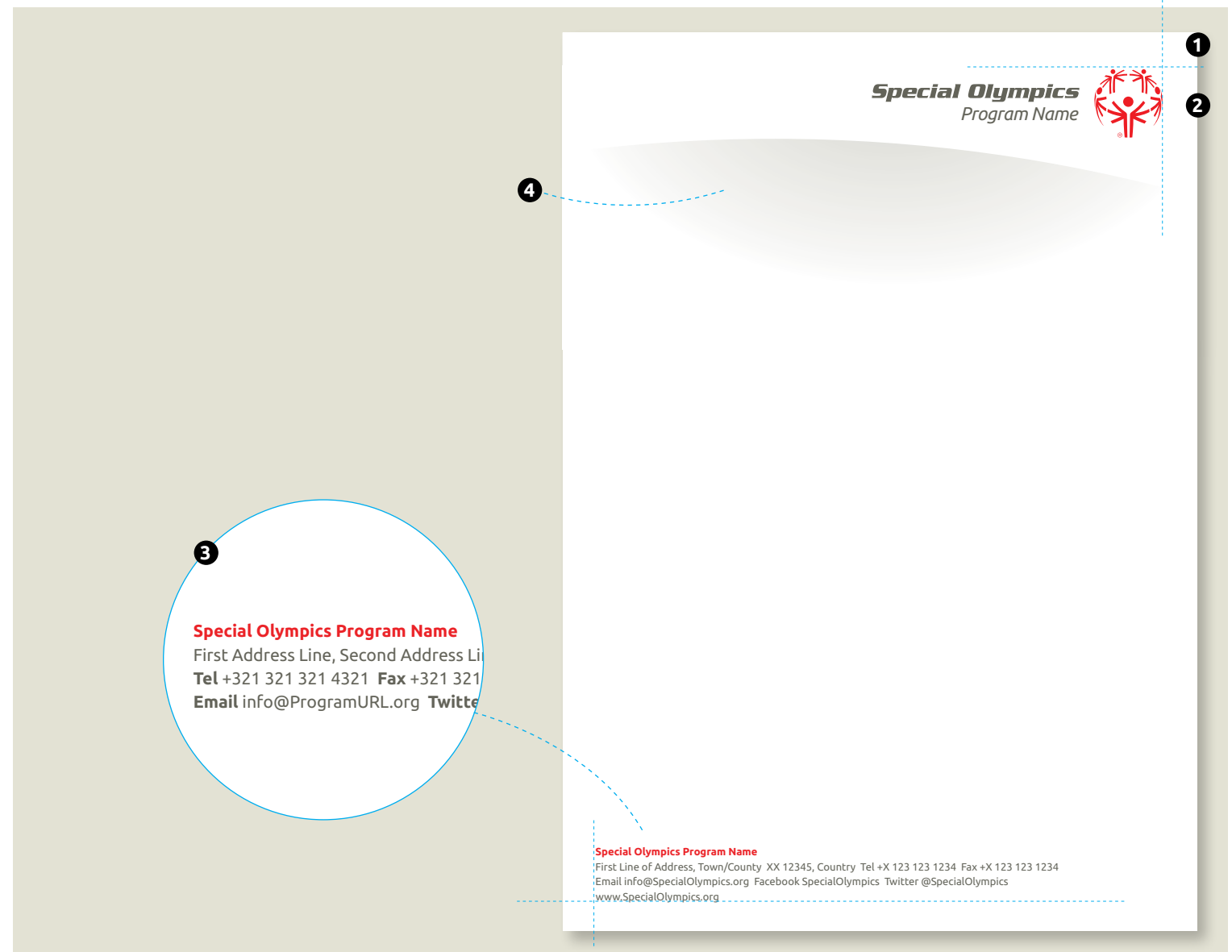


Format: A5 (148mm x 210mm)

Printed two color on White Uncoated Stock:  
SO Grey (Pantone 418) / SO Red (Pantone 186)

- 1 Mark is positioned  $\pm 8$ mm from both the top and right edges.
- 2 Single line version of mark, 16mm in height.
- 3 8pt on 11pt line spacing  
Name: Ubuntu Bold, SO Red  
Address: Ubuntu Regular, SO Grey  
Channels highlighted in bold as illustrated.
- 4 Gradient of Special Olympics grey is used to suggest curve device.

*This item is generally used for hand-written informal notes. See note on paper stocks.*



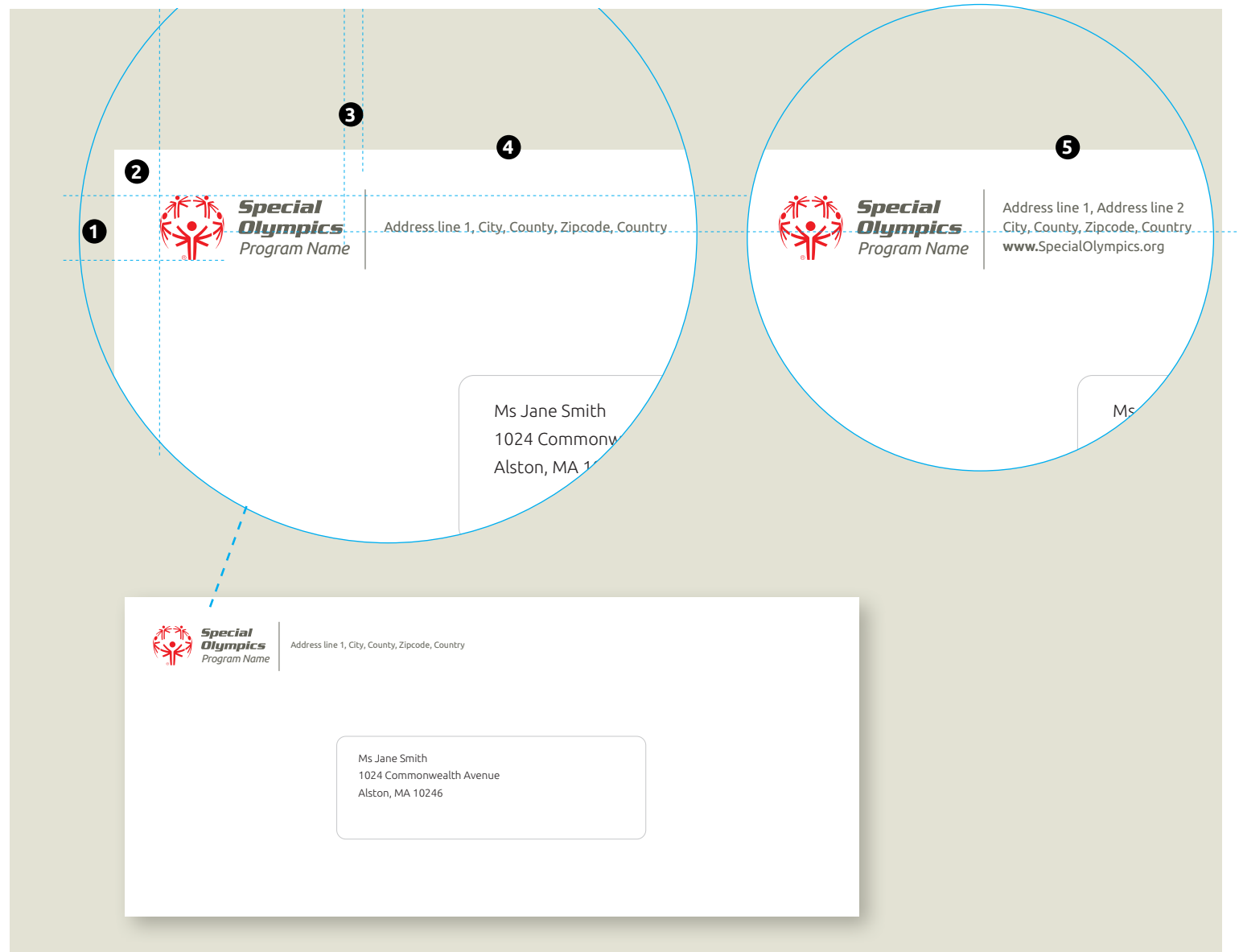
## Envelopes

### Standard branding



For all sizes of envelopes the same construction is used with the branding and address being positioned in the top left corner as illustrated here.

- ❶ Two line version of mark: 13mm in height. Please note that in envelope application the symbol is used to the **left** of the logotype.
- ❷ The symbol is positioned 10mm in from the top and left edge of the envelope.
- ❸ A 0.5pt line in Special Olympics Grey is used to separate the mark and the address. It should be at  $\pm 5$ mm to the right of the mark.
- ❹ The address is set in 8pt Ubuntu on 11pt line spacing.
- ❺ For longer addresses the address can be set across two or three lines.





## Presentations

### Powerpoint templates



Microsoft Powerpoint is used to create presentations. A template has been created in the Special Olympics visual identity. To localize the template for your program please follow the following steps.

- 1 Open the **Slide Master page** (*View > Master > Slide Master*) and replace 'Program Name' text with the name of the accredited program.
- 2 In the **footer** of the white body pages replace 'Program Name' with the name of the accredited program.  
  
Save file as PPT template and use as basis for future presentations.  
  
You can also save this updated file as the default theme on your computer.
- 3 Where possible include **images** to tell your story. A picture paints a thousand words. Use the template to drop in full images.
- 4 Punctuate your longer presentations with **chapter slides**.
- 5 Use **simple** strong messages to make a point.

**Save your presentation as a PDF in order to share your presentation with third-parties.**



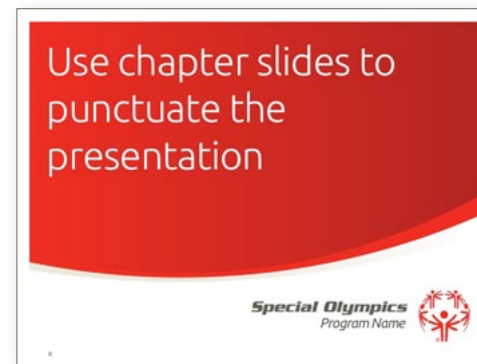
1



2



3



4



5

## Banner, backdrops & flags

### Overview



As an organization active in the area of sports and events banners, backdrops and flags are an important application of our brand. There are many formats but as illustrated here they can be accommodated within our identity system.

Some examples:

- 1 Variety of horizontal banners with core branding elements only
- 2 Vertical banner with core branding elements only
- 3 Vertical banner with image
- 4 Double-sided flag. Note modification of artwork on reverse to ensure alignment between both sides
- 5 Variety of horizontal banners with single sponsor branding
- 6 Square banner with multiple partners – note white background facilitates easy application of multiple third-party marks
- 7 Sample event banner



## Banner, backdrops & flags

### Vertical banner artwork



Artworks are supplied in Adobe Illustrator and can be adapted for a specific program.

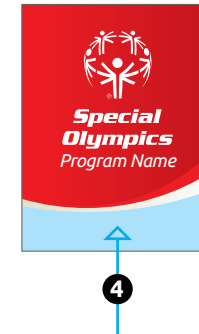
- 1 Replace 'Program Name' text with the name of the Accredited Program in Ubuntu Italic.
- 2 The remaining part of the banner can be used to contain additional information. This could include:
  - The program's web address
  - Sponsor or partner logos
  - Photograph of Special Olympics athletes or activities.
- 3 When using photographs within Option A the photograph should be marked within the main curve element as illustrated.
- 4 As required the banner format can be reduced or extended to suit the required proportions or content.



Option A – Mark on white



Option B – Mark on red



## Banner, backdrops & flags

### Horizontal banner artworks



Artworks are supplied in Adobe Illustrator and can be adapted for a specific program.

- ❶ Replace '*Program Name*' text with the name of the accredited program in Ubuntu Italic.
- ❷ The remaining part of the banner can be used to contain additional information. This could include:
  - The program's web address
  - Sponsor or partner logos
  - Photograph of Special Olympics athletes or activities
- ❸ As required the banner format can be reduced or extended to suit the required proportions or content.



Option A – Mark on white



Option B – Mark on red





## Banner, backdrops & flags

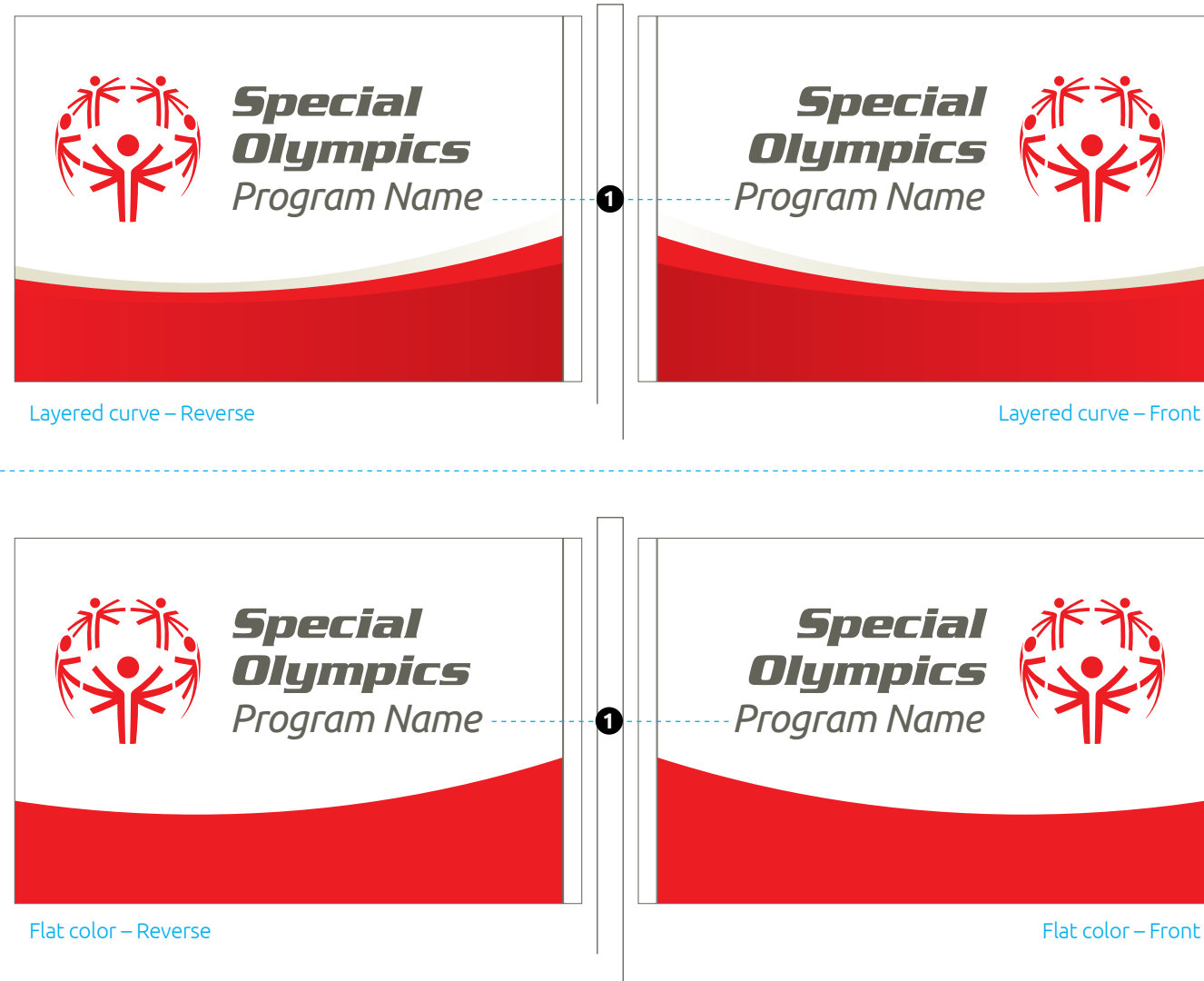
### Flag artwork



Artworks are supplied in Adobe Illustrator and can be adapted for specific program. Note how the lock-up for the mark is reversed to ensure that the symbol aligns on the front and reverse of the flag.

- 1 Replace 'Program Name' text with the name of the Accredited Program in Ubuntu Italic.

If required the proportion of the flag can be adapted. This artwork has been created at a ratio of 2:3.





**These two examples of a press folder illustrate different approaches to branding such an item.**

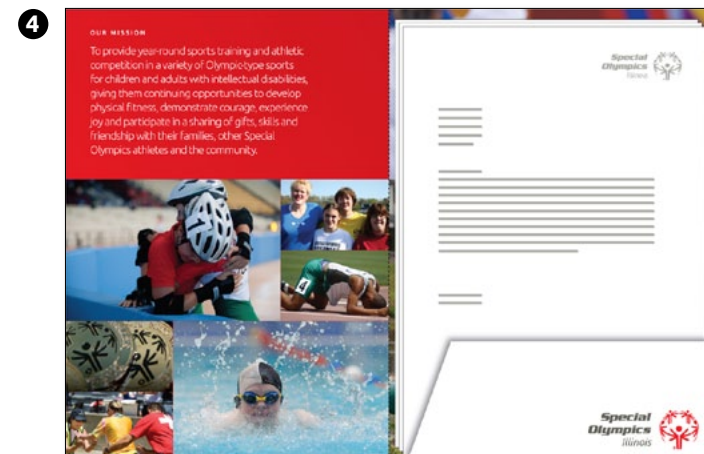
- 1 Option A uses only the core graphic elements of the identity. By using the mark as large as possible on the cover, it makes the identity visible in photographs of participants holding the folder.
- 2 The inside of this option is graphic only and can include an introductory text or mission statement for Special Olympics.
- 3 Option B illustrates the use of an image on the cover. Use a single strong image for maximum impact. The curve device does not need to be used on the back cover.
- 4 The inside of this option uses photography to illustrate what Special Olympics does. Try to use good quality images from your program and remember to caption them in a way that tells a story about the athlete featured in the photograph.



**Option A**  
Two color  
Graphic Only.



**Option B**  
Full color  
Includes photographic images throughout.



## Newsletters

### Localising newsletters



When designing your newsletter consider how it will be produced and how much content needs to be accommodated.

- 1 Short newsletter masthead has been designed without bleed so it can be printed on a desk-top printer.
- 2 Professionally produced newsletters can use full bleed images and graphics.
- 3 Program Mark appears in the top right corner in a version that suits the masthead content.
- 4 Note how the secondary color palette can be used within the newsletter to highlight content and add local flavor.
- 5 When placing text over images be sure to use a low-contrast area of the image to ensure readability.
- 6 Recognize sponsors and partners appropriately but remember that in our own publications Special Olympics is always the dominant brand and should be separate from partners.



#### Short Newsletter: 1 – 4 pages

For newsletters that are single page or up to four pages a text based cover is generally used. Unless they are professionally produced at high-volume this option is generally produced in MS Word.



#### Long Newsletter: 4+ pages

For newsletters with more than four pages a full page image cover gives greater impact and creates an attractive magazine feel for your publication. This option will generally require the skills of a professional design.

# Newsletters

## Sub-program newsletters



Newsletters can be created in Microsoft Word using the curve device to create the masthead. Newsletters of this nature usually exist at a local or sub-program level. Notice how the sub-program is recognized in the messaging and not in the mark. The mark is used to endorse the communication as being part of the Accredited Program.

- 1 This masthead has been designed without bleed so it can be printed on a desk-top printer from MS Word.
- 2 Note how the local community or sub-program are acknowledged within the name of the newsletter and not the mark. This gives appropriate emphasis on the local community.
- 3 Note the use of bold sub-headings and pull-out quotes to help the reader engage with the content.
- 4 Local contact details are included in the footer.





## Report covers MS Word template



Report covers have been created in MS Word format and can be customized to differentiate between reports or to localise with the Accredited Program mark

- 1 Image can be changed by inserting new image in the header of the title page and sending to the back.
- 2 Web address can be replaced in the header with the local program address.
- 3 Accredited Program mark can be inserted in footer of title page.
- 4 Curve device is available in red or white options. Other colors may be created using the secondary color palette but require the input of a professional designer.
- 5 Headline: 42pt Ubuntu Light  
Subtitle: 10.5pt Ubuntu Bold





## Informational leaflets

### Cover design options



**Your choice of cover can range from graphic only to half or full photography. Each option requires a different level of skill to create.**

#### 1 Typographic cover

Strong visual impact and clarity of text. Don't be afraid to keep the design simple and clear. It suggests accessibility and is appropriate for instructional and informational leaflets for internal audiences.

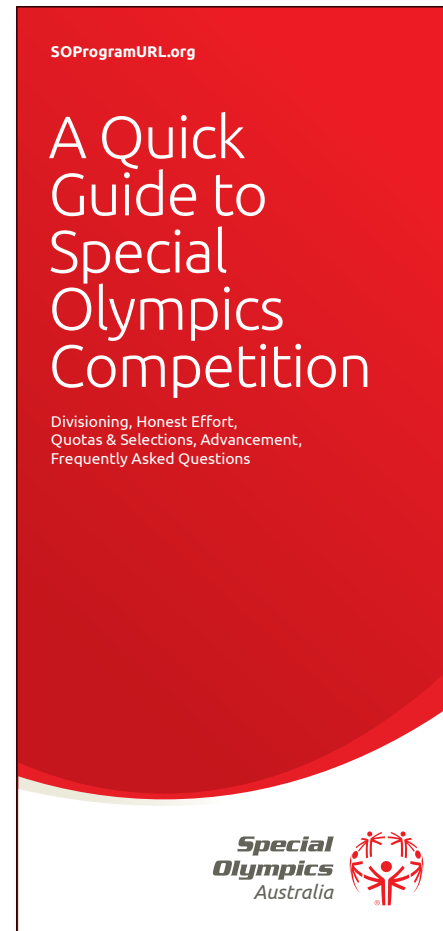
#### 2 Split cover

This option ensures that the text is easy to read regardless of the choice of image.

#### 3 Full image cover

This option gives the greatest emphasis to the image but may require the assistance of a professional designer to execute correctly.

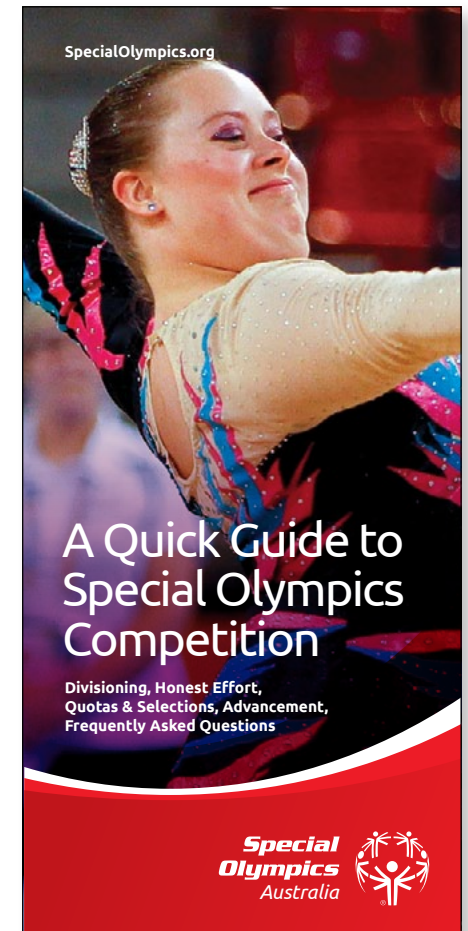
These options apply to all formats of cover.



1



2



3

## Informational leaflets

### Leaflet formats & cover series



Leaflets and printed information can be created in a variety of formats and our identity can be adapted to suit.

#### 1 Format options

Each of the cover design options can also be adapted to work across different formats from vertical to horizontal formats.

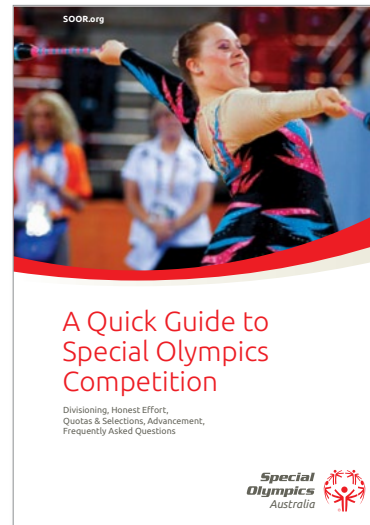
2 When using photography please take time to select an appropriate image to suit the format. Care should also be given to the manner in which the image is cropped.

#### 3 Series using color

Color is an effective way to create added diversity within a series of leaflets.

4 Create a dynamic curve device using gradients of color from the same hue. Colors may be selected from the secondary color palette. Note how the mark is reversed out in white when used against color.

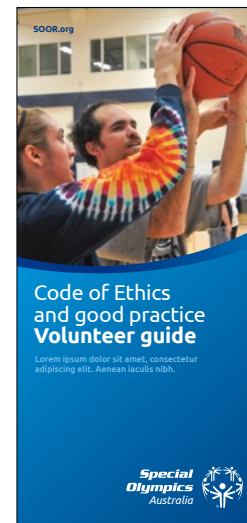
1



2



3



4



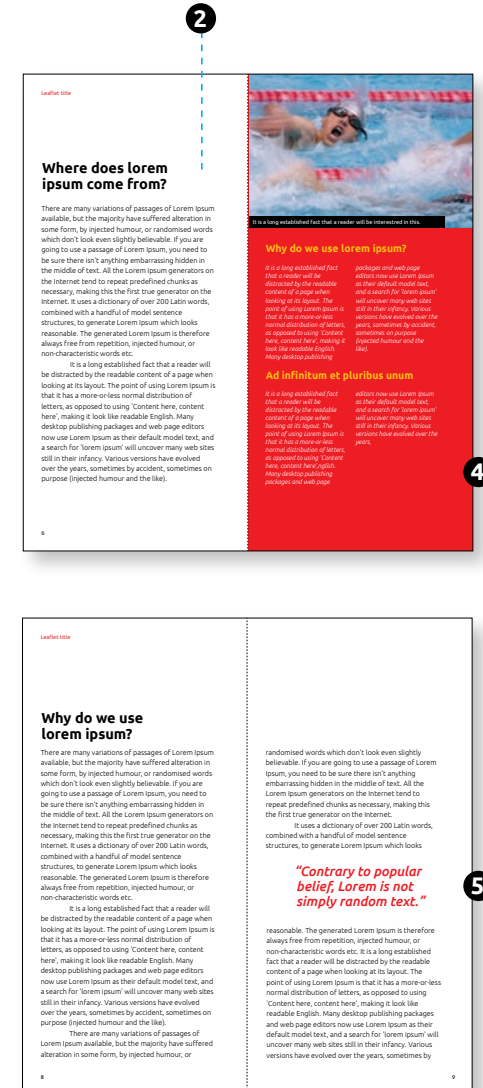
# Informational leaflets

## Suggestions for internal layout



**Specific leaflet design will depend on the nature and purpose of the content itself, however these suggestions will assist in creating more effective layouts.**

- 1 Information hierarchy should be obvious to your reader. Create clear distinction between headings and body text, and between different levels of headings and different levels of body text.
- 2 Use white space within the overall design to create space for the information to breathe.
- 3 If text is placed over images it should be clear and legible. Ensure this by placing tints or gradients of color behind text to reduce contrast.
- 4 Use a different background to distinguish a sub section with the information. This also helps to add appropriate contrast to the overall design.
- 5 In documents that are primarily text then use pull-out quotes to add interest to the layout or to highlight particular facts to the reader.





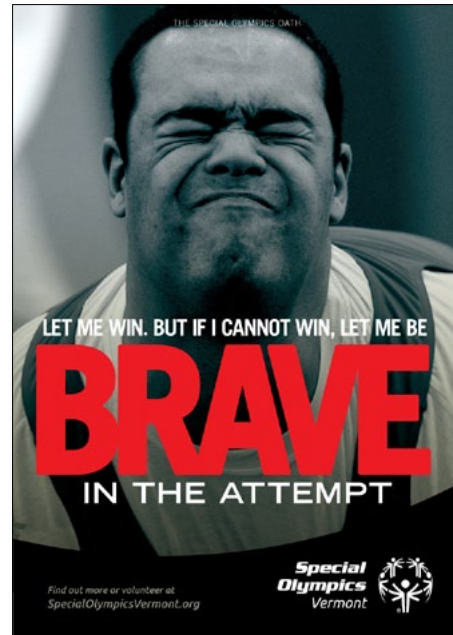
## Posters

### Stylistic range



A poster's primary role is to attract attention and deliver a simple clear message or idea. When designing posters keep the design simple and direct. As illustrated the specific tone is defined by the specific nature of the message or event. Note the consistent use of the mark and dynamic curve to unify the diverse expressions.

- 1 The use of a strong black and white image is supported by the use of bold centered typography in red and white. The tone of this poster emphasizes our courage and determination.
- 2 The use of a strong black and white image is supported by the use of bold centered typography in red and white. The tone of this poster is inspirational and powerful.
- 3 This poster uses graphic elements and color to create a fun event. It suggests a welcoming, inclusive and joyful personality.



1



2



3

## T-shirts

### Athlete program level branding – No sponsorship



**Athlete T-shirts or uniforms used for competitions should not carry any sponsorship branding. They can be branded with the Accredited Program mark. For T-shirts created for specific Special Olympics events the event branding may be included.**

- 1** Large application using centred lock-up. Used when no other graphic elements required.  
Symbol height:  $\pm 110\text{mm}$  / 4.3"
- 2** Medium sized application using horizontal lock-up. Can be used on its own or when accommodating an event title or graphic.  
Symbol height:  $\pm 80\text{mm}$  / 3.15"
- 3** Crest application. Can be used on team t-shirts or jerseys when team numbers are required.  
Symbol height:  $\pm 60\text{mm}$  / 2.3"
- 4** When using dark colored T-shirts the brand should be printed in white.
- 5** When using light colored T-shirts other than white the brand should be printed in black or a color that creates sufficient contrast with the T-shirt base color.





## T-shirts

Lock-up for sub-programs, clubs or teams

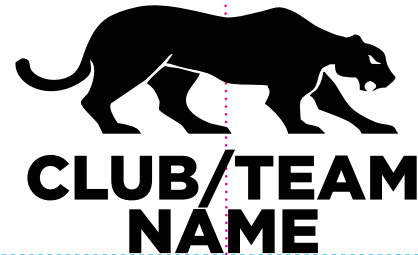


**When creating shirts for sub-programs, clubs or teams, a lock-up can be used that gives primacy to the actual team name. This acknowledges the importance of local teams within Special Olympics and facilitates the creation of distinct team identities for games within a program.**

- 1** The name of the team has primacy on the shirt ensuring team or club recognition between competing teams. The choice of typeface and design of this element is at the discretion of the program.
- 2** The name of the Accredited Program to which the sub-program, team or club is affiliated is set in all capitals Ubuntu Bold as illustrated here.
- 3** The Special Olympics symbol is centred beneath the program name.
- 4** The color, typestyle or motif created for each team reflects the local identity of the club or team while clearly identifying the club or team as being within the Special Olympics Accredited Program.

Sub-program / Team / Club  
*Local expression*

1



Program  
*Standardized*

2

**SPECIAL OLYMPICS  
PROGRAM NAME**

3



4

## T-shirts

Shield format for sub-programs, clubs or teams



**Sub-program, club or team t-shirts may also be locked up into a shield format.**

- 1 The shield can be used as illustrated at a recommended height of  $\pm 120\text{mm}$ .
- 2 The shield can be created in two color
- 3 It can also be created in single color.



When creating shields for sub-programs, clubs or teams a variety of approaches can be taken.

- 4 A simple symbol or illustration that relates to the name or location.
- 5 A monogram in a bold robust style.
- 6 For sub-programs, clubs or teams that use area numbers consider giving the numbers more personality through the choice of typeface and choice of color.

**Please note that club or team identities are for use on team shirts or uniforms only.**



2



3



4



5



6



## T-shirts

### Volunteer with sponsorship branding



**When creating volunteer T-shirts which incorporate sponsor brands, the Special Olympics Accredited Program Brand Mark should always be dominant over sponsor brands.**

- ❶ Single sided T-shirt with Special Olympics and partner brands on the front.
- ❷ Doubled sided T-shirt with Special Olympics mark used large on the front with the partner brands on the reverse. Note the repeat of the Special Olympics brand in a dominant position on the reverse.
- ❸ When using dark colored T-shirts the brand should be printed in white.
- ❹ When using light colored T-shirts other than white the brand should be printed in black or a color that creates sufficient contrast with the T-shirt base color.





# Brand management

Now that you understand our brand and our visual identity we need to ensure that we manage it effectively going forward. Managing a brand is like tending to a garden. It is a constant process to ensure that we retain coherency while allowing for new ideas to flourish.





**Creating a piece of communications will require you to write a brief, create a design, and in many cases have the design printed or produced in some fashion.**

This simple check-list provides you with the top-line considerations for each stage of the process.

### Brief

**When preparing a brief or creating an item of communications please consider the following:**

- ☐ the specific objective you wish to achieve
- ☐ the specific audience you wish to connect with and the ideas that will resonate with them
- ☐ the context within which that connection will be made
- ☐ the feelings and thoughts you wish to evoke
- ☐ the limitations and possibilities of the proposed communications channels
- ☐ how you might leverage the personality and guiding idea of the Special Olympics brand
- ☐ what stories of individual and collective achievement, revelation, transformation or community support your objective.

### Design

**Before designing check that you have the following:**

- ☐ a clear brief with an understanding of the specific audience and objectives
- ☐ an understanding of the visual identity building blocks and the Special Olympics house style
- ☐ original mark artworks for your Accredited Program and the Ubuntu typeface for informational texts
- ☐ identified artwork and copy writing requirements
- ☐ supplied information arranged into a clear hierarchy to focus messages and ensure simple effective impact
- ☐ considered copy solutions that leverage the idea of '*Revealing the champion in all of us*' in a manner that is appropriate to your audience and that are locally resonant.

### Production

**When producing artwork ensure that the following are addressed:**

- ☐ original mark artwork has been used in the right color and with appropriate visibility
- ☐ the Ubuntu typeface has been used for informational texts
- ☐ headlines have been given appropriate typographic contrast and sub-headings are used as appropriate within body copy
- ☐ limited selection of colors is used from the color palette with appropriate use of the primary palette
- ☐ the dynamic curve is used effectively – and not over-used!
- ☐ all images are appropriately captioned or contextualized to tell a compelling story
- ☐ the final design is as simple and focused as possible.



**When we partner with other organisations or sponsor brands it is important to acknowledge the co-branding relationship with the most appropriate brand hierarchy.**

Please note that what is presented here is an initial guide to assist in defining and recognizing the most appropriate approach. Other facts and relationships may need to be considered.

**When approaching a potential co-brand opportunity find out the following questions to identify the most appropriate option.**

- ☐ If Special Olympics is leading and driving the activity apply option 1. If the partner is leading apply option 2.
- ☐ What is the name of the event? If Special Olympics is dominant in the title apply option 1. If Special Olympics does not appear in main title or is used as a suffix apply option 2.
- ☐ If Special Olympics is one of several equal partners apply option 2.
- ☐ If the co-brand opportunity takes place outside of the Sports, Health, Education or Community scenarios apply option 2.
- ☐ For Special Olympics associated events such as *EKS Day*, or campaigns such as *Spread the Word*, the Special Olympics mark is used as an endorsement at an equal status to other supporting organizations such as *Best Buddies*. In these instances apply option 2.

## Option 1

### Special Olympics dominant

**Material produced by Special Olympics will generally be created with the Special Olympics visual identity and the partner brand being recognized in a supporting role.**

When applying this option please ensure the following:

- ☐ The Special Olympics mark is the dominant brand either in terms of scale or position.
- ☐ The role of the sponsor brand within the relationship is clearly identifiable. E.g. Accreditation texts such as 'Global Sponsor', 'proudly supported by', 'Official supplier', etc. are used in proximity to the partner brand.

## Option 2

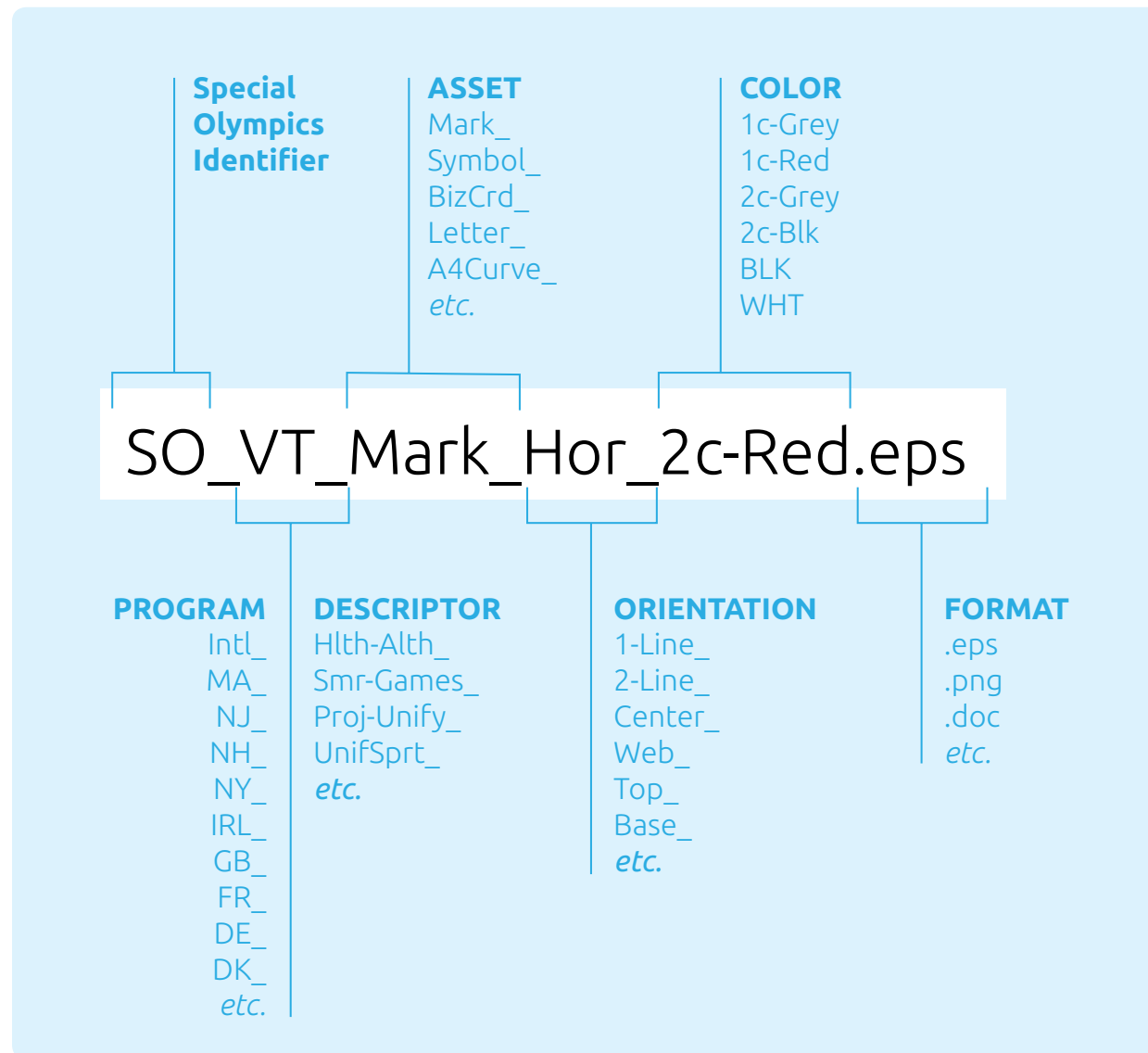
### Partner or Event dominant

**Material created by Sponsors/ Partners will generally be created within their own visual identity, or the identity of the co-branded opportunity. In these instances Special Olympics will usually be the beneficiary of the sponsorship and our mark is used as an endorsement.**

When applying this option please ensure the following:

- ☐ The overall branding and theme of the event or campaign is not in conflict with the mission and ethics of Special Olympics.
- ☐ Ensure that the partner brand does not swamp or subsume the Special Olympics brand – especially in co-branded events.
- ☐ The role of Special Olympics is clearly identifiable. e.g. Accreditation texts 'in support of' or 'benefiting', etc. are used in proximity to the Special Olympics mark or within the title of the event.

Master artworks within the visual identity should use the following naming convention.



## FILE FORMATS

**PNG** artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

**EPS** artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.

EPS Files have been created using Adobe Creative Suite 5.

## TEMPLATES – OFFICE USE

**These templates can be adapted for local program use using Microsoft Word or Powerpoint as appropriate.**

### eLetterhead

*A4 & US Letter MS Word files*

### Report cover

*A4 & US Letter MS Word files*

### Fact sheet

*A4 & US Letter MS Word files*

### Presentation

*MS Powerpoint*

## PROFESSIONAL USE

**These files can be used and adapted by professional designers using Adobe Illustrator, InDesign or Photoshop as appropriate.**

### Accredited Program mark

*Adobe Illustrator master artworks for full range of standard lock-ups.*

### Endorsement mark

*Adobe Illustrator*

### Social Media Avatar

*Adobe Photoshop*

### Preprinted stationery:

Adobe InDesign artwork of the following

- Letterhead (A4 and US Letter)
- A5 Note
- Business Card
- Envelope

### Banners

*Adobe Illustrator master files in vertical and horizontal options*

### Dynamic curve

*Adobe Illustrator master files for standard print formats*

### Club/Team shield

*Adobe Illustrator master files*

### Color palette

*Adobe Illustrator EPS – used by designers for easy use of extended color palette*

**Artwork**—Print or production ready files.

**Bleed**—When a graphic extends beyond the edge of the page

**Brand benefits**—These are some of the key benefits that are derived from all who engage with Special Olympics. Our benefits also describe why we do what we do.

**Brand equity**—Brand equity refers to the value that accrue to a brand name or identity compared with the value if the same product did not have the brand name or identity.

**Brand personality**—These traits inform our tone of voice and how we communicate.

**Brand promise**—Our promise is an encapsulation of what people can expect from our brand.

**CMYK**—The acronym used for a printing technique that uses the four process colors—cyan, magenta, yellow and black (CMYK).

**Coated paper**—Paper having a coating applied to one or both sides. These coatings produce a variety of finishes: dull, gloss, matte, etc.

**Color palette**—A system of designated colors that are used in conjunction with each other to achieve visual consistency.

**Guiding idea**—Our guiding idea is a visual representation of our brand essence that transcends language and culture and informs everything we do.

**Masterbrand**—The primary brand from which all sub-brand and associated brands derive their value.

**Mission**—Our mission describes what we do, who we do it for and the benefits of what we do.

**PMS (Pantone® Matching System)**—A standard color-matching system used by printers and graphic designers for inks, papers, and other materials. A PMS color is a standard color defined by percentage mixtures of different primary inks.

**Pre-printed**—A document that is printed in advance with certain visual elements, and made available to run through a laser printer for customization.

**Primary color palette**—the colors that we use to unify our communications and aid recognition.

**RGB**—Red, Green, Blue; The color system used for on-screen applications, including the Web.

**Reverse**—Objects that are white or a light color on a dark-colored background.

**Secondary color palette**—the colors beyond the primary color palette that are used to differentiate communications and provide appropriate expression to the visual identity.

**Uncoated paper**—Paper that is free of any applied coating to either side. These papers are available in a variety of colors, weights, and finishes (laid, smooth, vellum, writing).



Every single participant in the Special Olympics Movement can play a role in aligning and strengthening our brand around the world. These guidelines as well as a comprehensive suite of tools, messaging materials and templates are available for all to download from **resources.SpecialOlympics.org/brand**

We encourage you to contact **brand@specialolympics.org** with any questions, queries or comments you may have at any stage.

Also please feel free to share any case studies and images of any successful brand campaigns or execution in your program or region.

### Acknowledgements

The Special Olympics Brand Identity Guidelines for Accredited Programs have been created following a comprehensive and collaborative process led by the Project Ignite Steering Committee. Thank you to each member who volunteered their time and council in support of this important project.

We acknowledge the outstanding work and extraordinary commitment from our brand strategist and creative consultant Ciarán ÓGaora and his team at Zero-G, as well as brand consultant Noel Toolan. Under their stewardship, our Special Olympics brand has gone through a vital process of evolution and maturity. We are now set on a path that will result in greater alignment between Programs and help raise the profile and understanding of Special Olympics around the world.