



# 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

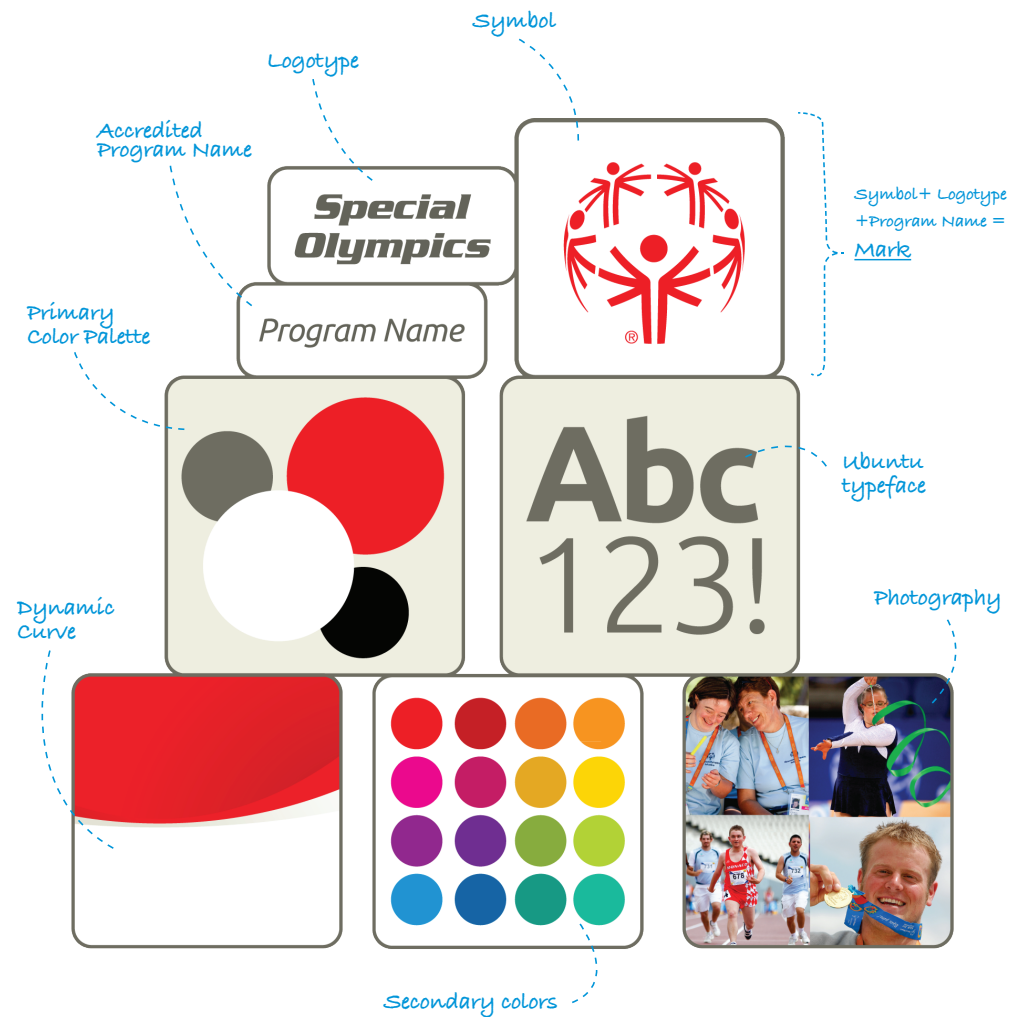
This element is used to contain the brand mark and provides a dynamic graphic element for layout.

## 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 2051  
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*

# Visual identity

## Brand mark Introduction

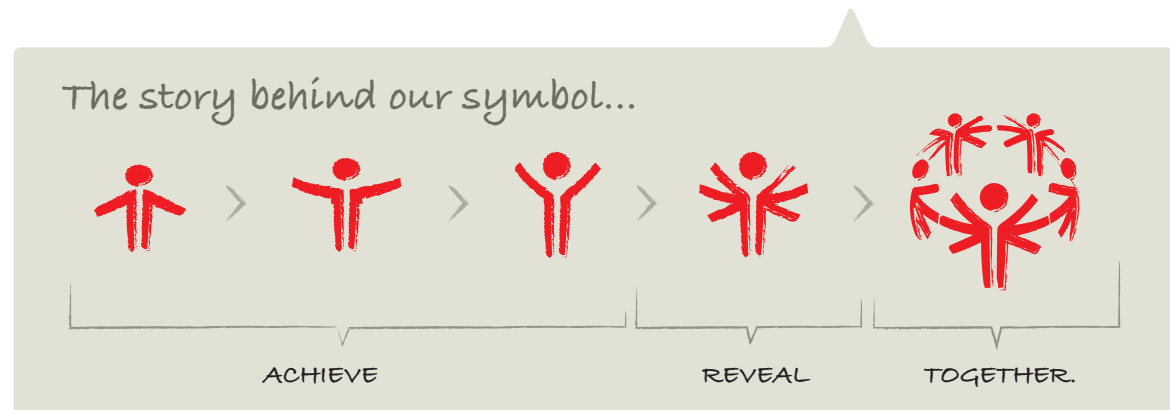
The Special Olympics Accredited Program Mark is used to brand communications and items created by Special Olympics Accredited Programs.

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.



# 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 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)



#### Single Line Lock-up



#### Centered Lock-up



### ONLINE USE

#### Web/Online Lock-up



### 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 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 Background color

### 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.



## 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



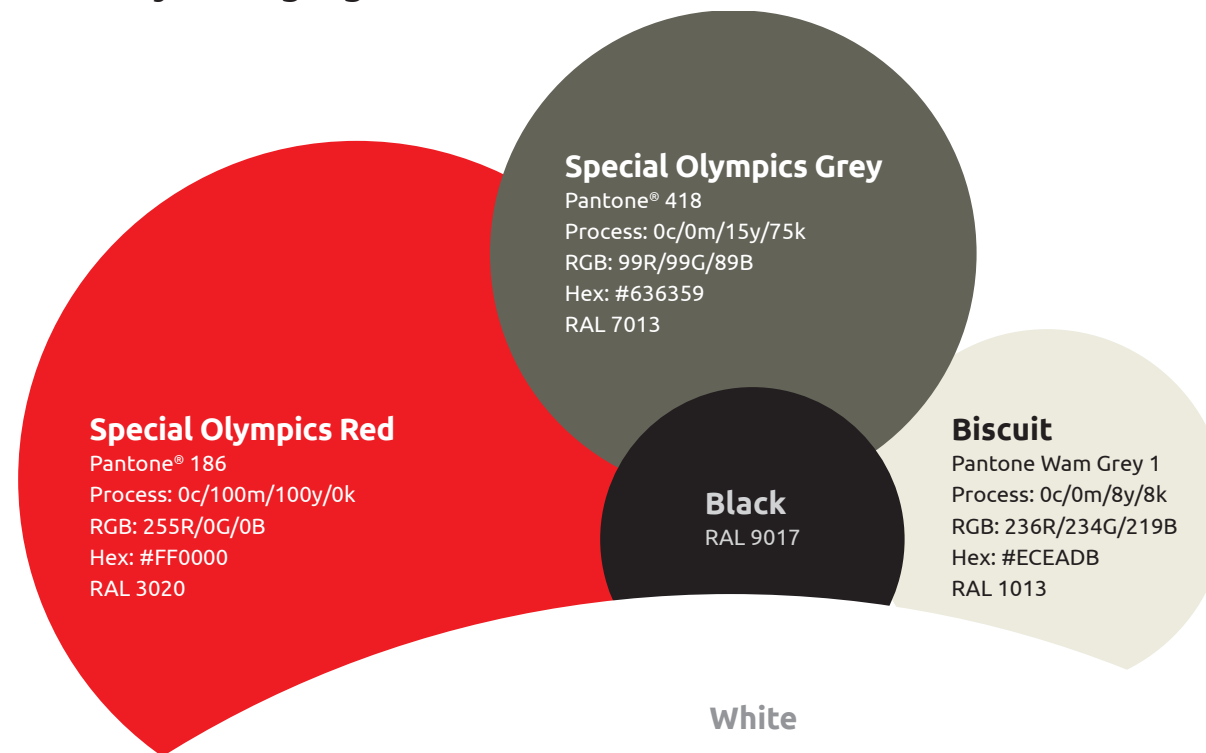
### Minimum distance

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.

## Extended color palette



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.**



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	255/0/0	#FF0000
<b>SO Grey</b>	418C	0/0/15/75	99/99/89	#636359

## Secondary Colors

<b>Light Red</b>	186C	0/100/100/0	255/0/0	#FF0000
<b>Mid Red</b>	1945C	0/100/100/20	196/22/28	#C4161C
<b>Dark Red</b>	202C	0/100/100/55	130/0/0	#820000
<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	0/100/40/50	139/0/55	#8B0037
<b>Light Purple</b>	2587C	50/100/0/0	146/39/143	#92278F
<b>Mid Purple</b>	267C	70/100/0/0	111/44/145	#6F2C91
<b>Dark Purple</b>	2695C	80/100/0/40	61/16/99	#3D1063
<b>Light Blue</b>	Process Blue	100/20/0/0	0/149/218	#0095DA
<b>Mid Blue</b>	300C	100/50/0/15	0/99/165	#0063A5
<b>Dark Blue</b>	294C	100/80/0/25	1/59/130	#013B82
<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	90/0/50/50	0/105/94	#00695E

	Pantone®	C/M/Y/K	R/G/B	Hex
<b>Biscuit</b>	Warm Grey 1C	0/0/8/8	236/234/219	#ECEADB
<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	35/0/100/0	178/210/53	#B2D235
<b>Mid Green</b>	376C	40/0/100/20	136/172/46	#88AC2E
<b>Dark Green</b>	370C	70/0/100/45	40/117/43	#28752B
<b>Light Yellow</b>	109C	0/15/100/0	255/212/0	#FFD400
<b>Mid Yellow</b>	110C	0/30/100/10	229/168/18	#E5A812
<b>Dark Yellow</b>	1255C	0/25/100/35	177/137/6	#B18906
<b>Light Orange</b>	137C	0/50/100/0	247/148/30	#F7941E
<b>Mid Orange</b>	1505C	0/70/100/5	230/106/31	#E66A1F
<b>Dark Orange</b>	159C	0/60/100/45	152/80/6	#985006
<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

**Abcdefghijklmno**

Light 12345

Regular 67890

Medium !@£\$%^&

Bold ¡€#ç§^¶

Ubuntu: Greek

**ΑΒΓΔΕΖΗΘΙΚΛΜΝΞ  
αβγδεζηθικλμνξοπρ**

Ubuntu: Cyrillic

**АБВГДЕЖЗИЙКЛ  
абвгдежзийклмн**

# Visual identity

## Dynamic curve



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.

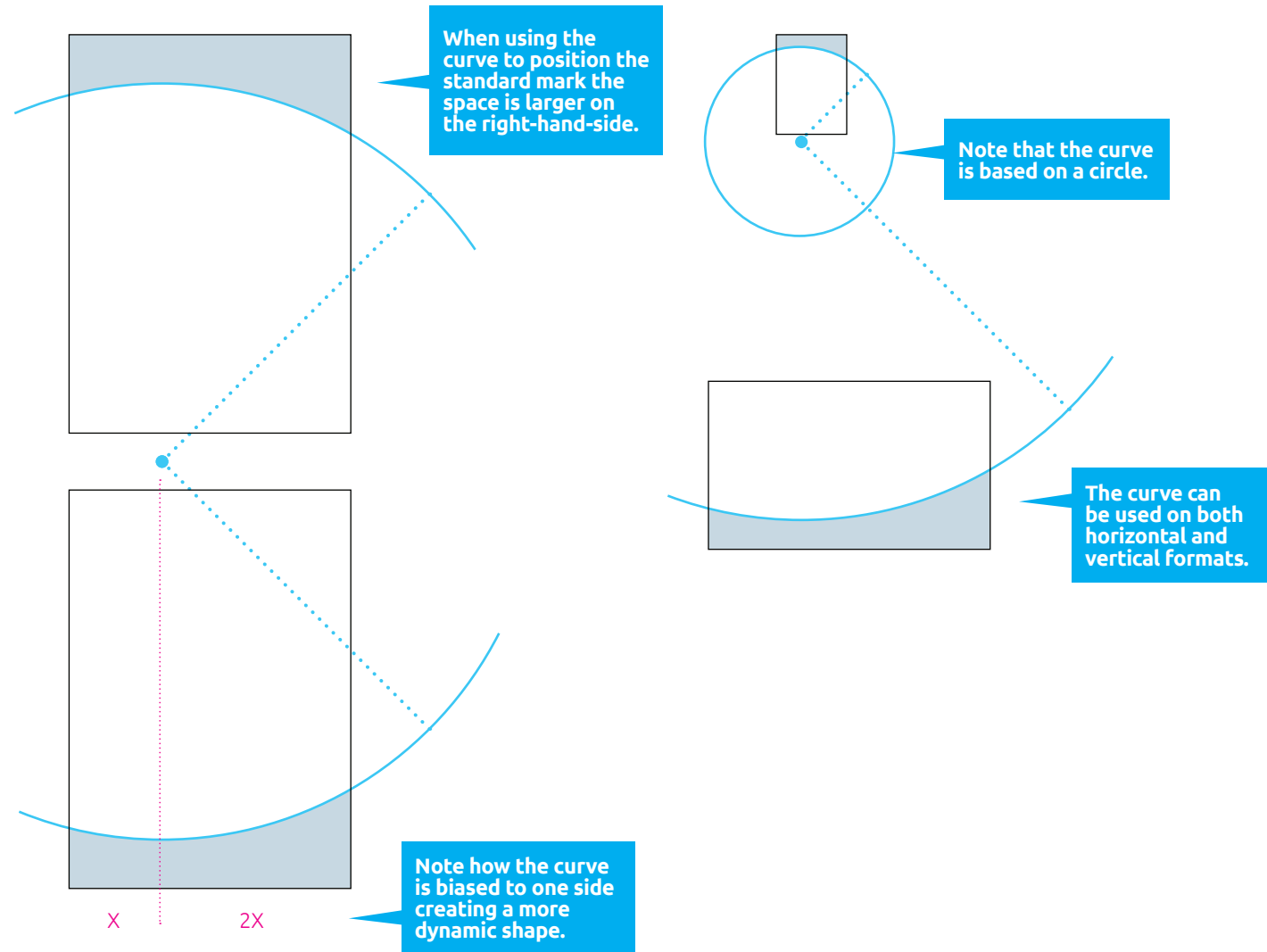
**The Dynamic Curve is a graphic device that can be used to give our communications a recognizable house style. The curve device also protects the mark from other graphic elements on the page giving our core identifier greater standout and recognition.**



## Dynamic curve Construction of simple curves



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

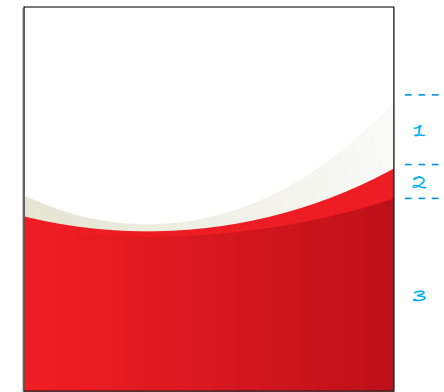
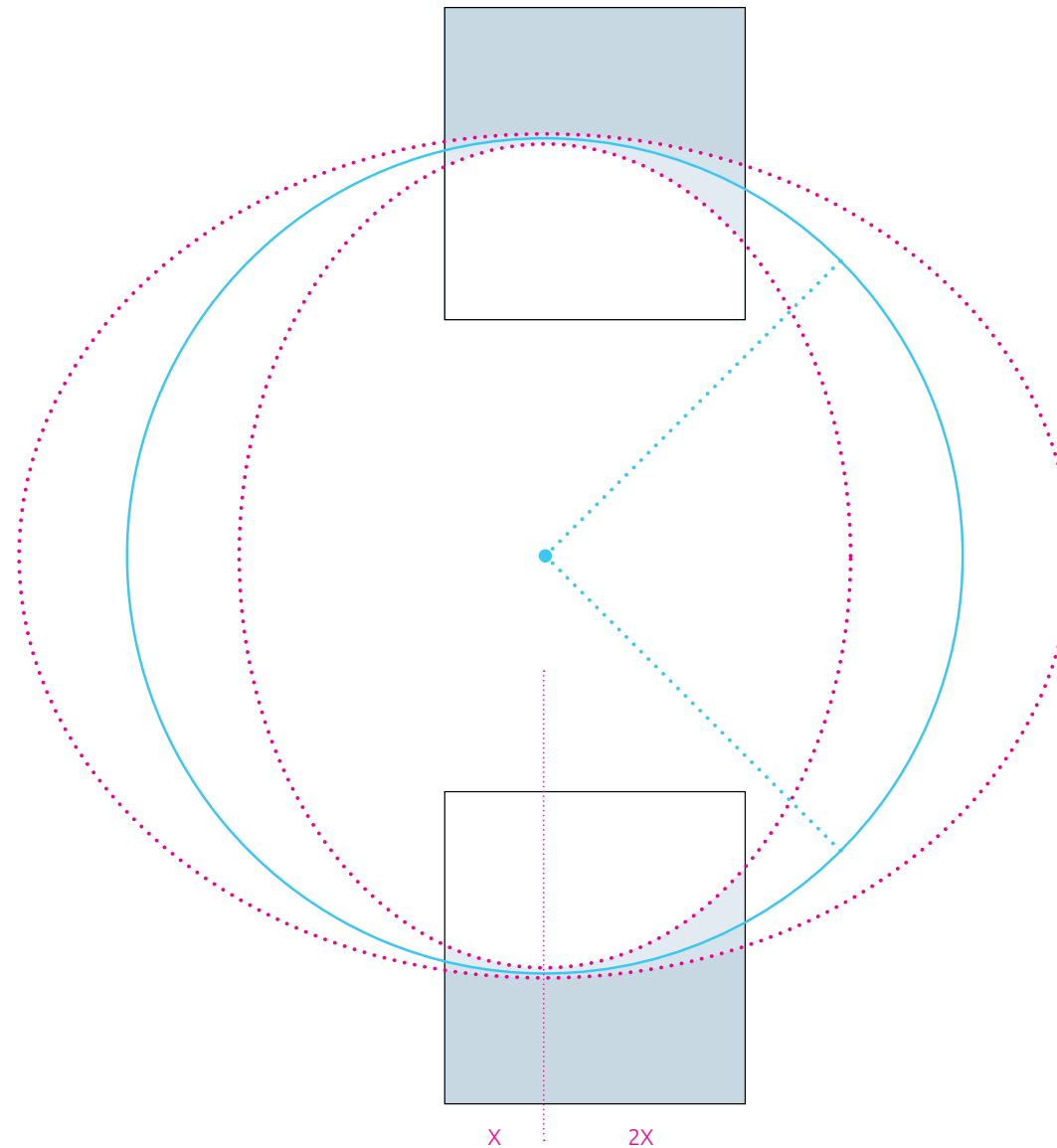
### Construction of layered curves



When creating a layered curve create the central curve using a perfect circle.

As illustrated 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.



There are three tonal areas within the layered curve:

**Area 1** uses a graduation of a light color (such as biscuit) to white.

**Area 2** uses a light color from the color palette.

**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.

# Mark application

## Quick guide

**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 is 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



# 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.**



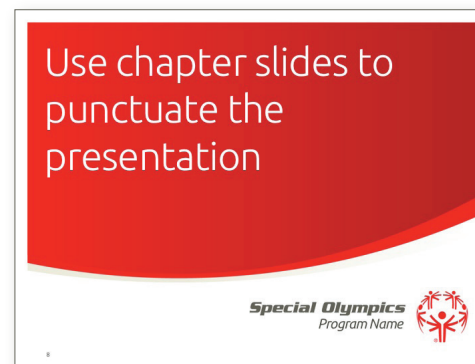
1



2



3



4



5

# Banner, backdrops & flags

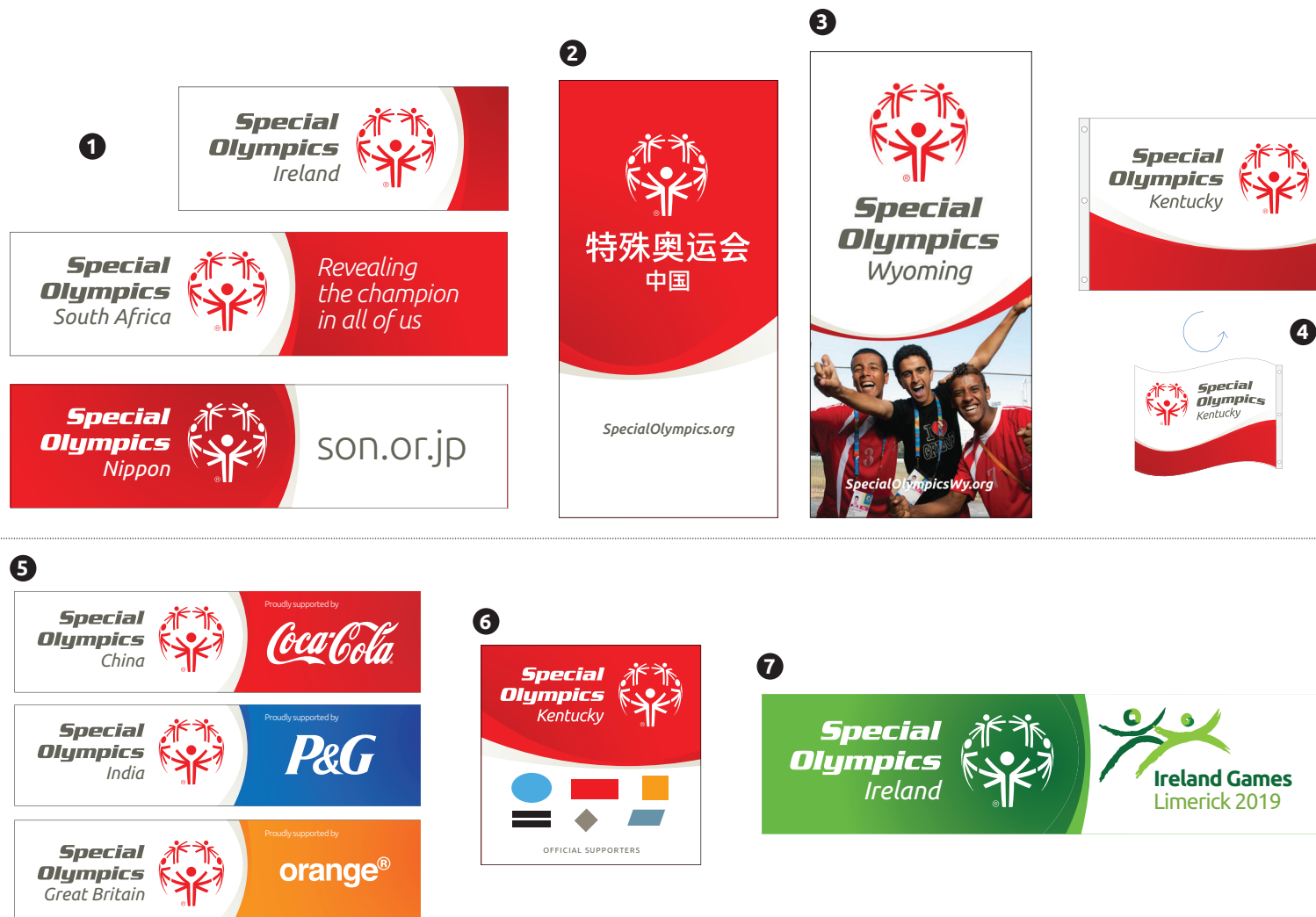
## Overview



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.

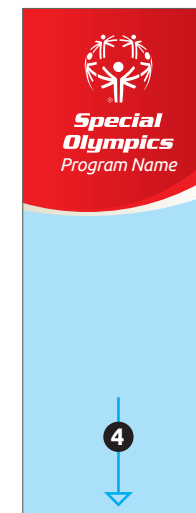
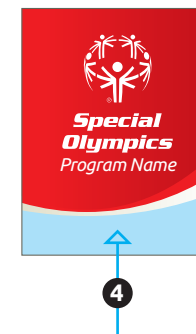
- 1 Replace 'Program Name' text with the name of the Accredited Program in Ubuntu Italic.
- 2 The remaining part of the banner can be used to contain additional information. This could include:
  - The program's web address
  - Sponsor or partner logos
  - Photograph of Special Olympics athletes or activities.
- 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.

- 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 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

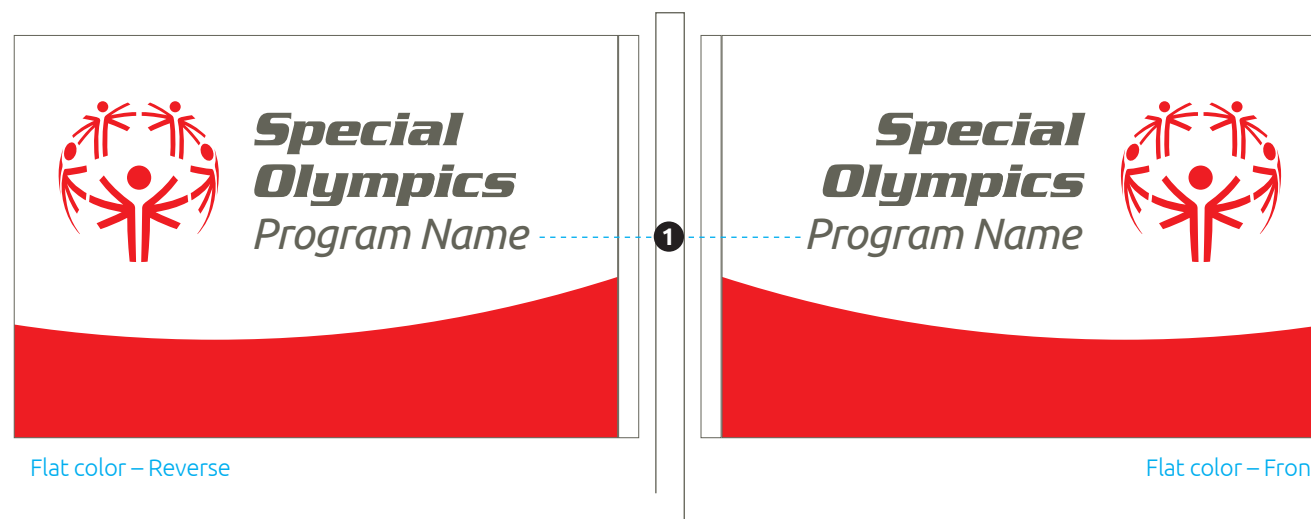
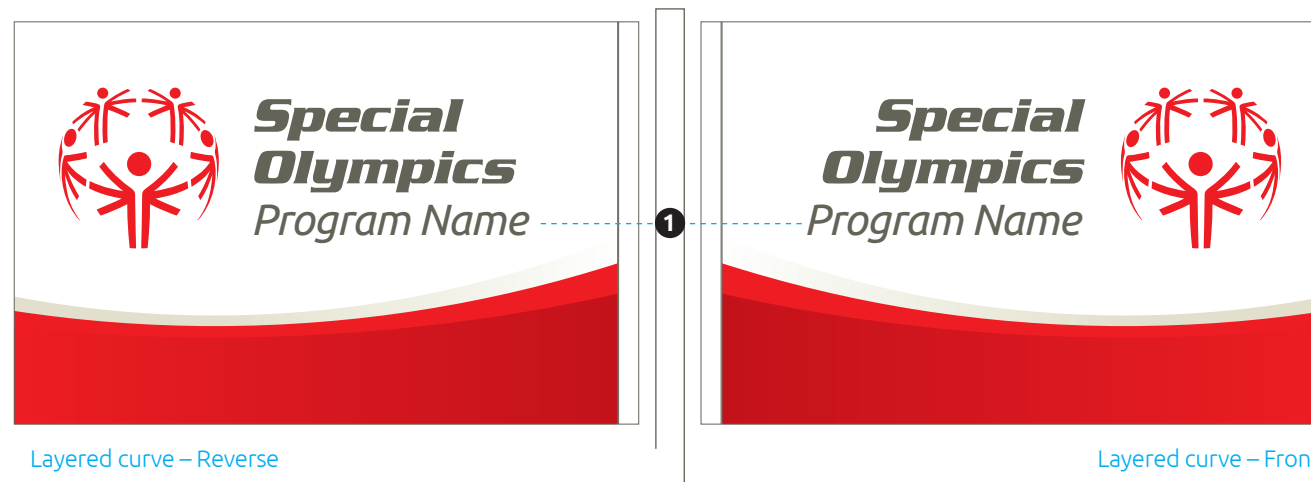
### Flag artwork



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.



## 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:  $\pm 100\text{mm}$  / 3.9"
- 2** Medium sized application using horizontal lock-up. Can be used on its own or when accommodating an event title or graphic.  
Symbol height:  $\pm 70\text{mm}$  / 2.8"
- 3** Crest application. Can be used on team t-shirts or jerseys when team numbers are required.  
Symbol height:  $\pm 30\text{mm}$  / 1.2"
- 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  $\pm 100\text{mm} / 3.9''$ .
- 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.**



# 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.**

- 1 Single sided T-shirt with Special Olympics and partner brands on the front.
- 2 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.
- 3 When using dark colored T-shirts the brand should be printed in white.
- 4 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.

