Brand Hierarchy
SOI rolled out brand identity guidelines 5 years ago that follow a clearly defined brand hierarchy.

- The Special Olympics brand mark can only be used by SOI and Regional offices.
- The program mark lock-up is only to be used to identify Accredited Programs within Special Olympics.
- These entities should be identified per the new brand guidelines.
- Teams of clubs that are an extension of the sub-program within the community.
Standard Mark Reasons for Change
Accredited Programs / Local Programs

Old Logo Examples - These representations should no longer be used.

- The colors of the old logo were tough to read for color blindness
- The logo was too bulky, hard to place and reproduce
- SO will never legally own the words “Special Olympics,” so we place greater emphasis on our symbol
- Special Olympics PA has many local or sub-Programs affiliated with it. Each used to use a logo lock up mark although they are not independent Accredited Programs from a legal standpoint. Local Programs will need to begin using the SOPA mark to be in compliance with the new brand guidelines and the Special Olympics General Rules
Standard Mark Changes for Accredited Programs

New Logo Examples:

1.) More compact for easier and more effective application
2.) Use of symbol in red makes it the focal point of the Mark
3.) More robust contemporary typeface for Program Name
4.) Optimized for print application and positioning on right side of most documents.
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.

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**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.
Marks that **Should Not** Be Used

Do not use the Special Olympics Symbol by itself if the full logo is not used somewhere else in the design.

Do not use this dated version of SOI’s logo and add your program name underneath it.

Do not create your own logo design for use.

Do not use a dated version of SOI’s logo.
Stationary
Stationary:
Letterhead/Envelopes/Business Cards

- In general, the new logo lock-up structure for print materials follow an icon on the right and program name to the left structure (except for the envelope)
Visual Identity & Dynamic Curve
The Dynamic Curve: Brochure Styles

What is the Dynamic Curve?

• 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 it greater recognition.
The Dynamic Curve:
Print Artworks Examples of What Can Be Created

Dynamic curve
Print artworks

Posters
Stylistic range
The Dynamic Curve:
Cover Series

Informational leaflets
Leaflet formats & cover series
General Newsletters & Flyers

Special Olympics PA – Adams County

Volunteer Opportunities
- Coaching
- Assistant coaching
- Management team positions

Example - Simple Flyer
Banners & Signs

Banner Example

Additional Banner Examples from Canada's Local Programs Team Visual and Corporate Partnership

Sports Sign

Feather Flags
### Sports Icons

**Summer Games**

<table>
<thead>
<tr>
<th>Aquatics</th>
<th>Artistic Gymnastics</th>
<th>Athletics</th>
<th>Badminton</th>
<th>Basketball</th>
<th>Beach Volleyball</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bocce</td>
<td>Bowling</td>
<td>Cricket</td>
<td>Cycling</td>
<td>Equestrian</td>
<td>Floor Hockey</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Floorball</td>
<td>Golf</td>
<td>Handball</td>
<td>Judo</td>
<td>Kayaking</td>
<td>Marathon</td>
</tr>
</tbody>
</table>

**Special Olympics Pennsylvania**
New Sports Icons Cont.

Sports Icons

Summer Games

Motor Activity Training  Netball  Open Water Swimming  Powerlifting  Rhythmic Gymnastics  Roller Skating

Sailing  Soccer  Softball  Surfing  Table Tennis  Tennis

Triathlon  Volleyball
Sports Icons Cont.

Visual Banner Examples Use SOI Logo…We Would Use the SOPA Logo

Sports Icons
Winter Games

Alpine Skiing
Cross Country Skiing
Figure Skating
Short Track Speed Skating
Snowboarding
Snowshoeing

Examples of different usages & executions for the sports icons

Fact Sheet / Word Documents

Poster

Horizontal Banner

Vertical Banner
Sports Icons Cont.

Visual Banner Examples Use SOI Logo…We Would Use the SOPA Logo

Examples of different usages & executions for the sports icons
Website and Social Media **Only**

The Banner Design is Used Again for Website Identity Only

Social Media Avatar Only – “Program Name” in this case would be the local program name

Philadelphia Program Website ([www.sopaphilly.org](http://www.sopaphilly.org)) with Banner Image In Use. Other examples include Area M ([www sopam.org](http://www sopam.org)) & Allegheny County ([www.so-ac.org](http://www.so-ac.org)).
Team Representation
Changes for Local Program Team Identity

The icon can be a letter, a motif, or simply the name of the team

1. Decide with your team on the name of the team, choose what represents you and empowers you!

2. Choose the way you will write the name, use large bold fonts to get your name visible.

3. You can choose to represent your team through a letter, an icon, or a motif. You can also simply write out the name of the team. Choose whatever feels empowering for you.

4. Use your team mark on your t-shirts and as an identifier for the team.

Sub-program / Team / Club
Local expression

Program
Standardized

Simple Steps
Changes for Local Program Team Identity Cont.

Brand in action

**T-shirts**

Shield format for sub-programs, clubs or teams

1. Sub-program, club or team t-shirts may also be locked up into a shield format.
   - The shield can be used as illustrated at a recommended height of ±100mm / 3.9”.
   - The shield can be created in two color.
   - It can also be created in single color.

2. When creating shields for sub-programs, clubs or teams a variety of approaches can be taken.
   - A simple symbol or illustration that relates to the name or location.
   - A monogram in a bold robust style.
   - 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.
Some examples use Canada’s local-program design – In our case, “Edmonton would be a local program… and “Alberta” would be Pennsylvania.
Changes for Local Program Team Identity Cont.

Optional t-shirts for sub-Programs
Additional designs can propose the name of the sub-Program on the length of the t-shirt with the Accredited Program logo on the top left hand side.

T-shirts for sub-Programs
Team logo on the front + team and sub-Program representation on the back.
Changes for Local Program Team Identity Cont.

**Sports Icons**

**T-shirts Executions**

The sports icons can be applied to t-shirts, polo shirts and different merchandize material to illustrate the sport that the athlete is participating in.

Polo shirts with the Special Olympics logo to the left and sports icon to the right.

Polo shirts with Special Olympics Accredited program representation on the top left hand side and the sport icon to the right.

T-shirts with team representation to the left and the sports icon enlarged in the middle.
SOPA Local Program Team Identity Examples

D/J
DUBOIS
JEFFERSON
SPECIAL OLYMPICS
PENNSYLVANIA

SOUTH HILLS
ALL STARS
ALLEGHENY COUNTY
SPECIAL OLYMPICS
PENNSYLVANIA

FRONT 3
FRONT 4

WILDCATS
NORTHUMBERLAND & SKYDOR COUNTIES
SPECIAL OLYMPICS
PENNSYLVANIA

OLYMPIC FLAMES
Allegheny County
Special Olympics
PENNSYLVANIA

FRONT 3
FRONT 4

WILDCATS
NORTHUMBERLAND & SKYDOR COUNTIES
SPECIAL OLYMPICS
PENNSYLVANIA

OLYMPIC FLAMES
Allegheny County
Special Olympics
PENNSYLVANIA
SOPA Local Program Team Identity Examples
Exceptions to the Rules

The standard city/county team representation can be used in the development fundraising event flyers and advertisements, and in the production of promotional materials like bags and hats.
What are Some Key Uniform Guidelines for Sports Requiring a Number?

- Each player shall wear a number. The color of the numbers must contrast clearly with the outfits (light on dark or vice versa) and be legible from a distance for spectators in the stadium. This applies especially in the case of striped jerseys/shirts. A plain colored background (either entirely light or dark, depending on the color of the numbers) affords better legibility.

- Numbers are specific per sport. Some have back numbers, some have back and front. More specific details can be found on our website’s Resources page.
Will there be a process that the county programs will have to go through to get their logos submitted for approval?

Local programs have been provided several standard banner, t-shirt/uniform, and social media files as well as Word templates for a simple brochure, newsletter, flyer and letterhead design from which to base their final designs. Many may simply opt to use what has been provided. For those that choose to deviate from the basic design, yes, simple approvals will be needed and can be directed to njones@specialolympicspa.org.
Primary Colors
Color References

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.
Local Program Resources
Online Access to Docs & Tools Via our Website

Documents & tools available at [www.specialolympicspa.org](http://www.specialolympicspa.org).

Click on the **Volunteer Center** button on our homepage to access our Resources, Monthly Update, Vsyst Tips page and more!
Marketing Resources

• Marketing & Communications Manual for Local Programs
• Marketing Toolkit (containing athlete and volunteer recruitment materials)
• Messaging (brochure copy, talking points, style guide)
• New Brand Guidelines (PowerPoint slides explaining our changes)
  • New Brand Design Files can be found in each local program folder
• Play Unified Campaign (artwork and supporting files for marketing)
• Professional Business Card InDesign Folder (files for professional printing)
• Professional Business Card Microsoft Word (files for in-house printing)
• Professional Letterhead, envelopes (files for professional printing)
• Social Media Policy, Guide and “How-To” documents
• SOPA Logo 1-Line, SOPA Logo 2-Line, SOPA Logo Centered
• Special Olympics Sports Icons (stick figure icons for each sport)

All available at [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox)
Marketing Resources

Volunteer & Athlete Recruitment

Find the above resources and more at www.tinyurl.com/SOPADropbox.
Marketing & Communications Manual’s Intent & Purpose

› Serves as a guide to assist you in portraying a clear and consistent message
› Provides tips and tools on how to communicate in a variety of areas (print, TV, PSA, online)
› Benefits your program by being a guide for any volunteer (not just a PR Coordinator) and helps to strengthen your communications pieces

Available as a PDF via our Resources web page, or request a hard copy.
Staying Well Informed

The Monthly Update is a tool to enhance communication between Special Olympics Pennsylvania’s state office and its volunteer program management team members. Around the beginning of each month, an email update will inform volunteers of the latest news available and accessed via our SOPA website. Just visit our Volunteer Center and click on Monthly Update!

Use the Monthly Update to stay “in-the-know” about any additional resources or general organizational information. As tools are added to the SOPA Dropbox, they will be announced in the Monthly Update.

(http://www.specialolympicspa.org/monthly-update).
(ECI) is a full service company out of Harrisburg, PA that is able to accommodate every program across the state, regardless of distance. ECI has done several jobs for both Area M and the State Office. They currently have access to every local program’s design files (those found at www.tinyurl.com/SOPADropbox), understand our new brand guidelines, and are willing to work within the program’s established budget. Meaning, they are willing to try and meet you half way.

Please view this company as an alternative resource to the relationships that you may already have with vendors that are more local. We are not endorsing ECI as the only company of choice. We are simply seeking a way to provide additional assistance where able to programs as they make the switch to comply with our brand guidelines.

Therefore as you continue to develop new brand materials, and feel as though you need assistance, please consider ECI (http://www.exc123.com/).

Exceptional Concepts Inc.

phone: 717.599.0690

email: sopaorders@exc123.com
The Al Senavitis Mission Impact Fund (ASMIF) Program was created by Special Olympics Pennsylvania in 2013 as a mechanism for assisting local Special Olympics programs in launching new initiatives, creating program enhancements and sustaining program viability by providing financial assistance.

It may be a resource for your program in securing funds to make some new brand changes.

Contact Eric Cushing, VP of Marketing & Development, at ecushing@specialolympicspa.org to learn more.
Thank You

Further Questions? Please feel free to contact us:

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