Global Brand Guidelines & Resources
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

- 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.
The “Program Name” in our case is Pennsylvania

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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**Two Color (with type in Grey)**

Special Olympics Program Name

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**Two Color (with type in Black)**

Special Olympics Program Name

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**Single Color (Black)**

Special Olympics Program Name

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**Single Color (Red)**

Special Olympics Program Name

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**Single Color (Grey)**

Special Olympics Program Name

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**White**

Special Olympics Program Name

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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

Top
Base
Half

Red curve device

White curve device

Headline text
Report cover
Side bar for the report's key points or other data

Posters
Stylistic range

1. UNLEASH THE POWER & JOY OF SPORT
2. SUMMER GAMES 2012
The Dynamic Curve:
Cover Series

Informational leaflets
Leaflet formats & cover series
General Newsletters & Flyers

Erie City

Adams County

Special Olympics PA – Adams County

We provide athletic training and competition opportunities to individuals with intellectual disabilities.

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

Sports Icons
Summer Games

Aquatics
Artistic Gymnastics
Athletics
Badminton
Basketball
Beach Volleyball
Bocce
Bowling
Cricket
Cycling
Equestrian
Floor Hockey
Floorball
Golf
Handball
Judo
Kayaking
Marathon
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

Vertical Banner

Horizontal Banner
Sports Icons Cont.

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

Special Olympics Pennsylvania
Philadelphia

Special Olympics Pennsylvania's Philadelphia program provides year-round sports training and athletic competition for children and adults in Philadelphia with intellectual disabilities.

The program, however, is about more than just sports. Through work in health, education, community building and sports, Special Olympics is addressing inactivity, injustice, intolerance and social isolation by encouraging and empowering people with intellectual disabilities.

Philadelphia Program Website (www sopaphilly org) with Banner Image In Use. Other examples include Area M (www sopam org) & Allegheny County (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

Sub-program / Team / Club
Local expression

1

Program
Standardized

2 SPECIAL OLYMPICS PROGRAM NAME

3

Simple Steps

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.
Changes for Local Program Team Identity Cont

Brand in action 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 ±100mm / 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.
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.

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

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.
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 merchandise material to illustrate the sport that the athlete is participating in.
SOPA Local Program Team Identity Examples

D/J Dubois Jefferson Special Olympics Pennsylvania

South Hills All Stars Allegheny County Special Olympics Pennsylvania

Front 3

Wildcats Northumberland & Snyder Counties Special Olympics Pennsylvania

Front 4

Olympic Flames Allegheny County Special Olympics Pennsylvania
SOPA Local Program Team Identity Examples

Northumberland Snyder Counties
SPECIAL OLYMPICS Pennsylvania

MONROE COUNTY
Special Olympics PENNSYLVANIA

BEAVER COUNTY
SPECIAL OLYMPICS PENNSYLVANIA

CENTRE COUNTY
SPECIAL OLYMPICS PENNSYLVANIA

AREA M
SPECIAL OLYMPICS PENNSYLVANIA
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.

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Pantone®</th>
<th>C/M/Y/K</th>
<th>R/G/B</th>
<th>Hex</th>
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</thead>
<tbody>
<tr>
<td>SO Red</td>
<td>186C</td>
<td>0/100/100/0</td>
<td>255/0/0</td>
<td>#FF0000</td>
</tr>
<tr>
<td>SO Grey</td>
<td>418C</td>
<td>0/0/15/75</td>
<td>99/99/89</td>
<td>#636359</td>
</tr>
</tbody>
</table>

Secondary Colors

| Light Red      | 186C     | 0/100/100/0 | 255/0/0 | #FF0000 |
| Mid Red        | 1945C    | 0/100/100/20 | 196/22/28 | #C4161C |
| Dark Red       | 202C     | 0/100/100/55 | 130/0/0 | #820000 |
| Light Magenta  | Process Magenta | 0/100/0/0 | 236/0/140 | #EC008C |
| Mid Magenta    | 215C     | 0/100/20/20 | 196/0/99 | #C40063 |
| Dark Magenta   | 220C     | 0/100/40/50 | 139/0/55 | #880037 |
| Light Purple   | 2587C    | 50/100/0/0 | 146/39/143 | #92278F |
| Mid Purple     | 267C     | 70/100/0/0 | 111/44/145 | #6F2C91 |
| Dark Purple    | 2695C    | 80/100/0/40 | 61/16/99 | #301063 |
| Light Blue     | Process Blue | 100/20/0/0 | 0/149/218 | #0F5DA |
| Mid Blue       | 300C     | 100/50/0/15 | 0/99/165 | #0F63A5 |
| Dark Blue      | 294C     | 100/80/0/25 | 1/59/130 | #013982 |
| Light Turquoise| 3262C    | 70/50/50/0 | 57/187/157 | #39BB9D |
| Mid Turquoise  | 3282C    | 80/50/20/20 | 0/151/132 | #009784 |
| Dark Turquoise | 3302C    | 90/50/30/50 | 0/105/94 | #00695E |

<table>
<thead>
<tr>
<th>Pantone®</th>
<th>C/M/Y/K</th>
<th>R/G/B</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biscuit</td>
<td>Warm Grey 1C</td>
<td>0/0/8/8</td>
<td>236/234/219</td>
</tr>
<tr>
<td>Black</td>
<td>Black</td>
<td>0/0/100</td>
<td>0/0/0</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td>0/0/0/0</td>
<td>0/0/0</td>
</tr>
<tr>
<td>Light Green</td>
<td>382C</td>
<td>35/0/100/0</td>
<td>178/210/53</td>
</tr>
<tr>
<td>Mid Green</td>
<td>376C</td>
<td>40/0/100/20</td>
<td>136/172/46</td>
</tr>
<tr>
<td>Dark Green</td>
<td>370C</td>
<td>70/0/100/45</td>
<td>40/117/43</td>
</tr>
<tr>
<td>Light Yellow</td>
<td>109C</td>
<td>0/15/100/0</td>
<td>255/212/0</td>
</tr>
<tr>
<td>Mid Yellow</td>
<td>110C</td>
<td>0/30/100/10</td>
<td>229/168/18</td>
</tr>
<tr>
<td>Dark Yellow</td>
<td>125C</td>
<td>0/25/100/35</td>
<td>177/137/6</td>
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<td>137C</td>
<td>0/50/100/0</td>
<td>247/148/30</td>
</tr>
<tr>
<td>Mid Orange</td>
<td>1505C</td>
<td>0/70/100/5</td>
<td>230/106/31</td>
</tr>
<tr>
<td>Dark Orange</td>
<td>159C</td>
<td>0/60/100/45</td>
<td>152/80/6</td>
</tr>
<tr>
<td>Light Grey</td>
<td>413C</td>
<td>0/0/30/0</td>
<td>188/190/192</td>
</tr>
<tr>
<td>Mid Grey</td>
<td>415C</td>
<td>0/8/50/0</td>
<td>148/149/141</td>
</tr>
<tr>
<td>Dark Grey</td>
<td>418C</td>
<td>0/15/75</td>
<td>99/99/89</td>
</tr>
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Local Program Resources
Online Access to Docs & Tools Via our Website


Click on the Volunteer Center button on our homepage to access our Resources, Monthly Update, Vsys Tips page and more!
Online Access to Docs & Tools
Via our Website

The Volunteer Center offers easy access links to the Monthly Update, Reorganization Updates, Vsyst Tips & Info., Resources, Coaches Training, 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
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.
Thank You

Further Questions? Please feel free to contact us:

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