

# Global Brand Guidelines & Resources

***Special Olympics***  
*Pennsylvania*



# Brand Hierarchy

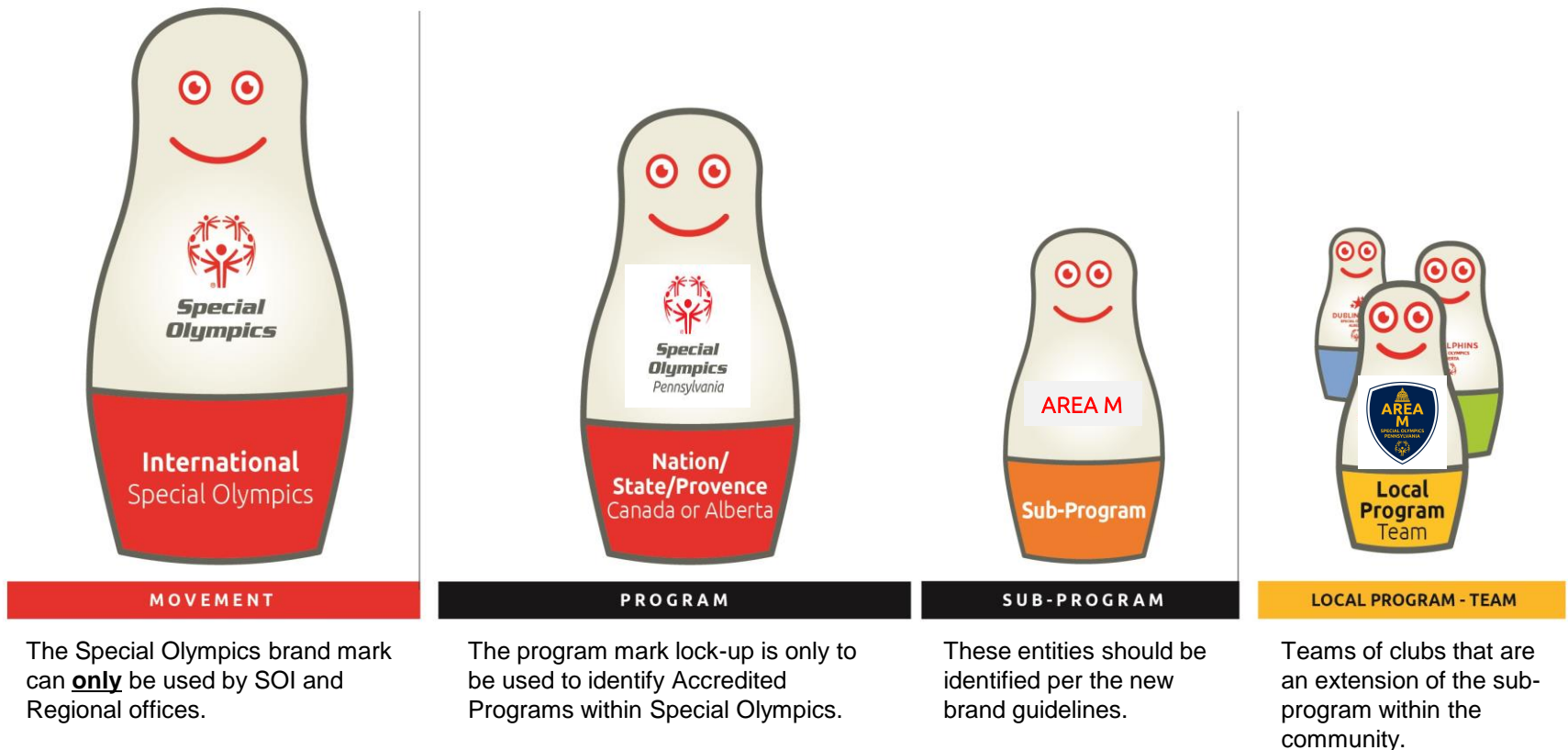
***Special Olympics***  
*Pennsylvania*



# Brand Hierarchy Visual



- SOI rolled out brand identity guidelines 5 year ago that follow a clearly defined brand hierarchy



# 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:

***Special Olympics***  
*Pennsylvania*

*SOPA 1-line Logo*



*SOPA 2-line Logo*



*SOPA Centered Logo*

- 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.

Two Color (with type in Grey)



Two Color (with type in Black)



#### 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.

Single Color (Black)



Single Color (Red)



Single Color (Grey)



White



# 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.*



***Special Olympics***

*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.*



***Special Olympics***

*Do not use a dated version of SOI's logo.*



***Special Olympics***



***Special Olympics***

*Pennsylvania*

*Adams County*



***Special Olympics***  
*Pennsylvania*

# Stationary

***Special Olympics***  
*Pennsylvania*

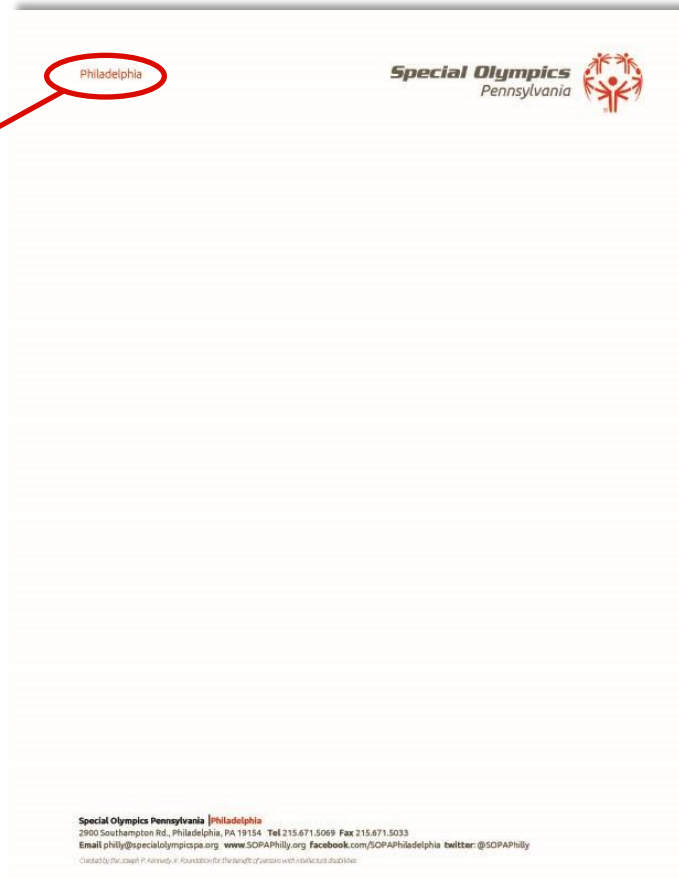




# Stationary: Letterhead/Envelopes/Business Cards



- 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

***Special Olympics***  
*Pennsylvania*



# 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.



SOPA Brochure Cover



Philadelphia Brochure Cover



General Program Brochure Cover  
(Template Available)

# The Dynamic Curve :

## Print Artworks Examples of What Can Be Created



### Dynamic curve

#### Print artworks

Top

Base

Half

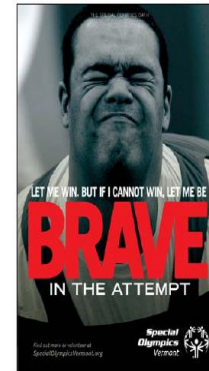
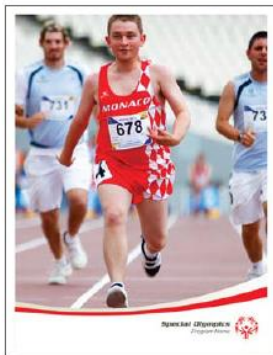
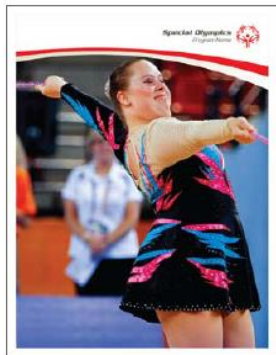
### Posters

#### Stylistic range

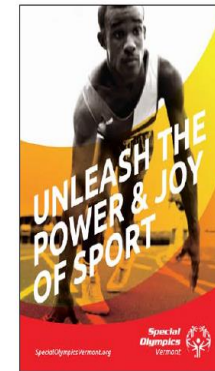
Red curve device



White curve device



1



2



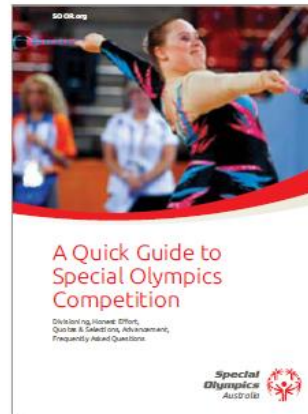
3

# The Dynamic Curve : Cover Series

## Informational leaflets

Leaflet formats & cover series

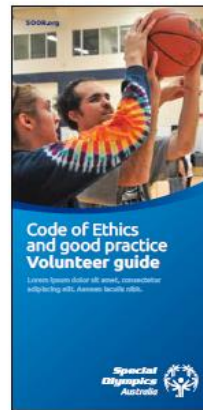
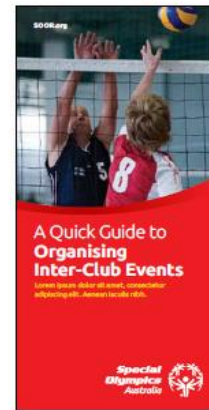
1



2



3



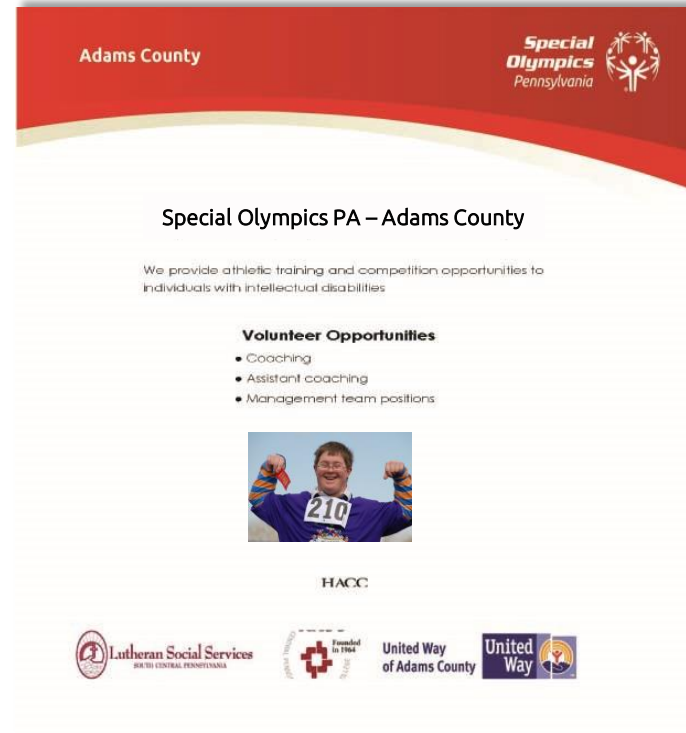
4



# General Newsletters & Flyers



Newsletter Template



Example - Simple Flyer

# Banners & Signs

**Special  
Olympics**  
Pennsylvania



Banner Example

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



Banners



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

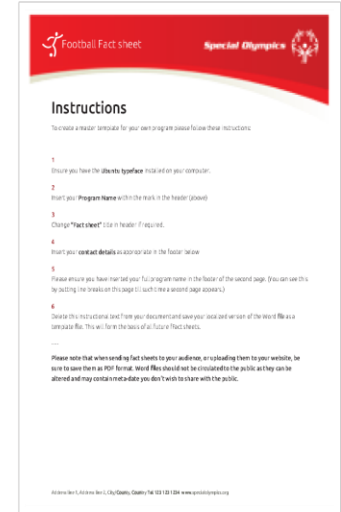
Examples of different usages  
& executions for the sports icons



Vertical Banner



Poster



Fact Sheet / Word Documents



Horizontal Banner

# Sports Icons Cont.

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

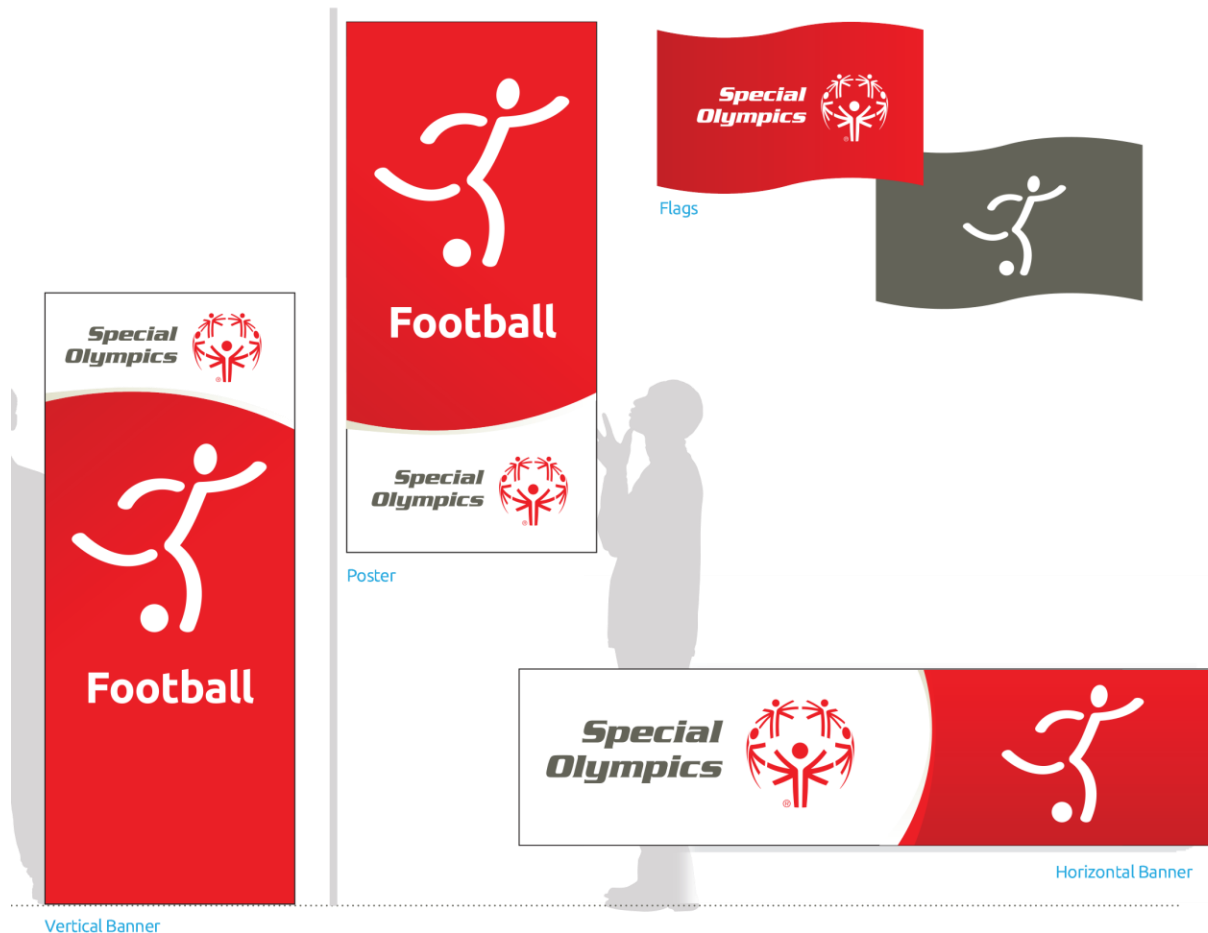
**Special  
Olympics**  
Pennsylvania



Examples of different usages  
& executions for the sports icons



Masthead



Vertical Banner

Horizontal Banner

# 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

***Special Olympics***  
*Pennsylvania*



# Changes for Local Program Team Identity

**Special  
Olympics**  
Pennsylvania



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



## 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

**Special  
Olympics**  
Pennsylvania



**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.**



2



3



4



5



6





# Changes for Local Program Team Identity Cont.



Polo shirts for sub-Programs  
Accredited Program logo to the left and  
the sub-Program name to the right.



Polo shirts for sub-Programs  
Team representation + Accredited program  
representation on the top left hand side.



Polo shirts for sub-Programs  
The badge is also a great representation for a team.  
Badges can be either printed or embroidered on a  
polo shirt.

Some examples use Canada's local-program design – In our case, "Edmonton" would be a local program... and "Alberta" would be Pennsylvania



Badge can have different designs depending  
on the team's preferences.  
Refer to the last page on how to create your team mark.



# Changes for Local Program Team Identity Cont.

**Special  
Olympics**  
Pennsylvania



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 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

**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.





# Brand Approval Process



**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](mailto:njones@specialolympicspa.org).

# Primary Colors

***Special Olympics***  
*Pennsylvania*





# Color References



## Visual identity

## Color references

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

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

***Special Olympics***  
*Pennsylvania*



# Online Access to Docs & Tools Via our Website


**Special  
Olympics**  
Pennsylvania





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

Take the Plunge and Freeze  
for a Reason – Our Athletes!

Freezin' for a Reason! Every year, thousands of brave souls take the plunge for our athletes into rivers, lakes, and above ground pools. The plunges are a great way for everyone – individuals, teams, organizations...

 Play Sports

 More than Sports

 Volunteer Resources

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



[About Us](#) [Sports & Games](#) [More Than Sports](#) [Events](#) [Get Involved](#) [Support](#) [Volunteer Resources](#) [Find a Program](#)



Monthly Updates	Sports Offered
Reorganization Updates	Protective Behaviors, General Orientation & Concussion Training
Vsys Tips & Info	Request A Skills Training School
Resources	Coaches Training & Continuing Ed.
Current Volunteer Background Checks	Continuing Ed. Course Options
New Volunteer Registration	Leadership Conference

[Volunteer Portal](#)

The Volunteer Center offers easy access links to the Monthly Update, Reorganization Updates, Vsys 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](http://www.tinyurl.com/SOPADropbox)**



**Special  
Olympics**  
Pennsylvania

# Got Time?

 **Volunteers Needed**

**BECOME A  
SPECIAL OLYMPICS  
VOLUNTEER**

Special Olympics provides year-round sports training and 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.

**VOLUNTEER OPPORTUNITIES  
FOR COACHES:**

Special Olympics athletes need proper training from devoted coaches and assistant coaches. Coaches go through short training/certification sessions that explain what is expected from participants.



## A Word About How to Become A Special Olympics Volunteer

Volunteers are the backbone of our Special Olympic local programs. The program is administered by a volunteer management team and all of our coaches are also volunteers.

There is a place for everyone in our organization to play a wide variety of roles. For example, the sports minded can find a place as a dedicated coach. The business person can lend their talents as an event organizer. The retiree can offer support as a coordinator and the student may want to invest their enthusiasm as a fundraiser.

### Many Volunteer Opportunities Exist Including:

Managers, Coaches and Assistant Coaches, Public Relations and Fundraising Coordinators, Training and Competition Coordinators, Outreach and Medical Coordinators, Special Events and Family Coordinators, just to name a few.

### Want More Information?

Visit [www.SpecialOlympicsPa.org](http://www.SpecialOlympicsPa.org) and click the "volunteer" button at the top of the page.

## Continuing the Legacy

The movement known worldwide as Special Olympics began simply as an idea of one extraordinary woman with vision, Eunice Kennedy Shriver believed that people with intellectual disabilities were far more capable in sports and physical activities than many experts thought. And so, the U.S.'s largest amateur sports organization began in 1962 as a play group in the backyard of Eunice and Sargent Shriver, with the first International Games taking place in 1969.

Today the movement thrives in more than 170 countries throughout the world. Special Olympics Pennsylvania (SOPA) soon followed suite continuing Shriver's legacy in May 1970 when 135 brace athletes participated in the first Special Olympics Pennsylvania event – a small track and field competition at West Chester University. Currently, SOPA trains more than 20,000 athletes who compete annually in 21 Olympic-type sports at over 300 local, sectional and state level competitions.



**Special  
Olympics  
Pennsylvania**

[Your County] | Contact Information  
P.O. Box 14  
Stratford, PA 17363  
[www.specialolympicspa.org](http://www.specialolympicspa.org)  
Click Local Program in Washington County



## Special Olympics Pennsylvania

{County Name }

## Volunteer Opportunities



[illegible]

Got Time?

## Special Olympics Volunteer Opportunities

☐ General Volunteer  
☐ Coach  
☐ Unified Partner  
☐ Committee member  
☐ Area Management Team Member  
☐ Other: \_\_\_\_\_

Special Olympics Local Program/County,  
Address Line, City, PA 15061 Phone: 123-456-7810  
E-mail: [sam@volunteer.net](mailto:sam@volunteer.net)  
[www.specialolympicspa.org/Click Local Programs - Washington County](http://www.specialolympicspa.org/Click Local Programs - Washington County)

NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**Please join us today!**

Got Time?

## Special Olympics Volunteer Opportunities

☐ General Volunteer  
☐ Coach  
☐ Unified Partner  
☐ Committee member  
☐ Area Management Team Member  
☐ Other: \_\_\_\_\_

Special Olympics Local Program/County,  
Address Line, City, PA 15061 Phone: 123-456-7810  
E-mail: [sam@volunteer.net](mailto:sam@volunteer.net)  
[www.specialolympicspa.org/Click Local Programs - Washington County](http://www.specialolympicspa.org/Click Local Programs - Washington County)

NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**Please join us today!**



**A**  
**hlete**

Special Olympics, disability, a facility, that several learning

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**A Word About  
Our Volunteers and Families**

Volunteers are the backbone of the Special Olympics local program. The program is administered by a volunteer management team and all of our coaches are also volunteers.

There is a place for everyone in our organization to play a wide variety of roles. For example, the sports-minded can find a place as a dedicated coach. The business person can lend their talents as an event organizer. The retiree can offer support as a coordinator and the student may want to invest their enthusiasm as a fundraiser.

Family members are often the greatest supporters of our athletes and are essential to the success of our program.

Our local county program is always looking for new volunteers and we encourage you to contact us to learn more about volunteer opportunities in our program and how you can become involved.



[Your County ]  
Contact Information

P.O. Box 14  
Stratford, PA 17360

[www.specialolympicspa.org](http://www.specialolympicspa.org)  
Click Local Program – Washington County

724-762-9424  
E-mail – [info@wcpa.com](mailto:info@wcpa.com)

Created by the Joseph P. Kennedy, Jr. Foundation  
for the benefit of persons with intellectual disabilities



**Special Olympics  
Pennsylvania  
{County Name }**

**Athlete Participation  
Information**



**BECOME A  
SPECIAL OLYMPICS  
ATHLETE TODAY!**

Nearly 20,000 athletes from 56 area and county programs across Pennsylvania train and compete in Special Olympics Pennsylvania (SOPA) each year.

Participation in Special Olympics training and competitive events is open to ALL people with intellectual disabilities regardless of their degree of challenge.

Athletes age 8 and older may participate in Special Olympics training programs and competitions. There is no cap on the age limit for participation and athletes can continue to compete for the rest of their lives.

**Athlete Eligibility**

If you are interested in becoming an athlete, please complete the online registration form.

Please note that before an athlete can begin Special Olympics sports training, the athlete's parent/guardian must complete an application.

**Visit [www.SpecialOlympicsPA.org](http://www.SpecialOlympicsPA.org)**

**For More Information Contact:** Special Olympics Local Program/County

Address: Luz. City, Pa. 17343 | Phone: 724-456-1010  
E-mail: [info@wcpa.com](mailto:info@wcpa.com)  
[www.SpecialOlympicsPA.org](http://www.SpecialOlympicsPA.org) or 24 Hour Local Program – Washington County

**Special Olympics  
Pennsylvania**



**Join the Dignity Revolution, Volunteer Today!**

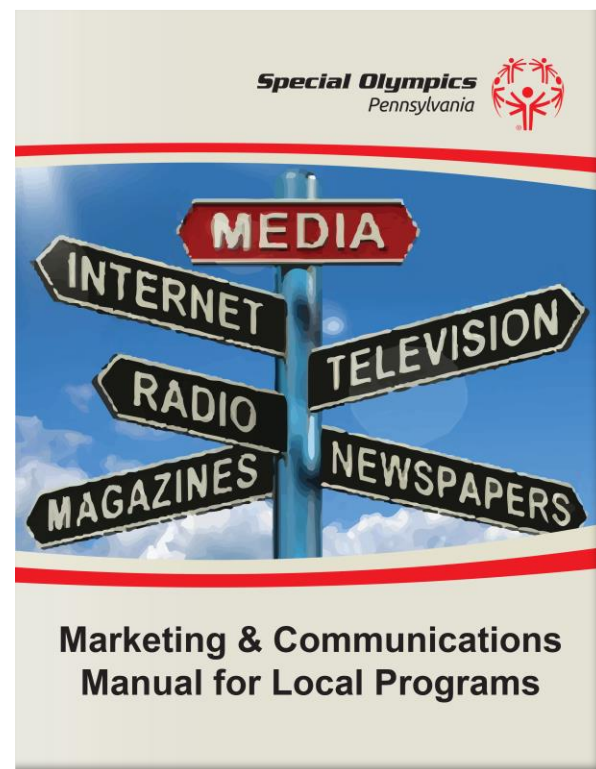


Find the above resources and more at [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox).

# 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



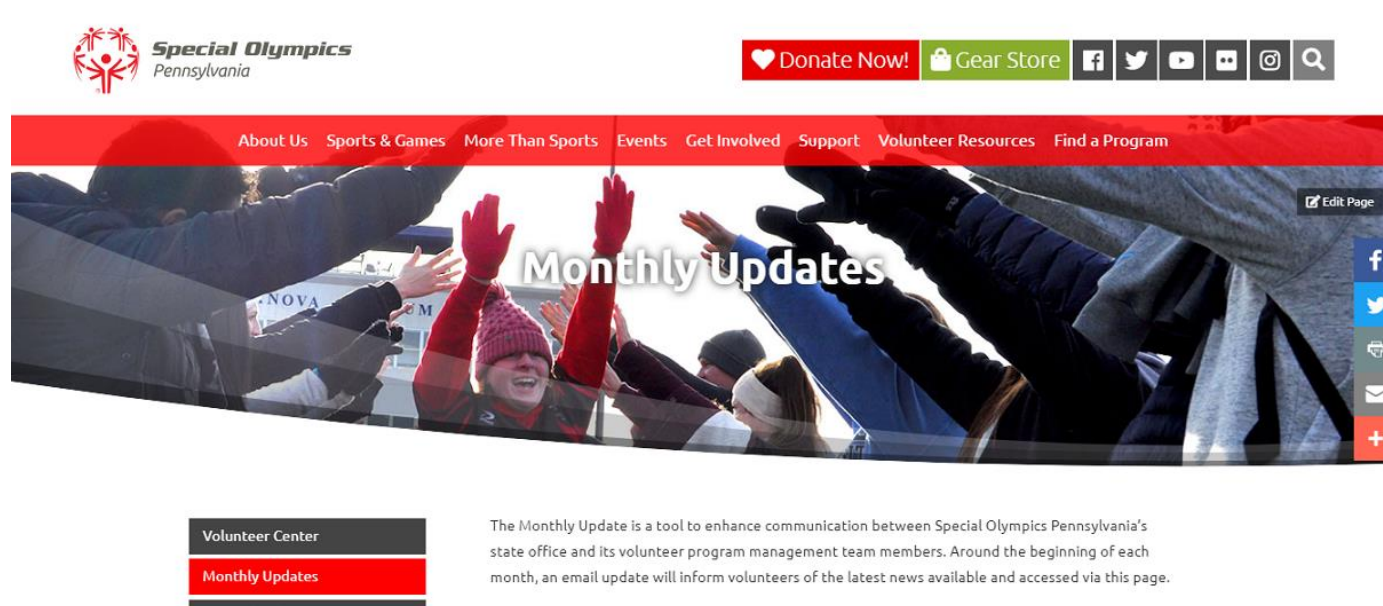
Available as a PDF via our Resources web page, or request a hard copy.

# 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.



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 this page.



# Thank You

*Further Questions? Please feel free to contact us:*

Nicole L. Jones, VP of Marketing & Communications  
[njones@specialolympicspa.org](mailto:njones@specialolympicspa.org)

Hailey Fuzak, Marketing & PR Manager  
[hfuzak@specialolympicspa.org](mailto:hfuzak@specialolympicspa.org)

Nick Cammarota, Manager, Digital Marketing & Communications  
[ncammarota@specialolympicspa.org](mailto:ncammarota@specialolympicspa.org)

***Special Olympics***  
*Pennsylvania*

