



# Special Olympics Pennsylvania Logo Guidelines

***Special  
Olympics***  
*Pennsylvania*



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Olympics**  
Pennsylvania



## Introduction - Special Olympics Pennsylvania Brand Identity Guidelines

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.

The power of the Special Olympics brand helps us to raise awareness and funds more effectively, strengthen and build partnerships and foster inclusive communities worldwide. We can all serve as Brand Ambassadors, helping to steward positive brand adherence.

## Logo Usage Guidelines

Please follow the branding and logo guidelines when using the Special Olympics Pennsylvania (SOPA) logo. Any use of the Special Olympics Pennsylvania logo or any SOPA-related event logo (i.e. Polar Bear Plunge, Beaver Stadium Run, etc.) in any form for any purposes must be approved in writing by SOPA.

Individuals, teams or groups who are fundraising under Special Olympics Pennsylvania's name must first follow proper protocol and contact the SOPA office. Use of the SOPA logo must be approved. Unauthorized use by third parties of any SOPA logo or SOPA-related event logo is strictly prohibited without prior approval.

Please forward questions or approval requests to Nicole Jones, Senior Director of Marketing & Communications, [njones@specialolympicspa.org](mailto:njones@specialolympicspa.org).

### **Additional resources:**

[Special Olympics Style Guide](#)

[Special Olympics Brand Identity Guidelines](#)



## How to Obtain the Special Olympics Pennsylvania logo

Requests for a digital EPS, PNG or JPG file of the Special Olympics Pennsylvania official logo may be made by contacting [njones@specialolympicspa.org](mailto:njones@specialolympicspa.org). When making the request please outline in detail the intended use of the logo. Please review this document for more Logo Usage Guidelines.

## Terminology

- 1) **Please say Special Olympics athletes** when referring to our participants.  
Do NOT refer to athletes as Special Olympians or Special Olympic athletes;  
the correct reference is Special Olympics athletes.
- 2) **Do NOT use the label “kids” when referring to Special Olympics athletes.** Adult athletes are an integral part of the program. Please say “Special Olympics Pennsylvania athletes.”
- 3) Please refer to us as **Special Olympics Pennsylvania** when referring to the organization.
- 4) **Do NOT use “Pennsylvania Special Olympics” or “Special Olympics of Pennsylvania”;** both are incorrect usages. Also, avoid using the word “the” in front of Special Olympics.

## People-First Language

People first language is used to speak appropriately and respectfully about an individual with a disability. People-first language emphasizes the person first, not the disability. To learn more, please view the resource below.

[Language guidelines](#)

# Visual identity

## Our logo

### 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.

## 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.*



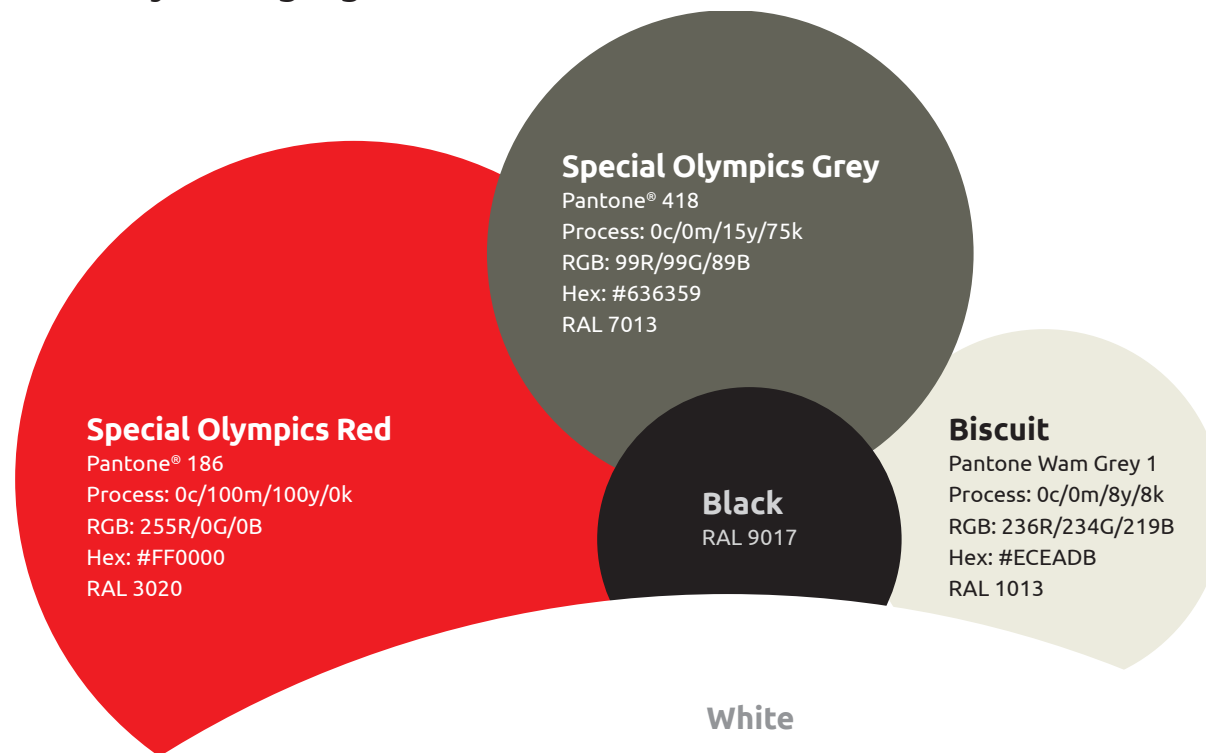
0%

30%

100%

## 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.