



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

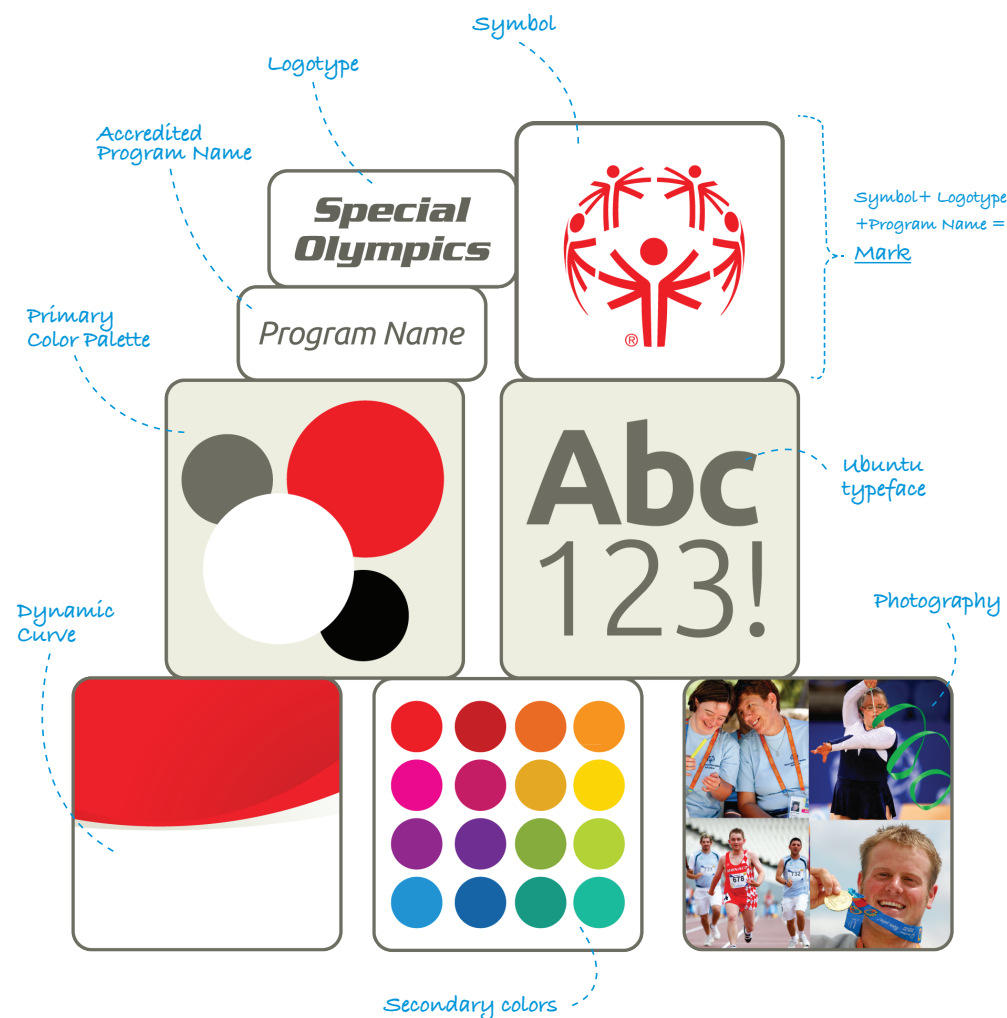
This element is used to contain the brand mark and provides a dynamic graphic element for layout.

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.



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.



Visual identity

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



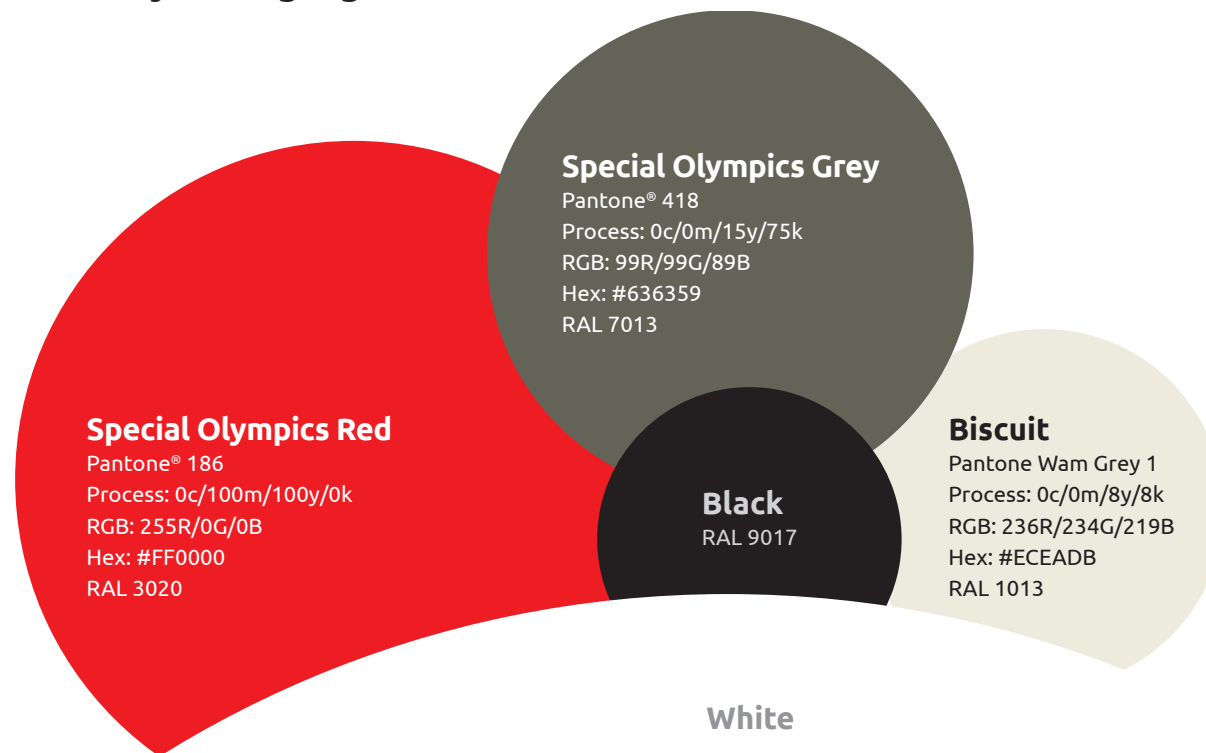
Minimum distance

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.



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.





When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors special artwork should be created.

For a subtle gradient, move from the light to the mid-tone of the color. For more pronounced gradients, move from the light to the dark tone.

Color gradients can be used to create greater dynamism within your design. Gradients are created by using different depths of the same color.

Light Red	Mid Red	Light Turquoise	Mid Turquoise
Light Red	Dark Red	Light Turquoise	Dark Turquoise
Light Magenta	Mid Magenta	Light Green	Mid Green
Light Magenta	Dark Magenta	Light Green	Dark Green
Light Purple	Mid Purple	Light Yellow	Mid Yellow
Light Purple	Dark Purple	Light Yellow	Dark Yellow
Light Blue	Mid Blue	Light Orange	Mid Orange
Light Blue	Dark Blue	Light Orange	Dark Orange
White	Biscuit	Light Grey	Mid Grey
		Light Grey	Dark Grey

Please use the color breakdowns as provided here.

Primary Colors	Pantone®	C/M/Y/K	R/G/B	Hex
SO Red	186C	0/100/100/0	255/0/0	#FF0000
SO Grey	418C	0/0/15/75	99/99/89	#636359

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	222C	0/100/40/50	139/0/55	#8B0037
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	#3D1063
Light Blue	Process Blue	100/20/0/0	0/149/218	#0095DA
Mid Blue	300C	100/50/0/15	0/99/165	#0063A5
Dark Blue	294C	100/80/0/25	1/59/130	#013B82
Light Turquoise	3262C	70/0/50/0	57/187/157	#39BB9D
Mid Turquoise	3282C	80/0/50/20	0/151/132	#009784
Dark Turquoise	3302C	90/0/50/50	0/105/94	#00695E

	Pantone®	C/M/Y/K	R/G/B	Hex
Biscuit	Warm Grey 1C	0/0/8/8	236/234/219	#ECEADB
Black	Black	0/0/0/100	0/0/0	#000000
White	-	0/0/0/0	000/000/000	#FFFFFF

Light Green	382C	35/0/100/0	178/210/53	#B2D235
Mid Green	376C	40/0/100/20	136/172/46	#88AC2E
Dark Green	370C	70/0/100/45	40/117/43	#28752B
Light Yellow	109C	0/15/100/0	255/212/0	#FFD400
Mid Yellow	110C	0/30/100/10	229/168/18	#E5A812
Dark Yellow	1255C	0/25/100/35	177/137/6	#B18906
Light Orange	137C	0/50/100/0	247/148/30	#F7941E
Mid Orange	1505C	0/70/100/5	230/106/31	#E66A1F
Dark Orange	159C	0/60/100/45	152/80/6	#985006
Light Grey	413C	0/0/0/30	188/190/192	#BCBEC0
Mid Grey	415C	0/0/8/50	148/149/141	#94958D
Dark Grey	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



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 ¡€#¢§^¶"

Ubuntu: Greek

**ΑΒΓΔΕΖΗΘΙΚΛΜΝΞ
αβγδεζηθικλμνξοπρ**

Ubuntu: Cyrillic

**АБВГДЕЖЗИЙКЛ
абвгдежзийклмн**

Typography

Readability of informational text



Consider the reader when creating a piece of communication. Keep your design simple and readable and let your content – both photographic images and stories – excite the audience.

Good design can improve the readability and access of our documents such as guides, reports and newsletters. The following suggestions will assist you in ensuring that our documents are easy to read and use.

Layout

Break up the text into short paragraphs and bullet points so that it's easy to skim (no "wall of words" to discourage your readers).

Keep the layout simple and uncluttered, with plenty of margin and white space (blank areas that give the eyes a chance to rest).

Left justify the text to make it easier to read. Readers sometimes overlook titles that are centered.

Font Size and Type

Make the text large enough for easy reading and use the Ubuntu font for all informational texts.

Use bold type to highlight important words and phrases.

The next page provides some suggested sizes of type to use. Please note that the ideal size of the type is relative to the width of the column of type.

Font Color and Contrast

Maintain high contrast between the text and background. Black text on a white or very light background is the most readable text.

Be cautious with colored text. Never put text in light colors such as orange or yellow against a light background.

Avoid printing text on colored backgrounds unless the background is very light (such as pale yellow). Shading the background reduces contrast and makes the text harder to read.

For ease of reading, do not put informational text on top of photos or patterned backgrounds.



Here are some standard sizes of text to be used for informational documents such as correspondence, reports and manuals. Please note that the format of the document being created will inform the ideal size to be used.

Typography

Recommended text sizes

Type size: 14pt / Line space: 21pt / Suggested for introductory paragraphs

Special Olympics provides year-round sports training and athletic 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.

Type size: 9pt / Line space: 14pt

Body copy for smaller formats, narrow columns

Special Olympics provides year-round sports training and athletic 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.

Type size: 10.5pt / Line space: 16pt

Body copy for A4/US Letter formats, wider columns

Special Olympics provides year-round sports training and athletic 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.

This is the standard size used for text in our letters and other such correspondence.

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.

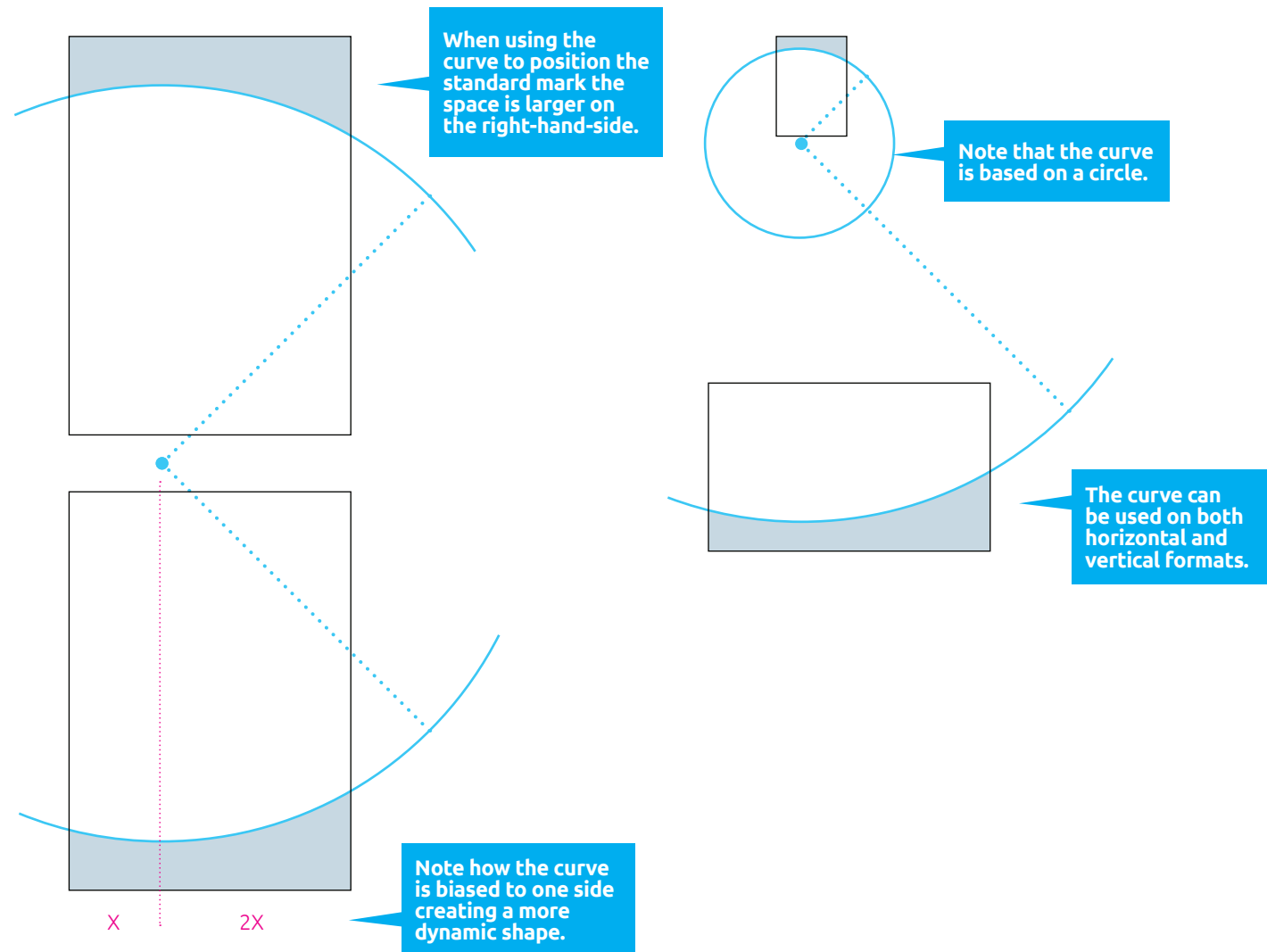


Dynamic curve

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

Simple or layered curves

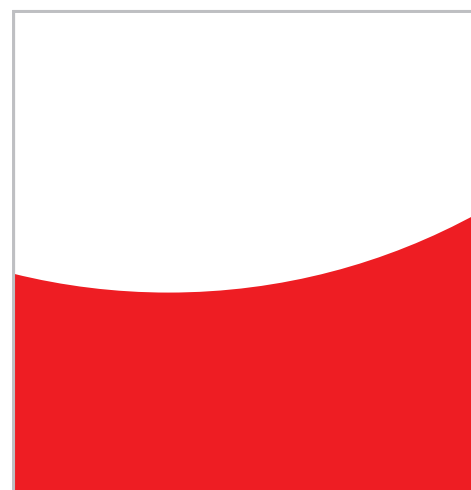
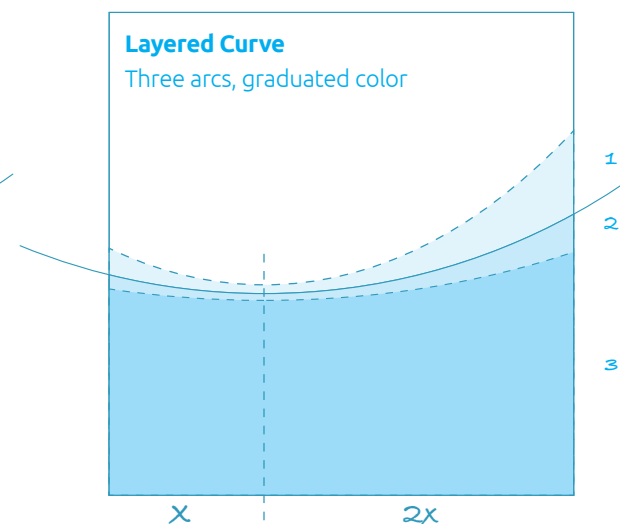
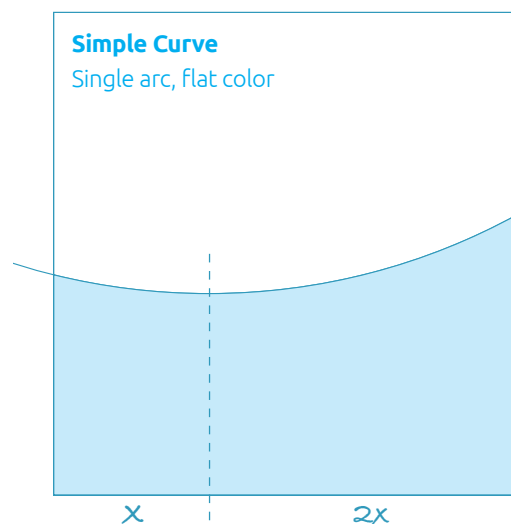


Simple Curve

The most basic form of dynamic curve can be created using the single curve of a perfect circle and using flat color.

Layered Curve

More complex layered versions of the dynamic curve can also be created using multiple curves as illustrated on the far right.



Dynamic curve

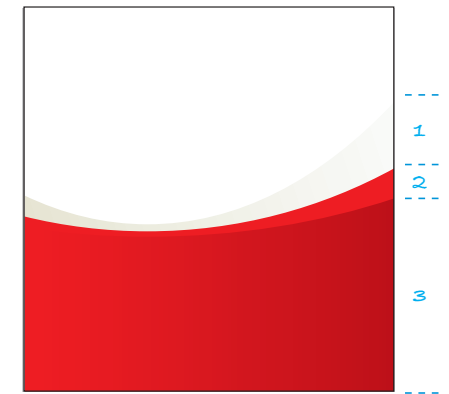
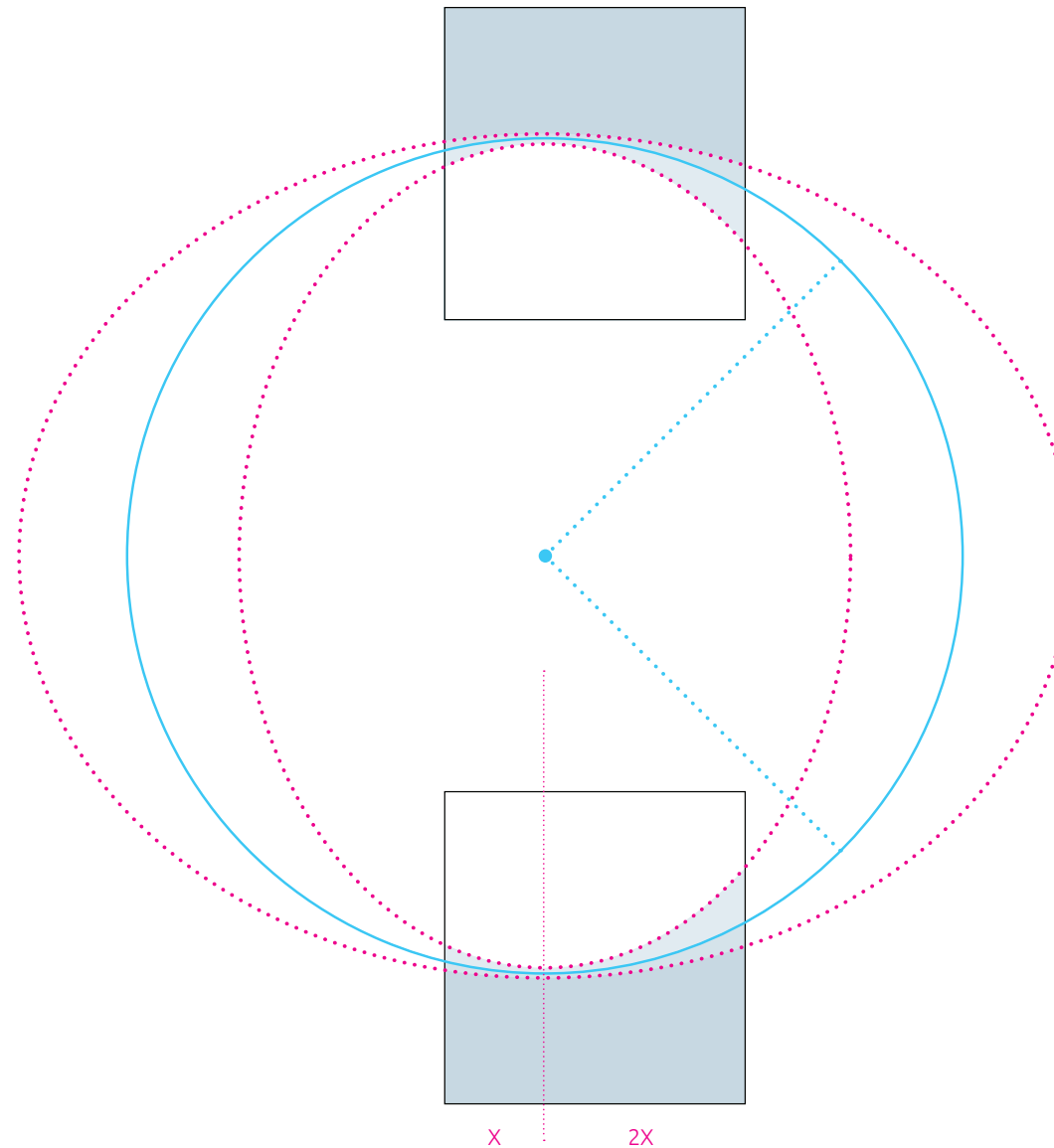
Construction of layered curves



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.

Areas 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.

Visual identity

Dynamic curve

Positioning the mark

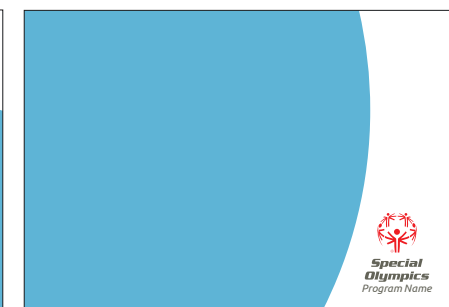
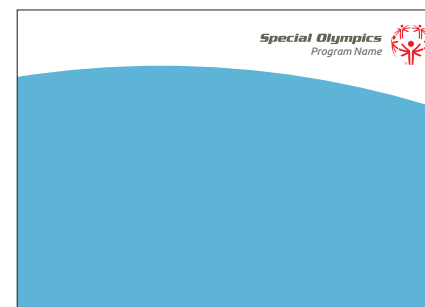
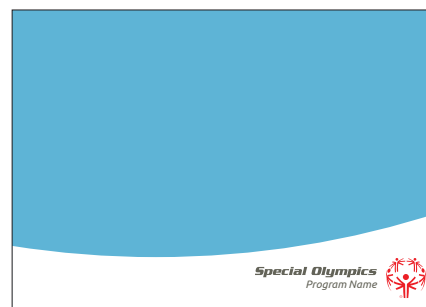
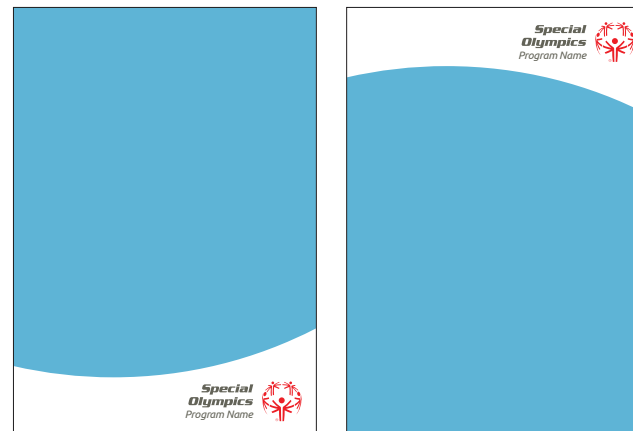


The dynamic curve is as a device to house and protect the mark.



Note that in sign application for items such as vertical signs the Special Olympics Accredited Program Mark can become the dominant element of the layout with the curve providing an embellishment where required.

Print application



Sign application



Visual identity

Dynamic curve Print artworks



Artworks for the curve have been created in a range of standard formats and colors. These can be combined with the Accredited Program Mark to easily and effectively brand print items.

Each format and version is supplied without the local program mark. These can be added during the creation of the final item artwork. Accredited Program Mark PNG and EPS files have been created with transparent backgrounds facilitating the overlaying of the mark onto the curve. A white frame has been included within the design to facilitate desktop printing.

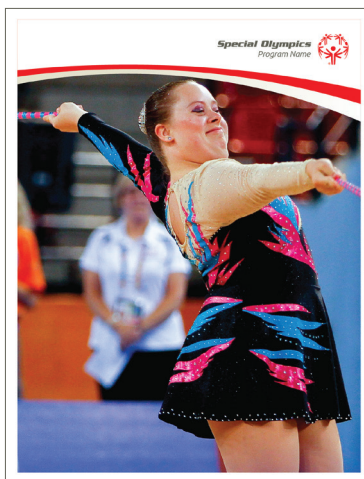
Alternative color options can be created, as appropriate, by local designers using the secondary color palette. This will require adaptation of master artworks within Adobe Illustrator.

Red curve device

Top



White curve device



Base



Half

