

Global Brand Guidelines & Resource

Special Olympics
Pennsylvania



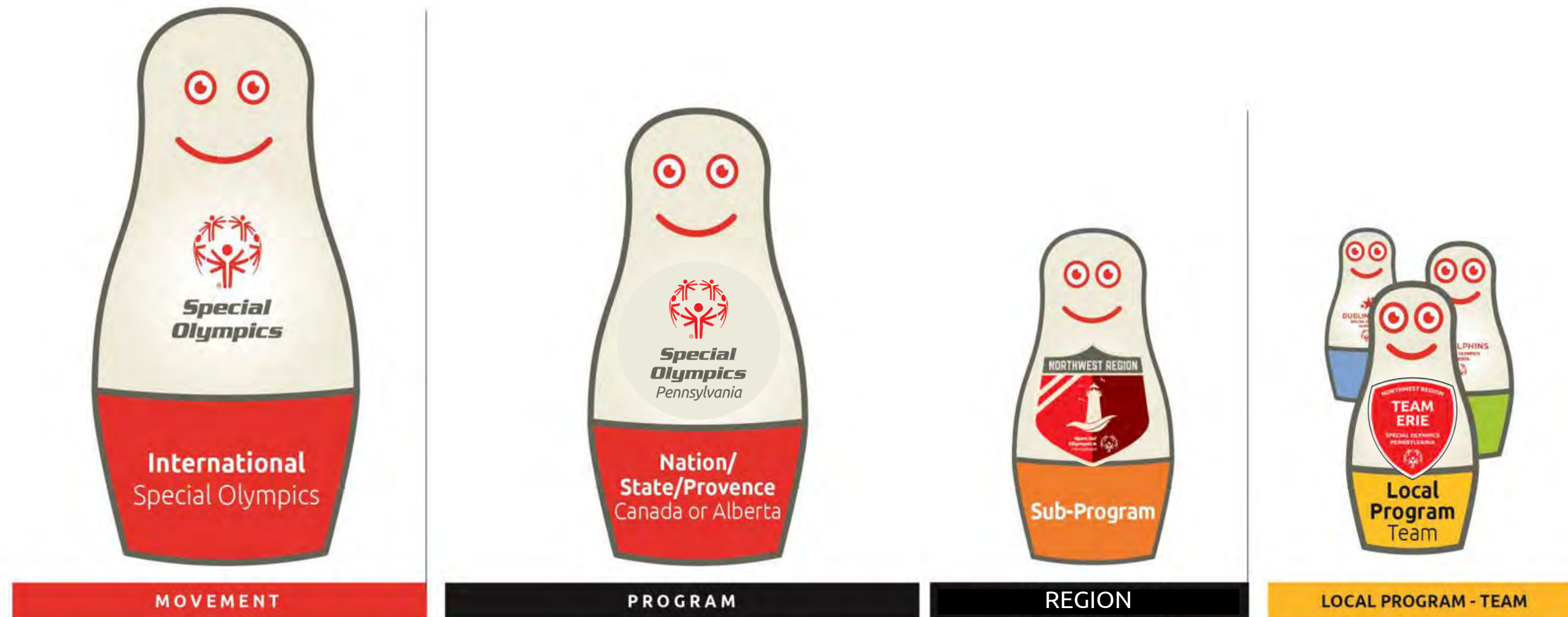
Brand Hierarchy

Special Olympics
Pennsylvania



Brand Hierarchy Visual

- 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 Region 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:

Special Olympics
Pennsylvania

SOPA 1-line Logo



***Special
Olympics***
Pennsylvania



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 version of the mark are for use against white background. 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 the background color.

White: This version of the mark is for use against dark colors and appropriate photographic images.

Brand Mark Artwork versions



Two Color (with type in Grey)



Two Color (with type in Black)



Single Color (Black)



Single Color (Red)



Single Color (Grey)



White



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.



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.



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



Special Olympics
Pennsylvania
Adams County



Special Olympics
Pennsylvania

Regional Logos

Special Olympics
Pennsylvania



Standard Regional Logos



Regional Patches
official logo for the region
 can be used on t-shirts,
 uniforms, marketing materials
 etc.

Special Olympics Pennsylvania  | **The Wilds Region**
*Serving Cameron • Centre • Clearfield • Clinton • Elk
 Jefferson • McKean • Potter*

Special Olympics Pennsylvania  | **Northwest Region**
Serving Clarion • Crawford • Erie • Mercer • Venango/Forest • Warren

Special Olympics Pennsylvania  | **Capital Area Region**
*Serving Adams • Cumberland • Dauphin • Lancaster • Lebanon
 Mifflin/Juniata • Perry • York*

Regional Logo Lock-Ups



Regional Shield Logos

Regional Secondary Logos



Regional Social Media Icons and Secondary Logo
these logos should only be used as the images for your region's profile icons on the various social media channels or on marketing collateral, but not on uniforms

Regional Social Media ONLY - Team Representation



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



Regional Stationary

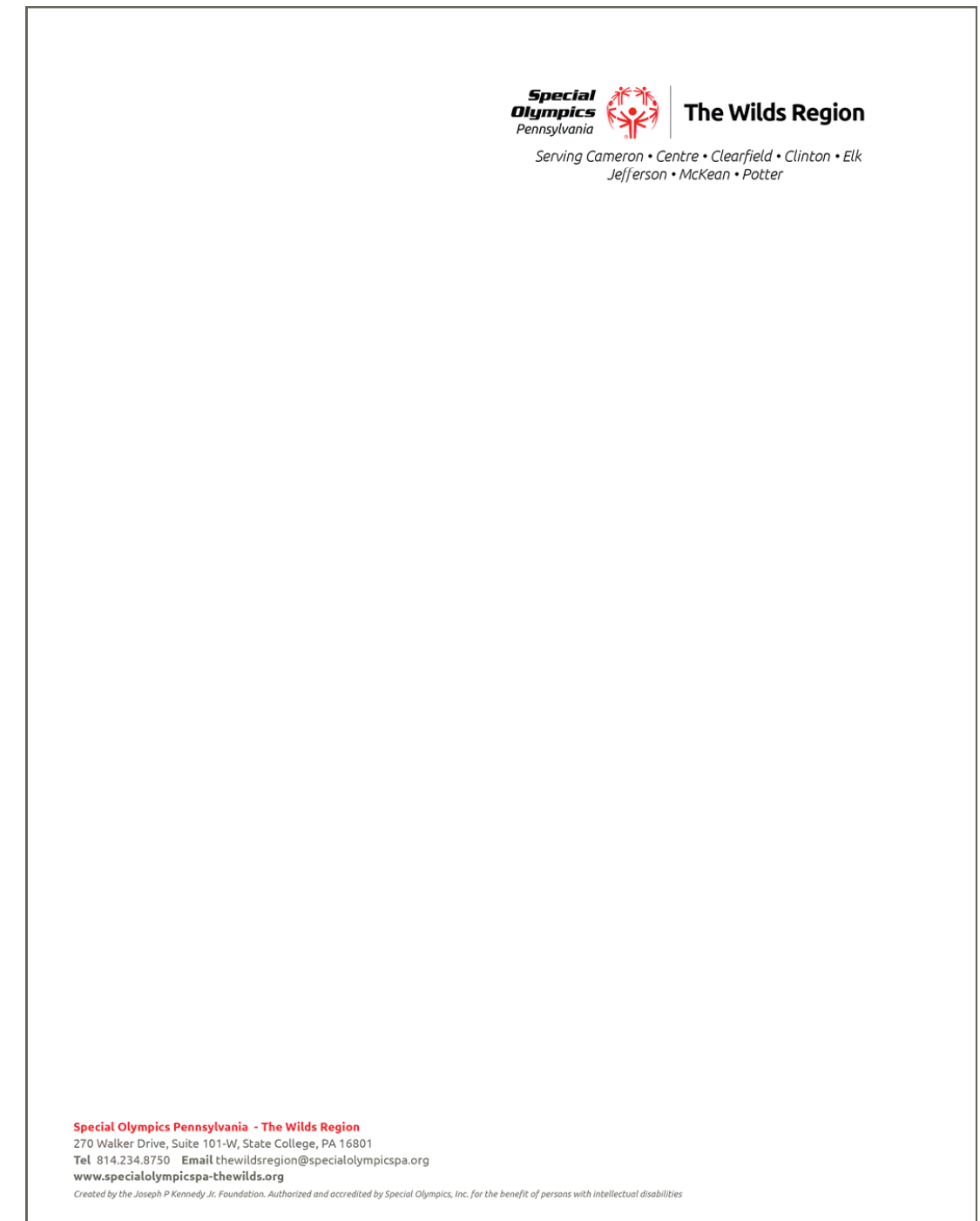
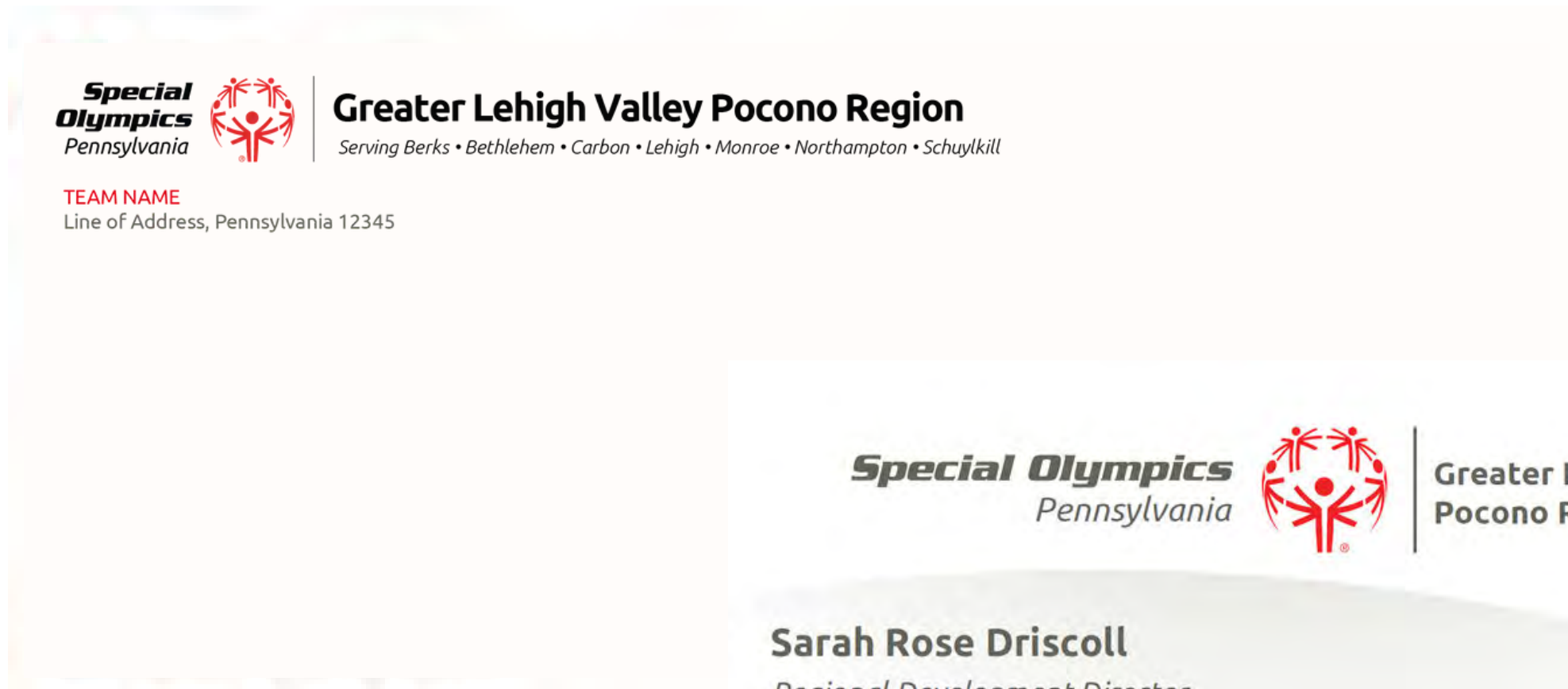
Special Olympics
Pennsylvania



Regional Stationary: Lettehead/Envelopes/Business Cards



- In general, the new logo lock-up structure for print materials must include the regional logo



Regional Stationary - Team Representation

Lettehead/Envelopes/Business Cards



- In general, the new logo lock-up structure for print materials must include the regional logo, with the Team Name represented below



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

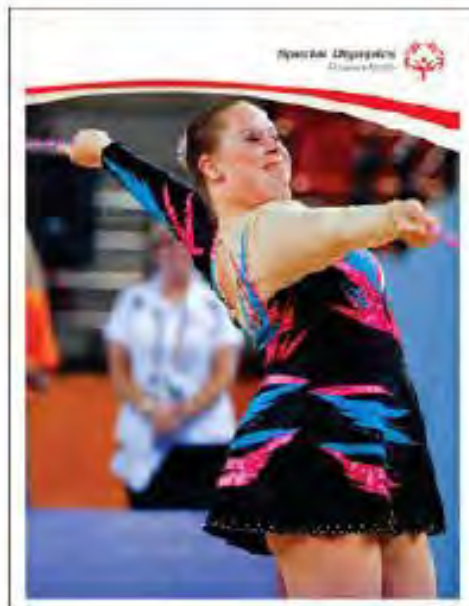
Dynamic Curve

Print Artworks

Red curve device



White curve device



Posters

Stylistic Range



1



2



3

The Dynamic Curve: Cover Series

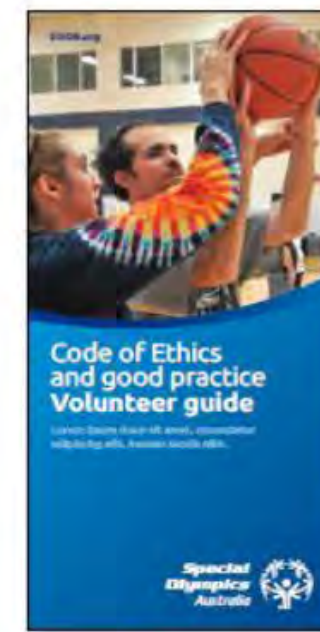
Informational Leaflets

Leaflet formats & cover series

1



3



4

General Newsletters & Flyers



General Newsletter Template



Flyer Template



Flyer Template

Banners & Signs



Banner Example

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



Sports Sign



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



Football



PROUDLY SUPPORTED BY
Finish Line

Vertical Banner



Football



PROUDLY SUPPORTED BY
Finish Line

Poster



Fact Sheet / Word Documents



Horizontal 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



Masthead



Flags



Vertical Banner



Poster



Horizontal Banner

Uniforms

Special Olympics
Pennsylvania



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

W
**CLUB/TEAM
NAME**

Program
Standardized

2

**SPECIAL OLYMPICS
PROGRAM NAME**

3



Regional
Standardized

**TEAM
AREA M**

Capital Area Region

**SPECIAL OLYMPICS
PENNSYLVANIA**



The Wilds Region

**TEAM
POTTER**

**SPECIAL OLYMPICS
PENNSYLVANIA**



1. Decide with your team on the name of your team and chose what represents 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 or an icon. You can also simply write out the name of the team
4. Use your team mark on your t-shirts as a way to identify your team
5. The SOPA logo **MUST** be represented on your uniform
6. Your Regional name **MUST** be represented on your uniform

Changes for Local Program Team Identity Cont.

Brand in Action

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 shield for 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. Special Olympics Pennsylvania and the Region name must be represented in the shield

Please note that club or team identities are for use on team shirts and uniforms only

T-Shirts

Shield format for sub-programs, clubs or teams



Changes for Local Program Team Identity Cont.



Logos that you can use to represent Regional & State Identity



Logos that represent BOTH Regional & State

Logos that represent Local, Regional & State

Combinations of logos that can be added to uniform shirt/shorts to get state, regional & team representation

Changes for Local Program Team Identity Cont.



Some different examples of how to represent, team, region and SOPA on uniforms

Changes for Local Program Team Identity Cont.



Some different examples of how to represent, team, region and SOPA on uniforms

Changes for Local Program Team Identity Cont.



Some different examples of how to represent, team, region and SOPA on uniforms

SOPA Local Program Team Identity Examples



Team Name/Icon

State Representation

Team Regional Crest

Uniform Breakdown by Sport

Special Olympics
Pennsylvania



Alpine Skiing

- Ski Jacket
- Ski Pants
- Gloves



Athletics

- Top - Singlet or T-shirt
- Shorts - Athletics (must end above the knees)



Basketball

- All players must wear basketball attire with identifying numbers
- Each team must wear a uniform shirt.
 - Team shirts shall be of the same solid color, front and back.
 - Each player shall be numbered on the front and back of the shirt with plain Arabic numbers of at least 20 centimeters (6-8 in) high on the back and 10 centimeters (4 in) high on the front and not less than 2 centimeters (3/4 in) in width.
 - All numbers are to be per NGB specifications.
- Teams may only use numbers 0 and 00 and from 1 to 99.
- Team uniform shirts and shorts must be identical in trim color
- Undershirts, if worn, must match the color of the body of the uniform (not the trim) and must be identical in color.
- Undershirts may be worn by some or all of the players, and may be short sleeve or tank top (no cut or ragged edges are allowed).
- Long Sleeve Shirts are not permitted.
- The shorts must end above the knee.

Basketball (con.)



Bocce

- Collared shirt (Polo Shirt)
- Dress Pants or Walking shorts



Bowling

- Collared shirt (Polo Shirt)
- Dress Pants or Walking shorts
- Women may wear skirts



Cross Country Skiing

- Ski Jacket
- Ski Pants
- Gloves
- Head covering such as a beanie



Equestrian - Trail

- All athletes must wear long pants (show clothes are appropriate for the class entered are highly encouraged, they are not required- Jeans and/or khakis may be worn)
- Shirts must have sleeves (No tank tops, halter tops, tube tops, etc. allowed)



Equestrian - English

- Summer games english show jackets are optional if team is in uniform
- Shirts must have sleeves (No tank tops, halter tops, tube tops, etc. allowed)
- All athletes must wear long pants (show clothes are appropriate for the class entered are highly encouraged, they are not required)



Figure Skating

- Clothing of the Competitors must be modest, dignified and appropriate for athletic competition, not garish or theatrical in design.
- Clothing may reflect the character of the music chosen.
- The clothing must not give the effect of excessive nudity inappropriate for the discipline.
- Men must wear full length trousers and must not wear tights.
- In addition, in Ice Dance, Ladies must wear a skirt.
- Clothing not meeting requirements - penalized 0.5 pts. .
- The decorations on costumes must be non-detachable.
 - Part of the costume or decoration falling on the ice will be penalized by a deduction of 0.5 point.



Flag Football

- All participants must have a playing uniform consisting of matching shirts/shorts/pants
- Matching numbers on front and back of Shirts
- Shirts must be tucked in at the waist to avoid obstruction of Flag Pulling.
- Shorts or gym pants with NO pockets



Floor Hockey

- Shirt/Jersey with distinctive team color and markings and a 15 centimeter to 20 centimeter (6 in to 8 in) player number on the back of the shirt.
- Athletic Shorts, sweatpants or warm-up pants may be worn



Golf

- Collared shirt (Polo Shirt)
- Dress Pants or Walking shorts



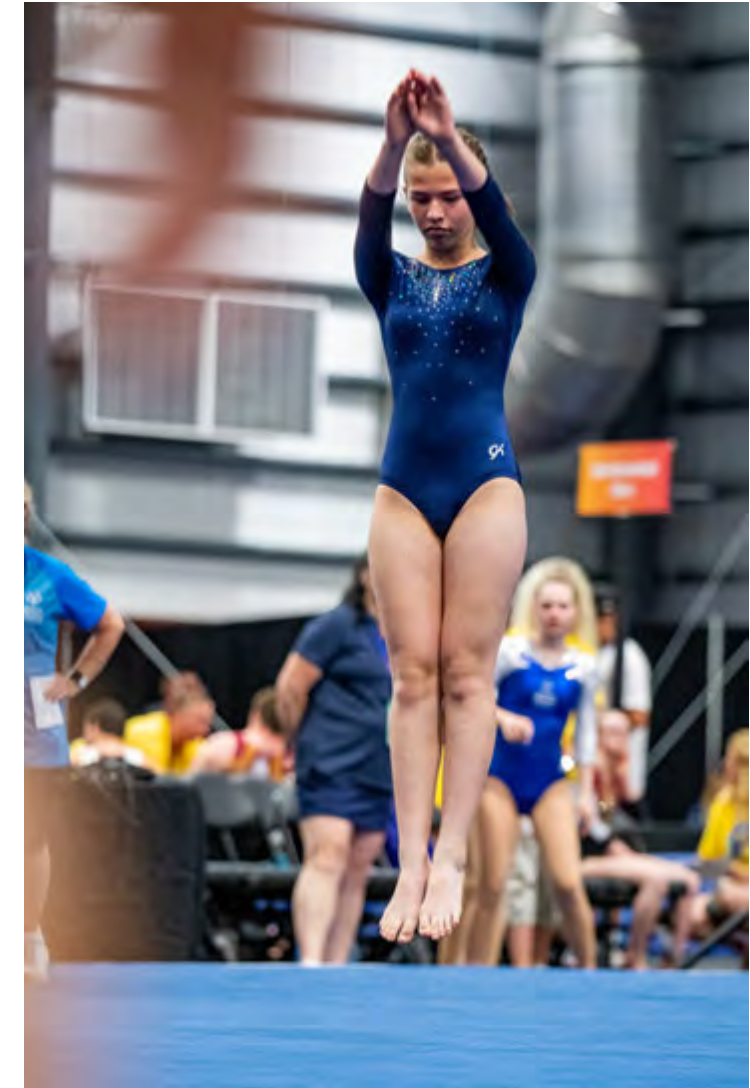
Gymnastics - Artistic

Female gymnasts

- long-sleeved, short sleeved, or sleeveless leotard or unitard.
- Bare feet or wear gymnastic slippers are permitted
- Bare legs or leg coverings of the same color as their leotard or flesh-colored tights with bare feet are permitted.
- No jewelry is allowed per FIG rules.

Male gymnasts

- Tank tops (leotards) and long gymnastic pants or gymnastic shorts depending on the event.
- T shirts that are tucked in may replace the tank tops.
- Gymnasts may compete in socks, gymnastic slippers or bare feet.
- No Jewelry is permitted



Gymnastics - Rhythmic

Female Gymnasts

- Gymnasts should wear a leotard or unitard, anycolor.
- Long tights(down to the ankle)may be worn.
- Skirted leotards,with the skirt no longer than upper thigh,are acceptable.
- Leotards may be with or without sleeves, but dance leotards with narrow straps are not allowed.
- The cut of the leotard at the top of the legs must not go beyond the fold of the crotch(maximum).
- Any decoration added to the leotard, either loose or stuck to the garment (flowers, ribbons, etc.)must adhere to the leotard.
- Leotards must be non-transparent material.
- Lace or other sheer fabric should be lined in the area of the trunk.



Gymnastics - Rhythmic (con.)

Male gymnasts

- Tank tops (leotards) and long gymnastic pants or gymnastic shorts depending on the event.
- T shirts that are tucked in may replace the tank tops.
- Gymnasts may compete in socks, gymnastic slippers or bare feet.
- No Jewelry is permitted



Long Distance Running/Walking

- Top - Singlet or T-shirt
- Shorts - Athletics (must end above the knees)
- In cold weather athletic-type pants (leggings, sweatpants/joggers) may be worn for competition.



Powerlifting

The non-supportive lifting suit must conform to the following specifications:

- The suit shall be one-piece and form fitting without any looseness when worn.
- The suit must be constructed entirely of fabric or synthetic textile material, such that no support is given to the lifter by the suit in the execution of any lift.
- The suit's material shall be of a single thickness, other than a second thickness of material of up to 12cm x 24cm allowed in the area of the crotch.
- There must be legs to the suit, extending a minimum of 3cm and a maximum of 25cm, from the top of the crotch down the inside of the leg, as measured when worn by the lifter in a standing position.



Powerlifting (con.)

A t-shirt must be worn under the lifting suit by all lifters in the Squat and Bench Press and the Deadlift.

- The t-shirt must conform to the following specifications:
 - The shirt must be constructed entirely of fabric or a synthetic textile and shall not consist, in whole or part, of any rubberized or similar stretch material, nor have any reinforced seams or pockets, buttons, zippers, other than a round neck collar.
 - The t-shirt must have sleeves.
 - Those sleeves must terminate below the lifters' deltoid and must not extend onto or below the lifter's elbow.
 - The sleeves may not be pushed or rolled up onto the deltoid when the lifter is competing.
- The t-shirt may be plain, i.e. of a single color.

Snowboarding

- Ski Jacket
- Ski Pants
- Gloves






Snowshoe

- Ski Jacket
- Ski Pants
- Gloves
- Head covering such as a beanie



Soccer

Jersey		Must have identifiable player number on the back of the jersey. All team jerseys must be the same with exception of the goalkeeper jersey which must be distinguishable from all other players on the pitch.
Shorts		Shorts should be slightly above knee length to reduce the restriction of movement.
Socks/Stockings		Socks/Stockings should reach the knee and cover the player's shinguards.

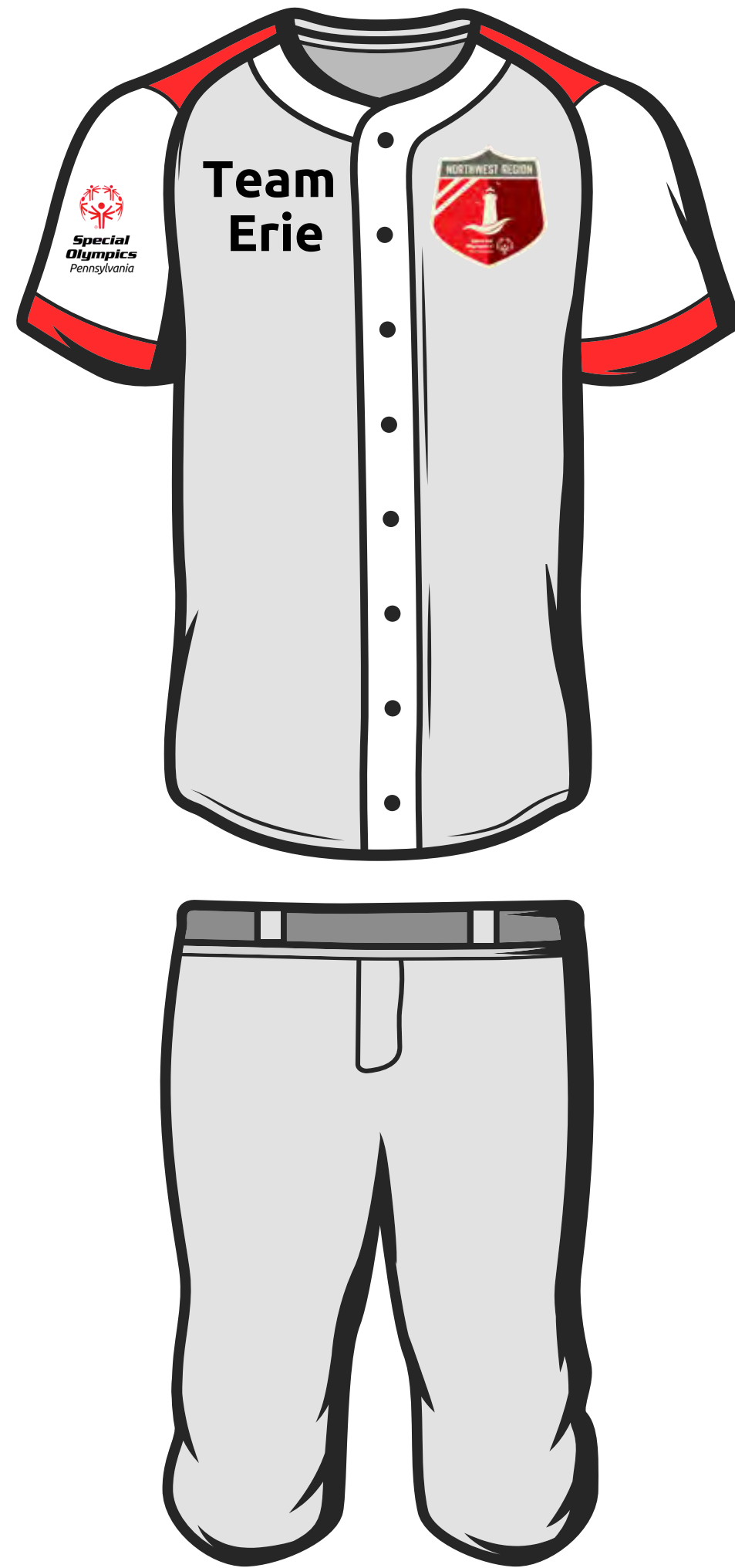
Softball

- All players on a team shall wear uniforms alike in color, trim and style.
 - Exception: Players and coaches may, for religious reasons, be permitted to wear specific head covering and apparel that does not conform to standard uniform requirements without penalty.
- Caps
 - Caps, visors, and headbands are optional for players but can be mixed. If more than one type is worn, they all must be of the same color and each of the same type must be of the same color and style.
 - Plastic or hard visors are not allowed.
- Undershirts
 - Players may wear a uniform, solid colored undershirt (it may be white). It is not mandatory that all players wear an undershirt but if one player wears one, those that are worn must be alike.
 - No player may wear ragged, frayed, or slit sleeves or exposed undershirts

Softball (con.)

- Pants/Sliding Pants
 - All player pants shall be either all long or all short in style.
 - Players may wear a uniform solid color pair of sliding pants.
- It is not mandatory that all players wear sliding pants, but if more than one player wears them, they must be alike in color and style except temporary, snap-on or Velcro sliding pads.
- No players may wear ragged, frayed or slit legs on exposed sliding pants.
- Numbers - An Arabic number of contrasting color at least 15.2cm (6 in) high must be worn on the back of all uniform shirts.
 - No player on the same team may wear identical numbers,(numbers 1 and 01 are examples of identical numbers.)
 - Only whole numbers 01 to 99 shall be used.
 - Players without numbers will not be permitted to play.
- Names
 - Names: Individual names may be worn above the numbers on the back of all uniform shirts.

Softball (con.)



Speed Skating

- All speed skaters shall wear long-sleeved and long-legged uniforms.
 - One Piece long sleeved full body
 - Long sleeved T-shirt and tights



Swimming

- Swimwear shall include only a swimsuit, cap, and goggles.
- All swimsuits shall be made from textile materials.
- Men, the swimsuit shall not extend above the navel nor below the knees,
- Women, shall not cover the neck, extend past the shoulder, nor extend below the knee



Tennis

- Men:

- Top: Athletic shirt – t-shirt or collared shirt, must have sleeves; performance/moisture wicking materials is preferred.
- Bottom: Athletic or walking shorts
- Footwear: Athletic sneakers

- Women:

- Top: Athletic shirt – t-shirt, collared shirt, or sleeveless, must cover mid-riff and be appropriate for competition; performance/moisture wicking materials is preferred. Women are also allowed to wear a one-piece tennis dress with built in shorts.
- Bottom: Athletic or walking shorts, tennis skirts with built-in shorts
- Footwear: Athletic sneakers



Volleyball

- The players' jerseys must be numbered from 1 to 99.
 - a minimum of 15 centimeters (6 in) in height on the chest
 - a minimum of 20 centimeters (8 in) in height on the back.
- It is recommended (but not required) that the team captain have a stripe on his/her jersey underlining the number on the chest.
- The color and the design for the jerseys, shorts and socks must be uniform for the team (except for the Libero).
- The uniforms must be clean.



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.



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



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

heuston@specialolympicspa.org

Primary Colors

Special Olympics
Pennsylvania



Color References



Color References

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

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

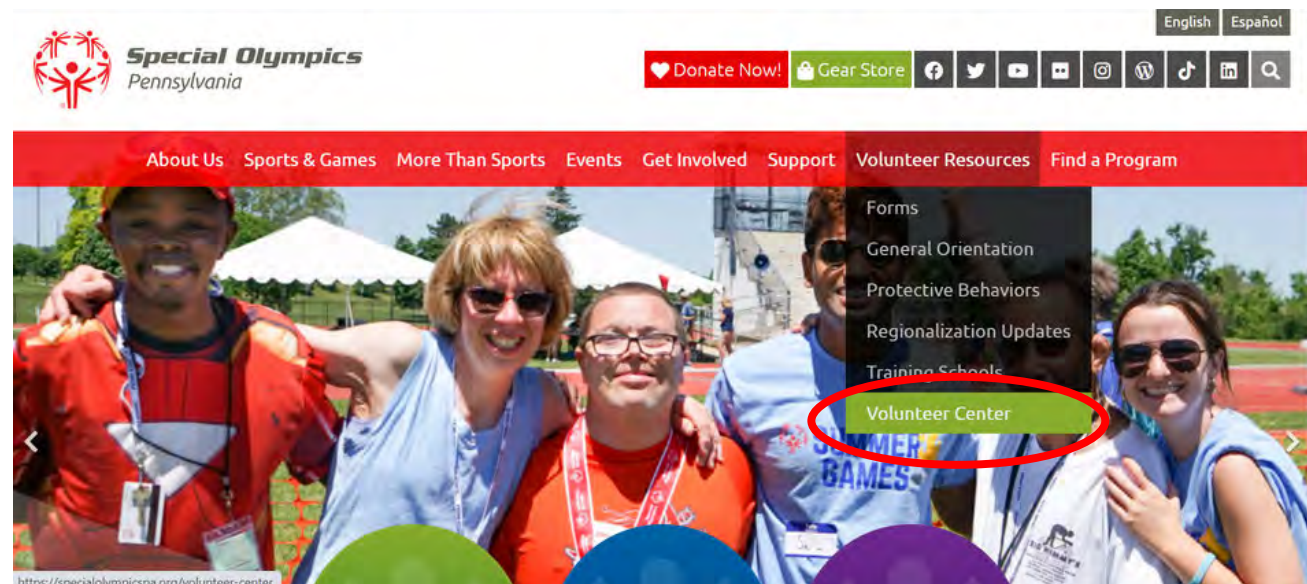
Special Olympics
Pennsylvania



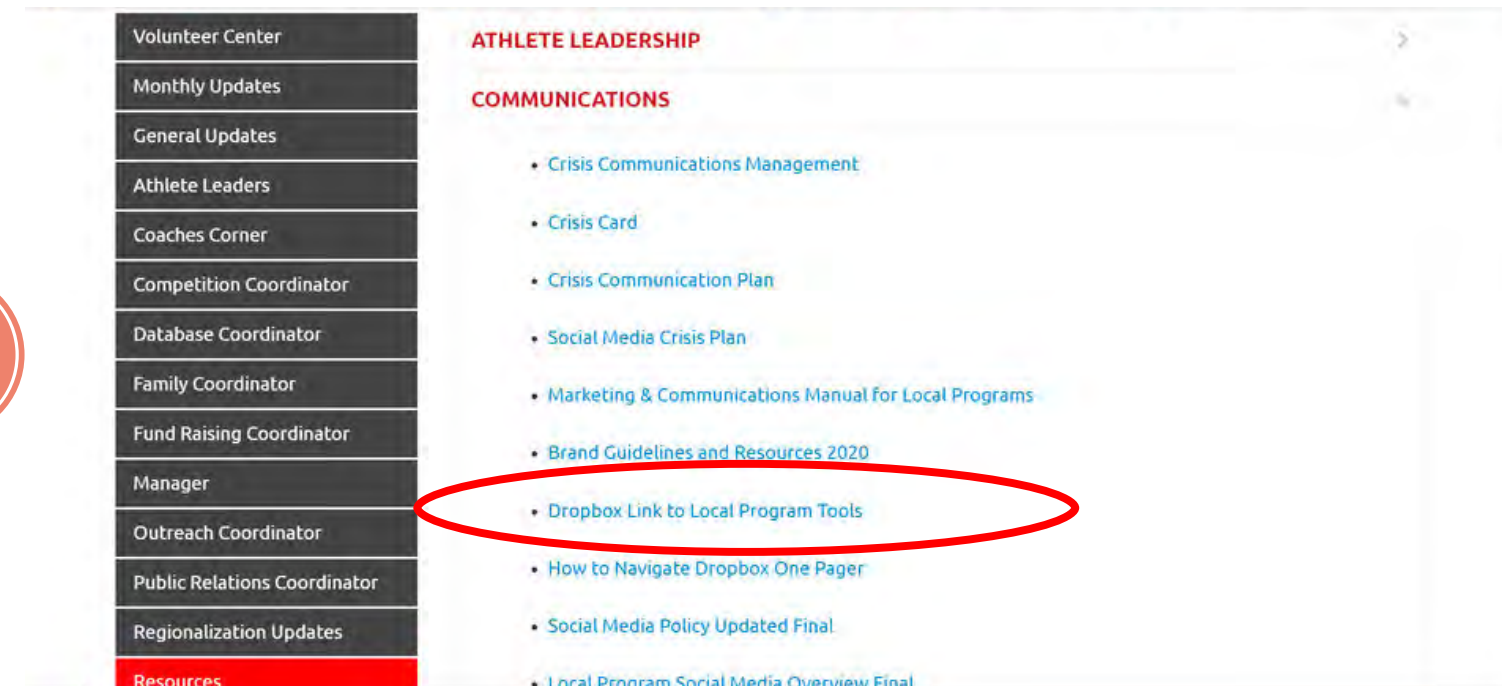
Online Access to Docs & Tools via our Website

Documents and tools available at www.specialolympicspa.org

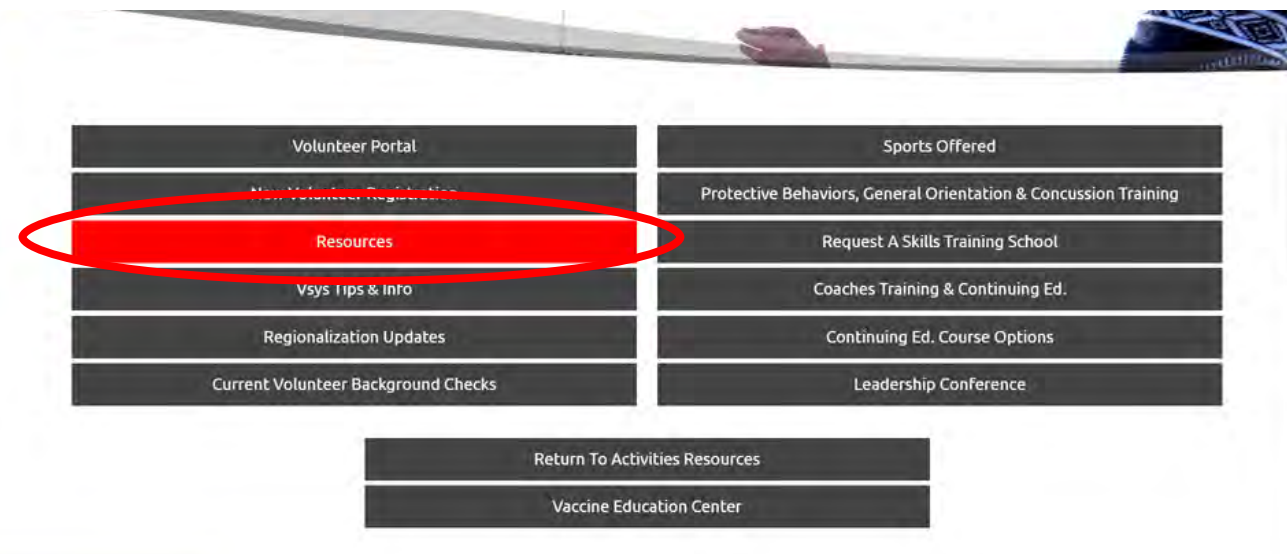
1



3



2



Click on the **Volunteer Center** button on our homepage to access our Resources, Vsys 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)

[FOLLOW THIS LINK TO ACCESS THE MATERIALS!](#)

Thank You!

Further Questions? Please feel free to contact us:

Hailey Euston, SOPA Marketing and Communications Director
heuston@specialolympicspa.org

Special Olympics
Pennsylvania

