The Special Olympics Movement continues to expand around the world, reaching out to new athletes, families, volunteers, sponsors, donors, the media and general public. As Special Olympics continues to grow, it is critical that it projects a powerful, consistent brand.

Establishing and reinforcing the brand requires consistent application of the Special Olympics logo and look in all communications materials. Our Special Olympics guidelines provide the tools and resources to protect our brand and ensure brand consistency.

These graphic standards provide clear guidance on how the logo should and should not be used. These standards should be used by all staff, as well as any outside vendors that will be using our logo on any publications, websites, specialty items, etc.
Special Olympics Logo

Official Special Olympics Logo
For use by Special Olympics headquarters

One-Color Format
If one-color format is required, the logo can be produced in black, red (PMS 485) or teal (327) or in reverse only.

Horizontal Format
For use when the regular logo does not fit well in the given space that is more rectangular.

Staffed Format
For use when the regular logo does not fit well in the given space that is more square and narrow.

Registered Trademark
The logo must always include the registered trademark symbol ®. The symbol must be a legible size and be in the proper position seen above.

All accredited Programs must display their Program in conjunction with the Special Olympics logo. No accredited Program shall have any right to use or display the Special Olympics logo standing alone without the required juxtaposition demonstrated below.

Times New Roman
Bold Italic
Official Special Olympics Be a Fan Logo
For use by Special Olympics headquarters

Seal

Logotype

Tagline

Be a fan.

Horizontal Format
For use when the regular logo does not fit well in the given space that is more rectangular

Special Olympics
Be a fan.

Stacked Format
For use when the regular logo does not fit well in the given space that is more square and narrow

Special Olympics
Be a fan.

Registered Trademark
The logo must always include the registered trademark symbol ®
The symbol must be a legible size and be in the proper position seen above

One-Color Format
If one-color format is required, the logo can be produced in black or in reverse only

Special Olympics
Be a fan.
Special Olympics
Be a fan.
Special Olympics
Be a fan.

Official Special Olympics Region or Program Logo
All accredited Programs must display their Program in conjunction with the Special Olympics logo. No accredited Program shall have any right to use or display the Special Olympics logo standing alone without the required juxtaposition demonstrated below.

Seal

Logotype

Region or Program Name

Tagline

Be a fan.

Program

Be a fan.

Region or Program Name

Sub-Region or Program Name

Sub-Region or Program Name

Be a fan.
Colors

PMS 485
CMYK
C=0%
M=97%
Y=100%
K=0%
RGB
R=212
G=46
B=18

PMS 327
CMYK
C=100%
M=0%
Y=44%
K=17%
RGB
R=0
G=135
B=125

PMS 485
CMYK
C=0%
M=97%
Y=100%
K=0%
RGB
R=212
G=46
B=18

Black
CMYK
C=0%
M=0%
Y=0%
K=100%
Using the Special Olympics logo with the Be a fan® Tag Line

Be a fan® is a fully integrated marketing campaign designed to send a powerful message that resonates with the general public, tapping into core values and attributes that everyone can appreciate - unity, acceptance, empowerment, dignity, courage, strength, pride, confidence and fun. The campaign helps connect people who are not already associated with the Special Olympics Movement to bridge the “relevancy gap” and, ultimately, support the Special Olympics brand goals.

This campaign kicked-off in 2007 and continues to be used by Special Olympics. We will continue to use this campaign while we undergo the 2011-2015 Strategic Plan Brand Review exercise.

We encourage the regions and Programs to continue to utilize the logo with the tag line and materials during this time of transition.

If Programs choose not to utilize the campaign then they can use the Official Special Olympics logo.

Tips:
Use the Official Special Olympics Logo in conjunction with the World Games’ logos.

The tag line Inspire Greatness® registered trademark expires December 2011. If a Program is using this tag line, it must be phased out by the end of the year.
Clear Space

To preserve its legibility and visual integrity, the Special Olympics logo should always be surrounded by sufficient space. The minimum space around the logo is called clear space. Do not allow other imagery to encroach upon the logo’s clear area. As a general principle, as much space as possible should be given to the logo. This will ensure that the visual identity is clear and strong.

Background Logo Placement

The logo can be used against background imagery, such as photographs. For 2-color logo or black logo placement, position the logo against a light-value, low-contrast area of the image. For reverse (white) logos, position the logo against a dark-value area of the image. Be sure the high-contrast background imagery does not make the logo, our brand, difficult to read. Below are three good example of proper logo usage. The last demonstrates how not to use the logo.
Apparel and Merchandise

Shirts

Sweatshirts

Banners

Hats

Buttons/Stickers

Mugs
Do not display the seal without the logotype. The globe alone is NOT recognized as Special Olympics alone.

Do not display the logotype without the seal.

Do not change the size relationship between the official seal and the logotype.

Do not move the logotype onto or away from the seal. Leave logo intact.

Do not alter the size relationship of the logo typography.

Do not alter the placement or the font of the typography.

Do not overwrite anything over the logo.

Do not replace the official seal with any other symbol.

Do not change the size relationship between the official seal and the Be a fan tagline.

Do not move the Be a fan tagline from position under the logo.

Do not alter the font of Be a fan tagline.

Do not remove the registered trademarks from either logo.
Co-Branding

Co-Branding with Sponsor

Special Olympics

Coca-Cola

Special Olympics

Be a fan.

Co-Branding with Sponsor - stacked version

Special Olympics

Coca-Cola

Co-Branding with Sponsor - stacked version

Special Olympics

Be a fan.

Coca-Cola

Aligning Special Olympics logo with Games Logo

Special Olympics

2009

SPECIAL OLYMPICS WORLD WINTER GAMES IDAHO USA

Co-Branding with other Organizations

Special Olympics

Best Buddies
Do not display the seal without the logotype. The globe alone is NOT recognized as Special Olympics alone.

The Special Olympics seal may be used as a decorative watermark design, provided that a logo in its entirety also appears prominently in the same document.

The Special Olympics seal may never be used as a decorative element to replace letters in type.
What is the meaning/significance of the Special Olympics logo?

The Special Olympics logo has gone through several changes in its lifetime. The original "stick figure" (now the Official Symbol) is an abstract but humanistic form designed to convey the impression of movement and activity. The logo is a symbol of growth, confidence and joy among children and adults with disabilities who are learning coordination, mastering skills, participating in competitions and preparing themselves for richer, more productive lives. The spherical appearance of the logo is a representation of Special Olympics' global outreach. The Official Logo is a visual representation of the theme: "Special Olympics--Uniting the World through skill, courage, sharing and joy."
Questions?

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