

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.

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



Visual identity

Brand mark Artwork versions

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)



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.

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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.



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Standard two line lock-up

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 1/8 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

Play Unified Brand Roundel

The campaign roundel combines the Special Olympics name, symbol and 'Play Unified' tagline within a red circle.

Please note that the "Special Olympics" and "Play Unified" text CANNOT be modified or changed in anyway.

The roundel should be reproduced in red where possible. (SO Red: Pantone® 186)

When printing in black and white the roundel may be used in black.

Please note that the type and symbol ALWAYS appear in white.



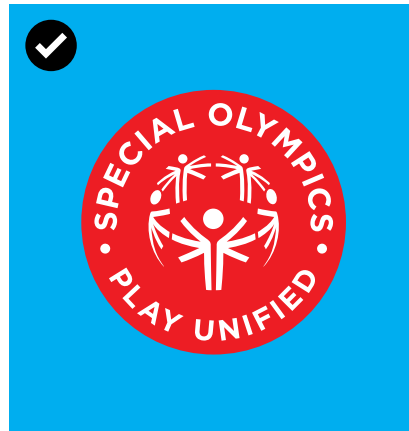
For standard application the roundel should be used in SO Red.



When printing in black and white the roundel should be used in solid black.



The roundel should only be used with the type and symbol in white.



The roundel can be used against colored backgrounds with a good color contrast.



The roundel can be used against SO Red. No keyline is required.



The roundel should only be used with the type and symbol in white.