



Special Olympics

**GRAPHIC STANDARDS
GUIDE**



INTRODUCTION

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

Establishing and reinforcing that identity requires consistent application of the Special Olympics logo and look in all communications materials. This guide provides the tools and resources to help Special Olympics staff, volunteers and licensees worldwide raise the movement's awareness and visibility, increase athlete and volunteer participation and further the Special Olympics mission.

The guide includes clear, comprehensive graphic standards, combined with basic document and presentation templates (available on the enclosed CDs) to help ensure the highest level of quality in all communications vehicles across the movement, particularly in Programs that do not have staff with publications experience.

Adherence to these guidelines is the key to the success of Special Olympics visual identity strategy. If you have any questions or comments, contact the Media & Public Affairs Department at (202) 628-3630. Thank you for your help and cooperation.

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SECTION 1: THE SPECIAL OLYMPICS LOGO

The Special Olympics logo is the key element in the movement’s graphic identity. Used correctly and consistently, the logo plays an important part in projecting the image of Special Olympics as a strong, united organization at the local, state/provincial, national and international levels.

The impact the logo makes depends heavily on the quality and consistency of its reproduction. This section explains the construction of the Special Olympics logos at all levels of the movement, and provides detailed specifications to help ensure quality reproduction.

Important Note: In 1988, the International Olympic Committee (IOC) officially recognized Special Olympics and agreed to cooperate with Special Olympics as a representative of the interests of athletes with mental retardation. Under the terms of its recognition agreement, Special Olympics is authorized by the IOC to use the word “Olympics” worldwide, but only after the word “Special.” However, Special Olympics and Special Olympics Programs *may not* use the Olympic Rings (the five interconnected circles that form the official IOC logo) or the word “Olympian” *in any way*.

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SPECIAL OLYMPICS GENERAL RULES

The Special Olympics Official General Rules provide consolidated guidance to all accredited Special Olympics Programs. For your convenience, the sections of the General Rules that address use of the Special Olympics logo and other marks are provided below.

Section 4.07. Use of Special Olympics Name and Other SO Marks.

Each Accredited Program shall comply with the requirements of these General Rules and the other Uniform Standards in its use of the name “Special Olympics” as part of its own Program name, and in its use of the SO Logo and any other SO Marks which SOI licenses that Accredited Program to use. Accredited Programs shall also comply with the limitations imposed by these General Rules and the other Uniform Standards when authorizing third parties to use any SO Marks in connection with activities undertaken for the support or benefit of that Accredited Program. Without limiting the intended generality of the preceding sentences, Accredited Programs must comply with the following requirements concerning the name “Special Olympics,” the SO Logo, and any other SO Marks which SOI licenses an Accredited Program to use:

(a) Compliance with Graphics Standards Guide. Accredited Programs shall comply with the specifications in the Graphics Standards Guide concerning the authorized methods for using, printing, displaying and reproducing the name “Special Olympics” as part of the Program’s name, the SO Logo, and various other SO Marks.

(b) Use of the SO Logo. Each Accredited Program shall have the right to use the SO Logo only when the SO Logo is used or displayed in conjunction with, or juxtaposed with, the name of the Accredited Program. The SO Logo is displayed “in conjunction with” or is “juxtaposed with” the Accredited Program’s name when the SO Logo is used immediately above or next to the Program’s name, in the manner depicted in and required by the Graphics Standards Guide. No Accredited Program shall have any right to use or display the SO Logo standing alone, without the required juxtaposition with the name of the Accredited Program, nor may any Accredited Program authorize any Sub-Program or other third party to make any such “stand-alone” use of the SO Logo. Accredited Programs shall use the SO Logo in conjunction with their respective Program names, and use all other SO Marks which SOI licenses Accredited Programs to use from time to time, only in accordance with the Graphics Standards Guide, these General Rules, and the other Uniform Standards. No logo, trademark, service mark, design, insignia, seal or symbol other than the SO Logo may be used by an Accredited Program without SOI’s prior written consent.

(c) Acknowledgment of SOI’s Trademark Registrations. Accredited Programs must identify the SO Logo and any other SO Mark which has been registered or otherwise recorded by SOI with the appropriate trademark authorities as the registered trademark or service mark of SOI, by always displaying that SO Mark in conjunction with the registered trademark symbol (®) in the manner required by the Graphics Standards Guide, if that SO Mark is a registered trademark of SOI. Alternatively, if the SO Mark in question is a common law or other unregistered trademark or common law service mark of SOI, as indicated by SOI in the Graphics Standards Guide or through other written notice to Accredited Programs, then Accredited Programs shall always display that SO Mark in conjunction with the common law trademark notice (TM) or, if applicable, the common law service mark notice (SM), in the manner required by the Graphics Standards Guide or SOI’s other written notice to Accredited Programs concerning the authorized use and display of that SO Mark.

(d) Approval Requirements. Accredited Programs must approve, in advance and in writing, the form, content and appearance of all designs, uses, displays and reproductions of the Special Olympics name, the SO Logo, or any other SO Mark which is to be used by its Sub-Programs or by any other third party under authorization from the Accredited Program. All such uses or reproductions by Sub-Programs or by third parties shall comply with the Graphics Standards Guide and the other Uniform Standards.

**SPECIAL OLYMPICS
GENERAL RULES**

(e) Required Use of SO Logo. Each Accredited Program shall use the SO Logo in conjunction with the name of the Accredited Program on all official Accredited Program materials, including, without limitation, on its stationery, business cards, news release letterhead, Games programs, yearbooks, flags and banners, athletes' number tags, athletes' uniforms, posters, brochures, and all informational and promotional material distributed to participants in Special Olympics, to sponsors, or to the general public.

(f) Use of Official Credit Line. The official credit line to be used by all Accredited Programs (the "Official Credit Line") consists of the phrases:

Created by the Joseph P. Kennedy, Jr. Foundation.

Authorized and Accredited by [Affiliated with] Special Olympics, Inc. for the Benefit of Persons with Mental Retardation [Mental Handicap]

The Official Credit Line shall be displayed prominently on all stationery, brochures, annual reports, news releases, and other printed materials, and in films, slides, video presentations and Web sites, which are produced or distributed by Accredited Programs. When feasible, the Official Credit Line should also be included in television credits displayed in connection with any programming which is filmed and broadcast by a local station within an Accredited Program's jurisdiction. The specifications for reproducing the Official Credit Line are set forth in the Graphics Standards Guide. Accredited Programs outside the United States may, when using the Official Credit Line, substitute the words "mental handicap" for the phrase "mental retardation" if that substitution is permitted by Section 10.01.

(g) Compliance with Other Policies. All uses of SO Marks by an Accredited Program shall comply with all other requirements of these General Rules and the other Uniform Standards, including, but not limited to, the policies set forth in Sections 4.08 and 4.09 concerning, respectively, the display of commercial messages at Games, and the prohibited association of SO Marks or Special Olympics Programs with alcoholic beverages or tobacco products.

Section 8.04. Fund-Raising Responsibilities.

(d) Licensing Use of SO Marks. An Accredited Program may grant licenses or authority within its jurisdiction to its corporate sponsors, or to other third parties involved in fund-raising projects for the benefit of that Accredited Program, to use the Accredited Program's full program name, including geographic designation, such as "Special Olympics South Africa," or "Special Olympics Maine," either standing alone or juxtaposed with the SO Logo in the manner required by the Graphics Standards Guide. All such licenses shall comply with all requirements of these General Rules and the other Uniform Standards. No Accredited Program may grant any license or authority to any third party to use the name "Special Olympics," SOI's name, the SO Logo when not used in juxtaposition with the name of the Accredited Program, or any other SO Mark.

Section 8.07. SOI's Contract Policies.**(a) Approval of Third Party Use of SO Marks**

(b) The Accredited Program shall have, and must actually exercise in each instance, a right of advance written approval of all materials (such as promotional literature or merchandise) to be developed or distributed by any third party which will bear the name of the Accredited Program, the SO Logo (which may be used only in juxtaposition with the name of the Accredited Program), or any other SO Mark which SOI has licensed that Accredited Program to use. Through such approval process, the Accredited Program shall ensure that such third party fully complies with all SOI ownership rights to the SO Marks, with the Graphics Standards Guide, and with other applicable provisions of the Uniform Standards.

1.3

LOGO CONSTRUCTION

Headquarters, Regional, Program and Sub-Program Levels

Seal

Teal: PMS 327

Logotype

Red: PMS 485

Font: Serpentine Bold Oblique

Region, Program or Sub-Program

Teal: PMS 327

Font:

Times New Roman Bold Italic

Notes

In subsequent sections of this guide, all examples use the region/Program logo construction. To customize for Sub-Programs, add the Sub-Program name as shown in the example on this page. Templates for all logos shown are provided on the CDs in Section 5: Electronic Art.

The Special Olympics logo is composed of the official seal and the logotype, as shown below. The seal and logotype should always be used together, without altering their relative size and position. The only exceptions to this rule are that the Special Olympics seal may be used as a decorative watermark design, provided that a complete logo also appears in the same publication or document; and the seal may be used without the logo on Special Olympics medals (see page 1.10, Authorized Usage, Minimum Size Limits and Specialized Uses, for more information).

The Special Olympics logo should always include the registered trademark symbol (®). The symbol must appear in a legible size and in its proper position as shown below.

Special Olympics region, Program and Sub-Program logos should incorporate the name of the region, Program or Sub-Program below the logotype, as shown below. Special Olympics, Inc., is the only organization that is authorized to use or license others to use the Special Olympics logo either by itself or with a region name (the regions are part of Special Olympics, Inc.).

Accredited Programs and Sub-Programs are authorized to use the logo with their Program or Sub-Program name.

Camera-Ready Art and Electronic Files

The Special Olympics logos that appear in this section are designed elements and may not be altered in any way. When reproducing the logos, it is essential that you use only the supplied authorized camera-ready art or electronic files. Do not use third-generation art of any kind to reproduce the logo.

Camera-ready art is located in Section 4: Reproduction Resources. In addition, electronic files for these logos can be found on the CDs in Section 5: Electronic Art.

Official Special Olympics Logo

For use by Special Olympics headquarters and regional offices only



Official Region Logo



Official Program Logo



Official Sub-Program Logo



LOGO CONSTRUCTION

Languages Other Than English

To help create a readily identifiable visual identity for Special Olympics worldwide, the preferred option is for all regions and Programs to use the logo with the logotype (“Special Olympics”) in English. However, regions and Programs in non-English speaking countries may at their discretion translate the logotype and region or Program name into the local language.

To maintain the integrity of the logo, all translated versions should use approved fonts. In countries that use the Latin alphabet, Serpentine must be used for the logotype (“Special Olympics”) and Times New Roman Bold Italic for the region, Program or Sub-Program name. See page 1.1, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels, for guidelines for constructing a Sub-Program logo.

To produce translated Special Olympics logos in countries that use non-Latin alphabets, refer to the list of approved fonts on page 4.5, Font Families, Non-Latin Alphabet Languages.

Example of translated region name



Example of completely translated logo



Example of Program name in non-Latin alphabet



1.5

LOGO CONSTRUCTION

Space Around the Logo

Logotype

“S” is the standard height, equivalent to “x”

Seal

4 1/2 x

Region/Program Name

x

Clear Space Area

x

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 the “clear space.” “X” represents the minimum clear space around the logo. “X” is equivalent to the height of the uppercase “S” in Special Olympics. 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.

The rules regarding clear space also apply to any background. If the logo is reproduced on a photograph, place it in a clear area of the photo, such as a sky or background, to ensure legibility of the logo. See page 1.8, Color, Background, for more information.

Logo proportions



LOGO CONSTRUCTION

Incorrect Logo Formatting



Do not display the seal without the logotype



Do not display the logotype without the official seal



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



Do not alter the size relationship of the logo typography



Do not replace the region/Program typography with Serpentine Bold Oblique ("Special Olympics" font)



Do not replace the logo typography with a different type style



Do not omit the logo registration mark



Do not replace the official seal with any other symbol



Do not add graphic elements to the official logo

1.7

COLOR

Specifications

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)
97% Process Magenta (M)
100% Process Yellow (Y)
0% Process Black (K)

Web Safe Color (Hexadecimal)

Hex # D42E12

Screen Color (RGB)

212 - Red (R)
46 - Green (G)
18 - Blue (B)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)
0% Process Magenta (M)
44% Process Yellow (Y)
17% Process Black (K)

Web Safe Color (Hexadecimal)

Hex # 00877D

Screen Color (RGB)

0 - Red (R)
135 - Green (G)
125 - Blue (B)

The Pantone Matching System (PMS) is an internationally used method of matching and specifying color. Therefore, PMS specifications are used throughout this guide. PMS colors can be simulated in four-color process (CMYK) printing; the percentages of cyan, magenta, yellow and black necessary to approximate the red (PMS 485) and teal (PMS 327) of the Special Olympics logo are shown at right.

Computer monitors display images using a different color system (RGB) and Web site design uses the hexadecimal system. The color values for PMS 485 and PMS 327 in both systems are shown at right.



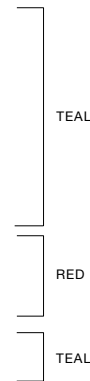
PMS 485



PMS 327



Special Olympics
Region or Program Name



Spot Color (PMS) Usage

The preferred method for reproducing the Special Olympics logo is in two spot (PMS) colors.

Process (CMYK) Usage

In cases where it is not possible to use spot colors, the logo may be reproduced using process colors.

Web-Safe Color (Hexadecimal) Usage

Color specification for use on the World Wide Web.

Screen Color (RGB) Usage

For visual presentations on computer screen, such as PowerPoint.

Do not switch official logo colors



1.8

COLOR

Proper Color Use

Proper color use is a critical factor in correctly reproducing a logo. Consistent use of official Special Olympics colors will help guarantee high degrees of awareness and instant recall. The official Special Olympics colors are red (PMS 485) and teal (PMS 327).

Reproduce the official logo in the preferred two-color format whenever possible.

Two-Color Logo (Preferred)

“Special Olympics” is red (PMS 485). The seal and Program designation are teal (PMS 327).



One-Color Logo (Acceptable)

The entire logo is reproduced in teal (PMS 327).



The entire logo is reproduced in black.



The entire logo is reproduced in red (PMS 485).



Do not alter color usage within the logo.



Do not substitute either color in the two-color logo.



Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)
97% Process Magenta (M)
100% Process Yellow (Y)
0% Process Black (K)

Web Safe Color (Hexadecimal)

Hex # D42E12

Screen Color (RGB)

212 - Red (R)
46 - Green (G)
18 - Blue (B)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)
0% Process Magenta (M)
44% Process Yellow (Y)
17% Process Black (K)

Web Safe Color (Hexadecimal)

Hex # 00877D

Screen Color (RGB)

0 - Red (R)
135 - Green (G)
125 - Blue (B)

COLOR**Reverse**

Logo artwork is balanced to function in either positive form (dark graphics on light background) or reverse form (light graphics on a dark background).

Reverse logos can appear against a solid background of any color as illustrated below, and can also appear against dark value, low-contrast backgrounds.

Reverse Logo

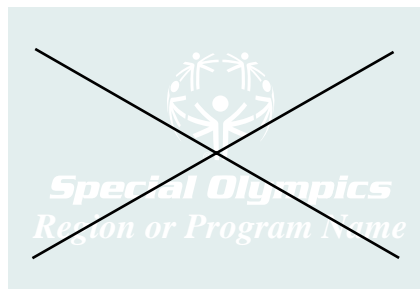
The entire logo is white against any appropriate contrasting color.

**Background option**

The reverse logo may appear against dark value, low-contrast imagery.



Do not allow inadequate color contrast between the reverse logo and its background.



1.10

COLOR

Background

The logo can be used against background imagery, such as photographs. For positive (two- and one-color) logos, position the logo against a light-value, low-contrast area of the image. For reverse logos, position the logo against a dark-value area of the image. Be sure that high-contrast background imagery does not make the logo difficult to read.



Two-Color Logo on Light Value Area of Image



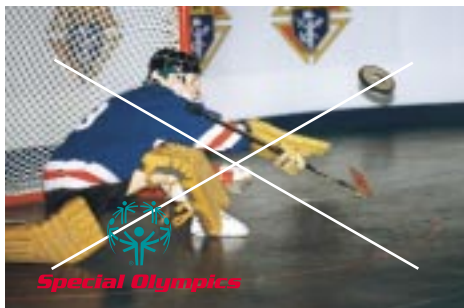
One-Color Logo on Low-Contrast Area of Image



Reverse Logo on Dark Value Area of Image



One-Color Logo on Ghosted Process Color Image



**Unacceptable:
Two-Color Logo on High-Contrast Area of Image**



**Unacceptable:
One-Color, Dark Logo on Dark Value Area of Image**

SCREEN RELATIONSHIPS

Logos Against a Screened Background

The value scale on this page illustrates positive and reverse logos applied to various percentages of black. Positive logos can appear against a screened background from 0 percent to 35 percent of black. Avoid using positive logos on backgrounds darker than a 35 percent value of black or reverse logos on backgrounds that are lighter than a 60 percent value of black.



Reverse logos can appear against a screened background from 60 percent to 100 percent of black.



To avoid problems with legibility, do not use positive or reverse logos against screened backgrounds from 36 percent to 59 percent of black.



AUTHORIZED USE

Minimum Size Limits and Specialized Uses

Minimum Size

Minimum size limits are another way in which clear visibility and legibility is maintained. The example below illustrates the minimum size at which the Special Olympics logo should be reproduced.



Specialized Formats

In cases where the preferred Special Olympics logo construction cannot be used, the following two formats, horizontal and stacked, may be used.

Horizontal

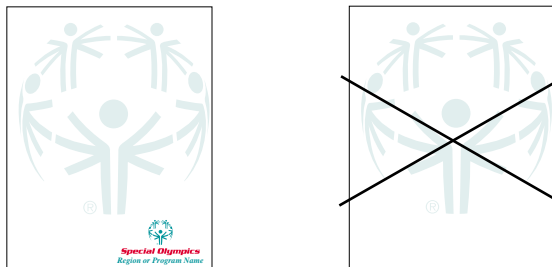


Stacked



Logo as a Watermark

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.



Logo on Medals

The Special Olympics seal may be used without the logotype on competition medals. However, it is preferable to use the logo in its entirety.

COLOR PALETTE

Color choice is an important part of the Special Olympics visual identity. By using a consistent palette of colors that complements the Special Olympics logo colors PMS 485 (red) and PMS 327 (teal), you create a cohesive, attractive “family” of publications. Keep in mind that the color palette presented below is designed not to restrict your color choices, but to guide them. Use a Pantone® color guide to explore color options based on the Special Olympics color palette.



Spot Color (PMS): PMS 327
Process Color (CMYK): C=100%, M=0%, Y=44%, K=17%
Screen Color (RGB): R-0, G-135, B-125
Web Safe Color (Hexadecimal): Hex # 00877D



Spot Color (PMS): PMS 485
Process Color (CMYK): C=0%, M=97%, Y=100%, K=0%
Screen Color (RGB): R-212, G-46, B-18
Web Safe Color (Hexadecimal): Hex # D42E12



Spot Color (PMS): PMS 286
Process Color (CMYK): C=100%, M=66%, Y=0%, K=2%
Screen Color (RGB): R-0, G-51, B-171
Web Safe Color (Hexadecimal): Hex #0033AB



Spot Color (PMS): PMS 116
Process Color (CMYK): C=0%, M=16%, Y=100%, K=0%
Screen Color (RGB): R-247, G-209, B-23
Web Safe Color (Hexadecimal): Hex # F7D117



Spot Color (PMS): PMS 3015
Process Color (CMYK): C=100%, M=30%, Y=0%, K=20%
Screen Color (RGB): R-0, G-102, B-158
Web Safe Color (Hexadecimal): Hex # 00669E



Spot Color (PMS): PMS 2597
Process Color (CMYK): C=85%, M=100%, Y=0%, K=0%
Screen Color (RGB): R-102, G-0, B-135
Web Safe Color (Hexadecimal): Hex # 660087



Spot Color (PMS): PMS 7502
Process Color (CMYK): C=0%, M=8%, Y=35%, K=10%
Screen Color (RGB): R-214, G-191, B-145
Web Safe Color (Hexadecimal): Hex # D6BF91



Spot Color (PMS): PMS 424
Process Color (CMYK): C=0%, M=0%, Y=0%, K=61%
Screen Color (RGB): R-122, G-122, B-120
Web Safe Color (Hexadecimal): Hex # 7A7A78

**SUMMARY OF
RULES**

The following list summarizes the principal rules concerning use of the Special Olympics logo. See the specific sections referenced for more information.

- The two elements that make up the logo—the seal and the logotype—must be used together, without altering their relative size and position.
Page 1.3, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels.
- The logo must always include the registered trademark symbol—®.
Page 1.3, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels.
- Special Olympics region and Program logos must incorporate the name of the region or program below the logotype. The use of the logo without a region or Program name is reserved for Special Olympics, Inc.
Page 1.3, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels.
- Translated (non-English) versions of the logo must be developed using approved fonts.
Page 1.3, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels.
- The official Special Olympics colors are PMS 485 (red) and PMS 327 (teal). In the two-color version of the logo, the seal and region or Program name should be reproduced in PMS 327 and the logotype in PMS 485.
Page 1.8, Color, Proper Color Use.
- Reverse logos may appear against an appropriate contrasting solid color and dark value, low-contrast imagery.
Page 1.9, Color, Reverse.
- Avoid using positive logos on backgrounds darker than a 35 percent value of black or reverse logos on backgrounds that are lighter than a 60 percent value of black.
Page 1.11, Screen Relationships, Logos Against a Screened Background.
- To maintain legibility, the logo should never be reduced beyond its minimum size (seal is 3/8 inch wide).
Page 1.12, Authorized Use, Minimum Size Limits and Specialized Uses.
- To preserve its legibility and visual integrity, the Special Olympics logo should always be surrounded by sufficient clear space.
Page 1.5, Logo Construction, Space Around the Logo.

SECTION 2: USE OF THE SPECIAL OLYMPICS LOGO

The Special Olympics logo is the cornerstone of the movement's visual identity. Using it correctly provides visual continuity across the global movement, helping create public awareness and recognition. This section provides clear guidelines for incorporating the Special Olympics logo into a variety of media, including stationery, marketing materials and merchandise. It also shows how to use the logo in conjunction with sponsor organizations' logos.

Where appropriate, design specifications are provided in both U.S. and ISO paper sizes. Templates for all items are provided on the CDs in Section 5: Electronic Art.

The Official Special Olympics Credit Line	2.1
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8.5" x 11" Brochure	2.9
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2.1

THE OFFICIAL SPECIAL OLYMPICS CREDIT LINE

Special Olympics was created in 1968 by the Joseph P. Kennedy, Jr. Foundation. That origin is recognized through the use of the official Special Olympics credit line:

Created by the Joseph P. Kennedy, Jr. Foundation. Authorized and Accredited by [Affiliated with] Special Olympics, Inc., for the Benefit of Persons with Mental Retardation [Mental Handicap].

The Special Olympics General Rules state that all Accredited Programs must include the credit line on all printed materials, slides and videotapes, and Web sites (see page 1.2 for the complete text of the rule). The following section includes specifications for incorporating the credit line into stationery and marketing materials. In addition, the credit line is incorporated into the appropriate templates provided on the CDs in Section 5: Electronic Art.

2.2

Section 2: Use of the Special Olympics Logo

GRAPHIC TREATMENT USE

Letterhead

Document Size

U.S.: 8-1/2" x 11"

International: A4, 21.6 x 27.9 cm

Typography

Template

Logotype:

Serpentine Bold Oblique

Region/Program Name:

Times New Roman Bold Italic

Address: Times New Roman

Credit Line:

Times New Roman Italic

Letter

Times New Roman 10/12

(10 pt. text/12 pt. leading)

Color

Teal (PMS 327)

Seal

Program/Region Name

Address, Web site, E-mail

Red (PMS 485)

Logotype

Credit Line

Triangle Graphic

Paper Recommendation

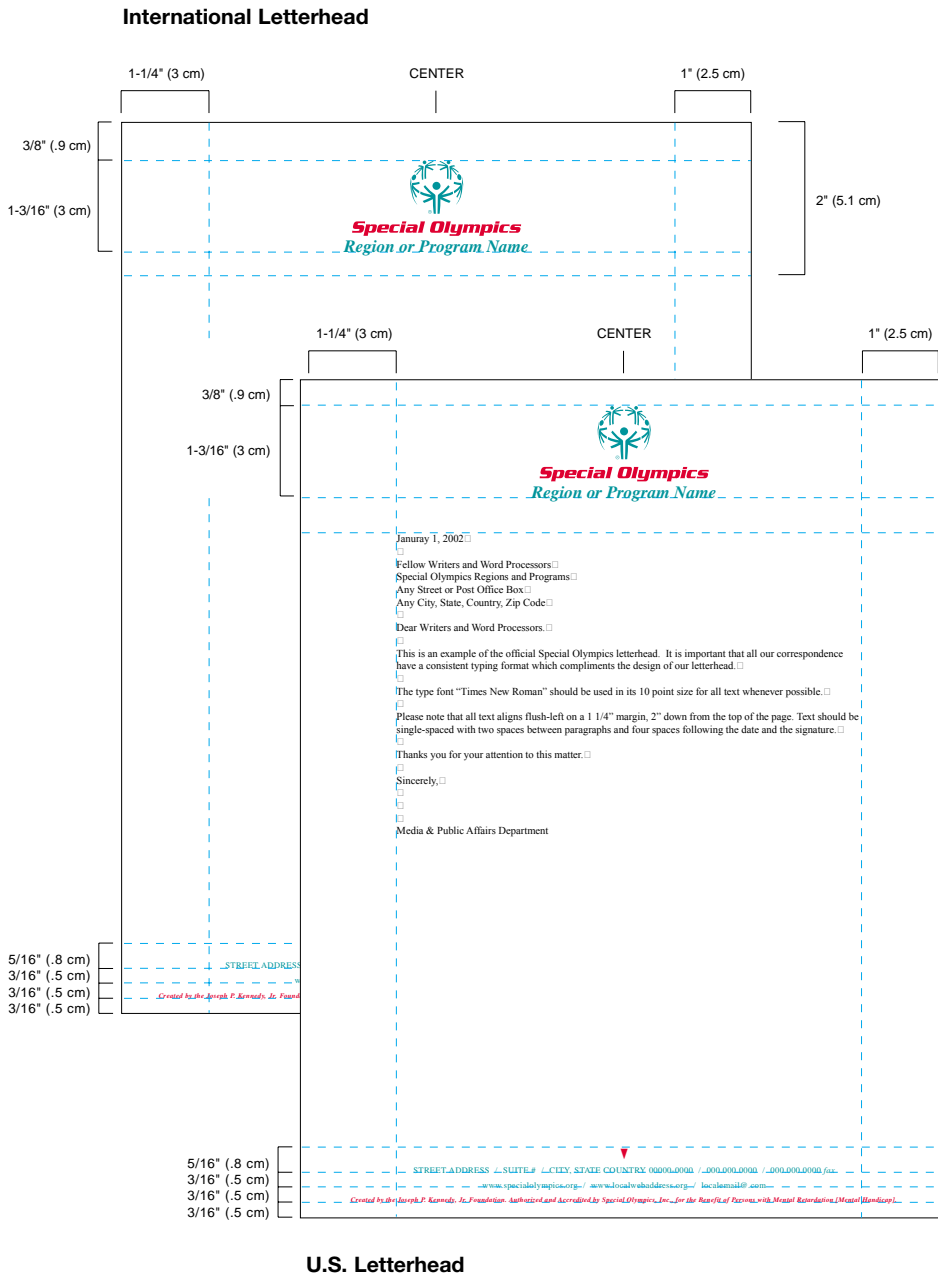
24# bright white laser-compatible sheet

Print Method

2-color, 1-sided

Note

The official Special Olympics credit line should be included on this item as indicated. See page 2.1 for more information.



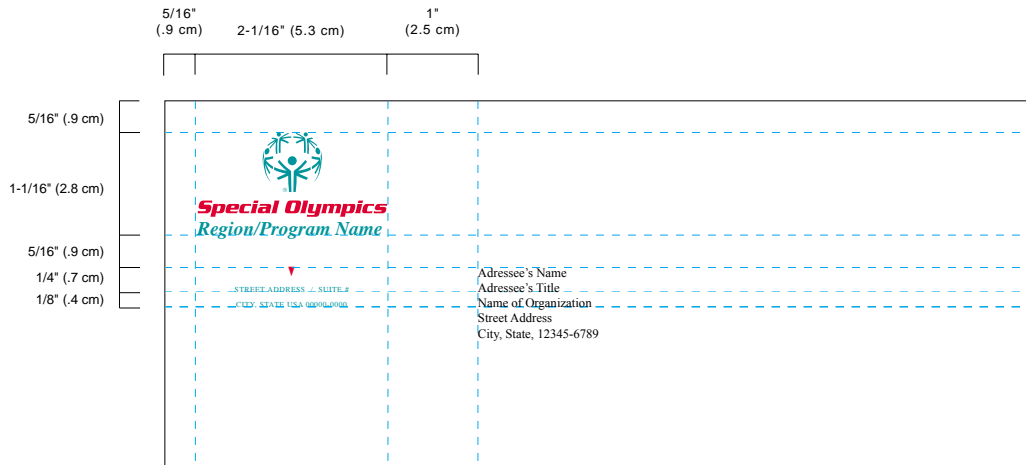
2.3

Section 2: Use of the Special Olympics Logo

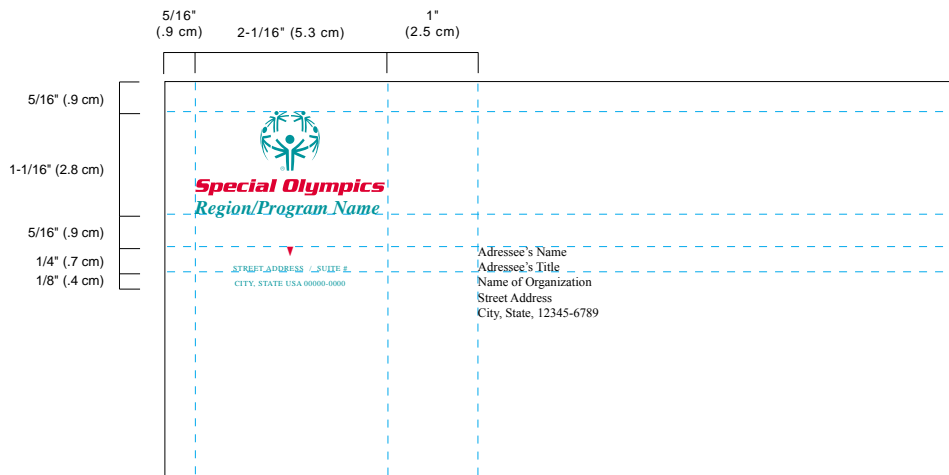
GRAPHIC TREATMENT USE

Business Envelopes

U.S. Business Envelope, #10



International Business Envelope



Document Size

U.S.: #10, 4-1/8" x 9-1/2"

International: 11 x 22 cm

Typography

Template

Logotype:

Serpentine Bold Oblique

Region/Program Name:

Times New Roman Bold Italic

Address: Times New Roman

Color

Teal (PMS 327)

Seal

Program/Region Name

Address, Web site, E-mail

Red (PMS 485)

Logotype

Triangle Graphic

Paper Recommendation

24# bright white envelopes

Print Method

2-color, 1-sided

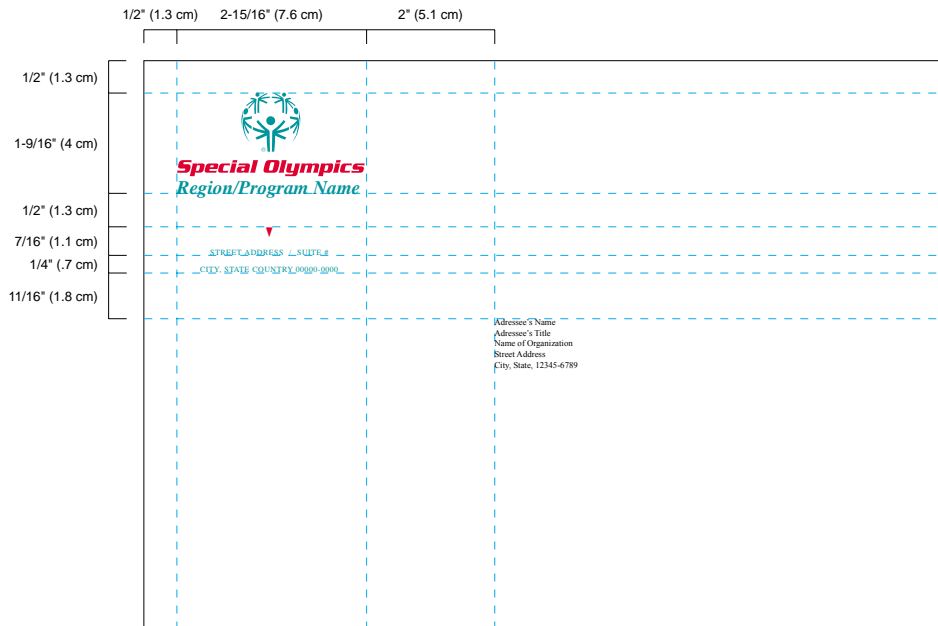
2.4

Section 2: Use of the Special Olympics Logo

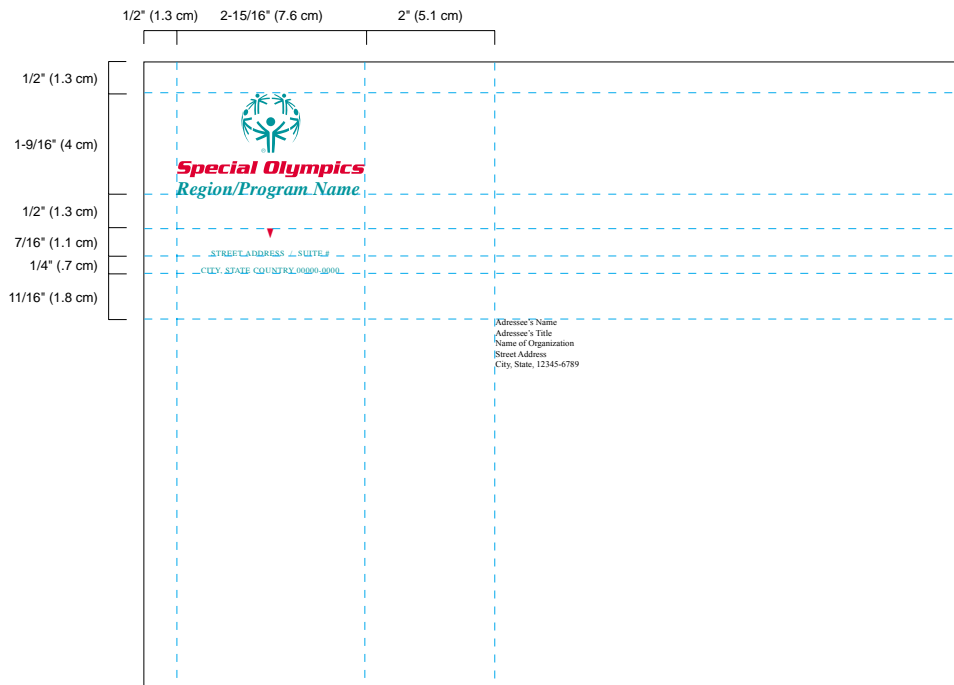
GRAPHIC TREATMENT USE

Mailing Envelopes

U.S. Mailing Envelope



International Mailing Envelope



Document Size

U.S.: 9" x 12" or 10" x 13"
International: C4, 22.9 x 32.4 cm

Typography

Template

Logotype:

Serpentine Bold Oblique

Region/Program Name:

Times New Roman Bold Italic

Address: Times New Roman

Color

Teal (PMS 327)

Seal

Program/Region Name

Address, Web site, E-mail

Red (PMS 485)

Logotype

Triangle Graphic

Paper Recommendation

24# white booklet envelopes

Print Method

2-color, 1-sided

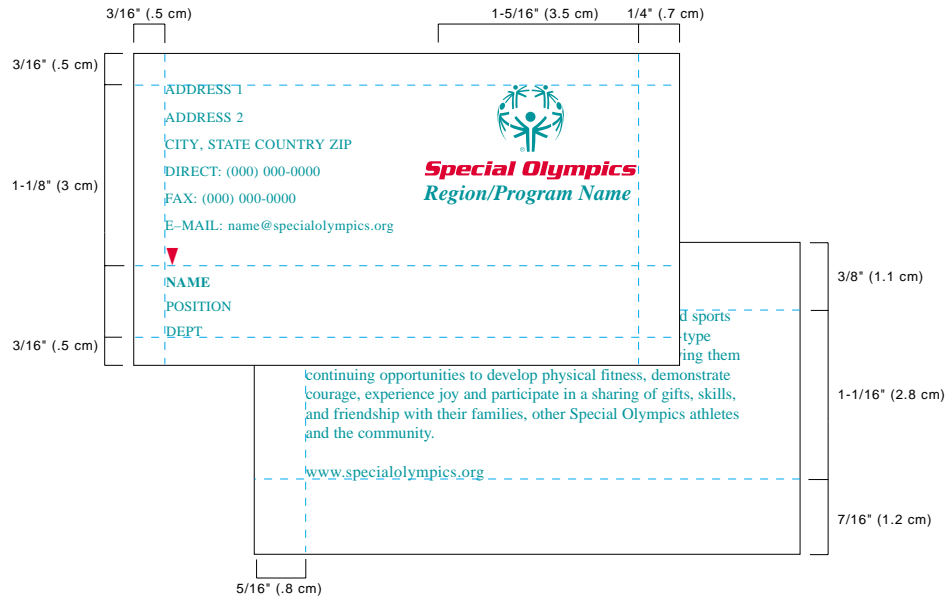
2.5

Section 2: Use of the Special Olympics Logo

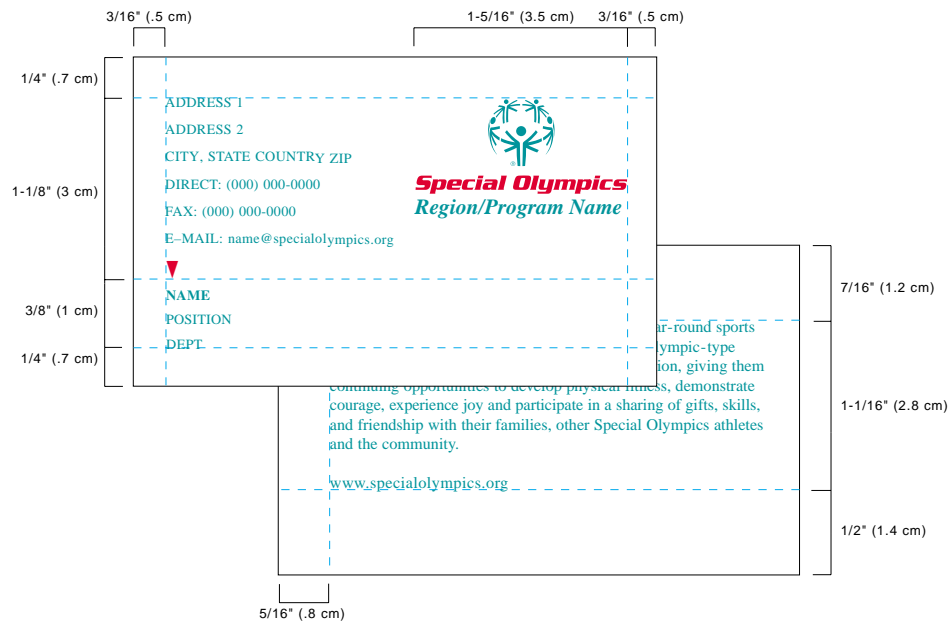
GRAPHIC TREATMENT USE

Business Cards

U.S. Business Card



International Business Card*



Document Size

U.S.: 3-1/2" x 2"

International: 8.55 x 5.4 cm*

Typography

Logotype:

Serpentine Bold Oblique

Name: Times New Roman Bold

Position/Title, Department:

Times New Roman

Region/Program Name:

Times New Roman Bold Italic

Address, Phone, Fax, E-mail:

Times New Roman

Mission, Web site (on back of card):

Times New Roman

Color

Teal (PMS 327)

Seal

Program/Region Name

Address, Phone, Fax, E-mail

Name, Position/Title,

Department

Mission, Web site (on back of card)

Paper Recommendation

88# bright white cover stock

Print Method

2-color, 2-sided

Notes

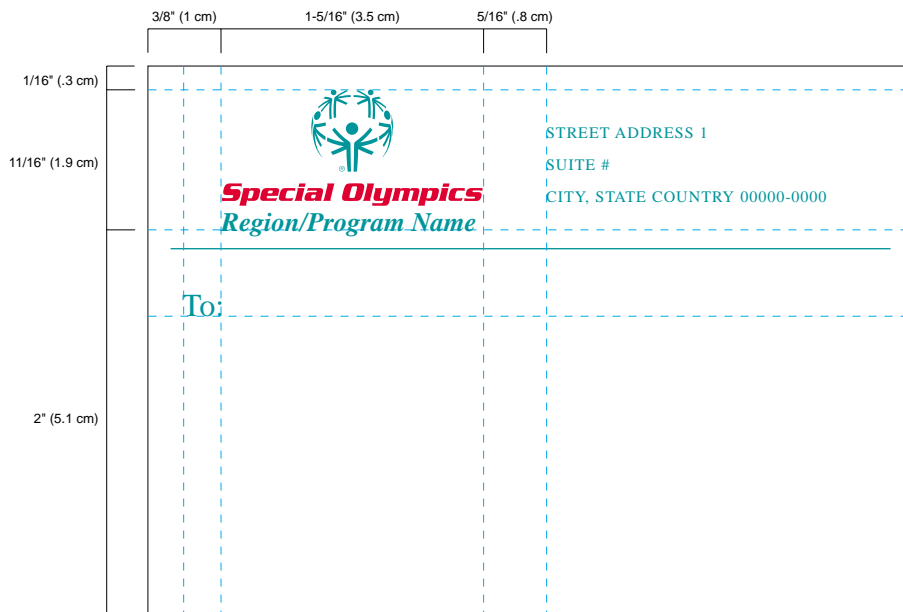
*Standard credit card size. (No standard for business card size currently exists; however, the standard credit card size has shown increasing acceptance as the model for business cards worldwide.)

2.6

Section 2: Use of the Special Olympics Logo

GRAPHIC TREATMENT USE

Mailing Labels



Document Size*

U.S.: 4" x 3-3/8" - (individual label)
(Avery® 5164™ Shipping Label)
International: 10.1 x 8.5 cm

Typography

Logotype:
Serpentine Bold Oblique
Region/Program Name:
Times New Roman Bold Italic
Address: Times New Roman
"To.:" Times New Roman
Rule: 0.5 pt.

Color

Teal (PMS 327)

Seal
Program/Region Name
Address, rule, "To.:"

Red (PMS 485)

Logotype

Paper Recommendation**

Avery® 5164™ Shipping Labels

Print Method**

2-color, 1-sided

Notes

*Mailing label sizes vary from country to country and even from organization to organization. Consult with your printer on the most common sizes available.

**Mailing labels can be produced in a number of ways (multiple copies on a single sheet, individual die-cut, "crack-and-peel," etc.). Consult with your printer on the most cost-efficient production method that meets your needs.

2.7

Section 2: Use of the Special Olympics Logo

GRAPHIC TREATMENT USE

Memo

Document Size

U.S.: 8-1/2" x 11"

International: A4, 21.6 x 27.9 cm

Typography

Template

"Memo": Arial Black

Headings (To, From, etc.):

Arial Bold

Rule: 0.5 pt.

Address: Times New Roman

Credit Line:

Times New Roman Italic

Body text: Arial 10 pt.

Paper Recommendation

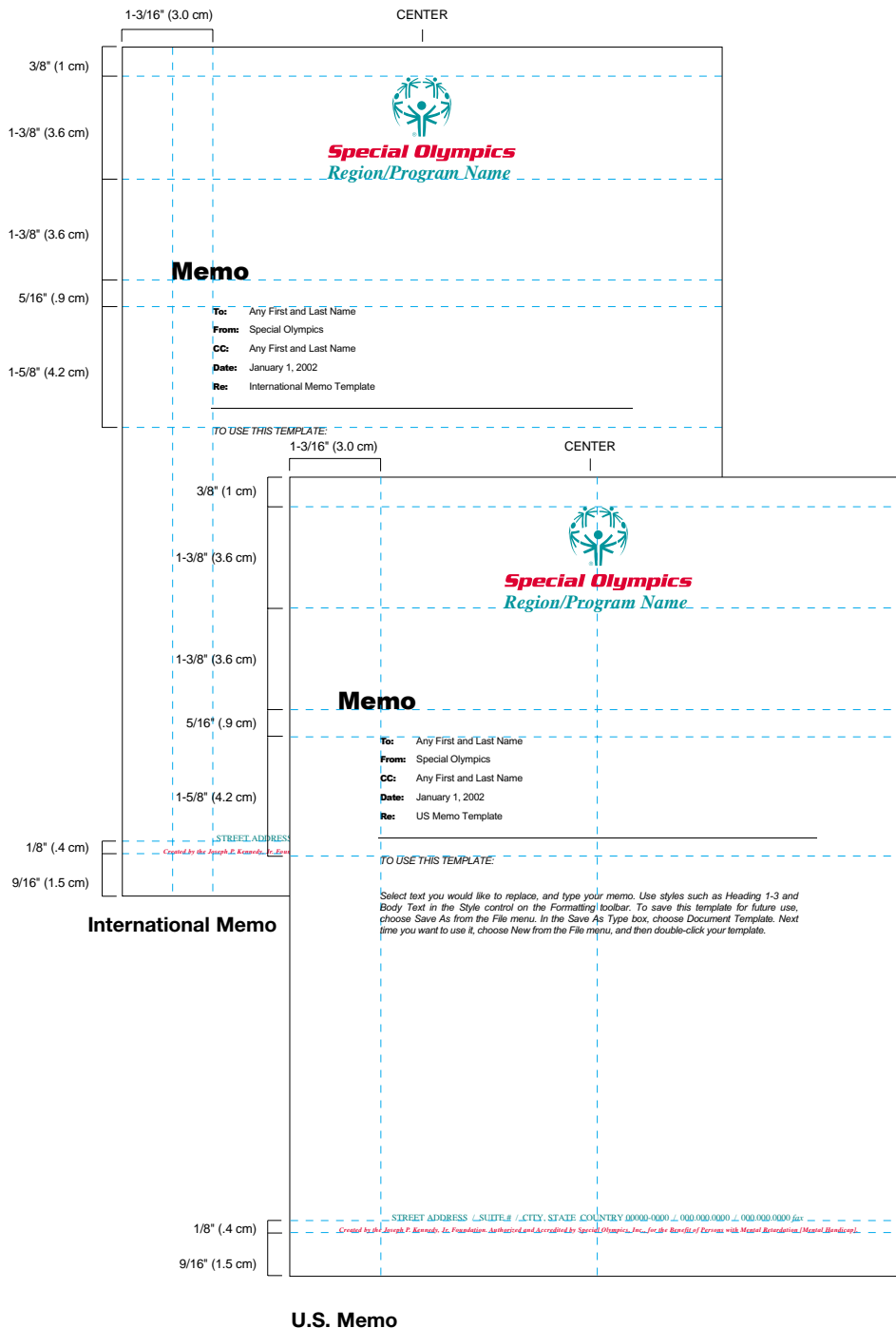
Region/Program Letterhead

Print Method

Store template on hard drive or network, and print as needed on laser printer.

Note

The official Special Olympics credit line should be included on this item as indicated. See page 2.1 for more information.



2.8

Section 2: Use of the Special Olympics Logo

GRAPHIC TREATMENT USE

Fax

Document Size

U.S.: 8-1/2" x 11"

International: A4, 21.6 x 27.9 cm

Typography

Template

Logotype:

Serpentine Bold Oblique

Region/Program Name:

Times New Roman Bold Italic

"Fax": Arial Black

Headings (To, From, etc.):

Arial Bold

Rule: 0.5 pt.

Address: Times New Roman

Credit Line:

Times New Roman Italic

Body text: Arial 10 pt.

Color

Black only

Paper Recommendation

Laser-compatible sheet

Print Method

Store template on hard drive or network, and print as needed on laser printer.

Note

The official Special Olympics credit line should be included on this item as indicated. See page 2.1 for more information.

International Fax

1-5/16" (3.3 cm) CENTER

9/16" (1.5 cm)

1-5/16" (3.5 cm)

1-3/8" (3.6 cm)

7/16" (1.2 cm)

1-3/8" (3.5 cm)

Fax

To: Any First and Last Name

From: Special Olympics

Date: January 1, 2002

Re: International Fax Template

Message

1-3/16" (3 cm) CENTER

3/8" (1.1 cm)

1-5/16" (3.4 cm)

1-3/8" (3.6 cm)

7/16" (1.2 cm)

1-3/8" (3.5 cm)

1/8" (4 cm) STREET ADDRESS

3/8" (1 cm) Created by the Joseph P. Kennedy, Jr. Foundation

U.S. Fax

1/8" (4 cm) STREET ADDRESS / SUITE # / CITY, STATE COUNTRY 00000-0000 / 000-000-0000 / 000-000-0000 fax

9/16" (1.5 cm) Created by the Joseph P. Kennedy, Jr. Foundation. Authorized and Accredited by Special Olympics, Inc., for the Benefit of Persons with Mental Retardation (Mental Handicap).

TO USE THIS TEMPLATE:

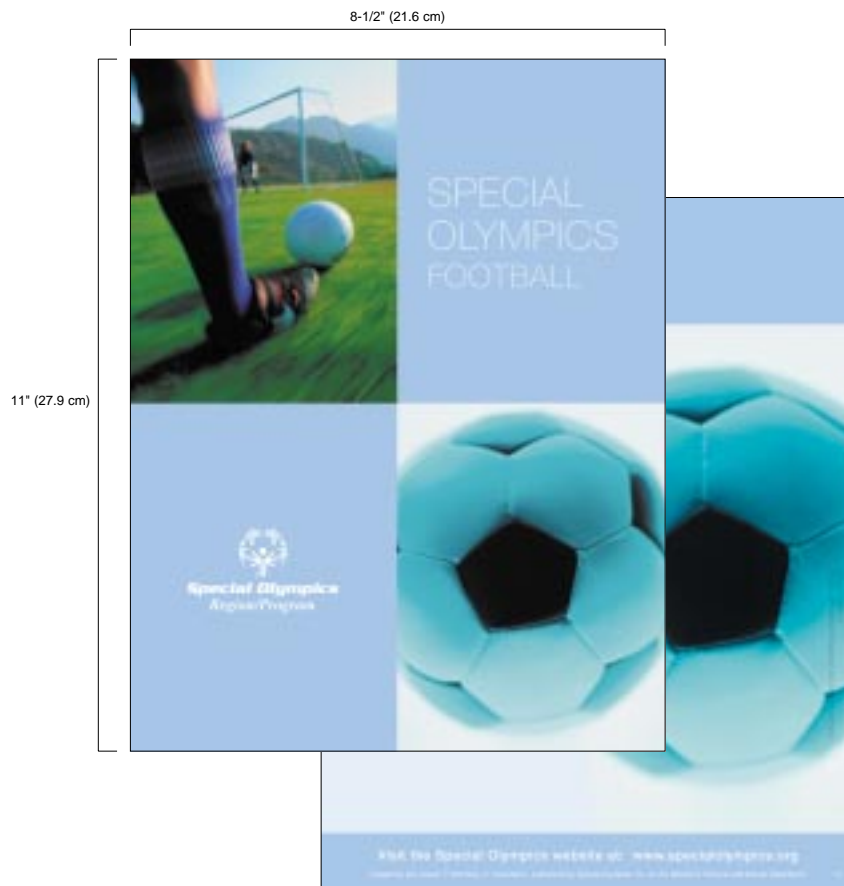
Select text you would like to replace, and type your memo. Use styles such as Heading 1-3 and Body Text in the Style control on the Formatting toolbar. To save this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

2.9

Section 2: Use of the Special Olympics Logo

LOGO ON MARKETING COLLATERAL

8-1/2" x 11" Brochure



Document Size

Finished: 8-1/2" x 11"
(21.6 x 27.9 cm)

Flat: 17" x 11"
(43.2 x 27.9 cm)

Typography

Template

Logotype:

Serpentine Bold Oblique

Region/Program Name:

Times New Roman Bold Italic

Body Copy: Helvetica Thin, 10pt

Headings: Helvetica Thin

Captions:

Helvetica Italic

Credit Line:

Helvetica Italic, 5 pt

Paper Recommendation

Cover: 80# cover weight
bright white, coated

Interior: 100# text weight
bright white, coated

Print Method

Offset printing

4-Color Process

4/4 + Aqueous Coating

Note

The official Special Olympics credit line should be included on this item as indicated. See page 2.1 for more information.



2.10

Section 2: Use of the Special Olympics Logo

LOGO ON MARKETING COLLATERAL

#10 Size Brochure

Document Size

Finished: 4" x 8-1/2"

(10.2 x 21.6 cm)

Flat: 8" x 8-1/2"

(20.4 x 21.6 cm)

Typography

Template

Logotype:

Serpentine Bold Oblique

Region/Program Name:

Times New Roman Bold Italic

Body Copy: Helvetica, 10pt

Times New Roman, 10 pt

Captions:

Times New Roman Italic, 10 pt

Times New Roman Semibold

Italic, 10 pt

Credit Line:

Times New Roman Italic, 5 pt

Paper Recommendation

Cover: 80# cover weight

bright white, coated

Interior: 100# text weight

bright white, coated

Print Method

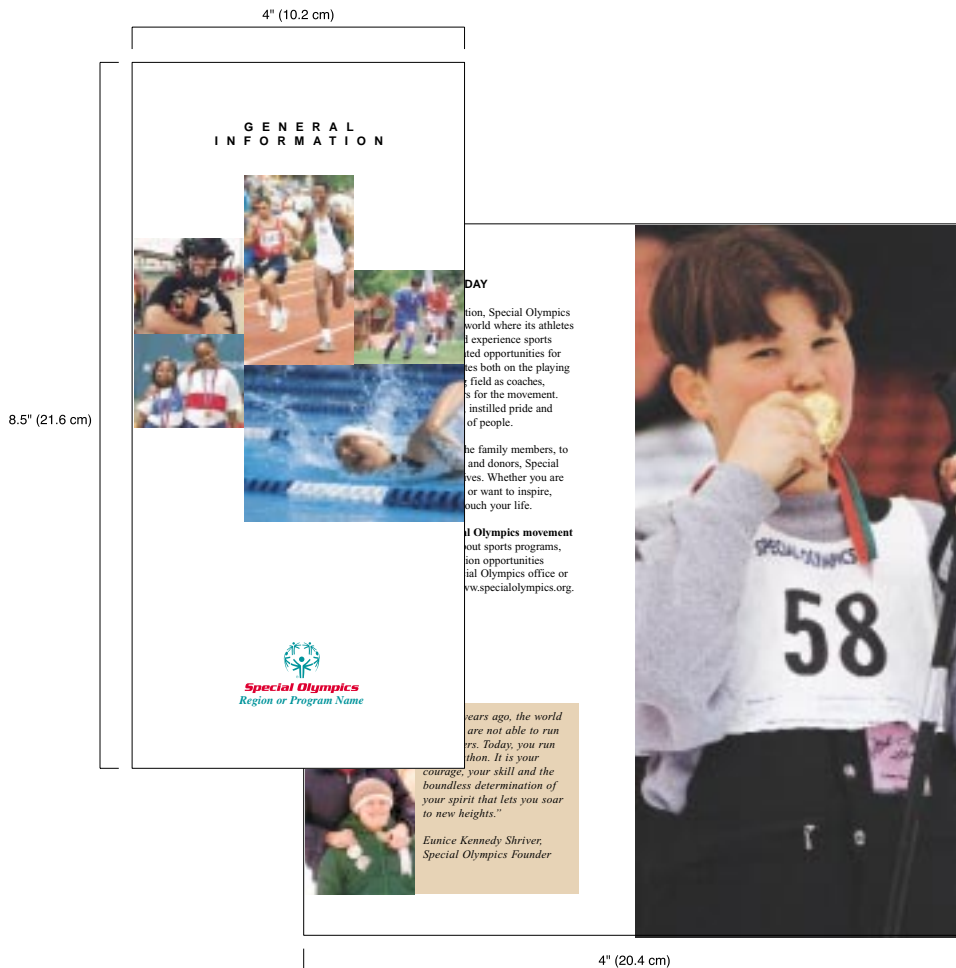
Offset printing

4-Color Process

4/4 + Aqueous Coating

Note

The official Special Olympics credit line should be included on this item as indicated. See page 2.1 for more information.



2.11

Section 2: Use of the Special Olympics Logo

LOGO ON MARKETING COLLATERAL

8-1/2" x 11" Newsletter

Document Size

Finished: 8-1/2" x 11"
(21.6 x 27.9 cm)

Flat: 17" x 11"
(43.2 x 27.9 cm)

Typography

Template

Logotype:

Serpentine Bold Oblique

Masthead: Caffisch Script

Helvetica Extra Black

Introduction/Conclusion Headings:

Caffisch Script

Body Copy:

Times New Roman, 10pt

Times New Roman Bold, 10 pt

Body Copy Headings:

Helvetica Black, 12 pt

Photo Captions:

Times New Roman Italic, 9 pt

Paper Recommendation

100# text weight

Bright white, coated

Print Method

Offset printing

4-Color Process

4/4 + Aqueous Coating

Note

Typefaces other than Helvetica and Times New Roman should be used minimally to add interest to a design (e.g. masthead, introduction, conclusion).

8-1/2" (21.6 cm)



china update

President's Report

It has been an extraordinary first year since the commencement of the 5-Year Growth Plan in China. We reached for the stars and got the moon. Progress was made at a dizzying but thrilling speed... and it began with...

The China Millennium March...When We Launched History

The China Millennium March in May 2000 was perhaps the most important milestone in Special Olympics history since the First International Special Olympics Games in 1968. For four days we celebrated China's unparalleled support of our commitment to increase the number of athletes in that country from 50,000 to 500,000 by 2004 and, as we celebrated, we made history... for the movement and for the world.

Indeed, the event produced many "firsts":

- We held unprecedented meetings with Chinese President, His Excellency Jiang Zemin and other Chinese dignitaries who solidly endorsed our expansion goal and their own vision -- to change attitudes, practices, and opportunities for every citizen in China with a mental disability.
- Special Olympics Global Torchbearer Arnold Schwarzenegger led the first-ever "Law Enforcement Torch Run" along the fabled Great Wall of China.
- History was again made when the gala benefit for Special Olympics at the Great Hall of the People was broadcast live to 300 million viewers in 12 countries, and again when CCTV, China's premier television network, carried coverage of the Millennium March to one billion viewers.

Chinese President, His Excellency Jiang Zemin (front row, center) welcomes Special Olympics athletes and representatives.

- For the first time, China allowed the airing of a weeklong film festival featuring seven of Arnold Schwarzenegger's movies on CCTV. In addition to being Global Torchbearer,

Arnold has been active in Special Olympics since 1979, serving as the Head Coach of Special Olympics Powerlifting and as one of Special Olympics most vigorous ambassadors.

- The Summit offers an exceptional way for both groups to openly express themselves in a safe environment.
- The School Outreach Program introduces the SO Get Into It! curriculum in non-special education schools throughout China to raise awareness about individuals with mental retardation and eradicate negative labeling that isolates them and damages their



Arnold Schwarzenegger and Special Olympics China athlete Zhang Kan celebrate with others after lighting the "Flame of Hope" at the ceremonial cauldron at China's Great Wall.

Raising Funds for Special Olympics China

Special Olympics China has reaped success in raising funds for this initiative. Following are the results of its efforts:

- The Millennium March raised US\$1 million for Special Olympics China.
- Arnold Schwarzenegger's jacket, auctioned off during the Millennium March, brought US\$60,000 for Special Olympics China.
- The Torch Run along the Great Wall was the first time in which university students took part in this event, raising US\$10,000.
- Top Soft, a technology company based in Xian, contributed US\$1.2 million to the Special Olympics China National Games, the largest single donation to a Program's Games in the history of Special Olympics.
- Laureus Sport for Good Foundation provided a US\$40,000 grant to support the launch of Unified Sports in China.
- Special Olympics China has been awarded a Special Olympics Christmas Record Grant.
- We are planning for online training and instruction in 2002.

Since 1987, some of the world's brightest pop stars have contributed to a Very Special Christmas album.



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LOGO ON MARKETING COLLATERAL

Tabloid Newsletter

Document Size

Finished: 11" x 17"
(27.9 x 43.2 cm)

Flat: 22" x 17"
(55.8 x 43.2 cm)

Typography

Template

Logotype: Serpentine Bold Oblique

Masthead: Helvetica, 25 pt
Helvetica Condensed, 10 pt

Headings: Helvetica Condensed
Times New Roman

Body Copy: Times New Roman, 10.5 pt
Helvetica, 10 pt

Photo Captions: Helvetica Bold, 8.5 pt

Paper Recommendation

100# text weight
Bright white, coated

Print Method

Offset printing
4-Color Process
4/4 + Aqueous Coating

Note

Typefaces other than Helvetica and Times New Roman should be used minimally to add interest to a design (e.g. masthead, headings, sidebars).

11" (27.9 cm)

SPECIAL OLYMPICS

GOLF

SPECIAL OLYMPICS PROVIDES SPORTS TRAINING AND COMPETITION TO 1,000,000 ATHLETES WITH MENTAL RETARDATION IN 160 NATIONS AROUND THE WORLD

156 Athletes from 23 U.S. Programs Compete in National Invitational

PGA Golf Club in Port St. Lucie, Florida, Provides Memorable Experience

By Jim Schmutz, Vice President of Sports & Competition for Special Olympics

The 2003 Special Olympics National (United States) Invitational Tournament provided a memorable experience for many people, including players, family members and volunteers. During the five days leading up to the tournament, seven inches of rain saturated the golf course and had tournament organizers wondering if they would be able even to get the three-day event started, much less completed. But when the 156 players from 23 U.S. Programs were ready to compete in five levels of play at PGA Golf Club in Port St. Lucie, Florida, the weather, in fact, cooperated, allowing for uninterrupted play.

The real story that week was the athletes. In the final round of play in Level V (54-hole individual stroke play tournament), **Chris Brewer** from Kentucky and **Jerry Neel** from North Carolina battled it out for first place in Division 1. Having started on the 10th tee, the players approached the 17th tee (their eighth hole of the day). Having shared a smile of "hey's" over-shoulder lead with a par on the previous hole, Brewer had the honor and played first. Selecting a sand wedge, he prepared to play the par 3 100-yard hole. As his ball took flight, it flew right at the hole but appeared to be long and in fact landed past the flagstick. As it spun back toward the hole, both Brewer and caddy Josh Cox yelled for it to go in. When it finally came to rest, Brewer had recorded the first hole-in-one in Special Olympics Golf National Invitational Tournament history. He tossed his club in the air and almost hit his caddy. Brewer shared his thoughts, "I was so excited. It was my first one."

As the excitement finally died down, Jeff Neel said he had to play his shot. Brewer watched eagerly as an opportunity to pick up several strokes and build momentum for a

back-nine charge loomed. Wearing his tan slippers but not a visor to his favorite golfer, Payne Stewart, Neel calmly played a great iron shot to 12 feet. As Brewer pulled his ace from the hole, Neel said, "I still have to putt. Having surveyed the green to determine the pace and path of the putt, Neel drilled the putt into the heart of the hole for birdie."

Neel later described the experience, "I was hilly, one putt! Brewer's opportunity to put some heat on Neel was thwarted. Neel and Brewer both played excellent golf on the closing nine. On their 15th hole, 80-yard par 3, Brewer hit with a sand wedge to 12 feet and drained the putt for birdie, only to be matched by Neel, who tapped in his birdie putt from two feet away after a near hole-in-one of his own. Both players finished with rounds of 66. Neel won the gold medal with a 54-hole total of 261, seven shots better than Brewer, who was unable to close the seven-stroke deficit he faced at the start of the final round.

The second hole-in-one of the tournament was shot by Special Olympics New York athlete **PETER PELLEGRINO**, 25, also on the 17th hole of the South Course. Pellegrino scored a personal best 91 for a gold medal in Level III competition.

Among the five levels of play offered by Special Olympics golf, Level I non-player athletes in six skills (wood shot, iron shot, push shot, chip shot, long put and short putt). The Individual Skills Competition included 27 players in five divisions.

2002 NATIONAL INVITATIONAL TOURNAMENT
SEPTEMBER 14-17 • PGA GOLF CLUB, PORT ST. LUCIE, FL

Created by the Joseph P. Kennedy Jr. Foundation for the Benefit of Persons with Mental Retardation

17" (43.2 cm)

SPECIAL OLYMPICS

GOLF

SPECIAL OLYMPICS PROVIDES SPORTS TRAINING AND COMPETITION TO 1,000,000 ATHLETES WITH MENTAL RETARDATION IN 160 NATIONS AROUND THE WORLD

156 Athletes from 23 U.S. Programs Compete in National Invitational

PGA Golf Club in Port St. Lucie, Florida, Provides Memorable Experience

Resource Center for Individuals with Disabilities
OFFERING INFORMATION AND SUPPORT

For general information, call our toll-free number 1-800-552-5252 or visit our website at www.specialolympics.org. Let us know how we can help you. We're here to help you succeed.

Missouri Delegate Chris Sledge Wins His First as he Follows through after a Tee Shot.

2002 NATIONAL INVITATIONAL TOURNAMENT
SEPTEMBER 14-17 • PGA GOLF CLUB, PORT ST. LUCIE, FL

SPECIAL OLYMPICS

GOLF

SPECIAL OLYMPICS PROVIDES SPORTS TRAINING AND COMPETITION TO 1,000,000 ATHLETES WITH MENTAL RETARDATION IN 160 NATIONS AROUND THE WORLD

USGA Continues Support of Special Olympics Golf

Airborne!
The heading of aerial participants.

Donna White Takes the Reins of the Special Olympics Golf Program

2003 Special Olympics World Games
Dublin, Ireland

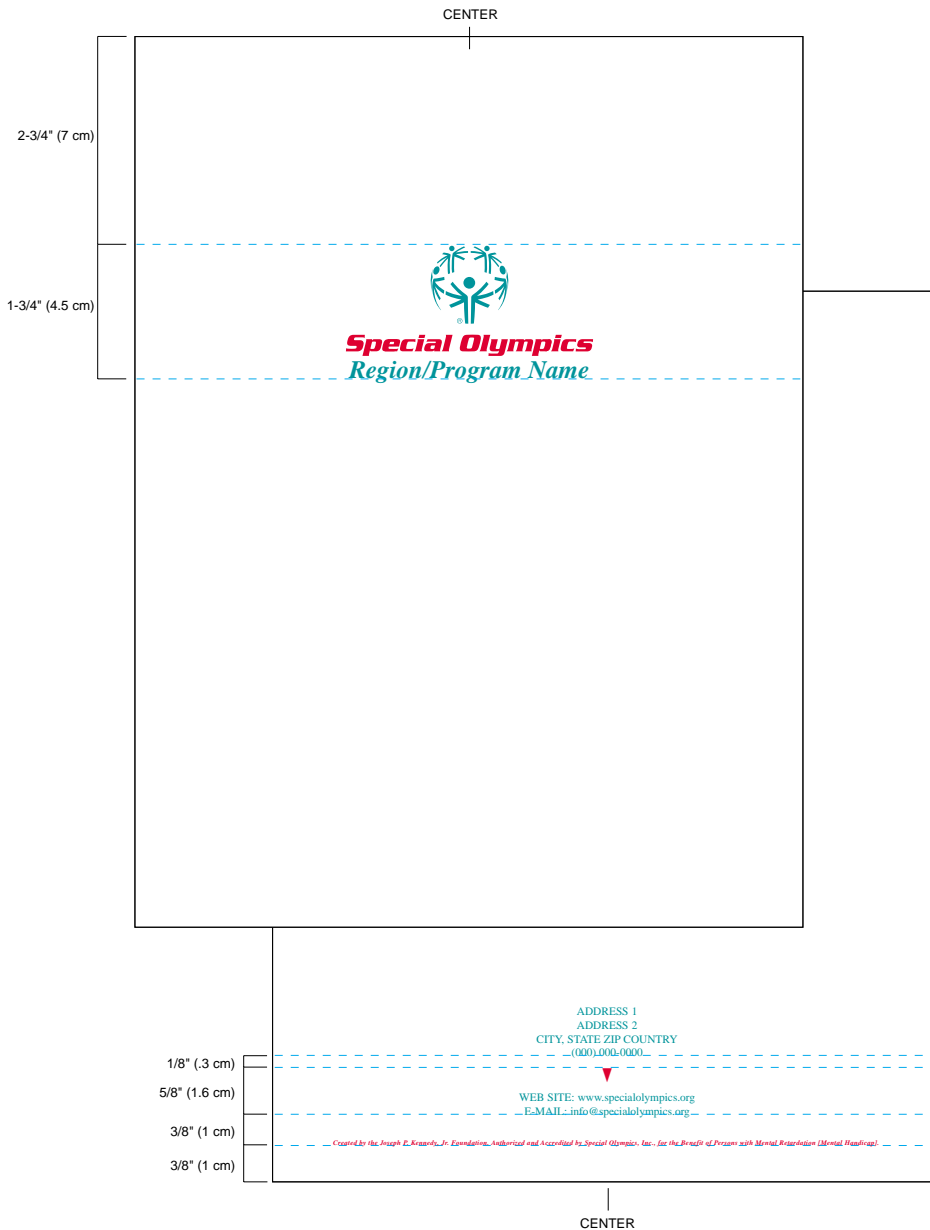
2003 Special Olympics Golf National Invitational Tournament Results

2.13

Section 2: Use of the Special Olympics Logo

LOGO ON MARKETING COLLATERAL

Pocket Folder



Document Size

9" x 11" (22.9 x 30.5 cm)

4" pockets

Typography

Template

Logotype:

Serpentine Bold Oblique

Region/Program Name:

Times New Roman Bold Italic

Address: Times New Roman

Credit Line: Times New Roman

Italic

Color

Teal (PMS 327)

Seal

Program/Region Name

Address, Web site, E-mail

Red (PMS 485)

Logotype

Credit Line

Triangle Graphic

Paper Recommendation

80# cover weight

Bright white, coated

Print Method

2-color

Note

The official Special Olympics credit line should be included on this item as indicated. See page 2.1 for more information.

VISUAL PRESENTATION

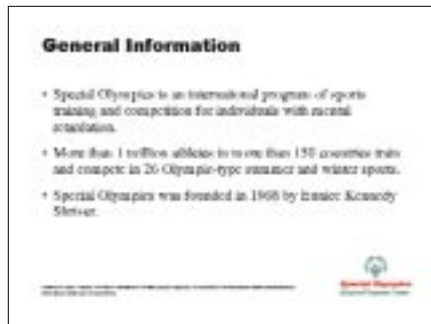
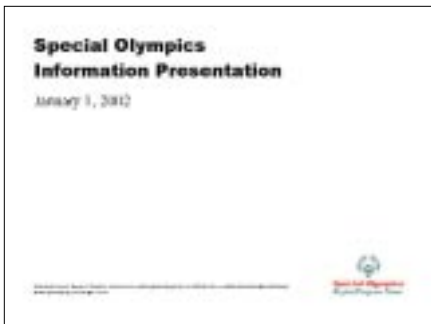
PowerPoint

Three PowerPoint presentation templates have been developed to offer a range of styles and levels of sophistication. Use the template you feel would be most appropriate for your internal or external presentation, or adapt one to meet your needs.

Following are some suggestions to help you prepare clear, legible PowerPoint slides:

- Words that need emphasis should be printed in italics, not underlined.
- To ensure legibility, avoid using all uppercase letters; use both upper- and lowercase.
- In most cases, you should keep the text on each slide to a minimum. Too many words on one slide reduces the impact of the information being presented.

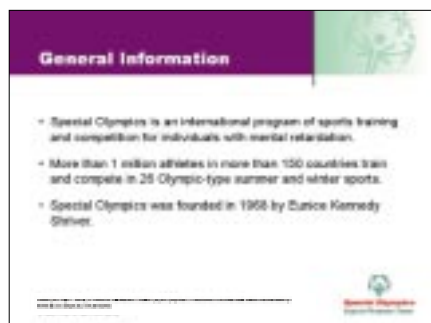
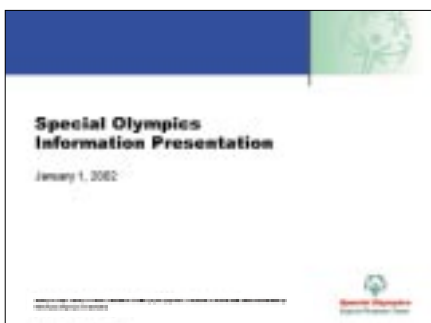
Sample Slides - Template 1



Sample Slides - Template 2



Sample Slides - Template 3



Template 1

Slide size: 10" x 7-1/2"
 Title: Arial Black, 30 pts.
 Subtitle:
 Times, 25 pts.
 Second Level Text:
 Times, 25 pts.
 Copyright & Credit Line:
 Times, 6 pts.
 Logo: RGB

Template 2

Slide size: 10" x 7-1/2"
 Title: Arial Black, 29 pts.
 Subtitle:
 Times Bold Italic, 22 pts.
 Second Level Text
 Times Bold Italic, 22 pts.
 Copyright & Credit Line:
 Times, 6 pts.
 Graphics, Images and Logo: RGB

Template 3

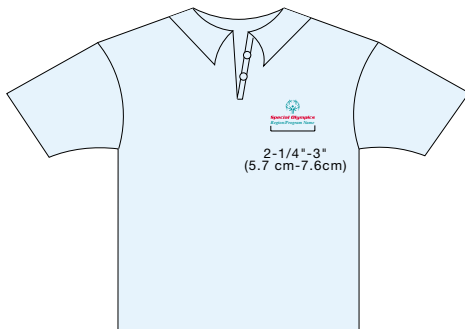
Slide size: 10" x 7-1/2"
 Title: Arial Black, 29 pts.
 Subtitle:
 Arial, 19 pts.
 Second Level Text
 Arial, 21 pts.
 Copyright & Credit Line:
 Arial, 6 pts.
 Graphics and Logo: RGB

MERCHANDISE

Promotional items that bear the Special Olympics logo are a great means of raising awareness of the movement and encouraging athlete and volunteer participation. When producing merchandise with the Special Olympics logo, follow the basic standards governing logo application and reproduction quality described in this guide. Examples of several popular items are shown below.

Special Olympics headquarters licenses a number of companies to produce a wide variety of authorized Special Olympics apparel and promotional merchandise, as well as ribbons, medals and trophies. A current catalog is included in this section of the guide.

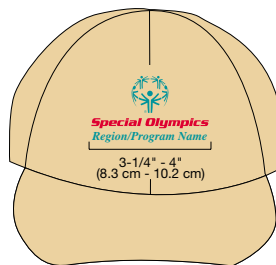
Golf Shirts



Pins



Hats



Sweatshirts/T-Shirts



Mugs/Water Bottles



Banners



Typography

Logotype:

Serpentine Bold Oblique

Region/Program Name:

Times New Roman Bold Italic

Color

Teal (PMS 327)

Seal and Program/Region Name

Red (PMS 485)

Logotype

Notes

For sizes of logos to be used on various merchandise items, see examples on this page. The logo should not be reduced beyond its minimum size (seal is 3/8") wide) as shown on the pin example.

Determine the height of the Special Olympics logo according to the width.

2.16

SPONSOR DESIGNATION LOGOS

Logo Construction

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)
97% Process Magenta (M)
100% Process Yellow (Y)
0% Process Black (K)

Web Safe Color (Hexadecimal)

Hex # D42E12

Screen Color (RGB)

212 - Red (R)
46 - Green (G)
18 - Blue (B)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)
0% Process Magenta (M)
44% Process Yellow (Y)
17% Process Black (K)

Web Safe Color (Hexadecimal)

Hex # 00877D

Screen Color (RGB)

0 - Red (R)
135 - Green (G)
125 - Blue (B)

Region, Program or Sub-Program Name

Teal: PMS 327

Font:

Times New Roman Bold Italic

Rule

Red: PMS 485, 0.5 point line

Sponsor Designation

Font: Futura Heavy, Title Case

Red: PMS 485

Special Olympics, Inc., may grant multijurisdictional sponsors the right to use the Special Olympics logo and regional Special Olympics logos. Each Special Olympics Program is authorized to grant its sponsors the right to use the Program logo within the Program's territory.

When the Special Olympics logo is used with the logo of a corporate sponsor, the two logos are combined in a distinct way. Note that the logos should be used in a 1:1 ratio, i.e., one should not appear visually larger than the other.

The Special Olympics sponsor designation logo is composed of three primary elements:

- Special Olympics logo (may include region or Program name)
- Sponsor designation (the following are current designations)
 - Partner
 - Sponsor
 - Preferred Supplier
 - Event Title/Presenter
 - Event Co-sponsor
 - Cause Marketer
 - Fundraising Event Supporter
 - Grantor
- Corporate sponsor logo

The Special Olympics logo should not be combined with any sponsor logos except as shown below.

Vertical Usage



Horizontal Usage



2.17

Section 2: Use of the Special Olympics Logo

SPONSOR DESIGNATION LOGOS

Logo Proportions

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)
97% Process Magenta (M)
100% Process Yellow (Y)
0% Process Black (K)

Web Safe Color (Hexadecimal)

Hex # D42E12

Screen Color (RGB)

212 - Red (R)
46 - Green (G)
18 - Blue (B)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)
0% Process Magenta (M)
44% Process Yellow (Y)
17% Process Black (K)

Web Safe Color (Hexadecimal)

Hex # 00877D

Screen Color (RGB)

0 - Red (R)
135 - Green (G)
125 - Blue (B)

Region, Program or Sub-Program Name

Teal: PMS 327

Font: Times New Roman
Bold Italic

Rule

Red: PMS 485, 0.5 point line

Sponsor Designation

Font: Futura Heavy, Title Case
Red: PMS 485

Camera-Ready Art and Electronic Files

The Special Olympics sponsor designation logo is a designed element and may not be altered in any way. When reproducing the logo, it is essential that you use only authorized camera-ready art or electronic files. Do not use third-generation art of any kind to produce the logo.

Restrictions

The Special Olympics sponsor designation typography cannot be altered or used in a different typestyle. The relationship between the elements should always be maintained. No reformatting of the elements of the logo is allowed. There can be no additions or subtraction of elements within the logo.

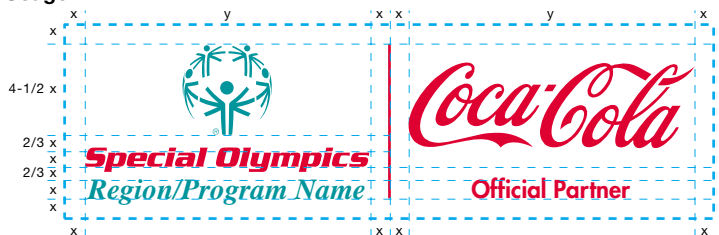
Minimum Clear Area

The integrity of the Special Olympics sponsor designation logo demand that no words or images crowd, overlap or merge with it. The minimum clear area is equivalent to the height of the uppercase letter "S" in Special, referred to here as "x." Always allow a minimum clear area around the logo, especially in printed materials.

Vertical Usage



Horizontal Usage



SPONSOR DESIGNATION LOGOS

Color Usage

The preferred logo colors are red (PMS 485), teal (PMS 327) and the official corporate sponsor logo color(s). The logo should be reproduced using only these colors whenever possible. White is the preferred background for the Special Olympics sponsor designation logo.

One-Color Logo

When using only one color, the logo may appear in or against any appropriate color which provides sufficient color and value contrast. Use the positive logo on backgrounds with a 35 percent or less value of black, and the reverse logo on backgrounds with a 60 percent or greater value of black.

Positive Logo



Positive Logo on a 35 percent value of black



Reverse Logo



Reproduction Size

The logo may be reproduced as large as is needed for banners and signs. To retain readability, the logo may not be reproduced smaller than the minimum size that appears below.



SECTION 3: SPECIAL OLYMPICS INITIATIVES

The Special Olympics movement empowers people with mental retardation on and off the playing field. Special Olympics provides a variety of initiatives to improve athletes' health and fitness, offer opportunities for athletes as coaches, officials, spokespeople and leaders, and reach out to involve school-age youth in the movement. This section focuses on the logos associated with these initiatives and provides guidelines for using them in print and electronic publications and merchandise.

Initiative Logos	
General Information	3.1
Law Enforcement Torch Run®	
Logo Construction	3.2
Color Use and Specifications	3.3
Stationery	3.4
Merchandise	3.5
SO Get Into It™	
Logo Construction	3.6
Healthy Athletes™	
Logo Construction	3.7 - 3.10

INITIATIVE LOGOS

General Information

Camera-Ready Art and Electronic Files

The Special Olympics initiative logos that appear in this section are designed elements and may not be altered in any way. When reproducing the logos, it is essential that you use only the supplied authorized camera-ready art or electronic files. Do not use third-generation art of any kind to produce an initiative logo.

Camera-ready art is located in Section 4: Reproduction Resources. In addition, electronic files for these initiative logos can be found on a CD in Section 5: Electronic Art.

Restrictions

Logo typography cannot be altered or used in a different type style. Maintain the relationship between elements and do not reformat the components of the logos. No addition or subtraction of elements can be made within the logos.

3.2

LAW ENFORCEMENT TORCH RUN®

Logo Construction

The Law Enforcement Torch Run® for Special Olympics logo is composed of two primary elements:

- Torch icon
- Logotype

The logo also may include a Special Olympics region or Program name.

The logo should be used in English (as shown). Translation of the Torch Run logo into other languages is subject to review and approval by the Special Olympics Media & Public Affairs Department.

Clear Space Area

To preserve its legibility and visual integrity, the Law Enforcement Torch Run logo should always be surrounded by sufficient space. The minimum space around the logo is called the “clear space.” “X” represents the minimum clear space around the logo. “X” is equivalent to the height of the “For Special Olympics” box. Do not allow other imagery to encroach upon the logo’s clear space.

Process Color (CMYK)

Blue:

C=100%, M=66%, Y=0%, K=2%

Red:

C=0%, M=100%, Y=81%, K=4%

Yellow:

C=4%, M=3%, Y=92%, K=0%

Torch Run Symbol

Field Color: Blue

Torch Color:

Graded blend of Red and Yellow

Logotype

State/Provincial Designation

Color: Blue

Typeface: Geometric 415 BT Medium

Force justify to left and right edge of Torch symbol field

“Law Enforcement”

Color: Blue

Typeface: Geometric 415 BT Medium

“Torch Run”

Color: Red

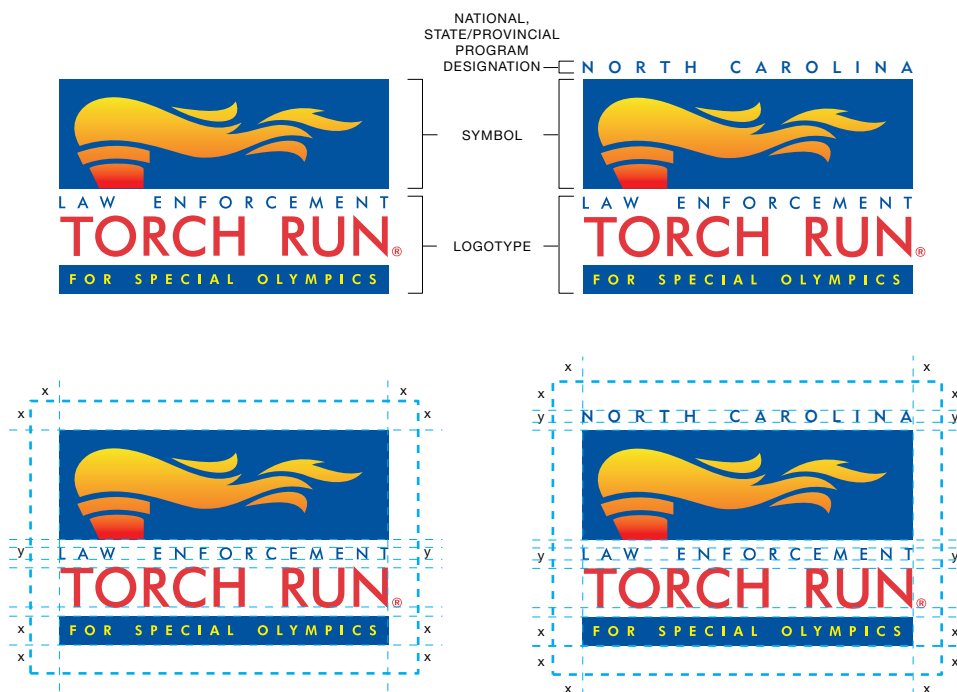
Typeface: Geometric 415 BT Black

“For Special Olympics”

Field Color: Blue

Typeface: Geometric 415 BT Black

Type Color: Yellow



3.3

LAW ENFORCEMENT TORCH RUN®

Color Use and Specifications

Spot Color (PMS)

PMS 186 (Red)

Torch base
“Torch Run”

PMS 286 (Blue)

Torch Field
“Law Enforcement”

The logo colors are red (PMS 186) and blue (PMS 286). The logo should be reproduced in process color whenever possible. When using only one color, the logo may appear in or against any appropriate color which provides sufficient color and value contrast. Use the positive logo on backgrounds with a 35 percent or less value of black.

Process Color (CMYK) Logo (Preferred)



Spot Color (PMS 186 and PMS 286) Logo (Alternate use)



Black-and-White Logo (Alternate use)



Camera-Ready Art and Electronic Files

The Torch Run logo is a designed element and may not be altered in any way. When reproducing the logo, it is essential that you use only the supplied authorized camera-ready art or electronic files. Do not use third-generation art of any kind to produce the logo.

Restrictions

The Torch Run logo typography cannot be altered or used in a different typestyle. The relationship between the elements should always be maintained. No reformatting of the elements of the logo is allowed. There can be no addition or subtraction of elements within the logo.

Reproduction Size

The logo may be reproduced as large as is needed for banners and signs. To retain readability, the logo may not be reproduced smaller than the minimum size that appears below.



3.4

LAW ENFORCEMENT TORCH RUN®

Stationery

Document Size

U.S. Letterhead: 8-1/2" x 11"

U.S. Business Envelope:

#10, 4-1/8" x 9-1/2"

Typography

U.S. Letterhead Template

Address:

Geometric 415 BT Medium

Tagline:

Geometric 415 BT Medium Italic

U.S. Business Envelope Template

Address:

Geometric 415 BT Medium

(Refer to Page 3.2 for Torch Run Symbol and Logotype typeface specifications)

Color

Red

U.S. Letterhead Tagline

Blue

U.S. Letterhead Address

U.S. Business Envelope Address

(Refer to Page 3.3 for Torch Run Symbol and Logotype color specifications)

Paper Recommendation

U.S. Letterhead: bright white

laser-compatible sheet

U.S. Business Envelope:

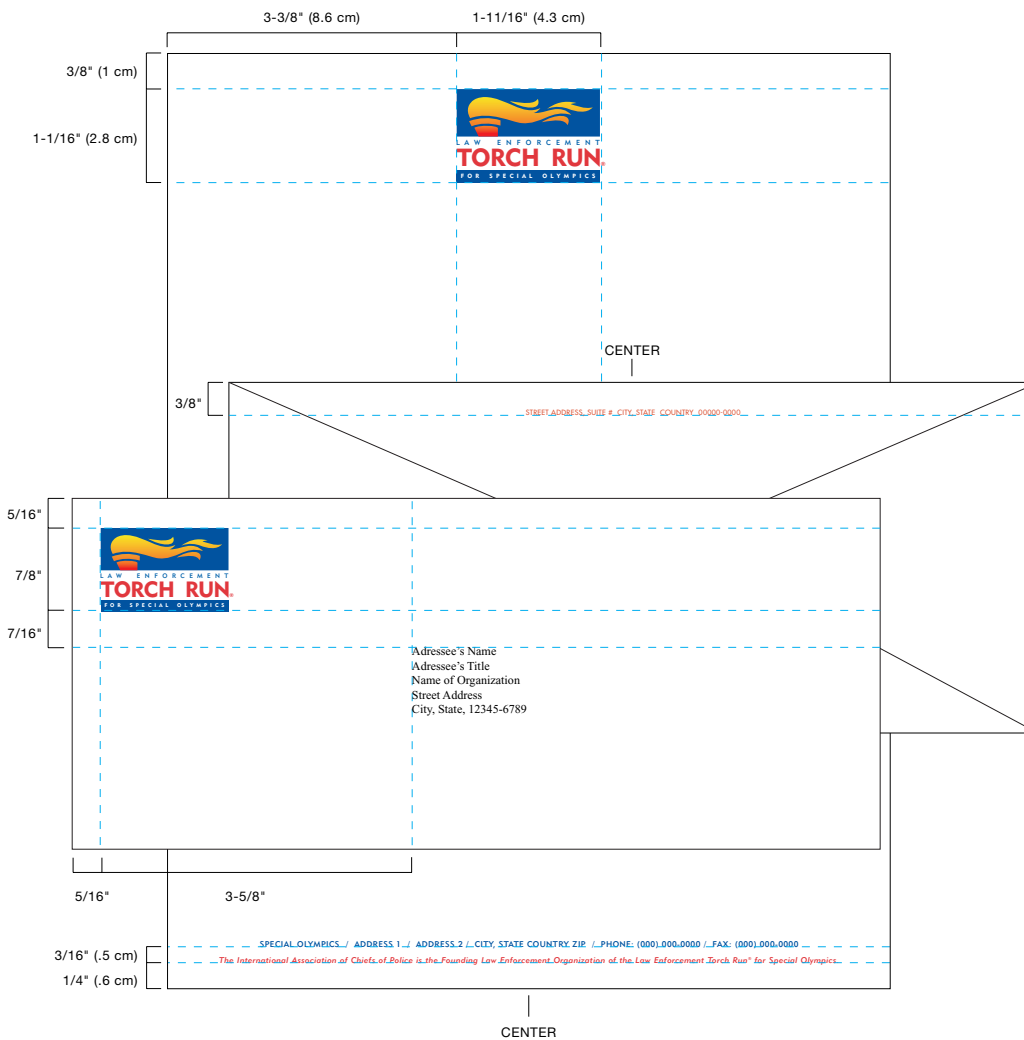
bright white envelopes

Print Method

U.S. Letterhead: 4-color, 1-sided

U.S. Business Envelope:

4-color and 1-color on flap



LAW ENFORCEMENT TORCH RUN®

Merchandise

Torch Run Hat

Embroidered
Use spot color logo

Torch Run Pins

Use process color logo
Note the minimum size example on page 3.3

Torch Run T-Shirt

Silkscreened
Use spot color or process color logos, depending on fabricator's capabilities

Promotional items that bear the Law Enforcement Torch Run® logo are a great means of raising awareness of the initiative, encouraging participation and raising funds. When producing merchandise with the Torch Run logo follow the basic standards governing logo application and reproduction quality described in this guide. Examples of several popular merchandise items bearing the Torch Run logo are shown in this section.

Golf Shirts



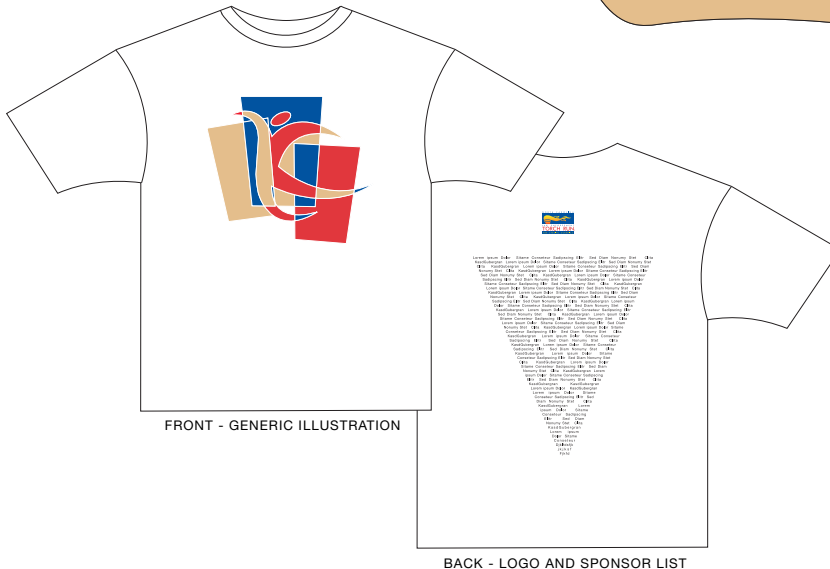
Pins



Hats



T- Shirts



3.6

SO GET INTO IT™

The SO Get Into It™ logo is composed of two primary elements:

- Special Olympics Seal and Logotype
- SO Get Into It Logotype

The logo should be used in English (as shown). Translation of the SO Get Into It logo into other languages is subject to review and approval by the Special Olympics Media & Public Affairs Department.

Clear Space Area

To preserve its legibility and visual integrity, the SO Get Into It logo should always be surrounded by sufficient space. The minimum space around the logo is called the “clear space.” “X” represents the minimum clear space around the logo. “X” is equivalent to the height of “SO Get Into It.” Do not allow other imagery to encroach upon the logo’s clear space.



Logo Construction

Spot Color (PMS)

Red (PMS 485)

Dark Red (PMS 484)

Black

50% Black tint (drop shadow)

Process Color (CMYK)

Red:

C=0%, M=97%, Y=100%, K=0%

Dark Red:

C=0%, M=95%, Y=100%, K=29%

(Appears as shadow within SO Get Into It logotype)

Typography

Special Olympics Logotype:

Serpentine Bold Oblique

SO Get Into It Logotype:

Type is outlined as shapes

HEALTHY ATHLETES™

Logo Construction

Spot Color (PMS)

Teal (PMS 327)
 Red (PMS 485)
 Black

Typography

Logotype: Serpentine Bold Oblique
 Discipline: Futura Bold
 "Healthy Athletes": Futura Book

Note

The Healthy Athletes logos are intended solely for use in signage, banners, etc., at Healthy Athletes screenings conducted during Special Olympics competitions. They are not to be used as separate "brands" for Special Olympics Healthy Athlete services. For more information, contact the Special Olympics University at (202) 628-3630.

The Special Olympics Healthy Athletes™ initiative consists of five disciplines as of July 2002:

- FUNfitness
- Health Promotion
- Healthy Hearing
- Special Olympics-Lions Club International Opening Eyes™
- Special Smiles™

There are six Healthy Athletes logos: one for the initiative and one for each of the five disciplines.

Each of these logos can be produced in three ways:

Preferred: Three colors (PMS 327 (Teal), PMS 485 (Red) and black)

Alternate: Two colors (PMS 327 and black)

Alternate: One color/reverse (black only or reversed out of a solid color)

The Healthy Athletes logos should be used in English (as shown). Translation of the Healthy Athletes logos into other languages is subject to review and approval by the Special Olympics Media & Public Affairs Department.

Clear Space Area

To preserve its legibility and visual integrity, the Healthy Athletes logos should always be surrounded by sufficient space. The minimum space around the logo is called the "clear space." "X" represents the minimum clear space around the logo (see following pages). "X" is equivalent to the height of the uppercase "S" in Special Olympics. Do not allow other imagery to encroach on the logos' clear space.



HEALTHY ATHLETES™

Logo Construction

Healthy Athletes™

Three-Color Logo (Preferred)
(PMS 327 (Teal), PMS 485 (Red) and Black)



Clear Space Area



Two-Color Logo (Alternate use)
(PMS 327 and Black)



One-Color Logo (Alternate use)
(Black only or reversed out of a solid color)



Spot Color (PMS)

Teal (PMS 327)
Red (PMS 485)
Black

Typography

Logotype: Serpentine Bold Oblique
Discipline: Futura Bold
“Healthy Athletes”: Futura Book

Healthy Athletes FUNfitness

Three-Color Logo (Preferred)
(PMS 327 (Teal), PMS 485 (Red) and Black)



Clear Space Area



Two-Color Logo (Alternate use)
(PMS 327 and Black)



One-Color Logo (Alternate use)
(Black only or reversed out of a solid color)



HEALTHY ATHLETES™

Logo Construction

Healthy Athletes Healthy Hearing

Three-Color Logo (Preferred)
(PMS 327 (Teal), PMS 485 (Red) and Black)



Clear Space Area



Two-Color Logo (Alternate use)
(PMS 327 and Black)



One-Color Logo (Alternate use)
(Black only or reversed out of a solid color)



Spot Color (PMS)

Teal (PMS 327)
Red (PMS 485)
Black

Typography

Logotype: Serpentine Bold Oblique
Discipline: Futura Bold
“Healthy Athletes”: Futura Book

Healthy Athletes Health Promotion

Three-Color Logo (Preferred)
(PMS 327 (Teal), PMS 485 (Red) and Black)



Clear Space Area



Two-Color Logo (Alternate use)
(PMS 327 and Black)



One-Color Logo (Alternate use)
(Black only or reversed out of a solid color)



HEALTHY ATHLETES™

Logo Construction

Healthy Athletes Opening Eyes™

Five-Color Logo (Preferred)

(CMYK: Teal, Red, Blue, Yellow and Black)



Clear Space Area



Two-Color Logo (Alternate use)

(PMS 327 and Black)



One-Color Logo (Alternate use)

(Black only or reversed out of a solid color)



Spot Color (PMS)

- Red (PMS 485)
- Teal (PMS 327)
- Blue (PMS 2735)
- Yellow (PMS 7406)
- Black

Process Color (CMYK)

(Five Color "Healthy Athletes Opening Eyes™" only)

Red

- 0% Process Cyan (C)
- 97% Process Magenta (M)
- 100% Process Yellow (Y)
- 0% Process Black (K)

Teal

- 100% Process Cyan (C)
- 0% Process Magenta (M)
- 44% Process Yellow (Y)
- 17% Process Black (K)

Blue

- 100% Process Cyan (C)
- 95% Process Magenta (M)
- 0% Process Yellow (Y)
- 3% Process Black (K)

Yellow

- 0% Process Cyan (C)
- 18% Process Magenta (M)
- 100% Process Yellow (Y)
- 0% Process Black (K)

Typography

Logotype: Serpentine Bold Oblique
 Discipline: Futura Bold
 "Healthy Athletes": Futura Book

Healthy Athletes Special Smiles™

Three-Color Logo (Preferred)

(PMS 327 (Teal), PMS 485 (Red) and Black)



Clear Space Area



Two-Color Logo (Alternate use)

(PMS 327 and Black)



One-Color Logo (Alternate use)

(Black only or reversed out of a solid color)



SECTION 4: REPRODUCTION RESOURCES

The section includes many of the resources—color swatches, typography guidelines, camera-ready copy—and more that you will need to produce Special Olympics publications.

Principles of Color Matching	4.1
Color Swatches	
Coated Paper	4.2
Uncoated Paper	4.3
Font Families	4.4
Typesetting/Desktop Publishing	
Typography Guidelines	4.5
Camera-Ready Art	
Special Olympics Logo	4.6
Special Olympics Region/Program Logo	4.7
Law Enforcement Torch Run®	4.8
SO Go Get It™	4.9
Healthy Athletes™	4.10
Healthy Athletes – FUNfitness	4.11
Healthy Athletes – Healthy Hearing	4.12
Healthy Athletes – Health Promotion	4.13
Healthy Athletes – Opening Eyes™	4.14
Healthy Athletes – Special Smiles™	4.15

PRINCIPLES OF COLOR MATCHING

Proper color use is a critical factor in correctly reproducing the Special Olympics logo and other logos in this guide. Consistent reproduction of the official Special Olympics red (PMS 485) and teal (PMS 327) will help develop and perpetuate high degrees of awareness and recognition.

Color Swatches

Color swatches are provided in this guide to help ensure the consistent appearance of Special Olympics colors. It is imperative that printers match ink formulas and color densities exactly.

The formulas specified on the following color swatches are supplied for offset printing on coated and uncoated stocks. Other applications, such as silk screening, large-format process color printing, etc., will require adjustments in order to match the swatches exactly.

Managing the Color Matching Process

Color is a critically important area to manage well. Color matching is not a science. Doing it well means adopting measures in every step of the production process to ensure the finished article is as close a match to the “benchmark” original as possible.

These measures include the preparation of printing proofs and/or prototypes. Always rely on visual matching as the basis for determining a true match. If the visual match is not close enough, the printer may have to alter its specifications to compensate for the deviation.

Keep in mind that colors can vary based on the materials on which they are printed. Different surfaces have different rates of ink absorption, which can change the reflective quality and cause the color to appear differently despite using the same color printing specifications.

The addition of other printing “coats,” such as varnishes, seals and laminates, also can cause the color underneath to appear different than one with no coating.

4.2

Section 4: Reproduction Resources

COLOR SWATCHES

Coated Paper

This is how Special Olympics colors should appear if you are printing on coated paper. Clip out a sample swatch and give to printer for an accurate color match.

PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

4.3

Section 4: Reproduction Resources

COLOR SWATCHES

Uncoated Paper

This is how Special Olympics colors should appear if you are printing on uncoated paper. Clip out a sample swatch and give to printer for an accurate color match.

PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL	PANTONE® 327 TEAL

PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED	PANTONE® 485 RED

FONT FAMILIES

The following Latin alphabet language typefaces are recommended for use in documents and publications in countries that use the Latin alphabet (the United States and France, for example).

Preferred - Primary Typeface Family

Times New Roman is the official typeface family of Special Olympics, due to its proven legibility, worldwide availability, and broad range of weights, sizes and styles.

Alternate - Secondary Typeface Family

Helvetica is used as a secondary typeface, and can be used in conjunction with Times New Roman. Typical uses would include headline and subheading copy.

The combination of Times New Roman with Helvetica gives the typography a unique identity and makes Special Olympics publications more accessible, orderly and easy-to-read.

Acceptable

Arial can be used in instances where it is not possible or practical to use Helvetica. A good example of this is the use of Arial for word processing.

Non-Latin Alphabet Languages

For languages that do not use the Latin alphabet, such as Arabic, it is recommended that simple, readily available fonts be used. To ensure consistency in documents and publications, choose a small selection of fonts that complement each other and provide sufficient variety to distinguish headlines, subheads and body text.

Preferred:	<p>Times New Roman</p> <p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</p> <p>a b c d e f g h i j k l m n o p q r s t u v w x y z</p> <p>1 2 3 4 5 6 7 8 9 0</p> <p>Times New Roman Bold</p> <p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</p> <p>a b c d e f g h i j k l m n o p q r s t u v w x y z</p> <p>1 2 3 4 5 6 7 8 9 0</p>
Alternate:	<p>Helvetica</p> <p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</p> <p>a b c d e f g h i j k l m n o p q r s t u v w x y z</p> <p>1 2 3 4 5 6 7 8 9 0</p> <p><i>Helvetica Oblique</i></p> <p><i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</i></p> <p><i>a b c d e f g h i j k l m n o p q r s t u v w x y z</i></p> <p><i>1 2 3 4 5 6 7 8 9 0</i></p>
Acceptable:	<p>Arial</p> <p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</p> <p>a b c d e f g h i j k l m n o p q r s t u v w x y z</p> <p>1 2 3 4 5 6 7 8 9 0</p>

**TYPESetting/
DESKTOP
PUBLISHING**

Typography Guidelines

Typography adds significant visual character to the Special Olympics identification program. Typography plays an important role in fostering clarity and creating a strong visual impression.

Paragraph Formatting

Paragraphs should be formatted to align flush left, ragged right. Double space between paragraphs, and do not indent the first line.

Case Usage

In text and headlines, use both uppercase and lowercase letters in most instances. All-uppercase text is more difficult to read and can impair understanding.

Copy Emphasis

Words should not be underlined for emphasis. Instead, one of the following formatting techniques should be used to provide emphasis:

- Apply a bold style to the text
- Apply an italic style to the text
- Increase the point size of the type

Paragraph/Letter Spacing

Spacing (leading) between lines should be 120 percent of the type size. For example, 10 pt. type should use a 12 pt. leading.

Dating Printed Materials

All printed materials should include the month and year (e.g., 12/01) in which they were printed. This lets the reader know how current the material is, and also helps you track the date materials were last updated and determine whether it's time to revise them. Place the printing date on the back cover of the publication in the lower right-hand corner, at least 1/4" away from both edges.

Font: Helvetica

Size: 6 point

4.6

Section 4: Reproduction Resources

CAMERA-READY ART

Special Olympics Logo



Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)

97% Process Magenta (M)

100% Process Yellow (Y)

0% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)

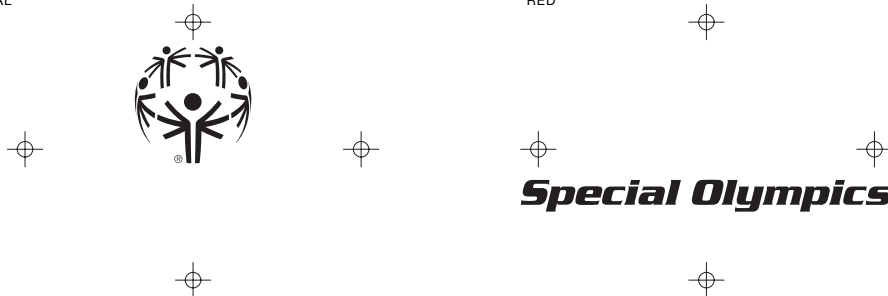
0% Process Magenta (M)

44% Process Yellow (Y)

17% Process Black (K)



COLOR SEPARATED LOGO
TEAL



RED

MINIMUM SIZE



4.7

Section 4: Reproduction Resources

CAMERA-READY ART

Special Olympics Region/Program Logo

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)
97% Process Magenta (M)
100% Process Yellow (Y)
0% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)
0% Process Magenta (M)
44% Process Yellow (Y)
17% Process Black (K)

Note

Region/Programs must replace "Region/Program Name" with the appropriate local name, which should print at 100% of teal (PMS 327).



Special Olympics
Region/Program Name



Special Olympics
Region/Program Name



Special Olympics
Region/Program Name



Special Olympics
Region/Program Name

COLOR SEPARATED LOGO
TEAL



MINIMUM SIZE


Special Olympics
Region/Program Name

4.8

Section 4: Reproduction Resources

CAMERA-READY ART

Law Enforcement Torch Run®

Red

Spot Color (PMS)

PMS 186

Process Color (CMYK)

0% Process Cyan (C)
97% Process Magenta (M)
100% Process Yellow (Y)
0% Process Black (K)

Blue

Spot Color (PMS)

PMS 286

Process Color (CMYK)

100% Process Cyan (C)
66% Process Magenta (M)
0% Process Yellow (Y)
2% Process Black (K)

Yellow

Process Color (CMYK)

4% Process Cyan (C)
3% Process Magenta (M)
92% Process Yellow (Y)
0% Process Black (K)



COLOR SEPARATED LOGO
BLUE



RED



MINIMUM SIZE



CAMERA-READY ART

SO Get Into It™

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)
97% Process Magenta (M)
100% Process Yellow (Y)
0% Process Black (K)

Dark Red

Spot Color (PMS)

PMS 484

Process Color (CMYK)

0% Process Cyan (C)
95% Process Magenta (M)
100% Process Yellow (Y)
29% Process Black (K)
(Appears as shadow within SO Get Into It logotype)

Black

Spot Color (PMS)

PMS Black
50% tint (drop shadow)

Process Color (CMYK)

0% Process Cyan (C)
0% Process Magenta (M)
0% Process Yellow (Y)
100% Process Black (K)
50% tint (drop shadow)



Special Olympics

SO Get Into It™



Special Olympics
SO Get Into It™



Special Olympics
SO Get Into It™

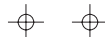
COLOR SEPARATED LOGO
BLACK



RED



Special Olympics
SO Get Into It™



SO Get Into It



SO Get Into It



DARK RED

MINIMUM SIZE



Special Olympics
SO Get Into It™

4.10

Section 4: Reproduction Resources

CAMERA-READY ART

Healthy Athletes™

Black

Spot Color (PMS)

PMS Black

Process Color (CMYK)

0% Process Cyan (C)

0% Process Magenta (M)

0% Process Yellow (Y)

100% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)

0% Process Magenta (M)

44% Process Yellow (Y)

17% Process Black (K)

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)

97% Process Magenta (M)

100% Process Yellow (Y)

0% Process Black (K)



Special Olympics

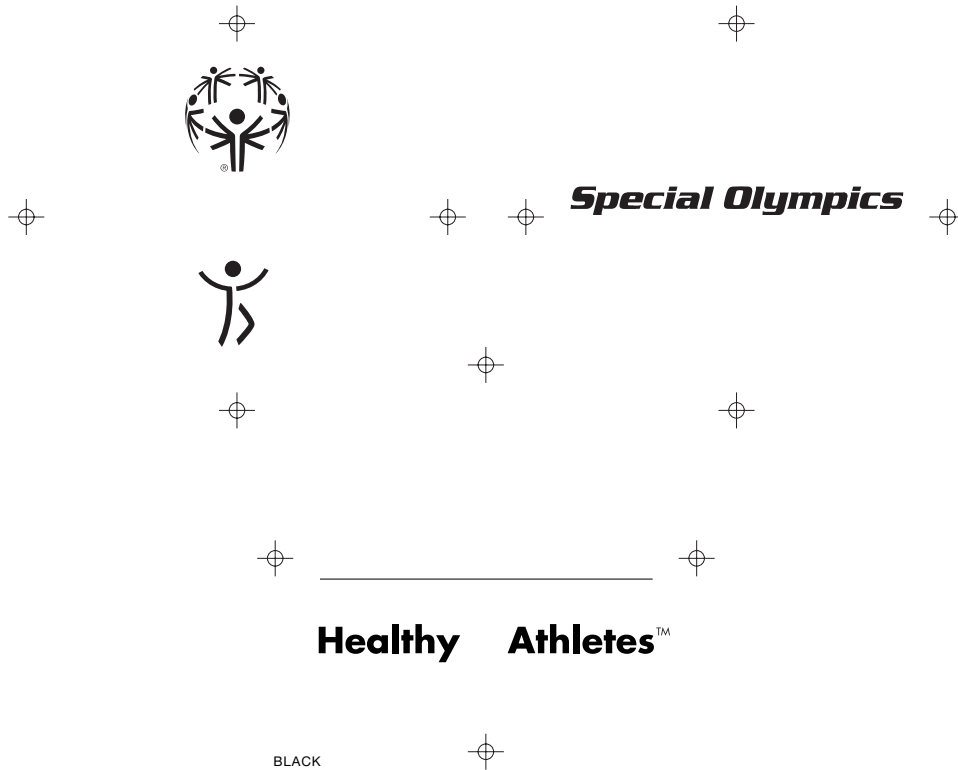


Special Olympics



COLOR SEPARATED LOGO
TEAL

RED



MINIMUM SIZE



4.11

Section 4: Reproduction Resources

CAMERA-READY ART

Healthy Athletes FUNfitness

Black

Spot Color (PMS)

PMS Black

Process Color (CMYK)

0% Process Cyan (C)

0% Process Magenta (M)

0% Process Yellow (Y)

100% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)

0% Process Magenta (M)

44% Process Yellow (Y)

17% Process Black (K)

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)

97% Process Magenta (M)

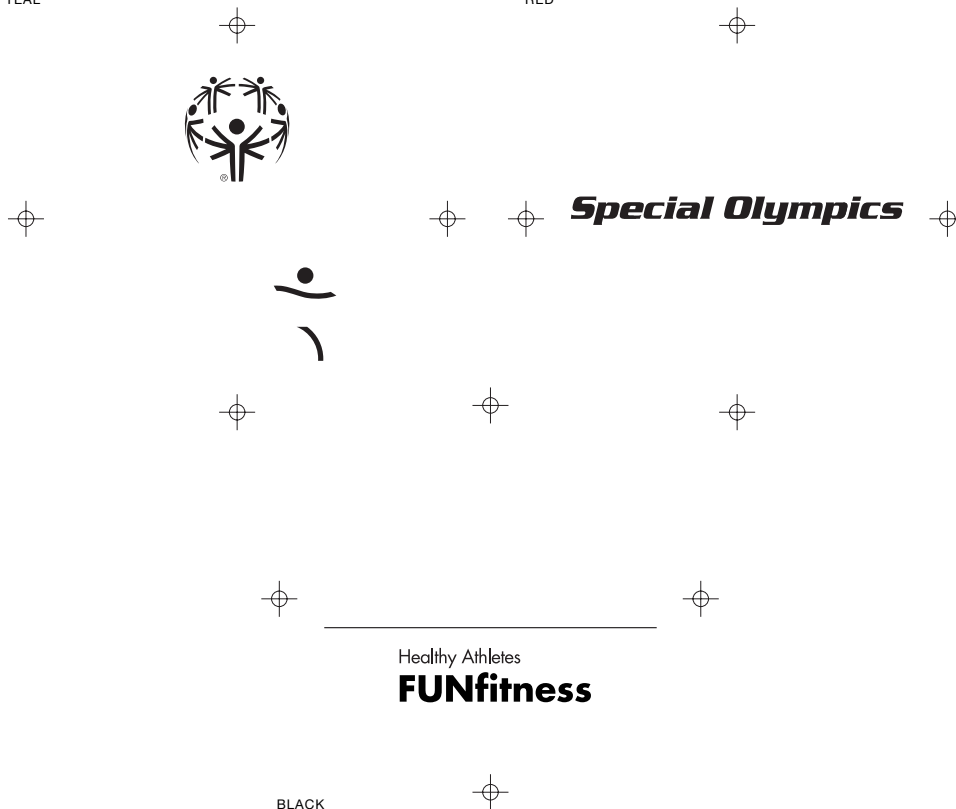
100% Process Yellow (Y)

0% Process Black (K)



COLOR SEPARATED LOGO
TEAL

RED



MINIMUM SIZE



4.12

Section 4: Reproduction Resources

CAMERA-READY ART

Healthy Athletes
Healthy Hearing

Black

Spot Color (PMS)

PMS Black

Process Color (CMYK)

0% Process Cyan (C)

0% Process Magenta (M)

0% Process Yellow (Y)

100% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)

0% Process Magenta (M)

44% Process Yellow (Y)

17% Process Black (K)

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)

97% Process Magenta (M)

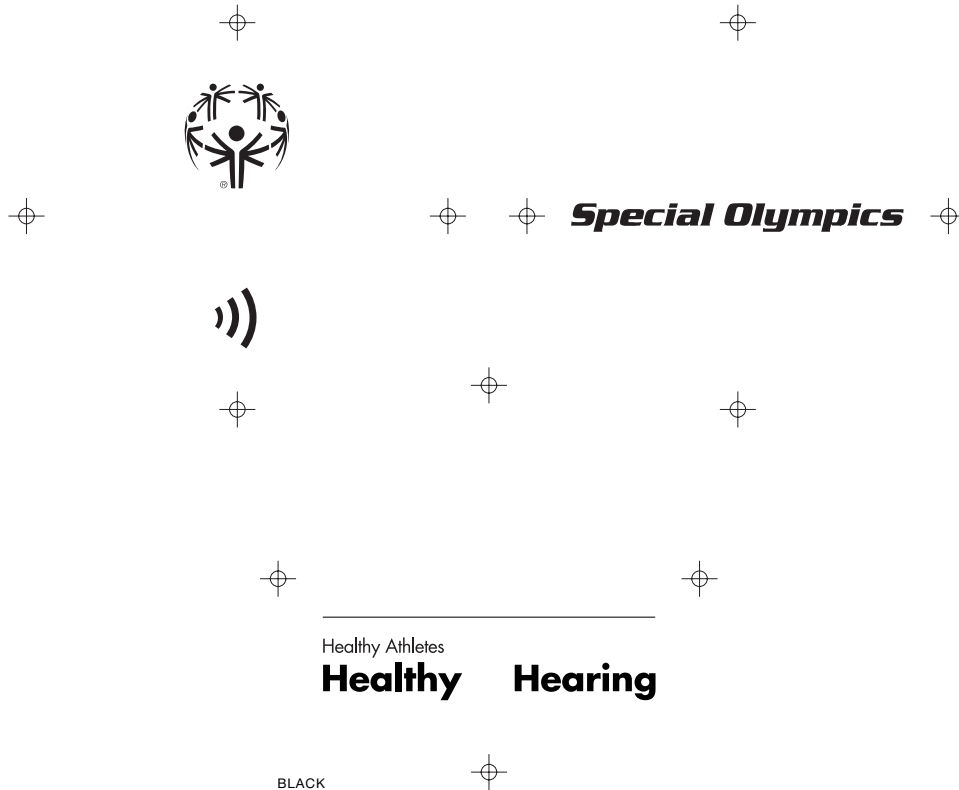
100% Process Yellow (Y)

0% Process Black (K)



COLOR SEPARATED LOGO
TEAL

RED



MINIMUM SIZE



4.13

Section 4: Reproduction Resources

CAMERA-READY ART

Healthy Athletes Health Promotion

Black

Spot Color (PMS)

PMS Black

Process Color (CMYK)

0% Process Cyan (C)

0% Process Magenta (M)

0% Process Yellow (Y)

100% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)

0% Process Magenta (M)

44% Process Yellow (Y)

17% Process Black (K)

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)

97% Process Magenta (M)

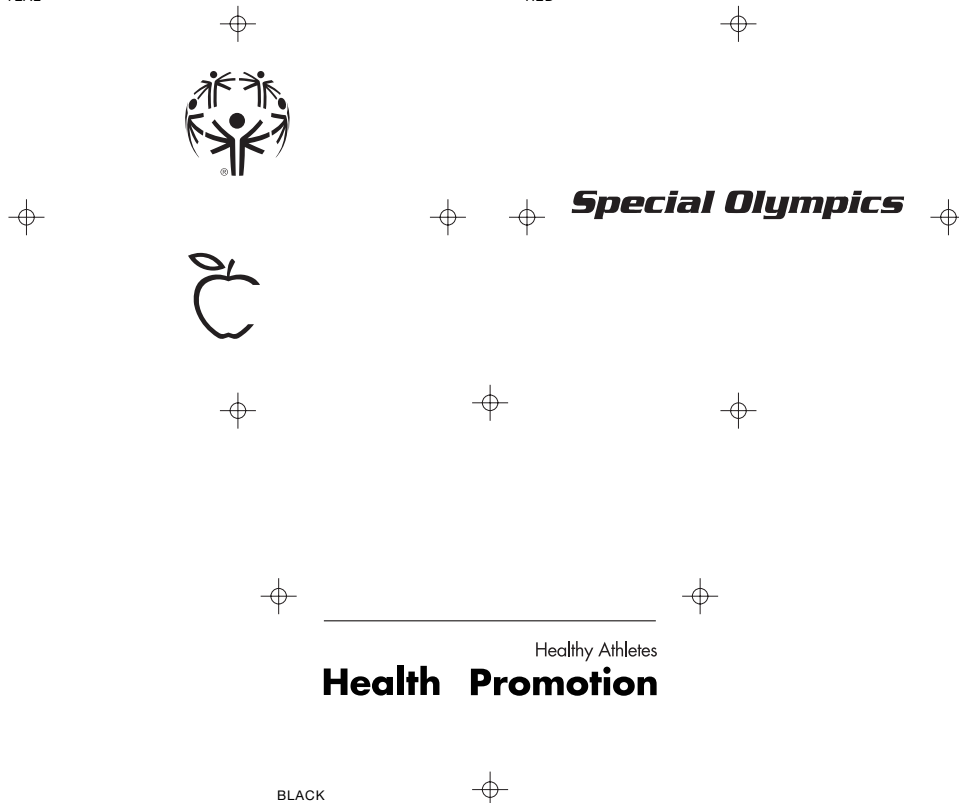
100% Process Yellow (Y)

0% Process Black (K)



COLOR SEPARATED LOGO
TEAL

RED



MINIMUM SIZE



4.14

Section 4: Reproduction Resources

CAMERA-READY ART

Healthy Athletes Opening Eyes™

Black

Spot Color (PMS)

PMS Black

Process Color (CMYK)

0% Process Cyan (C)

0% Process Magenta (M)

0% Process Yellow (Y)

100% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)

0% Process Magenta (M)

44% Process Yellow (Y)

17% Process Black (K)

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)

97% Process Magenta (M)

100% Process Yellow (Y)

0% Process Black (K)

Blue

Spot Color (PMS)

PMS 2735

Process Color (CMYK)

100% Process Cyan (C)

95% Process Magenta (M)

0% Process Yellow (Y)

3% Process Black (K)

Yellow

Spot Color (PMS)

PMS 7406

Process Color (CMYK)

0% Process Cyan (C)

18% Process Magenta (M)

100% Process Yellow (Y)

0% Process Black (K)



COLOR SEPARATED LOGO
TEAL

RED

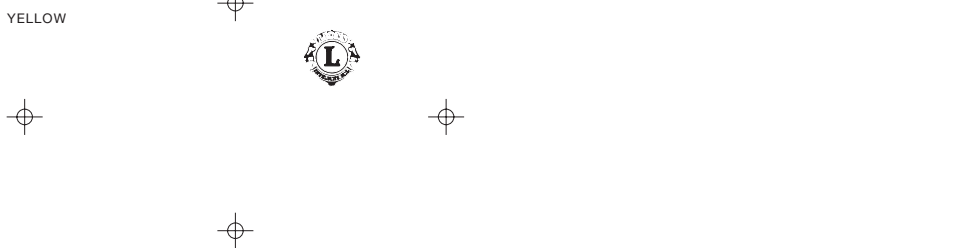


BLACK

BLUE



YELLOW



MINIMUM SIZE



4.15

Section 4: Reproduction Resources

CAMERA-READY ART

Healthy Athletes
Special Smiles™

Black

Spot Color (PMS)

PMS Black

Process Color (CMYK)

0% Process Cyan (C)

0% Process Magenta (M)

0% Process Yellow (Y)

100% Process Black (K)

Teal

Spot Color (PMS)

PMS 327

Process Color (CMYK)

100% Process Cyan (C)

0% Process Magenta (M)

44% Process Yellow (Y)

17% Process Black (K)

Red

Spot Color (PMS)

PMS 485

Process Color (CMYK)

0% Process Cyan (C)

97% Process Magenta (M)

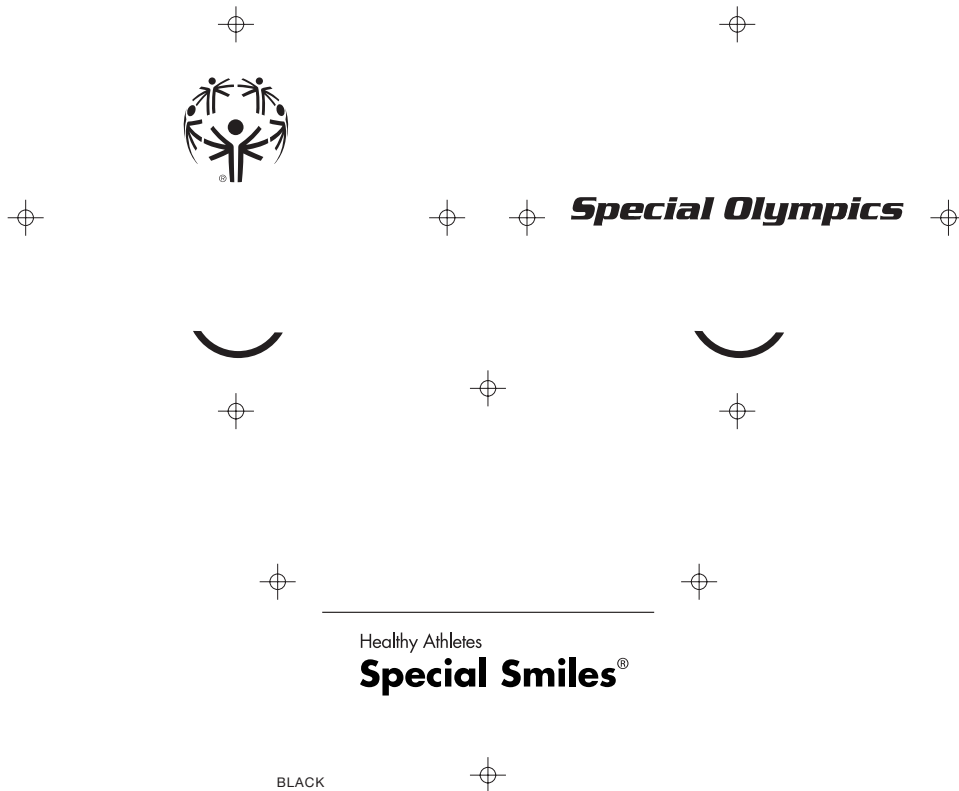
100% Process Yellow (Y)

0% Process Black (K)



COLOR SEPARATED LOGO
TEAL

RED



MINIMUM SIZE



SECTION 5: ELECTRONIC ARTWORK



SPECIAL OLYMPICS

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