In 2012, Special Olympics, Inc. (SOI) launched a brand refresh. These new rules are not optional and have been mandated by SOI.

The following information is specific to sub-programs (local programs). The entire Special Olympics Brand Identity Guidelines document can be found at:

http://Resources.SpecialOlympics.org/brand.aspx

1. Special Olympics South Dakota is the Accredited Program name. All of our logos are new! Here are a few examples.

2. All other programs or teams in South Dakota are called sub-programs. The logos you have used in the past will be phased out by the end of 2015.

   All NEW uniforms, t-shirts, banners, etc. must be made using the guidelines spelled out in this document beginning immediately.

3. With these new rules, you may want to think about coming up with permanent names for your sub programs. For example, If you are a sub-program with multiple teams, you could be known as the Rough Riders. This would be the name inside your shield. Your individual team names could then be complimentary, such as Bulls, Broncos, Cowboys, Ropers, Wranglers, etc.

   You could also choose a name and a symbol (such as Sharks) then refer to your individual teams as Sharks #1, Sharks #2 or Sharks Green and Sharks Black.

The transition to these new logo standards must be completed by the end of 2015. Once again, these changes are not optional and have been mandated by SOI.

Contact Johna at the state office with questions or concerns. Thanks!
SUB-PROGRAM UNIFORMS

A shield format must be used on uniforms when numbering is required on the front and back. This includes uniforms used for basketball and soccer. Since a number on the front isn’t required for softball, you can either use a shield or the larger graphic that is depicted on page 4.

1. The shield can be created in two colors.
2. It can also be created in a single color.
3. The shield shall be placed as shown. recommended height is 100 mm or approximately 4”.

When creating a shield, a variety of approaches can be taken.

4. A simple symbol or illustration that relates to your name or location.
5. A monogram in a bold robust style.

The color of your shirts, typestyle and logo is at your discretion.

6. Special Olympics South Dakota must always appear in conjunction with your team identifying information.

ALL UNIFORMS
- No advertisement or sponsor names can appear on any uniform.
- Sponsor information can appear on warm-ups.
- All team uniforms must be alike in color, trim, and style.
- Numbers of contrasting color must be worn.
- No two members of the same team can wear the same number.

SOCCER
- Numbers must be worn on the back of the jersey/shirt and must be between 10” to 14” tall.
- Numbers must be worn on the front of the jersey/shirt and must be between 4” to 6”.
- Numbers can be worn on the front of the short and must be between 4” to 6”.
- Numbers between 00 to 99 can be used.

BASKETBALL
- Numbers must be worn on the back of the jersey/shirt and must be at least 6” tall.
- Numbers must be worn on the front of the jersey/shirt and must be at least 4” tall.
- The ONLY numbers allowed are:
  1, 2, 3, 4, 00, 1, 2, 3, 4, 00, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 30, 31, 32, 33, 34, 35, 40, 41, 42, 43, 44, 45, 50, 51, 52, 53, 54, 55

SOFTBALL
- Numbers must be worn on the back of the jersey/shirt and must be at least 6” tall.
- Numbers between 00 to 99 can be used.
SUB-PROGRAM T-SHIRTS

-This shirt design can be used for sports that do not require numbers, warm-ups, or spirit wear.

When creating shirts for sub-programs, clubs or teams, a lock-up can be used that gives primacy to the actual team name. This acknowledges the importance of local teams within Special Olympics and facilitates the creation of distinct team identities for games within a program.

1. The name of the team has primacy on the shirt ensuring team or club recognition between competing teams. The choice of typeface and design of this element is at the discretion of the program.

2. The name of the Accredited Program (South Dakota) to which the sub-program, team or club is affiliated is set in all capitals Ubuntu Bold as illustrated here.

3. The Special Olympics symbol is centered beneath the program name.

4. The color, typestyle or motif created for each team reflects the local identity of the club or team while clearly identifying the club or team as being within the Special Olympics Accredited Program.
For uniforms with no numbers or numbers on the back only, use a design such as this. You can’t wear this style for basketball or soccer.

The words “SPECIAL OLYMPICS” must be set in all capitals Ubuntu Bold. Any color is acceptable.

The symbol can ONLY appear in white, black, red or gray.
SAMPLE COMPETITION SHIRT DESIGN

For numbers on both the front and back, use a design such as this. This style works for all sports.
This is a sample of a well designed spirit wear shirt. This can be used for certain competitions (bowling) or worn by coaches and parents. The SOSD logo must appear in conjunction with any sub program identifiers.
**SUB-PROGRAM BANNERS**

1. You MUST use the dynamic curve in a style shown.
2. A SOSD logo MUST appear on the banner as shown.
3. The font and colors you use to identify your sub-program are at your discretion.
SAMPLE BANNERS

SIoux Falls
Bulldogs

Special Olympics
South Dakota

Brookings Bobrabbits

Special Olympics
South Dakota

Bulldogs

SIoux Falls

Brookings Bobrabbits

Special Olympics
South Dakota

Special Olympics
South Dakota
The Special Olympics primary color palette consists of Special Olympics Red and Special Olympics Grey. This is the color combination that we wish to be associated with. These two colors are supported by Black, Biscuit and White for core applications of the brand visual identity such as stationary and signage.
Ubuntu has been chosen for its clarity and accessibility both in print and on screen. It is available in a range of weights and styles.

Ubuntu is available as a free Mac or PC download at font.ubuntu.com

If using Ubuntu typefaces within Microsoft Office documents (Word/Powerpoint) please note that these documents should only be shared with third parties or members of the public in PDF format. Otherwise, Arial should be used in place of Ubuntu. Arial is available as standard on all PC and Mac computers.

Ubuntu is the preferred typeface of Special Olympics. It should be used for informational communications produced by Special Olympics. It currently comes in a range of languages: Latin (Western), Greek and Cyrillic. Arabic and Hebrew versions of Ubuntu are under development at the time of writing these guidelines.
The Dynamic Curve is a graphic device that can be used to give our communications a recognizable house style. The curve device also protects the mark from other graphic elements on the page giving our core identifier greater standout and recognition.

You will soon see our program publications sporting this design. You are encouraged to do the same.

**Dynamic curve**

Simple or layered curves

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**Simple Curve**

Single arc, flat color

**Layered Curve**

Three arcs, graduated color

Center arc is created using a perfect circle.
SUB-PROGRAM NEWSLETTERS

Newsletters can be created in Microsoft Word using the curve device to create the masthead. Newsletters of this nature usually exist at a local or sub-program level. Notice how the sub-program is recognized in the messaging and not in the mark. The mark is used to endorse the communication as being part of the Accredited Program.

1. This masthead has been designed without bleed so it can be printed on a desk-top printer form MS Word.

2. Note how the local community or sub-program are acknowledged within the name of the newsletter and not the mark. This gives appropriate emphasis on the local community.

3. Note the use of bold sub-headings and pull-out quotes to help the reader engage with the content.

4. Local contact details are included in the footer.
When letterheads are required for sub-programs they can be recognized as illustrated.

1. Sub-program name is set in 10.5pt Ubuntu Regular, SO Red.
   
   Note that the sub-program name aligns with the baseline of the Special Olympics logotype and the left margin of the body text.

2. The address can be of the sub-program, but the header must be that of the accredited program.
   
   Note also how the directors are not included on the sub-program letterhead.
   
   The accreditation line should still be used.

3. Envelopes should be designed in the style shown here.

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Created by the Joseph P. Kennedy Jr. Foundation. Authorized and accredited by Special Olympics, Inc for the benefit of persons with intellectual disabilities
SUB-PROGRAM BUSINESS CARDS

Sioux Falls Fireworks

Heather Leischner
Sports Director

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Tel +1 605 336 0240
Email Heather.L@sosiouxfalls.org
www.sosiouxfalls.org

10pt Ubuntu Bold RGB 255, 0, 0 (Pantone 186)
10pt Ubuntu Bold RBG 99, 99, 89 (Pantone 418)
10pt Ubuntu Italic
10pt Ubuntu Bold RGB 255, 0, 0 (Pantone 186)

9.5pt Ubuntu
Words Bolded