

LOCAL PROGRAM GRAPHIC DESIGN GUIDELINES

Updated 11/21

Special Olympics
South Dakota



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>

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

❷ 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.

❸ 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!



LOCAL 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

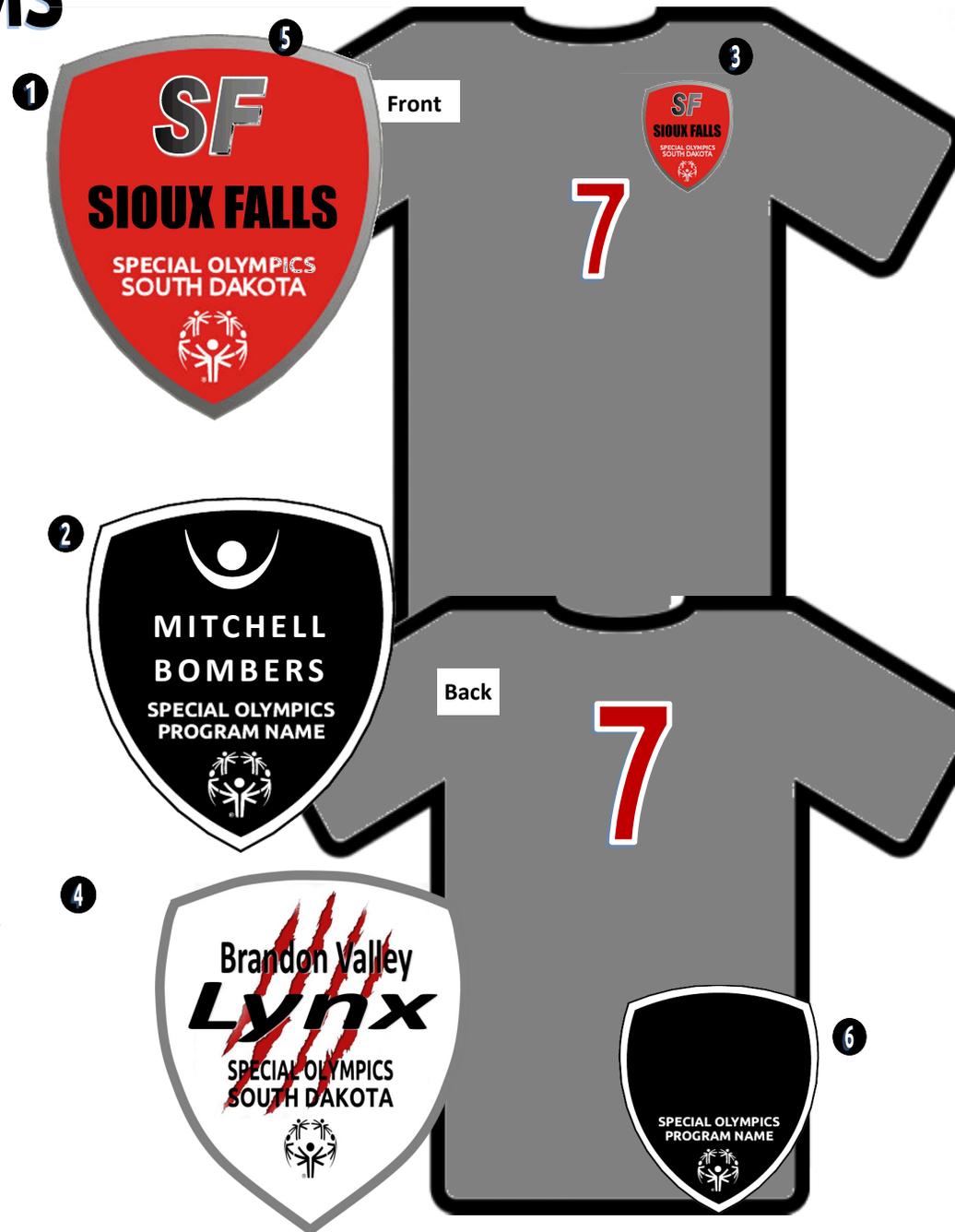
- Numbers must be worn on the back of the jersey/shirt and must be between 10" to 14" tall.
- Numbers must be worn on the front of the jersey/shirt and must be between 4" to 6".
- Numbers can be worn on the front of the short and must be between 4" to 6".
- Numbers between 00 to 99 can be used.

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:
1,2,3,4,00,11,12,13,14,15,20,21,22,23,24,25,30,31,32,33,34,35,40,41,42,43,44,45,
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.



LOCAL 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.



SAMPLE COMPETITION SHIRT DESIGN

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.



SPECIAL OLYMPICS
SOUTH DAKOTA



← 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

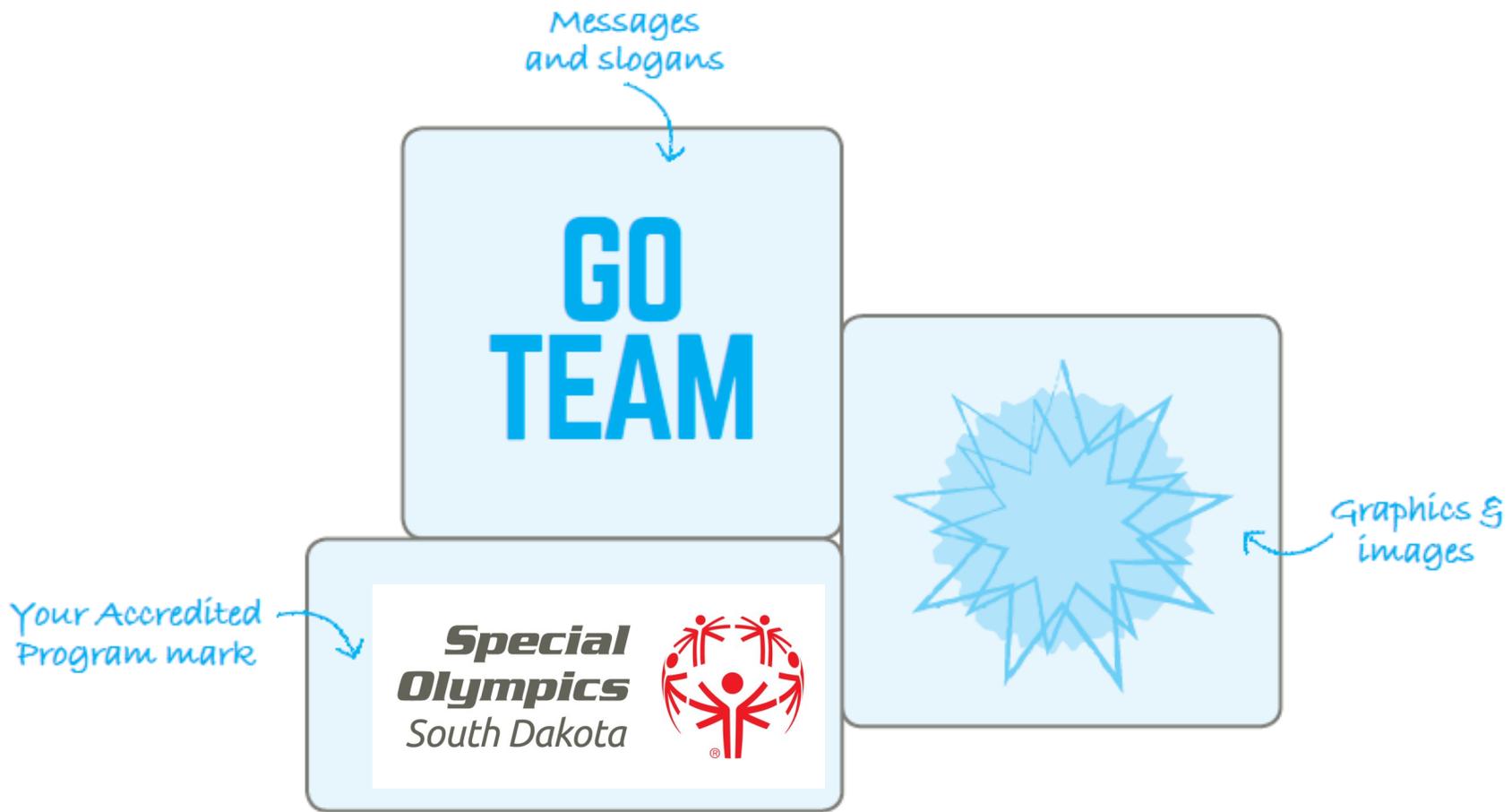


SAMPLE COMPETITION SHIRT DESIGN

For numbers on both the front and back, use a design such as this. This style works for all sports.



SPIRIT WEAR BUILDING BLOCKS



This mark MUST be incorporated into your design in it's entirety and in approved colors. Contact the State Office for high resolution logos.

Logo Colors



Logo Styles



1 Line



2 Line



Stacked

SPIRIT WEAR

Dynamic & personal messaging is key to supporter merchandise. We want to share our passion for our teams and the athletes who make up our movement. Our supporters and fans are the best ambassadors and our merchandise should show this.

Messaging
Your messaging should be personal, dynamic and active. Your messages can range from support of a team, a sport or Accredited Program to support of an individual or athlete.

Graphics
The graphics you use should support your messaging. Simple, bold graphics or illustrative text should be used where possible. The use of full color photographic images should be avoided.

Mark and Symbol
The Accredited Program mark, team crest or the Special Olympics symbol should always be used and should appear on the front or sleeve.

When choosing slogans and messaging, avoid using phrases that are trademarks registered by third parties. When in doubt, consult local legal counsel or the SOI Legal Department.



SPIRIT WEAR

All merchandise is required to contain your Accredited Program mark. The complete Special Olympics mark or Accredited Program mark should appear either:

- A** On the front (connected with the graphic)
- B** On the sleeve or chest

Your program mark should be reproduced at an appropriate size where it is clearly legible. The same approach to applying your program mark should be followed for all other garments and types of apparel.

 Programs may only use the Special Olympics logo in conjunction with the Program name.



A Front application



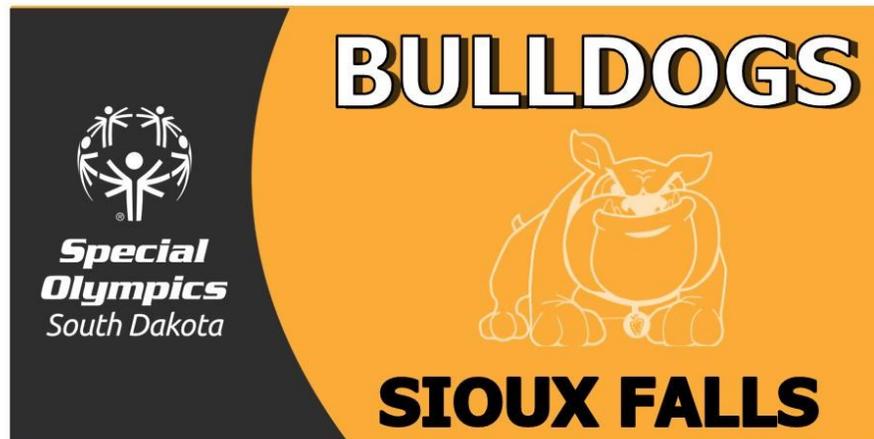
B Sleeve application

LOCAL 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.

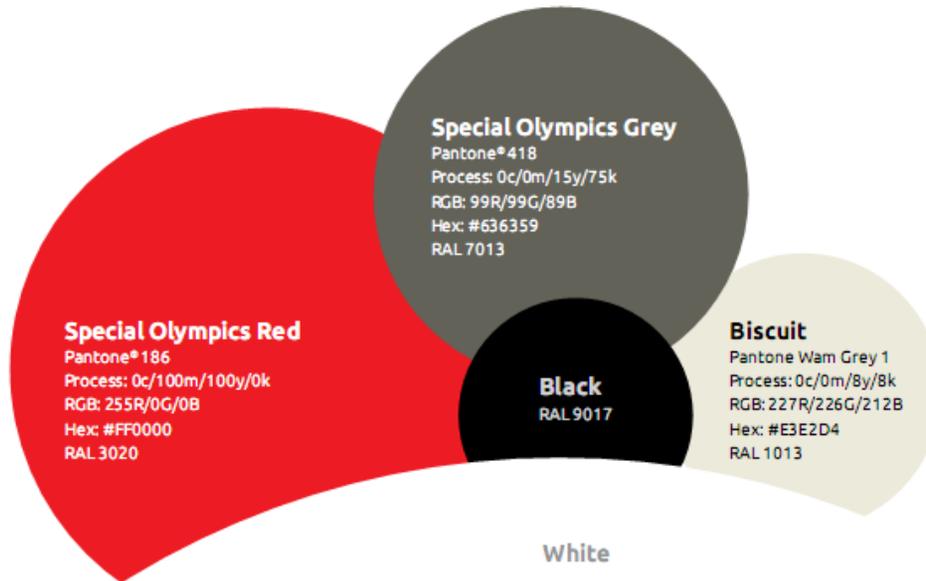


SAMPLE BANNERS



COLOR PALETTE

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.



Primary Colors	Pantone®	C/M/Y/K	R/G/B	Hex
SO Red	186C	0/100/100/0	255/0/0	#ED1C24
SO Grey	418C	0/0/15/75	99/99/89	#636359
Biscuit	Warm Gray 1C	0/0/8/12	227/226/212	#E3E2D4
Black	Black	0/0/0/100	0/0/0	#000000
White	-	0/0/0/0	000/000/000	#FFFFFF

Secondary Colors

Light Red	186C	0/100/100/0	255/0/0	#ED1C24
Mid Red	1945C	0/100/100/25	187/19/26	#BB131A
Dark Red	202C	0/100/100/50	139/3/4	#8B0304
Light Magenta	Process Magenta	0/100/0/0	236/0/140	#EC008C
Mid Magenta	215C	0/100/20/20	196/0/99	#C40063
Dark Magenta	222C	0/100/40/40	158/0/64	#9E0040
Light Purple	2587C	60/90/0/0	127/63/152	#7F3F98
Mid Purple	267C	75/95/0/10	92/47/136	#5C2F88
Dark Purple	2695C	90/100/0/20	59/35/123	#3B237B
Light Blue	Process Blue	100/20/0/0	0/149/218	#0095DA
Mid Blue	300C	100/40/0/10	0/114/180	#0072B4
Dark Blue	294C	100/80/0/20	2/63/136	#023F88
Light Turquoise	3262C	70/0/50/0	57/187/157	#39BB9D
Mid Turquoise	3282C	80/0/50/20	0/151/132	#009784
Dark Turquoise	3302C	90/0/50/60	0/92/81	#005C51
Light Green	382C	30/0/100/0	191/215/48	#BFD730
Mid Green	376C	40/0/100/20	136/172/46	#88AC2E
Dark Green	370C	50/0/100/40	89/133/39	#598527
Light Yellow	109C	0/10/100/0	255/221/0	#FFDD00
Mid Yellow	110C	0/25/100/10	230/176/15	#E6B00F
Dark Yellow	1255C	0/40/100/30	185/124/15	#B97C0F
Light Orange	137C	0/50/100/0	247/148/29	#F7941D
Mid Orange	1505C	0/60/100/10	222/18/28	#DE761C
Dark Orange	159C	0/60/100/50	143/74/2	#8F4A02
Light Grey	413C	0/0/0/30	188/190/192	#CBCEC0
Mid Grey	415C	0/0/8/50	148/149/141	#94958D
Dark Grey	418C	0/0/15/75	99/99/89	#636359

PREFERRED TYPEFACE



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.

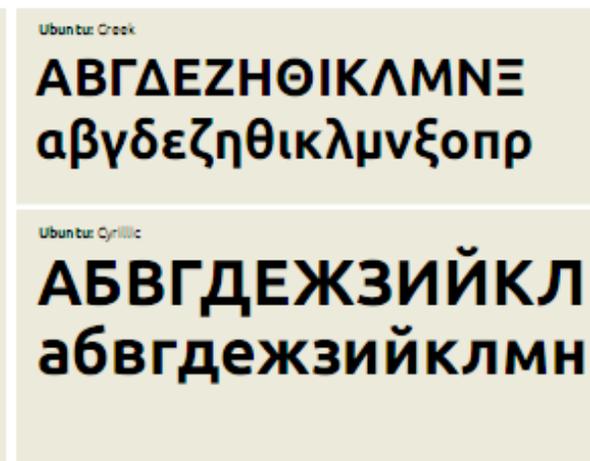
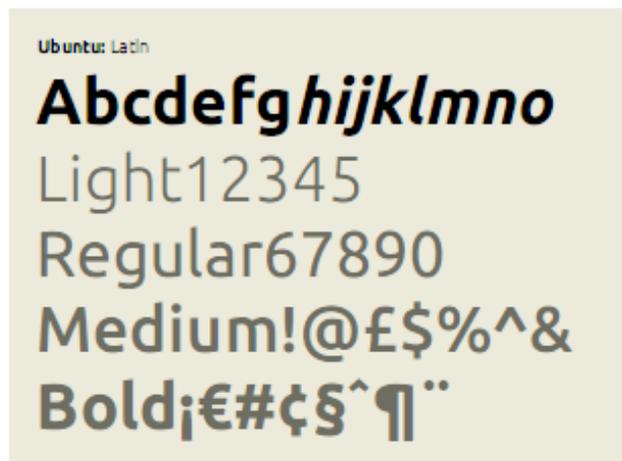


Ubuntu is available as a free Mac or PC download at font.ubuntu.com



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.

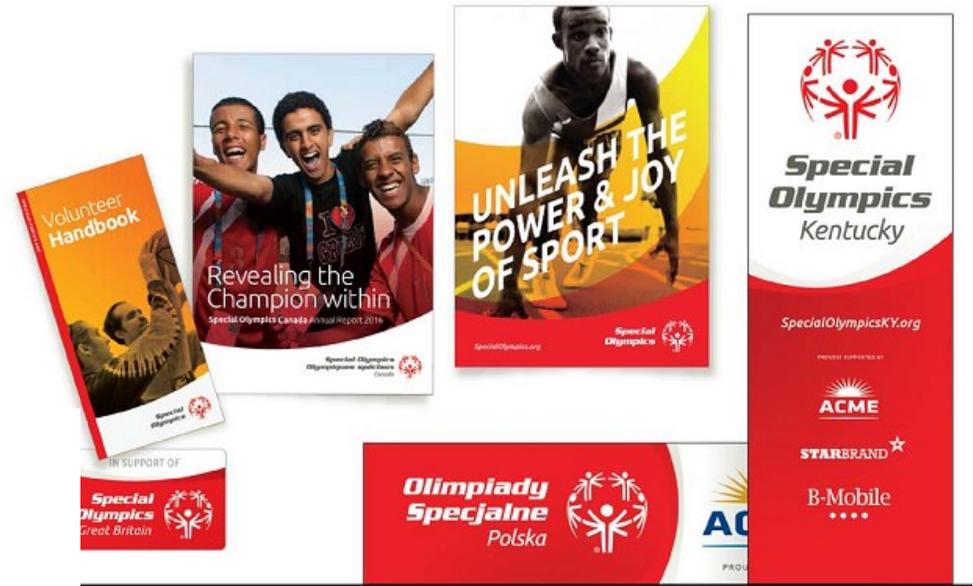
Ubuntu is the preferred typeface of Special Olympics. It should be used for informational communications produced by Special Olympics. It currently comes in a range of languages: Latin (Western), Greek and Cyrillic. Arabic and Hebrew versions of Ubuntu are under development at the time of writing these guidelines.



DYNAMIC CURVE

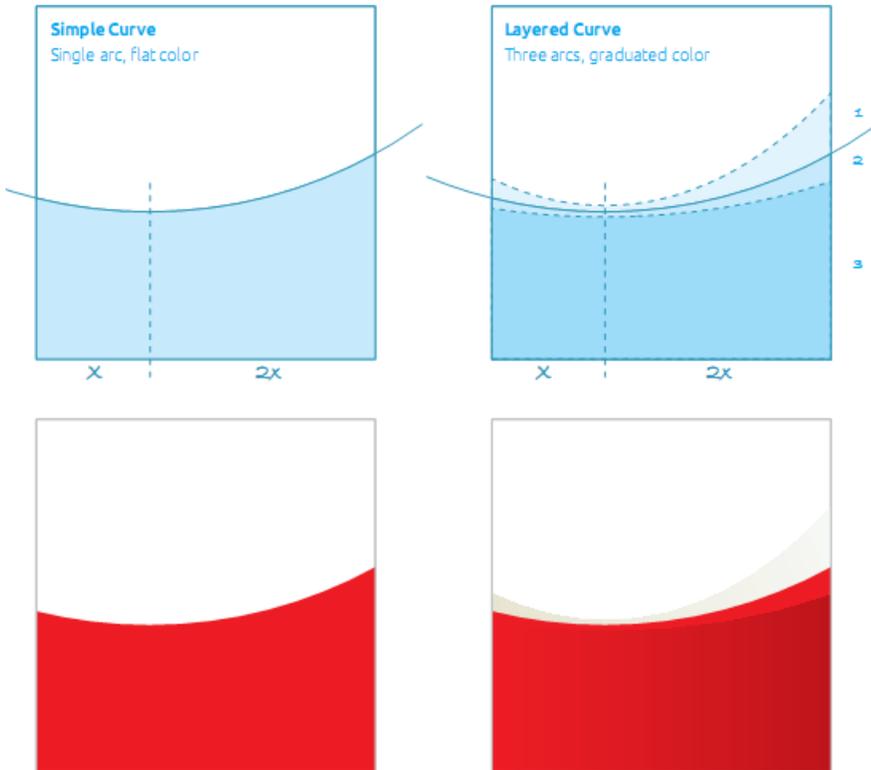
The Dynamic Curve is a graphic device that can be used to give our communications a recognizable house style. The curve device also protects the mark from other graphic elements on the page giving our core identifier greater standout and recognition.

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



Dynamic curve

Simple or layered curves



LOCAL 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.

Newsletters Sub-program newsletters



LOCAL PROGRAM LETTERHEAD & ENVELOPE

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.

1 Sioux Falls Fireworks

Ms Jane Smith
1024 Commonwealth Avenue

2 Sioux Falls Fireworks

Sioux Falls Fireworks

Special Olympics South Dakota

Ms Jane Smith
1024 Commonwealth Avenue
Alston
MA 10246

Re: Team Sponsorship
March 26th, 2012

Dear Jane,

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem ipsum as their default model text, and a search for Lorem ipsum will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose.

Sincerely,

2 Special Olympics South Dakota

PO Box 90127, Sioux Falls, SD 57109-0127 Tel +1 605-336-0240 www.sosioxford.org

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3 Special Olympics South Dakota

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**Special
Olympics**
South Dakota

Sioux Falls Fireworks
PO Box 90127, Sioux Falls, SD 57109-0127
www.sosioxford.org

LOCAL PROGRAM BUSINESS CARDS



9.5pt Ubuntu
Words Bolded

10pt Ubuntu Bold RGB 255, 0, 0 (Pantone 186)

10pt Ubuntu Bold RGB 99, 99, 89 (Pantone 418)

10pt Ubuntu Italic

10pt Ubuntu Bold RGB 255, 0, 0 (Pantone 186)