



**SUB-PROGRAM  
GRAPHIC DESIGN  
GUIDELINES  
REFRESHER**

***Special  
Olympics***  
*South Dakota*



## Important things to note:

- 1.) Special Olympics South Dakota is the Accredited Program name. All of the Special Olympics South Dakota logos that you see can ONLY be used by Special Olympics South Dakota. **You can NOT change South Dakota to your team name/city using the Special Olympics symbol.**
- 2.) All other delegations or teams in South Dakota are called sub-programs. The format for logos that SOI would like everyone to use is found next to this text.
- 3.) While we are currently collecting all delegation/team logos to use for marketing purposes, we are going through and updating them so they are in line with SOI Brand Guidelines.
- 4.) **THE USE OF THE OLYMPIC RINGS IN ANY FORM IS NOT ALLOWED. THE OLYMPIC RINGS ARE COPYWRITTEN BY THE OLYMPICS.**
- 5.) **If you are interested in getting your logo remade or getting the correct graphics for your delegation/team you can email Jill Kvanli at [jkvanli@sosd.org](mailto:jkvanli@sosd.org).**
- 6.) **We are asking all delegations/teams to send in their marketing materials, whether that is new uniforms, t-shirts, event flyers, or other marketing materials to the State Office for approval before printing. Please e-mail [jkvanli@sosd.org](mailto:jkvanli@sosd.org) for approval.**



## 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. You can either use a shield or the larger graphic that is depicted on the next page.

- 1.) **No advertisement or sponsor names can appear on any uniforms.**
- 2.) The shield can be created in two colors.
- 3.) It can also be created in a single color.
- 4.) The shield shall be placed as shown. The recommended height is 100 mm or approximately 4”.

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

- 5.) A simple symbol or illustration that relates to your name, location, or school logo.
- 6.) A monogram in a bold robust style.

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

- 7.) Special Olympics South Dakota must **ALWAYS** appear in conjunction with your team’s identifying information.



## SUB-PROGRAM T-SHIRTS

**This shirt design can be used for sports that do not require numbers or only use numbers on the back.**

**When creating shirts for sub-programs, delegations, 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 South Dakota and facilitates the creation of distinct team identification for games within a delegation.**

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

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

3.) The Special Olympics symbol is centered between the program name.

4.) The color, typeface, or motif created for each team reflects the local identity of the delegation or club while clearly identifying the delegation or club as being within the Special Olympics Accredited Program.

**5.) You can not change the Special Olympics South Dakota logo to any color besides the standard black, red, white, or gray.**

## COACHES T-SHIRTS/UNIFORMS

1.) Coaches can wear the same sub-program t-shirt or use the shield design with the word coach on the front or back.

2.) If ONLY the Delegation logo is used without the Special Olympics South Dakota attached, the Special Olympics South Dakota logo needs to be placed either as a locker tag or on the sleeve.



*Sub-program / Team / Club  
Local expression*

1



**CLUB/TEAM  
NAME**

*Program  
Standardized*

2

**SPECIAL OLYMPICS  
PROGRAM NAME**

3



# SAMPLE SPIRIT WEAR - EVENT, COACHES, PARENTS



This is an example of a well designed spirit wear shirt. This can be used for certain competitions (basketball) or worn by coaches and parents. The SOSD logo must appear in conjunction with any sub-program identifiers.



These are examples of Unified Clubs/Unified Sports shirts. Unified Champion Schools should celebrate their school pride when creating school based material. The choice of typeface and design of these elements are at the discretion of the unified club within the school.

Schools can choose between using the Unified Champion Schools logo, Unified Sports logo, or Special Olympics South Dakota logo.