

# Using the Special Olympics logo – Guidelines for Associate Programmes/Clubs Basingstoke Club

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## The Special Olympics Logo

As an accredited associate programme we would like to encourage your club to **please use the Special Olympics GB logo** (attached) in your promotional pieces and sport kit.

For printing materials please consider **using it along to the tag line:**

**Basingstoke accredited to Special Olympics'**

For example,

**Basingstokeassociate to [Special Olympics GB LOGO]**

Please find attached the logos in the following versions:

**1) Logo to use in Communications Materials – 'Special Olympics' reads in one line**

To be placed on: letter headed paper, leaflets, website, posters

- Grey and Red colour .jpg file (this is the primary version of your logo, please try to use this version as much as possible!)



- The eps file\*\* of this logo for your designer to use in the case a bigger logo is needed. The eps file can also be changed to be all in black and all in white) – *the eps file will be sent in a separate email*

**2) Logo to use in Sport Kit Items or when the space (width) is constraint – 'Special Olympics' reads in two lines**

- Grey and Red colour .jpg file



- .eps file \*\*

\*\* The **eps format** can only be opened if you have the right programme – eg. In Design, Illustrator, Photoshop – but don't worry your designer or printer will be able to use these eps files.

**Please note that the logo cannot be manipulated in any way. We kindly ask you to please respect and follow our guidelines and do not separate any of the logo elements; the Special Olympics logo has to be used exactly as it has been provided.**

### **Guidelines when placing their logos on KIT items**

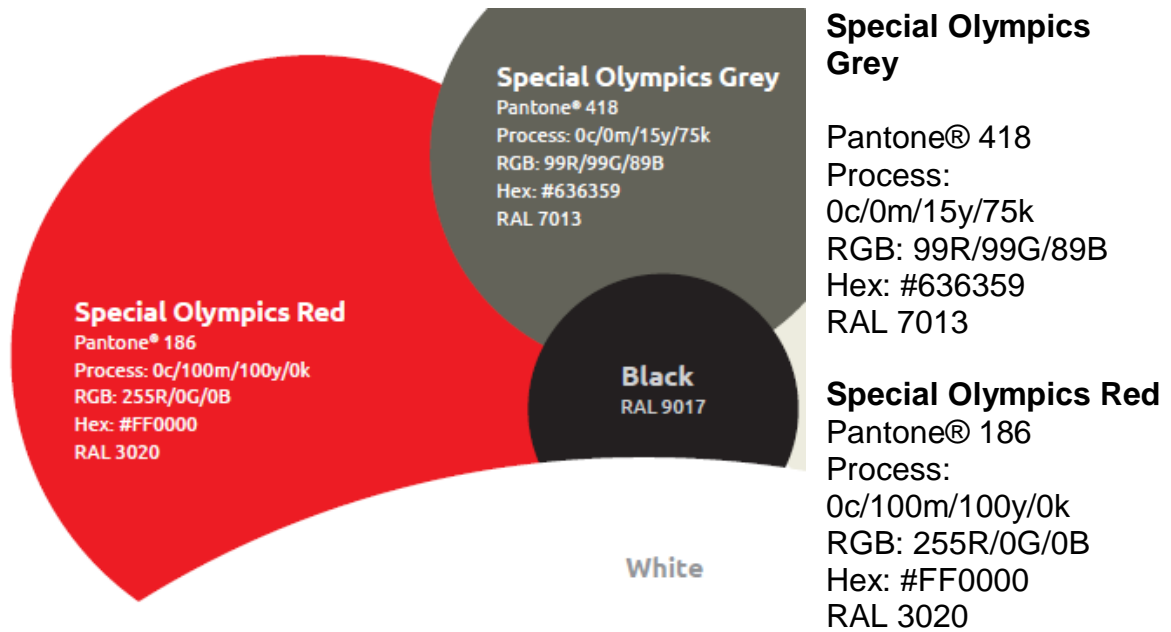
- **Please use the two colours version of your logo if possible.**
- **But if your kit is of a light colour background we suggest you use the logo all in black**
- **If your kit has a dark colour background then please better use the logo all in white**

### **Examples**



### **Colour & Font Type**

The technical details of our official logo colours will/might be of interest of your designer/supplier, so they can make sure the colours are right when producing your shirts. You only need to send these details to them together with the file.



### The Special Olympics font is called 'Ubuntu'

- **Download and install** at <http://font.ubuntu.com/>
- Simple **instructions** to install are included in the Font Guide at <http://media.specialolympics.org/soi/files/resources/Communications/Branding/Project-Ignite/Ubuntu-Guide.pdf>
- If you or your designer have an issue with using Ubuntu, please use **Arial font instead**.

Please feel free to contact me at [elliott.forward@sogb.org.uk](mailto:elliott.forward@sogb.org.uk) or 020 7375 7614 ext 204, if you or your suppliers need further assistance about Special Olympics branding.



