



## Special Olympics Club Logo – Guidelines (Branch) Coventry

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As an accredited branch of Special Olympics Great Britain your programme has its own Special Olympics logo which it must use.

The logo has different versions to be used depending on where the logo will be used.

### 1) Logo to use in Communications Materials – ‘Special Olympics’ reads in one line

To be placed on all Special Olympics Club letterhead, leaflets, website, posters, press releases

- Grey and Red colour (.jpg and .eps files attached) PRIMARY VERSION

**Please try to use this version as much as possible!**



### 2) Logo to use on Sports kit/uniform Items (\*\* see guidelines below) or when the space (width) is constrained – ‘Special Olympics’ reads in two lines

- Grey and Red colour (.eps file attached)



Attached is an .eps file\*\* version of your logo for your designer to use. **Please note you won't be able to open this file yourself unless you have the right programme on your PC**, but your sports kit printer/supplier will be able to open it and use it accordingly. Your printer/kit supplier will be able to edit this file themselves so for instance if you require the logo all white, or all black depending of the colour of your kit/background.

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.

**Guidelines for placing logos on your club KIT items**

Please use where possible the two colour (red and grey) Special Olympics (Club Name) version of your logo.

If your kit is light in colour (excluding white) we suggest you use the logo all in black

If your kit is dark in colour then we suggest you use the logo all in white

**If your club has a sports specific “team” name it would like to use OR if one of your delivery network partner organisations wishes to create a logo for use in its Special Olympics activities then the following guidelines should be used;**



**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 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 centred beneath the program name.

Brand in action

**T-shirts**

Shield format for sub-programs, clubs or teams



Sub-program, club or team t-shirts may also be locked up into a shield format.

- 1 The shield can be used as illustrated at a recommended height of ±100mm / 3.9".
- 2 The shield can be created in two color
- 3 It can also be created in single color.



When creating shields for sub-programs, clubs or teams a variety of approaches can be taken.

- 4 A simple symbol or illustration that relates to the name or location.
- 5 A monogram in a bold robust style.
- 6 For sub-programs, clubs or teams that use area numbers consider giving the numbers more personality through the choice of typeface and choice of color.

Please note that club or team identities are for use on team shirts or uniforms only.



**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.

**Special Olympics Grey**

Pantone® 418

Process: 0c/0m/15y/75k

RGB: 99R/99G/89B

Hex: #636359

RAL 7013

**Special Olympics Red**

Pantone® 186

Process: 0c/100m/100y/0k

RGB: 255R/0G/0B

Hex: #FF0000

RAL 3020

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Our new 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>

### \*\*\*T-shirts

We recommend you use the two-lines logo (below) in your Clubs t-shirts (see example 2 on next page)



A second option is to use the centred version of the logo (see example on the next page) See file attached:  
*SO\_AP\_T-Shirt\_2Color\_Centered\_Large*



**Athlete T-shirts or uniforms used for competitions should not carry any sponsorship branding. They can be branded with the Accredited Program mark. For T-shirts created for specific Special Olympics events the event branding may be included.**

- 1 Large application using centred lock-up. Used when no other graphic elements required.  
*Symbol height: ±100mm / 3.9"*
- 2 Medium sized application using horizontal lock-up. Can be used on its own or when accommodating an event title or graphic.  
*Symbol height: ±70mm / 2.8"*
- 3 Crest application. Can be used on team t-shirts or jerseys when team numbers are required.  
*Symbol height: ±30mm / 1.2"*
- 4 When using dark colored T-shirts the brand should be printed in white.
- 5 When using light colored T-shirts other than white the brand should be printed in black or a color that creates sufficient contrast with the T-shirt base color.

## T-shirts

Athlete program level branding – No sponsorship



**AND FINALLY -**

**BEFORE YOU GO TO PRINT ON ANY COLLATERAL – WHETHER COMMUNICATIONS OR SPORTS KIT, WE WOULD RESPECTFULLY ASK THAT YOU PLEASE SEND A PROOF FOR SIGN OFF TO ELLIOT FORWARD.**

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