Branding for Local Programs
Our Brand Model

Our brand model is a single diagram that brings together the different aspects of our shared reputation across the Special Olympics Movement.

- **Entry Points**
  - Sports
  - Health
  - Education
  - Community

- **Guiding Idea**
  - Revealing the champion in all of us

- **Mission**
  - Special Olympics unleashes the human spirit through the transformative power and joy of sports every day around the world

- **Promise**
  - Our promise is an encapsulation of what people can expect from Special Olympics. It is a more emotive expression of our mission.

- **Benefits**
  - These are some of the key benefits that are derived from all who engage with Special Olympics. Our benefits also describe why we do what we do.

**Entry points**
While sports training and competition is the most publicly recognized entry point to Special Olympics, our health, education and community programs also offer an opportunity for different audiences to engage.

**Guiding Idea**
Our guiding idea is a visual representation of our brand essence that transcends language and culture and informs everything we do.

**Mission**
Our mission describes what we do, who we do it for and the benefits of what we do.

**Personality**
These traits inform our tone of voice and how we communicate.
SOCT Mark

There are a number of lock ups of the mark that provide flexibility for different layout situations. The standard lock up has been optimized for placement of the mark in the top right or bottom right of regular print items.

Two Line (Standard)
The lock-up with the logotype used across two lines is the best option for general use where space may be restricted.

Single Line
The one line lock-up is ideal where more horizontal space can be afforded for the mark.

Centered
The centered lock-up of the mark is best for vertical application or center-axis layouts.

Web/Online
The convention for websites, emails and eZines is that the symbol appears in the top left corner. For these applications a lock-up with the symbol to the left is available.

This lock up may also be used in situations where the mark must be placed on the left side of an item—e.g. Envelopes.

Standard lock-up refers to use with scripts that read from left to right.

To obtain a copy of the SOCT mark or for more information, please contact Debbie Horne at debbieh@soct.org
Font: Ubuntu/Arial

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.

Ubuntu: Latin
Abcdefghijklmno
Light12345
Regular67890
Medium!@$%^&
Bold؛£¢¥´"'

Ubuntu: Greek
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΡ

Ubuntu: Cyrillic
АБВГДЕЖЗИЙКЛ
абвдєжїйклмн
Local Program Branding

**SPECIAL OLYMPICS COUNTY/AREA/PROVINCIAL/CLUB/TEAM LEVEL**
The new brand guidelines present a fresh approach to recognizing the sub-Program (county/area/provincial/club level) of the movement that helps elevate the profile of the local program/team/club and clarify the layers of the organization for the public – all while helping to build the global brand.

**Uniforms/T-Shirts:** Now the team/club is what is most prominent and the Accredited Program affiliation (Connecticut) and Special Olympics symbol are underneath, reinforcing the brand. Team branding offers an opportunity to build a sense of local community and representation.

This design approach also more clearly conveys that Special Olympics is indeed a sports organization, and carries a look and feel more closely associated with sports teams.

**Sub-Programs in Text/Copy Form**
For sub-Program self-reference or identification, like in communications and written correspondence, grants, etc., the Accredited Program name (Connecticut) should come first, followed by the sub-Program name (team name), with a hyphen or comma between the two. Examples: "Special Olympics Connecticut – Shelton" or “Special Olympics Connecticut – Ability Beyond Disability.”
T-Shirts & Uniforms

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.

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.
T-Shirts & Uniforms

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 colors.
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.
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. Address should be for the sub-program if appropriate. Do not use multiple addresses on the letterhead.

Note also how the directors are not included on the sub-program letterhead. The accreditation line should still be used.
SOCT Talking Points

• Special Olympics Connecticut provides year-round sports training and competitions for more than 13,000 athletes and partners, statewide. (*Unified partners are those without a disability who participate as the athletes’ teammates.*)

• We currently offer 27 Olympic-type sports and hold over 70 sports events, including 4 state games, annually.

• Connecticut athletes also have opportunities to compete globally. Athletes represent Connecticut at Special Olympics’ National and World Games.

• Special Olympics is sports and so much more. It is a movement that changes attitudes and lives by inspiring inclusion, understanding and respect for people of all abilities, on and off the playing field.

• Special Olympics also promotes a healthy lifestyle, helps children and adults acquire athletic and social skills and helps build the self-esteem of those involved.

• Special Olympics’ Unified Sports® Program is currently offered in over 120 Connecticut schools through its partnership with the Connecticut Association of Schools. Unified Sports® is offered at every grade level, from pre-school through high school.

• Website: [www.soct.org](http://www.soct.org)

• Follow us on Facebook and Twitter

• All are encouraged to get involved as an athlete, partner, coach, volunteer, supporter or fan!

• Special Olympics is about *revealing the champion in all of us.*
Contact Information

For more information, logos, and templates please contact:

Debbie Horne  
Director of Communications and Marketing  
Special Olympics Connecticut  
2666 State Street, Suite 1  
Hamden, CT 06517

Tel 203 230 1201 ext 240  
Fax 203 230 1201  
Mobile 203 889 6002

Email debbieh@soct.org  
Twitter: @SOCTConnecticut  
Facebook.com/SpecialOlympicsCT