

## Special Olympics Great Britain Logo – Guidelines

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As an supporter of Special Olympics Great Britain we are delighted you have accepted using the charity's logo to promote the work of the charity and/or our partnership.

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 merchandise 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.

## 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

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>

**AND FINALLY -**

**BEFORE YOU GO TO PRINT ON ANY COLLATERAL WE WOULD RESPECTFULLY ASK THAT YOU PLEASE SEND A PROOF FOR SIGN OFF TO ELLIOT FORWARD VIA EMAIL.**

**Many thanks!**