



Special Olympics Southwark Logo – Guidelines (Delivery Network)

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

Your Special Olympics logo is available in different versions.

Below are two versions you can choose from depending on where the logo will be used or placed.

- **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 file – PRIMARY VERSION - **Please try to use this version as much as possible!**



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

- Grey and Red colour .jpg file



Your logo in .eps file format:

Please note you will also be sent your logo in .eps file format for your designer to use.

Please be aware you won't be able to open this file yourself unless you have the right programme on your PC/laptop. 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.

The SOGB Club logo (as above) can be used by your entire delivery network partner's for communications collateral to show that they are part of the Special Olympics club.

Please feel free to contact Andrea at elliott.forward@sogb.org.uk or 0207 247 8891 ext 204, if you or your suppliers need further assistance about the 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.
- 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.

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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>

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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