



Visual Identity Guidelines

Special Olympics
Australia



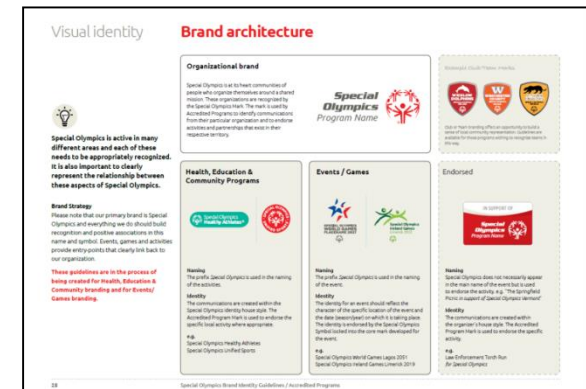
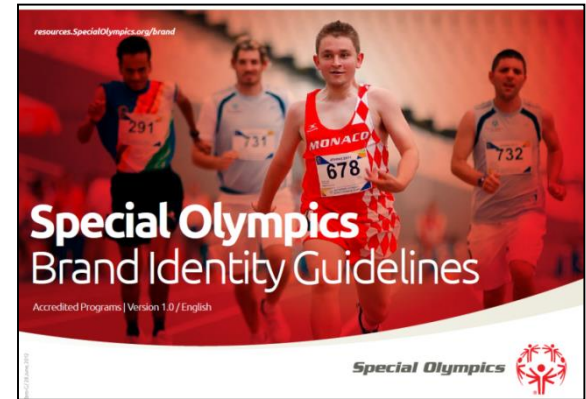
Current guidelines

In 2012, Special Olympics Inc issued new Brand Identity Guidelines “to consolidate and strengthen the existing Special Olympics brand worldwide in line with the objectives of the Special Olympics strategic plan.”

Central to these guidelines is the club badge model shown bottom right.

Special Olympics Australia are not expecting clubs to comply with this model and have supplied links to download revised logo sets (page 12).

These logo sets combine the master brand with the club name and should be used as new orders are placed, with some level of compliance by 2018-19 accreditation.



The logo

.....



***Special
Olympics***
Australia

What does it mean?



The 'globe of figures' represents an inclusive worldwide community that values athletes of all capabilities and celebrates personal best achievements.



The figure with arms lowered represents a person with an intellectual disability before joining Special Olympics when life is full of challenges.



The figure with arms outstretched represents a new athlete who is exploring their ability and discovering new possibilities.



The figure with arms raised in the air represents an athlete who has discovered their talents and is feeling the joy of sharing them with family, friends and fans.

Brand hierarchy



Special Olympics
Australia



Master Brand



Pantone 293 C
Pantone 123 C

Pantone 278 C
Pantone 5395 C

Pantone 202 C

Pantone 199 C
Pantone 137 C

Pantone 342 C
Pantone 114 C
Pantone 485 C

Pantone 533 C
Pantone 109 C

Zone/State



Special Olympics
Australia
Sydney South



Special Olympics
Australia
Sydney South



Club

Club logo set



Colour



Mono



Reverse



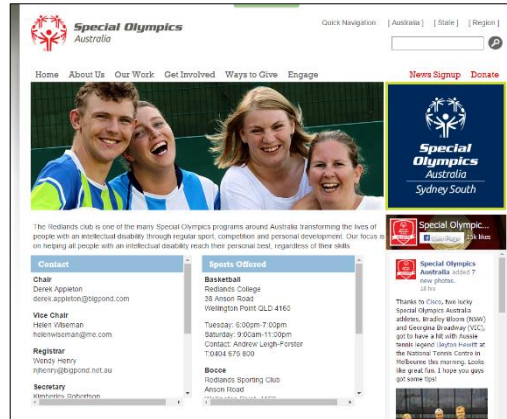
Club brand



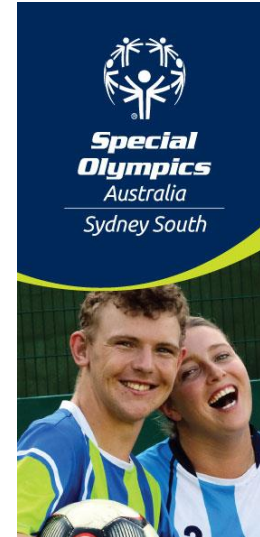
Letterhead



Website



DL Flyer



Play sport with Special Olympics Sydney South!

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Contact Us

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www.specialolympics.com.au

Banner



Flag



Please Note: Special Olympics Australia can provide graphic elements for these pieces.

Zone/state brand

Zone Letterhead



29 February 2016

Sharon Nixon
1 Magic Place
Finsville NSW 5555
Australia

Help us celebrate the 40-year anniversary of Special Olympics Australia

Dear Sharon

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Yours sincerely

Special Olympics Australia

Special Olympics Australia | Southern Zone
PO Box 356/4, Macquarie VIC 3100
Phone 25 907 2750 | Email james@specialolympics.com.au
www.specialolympics.com.au
404 00 000 000

State Letterhead



29 February 2016

Sharon Nixon
1 Magic Place
Finsville NSW 5555
Australia

Help us celebrate the 40-year anniversary of Special Olympics Australia

Dear Sharon

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Yours sincerely

Special Olympics Australia



Special Olympics Australia | Victoria
PO Box 2254, Finsville VIC 3100
Phone 25 907 2750 | Email james@specialolympics.com.au | www.specialolympics.com.au
404 00 000 000

Master brand



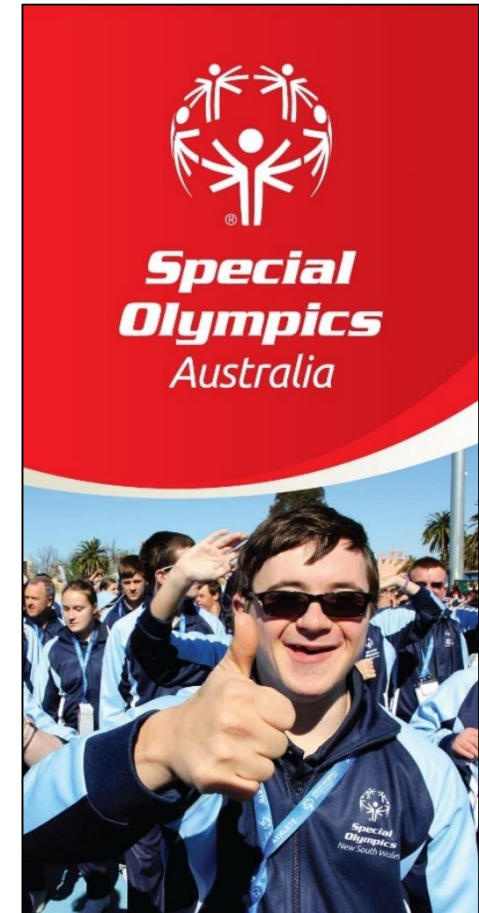
Letterhead



Powerpoint



Banner



Business Card



Flag



Use of athlete likeness

Special Olympics – including Accredited Programs and Games Organising Committees – may use images of Special Olympics athletes to promote Special Olympics events and activities if they have given **media consent** at the time of registration.

However, any **third-party use** of an athlete's image requires a separate consent as defined in the Special Olympics Inc Official General Rules (2014).



From The General Rules



2.03 (A) Permissible Uses; Required Consents

No Accredited Program or GOC, corporate sponsor or other organizational supporter or donor of any Accredited Program or GOC, or any other party acting under authority of an Accredited Program or GOC, may use, display, broadcast, reproduce or publish the name or likeness of any Special Olympics athlete for any purpose whatsoever, except those expressly authorized in the Athlete Release Form (pursuant to Section 2.02 (d)) signed by or on behalf of that athlete at the time of his/her initial registration with Special Olympics, without obtaining a separate additional written consent from that athlete, or from the parent or guardian of a minor athlete.

If such a separate consent is required because the proposed use of an athlete's name or likeness will go beyond the purposes permitted by the Athlete Release Form, that separate consent shall clearly identify when, where and how the athlete's name and likeness will be used, the nature and purpose of the activity in connection with which that use will occur, including whether the activity involves the marketing or sale of commercial products or services, and what monetary benefit, if any, the Accredited Program or GOC expects to receive as a result of that activity. SOI reserves the right to prohibit an Accredited Program or GOC from using an athlete's name or likeness in ways which go beyond the purposes permitted by the Athlete Release Form, if SOI determines that the proposed use is contrary to the best interests of Special Olympics.

No Accredited Program shall knowingly permit the name or likeness of any Special Olympics athlete to be exploited for commercial purposes. The publicity release contained in the Athlete Release Form is intentionally limited by SOI to authorization for the use of an athlete's name, likeness, voice and words for the purpose of promoting and publicizing the purpose of Special Olympics and/or applying for or raising funds for the support of Special Olympics programs, and does not include commercial activities or the marketing or endorsement of commercial products or services.

2.03 (B) Manner of Use An Accredited Program must ensure that any athlete's name, likeness, voice or words, when used by the Accredited Program or by any of its sponsors or other supporters in ways that conform to the permissions granted in the Athlete Release Form, will also be used at all times in a manner that respects the dignity of the athlete and preserves the public image of Special Olympics. Accredited Programs shall require, wherever possible, that an athlete's name be published along with his or her photograph if the photograph contains a discernible likeness of that athlete, and if the publication or display of both the athlete's name and likeness are otherwise permitted by that athlete's executed Athlete Release Form.

Language Guidelines



Words matter. They can help promote better lives for people with an intellectual disability or they can support negative stereotypes. At Special Olympics we use language that portrays people with an intellectual disability with individuality and dignity and puts the person first.

Put The Person First

Each person with an intellectual disability is an individual. Refer to an athlete by name or as *a person with an intellectual disability*. As a group, refer to athletes as *people with an intellectual disability* rather than *intellectually disabled people* or the *intellectually disabled*. *Handicapped* and *mentally retarded* are derogatory and outdated and should never be used.

Be Positive About Disability

Having an intellectual disability does not need to be life-defining in a negative way. When speaking about a person with an intellectual disability avoid the terms: suffers from, afflicted by, unfortunate, tragic, victim. Use positive language to promote what people with an intellectual disability can achieve...rather than what they can't.

Don't Mention The Kids!

Don't refer to Special Olympics athletes as *kids*. Adult athletes are an integral part of our program. Web Content Guidelines Special Olympics Australia Regional Webpages

Be Supportive, But Don't Be Sensational

While the accomplishments of people with an intellectual disability should be recognised and applauded don't use excessive praise. State it as it is, be positive and put it in context. Ask yourself: Is this the way I would speak about someone without a disability?

Keep it Real

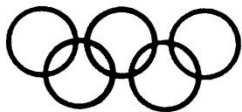
Intellectual disability does not need to be capitalised, athlete should never appear in quotation marks and use the word *special* with care.

Represent The Organisation In Style

Refer to participants in our regular program as *Special Olympics athletes* rather than *Special Olympians* or *Special Olympic athletes*. Those only involved in Community Sports Link should be referred to as participants.

More Than an Event

Don't use the word *the* in front of Special Olympics as it sounds as if we are a one-off event. Most of us have had to answer the questions: So when is the Special Olympics or when are the games?



IOC Protocol



PROTOCOL OF AGREEMENT BETWEEN THE INTERNATIONAL OLYMPIC COMMITTEE AND SPECIAL OLYMPICS INTERNATIONAL

WHEREAS the social, educational, sporting and humanitarian purpose of Special Olympics International concerning mentally handicapped people shall be encouraged.

WHEREAS the field of activity of Special Olympics International covers the whole world and whereas there is a constant increase in its establishments and permanent representations.

WHEREAS there is visible evidence of Special Olympics International's benevolent character and ability to mobilize the necessary financial resources.

WHEREAS Special Olympics International has obtained the support of numerous governments, administrations, firms, associations and of numerous personalities.

WHEREAS Special Olympics International's willingness is to associate with its undertaking the most important channels of communications and the media organizations with the greatest audience within most areas of the world.

WHEREAS Special Olympics International is already accepted by numerous sporting organizations and national Olympic committees all over the world.

WHEREAS the aims of Special Olympics International fully enter within the scope of the major concerns of the International Olympic Committee as set forth in the Olympic Charter.

WHEREAS the object of this protocol is to set forth the principles of cooperation between both parties hereto as well as to define the terms and conditions under which the International Olympic Committee grants its recognition, in compliance with the Olympic Charter, to Special Olympics International.

Now therefore the following is agreed between

• the INTERNATIONAL OLYMPIC COMMITTEE hereinafter referred to as IOC, represented by its President, H.E. J.A. Samaranch of the first part.

and
• SPECIAL OLYMPICS INTERNATIONAL, INC., a non profit corporation incorporated in the District of Columbia and registered with the Federal Government of the United States of America—nr. 501 C3)—with its headquarters in Washington, D.C., hereinafter referred to as SOI, represented by its Chairman Mrs. Eunice Kennedy Shriver and its President, the Hon. Sargent Shriver of the second part.

ARTICLE 1: In consideration of SOI's action in promoting the development of sporting activities amongst mentally handicapped persons, the IOC grants its official recognition to the SOI.

ARTICLE 2: The recognition of SOI by the IOC is granted by the IOC as supreme authority governing the Olympic Movement in accordance with the Olympic Charter and subject to SOI's compliance with the provisions of the said Charter. However, each component of the Olympic Movement, in particular the International Federations and the National Olympic Committees, shall take its own independent and separate decision with regard to SOI.

ARTICLE 3: The IOC hereby grants to SOI, which hereby accepts, the license to use the denomination "Olympics" subject to the following conditions and limitations:

- 3.1: The license granted by the IOC to SOI shall imply no financial obligation on the part of SOI.
- 3.2: SOI is only entitled to use the denomination "Olympics" provided such denomination always immediately follows the word "Special" so as to form the composite expression "Special Olympics". Consequently, SOI hereby undertakes to refrain from any use of the denomination "Olympics" other than as set forth hereinafter.
- 3.3: SOI shall refrain from any use of any other denomination—such as "Olympic" (in French, *Olympique*—suggesting links with the Olympic Movement or with the IOC).
- 3.4: The license mentioned under article 3 is subject to compliance with the Olympic Charter and all applicable national laws and regulations, including but not limited to U.S. law.

ARTICLE 4: SOI shall not be entitled to make any use of any Olympic flag, Olympic Symbol (i.e. the Olympic rings alone, whether in one or several colours), Olympic motto (i.e. "Citas, Altius, Fortius"), Olympic emblem (bound combination of the Olympic rings with another distinctive sign) or Olympic anthem. Exceptional authorizations may be granted in writing by the IOC at its sole discretion, on request from SOI, for limited purposes and in special circumstances only.

ARTICLE 5: SOI acknowledges that its recognition by the IOC does not imply any financial or material obligation of any kind for the IOC towards SOI.

ARTICLE 6: SOI hereby undertakes to designate one of its members as its representative on the board of the ICC (International Coordinating Committee of World Sports Organizations for the Disabled).

ARTICLE 7: In order to implement this protocol and develop the cooperation between the parties, a coordinating committee will be jointly established by both parties. This Committee shall be composed of three IOC members and two SOI members. The president of such committee shall be appointed by the IOC and shall convene the said committee when necessary or on request of two members.

ARTICLE 8: Any difference or dispute between the parties as to the interpretation, performance or validity of this protocol or any agreement related thereto shall be settled by the Court of Arbitration for Sport, the seat of which shall be Lausanne, Switzerland.

ARTICLE 9: This protocol is valid for a two year period from the date of its signature. It shall be tacitly renewed for two year periods, unless either party gives notice of termination to the other by registered letter to be sent three months before the end of the two year term. SOI's obligations as set forth in Articles 3.2, 3.3 and 4 above shall remain in force notwithstanding the termination of this protocol.

Executed in Calgary, in 2 original copies, this day of FEB. 15, 1988

The International Olympic Committee

Special Olympics International

by
H.E. J.A. Samaranch

by
Chairman
Mrs. Eunice Kennedy Shriver
and or
President
The Hon. Sargent Shriver

In a Protocol of Agreement signed February 15, 1988, the International Olympic Committee (IOC) recognises Special Olympics, Inc. (SOI) as promoting sporting activities for individuals with an intellectual disability.

This recognition by the IOC carries with it the responsibility to conduct Special Olympics training and competitions in accordance with the highest ideals of the international Olympic movement, to protect the use of "Special Olympics" and "Olympics" from exploitation and other abuses.

A note on communication

When communicating the Special Olympics brand there are broadly three main audiences: the general public, our members & supporters, and our sponsors & partners. Each of these audiences will have differing informational requirements based on their levels of sophistication and understanding of the issues we address and the work we do.



Special Olympics Australia also recognises athletes as a key communications audience.



General public

We cannot assume that members of the general public know who Special Olympics is and what we do. Communications with the general public need to be simple and direct in order to establish recognition and the right associations with our brand.



Members & supporters

Communications with members and supporters focus on deepening the nature of the relationship through relevant information delivered over time. Although these communications may contain more information than for the general public, they will still need to be simple and focused.

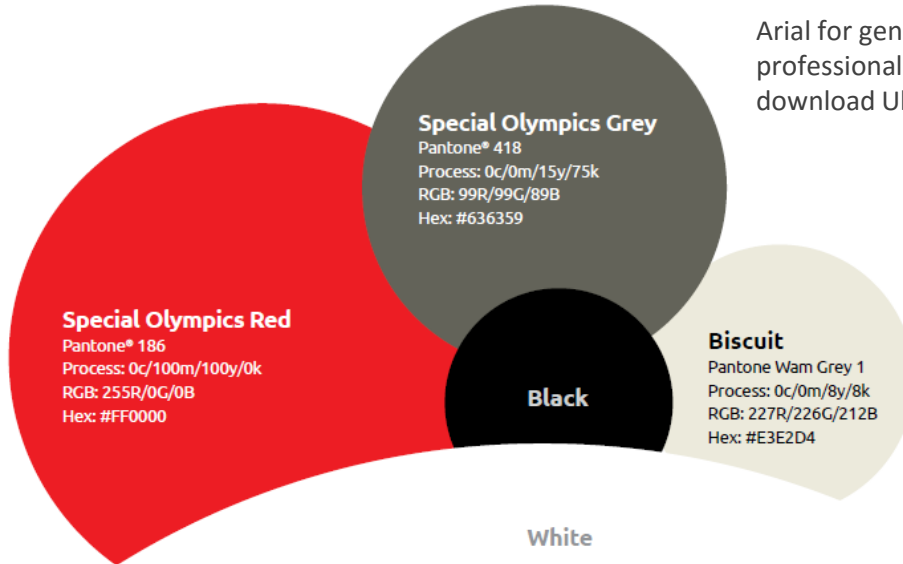


Sponsors & partners

This audience includes other programs within the Special Olympics Movement, government bodies, policy-makers, operational and existing sponsorship partners. Communications reflect a more professional relationship with Special Olympics and contain a greater degree of detail and nuance.

Tips for staying on brand

Use the right colours



Use the right font

Arial for general use, or Ubuntu for professional artwork. Click [here](#) to download Ubuntu font.

Use photography appropriately



Are the images cleared for use by the photographer and has the photographer been credited?

Are the athletes in the images over 18 and given media consent?

Have the athletes in the images been made aware of any commercial use?

Use the right language

Read our content and language guidelines and always understand the audience you are communicating with. [Download the language guidelines here.](#)

Understand your logo artwork

EPS – High resolution vector graphics for use with professional printing services such as uniforms, collateral and embroidery.

PNG – Medium resolution and transparent files for use with locally printed items.

JPG – Low resolution for use in website, email and social media.

Use the right logo

Use only official master artwork files provided by Special Olympics Australia. Do not photocopy, scan or attempt to re-draw the logo. The logo should be placed on a background which does not interfere with recognition.

Downloads



[Canberra](#)



[Blue Mountains Nepean](#)

[Central Coast](#)

[Central West](#)

[Flinders](#)

[Hunter Valley](#)

[Illawarra](#)

[Macarthur](#)

[Mid North Coast](#)

[North Coast](#)

[North West New England](#)

[South Coast](#)

[Southern Highlands](#)

[Sydney East](#)

[Sydney Hills](#)

[Sydney Inner West](#)

[Sydney Northern Beaches](#)

[Sydney South](#)

[Sydney Upper North Shore](#)

[Sydney West](#)



[Brisbane](#)

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Downloads



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[South West](#)

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