

Special Olympics **Healthy Athletes**®

Program Identity Guidelines

Version 1.0 / English



Healthy Athletes introduction	3
Guidelines introduction	4

1 Visual identity

Healthy Athletes logotypes	6
Sub-programs logotypes	7
Logotype artwork versions	8
Icons as identifiers	9
Icons as embellishments	10
Color palette	11
Color gradients	12

2 Identity in action

Program banner overview	14
Program banner design rationale	15
Sub-program vertical banners	16
Sub-program horizontal banners	17
Information pack	18
Masthead	20
Publication covers	21
T-shirts	23

3 Identity management

Check-list	25
Contacts & Resources	26

Healthy Athletes introduction

Special Olympics Healthy Athletes® is a worldwide health program through which Special Olympics volunteers and partners improve the health of people with intellectual disabilities and address health conditions such as chronic pain, disease, blindness, hearing loss and shortened life span that needlessly affect this under-served population.

Through its sub-programs, Healthy Athletes offers health screenings for podiatry (*Fit Feet*), dentistry (*Special Smiles®*), audiology (*Healthy Hearing*), vision (*Opening Eyes®*), physical therapy (*FUNfitness*), sports physicals (*MedFest®*) and overall health and wellbeing (*Health Promotion*).

Special Olympics Healthy Communities is an expansion of Healthy Athletes in select Programs that have the capacity to provide services beyond the traditional scope of Special Olympics health programming. As a part of Healthy Athletes, Healthy Communities does not have its own brand identity, and all the branding guidelines that apply to Healthy Athletes apply to Healthy Communities.

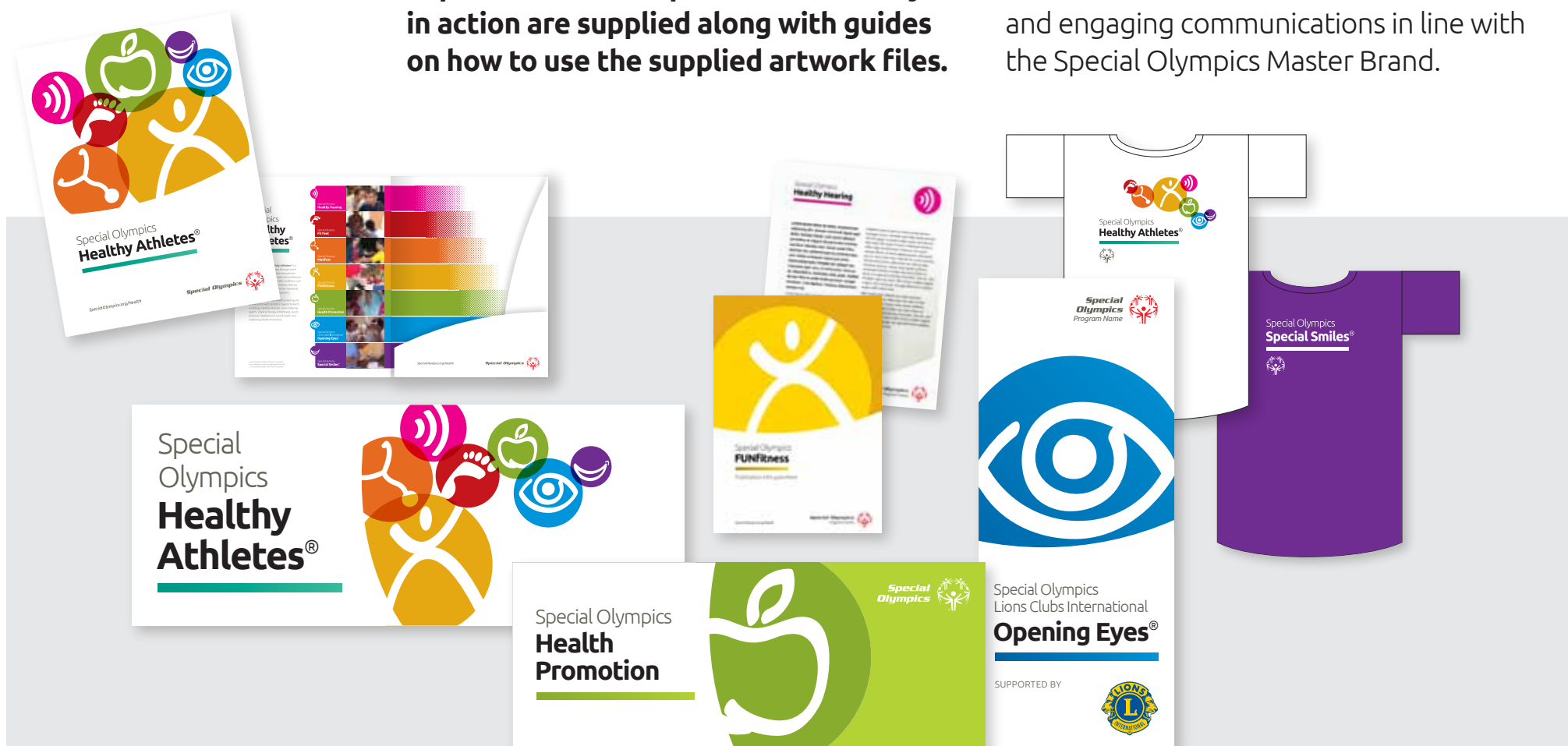
Healthy Athletes and Healthy Communities are endorsed by Special Olympics worldwide.

Special Olympics Healthy Athletes® is supported in part through a cooperative agreement with the U.S. Centers for Disease Control and Prevention.

Guidelines introduction

These guidelines explain how the Healthy Athletes Program identity should be implemented. Examples of the identity in action are supplied along with guides on how to use the supplied artwork files.

The guidelines should be used in conjunction with the Special Olympics Brand Identity Guidelines to ensure we create consistent and engaging communications in line with the Special Olympics Master Brand.



Visual identity elements

This section of the guidelines introduces you to the basic building blocks of our visual identity such as our logotypes, illustrations and color palette. By using this kit of parts we can create a consistent house style that is unified while having the flexibility to create diverse messages.

Visual identity

Logotype Healthy Athletes

The Healthy Athletes identity has been distilled down to a Logotype endorsed by the Special Olympics symbol to allow easy distribution to third parties. This consists of the program name set in Ubuntu Light and Bold as illustrated with the graphic bar and endorsed by the Special Olympics symbol.



This logotype is universal and is **not** localized with the name of the Accredited program or sponsor.

Minimum size

In certain situations when the space is limited, the endorsement symbol can be dropped when it goes below minimum size of $\frac{1}{3}$ inch or 8mm in height. Eg. A USB key.

Full color horizontal lock-up

Special Olympics
Healthy Athletes[®]



Single color horizontal lock-up

Special Olympics
Healthy Athletes[®]



Full color vertical lock-up

Special
Olympics
**Healthy
Athletes**[®]



Single color vertical lock-up

Special
Olympics
**Healthy
Athletes**[®]



Minimum size

Special Olympics
Healthy Athletes[®]



MIN:
 $\frac{1}{3}$ inch
or 8mm



USB key

Visual identity

Logotype Sub-programs

As per Healthy Athletes we have created sub-program logotypes that can be easily distributed to third-parties for merchandising opportunities etc.



These sub-program logotypes are universal and are **not** to be localized with the name of the Accredited program or sponsor or their brand marks.*

* **OpeningEyes** is the exception to this rule due to existing agreements. While we do not recommend that the Lions Clubs mark be used within the lock-up we have included a version which incorporates it should this be considered a mandatory requirement within the current sponsorship agreement.

Full color versions

Special Olympics
Lions Clubs International
Opening Eyes®



Special Olympics
Lions Clubs International
Opening Eyes®



Special Olympics
Special Smiles®



Special Olympics
Healthy Hearing



Special Olympics
Fit Feet



Special Olympics
FUNfitness



Special Olympics
MedFest®



Special Olympics
Health Promotion



Single color versions

Special Olympics
Lions Clubs International
Opening Eyes®



Special Olympics
Lions Clubs International
Opening Eyes®



Special Olympics
Special Smiles®



Special Olympics
Healthy Hearing



Special Olympics
Fit Feet



Special Olympics
FUNfitness



Special Olympics
MedFest®



Special Olympics
Health Promotion



Visual identity

Logotype Artwork versions

Specific artworks are available for each of the lock-ups in full color, single color and white.

Full Color: This version of the lock-up is for use against white backgrounds. The preferred version uses Special Olympics Grey for the 'Special Olympics' type and symbol.

Single Color: This version of the lock-up is for use in single color. Ideally when using a single color, the lock-up should be printed in its assigned color (Turquoise in this case) or Black against a light, low-contrast background. Ensure there is sufficient contrast between the lock-up color and background color.

White: This version of the lock-up is for use against dark solid colors and appropriate photographic images.



Equivalent artworks exist for each individual sub-program.

Full Color

Special Olympics
Healthy Athletes®



Single Color (Black)

Special Olympics
Healthy Athletes®



Single Color (Turquoise)

Special Olympics
Healthy Athletes®



White

Special Olympics
Healthy Athletes®



File formats

PNG artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.

Visual identity

Icons Sub-program identifiers

A suite of icons has been developed to help identify specific sub-programs. They should be used to embellish and create greater dynamism within your design.



These icons are **not** logos and should not be used without the corresponding sub-program logotypes. They are used to embellish designs within the program or to identify sub-programs at events.

Opening Eyes



Special Smiles



Healthy Hearing



Fit Feet



FUNfitness



MedFest



Health Promotion



File formats

PNG artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

EPS artworks have been generated for use by Professional Designers and can be scaled to any size without losing quality.

Visual identity

Icons

Program embellishments

When required, the Healthy Athletes lock-up can be used with an appropriate configuration of the sub-program icons. The sub-program icons should be arranged with consideration given to how the program colors work when placed next to each other.



When less colors are required, the icons can be reproduced in single color.



Special Olympics
Healthy Athletes®



Special Olympics
Healthy Athletes®



Special Olympics
Healthy Athletes®



Please use the color breakdowns as provided here.



Each program has been assigned a specific set of colors from the existing Special Olympics extended color palette.



Please use process color (CMYK) mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.

Healthy Athletes

Dark Turquoise

Pantone® 3302C
Process: 90C/0M/50Y/50K
RGB: 0R/105G/94B
HEX: #00695E

Mid Turquoise

Pantone® 3282C
Process: 80C/0M/50Y/20K
RGB: 0R/151G/132B
HEX: #009784

Light Turquoise

Pantone® 3262C
Process: 70C/0M/50Y/0K
RGB: 57R/187G/157B
HEX: #39BB9D

Opening Eyes

Dark Blue

Pantone® 294C
Process: 100C/80M/0Y/25K
RGB: 1R/59G/130B
HEX: #013B82

Mid Blue

Pantone® 300C
Process: 100C/50M/0Y/15K
RGB: 0R/99G/165B
HEX: #0063A5

Light Blue

Pantone® Process Blue
Process: 100C/20M/0Y/0K
RGB: 0R/149G/218B
HEX: #0095DA

Special Smiles

Dark Purple

Pantone® 2695C
Process: 80C/100M/0Y/40K
RGB: 61R/16G/99B
HEX: #3D1063

Mid Purple

Pantone® 267C
Process: 70C/100M/0Y/0K
RGB: 111R/44G/145B
HEX: #6F2C91

Light Purple

Pantone® 2587C
Process: 50C/100M/0Y/0K
RGB: 146R/39G/143B
HEX: #92278F

Healthy Hearing

Dark Magenta

Pantone® 222C
Process: 0C/100M/40Y/50K
RGB: 139R/0G/55B
HEX: #8B0037

Mid Magenta

Pantone® 215C
Process: 0C/100M/20Y/20K
RGB: 196R/0G/99B
HEX: #C40063

Light Magenta

Pantone® Process Magenta
Process: 0C/100M/0Y/0K
RGB: 236R/0G/140B
HEX: #EC008C

Fit Feet

Dark Red

Pantone® 202C
Process: 0C/100M/100Y/55K
RGB: 130R/0G/0B
HEX: #820000

Mid Red

Pantone® 1945C
Process: 0C/100M/100Y/20K
RGB: 196R/22G/28B
HEX: #C4161C

Light Red

Pantone® 186C
Process: 0C/100M/100Y/0K
RGB: 255R/0G/0B
HEX: #FF0000

FUNfitness

Dark Yellow

Pantone® 1255C
Process: 0C/25M/100Y/35K
RGB: 177R/137G/6B
HEX: #B18906

Mid Yellow

Pantone® 110C
Process: 0C/30M/100Y/10K
RGB: 229R/168G/18B
HEX: #E5A812

Light Yellow

Pantone® 109C
Process: 0C/15M/100Y/0K
RGB: 255R/212G/0B
HEX: #FFD400

MedFest

Dark Orange

Pantone® 159C
Process: 0C/60M/100Y/45K
RGB: 152R/80G/6B
HEX: #985006

Mid Orange

Pantone® 1505C
Process: 0C/70M/100Y/5K
RGB: 230R/106G/31B
HEX: #E66A1F

Light Orange

Pantone® 137C
Process: 0C/50M/100Y/0K
RGB: 247R/148G/30B
HEX: #F7941E

Health Promotion

Dark Green

Pantone® 370C
Process: 70C/0M/100Y/45K
RGB: 40R/117G/43B
HEX: #28752B

Mid Green

Pantone® 376C
Process: 40C/0M/100Y/20K
RGB: 136R/172G/46B
HEX: #88AC2E

Light Green

Pantone® 382C
Process: 35C/0M/100Y/0K
RGB: 178R/210G/53B
HEX: #B2D235



When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors special artwork should be created.



When using gradients, move from the dark to the light tone.

Color gradients have been used within the bars in the lockups and to create greater dynamism within the designs. Gradients are created by using different depths of the same color.

Mid Red	Light Red	Mid Turquoise	Light Turquoise
Dark Red	Light Red	Dark Turquoise	Light Turquoise
Mid Magenta	Light Magenta	Mid Green	Light Green
Dark Magenta	Light Magenta	Dark Green	Light Green
Mid Purple	Light Purple	Mid Yellow	Light Yellow
Dark Purple	Light Purple	Dark Yellow	Light Yellow
Mid Blue	Light Blue	Mid Orange	Light Orange
Dark Blue	Light Blue	Dark Orange	Light Orange

Identity in Action

This section shows you all the elements of the identity brought together. When looking at the various examples please consider the context in which each one might be applied. These visuals offer a visual prompt to the generation of new communications and should not be viewed as a definitive presentation of what is possible.

Banners

Program banner overview

It is important to note that the Healthy Athletes identity has been created as a system. This gives us the flexibility to optimize the design for each format while retaining a consistent logic.



Please note that when using the icons to embellish designs the icons can be used in their sub-program colors. When creating designs in one or two colors the icons should be reproduced using the Turquoise color range.



Banners

Program banner design rationale

The various elements of the banners have been considered so they work in a manner that creates a coherent elegant overall design.

- 1 The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype
- 2 Sub-program icons are used in a dynamic design to create movement and energy. For single or two color applications the icons can be used in turquoise
- 3 The curve is used in a manner that complements the overall design
- 4 White is a key color within the identity
- 5 Clean typographic construction can be used stacked or horizontal to suit format
- 6 A graphic bar is used to create a distinctive logotype construction while incorporating the assigned color and anchoring the design.
- 7 The Healthy Athletes logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark
- 8 The graphic bar makes a natural separation and creates an area for sponsorship recognition



Please note when used in banners, the width of the graphic bar is adjustable depending on requirements

Banners

Sub-program vertical banners

The sub-program identity functions to clearly identify each sub-program within an overall system. The banners appear clean, contemporary and dynamic.



Note how the curve is implied in white and the bar is used to create a distinct area for sponsorship without compromising the overall design. This banner design works with or without sponsorship.



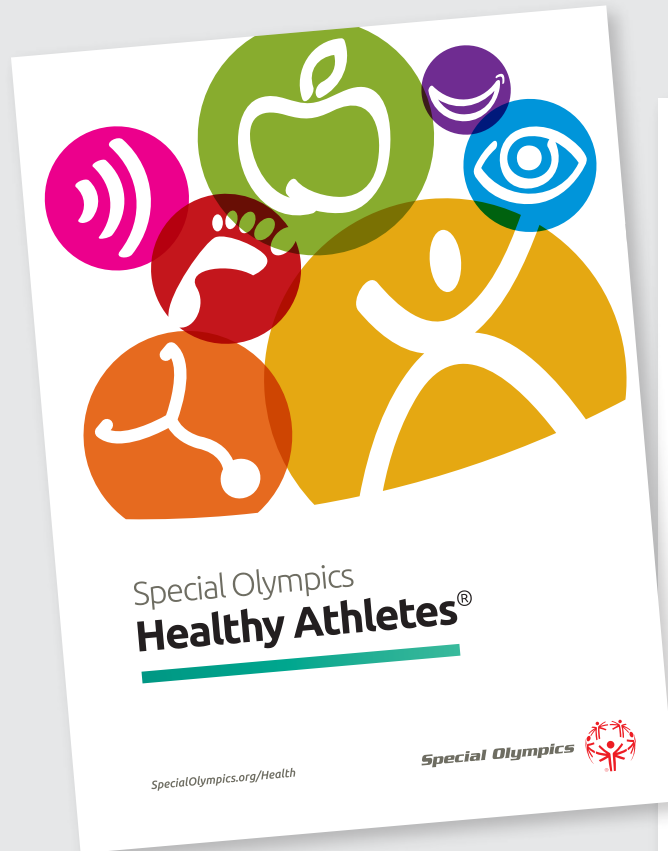
Banners

Sub-program horizontal banners

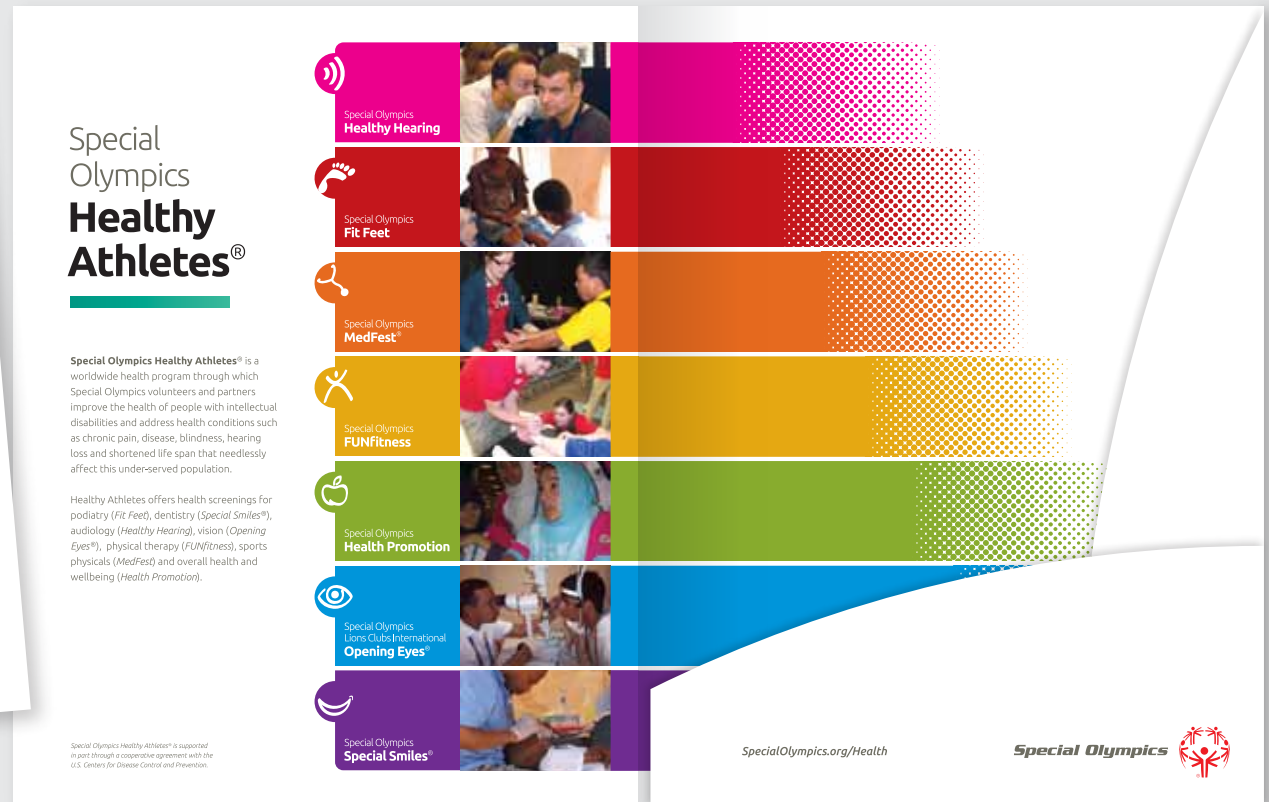


Note how the horizontal banner uses a second tone of the same color hue to give the horizontal version of the banner greater impact. This use of color fits within the identity design system.





Cover



Inside

The various elements of the information pack inserts have been considered so they work in a manner that creates a coherent elegant overall design.

- ❶ The logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark
- ❷ Sub-program icons are used in a dynamic design to create movement and energy
- ❸ For applications which require less color the icons can be used in turquoise
- ❹ The curve is used in a manner that complements the overall design
- ❺ The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype
- ❻ For individual sub-program inserts, the group of icons is replaced by the relevant icon for the particular sub-program



- 1 The logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark
- 2 Sub-program icons are used in a dynamic design to create movement and energy
- 3 For occasions where less color is required the icons can be used in turquoise
- 4 The curve is used in a manner that complements the overall design
- 5 The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype
- 6 The newsletter title and date sit neatly below the logotype in uppercase



File formats

Artworks are available in **MS Word**, **InDesign** and **JPG** formats.

Icons or photography can be used for the publication covers depending on the requirements. The various elements have been considered so they work in a manner that creates a coherent elegant overall design.

- ❶ Sub-program icons are used in a dynamic design to create movement and energy. For single or two color applications the icons can be used in turquoise
- ❷ The curve is used in a manner that compliments the overall design
- ❸ The logotype is not changed to incorporate the local Accredited Program. The Accredited Program is recognized through use of the local Accredited Program mark
- ❹ The publication title sits neatly below the logotype
- ❺ White is a key color within the identity
- ❻ The Special Olympic brand mark is used to endorse the program. It does not need to be locked-up with the Healthy Athletes logotype
- ❼ Photography can be used instead of icons when appropriate
- ❽ For individual sub-program covers, the group of icons can be replaced by the relevant icon for the particular sub-program



Publication covers MS Word template

MS Word templates of the publication covers have been created in such a way as to make it simple to fill the image area with a photograph or icon graphic.



A suite of icon graphics for the publication covers have been supplied as artworks.



MS Word template



Photographic version



Icon graphic version



Icon graphics

T-shirts can be design in full color, 2 color or single color depending on what the budget permits.



Sponsorship

Note the clearly defined area for sponsorship on the reverse of the sub-program t-shirts.

Healthy Athletes program t-shirts won't have sponsorship on the reverse.

Healthy Athletes program t-shirts



Sub-program t-shirts



Identity management

Now that you understand the Healthy Athletes program identity we need to ensure that we manage it effectively going forward. Managing an identity is like tending to a garden. It is a constant process to ensure that we retain coherency while allowing for new ideas to flourish.



Creating a piece of communications will require you to write a brief, create a design, and in many cases have the design printed or produced in some fashion.

This simple check-list provides you with the top-line considerations for each stage of the process.

Brief

When preparing a brief or creating an item of communications please consider the following:

- ☐ the specific objective you wish to achieve
- ☐ the specific audience you wish to connect with and the ideas that will resonate with them
- ☐ the context within which that connection will be made
- ☐ the feelings and thoughts you wish to evoke
- ☐ the limitations and possibilities of the proposed communications channels
- ☐ how you might leverage the personality and guiding idea of the Special Olympics brand
- ☐ what stories of individual and collective achievement, revelation, transformation or community support your objective.

Design

Before designing check that you have the following:

- ☐ a clear brief with an understanding of the specific audience and objectives
- ☐ an understanding of the visual identity building blocks and the Special Olympics and Healthy Athletes house style
- ☐ necessary original mark or logotype artworks and the Ubuntu typeface for informational texts
- ☐ identified artwork and copy writing requirements
- ☐ supplied information arranged into a clear hierarchy to focus messages and ensure simple effective impact
- ☐ considered copy solutions that leverage the idea of '*Revealing the champion in all of us*' in a manner that is appropriate to your audience and that is locally resonant.

Production

When producing artwork ensure that the following are addressed:

- ☐ original logotype artwork has been used in the right color and with appropriate visibility
- ☐ the Ubuntu typeface has been used for informational texts
- ☐ headlines have been given appropriate typographic contrast and sub-headings are used as appropriate within body copy
- ☐ limited selection of colors is used from the color palette with appropriate use of the primary palette
- ☐ the dynamic curve is used effectively – and not over-used!
- ☐ all images are appropriately captioned or contextualized to tell a compelling story
- ☐ the final design is as simple and focused as possible.

Every single participant in the Special Olympics Movement can play a role in aligning and strengthening our brand around the world. These guidelines as well as a comprehensive suite of tools, messaging materials and templates are available for all to download from **resources.specialolympics.org/Healthy_Athletes_Brand.aspx**

We encourage you to contact **khejlik@specialolympics.org** with any questions, queries or comments you may have at any stage.

Also please feel free to share any case studies and images of any successful brand campaigns or execution in your program or region.