

2022 SPECIAL OLYMPICS USA GAMES

Brand Guidelines

January 2020



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HISTORY & MISSION

OUR HISTORY

The idea behind Special Olympics began in the early 1960s, when Eunice Kennedy Shriver saw how unjustly and unfairly people with intellectual disabilities were treated. She also saw that many children with special needs didn't even have a place to play. She took action.

Soon, her vision began to take shape, as she held a summer day camp for young people with intellectual disabilities in her own backyard. The goal was to learn what these children could do in sports and other activities – and not dwell on what they could not do.

Since its founding in 1968, Special Olympics has grown from a competition involving 1,000 athletes to a worldwide movement with more than five million athletes. Even as we grow in numbers, our story still centers on brave individuals who achieve great things together.

01



OUR MISSION

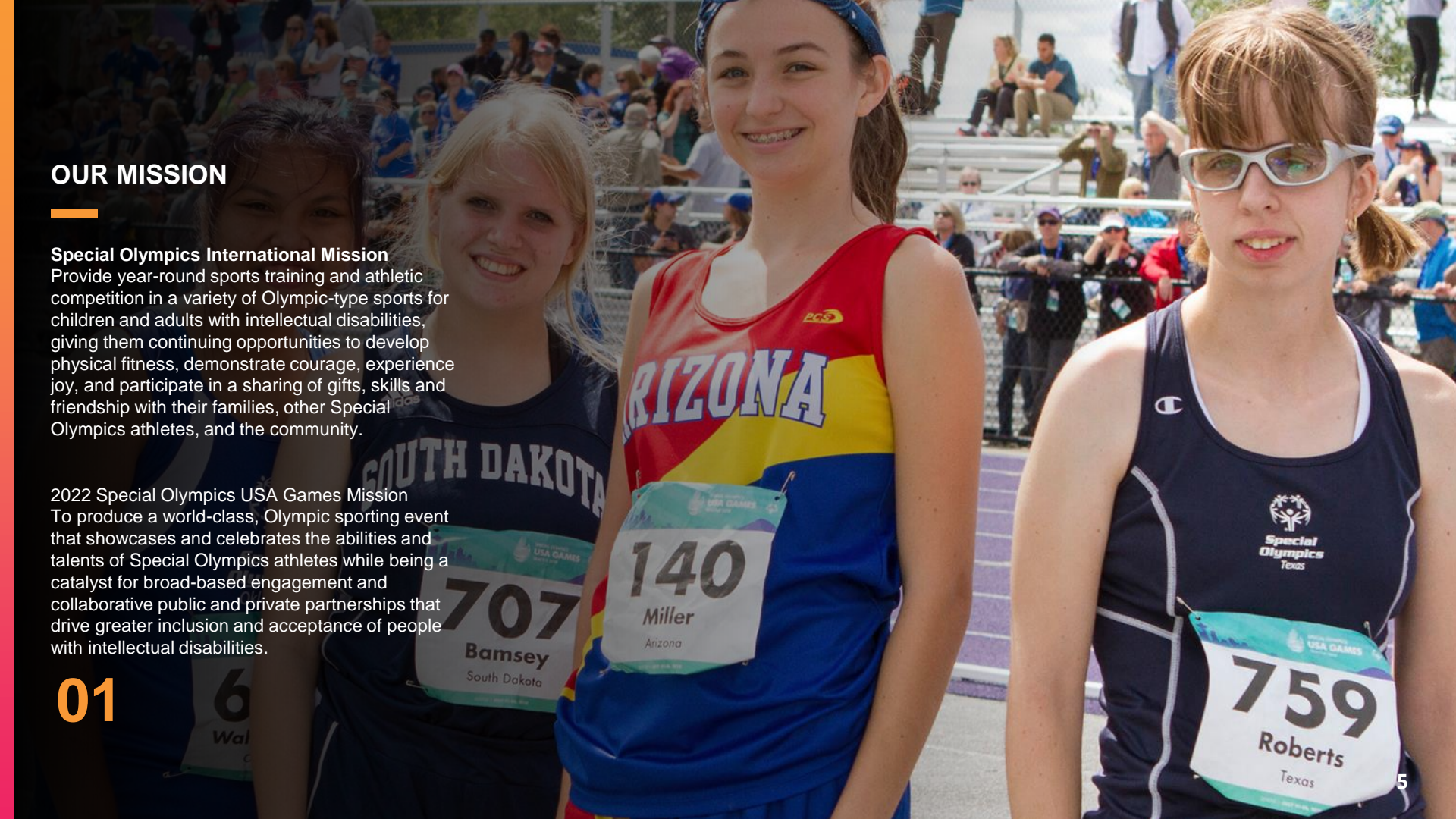
Special Olympics International Mission

Provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes, and the community.

2022 Special Olympics USA Games Mission

To produce a world-class, Olympic sporting event that showcases and celebrates the abilities and talents of Special Olympics athletes while being a catalyst for broad-based engagement and collaborative public and private partnerships that drive greater inclusion and acceptance of people with intellectual disabilities.

01



OUR STORY

OUR STORY

The 2022 Special Olympics USA Games logo is the product of the hard work and amazing creative talents of nine Special Olympics athletes who were brought together for a three-day “unified workshop” in Orlando, Florida.

Each of the athletes specialized in a different artistic medium and contributed their own creativity, inspiration, and individual stories to a collaborative design process led by a professional creative team from Publicis Seattle.

These individuals embody what Special Olympics is all about. Their positivity, creativity, and camaraderie was on full display throughout the workshop. The result was nine amazing logos, one from each athlete.

We took those logos and developed a final logo incorporating the attributes, themes, and spirit of all nine into the final 2022 Special Olympics USA Games logo - The United ‘O.’



OUR LOGO

The primary logo created for the 2022 Special Olympics USA Games is called the "United O." It incorporates design elements from each of our nine designers' work, combining and encapsulating the power of unity and artistic ability in everyone. The mark shows the natural elements of Florida, culminating in a fiery spark of the Olympic spirit.

1 - UNITED O LOGO

Our hero logo will be the most common and preferred logo used in conjunction with the "Special Olympics USA Games Orlando 2022" wordmark.

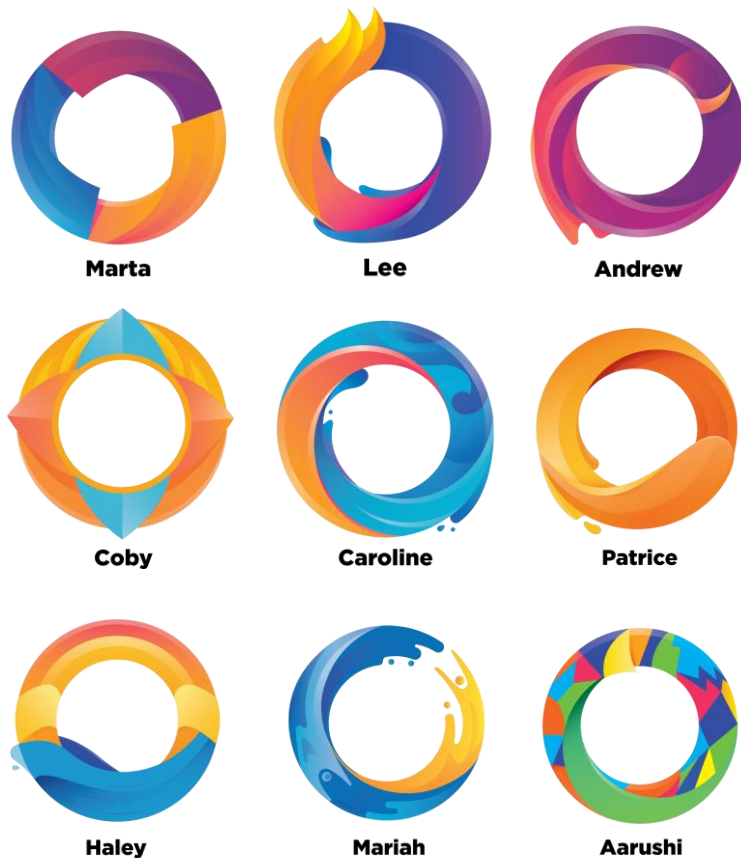
2 - ATHLETE LOGOS

The United O logo was inspired by these nine athlete logos. These logos are for special use only, and all usage must be cleared with the 2022 USA Games.

1



2



LOGO USAGE

03

APPROVAL PROCESS

Materials should be submitted via email:

CHIEF DEVELOPMENT OFFICER

Amy Wise

AmyW@2022usagames.org

2022 Special Olympics

USA Games home:

2022USAGames.org

The GOC will consistently use its best efforts to respond in writing within five (5) business day of receipt and no later than ten (10) business days of receipt of any submission.

NOTE*

All marketing, advertising, digital and social media, and promotional materials using the 2022 Special Olympics USA Games marks must be submitted to the 2022 USA Games Organizing Committee (GOC) for prior written approval, in accordance with the brand guidelines.

In addition to materials, this approval process pertains to campaign concepts intended to leverage and promote the 2022 USA Games partnership. For the avoidance of doubt, partners may not release any materials that contain 2022 USA Games marks without the prior approval of the GOC.

Please use the provided contact information for questions.

03

PROPER LOGO USAGE

1 - PRIMARY FULL COLOR

The full color logo is to be used in all digital executions and whenever possible in print.

2 - SPOT COLOR

The spot color logo may be used when printing processes can't blend colors (e.g. silk screening, embroidery, or on light colored or gray shirts).

3 - SINGLE COLOR - WHITE

Where the background does not contrast enough with the full color logo, the white version should be used. This reverse logo may be used when doing silk screening or embroidery on dark-colored shirts.

4 - SINGLE COLOR - LAGOON BLUE

Only use the Lagoon Blue single color logo version when limited to printing in one spot color. Other colors may be acceptable depending on the background color.

5 - SINGLE COLOR - BLACK

Use the black single color logo for all black and white restricted printing.

Download the logos [here](#).

1
Preferred
logo



SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022

2



SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022

3



4



SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022

5



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USA GAMES
ORLANDO 2022

03

PRIMARY LOGOS

These logos are the preferred versions. They are the standards and should be used whenever possible.

Use these logos for all web/digital applications, as well as for all four color offset and digital printing.

VERTICAL

The full color vertical logo is the primary logo. It is to be used whenever possible in most communications. It should be used specifically when the field of communication is limited to vertical or square spaces.

HORIZONTAL

This is considered the secondary logo. It is to be used when the field of communication is limited to horizontal spaces, such as email templates, headers, horizontal signage, bumper stickers, etc.



SPECIAL OLYMPICS
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1

2



SPECIAL OLYMPICS
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03

ALTERNATE LOGO COLORWAYS

SPOT COLOR

The spot color logo is used for restricted printing methods such as silk screening, embroidery, etc.



SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022



FLORIDA ORANGE

HEX #F89836
PANTONE+ 130 U
C0 M42 Y89 K0



LAGOON BLUE

HEX #1A8FC9
PANTONE+ 7461 U
C78 M32 Y3 K0



PALM GREEN

HEX #6CC061
PANTONE+ 360 U
C60 M0 Y83 K0



SUNSET RED

HEX #EE2564
PANTONE+ 206 U
C0 M87 Y51 K0



SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022

03

ALTERNATE LOGO COLORWAYS

SINGLE COLOR

The single color logo should be used only for one color restricted printing and embroidery and similar uses.

The three single color logo versions are Black, Lagoon Blue, and White.



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SPECIAL OLYMPICS
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FULL COLOR



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USA GAMES
ORLANDO 2022

SPOT COLOR



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USA GAMES
ORLANDO 2022

SINGLE COLOR

03

LOGO SPACING (VERTICAL)

Our logo is most effective when surrounded by as much open space as possible.

The base unit of measurement is the height of the central Special Olympics symbol, the X-height.

X will scale according to the size of the logo.

Always leave at least X amount of unobstructed clear space on each side of the logo.



$$X = \text{Special Olympics Symbol}$$

03

LOGO SPACING (HORIZONTAL)

Our logo is most effective when surrounded by as much open space as possible.

The base unit of measurement is the height of the central Special Olympics symbol, the X-height.

X will scale according to the size of the logo.

Always leave at least X amount of unobstructed clear space on each side of the logo.



$$X = \text{Special Olympics Symbol}$$

03

PARTNER LOGOS

1 - WITH PARTNER LOGO

When incorporating a partner brand with our logo, the two sides should be separated horizontally with a thin, black vertical bar running the height of the 2022 Special Olympics USA Games logo.

1



PARTNER LOGOS

2 - WITH PARTNER DESIGNATION

The locked-up logos should be spaced using one X-height on either side of the bar, as well. The partnership status should be centered under the joint lockup, in ALL CAPS and in gray or blue.

Color Specs for gray:

CMYK 0/0/0/80
RGB 46/80/149

Color Specs for blue:

CMYK 87/70/0/15
RGB 46/80/149

2

Lockup with
sponsor
designation
in gray



SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022



OFFICIAL PARTNER OF THE 2022 SPECIAL OLYMPICS USA GAMES

Partner logo
only, in gray



OFFICIAL PARTNER OF THE
2022 SPECIAL OLYMPICS
USA GAMES

Lockup with
sponsor
designation
in blue



SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022



OFFICIAL PARTNER OF THE 2022 SPECIAL OLYMPICS USA GAMES

Partner logo
only, in blue



OFFICIAL PARTNER OF THE
2022 SPECIAL OLYMPICS
USA GAMES

03

LOGO SCALE

1 - VERTICAL LOGO

For legibility purposes, the vertical version of the logo should never be less than 1 inch in height.

2 - HORIZONTAL LOGO

Similarly, the horizontal version of the logo should never be less than 1 inch in width.

MINIMUM SIZE

The individual elements (logo mark and wordmark) should never be smaller than they are in the 1" logo.

Please note these are recommendations for standard print only. The minimum sizes will depend on the method of reproduction being used, the substrate onto which it is being printed, or the material out of which the mark is being fabricated.



SEPARATED ELEMENTS

Under almost all circumstances, use the primary full color logo (see previous page). There may be certain cases when it becomes necessary to separate the United O logo from the wordmark.

1 - UNITED O LOGO

Use in contexts where the brand is already established and the logo can act as a shorthand.

For example: on social media, as a favicon (URL icon), in a booklet where the logo is already present, or on a T-shirt where the logo is printed on the front and the wordmark is printed on the back.

2 - SPECIAL OLYMPICS USA GAMES ORLANDO 2022 WORDMARK

Use in contexts where legibility is more important than graphic representation. For example: ticket stubs or ID badges.

1



2

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USA GAMES
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03

LOGO MISUSE

In an effort to retain brand consistency and maintain the integrity of the brand, our logo should never be altered beyond the variations already covered in this guide.

Here are some visual examples of how NOT to present our logo.

REMOVE PARTS



STRETCH



TILT



INSIDE CONTAINER



RESIZE



DROP SHADOW



RECOLOR



EDIT LOGO TYPE



03

SOCIAL MEDIA: LOGO

The 2022 Special Olympics USA Games utilizes social media as an important communication tool to inform, educate, and inspire people to be more inclusive and accepting of others. The 2022 USA Games' social media handles are its own and should not be confused with other Special Olympics organizations, such as state chapters and Special Olympics International.

As described in the Approval section (p10), all 2022 USA Games-related social media campaigns, concepts, and content must be approved in advance by the Chief Marketing Officer.



Example of logo usage
as social media icon

2022 Special Olympics USA Games Social Media Handles



Facebook - [@SpecialOlympicsUSAGames](https://www.facebook.com/SpecialOlympicsUSAGames)



Instagram - [@specialolympicsusagames](https://www.instagram.com/specialolympicsusagames)



Twitter - [@2022USAGames](https://twitter.com/2022USAGames)

SOCIAL MEDIA: HASHTAG

In an effort to increase brand awareness and recognition of the 2022 Special Olympics USA Games, we request that social media posts and all other games-related marketing and communications materials include our chosen tagline hashtag: **#ShineAsOne**

#ShineAsOne

SHINE AS ONE embraces the values of inclusivity and achievement in the Special Olympics.

SHINE speaks to victory and achievement, with a nod to the Sunshine State.

AS ONE references that the success of one athlete elevates the whole community.

This tagline is a strong call-to-action for athletes, spectators, and volunteers to lift up those around them.

SHINE AS ONE also connects well to the story behind the logo, bringing 9 different athlete-designers together to create a single, powerful piece of art.

COLOR PALETTE

04

COLORS

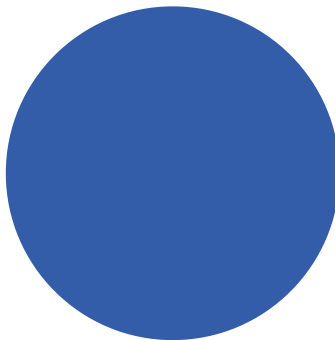
Our color palette explodes with life, representing the natural beauty of the Florida landscape.

The primary colors are Blue, Orange, and Green.

Light Blue and Red are to be used as complementary colors.

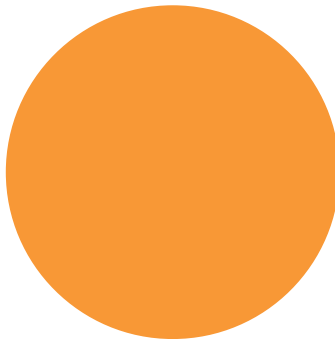
OCEAN BLUE

HEX #335CA9
PANTONE+ 286 U
C87 M70 Y0 K0



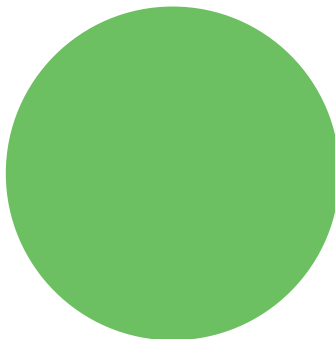
FLORIDA ORANGE

HEX #F89836
PANTONE+ 130 U
C0 M42 Y89 K0



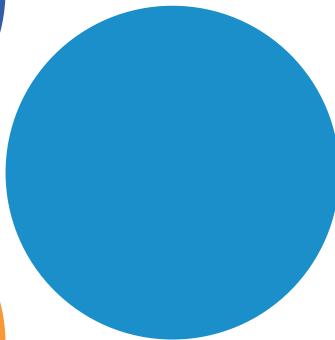
PALM GREEN

HEX #6CC061
PANTONE+ 360 U
C60 M0 Y83 K0



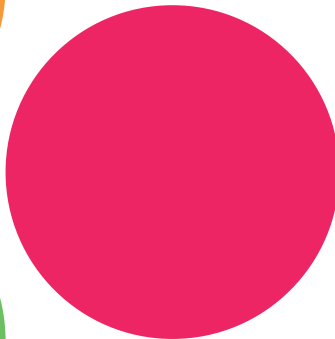
LAGOON BLUE

HEX #1A8FC9
PANTONE+ 7461 U
C78 M32 Y3 K0



SUNSET RED

HEX #EE2564
PANTONE+ 206 U
C0 M87 Y51 K0



04

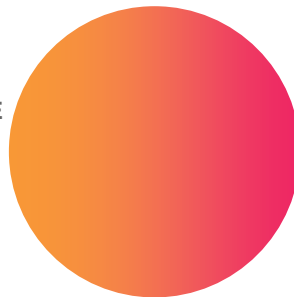
GRADIENTS

Our color palette also includes gradients to fully enjoy the rich colors of our logo.

The single color white logo should be the only version used with gradients (see next slide).

SUNSET GRADIENT

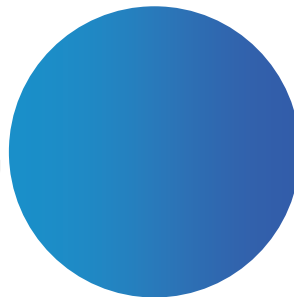
FLORIDA ORANGE
HEX #F89836
PANTONE+ 130 U
C0 M42 Y89 K0



SUNSET RED
HEX #EE2564
PANTONE+ 206 U
C0 M87 Y51 K0

LAGOON GRADIENT

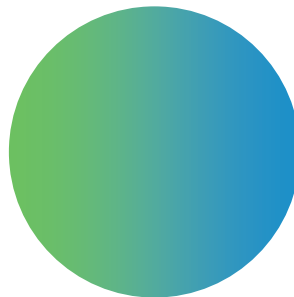
LAGOON BLUE
HEX #1A8FC9
PANTONE+ 7461 U
C78 M32 Y3 K0



OCEAN BLUE
HEX #335CA9
PANTONE+ 286 U
C87 M70 Y0 K0

PALM GRADIENT

PALM GREEN
HEX #6CC061
PANTONE+ 360 U
C60 M0 Y83 K0



LAGOON BLUE
HEX #1A8FC9
PANTONE+ 7461 U
C78 M32 Y3 K0



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TYPOGRAPHY & LANGUAGE

TYPOGRAPHY

GOTHAM is the primary typeface for the logo. Only Bold and Ultra weights are to be used. In cases where the Gotham font is unavailable, such as in certain email programs, default to using the font Helvetica.

1 - ALL CAPS

ALL HEADLINES AND SUBHEADS SHOULD BE WRITTEN IN ALL CAPS.

2 - SENTENCE CASE

Body copy and partner designations should be written in sentence case.

Download and license Gotham [here](#).

1 **GOTHAM ULTRA**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

2 **Gotham Ultra**
abcdefghijklmnopqrstuvwxyz
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam.

Gotham Bold
abcdefghijklmnopqrstuvwxyz
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam.

DISABILITY LANGUAGE GUIDELINES

Words matter. Words can open doors to cultivate the understanding and respect that enable people with disabilities to lead fuller, more independent lives. Words can also create barriers or stereotypes that are not only demeaning to people with disabilities, but also rob them of their individuality. The following language guidelines have been developed by experts for use by anyone writing or speaking about people with intellectual disabilities to ensure that all people are portrayed with individuality and dignity.

Special Olympics focuses on people and their gifts and accomplishments, and to dispel negative attitudes and stereotypes.

WHAT ARE INTELLECTUAL DISABILITIES?

According to the definition by the American Association of Intellectual and Developmental Disabilities (AAIDD), an individual is considered to have an intellectual disability based on the following three criteria:

1. Intellectual functioning level (IQ) is below 70-75;
2. Significant limitations exist in two or more adaptive skill areas; and
3. The condition manifests itself before the age of 18.

Adaptive skill areas are those daily living skills needed to live, work and play in the community. The definition includes 10 adaptive skills: communication, self-care, home living, social skills, leisure, health and safety, self-direction, functional academics, community use and work.

A person is eligible to participate in Special Olympics if they have been identified by an agency or professional as having intellectual disabilities as determined by their localities.

DISABILITY LANGUAGE GUIDELINES (cont'd)

HOW PREVALENT ARE INTELLECTUAL DISABILITIES?

The following statistics and information on intellectual disabilities have been adapted from information from the Population Reference Bureau, The Arc, the World Health Organization and various associations for people with disabilities.

According to the World Health Organization, up to three percent - or almost 200 million people - of the world's population has intellectual disabilities. This is the largest developmental disability population in the world.

Intellectual disabilities know no boundaries. They cut across racial, ethnic, educational, social and economic backgrounds, and can occur in any family.

DISABILITY LANGUAGE GUIDELINES (cont'd)

Appropriate Terminology

- Refer to people with intellectual disabilities, rather than “intellectually disabled people.”
- Refer to participants in Special Olympics as “Special Olympics athletes” rather than “Special Olympians” or “Special Olympic athletes.”
- A person has intellectual disabilities, rather than is “suffering from” is “afflicted with” or is “a victim of” intellectual disabilities.
- Distinguish between adults and children with intellectual disabilities. Use adults or children, or older or younger athletes.
- A person “uses” a wheelchair, rather than is “confined” or “restricted to” a wheelchair.
- “Down syndrome” has replaced “Down’s Syndrome” and “mongoloid.”
- Refer to participants in Special Olympics as athletes. In no case should the word athletes appear in quotation marks.
- In formal documents, refer to persons with a disability in the same style as persons without a disability: full name on first reference and last name on subsequent references. Do not refer to an individual with intellectual disabilities as “Bill” rather than the journalistically correct “Bill Smith” or “Smith.”
- In informal stories, also refer to persons with intellectual disabilities in the same style as persons without intellectual disabilities: if a story refers to an athlete by his/her first name, then the Unified teammate etc. must also be referred to by his/her first name.

DISABILITY LANGUAGE GUIDELINES (cont'd)

Terminology to avoid

- Do not use the label "kids" when referring to Special Olympics athletes. Adult athletes are an integral part of the movement.
- Do not use the word "the" in front of Special Olympics unless describing a specific Special Olympics event or official.
- Do not use the adjective "unfortunate" when talking about persons with intellectual disabilities. Disabling conditions do not have to be life-defining in a negative way.
- Do not sensationalize the accomplishments of persons with disabilities. While these accomplishments should be recognized and applauded, people in the disability rights movement have tried to make the public aware of the negative impact of referring to the achievements of people with physical or intellectual disabilities with excessive hyperbole.
- Use the word "special" with extreme care when talking about persons with intellectual disabilities. The term, if used excessively in references to Special Olympics athletes and activities, can become a cliché.

THANK YOU

