

Branding

Uniforms

The following information is useful when ordering uniforms.

Commercial Messages on Athlete Uniforms and Competition Numbers

To avoid commercial exploitation of persons with intellectual disabilities – per the Special Olympics, Inc. General Rules – no uniforms, bibs, or other signs bearing competition numbers worn by Special Olympics athletes and Unified Sports® partners during any competition or during any opening or closing ceremonies of any Games may be emblazoned with commercial names or commercial messages.

The only commercial markings that may be displayed on athletes' uniforms during Games, competitions, and opening and closing ceremonies are the normal commercial marking of the manufacturer.

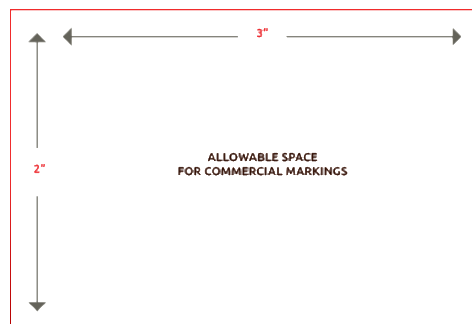
Regarding Special Olympics uniforms, “normal commercial markings” are limited to the following:

- On larger clothing items – such as shirts, jackets, pants, jerseys, and sweatshirts – one logo or commercial name per clothing item is permitted if that name or display does not exceed an area of 6 square inches or about 39 square centimeters (such as a display measuring 2” x 3” of 5.08 cm X 7.62 cm):
- Please note that, in addition to commercial messages, each sport may have specific guidelines to the size and location of numbers and team names as indicated by each National Governing Body.
- On small clothing items – such as caps, socks, hats, gloves, and belts – one logo or commercial name per clothing item is permitted if that name or display does not exceed an area of 3 square inches in 19.35 square centimeters.
- On athletic shoes, no logos or commercial names are permitted except for the brand name and logo that are included in the manufacturer of athletic shoes that are sold to the general public.
- Please check the logo guidelines before ordering uniforms. If in doubt, contact the Special Olympics Wyoming office; they will review artwork for compliance.

Branding for Team Uniforms and T-Shirts

Athlete Program Level Branding – No Sponsorship

Athlete t-shirts and/or uniforms **should not carry any sponsorship branding**. They can, however, be branded with the Special Olympics logo.



Brand in action

T-shirts

Lock-up for sub-programs, clubs or teams

- 1 When creating shirts for sub-programs, clubs or teams, a lock-up can be used that gives primary 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.
- 2 The name of the team has primary 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.
- 3 The name of the Accredited program to which the sub-program, team or club is affiliated is seen in smaller letters below as illustrated here.
- 4 The Special Olympics symbol is centered beneath the program name.
- 5 The color, typeface 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 umbrella program.



Lockup for Areas, Clubs, or Teams

When creating shirts for Areas, clubs, or teams, a lockup can be used that gives primacy to the actual team name. This acknowledges the importance of local teams within Special Olympics, Inc. and facilitates the creation of distinct team identities for games within a program.

Unified Champion Schools are encouraged to use the same uniforms as the varsity programs of their schools with proper approval. The Special Olympics logo should be added somewhere on the uniform **as allowable**. UnifiedSports patches are available for purchase. Please contact Amanda Ward for more information.

Here are examples of the Special Olympics brand in action with examples of lockups for Areas, clubs, or teams.

Branding for Volunteer Apparel

In addition to banners and signs, logos on volunteer t-shirts are appropriate and approved a way to recognize local sponsors, and could be placed on sleeves and/or the back of the shirt. Highlight the official brand on the front of the shirt.

Special Olympics sub-Program Visual Identity Guidelines Proper representation of a sub-Program

B Team Representation Examples of how to properly represent a team through their team lock-up mark.

