

# Special Olympics

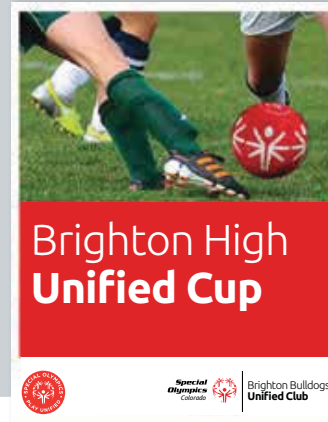
## Unified Champion Schools

### Branding Guidelines

# Guidelines Introduction

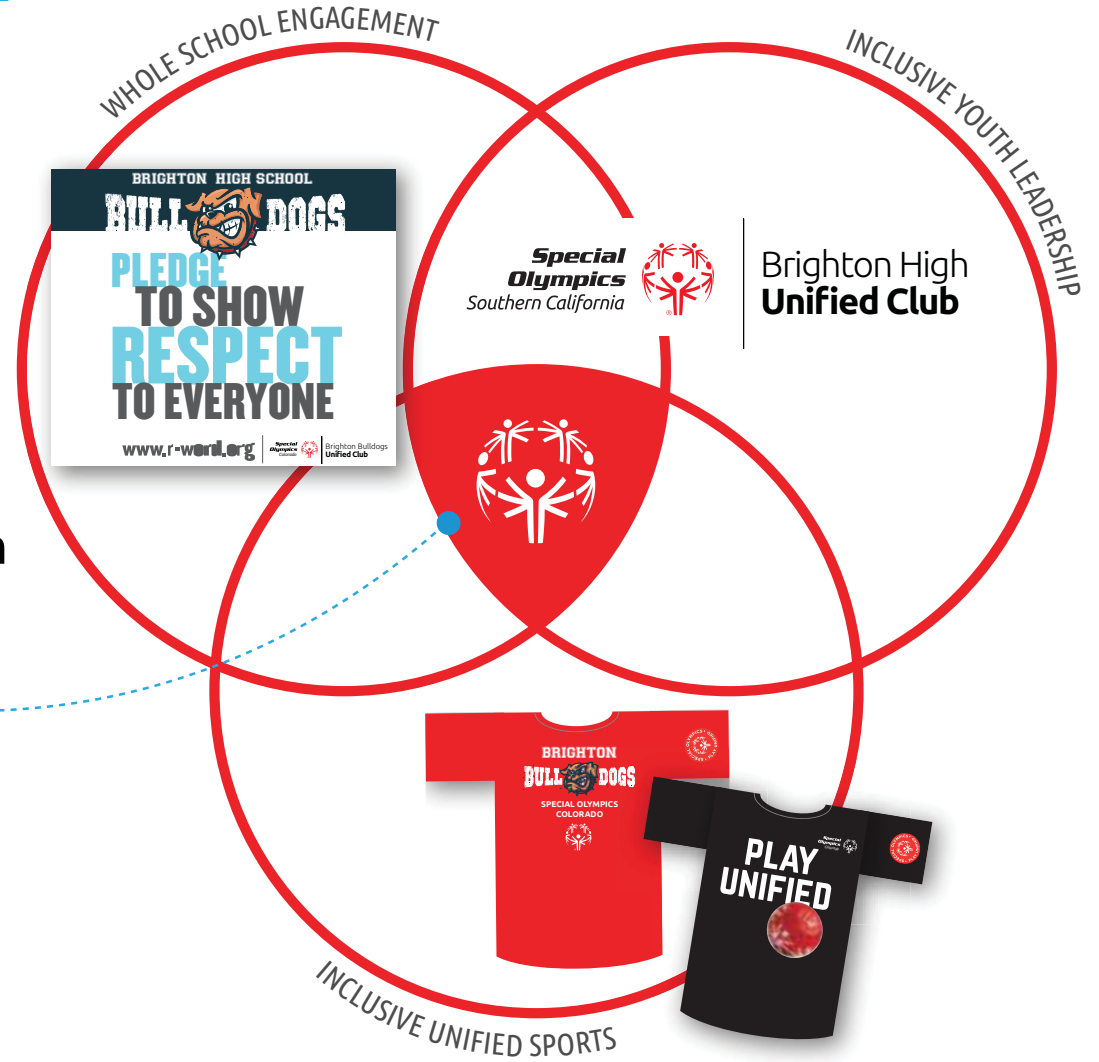
These guidelines explain how the **Special Olympics Unified Champion Schools identity should be implemented.** Examples of the identity in action are supplied along with guides on how to use the supplied artwork files.

Special Olympics Southern California will provide design assistance in the creation of school logo lockups. All requests should be made to Melissa Erdmann at [merdmann@sosc.org](mailto:merdmann@sosc.org).



This diagram shows what branded assets to use when schools implement all three components of the Unified Champion Schools program – inclusive youth leadership, whole-school engagement and Unified Sports.

AT THE LOCAL LEVEL



Special Olympics  
**Unified Champion Schools**

# Visual Identity



- A. There are two Logo Lockup Options that are automatically created for each school/district:
1. Shield lockup
  2. Standard layout
- B. Three examples of branding lock ups that created with logo provided by school/district:
1. School logo that does not incorporate their name
    - i. School Name (or any text) can be added, upon request from the school. They must provide the text.
  2. School logo that incorporates name
  3. District logo that incorporates art and name
- C. We have the most success when logos are provided in an “art-ready” **vector format**, and in the following file types: **.ai .eps or .pdf**
- D. Shield color scheme is typically based off of the colors used in the school’s/district’s logo. Sites must get approval from SOSOC before making any alterations to the shield, other than color scheme.





# Identity In Action

## Special Olympics Southern California Unified Clubs Activation

**Unified Clubs should celebrate their school pride when creating school based material. The choice of typeface and design of these element are at the discretion of the unified club within the school.**

Choose to represent your school through your school mascot, or an element iconic to your school.

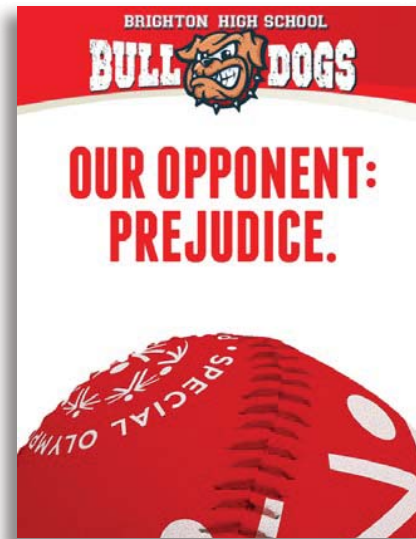
The name of the Accredited Program to which the Unified Club is affiliated is set in all capitals in Ubuntu Bold with the Special Olympics symbol endorsing it.



Use the Play Unified roundel on branded school material to illustrate the full potential of playing unified



Special Olympics posters can be customized with the school's name to foster school pride



Please refer to the complete Play Unified campaign guidelines for additional guidance on assets and resources.

# Identity In Action

# Special Olympics Southern California Unified Sports® Activation

Special Olympics Unified Sports is a program within Special Olympics and uses specific assets for branding sports events happening in schools.

Choose to represent your school by including your school mascot, or an element iconic to the Unified Sports branding material.



Unified Sports branding is used for sports events that are taking place within a school environment.

The Play Unified roundel is used to promote our call to action for all people to come together in a spirit of enjoyment to create a more inclusive world.



## Brighton High Unified Cup



The event name can be set in Ubuntu text and endorsed by the localized school name



Athlete competition wear should feature their club design on the front of the jersey and use the Play Unified Roundel on the sleeve or yoke (front or back)



Generic shirts can use the red unified ball design and Play Unified with the ability to customize with the Accredited Program logo in the upper left side

Local Sponsors can be recognized on banners

## Special Olympics Southern California Sample T-shirt Designs

**Unified Clubs should celebrate their school pride when creating school based material. The choice of typeface and design of these element are at the discretion of the unified club within the school.**

Schools can create different shirt designs to reflect their school mascot and school pride.



Samples of additional t-shirt designs for inspiration can be found on Special Olympics Pinterest Page





# Identity In Action

## School Club Customization Social Media Activation

Events and news related to Special Olympics Unified Champion Schools can be shared using the Special Olympics Southern California handle. This way Special Olympics Southern California, Special Olympics North America, and Special Olympics International can easily spot great stories to share with the rest of the movement.



Unified Champion Schools and Unified Clubs are not permitted to create their own "Special Olympics" social media pages. I.e. the "Brighton High School Unified Club" Facebook page. They are, however, encouraged to use these main hashtags in your school's already established social media channels. **#SOUnified #PlayUnified or #WeAreSOSC**

Don't forget to tag Special Olympics Southern California so that we can share your stories!

@SOSOCAL on Twitter or Instagram  
@SpecialOlympics.Socal on Facebook



### LOCAL SCHOOL USE



Schools are encouraged to post about Unified Champion Schools by using the hashtags #SOUnified #PlayUnified or #WeAreSOSC

# Identity In Action

## Show us your stuff!

Schools are always looking for design ideas when promoting their Unified Club, team or school. We want to see your Unified Champion School identity in action. Send us a copy or a picture of the materials you create – flyers, tshirts, banners, etc to Melissa Erdmann at [merdmann@sosc.org](mailto:merdmann@sosc.org).

