

## Agency Branding Email #2:

Greetings,

I hope this e-mail finds you well! As we continue to incorporate the new Global Brand Alignment Special Olympics, Inc. rolled out this year, we would like to share some new details with you.

We are aware that this is a lengthy email, but there are many important details we need you to know. We are striving to be transparent about the change with all of you. Thank you for your patience and understanding as we move through this change together. **Remember, you do not need to replace any items at this time.** Here are some developments since our last e-mail:

- The **branding webinar** has been saved on the Agency backend and gives a great explanation on why Special Olympics, Inc. has “reset” the brand.
- We have a **new stationary vendor**, JP Graphics, who is updating the stationary order form and we should have this available on the Agency backend shortly. They are also working on setting up an online order system for us. Stay tuned for details on this.
  - Please note, if you choose to insert your Agency name, it must be placed on the top left corner of the letterhead so it is separated from the logo. Please reference page 59 of the [Brand Identity Guidelines](#) for details.
- Our **preferred banner provider**, L&L Graphics, has the new brand guidelines and has updated the banner order form to comply with our new branding and this has been saved on the Agency backend of the Special Olympics Wisconsin website.
- **Special Olympics, Inc. has updated the Brand Identity Guidelines since August.** Please always refer to [http://www.specialolympicswisconsin.org/media\\_guidelines.html](http://www.specialolympicswisconsin.org/media_guidelines.html) to access the most recent version.
- **SOWI has password protected the new logos on the website.** These can be found at <http://www.specialolympicswisconsin.org/logo/login.php>.
  - username: logo
  - password: sowiLpass

As we continue to strive to show the world that we are one Movement, uniting under one brand, **SOI has moved forward with only one logo for each accredited Program. in this case, that means Special Olympics Wisconsin Agencies should only be using the Special Olympics Wisconsin logo**, and they should not be incorporating any Sub-Program (Agency/Region) names within or alongside the logo as has been done previously. Please see the Sub-Program Branding FAQ’s on the Agency backend of the website for more information.

The previous logo structure (which allowed Agencies to place their name in a smaller font directly beneath the SOWI logo) diminished the Agency by making the local level small and difficult to distinguish. However, **SOI heard loud and clear from Programs around the world that athletes, teams and local Programs wanted an opportunity to demonstrate and celebrate local pride and character. Therefore, SOI has designed “badges”,** (as seen

on page 83 of the “Brand Guidelines” and in the photos attached). The badge is meant to highlight the local sub-Program (Agency/team) by putting the name and/or mascot above the Special Olympics Wisconsin logotype, program name, and symbol. We are excited about this new look as it is very customizable and allows your Agency/ team to be unique. SOI approved our first attempt at a new badge for the Manitowoc County Miracles and we are ready to start creating other badges for Agencies. Please contact the PR department at (608) 442 - 5672 or [charris@specialolympicswisconsin.org](mailto:charris@specialolympicswisconsin.org) for help creating these.

When considering creating a badge, please keep in mind the following:

- Please select from one of the many colors in the “secondary color palette” listed on page 42 of the Guidelines when picking the color of your badge/banners/shirts/etc.
- You can incorporate a mascot if you wish and choose the font your Agency’s name is written in.
- You can embroider the badge if you wish.
- We do not have version of the logo on page 82 of the Guidelines, but have placed a request with Special Olympics, Inc. Until we have received the template, we will only be able to design and use the badges found on page 83.
- If you are considering changing your Agency’s name (for political correctness or clarity within the community or for your donor base) please contact your Director of Field Services before moving forward with the badge.
- If you would prefer not to use the “badge” option, you can move forward using the Special Olympics Wisconsin logo on your uniform as demonstrated on page 81 of the Guidelines, **but note, that if you want to include the Agency name, you must use the badge.**
- **Please note the badge is only for use on team shirts or uniforms as noted on page 83 of the guidelines. For all other times, please use the new SOWI logo.**

Please share the “Speechless” video on our website with your community. The video demonstrates our “Guiding Idea”, that Special Olympics reveals the champion in all of us <http://www.youtube.com/watch?v=UvqaGFIQIFM>. There is also another video “Words” which is a longer version of “Speechless” that can be used during presentations [http://youtu.be/au0ii\\_PQuZq](http://youtu.be/au0ii_PQuZq).

Again, we encourage you to read the new brand guidelines by clicking on the “Media” tab of the homepage and then clicking on “Brand Guidelines”.

**If you are ordering new materials, banners or uniforms, please contact Christina Harris. Remember, you do not need to replace any items at this time.** Please do not try to replicate the badge on your own or through a printer as we have a specific template from Special Olympics, Inc. we need to use. **Please contact the PR department at (608) 442 - 5672 or [charris@specialolympicswisconsin.org](mailto:charris@specialolympicswisconsin.org) and they will create the badge for you and can assist with the proofing process.**