



SPECIAL OLYMPICS COUNTY/AREA/PROVINCIAL/CLUB/TEAM LEVEL

Prior to reading this document, we recommend you read the Special Olympics Brand Guidelines and Special Olympics Brand Guidelines Frequently Asked Questions documents (both available at resources.specialolympics.org/brand.aspx), as they will help address many of the questions your Program may have.

Do sub-Program (county/area/provincial/club/team level) logos no longer exist and why?

One thing we heard loud and clear from Programs around the world was that athletes, teams and local Programs wanted an opportunity to demonstrate and celebrate local pride and character; however, our previous logo structure diminished that by making the local level small and difficult to distinguish.

Our athletes and volunteers come to Special Olympics to belong, share their gifts and skills, and show their pride. Our visual identity guidelines had been making it challenging for them to do this while still supporting and reinforcing the Special Olympics brand.

Therefore, the new brand guidelines present a fresh approach to recognizing the sub-Program (county/area/provincial/club level) of the movement that helps elevate the profile of the local program/team/club and clarify the layers of the organization for the public – all while helping to build the global brand.

This departure from how the sub-Program and team levels have traditionally been recognized represents an exciting shift in thinking, driven by the feedback echoed throughout the world and the desire to celebrate the local Program and make it easier for everyone to be “on-brand.”

As such, we will no longer include the sub-Program (county/area/provincial/club/team) level layer in the Program logo.

So how do we recognize the county/area/provincial/club/team level going forward?

Perhaps the best way to answer that is to look at the most common ways counties/areas/provinces/clubs represent themselves visually:

Collateral (letterhead, stationary, brochures, newsletters): If you look at the “Brand in Action” section of the Special Olympics Brand Guidelines, you’ll see some examples of how to implement sub-Program recognition.

Use of the Accredited Program logo (state, nation) builds brand equity, and placing the sub-Program name elsewhere in the document/collateral via text allows for greater clarity and prominence of the sub-Program identity.

Uniforms/T-Shirts: If you look at the “T-shirts” section of the Special Olympics Brand Guidelines (beginning on page 74), you’ll see some examples of how to implement sub-Program recognition.

This is perhaps the best example of inverting the old way of recognizing teams – now the team/club is what’s most prominent and the Accredited Program affiliation and Special Olympics symbol are underneath, reinforcing the brand. Team branding offers an opportunity to build a sense of local community and representation.

This design approach also more clearly conveys that Special Olympics is indeed a sports organization, and carries a look and feel more closely associated with sports teams.

Templates/Resources: Special Olympics will be adding more templates for Program and sub-Program use throughout 2012 (and beyond) as the brand work rollout process continues. If you have suggestions, ideas or recommendations for resources for Programs and/or sub-Programs, please email brand@specialolympics.org

When do we use Team/Club level designs and when do I use the Accredited Program logo?

The Team/Club level designs are to be used only at that specific level of the organization. Team branding offers an opportunity to build a sense of local community and representation.

The Accredited Program logo is to be used in all other applications of the brand. This is the only official logo of the Accredited Program and its sub-Programs.

Special Olympics is exploring options that would allow the Program logo to be displayed in conjunction with the sub-Program/team/club design or name, when appropriate (e.g., banners that carry the Program logo and local team/club level design or name for use at ceremonies).

How should sub-Programs be presented in text/copy form?

For sub-Program self-reference or identification, like in communications and written correspondence, social media, grants, etc., the Accredited Program name should come first, followed by the sub-Program name, with a hyphen or comma between the two. Examples: “Special Olympics Florida – Orange County” or “Special Olympics Ireland – Munster” or “Special Olympics Deutschland, Bavaria.”

What is an “Accredited Program”?

While many Programs have unique accreditation processes for their sub-Programs, per Special Olympics’ operating structure, only the state or national governing body directly Accredited by Special Olympics, Inc. is considered to be an Accredited Program.

When do I need to comply?

All Special Olympics Accredited Programs (and therefore, sub-Programs) are expected to comply with the Guidelines by the end of 2015.