

**SPECIAL OLYMPICS  
GENERAL RULES**

The Special Olympics Official General Rules provide consolidated guidance to all accredited Special Olympics Programs. For your convenience, the sections of the General Rules that address use of the Special Olympics logo and other marks are provided below.

**Section 4.07. Use of Special Olympics Name and Other SO Marks.**

Each Accredited Program shall comply with the requirements of these General Rules and the other Uniform Standards in its use of the name “Special Olympics” as part of its own Program name, and in its use of the SO Logo and any other SO Marks which SOI licenses that Accredited Program to use. Accredited Programs shall also comply with the limitations imposed by these General Rules and the other Uniform Standards when authorizing third parties to use any SO Marks in connection with activities undertaken for the support or benefit of that Accredited Program. Without limiting the intended generality of the preceding sentences, Accredited Programs must comply with the following requirements concerning the name “Special Olympics,” the SO Logo, and any other SO Marks which SOI licenses an Accredited Program to use:

**(a) Compliance with Graphics Standards Guide.** Accredited Programs shall comply with the specifications in the Graphics Standards Guide concerning the authorized methods for using, printing, displaying and reproducing the name “Special Olympics” as part of the Program’s name, the SO Logo, and various other SO Marks.

**(b) Use of the SO Logo.** Each Accredited Program shall have the right to use the SO Logo only when the SO Logo is used or displayed in conjunction with, or juxtaposed with, the name of the Accredited Program. The SO Logo is displayed “in conjunction with” or is “juxtaposed with” the Accredited Program’s name when the SO Logo is used immediately above or next to the Program’s name, in the manner depicted in and required by the Graphics Standards Guide. No Accredited Program shall have any right to use or display the SO Logo standing alone, without the required juxtaposition with the name of the Accredited Program, nor may any Accredited Program authorize any Sub-Program or other third party to make any such “stand-alone” use of the SO Logo. Accredited Programs shall use the SO Logo in conjunction with their respective Program names, and use all other SO Marks which SOI licenses Accredited Programs to use from time to time, only in accordance with the Graphics Standards Guide, these General Rules, and the other Uniform Standards. No logo, trademark, service mark, design, insignia, seal or symbol other than the SO Logo may be used by an Accredited Program without SOI’s prior written consent.

**(c) Acknowledgment of SOI’s Trademark Registrations.** Accredited Programs must identify the SO Logo and any other SO Mark which has been registered or otherwise recorded by SOI with the appropriate trademark authorities as the registered trademark or service mark of SOI, by always displaying that SO Mark in conjunction with the registered trademark symbol (®) in the manner required by the Graphics Standards Guide, if that SO Mark is a registered trademark of SOI. Alternatively, if the SO Mark in question is a common law or other unregistered trademark or common law service mark of SOI, as indicated by SOI in the Graphics Standards Guide or through other written notice to Accredited Programs, then Accredited Programs shall always display that SO Mark in conjunction with the common law trademark notice (™) or, if applicable, the common law service mark notice (SM), in the manner required by the Graphics Standards Guide or SOI’s other written notice to Accredited Programs concerning the authorized use and display of that SO Mark.

**(d) Approval Requirements.** Accredited Programs must approve, in advance and in writing, the form, content and appearance of all designs, uses, displays and reproductions of the Special Olympics name, the SO Logo, or any other SO Mark which is to be used by its Sub-Programs or by any other third party under authorization from the Accredited Program. All such uses or reproductions by Sub-Programs or by third parties shall comply with the Graphics Standards Guide and the other Uniform Standards.

**SPECIAL OLYMPICS  
GENERAL RULES**

**(e) Required Use of SO Logo.** Each Accredited Program shall use the SO Logo in conjunction with the name of the Accredited Program on all official Accredited Program materials, including, without limitation, on its stationery, business cards, news release letterhead, Games programs, yearbooks, flags and banners, athletes' number tags, athletes' uniforms, posters, brochures, and all informational and promotional material distributed to participants in Special Olympics, to sponsors, or to the general public.

**(f) Use of Official Credit Line.** The official credit line to be used by all Accredited Programs (the "Official Credit Line") consists of the phrases:

*Created by the Joseph P. Kennedy, Jr. Foundation.*

*Authorized and Accredited by [Affiliated with] Special Olympics, Inc. for the Benefit of Persons with Mental Retardation [Mental Handicap]*

The Official Credit Line shall be displayed prominently on all stationery, brochures, annual reports, news releases, and other printed materials, and in films, slides, video presentations and Web sites, which are produced or distributed by Accredited Programs. When feasible, the Official Credit Line should also be included in television credits displayed in connection with any programming which is filmed and broadcast by a local station within an Accredited Program's jurisdiction. The specifications for reproducing the Official Credit Line are set forth in the Graphics Standards Guide. Accredited Programs outside the United States may, when using the Official Credit Line, substitute the words "mental handicap" for the phrase "mental retardation" if that substitution is permitted by Section 10.01.

**(g) Compliance with Other Policies.** All uses of SO Marks by an Accredited Program shall comply with all other requirements of these General Rules and the other Uniform Standards, including, but not limited to, the policies set forth in Sections 4.08 and 4.09 concerning, respectively, the display of commercial messages at Games, and the prohibited association of SO Marks or Special Olympics Programs with alcoholic beverages or tobacco products.

**Section 8.04. Fund-Raising Responsibilities.**

**(d) Licensing Use of SO Marks.** An Accredited Program may grant licenses or authority within its jurisdiction to its corporate sponsors, or to other third parties involved in fund-raising projects for the benefit of that Accredited Program, to use the Accredited Program's full program name, including geographic designation, such as "Special Olympics South Africa," or "Special Olympics Maine," either standing alone or juxtaposed with the SO Logo in the manner required by the Graphics Standards Guide. All such licenses shall comply with all requirements of these General Rules and the other Uniform Standards. No Accredited Program may grant any license or authority to any third party to use the name "Special Olympics," SOI's name, the SO Logo when not used in juxtaposition with the name of the Accredited Program, or any other SO Mark.

**Section 8.07. SOI's Contract Policies.****(a) Approval of Third Party Use of SO Marks**

(b) The Accredited Program shall have, and must actually exercise in each instance, a right of advance written approval of all materials (such as promotional literature or merchandise) to be developed or distributed by any third party which will bear the name of the Accredited Program, the SO Logo (which may be used only in juxtaposition with the name of the Accredited Program), or any other SO Mark which SOI has licensed that Accredited Program to use. Through such approval process, the Accredited Program shall ensure that such third party fully complies with all SOI ownership rights to the SO Marks, with the Graphics Standards Guide, and with other applicable provisions of the Uniform Standards.

## 1.3

### LOGO CONSTRUCTION

#### Headquarters, Regional, Program and Sub-Program Levels

##### Seal

Teal: PMS 327

##### Logotype

Red: PMS 485

Font: Serpentine Bold Oblique

##### Region, Program or Sub-Program

Teal: PMS 327

Font:

Times New Roman Bold Italic

##### Notes

In subsequent sections of this guide, all examples use the region/Program logo construction. To customize for Sub-Programs, add the Sub-Program name as shown in the example on this page. Templates for all logos shown are provided on the CDs in Section 5: Electronic Art.

The Special Olympics logo is composed of the official seal and the logotype, as shown below. The seal and logotype should always be used together, without altering their relative size and position. The only exceptions to this rule are that the Special Olympics seal may be used as a decorative watermark design, provided that a complete logo also appears in the same publication or document; and the seal may be used without the logo on Special Olympics medals (see page 1.10, Authorized Usage, Minimum Size Limits and Specialized Uses, for more information).

The Special Olympics logo should always include the registered trademark symbol (®). The symbol must appear in a legible size and in its proper position as shown below.

Special Olympics region, Program and Sub-Program logos should incorporate the name of the region, Program or Sub-Program below the logotype, as shown below. Special Olympics, Inc., is the only organization that is authorized to use or license others to use the Special Olympics logo either by itself or with a region name (the regions are part of Special Olympics, Inc.).

Accredited Programs and Sub-Programs are authorized to use the logo with their Program or Sub-Program name.

#### Camera-Ready Art and Electronic Files

The Special Olympics logos that appear in this section are designed elements and may not be altered in any way. When reproducing the logos, it is essential that you use only the supplied authorized camera-ready art or electronic files. Do not use third-generation art of any kind to reproduce the logo.

Camera-ready art is located in Section 4: Reproduction Resources. In addition, electronic files for these logos can be found on the CDs in Section 5: Electronic Art.

#### Official Special Olympics Logo

*For use by Special Olympics headquarters and regional offices only*



#### Official Region Logo



#### Official Program Logo



#### Official Sub-Program Logo



## LOGO CONSTRUCTION

### Languages Other Than English

To help create a readily identifiable visual identity for Special Olympics worldwide, the preferred option is for all regions and Programs to use the logo with the logotype (“Special Olympics”) in English. However, regions and Programs in non-English speaking countries may at their discretion translate the logotype and region or Program name into the local language.

To maintain the integrity of the logo, all translated versions should use approved fonts. In countries that use the Latin alphabet, Serpentine must be used for the logotype (“Special Olympics”) and Times New Roman Bold Italic for the region, Program or Sub-Program name. See page 1.1, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels, for guidelines for constructing a Sub-Program logo.

To produce translated Special Olympics logos in countries that use non-Latin alphabets, refer to the list of approved fonts on page 4.5, Font Families, Non-Latin Alphabet Languages.

#### Example of translated region name



#### Example of completely translated logo



#### Example of Program name in non-Latin alphabet



## 1.5

### LOGO CONSTRUCTION

#### Space Around the Logo

##### Logotype

“S” is the standard height, equivalent to “x”

##### Seal

4 1/2 x

##### Region/Program Name

x

##### Clear Space Area

x

To preserve its legibility and visual integrity, the Special Olympics logo should always be surrounded by sufficient space. The minimum space around the logo is called the “clear space.” “X” represents the minimum clear space around the logo. “X” is equivalent to the height of the uppercase “S” in Special Olympics. Do not allow other imagery to encroach upon the logo’s clear area.

As a general principle, as much space as possible should be given to the logo. This will ensure that the visual identity is clear and strong.

The rules regarding clear space also apply to any background. If the logo is reproduced on a photograph, place it in a clear area of the photo, such as a sky or background, to ensure legibility of the logo. See page 1.8, Color, Background, for more information.

#### Logo proportions



**LOGO CONSTRUCTION**

Incorrect Logo Formatting



Do not display the seal without the logotype



Do not display the logotype without the official seal



Do not change the size relationship between the official seal and the logotype



Do not alter the size relationship of the logo typography



Do not replace the region/Program typography with Serpentine Bold Oblique ("Special Olympics" font)



Do not replace the logo typography with a different type style



Do not omit the logo registration mark



Do not replace the official seal with any other symbol



Do not add graphic elements to the official logo

## 1.7

### COLOR

#### Specifications

##### Red

###### Spot Color (PMS)

PMS 485

###### Process Color (CMYK)

0% Process Cyan (C)  
97% Process Magenta (M)  
100% Process Yellow (Y)  
0% Process Black (K)

###### Web Safe Color (Hexadecimal)

Hex # D42E12

##### Screen Color (RGB)

212 - Red (R)  
46 - Green (G)  
18 - Blue (B)

##### Teal

###### Spot Color (PMS)

PMS 327

###### Process Color (CMYK)

100% Process Cyan (C)  
0% Process Magenta (M)  
44% Process Yellow (Y)  
17% Process Black (K)

###### Web Safe Color (Hexadecimal)

Hex # 00877D

##### Screen Color (RGB)

0 - Red (R)  
135 - Green (G)  
125 - Blue (B)

The Pantone Matching System (PMS) is an internationally used method of matching and specifying color. Therefore, PMS specifications are used throughout this guide. PMS colors can be simulated in four-color process (CMYK) printing; the percentages of cyan, magenta, yellow and black necessary to approximate the red (PMS 485) and teal (PMS 327) of the Special Olympics logo are shown at right.

Computer monitors display images using a different color system (RGB) and Web site design uses the hexadecimal system. The color values for PMS 485 and PMS 327 in both systems are shown at right.



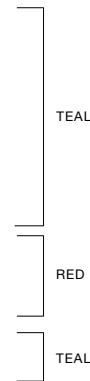
PMS 485



PMS 327



***Special Olympics***  
*Region or Program Name*



##### Spot Color (PMS) Usage

The preferred method for reproducing the Special Olympics logo is in two spot (PMS) colors.

##### Process (CMYK) Usage

In cases where it is not possible to use spot colors, the logo may be reproduced using process colors.

##### Web-Safe Color (Hexadecimal) Usage

Color specification for use on the World Wide Web.

##### Screen Color (RGB) Usage

For visual presentations on computer screen, such as PowerPoint.

Do not switch official logo colors



## 1.8

### COLOR

#### Proper Color Use

Proper color use is a critical factor in correctly reproducing a logo. Consistent use of official Special Olympics colors will help guarantee high degrees of awareness and instant recall. The official Special Olympics colors are red (PMS 485) and teal (PMS 327).

Reproduce the official logo in the preferred two-color format whenever possible.

#### Two-Color Logo (Preferred)

“Special Olympics” is red (PMS 485). The seal and Program designation are teal (PMS 327).



#### One-Color Logo (Acceptable)

The entire logo is reproduced in teal (PMS 327).



The entire logo is reproduced in black.



The entire logo is reproduced in red (PMS 485).



Do not alter color usage within the logo.



Do not substitute either color in the two-color logo.



#### Red

##### Spot Color (PMS)

PMS 485

##### Process Color (CMYK)

0% Process Cyan (C)  
97% Process Magenta (M)  
100% Process Yellow (Y)  
0% Process Black (K)

##### Web Safe Color (Hexadecimal)

Hex # D42E12

##### Screen Color (RGB)

212 - Red (R)  
46 - Green (G)  
18 - Blue (B)

#### Teal

##### Spot Color (PMS)

PMS 327

##### Process Color (CMYK)

100% Process Cyan (C)  
0% Process Magenta (M)  
44% Process Yellow (Y)  
17% Process Black (K)

##### Web Safe Color (Hexadecimal)

Hex # 00877D

##### Screen Color (RGB)

0 - Red (R)  
135 - Green (G)  
125 - Blue (B)

**COLOR****Reverse**

Logo artwork is balanced to function in either positive form (dark graphics on light background) or reverse form (light graphics on a dark background).

Reverse logos can appear against a solid background of any color as illustrated below, and can also appear against dark value, low-contrast backgrounds.

**Reverse Logo**

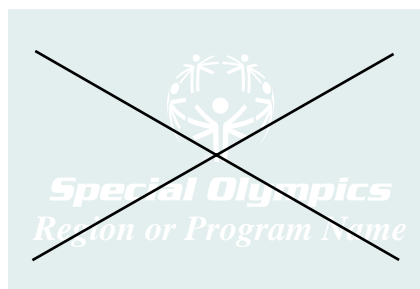
The entire logo is white against any appropriate contrasting color.

**Background option**

The reverse logo may appear against dark value, low-contrast imagery.



Do not allow inadequate color contrast between the reverse logo and its background.



## 1.10

### COLOR

#### Background

The logo can be used against background imagery, such as photographs. For positive (two- and one-color) logos, position the logo against a light-value, low-contrast area of the image. For reverse logos, position the logo against a dark-value area of the image. Be sure that high-contrast background imagery does not make the logo difficult to read.



**Two-Color Logo on Light Value Area of Image**



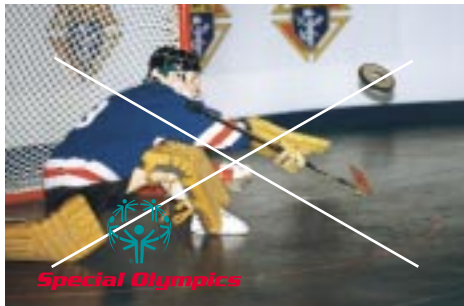
**One-Color Logo on Low-Contrast Area of Image**



**Reverse Logo on Dark Value Area of Image**



**One-Color Logo on Ghosted Process Color Image**



**Unacceptable:  
Two-Color Logo on High-Contrast Area of Image**



**Unacceptable:  
One-Color, Dark Logo on Dark Value Area of Image**

## SCREEN RELATIONSHIPS

### Logos Against a Screened Background

The value scale on this page illustrates positive and reverse logos applied to various percentages of black. Positive logos can appear against a screened background from 0 percent to 35 percent of black. Avoid using positive logos on backgrounds darker than a 35 percent value of black or reverse logos on backgrounds that are lighter than a 60 percent value of black.



Reverse logos can appear against a screened background from 60 percent to 100 percent of black.



To avoid problems with legibility, do not use positive or reverse logos against screened backgrounds from 36 percent to 59 percent of black.



**AUTHORIZED USE**

Minimum Size Limits and Specialized Uses

**Minimum Size**

Minimum size limits are another way in which clear visibility and legibility is maintained. The example below illustrates the minimum size at which the Special Olympics logo should be reproduced.



**Specialized Formats**

In cases where the preferred Special Olympics logo construction cannot be used, the following two formats, horizontal and stacked, may be used.

**Horizontal**

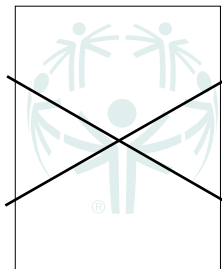


**Stacked**



**Logo as a Watermark**

The Special Olympics seal may be used as a decorative watermark design, provided that a logo in its entirety also appears prominently in the same document.



**Logo on Medals**

The Special Olympics seal may be used without the logotype on competition medals. However, it is preferable to use the logo in its entirety.

---

**COLOR PALETTE**

Color choice is an important part of the Special Olympics visual identity. By using a consistent palette of colors that complements the Special Olympics logo colors PMS 485 (red) and PMS 327 (teal), you create a cohesive, attractive “family” of publications. Keep in mind that the color palette presented below is designed not to restrict your color choices, but to guide them. Use a Pantone® color guide to explore color options based on the Special Olympics color palette.



**Spot Color (PMS):** PMS 327  
**Process Color (CMYK):** C=100%, M=0%, Y=44%, K=17%  
**Screen Color (RGB):** R-0, G-135, B-125  
**Web Safe Color (Hexadecimal):** Hex # 00877D



**Spot Color (PMS):** PMS 485  
**Process Color (CMYK):** C=0%, M=97%, Y=100%, K=0%  
**Screen Color (RGB):** R-212, G-46, B-18  
**Web Safe Color (Hexadecimal):** Hex # D42E12



**Spot Color (PMS):** PMS 286  
**Process Color (CMYK):** C=100%, M=66%, Y=0%, K=2%  
**Screen Color (RGB):** R-0, G-51, B-171  
**Web Safe Color (Hexadecimal):** Hex #0033AB



**Spot Color (PMS):** PMS 116  
**Process Color (CMYK):** C=0%, M=16%, Y=100%, K=0%  
**Screen Color (RGB):** R-247, G-209, B-23  
**Web Safe Color (Hexadecimal):** Hex # F7D117



**Spot Color (PMS):** PMS 3015  
**Process Color (CMYK):** C=100%, M=30%, Y=0%, K=20%  
**Screen Color (RGB):** R-0, G-102, B-158  
**Web Safe Color (Hexadecimal):** Hex # 00669E



**Spot Color (PMS):** PMS 2597  
**Process Color (CMYK):** C=85%, M=100%, Y=0%, K=0%  
**Screen Color (RGB):** R-102, G-0, B-135  
**Web Safe Color (Hexadecimal):** Hex # 660087



**Spot Color (PMS):** PMS 7502  
**Process Color (CMYK):** C=0%, M=8%, Y=35%, K=10%  
**Screen Color (RGB):** R-214, G-191, B-145  
**Web Safe Color (Hexadecimal):** Hex # D6BF91



**Spot Color (PMS):** PMS 424  
**Process Color (CMYK):** C=0%, M=0%, Y=0%, K=61%  
**Screen Color (RGB):** R-122, G-122, B-120  
**Web Safe Color (Hexadecimal):** Hex # 7A7A78

---

**SUMMARY OF  
RULES**

**The following list summarizes the principal rules concerning use of the Special Olympics logo. See the specific sections referenced for more information.**

- The two elements that make up the logo—the seal and the logotype—must be used together, without altering their relative size and position.  
*Page 1.3, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels.*
- The logo must always include the registered trademark symbol—®.  
*Page 1.3, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels.*
- Special Olympics region and Program logos must incorporate the name of the region or program below the logotype. The use of the logo without a region or Program name is reserved for Special Olympics, Inc.  
*Page 1.3, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels.*
- Translated (non-English) versions of the logo must be developed using approved fonts.  
*Page 1.3, Logo Construction, Headquarters, Regional, Program and Sub-Program Levels.*
- The official Special Olympics colors are PMS 485 (red) and PMS 327 (teal). In the two-color version of the logo, the seal and region or Program name should be reproduced in PMS 327 and the logotype in PMS 485.  
*Page 1.8, Color, Proper Color Use.*
- Reverse logos may appear against an appropriate contrasting solid color and dark value, low-contrast imagery.  
*Page 1.9, Color, Reverse.*
- Avoid using positive logos on backgrounds darker than a 35 percent value of black or reverse logos on backgrounds that are lighter than a 60 percent value of black.  
*Page 1.11, Screen Relationships, Logos Against a Screened Background.*
- To maintain legibility, the logo should never be reduced beyond its minimum size (seal is 3/8 inch wide).  
*Page 1.12, Authorized Use, Minimum Size Limits and Specialized Uses.*
- To preserve its legibility and visual integrity, the Special Olympics logo should always be surrounded by sufficient clear space.  
*Page 1.5, Logo Construction, Space Around the Logo.*