



T-Shirt/Uniform Guidelines

To access the Brand Identity Guidelines, Brand Marks, design elements and document templates go to:

www.somi.org/about-somi/somi-resource-center.html

*Examples are provided by Special Olympics International

Brand Mark:

Low Contrast – When positioning the mark against a graphic T-shirt background, place the single color or white mark as appropriate against a low contrast section of the graphic.

EX:



T-shirts/Uniforms:

Athlete program level branding – No sponsorship

Athlete T-shirts/uniforms used for competitions should not carry any sponsorship branding. They can be branded with the Special Olympics Michigan mark. For T-shirts created for specific Special Olympics events, the event branding may be included.

1. Large application using centered lock-up. Used when no other graphic elements required.
Symbol height: $\pm 100\text{mm}/4.3''$
2. Medium sized application using horizontal lock-up. Can be used on its own or when accommodating an event title or graphic.
Symbol height $\pm 80\text{mm}/3.15''$
3. Crest application. Can be used on team t-shirts or jerseys when team numbers are required.
Symbol height $\pm 60\text{mm}/2.3''$
4. When using dark color T-shirts, the brand should be printed in white.
5. When using light colored T-shirts, other than white, the brand should be printed in black or a color that creates sufficient contrast with the T-shirt base color.

EX:



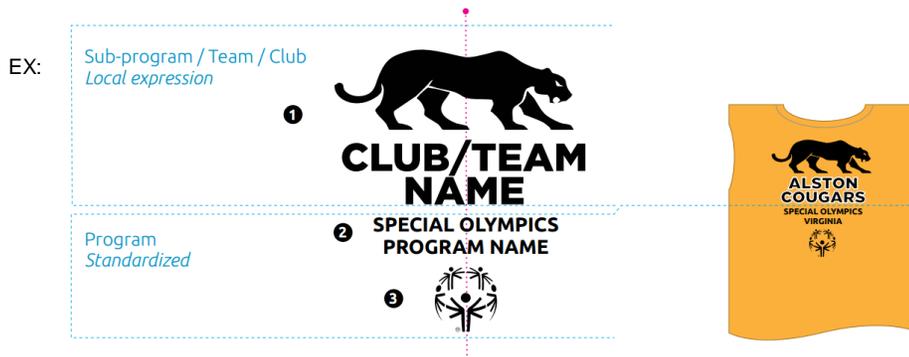


T-shirts/Uniforms:

Lock-up for sub-programs, clubs or teams

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

1. The name of the team has primacy 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.
2. The name of Special Olympics Michigan to which the sub-program, team or club is affiliated is set in all capitals Ubuntu Bold as illustrated.
3. The Special Olympics Michigan symbol is centered beneath the program name.
4. The color, typestyle 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 Michigan.



Shield format for sub-programs, clubs or teams

Sub-program, club or team t-shirts may also be locked up into a shield format.

1. The shield can be used as illustrated at a recommended height of ± 120 mm.
2. The shield can be created in two color
3. It can also be created in single color.

When creating shield for sub-programs, clubs or teams a variety of approaches can be taken.

4. A simple symbol or illustration that relates to the name or location.
5. A monogram in a bold robust style.
6. For sub-programs, clubs or teams that use area numbers consider giving the numbers more personality through the choice of typeface and choice of color.

EX:



Please note that club or team identities are for use on team shirts or uniforms ONLY.



T-shirts:

Volunteer T-shirts with sponsorship branding

When creating volunteer T-shirts which incorporate sponsor branding, the Special Olympics Michigan Brand Mark should always be dominant over sponsor brands.

1. Single sided T-shirt with Special Olympics Michigan and partner brands on the front.
2. Double sided T-shirt with Special Olympics Michigan mark used large on the front with the partner brands on the reverse. Not the repeat of the Special Olympics Michigan brand in a dominant position on the reverse.
3. When using dark color T-shirts the brand should be printed in white.
4. When using light colored T-shirts other than white the brand should be printed in black or a color that creates sufficient contrast with the T-shirt base color.

EX:

