



# Young Athletes<sup>TM</sup> Lockup Guidelines

Guidelines for Special Olympics and Young Athletes<sup>TM</sup> Lockups

**Special Olympics**



# Special Olympics Platform Guidelines

## Young Athletes™



### Lockup + Color Palette

Examples of how to properly represent Young Athletes™ in different executions.

#### Color Variations



2 Color Variations

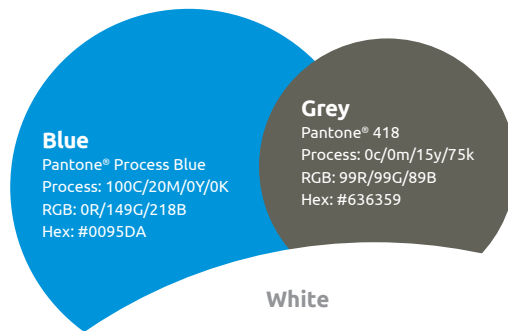


1 Color Variations



1 Color Variations within a shape

#### Primary Colors + Complimentary Color Palette



Primary Colors



Secondary Color Variations

#### Complimentary Color Palette

We suggest choosing from these color variations when creating design pieces or communication materials. This color palette should not be applied to the original lockup.

# Special Olympics Platform Guidelines

## Young Athletes™

### B Communication Needs

Examples of how to properly represent Young Athletes™ in different executions



Young Athletes™ Newsletter Mastheads



# Special Olympics Platform Guidelines

## Young Athletes™

### A Young Athletes™ + Accredited Program Representation

Examples of how to properly represent Young Athletes™ and the Accredited Program mark



T-shirts



E-mail Masthead/ Newsletter Masthead



Horizontal Banners

Vertical Banners



Special Olympics  
Young Athletes™

- 1 The Special Olympics Accredited Program mark is used to endorse the communication.  
*It should not be locked-up with Young Athletes's logotype.*
- 2 A clean typographic construct can be used for Young Athletes.
- 3 The curve house style should be used to enhance the design.
- 4 Pictures should be empowering and signify sports, fun and inclusion.



# Special Olympics *Platform Guidelines*

## Young Athletes™

### *Some Notes*

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Our primary brand is Special Olympics and everything we do should build recognition and positive associations in this name and symbol. Our brand however is active in many different areas such as Education, Health and Community Branding, in addition to our core offering of sports training and competition. Events and activities such as Project UNIFY®, Unified Sports® and Young Athletes™ provide entry points that clearly link back to our organization. Therefore it is important to clearly represent the relationship between these aspects and Special Olympics.

#### **Fonts:**

Our primary Special Olympics font is Ubuntu, it is advisable to use the same font for the all our entry points such as Project UNIFY®, Unified Sports® and Young Athletes™ to have consistency and unique brand recognition.

#### **Colors:**

Blue is the primary color for Young Athletes™ and for the lockup. When communication material is designed, the blue color can be used with the complimentary palette specified.