



# Project UNIFY<sup>®</sup> Lockup Guidelines

Guidelines for Special Olympics and Project UNIFY<sup>®</sup> Lockups

**Special Olympics**



# Special Olympics Platform Guidelines

## Project UNIFY®

### A

#### Lockup + Color Palette

Examples of how to properly represent Project UNIFY® in different executions

#### Color Variations



2 Color Variations

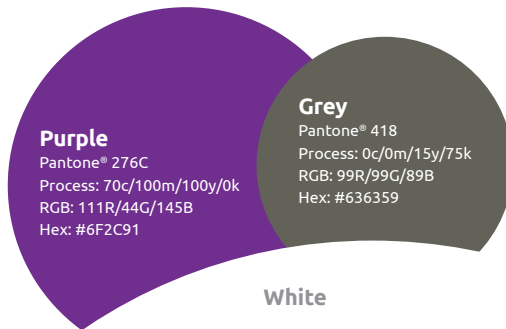


1 Color Variations



1 Color Variations within a shape

#### Primary Colors + Complimentary Color Palette



Primary Colors



Complimentary 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

## Project UNIFY® + Accredited Program

### A Project UNIFY® + Accredited Program Representation

Examples of how to properly represent Project UNIFY® and the Accredited Program mark



T-shirts

E-mail Masthead/ Newsletter Masthead



Vertical Banners



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

Horizontal Banners

# Special Olympics Platform Guidelines

## Project UNIFY®

### B Communication Needs

Examples of how to properly represent Project UNIFY® in different executions



T-shirts

Flags



Vertical Banners

### E-mail MAsthead/ Newsletter Mastheads



### Newsletter



Horizontal Banner + Sponsor's Logo

# Special Olympics *Platform Guidelines*

## Project UNIFY®

### *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:**

Purple is the primary color for Project UNIFY® and for the lockup. When communication material is designed, the purple color can be used with the complimentary palette specified.