

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

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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

Teal

Spot Color (PMS)

PMS 327

Red

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

Teal

Spot Color (PMS)

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.



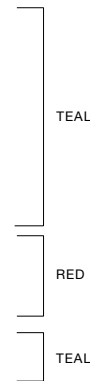
PMS 485



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



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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

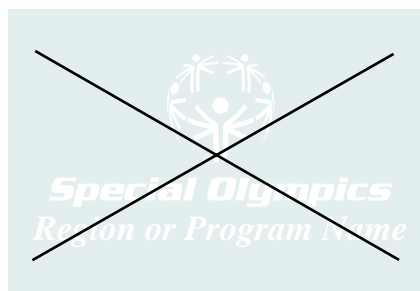
The entire logo is white against any appropriate contrasting color.

**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.



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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



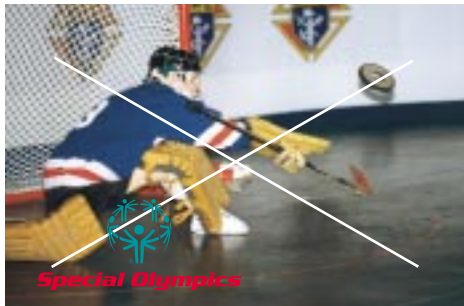
One-Color Logo on Low-Contrast Area of Image



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**

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

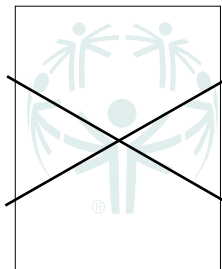


Stacked



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.