

September 24, 2026

**Special
Olympics**
British Columbia



Branding and Marketing Resources

Volunteer Professional Development Series

Megan Pollock, Marketing & Communications Director
Rishil Kishinchandani, Marketing Coordinator

Nice to Meet You



Amy Gibb
Operations Coordinator - Volunteers



Megan Pollock
Marketing & Communications Director



Rishil Kishinchandani
Marketing Coordinator



Welcome 😊

Thank you for joining us!



Housekeeping



- This webinar will be recorded so it can be accessed later.
- Please mute yourself if you are not speaking.
- Raise your hand or write questions in the chat.





Upcoming VPDS Webinars

Oct 5: LETR Polar Plunge

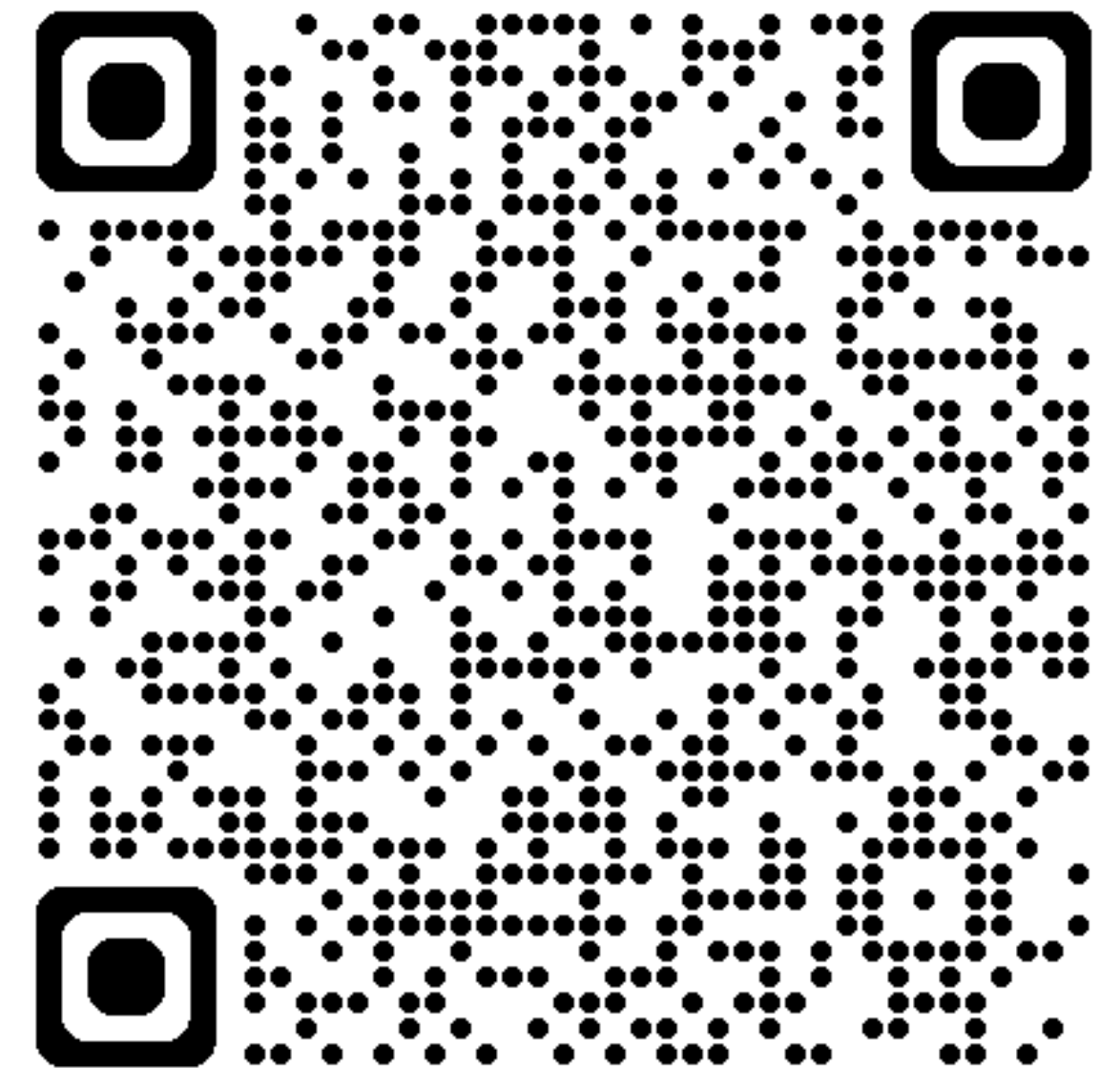
Nov 2: Fund Development Opportunities

Dec 7: Athlete Support – Behaviour 101

Jan 11: Athlete Support – Tools for Success

Jan 21: Navigating Microsoft SharePoint and Teams

Feb 18: Communication Tactics for Locals



Land Acknowledgement



Tsleil-Waututh

Musqueam

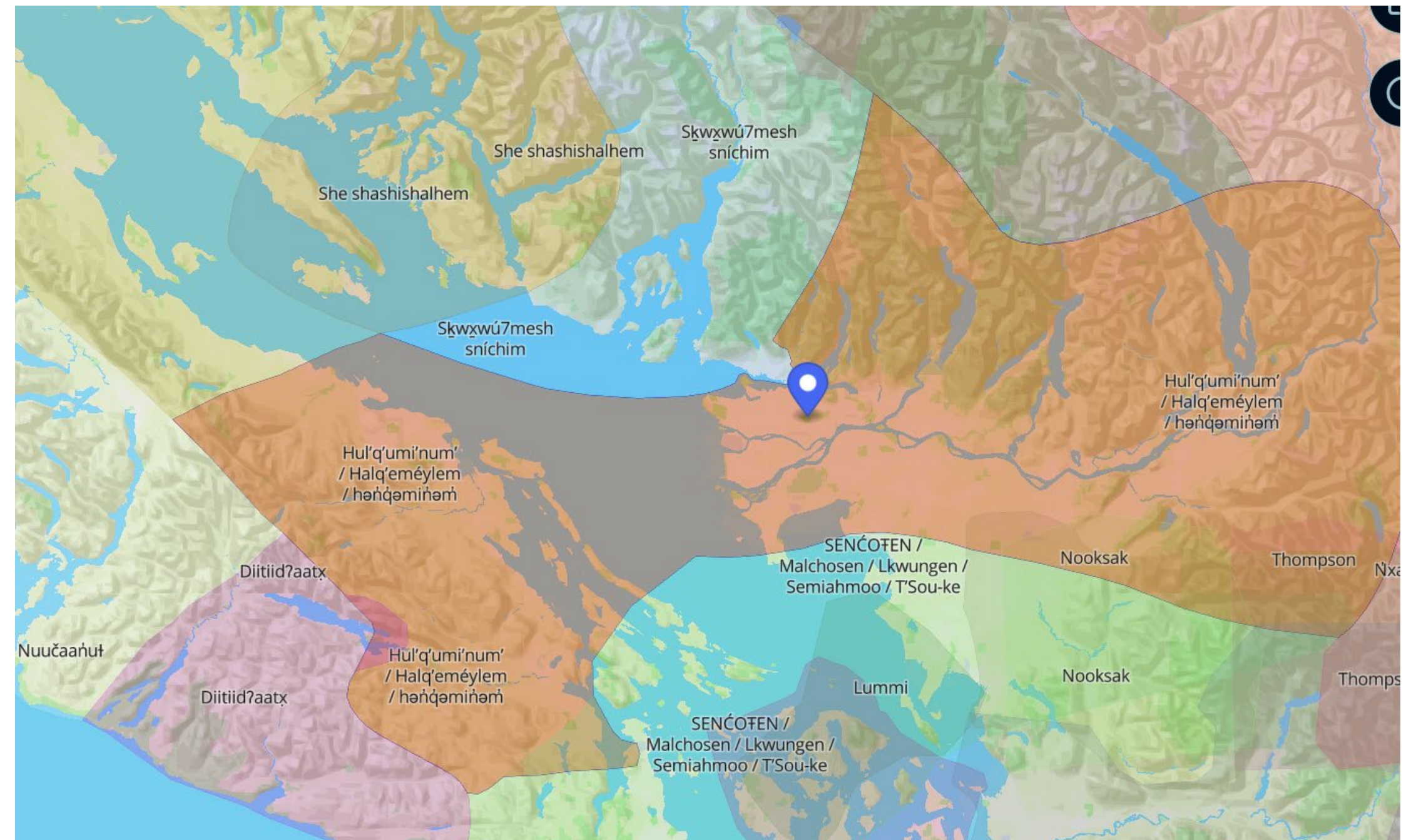
Qayqayt

Hul'qumi'num Treaty Group

Stz'uminus

Stó:lo

Cayuse, Umatilla, Walla Walla



Special Olympics British Columbia



Tonight's Agenda



Our Brand



Canva Templates



Marketing Resources



Q&A



1

Our Brand



Audience Poll #1

What words come to mind when you hear 'Special Olympics BC'?



**“A brand is the set
of expectations,
memories, stories
and relationships...”**

- Seth Godin



Our Brand

Special Olympics brand reflects:

- who we are,
- what we stand for, and
- how we connect with athletes, families, partners, and communities

Our brand is a tool to:

- share our story,
- inspire action, and
- bring the energy, joy and urgent message of our movement to life in every interaction



***Special
Olympics
British Columbia***

Our Brand Guidelines



Why are brand guidelines important?

- Provide consistency across the organization
- Build trust and recognition
- Ensure accessibility and inclusion

Special Olympics International maintains the overarching brand and guidelines.

Special Olympics BC, by association, must follow and uphold these guidelines. Doing so aligns us with the brand worldwide and we benefit from this worldwide recognition.

Special Olympics BC Brand Guide

Our brand is our reputation – a reputation shared by all of the Locals within Special Olympics BC. This reputation exists in the hearts and minds of the public and our stakeholders. Our reputation is informed primarily by what we do but also by what and how we communicate. These guidelines have been created to strengthen the Special Olympics brand worldwide and bring to life the values and the vision of our [Strategic Plan](#).

UPDATED AUGUST 2026



Available online at specialolympics.bc.ca/resources

Our Brand Guidelines

Our Official Name

Using our full name consistently informs audiences who we are.

- ✓ Special Olympic BC
- ✓ Special Olympics British Columbia

The order matters and saying our name in full is important, too.

- ✗ BC Special Olympics
- ✗ Special Olympics
- ✗ Special O
- ✗ SOBC



Our Brand Guidelines

Accessibility

- **Perceivable:** Strong colour contrast, clear typography
- **Operable:** Easy to navigate, use and interact with
- **Understandable:** Use plain, inclusive language and logical layouts
- **Robust:** Works reliably across current and future technologies



Our Brand Guidelines



Logos



Two-line logo



Centred logo



Our Brand Guidelines



Logos – Do

- Place them on clean, solid-coloured backgrounds
- Ensure contrast
- Leave clear space around the logo



Leave this space
around the mark clear

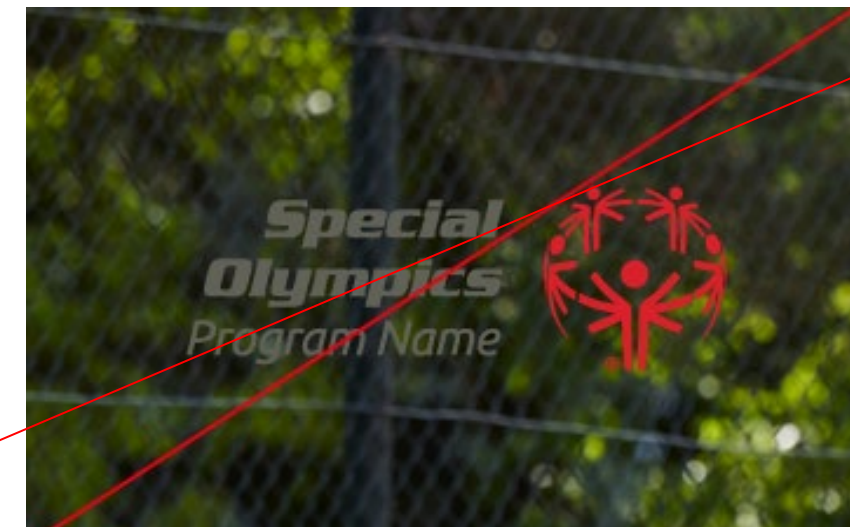


Our Brand Guidelines



Logos – Don't

- Alter their shape (stretch/distort)
- Change their colour(s)
- Use with busy backgrounds
- Separate part of the logo



Our Brand Guidelines



Colour Palette

Primary: SO Red PANTONE 186 C HEX: #FF0000 RGB: 255.0.0 CMYK: 0.100.100.0	Primary: SO Grey PANTONE 418 C HEX: #636359 RGB: 99.99.89 CMYK: 0.0.15.75	Primary: White HEX: #FFFFFF RGB: 255.255.255 CMYK: 0.0.0.0
Secondary: Mid Red PANTONE 193 C HEX: #BB1F32 RGB: 187.31.50 CMYK: 18.100.86.9	Secondary: Light Grey PANTONE 413 C HEX: #BDBDB3 RGB: 189.189.179 CMYK: 0.0.8.30	Secondary: Black HEX: #000000 RGB: 0.0.0 CMYK: 0.0.0.100
Secondary: Dark Red PANTONE 188 C HEX: #71001B RGB: 113.0.27 CMYK: 30.100.85.45	• The Special Olympics core colour is red. This is the key colour that our brand is associated with. • White should be considered an important colour within the palette. Use of white space within design layouts will create a feeling of a bright, open visual identity. • Avoid using too many colours in your designs and layouts. Limit colours to no more than three.	

Our Brand Guidelines



Typography

Special Olympics brand font is **Ubuntu**

Alternate font (for use on personal computers or within MS Office) is **Arial**

Ubuntu

Light, Regular, *Italic*, Medium,
Bold, Extra Bold, Bold Italic
AaBbCcDdEeFfGg1234567890

Arial *aaaa*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 01234567890

Our Brand Guidelines

**Special
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British Columbia



Photography/Videography

People

- Diversity in age, gender, community, ability
- Authentic/candid portrayals

Action

- Dynamic, inspiring, inclusive, vibrant

Emotion

- Joy, pride, driven, determined, grateful, focused, empowered



Our Brand Guidelines

**Special
Olympics**
British Columbia



Photography/Videography Tips



(1) Avoid altering colour and lighting or using any effects on images.



(2) Avoid low resolution or poor-quality images/videos.



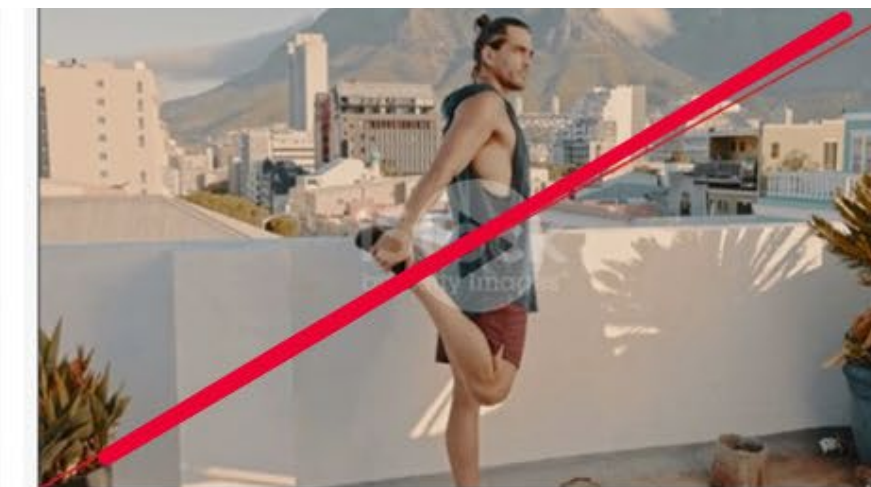
(3) Avoid the use of AI generated images/videos.



(4) Avoid cliché or sappy music in videos.



(5) Do not feature individuals without their consent.



(6) Avoid stock footage of humans or faces.





2

Canva Templates

Audience Poll #2

How comfortable are you using Canva?



Canva Templates



The templates can be found here:

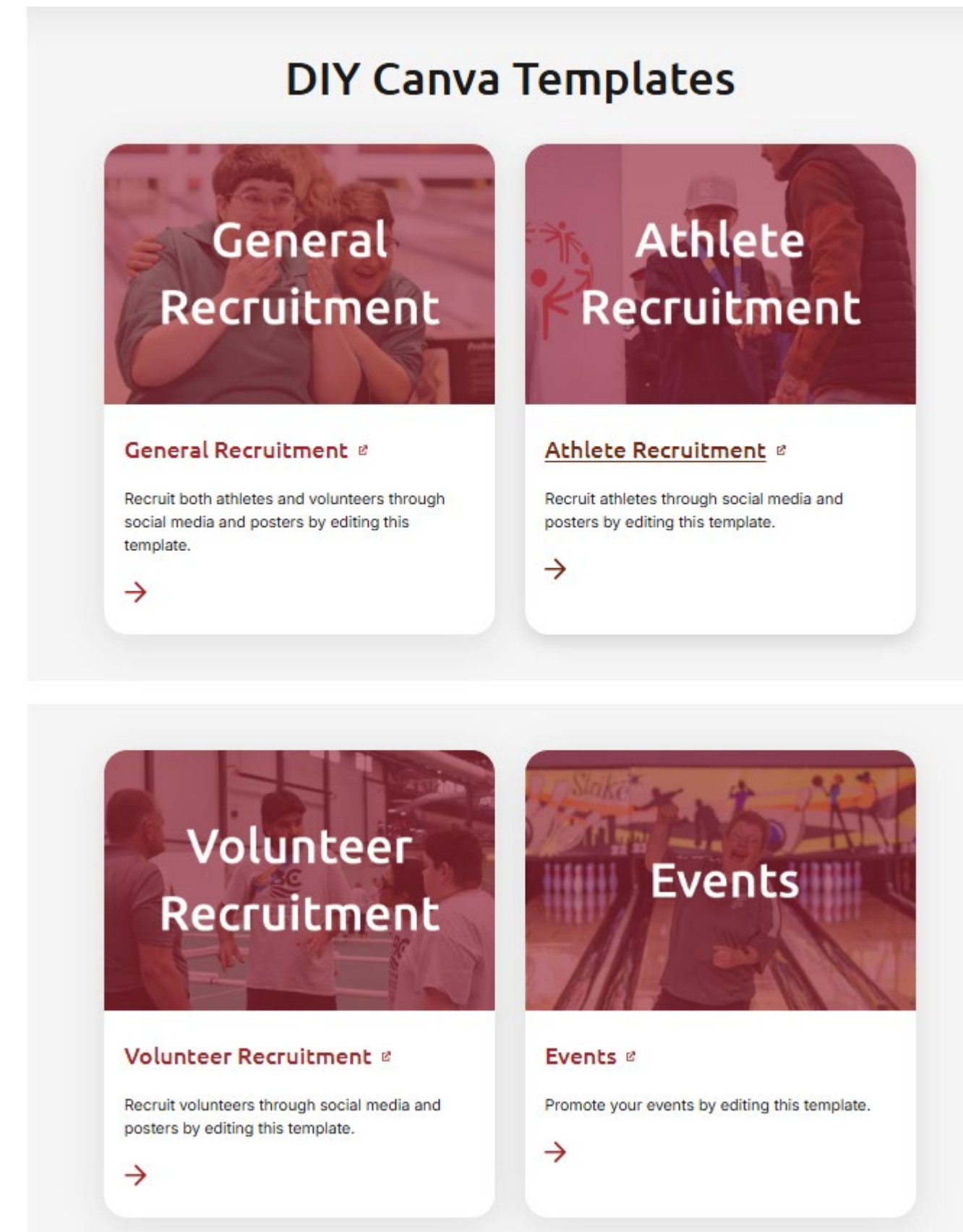
<https://www.specialolympics.bc.ca/resources/marketing-communications-resources/>

We currently have **4 Canva Templates** available for Locals to use:

- 1) General Recruitment
- 2) Athlete Recruitment
- 3) Volunteer Recruitment
- 4) Events

Each **Template includes:**

- One page of instructions
- One template of a poster
- One template of a social media graphic







3

Marketing Resources



Audience Poll #3

Are you familiar with the Marketing & Communications Resource page?

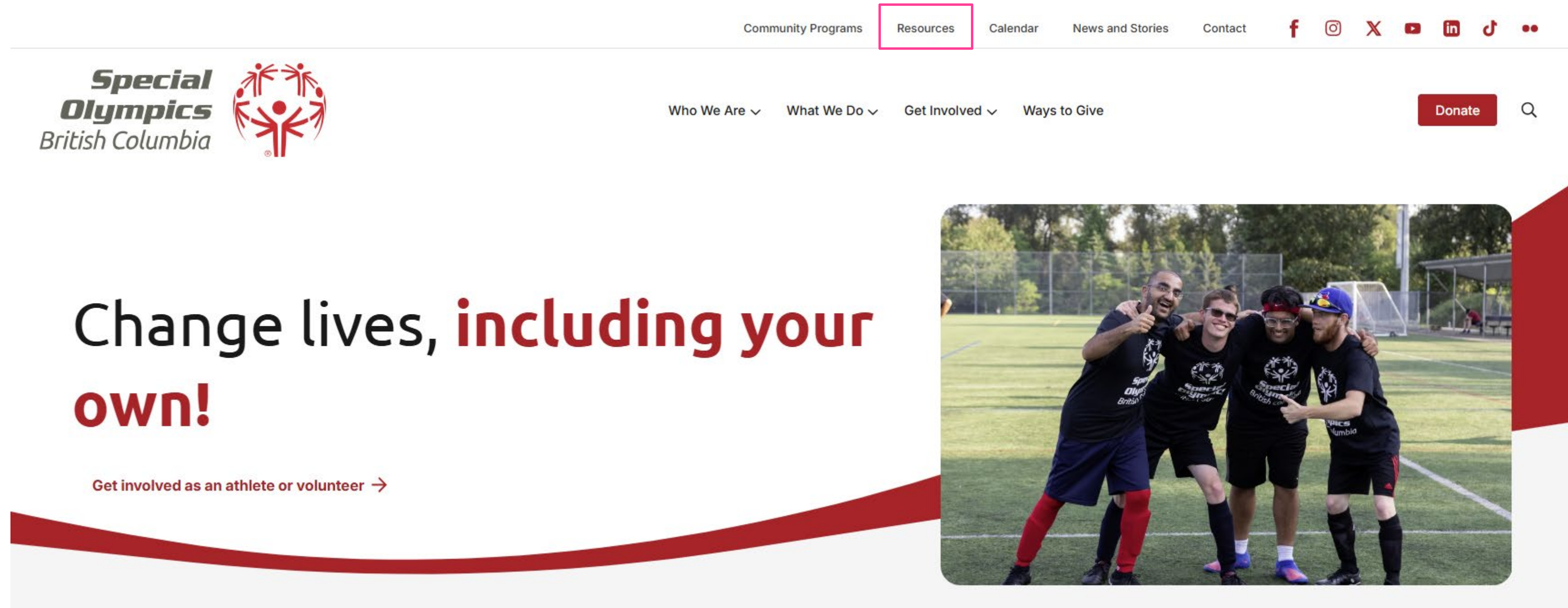
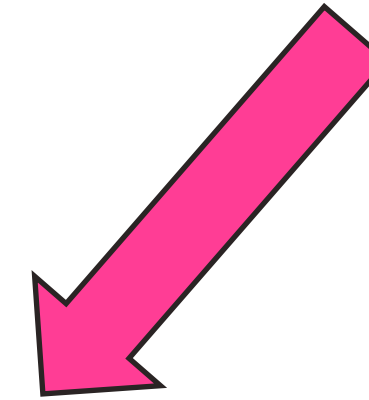


Marketing & Communications Resources

**Special
Olympics**
British Columbia



Go to: <https://www.specialolympics.bc.ca>



Marketing & Communications Resources



Community Programs Resources Calendar News and Stories Contact



Who We Are ▾ What We Do ▾ Get Involved ▾ Ways to Give

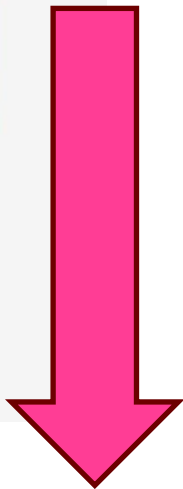
[Donate](#)

[Home](#) / [Resources](#)

Resources



Scroll down



Athletes

Marketing & Communications Resources

**Special
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British Columbia



Fans and Fundraising

[Fundraising Resources](#)

[Grant Resources](#) 

[Year-End Giving Resources](#) 

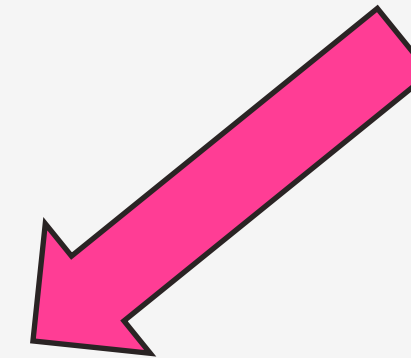
[Marketing and Communications Resources](#)

[Request Marketing Assets and Logos](#)

[Spectator Code of Conduct](#)

[Special Olympics Global Week of Inclusion](#)

[Spread the Word](#)



Marketing & Communications Resources



- Community Programs
- Resources
- Calendar
- News and Stories
- Contact
-
-
-
-
-
-
-



- Who We Are ▾
- What We Do ▾
- Get Involved ▾
- Ways to Give

[Donate](#)

[Home](#) / [Resources](#) / Marketing & Communications Resources

Marketing & Communications Resources

Welcome!

Welcome, Special Olympics BC Locals! We've created marketing and communications resources to make your job easier and help grow our community.

Marketing & Communications Resources



Branding and Writing

Brand Guide

Brand Guide PDF

Find Special Olympics logo standards, fonts, colour palettes, and other key visual resources. Updated August 2026.

→

Key Messages

Key Messages PDF

Find Special Olympics BC's messaging, organizational facts, and communication tools. Updated August 2026.

→

Style Guide

Style Guide PDF

Refer to this tool for Special Olympics terminology, grammar, and accessibility resources. Updated August 2026.

→

Marketing & Communications Resources



DIY Canva Templates



General Recruitment

General Recruitment [↗](#)

Recruit both athletes and volunteers through social media and posters by editing this template.

→



Athlete Recruitment

Athlete Recruitment [↗](#)

Recruit athletes through social media and posters by editing this template.

→



Volunteer Recruitment

Volunteer Recruitment [↗](#)

Recruit volunteers through social media and posters by editing this template.

→



Events

Events [↗](#)

Promote your events by editing this template.

→

Marketing & Communications Resources



Request Promotional Resources



Request Materials

[Request Materials](#)

Request custom graphics, promotional materials, and communications support from the SOBC Marketing & Communications team.

→

Marketing & Communications Resources



Additional resources

- Planning documents
 - Content calendar for 2026-27
- Recruitment resources
 - Dropbox folder with photos, videos, and presentation resources and messaging
- Editable documents
 - Microsoft Office templates (letterhead, program schedules, PowerPoints), certificates
- Templates & samples
 - Uniform/apparel templates
 - Graphics, ads, business cards, banners, posters samples (for reference)





4

Q&A





Thank you.