

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

***Special
Olympics***
British Columbia



What We Will Cover

Please note that our primary brand is Special Olympics and everything we do should build recognition and positive associations in this name and symbol. Events, games, and activities provide entry points that clearly link back to our organization.

Everything we print and publish as Special Olympics must clearly have the Special Olympics name or full mark on it, not just the team or community name. Anything purchased with Special Olympics funds should, ultimately, serve Special Olympics and awareness of our athletes and mission.

1

Brand Overview

2

Communication Guidelines

3

Logo Variations and Usage

4

Colour Palette

5

Typography

6

Photography and Videography

7

Brand Assets

8

Contact Information

Brand Overview

**Special
Olympics**
British Columbia



Mission Statement

Special Olympics BC is dedicated to enriching the lives of individuals with intellectual and developmental disabilities through sport.

Vision Statement

Our vision is that sport will open hearts and minds towards people with intellectual and developmental disabilities and create inclusive communities all across British Columbia.

Brand Differentiator

Special Olympics is the only global sports movement led by people with intellectual disabilities. Every day around the world, our athletes show the world that sports is a force for justice for people of all abilities. We demand dignity. We reject low expectations. We transform bias into belief. Everyone belongs at Special Olympics.

Brand Values

1. **Inclusion:** We foster inclusive communities.
2. **Diversity:** We honour what is unique in each individual.
3. **Empowerment:** We create opportunities to pursue full potential.
4. **Respect:** We operate in an environment of cooperation, collaboration and dignity.
5. **Excellence:** We elevate standards and performance.

COMMUNICATION GUIDELINES

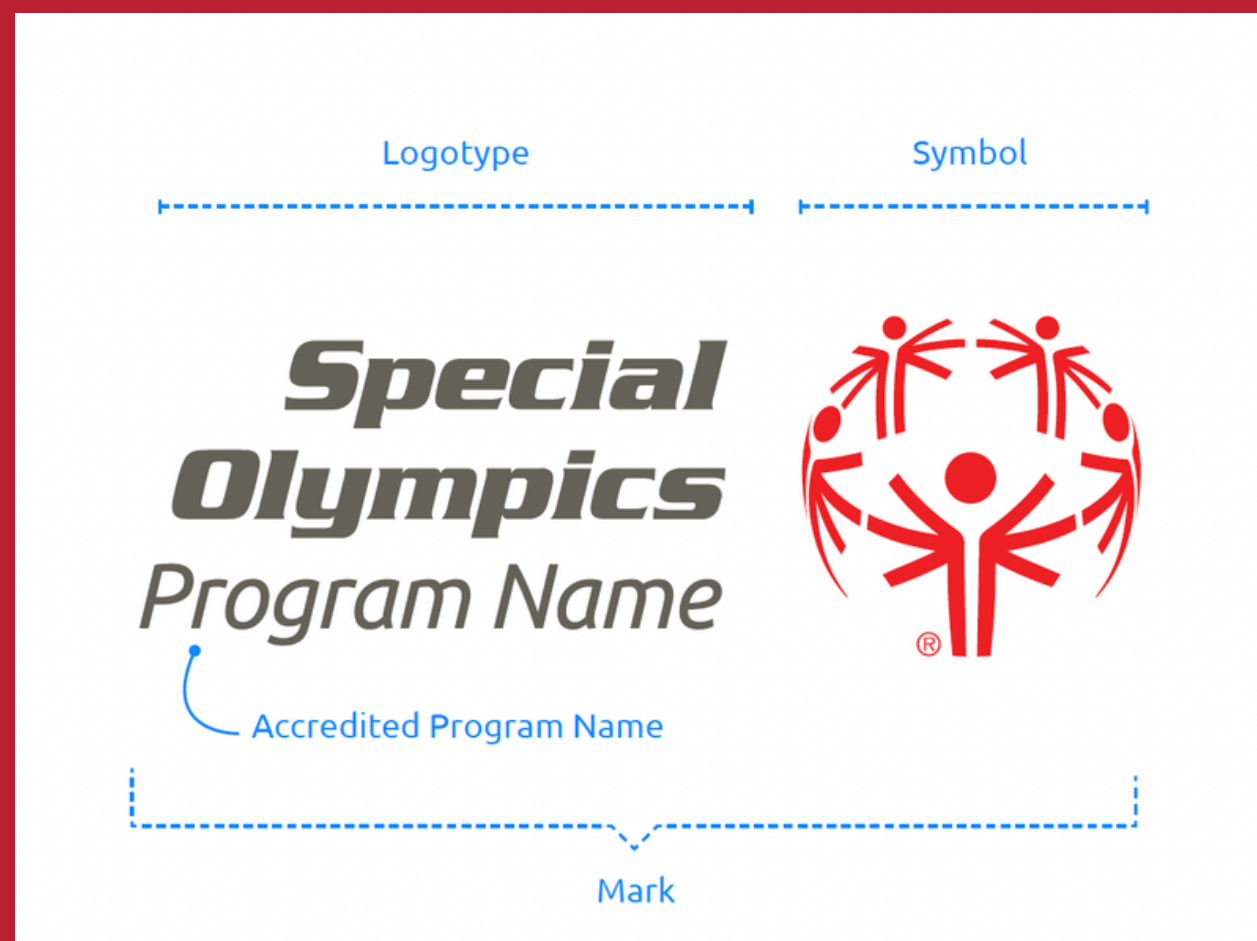
OUR OFFICIAL NAME

- Special Olympics BC or Special Olympics British Columbia (**NOT** *the* Special Olympics, BC Special Olympics, Special O)
- **Local/Community Names:** Special Olympics BC – Local Name (**NOT** Local Name Special Olympics)
 - **CORRECT:** Special Olympics BC – Kamloops
 - **INCORRECT:** Kamloops Special Olympics

FOUR PRINCIPLES OF ACCESSIBILITY

1. **Perceivable:** Use strong colour contrast, clear typography and provide text alternatives for images and videos so every audience member can fully experience our content.
2. **Operable:** All our materials should be easy to navigate, use and interact with—no matter someone's ability or device.
3. **Understandable:** Use plain, inclusive language and logical layouts so our message of inclusion is easy for all to follow and engage with.
4. **Robust:** Everything we create should work reliably across current and future technologies, ensuring lasting accessibility for all.

Logo Variations and Usage



Primary Logo (Two Line Version)

- The Special Olympics brand mark should always be used in its full lock-up version (Symbol, Logotype, and Program Name)
- The Accredited Programs **can NOT** use the symbol on its own.



(1) Two Line (Standard) Version: The lock-up with the logotype used across two lines is the best option for general use where space may be restricted.

(2) Single Line Version: The one-line lock-up is ideal where more horizontal space is available.

(3) Centered Version: The centered lock-up of the mark is best for vertical or centered layouts.



Give the mark free space:

- Free space should be left around the mark. That means space equivalent to the height of the 'O' in Special Olympics in the logo.
- Other graphic elements or information should not be used in this area.

Two Color (with type in Grey)

***Special
Olympics***
Program Name



Two Color (with type in Black)

***Special
Olympics***
Program Name



Colour versions

These versions of the mark are for use against white or light colour backgrounds/images only.

Single Color (Black)

***Special
Olympics***
Program Name



Single Color (Red)

***Special
Olympics***
Program Name



Single Color (Grey)

***Special
Olympics***
Program Name



Single Color (White)

***Special
Olympics***
Program Name



White version

This version of the mark is for use against dark solid colours and photos.

4

Colour Palette

Primary: SO Red

PANTONE 186 C
HEX: #FF0000
RGB: 255.0.0
CMYK: 0.100.100.0

Secondary: Mid Red

PANTONE 193 C
HEX: #BB1F32
RGB: 187.31.50
CMYK: 18.100.86.9

Secondary: Dark Red

PANTONE 188 C
HEX: #71001B
RGB: 113.0.27
CMYK: 30.100.85.45

Primary: SO Grey

PANTONE 418 C
HEX: #636359
RGB: 99.99.89
CMYK: 0.0.15.75

Secondary: Light Grey

PANTONE 413 C
HEX: #BDBDB3
RGB: 189.189.179
CMYK: 0.0.8.30

Primary: White

HEX: #FFFFFF
RGB: 255.255.255
CMYK: 0.0.0.0

Secondary: Black

HEX: #000000
RGB: 0.0.0
CMYK: 0.0.0.100

- **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.**

Typography

Ubuntu: Ubuntu is our text font and should be used for setting all paragraphs of longer body text in our print and digital communications.

Arial: When using Ubuntu within Microsoft Office documents, it should only be shared in PDF format. Otherwise, Arial should be used in place of Ubuntu.

Ubuntu

Light, Regular, *Italic*, Medium,

Bold, Extra Bold, *Bold Italic*

AaBbCcDdEeFfGg1234567890

Arial *aaaaa*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 **01234567890**

Photography and Videography

Photography and videography are one of the most important elements in our brand identity system. It not only showcases our games and events but helps to tell the stories and deliver the emotional impact of the athletes, coaches, volunteers and supporters who bring our movement to life every day.

PEOPLE

We seek to portray and champion:

- Diversity in age, gender, ethnicity and disability (visible and non-visible)
- Authentic/candid portrayals
- Athletes in action
- Confidence, pride, emotion
- Mid-range to close-up shots



ACTION

Best practices for capturing:

- All stages of competition are great to record, such as training, camaraderie, focus beforehand, victory and reactions.
- Record b-roll that features energy of sport in all its forms (speed of a badminton match, to intensity of a bocce game).
- Aim to show all those involved in the movement, including athletes, spectators, coaches, volunteers, teammates.



EMOTION

Look for shots and sound bites that portray:

- Meaningful human connection
- Purpose
- Intentional composition
- Why the movement matters
- Close up and detailed shots for depth
- Authentic, insightful sound bites or facial expressions



WHAT NOT TO DO

(1) Avoid over-editing or adding colours that alter natural skin tones, colours, or lighting.

(2) Avoid low-resolution or poor-quality images/videos; never use blurry, pixelated or poorly lit photos or videos.

(3) Avoid the use of AI generated images/videos as they do not represent our brand authentically.

(4) Avoid cliché or sappy music in videos. Style should reflect upbeat music often found on sports wrap-ups (ESPN).

(5) Do not feature individuals who have not given their consent to be featured in images/videos.

(6) Avoid stock footage of humans and faces; stock footage should only be used in rare instances of non person-centered b-roll (for example a licensed shot of a city skyline to establish setting).



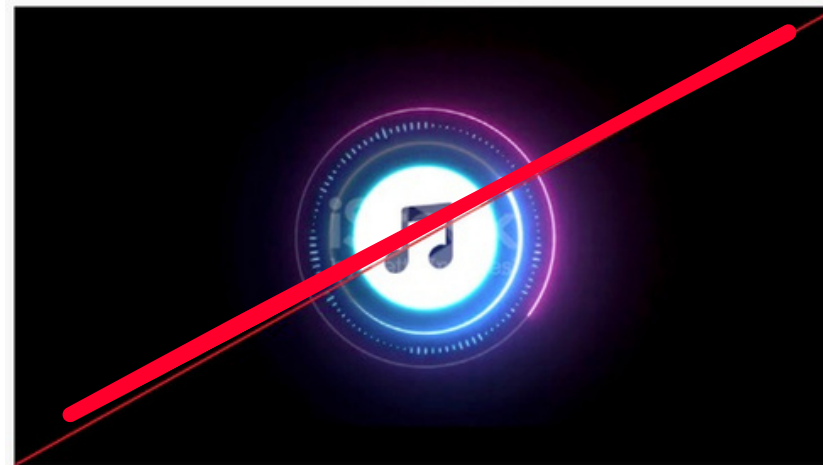
(1) Avoid altering colour and lighting or using any effects on images.



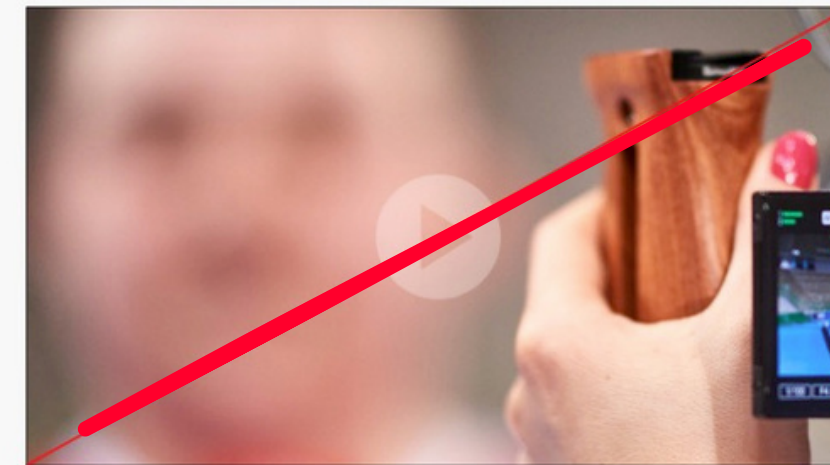
(2) Avoid low resolution or poor-quality images/videos.



(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.

Brand Assets

Canva Templates

We currently have the following templates available for locals to use:

- General Recruitment
- Volunteer Recruitment
- Athlete Recruitment
- Community Events

[CLICK HERE TO VIEW](#)

Full Brand Guide

Read the full brand guide!

[CLICK HERE TO VIEW](#)

Marketing and Communication Resources

One-stop shop for all resources, templates, guides, etc.

[CLICK HERE TO VIEW](#)

8

Contact Information

Please don't hesitate to reach out to the SOBC marketing & communications staff with questions, ideas, and requests for support!



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Specializations: local design requests, digital media resources, social media

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Thank You

*For adhering to the Special Olympics BC
Brand Guidelines and strengthening our
presence across the province.*

***Special
Olympics***
British Columbia

