

Brand in action

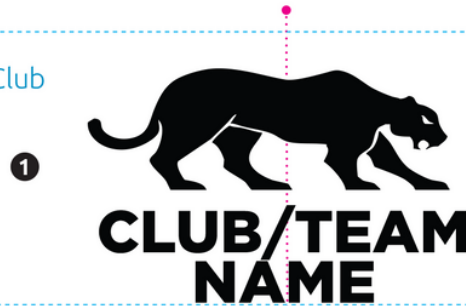
T-shirts

Lock-up for sub-programs, clubs or teams



When creating shirts for clubs or teams a lock-up can be used that gives primacy to the actual team name. This acknowledges the importance of local teams within Special Olympics and facilitates the creation of distinct team identities for games within Kansas.

Sub-program / Team / Club
Local expression



Program
Standardized

2 SPECIAL OLYMPICS
KANSAS



1

The name of the team has primacy on the shirt ensuring team or club recognition between competing teams. The choice of typeface and design of this element is at the discretion of the team or club.

2

The name of the state program, Special Olympics Kansas, is set in all capitals Ubuntu Bold typeface as illustrated.

3

The Special Olympics symbol is centered beneath the name Special Olympics Kansas.

4

The color, typeset or motif created for each team reflects the local identity of the club or team while clearly identifying the club or team as being within the Special Olympics Kansas accredited program.



(Examples)

4

The Special Olympics logo can only be used in the approved colors - red, black, grey or white.