

T-shirts

Athlete program level branding – No sponsorship



Athlete T-shirts or uniforms used for competitions should not carry any sponsorship branding. They can be branded with the Accredited Program mark. For T-shirts created for specific Special Olympics events the event branding may be included.

- 1** Large application using centred lock-up. Used when no other graphic elements required.
Symbol height: $\pm 110\text{mm}$ / 4.3"
- 2** Medium sized application using horizontal lock-up. Can be used on its own or when accommodating an event title or graphic.
Symbol height: $\pm 80\text{mm}$ / 3.15"
- 3** Crest application. Can be used on team t-shirts or jerseys when team numbers are required.
Symbol height: $\pm 60\text{mm}$ / 2.3"
- 4** When using dark colored T-shirts the brand should be printed in white.
- 5** When using light colored T-shirts other than white the brand should be printed in black or a color that creates sufficient contrast with the T-shirt base color.



T-shirts

Lock-up for sub-programs, clubs or teams

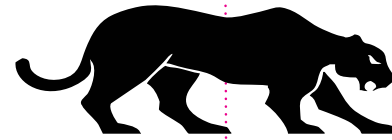


When creating shirts for sub-programs, clubs or teams, a lock-up can be used that gives primacy to the actual team name. This acknowledges the importance of local teams within Special Olympics and facilitates the creation of distinct team identities for games within a program.

- 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 program.
- 2 The name of the Accredited Program to which the sub-program, team or club is affiliated is set in all capitals Ubuntu Bold as illustrated here.
- 3 The Special Olympics symbol is centred beneath the program name.
- 4 The color, typestyle 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 Accredited Program.

Sub-program / Team / Club
Local expression

1



**CLUB/TEAM
NAME**

Program
Standardized

2

**SPECIAL OLYMPICS
PROGRAM NAME**

3



4

T-shirts

Shield format for sub-programs, clubs or teams



Sub-program, club or team t-shirts may also be locked up into a shield format.

- 1 The shield can be used as illustrated at a recommended height of $\pm 120\text{mm}$.
- 2 The shield can be created in two color
- 3 It can also be created in single color.



When creating shields for sub-programs, clubs or teams a variety of approaches can be taken.

- 4 A simple symbol or illustration that relates to the name or location.
- 5 A monogram in a bold robust style.
- 6 For sub-programs, clubs or teams that use area numbers consider giving the numbers more personality through the choice of typeface and choice of color.

Please note that club or team identities are for use on team shirts or uniforms only.

