Branding

W

Unified Sports branding is used for sports events that are taking place within a school environment. For more brand applications, check the full **Unified Sports Guidelines.**

The **Play Unified** roundel (circle) is used to promote our call to action for all people to come together in a spirit of enjoyment to create a more inclusive world. Check the full **Play Unified Guidelines.**

Uniform GuidelinesSpecial Olympics Unified Sports®

Special Olympics North America

This document supplements the existing branding guidelines for Special Olympics Unified Sports® and Special Olympics Unified Champion Schools.® **This document does not change existing branding guidelines**; **rather it refines, enhances, and gives additional specific guidelines for Unified Sports uniforms**. The end goal is to maintain compliance with General Rules, increase brand recognition and deliver a consistent visual representation of Unified Sports in schools and communities.

This document should be utilized for all Unified Sports uniforms, whether competing via Special Olympics Program, Unified Champion Schools, interscholastic or intercollegiate league, or other opportunities.



Uniform Guidelines Special Olympics Unified Sports®

(A) UNIFIED SPORTS

Roundel (preference)





2-line Lozenge





B PLAY UNIFIED Roundel









Placement: the Special Olympics Unified Sports logo only needs to be placed **ONCE** on each uniform. **Unified Sports programs** at all ages/levels of play should include fully branded text or approved logo (as listed below) on uniforms, ensuring that *Special Olympics* is **ALWAYS** included when using the terms *Unified Sports*, *Unified Champion Schools* or *Play Unified*.

This should read or appear as either:

- Official Special Olympics UNIFIED SPORTS logo: Roundel or 2-line Lozenge
 OR
- (B) Official Special Olympics PLAY UNIFIED logo: Roundel

Logo options can be found on the Resources for Marketing and Communications – Special Olympics Brand page under Special Olympics Unified Sports® and Play Unified.

Recommended logo selection order (red as primary, all other colors as alternates):

- 1. Unified Sports Roundel logo
- **2. 2-line lozenge** logo
- 3. Play Unified Roundel logo

This can be accomplished by printing directly on the uniform or visible area of an under layer, or by adding a branded patch. Removable options (velcro, sticker, etc) may be utilized for ease of adjustments.

Special Olympics Unified Sports® circle logo patches (2" diameter*) may be purchased at the Special Olympics online store:

https://shop.specialolympics.org/products/10-pack-iron-on-patches

All Unified Sports teams in North America should be following these guidelines.

^{*} Larger size patches can be custom ordered through your preferred vendor.

Matching

Uniform Guidelines Special Olympics Unified Sports®



Brunswick High School uniforms: Play Unified roundel on left chest

Matching Other Sports Programs Uniforms

Unified Sports programs should strive to match the style of uniform that's being used in other sports programs at the same age/level.

For example: a high school **Unified Sports team** uses the **same type of uniform** as the **varsity/jv team**.

Where state/local rules allow, it is required that Special Olympics Unified Sports® branding be added in the form of a patch* (see page 2) or printed/embroidered on the uniform or visible area of an under layer.

* The NFHS Rules Book refers to these as "commemorative/memorial patches" so for interscholastic Unified Sports, it is important to get approval from the state athletic/activities association.

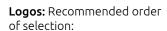
Example from 2016-17 NFHS Basketball Rules (Section 4, Article 2, Part C):

"By state association adoption, one commemorative/memorial patch may be worn on
the jersey. The patch shall not exceed 4 square inches, shall not be a number and must
be located above the neckline or in the side insert."

Uniform Guidelines – Basketball

Special Olympics Unified Sports®

Placement Options: the Special Olympics Unified Sports logo only needs to be placed **ONCE** on each uniform.





Roundel (preference)





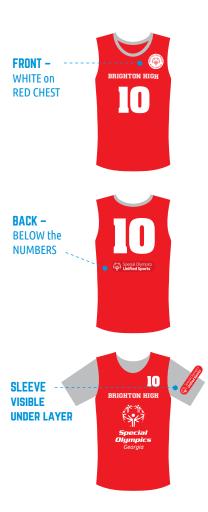
2-line Lozenge











OTHER OPTIONS

Uniform Guidelines – Soccer Special Olympics Unified Sports®

Placement Options: the Special Olympics Unified Sports logo only needs to be placed **ONCE** on each uniform.

OTHER OPTIONS

FRONT - WHITE TYPE on CHEST

BACK -

SLEEVE

BELOW the





Uniform Guidelines – Track & Field

Special Olympics Unified Sports®

Placement Options: the Special Olympics Unified Sports logo only needs to be placed **ONCE** on each uniform.

Logos: Recommended order of selection:



Roundel (preference)





2-line Lozenge









