



T-shirts/Uniforms:

Lock-up for sub-programs, clubs or teams

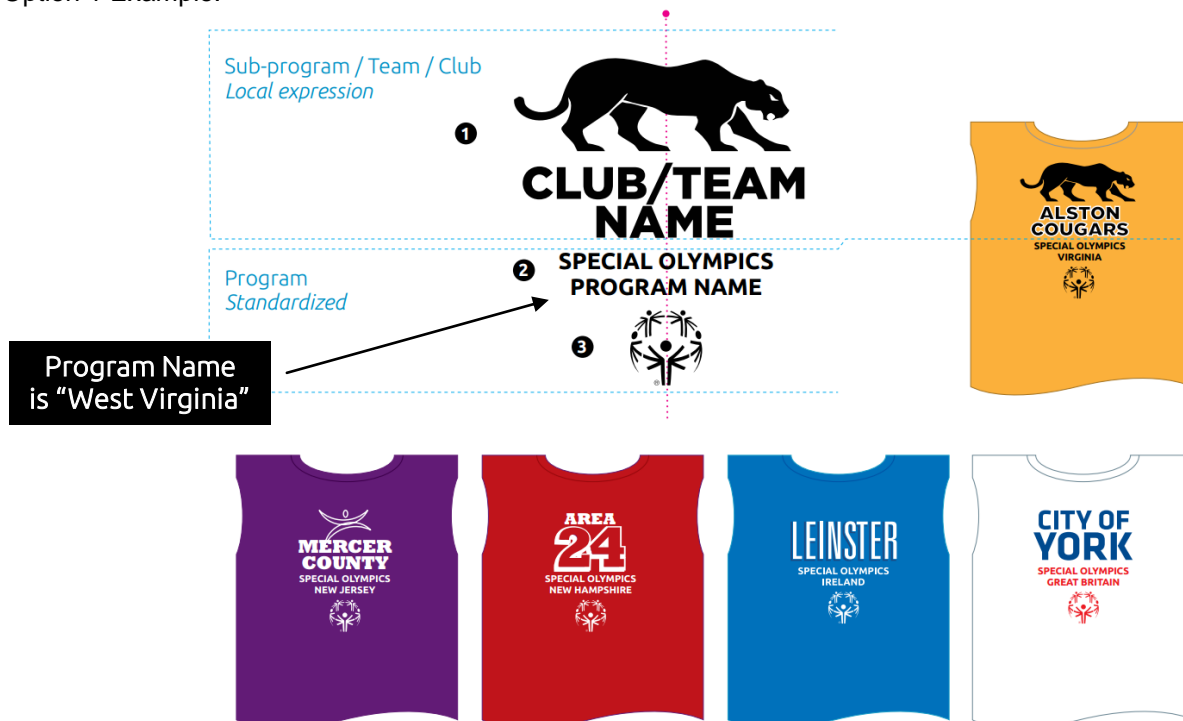
Athlete T-shirts/uniforms used for competitions should not carry any sponsorship branding. They can be branded with the Special Olympics West Virginia mark. For T-shirts created for specific Special Olympics events, the event branding may be included.

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 West Virginia and facilitates the creation of distinct team identities for games within a program.

Option 1:

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 Special Olympics West Virginia to which the sub-program, team or club is affiliated is set in all capitals Ubuntu Bold as illustrated.
3. The Special Olympics West Virginia symbol is centered 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 West Virginia.
5. When using dark color T-shirts, the brand should be printed in white. 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.

Option 1 Example:



Option 2:

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 ± 120 mm.

2. The shield can be created in two color
3. It can also be created in single color.

When creating shield 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.

Shield format for sub-programs, clubs or teams

Option 2 Example:



Volunteer T-shirts with Sponsorship Branding:

When creating volunteer T-shirts which incorporate sponsor branding, the Special Olympics West Virginia Brand Mark should always be dominant over sponsor brands.

1. Single sided T-shirt with Special Olympics West Virginia and partner brands on the front.
2. Double sided T-shirt with Special Olympics West Virginia mark used large on the front with the partner brands on the reverse. Not the repeat of the Special Olympics West Virginia brand in a dominant position on the reverse.
3. When using dark color T-shirts the brand should be printed in white.
4. 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.

Additional sub-program branding guidelines are found using the link below:

http://media.specialolympics.org/soi/files/resources/Communications/Branding/Project-Ignite/SO-Sub-Program_Identity_Guidelines.pdf