

Branding

Special Olympics has extensive branding guidelines, including sub-Program guidelines, that are available online: <http://resources.specialolympics.org/brand/>

Uniforms

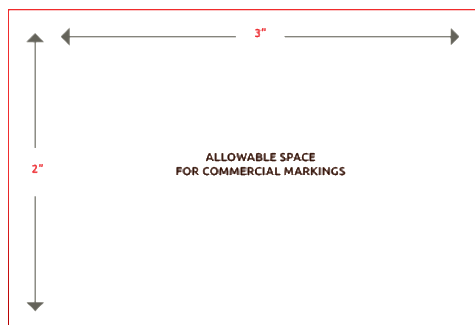
The following information is useful when ordering uniforms.

Commercial Messages on Athlete Uniforms and Competition Numbers

In order to avoid commercial exploitation of persons with intellectual disabilities – per the Special Olympics, Inc. General Rules – no uniforms, bibs, or other signs bearing competition numbers worn by Special Olympics athletes and Unified Sports® partners during any competition or during any opening or closing ceremonies of any Games may be emblazoned with commercial names or commercial messages. The only commercial markings that may be displayed on athletes' uniforms during Games, competitions, and opening and closing ceremonies are the normal commercial marking of the manufacturer.

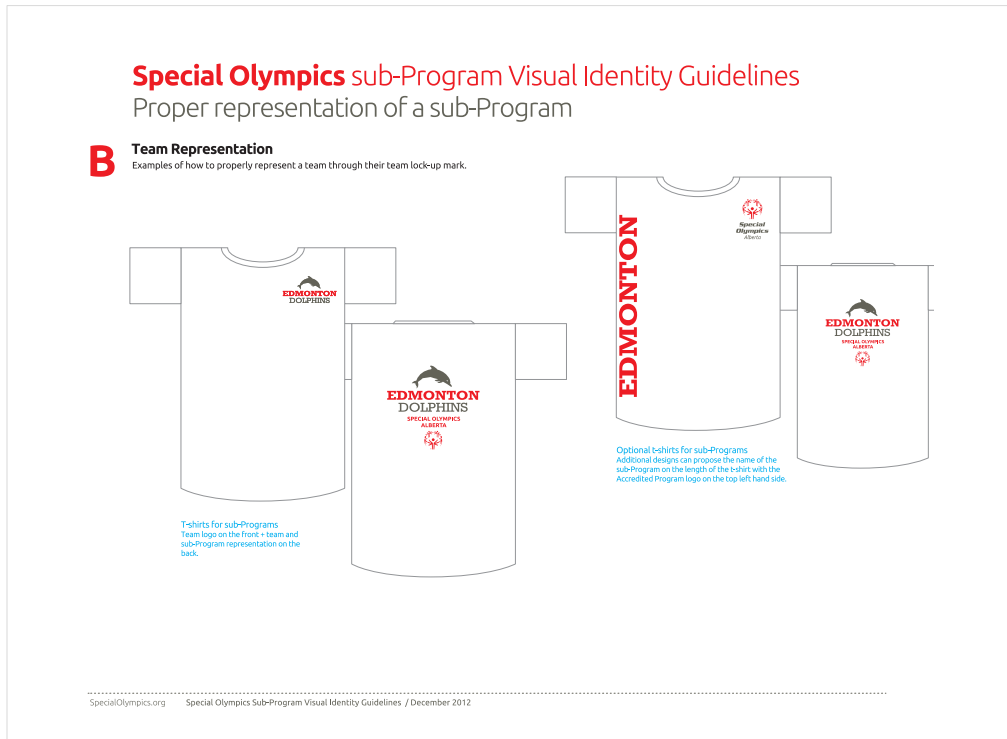
In terms of Special Olympics uniforms, “normal commercial markings” are limited to the following:

- On larger clothing items – such as shirts, jackets, pants, jerseys, and sweatshirts – one logo or commercial name per clothing item is permitted if that name or display does not exceed an area of 6 square inches or about 39 square centimeters (such as a display measuring 2” x 3” or 5.08 cm X 7.62 cm):



- Please note that, in addition to commercial messages, each sport may have specific guidelines to the size and location of numbers and team names as indicated by each National Governing Body.
- On small clothing items – such as caps, socks, hats, gloves, and belts – one logo or commercial name per clothing item is permitted if that name or display does not exceed an area of 3 square inches or 19.35 square centimeters.
- On athletic shoes, no logos or commercial names are permitted except for the brand name and logo that are included in the manufacturer of athletic shoes that are sold to the general public.

- Please check the logo guidelines prior to ordering uniforms. If in doubt, contact the Special Olympics office; they will review artwork for compliance.



Branding for Team Uniforms and T-Shirts

Athlete Program Level Branding – No Sponsorship

Athlete t-shirts and/or uniforms should not carry any sponsorship branding. They can, however, be branded with the Special Olympics logo.

Lockup for sub-Programs, Clubs, or Teams

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

Above and below are examples of the Special Olympics brand in action with examples of lockups for sub-Programs, clubs, or teams.

Brand in action

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.



Branding for Volunteer Apparel

In addition to banners and signs, logos on volunteer t-shirts are an appropriate and approved way to recognize local sponsors, and could be placed on sleeves and/or the back of the shirt. Highlight the official brand on the front of the shirt.

SOWI Uniform Requirements

This section includes highlights of the rules for uniforms. Specific uniform rules can be found in the specific sports rules for each sport.

Uniform commonality: SOWI uniform rules have been modified to make it easier for Local Programs who wish to use uniform shirts for multiple team sports. The following guidelines should be used for teams wishing to create uniform shirts that can be used for all SOWI team sports. Please note that this only pertains to numbering and not to specific uniform types required by each sport.

- Numbers should be a minimum of 4 inches in height on the front and 6 inches in height on the back
- The stripe forming the numbers must be a minimum of $\frac{3}{4}$ inch (2cm) in width
- Legal numbers that can be used for all SOWI sports are: 1-5, 10-15, 20-25, 30-35, 40-45, 50-55

Bowling:

- Athletes must be neat in appearance
- Athletes in Teams and Doubles must wear matching shirts.
- No numbers are required

Volleyball:

- All Jerseys must be of identical color, trim, cut and style except for the libero player where the top is opposite color of team
- Numbers must be a minimum of 4 inches in height on the front and 6 inches in height on the back

- The stripe forming the numbers must be a minimum of $\frac{3}{4}$ inch (2cm) in width
- Legal numbers 1 – 99

Alpine Skiing/ Snowboarding

- An approved snow sports helmet must be worn by all athletes for all events.

Snowshoe racing

- Snowshoes must be a minimum of 17.78 x 50.8 cm (7 inches x 20 inches) as measured by the frame. Snowshoes must be made of a frame with decking material (no plastic shoes are allowed)
- The attachment of any additional “spikes” is not permitted.
- The foot must be secured through a direct mount binding system to the snowshoe.
- The use of poles is optional.

Basketball Skills

- Athlete must wear athletic attire.
- No denim is allowed.
- Appropriate athletic shoes are required.
- No number is required

Team Basketball

- All uniforms must match in color, trim, cut and style
- Numbers must be a minimum of 4 inches in height on the front and 6 inches in height on the back
- The stripe forming the numbers must be a minimum of $\frac{3}{4}$ inch (2cm) in width
- Legal Numbers are: 0 or 00, 1-5, 10-15, 20 -25, 30-35, 40-45, 50-55

Gymnastics

- Male gymnasts shall wear tank tops (leotards) and long gymnastics pants or white gymnastics shorts.
- T-shirts that are tucked in may replace the tank tops.
- Gymnasts may compete in white socks, gymnastics slippers or bare feet.
- Female gymnasts shall wear a long sleeve leotard; have bare legs, bare feet, and wear white peds or gymnastics slippers.
- Flesh colored tights with bare feet are permitted, but not recommended. No deduction will be taken for use of flesh colored tights.
- No jewelry is allowed.

Aquatics

- Athletes must wear proper swimming attire as outlined by USA Swimming Rules and Regulations. Goggles may be worn.
- No competitor shall be permitted to use or wear any device that may aid his/her speed, buoyancy or endurance during a competition (such as webbed gloves, flippers, fins, etc.). Only those athletes in assisted events may utilize flotation devices.

Athletics

- Competitors must wear athletic clothing including an athletic shirt, shorts or sweatpants and athletic shoes.
- No denim or dress clothes are
- No hats may be worn

- All relay team members shall wear identical singlets or shirts.
- Athletes may compete in shoes with spikes provided the host facility allows spikes.
- No jewelry may be worn during competition.

Soccer

- All uniforms must be identical in color, trim, cut and style.
- Numbers must be a minimum of 4 inches in height in front and 6 inches in height in back
- The stripe forming the numbers must be a minimum of $\frac{3}{4}$ inch (2cm) in width
- Legal numbers 1 – 99
- An individual may wear leg tights, leotards or sweat pants but they must be the same color of the team's uniform shorts.
- Shin guards are required and must be covered completely by the stockings.
- Tennis shoes or soccer shoes are required. No metal cleats are allowed. Baseball or football cleats are not allowed.
- Undershirts, if worn, must match the sleeve color of the uniform.
- Under shorts, if worn, must match the shorts color of the uniform.
- The goalkeeper shall wear colors which distinguish him from the other players and from the referee. The goalkeeper jersey does not have to have a number associated to the jersey.