

Special Olympics Missouri Logo Guidelines



There are a number of lock-ups of the mark that provide flexibility for different layout situations. The standard lock-up has been optimized for placement of the mark in the top-right or bottom-right of regular print items.



Single line lock-up



Centered lock-up



Web lock-up

Colors: The 2-color mark should only be used against white. The following colors are also approved:



Ideally when using a single color the mark should be printed in Special Olympics Red (Pantone® 186), Special Olympics Grey (Pantone® 418) or Black against a light, low-contrast background. The white mark is for use against dark solid colors and appropriate photographic images. A range of secondary colors have been specified to support the primary palette. For a list of approved colors, email communications@somo.org.

Additional Notes:

The mark should always be used in its full lockup version (Symbol, Logotype and Program Name) for all initial touch points.

Ubuntu is the preferred typeface of Special Olympics. It has been chosen for its clarity and accessibility both in print and on screen. Ubuntu is available as a free Mac or PC download at font.ubuntu.com

For additional questions, please email communications@somo.org or call 800.846.2682.