

# Special Olympics Missouri Logo Guidelines for Teams



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.



Centered lock-up

**Colors:** The 2-color mark should only be used against white. 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](mailto:communications@somo.org).



White logo

**T-shirts and Uniforms:** When creating shirts for 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. The choice of typeface and design of the team name is at the discretion of the agency. SPECIAL OLYMPICS MISSOURI is set in all capitals Ubuntu Bold as illustrated here. The Special Olympics symbol must be centered beneath the program name. Club or team T-shirts may also be locked up in a shield format, created in one or two colors. Email [communications@somo.org](mailto:communications@somo.org) for the T-shirt or shield template.



For additional questions, please email [communications@somo.org](mailto:communications@somo.org) or call 800.846.2682.