

Version 1.1 / English

# Identity Guidelines

# Law Enforcement Torch Run<sup>®</sup> for Special Olympics



*Special Olympics*



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# Using these guides

**These guidelines explain how the Law Enforcement Torch Run® for Special Olympics identity should be implemented. Examples of the identity in action are supplied along with guides on how to use the supplied artwork files.**

**These symbols will help you to identify areas of specific interest to your area of expertise or consideration.**



## **Core Idea**

This symbol highlights specific ideas to be understood. At the heart of effective brand management is shared understanding.



## **Messaging**

This symbol highlights information that will assist you in considering the way we communicate with words.



## **Look & Feel**

This symbol highlights the elements that inform the visual appearance and graphic style of our brand.



## **Technical**

This symbol highlights information of a technical nature relating to creating and implementing artwork.



## **Take care**

This symbol alerts you to common mistakes to watch out for or areas that may be open to misunderstanding.

## Section 1

### Identity Guidelines

# Our Brand

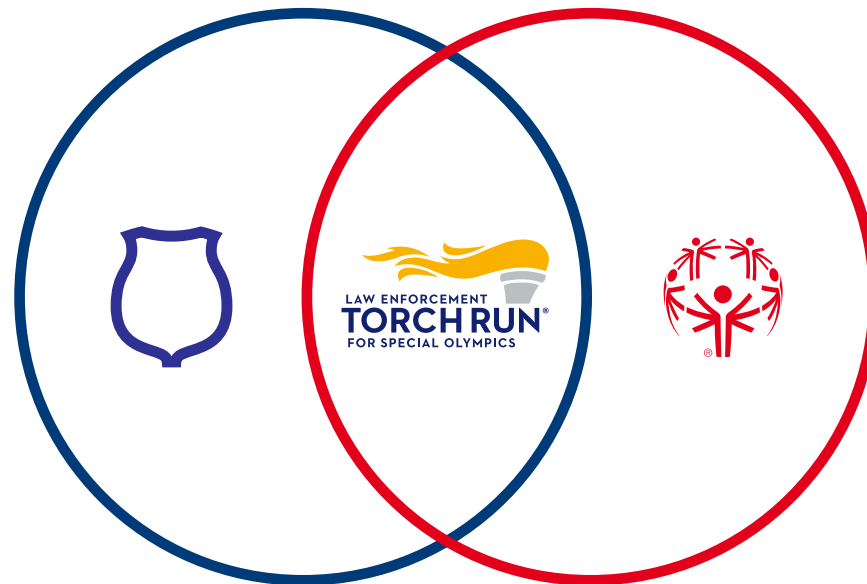
This section of the guidelines introduces you to our personality, what we do as an organization and the messages at the heart of our brand. Here you will find guidance on how to communicate with our different audiences and our relationship with Special Olympics.

## Introduction

### A strong partnership

**Law Enforcement Torch Run® for Special Olympics (LETR) is a volunteer movement that was established by members of the law enforcement community to support Special Olympics. The mission of LETR is to increase awareness and raise funds for the Special Olympics movement.**

LETR began in 1981, when Wichita, Kansas (USA) Police Chief Richard LaMunyon saw an urgent need to increase awareness of Special Olympics. He also saw it as an ideal way to get local law enforcement personnel involved with the Special Olympics community. The LETR was quickly adopted by the International Association of Chiefs of Police (IACP), the Founding organization of the Law Enforcement Torch Run® for Special Olympics. What started as a flicker over thirty years ago has grown into a roaring flame of support and stability for Special Olympics athletes worldwide.



## Audiences

### Different audiences, different needs

**When communicating the LETR brand there are three different audiences: General Public, Active Volunteers and Sponsors/Partners. Each of these have different information requirements based on their level of involvement with us.**



Your specific target audience will affect the approach you take to the quantity and detail of information presented, the directness or nuance of the message, and the degree to which Special Olympics will need to be explained and contextualized.



Take the time to identify the specific audience with whom you wish to communicate. If you have multiple audiences try to list them and their particular characteristics.



#### General Public

The general public experience LETR through the fundraising events that we host. Communication should tell the LETR story and inform them of the special partnership with Special Olympics. The information should remain simple, focused and accessible.



#### Active Volunteers

Volunteers' mission is to raise awareness of the fundraising activities and train or recruit others to the LETR cause. Messages for participants are to be informative but simple and should be aimed at deepening their partnership with LETR and fostering positive associations with our brand.



#### Sponsors and Partners

The sponsor and partner relationship with LETR is a professional one. While they require information to a greater degree it should still be simple and accessible.

# Our Brand

## What we do The heart of our brand



This powerful brand statement contains four essential elements that combine to create a unique proposition for our law enforcement officers, volunteers, partners, sponsors and the wider public. This is what we do and informs how we organize and communicate events.

# We volunteer together to champion acceptance & inclusion

Volunteering	Together	To Champion	Acceptance & Inclusion
<p>We thrive on the efforts of dedicated law enforcement officers who give effortlessly of their time, talents and passion to strengthen the Special Olympics movement.</p>	<p>We believe that together anything is possible. By partnering with Special Olympics Programs we are able to engage members of the community to unite to create opportunities of inclusion for Special Olympics athletes. We celebrate through the camaraderie with fellow officers and friendships created with Special Olympics athletes.</p>	<p>We lead the charge within our community in promoting, advocating, and empowering through unique fundraising and public relations events and activities. We advance community change through civic organizations, businesses, schools, administrators and leaders within the community.</p>	<p>Our work raises up the Special Olympics athlete in the community, helping influence them to be treated as equal. We educate the community about the gifts, talents and abilities of people with intellectual disabilities and create opportunities to bring athletes and people of the community together.</p>

# Our Brand

## How we do what we do Our personality



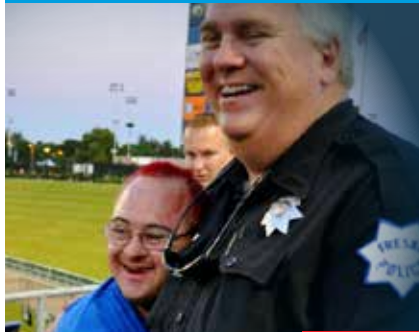
Our personality informs the way we communicate. Our personality is captured in these six traits:

- Honorable
- Altruistic
- Dedicated
- Fun
- Passionate
- Novel



When communicating take the time to consider if you are effectively communicating in a way that reflects some or all of these traits.

### Honorable



This volunteer work, on behalf of Special Olympics, performed by law enforcement officers, is above and beyond our normal call of duty and instills in us a sense of honor and distinction. The work is creditable, estimable and worthy of our time and efforts.

### Altruistic



We give selflessly of our time and skills; we are unselfishly concerned for and devoted to the welfare of others.

### Dedicated



Law enforcement officers are wholly committed to Special Olympics and the positive impact that we can have on athletes and on the community overall; we deem Special Olympics our "charity of choice."

Continued →



## How we do what we do Our personality cont.



Remember that traits can be expressed *implicitly* in the content and manner of how you communicate. Each trait does not have to be explicit in every item of communication produced.

### Fun



Officers contradict stereotypes and we can break away from our normal “serious” routines by participating in endeavors of enjoyment—unique and playful fundraising and public awareness events that provide mirth and amusement in addition to raising funds. In this manner, we are able to unite with the community around joyful activities.

### Passionate



Law enforcement officers are compelled by a strong feeling and emotion to work tirelessly both on and off duty to create a better community for people with and without intellectual disabilities.

### Novel



Innovation and evolution are part of the DNA of law enforcement’s volunteerism on behalf of Special Olympics. We are constantly looking for unique ways to create excitement and to engage the community in order to raise funds for and generate awareness and understanding of the Movement.

# Our Brand



These words represent the physical and intangible benefits of Law Enforcement Torch Run® for Special Olympics. These benefits can be felt by those who participate in the movement as well as the wider community.

The key benefits of LETR are:

**Camaraderie**

**Dignity**

**Joy**

**Gratification**

**Pride**

**Community impact**

**Connectedness**



When communicating with potential volunteers and sponsors consider how these benefits can help to make the case to engage with LETR.

## The benefit of what we do Reasons to engage with LETR

### Camaraderie



Law enforcement officers working together with and on behalf of Special Olympics athletes create powerful personal connections that heighten fellowship and enhance spirit and partnership among officers and Special Olympics athletes.

### Dignity



Athletes and officers are acknowledged and esteemed for their achievements and contributions to the community.

### Joy



Through law enforcement's association with Special Olympics and its community and fund-raising activities, moments of great delight and happiness are created that celebrate the human spirit and are shared by all – athletes, volunteers, officers and members of the community at large.

Continued →

## The benefit of what we do Reasons to engage with LETR cont.

### Gratification



Law enforcement participation at all levels provides a sense of achievement above and beyond the normal call of duty as officers help champion opportunities for and showcase the capabilities of people with intellectual disabilities. Officers feel a heightened sense of satisfaction and gratification that transcends what they typically experience performing their normal duties.

### Pride



Law enforcement's partnering with Special Olympics and volunteering to make a difference create a heightened sense of merit, dignity, self-respect and self-esteem for law enforcement in general and for the participating individual officers in particular.

### Community Impact



Positive transformation is catalyzed through local, grassroots law enforcement/ Special Olympics activities which ultimately result in a more inclusive, civil and just society overall.

### Connectedness



Law enforcement, athletes, local governments, civic organizations, educators, business and volunteers come together in a unified manner to make a positive impact on all people—with and without intellectual disabilities—and on the community as a whole. There is a universal bonding of officers that happens worldwide because of their connection to the movement.

## Section 2

### Identity Guidelines

# Visual Identity

This section of the guidelines introduces you to our brand look and feel. By using the basic building blocks of our visual identity which are our mark (logo), colors and curve we can create a distinguished brand that is unified.



Please note that the 'Law Enforcement Torch Run®' part of our name is registered and is protected for exclusive use by Special Olympics, its accredited programs, and Accredited LETR Programs.

## Our name

Our name is:

**Law Enforcement Torch Run® for Special Olympics**

Please note that *'for Special Olympics'* is an integral part of our name. Our name should be used in full the first time it appears on any document.

After the first use it may be abbreviated to **LETR**.




# Visual Identity

## Our mark A signature for the movement

The mark comprises of the torch element and the logotype. The type used to create the logo type is Neutraface.

### Mark colors

When printing the mark in spot color please match to an up-to-date Pantone swatch.

	<b>LETR Blue</b>	Pantone® 281 M
	<b>LETR Gold</b>	Pantone® 1235 M
	<b>LETR Silver</b>	Pantone® Cool Gray 4 M



### Localized Marks

A list of localized marks have been created in Adobe® Illustrator. However if you need to create one, simply edit the 'Program Name' with Neutraface 2 Bold, in all capitals.

Localized mark



Single color localized mark



# Visual Identity



## File formats

Artworks for all marks are provided in PNG and EPS file formats.

**PNG** artworks have been generated for office use in software applications such as Microsoft Word and Microsoft Powerpoint. PNG files are used in lieu of JPEG files for optimum compatibility.

**EPS** artworks with the LETR spot colours have been generated for use by professional designers and can be scaled to any size without losing quality.

These versions of the mark are also available for the localized versions of the LETR mark.

## Our mark Artwork versions

### Core mark



### Mark Variations



Color reverse  
(Only use against LETR Blue)



White



Black

# Visual Identity

## Free space

Free space should be left around the mark. Other graphic elements or information should be used in this area.

## Minimum size

The minimum size is 0.8" in width. Please note this is a recommendation for standard print only. The minimum size will depend on the method of reproduction being used, the substrate onto which it is being printed, or the materials out of which the mark is being fabricated.



Please use process color mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.

# Our mark Spacing and size



MIN SIZE : 0.8" wide  
(actual size)



# Visual Identity



The LETR badge has been created as a combination of the LETR and Special Olympics identities in a single emblem that can be used primarily to identify active participation within the movement.



## Artwork versions

Artworks have been created for the application of the badge in color, single color or single color reverse situations. Please take care to select the right artwork for the particular item you are creating.

Specific artwork is also available for the creation of enamel badges/tie pins.

## Minimum Size

The minimum size for the badge is 0.7".

# Our badge

Color



MIN SIZE : 0.7"

Enamel Pin



MIN SIZE : 0.7"

**Please note:**  
This is how the pin will appear. The silver outlines are raised metal and the colors are the spot LETR colors in enamel.

Single Color



Single Color Reverse



## ARTWORK TIP

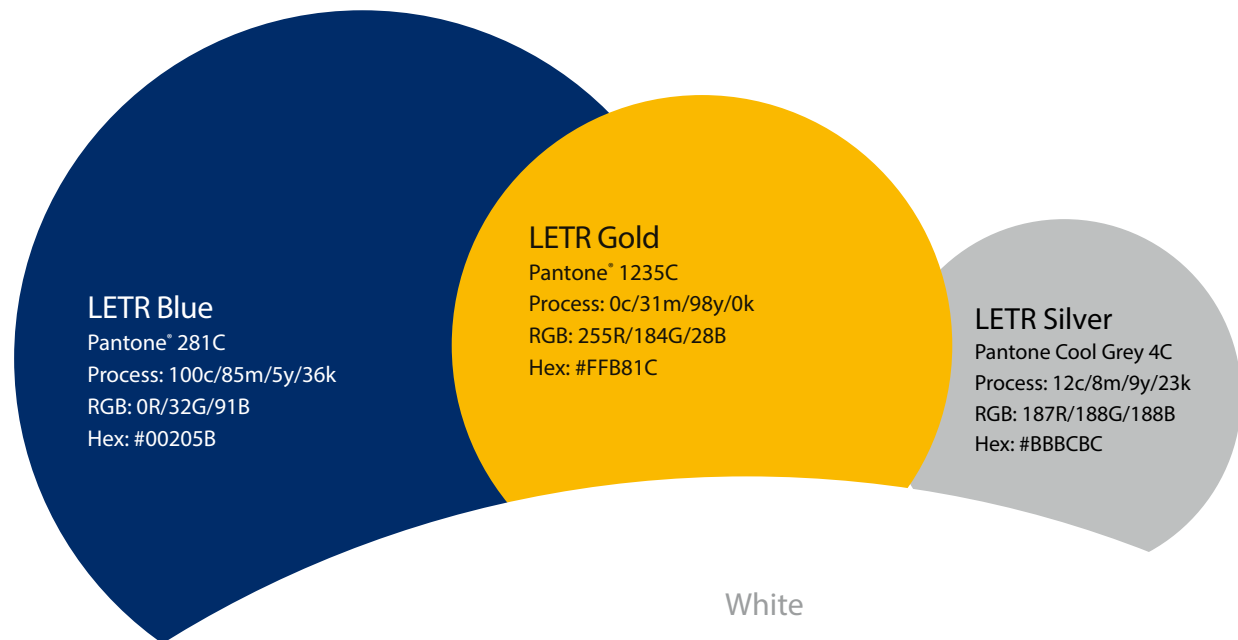


**Please note:**  
This is how single color reverse looks. It is used to print white or silver versions of the mark against dark colors.

**The LETR color palette consists of LETR Blue, LETR Gold and LETR Silver. This is the color combination that we wish to be associated with. These colors are supported by white for core applications of the brand visual identity such as stationery and signage.**



Please note that white should be considered an important color within the palette. Use of white space within design layouts contributes to the feeling of a bright, open and contemporary identity.



# Visual Identity



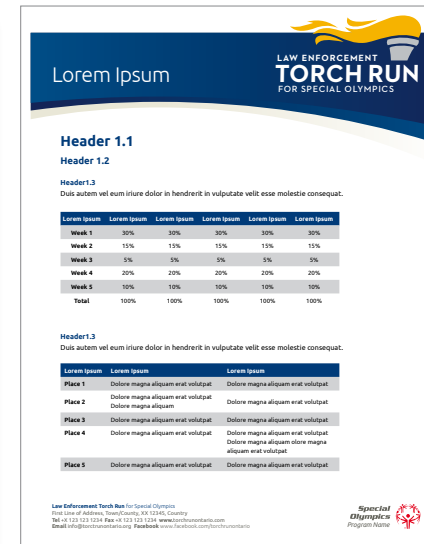
A range of pre-prepared curve artworks has been created for use across a range of standard formats.



If you would like more information on the curve and its construction you can refer to the Special Olympics Visual Identity Guidelines.

## Branding curve A dynamic graphic device

The curve is a graphic device used within the Special Olympics house style that has been included with our identity to make the link with the Special Olympics movement while adding vibrancy to our communications. The curve device also protects the mark from other graphic elements to give it greater standout and recognition.



## Co-Branding Recognizing the partnership



### Co-Branding

To illustrate their partnership, the LETR and Special Olympics marks are to be combined. This ensures appropriate recognition for both Special Olympics and LETR. It shows that while LETR exists exclusively to support Special Olympics it retains its character as an independent self-determining entity.

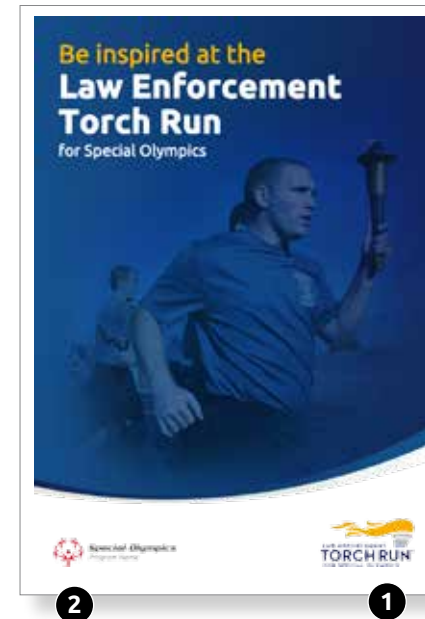
1 LETR

2 Special Olympics

#### Letterhead



#### Poster



#### Banner



## Section 3

### Identity Guidelines

# Brand in Action

This section shows you how the brand is applied across a variety of different formats. One of the key things to guide you when creating communications is to consider the context in which the communications will live. These visuals offer a visual prompt to the generation of new communications and should not be viewed as a definitive presentation of what is possible.

# Stationery and presentations Templates and artworks



A range of items has been created for use which include core stationery, merchandise branding and event branding. A full list of templates is available at the end of this document.

## 1 Fact Sheet (US letter and A4)

MS Word Template  
Print Artwork: Adobe InDesign Template

## 2 eLetterhead (US letter and A4)

MS Word Template  
Print Artwork: Adobe InDesign Template

## 3 Compliment Slip

Print Artwork: Adobe InDesign Template

## 4 DL Envelope (No. 10 and DL)

Print Artwork: Adobe InDesign Template

## 5 Business Cards

MS Word Template  
Print Artwork: Adobe InDesign Template

## 6 Presentation Template

MS PowerPoint Template

## 7 Banners

Print Artwork: Adobe Illustrator Template

## 8 T-shirts

Logos provided as EPS files.



## Stationery and presentations eLetterhead (US Letter)



Format: US Letter (8.5" x 11")  
A4 (297 x 210 mm)

Printed two color on White Uncoated Stock:  
SO Grey (Pantone 418) / SO Red (Pantone 186)

Left margin (body text) 0.8"

Right margin 0.8"

Top margin 1.7"

Bottom margin (body text) 1.5"

There are two different templates available in MS Word. One with Arial for general use and another with Ubuntu for internal use. The templates are to be localized in the following areas:

- 1 Add address and contact information to page footer
- 2 Update your localized Special Olympics mark as appropriate
- 3 Body text is set to Ubuntu 8pt with 11pt line spacing.

First page (40% Actual Size)



Anne Other  
Address line 1,  
Address line 2,  
State,  
Country.

**Re: New Brand Visual Identity**

Dear Anne,

Cia coriate modit, simus adissitium volor aut laborum voluptiosam sa quatae volorit assequidi reperem harumet audit accus vellabo. Itatepostis maximus, offic temporae. Sedit, quam utat qui conse officae sed eiusdae perit fuga. Buscite doluptatur aliquatqui odi ut eium ipsanda quunt explique volor maiois sintore ssimaiois iliquia qui dolorup tatiberit anihit volorerum hilis dolorum quia in nihillate voluptatis sum voluptatis aut a consed minum vitius doluptusaest voluptio que eumqui omnihicta aditist, nonsed quiaes ipid milisque vitium eumquam reptiorro que percis sitibust, con rem. Nequi qui ommolup tassincipis voluptatem qui volorro odisquea consequo et aliaeperita nobissi molupiendis des rem est laborep erumque mil int doluptur, aditat.

Ex evenimi, tem adi re perum nietur ratiis ni officil milla que corehendi dent, torest, quae latur moluptam qui untinte dus, nossi autatur alit et re illuptas quiderum am ex escia volorio nsequid estiberchit omnist, te et quassenet omnia ni optatiatem suntor ad ma por as ulpa dus ium niae nat estinvelenis aut accuptia sa natquid ex est, con rescis si blam ipsa secerest, sus quo volo ma quae nossus era volesequam lab iusapernam consed qui unto et lacero blaboreperum quos endipsam a vellitent ipsam vel idignite parcis dolectat quodis natur alit lanisciae.

Sincerely,

**John Smith**  
john@torchruntario.com

Law Enforcement Torch Run for Special Olympics  
First Line of Address, Town/County, XX-12345, Country  
Tel: +1 123 123 1234 Fax: +1 123 123 1234 www.torchruntario.com  
Email: info@torchruntario.org Facebook www.facebook.com/torchruntario



Continuation page (40% Actual Size)

Cia coriate modit, simus adissitium volor aut laborum voluptiosam sa quatae volorit assequidi reperem harumet audit accus vellabo. Itatepostis maximus, offic temporae. Sedit, quam utat qui conse officae sed eiusdae perit fuga. Buscite doluptatur aliquatqui odi ut eium ipsanda quunt explique volor maiois sintore ssimaiois iliquia qui dolorup tatiberit anihit volorerum hilis dolorum quia in nihillate voluptatis sum voluptatis aut a consed minum vitius doluptusaest voluptio que eumqui omnihicta aditist, nonsed quiaes ipid milisque vitium eumquam reptiorro que percis sitibust, con rem. Nequi qui ommolup tassincipis voluptatem qui volorro odisquea consequo et aliaeperita nobissi molupiendis des rem est laborep erumque mil int doluptur, aditat.

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Quassenet omnia ni optatiatem suntor ad ma por as ulpa dus ium niae nat estinvelenis aut accuptia sa natquid ex est, con rescis si blam ipsa secerest, sus quo volo ma quae nossus era volesequam lab iusapernam consed qui unto et lacero blaboreperum quos endipsam a vellitent ipsam vel idignite parcis dolectat quodis natur alit lanisciae.

Sincerely,

**John Smith**  
john@torchruntario.com

2 | Law Enforcement Torch Run for Special Olympics

# Stationery and presentations Fact Sheet (US Letter)



Format:	US Letter (8.5" x 11") A4 (297 x 210 mm)
Printed two color on White Uncoated Stock:	SO Grey (Pantone 418) / SO Red (Pantone 186)
Left margin (body text)	0.8"
Right margin	0.8"
Top margin	2.6"
Bottom margin ( <i>body text</i> )	1.5"

There are two different templates available in MS Word. One with Arial for general use and another with Ubuntu for internal use. The templates are to be localized in the following areas:

- 1 Add address and contact information to page footer
- 2 Update your localized Special Olympics mark if you wish

Fact Sheet (50% Actual Size)

Lorem Ipsum

**Header 1.1**

**Header 1.2**

**Header 1.3**  
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
<b>Week 1</b>	30%	30%	30%	30%	30%
<b>Week 2</b>	15%	15%	15%	15%	15%
<b>Week 3</b>	5%	5%	5%	5%	5%
<b>Week 4</b>	20%	20%	20%	20%	20%
<b>Week 5</b>	10%	10%	10%	10%	10%
<b>Total</b>	100%	100%	100%	100%	100%

**Header 1.3**  
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
<b>Place 1</b>	Dolore magna aliquam erat volutpat	Dolore magna aliquam erat volutpat
<b>Place 2</b>	Dolore magna aliquam erat volutpat Dolore magna aliquam	Dolore magna aliquam erat volutpat
<b>Place 3</b>	Dolore magna aliquam erat volutpat	Dolore magna aliquam erat volutpat
<b>Place 4</b>	Dolore magna aliquam erat volutpat	Dolore magna aliquam olore magna aliquam erat volutpat
<b>Place 5</b>	Dolore magna aliquam erat volutpat	Dolore magna aliquam erat volutpat

Law Enforcement Torch Run for Special Olympics  
First Line of Address, Town/Country, XX 12345, Country  
Tel: +1 123 123 1234 Fax: +1 123 123 1234 www.lawenforcementtorchruntoronto.org  
Email: info@torchruntoronto.org Facebook www.facebook.com/torchruntoronto

Special Olympics  
Program Name

1

Lorem Ipsum

**Header 1.1**

**Header 1.2**  
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

**Header 1.3**  
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Nam iber

Mirum est

Nam iber

Mirum est

Tempor cum

Law Enforcement Torch Run for Special Olympics  
First Line of Address, Town/Country, XX 12345, Country  
Tel: +1 123 123 1234 Fax: +1 123 123 1234 www.lawenforcementtorchruntoronto.org  
Email: info@torchruntoronto.org Facebook www.facebook.com/torchruntoronto

Special Olympics  
Program Name

2



## Stationery and presentations Business card



Format 2.15" x 3.35"

Printed three spot colors or four color process on White Uncoated Card

There are print design templates in Adobe InDesign for you to use. The templates are to be updated in the following areas:

- 1 Change the name and job title
- 2 Change the address and contact details

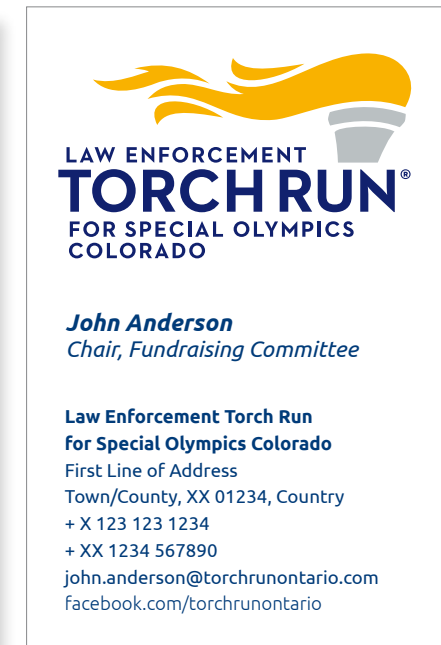
Front (Actual Size)



Back (Optional)



Alternative front using localized mark



## Stationery and presentations Using your Avery business card template



Printed at home or in office using the template card and word document provided. The Microsoft Word templates can be updated by:

### Step 1

Delete all but one of the business cards

### Step 2

Personalize the card in the following areas:

1 Change the LETR logo by deleting the existing mark and inserting the localized mark. Rotate the new logo with the anchor point at the top of the image box. Resize the logo hold the shift button and move one of the corner points toward the centre of the logo. This will ensure that the logo does not distort proportionally. Ensure that you are happy with the position of the mark.

2 Edit name and job title

3 Edit the full Programme name

4 Add the address and relevant contact information

### Step 3

Select all of the revised elements and group. Now hold down the Shift and Control buttons and drag, this will create a copy without having to copy/paste.

LETR Avery business card template



Inserting LETR Localized logo



Rotate using anchor point



Scale by dragging corner to centre

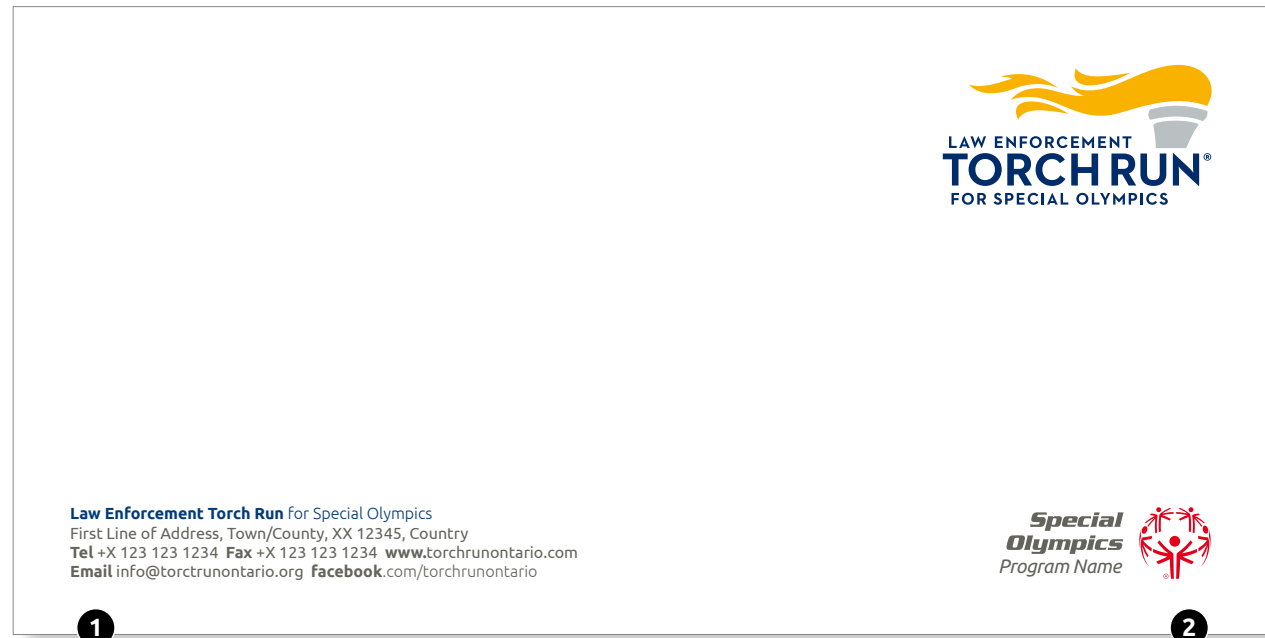
## Stationery and presentations Compliment slip



Print design templates are available in Adobe InDesign and can be localized by updating the information on the templates in the following areas:

- 1 Add address and contact information following pre set format.
- 2 Replace the Special Olympics mark with your local program mark.

Full Color (75% Actual Size)



Single Color (50% Actual Size)



## Stationery and presentations Envelopes

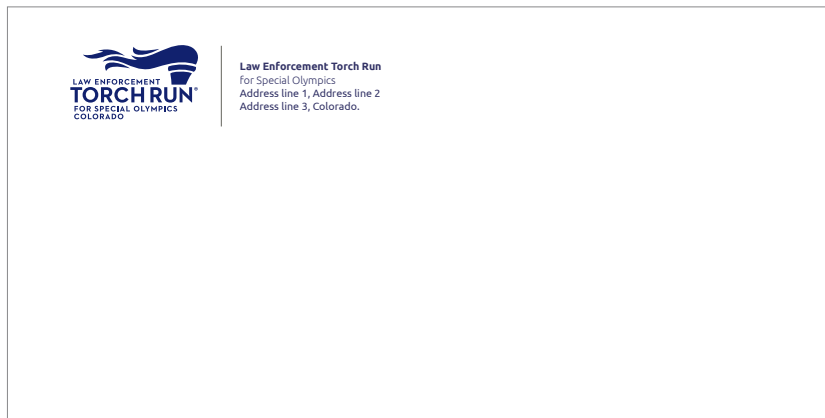
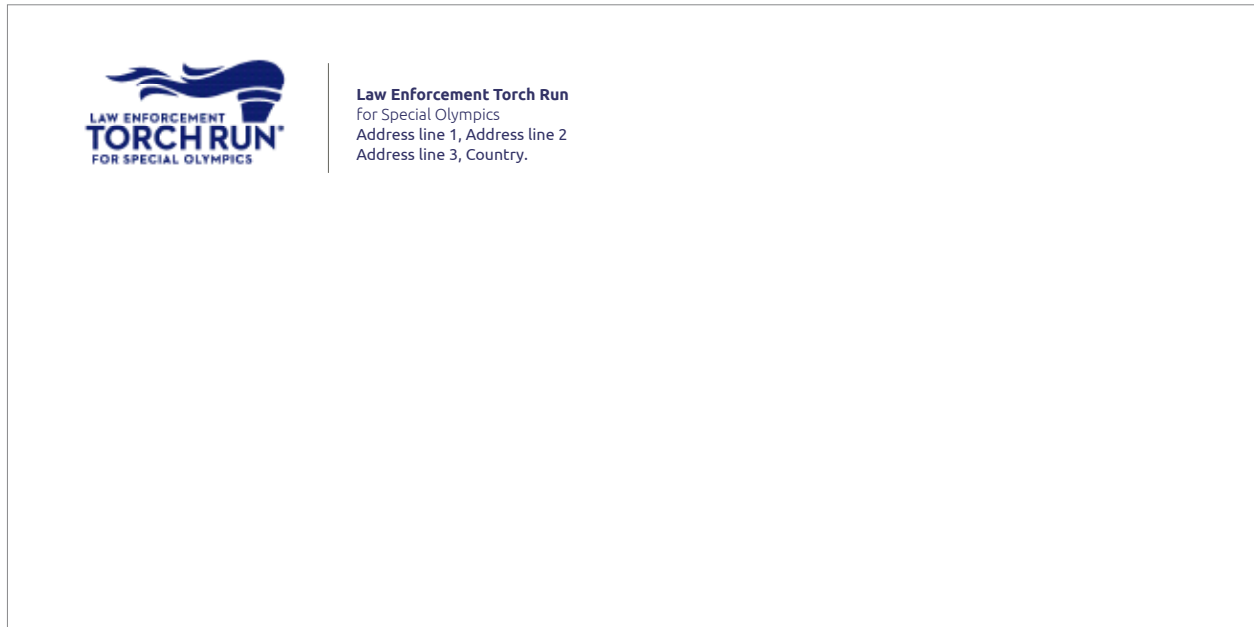


Print design templates are available in Adobe InDesign and can be localized by updating the information on the templates in the following areas:

- 1 Add address into the header

Single Color (75% Actual Size)

1



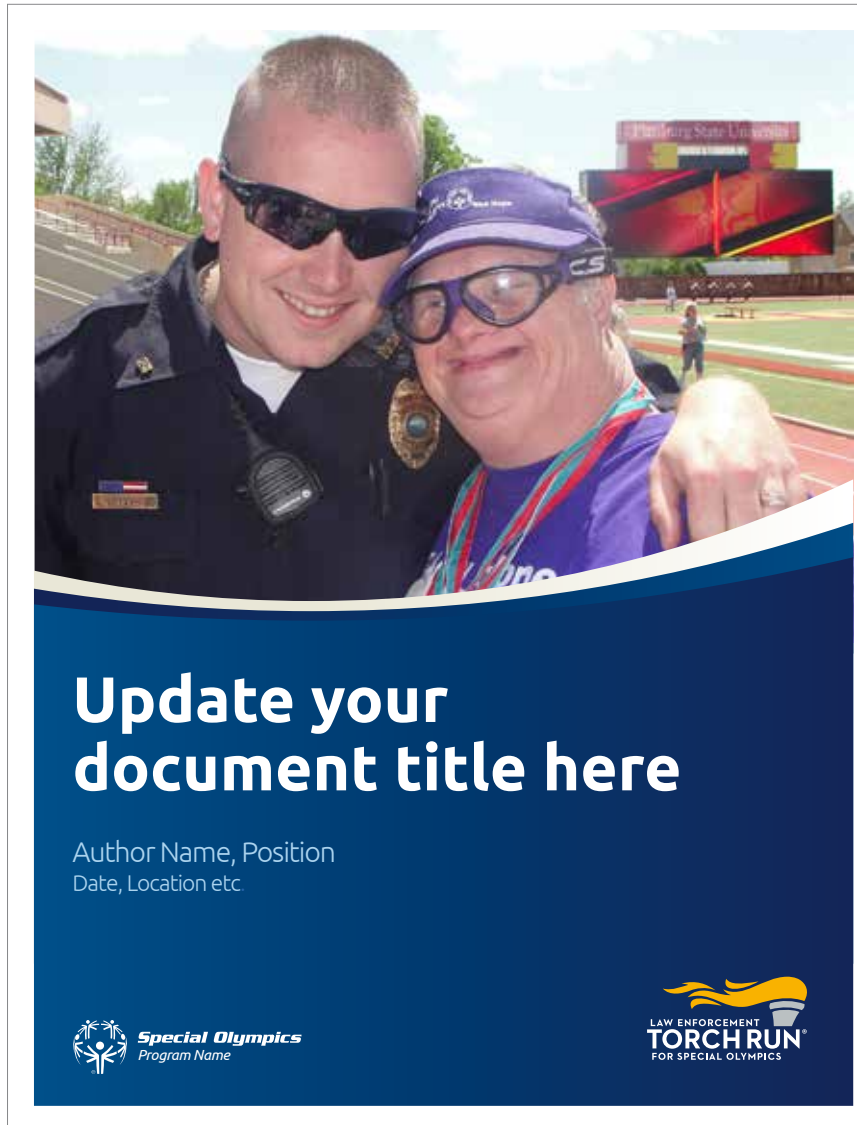
Alternative option  
using localized mark

## Stationery and presentations Report covers



Report covers have been created in MS Word format and can be customized and localized with the Accredited Program mark.

The image can be changed by inserting new image in the header of the title page and sending to the back.



## Stationery and presentations Presentation template



Microsoft PowerPoint is used to create presentations. A template has been created in the visual identity. To localize the template for your program please follow the following steps:

- 1 Open the **Slide Master page** (*View > Master > Slide Master*) and replace 'Program Name' text with the name of the Accredited Program.
- 2 Save file as PPT template and use as basis for future presentations.  
  
You can also save this updated file as the default theme on your computer.
- 3 Where possible include **images** to tell your story. A picture paints a thousand words. Use the template to drop in full images.
- 4 Punctuate your longer presentations with **chapter slides**.
- 5 Use **simple** strong messages to make a point.

**Save your presentation as a PDF in order to share your presentation with third parties.**

Cover Slide



1

Standard Text Slide

### Standard Text Slide

- For most simple text slides we should use a clean slide such as this.
- This keeps the presentation feeling fresh and simple – clear communication.
- The typeface is Ubuntu – Special Olympics' identity typeface and available free from <http://font.ubuntu.com/>

2 | Law Enforcement Torch Run for Special Olympics

Image Slide



Summary Slide

### Tip.

Use large text to make a point.

(Same slide template and just increase the text size)

4 | Law Enforcement Torch Run for Special Olympics

Chapter Slide

Use Chapter Slides to Punctuate a presentation

Add sub headings for additional information

3 | Law Enforcement Torch Run for Special Olympics

# Brand in Action

## Core Brand Banners



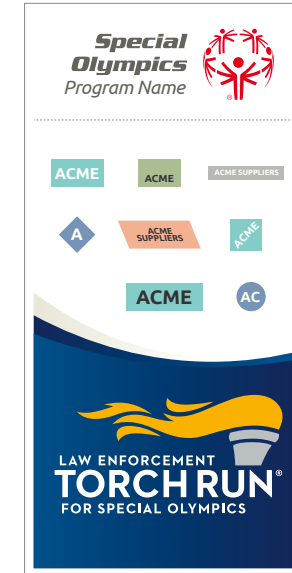
A range of template artworks has been created for banners, flags and posters in Adobe Illustrator.

A full list of templates is available at the end of this document.

### Vertical Banners



### Sponsor Banner



### Horizontal Banner



### Poster



### Flag



## Core Brand T-Shirts



Branded T-shirt designs can be created for merchandise requirements. The LETR mark is given dominant position as these will be provided mostly for LETR events.

The SO accredited program mark can be positioned on the sleeves if you wish.

Full color on white

Full color reverse on blue



No additional Special Olympics endorsement on sleeve



Single color (white) on black



Single color on color



Single color on white



# Event Branding Badge shirts



T-Shirts for law enforcement officers and organizers can be created using the LETR badge. We suggest keeping badge merchandise to volunteers within LETR.

Full color badge on white



Actual Size 2" min



Single color reverse on dark color



Actual size 2" min



## Event Branding Naming your event



When naming the event please ensure that you use the naming protocol illustrated here.

1. Acknowledge the **law enforcement** engagement. This can be localized to whatever the local law enforcement name is.

2. Use the name of **the event** itself. This usually describes the actual activity at the heart of the event.

3. Sign-off the event with **Special Olympics**. If appropriate this could be the name of the local Special Olympics Program.

Note the use of the Special Olympics symbol centred at the base of the event mark.

	e.g. 1	e.g. 2
Law Enforcement	Utah Law Enforcement	Garda Siochánna
Event Name	<b>POLAR PLUNGE</b>	<b>TORCH RUN FINAL LEG</b>
SO Endorsement	for Special Olympics	for Special Olympics Ireland

Law Enforcement

Event name

Special Olympics Endorsement



## Event Branding T-shirts and caps



T-Shirts are an important part of many local events. They offer the opportunity to use local creativity and expression and provide mementos and merchandise for volunteers and participants.

### Have fun!

When creating your own local event shirt feel free to express the character and personality of your event. The only restriction is that you ensure that you follow the naming convention outlined on the previous page and that you appropriately incorporate the Special Olympics symbol.

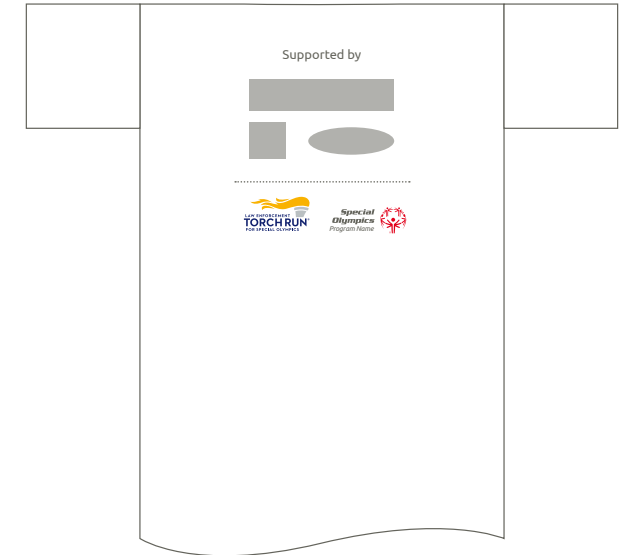


Please note that it is only permitted to use the Special Olympics Symbol in this way for local LETR events.

T-shirt front



Co-branding system for sponsors



Event Cap



# Promotional Leaflet Informational Structure



This example illustrates some ways in which information could be structured to clearly present the relationship between LETR and Special Olympics.

- 1. Front Cover Basic event information, event mark Special Olympics mark, and LETR mark
- 2. First Spreads Highlights Special Olympics and the benefits of supporting our work
- 3. Following Spreads Detailed event information eg. sponsorship opportunities
- 4. Back Cover Information about the LETR mission to support Special Olympics

## 1. Front Cover



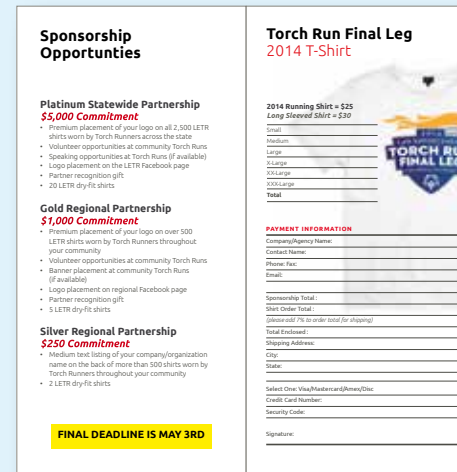
Clearly shows event type, date and location and uses both the LETR and Special Olympics brand marks and branding curve.

## 2. First Spreads



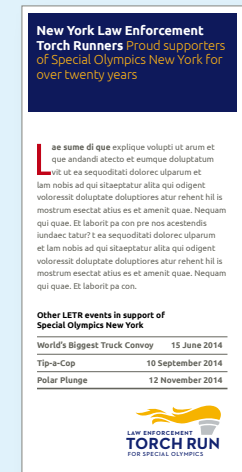
Highlights Special Olympics and the benefits of supporting our work. Supported with imagery illustrating the spirit of Special Olympics

## 3. Following Spreads



This could contain detailed information on the event. In this example the leaflet presents sponsorship opportunities and a merchandise order form.

## 4. Back Cover



Information about the work of LETR to support Special Olympics.

## Social Media Avatars and background images



A simplified version of the LETR badge has been created for social media avatars. A PNG of the general social media avatar has been created in a range of standard formats.

For localized avatars an editable Adobe® Photoshop file is available. The name or abbreviation of the local program location can be used against an appropriate color bar as illustrated below.



When branding your social media website, we recommend using photographs that convey the spirit of LETR in the banner image areas.

General social media avatar



Examples of localized avatars



Facebook example



Twitter example



## Section 4

### Identity Guidelines

# Management

Now that you understand our brand and our visual identity, ensuring we manage it effectively is important. Managing a brand is like tending a garden. It is a constant process to ensure that we retain coherency and consistent, clear messages while allowing for new ideas to flourish.



This simple check-list provides you with the top-line considerations for each stage of the process.



## Recommended print stocks

Bright white wove (not overtly textured) uncoated paper and card stocks should be used for printing stationery.

We recommend paper weights of 70-100 for booklet inlays and flyers and 100-300 for cards and covers.

## Design

**Before designing check that you have the following:**

- a clear brief with an understanding of the specific audience and objectives
- an understanding of the visual identity building blocks and the LETR brand
- original mark artworks and the Ubuntu typeface for informational texts
- identified artwork and copy writing requirements
- supplied information arranged into a clear hierarchy to focus messages and ensure simple effective impact
- considered copy solutions that leverage the idea of '*Volunteering together to champion acceptance and inclusion*' in a manner that is appropriate to your audience and that is locally resonant.
- the final design is as simple and focused as possible.

## Production

**When producing artwork ensure that the following are addressed:**

- original mark artwork has been used in the right color and with appropriate visibility
- the Ubuntu typeface has been used for informational texts
- headlines have been given appropriate typographic contrast and sub-headings are used as appropriate within body copy
- limited selection of colors is used from the color palette with appropriate use of the primary palette
- execute appropriate colour management by converting spots to process for four colour print items
- the dynamic curve is used effectively – and not over-used!
- all images are appropriately captioned or contextualized to tell a compelling story

## List of standard templates and artworks

### FILE FORMATS

**PNG** artworks have been generated for Office use in software applications such as Microsoft Word and Microsoft Powerpoint.

**EPS** artworks have been generated for use by professional designers and can be scaled to any size without losing quality.

EPS Files have been created using Adobe Creative Suite 5.

### TEMPLATES – OFFICE USE

**These templates can be adapted for local program use using Microsoft Word or PowerPoint as appropriate.**

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#### eLetterhead

*A4 & US Letter MS Word files*

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#### Presentation

*MS PowerPoint files*

---

#### Fact Sheet

*A4 & US Letter MS Word files*

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#### Report Cover

*A4 & US Letter MS Word files*

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#### Avery Business Card Template

*MS Word files*

### PROFESSIONAL USE

**These files can be used and adapted by professional designers using Adobe Illustrator, InDesign or Photoshop as appropriate.**

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#### Brand Mark

*Adobe Illustrator master artworks for full range of standard lock-ups*

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#### LETR Badge

*Adobe Illustrator master artworks*

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#### Social Media Avatar

*Localized template: Adobe Photoshop  
General Avatar: JPEG File.*

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#### Color Palette

*Adobe Illustrator EPS – used by designers for easy use of extended color palette*

---

#### Branding Curve

*Adobe Illustrator master files for standard print formats*

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#### Preprinted Stationery:

*Adobe InDesign artwork of the following*

- Letterhead (A4 and US Letter)
- Business Card
- Envelope (DL)
- Compliment Slip (DL)

---

#### Banners

*Adobe Illustrator master files include:*

- Vertical and horizontal banners
- Sponsors banners



## Contacts and resources Strengthening our brand

Every single participant in the Special Olympics Movement can play a role in aligning and strengthening our brand around the world. These guidelines as well as a comprehensive suite of tools, messaging materials and templates are available for all to download from **resources.SpecialOlympics.org/brand** or **www.lettr.org**

We encourage you to contact **brand@specialolympics.org** with any questions, queries or comments you may have at any stage. Also please feel free to share any case studies and images of any successful brand campaigns or execution in your program or region.

## Acknowledgements

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