

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.

Two Line (Standard)

The lock-up with the logotype used across two lines is the best option for general use where space may be restricted.

Single Line

The one line lock-up is ideal where more horizontal space can be afforded for the mark.

Centered

The centered lock-up of the mark is best for vertical application or center-axis layouts.

Web/Online

The convention for websites, emails and eZines is that the symbol appears in the top left corner. For these applications a lock-up with the symbol to the left is available.

This lock-up may also be used in situations where the mark must be placed on the left side of an item – e.g. Envelopes.

Standard lock-up refers to use with scripts that read from left to right.

PRINT USE

Two Line Lock-up (Standard Version)



Centered Lock-up



Single Line Lock-up



ONLINE USE

Web/Online Lock-up



Note

All of these lock-up options are available in a variety of artwork versions and file formats. An adapted version of the lock-up has also been developed for programs with longer names.

Specific artworks are available for each of the lock-ups in two color, single color and white.

Two Color: These versions of the mark are for use against white backgrounds. The preferred version uses Special Olympics Grey for the logotype – putting greater emphasis on the symbol.

Single Color: This version of the mark is for use in single color. Ideally when using a single color the mark should be printed in Special Olympics Red, Special Olympics Grey or Black against a light, low-contrast background. Ensure there is sufficient contrast between the Mark color and background color.

White: This version of the mark is for use against dark solid colors and appropriate photographic images.

Two Color (with type in Grey)



Two Color (with type in Black)



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.

Single Color (Black)



Single Color (Red)



Single Color (Grey)



White



Logo Colors

Red: Pantone 186

Grey: Pantone 418