



# Special Olympics Massachusetts local program Team Uniform Guide

The purpose of this guide is to help local programs better understand the brand standards expected in the visual identity of new uniforms. We hope you'll find more freedom and inspiration in uniform design, knowing there is much more that local programs *can* do, rather than cannot.

## **Basic concepts of the logo**

- The Special Olympics MA logo must be present on all sports uniforms.
- The logo itself may not be altered on any uniforms beyond the examples in this guide.
- There are two main variations of logo; either can be used as shown in this guide.
- There are three variations of "color" (black, red, white) for the logo on uniforms.
- The logo should not be set on its own color, i.e. no white on white, red on red.

## **Uniforms/Team Logos**

- Uniforms may be any color or group of colors.
- Team names and team logos may be any color.

The following examples will show all six variants of logos for uniforms and give examples of where they belong on uniforms.

**SPECIAL OLYMPICS  
MASSACHUSETTS**



***Special  
Olympics***  
*Massachusetts*

**SPECIAL OLYMPICS  
MASSACHUSETTS**



***Special  
Olympics***  
*Massachusetts*

**SPECIAL OLYMPICS  
MASSACHUSETTS**



***Special  
Olympics***  
*Massachusetts*







