

T-shirt/Uniform Guidance Updated 2023

***Special
Olympics
Arkansas***



Apparel Guidelines Overview & FAQs

Special Olympics
Arkansas



Incorrect Uses of the Special Olympics Arkansas Logo

- #1 The ball of people cannot be separated. 
- #2 This is not an approved layout for apparel or print materials. 

Correct Special Olympics Arkansas Logos

- #1 
- #2 
- #3 

Color Usage

2-Color Logos: The preferred version of the logo uses Special Olympics Grey or Black for the logotype and Special Olympics Red for the symbol.

1-Color Logos: Red, black, white, or grey only.

SO Red

CMYK: 0 100 100 0
RGB: 255 0 0
Hex: #FF0000
Pantone: 186C

SO Grey

CMYK: 0 0 15 75
RGB: 99 99 89
Hex: #636359
Pantone: 418C

FAQs

1. **When should I use the inverted triangle logo?**
 - a. This inverted triangle logo only needs to be used when combining your school/team name or mascot with the Special Olympics Arkansas logo. Example of inverted triangle logo on "Team T-shirt Guidelines."
2. **When do I have authorization to use the Special Olympics Arkansas logo?**
 - a. Teams are allowed to use the Special Olympics Arkansas logo for uniforms and team t-shirts.
 - b. ***Teams, schools, or agencies are not allowed to sell any merchandise with the Special Olympics Arkansas logo.**
3. **Where do I get access to official Special Olympics Arkansas logos?**
 - a. Email Brianna at brianna@specialolympicsarkansas.org. She can provide logos for approved apparel.
4. **What if I have questions about my design?**
 - a. Email Camie at camie@specialolympicsarkansas.org. She will approve all materials with the Special Olympics Arkansas logo.
5. **Can I use the ball of people by itself?**
 - a. The Special Olympics Arkansas logo should never be altered in any way.
6. **Am I allowed to sell school/team clothing with the Special Olympics Arkansas logo on it?**
 - a. Teams, schools, or agencies are **not** allowed to sell any merchandise with the Special Olympics Arkansas logo.
7. **What other logos or messaging can be included on uniforms or other competition/ceremony apparel?**
 - a. In order to avoid exploitation of persons with intellectual disabilities, no uniforms, and no bibs or other signs bearing competition numbers, which are worn by Special Olympics athletes during any competition or during any opening or closing ceremonies of any Games may be emblazoned with commercial names or commercial messages. The only commercial markings which may be displayed on athletes' uniforms during competitions and opening and closing ceremonies are the normal commercial markings of the manufacturer. Any use of advertising on Special Olympics Athletes' equipment, t-shirts or uniforms will result in immediate disqualification of the athlete. Volunteers may wear clothing which bears small logos identifying corporate or organizational sponsors while attending Games competitions, so long as those displays do not exceed an area of six square inches.

Team T-Shirt Guidelines

Special Olympics
Arkansas



Bryant Hornets
SPECIAL OLYMPICS
ARKANSAS



***This inverted triangle logo only needs to be used when combining your school/team name or mascot with the Special Olympics Arkansas logo.**

When creating a team shirt combined with the logo, the logo must have an inverted triangle layout.

Your Team name can be any font you choose.

Special Olympics Arkansas must be in ALL CAPS Ubuntu font. It must be all one color.

***The logo must have 1/3 of an inch white space on all sides.**



Front or Back

If your team/school name is separated, always use a SOAR logo. Ask for our official logos.

Shirts with your own design



1-sided design

2-sided design

Back

At no time are you authorized to separate the Special Olympics Arkansas logo or use the ball of people by itself.

For approval or questions, contact **Camie Powell** at camie@specialolympicsarkansas.org.

For high definition logo files, contact **Brianna Himschoot** at brianna@specialolympicsarkansas.org.

Uniform Guidelines



T-Shirts

T-shirts without numbers can be used for tennis.

T-Shirts with Numbers

T-shirts with numbers can be used for flag football, floorball, floor hockey, softball, volleyball, and soccer.

Polos

There are two options for polo designs, both are options are shown below. Polos can be used for golf, bocce, and bowling

Jerseys

Jerseys can be used for basketball and track & field.

Shorts

Shorts must have the Special Olympics Arkansas logo or the Play Unified circle (UCS Schools only).

Unified Champion Schools must include the Play Unified circle on their uniforms on the sleeve of a shirt or polo, the hem of shorts, or by the neck or 'pocket' of a jersey.



Uniforms can be any color you choose. The lettering and logos can be white or black for any colored shirt. The font of your school name can be of your choosing. Special Olympics Arkansas logos and Play Unified roundel cannot be altered in any way. **At no time are you authorized to separate the Special Olympics Arkansas logo or use the ball of people by itself.**

Shirts without numbers



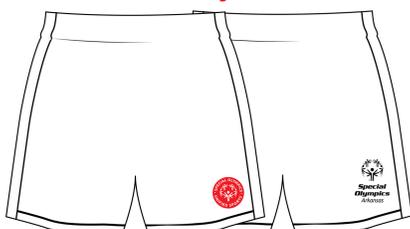
Shirts with numbers



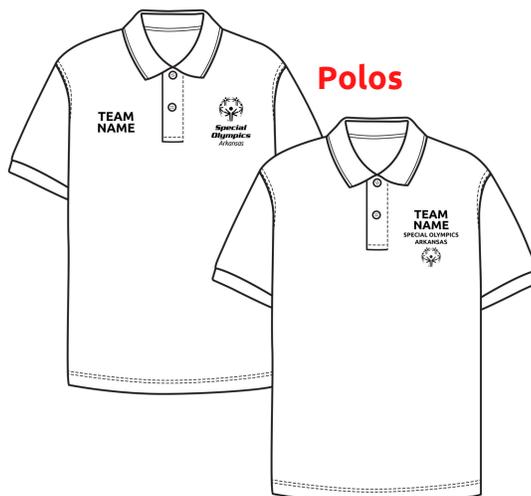
Jerseys & Shorts



UCS Schools Only



Polos



Area T-Shirt Guidelines

Special Olympics
Arkansas



***This inverted triangle logo only needs to be used when combining your area name with the Special Olympics Arkansas logo.**

Area 1

**SPECIAL OLYMPICS
ARKANSAS**



When creating an area shirt combined with the logo, the logo must have an inverted triangle layout.

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Special Olympics Arkansas must be in ALL CAPS Ubuntu font. It must be all one color.

***The logo must have 1/3 of an inch white space on all sides.**



Front or Back

If your area name is separated, always use a SOAR logo. Ask for our official logos.

Shirts with your own design



1-sided design

2-sided design

Back

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For approval or questions, contact **Camie Powell** at camie@specialolympicsarkansas.org.

For high definition logo files, contact **Brianna Himschoot** at brianna@specialolympicsarkansas.org.