

# Special Olympics North Carolina Logo Guidelines

**Special  
Olympics**  
North Carolina



## Wrong logos!



**Special Olympics**

North Carolina

Old logo



**Special Olympics**

North Carolina

Old logo



Plus a bad background color!



Old logo



Wrong name and "fake" logo



"Fake" logo,  
no registered  
trademark  
symbol and  
wrong font

## Correct logos, but...



It's squished!



Crowded!



Hard to read



Bad background  
and poor quality



Bad background  
and hard to read

## Quick hits:

- The SONC logo can only be used in black, white, red or gray.
- The NC LETR logo can only be used in blue, white or a full-color version.
- The seal (people ball) can NEVER be used on its own.
- The SONC or Torch Run logos should not appear on a heavily patterned background (tie dye or camo).