

# Special Olympics North Carolina Local Program Logo Guidelines

**Special  
Olympics**  
North Carolina



Please follow the below guidelines when using the Special Olympics NC logo or your local program logo.

## Approved logo examples:



classic, mock  
or tall logo



red shield  
logo



outline  
logo



black shield  
logo

## Color

Local program logos may only appear in the colors shown above. The red and black shield logos must remain the colors in which they come, **with the writing remaining white**. Shirt or other background color should not show through the logo. The classic logo may appear in black, white or a combination version that features red and black together. The outline logo may appear in black or white only.

The Special Olympics NC logo (featured in the top right corner) may only appear in white, red, black, gray or a combination version that features red and black together.

## Font

Your logo uses Ubuntu as its primary font. This typeface has been determined to be more easily read by individuals with intellectual disabilities. Do not change the font of the logo!

## Usage

The logo should always be placed on solid color backgrounds with lots of empty space around it, preventing any logo crowding. The logo should not be used on tie-dye or camouflage backgrounds, including T-shirts, unless it is the red or black shield with the white writing. View the [Patterns The Right Way](#) document for an example.

Do not separate parts of the logo and use them individually. The seal (circle with five people) cannot be used on its own under any circumstances.