

BRANDING & MARKETING

*Special
Olympics
Indiana*



The "Special Olympics" name and the "Special Olympics" logo, which is a registered trademark, symbolize the international effort to promote the ideals and goals of Special Olympics, Inc. Founded by the Joseph P. Kennedy Foundation. It is therefore important that everyone involved in and associated with SOIN exercise caution in the use of the "Special Olympics" name and logo, particularly in fundraising efforts and projects.

THE OFFICIAL LOGO

The official Special Olympics logo is the trademark of Special Olympics Programs around the world. Used consistently, the logo plays an important part in the image of Special Olympics as a strong, united organization composed of Programs at the county, area, state and national levels worldwide.

Special Olympics Programs are required to follow the graphic standards outlined by Special Olympics, Inc. Logos that follow these guidelines are provided in a variety of formats to all Area and County Programs by the State Office.

REQUIRED USES OF THE LOGO

The logo must be used on all official materials distributed by SOIN including: stationery, business cards, Games programs, flags and banners, athletes' bib numbers, athletes' uniforms, posters, brochures and all material distributed to athletes, sponsors, media, or to the general public.

ADDITIONAL USE OF NAME AND/OR LOGO

All uses of the Special Olympics name and/or logo are subject to approval of the State Office. Use of the Special Olympics name/logo for materials outside the above-described materials must be approved by the State Office. The following examples are instances in which use of the logo is likely to be approved:

1. The logo or name will be used in conjunction with a Program's fundraiser or promotion approved by the State Office (see Event Application).
2. The logo or name will be used in conjunction with a third-party event that has been approved by the State Office (to obtain third-party guidelines and an application, contact Trevor Hill at thill@soindiana.org)
3. The logo or name will be included in an Area or County Program website that corresponds with the website guidelines.
4. Items created and purchased by an Area or County Program with the Special Olympics logo must have the Area or County Program's name or shield. These items could be giveaways, fundraising items to sell or other items. If a program has a request to use the SOIN logo without the Area or County Program's name or shield, they must seek approval from the State Office.

OFFICIAL CREDIT LINE

The official credit line for Special Olympics is as follows: Created by the Joseph P. Kennedy, Jr. Foundation for the Benefit of Persons with Intellectual Disabilities. The official credit line must be displayed on all websites, stationery, brochures, annual reports, news releases, other printed materials, and film, slide, or video presentations.

WEBSITE GUIDELINES

The Internet has great communication potential when used properly. Here are guidelines for Area and County Programs with the capabilities to design and maintain a website:

1. The website shall be identified as "Special Olympics Indiana - _____ Program" website.
2. The website shall have a link to the state's website: www.soindiana.org.
3. Any use of logos shall follow the Special Olympics Graphic Standards Guide.
4. Area and County Programs are permitted to list their sponsors.
5. Areas and Counties shall send a copy of their website design and content to the State Office for review before launching.
6. Programs must display an Internet privacy policy statement on their website. For an example, please refer to www.soindiana.org.

An Area or County Program may not conduct electronic fundraising except for special electronic fundraising projects through Artez/Frontstream. Prior to engaging in such a project, permission must be received from SOIN. Any Program wishing to conduct a special electronic fundraising project, before making any commitment to the project, shall provide the State Office with a written, detailed description of the project at least 30 days prior to the launch date.

BRANDING & MARKETING



SPECIAL OLYMPICS TERMINOLOGY

The 1988 Protocol of Agreement between Special Olympics and the International Olympic Committee (IOC), the group that organizes the modern Olympic games, recognizes and approves Special Olympics' use of the word "Olympics" immediately preceded by "Special" as a part of "Special Olympics." However, the agreement prohibits Special Olympics Programs, Games Organizing Committees, sponsors and related organizations from using the word "Olympics" by itself or the words "Olympic," "Olympian" or any variation of those words in any language. Thus, under no circumstances can any Special Olympics Program use any of the following terms: "Olympic," "Olympian" or "Special Olympian." Special Olympics participants should always be referred to as "Special Olympics athletes" or "participants," rather than "Special Olympians." Special Olympics is a worldwide movement, so when referring to Special Olympics, don't preface with the word "the," as in "the Special Olympics." Otherwise, this implies that Special Olympics is a one-time, singular event rather than a year-round sports training and athletic competition program.

SOCIAL NETWORKING PRESENCE

Social networking sites create online communities where people can bond with others as well as promote and connect with organizations. Platforms like Facebook, Twitter, Instagram and YouTube have allowed people to promote themselves or their companies by sharing snippets of their lives and spreading news with the click of a button.

SOIN is currently active on the following:

SOCIAL MEDIA CHANNELS

Facebook	Special Olympics Indiana facebook.com/soindiana
Twitter "X"	
Instagram	@soindiana1
LinkedIn	Special Olympics Indiana

Champions Together
facebook.com/ChampionsTogether
@ChampsTogether
@championstogether

SOCIAL MEDIA GUIDELINES

SOIN recognizes how an effective social networking site can benefit the communication efforts of Areas and Counties. Thus, Areas and Counties may, with the oversight of members of the management team, establish and maintain a social media presence. Individuals using social networking sites should always use caution and never include any detailed personal information or potentially harming information on their individual pages or Area and/or County Program sites.

Social media allows SOIN representatives to speak in real-time, with a genuine voice. Unlike marketing brochures and billboards that are edited and drafted before publication, social media outlets demand unfiltered and immediate responses and are a way to build long-term relationships, rather than to just promote a campaign.

Using social media is a way we can listen, communicate and participate with our fan base in a personal and natural exchange. While many of the following social media guidelines may seem common sense, SOIN uses this guide to help navigate the ever-changing social media landscape.

Social media is a dynamic, constantly changing organism, and these guidelines could be continually modified to keep information accurate. This information is intended to provide general advice for how SOIN can use social media to further the organization's goals and abide by social media etiquette. Social media is a marketing tool that needs to remain consistent with all Special Olympics messaging.

The State Office has the right to monitor and alter social media usage.

GUIDELINES FOR STARTING AREA AND COUNTY PROGRAM'S FACEBOOK PAGE

- SOIN and County Facebook pages and websites must be consistent with branding guidelines for images, logos and terminology. For more information, visit resources.specialolympics.org/marketing-and-communications
- There should be at least two (2) Facebook administrators for each Facebook page.
- Facebook administrators should monitor Facebook pages several times a week to answer any questions that have been posted or delete any spam that does not belong on the page.
- Inappropriate posts or comments by Facebook users are to be removed from the Facebook site. Administrators are responsible for the content and information on an Area or County's social media site.
- The State Office will maintain a current list of administrators for the site. Each Area Director or County Coordinator is to oversee that current list of local administrators is shared with the State Office.
- Areas and Counties should inform the State Office when a local Facebook page is created.
- The State Office may occasionally share a general post with Area/County Program site administrators.
- Facebook pages should adhere to naming website conventions (example: Special Olympics Indiana-Allen County).
- Photos are a great way to share the success of your Area/County Program, but be cautious about posting photos to public webpages. Registered Special Olympics athletes and volunteers have signed photo release waivers, but it is

BRANDING & MARKETING



possible that other people in your photos have not. It is best to consider the wishes of those in your photos before posting them to Facebook or tagging people in photos.

- Areas and Counties are encouraged to promote local special events, competitions, fundraisers, etc., on established Facebook sites, but never as stand-alone sites/profiles.
- Ask questions to start conversations with followers and create ways for your supporters to actively participate in content creation.
- Use the @ symbol, tag other organizations/followers in your status updates to help create a network of supporters.
- Remember you can post content from YouTube, online newspapers, blogs and more.
- Sites are to list "Special Olympics Indiana" as a favorite page or "Like".
- Area pages should list County Facebook sites, if applicable, on its list of favorites or likes.
- Sites should link visitors to SOIndiana.org or SOIN's Facebook site when appropriate.
- Sites are to have approval from the Area Director or County Coordinator after he or she has reviewed the guidelines prior to launch of Facebook site.
- The guidelines above may also pertain to other social networks such as Twitter, Google+, etc.

MEDIA PARTNERSHIPS

A media partner is much like a traditional sponsor, except they give in-kind donations of their media services in exchange for recognition instead of dollar amounts. Media partners can include traditional media outlets — TV, radio and print — as well as non-traditional or digital forms of media. Due to SOIN's relationship with Special Olympics in surrounding states, partnerships are only to be made with media outlets in the state of Indiana. Programs may make out-of-state media aware of events that happen in their markets (through press releases and media advisories) but should not enter into any formal agreements with media outlets outside Indiana.

Because the in-kind values involved in media partnerships are usually several thousand dollars, which qualify for state-level recognition, it is best to work with the State Office to obtain a media partnership.

ADVERTISING POLICY

Based on guidelines from Special Olympics, Inc., no SOIN Program is permitted to use program dollars to purchase paid advertising spots of any kind. Programs can work together with the State Office to utilize public relations techniques to distribute PSAs to media outlets.

PUBLIC RELATIONS RESOURCES

PSA's and Video Resources: If you need to send a public service announcement to a media partner or want to show a video to a community partner contact Kelly Ries (kries@soindiana.org).