Special Olympics Louisiana
Local Program Logo Guidelines

Please follow the below guidelines when using the SOLA or your local program logo.

Color:
The Special Olympics Louisiana and local program logos 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**.

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.

 The **shield logo** is best suited for use on T-shirts (especially for a chest pocket logo) and uniforms. The team name (or other wording such as "coach") can go above or below the shield graphic.

 The **classic logo** is best used for printed materials (brochures, thank you cards, etc.) and banners. It can be used for T-shirts as well, though its size and layout makes it better suited for a full front rather than a pocket logo.

~ For questions, contact laso@laso.org ~