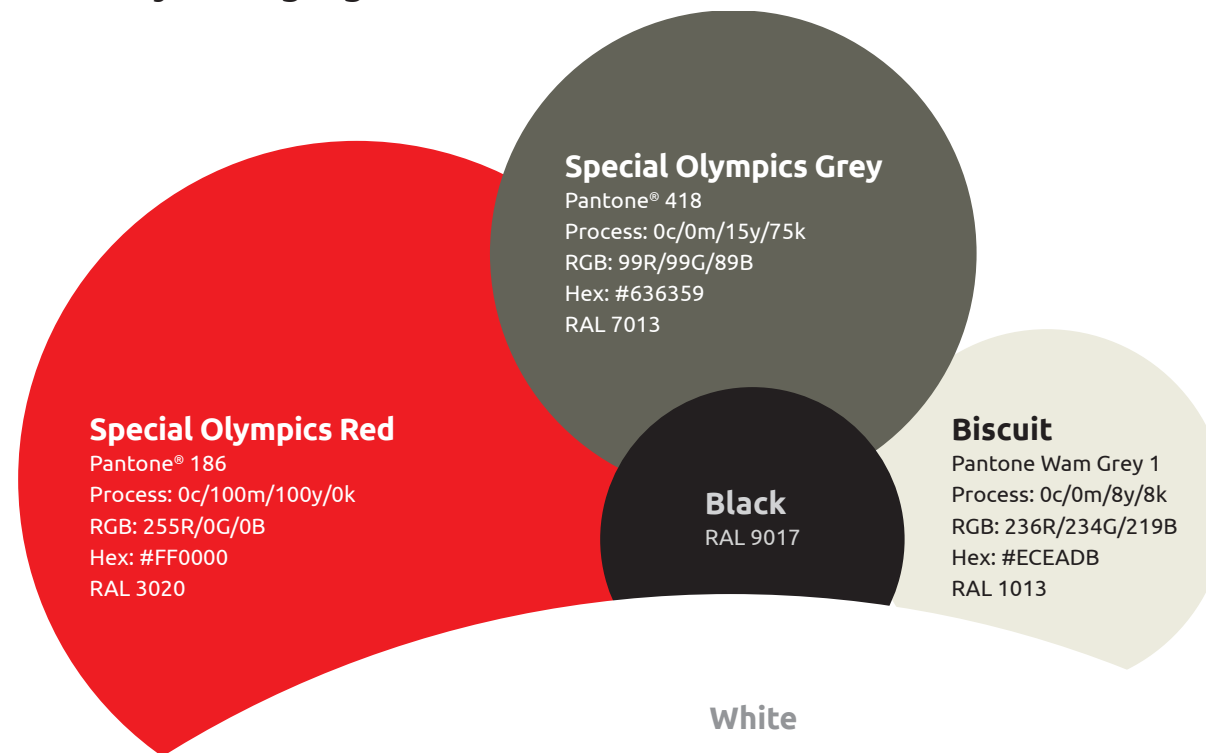


Primary color palette

The Special Olympics primary color palette consists of Special Olympics Red and Special Olympics Grey. This is the color combination that we wish to be associated with. These two colors are supported by Black, Biscuit and White for core applications of the brand visual identity such as stationery and signage.



Please note that white should be considered an important color within the palette. Use of white space within design layouts and the use of the mark against white backgrounds contribute to the feeling of a bright, open and contemporary identity.

Extended color palette



Secondary colors may be used to cover large areas or to provide highlights within a design. Colors may also be combined to create gradients. To maintain a fresh and clean look and feel, gradients should be created from colors within the same color family. Please refer to color specifications in the appendix for full CMYK, RGB, Pantone and Hexadecimal references.



Avoid using too many secondary colors on a design. We suggest that you limit the colors on any item to the primary color palette plus colors from within the same range within the secondary palette.

Please use process color mix created for artwork. Colors should be visually matched to an up-to-date Pantone® Swatch.

A range of secondary colors have been specified to support the primary palette. These colors can be used to add personality to designs and to differentiate between communication items.



Color gradients



When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors special artwork should be created.

For a subtle gradient, move from the light to the mid-tone of the color. For more pronounced gradients, move from the light to the dark tone.

Color gradients can be used to create greater dynamism within your design. Gradients are created by using different depths of the same color.

Light Red	Mid Red	Light Turquoise	Mid Turquoise
Light Red	Dark Red	Light Turquoise	Dark Turquoise
Light Magenta	Mid Magenta	Light Green	Mid Green
Light Magenta	Dark Magenta	Light Green	Dark Green
Light Purple	Mid Purple	Light Yellow	Mid Yellow
Light Purple	Dark Purple	Light Yellow	Dark Yellow
Light Blue	Mid Blue	Light Orange	Mid Orange
Light Blue	Dark Blue	Light Orange	Dark Orange
White	Biscuit	Light Grey	Mid Grey
		Light Grey	Dark Grey

Please use the color breakdowns as provided here.

Primary Colors	Pantone®	C/M/Y/K	R/G/B	Hex
SO Red	186C	0/100/100/0	255/0/0	#FF0000
SO Grey	418C	0/0/15/75	99/99/89	#636359

Secondary Colors

Light Red	186C	0/100/100/0	255/0/0	#FF0000
Mid Red	1945C	0/100/100/20	196/22/28	#C4161C
Dark Red	202C	0/100/100/55	130/0/0	#820000
Light Magenta	Process Magenta	0/100/0/0	236/0/140	#EC008C
Mid Magenta	215C	0/100/20/20	196/0/99	#C40063
Dark Magenta	222C	0/100/40/50	139/0/55	#8B0037
Light Purple	2587C	50/100/0/0	146/39/143	#92278F
Mid Purple	267C	70/100/0/0	111/44/145	#6F2C91
Dark Purple	2695C	80/100/0/40	61/16/99	#3D1063
Light Blue	Process Blue	100/20/0/0	0/149/218	#0095DA
Mid Blue	300C	100/50/0/15	0/99/165	#0063A5
Dark Blue	294C	100/80/0/25	1/59/130	#013B82
Light Turquoise	3262C	70/0/50/0	57/187/157	#39BB9D
Mid Turquoise	3282C	80/0/50/20	0/151/132	#009784
Dark Turquoise	3302C	90/0/50/50	0/105/94	#00695E

	Pantone®	C/M/Y/K	R/G/B	Hex
Biscuit	Warm Grey 1C	0/0/8/8	236/234/219	#ECEADB
Black	Black	0/0/0/100	0/0/0	#000000
White	-	0/0/0/0	000/000/000	#FFFFFF

Light Green	382C	35/0/100/0	178/210/53	#B2D235
Mid Green	376C	40/0/100/20	136/172/46	#88AC2E
Dark Green	370C	70/0/100/45	40/117/43	#28752B
Light Yellow	109C	0/15/100/0	255/212/0	#FFD400
Mid Yellow	110C	0/30/100/10	229/168/18	#E5A812
Dark Yellow	1255C	0/25/100/35	177/137/6	#B18906
Light Orange	137C	0/50/100/0	247/148/30	#F7941E
Mid Orange	1505C	0/70/100/5	230/106/31	#E66A1F
Dark Orange	159C	0/60/100/45	152/80/6	#985006
Light Grey	413C	0/0/0/30	188/190/192	#BCBEC0
Mid Grey	415C	0/0/8/50	148/149/141	#94958D
Dark Grey	418C	0/0/15/75	99/99/89	#636359