T-shirt & Uniform Guidance

Updated 2026

Special Olympics Arkansas

Logo Usage Guidelines & FAQs

Special Olympics Arkansas

Incorrect Uses of the Special Olympics Arkansas Logo

#1 The ball of people (Special Olympics symbol) cannot be separated or used on its own.

#2 This is not an approved layout for apparel or print materials.

Correct Special Olympics Arkansas Logos

#1

#2

#3

#4

Special Olympics Arkansas
Area 1

Correct Unified Logos for Unified Sports & UCS Uniforms

#1 **Special Olympics Unified Sports roundel** in white on red or red on white only. ***Preferred**

#2 **Special Olympics Play Unified roundel** in red, black, or all white.

Color Usage

- **2-Color Logos**: The preferred version of the logo uses Special Olympics Grey or Black for the logotype and Special Olympics Red for the symbol.
- **1-Color Logos**: Red, black, white, or grey only.

SO Red
CMYK: 0 100 100 0
RGB: 255 0 0
Hex: #FF0000
Pantone: 186C

SO Grey
CMYK: 0 0 15 75
RGB: 99 99 89
Hex: #636359
Pantone: 418C

FAQs

1. **Who should use an area or sub-program logo?**
   a. Anytime you are referring to your area on a sign, shirt, etc.
2. **When do I have authorization to use the Special Olympics Arkansas logo?**
   a. Teams are allowed to use the Special Olympics Arkansas logo for uniforms and team t-shirts.
   b. ***Teams, schools, or agencies are not allowed to sell any merchandise with the Special Olympics Arkansas logo.**
3. **Where do I get access to official Special Olympics Arkansas logos?**
   a. Email Brianna at brianna@specialolympicsarkansas.org. She can provide logos for approved apparel.
4. **What if I have questions about my design?**
   a. Email Camie at camie@specialolympicsarkansas.org. She will approve all materials with the Special Olympics Arkansas logo.
5. **Can I use the ball of people (Special Olympics symbol) by itself?**
   a. The Special Olympics Arkansas logo should never be altered in any way.
6. **Am I allowed to sell school/team clothing with the Special Olympics Arkansas logo on it?**
   a. Teams, schools, or agencies are **not** allowed to sell any merchandise with the Special Olympics Arkansas logo.
7. **What other logos or messaging can be included on uniforms or other competition/ceremony apparel?**
   a. In order to avoid exploitation of persons with intellectual disabilities, no uniforms, and no bibs or other signs bearing competition numbers, which are worn by Special Olympics athletes during any competition or during any opening or closing ceremonies of any Games may be emblazoned with commercial names or commercial messages. The only commercial markings which may be displayed on athletes' uniforms during competitions and opening and closing ceremonies are the normal commercial markings of the manufacturer. Any use of advertising on Special Olympics Athletes' equipment, t-shirts or uniforms will result in immediate disqualification of the athlete. Volunteers may wear clothing which bears small logos identifying corporate or organizational sponsors while attending Games competitions, so long as those displays do not exceed an area of six square inches.

Team T-Shirt Guidelines

Special Olympics Arkansas

Special Olympics Arkansas

or

Special Olympics Arkansas
Area 1

+

Bryant Hornets

When creating a team shirt combined with the logo, the logo must be an official SOAR or Area logo.

Your Team name can be any font or color you choose.

*The logo must have 1/3 of an inch white space on all sides.

SOAR or Area logo can be used on the pocket, sleeve, or back of shirt in conjunction with team name and design.

Shirts with your own design

1-sided design

2-sided design

Back

At no time are you authorized to separate the Special Olympics Arkansas logo or use the ball of people by itself.

For approval or questions, contact Camie Powell at camie@specialolympicsarkansas.org.
For high definition logo files, contact Brianna Himschoot at brianna@specialolympicsarkansas.org.

Area T-Shirt Guidelines

Special Olympics Arkansas

Special Olympics
Arkansas
Area 1

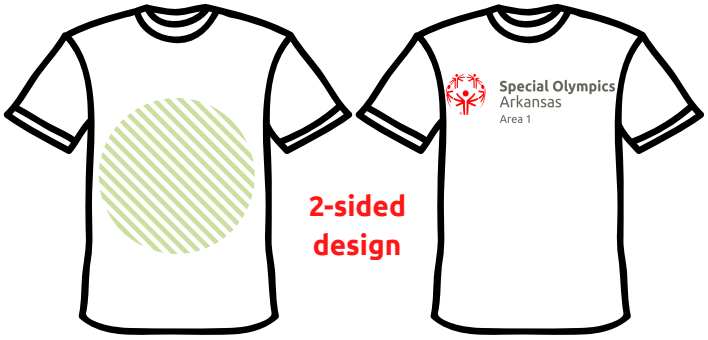
When creating an area shirt combined with the logo, the logo must be an official SOAR or Area logo.

*The logo must have 1/3 of an inch white space on all sides.

Front or Back

Shirts with your own design

1-sided design



2-sided design

Back

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Uniform Guidelines

Unified Champion Schools and **Unified Sports Uniforms** must include the Unified Sports or Play Unified roundel on the left or right chest, upper back, sleeve, or left or right leg of shorts. *See Unified Sports T-Shirt & Uniform Guidance on page 6.*

Uniforms may be any color you choose. If you are a school, the uniform colors should reflect your standard school colors. The Special Olympics Arkansas lettering and logos can be red, white, black, or grey. The Special Olympics Unified Sports roundel can be red on white or white on red. The Play Unified logo can be in black, red, or all white. The font of your school or team name can be of your choosing. Special Olympics Arkansas logos and Unified Sports or Play Unified logos cannot be altered in any way. **At no time are you authorized to separate the Special Olympics Arkansas logo or use the ball of people by itself.**

Shirts without numbers

Sports: tennis

Shorts

Jerseys

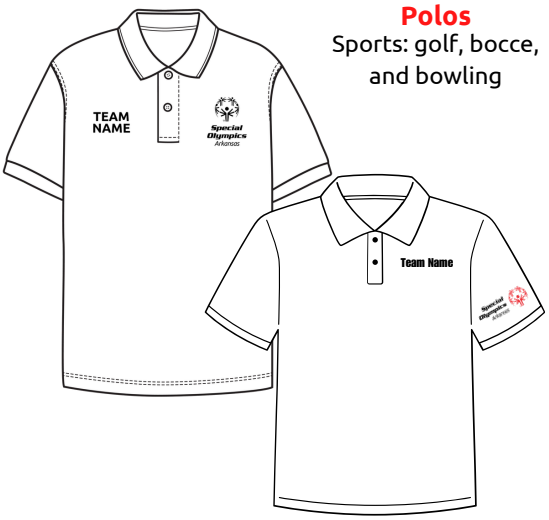
Sports: basketball and track & field

Shirts with numbers

Sports: flag football, floorball, floor hockey, softball, volleyball, and soccer

Polos

Sports: golf, bocce, and bowling



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UCS & Unified Uniform Guidelines

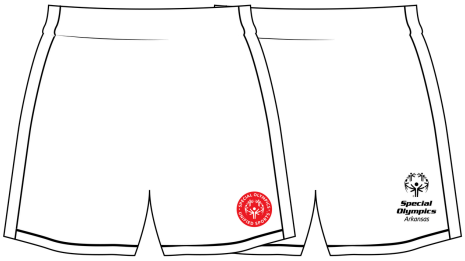
Special Olympics Arkansas

A Special Olympics Unified Sports or Play Unified logo is required on all Unified Sports uniforms. In addition, a Special Olympics Arkansas logo is also required on all uniforms. The logos only need to be placed ONCE on each uniform. Left or right chest, upper back, sleeve, or left or right leg of shorts.

Shirts without numbers

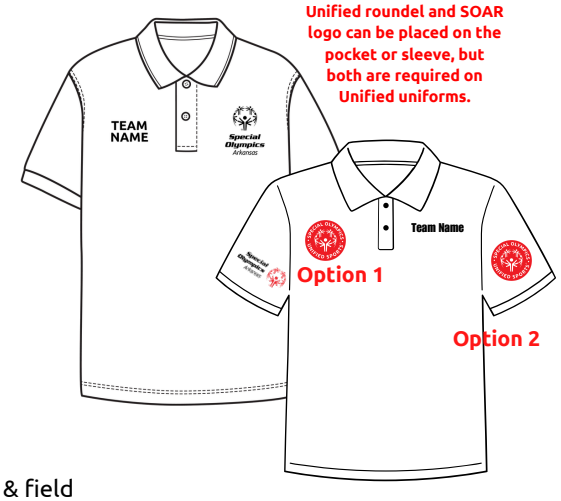
Sports: tennis

Shorts



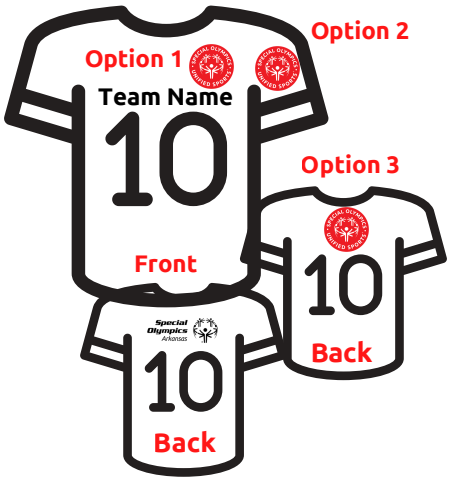
Polos

Sports: golf, bocce, and bowling



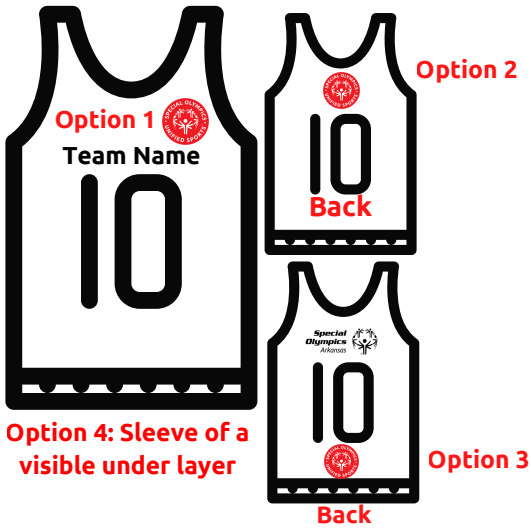
Shirts with numbers

Sports: flag football, floorball, floor hockey, softball, volleyball, and soccer



Jerseys

Sports: basketball and track & field



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