Purpose:

Graphic Standards were produced to provide direction when using the Special Olympics Manitoba logomark. It provides guidelines regarding colour, sizes, proper and improper usage of the logomarks as well as logo variations.

The benefits of the guidelines are numerous. First, a strong corporate identity creates a basic look for communication material that can be used for many types of applications. Second, it saves time by establishing easy to follow guidelines that can be used time and again. Third, these guidelines help make our communication efforts more consistent from piece to piece.

Refer to 4000-C