

Brand

Guidelines

Logo

When designing a Science Olympiad team logo, avoid using any United States Olympic Committee images such as the rings, flames, or torches. Science Olympiad is authorized to use the name, but not any Olympic symbols.

Always use the full phrase “Science Olympiad” and never just “Olympiad.” For more details, refer to the Policies section on the Science Olympiad website.



Placement

CLEAR SPACE

To protect the strength and integrity of the brandmark, a clear space area, free of competing visual elements, should be maintained. Please leave a space which is equal to the height of the Science Olympiad 'S,' as shown.

PLACEMENT

Always try to align the brandmark to the left edge of the page or screen within your design



SAMPLE PLACEMENT WITH TEXT



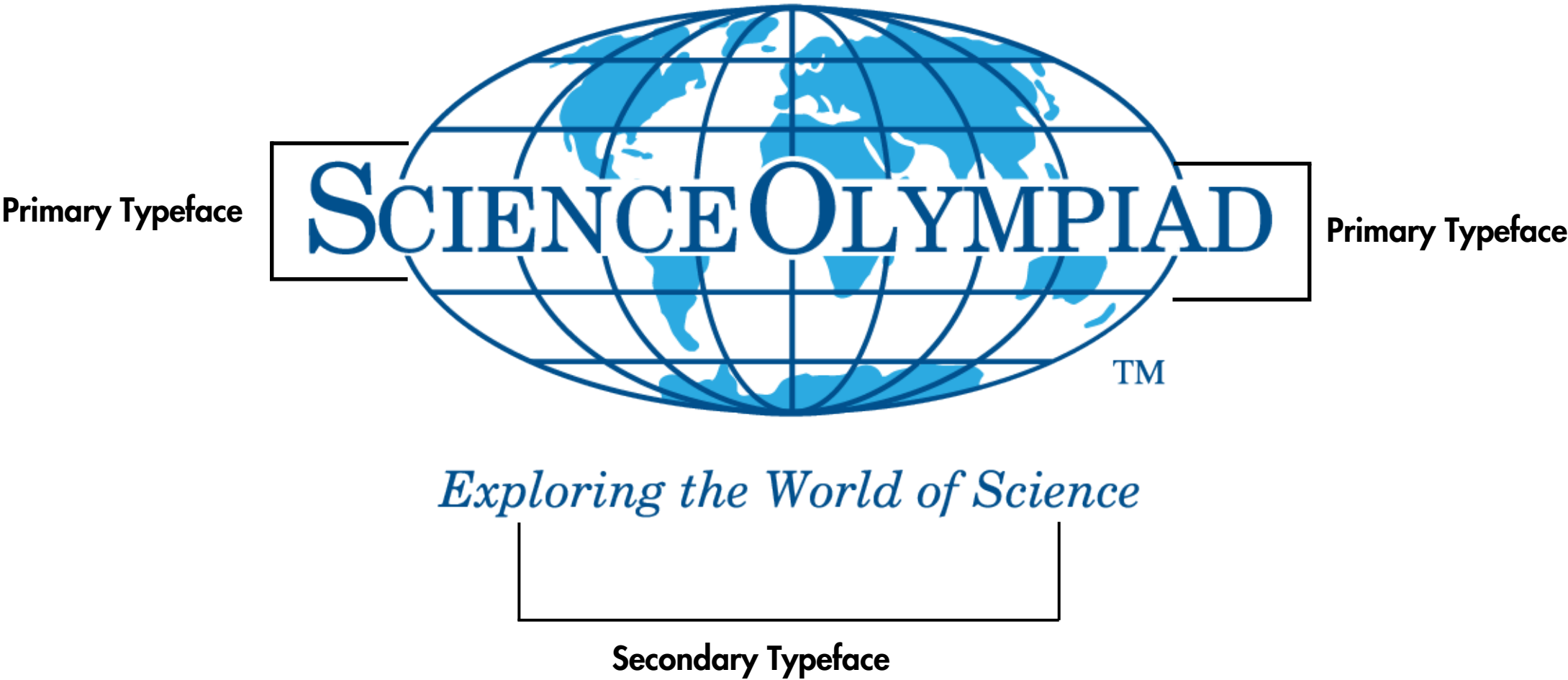
Typeface

Primary Typeface

New Century Schoolbook Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary Typeface

Adobe Garamond Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



Black & White

The Science Olympiad brandmark can be used as either a positive or negative (black or white) mark where appropriate



Color

Single-color versions of the logo are shown below. Multicolored samples are below and **can be amended to match school colors**.

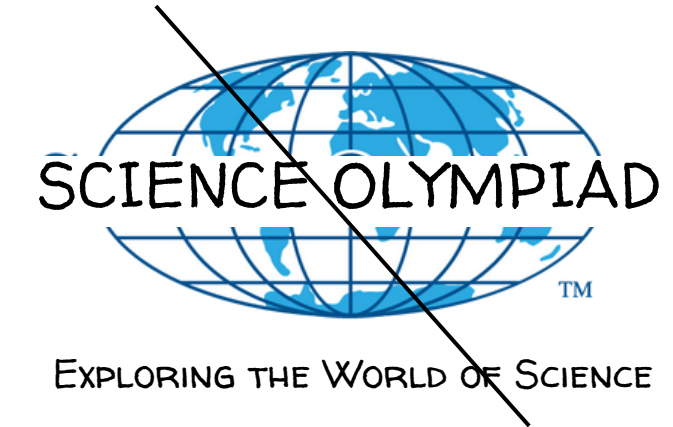


Incorrect Usage

To ensure the integrity and strength of the Science Olympiad identity, it is important to ensure that the brandmark is not altered in any way and that the guidelines are adhered to as closely as possible.



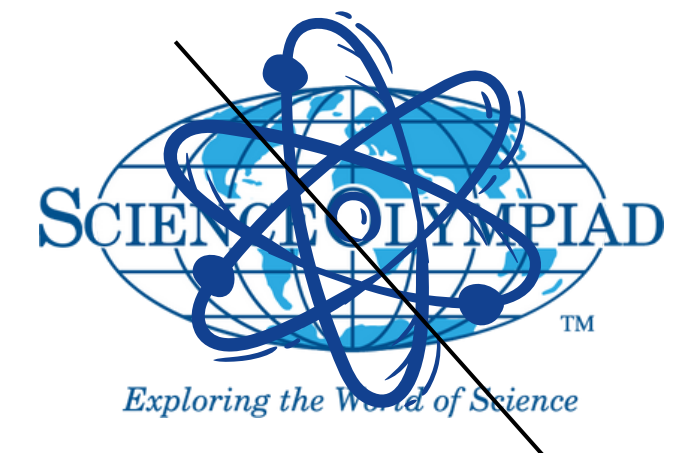
NEVER Distort the Logo



NEVER try to re-create the brandmark or re-type the text in a different font



NEVER rotate the logo



NEVER place the logo in front of an image of similar color causing the logo to disappear

Guidance For Teams

Science Olympiad teams holding a current membership, as well as organizations, colleges or schools hosting Science Olympiad events, are welcome to use the official Science Olympiad logos for t-shirts, flyers, websites or printed materials such as tournament programs. Teams may sell their own t-shirts or items locally as fundraisers, but anyone wishing to use the Science Olympiad logo or name for any other promotional, sales or marketing purpose (such as for a TV show or book) must first contact the National Office to receive written permission.

Shirt examples with logo



When designing a logo for your team or invitational feel free to change the color of the SO logo to your liking.

State Info

When designing a state Science Olympiad website, the Science Olympiad logo must be visible on the home page, either as a stand-alone or embedded in the state's logo mark (see examples shown at right). If your state logo does not include the Science Olympiad logo, you must have our logo located on your state website. Logos are accessible to be download at www.soinc.org/use-science-olympiad-logo

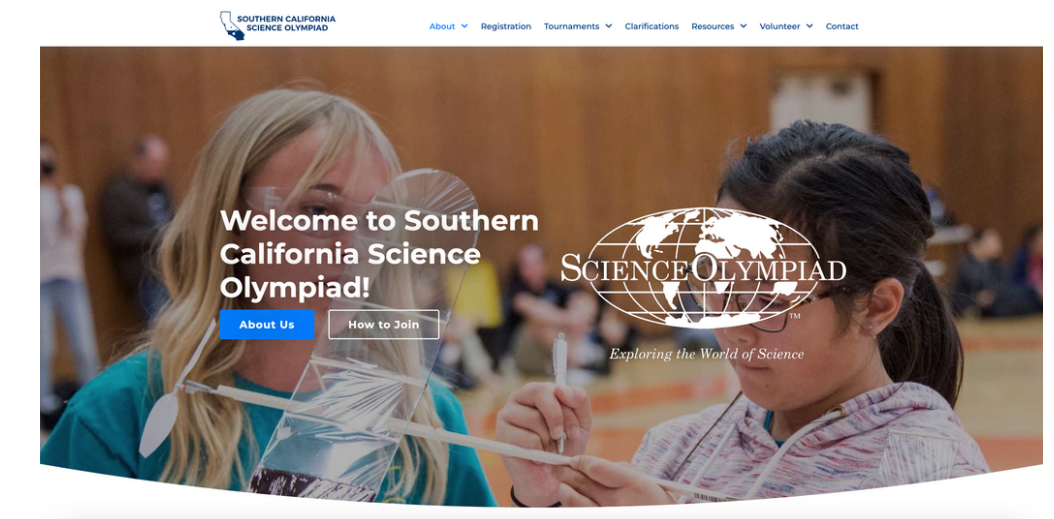
State Logos that **include**
SO logo



State Logos that **do not include**
SO logo



But visible on website



National Tournament

Each National Tournament host site may design a customized Science Olympiad logo, but the Science Olympiad globe should be included on the website, printed and promotional materials, programs, and t-shirts. The Science Olympiad globe logo should be visible in any Opening and Closing Ceremony productions, either on stage-level screens, on stadium JumboTrons, or on any banners produced for the National Tournament.

WRIGHT STATE UNIVERSITY

Wright State University hosted the Science Olympiad National Tournament in 2013, creating their own unique logo and placing the original Science Olympiad logo on all of the printed materials.



CORNELL UNIVERSITY

At the Science Olympiad National Tournament at Cornell University in 2019 the host site created their own unique logo, which also contained the original Science Olympiad logo.



Anniversary Logos

For milestone events, Science Olympiad has produced anniversary logos. See the 25th and 40th anniversary logos to the right. States and teams may incorporate these special logos into their websites, team t-shirts and printed materials. Anniversary logos will only be produced every five years.

25TH ANNIVERSARY LOGO



Exploring the World of Science

40TH ANNIVERSARY LOGO



Exploring the World of Science

SO National Office

PRINTED MATERIALS

All printed SO National Office materials should be visually matched to a Pantone Color swatch to ensure that color quality is correct. These guidelines were produced using Pantone Color Bridge swatches to ensure consistent color across a range of printed materials. It is important for your printer to match the colors to a Pantone swatch. Please use the color references shown.

SOCIAL MEDIA & WEB

Team and state websites and social media accounts may create color schemes of their own.

PRIMARY PRINT COLOR



PANTONE: 357 CV
CMYK: 79, 0, 87, 56
RGB: 0, 99, 48
HEX: #016330

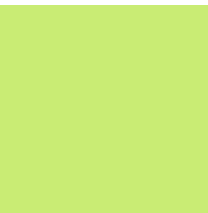


PANTONE: 7486 U
CMYK: 29, 0, 40, 0
RGB: 183, 227, 148
HEX: #bada93

PRIMARY WEB/SOCIAL COLOR



HEX: #016330
RGB:(140,207,239,255)



HEX:#c9ec74
RGB:(201,236,116,255)



HEX: #1e7ab6
RGB:(30,122,182,255)