

# SCIENCE OLYMPIAD

THE NATION'S MOST EXCITING K-12 SCIENCE COMPETITION



*Exploring the World of Science*

## BRANDING GUIDELINES

# CORRECT LOGO USAGE

When designing a state or local Science Olympiad team logo, refrain from using any United States Olympic Committee images, including the five rings, flames, torches or any symbols pertaining to the Olympic Games. Science Olympiad has special permission from the USOC to use the name, but no corresponding images. The phrase “Science Olympiad” must be used in whole, not in part. Do not use “Olympiad” without “Science” attached. See the Science Olympiad website Policies section for a copy of the USOC letter.

## Black & White

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

## Color

Single color versions of the logo are supplied within the brand guidelines package, online as samples or may be amended to match school colors. Examples are shown on the right.

## BLACK & WHITE



*Exploring the World of Science*



*Exploring the World of Science*



*Exploring the World of Science*

## COLOR



*Exploring the World of Science*



*Exploring the World of Science*



*Exploring the World of Science*



*Exploring the World of Science*

# 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 the guidelines adhered to as closely as possible.

To ensure consistency always use the artwork files supplied within the brand guidelines package.

Here are a just a few examples of incorrect usage:



**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

# PLACEMENT

## Clear Space

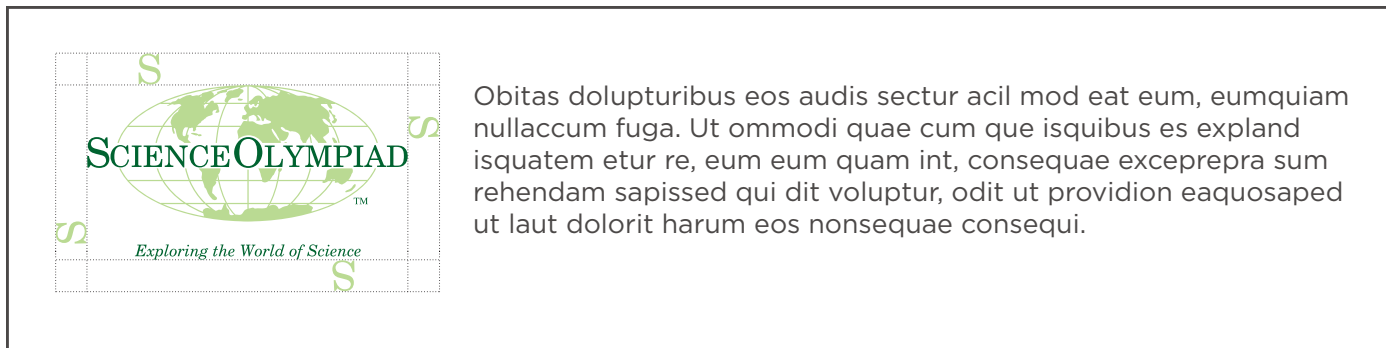
To protect the strength and integrity of the brandmark, a clear space area, free of competing visual elements, should be maintained. Please leave a space which is equal to the height of the Science Olympiad 'S,' as shown.

## Placement

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



## SAMPLE PLACEMENT WITH TEXT



# SIZING

## Minimum Size

The minimum size of the Science Olympiad logo is 35mm. Going below this size causes the logo to lose its clarity.

When creating larger marketing materials please use the vector files supplied to maintain the quality and sharpness of the logo when scaled up.



Minimum size  
35mm

# COLORS

## Printed Materials

All printed material 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.

## Screen Applications

For on-screen applications use the appropriate RGB values.

## PRIMARY PRINT COLORS



**PANTONE 357 CV**  
**CMYK 79, 0, 87, 56**  
**RGB 0, 99, 48**



**PANTONE 7486 U**  
**CMYK 29, 0, 40, 0**  
**RGB 183, 227, 148**

## WEB-BRANDED COLORS



**PANTONE 357 CV**  
**CMYK 57, 2, 100, 0**  
**RGB 124, 190, 51**



**PANTONE 7486 U**  
**CMYK 84, 46, 6, 0**  
**RGB 30, 123, 184**



**PANTONE 7486 U**  
**CMYK 41, 3, 1, 0**  
**RGB 140, 209, 241**

# TYPEFACE

## PRIMARY TYPEFACE

New Century Schoolbook Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## SECONDARY TYPEFACE

*Adobe Garamond Italic*

*abcdefghijklmnopqrstuvwxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*0123456789*

PRIMARY TYPEFACE



*Exploring the World of Science*

SECONDARY TYPEFACE

# GUIDANCE FOR TEAMS

When designing a state or local Science Olympiad team logo, refrain from using any United States Olympic Committee images, including the five rings, flames, torches or any symbols pertaining to the Olympic Games. Science Olympiad has special permission from the USOC to use the name, but no corresponding images. The phrase “Science Olympiad” must be used in whole, not in part. Do not use “Olympiad” without “Science” attached.

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 below for t-shirts, flyers, websites or printed materials such as tournament programs. Teams may sell their own t-shirts or items locally as fund raisers, but anyone wishing to use the Science Olympiad logo or name for any other promotional, sales or marketing purpose (such as for a DVD, CD or book) must first contact the National Office to receive written permission.

## SHIRT SAMPLES



### AMADOR VALLEY

This school chose a solid color shirt and created their own logo for the front of the shirt, but included the original Science Olympiad logo on the back with no alterations.



### OKLAHOMA STATE

The Oklahoma State Tournament shirts highlight the Science Olympiad logo on the front pocket and then a unique tournament logo on the back of the shirt.

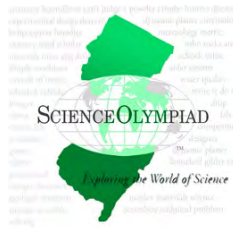


# STATE WEBSITES

When designing a state Science Olympiad website, the Science Olympiad logo should be visible on the home page, either as a stand-alone or embedded in the state's logo mark (see examples shown at right).

Links to the national website should also be included on any state's home page: [www.soinc.org](http://www.soinc.org)

## STATE SAMPLE LOGOS



### NEW HAMPSHIRE

The Science Olympiad logo is placed in front of the shape of the state and new text is placed around the logo.

### NEW JERSEY

The Science Olympiad logo is placed in front of the shape of the state and new text is placed around the logo. The tagline is attached to the original logo.

### MISSISSIPPI

The Science Olympiad logo is placed in front of the outlined shape of the state. No alterations are made with the original logo.

### SOUTH CAROLINA

The Science Olympiad logo is placed inside of the outlined shape of the state. The logo isn't distorted or improperly colored.

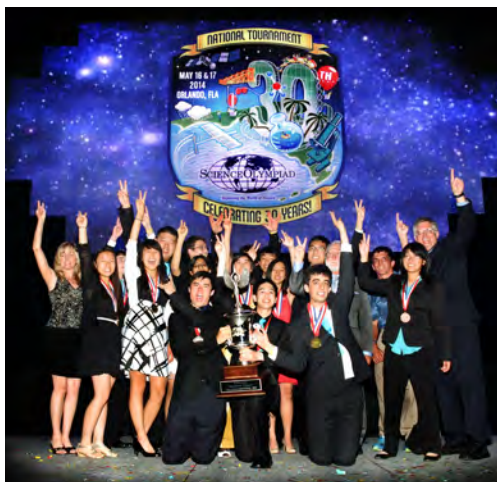
### MINNESOTA

The Science Olympiad logo isn't distorted and the text isn't altered. New text in a different font is placed above the original type.

# NATIONAL TOURNAMENT

Each National Tournament host site may design a customized Science Olympiad logo, but the Science Olympiad globe should be included in the website, printed and promotional materials, program 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.

## NATIONAL LOGO SAMPLES



### UNIVERSITY OF CENTRAL FLORIDA

At the Science Olympiad National Tournament at the University of Central Florida in 2014, the host site created their own unique logo, which also contained the original Science Olympiad logo.



### 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.

# ANNIVERSARY LOGOS

For milestone events, Science Olympiad has produced anniversary logos. See the 25th and 30th 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*

## 30TH ANNIVERSARY LOGO



*Exploring the World of Science*