

BRAND BOOK



**Special
Olympics**
Virginia



INTENTION

The Unified Bus Pull Brandbook defines our mission, brand vision, core values, personality, positioning, and creative assets.

Everything we create and all communication with our customers and brand partners, must be guided by the principles and values outlined here. It is vital to maintain consistency in our tone of voice and visual style as we grow and scale.

Overview

3 What is a Unified Bus Pull?

Brand Elements

5 Signature Logo Identity

6 Color Palette & Assets

7 Type Hierarchy

8 Design Sample

WHAT IS A SCHOOL BUS PULL?

Think tug-of-war, except your opponent is a school bus! Teams will compete to see who can pull a standard-size school bus a distance of 12-24 feet in the shortest amount of time using a rope.

Teams can be formed by students, teachers, and/or parents and be based upon grade level, house within the school, sports team, club, etc. This is a Unified event, meaning everyone should have the opportunity to be included in the competition, regardless of his or her ability level!

TAGLINE

**Flex your fundraising muscles. And
your muscle muscles.**

For two great causes!



BRAND ELEMENTS

Logos — Palette — Typography — Creative Direction

Logo Identity



POSITIONING

F-Height



Light Grey area indicates Safe Zone. Other graphical and visual elements can be safely positioned up outside this place.

SMALLEST SIZE



2 cms



WHITE LOGO ON BLACK



BLACK & WHITE LOGO ON WHITE

Color Values & Assets



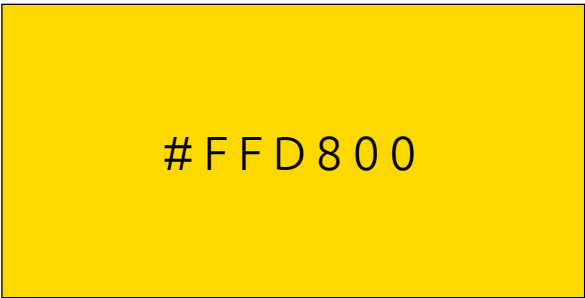
#0095DA

RGB: 0 149 218
CMYK: 100 20 0 0



#013B82

1 59 130
100 80 0 25



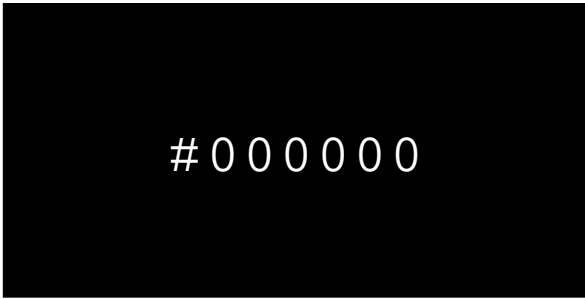
#FFD800

255 216 0
0 15 100 0



#ECEADB

RGB: 236 234 219
CMYK: 0 0 8 8



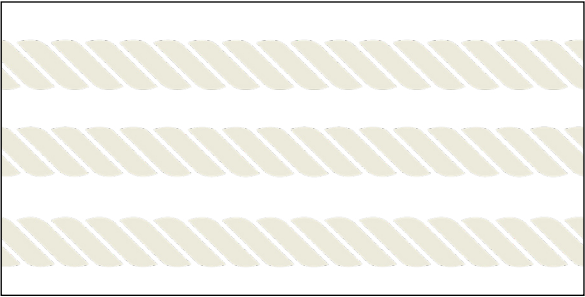
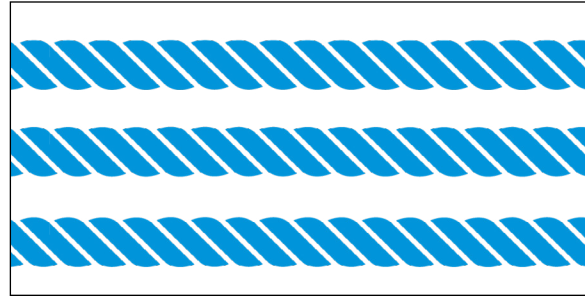
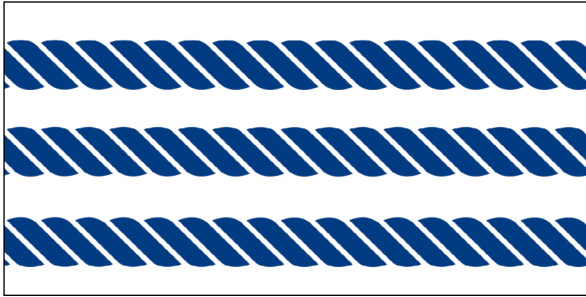
#000000

0 0 0
0 0 0 100



#BCBEC0

188 190 192
0 0 0 30



Headline: Nexa Rust (Tracking 50)

FLEX YOUR FUNDRAISING MUSCLES

Secondary Headline: Ubuntu Bold (Tracking 150)

FLEX YOUR FUNDRAISING MUSCLES. AND YOUR MUSCLE MUSCLES.

Text Variations: Sentence Case (Tracking 50)

**Bold — AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz**

**Regular — AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz**

**Light — AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz**

If Nexa Rust and Ubuntu are unavailable, use Helvetica or Arial.

Sub Headings (Smaller Headlines)
— Nexa Rust (Tracking 150)

FLEX YOUR FUNDRAISING MUSCLES. AND YOUR MUSCLE MUSCLES. FOR TWO GREAT CAUSES.

Body Copy — Ubuntu Regular

This is a fundraising event, where students, faculty, and families are encouraged to show their support by soliciting online donations. HALF of all proceeds raised through the School Bus Pull will be used by Special Olympics Virginia to advance the Unified Champion Schools movement across the state, while the other HALF will be kept by the school to use as necessary!



REGISTER FOR THE UNIFIED BUS PULL

WEDNESDAY, APRIL 15 — 2PM
@ THE FRONT PARKING LOT

This event supports the Special Olympics
Virginia & unified activities at our school!



REGISTER FOR THE UNIFIED BUS PULL

WEDNESDAY, APRIL 15 — 2PM
@ THE FRONT PARKING LOT

This event supports the Special Olympics Virginia &
unified activities at our school!

NOTE: Because designs are catered to family
and students, keep designs as bright and graphic
as possible, utilizing bold yellow text and images
when possible.