



Special Olympics
**WORLD
GAMES**
LOS ANGELES 2015

Games Design And Signage Guide

with great support from  Art Center College of Design



All rights reserved. No part of this book may be reproduced in any form with-out written permission from the Special Olympics World Games Los Angeles 2015 comittee and Art Center College of Design Team.

Lead Graphic Designer: Art Center; Carrie Chang, Special Olympics World Games Los Angeles 2015; Jim Casares

Copy Editor: Katie Healey

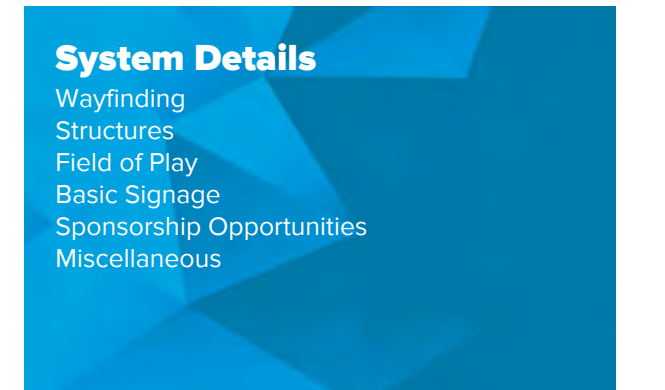
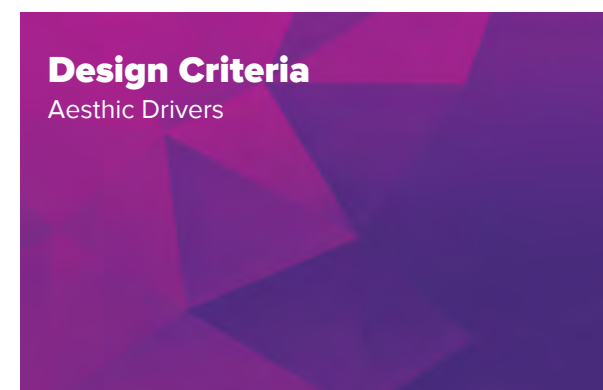
Art Center Design Team: Ana Marie Pino, Andy Lee, Annie Buado, Ara Byun, Belle Thanassorn, Cheok Lei, Connie Bakshi, Daniel Yoon, Ellie Chan, Erica Kim, Hayley Chung, Jed Jeong, Jonathan Kim, Joseph Chung, Julia Ok, Julian Callanta, KB Jeon, Kevin Staves, Maria Shishkina, Marie Stargala, Ronnie Dai, Sabrina Che, Sam Choo, Sherry Chen, Sophia Alvarado, Tanvi Sonavane, Terry Kim, Vincent Widjaja, Wesley Sun, Yujin Lim
Teachers
Art Center Teachers: Cody Clark, Dewi Schonbeck, Michael Neumayr

Special Thanks to: the Sitelines Team: Todd Provencio, Andrew Lee, Emma Ekblad, Maple Lam & Gerry Rubin

The city of Los Angeles is busy getting ready for the Special Olympics World Games of 2015. The Art Center College of Design was also doing their part to prepare. Over the course of eight months, 32 students and three teachers combined their forces to help create this book. These Games Logo and Signage Guide will help shape the games into an unforgettable experience for everyone involved.



Table of Contents



Los Angeles 2015

Art Center College of Design

Los Angeles 2015 Overview

Art Center College of Design



ART CENTER TEAM

The first four months of this project were devoted to ideation, mission and design. In the beginning there were five teams that spent weeks complying study models and concepts, testing each one's potential. By midterm, we had divided up the class into two main groups, Team Bruisers and Team Orange. Team Bruisers focused mainly on fractals and facets while Team Orange focused on circles and curves. This culminated in a full scale, proof of concept build which took up two full outdoor lawns at Art Center's Pasadena, Hillside Campus. We even had fabricators help us with the scaled mock-ups. The later months were dedicated to production and execution. With a team of mostly new students, the fresh eyes brought many new insights into the project and provided the fine tuning needed to see it through until the end. Overall, we as students learned how to work together as a team as well as working one-on-one with the clients. We are honored to be able to say that we were part of the Special Olympics World Games Los Angeles 2015.

Students

Ana Marie Pino (Fine Arts), **Andy Lee** (Graphic Design), **Annie Buado** (Photo), **Ara Byun** (Environmental Design), **Belle Thanassorn** (Environmental Design), **Carrie Chang** (Graphic Design), **Cheok Lei** (Film), **Connie Bakshi** (Environmental Design), **Daniel Yoon** (Photo), **Ellie Chan** (Environmental Design), **Erica Kim** (Environmental Design), **Hayley Chung** (Environmental Design), **Jed Jeong** (Environmental Design), **Jonathan Kim** (Environmental Design), **Joseph Chung** (Environmental Design), **Julia Ok** (Environmental Design), **Julian Callanta** (Environmental Design), **Katie Healey** (Environmental Design), **KB Jeon** (Photo), **Kevin Staves** (Graphic Design), **Maria Shishkina** (Environmental Design), **Marie Stargala** (Environmental Design), **Ronnie Dai** (Photo), **Sabrina Che** (Photo), **Sam Choo** (Environmental Design), **Sherry Chen** (Product Design), **Sophia Alvarado** (Photo), **Tanvi Sonavane** (Environmental Design), **Terry Kim** (Product Design), **Vincent Widjaja** (Graphic Design), **Wesley Sun** (Photo), **Yujin Lim** (Environmental Design)

Teachers

Cody Clark, **Dewi Schonbeck**, **Michael Neumayr**



(PICTURE 1)



(PICTURE 2)



(PICTURE 3)

PICTURE 1

Team Bruisers Installation, Summer 2014

PICTURE 2

Team Orange Installation, Summer 2014

PICTURE 3

Team Bruisers & Team Orange, Summer 2014



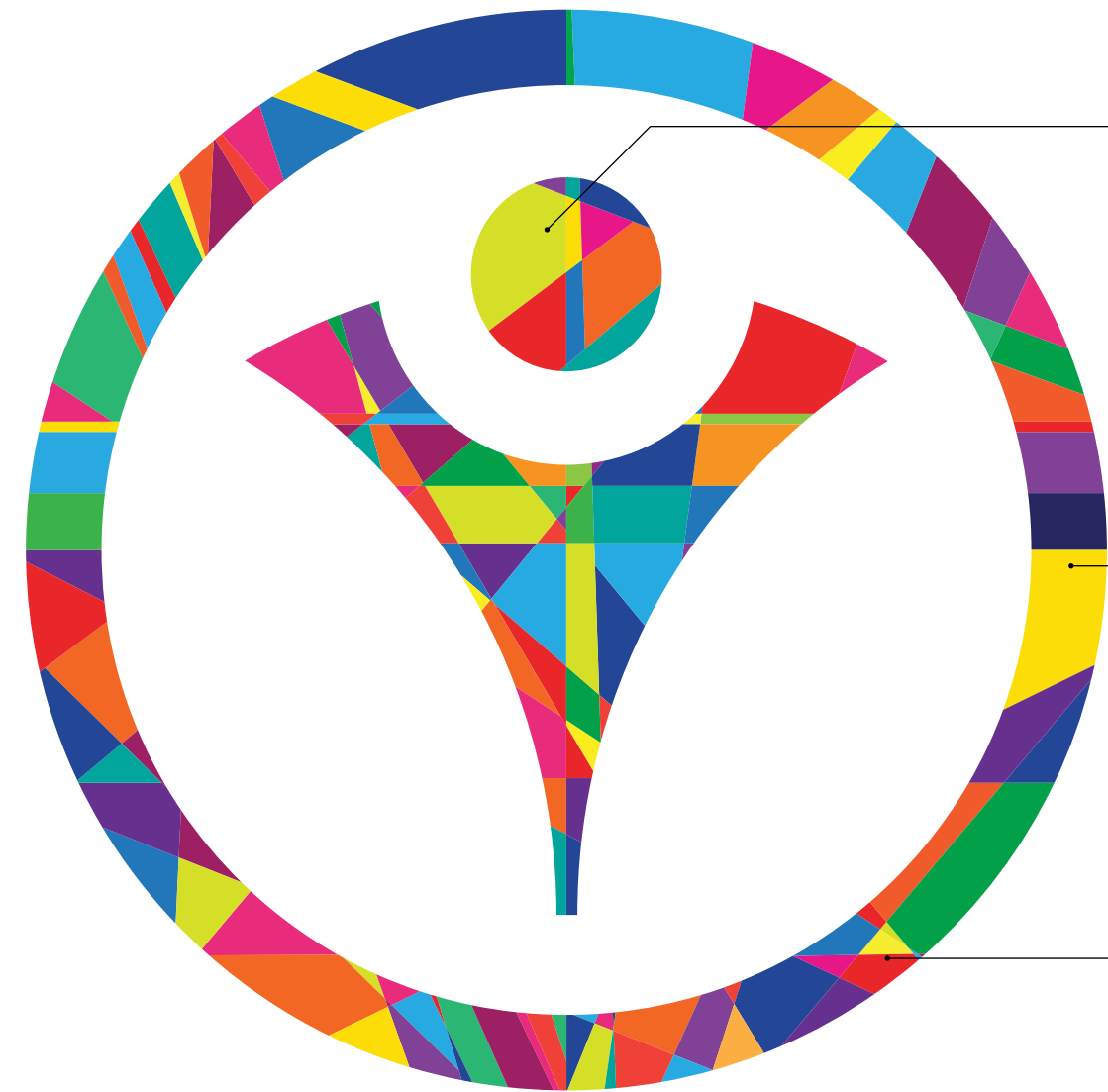
Design Criteria

Key Aesthetic Drivers

KEY AESTHETIC DRIVERS

We were especially inspired by the reach-up gesture and unity of the Special Olympics logo. The full logo represents this gathering and unity of people; the circle of inclusion. The celebratory reach up pose signifies the respect, enthusiasm, acceptance, compassion, heart, and

unified play of all involved. This is shown through our iconic, gestural structures that almost seem to be celebrating as well--dancing with arms reaching to the sky. We wanted to create an all encompassing experience of the Special Olympics brand that no one would ever forget.



REACH UP

Welcoming, Celebration, Gathering, Connecting, Bring Together, (Joy)

ROUND FORM

Gentle, Universal, Embrace, Unity, Acceptance, Support, World, Inclusion (Courage)

FACETED FORM

Bold, Brazen, Diversity, Individuality, Empowerment (Determination)



Structural Typologies

1 Introduction

Functional Relationships

TYPOLOGIES

SYSTEM EXPLANATION

The guidelines are broken up into five major categories.

1) **Wayfinding** which provides a bold yet practical method of direction that is understandable by everyone.

2) **Structures**, which give shelter and rest havens to spectators while simultaneously creating an unforgettable presence.

3) **Field of Play** to afford a uniquely branded tone to each sport.

4) **Sponsorship Opportunities** Package to accommodate our sponsors with plenty of customizable options with which they can integrate seamlessly into the Special Olympics World Games.

5) **Miscellaneous** to help spread the word to the world.

TYOLOGIES

WAYFINDING

The reach-ups are our realization of the celebratory pose. They provide spectators a semi-shaded, branded place to sit, relax, and enjoy the outdoor festivities.

The directionals provide a universally understandable approach to wayfinding. We wanted people of all backgrounds and languages to be able to get where they need to go with ease.

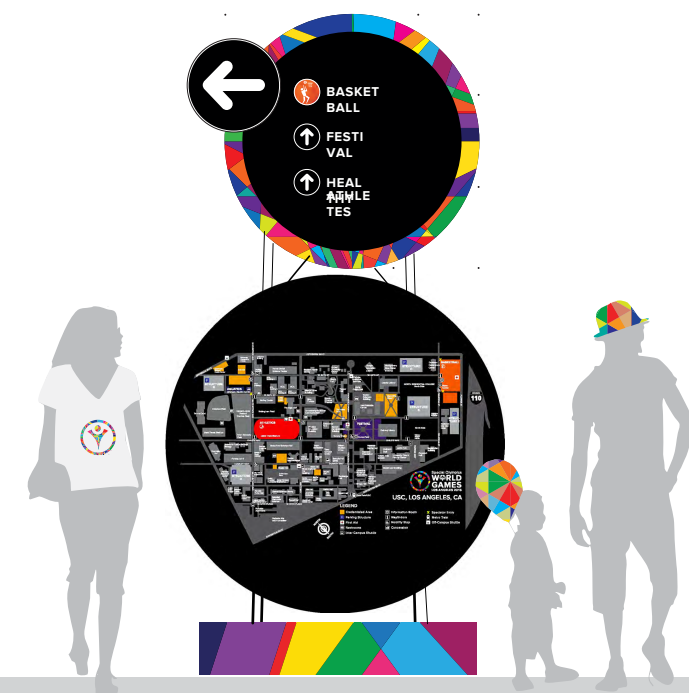
The directionals are to be placed at all of the large intersections at a venue. They are a visual cue that you are at the Special Olympics.

A gradient of banners reinforce the wayfinding system.

Event Board are iconic pieces that herald arrival at venues. They too reinforce the color coded wayfinding system while celebrating the joy and dynamism of sport.

Light Pole Banners are to be used where ever possible to enhance a path or area such as around the awards podium.

The Hanging Logo can be used to mark an entry way.



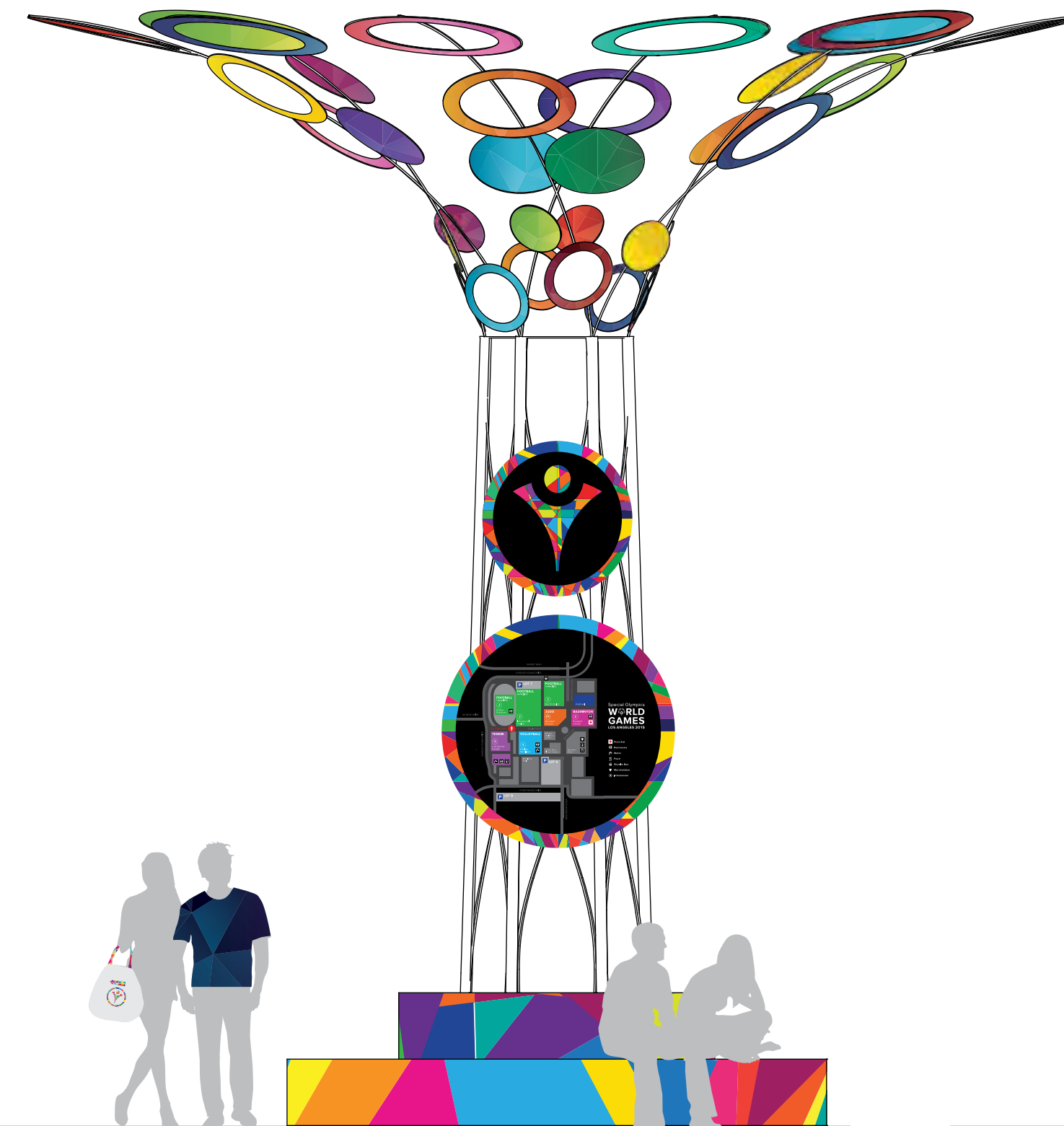
Directional



Hanging Logo



Light Pole Banner



Reach-up



Event Board

TYOLOGIES

STRUCTURES

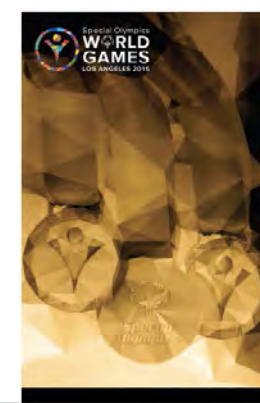
The arches serve as iconic connection points for the spectators. From the the medium arch, which first connects the viewer to the World Games and doubles as either a finish line for athletes or a smaller welcome piece, to the small photo arches, helping inspire people to connect to the world. They can be located in the central hub or near the festival areas.



Arches (Small)



Arch (Medium)



Event Board



Event Board



Light Pole Banner



Event Board

TYOLOGIES

FIELD OF PLAY

Our field of play options will help brand any playable space. Using different combinations of just a few simple elements, we can turn every field, court, and path into a Special Olympics experience.

The awards podiums can be used on FOP and in a designated area. It will embrace athletes with the joy and dynamism of sport. This is the ending experience embraces our theme of unification.



Barriers



Field Stands



A Frame



Podium, Individual



Podium, Team



TYPOLOGIES

SPONSORS

We want to invite and engage new brand partners and sponsors to reach up and support Special Olympics Events. They are to be spread throughout the venues providing sponsor touch points in conjunction with event activities.

Photo Rings will help involve the people. They spread the enthusiasm and energy of the Special Olympics throughout the event venues, web and media outlets.



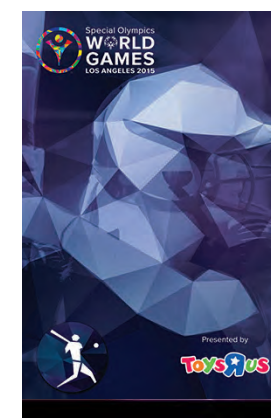
Event Board



Outdoor Sponsor Banner & A Frame



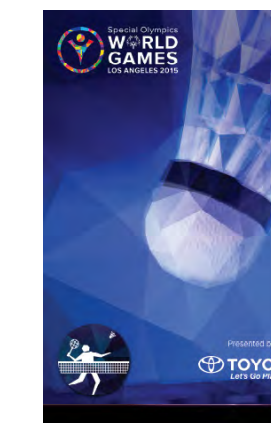
Indoor Sponsor Banner & A Frame



Event Board



Partners, Sponsors & Champions Boards



Event Board

System Details

Wayfinding

Structures

Field of Play

Basic Signage

Sponsorship Opportunities

Miscellaneous

System Details

Wayfinding

REACH-UP AND DIRECTIONAL

The wayfinding structures lead and direct people to their desired destinations using a big, bold, simple and universally understandable graphic strategy. The purpose of the directional to acquaint you with the spaces you are in. The directionals are located at major intersections of a specific event. The reach-ups is to used in the main gathering areas. The wayfinding utilizes circular panels that represent the unity and togetherness of the Special Olympics. These panels are of many different sizes and are each used for different hierarchical purposes. Each panel is applied to a white aluminum structure. The overall color strategy is the use of vibrant colors against a black background. The white type stands out against the dark background. There is also a layering and offsetting of these panels to create depth and interest when applied to the structures.

LOCATION

Throughout All Venues

MATERIALS

2" Aluminum Pipes, 1/2" Wood, Vinyl Decal, Velcro & Fabric



GRAPHIC ASSETS

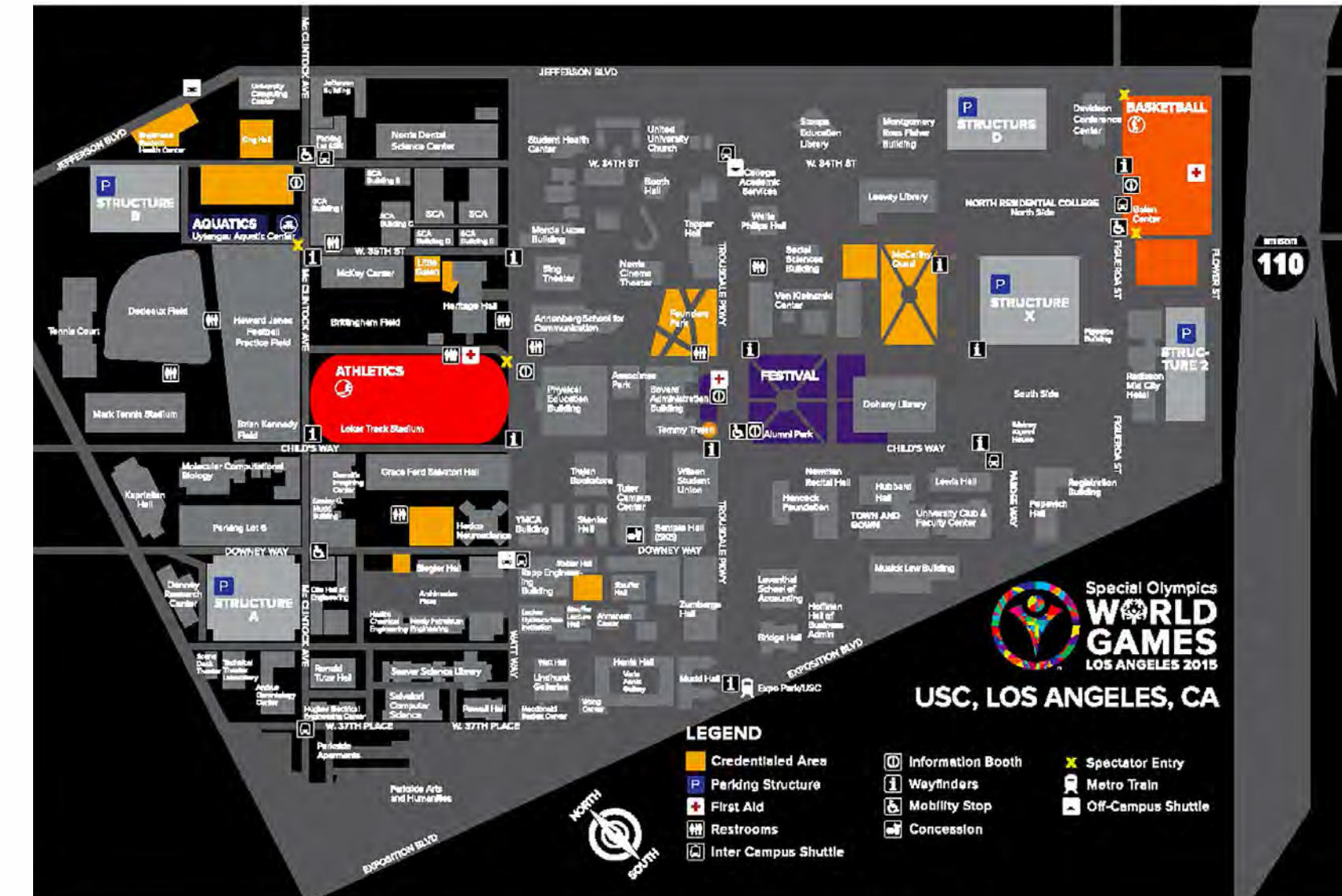
MAPS

The map is used to navigate athletes, fans and event workers through each venue, while still communicating unification of people. It was created using a 3/4" square grid and simple geometric shapes to resemble landmarks and provide clear pathways to navigate through the event. Maps will be placed on the reach up structure & all directionals. The map can also be used for any publication. The coloration plays an important role in event navigation as well as conveying the brand concept. Each building is coordinated by the color key system and sports iconography.

MATERIALS

1/2" wood, Printed

STRUCTURES MAP



GRAPHIC ASSETS

MAP EXAMPLE

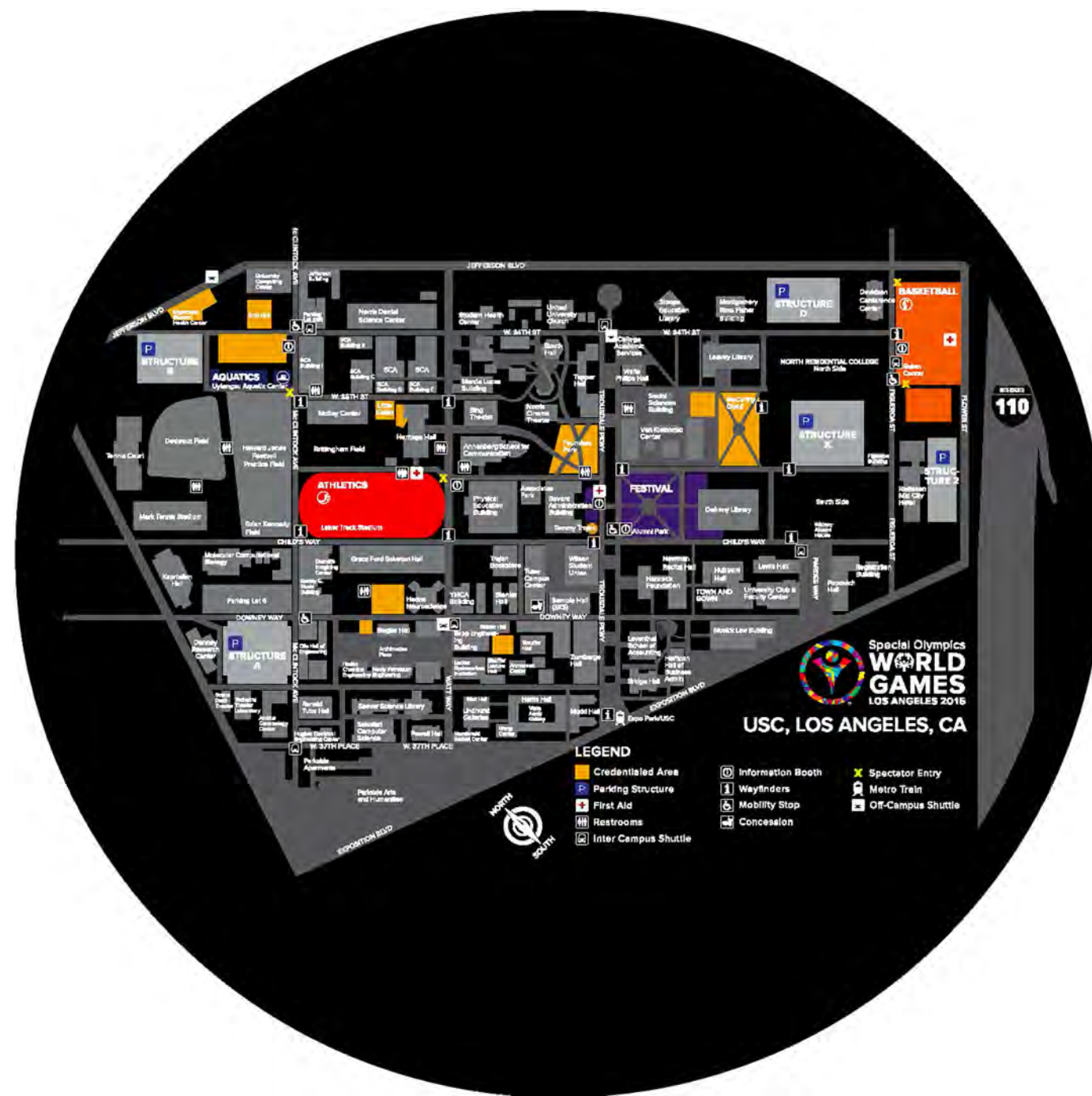
EXAMPLE MAP: USC

All Leading
48pt
(except Key)

Sport Names
Proxima Bold
ALL CAPS

Street names
Proxima regular
ALL CAPS

Parking Lots
Proxima Bold
ALL CAPS



Map is 56" Diameter

Sport Numbering
Proxima Regular
ALL CAPS, 100 tracking

Primary Buildings
Proxima Regular
100 Tracking

Secondary Buildings
Proxima Regular

Key typography
Proxima Bold
100 tracking
Leading 84.75

Lockup/spacing
around all typography

Sport Names
Proxima Bold
ALL CAPS



Lockup/spacing
around all typography

Key typography
Proxima Bold
100 tracking
Leading 84.75

Primary Buildings
Proxima Regular
100 Tracking

All Leading
48pt
(except Key)

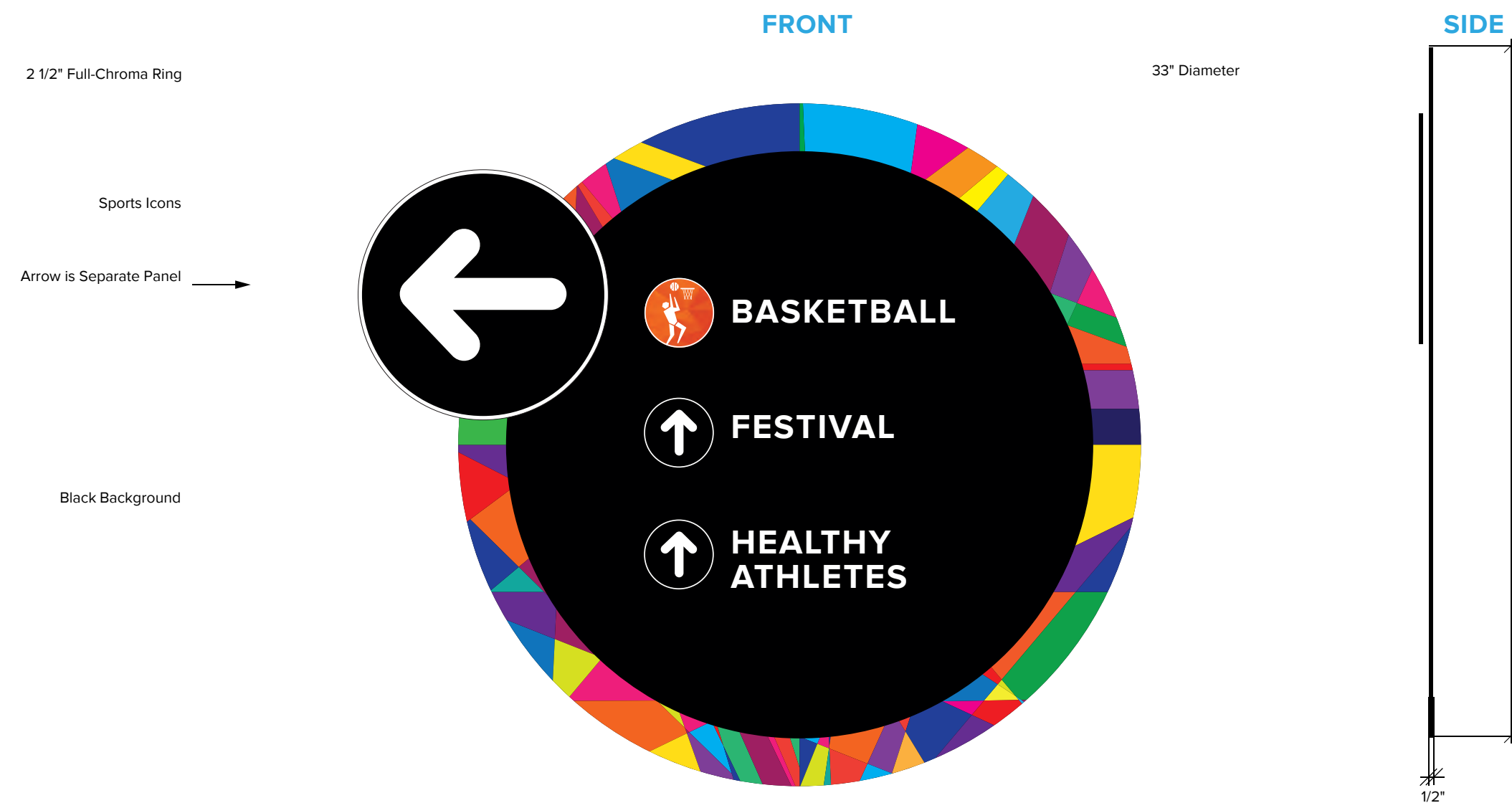
GRAPHIC ASSETS

GENERAL WAYFINDING PANEL

The general wayfinding panels are mainly used on the directionals. This panel reassures visitors, players, and employees that other sports continue forward. It also goes into detail, which sports are forward, while other panels make direction for sports that are close in proximity.

MATERIALS

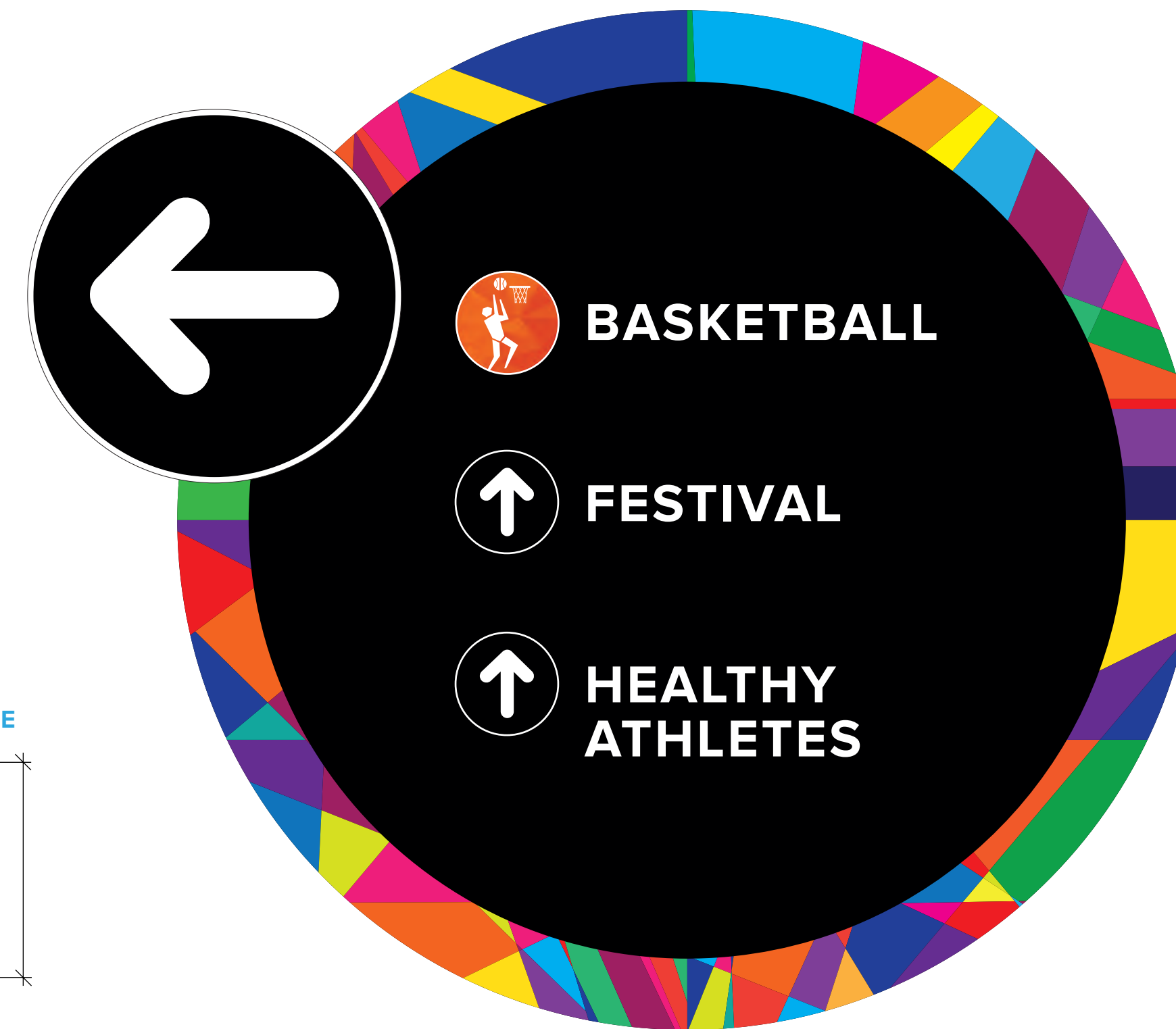
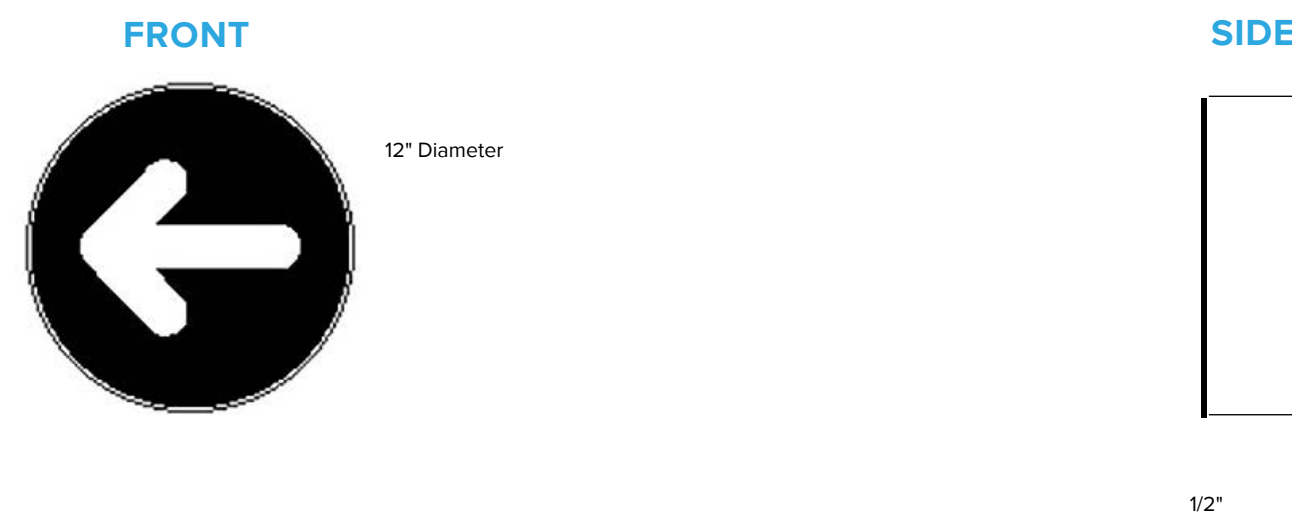
1/2" Wood, Printed



DIRECTIONAL ARROW PANEL

Directional Arrow Panel The arrow panel also a separate piece of dibond so that its direction can be determined on site. The dark and light elements of the directional indicator panel is inverted. Instead of the light graphic elements being against a white background. This helps the arrow to stand out against the rest of the panels.

All Fonts Proxima Nova Extra Bold, including arrow



GRAPHIC ASSETS

GENERAL SIGNAGE

The logo is on its own to help with the visibility. The logo is full color mosaic. with the mosaic bar at the top & bottom of the sign against a white background to keep the consistency throughout the all venues. the text is used to identify the tent, area, or service that would be at any venue and would not be on the map..

Same format would be used as generic directional signage with die cut arrow that is attached with velcro to be placed on the base coroplast board in any direction needed

Sizes for both kinds of Generic Signage range from 16" x 20" to 18" x24" both Landscape & Portrait format.

Proxima Nova Extra Bold

LOCATION

Throughout All Venues

MATERIALS

1/4" Coroplast & Velcro



8" Die cut circle with arrow
Proxima Nova Extra Bold



GRAPHIC ASSETS

PICTOGRAM ICONOGRAPHY

We have chosen an oversized icon based graphic system because of its universality of understandability. The goal is to have each person from any language be able to understand the graphic and its meaning. Like the Special Olympics itself, the system is more about the athletes themselves rather than the sports.



AQUATICS



ATHLETICS



BADMINTON



BASKETBALL



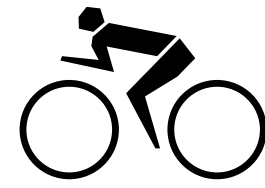
BEACH VOLLEYBALL



BOCCE



BOWLING



CYCLING



EQUESTRIAN



FOOTBALL (SOCCER)



GOLF



GYMNASTICS
ARTISTIC



GYMNASTICS
RYTHMIC



HALF MARATHON



HANDBALL



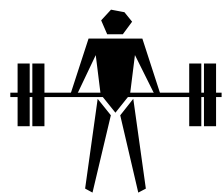
JUDO



KAYAKING



OPEN WATER
SWIMMING



POWERLIFTING



ROLLER SKATING



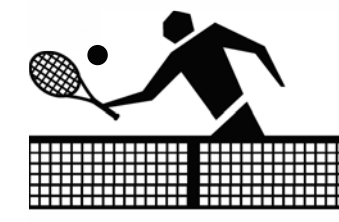
SAILING



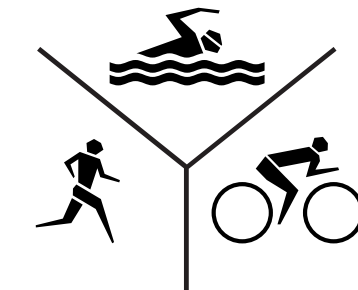
SOFTBALL



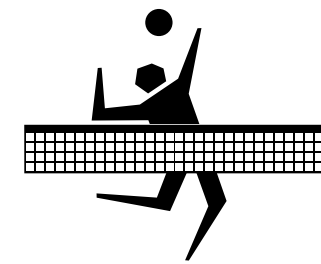
TABLE TENNIS



TENNIS



TRIATHLON



VOLLEYBALL



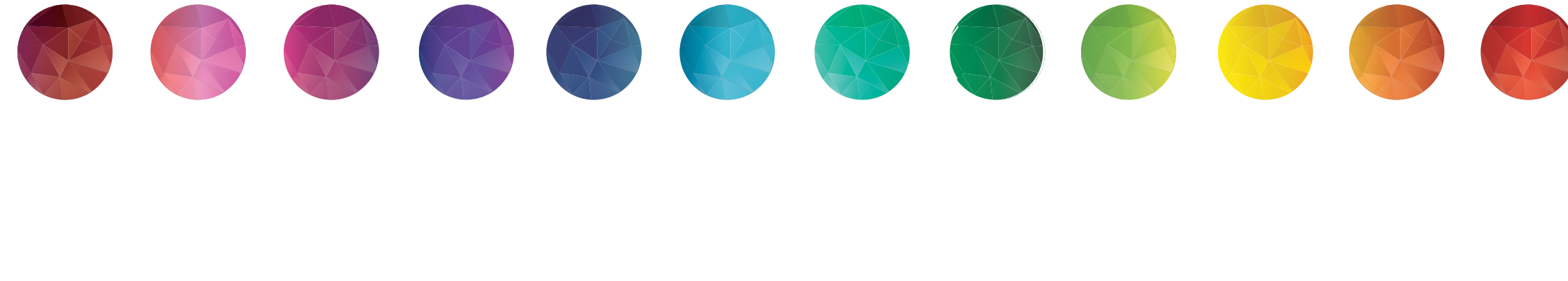
MOTOR ACTIVITY TRAINING

GRAPHIC ASSETS

PICTOGRAM ICONOGRAPHY

FRACTAL COLOR CREATION

These are examples of possible color combinations for sports iconography and other branding applications. Color and shape consistency is created using the different blending options and opacities listed below. The full chroma color system takes inspiration from the logo construction. The diversity of color helps strengthen the overall brand message, while gradation helps unify and tie the system together in a cohesive manner. The color system may be recycled throughout different venues. For example, volleyball and open swim could potentially be blue because they exist at different venues.



1. COLORS:
CMYK
L: 35/100/45/93
M: 29/100/100/92
R: 25/100/92/24

OPACITY
100%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL



1. COLORS:
CMYK
L: 0/86/68/0
M: 3/64/0/0
R: 8/90/0/0

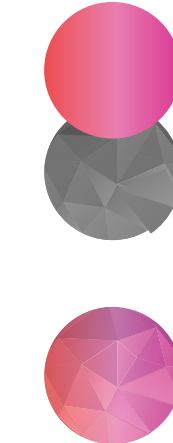
OPACITY
100%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL



1. COLORS:
CMYK
L: 0/93/10/0
M: 35/100/38/12
R: 50/100/0/0

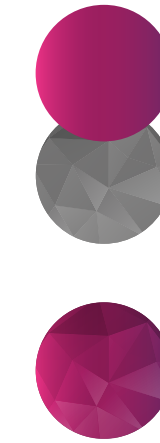
OPACITY
100%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL



1. COLORS:
CMYK
L: 100/100/25/25
M: 72/92/4/4
R: 50/100/0/0

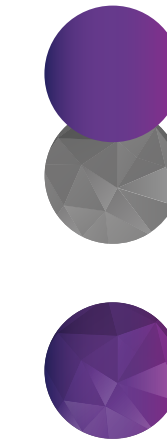
OPACITY
100%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL



1. COLORS:
CMYK
L: 100/98/25/42
M: 100/100/20/32
R: 82/50/26/5

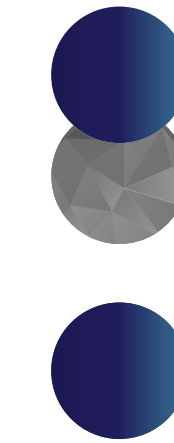
OPACITY
80%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL



1. COLORS:
CMYK
L: 100/50/26/24
M: 64/0/12/0
R: 66/0/15/0

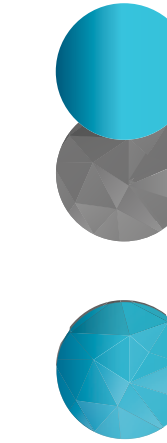
OPACITY
90%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL



1. COLORS:
CMYK
L: 53/0/52/0
M: 76/0/66/0
R: 82/10/74/0

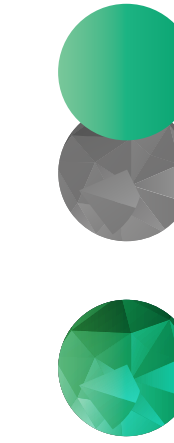
OPACITY
100%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
OVERLAY



1. COLORS:
CMYK
L: 86/20/88/6
M: 89/40/90/40
R: 77/52/76/62

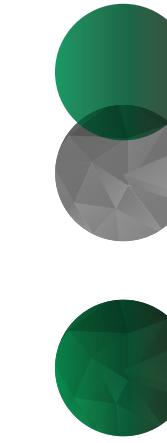
OPACITY
90%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL



1. COLORS:
CMYK
L: 60/15/100/0
M: 48/0/100/0
R: 10/0/90/0

OPACITY
30%

BLENDING
OVERLAY

2. COLORS:
CMYK
L: 60/15/100/0
M: 48/0/100/0
R: 10/0/90/0

OPACITY
100%

BLENDING
OVERLAY

3. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL



1. COLORS:
CMYK
L: 3/0/96/0
M: 8/28/100/0
R: 2/58/100/0

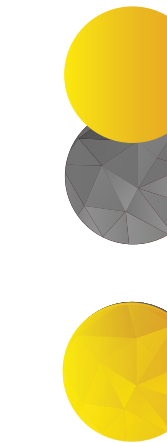
OPACITY
100%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
OVERLAY



1. COLORS:
CMYK
L: 0/33/100/0
M: 4/72/100/0
R: 16/100/100/45

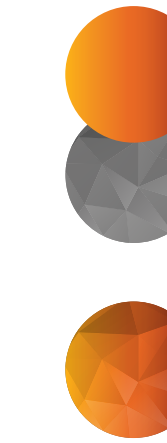
OPACITY
100%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL



1. COLORS:
CMYK
L: 16/100/100/45
M: 0/97/97/0
R: 30/100/100/40

OPACITY
100%

BLENDING
OVERLAY

2. MASKED SHAPES

OPACITY
100%

BLENDING
NORMAL

