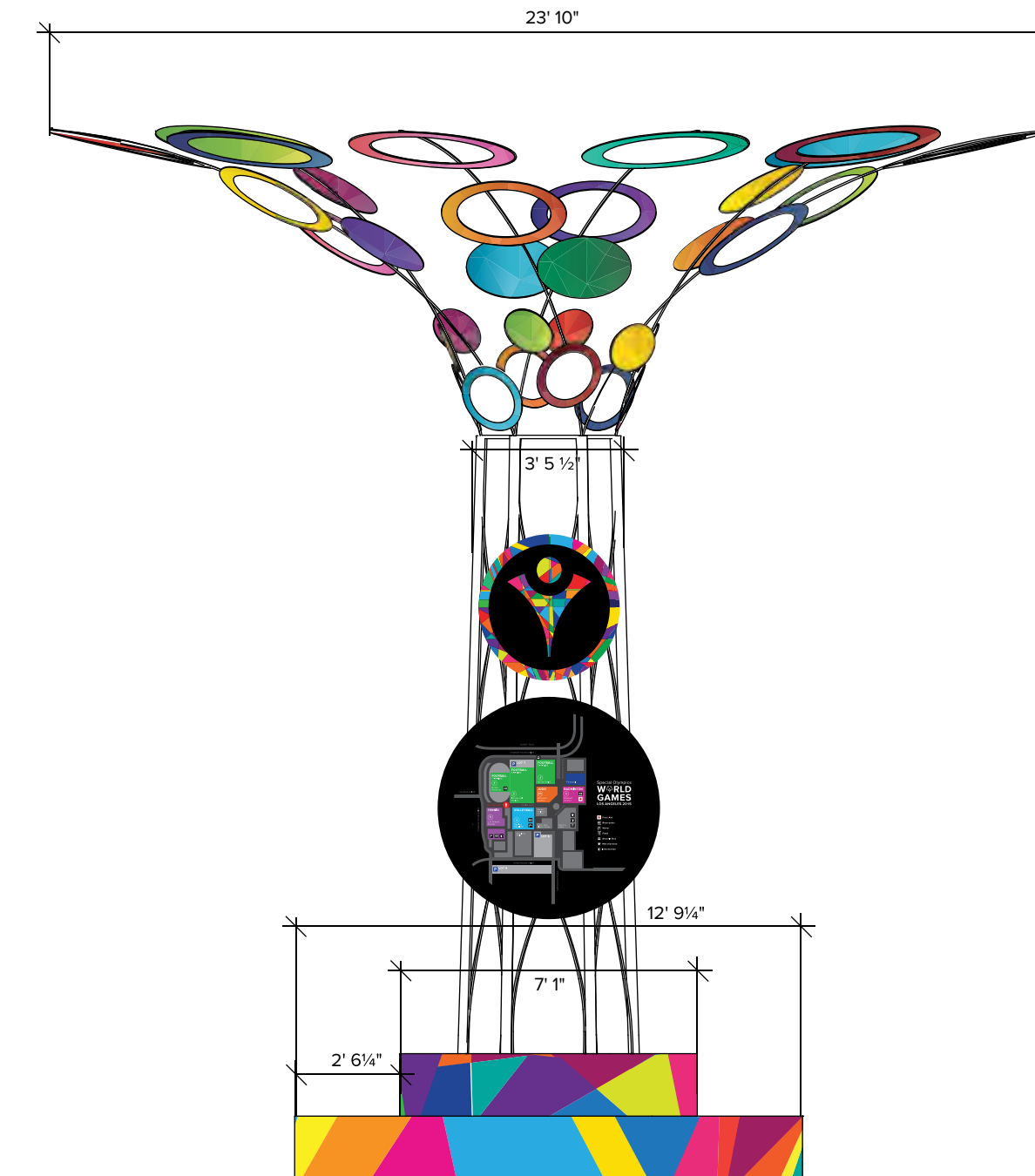
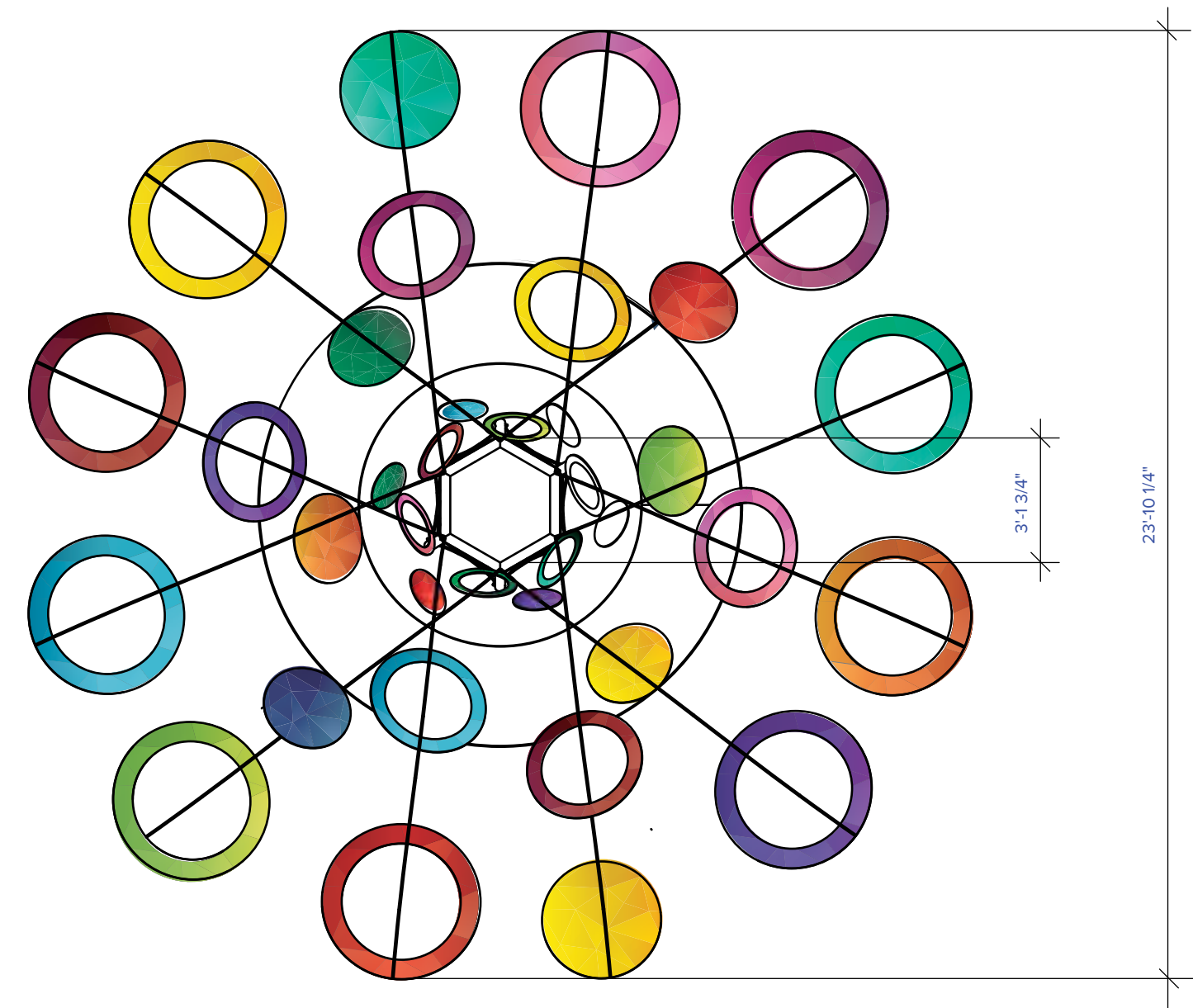


REACH UP
ELEVATIONS



REACH UP

PLAN

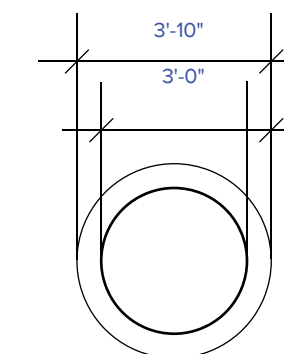


REACH UP

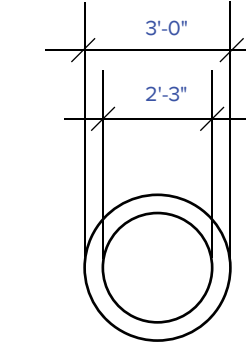
MOSAIC COLOR PANELS

Utilizing the color mosaic backgrounds from the sport icons, we wanted to create colorful explosion of kinetic celebration. Each of the top panels are sandwiched around the unrolled conduit and can spin on their axis. As the wind hits the structure, the dangling arms will dance with the Special Olympic's spirit. As for the bottom part of the reach up, there will also be a few of these panels, fixed, just to add even more color. The rings are to appear random.

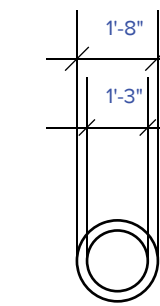
However, only the colors are arbitrary. Panels types 1, 2 and 3 are rings and each have the full spectrum of color options. also type 4 are solid and can vary in size & location. There branch types that cross in the middle and each repeated six times (twelve branches total). The smaller panels are closer to the reach up and the larger panels are at the ends.



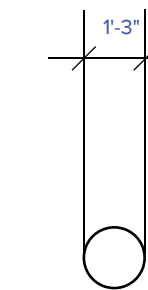
Top Panel Type 1



Top Panel Type 2

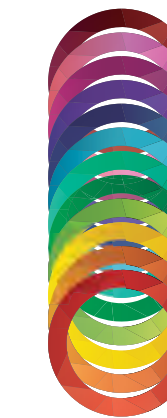
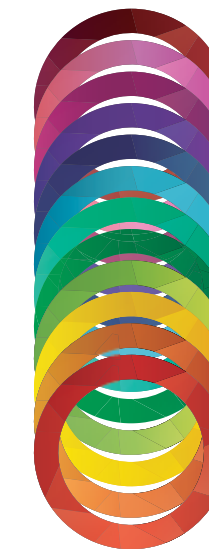


Top Panel Type 3



Top Panel Type 4

Color Options



REACH UP

LOGO PANEL

The logo panels are mainly used on the reach up and all directionals. We wanted to display the logo high, large and as many places as possible. That way it can be seen in as many places as possible and from a distance. The logo is against a black background which brings out the mosaic pattern and helps to stand out from the surrounding environment.

MATERIALS

1/2" Wood

FRONT

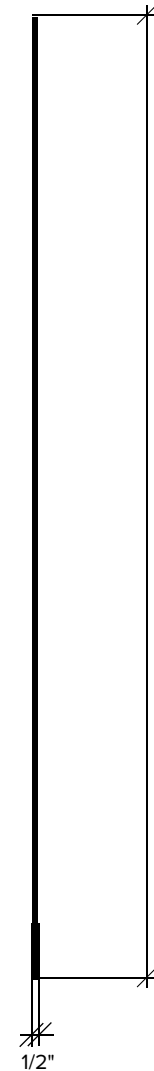
Full-Chroma Logo

Black Background



24" Diameter

SIDE



MAP PANEL

The map panel is used to help people find their destination. People can relax at the reach up and determine their next destination using the map. The map on the reach up is larger than on the directionals since it is farther. All Fonts Proxima Nova Extra Bold.

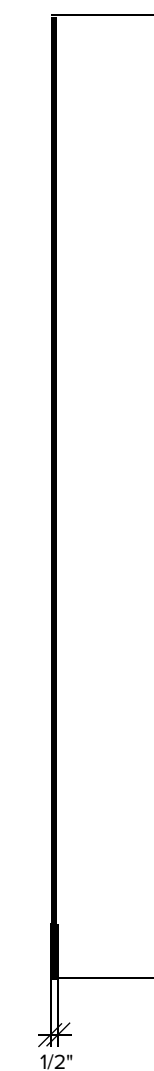
MATERIALS

1/2" Wood

FRONT



SIDE



DIRECTIONAL

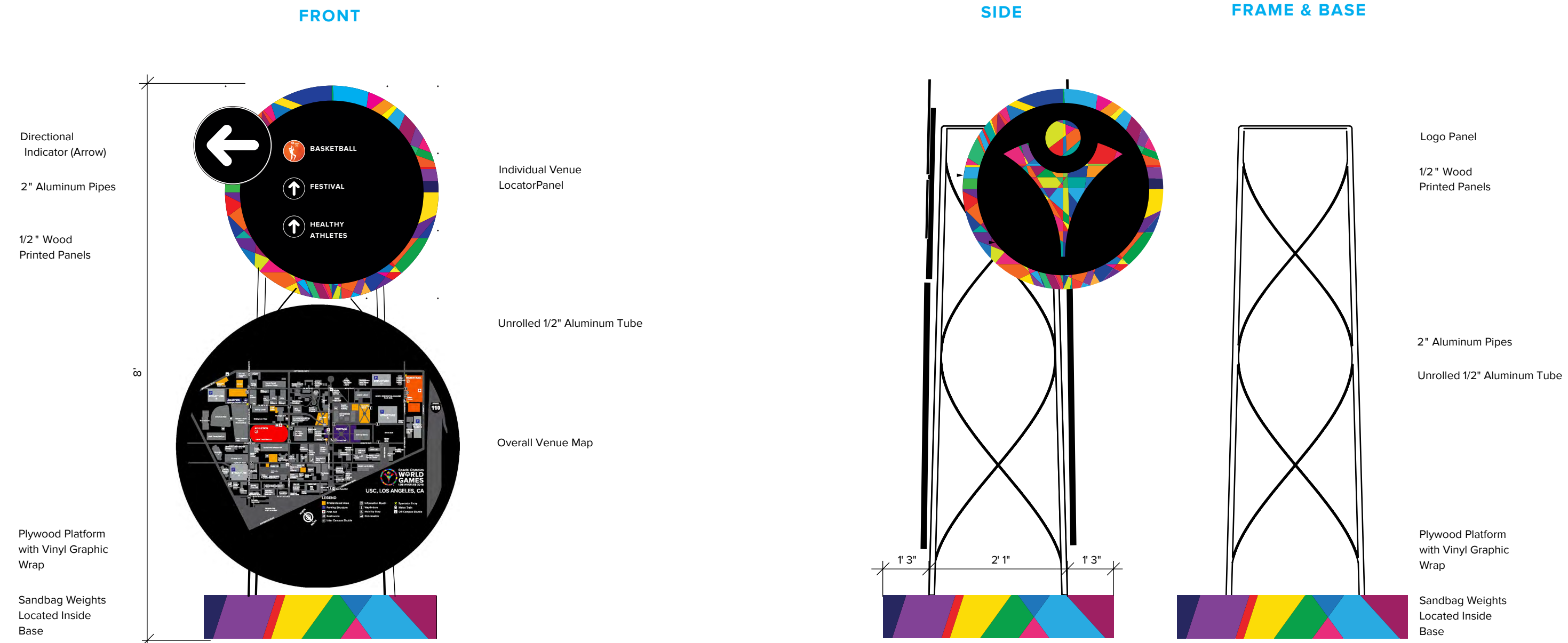
The directional is used for wayfinding all throughout the venues. They direct people from one directional to the next. The structure is made up of a aluminum framing tower, a plywood, aluminum and vinyl base with the directional panels.

LOCATIONS

Throughout Venues

MATERIALS

2" Aluminum Pipes, 1/2" Aluminum Tube, 1/2" Wood, Printed Vinyl Decal



GRAPHIC ASSETS

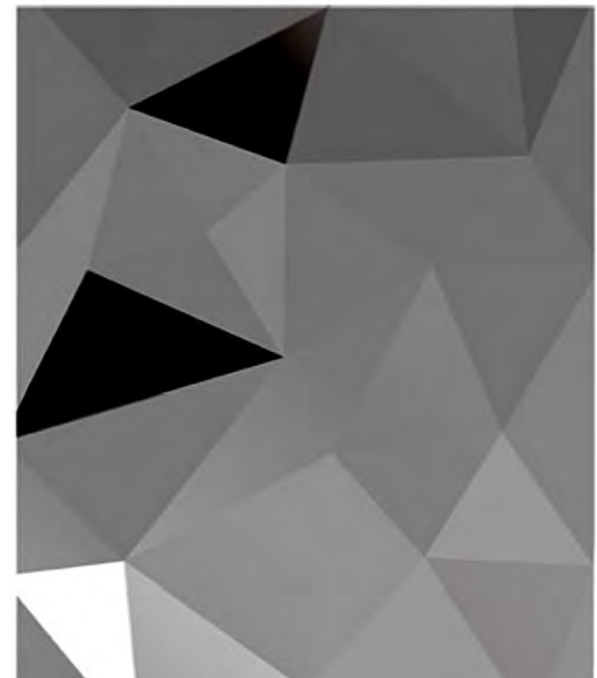
FRACTAL GRAPHIC SYSTEM

The fractal pattern is used as the basis for our entire graphic system. We found that the combination of this artwork and the full chroma logo brings more depth and cohesion to the items and overall branding experience. The darkness of the blue was designed to be used in areas where typography may be placed on top, or other types of imagery, without interfering with legibility. This background color graphic is used to give dimension to artwork that has to be distinguished from the fractal logo form.

GrayBackground.ai

C:100	C:85	C:100
M:100	M:50	M:85
Y:25	Y:0	Y:30
K:70	K:80	K:40

BLENDING
Color Burn



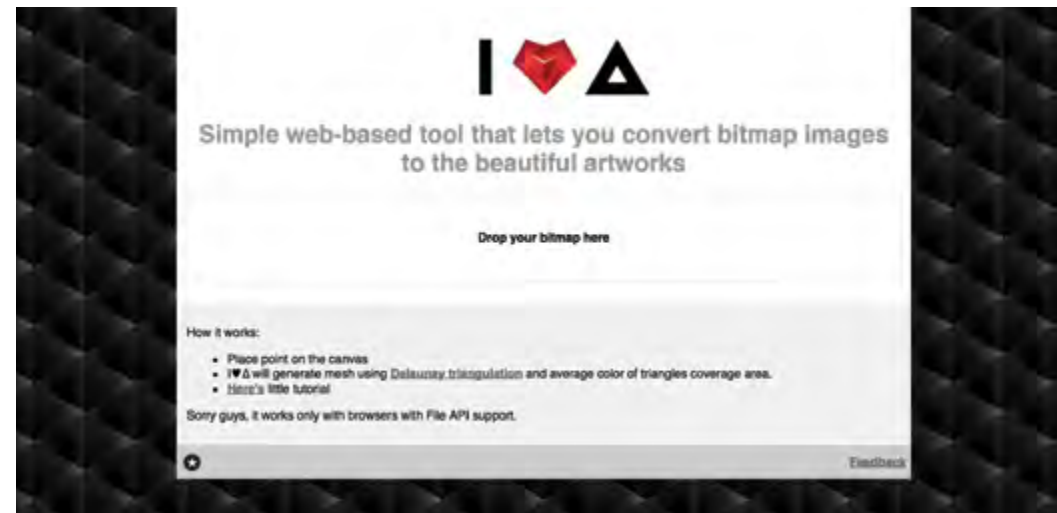
+



GRAPHIC ASSETS

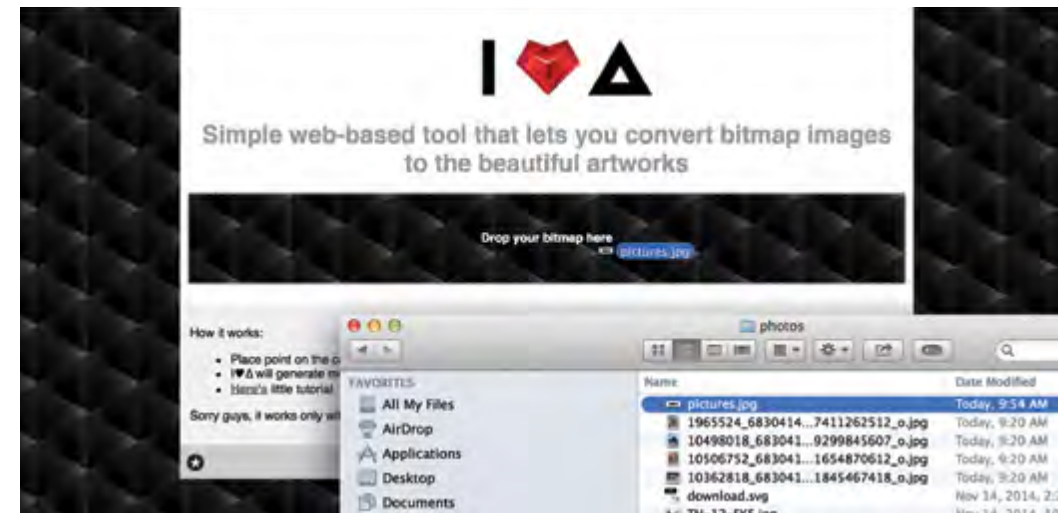
HOW TO MAKE FRACTAL BACKGROUND

STEP 1



Unzipped the file 'riangulator'. Open 'index.html' with browser.

STEP 2



Drag and drop the photo that should be edited into part "Drop your bitmap here"
Photos should be jpg, png or gif (Jpg recommended)

STEP 3



Adjust (Lower) the opacity of faceted forms by dragging to left little bit so that you can see the photo underneath of faceted triangles.
Clicking around to create faceted triangles of the photo. When you make triangles, the background part should be bigger triangles and once you get closer to the subject it gets smaller.

STEP 4



Once you are done with creating the triangles all over the photo, click the 'export'
After you click it, click right button on the part of "this file" and click "Save Link as..." If you click it, you can download svg(vector) file into your computer to edit

LIGHT POLE BANNERS

As event-goers and athletes move through the event venue, the banners function as an inspirational color way that allude to the spirit of Special Olympics athletes and spirit of the event. They reinforce wayfinding system. The vinyl banners can go anywhere where they can be hanged mostly light poles within the venues. They are made to help identify major throughfares & areas around the awards ceremonies. at venues that may ave light poles

Sizes may vary depending on what is available

LOCATION

Mainly Outdoors, Venues

MATERIALS

Double Sided Vinyl, Printed

Blue fractal background is used for wayfinding



Purple fractal background is used for awards area



TENT VALANCE

As event-goers and athletes move through the event venue, the tent valance function as an inspirational color way that allude to the spirit of Special Olympics athletes and spirit of the event. They reinforce the wayfinding system. The vinyl valance can go on any tent within the venues. They are made to help identify the function of the tent at all outdoor venues.

Height is always 1' the length may vary depending on what tents are used

LOCATION

Mainly Outdoors, Venues

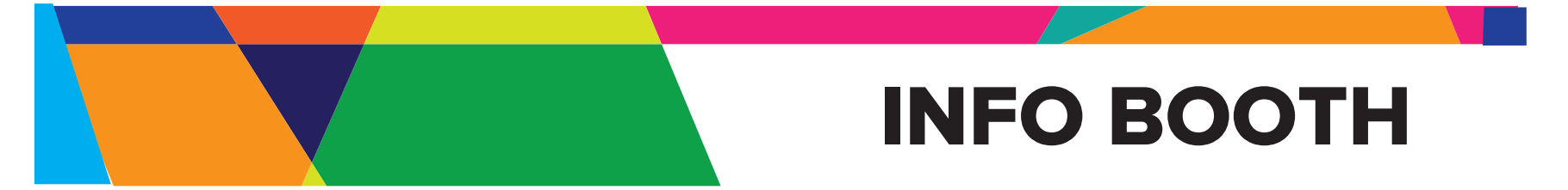
MATERIALS

Single Sided Vinyl

20'



10"



40'



EVENT / COMPETITION BOARDS AT ENTRANCES

Event Board are iconic pieces that herald arrival at venues. The graphic marks the entrance to each venue by celebrating the joy and dynamism of sport. The dark to light fractal motif symbolizes how the athletes move away from an oppressive darkness and into the light that is courage, determination, and joy. The faceted graphic represents the celebration of uniqueness, diversity, and competition. Each Board is created using the particular color of the associated sport icon. This is to help reinforce the wayfinding system. Size is always 4' x 6'

LOCATIONS

On Venue Facade

MATERIALS

3/4" Ultra Board with Metal Mighty Mount Bases



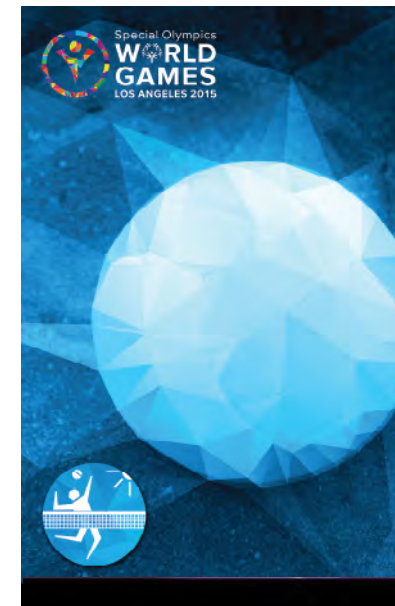
75"

48"



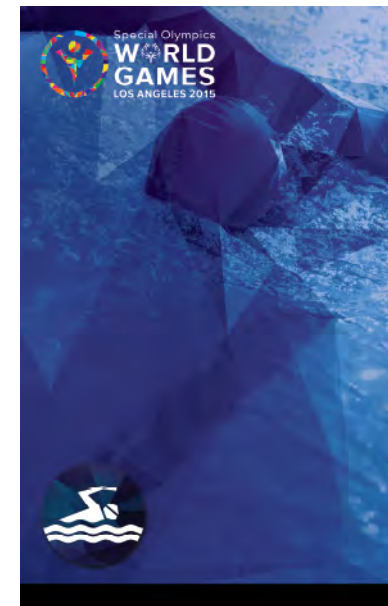
75"

48"



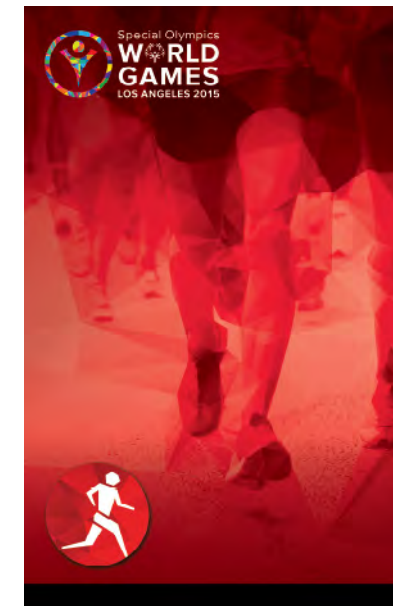
75"

48"



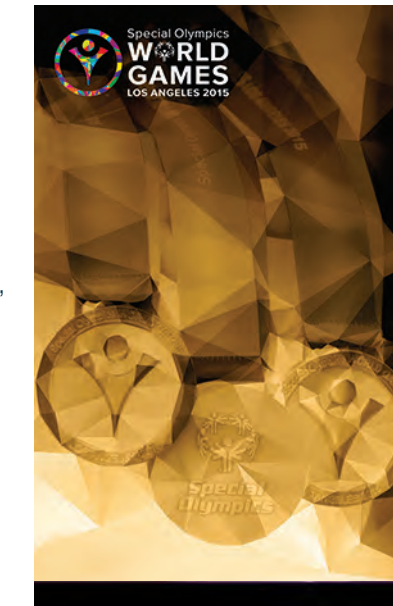
75"

48"



75"

48"



6'-0"

4'-0"



75"

48"



75"

48"

System Details

Structure

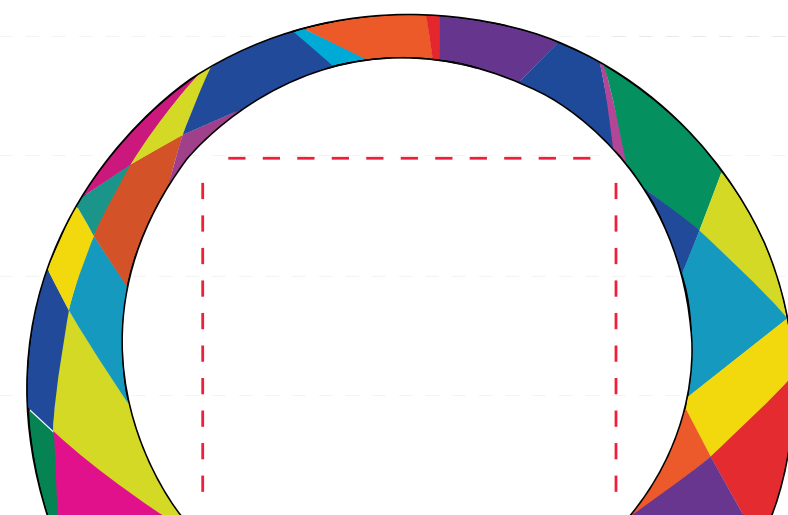
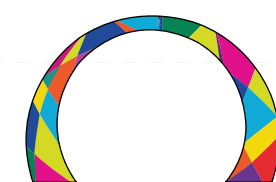
ARCHES

The 2 arches serve as iconic connection points and visual landmarks for the spectators. From the medium arch which can first connect the viewer to the World Games, which also can double as either a finish line for athletes or a simply a welcome piece, to the small photo arches which help inspire people to connect to the world. They evoke moods of empowerment, grandeur and uplifting achievements. In the logo, the multi colored facets represent the colors of all of the participating countries which is why a full three dimensional expression of that logo make for a perfect welcome statement, a perfect finish line, and a perfect photo opportunity.

All arches are made of lightweight aluminum sculpted to represent the circle of inclusion of the logo. Stretch fabric is then printed and wrapped around the frame.

MATERIALS

Fabric, 2" Aluminum Poles, Steel Plate Bases



25'

20'

15'

10'

5'

0'

ARCH / MEDIUM

The medium arch, can serve as a finish line which will mark the end of races with the celebratory and triumphant sense of accomplishment for the athletes. This can be used for sports such as triathlon, cycling and the half marathon. They will add extra grandiosity to spectator and press photos of the athletes completing this extraordinary goal. It is made from aluminum framing wrapped in fabric.

MATERIALS

Fabric, 2" Aluminum Poles, Steel Base Plate

Fabric

Special Olympics Logo on Background

2" Aluminum Pole Frame

Steel Plate Base



Mosaic Pattern on Full Chroma Background

Velcro Connectors

FLAT PATTERN

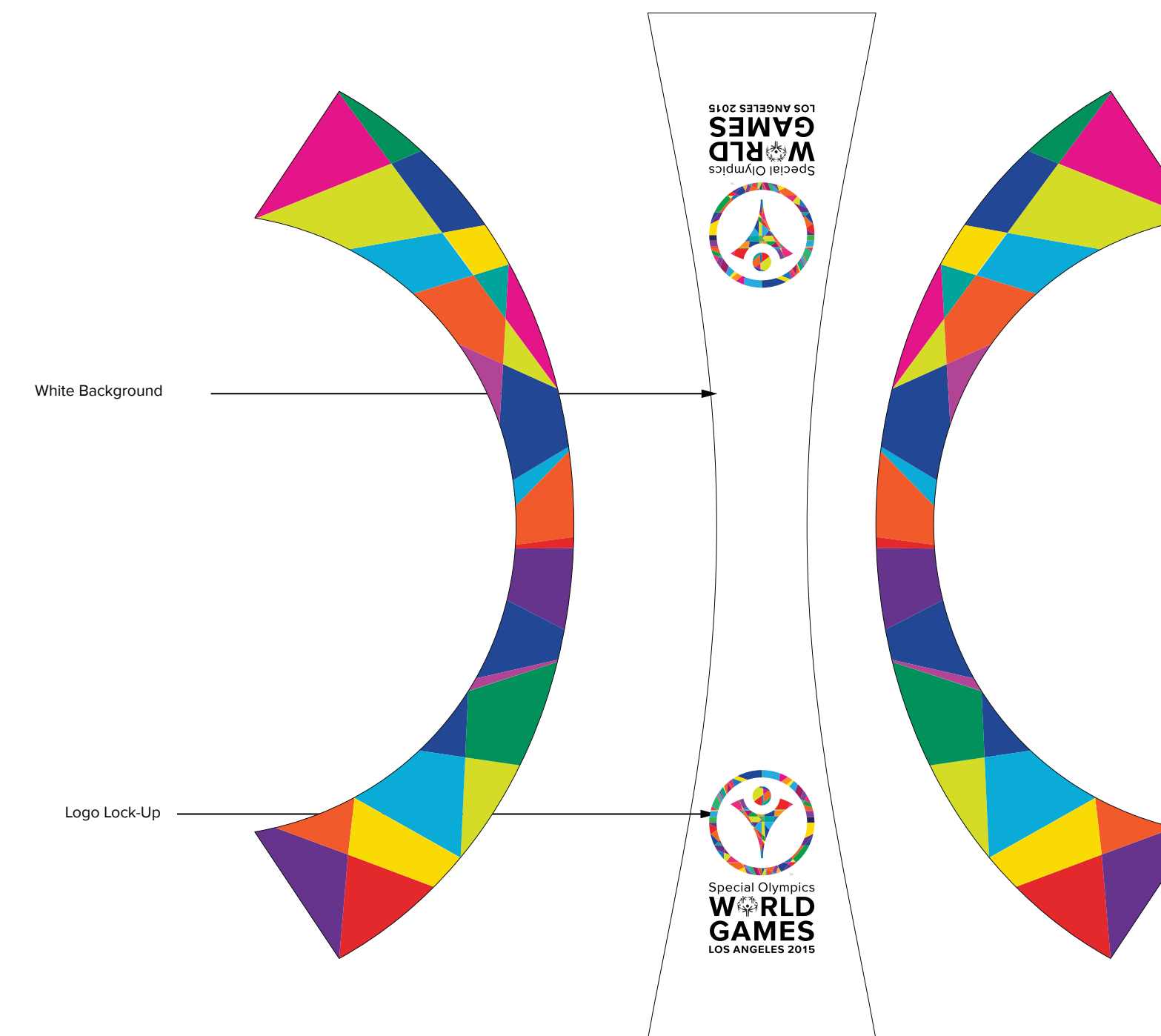
There are three pieces to the arch flat pattern. The top (middle) is the Special Olympics World Games Los Angeles 2015 logo on a white background. The two side panels are another World Games logo message in the rise of the arch against the full chroma fractal pattern from the logo. We chose the full chroma mosaic pattern because it represents flags of all nations, backgrounds and cultures. The three fabric strips are to be sewn and then zippered on one side. In order to keep the fabric from riding up, it is imperative that it be velcroed to the base.

MESSAGE

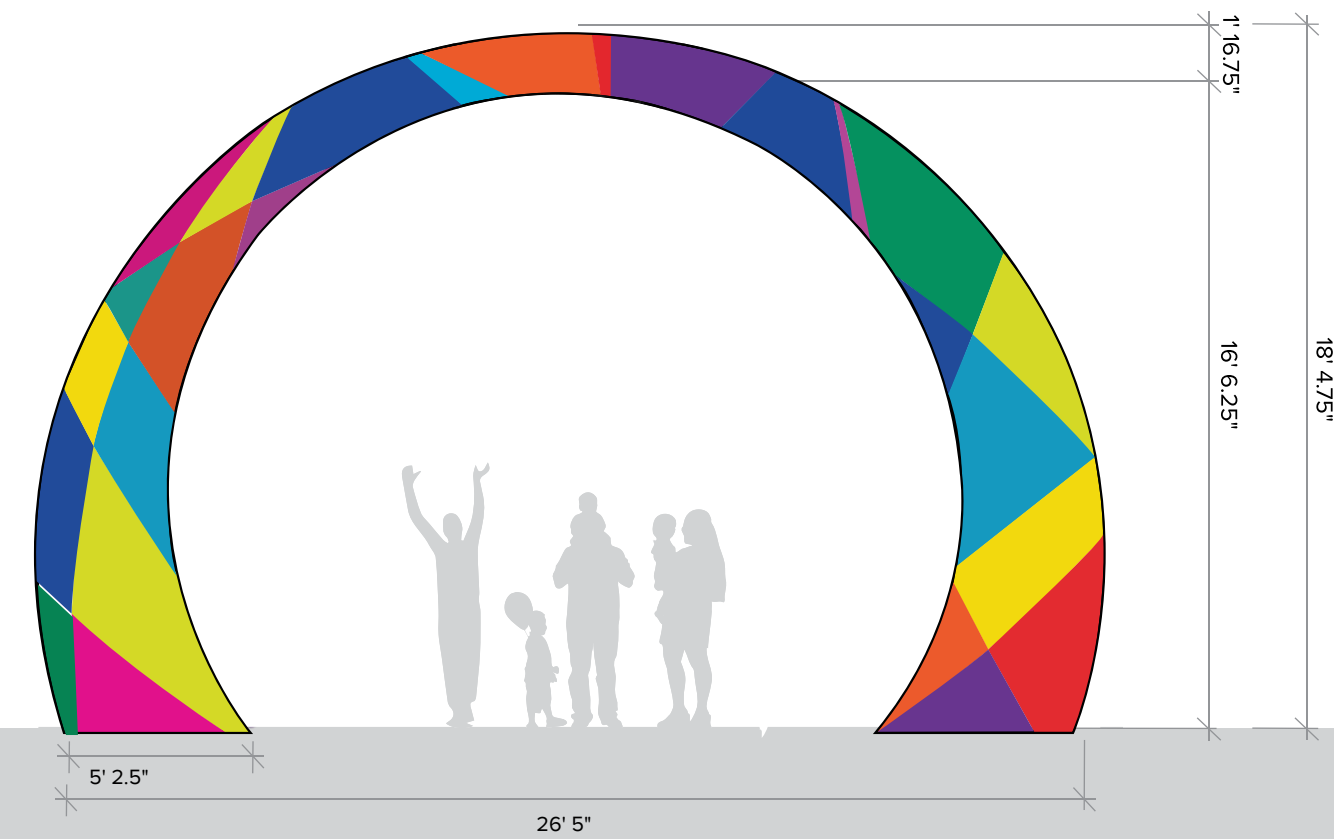
"World Games Special Olympics 2015" with the Logo

MATERIALS

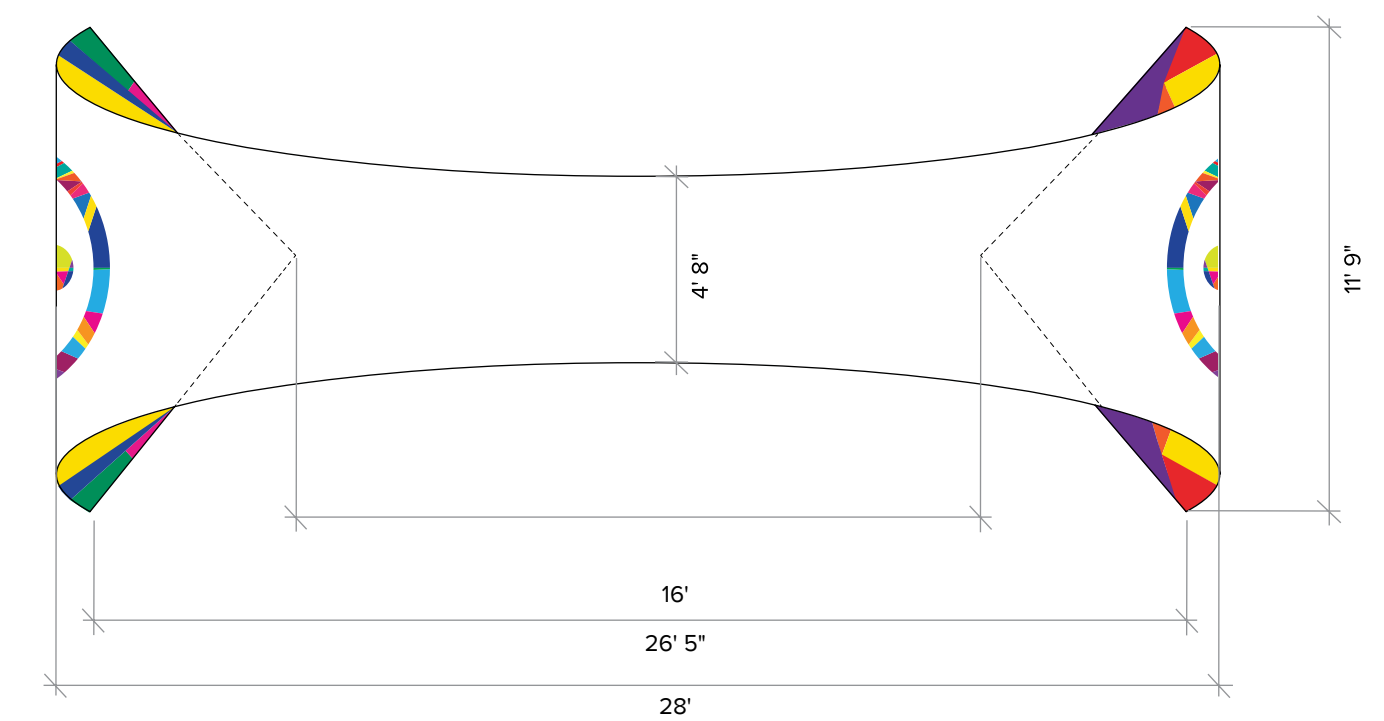
Fabric, Printed



FRONT AND BACK



SIDES



ARCH / SMALL

The small arch is also known as “the photo arch.” It encourages people to use social networking and other media outlets to help spread the positive and energetic spirit of the Special Olympics. We hope that these can also be placed around venues before the events in order to raise awareness.

LOCATIONS

Placed Sporadically Around Venues

MATERIALS

Fabric, 2" Aluminum Poles, Steel Base Plate



FLAT PATTERN

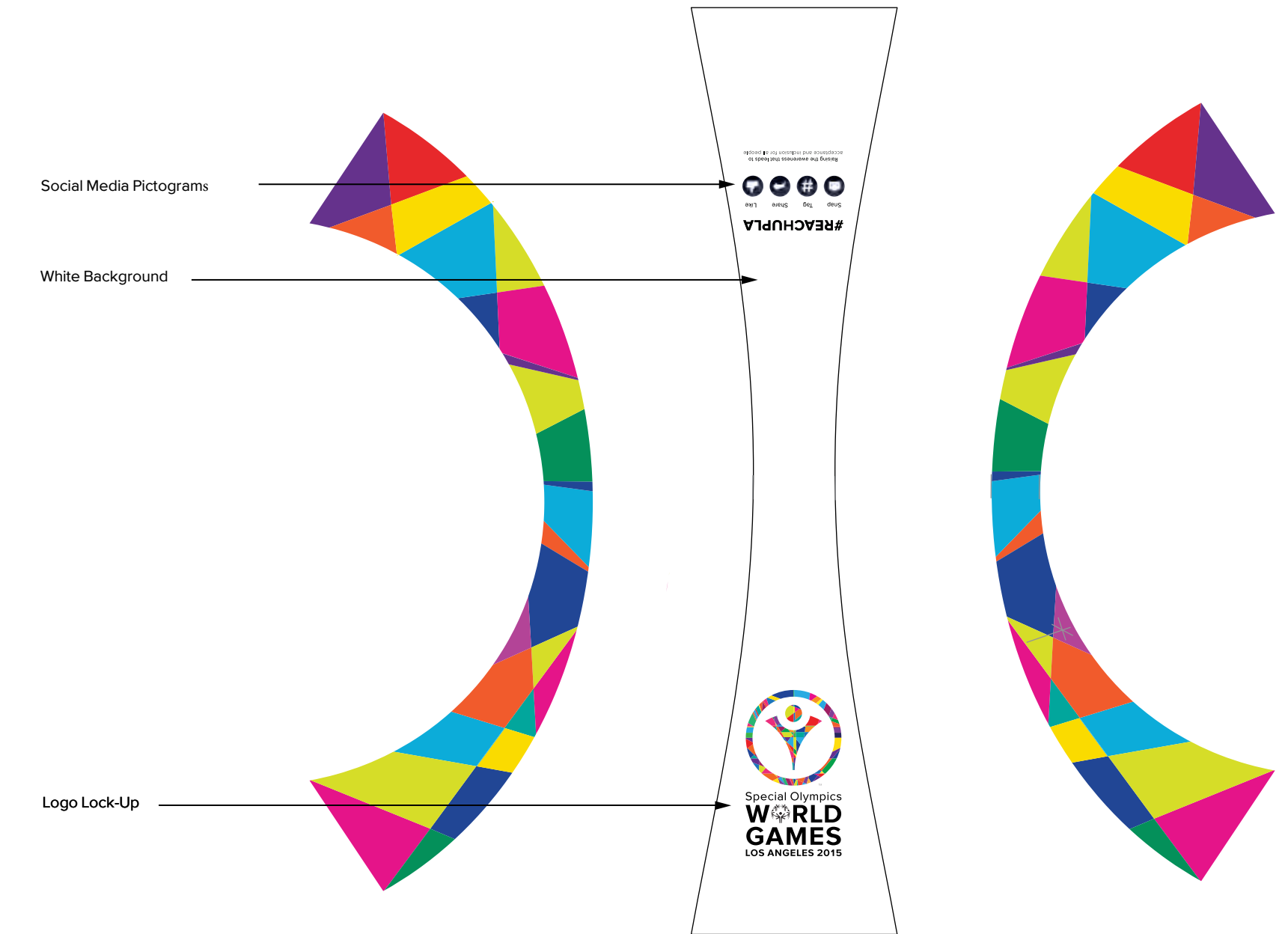
There are three pieces to the arch flat pattern. The top (middle) is the Special Olympics World Games Los Angeles 2015 logo as well as a few social media pictograms on a white background. The two side panels of the arch against the full chroma fractal pattern from the logo. We chose the full chroma mosaic pattern because it represents flags of all nations, backgrounds and cultures which makes for the perfect welcome gesture. The three fabric strips are to be sewn and then zippered on one side. In order to keep the fabric from riding up, it is imperative that it be secured to the base..

MESSAGE

“World Games Special Olympics 2015” with the Logo

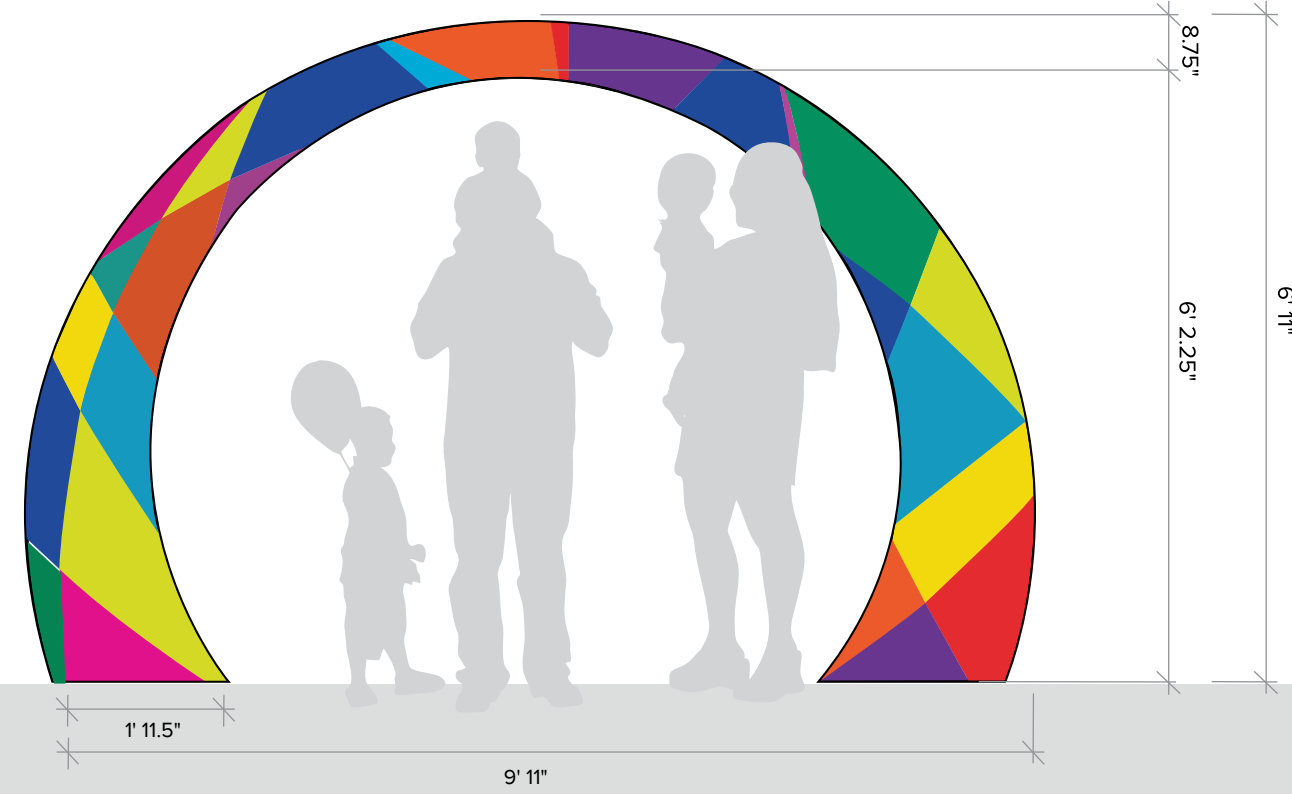
MATERIALS

Fabric, Printed

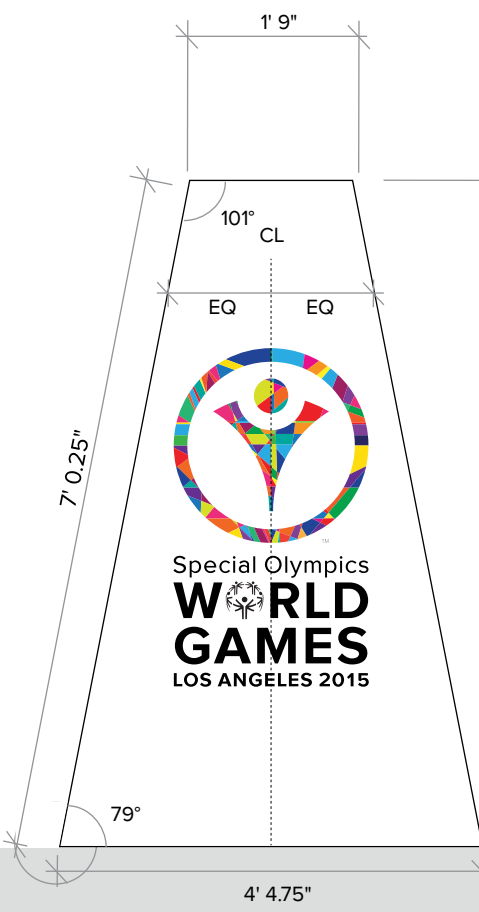


ARCH / SMALL

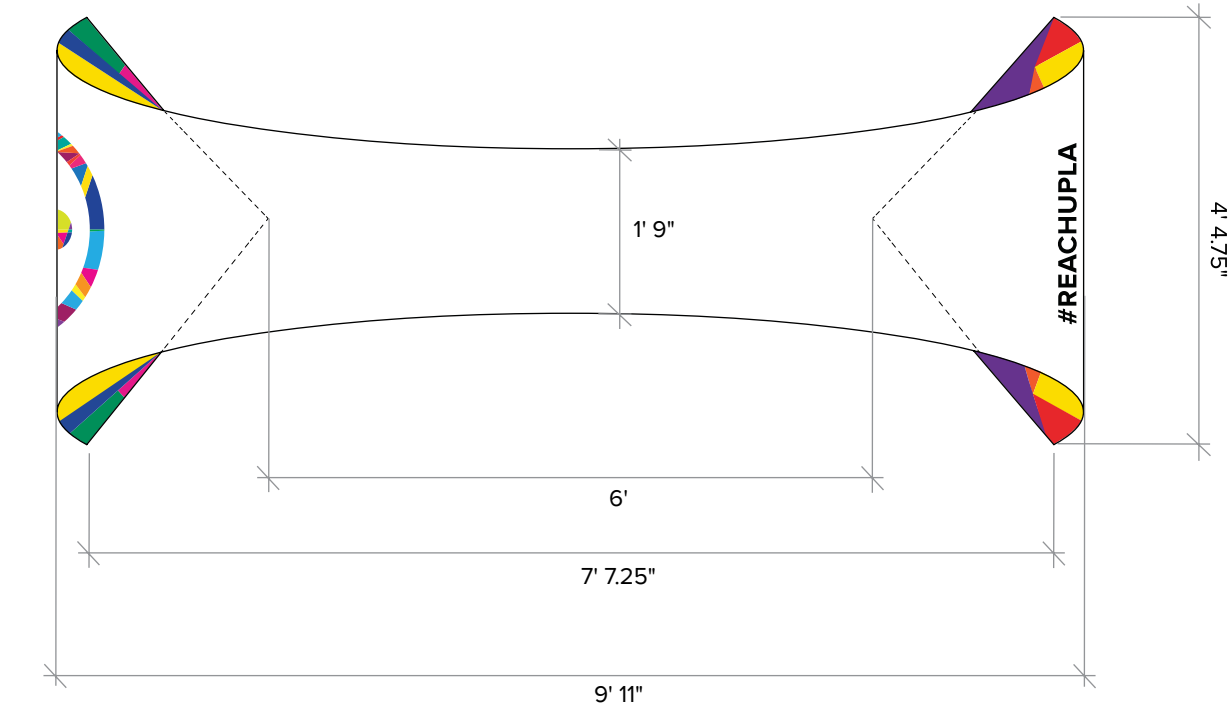
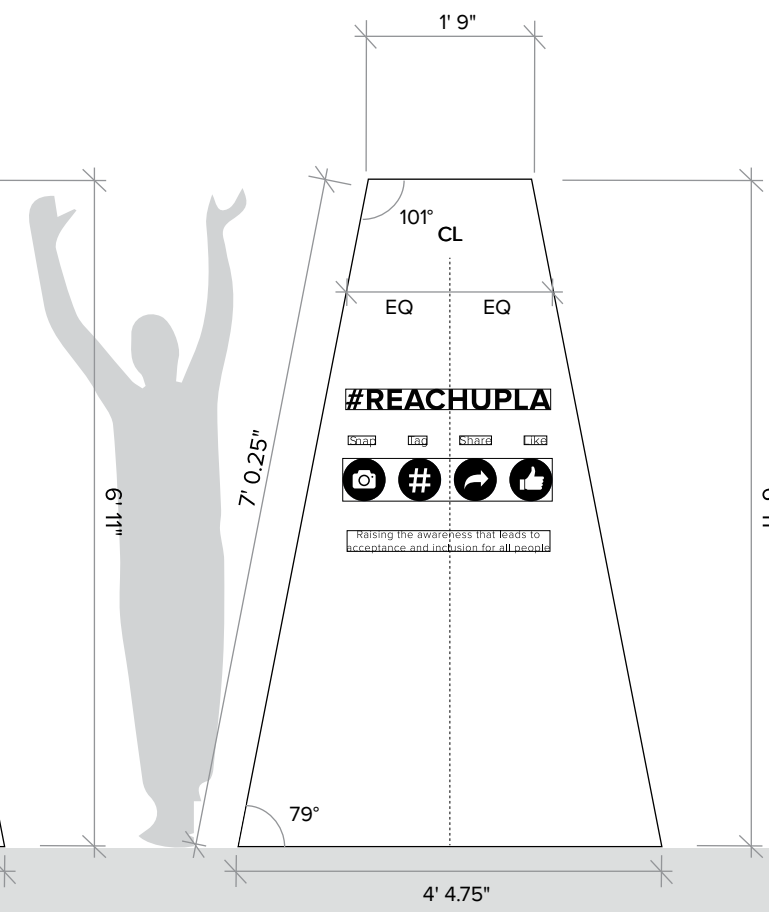
FRONT AND BACK



LEFT



RIGHT



HANGING LOGO

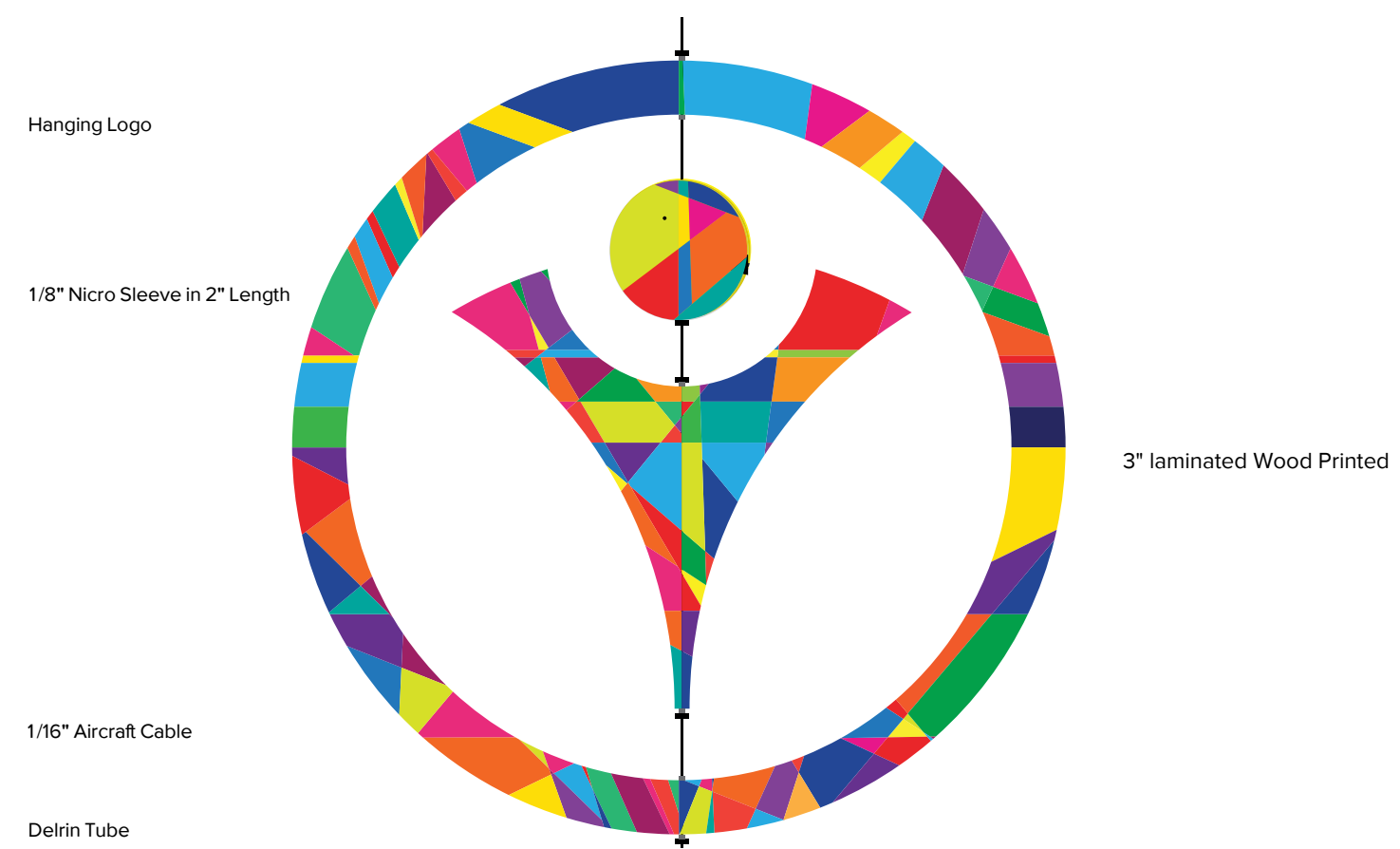
This hanging logo was inspired by the original Davis Elen prototype of the logo design. The whole structure is a massive 4' large free hanging logo that is to be hung at an entrance to a sports venues. This will enhance the Special Olympics brand.

LOCATIONS

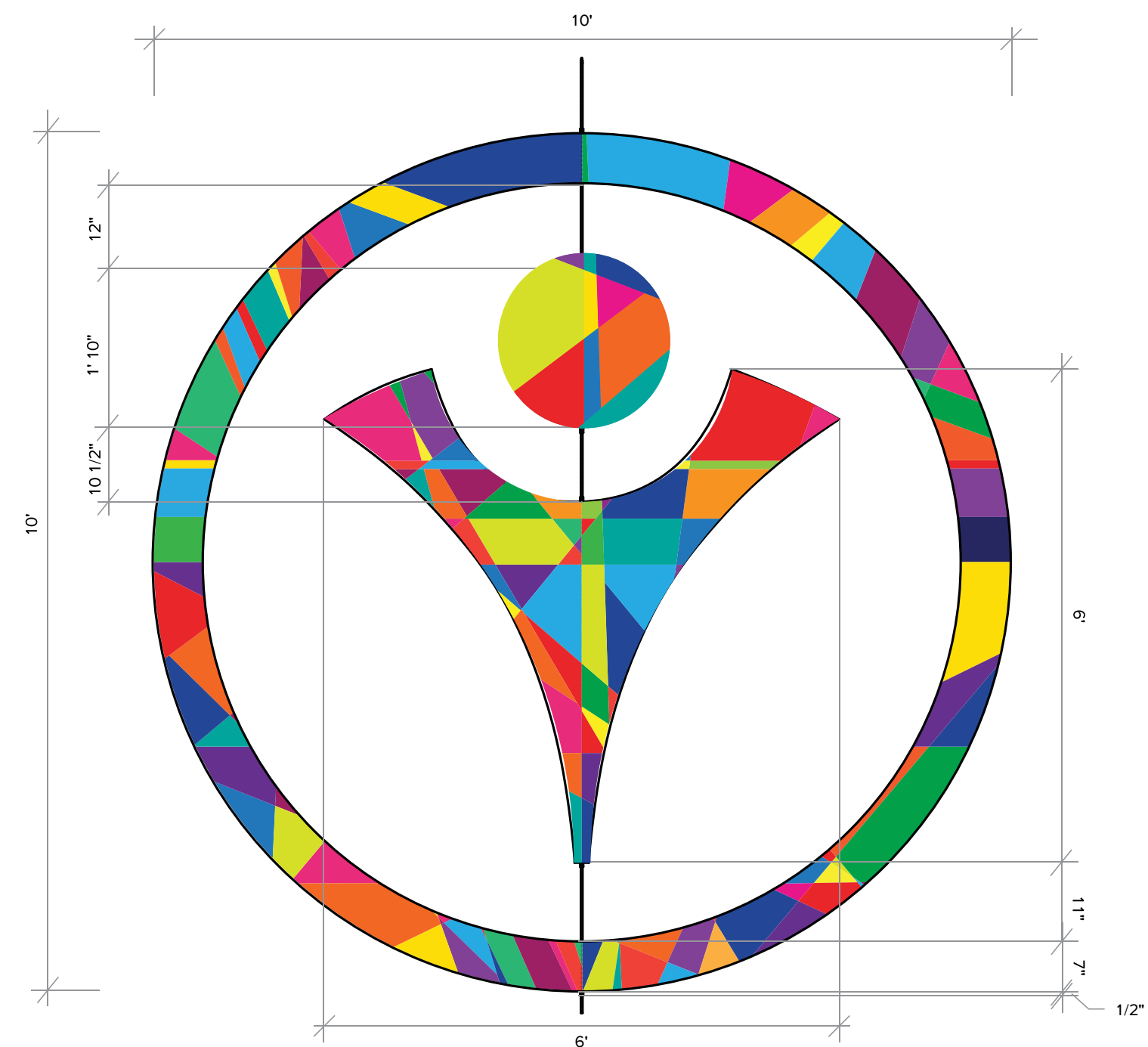
Inside Large Sports Venues

MATERIALS

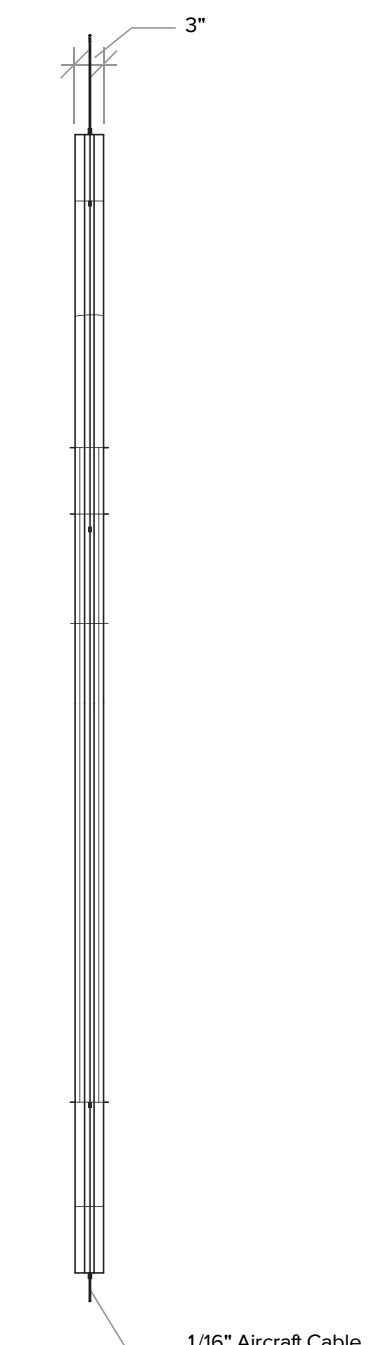
3" Wood Printed and Airplane Cable



FRONT AND BACK



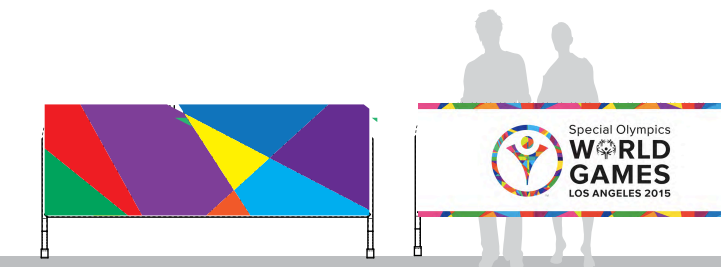
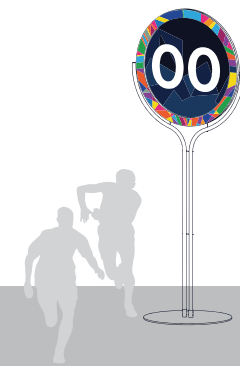
SIDE



System Details

Field of Play

Each field of play is different and unique. We have come up with a few interchangeable pieces that can be added together in many different combinations to help brand the space. Numbered field stands, to a varying range of a frame and barrier graphics, we will bring together the uniqueness of each venue and make each one into a Special Olympics experience.



FIELD STAND

Although they can also be use indoors, the field stands are also a solution for outdoor, field of play branding & Identification for Fields & Courts. The overall shape was inspired by the reach up figure holding up the Special Olympics log .

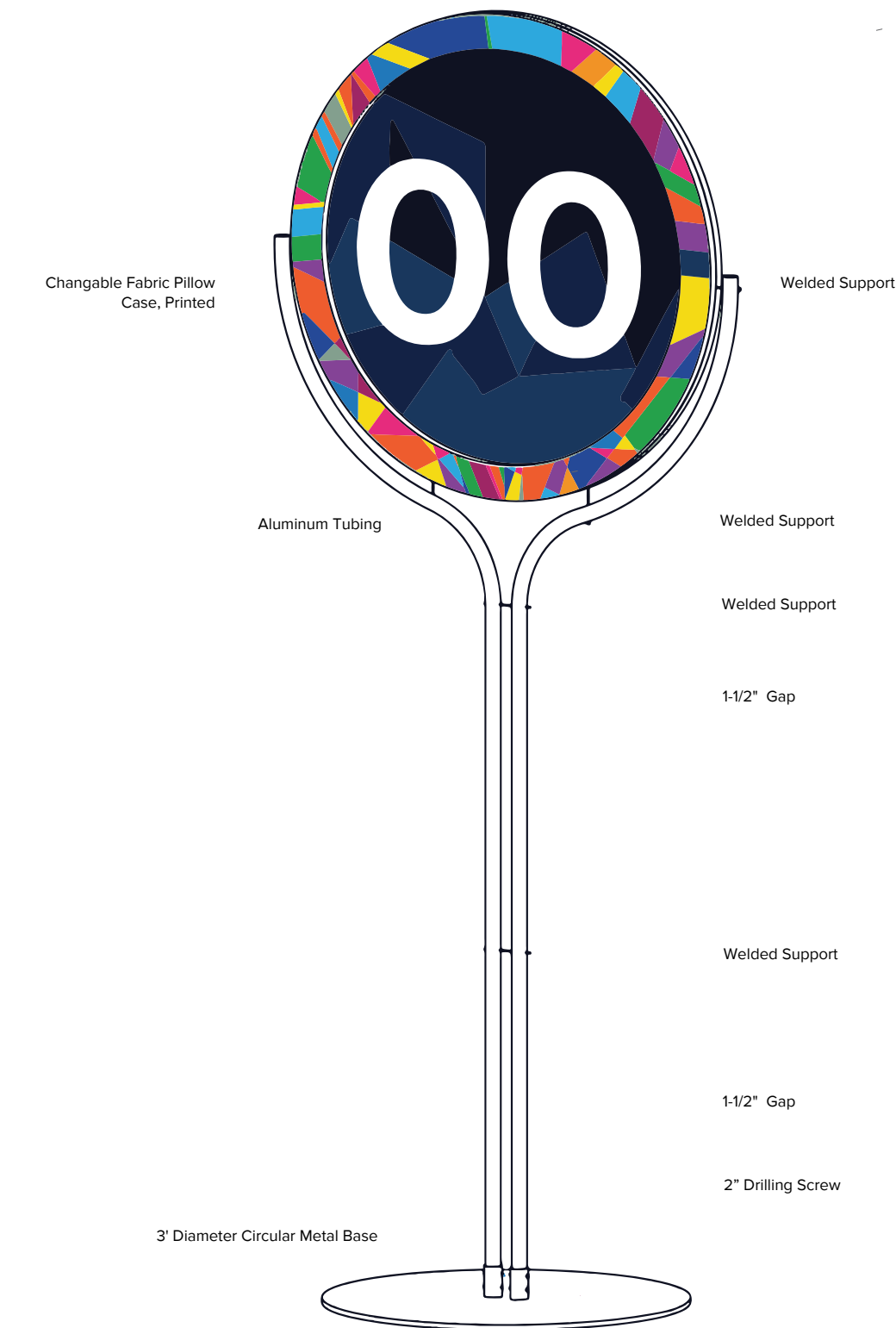
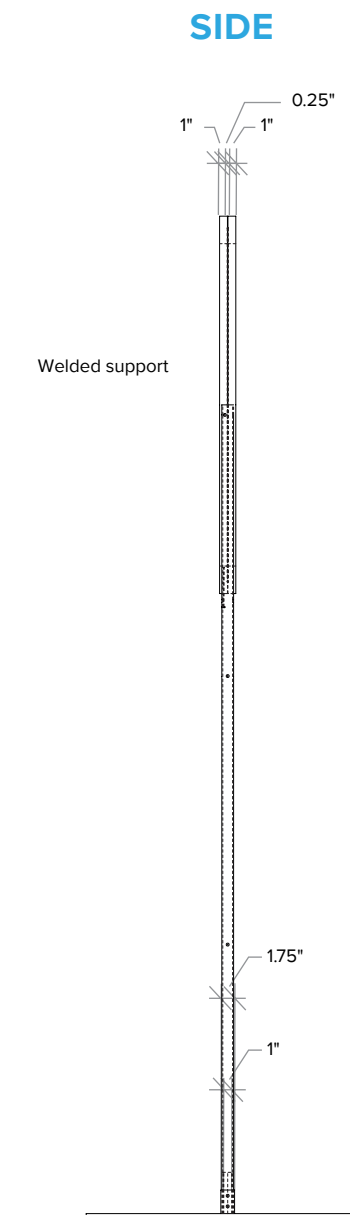
The stands are made up of four components: aluminum standing structure, the fabric ring pillow case, slipped over the aluminum structure

LOCATIONS

Alongside Courts, and Fields

MATERIALS

Printed Fabric, 2" Aluminum Tube with Steel Base 3' Diameter

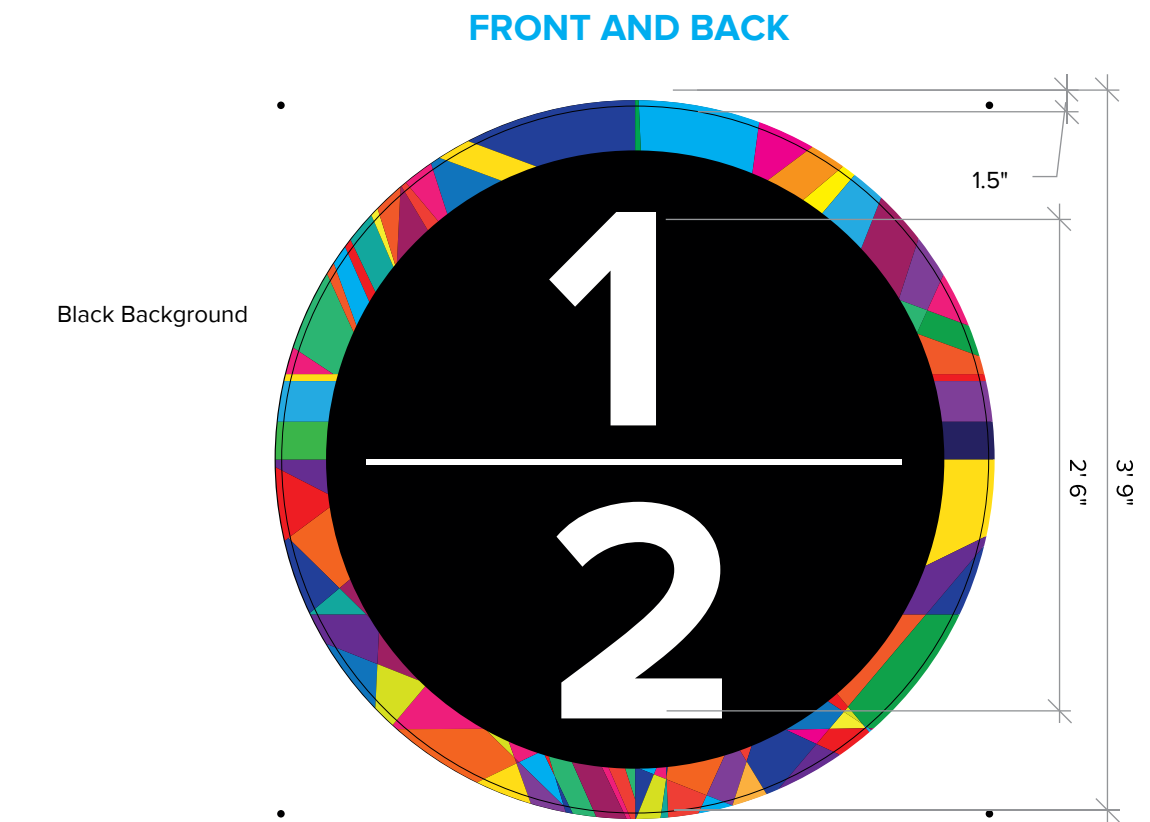
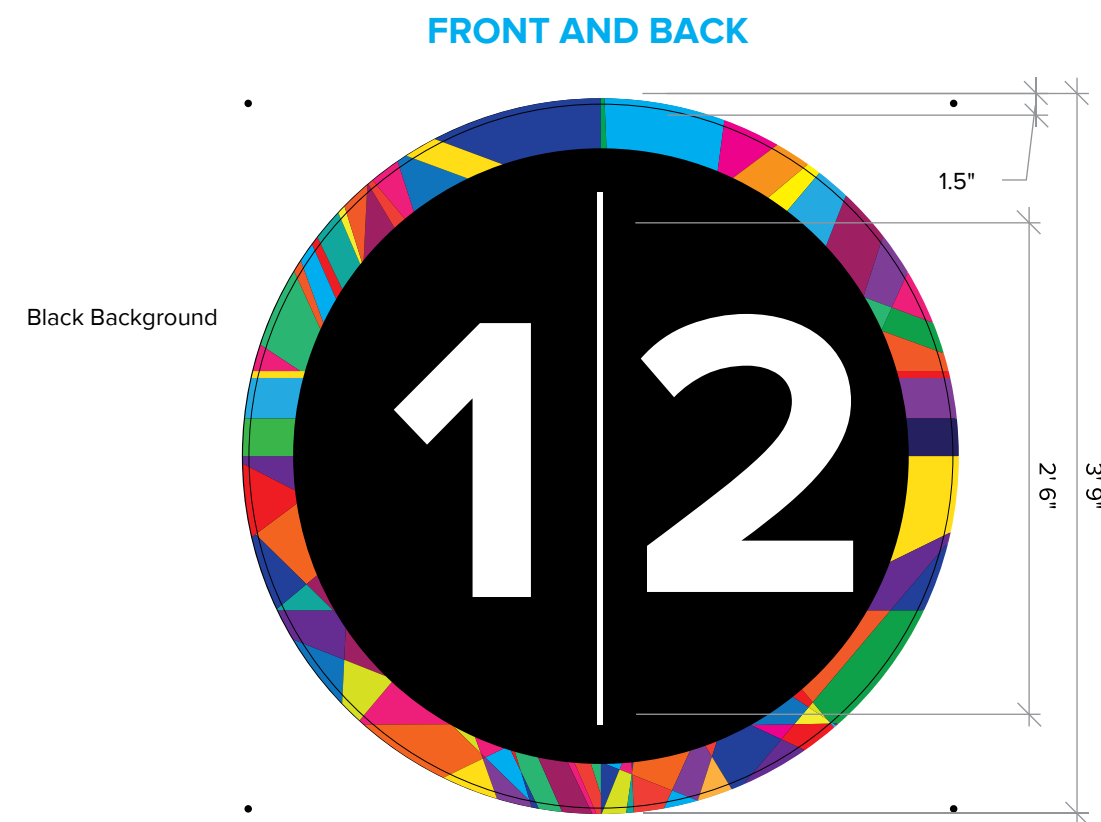


FIELD STAND

FABRIC PILLOW CASE

The top of the field stand is made from a fabric pillow case that is stretched over the base aluminum structure & zippered at the top. There are a few different options as to how the information should be displayed by the field stands. The first option shows the numbers horizontally when stands are placed along court-side as identification numbers.

The second option is used with the numbers used vertically, when stands are placed between court-side as identification numbers.



LOCATIONS

Field of Play

MATERIALS

Fabric, Printed

BARRIERS

There are two different types of barriers, full mosaic pattern or mosaic bar at the top & bottom with the full logo in the center with a white background. On the outdoor, metal barricade, the graphic will be printed on a vinyl that will saddle over it.

The size is always 7' x 3' that way the can fit over 7' or 8' barrier.

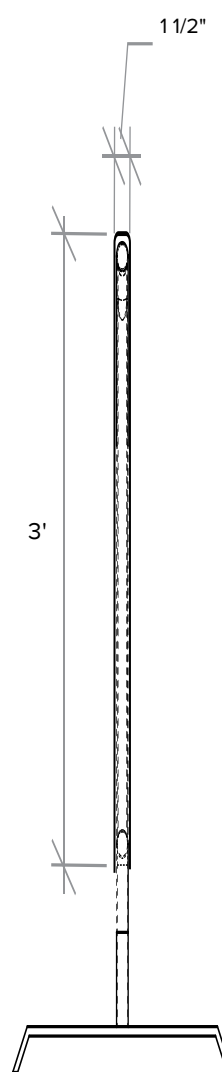
LOCATIONS

Events, Field of Play, Festivals, Ceremonies

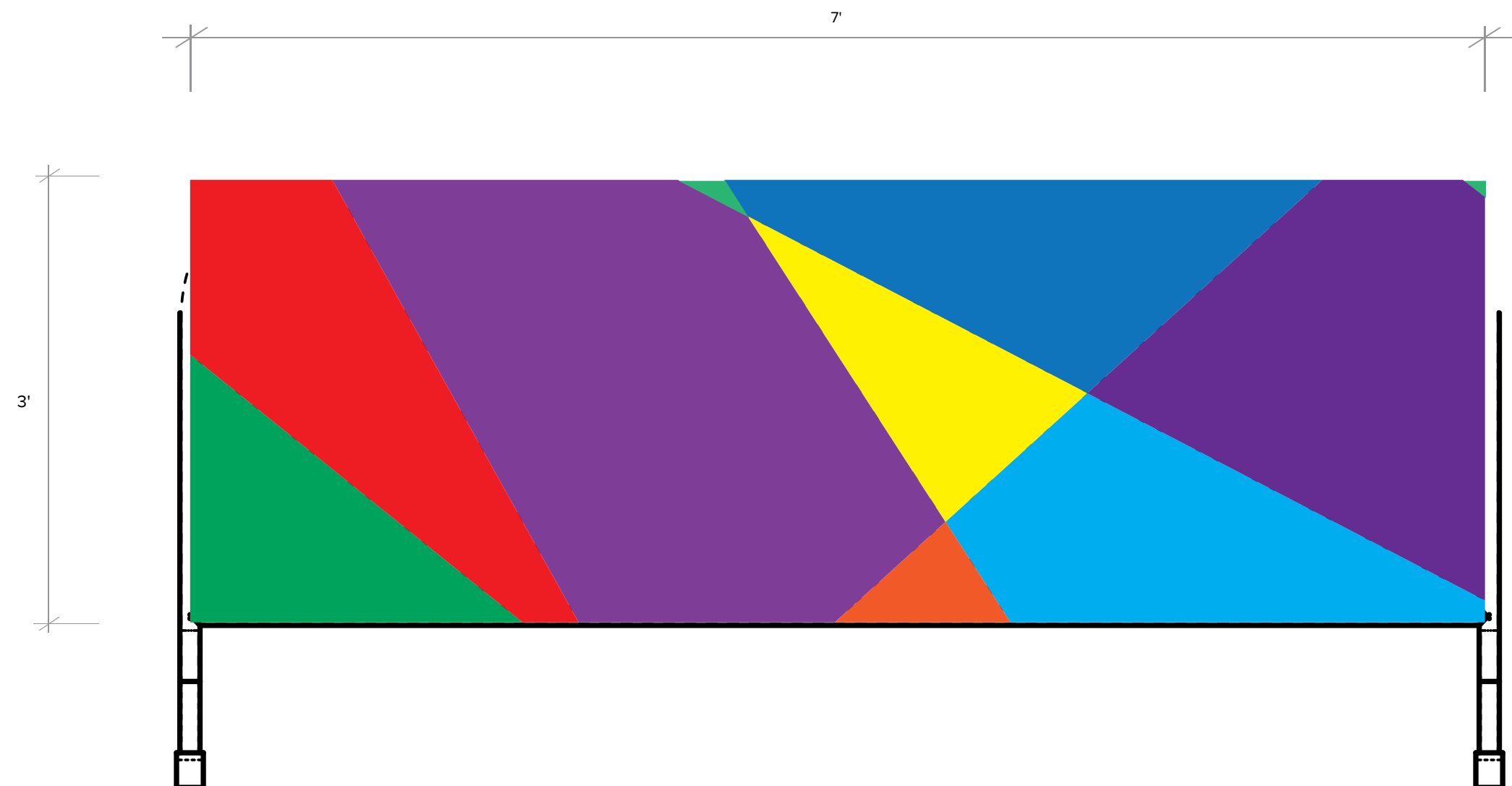
MATERIALS

Vinyl, Printed & Velcro Closures at the bottom two corners

SIDE



FRONT AND BACK

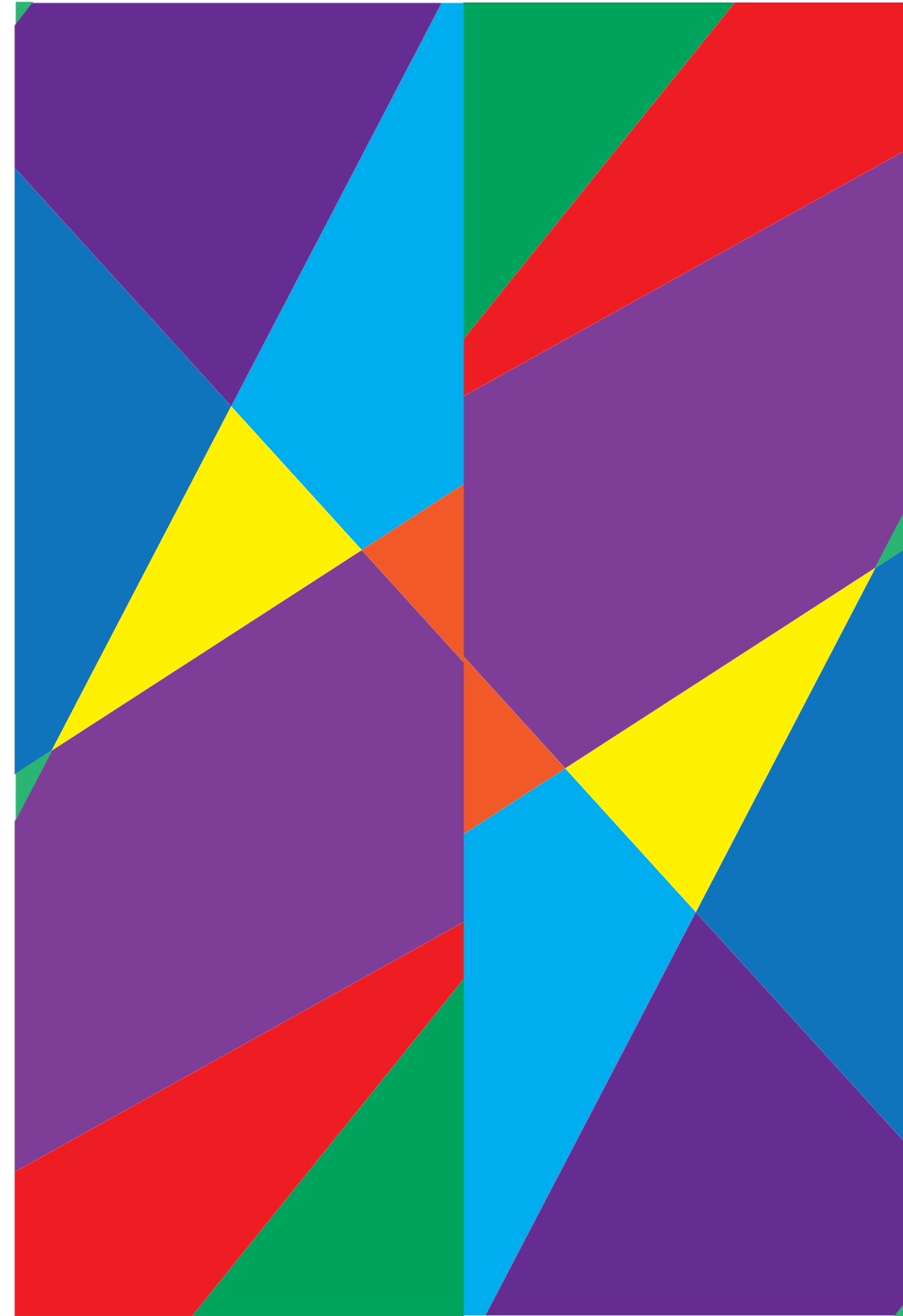


FRONT AND BACK



BARRIERS

EXAMPLES



BARRIER A FRAME

The a frame are made from coroplast sandwich boards. The graphic is to be printed directly onto the boards. There are four different types of a frame, always full mosaic pattern or mosaic bar at the top & bottom with the full color logo in the center with a white background or black background.

A frame comes in two sizes 6' x 3' shown here, and 4' x 2', black background & white background

LOCATIONS

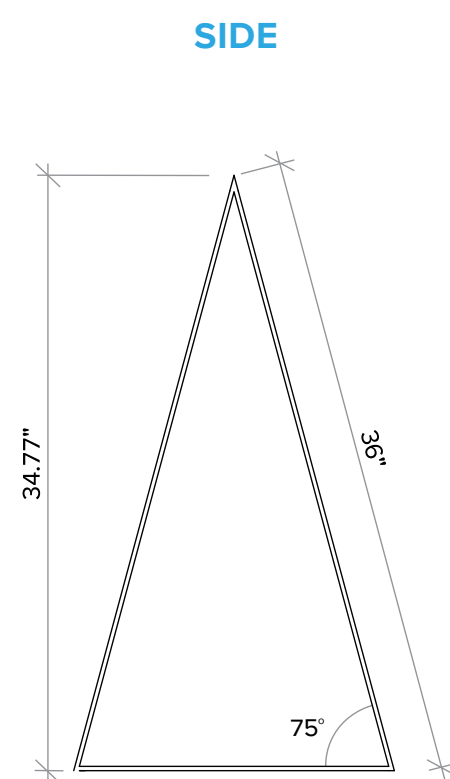
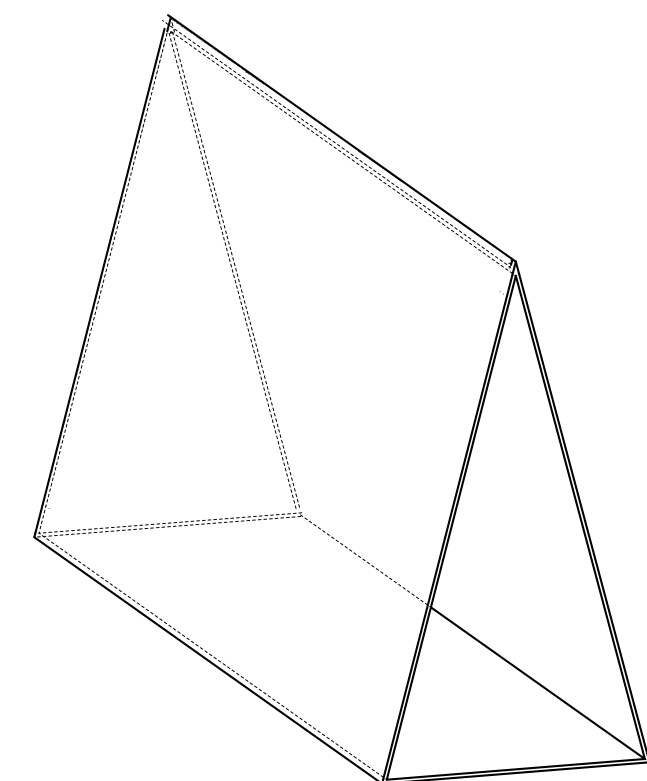
Field of Play Perimeters

MATERIALS

Coroplast, Printed

1/4" Coroplast Folded in Triangular Shape

Printed Graphic on Both Sides



PODIUMS

The Unity Podiums are specifically designed for the Special Olympic World Games Los Angeles 2015. Derived from the unity circle of the brand logo, the podium embraces athletes with the joy & dynamism of sport. Unlike other typical award podiums, The Unity Podium has 8 levels. There is equality between all of the athletes and a sense of unity & joy as each receive their medal with the use of the consist Mosaic Pattern & purple fractal background .

The podium is built with a simple plywood framing that is assembled like a box. Each platform has a front, back, and 2 sides. The front and both sides would have a vinyl graphic covering the plywood frame.

This modular construction make it ease to put up, easy to move, and easy to take down. The backdrop is a separate piece of aluminum frame structure covered with Fabric.

The Unity Podium is the platform where athletes will be awarded for their participation in the 2015 World Games. As the major media opportunity, the podium is a reflection of the brand as well as what it stands for: unit of athletes from every nation in the world.

LOCATIONS

Determined by Sport and Available Space

MATERIALS

Aluminum Frame, Printed Fabric for Backdrop, Bijaacs, Printed Carpet for the Podiums and Printed Coroplast for the facing



Podium, Individual



Light Pole Banner



Podium, Team

PODIUM / INDIVIDUAL

The Unity Podium is the platform where athletes will be awarded for their participation in the 2015 World Games. As the major media opportunity, the podium is a reflection of the brand as well as what it stands for: unity of athletes from every nation in the world.

The Individual podium is purposed for Individual and can be used for small teams, fitting two to three athletes on eight platforms and is slightly bigger than the standard individual platform.

LOCATIONS

Determined by Sport and Available Space

MATERIALS

Aluminum Frame, Printed Fabric for Backdrop, Bijacs, Printed Carpet for the Podiums and Printed Coroplast for the facing

EXAMPLE SPORTS

Gymnastics, Tennis, Cycling, Aquatics



PODIUMS / TEAM

The Unity Podium is the platform where athletes will be awarded for their participation in the 2015 World Games. As the major media opportunity, the podium is a reflection of the brand as well as what it stands for: unity of athletes from every nation in the world.

The Team Podium is purposed to fit one team of up to 11 athletes on the entire platform with steps that would be provided along each side. There are ramps on each side to help fit a large team.

LOCATIONS

Determined by Sport and Available Space

MATERIALS

Aluminum Frame, Printed Fabric for Backdrop, Bijaacs, Printed Carpet for the Podiums and Printed Coroplast for the facing

EXAMPLE SPORTS

Soccer, Basketball, Softball, Volleyball

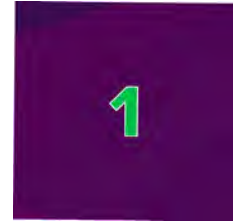


PODIUMS / INDIVIDUAL AND TEAM

BACKDROP GRAPHICS

The backdrop option is probably the simplest. On the top & bottom the mosaic bars, between the bars is filled with the purple fractal background with three huge World Games logos across the top. The mosaic bar is also used as the facing on both podiums

CARPET TOP

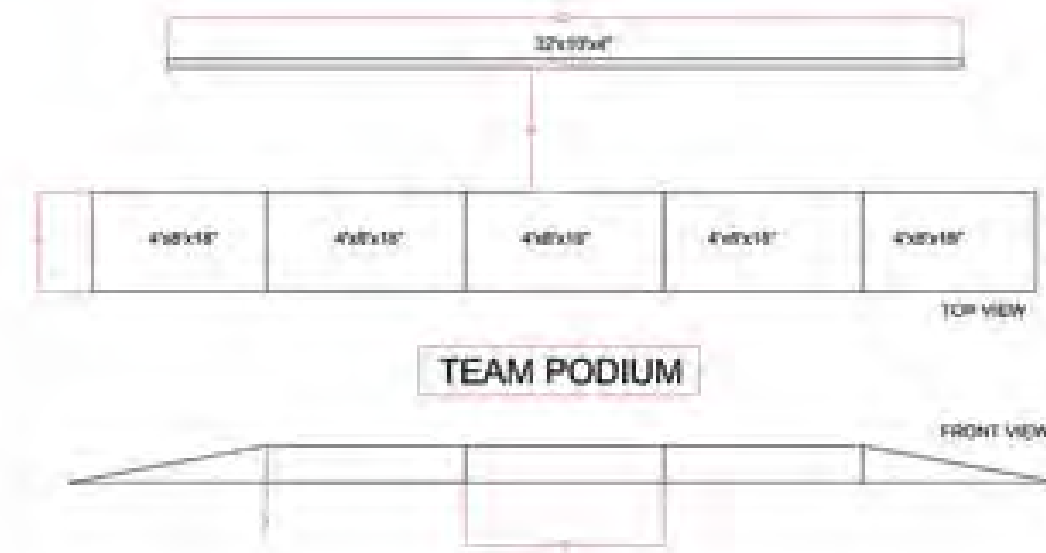
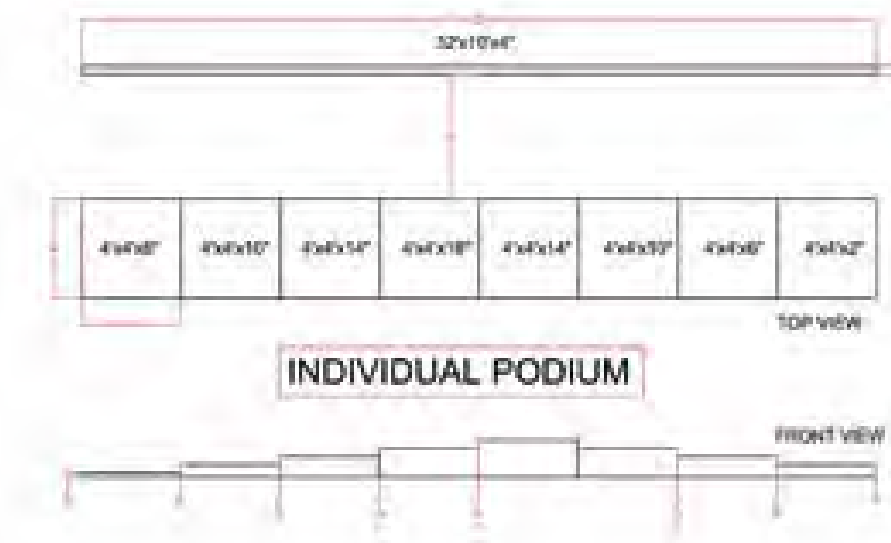


BACKDROP



32'

10'



System Details

Sponsorship Opportunities

We want to invite and engage new brand partners and sponsors to Reach Up and support Special Olympics events. Using our Sponsorship Opportunities, sponsors can choose from a dynamic range of possibilities to seamlessly integrate their brand identity into each event. They are to be spread throughout the venues providing sponsor touch points in conjunction with event activities.

SPONSOR / ENTRANCE WAY BOARDS REPRESENTATION

The sponsor boards are created using a full chroma strip along the top and bottom. With a full color version of the brand's logo and in the case of the champions their full name is in white Proxima Nova bold and extra bold. All on a black background. Size is always 4' x 6'

MATERIALS

3/4" Ultra Board on Metal Might Mount Bases

Special Olympics
WORLD GAMES
LOS ANGELES 2018

OFFICIAL PARTNERS

Bank of America
Coca-Cola
Deloitte.
KAISER PERMANENTE.
MATTEL
TOYOTA
Let's Go Places

OFFICIAL BROADCAST PARTNER
ESPN

OFFICIAL TRANSIT PROVIDER
Metro

OFFICIAL HEADQUARTERS
DUE SKYSPACE
LOS ANGELES

OFFICIAL HOST VILLAGES
UCLA **USC University of Southern California**

Special Olympics
WORLD GAMES
LOS ANGELES 2018

GAME SPONSORS

DE **Disney** **Microsoft** **TOYS R US**

GAME SUPPLIERS
Google **HERBALIFE NUTRITION** **UPS**

PROMOTIONAL PARTNERS
KTLA **Daily News** **Los Angeles Times** **W**

FOUNDING CHAMPIONS
AEG • Annenberg Foundation • Bank of America
Kate Capshaw & Steven Spielberg • The Coca-Cola Company
The David Geffen Foundation • Kaiser Permanente
The Knights of Columbus • LAB4 Foundation • Mattel, Inc.
Panda Express • Toyota • The Walt Disney Company

Special Olympics
WORLD GAMES
LOS ANGELES 2018

CHAMPION - PLATINUM
Abernethy and The Vera Foundation • Arest Per LLP • California State University • Felschnitz Hillard
The Hartung Brumman Foundation • Jeff Abel, Participant Media • Perfect Sense Digital
Special Olympics Southern California • UNIQLO • Westfield

CHAMPION - GOLD
The Altschuler Foundation • Business Wife • California Resource Corporation • Cofelia Group
Chandler, Gray & Christian • Children's Hospital Los Angeles • Kushi Medicine of USC • Kerkis Minolta • Lianogate
NTN Recognition • National History Museum of Los Angeles County • Prologis Media • The Ross Hill Foundation
Spectrum Sports Management, Inc. • TeleVue • UCLA Medical - View • Weingart Foundation • WJL Rock Foundation

CHAMPION - SILVER
American Medical Response • Amtrak • Ambassador Media Agency & Ted Berendes • Arvey and Andrew Barth
California Community Foundation • The California Endowment • CERS • The Chicanos Factory®
Crescent NBCUniversal • The Davis Family • Dechert LLP • The Fletcher Jones Foundation • G&E Studio Inc.
Haworth & Unisource Solutions • J. JENKINS LA2050 • Los Angeles Dodgers • Marvett, Phelps & Phillips, LLP
Martyn & Jeffrey Kravets/Dreadnotts Animation • The Media Service All Production Reduction Center Consultants
David O'Connor & Lisa Williams • Primary Color • Ralston Food & Less • Rob and Sheri Friedman Family Foundation
SEED • Smart City Networks • Starkey Hearing Foundation • Tucker, Joe's • Virgin America • Wimmerman Foundation

CHAMPION - BRONZE
Anthem Haven LLP • Anthem Blue Cross • Audible, Inc. • The Bancorp Group • Canyon Partners LLC
Carl W. Johnson Foundation • Caters-Gold • Convention Management Resources
Cox Communications & Kelley Blue Book • Gordon Crawford • Silicon International • Special Incent Partners • EMC • HBO
The J.C. Penney Foundation • Joseph Driess Foundation • Latham Foundation • Los Peridig • Los World Institute
Mozack • Moon Tide Media Inc. • Pacific Life Foundation • Point Loma Nazarene University • The Richard Borden Fund
Ruler System, Inc. • Stoddard, Arpa, Stone, Meagher & Pean LLP • Stephens • Snel & Winner LLP • SoCalGas
The Thomas and Dorothy Lowrey Foundation • TransPerfect

CHAMPION
Mellan and Bob Alvarado • AveriCare • Auden Dancers • The Arnie E. Casey Foundation • Aon
Austin-American Council West • Idaho University • Inking • Warty Steven, Wyatt Gentry & Temple Hill Entertainment
BYD Motors, Inc. • Charles B. Dyer University of Medicine and Science, Mervyn M. Dymally School of Nursing
Creative Artists Agency • Delaware North • Dell • Direct Relief • Disney Food Foundation & MARS, Inc. • Todd and Michele Dorsey
Ebersole's College of Traditional Chinese Medicine • Engel & Vossers • Entertainment Industry Foundation • Eversen Family
Foundation for Global Sports Development • George and Judy Marcus Family Foundation • G&P • Janet Goldblatt
Hansford Vinyl • Hudson James • Huntington Hospital • The John W. Carson Foundation
Sherry Lanning • The Jerry Lanning Foundation • Red Linnell/Veronica Films • Luckien Insurance Services, Inc.
Loring Raymond • Los Angeles Sports Council Foundation • Marsha Israel Foundation • Midway • Midway Healthcare
NBA Cares • NORA Medical Products • Oakland Builders • CalWest Bank • Orange County Fair & Event Center
Oxytura Systems, Inc. • The Seale Generation • Paul Hastings LLP • Quest Diagnostics • Ralph M. Pearson Foundation
The Ritz-Carlton Company and The Americas • The Rosalinde and Arthur Hebert Foundation • Nancy and Barry Sanders
San Diego Chargers • San Diego Padres • San Diego Zoo • San Francisco 49ers • Sherry's Place • Sony Pictures Entertainment
Sun Shield • Tava Warner Davis • Todd & Wynne Foundation • TONIX • Union Bank • Vanguard University
Janet and Dick Van Dyke • Waste Management • The Weinstein Company • West Coast University • Westmont College
Western University of Health Sciences

SPONSOR BARRIERS A FRAME

Sponsor barriers are the same as the A Frame. The dimension of them can vary depending on locations, generally 6' X 3' or 4' x 2'. Backgrounds are black at indoor competitions & white at outdoor competitions

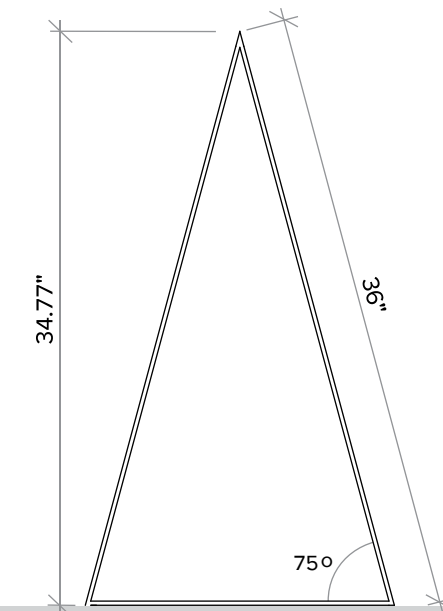
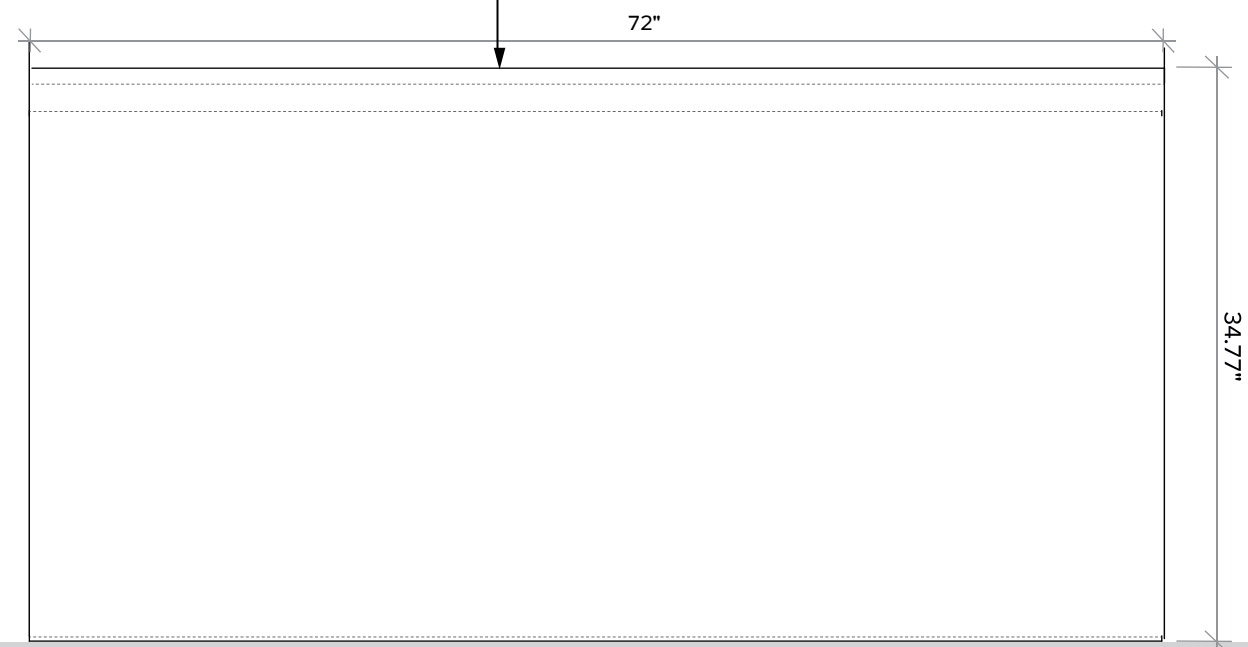
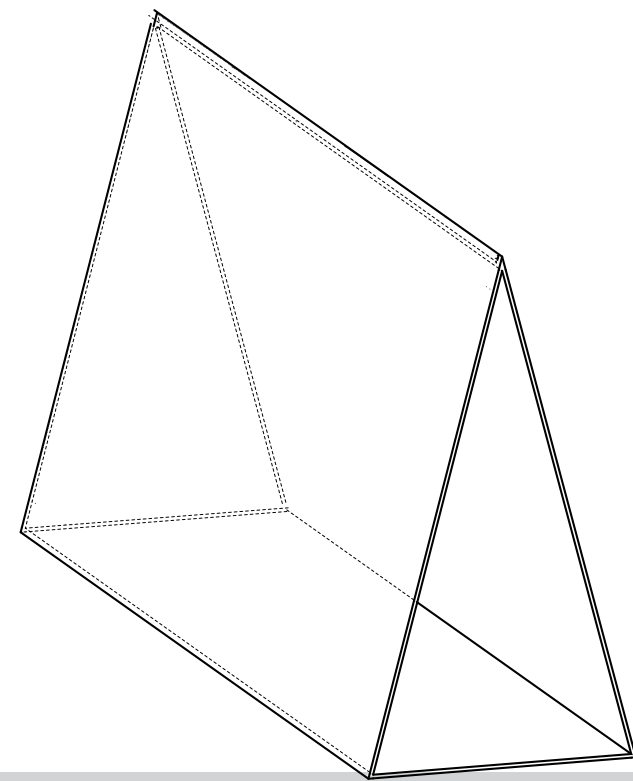
LOCATIONS

Outdoor & indoor Venue Fields/
Courts/Tracks

MATERIALS

1/4" Coroplast

1/4" Coroplast Folded in
Triangular Shape



Scale: 1"=1'0

EXAMPLES



**SPONSOR / BANNERS / A FRAME &
BARRIER**

The sponsor banners are created using a full chroma strip along the Top and bottom, with a full color version of the brand's logo.



SPONSOR / NEAR SCORE BOARD REPRESENTATION

The sponsor banners are created using a full chroma strip along the top and bottom. With a full color version of the brand's logo and the sport icon.
Size is always 2' x 3'

MATERIALS
1/4" Coroplast



SPONSORS / COMPETITION BOARDS

Competition Board are iconic pieces that herald arrival at venues. The graphic marks the entrance to each venue by celebrating the joy and dynamism of sport. The dark to light fractal motif symbolizes how the athletes move away from an oppressive darkness and into the light that is courage, determination, and joy. The faceted graphic represents the celebration of uniqueness, diversity, and competition.

Each Board is created using the particular color of the associated sport icon.

Size is always 4' x 6', with a few exceptions where need.

LOCATIONS

On Venue Facade

MATERIALS

3/4" Ultra Board with Metal Mighty Mount Bases, with a few exception on single sided vinyl.



138.875"



192.125"



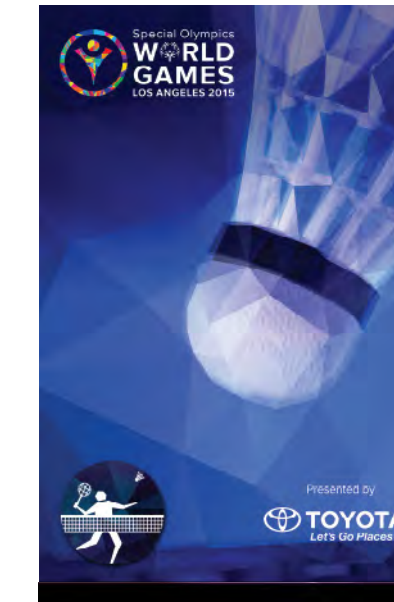
144"

112"



102"

8'-0"



System Details

MISCELLANEOUS

We want to invite and engage the community and other venues to Reach Up and support Special Olympics events. Using our our graphic assets we can create a dynamic range of possibilities to seamlessly integrate their brand identity into each event or venue. They are to be spread throughout the venues providing a number of touch points in conjunction with event activities.

LOS ANGELES CONVENTION CENTER

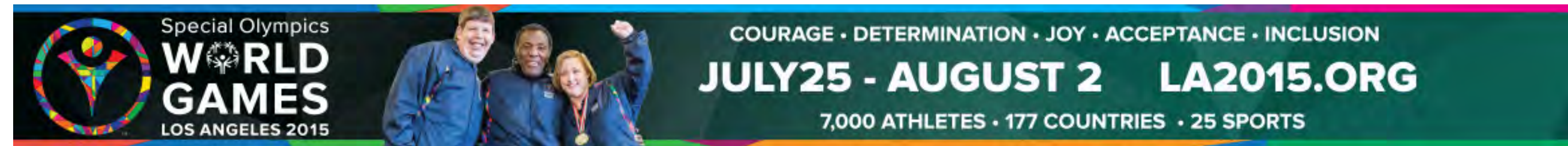
MATERIALS

Vinyl Mesh, Printed

ABOVE THE ENTRANCE TO THE SOUTH HALL BANNER

LOADING DOCK BANNER FACING THE 110 FWY

22'-10"



250'-0"

60'-0"



60'-0"

JW MARRIOTT AT LA LIVE

MATERIALS
Fabric, Printed

FRONT DESK BANNER



120"

216"

REAR LOBBY ENTRANCE BANNER



318"

72"

72"

72"

72"

**LOS ANGELES MEMORIAL COLISEUM
& LOYOLA MARYMOUNT UNIVERSITY**

MATERIALS

Vinyl and Vinyl Mesh, Printed

COLISEUM PORTAL BANNERS



13'



13'

50'



50'

**COLISEUM
JUMBO TRON
BANNER**

COLISEUM PORTAL BANNERS



13'



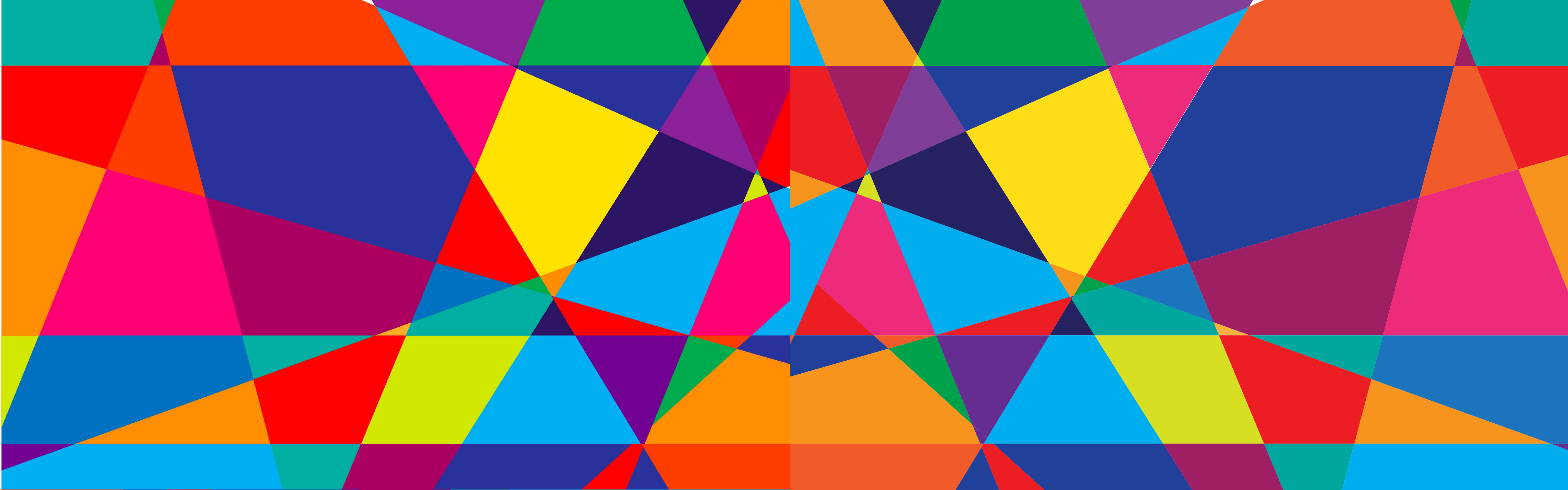
13'

LMU POLE BANNER



29'

16"





Reach Up and Let the Games Begin!

The Special Olympics are about bringing people together in the celebration of the athlete's courage, determination and joy. These guidelines will help and foster that connecting process and help expand its reaches to the world. We hope that this Special Olympics will touch more people than ever before.



