



***Special  
Olympics  
Australia***

National Games 2022  
Launceston, Tasmania

Logo Design Competition

## Table of Contents

### Section 1: About Special Olympics Australia and the 2022 National Games

- Special Olympics Movement
- Special Olympics Australia Mission
- Special Olympics Australia National Games 2022
- 2022 National Games - Fast Facts

### Section 2: Competition Process & Timelines

- Introduction
- Competition Process & Requirements
- Timelines of the Competition
- Terms and Conditions

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## Section 1: About Special Olympics Australia and the National Games

### The Special Olympics Movement

The mission of the Special Olympics movement is to provide year-round sports training and athletic competition in a variety of sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

In communities around the world, Special Olympics sports training and competition transforms the lives of people with intellectual disabilities, providing life-changing benefits that transcend the playing field. Through Special Olympics programs, longstanding myths are dispelled, negative attitudes changed, and new opportunities to embrace and celebrate the giftedness of people with intellectual disabilities are created. The Special Olympics Movement can ultimately transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities and thereby celebrate the similarities common to all people.

The transformative power of sports to instil confidence, improve health and inspire a sense of competition is at the core of what Special Olympics do. In Special Olympics, the power and joy of sport, shifts focus to what our athletes CAN do, not what they can't.

Special Olympics is a world-class sports organisation providing sports training and competition

opportunities to over 5 million people with intellectual disabilities in more than 177 countries. This “everyday” sports training culminates every four years in a World Games competition, which allows athletes to shine on the World stage.

## Special Olympics Australia Mission

The mission of Special Olympics Australia is to create accessible sports training, coaching and competition opportunities so that people with an intellectual disability can reach their personal best, in sport and in life.

## Special Olympics Athlete Oath

Let me win. But if I cannot win, let me be brave in the attempt.

## 2022 Special Olympics Australia National Games

Every four years, the country transcends the boundaries of geography, political philosophy, gender, age, culture and religion, to come together for one of the most inspiring sporting and humanitarian events in Australia, the Special Olympics Australia National Games with five days of challenging and inspiring competition among over a thousand Australian athletes with an intellectual disability.

The National Games is what our competitive athletes prepare for and aspire too. The National Games gives them the platform to demonstrate their sporting skills to their friends, family and fans. It is a place where they can be proud of their abilities, feel the thrill of competition, be applauded for their skills and experience the joy of success. These Games impact thousands of lives in a positive and fulfilling way.

## Facts and Figures

<b>Host City: Launceston Tasmania</b>		
<b>Competition sports to be hosted in 2022 :</b> <ol style="list-style-type: none"> <li>1. Athletics</li> <li>2. Basketball</li> <li>3. Bocce</li> <li>4. Bowling (Tenpin)</li> <li>5. Football (Soccer)</li> <li>6. Golf</li> <li>7. Sailing</li> <li>8. Swimming</li> <li>9. Swimming Open Water</li> <li>10. Tennis</li> </ol>	<b>Demonstration Sports to be hosted in 2022</b> <ol style="list-style-type: none"> <li>1. Dance Sport</li> <li>2. Netball</li> <li>3. Power Lifting</li> <li>4. Table Tennis</li> </ol>	<b>Anticipated attendance:</b> <p>1,000 Athletes            3,500 Spectators, Families and Friends            250 Honoured Guests, including sponsors            900 Volunteers            350 Coaches and carers</p>

## **Section 2: Design Competition: Process & Timeline**

### **Introduction**

The purpose of this Design Competition is to approach local designers to develop and create the logo of the Special Olympics Australia National Games 2022, to be held in Launceston Tasmania. The winning designer will be awarded \$4,500 (Incl GST), recognition in the Official Games Program and 4 tickets to the Opening Ceremony.

The Games logo will be used for and applied on, but not limited to:

1. Stationery
  - a. Electronic, b. Hard copy, c. Business cards, d. Games Programs, Manuals
2. Media
  - a. Social, b. Print, c. Outdoor advertising boards where applicable
3. Games Organising Committee Uniforms and kit
4. Promotional Material
5. Branding
  - a. Vehicle decals, b. Flags, c. Banners, d. Media walls
6. Merchandise
  - a. Variety of items including clothing (print screen and embroidery)

The Games logo need to reflect the joy of sport, the enthusiasm of Special Olympics athletes and our celebration of ability while representing the host city, **Launceston** or the host state, **Tasmania**.

The Games logo need to meet the guidelines set out in the Special Olympics Accredited Program Games and Tournaments Identity Development Guide, attached as Annexure A.

For reference, examples with creative rationale of previous Games logos are attached as Annexure B.

### **Competition Design Process and Requirements**

All designs will be reviewed against a points-based system, as indicated in Table 2.1. Special Olympics Australia will select the 2022 National Games logo, based on the evaluation of the designs against this system.

1. Entry form (Annexure C) to be completed
2. Logo design proposals to be submitted in PDF files.
3. All design proposals need to illustrate the logo designed in mono, reverse and full colour in the following layout options / formats:
  - a. Portrait
  - b. Landscape
  - c. Stamp

4. The winning designer will need to submit a complete style guide as part of the final submission. The cost of the style guide is included in the winning prize money. The Style guide need to portray the logo in various applications, including but not limited to:
  - a. Letterhead
  - b. Complimentary slips
  - c. Electronic news letter
  - d. Business cards
  - e. Promotional flyers etc.
5. A designer can submit more than one design.
6. Proposals can be submitted electronically to [nationalgames@specialolympics.com.au](mailto:nationalgames@specialolympics.com.au)
7. Enquiries can be submitted electronically to [nationalgames@specialolympics.com.au](mailto:nationalgames@specialolympics.com.au)

Table 2.1 – Design Competition evaluation criteria

Design Criteria	Weight
1. Games logo and identity meeting the requirements as set out in the Identity Development Guide for	
1.1 Core structure	20
1.2 Visual Sources	50
1.3 Colour	10
1.4 Typographic Style	10
2. Ability to be applied on	
2.1 Clothing embroidery	5
2.2 Clothing screen print	5
2.3 Electronic	5
2.4 Hard copy print	5
2.5 Variety of branding	5
3. Creative rationale: Illustrate the creative inspiration behind the logo in no more than 300 words	20
<b>TOTAL</b>	<b>145</b>

## Timelines for the Design Competition

07 October 2020	Design Competition launch
10 November 2020	Final submission date for Designs. Entries closes at 05:00pm AEST on 10 November 2020.
11 -12 November 2020	Review and selection of Games logo by Special Olympics Australia
12 November 2020	Winning design communicated to designer
16 November 2020	Special Olympics National Games 2022 logo revealed

## Terms and Conditions

1. Special Olympics Australia is under no obligation to select any of the designs submitted through this competition for the 2022 National Games.
2. By entering this competition and signing the Entry Form, the designer agrees that:
  - a. Property rights in all submissions, including the winning design will remain the artists, except as provided by these terms and conditions.
  - b. By submitting a logo design and accepting the prize money for the winning design the winning designer grants Special Olympics Australia a permanent, irrevocable, ongoing, royalty-free, non-exclusive licence, including a right of sub-licence to use, reproduce, distribute, adapt, and modify the winning design.
  - c. The designer warrants that the artwork is their own creation.
  - d. The designer warrants that there are no cultural or religious reason or any other impediment that prevents the winning artwork / logo to be published or reproduced.
  - e. The winning designer will be required to provide Special Olympics with a Style Guide for the use of the logo, which will include the Primary, Secondary and Mono colour palettes by no later than 12 November 2020.
  - f. There may be a requirement for adjustments to the Symbol, Logotype, Icon and Typography to meet the design requirements. These adjustments will be applied at no additional charge to Special Olympics. Special Olympics Australia commits to limit these changes where possible.
3. The decision by Special Olympics Australia will be final and no correspondence about the decision will be entered into.

We thank you for taking the time to participate in the Special Olympics National Games 2022 Logo Competition. We look forward to hearing from you. Should you have any questions, do not hesitate to contact us.



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