

Olympic Brand and Activation Guidelines FOR NOC PARTNERS

April 2020



Welcome

Dear NOC Partners,

NOC Partners play a crucial role in promoting the National Olympic Team they have acquired rights for and bring a domestic approach to interpreting the Olympic values. By working in partnership with your respective NOC, you communicate the Olympic ideals to millions of people within your respective NOC territory.

The reach NOC Partners provide is essential in engaging people, young and old, not only during the period of the Olympic Games, but 365 days a year.

This is becoming ever more important in today's rapidly changing world and we want to work with you to create mutually beneficial relationships.

These IOC Guidelines for NOC Partners provide principles on the use of the Olympic Properties, taking into account brand, commercial rights and sporting system considerations. They are intended to help guide you and your teams in the planning and execution of activations which include the Olympic Properties.

The ultimate goals are both to help maintain the integrity and to enhance the value of the Olympic Properties – a responsibility we all share and devote resources towards.

I invite you to liaise directly with your Rights Activation contact within your respective NOC if you have any questions.

A handwritten signature in black ink, appearing to read 'Timo Lumme'.

Timo Lumme

Managing Director, IOC Television & Marketing Services S.A.



About these Guidelines

These Olympic Brand and Activation Guidelines are a tool that enables NOC Partners to activate their respective rights within the commercial ecosystem of the Olympic Movement in an efficient manner.

These Guidelines also provide Partners with a general understanding of the numerous commercial and institutional constituents of the Olympic Movement and the considerations to take into account when activating.

By clarifying principles, giving best practice examples and defining the framework of permitted activations, this document aims to support Partners in the practical implementation of their contractual rights, following an approval process for every activation they intend to engage in.

Ultimately, it intends to ease both the operational burden and the cost implications for Partners. We have developed these Guidelines to apply to any particular activation, in its specific context, and in an ever evolving marketing and technological environment. As such, by choosing not to define every single element in full detail, we preserve the flexibility to provide Partners with pragmatic solutions.

These Guidelines are subsidiary to each Partner's contractual agreement and aim at providing more detailed and practical guidance for the implementation of your rights. In the event of any discrepancies between this document and your contractual agreement, the latter will prevail.

In parallel, NOC-specific guidelines must be taken into account for your activations. In the event of any discrepancies between this document and any Guidelines issued by your NOC, the former will prevail.

We trust that this document will help you fully leverage your contractual rights whilst protecting the value of the Olympic brand.

Note: Please note that all words and expressions that are defined in the Glossary (see page 101) are capitalised throughout the document.



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USE OF
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 General Framework

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GENERAL FRAMEWORK



Vision and missions of the Olympic Movement

The chart below, which is based on the Olympic Charter, provides a concise description of the vision, missions, values and working principles of the Olympic Movement — all of which are represented by the Olympic Symbol — and serves as a common platform for all stakeholders of the Olympic Movement.

As they engage both the Partner and the Olympic brand, activations cannot contradict what the Olympic Movement stands for.



Olympism is a philosophy of life, which places sport at the service of humankind.

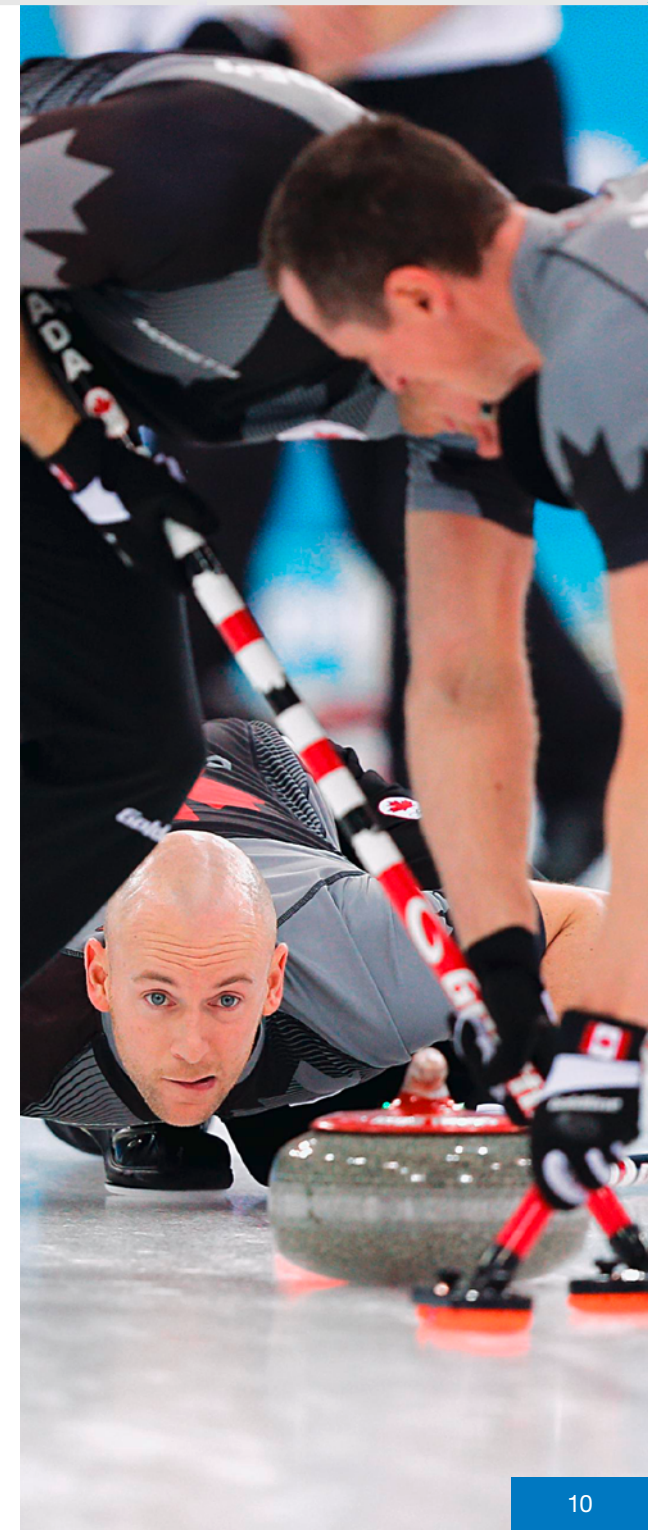
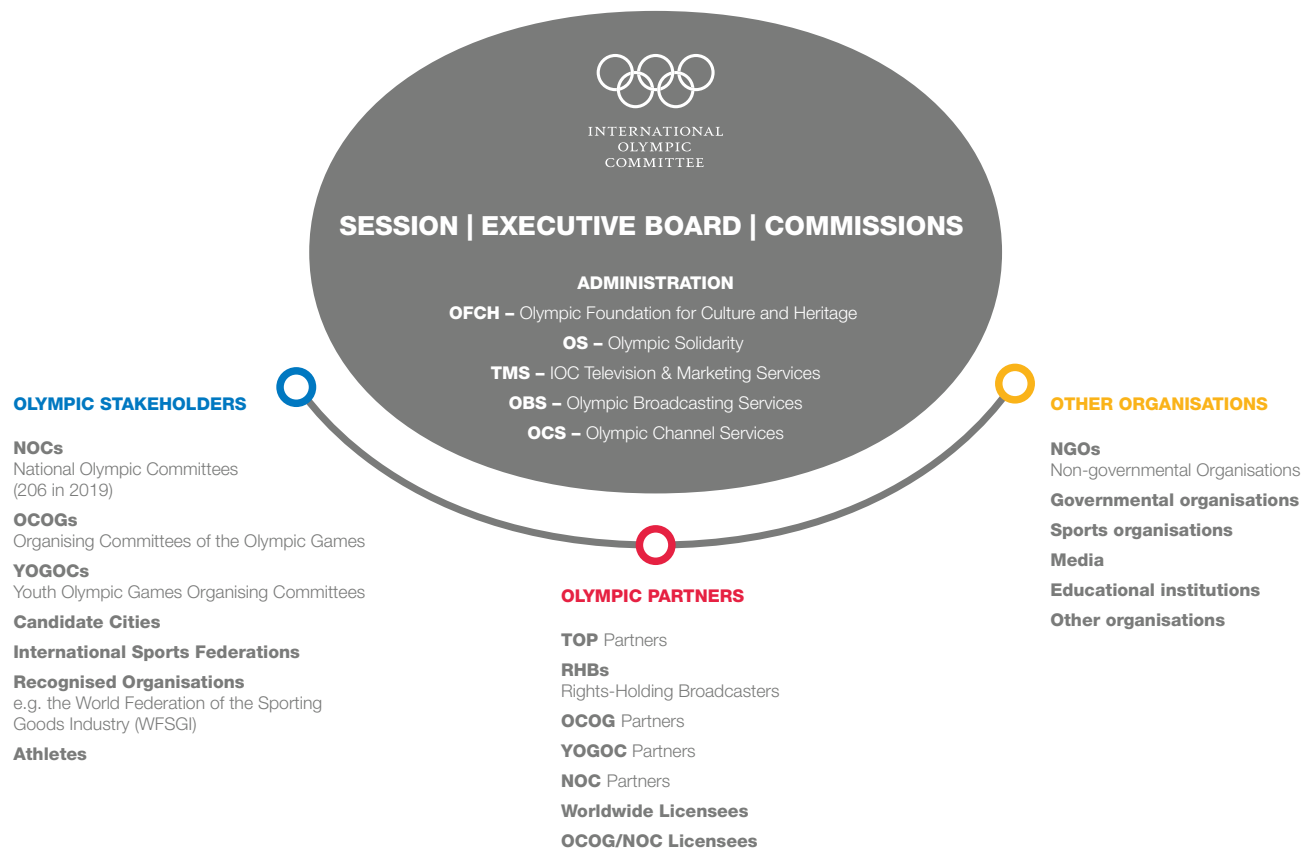
VISION	Building a better world through sport			
VALUES	Excellence	Respect	Friendship	
MISSIONS	<ul style="list-style-type: none">• Ensure the uniqueness and the regular celebration of the Olympic Games• Put Athletes at the heart of the Olympic Movement• Promote sport and the Olympic values in society, with a focus on young people			
WORKING PRINCIPLES	Universality and Solidarity	Unity in Diversity	Autonomy and Good Governance	Sustainability

For more detailed information about Olympism, please refer to the separate document: “Introduction about the Olympic Movement”.



Olympic Movement structure

The diagram below shows an overview of the structure of the Olympic Movement and its stakeholders. When reviewing your submissions, the IOC will be balancing the rights of various other stakeholders and will provide guidance to enable you to activate your rights in a manner that does not overlap or infringe upon the rights of other stakeholders.



Rights available to commercial Partners under their contractual agreement

TOP PARTNERS ¹	RHBs Rights-Holding Broadcasters	OCOG PARTNERS ¹	NOC PARTNERS ¹	IOC WORLDWIDE LICENSEES AND OCOG LICENSEES
---------------------------	-------------------------------------	----------------------------	---------------------------	--

Acquired rights – How Partners can activate:

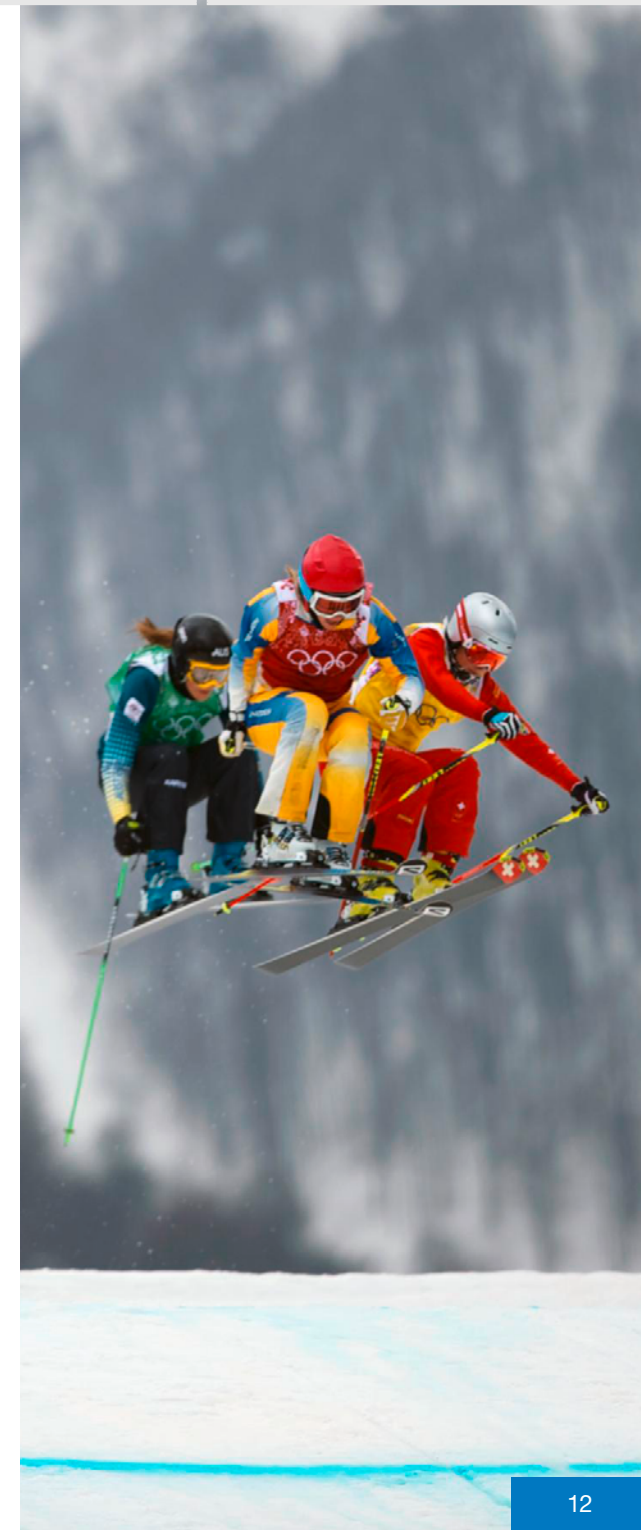
PARTNER ² BRAND	✓	✓ Only in connection with the promotion of RHB's broadcast of the Olympic Games	✓	✓	✗
PARTNER PRODUCTS/ SERVICES	✓		✓	✓	✓ Licensed product only
THE IOC AND THE OLYMPIC MOVEMENT AS A WHOLE	✓	✓ Only in connection with the promotion of RHB's broadcast of the Olympic Games	✗	✗	✗
OLYMPIC GAMES	✓		✓	✗	✗
NATIONAL OLYMPIC TEAM	✓	✗ Unless made in an editorial manner or rights acquired separately	✓ Only in the Host Territory and in relation to the Host NOC	✓ Only in the territory of the National Olympic Team	✗
BROADCAST RIGHTS & EDITORIAL ACTIVITIES	✗	✓	✗	✗	✗
LICENSING RIGHTS	✗ Unless acquired separately	✗	✗ Unless acquired separately	✗ Unless acquired separately	✓
TERRITORIES	Worldwide ³	Specified in Media Rights Agreement	Only in the Host Territory	Only in the NOC territory	Depending on Licensing agreement
TRANSFER OF RIGHTS	✗ Unless authorised transfer to affiliates as part of the TOP Agreement	Right to sub-license to other broadcasting entities, subject to Media Rights Agreement	✗ Unless authorised transfer to affiliates as part of the contractual agreement	✗	✗

¹ Only in connection with the relevant Partner's product category | ² Here, "Partner" means the respective commercial Partner mentioned in each column, e.g. TOP Partner, RHB, OCOG Partner, etc. | ³ Subject to territorial restrictions that may apply



Assets available to commercial Partners under their contractual agreement

	TOP PARTNERS	RHBS Rights-Holding Broadcasters	OCOG PARTNERS	NOC PARTNERS	IOC WORLDWIDE LICENSEES AND OCOG LICENSEES
IOC MARKS	✓	✓ Only for promotion of the broadcast	✗	✗	Depending on Licensing agreement
HISTORICAL OLYMPIC PROPERTIES	✓ Under specific conditions	✗ But can be used in an editorial manner	✗	✗	Depending on Licensing agreement
OLYMPIC ARCHIVE FOOTAGE	✓ Under specific conditions	✓ Under specific conditions	✓ Under specific conditions	✓ Under specific conditions	Depending on Licensing agreement
OCOG MARKS	✓	✓ Only for promotion of the broadcast	✓ Only in the Host Territory	✗	Depending on Licensing agreement
OCOG SIGNATURE PROPERTIES	✗ Acquired separately	✗ But can be used in an editorial manner	✗ Acquired separately	✗ Acquired separately	Depending on Licensing agreement
NOC MARKS	✓	✗ Acquired separately	✓ Only host NOC Marks in the Host Territory	✓ Only NOC Marks of the relevant NOC territory	Depending on Licensing agreement
ATHLETES' RIGHTS	✗ Acquired separately. NOCs may help facilitate access to Athletes.	✗ Acquired separately	✗ Acquired separately	✗ Acquired separately	✗
CANDIDATE CITY MARKS	✗ But there is a possibility to use them under very specific conditions	✗ But there is a possibility to use them under very specific conditions	✗	✗ But there is a possibility to use them under very specific conditions	✗
OLYMPIC FLAG	✗ Olympic flag images can be used, but not the Olympic flag itself	✗ Olympic flag images can be used, but not the Olympic flag itself	✗	✗	✗



Overarching principles

The principles below apply to all Partners' activations:

Stay within your rights

Use of Olympic Properties is limited to the relevant Partner's product/service category, even when the company, as a whole, produces, provides and/or sells more products/services than those included in its category. Partners may use Olympic Properties for general corporate campaigns. Partners can activate around common themes (e.g. artificial intelligence, virtual reality) on condition that they focus on contribution of their own products/services in the use of that technology. Also, NOC Partners must ensure that their Olympic-themed activations relate to the relevant Olympic team and are focused on and limited to the Host Territory, e.g. NOC Partners cannot associate with the Olympic Games or the Olympic rings on their own.

Keep the association between the NOC and you

Partners must make it sufficiently clear which entity is acting as the Olympic Partner and the nature of its relationship with the Olympic Movement. Rights of association with the NOC must not be "passed through" to other organisations, unless permitted in the relevant Partner's contract. Third Parties must not gain any direct or indirect association with the NOC, and activations may not prominently feature any Third-Party brands or references.

Respect for other Partners' and persons' rights

Partners are responsible for clearing their use of any Third-Party intellectual property (e.g. music) or individual rights (e.g. Athletes, images). Partners must respect other Partners' rights.

Respect for the Olympic Charter, Olympism, Olympic brand and the Olympic Movement

Partners must ensure that all their activations are compliant with the Olympic Charter and the values of the Olympic Movement and preserve the integrity of the Olympic brand at all times.

No link between product and performance

Partners cannot imply, directly or indirectly, any causal relationship between their products/services and Athletes' performances.

No endorsement

Partners cannot create an endorsement of their products by Olympic Parties through activations.



Specificities of the Olympic Movement

Partners must ensure that their activations comply with the specificities of the Olympic Movement:



Organisation of the Olympic Movement

The Olympic Movement is made up of numerous stakeholders, each with a specific role. Each of these organisations has specific rights and obligations, and each entity has a unique commercial framework. It is important to note that each National Olympic Committee is responsible for sending its team to the Olympic Games. At the Olympic Games, reference is always made to the National Olympic Team as a whole and it is not divided into the various sports teams. Partners must also keep in mind that while National and International sports Federations play a role in the Olympic Movement, Olympic marketing rights do not extend to these organisations and care must be applied when referencing other sporting properties. Therefore, when creating activations, Partners must pay special attention to which stakeholders are involved in Olympic-themed activations.



Games-time considerations

Games-time activations include any activations developed to take place during the Period of the Olympic Games, regardless of when the activation starts. The Games-time period is defined by the IOC in the lead-up to each Olympic Games edition and announced accordingly to the Partners.

During this time period, several rules of the Olympic Charter, in particular the bye-laws to Rule 40 and Rule 50, will impact marketing activations just as they impact the organisation of the Olympic Games at every level.

Bye-law to Rule 40: "(...) Competitors, team officials and other team personnel who participate in the Olympic Games may allow their person, name, picture or sports performances to be used for advertising purposes during the Olympic Games in accordance with the principles determined by the IOC Executive Board."

Bye-law to Rule 50: "(...) no form of advertising or other publicity shall be allowed in and above the stadia, venues and other competition areas which are considered as Olympic sites."

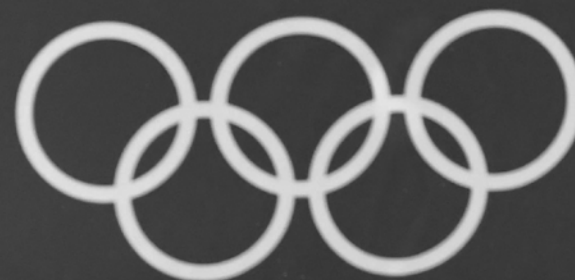
→ Please refer to "Games-time activations", page 94.

Throughout this document, all principles that apply only to Games-time activations are marked by this symbol.





USE OF OLYMPIC PROPERTIES





Reproduction of the Olympic brand

A Composite Logo is a powerful asset for Partners, highlighting their relationship with an NOC. It is mandatory for Partners to use a Composite Logo for all their Olympic-themed activations, unless the Partner's contractual relationship with the relevant NOC has been clearly explained in the activation (subject to IOC/NOC's evaluation on a case-by-case basis).

This section provides information on the different ways to create a Composite Logo.

Partners can only create a composite logo with the NOC Emblem they have acquired rights for.

All uses of an NOC Emblem must be compliant with the "The Olympic Symbol" section, page 21.

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Reproduction of the Olympic brand

Creation of a Composite Logo



Creation of a Composite Logo

Description

A Composite Logo is a visual representation of a Partner's relationship with an NOC. It is a two-part design, one belonging to the Partner and the other to the NOC.

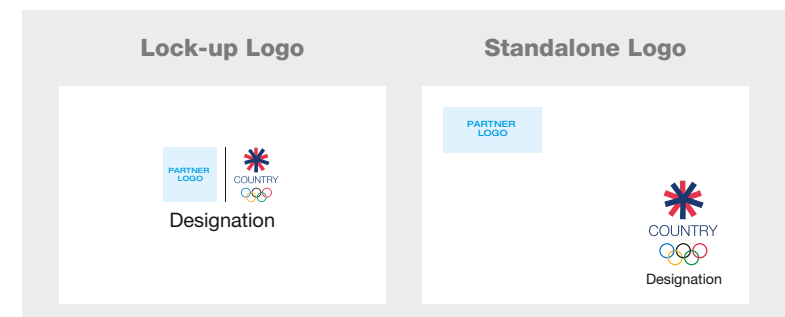
We encourage Partners' creativity and innovation when developing a Composite Logo, but it is key that the Composite Logo represents two separate entities, and does not give the impression of an altogether new emblem.

A Composite Logo contains four mandatory elements:

1. The Partner's corporate logo or contractually approved brand name,
2. A contractually granted NOC Emblem (see next page),
3. A contractually approved Designation (see next page),
4. A clear separation between the NOC Emblem and the corporate logo, such as a line or a clear space.

There are two forms of Composite Logo:


- The Lock-up Logo (see page 19),
- The Standalone Logo (see page 20).



Note: A Partner's general corporate slogan cannot be combined directly within or placed in close proximity to a Composite Logo. Such a slogan must be featured separately with the Partner logo. The proximity will also be evaluated in the context of the actual advertising tool as well as whether other Partner-specific elements are visible at the same time when the slogan and the composite logo appear.



Depending on the context, a product-specific Designation may be required (please refer to your contractual agreement)

Olympic Mark	Designation
NOC Emblem	Examples
	<ul style="list-style-type: none"> – “Official Partner of the [country] Olympic Team” – “Official Partner of the [country] Olympic Committee”

NOC Emblem

- In case the NOC has both a commercial and an institutional emblem, Partners should use commercial emblem unless advised otherwise by the NOC,
- Partners can use the NOC Emblem only in the form of a Composite Logo, in accordance with the relevant brand guidelines and the rights granted through their agreement with the IOC,
- Each Composite Logo created must be approved by the relevant NOC,
- The Composite Logo must comply with the “The Olympic Symbol” section page 21.

Designation

A Designation is a textual or oral representation of an association, connection or other link with the relevant NOC, as contractually agreed. As one of the four mandatory elements of the Composite Logo, a Designation must be integrated into its design. Please refer to your specific agreement for any pre-approved Designations.

- The appropriate Designation should be selected according to the granted rights,
- Any relevant territory-specific trademark notices must be included,
- A company slogan cannot be used as a Designation within a Composite Logo,
- The Designation must always be clearly visible and legible. Any colour is permitted provided that the Designation is legible,
- When used in oral contexts, the Designation must always be clearly audible and comprehensible,
- On very small applications, e.g. pins, the Designation is not mandatory if it is not legible,
- Where Designations are translated into languages other than English, the translation must be accurate and correctly reflect the meaning of the original Designation.

Reproduction of the Olympic brand

Creation of a Composite Logo

Horizontal format



Designation

✓ Acceptable



Official Partner of the
Australian Olympic Team

✗ Not Acceptable



Official Partner

Partner logo is much smaller than
the NOC Emblem and does not respect
the visually equal relationship

Vertical format



Designation

Lock-up Logo

Description

The Lock-up Logo brings together the four elements of the Composite Logo in a united representation.

Application

- The NOC Emblem and the Partner's corporate logo should be sized to create a visually equal relationship (50:50)*,
- The Lock-up Logo cannot be used to form a part of any other logo or mark,
- The Lock-up Logo can be created in either a vertical or a horizontal format,
- Partners can choose to place the various elements of their Lock-up Logo in a different order, as long as the four elements are present,
- To achieve visual equality, the full colour NOC Emblem in a Composite Logo needs to match a colour version of the Partner logo (other than black or white).

*The application will depend on and be different for each Partner logo.

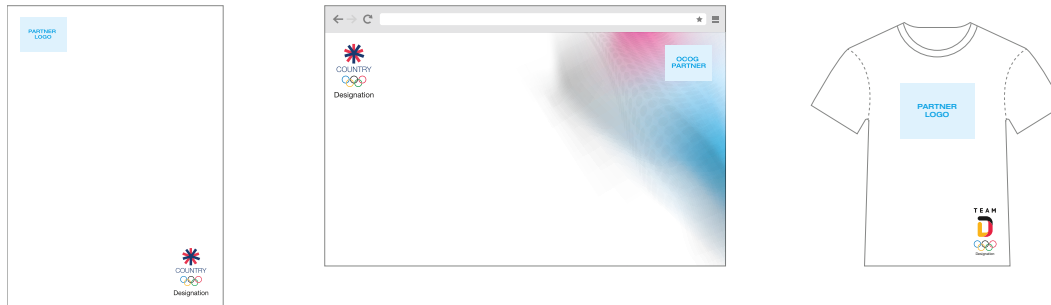
Reproduction of the Olympic brand

Creation of a Composite Logo

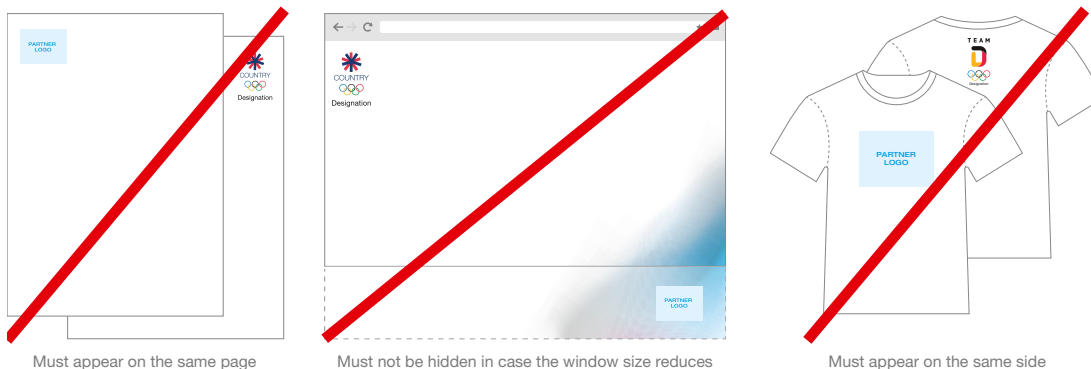
Basic elements



✓ Acceptable



✗ Not Acceptable



Standalone Logo

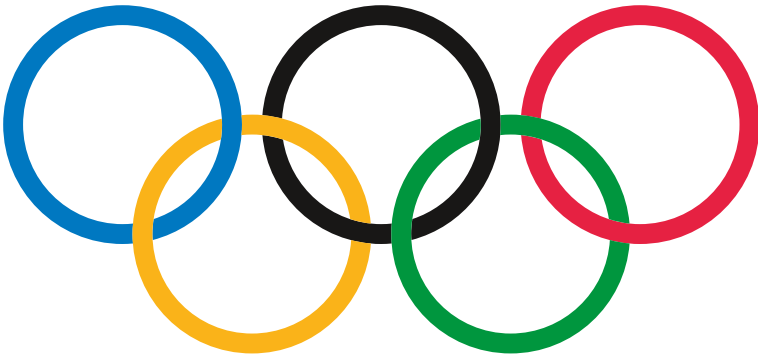
Description

The Standalone Logo features the Partner's corporate logo or contractually granted brand name clearly separated from the NOC Emblem and Designation.

Application

- The Partner corporate logo/brand must be the same size or larger than the NOC Emblem. If several Partner logos and/or NOC are featured, the combined size should be considered,
- The Standalone Logo cannot be used to form a part of any other logo or mark,
- The Partner corporate logo/brand must always be visible at the same time as the NOC Emblem within the same application (e.g. the company logo and Standalone Logo must appear on the same page, or the same side of a T-shirt),
- There must be sufficient clear space surrounding the NOC Emblem to maintain its prominence when reproduced with other graphic and text materials,
- A Standalone Logo may not be used in a Partner's promotion featuring a Third Party, or on Premiums.

Reproduction of the Olympic brand
The Olympic Symbol within an NOC Emblem



The Olympic Symbol within an NOC Emblem

The official version: full-colour Olympic rings

The full-colour version on its white background is the preferred version of the Olympic rings.

The full-colour Olympic rings are the embodiment of Pierre de Coubertin’s original vision: “full-colour” refers to the six Olympic colours – blue, yellow, black, green and red on a white background – which symbolise Olympism’s universality.

Six additional versions: monochrome Olympic rings

The monochrome Olympic rings provide an alternative to the full-colour Olympic rings. The Olympic rings may appear in any of the six official Olympic colours when necessary.

While reproduction techniques and applications have evolved over the years, the Olympic rings’ colour palette has remained constant. To maintain the integrity of the Olympic rings, do not change or alter these official colours in any way.

The monochrome Olympic rings are used in two versions of an NOC emblem: the monochrome version and the hybrid version. For more information, please contact your respective NOC.



Partners cannot use the Olympic Symbol on its own. They can use the NOC Emblem only as part of a Composite Logo. When doing so, they must apply the rules explained within this section “The Olympic Symbol”.



PANTONE
3005

cmyk
c100 m37 y0 k0

rgb
r0 g129 b200

web safe
hex #0081C8

PANTONE
137

cmyk
c0 m34 y91 k0

rgb
r252 g177 b49

web safe
hex #FCB131

PANTONE
426

cmyk
c0 m0 y0 k100

rgb
r0 g0 b0

web safe
hex #000000

PANTONE
355

cmyk
c100 m0 y100 k0

rgb
r0 g166 b81

web safe
hex #00A651

PANTONE
192

cmyk
c0 m94 y65 k0

rgb
r238 g51 b78

web safe
hex #EE334E

WHITE

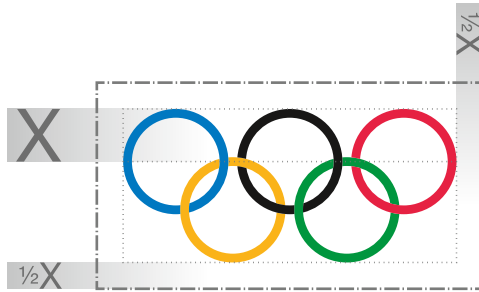
cmyk
c0 m0 y0 k0

rgb
r255 g255 b255

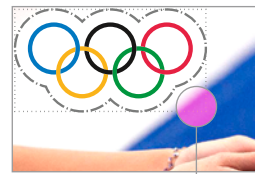
web safe
hex #FFFFFF

Reproduction of the Olympic brand

The Olympic Symbol within an NOC Emblem

Isolation area

The isolation area is defined by drawing a first rectangle around the edges of the Olympic rings and a second one at a distance of " $\frac{1}{2} X$ ", X being the radius of a ring.

✓ Acceptable**Zoom**

A limited number of elements may enter the isolation area, as long as they remain at a distance of " $\frac{1}{2} X$ " from any of the rings and provided that they do not completely surround the Olympic rings.

No other typography, text, graphic and/or photographic element may overlap the Olympic rings.

Isolation area

Due to the inclusiveness and collaborative nature of the Olympic Movement, the Olympic rings are most often associated with visual elements or the visual identities of various stakeholders. Therefore, an isolation area around the Olympic rings becomes critically important in order to preserve their integrity.

This isolation area should be free from any element.

Minimum size

To ensure the legibility of the Olympic rings for any small-size application, special care must be taken not to reduce the artwork below the minimum size guidelines. Both the full-colour and monochrome versions of the Olympic rings should appear no smaller than 8mm/30pixels wide.

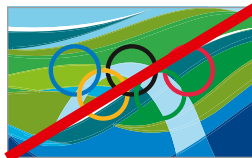
Note: For some specific applications, the rule on minimum size might not be applied, with the prior consent of the IOC and provided that the legibility of the Olympic rings is perfectly ensured and the integrity of the Olympic rings is preserved.

Reproduction of the Olympic brand

The Olympic Symbol within an NOC Emblem

✓ Acceptable**✗ Not Acceptable**

Background for the full-colour Olympic rings must be white



Background for the full-colour Olympic rings must be white



Background for the full-colour Olympic rings must be white



Do not place images in front of the Olympic rings

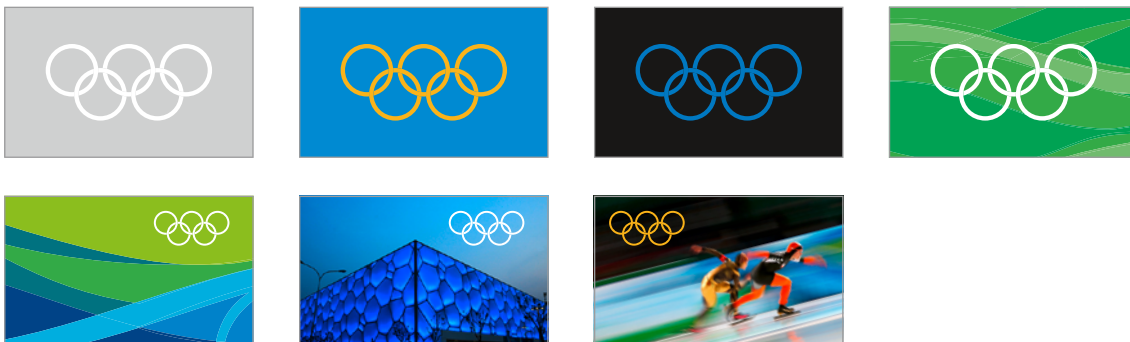
Backgrounds – full-colour Olympic rings

In order to maintain the integrity of the Olympic rings, it is essential that the backgrounds on which they appear ensure maximum visibility, no matter what the application.

1. The full-colour Olympic rings must always appear on a white background,
2. In a graphic composition, the Olympic rings must not be used as background,
3. No illustrations, photos or videos should be placed over the Olympic rings.

Reproduction of the Olympic brand

The Olympic Symbol within an NOC Emblem

✓ Acceptable**✗ Not Acceptable**

Background must be consistent behind the Olympic rings

Background must not contain the colour of the monochrome Olympic rings or any lines that cut through the Olympic rings

Do not place the Olympic rings over an image area

Do not place images or graphics in front of, through or behind the Olympic rings

Backgrounds – monochrome Olympic rings

In order to maintain the integrity of the Olympic rings, it is essential that the backgrounds on which they appear ensure maximum visibility, no matter what the application.

1. The monochrome Olympic rings may be used in one of the six official colours on a “quiet area”, as long as legibility is ensured through sufficient contrast.

The graphic background:

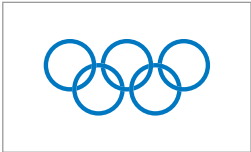
- Must not include elements such as lines or patterns that may alter the perception of the Olympic rings,
- Must not include the monochrome colour of the Olympic rings.

In a graphic composition, the Olympic rings must not be used as background.

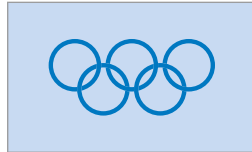
2. No illustrations, photos or videos should be placed over the Olympic rings.

Reproduction of the Olympic brand

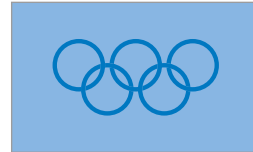
The Olympic Symbol within an NOC Emblem

✓ Acceptable

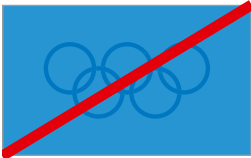
Olympic rings 100% blue,
0% background = 100% contrast



Olympic rings 100% blue,
25% background = 75% contrast



Olympic rings 100% blue,
50% background = 50% contrast

✗ Not Acceptable

Olympic rings 100% blue,
75% background = 25% contrast

**Do not use backgrounds of near
equal colour to the Olympic rings**

Backgrounds – tone-on-tone

To ensure the visibility of the Olympic rings, standards have been established for tone-on-tone applications:

1. When the monochrome Olympic rings share the same colour as their background, there must be sufficient contrast — minimum 50% in value,
2. The only exceptions to this 50% contrast rule are:
 - when the Olympic rings are etched on glass or applied as a watermark on pictures or videos, or
 - when the Olympic rings are already clearly visible on the same application
3. Transparency is also acceptable in some very specific cases such as white TV bugs with 60% transparency.

Note: The monochrome Olympic rings may only appear in one of the six official colours.

Reproduction of the Olympic brand

The Olympic Symbol within an NOC Emblem

✗ Not Acceptable**Alterations**

Do not create "gaps" at the intersection of each of the rings



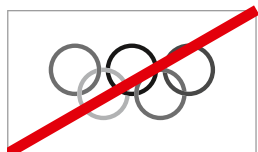
Do not reorder colours



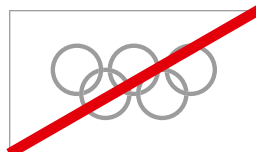
Do not modify colours



Do not outline



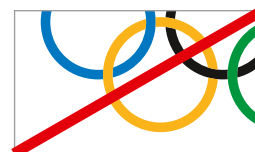
Do not use different tones of grey



For monochrome Olympic rings, use only official colours



Do not insert imagery



Do not crop

Orientation

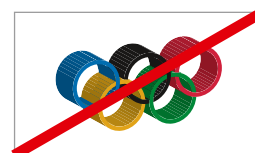
Do not flip horizontally



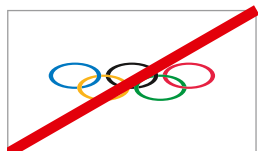
Do not rotate



Do not invert



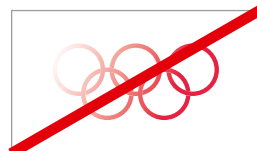
Do not rotate in 3D

Distortions

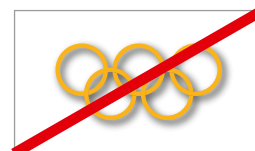
Do not stretch or deform



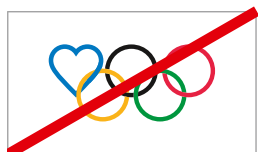
Do not distort width



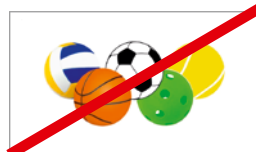
Do not add gradation



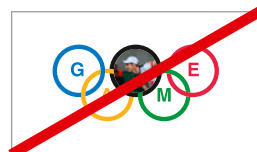
Do not add drop shadow



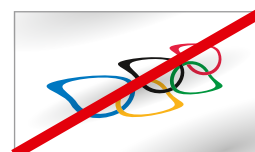
Do not distort the shape of the Olympic rings



Do not reproduce as objects, shapes, people or products



Do not insert images, words or illustrations



Do not apply on surfaces where shape is distorted

Common misuses**Alterations**

The Olympic rings should never be altered in any way, including modifying the official colours or the order of the colours.

Orientation

The Olympic rings must always be reproduced horizontally, with three rings on top and two on the bottom.

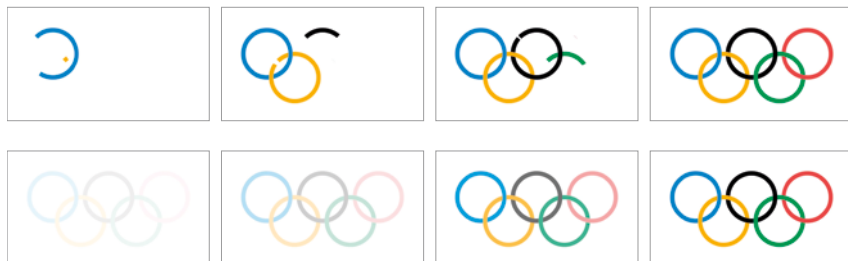
Distortions

The Olympic rings must always be visible in their entirety and should never be distorted in any way.

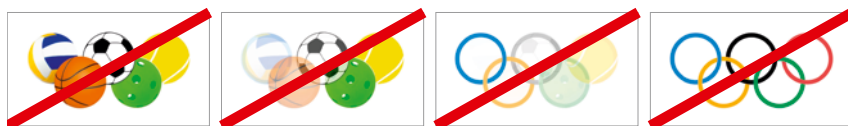
Note: The above examples are not exhaustive.

Reproduction of the Olympic brand

The Olympic Symbol within an NOC Emblem

✓ Acceptable**✗ Not Acceptable**

In the end, the Olympic rings should appear in their original form



A group of shapes should not be transformed into the Olympic rings



Incorrect versions of the Olympic Symbol remain visible for too long



The Olympic rings may not appear to explode

Animation

Animation is used in a variety of online and broadcast applications, such as videos, virtual reality, apps and video games. The following rules for animating the Olympic rings apply across every application:

1. Representation of the Olympic rings in an animation must always respect the guidelines on form, colour, background, isolation area and size,
2. If an animation is used that separates the individual rings or makes them appear separately, at the end of the animated sequence they should come together in their pure interlinked form and remain in that form,
3. No objects, shapes, people or products should be transformed into the Olympic rings. The Olympic rings should not be transformed into objects, shapes, people or products,
4. An animation may be created from a sequence of pages or images. In such cases, if the Olympic Symbol appears more than briefly on these images or pages, it must be represented correctly.

Note: The Olympic rings may not appear with added tones, textures, highlights or any visual effects such as fire or sunbeams. The Olympic rings may not be animated so that they appear to explode.

Reproduction of the Olympic brand
The Olympic Symbol within an NOC Emblem

✓ Acceptable



✗ Not Acceptable



Do not overlap

Do not distort width

Do not use shining material

PANTONE
3005

Pantone Textile
18-4244 TPX

Madeira
1297

Coats Alcazar
0615

Robison Anton
2730

FuFu
374

PANTONE
137

Pantone Textile
14-1159 TPX

Madeira
1137

Coats Alcazar
0109

Robison Anton
5709

FuFu
525

PANTONE
426

Pantone Textile
19-4205 TPX

Madeira
1007

Coats Alcazar
0900

Robison Anton
2296

FuFu
900

PANTONE
355

Pantone Textile
15-5534 TPX

Madeira
1051

Coats Alcazar
0519

Robison Anton
2580

FuFu
233

PANTONE
192

Pantone Textile
18-1756 TPX

Madeira
1147

Coats Alcazar
0378

Robison Anton
2378

FuFu
156

WHITE

Pantone Textile
11-0601 TPX

Madeira
1001

Coats Alcazar
0001

Robison Anton
5597

FuFu
800

Textiles

In all textile applications, including but not limited to transfer, flocking and embroidery, the following rules must be followed to preserve the integrity of the Olympic rings:

1. The full-colour Olympic rings may be applied only on a white background,
2. The monochrome version of the Olympic rings in any of the six Olympic colours may be used provided that the legibility and visibility of the Olympic rings are ensured. Rules on backgrounds and tone-on-tone must be followed,
3. The size should be adapted to ensure legibility of the Olympic rings. Due to variations in fabric thickness and texture, the quality of the application may vary, resulting in the need to increase the size of the Olympic rings,
4. A production sample should always be reviewed against the official Olympic rings artwork.

Note: Embroidered Olympic rings may never appear with an outline. Never distort, alter or in any way compromise the integrity of the Olympic rings.

Reproduction of the Olympic brand

The Olympic Symbol within an NOC Emblem

✓ Acceptable**✗ Not Acceptable**

Do not bevel or round



Do not outline

Do not deform
Apply the isolation areaColouring embossing must
be aligned with background
principles**Embossing**

Embossing, debossing and stamping of the Olympic rings are used on a variety of materials, such as metal, plastic and leather. For all types of embossing, the following rules must be followed to preserve the integrity of the Olympic rings:

1. The Olympic rings must be the same colour as the material on which they are embossed/engraved,
2. The raised Olympic rings should have a straight, 90-degree edge and not appear bevelled or rounded,
3. Embossed Olympic rings should all be on the same plane. While flat embossing or stamping is preferred, representing the interlocking of the Olympic rings within the embossed Olympic rings is possible, provided it respects the original artwork,
4. The embossing or stamping of the Olympic rings on a material should not lead to the appearance of the support material or of an undercoat,
5. Embossing, debossing or stamping of the Olympic rings on any type of material must not lead to confusion with an Olympic medal. Embossing, debossing or stamping of the Olympic rings on medals, whether this is done on gold, silver, bronze or any other metal, is not permitted, except for official use by authorised stakeholders of the Olympic Movement.

Note: Never distort, alter or in any way compromise the integrity of the Olympic rings.

✓ Acceptable



✗ Not Acceptable



✓ Acceptable



✗ Not Acceptable



Terminology

Main Principle

All use of Olympic terminology by Partners must be in connection with the NOC and/or National Olympic Team and cannot imply that the local Partner is a Partner of the Olympic Games or the IOC.

The word “Olympic”

To maintain its universal meaning and integrity, the word “Olympic” should not be used as a generic adjective, but only to describe aspects of the National Olympic Team.

However, use of the word “Olympic” is encouraged in order to clarify the nature of a Partner’s association with the NOC, including as part of Designations such as “National Olympic Team Partner”.

These elements are particularly important to enable the IOC to maintain trademark protection for its marks.

Application

- The word “Olympic” cannot be used as an adjective to describe a Partner’s promotion (including a sporting event) or any ancillary materials such as programmes, Premiums or products,
- Partners may use “Olympic” as an adjective when referring to wording/content that is clearly related to Olympism or the National Olympic Team. Please refer to the Olympic terminology (next pages) to ensure the correct execution,
- Partners can develop activation programmes together with their NOC using the word Olympic in the title provided the ownership of the programme is retained by the NOC,
- The word “Olympic” cannot be used in order to “Olympicise” an event/ product e.g. Olympic coins, Olympic pen, Olympic-sized [product].

Note: the term “Games” on its own is not protected and is therefore not part of the official terminology.

Official Terminology



✓ Acceptable

Tokyo 2020

*“Games of the XXXII Olympiad
Tokyo 2020”*

“Olympic Games Tokyo 2020”

“Tokyo 2020”

Beijing 2022

*“XXIV Olympic Winter Games
Beijing 2022”*

*“Olympic Winter Games
Beijing 2022”*

“Beijing 2022”

✗ Not Acceptable

Tokyo 2020

“Olympic Games 2020”

“Summer Games”

“Summer Olympics”

Beijing 2022

“Olympic Winter Games 2022”

“Beijing Winter Olympic Games”

“Winter Games”

Referencing the “Olympic Games”

- Any reference to the Olympic Games must be in connection with the National Olympic Team participation. NOC Partners must not create the impression they are Partners of the Olympic Games. Any Olympic reference needs to be in connection with the National Olympic Team,
- The “Olympic Games” consist of the “Games of the Olympiad” and the “Olympic Winter Games”. The correct ways to refer to the Olympic Games are illustrated on the left,
- The primary identification of the event is the English [city + year] version. Therefore, when used to refer to the event identification in other languages, the reference [city + year] must be in English, e.g. “Welcome to Beijing 2022” or “欢迎来 Beijing 2022”,
- When “city” and “year” are used in an editorial manner, the city name may be used in other languages,
- For languages other than English, Partners should refer to their respective NOC.

Official Terminology



✓ Acceptable

Lausanne 2020

*“3rd Winter Youth Olympic Games”**“Winter Youth Olympic Games
Lausanne 2020”**“Lausanne 2020”*

Dakar 2022

*“4th Summer Youth Olympic Games”**“Summer Youth Olympic Games
Dakar 2022”**“Dakar 2022”*

✗ Not Acceptable

Lausanne 2020

*“Youth Olympic Winter Games”**“Winter Youth Games”**“Lausanne Youth Olympic Winter
Games”**“Lausanne 2020 Olympics”*

Dakar 2022

*“Youth Olympics”**“Summer Youth Olympics”**“Dakar 2022 Youth Olympic Games”**“Dakar 2022 YOG”*

Referencing the “Youth Olympic Games”

- Any reference to the Youth Olympic Games must be in connection with the National Olympic Team participation. NOC Partners must not create the impression they are Partners of the Youth Olympic Games. Any Olympic reference needs to be in connection with the National Olympic Team,
- The “Youth Olympic Games” consist of the “Summer Youth Olympic Games” and the “Winter Youth Olympic Games”. The correct ways to refer to the Youth Olympic Games are illustrated on the left,
- The primary identification of the event is the English [city + year] version. Therefore, when used to refer to the event, the reference [city + year] must always be in English, e.g. “Welcome to Lausanne 2020” would translate to “Lausanne 2020 へようこそ” in Japanese,
- When “city” and “year” are used in an editorial manner, the city name may be used in other languages,
- The use of the acronym “YOG” is not permitted for referencing the Youth Olympic Games,
- Do not use the term “Olympics” in the context of the Youth Olympic Games.

Official Olympic Terminology

<i>the IOC Session</i>	<i>the Olympic oath</i>
<i>the ancient Olympic Games</i>	<i>the Olympic rings</i>
<i>the modern Olympic Games</i>	<i>the Olympic spirit</i>
<i>Olympian</i>	<i>the Olympic symbol</i>
<i>Olympiad</i>	<i>the Olympic torch</i>
<i>Olympic</i>	<i>the Olympic Torch Relay</i>
<i>the Olympic Anthem</i>	<i>the Olympic Truce</i>
<i>the Olympic cauldron</i>	<i>the Olympic Village</i>
<i>the Olympic Charter</i>	<i>the Olympic Winter Games</i>
<i>the Olympic Congress</i>	<i>Olympism</i>
<i>the Olympic Day</i>	<i>the Opening/Closing Ceremony of the Olympic Games</i>
<i>the Olympic family</i>	<i>the Youth Olympic Games</i>
<i>the Olympic flag</i>	<i>the Winter Youth Olympic Games</i>
<i>the Olympic flame</i>	<i>the Youth Olympic flame</i>
<i>the Olympic Games</i>	<i>the Youth Olympic torch</i>
<i>the Olympic motto</i>	<i>the Youth Olympic Torch Relay</i>
<i>the Olympic Movement</i>	

Official Olympic terminology

Consistency in the use of the official Olympic terminology is key to preserving the Olympic Movement’s integrity.

The Olympic terminology featured on this page should only be used in an editorial manner and cannot be the focus of an activation but rather the primary focus must be on the National Olympic Team. For the correct capitalisation of Olympic-related terms, please refer to the list on the left.

Note: This list is non-exhaustive. For more information, get in touch with your NOC point of contact.

Reproduction of the Olympic brand
Tone of messaging

Tone of messaging

Tone of messaging should be considered in order to uphold the integrity of the Olympic brand, which is conveyed by the NOC Emblem. Partners should always bear in mind the principles listed below when developing promotions and activation programmes:

Optimism

In keeping with the spirit of the Olympic Movement, messaging should always be positive, never sarcastic, ironic or degrading.

Respect

Whilst communicating in a contemporary and relevant manner, Olympic-themed messaging should remain respectful of individuals and of the Olympic Movement's history and heritage.

Humour

Humorous messages are welcome, but should never trivialise the Olympic brand, Olympic Games or Athletes.

Non-discrimination

In line with the Fundamental Principles of the Olympic Charter, messaging should always be free of any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise. Please also refer to the "IOC Portrayal Guidelines for gender balanced representation" document, available on request.



Use of other elements originating from the Olympic environment

This section provides information regarding other available Olympic Properties and elements inherent to the Olympic brand.

When they reproduce anything from the Olympic environment, Partners must ensure that they do so in a credible and accurate manner, and in particular without distorting reality.

– Olympic archive footage and photographs	36
– Recreation of an Olympic Games setting	39
– IOC protocol	40
– Olympic Games ticket promotions	42

Note: For activations using non-Olympic sports assets, please refer to the "Activations with elements originating from the sporting environment" section, page 44.

Use of other elements originating from the Olympic environment

Olympic archive footage and photographs

Olympic archive footage and photographs



Introduction

Partners must ensure that the integrity of Olympic Games photographs and footage is upheld at all times. To achieve this, Partners cannot change an image in any way that alters its original meaning, including modifying content such as results or manufacturers' marks.

However, the following five guidelines (see next page) have been developed to offer some flexibility in photograph and footage alteration, and apply only to photographs and footage sourced from the IOC: colourisation, superimposition, blurring, cropping and composite images.

Sourcing Olympic archive images

Partners can source Olympic photographs and footage from images@olympic.org.

Use of images

- Olympic photographs and footage can only be used in relation to Olympic-related activations and not in connection with other sporting bodies or non-Olympic sports events.
- Partners should use images focused on the National Olympic Team and not images of the Olympic Games in general which would otherwise imply that the company is a sponsor of the Olympic Games.

Rights clearance

Partners remain responsible for clearing any relevant Third-Party rights, e.g. Athletes' images rights, even when images are sourced from images@olympic.org. Athletes' rights belong to the Athletes themselves. However, in some instances, the relevant NOCs might be able to support Partners in securing these rights.

For more information, please refer to your dedicated NOC point of contact.

IOC copyright notice

Whenever Partners use Olympic archive photographs or footage, they must include one of the following copyright notices:

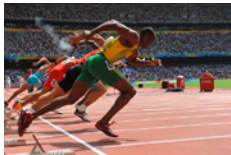
- ©[year] – International Olympic Committee / [Name of the Photographer / Author of the video] – All rights reserved.
- ©[year] – IOC / [Name of the Photographer / Author of the video] – All rights reserved.

Please note that the Name of the Photographer / Author of the video is provided to Partners when they source the images from images@olympic.org.

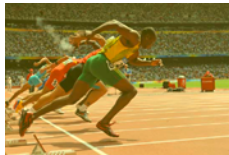
Example: ©2019 – IOC / Michael Smith – All rights reserved

Use of other elements originating from the Olympic environment
Olympic archive footage and photographs

Original



✓ **Acceptable**



✗ **Not Acceptable**



Colourisation

Colourisation may be applied, provided it does not change the meaning of the image.

Original



✓ **Acceptable**



When modifying a colour image to black and white or sepia, the image's historical value must be maintained.

Original



✗ **Not Acceptable**

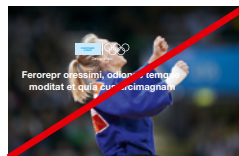


To preserve the historical value of an Olympic image, never alter it from black and white to colour.

✓ **Acceptable**



✗ **Not Acceptable**



The Athlete's face is covered by the text and logos

Superimposition

Superimposition of elements on the image is acceptable, provided there is no interference with the people or action in the image.

✓ **Acceptable**



✗ **Not Acceptable**



The graphic elements are superimposed on the image, going "through the Athlete", and detract from the core action.

Use of other elements originating from the Olympic environment
Olympic archive footage and photographs

✓ Acceptable



The blurring of the background has been increased, but the core focus of the image is maintained.

✗ Not Acceptable



Blurring

Blurring of an image is acceptable, provided that it is subtle, the image's core focus remains clear, and it is not done to avoid rights clearance.

Original



✓ Acceptable



The meaning of the image is preserved (clearly an Olympic Event).

✗ Not Acceptable



The main features of the image have been cropped.

Cropping

Cropping should be done in such a way that it maintains the integrity of the people, objects and action area.

Original



✓ Acceptable



The focus/action area is the Athlete and the Olympic rings are part of the background and in this instance can be cropped without altering the image's integrity.

Cropping of Olympic Properties appearing incidentally or in the background may be allowed. However, cropping of Olympic Properties which appear in the action area is never allowed.

Original



✓ Acceptable



The background is neutral.

✗ Not Acceptable



The integrity of the image has been altered by adding a new cut-out element.

Composite Images

Images of people or objects must maintain the image's clarity and readability. These will be approved on a case-by-case basis.

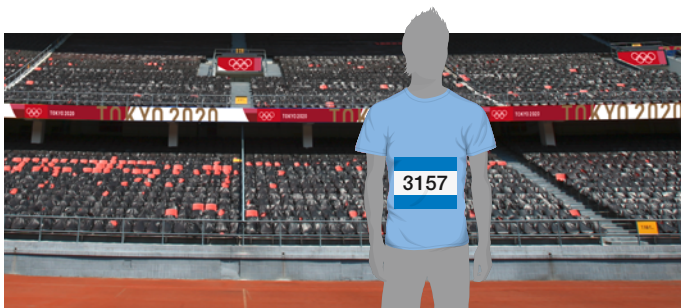
Use of other elements originating from the Olympic environment

Recreation of an Olympic Games setting

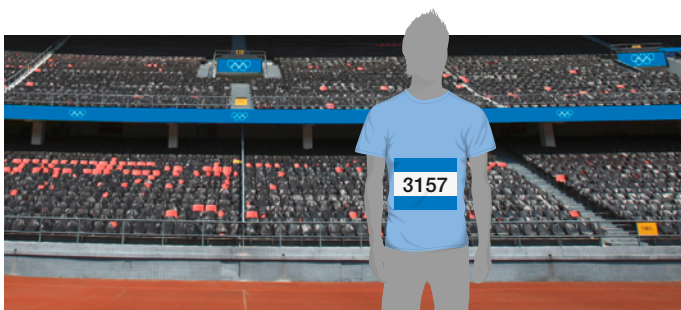
✓ Acceptable



Actual Look of the Games in venue and Athlete wearing an actual NOC uniform.



Actual Look of the Games in venue and Athlete wearing a generic and unbranded uniform.



Venue featuring the Olympic Rings only but no Look of the Games and Athlete wearing a generic and unbranded uniform.

Recreation of an Olympic Games setting

When creating activations, for example TV commercials, Partners may want to place their story in an Olympic Games setting. This can be done by locating the action in a recreated Olympic Venue, be it a competition or non-competition venue, on or off the Field of Play.

In this case, Partners must ensure that the types of actions taking place and the commercial environment pictured are compliant with what would take place in reality. In particular:

The clean venue principle should be complied with, e.g.:

- No Third-Party branding can be visible,
- Partner's branding can be visible only where it will be in reality (e.g. back of house).

Athletes uniforms must be:

- Either completely generic,
- Or approved by each relevant NOC (for more details, please refer to the "Use of Athletes" section, page 45).

The venue must:

- Either be completely generic, e.g. no Look of the Games,
- Or feature the Olympic rings only but no Look of the Games,
- Or represent the Olympic Venue as it will be in reality (actual venue and Look of the Games).

Actual Olympic medals cannot be featured in a recreation of an Olympic Games setting.

Partners must keep the focus on the NOC Team athletes and not the Olympic Games in general.



Please note that these principles apply only to future editions of the Olympic Games. Any past Olympic Games should be represented accurately by using Olympic archive images.

Use of other elements originating from the Olympic environment IOC protocol



IOC protocol

Medals in activations

Olympic medals symbolise the pinnacle of athletic achievement at the Olympic Games. As such, all applications in activations by Partners must respect this achievement and preserve this for Athletes.

Use of actual Olympic medals in activations

Actual Olympic medals (or their images) from past Olympic Games should be used only with specific reference to the Athlete who won the medal, i.e. the Athlete wearing the medal, or featured in the activation/at the event should be the one who actually won the medal.

Images of actual Olympic medals from future Olympic Games can be used only in reference to the design release by the OCOG. They cannot be associated with Athletes or be integrated into an activation recreating an Olympic Games setting.

✓ Acceptable



✗ Not Acceptable



A replica of an Official Olympic Games medal is not permitted. Olympic medals may only be used with specific reference to the Athlete who won the medal.

Use of generic medal images

Partners can use generic medals in their activations provided:

- They are not representing official Olympic medals, in part or as a whole,
- The design includes the Partner's Composite Logo or corporate logo, but no other Olympic Properties,
- The medal is not represented by a Partner's product(s).

Use of generic medals as Premiums

Generic medals may be created as Premiums subject to the following conditions:

- They are not made of valuable metal, i.e. gold, silver or bronze,
- They should not create the impression of being actual Olympic medals,
- The activation must be self-contained, e.g. medals cannot be distributed randomly in the street or throughout a whole retail area, instead they may be distributed within a defined perimeter within a street or a retail area, only in relation to a clearly identified Partner activation.

Use of other elements originating from the Olympic environment IOC protocol



Victory ceremonies

Promotions featuring any element of a victory ceremony and/or podium should not replicate any official Olympic victory ceremony or podium.

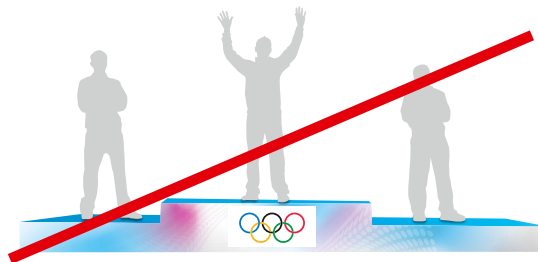
When including a podium in an activation, Partners must follow these guidelines:

- Its design must be generic (e.g. it cannot contain any Olympic Look of the Games elements or the Olympic rings or Games Marks on their own), even in a recreation of an Olympic Games setting (see page 39),
- It can feature either a Lock-up Logo, a Partner's logo or no logo at all. A Standalone Logo is not permitted. In a recreation of an Olympic Games setting, no logo/emblem is allowed.

✓ Acceptable



✗ Not Acceptable



In an activation, a podium cannot feature the rings, in order to avoid being perceived as an actual podium used at a victory ceremony at the Olympic Games.

Use of other elements originating from the Olympic environment

Olympic Games ticket promotions

Olympic Games ticket promotions

Olympic Games tickets may be used for Partners' internal or external promotions. The reference to the tickets must be linked to the related Olympic Games edition (e.g. "Win Olympic Games Tokyo 2020 tickets").

Activations involving winning tickets for the Olympic Games can take place only after the launch of the OCOG ticketing campaign.

Please ensure that tickets are used properly and responsibly in a manner consistent with the terms of the OCOG's ticketing programme policies and your agreement with the NOC. This includes upholding any relevant ticketing terms and conditions outlined by the OCOG.

Non-Olympic promotions

The use of Olympic Games tickets as prizes in a non-Olympic promotion will be approved on a case-by-case basis.

The guidelines for such promotions are:

- No Third Party may be associated with the promotion,
- When possible, the Olympic Games tickets/packages offered should be the promotion's grand prize.

Non-profit/charitable organisations

Partners may offer Olympic Games tickets/hospitality packages to their usual non-profit/charitable organisations provided these tickets or hospitality packages are not used for resale or auctioned.



✓ Acceptable



✗ Not Acceptable





ACTIVATION PRINCIPLES





Activations with elements originating from the sporting environment

This section provides insight on how Partners can use elements deriving from the sporting environment in their activations.

It is crucial that Partners understand that this may have important institutional or commercial implications within the Olympic Movement.

– Use of Athletes	45
– Dual branding with Paralympic marks and images	51
– Use of Third-Party images and footage	53
– Use of National Federation assets	54
– Use of sports not on the programme of the Olympic Games	55
– Use of sports venues and Fields of Play	56
– Activations at Third-Party events	57
– Partner “Games” concept	58

Activations with elements originating from the sporting environment

Use of Athletes

Use of Athletes

Introduction

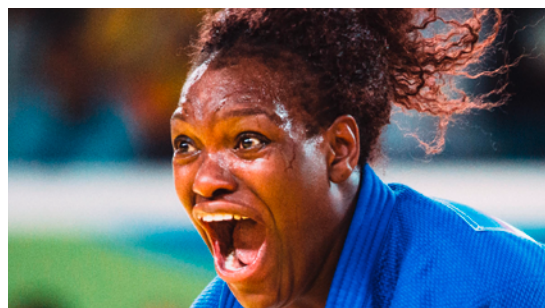
Athletes are at the heart of the Olympic Movement and of sporting performance. We therefore ask Partners to ensure that all activations featuring Athletes uphold the values of Olympism.

Below are some considerations Partners must bear in mind when using Athletes in their activations:

- Partners should use images focused on the National Olympic Team and not images of the Olympic Games in general which would otherwise imply that the company is a Partner of the Olympic Games,
- It is the Partner's responsibility to clear all necessary rights for any photographs/footage used, including Athletes and other persons featured,
- No performance enhancing statements or product endorsements can be made by either the Partner or the Athlete (e.g. "I used Partner's product and won the gold medal"),
- Athletes' apparel, equipment, accessories and footwear must be compliant with the principles listed in this chapter,
- Partners may decide to build a communication or marketing strategy around individual Athletes. In such a case, please refer to the "Corporate Ambassadors" section, page 50.

When using Athletes or Athletes' images in an activation (e.g. out of home, TV commercial, event), Partners must take particular care about what these Athletes wear. This chapter covers the most frequent cases that Partners might face. Should you come across a case that is not covered here, please get in touch with your dedicated NOC point of contact.

Note: There is a preference for Partners to use actual Athletes as opposed to actors playing Athletes roles.



Definitions

For the purpose of this chapter, the following definitions apply:

Olympic Games context

Any sporting venue or other place that is intended to represent being at the Olympic Games. This can include official training venues, competition venues, and non-competition venues. For example, the Olympic Stadium, the mixed zone and the Olympic Park Common Domain are all considered Olympic Venues.

Outside an Olympic Games context

Outside an Olympic Venue. This includes for example a grassroots/private training venue or a city environment.

Sporting context

A context in which the Athlete is practising their sport in a training/coaching or competition capacity (e.g. Athlete featured on a training ground). For the purpose of this chapter only, sporting context excludes the (recreation of an) Olympic Games context.

Lifestyle

A day-to-day life context in which the Athlete is not practising their sport in a training or competition capacity and which is not an Olympic Venue (e.g. Athlete featured in the street).

Generic

Not featuring any country colours, country name, flag/national colours, designs, national sports colours or the NOC Emblem. For example, random colours that are unspecific and unrelatable to a specific country.

Unbranded

Without any brand (manufacturer mark or Olympic Partner mark), any other Third-Party mark or any related design alluding to any brand (e.g. Adidas stripes).

Apparel

Any piece of attire (including, without limitation, competition clothing as specified within the rules of each sport) worn by an Athlete, Coach or Trainer, excluding Equipment, Accessories and Footwear.

Equipment

Any sport-specific and necessary equipment used during sports competition (e.g. skis, snowboard, boats, rackets, bicycles, etc.).

Accessories

Any article that is of an accessory nature (e.g. bag, eyewear, arm bands, gloves, socks, etc.), worn or used by a Participant. The branding size limitation is 6cm² adapted to specific types of accessories, subject to any stricter IF rules which may apply for each sport.

Footwear

Shoes or boots.

Examples of Apparel, Equipment and Accessories by sport:

Basketball

- Apparel: t-shirts, shorts
- Accessories: socks, eyewear

Aquatics

- Apparel: swimsuit
- Equipment: swim cap, goggles
- Accessories: towel

Cycling

- Apparel: t-shirt, pants, jersey
- Equipment: bicycle, wheels, helmet
- Accessories: gloves, socks, eyewear

Activations with elements originating from the sporting environment

Use of Athletes

Example of US Athletes (PyeongChang 2018)



Lindsey Vonn wearing the Team USA Ceremony Uniform (Ralph Lauren)



Lindsey Vonn's personal sponsor (Under Armour), **not worn during the Games**



Team USA competing in Nike in Ice Hockey



Lindsey Vonn wearing her competition uniform (Spyder) and equipment (Briko helmet and Oakley goggles)

Example of French Athletes (Rio 2016)



French Athlete Kévin Mayer wearing Asics in competition and Lacoste on the podium



French handball players competing in Adidas

Athlete's Apparel, Equipment, Accessories and Footwear

The inclusion of branded apparel, equipment, accessories and footwear within a Partner's activation can sometimes be challenging to navigate.

It is strongly recommended that Partners clearly understand these rules in advance of signing Athlete agreements and prior to beginning the creative process.

Background information

At the Opening and Closing Ceremonies, Medal Ceremonies and while in the Olympic Village, Athletes wear the NOC apparel sponsor branded uniforms and Footwear.

During competition, Athletes generally wear the brand of their National Federation which in most cases is different from the NOC apparel sponsor brand.

For example, French Olympic Team Athletes wear Lacoste when part of the larger French Team delegation, however, Athletes competing in athletics wear Asics jerseys and those competing in handball wear Adidas.

Equipment is generally selected by the Athlete or International Federation concerned for team sports (e.g. bicycle, swim cap, goggles, football), as are Accessories (e.g. eyewear, socks, towels) and Footwear.

In addition to this, Athletes may have personal sponsorship agreements with sporting goods manufacturers for apparel, equipment, accessories and footwear, that are in conflict with the NOC Apparel sponsor (e.g. see on the left: Lindsey Vonn has Under Armour as a personal sponsor but cannot wear the brand during the Games).

Basic Principles

1. Consistency principles

In order to ensure fair treatment for all Athletes, if several Athletes are featured together, Partners must choose the same option for all the Athletes appearing in an activation.

Also, when the Apparel of the Athlete is generic and unbranded, the Equipment, Accessories and Footwear must also be generic and unbranded.

2. Context relevance

The possible choice of Athlete's Apparel, Equipment, Accessories and Footwear for a given activation depends on the particular context of the activation. Essentially, an activation should always feature the Athletes in a manner that reflects reality and which is in line with the Olympic Charter.

In particular, for the recreation of the Olympic Games (see page 39), in any activation featuring the Athletes as if they were in an Olympic Games context, the Athlete's Apparel, Equipment, Accessories and Footwear must be similar to what the Athlete would wear in reality during the Games, or generic and unbranded.

Application

For the possible choice of Athlete's Apparel, Equipment, Accessories and Footwear in activations, we can differentiate between three separate cases:

1. Use of Olympic Games archive photographs and footage,
2. Use of other existing photographs and footage, including from Third-Party sports events,
3. Creation of new images/footage or live Athletes appearances.

1. Olympic Games archive photographs and footage

- Refer to the "Olympic Photographs and Footage" section, pages 36-38,
- Always include in the images a reference to the Games edition, e.g. "Rio 2016", unless this is clearly visible within the images themselves (e.g. Games Emblem, Games Signature, Look of the Games).

2. Third-Party photographs and footage

- Photographs and footage must be entirely clear of all Third-Party branding, including on Apparel, Equipment, Accessories and Footwear,
- It is the Partner's responsibility to secure the rights to alter the image, if necessary, to make it unbranded.

Activations with elements originating from the sporting environment
Use of Athletes

APPAREL	Activation content		
	Lifestyle context	Sporting context (except recreation of the Olympic Games setting)	Recreation of the Olympic Games setting
Generic and unbranded	✓	✓	✓
Partner branding	✓	✓	✗
NOC Apparel Partner branded	✓	✓ ¹	✓ ¹
Olympic Games Competition uniform¹	✗	✓	✓
Athlete's personal apparel sponsor branded^{1,2}	✓ ³	✓ ³	✓ ³

EQUIPMENT AND ACCESSORIES ⁴	Activation content		
	Lifestyle context	Sporting context (except recreation of the Olympic Games setting)	Recreation of the Olympic Games setting
Generic and unbranded	✓	✓	✓
Partner branding	✓ ⁵	✓ ⁵	✗
NOC Equipment and Accessories	✓	✓ ¹	✓ ¹
Olympic Games Competition Equipment and Accessories¹	✗	✓	✓
Athletes personal equipment and accessories sponsor branded^{1,2}	✓ ³	✓ ³	✓ ³

FOOTWEAR ⁴	Activation content		
	Lifestyle context	Sporting context (except recreation of the Olympic Games setting)	Recreation of the Olympic Games setting
Generic and unbranded	✓	✓	✓
Partner branding	✓	✓	✗
NOC Footwear Partner branded	✓	✓ ¹	✓ ¹
Olympic Games Competition Footwear¹	✗	✓	✓
Athletes personal footwear sponsor branded^{1,2}	✓ ³	✓ ³	✓ ³

3. Creation of new images/footage or live appearances

The table on the left provides a summary of the options available for the creation of new images/footage or live appearances.



Practical tips:

- We invite you to contact your NOC point of contact as soon as possible.
- In order for you to save time and resources, we advise that you opt for the “Generic and unbranded” option.

¹ Branding no bigger than allowed in the “Authorised Identifications Guidelines”.

² Athlete's personal Apparel/Equipment/Accessory/Footwear sponsor applies only to off-the-shelf products and to brands that are principally used in the business of manufacturing, providing, distributing and selling Apparel/Equipment/Accessory/Footwear and which are (i) not principally used for non-Apparel/Equipment/Accessory/Footwear products, (ii) not confusingly similar or identical to an identification used in another line of business. Such products cannot bear any NOC or country identifier such as flag, colours, symbols, etc. For the avoidance of a doubt, brands such as RedBull cannot be featured in Olympic-themed activations, even if they provide the Athlete with Apparel, Equipment, Accessory or Footwear.

³ Only if the Athlete's personal sponsor is the same as the NOC Apparel/Equipment and Accessories/Footwear sponsor.

⁴ If the apparel is generic and unbranded, then the Equipment, Accessories and Footwear must be generic and unbranded.

⁵ If the equipment or accessory is in another Olympic Partner's category, Partner branding is not possible (e.g. bicycles).

Activations with elements originating from the sporting environment

Use of Athletes



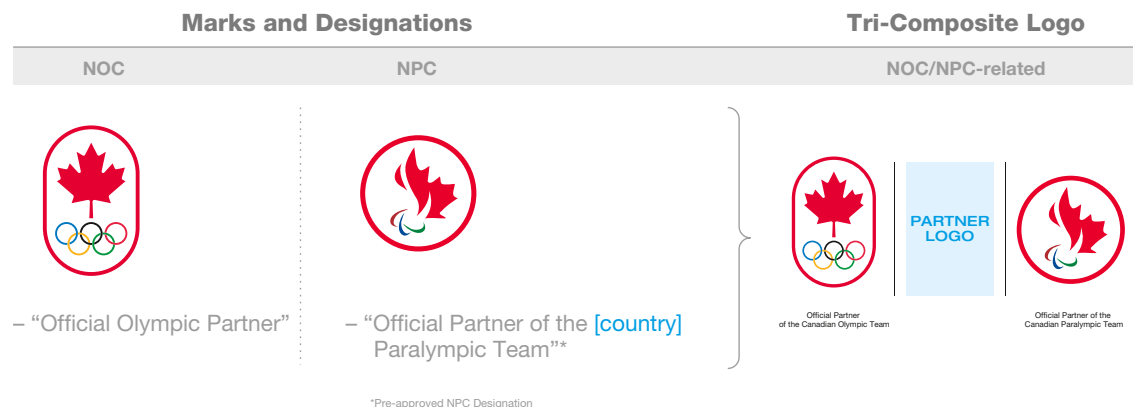
“Corporate ambassadors” concept

Partners may decide to build a communication or marketing strategy around individual Athletes. They can use these sponsorships individually or as a group in an Olympic activation, otherwise known as the “Corporate Ambassadors” concept.

- All concepts submitted for approval must include the Athletes’ names, concept name and campaign sketches,
- This group of Athletes can be referred to symbolically in a variety of ways, such as ambassadors, crew, team, etc. This reference cannot be combined with any Olympic Properties, or with any national references, such as [Partner] Olympic Ambassador, [Partner] Olympic Games Team, or [Partner] Team [country name]. It would however be possible to say [Partner] Ambassador or Team [Partner],
- Partners must include a moniker in all promotions to avoid confusion with the official National Olympic Teams, e.g. “[Athlete name] is a Team [Partner] Ambassador, a sponsorship initiative to support Athletes to qualify for and participate in the Olympic Games Tokyo 2020”,
- No specific branding or visual identity systems (VIS) may be created specifically for this concept. In addition, Partners may not create a logo or a Composite Logo using NOC Marks specific to this concept. However, Partners can use their standard corporate font and logo,
- When creating new photographs and footage to promote the group of ambassadors, please refer to the principles of the current section “Use of Athletes” section, page 45,
- No communications around the collective group results is allowed, e.g. “[Partner] Team is winning gold”. Only communications around individual performances is allowed, e.g. “[Athlete], part of [Partner] Team has won gold”,
- No medal count of Team [Partner Name] is allowed,
- No monetary bonuses or other benefits of the collective group should be mentioned,
- For promotions running during the period of the Olympic Games, the primary messaging should be individual Athlete-led versus team-led,
- Bear in mind the qualification periods for the chosen “Corporate Ambassadors,” which may impact the approval of the activation.

Activations with elements originating from the sporting environment

Dual branding with Paralympic marks and images



Dual branding with Paralympic marks and images

Paralympic marks can be used only subject to having acquired additional Paralympic-related rights from the relevant Paralympic stakeholder. Consequently, Partners must obtain approval from the NPC in respect of the use of their marks.

Subject to having acquired the relevant rights and to having obtained approval from the relevant NOC, the principles below describe how dual branding between Olympic and Paralympic marks can be achieved.

Types of activation

- General advertising, i.e. not involving any Olympic or Paralympic imagery or messaging:
 - Dual branding is allowed,
- Advertising with Olympic or Paralympic imagery or messaging:
 - Dual branding is allowed subject to the conditions below:
 - As part of a bigger campaign, Olympic and Paralympic imagery/messaging should be approximately balanced across the campaign,
 - As part of an individual activation, Olympic and Paralympic imagery/messaging should be approximately balanced across the activation.

Designations and Tri-Composite Logo

When activating with dual branding, each mark will need to carry a specific relevant Designation. Please note that a joint Designation (e.g. “Official Partner”) may be considered in the following circumstances:

- The reference to the Paralympic mark is clear (e.g. “Paralympic” written in the logo),
- The relevant NOC and NPC have approved.

Activations with elements originating from the sporting environment

Dual branding with Paralympic marks and images

✓ Acceptable

Image showing a current TOP Partner

✗ Not Acceptable

Image showing an old OCOG Partner, which is now a competitor of a TOP Partner

✓ Acceptable

Image showing an old OCOG Partner which is not a competitor of a TOP Partner.

Only acceptable in territories where the OCOG/NOC does not have a Partner for which this old OCOG Partner is a competitor in their product category.

Use of Paralympic images and footage

When including Paralympic images/footage within an Olympic-themed activation, Partners must comply with the following:

- Partners must clear any applicable rights with the IPC and the relevant Athletes through the NPC,
- When commercial branding is visible on the Field of Play:
 - The current TOP Partner's branding can remain
 - Third-Party branding (e.g. ex-TOP Partner branding, OCOG Partner branding of past Games, IPC only Partner branding):
 - If it is a non-competitor of an Olympic Partner in the relevant territory, the Third-Party branding can exceptionally remain on a case-by-case basis,
 - If it is a competitor of an Olympic Partner in the relevant territory, the Third-Party branding must be removed. This can be achieved in different ways, including but not limited to not selecting certain footage, cropping the image, removing a particular image or blurring/editing out the branding.
- There needs to be a sufficient distinction and clear separation between the Olympic Games footage and the Paralympic Games footage. There cannot be mixing of Olympic and Paralympic footage within a sequence in order to respect this need for clarity between the two events and avoid misleading viewers. Ways to achieve such a clear separation between Olympic and Paralympic footage are:
 - A product feature,
 - A transitional element,
 - A sponsor-branded interruption.
- A moniker/watermark indicating the respective edition of the Olympic or Paralympic Games such as "Olympic Games Rio 2016" needs to be inserted.
- When selecting event footage, it needs to be evident that the footage is of the Paralympic Games and not another event (this can be achieved through the visible presence of the Look of the Games, the Agitos or a moniker).

Activations with elements originating from the sporting environment

Use of Third-Party images and footage

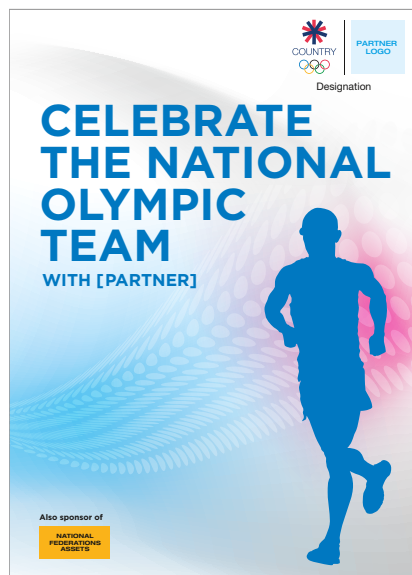


Use of Third-Party images and footage

We encourage Partners to use Olympic archives for their activations. However, when this is not possible, they may use Third-Party images/footage.

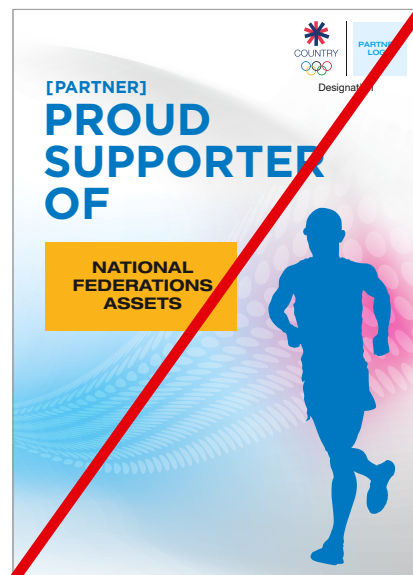
The use of such images/footage cannot contain any Third-Party branding. It is the Partner's responsibility to secure the rights to alter the image (if needed).

✓ Acceptable



Message is Olympic-themed.
Reference to National Federation
is secondary in the activation and assets
are clearly separated from the Olympic Marks.

✗ Not Acceptable



Message is National Federation oriented
and assets are too visible.

Use of National Federation assets

Partners may make reference to their support for National Federations in an Olympic-themed activation under the following conditions:

- The National Federation marks/references must be clearly separated from the NOC Emblem, e.g. on separate frames within a video, at opposite ends of a poster,
- The activation must be clearly Olympic-themed and should not mix Olympic-themed and National Federation-themed messages, nor “olympicise” the National/International Federation,
- There must be a qualifier to explain the relationship between the Partner and the National Federation,
- Imagery, marks of and factual textual references to the National Federation must be relevant to the context and secondary in the activation,
- Partners must seek the NOC’s approval for the use of National Federation assets,
- Evaluation of the suitability of the National Federation is subject to the NOC decision on a case-by-case basis,
- It is the Partner’s responsibility to secure approval from the National Federation for the use of its mark in this context.

Activations with elements originating from the sporting environment
Use of sports not on the programme of the Olympic Games

✓ **Acceptable**



Swimming is a sport on the programme of the Olympic Games.

✗ **Not Acceptable**



American football is NOT a sport on the programme of the Olympic Games.

Use of sports not on the programme of the Olympic Games

Partners cannot promote any sport which is not on the Olympic Programme in a way which could imply that it is part of the Olympic Programme, or in a manner which could be seen as endorsing its inclusion in the Olympic Programme.

Activations with elements originating from the sporting environment

Use of sports venues and Fields of Play

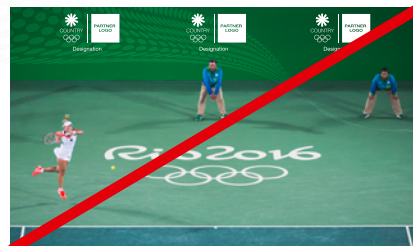
✓ Acceptable



Olympic Venue

Superimposition on a "quiet area", including the Partner branding, is allowed.

✗ Not Acceptable



Olympic Venue

No commercial branding may appear anywhere (on an original or recreated Olympic Venue).

✓ Acceptable



Non-Olympic Venue or event

Partner branding is allowed.

✗ Not Acceptable



Non-Olympic Venue or event

Third-Party branding is NOT allowed.

Use of sports venues and Fields of Play

The Olympic Charter mandates that all structures, facilities and areas that are visible to spectators, accredited persons or broadcast cameras at the Olympic Games must be free of commercial advertising.

The Olympic Games are also a unique event, and non-Olympic Events should not be Olympicised.

Therefore, when using sports venues and/or Field of Plays as part of their activations, Partners must comply with the following principles:

- When recreating an Olympic Venue, please refer to the chapter "Recreation of an Olympic Games setting", page 39,
- When using a sporting venue that is clearly not an Olympic Venue or event in an activation, Partner branding may appear (e.g. on Athletes' uniforms, the Field of Play, etc.), but Third-Party branding is not permitted anywhere,
- Partners must keep the focus on the NOC Team athletes and not the Olympic Games in general.



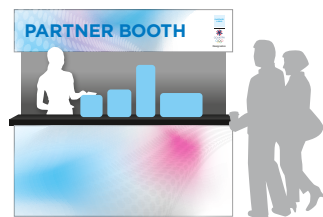
Practical tip:

Include in your agency briefing the fact that the agency needs to perform a venue, props and uniform check and control what is visible in the footage.

Activations with elements originating from the sporting environment

Activations at Third-Party events

✓ Acceptable



Displayed products are from Partner's product category.

✗ Not Acceptable



Displayed products are from a non-approved Partner's product category or are from a Third Party.

✓ Acceptable



Event programme

✗ Not Acceptable



Field of Play

Activations at Third-Party events

Partners may activate at non-Olympic Events such as the following:

- Non-Olympic sports events, including events recognised by the IOC, any and all sporting events such as (any sport) World Cups, trials, continental Games, etc,
- Other non-Olympic Events such as national day celebrations, trade shows and other commercial fairs, etc.

In all cases, Partners must ensure that their activations are always self-contained and their activations must not have the effect of “Olympicising” an event or the spectator experience at an event.

It is the Partner's responsibility to secure the Third Party's approval when and where applicable.

Application

Kiosks or other contained exhibition spaces should:

- Be used solely for the promotion of the Partner's Olympic sponsorship activation and within their product category,
- Be fully controlled/managed by the Partner,
- Not include any other companies' logos or non-Olympic Event logos near the Olympic Marks, as per the standard “Activations through a Third Party” section on page 81,
- Not in any way create an Olympic association with the non-Olympic Event. All products within the kiosk or contained exhibition space must be unbranded or sourced from the relevant Olympic Partner(s).

Third-party events' advertising spaces may feature Partners' activations, subject to being self-contained and not creating any undue association with the Third-Party event. However, activations on Third-Party events' Field of Play (or visible from it) are not permitted.

The use of Composite Logos, Olympic Marks, Olympic Properties or photographs and footage on Third-Party events is not permitted on the clothing of Athletes, officials, or on sports equipment.

Activations with elements originating from the sporting environment
 Partner “Games” concept

✓ **Acceptable**



✗ **Not Acceptable**



Partner “Games” concept

In order to protect the uniqueness of the Olympic Games, events or promotions using Olympic Properties cannot be named “[Partner] or [Other name] Games” (e.g. where Olympic Games tickets can be won, and/or an Athlete is involved, and/or the event has the Olympic Games look and feel).

The only games which should be promoted in an Olympic context are the Olympic Games.



Commercial activations

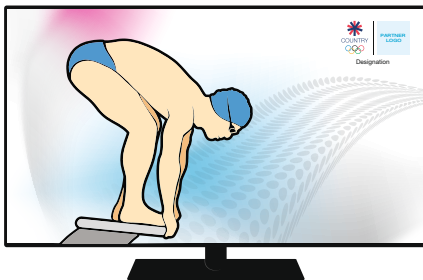
This section provides information on specific rules about the platforms used by Partners.

– Advertising	60
– Content creation and distribution	61
– Websites and apps	62
– Social media	64
– Points of sale	68
– Giveaways	69
– Consumer promotional contests	73
– Cause-related activations	74
– Corporate mascots	75
– Media releases and related materials	76
– Stationery and internal communications	77
– Employee engagement	78
– Activations using other products/services/technologies	79
– Technology convergence	80

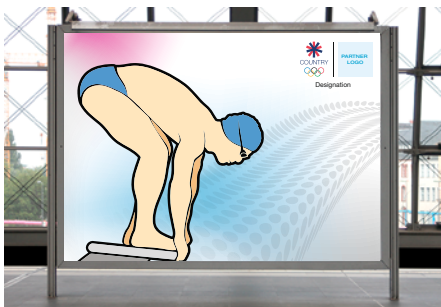
Commercial activations

Advertising

Television



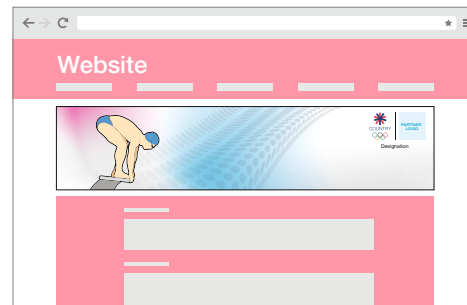
Out-of-home/outdoor



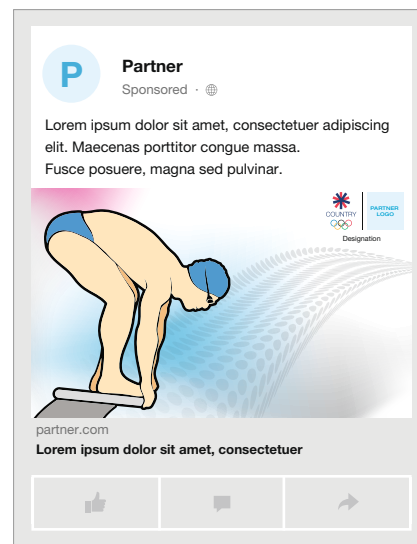
Print



Digital



Social media



Advertising

Partners are encouraged to promote their NOC sponsorship on all advertising platforms.

These include, but are not limited to:

- Television and radio commercials,
- Out-of-home/outdoor advertising,
- Print advertisements,
- Digital advertising,
- Social media,
- Direct marketing,
- Points of sale.

Commercial activations

Content creation and distribution



Content creation and distribution

Partners may wish to create content (e.g. photographs, videos) to build campaigns or populate activations, particularly during the Period of the Olympic Games. These guidelines are intended to clarify how this content may be captured and used, while protecting the rights of other Olympic Partners. The following principles provide a guide governing the capture and use of this content and the table on the next page focuses on Games-time opportunities.

General principles

- All terms of the Partner's contractual agreement, all principles of these Olympic Brand and Activation Guidelines and any other relevant guidelines apply. This includes the obligation to protect the rights of other Olympic Partners, including the Broadcast Partners',
- Partners cannot use the created content to position/present themselves as a source of Olympic information/content (unless a formal agreement for a specific territory is reached between a Partner and an RHB and is approved by the IOC),
- The content created must primarily be related to and promote the Partner's product category,
- Partners must ensure that the content is aligned with the values of the Olympic Charter,
- Activations should be authentic and credible.

Clearance of rights

- All rights should be cleared with all individuals appearing in the photographs (Athletes and general public). Content captured should not infringe on any Athlete's individual privacy.

Commercial activations

Websites and apps

Websites and apps

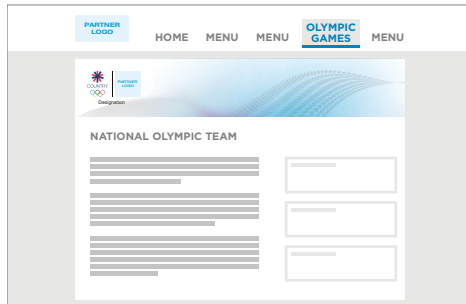
Partners can create dedicated Olympic-related websites, web pages on any website which they control, or apps in accordance with the following principles:

Content

- Corporate websites or apps can bear NOC Marks only in relation to a Partner's product categories/brand and/or Olympic-related content,
- Standalone websites or apps should be associated only with a Partner's product categories/brand and/or ongoing Olympic-related promotions,
- The website or app cannot be used to post Olympic Content that could be perceived as reporting about the Olympic Games or any of their Participants, including the provision of any editorial or informational content regarding the Games (e.g. performances, results).

All materials must be in line with the "Activations through a Third Party" principles (page 81) where relevant.

✓ Acceptable



Corporate website/app

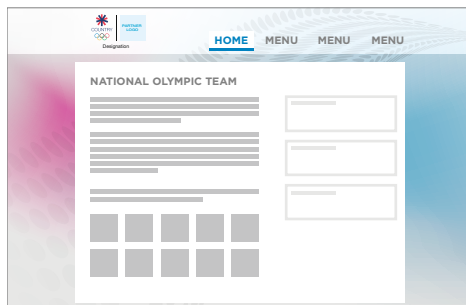
The Composite Logo applies to the Olympic-related page only.

✗ Not Acceptable



Corporate website/app

The Composite Logo for the whole website/app is not allowed if not all content is Olympic-related. In this example, the Formula 1 content cannot be "olympicised".



Standalone website/app

Co-branding applies to the whole website/app.



Standalone website/app

Content that could be perceived as reporting about the Olympic Games is not allowed.

Commercial activations

Websites and apps

✓ Acceptable

Website URLs

www.partner.com/NationalOlympicTeam

NationalOlympicTeam.partner.com

Promotion



Featured device must be unbranded, unless it is from the official Olympic Partner in this category.

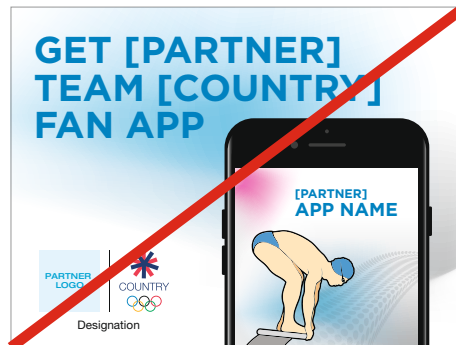
✗ Not Acceptable

Website URLs

www.partner-olympic.com

www.Partner-NationalOlympicTeam.com

Promotion



The device is recognisable from its design (iPhone).

Promotion

- For IP registration and protection reasons, Partners may use Olympic Properties in their website URL, provided that:
 - the Olympic reference is not part of the domain name,
 - the correct Olympic terminology is used,
- No brand names, logos and/or images of devices, such as smartphones or tablets, can be featured in a manner whereby the brand of the device is recognisable (either from its branding or design), unless the featured device is from the official Olympic Partner in this category. If any devices are used in any promotion of a Partner's app, the promotion must be focused on the app and not promote the device,
- If Partners wish to include the operating system app store button, please refer to page 90,
- For promotion on a Third-Party platform, the use of Olympic brand assets is limited to the Partner itself.

Note: We encourage Partners to link their websites to the official websites of the NOC for which they have been granted rights (e.g. www.teamusa.org).



Practical tip:

Images of the Olympic Partner's phone for Partner use are available via NOCnet. Please consult your NOC for access.

Social media

Partners are encouraged to activate on social media. Whilst social media activations function differently from “traditional” activations, the approval process still applies.

The principles below aim at ensuring that all social media activations, running prior to or during Games time, are compliant with Partners’ contractual rights whilst providing Partners with enough flexibility for their activations to be market relevant.

Overarching principles

- Official Olympic terminology must be respected in all posts (including hashtags). Special attention must be paid to the tone of all messaging,
- Activations must be clearly Partner-led and cannot be confused with being an official NOC post. Posts must not imply any NOC (or any other Olympic Party) endorsement of such content,
- The contractual relationship between the Partner and the relevant NOC must be made clear in each social media activity/post (e.g. by using the Composite Logo and/or official Designation),

- Olympic archive footage cannot be made available in a downloadable and/or re-distributable manner,
- Partners cannot become a source of journalistic information and must not infringe on the exclusive rights granted to Rights-Holding Broadcasters. In particular:
 - Partners should not feature medal tallies, recap information or upcoming schedules
 - Partners may under no circumstances stream in-venue including Field of Play footage or provide news or sports coverage of the Olympic Games,
- Content creation (see page 61) must always promote Partners’ brands and/or products/services in line with the marketing rights acquired and never position Partners as a source of Olympic information/footage. Certain editorial activations might be undertaken in a particular territory subject to agreement with the relevant RHB,
- Sharing and re-posting of NOC content is permitted and encouraged.



Practical tip:
Please discuss any plans with your NOC well in advance to ensure compliance.

Commercial activations
Social media**Real-time posting**

Partners carefully plan their activation campaigns and social media is no exception to this.

Therefore, all social media posts must have been approved by the relevant NOC prior to being posted.

In order to post in “real time”, Partners must obtain NOC approval for template messages / graphics they plan to use prior to launching their social media campaign (e.g. prior to the Olympic Games).

Choice of social media platforms

Each social media platform has its own terms and conditions that may change from time to time. It is therefore imperative that Partners are aware of these terms and conditions and review them on an ongoing basis in order to assess whether any contractual obligation of the Partners is affected:

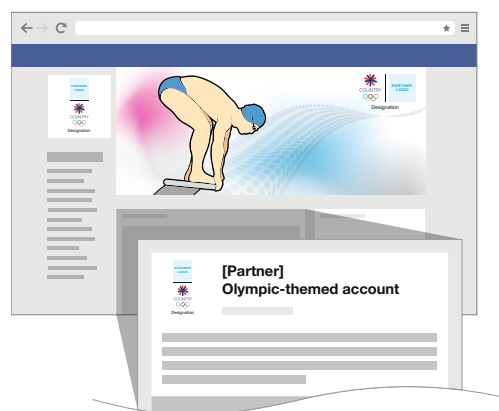
- Partners must always use care to avoid unwanted consequences for which they would remain liable as per their respective agreement with the NOC,
- Partners are requested to submit to their NOC all proposed platform details as soon as possible.

✓ Acceptable

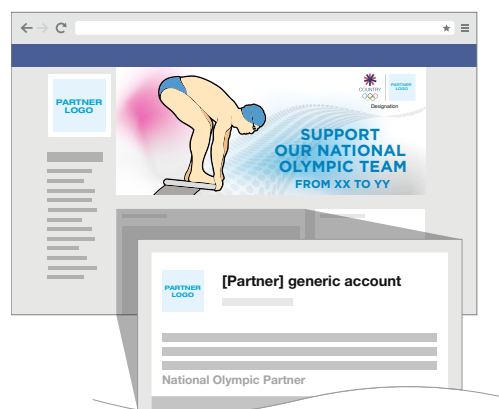
Hashtags

“#PartnerNationalOlympicTeam”

Marks and Designation



Olympic-themed account
Lock-up Logo may be used.



Corporate account
A Lock-up Logo can be included as part of a cover picture on a Partner's account. The contractual relationship is made clear by using the Designation as part of the post.

✗ Not Acceptable

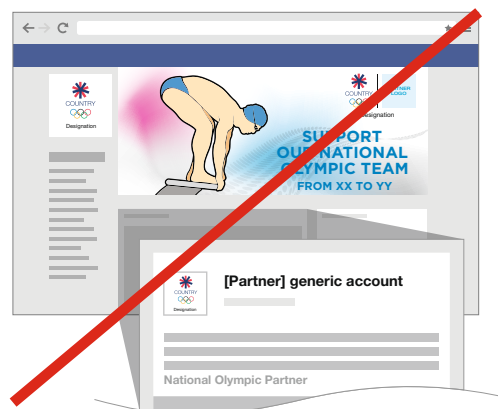
Hashtags

“#PartnerThirdPartyNationalOlympicTeam”

Marks and Designation



Olympic-themed account
Standalone Logos or cropped Lock-up Logos are not allowed.



Partners must use the Lock-up Logo, not the Standalone Logo.

Use of hashtags

Partners may create and use hashtags using Olympic Properties in their activations, according to the principles below:

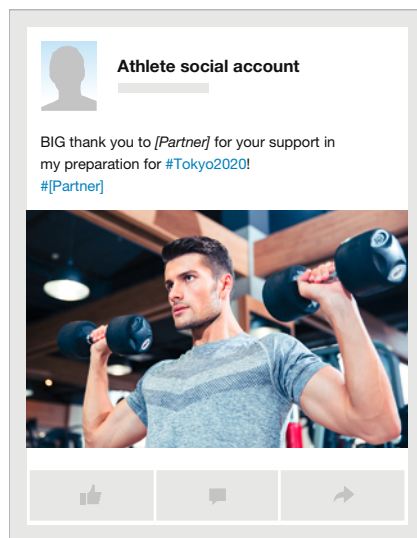
- Official Olympic terminology rules still stand for hashtags,
- Hashtags containing Olympic terminology can be used only as part of Olympic-themed activations,
- Use of Olympic terminology in hashtags must be in accordance with the Partner's rights, e.g. in relation to the respective National Olympic Team.

Please note that Partners are also encouraged to use the official hashtags created by their respective NOC in their own social media posts.

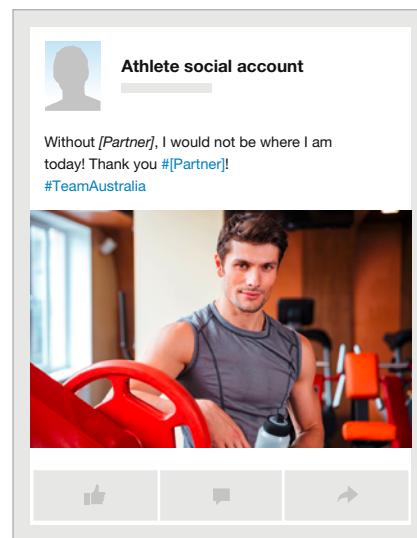
Use of marks

- In social media activations, only the approved Partner's Lock-up Logo can be used. Standalone Logos are not permitted,
- Partners must ensure that the Lock-up Logo is correctly represented in all circumstances and on all types of devices. E.g. the NOC Emblem must never be cropped, even on social media platforms displayed on mobile devices,
- If the Lock-up Logo cannot be used on some social media posts, the textual Designation must at least be included as part of the post (e.g. within the message itself or within the video/image),
- A Lock-up Logo may be used as a profile picture on a Partner's account if this account is dedicated only to Olympic-themed promotions and is strictly compliant with the Partner's product category,
- Alternatively, a Lock-up Logo can be included as part of a cover picture on a Partner's account. If the Partner's account is not fully dedicated to Olympic-themed promotions or to the Partner's product category, the Partner must ensure that:
 - Such cover picture is used only in close proximity to the Olympic Games,
 - The cover picture makes reference to the dates of the Olympic Games.

✓ Acceptable



✓ Acceptable

**Use of Athletes on social media**

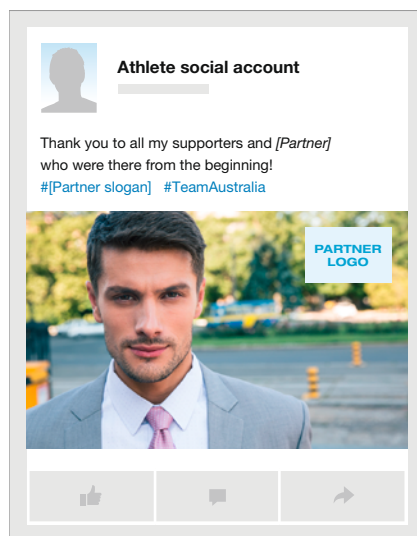
Partners should not use an Athlete's/Participant's image, name, or likeness without the Athlete's/Participant's express written permission. Athlete's Apparel, Equipment, Accessories and Footwear principles apply for all images/video (see page 47).

Any use of Athletes must go through the regular approval process at any time.

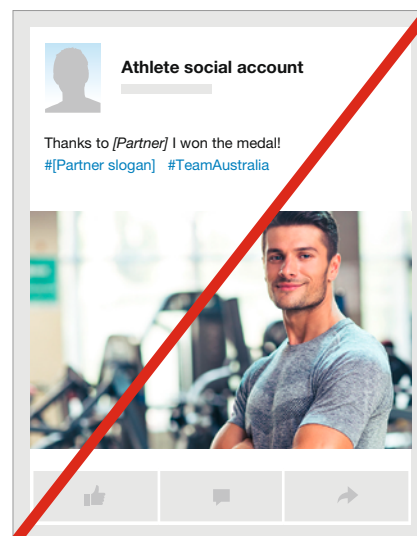
**During the Olympic Games:**

- Partners must ensure compliance with the Rule 40 of the Olympic Charter.
- The IOC will communicate the relevant process in due course.

✓ Acceptable



✗ Not Acceptable

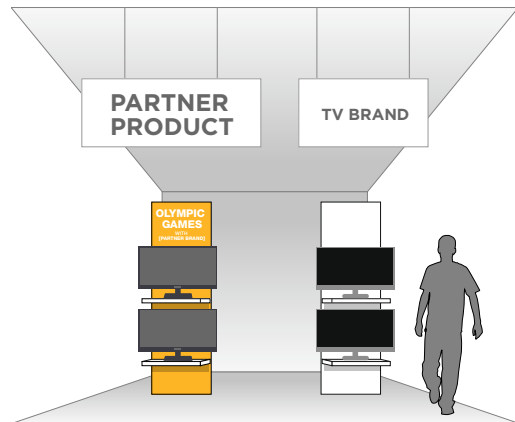


No performance enhancing statements or product endorsements can be made by either the Partner or the Athlete.

Commercial activations

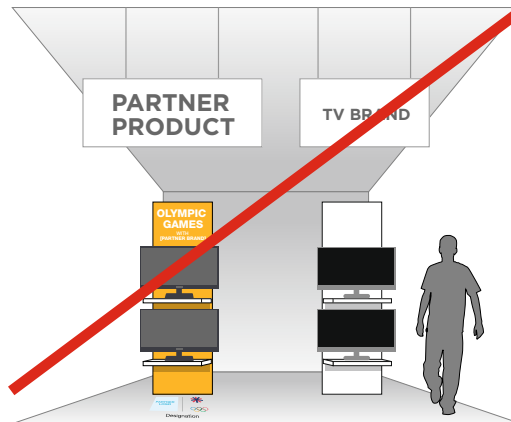
Points of sale

✓ Acceptable



POS must be Partner branded, self-contained, and controlled by the Partner to avoid any Third-Party Olympic association.

✗ Not Acceptable



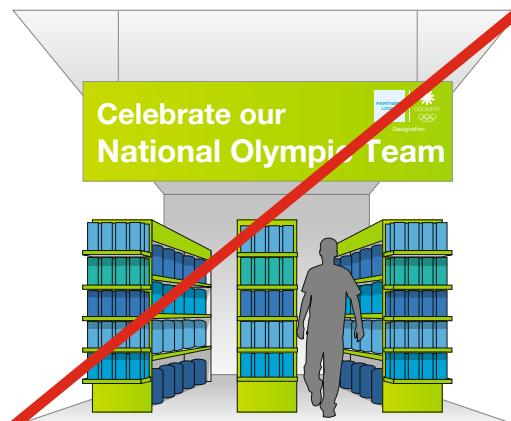
The integrity of the Olympic Marks must be preserved and cannot be placed where it is likely to perish/be spoiled or destroyed.

✓ Acceptable



The banner at the entrance of the retailer's shop is Partner branded and the promotion is clearly driven by the Partner.

✗ Not Acceptable

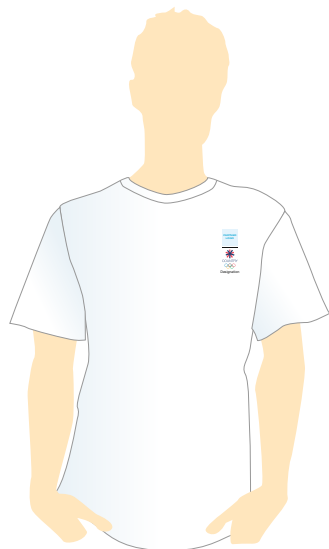


The banner is too generic, with very little Partner branding and the retailer's look and feel, and as such there is no clear ownership.

Points of sale

When developing Point of Sale (POS) material as part of any Olympic activations, the following guidelines apply:

- The integrity of the Olympic Marks must be preserved at all times. As such, because of the wear and tear created by high footfall, Olympic Marks should not be placed on the floor in points of sale,
- As much as possible, Partners' products should be kept separate and distinct from Third-Party products,
- POS material must adhere to the "Activations through a Third Party" principles (see page 81) and not give any Olympic association to a retailer/Third Party,
- Olympic-branded POS can be used only in connection with the promotion of the Partner's product/services category.



Premium



Official Licensed Products



Partner branded product



Unbranded product

Giveaways

When Partners use giveaways in Olympic-themed activations, they can make use of the following options:

1. Premiums
2. Official Licensed Products*
3. Partner branded products
4. Unbranded products

For the avoidance of doubt, Third-Party branded products cannot be distributed as giveaways in Olympic-themed activations.

** in limited quantities and as approved in advance by the IOC*



Practical tip:
Please consult with your NOC to obtain the latest Partner category list.

Sourcing

OUTSIDE OF ANY TOP PARTNERS' PRODUCT CATEGORY*	WITHIN A TOP PARTNERS' PRODUCT CATEGORY
<p>If there is an IOC/NOC Licensee in that product category, Partners agree to make a timely request for written bids to such Licensee for the production of Premiums.</p> <p>Such requests for bids must include the Partners' detailed specifications of the same bid factors provided to other manufacturers.</p> <p>However, Partners are free to select the IOC/NOC Licensee or another manufacturer, with or without regard to price or any of the bid factors.</p>	<p>Must be sourced from the relevant TOP Partner</p>



1. Premiums

Description

Premiums are items that:

- Are given away free of charge or sold at a subsidised price in connection with the promotion or sales of a Partner's products/ services,
- Bear a Lock-up Logo (a Standalone Logo is not permitted in order to protect the Olympic licensing programmes),
- Cannot be confused with Official Licensed Products,
- Are limited in number when distributed or purchased by final consumers (B2C promotions). The maximum allowable quantity will be evaluated on a case-by-case basis to avoid jeopardising Olympic licensing programmes.

Application

- The application of the Lock-up Logo must comply with the applications defined in the Olympic Symbol section, pages 21-29 (e.g. embossing),
- Premium merchandise suppliers/manufacturers are not entitled to any overt brand or corporate identification on Premiums, unless this is specified by law. However, a manufacturer identification on the inside label of a Premium is acceptable,
- If the manufacturer is a TOP or a NOC Partner, branding may be acceptable depending on the corresponding contractual rights,
- Premiums must be referred to as "[Partner] National Olympic Team Hat" or "[Partner] National Olympic Team Pin," and not use:
 - "Olympic" as an adjective, such as "[Partner] Olympic Hat",
 - A generic reference, like "National Olympic Team Pin",

*Premiums distributed in the US territory must be sourced by a USOPC licensee. Please contact USOPC for more information.

- Premiums cannot be re-branded,
- Partners are responsible for ensuring that the quality of the Premiums is suitable for an Olympic-themed promotion,
- Premiums supplied by Premium merchandise suppliers/manufacturers may need to bear a hologram, to be sourced from the relevant Olympic Hologram Licensee.

Sourcing

Please refer to the table on page 70.

All efforts must be made to identify the most ethical and sustainable sourcing for Premiums.

2. Official Licensed Products

Description

Official Licensed Products:

- Are products that are developed by the Licensees who have signed a Licence agreement with the IOC or a NOC,
- Are distributed and sold in standard retail outlets and/or other distribution channels identified in the Licence agreement,
- Bear one or more Olympic Marks. The Licensee's brand may be featured on licensed products only for customer validation purposes, or if required by law.

Application

Quantities

Quantities of Official Licensed Products given away by a Partner must be kept to a very limited number, in order not to jeopardise Olympic Licensing Programmes.

As an indication, quantities inferior to 500 units per type of Official Licensed Products and per activation concept would be acceptable. Any higher number would be evaluated by the NOC on a case-by-case basis.

Branding

Official Licensed Products cannot be de-branded or re-branded.

Terminology

Official Licensed Products must be referred to as an “National Olympic Team Product” or “Olympic branded Product” but not as an “Olympic Product”.

Sourcing

For any additional information about how to source Official Licensed Products, please refer to your relevant NOC.



Commercial activations
Giveaways**3. Partner branded products****Description**

Partners can distribute as giveaways low value products that feature Partner branding.

Application

Whilst the preferred options for giveaways are to distribute Premiums or Official Licensed Products, Partners are also permitted to distribute their own Partner branded giveaways.

Partner branded giveaways should not give the impression that they are part of the Partner's product category if this is not the case.

Partner branded giveaways should not present a risk of jeopardising Olympic Licensing Programmes.

Sourcing

Partners are encouraged to make all efforts to identify the most ethical and sustainable sourcing for Partner branded giveaways.

4. Unbranded products**Description**

Partners can distribute as giveaways low value products that do not feature any branding.

Application

Whilst the preferred options for giveaways are to distribute Premiums or Official Licensed Products, Partners are also permitted to distribute their unbranded giveaways.

Unbranded giveaways should not give the impression that they are part of the Partner's product category if this is not the case.

Unbranded giveaways should not present a risk of jeopardising Olympic Licensing Programmes.

Sourcing

Partners are encouraged to make all efforts to identify the most ethical and sustainable sourcing for unbranded giveaways.

Commercial activations

Consumer promotional contests

Consumer promotional contests

Partners may develop contests according to the following principles:

- Prizes, if within another Partner's product category, should be sourced from the relevant Partner or must be promoted as unbranded and generic, in both text and images,
- Any user-generated content/participation must be monitored by the Partner to ensure that the content is appropriate and free of any Third-Party mention,
- Any designs, scripts or other materials submitted by contestants must be non-professional in nature and not sold as licensed merchandise,
- Contest must not lead to any betting opportunities, and therefore must be fact-oriented and not based on future results,
- It is Partners' responsibility to ensure that their contests are compliant with any applicable local laws.

Note: All contests must follow the "Activations through a Third Party" principles (see page 81) when promoted via a different platform than the Partner's.



Commercial activations

Cause-related activations

Cause-related activations

Partners must consult with their NOC before activating any cause-related programme where any Olympic Properties will be used.

Approval of these programmes will be assessed on the following criteria:

- These programmes must be aligned with the values of the Olympic Movement and/or organised by an Olympic Party,
- If Partners participate in a Third-Party cause-related programme, the “Activations through a Third Party” section, page 81, must be followed.



✓ Acceptable

Example of a corporate mascot.

✗ Not Acceptable

The corporate mascot should appear clearly separated from any Olympic Marks.

Corporate mascots

Partners are able to use an existing corporate/brand mascot in their activations, subject to the following guidelines:

- There should never be any confusion as to who the official NOC mascot(s) is/are,
- The corporate/brand mascot is not developed specifically for the Partner's Olympic-themed promotions,
- One corporate mascot per brand will be approved for use in Olympic-themed promotions,
- The corporate mascot should appear clearly separated from any Olympic Marks.

Commercial activations

Media releases and related materials

Media releases and related materials

In order to clarify the Partner's relationship with the relevant NOC, the text of the release should include the Designation and pre-approved Composite Logo, using the Full-colour NOC Emblem.

All quotes from Olympic officials must be sourced from, and approved by, the relevant Olympic Parties.

Should any media material refer to a Third Party, such Third Party should be only a secondary reference, and should not appear in the title/headline of the media material. Note that the Third Party cannot conflict with an Olympic Partner (TOP, OCOG or NOC).

Images of Athletes wearing Partner-branded clothing at a Partner event may be used in press releases/press kits.

Boilerplates can include all areas of the Partner's business as long as there is no mention of their Olympic sponsorship. Should they wish to mention their Olympic sponsorship, they can do so either by splitting the boilerplate into two paragraphs or by creating a boilerplate focused on their product/service category only.

Note: We encourage Partners to submit boilerplate versions for approval early in their activation cycle and apply previously approved versions to all media releases and related materials.

PRESS RELEASE

About [PARTNER] and the National Olympic Committee

About [PARTNER]

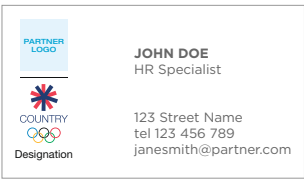
Contact

Stationery and internal communications

Letterhead



Business cards



HR is a general corporate division.

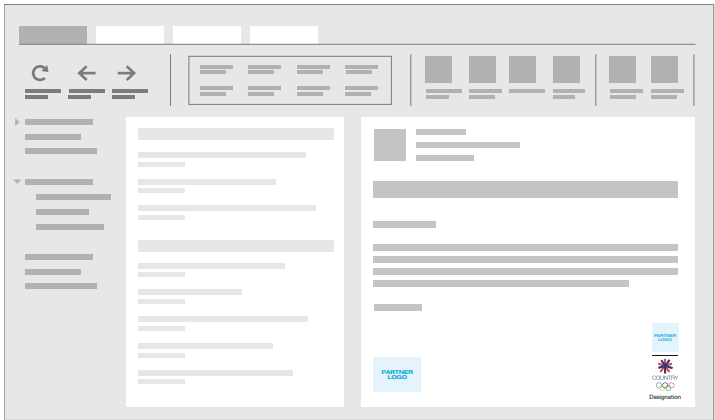


Correct only if the sales division is from the relevant Olympic Partner's product category.

Partners may use their Composite Logo on corporate stationery, business cards, email signature and other business collateral, provided they are not used in a manner likely to create any impression of a joint communication by the Partner and the relevant NOC.

Business collateral bearing Composite Logos can be produced only for those company representatives working within divisions/brands which are part of the Partner's product category or a general corporate function (e.g. finance).

Email signature



Employee engagement

Partners are encouraged to develop employee engagement programmes using NOC Marks, provided that:

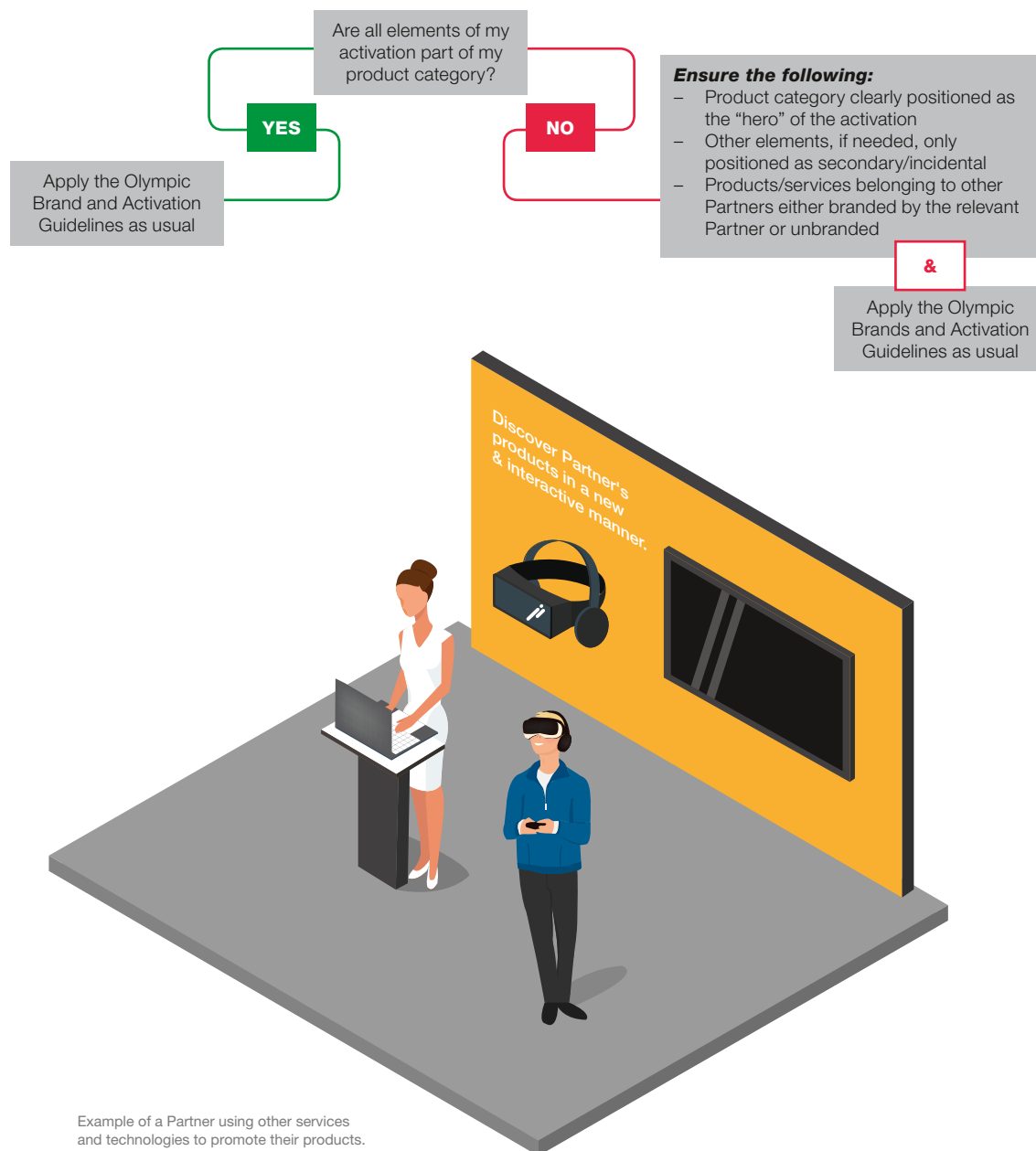
- The programme is aligned with Olympic values,
- The programme is an internal-facing activation,
- If giveaways are distributed, Partners must ensure that rules on giveaways are respected (see page 69).

The Olympic Parties encourage Partners to develop these types of programmes to generate excitement about their Olympic Partnership and are willing to help and support these activities wherever possible.



Commercial activations

Activations using other products/services/technologies



Example of a Partner using other services and technologies to promote their products.

Activations using other products/ services/technologies

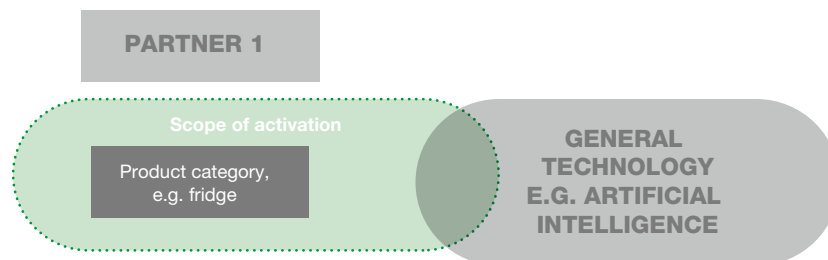
In their activations, and particularly in event/entertainment-based activations, Partners may want to use elements (e.g. products, technologies) that are not included in their product categories.

For example virtual reality in gaming activities, a TV in an exhibition booth.

This can be done subject to the following conditions:

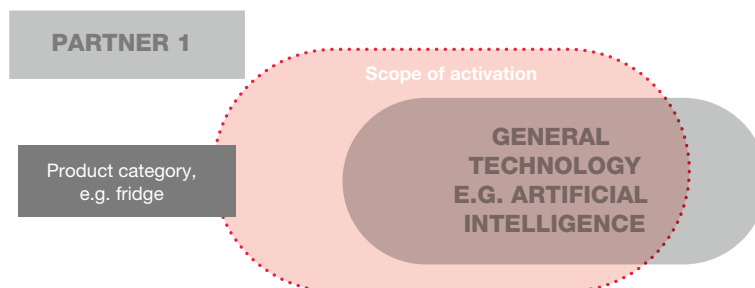
- All products used must be either unbranded or branded by the relevant Olympic Partner,
- The activation should not create the impression that a product/ service/technology is part of the Partner's product category if it is not. As the activation's context plays a key role in the general public's perception, Partners must be aware that the use of a similar product/ service/technology may not be evaluated in the same manner depending on which Partner uses it and how it uses it,
- Particular care must be taken with any activation that relates to or uses audio-visual content to ensure that the exclusive rights of Broadcast Partners are protected.

✓ Acceptable

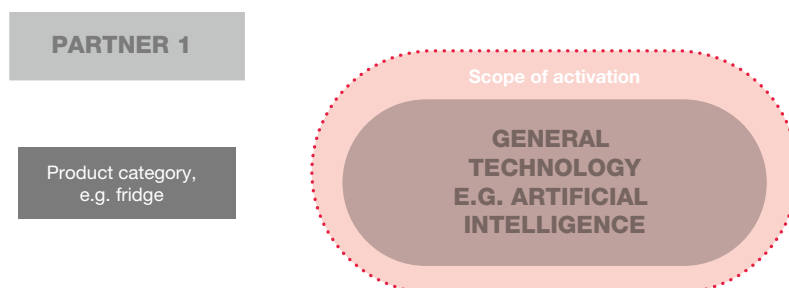


ALLOWED:
Activation promoting Partner 1's fridge using artificial intelligence

✗ Not Acceptable



NOT ALLOWED:
Activation promoting artificial intelligence, using the example of the fridge



NOT ALLOWED:
Activation solely promoting artificial intelligence

Technology convergence

As technologies develop and evolve, their scope applies to an ever-increasing number of aspects of businesses' and consumers' day-to-day life.

Consequently, some technological concepts are too broad to constitute one product category per se whilst their use can benefit the promotion of many other product categories. This is why technology Partners are encouraged to explore opportunities for co-promotion and joint use of their respective products featuring the Games-critical systems or applications they provide, and the contribution that such products may provide to overall Games-solutions.

This applies to general technologies such as the internet, virtual reality, 5G, television, artificial intelligence and immersive tele-presence (this list is non-exhaustive)*.

Therefore, when Partners use, refer to and/or promote part of broad technologies that are wider, different or more encompassing than their actual product category they must abide by the principles below:

- The relevant activation must predominantly feature the relevant partner's product or service in their Olympic product category as the main focus (or "hero") of the activation,
- To ensure clarity of the rights acquired by each Partner, activations by such partners must clearly relate to their respective roles and product categories,
- Any reference to a wider technology concept, that is not part of a product category, can be made by any Partner,
- If the activation uses or refers to products or services in another Partner's product category, it must use or refer to branded products or services of the relevant partner, or unbranded and unrecognisable Third-Party products or services.

** Provided that any execution involving audio-visual content or experience does not position the relevant Partner as a source of such content for consumers.*



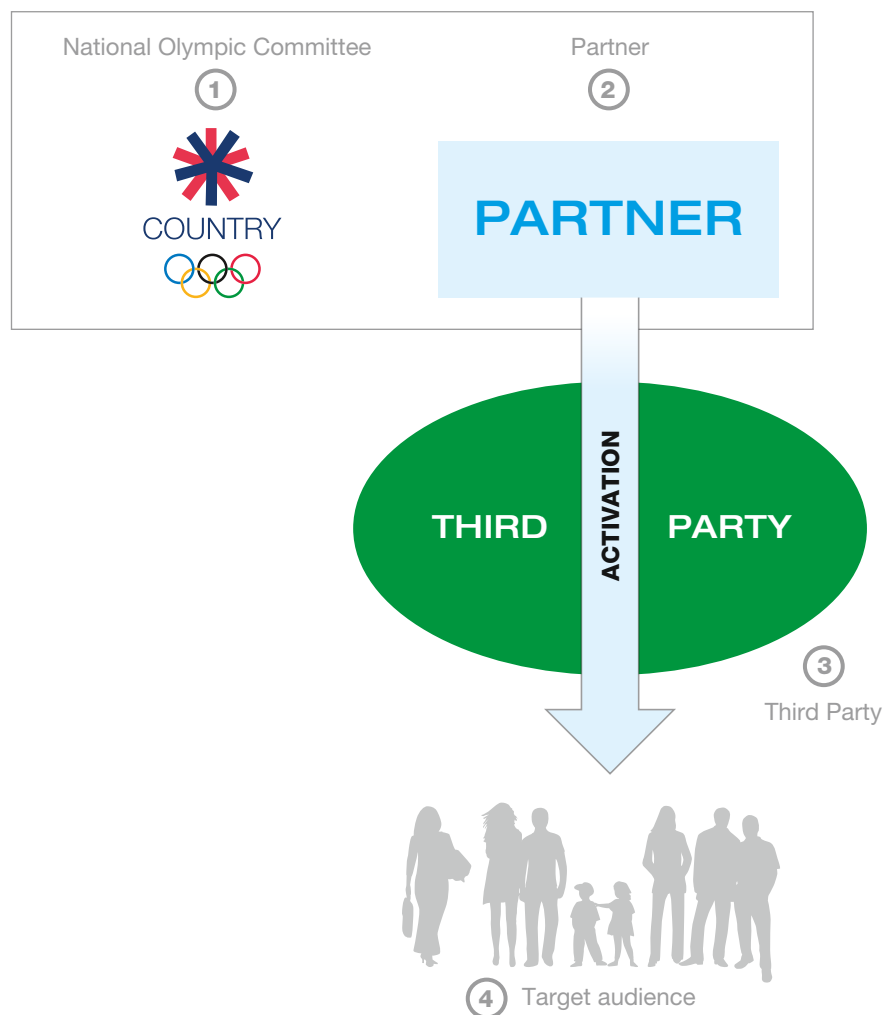
Activations through a Third Party

This section provides guidelines for our Partners on how to activate with Third Parties (e.g. retailers).

- Main principles 82
- Digital applications 84

Activations through a Third Party

Main principles



Main principles

Description

The Olympic Parties consider a Third Party to be any entity which does not qualify as an Olympic Partner.

Pre-requisites

Activations conducted by a Partner through a Third Party must adhere to the following cumulative conditions:

- The Third Party is not a competitor to any Olympic Partner (TOP, OCOG Partner or NOC Partner) in the territory in which the promotion takes place,
- The Third Party is only used as a vehicle to convey the Partner's message. The activation cannot be perceived as being a joint activation between a Partner and a Third Party,
- The activation is run by, positioned as, and is clearly perceived as being led by the Partner,
- The Third Party must not gain any association with any Olympic Parties, i.e. the only link with the Third Party is that the activation is made available on or communicated through the channel or platform of the Third Party,
- The promotion's mechanics are owned and controlled by the Partner, e.g. if the promotion allows Games tickets to be won, these need to be delivered by the Partner and not the Third Party,
- Third Parties cannot be featured or be given any visibility in on-site activations.

Activations through a Third Party

Main principles

✓ Acceptable



Application

Partners must ensure that any use of any trademarks, logos, symbols or trade names of any Third Party (“Third-Party marks”) together with Olympic Marks on any materials used as a part of the promotion complies with the following rules:

Separation

The Third-Party marks must be clearly separated from any Olympic Marks or Olympic-related terminology.

Size

The combined Third-Party marks, overall look and feel (e.g. corporate colours, font, designs) and text must together be less prominent than the biggest Olympic Mark in the activation (this Olympic Mark being part of a Partner Lock-up Logo).

Lock-up Logo

The Partner’s Lock-up Logo must be used, not a Standalone Logo.

Priority

The Partner must always be mentioned before the Third Party.

Qualifier

The Third-Party marks must be shown with an appropriate, purely factual qualifier, such as “available at...”.

Duration

The activation must be finite in duration. Any proposed activation that does not have a completion date will not be approved.

✗ Not Acceptable



Olympic Mark, size and qualifier rules are not respected. Note that the Third Party must not gain any association with the Olympic Parties.



Third-Party mark and look and feel is too prominent, therefore the activation is not clearly perceived as being led by the Partner.

Activations through a Third Party

Digital applications

Digital applications

In addition to the principles referenced on the previous pages, any digital activation through a Third Party must follow the principles below.

Principles

Self-contained

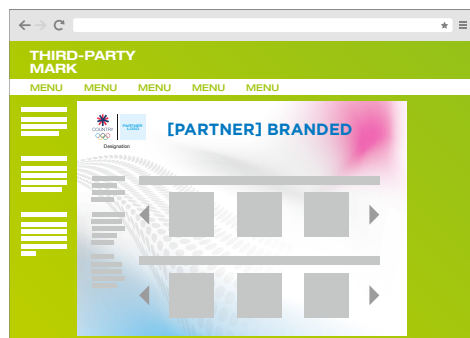
- Partners' activations, including purchased advertising banners (see "Advertising" section, page 60) or Partner dedicated pages, may be featured on the Third Party's website provided that the activation is clearly self-contained,
- The Third-Party website content cannot appear or be perceived as jointly produced with the Partner.

Limited Olympic-themed content

In an effort to limit the association between the Third Party and Olympic Parties, only limited Partner Olympic-themed content can be featured on the Third-Party platforms. The Third-Party website cannot become a source of Olympic Content.

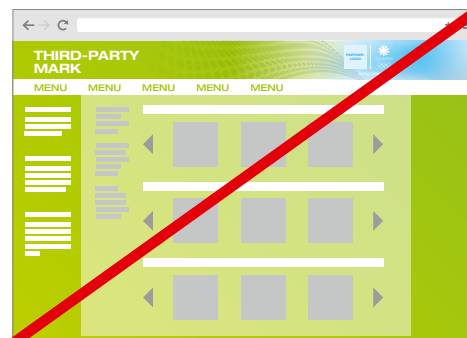
For example, only short videos/teasers can appear as opposed to a long version video, only a couple of social media posts can appear as opposed to the whole Partner Olympic-themed feed, etc.

✓ Acceptable



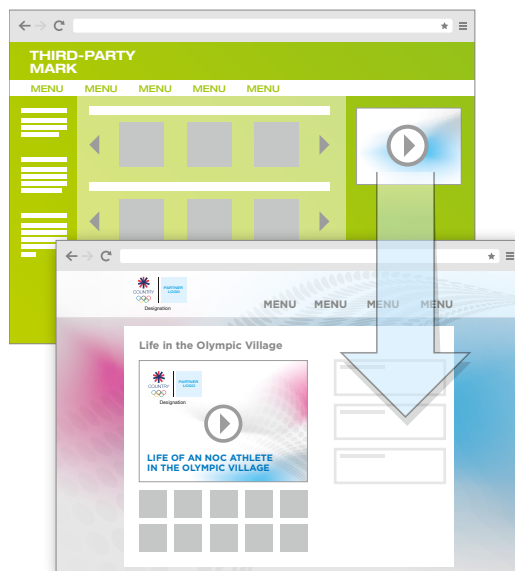
The Partner area is self-contained and the Olympic Marks are clearly associated to the Partner's products, not to the whole website.

✗ Not Acceptable



The Third-Party website content cannot appear as jointly produced with the Partner.

✓ Acceptable



Videos teasers and/or social media posts/tweets featured on the Third-Party website must redirect the user to the Partner's webpage.

✗ Not Acceptable



Full Partner Olympic Content must not be featured within the Third-Party website.

Activations through a Third Party

Digital applications

✓ Acceptable

[partner.com/promotion](#)
[retailer.com/partnerpromotion](#)
[partner.com/retailer](#)
[thirdparty.com/partnerpromotion](#)

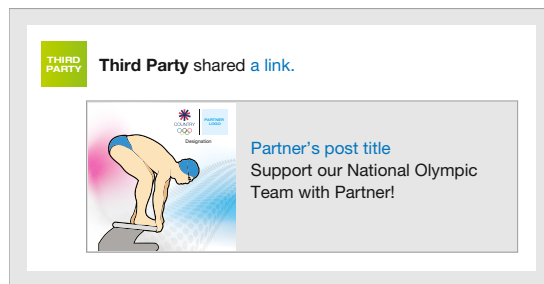
✗ Not Acceptable

[retailer.com/olympicpromotion](#)
[retailer.com/partnerolympicpromotion](#)

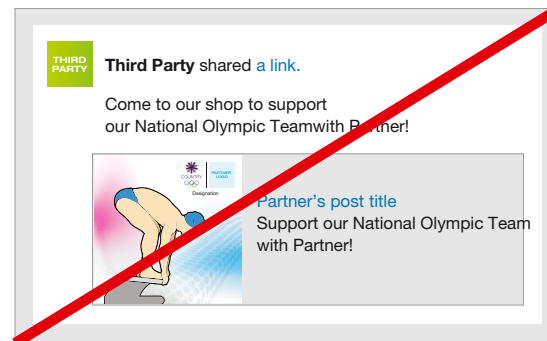
URL

The Third Party's URL must not contain any Olympic terminology.

✓ Acceptable



✗ Not Acceptable



Social media

Non-competing Third Parties may post Partners' Olympic-themed content only in the following way:

- Third Parties may share the Partner's Olympic-themed posts / content subject to:
 - Not adding any comments when sharing Partner's posts / content or modifying the Partner's posts / content,
 - Sharing only a limited amount of the Partner's content, in order not to create an undue association between the Third Parties and the Olympic Movement.



Activations involving other commercial Partners' rights

This section provides information on how Partners should deal with other commercial Partners' properties.

– TOP Partners' rights	87
– How to activate with other entities	88
– Countdown clocks	89
– Downloading Partners' apps	90
– Loyalty programmes	91
– Professional journalistic coverage restrictions	92
– Interactive entertainment software	93
– Rule 40 – Advertisement restrictions	95
– Rule 50 – Clean-venue principle	96
– On-site activations	97



Please note that, whilst the following pages focus only on some Partners' product categories, all Partners' rights must be respected at all times, e.g. by never showing iPhones, vehicle brands other than Toyota, drone brands other than Intel, etc.

TOP Partners' rights

Currently, the IOC TOP Partners hold rights for the following high-level product categories:



Practical tip:

For more details on TOP Partners product categories, please get in touch with your dedicated NOC point of contact.



Coca-Cola

Non-alcoholic beverages



Airbnb

Limited number of territories for early on-boarding and activation until 31 December 2020 included – Worldwide rights from 1 January 2021 onwards

Unique accommodation, Unique experiences, Olympian experiences



Alibaba Group

Cloud infrastructure/services and e-commerce development services



Allianz

From 2021
Insurance and reinsurance products and services



Atos

Information technology solutions



Bridgestone

Tyres and rubber products



Dow

Chemicals and raw materials



GE

Selected industrial equipment



Intel

Processors, chips, similar silicon platforms and drones



OMEGA

Timepieces, timing, scoring and on-venue results systems and services



Panasonic

Visual and audio-visual equipment



P&G

Personal and healthcare products



Samsung

Wireless communication equipment



Toyota

Vehicles, mobility support robots and mobility services



Visa

Payment systems

Note: This description is subject to change at any point in time. Partners should always consult the IOC for any questions regarding TOP Partners' product categories.

Activations involving other commercial Partners' rights

How to activate with other entities

Possible scope of joint activations between a NOC Partner and other entities, depending on the status of the other entity:

	OTHER ENTITY INVOLVED			
	TOP PARTNER	BROADCAST PARTNER	NOC PARTNER	IOC/OCOG LICENSEES
ACTIVATION CONTENT ¹				
History of the Olympic Games	Not associated to the NOC Partner	✗	✗	✗
Olympic Games	Not associated to the NOC Partner	✗	✗	✗
National Olympic Team	✓	✓	✓	✗ Not associated to the Licensee
Athletes	✓	✓	✓ (NOC Athletes)	✗ Not associated to the Licensee
Sport in general	✓	✓	✓	✓ Not associated to the Licensee
Other topics	✓	✓	✓	✓ Not associated to the Licensee
MARKS USED				
IOC Marks	Not associated to the NOC Partner	Not associated to the NOC Partner	✗	✗
OCOG Marks	Not associated to the NOC Partner	Not associated to the NOC Partner	✗	✗
NOC Marks	✓	Not associated to the Broadcast Partner	✓	Not associated to the Licensee

¹ Subject to the section "Content creation and distribution" page 61 and to all other provisions described in these guidelines, e.g. clearance of Athletes rights.

How to activate with other entities

Partners are encouraged to activate in collaboration with other Partners. This can be done subject to the following principles being complied with:

- All terms of respective contractual agreements and applicable guidelines still apply. This includes (but is not limited to):
 - Respect of Marketing rights vs Media rights,
 - Assets contractually available to respective entities,
 - Product categories,
 - Territorial rights.
- No transfer of rights is possible

The table on the left illustrates how Partners' activation content, territory, and marks used are impacted depending on the entity they want to activate with.



Practical tip:

Please share your plans with your dedicated NOC point of contact at a very early stage, so that the IOC can facilitate contacts and support you in the process of developing co-activations.

Activations involving other commercial Partners' rights

Countdown clocks

Countdown clocks

Should the Partner wish to use any countdown clocks, whatever the platform, use of the Olympic Games edition-specific applet, provided by OMEGA and available on request to their NOC, is strongly recommended.

If this option cannot be implemented, an unbranded countdown clock, only in days (i.e. not referencing hours, minutes, etc.), would be an alternative option.

For any further questions about countdown clocks, please liaise with your NOC point of contact.



Activations involving other commercial Partners' rights

Downloading Partners' apps

✓ Acceptable



App may be promoted by a text reference to an operating system linked to the app store.

✗ Not Acceptable



The featured device is not from the official Olympic Partner in this category and is recognisable.

✓ Acceptable



✗ Not Acceptable



The Android button must be featured first. Also, the app stores buttons should be less prominent.

Downloading Partners' apps

Where the user needs to select the correct version of an app to download it onto her/his particular device, Partners may structure their promotion to allow for the selection of apps for specific devices as follows:

- A text reference to the operating systems (but not the device) is permitted, which then links to the appropriate download platform,
- The display of usual app stores buttons is permitted, provided that:
 - the Android button is featured first,
 - the app stores buttons are not prominent and clearly separated from the Olympic Marks,
 - there is no mention of the Third-Party devices.

If the app is not available on Android, no app store buttons can be displayed at the same time as the Olympic Mark.

✓ Acceptable

Messages

"Visa® gift cards"

"Free Olympic Partner products"

"Percentage off a Partner product purchase"

"X amount off a Partner product purchase"

"Points accumulation"

"Co-branded Olympic Partner premiums"

"Instant or future savings"

✗ Not Acceptable

Messages

"Show or use a loyalty card and get a generic retailer gift card/certificate"

"Spend x amount at retailer and get x amount off any product"

Retailer credit in the form of certificates, vouchers, cards, etc. is considered a form of payment and is therefore not acceptable.

Loyalty programmes

- The promotion and purchase of products/services can be tied only to products within the Partner category. As such, Partners cannot create a promotion consisting of buying groceries and using the retailer's loyalty card to participate in the Partner's promotion,
- The Partner's product(s) must be mentioned before the loyalty programme reference,
- All mentions of the loyalty programme need to be in line with the "Activations through a Third Party" section (see pages 81-85),
- Visa has exclusive rights with respect to payment methods, including, but not limited to, debit, credit, gift and pre-paid cards. As such, loyalty programmes which infringe on these rights will not be approved.

Professional journalistic coverage restrictions

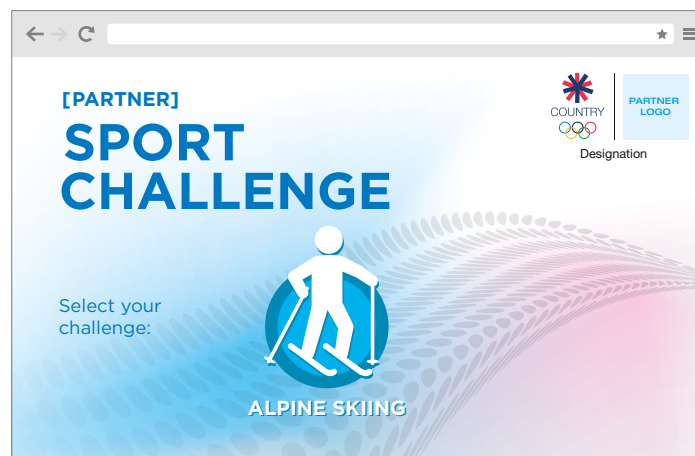
In respect of Broadcast Partners' exclusive rights (see page 11) during the Period of the Olympic Games, Partners may provide limited general information about the Olympic Games, in a "non-professional" journalistic style, provided that this is linked to their Olympic-themed activation.

However, this must be done without contravening paragraph 3 of the Bye-law to Rule 48 of the Olympic Charter, pursuant to which:

"Only those persons accredited as media may act as journalists, reporters or in any other media capacity. Under no circumstances, throughout the duration of the Olympic Games, may any Athlete, coach, official, press attaché or any other accredited Participant act as a journalist or in any other media capacity."

Please also refer to the "Content creation and distribution" section, page 61.





When submitting their concept for approval, Partners must provide relevant details relating to the proposal.

This includes, but is not limited to:

- **The main characteristics of the interactive components (for example type of gameplay, characters, sports and/or sports venues, any Olympic-themed elements and game themes, as well as general game design),**
- **The contractors involved in the development and delivery of the gaming/interactive component,**
- **The platforms upon which the interactive components will be available,**
- **The territories in which the interactive components will be available,**
- **Methods of access to the interactive components (whether by download or simply on a web page),**
- **All functionalities involved in the experience, play or delivery of the interactive components.**

Interactive entertainment software

Partners may include interactive components in support of their overall activations and in connection with their product and services category, but not as a standalone activation.

The IOC will review any interactive components on a case-by-case basis. The IOC will not be able to approve any proposals which, in its opinion, could impact the sales or promotion of the official Olympic interactive entertainment products or initiatives and/or which would conflict with the rights granted to Olympic Partners or official Licensees, such as but not limited to the IOC worldwide Interactive Entertainment Software Licensee.

Subject to the guideline above, interactive components:

- May be designed for play on any activation platform (web, mobile, live activation, etc.),
- May involve up to two sports of the Olympic Winter Games sports programme, or the Olympic Games sports programme, as the case may be,
- May include Composite Logos or Partner marks,
- May not have titles or search keywords such as “Official Game” nor the word “Olympic”,
- May not involve the recreation of actual Olympic Events (e.g. users competing in an interactive game against Athletes based on their performance in the Olympic Games themselves).

Note: Depending on the complexity of the proposal, the approvals timeline may be longer. Therefore, to enable the IOC to efficiently review each submission, please provide any proposals well in advance. Also, USOPC approval will be required for the US market. Please note that this is subject to the non-infringement of the rights granted to the IOC worldwide Licensee in the product category or interactive entertainment products (such as video games).



Games-time activations

Games-time activations are defined as any sponsorship activities developed to take place specifically for the Period of the Olympic Games, or for a longer duration which will include Games time. This period is defined in the lead-up to each Olympic Games edition by the IOC and announced accordingly to the Partners.

During this time period, several rules of the Olympic Charter, specifically Rule 40 and Rule 50, will impact marketing activations just as they impact the organisation of the Olympic Games at every level.

Games-time activations

Rule 40 – Advertisement restrictions

Rule 40 – Advertisement restrictions

Partners must ensure that their activations are compliant with Rule 40 of the Olympic Charter.

More details about the implementation of Rule 40 will be communicated by the IOC in due course.



Games-time activations

Rule 50 – Clean-venue principle

Rule 50 – Clean-venue principle

Description of Rule 50

The Olympic Charter, in Rule 50, stipulates that, “no form of advertising or other publicity shall be allowed in and above the stadia, venues and other competition areas which are considered as Olympic sites”. The Bye-law to Rule 50 adds that neither may it “appear on persons, on sportswear, accessories [...] used by all competitors, team officials, other team personnel and all other Participants in the Olympic Games, except for the identification of the manufacturer [...]”.

Purpose of Rule 50

Resulting from Rule 50, the “clean-venue principle” allows the IOC and OCOG to maintain the unique visual presentation of the Olympic Games and enhance the spectator and Athlete experience.

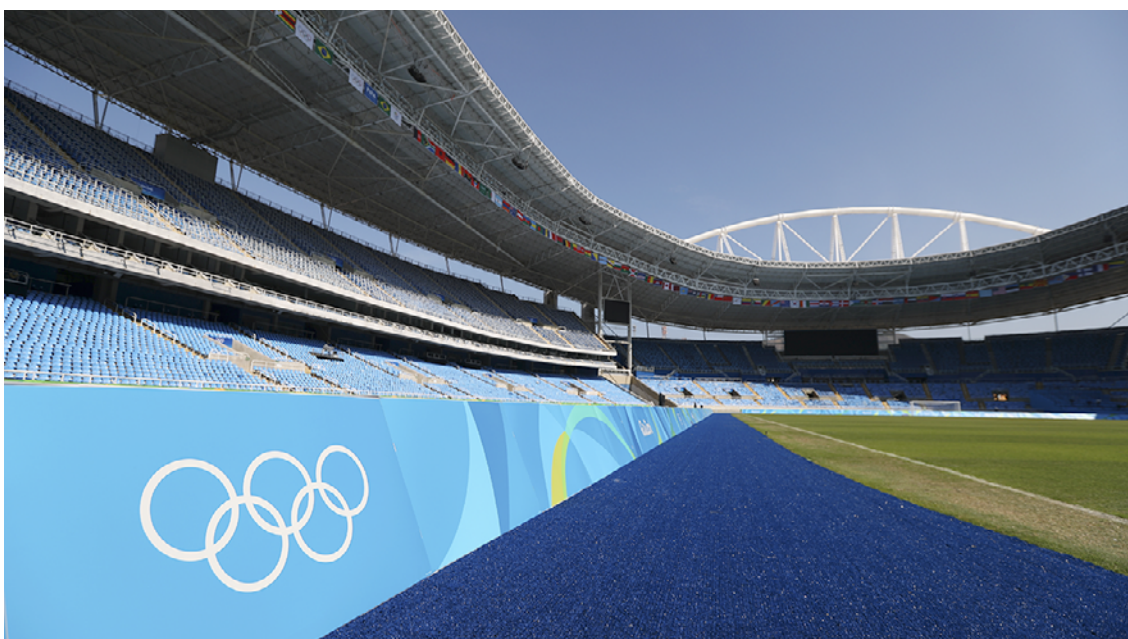
What does Rule 50 mean for Partners?***What activations are impacted by Rule 50?***

The following types of activations will be impacted by Rule 50 (non-exhaustive list):

1. Recreation of Olympic Games context within activations – see page 39,
2. Athletes uniforms in activations – see pages 47-49,
3. Partner staff and guest uniforms – see page 97.

What must Partners do to best manage this process?

This principle has significant planning and operational implications for Partners that can be costly if not properly anticipated. Therefore, Partners should always ensure that all their Games-time activations and activations recreating the Olympic Games are Rule 50 compliant.





On-site activations

Description

“On-site” activation refers to any activation or operation that takes place within any Olympic Venue, both competition and non-competition. It includes stadiums and halls where competitions are held, but also accredited zones, ticketed and/or OCOG controlled areas such as, but not limited to, the Olympic Park, Olympic Village (OLV), International Broadcast Centre (IBC) and Main Press Centre (MPC), and the arrival and departure airport(s). On-site activations have to fit into the event management operations of the Olympic Games and the limited branded environment in which the Olympic Games take place.

For NOC Partners, the only possible on-site activations are related to the hospitality programmes conducted in the Host Country during the Olympic Games, if applicable.

Activations within a NOC House are not considered as on-site activations. However, for ease of read, please find below some guidance regarding activations within NOC Houses.

Application

Uniform Guidelines for Partners

Partners may wish to create uniforms for their staff working on site and their guests. Designs are subject to the parameters outlined in the two tables on the left, including branding elements, size and frequency.

Notes:

- Staff uniforms cannot be sold before, during or after the Olympic Games, even to employees.
- When submitting uniform designs, all logo measurements must be provided in cm².

HOSPITALITY STAFF	Manufacturer Maximum size of manufacturer identification (Only official apparel partner)	Partner and NOC Marks Maximum size and number of Partner identifications (e.g. Partner corporate mark, corporate tag line) and NOC Marks. The (x) represents the number of each logo permitted.
CLOTHING	30cm²	Up to (3) logos of max 75cm² each (total added Partners' identification cannot exceed 150cm²)
ACCESSORIES	6cm²	(1) 12cm² standalone & (2) 12cm² Partner identification or (1) 24cm² Lock-up Logo & (1) 12cm² Partner identification or (2) 12cm² Partner identifications Notes: – Total added Partners' identification cannot exceed 24cm² – On applications where space is limited (e.g. lanyards), some flexibility might be permitted on the maximum number of logos
FOOTWEAR	No bigger than any branding used on products sold through the retail trade during the period of 6 months prior to the Games.	No specific restrictions.

HOSPITALITY GUESTS	Manufacturer Maximum size of manufacturer identification (Only official apparel partner)	Partner and NOC Marks Maximum size and number of Partner identifications (e.g. Partner corporate mark, corporate tag line) and NOC Marks.
CLOTHING	Uniforms must be developed in a manner that integrates into the Olympic environment. The size, frequency and placing of the Partners' identification or NOC Marks must be reasonable, which means not overly prominent in their placement or excessively large in size. When approving the Partners' uniform items, the IOC will give consideration to the visual impact of large groups seated in the venues.	
ACCESSORIES		
FOOTWEAR		



As a reminder, NOC Partners do not have any Olympic rights within the Host Territory (except inside their respective NOC house).

Games-time activations

On-site activations



Lollipops

Partners may use lollipop signs in and around competition and non-competition venues, in accordance with the following principles:

Logo and branding:

- Partners must use a Composite Logo,
- The sign cannot include any advertising slogans,
- The sign cannot contain a word that identifies a company or a product that does not belong to a Partner,
- The maximum Composite Logo size is 50 cm x 50 cm.

Sign size:

The lollipop sign should not exceed 2 metres when its pole is fully extended and should be collapsible to 50cm. A lollipop sign that is not collapsible or exceeds 50cm will not be allowed inside competition or non-competition venues.

Sign frequency:

Only 1 sign per 25 guests up to a maximum of 20 signs per Partner at any one time is permitted.

Night use:

Minimum lighting can be retrofitted to the lollipop signs. However, lighting cannot include neon lights, light boxes, flashing elements, or police or emergency-type elements.

Sound/attachments:

No sound or attachment elements are allowed (e.g. flags, balloons, ribbon).

Note: Lollipop signs do not overrule the ticket requirement for access to a venue.

NOC Houses

Each OCOG will provide specific guidance to the NOCs having a Hospitality House at the Olympic Games. Please liaise with your NOC to obtain the specific rules

In general, the following guidelines must be respected:

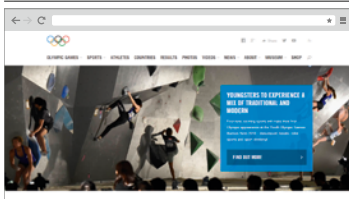
- There may not be any commercial branding on the outside of the House or visible from the outside. Therefore, there may not be any Partner logos, branding, promotion or communication on the outside of the house / visible from the outside.
- The name of the NOC Hospitality House cannot include either the corporate name or brand nor can it include the logo of a Partner (for example, “[Partner name] House” “[Partner name] [NOC name] House”). Any recognition using a designation such as presented by [Partner name] or similar is strictly limited to the inside of the NOC Hospitality House.
- Partners may not conduct Olympic-themed promotions outside of the NOC Hospitality House, whether through adverts, leafleting, or public relations.

+ APPENDICES



Resources

To support the development of their activations, Partners have access to the following resources:



IOC corporate website

Official website of the Olympic Movement.

→ Link to www.olympic.org



Documents and publications

Major reports, studies, publications and information regarding the Olympic Movement, including:

- The Olympic Charter
- IOC interim and final reports
- Host City election procedures
- Various reference documents and factsheets
- Marketing and broadcast reports from past Olympic Games
- Reports and outcomes from Executive Board meetings and Sessions
- Final reports and resolutions from various World Conferences, Seminars and Forums

→ Link to www.olympic.org/documents

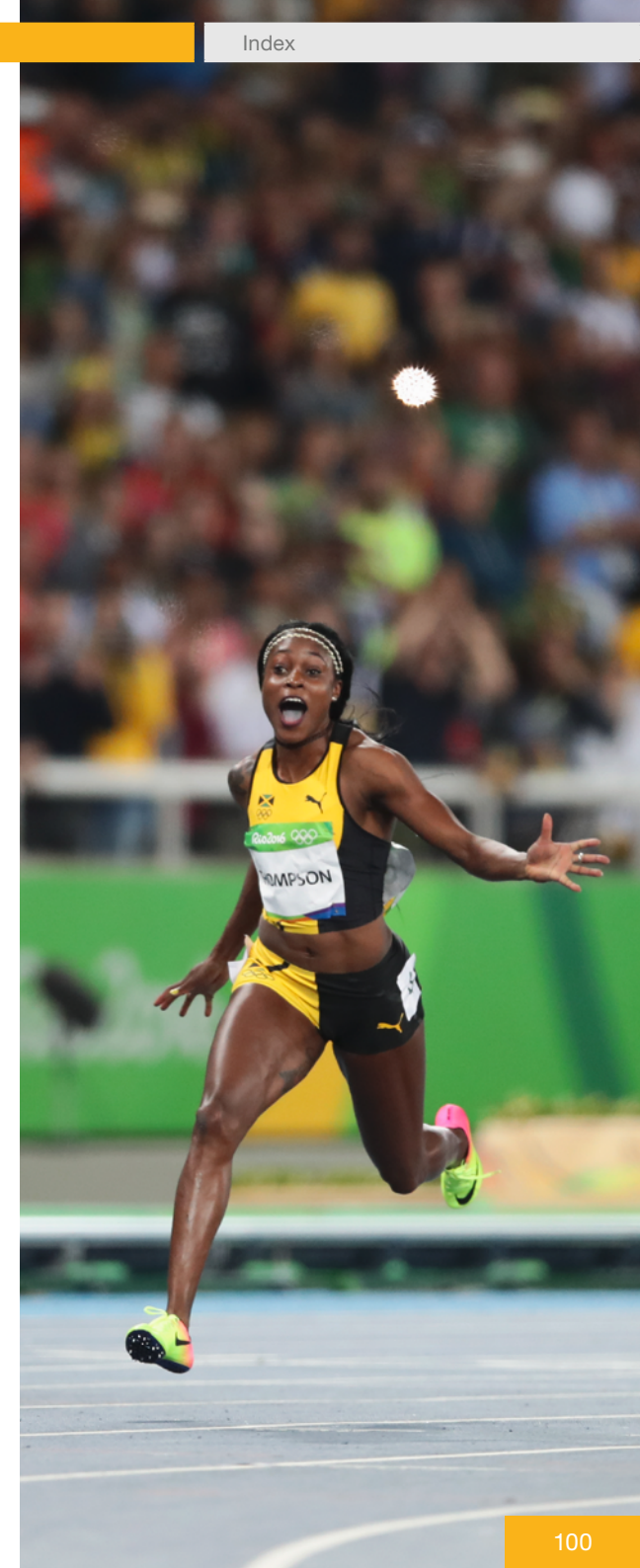


NOCnet

IOC and NOC communication website channel providing various information, including:

- Olympic Solidarity
- Athletes Games
- Preparation
- Institutional Services
- Governance & Management
- Building a better world through sport
- Television & Marketing
- Teams in Lausanne

→ Link to [Link to NOCnet](http://www.nocnet.org)



Glossary

Meaning of the following terms for the purpose of these guidelines:

Athlete

In reference to Games terminology, Athletes refer to Participants in a sport at the Olympic Games.

Broadcast Partner

A Rights-Holding Broadcaster or a Sub-licensee.

Composite Logo

A visual representation of a Partner's relationship with an Olympic Party. It is a two-part design, one belonging to the Partner and the other to the Olympic Party represented. A Composite Logo contains four elements: the Partner corporate logo, a Designation, a contractually granted Olympic Mark (for the purpose of the Composite Logo, only the Olympic Symbol, OCOG Emblem or NOC Emblem) and a clear separation between the Olympic Mark and the Partner's corporate logo. There are two forms of Composite Logo: the Standalone Logo and the Lock-up Logo.

Designation

Any visual or audio representation of any association, connection or other link with the Olympic Games, the Olympic Movement, or any constituent thereof.

Field of Play (FOP)

The area used for the sporting competition plus the immediate and surrounding support areas at which a boundary separates the attendant spectators. In sporting vernacular, the FOP is often referred to as court, field, pool deck, track, ring, course, arena (or similar name).

Full-colour Olympic Symbol

The Olympic rings in the six Olympic colours: blue, yellow, black, green and red on a white background, the preferred version of the Olympic Symbol.

Games Coverage

Audio coverage and/or audio visual moving images of the Games, and any other programming licensed and produced under, or otherwise subject to, each Broadcast Agreement. Still pictures that are reproduced in a sequential manner, to simulate, in any way, moving images, are considered as Games Coverage.

Games Emblem

The OCOG Emblem.

Games Marks

The OCOG Marks.

Games Signature

The name of the city and the year of the Games as per it is represented on the OCOG Emblem.

Host City

The City that has been elected for hosting the Olympic Games and Paralympic Games or Olympic Winter Games and Paralympic Winter Games, as the case may be, in its geographic territory and during the Games Period.

Host Country / Host Territory

The geographical territory for which the NOC of the Host City is recognised by the IOC.

International Federations (IFs)

The International bodies recognised by the IOC and responsible for administering a given sport in the programme of the Games.

International Paralympic Committee (IPC)

The International Paralympic Committee of Adenauerallee 212-214, 53113 Bonn, Germany, who is the entity governing the Paralympic Movement and owning all rights in respect of the Paralympic Games and the Paralympic symbol.

IOC Marks

The Olympic Symbol, IOC designations and any other design or logo of the IOC.

Licensee

The entity participating in the IOC Global Licensing Programme (including the Olympic, Olympic Heritage or Olympic Games Collections) or in the OCOG Licensing Programme to whom a license is granted for the development, sale, distribution and promotion of Olympic branded Licensed products within the territories agreed.

Lock-up Logo

The Lock-up Logo is a form of Composite Logo. It brings together the four elements of the Composite Logo in a united representation.

Look of the Games

The visual identity created by the OCOG that ensures a cohesive presentation of the themes and imagery of the Host City at Games time. It includes all applications such as core graphics, spectaculars, etc. used in competition and non-competition Olympic Venues, the public domain and key locations in the Host Cities to create a festive atmosphere that reflects the unique brand identity of the Olympic Games and enhances the broadcast, spectator and Athlete experience. The Look of the Games is also licensed for use at the Olympic Festivals.

National Federations

The sporting bodies in a specific territory that govern the respective sport on a national level and which are affiliated to the respective National Olympic Committee (NOC) and International Federation (IF).

National Olympic Committees (NOCs)

The IOC-recognised organisations that develop and protect the Olympic Movement in their respective countries in accordance with the Olympic Charter. The NOCs have the exclusive authority for the representation of their respective countries at the Olympic Games and at the regional, continental or world multi-sports competitions patronised by the IOC. (Olympic Charter (in force as from 9 October 2018) Rule 27).

NOC Emblem

An integrated design associating the Olympic Symbol with a distinctive national element. A NOC may have both an institutional emblem and a commercial emblem.

NOC Marks

Any of the NOC Emblems, NOC team emblems and/or NOC team designations as approved by the IOC.

OCOG

The Organising Committee for the Games of the Olympiad or the Olympic Winter Games. The organisation of the Olympic Games is entrusted by the IOC to the NOC of the country of the Host City as well as to the Host City itself. The NOC shall be responsible for the establishment, for that purpose, of an Organising Committee ("OCOG") which, from the time it is constituted, reports directly to the IOC Executive board. (Olympic Charter (in force as from 9 October 2018), Rule 35). In these guidelines, references to OCOGs include YOGOCs where Partners have been granted marketing rights for the relevant edition of the Youth Olympic Games.

OCOG Emblem

Emblem combining the Olympic Games distinctive element, the Olympic Games Signature and the Olympic Symbol.

OCOG Marks

All OCOG Emblems, the official mascots of the relevant Games, any other Games-related marks, designs, graphics or pictograms developed by the relevant OCOG to brand, identify and communicate the Olympic Games of one specific edition. In these guidelines, references made to OCOG Marks include YOGOC Marks where Partners have been granted marketing rights for the relevant edition of the Youth Olympic Games.

Official Licensed Products

Products that are developed by the Licensees pursuant to a Licence agreement with the IOC, an OCOG or a NOC, and

which are distributed and sold in standard retail outlets and/or other distribution channels identified in the Licence agreement and bear one or more Olympic Marks. The Licensee's brand may be featured on Official Licensed Products only for customer validation purposes, or if requested by law.

Olympiad

A period of four consecutive calendar years, beginning on the first of January of the first year and ending on the thirty-first of December of the fourth year (Olympic Charter (in force as from 9 October 2018), Bye-Law to Rule 6).

Olympic Content

Any content in connection with the Olympic Games, the IOC and/or the Olympic Movement, including features, results and still pictures. Olympic Content includes Games Coverage.

Olympic Event

Any event which forms part of the Olympic Games (including those sporting events during the Olympic Games period, any cultural, educational and entertainment programmes or Signature Properties) or Olympic Day. Non-Olympic Events are any events organised by a Third Party (including sports events organised by IFs or NFs, events recognised by the IOC, any non-sporting event, etc.) or those organised by an Olympic Party which are not part of the Olympic Games (test events, NOC events, etc.).

Olympic Family

Means Athletes, officials, volunteers and guests of the OCOGs, the IOC, the NOCs and the OCOG staff who are present at the Games.

Olympic Games

The Olympic Games consist of the Games of the Olympiad and the Olympic Winter Games (Olympic Charter (in force as from 9 October 2018), Rule 6).

Olympic Games Mascot

A popular and memorable ambassador of the Olympic Games. It has been developed by each OCOG since Munich 1972 and provides a warm welcome to Athletes and visitors from around the world. The Olympic Games Mascot helps tell the unique story of each Olympic Games, and sparks excitement, laughter and cheers from children and fans. It represents the Olympic brand in an accessible way and in a tone of voice that appeals to and is understood by children.

Olympic Marks

The IOC Marks, OCOG Marks, and NOC Marks.

Olympic Movement

The movement led by the IOC and represented by the Games and those organisations, Athletes and other persons who agree to be guided by the Olympic Charter, the goal of which is to contribute to building a peaceful and better world by educating youth through sport practised without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.

Olympic Parties

One or all of the following parties: IOC, USOPC, NOCs, OCOGs and YOGOCs, as the context may require.

Olympic Partners

One or all of the TOPs, Broadcast Partners, OCOG Partners and NOC Partners which have been granted marketing rights by agreement with one or more Olympic Parties.

Olympic Programme

The programme of all sports competitions of the Olympic Games established by the IOC for each edition of the Olympic Games in accordance with the present Rule and its Bye-law (Olympic Charter (in force as from 9 October 2018), Rule 45).

Olympic Properties

The Olympic Symbol, flag, motto, anthem, identifications (including but not limited to “Olympic Games” and “Games of the Olympiad”), designations, emblems, flame and torches, Look of the Games, pictograms, mascot(s), the term ‘Olympic’ and any other musical works, audio-visual works or other creative works or artefacts commissioned in connection with the Olympic Games by the IOC, the NOCs and/or the OCOGs, may, for convenience, be collectively or individually referred to as “Olympic Properties.” All rights to the Olympic Properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to the use for any profit-making, commercial or advertising purposes. The IOC may license all or part of its rights on terms and conditions set forth by the IOC Executive Board (Olympic Charter (in force as from 9 October 2018), Rule 7).

Olympic Symbol

The five interlaced rings of equal dimensions (also known as the ‘Olympic Rings’), used alone, in one or in five different colours in accordance with the Olympic Charter.

Olympic Torch Relay (OTR)

A pre-Olympic Games event which represents one of the most meaningful portrayals of Olympic history. It starts with the passage of the Olympic flame from Olympia in Greece to and around the Host Country up to the Olympic stadium where the Olympic Games cauldron will be lit to begin the Olympic Games in question.

Olympic Venue

Any and all locations, access to which requires an Olympic accreditation or a Games tickets (as the case may be, but only during the period during which such accreditation or tickets is required), and any areas adjacent to those locations that are under the control of the IOC or the OCOG for so long as they are under the control of the IOC or the OCOG, including training grounds, the Olympic village and the fields of competition

Olympism

A philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles. The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity (Olympic Charter (in force as from 9 October 2018), p.11).

Paralympic Designation

Any Designation granted to an Olympic Partner that indicates a sponsor and/or supplier relationship with the IPC or the Paralympic Movement.

Participant

Competitor, coach, trainer, official accredited for a specific edition of the Games.

Premiums

Items of merchandise that are given away free of charge or sold at a subsidised price by an Olympic marketing partner for advertising or promotion, bear a brand together with (and no less prominent than) the Olympic Symbol, an OCOG Emblem, a NOC Emblem, and are approved by the IOC (and the OCOG, if applicable) for use.

Rights-Holding Broadcaster (RHB)

A person, corporation or body which has been licensed the right by the IOC to broadcast and exhibit one or more editions of the Olympic Games in a particular territory(ies) across one or multiple medium(s)/platform(s) during a period of time.

Signature Properties

Sporting, cultural, educational, entertainment or other events or programmes offered for sponsorship by an OCOG to one or more TOP Partners or OCOG highest level partners for an additional fee including the Olympic Torch Relay but not including any sports events scheduled to take place during the Games period.

Sports Pictogram

Derived from “picto” meaning “picture” and “gram” meaning “message”, a sport pictogram is a visual/graphic representation of a sport or specific function/location, developed for functional and decorative applications.

Standalone Logo

The Standalone Logo is a form of Composite Logo. The Standalone Logo features the Partner corporate logo or contractually granted brand name clearly separated from the Olympic Mark and Designation.

Sub-licensee

A person, corporation or body which, subject to the prior written approval of the IOC, has entered into a sublicense agreement with an RHB (in accordance with such RHB’s relevant media rights agreement with the IOC) for the right to broadcast and exhibit one or more editions of the Olympic Games in a particular territory(ies) across one or multiple medium(s)/platform(s) during a period of time.

Third Party

An entity, whether commercial or non-commercial, which is not an Olympic Partner.

TOP (TOP Partners)

The group of companies participating in the TOP Programme (or its successors) as highest level International Olympic sponsors.

Tri-Composite Logo

A visual representation of a partner’s relationship with an Olympic and a Paralympic party. It is a three-part design, one belonging to the partner, one belonging the Olympic Party represented and one belonging to the Paralympic party represented. A Tri-Composite Logo contains six elements: the partner corporate logo, a Designation, a Paralympic Designation, a contractually granted Olympic Mark (Olympic Symbol, OCOG Emblem), a contractually granted Paralympic Mark (e.g. Paralympic symbol, Paralympic Designation or OCOG or Paralympic Games Emblem) and a clear separation between the Olympic Mark, the Paralympic mark and the partner’s corporate logo. There are two forms of Tri-Composite Logo: a Standalone Logo and a Lock-up Logo.

USOPC

The United States Olympic and Paralympic Committee, which is the NOC and NPC for the USA.

YOGOC

The Youth Olympic Games Organising Committee. The organisation of the Youth Olympic Games (YOG) is entrusted by the IOC to the Host City and the NOC of the territory Host City, which together will form the YOGOC of which the main mission is to organise and deliver the YOG.



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