



INTERNATIONAL
OLYMPIC
COMMITTEE

OLYMPIC PROPERTIES USAGE GUIDELINES

Rights Holding Broadcasters (RHBs)

IN FORCE AS FROM [NEW DATE]

These guidelines are designed to help our Partners work with the Olympic brand and properties. They provide context on Olympism and the relevance of the Olympic Movement, as well as general principles, specific guidance, and resources necessary for Rights Holding Broadcasters to develop Sponsorship programmes that build value whilst upholding the integrity of the world's most recognized symbol.





Dear Partners and Friends of the Olympic Movement,



The Olympic symbol is unique. It is the visual representation of Olympism, a philosophy of life which places sport at the service of humankind. Designed in 1913 by Pierre de Coubertin, the founder of the modern Olympic Games, the Olympic symbol has timeless, universal significance.

The five interlacing rings on a white background represent the coming together of the five continents and stand as an image of the Olympic values: striving for excellence, demonstrating respect and celebrating friendship.

The Olympic symbol, seen by billions of people during each edition of the Olympic Games, is present every day around the globe via the National Olympic Committees, our Olympic Partners and other numerous associations. It has grown to become one of the world's most recognised brands, serving as a visual ambassador for the Olympic Movement.

Because of its honoured place on the world's stage, the Olympic symbol must be protected. Clear guidelines for its use ensure that its integrity is maintained in every way and in every place it is used.

The use of the Olympic symbol is both a privilege and a responsibility. We therefore ask that you help uphold its proud legacy by treating it with the respect it deserves.

Jacques Rogge

President, International Olympic Committee



Dear Partner,



The role of our Partners in promoting the Olympic Movement and the Olympic values cannot be underestimated. As President Rogge said: “Without our Partners, the Olympic Games would simply not happen.”

Our Partners play a crucial role in communicating the Olympic ideals to billions of people around the world, via broadcasting or through sponsorship activations. The reach our Partners provide is essential in engaging people, young and old, not only during the period of the Olympic Games, but 365 days a year. It is essential that we continue to work in close partnership in order to further the promotion of the Olympic ideal and achieve our mutual objectives.

These guidelines provide principles on the use of the Olympic properties, as well as details specifically related to your work in the Olympic Movement. They are also intended to help guide you and your teams in the planning and execution of graphical or other representations of the Olympic properties. The ultimate goal is to help maintain the integrity of the Olympic properties — a responsibility we all share and devote resources to.

I invite you to liaise directly with your contact within IOC Television & Marketing Services if you have further questions.

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

Timo Lumme

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

We encourage our Partners to use these guidelines as a working reference document that can help inspire and support innovative Olympic Sponsorship programmes, and as a framework for all Olympic activations.





Introduction

By following these guidelines and protocols for approvals, our Partners can fully leverage their promotion of the Olympic broadcast whilst continuing to build strength into the Olympic Movement.

These guidelines are intended to clarify and illustrate the provisions contained in the RHB agreements. Any RHB activations must be in accordance with the rights granted per that agreement with the IOC. In case of any discrepancy between these guidelines and the RHB agreements, the provisions of the RHB agreements shall prevail. The use of any and all Olympic imagery must be made in compliance with the appropriate IOC guidelines, as well as the OCOG guidelines, and individual RHB agreements. References to OCOGs herein are understood to include YOGOCs; as well, references to OCOG marks include YOGOC marks unless specified otherwise.

Any Partner activation must be submitted for review and approval via the IOC Extranet. Any material that has not been submitted for approval is subject to immediate evaluation and potential removal.

Use of Olympic properties should align with Olympic values; only those that do will be approved. Any use of Olympic properties that devalues the Olympic Movement, the Olympic Games, the Youth Olympic Games, or any Olympic party, or detracts from the Olympic ideals will not be approved.

References to the Olympic Charter herein refer to the Olympic Charter in force as of 8 July, 2011.

This publication does not contain specific guidelines for the use of marks and imagery of the OCOGs and YOGOCs. Guidelines for these organisations are issued by the aforementioned parties themselves.

These guidelines are updated periodically, so always refer to the version available on the IOC Partner Extranet. For clarification on terms used in these guidelines, please see the Glossary.



How to Use These Guidelines

With a wealth of information included in these guidelines, a visual system for navigation helps to clearly direct you to necessary reference material throughout; and a series of symbols emphasizes the most important information.

Color Coded Navigation

The color coded navigation separates sections and categories of information into seven distinct chapters.

SECTION 1 Olympism
Olympism
The Olympic Charter
Fundamental Principles of Olympism
The Olympism Platform
The Olympic Symbol: History, Meaning and Design
The Proud History of the Olympic Rings
The Olympic Rings
SECTION 2 Building Your Olympic Partnership
SECTION 3 Olympic Properties Usage Guidelines
SECTION 4 Working with the Olympic Brand
SECTION 5 Activations Guidelines
SECTION 6 Games Time Activations
SECTION 7 IOC Resources

Symbols



Acceptable

The green check symbol denotes acceptable examples of activation.



Not Acceptable

The red X indicates unacceptable examples of activation that violate the guidelines either in principle or specific application.



Note

Pay attention when you see the yellow exclamation point, which highlights critical information.



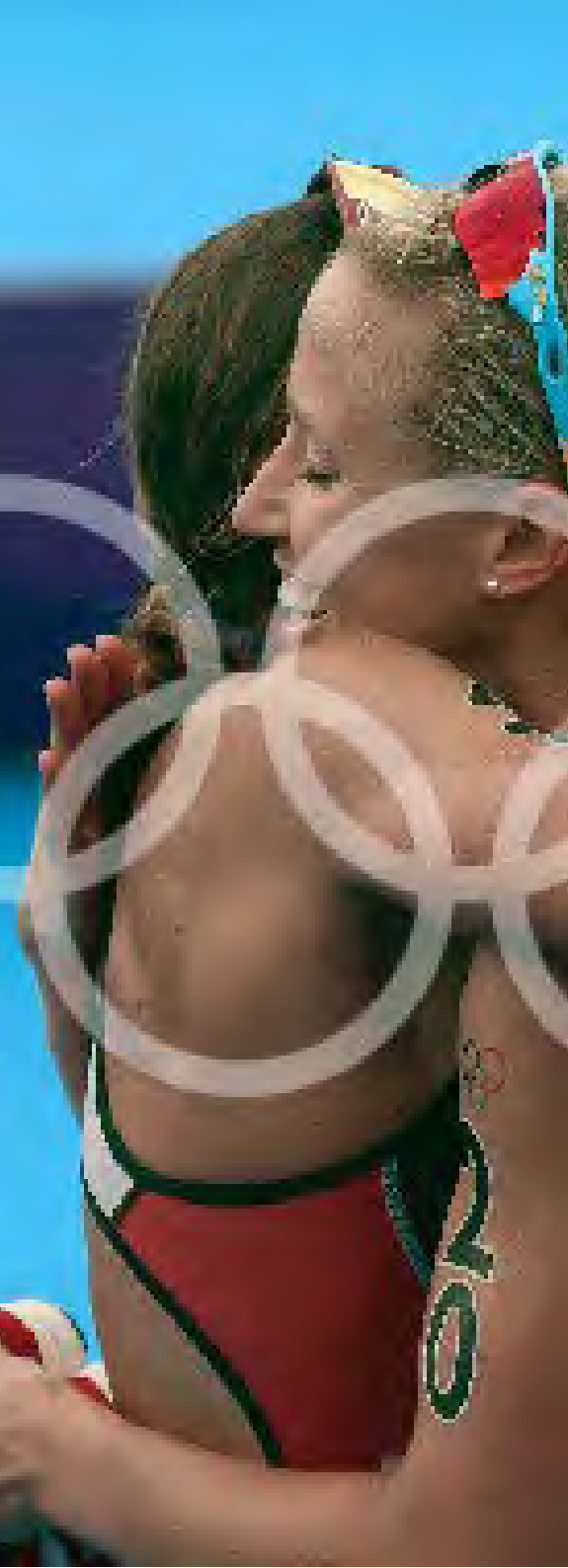
More Information

The blue arrow directs you to where to find more information (in these guidelines) on a certain topic.



New

The "new" silver box highlights new activations guidelines or areas of substantive change since a previous edition.



Contents

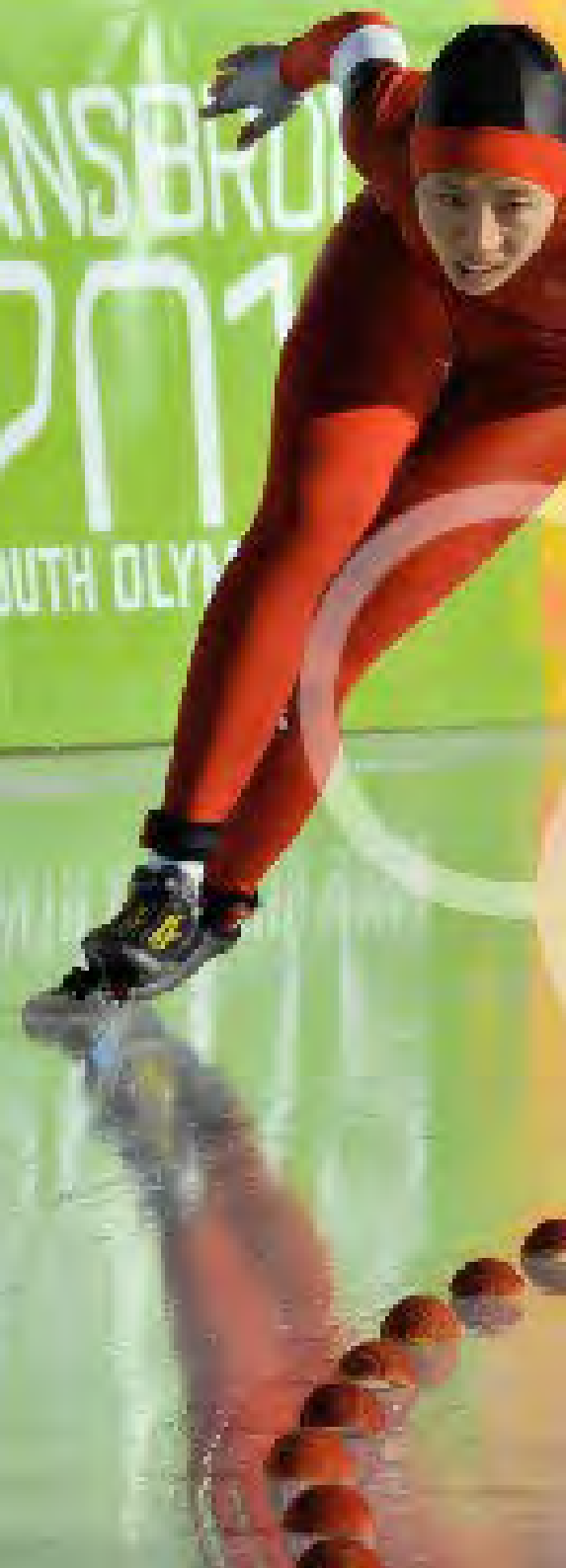
Throughout this guidelines edition, we've added updated and new content and examples. The "New" symbol within this table of contents indicates where these changes have been made.

SECTION 1 Olympism

Olympism	XX
The Olympic Charter	XX
Fundamental Principles of Olympism	XX
The Olympism Platform	XX
The Olympic Symbol: History, Meaning and Design	XX
The Proud History of the Olympic Rings	XX
The Olympic Rings	XX

SECTION 2 Building Your Olympic Partnership

The Olympic Brand	XX
Olympic Sponsorship Programme Development	XX
General Principles	XX
Co-Branding Principles	XX
Messaging Principles	XX



Contents

SECTION 3 Olympic Properties Usage Guidelines

Introduction	XX
The Olympic Rings	
Balancing Integrity and Pragmatism	XX
Full Colour	XX
Monochrome	XX
Six Official Colours	XX
A Unique Design	XX
Isolation Area/Minimum Size	XX
Backgrounds	XX
Tone-on-Tone	XX
Common Misuses	XX
Animation	XX
Embossing	XX
Embroidery	XX
Illumination	XX
Three-Dimensional	XX

Other Olympic Properties	
Olympic Photographs and Footage	XX
The Word “Olympic”	XX
Olympic Designations	XX
Olympic Motto	XX
Olympic Flag Images	XX
Olympic Flame/Cauldron Images	XX
Olympic Games Medals	XX
Olympic Games Award Ceremonies and Podium	XX
OCOG Properties	XX
Historical OCOG Properties	XX
Official Terminology	XX

SECTION 4 Overarching Principles

Activations Checklist	XX
Creating Composite Logos	XX
Elements	XX
Vertical and Horizontal	XX
Designations	XX
Standalone Logos	XX
Activations Through a Third Party	XX
Application	XX
Distribution	XX
Non-Traditional	XX
Corporate Team Concept	XX
Athlete Activations	XX
Athlete Clothing and Equipment	XX
Working with Olympic Brand Assets	XX
Use of OCOG and Corporate Mascot	XX
Use of Sports Not in the Olympic Programmes/Candidate Cities in Activations	XX
Use of Sports Venues and Field of Play in Activations	XX
Use of Countdown Clocks	XX
Use of Olympic Photography and Footage	XX
Colourisation	XX
Superimposition	XX
Blurring	XX
Cropping	XX
Masking Imagery	XX



Contents

SECTION 5 Activations Methods

- Digital and OnlineXX
 - Partners Websites.....XX
 - Social MediaXX
 - Apps.....XX
 - Online Advertising.....XX
- Advertising.....XX
- Point of Sale (POS) MaterialsXX
- Activations Involving ContestsXX
 - Olympic Games Tickets PromotionsXX
- Activations at Non-Olympic Events.....XX
- Media Release and Related Materials.....XX
- Corporate and Brand Mascots.....XX
- Interactive Entertainment Software.....XX
- Activations Using “Games” ConceptXX
- PremiumsXX
- Stationery and Internal Communications.....XX
 - Stationery, Business Cards, Email, Signature, CollateralXX
 - Corporate OfficesXX
 - Internal Communications.....XX

SECTION 6 Games Time Considerations

- Rule 40XX
- Rule 50XX
- Onsite Activations
 - UniformsXX
 - ShowcasingXX
 - LollipopsXX
 - HospitalityXX
- Studio Set DesignXX
- User Generated Photography and FootageXX
- Congratulatory MessagesXX
- Out of Home Advertising.....XX
- Professional Journalistic Coverage Restrictions.....XX
- Use of Olympic Results Content and NoticesXX

SECTION 7 Resources

- IOC Partners Extranet
 - Olympic Related Activations Submissions.....XX
 - Resources.....XX
- Olympic Multimedia LibraryXX
- www.olympic.orgXX
- Documents and ReportsXX
- GlossaryXX
- Artwork
 - Full Colour Artwork.....XX
 - Monochrome Artwork.....XX

SECTION 1
Olympism

This section provides information about Olympism – its history, vision, mission, and values, and an in-depth look at the form and meaning of its symbol, the Olympic rings.

Olympism

The Olympic Charter

Fundamental Principles of Olympism

The Olympism Platform

The Olympic Symbol: History, Meaning and Design

The Proud History of the Olympic Rings

The Olympic Rings

SECTION 2
Building Your Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Activations Guidelines

SECTION 5
Activations Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources



► **Olympism**

The Olympic Charter

Fundamental Principles of Olympism

The Olympism Platform

The Olympic Symbol: History, Meaning
and Design

The Proud History of the Olympic Rings

The Olympic Rings

*Olympism did not reappear within the
context of modern civilisation in order to
play a local or temporary role. The mission
entrusted to it is universal and timeless.*

— PIERRE DE COUBERTIN

SECTION 2
Building Your Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Activations Guidelines

SECTION 5
Activations Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

► **Olympism**

The Olympic Charter

Fundamental Principles of Olympism

The Olympism Platform

The Olympic Symbol: History, Meaning and Design

The Proud History of the Olympic Rings

The Olympic Rings

Olympism

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



“Modern Olympism was conceived by Pierre de Coubertin, on whose initiative the International Athletic Congress of Paris was held in June 1894. The International Olympic Committee (IOC) constituted itself on 23 June 1894. The first Olympic Games (Games of the Olympiad) of modern times were celebrated in Athens, Greece, in 1896. In 1914, the Olympic flag presented by Pierre de Coubertin at the Paris Congress was adopted. It includes the five interlaced rings, which represent the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games. The first Olympic Winter Games were celebrated in Chamonix, France, in 1924.”¹

¹ Olympic Charter, Preamble, July 2011

► **The Olympic Charter**

Fundamental Principles of Olympism

The Olympism Platform

The Olympic Symbol: History, Meaning and Design

The Proud History of the Olympic Rings

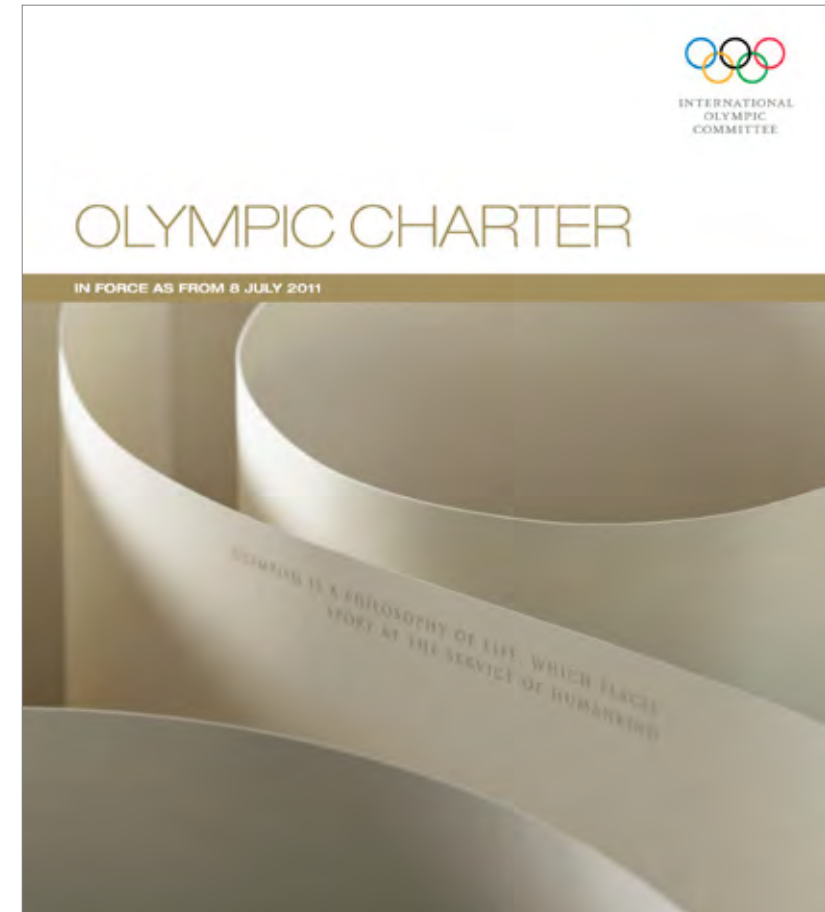
The Olympic Rings

The Olympic Charter

“The Olympic Charter (OC) is the codification of the Fundamental Principles of Olympism, Rules and Bye-Laws adopted by the International Olympic Committee (IOC). It governs the organisation, action and operation of the Olympic Movement and sets forth the conditions for the celebration of the Olympic Games. In essence, the Olympic Charter serves three main purposes:

- a) The Olympic Charter, as a basic instrument of a constitutional nature, sets forth and recalls the Fundamental Principles and essential values of Olympism.*
- b) The Olympic Charter also serves as statutes for the International Olympic Committee.*
- c) In addition, the Olympic Charter defines the main reciprocal rights and obligations of the three main constituents of the Olympic Movement, namely the International Olympic Committee, the International Federations and the National Olympic Committees, as well as the Organising Committees for the Olympic Games, all of which are required to comply with the Olympic Charter.”¹*

¹ Olympic Charter, Introduction, July 2011



Fundamental Principles of Olympism

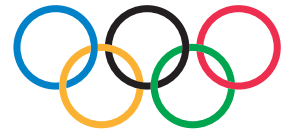
- “1. Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.*
- 2. 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.*
- 3. The Olympic Movement is the concerted, organised, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world’s athletes at the great sports festival, the Olympic Games. Its symbol is five interlaced rings.*
- 4. The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.*
- 5. Recognizing that sport occurs within the framework of society, sports organisations within the Olympic Movement shall have the rights and obligations of autonomy, which include freely establishing and controlling the rules of sport, determining the structure and governance of their organisations, enjoying the right of elections free from any outside influence and the responsibility for ensuring that principles of good governance be applied.*
- 6. Any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.*
- 7. Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.”*

¹ Olympic Charter, Fundamental Principles of Olympism, July 2011

- Olympism
- The Olympic Charter
- Fundamental Principles of Olympism
- ▶ **The Olympism Platform**
- The Olympic Symbol: History, Meaning and Design
- The Proud History of the Olympic Rings
- The Olympic Rings

The Olympism Platform

The Olympism Platform, which is based on the Olympic Charter, provides a concise description of the vision, mission, values and working principles of the Olympic Movement — all of which are represented by the Olympic symbol.



As the leader of the Olympic Movement, the IOC requires all constituents and stakeholders to contribute to realising the vision and mission of the Olympic Movement in accordance with its values and working principles.

The vision and mission of the Olympic Movement emerge from the Olympic Charter: *“Under the supreme authority and leadership of the International Olympic Committee, the Olympic Movement encompasses organisations, athletes and other persons who agree to be guided by the Olympic Charter. The goal of the Olympic Movement is **to contribute to building a peaceful and better world by educating youth through sport practised in accordance with Olympism and its values.**”*¹

*“The mission of the IOC is **to promote Olympism throughout the world** and to lead the Olympic Movement. The IOC’s role is (...) to ensure the **regular celebration of the Olympic Games** (...).”*²

The Fundamental Principles of Olympism describe the values of the Olympic Movement as **Encourage Effort, Preserve Human Dignity** and **Develop Harmony**. When used in communication, these values are expressed as **Striving for Excellence, Demonstrating Respect** and **Celebrating Friendship**.

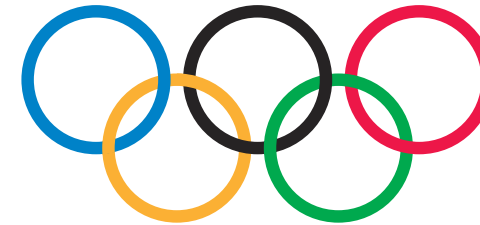
The Olympic Movement operates according to five working principles: **Universality, Solidarity, Collaboration, Autonomy** and **Social Responsibility**.

¹ Olympic Charter, Rule 1, paragraph 1, July 2011

² Olympic Charter, Rule 2, paragraph 3, July 2011

- Olympism
- The Olympic Charter
- Fundamental Principles of Olympism
- ▶ **The Olympism Platform**
 - The Olympic Symbol: History, Meaning and Design
 - The Proud History of the Olympic Rings
 - The Olympic Rings

The Olympism Platform (Continued)



Olympism

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

Vision

Contribute to building a better world through sport

Mission

- Ensure the regular celebration of the Olympic Games
- Educate youth through sport
- Promote Olympism in society

Values

Encourage Effort ↓ Striving for Excellence	Preserve Human Dignity ↓ Demonstrating Respect	Develop Harmony ↓ Celebrating Friendship
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Working Principles

Universality	Solidarity	Collaboration	Autonomy	Social Responsibility
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Olympism

The Olympic Charter

Fundamental Principles of Olympism

The Olympism Platform

► **The Olympic Symbol: History, Meaning and Design**

The Proud History of the Olympic Rings

The Olympic Rings

The Olympic Symbol: History, Meaning and Design

The Olympic symbol, widely known throughout the world and throughout the remainder of these guidelines as the Olympic rings, is the visual ambassador of Olympism for billions of people. Designed in 1913 by Pierre de Coubertin, the Olympic rings remain a global representation of the Olympic Movement and its activity.



SECTION 2
Building Your Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Activations Guidelines

SECTION 5
Activations Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

SECTION 1
Olympism

Olympism

The Olympic Charter

Fundamental Principles of Olympism

The Olympism Platform

► **The Olympic Symbol: History, Meaning and Design**

The Proud History of the Olympic Rings

The Olympic Rings



ALEXANDRIE 5 AVRIL 1914

SECTION 2
Building Your Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Activations Guidelines

SECTION 5
Activations Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

The Proud History of the Olympic Rings

1913–1914



The Olympic Rings

In 1913, Pierre de Coubertin designed the original Olympic rings. In the centre of a white background, five rings interlace: blue, yellow, black, green and red.

The emblem chosen to illustrate and represent this World Congress in 1914, which will set the final seal on the Olympic restoration, has begun appearing on various preliminary documents: five regularly interlaced rings of different colours — blue, yellow, black, green and red — stand out from the white background of the paper. These five rings represent the five parts of the world now won over to the cause of Olympism and ready to accept its fecund rivalries. What is more, the six colours thus combined reproduce those of all nations without exception.

Pierre de Coubertin, “L’emblème et le drapeau de 1914” in “Revue Olympique”, No. 92, August 1913

1920



The Official Debut



The Olympic rings were unveiled for the first time at the 1914 Olympic Congress in Paris and made their Olympic Games debut at the 1920 Games in Antwerp on the official Olympic flag.

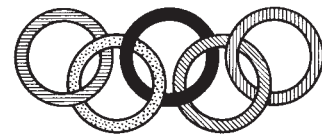


The Proud History of the Olympic Rings (Continued)

1957

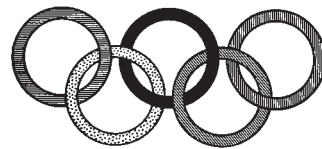
Defining the Olympic Rings

In 1957, the IOC officialised a specific version of the Olympic rings, differing only slightly from Coubertin's original, in the order in which the rings intersect over each other.



Incorrect

This version shows incorrect overlapping of the Olympic rings.



Correct

This version demonstrates the correct overlapping of the Olympic rings.

1986

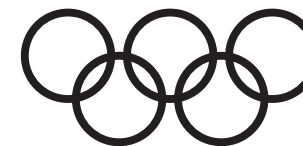


Modifications

In 1986, gaps between the Olympic rings were added to be able to reproduce the rings as accurately as possible using the available print technology of the time.

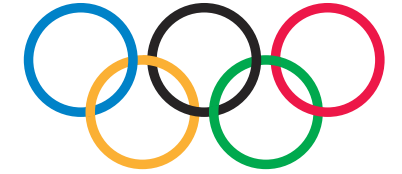


Interlocked



Solid

2010



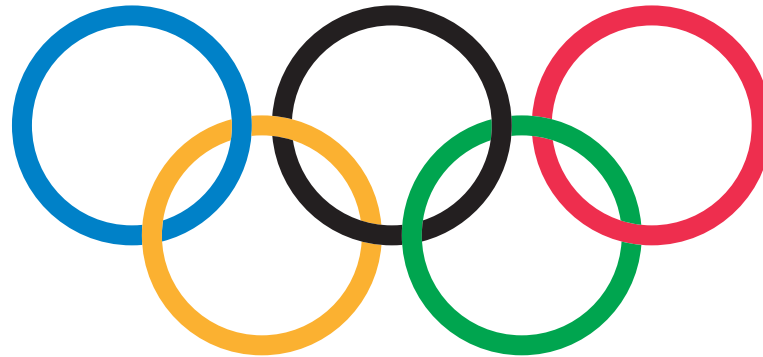
The Timeless Original Returns

As approved in 2010 by the IOC Executive Board, the official version of the Olympic rings returns to its original, seamlessly interlaced design, fulfilling Coubertin's vision.



The Olympic Rings

The Olympic Charter clearly defines the significance of the Olympic rings as a key Olympic property.



Definition

“The Olympic symbol consists of five interlaced rings of equal dimensions (the Olympic rings), used alone, in one or in five different colours. When used in its five-colour version, these colours shall be, from left to right, blue, yellow, black, green and red. The rings are interlaced from left to right; the blue, black and red rings are situated at the top, the yellow and green rings at the bottom in accordance with the following graphic reproduction. The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.”¹

The Olympic rings are a cornerstone of the Olympic properties, which comprise a variety of assets: *“The Olympic symbol, flag, motto, anthem, identifications, (including but not limited to “Olympic Games” and “Games of the Olympiad”), Olympic designations, emblems, flame and torches (...) may, for convenience, be collectively or individually referred to as “Olympic properties”. All rights to any and all Olympic properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to their 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.”²*

Maintaining Integrity

The Olympic rings shown in these guidelines are the exclusive approved version of the Olympic rings. Never alter, distort or in any way compromise the integrity of the Olympic rings.

¹ Olympic Charter, Rule 8, July 2011

² Olympic Charter, Rule 7, paragraph 4, July 2011

SECTION 1
Olympism

SECTION 2
Building Your Olympic Partnership

This section provides critical guiding principles that help our Partners leverage their Olympic sponsorship to build maximum value.

The Olympic Brand
Olympic Sponsorship
Programme Development

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Activations Guidelines

SECTION 5
Activations Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources



▶ **The Olympic Brand**

Olympic Sponsorship
Programme Development

The Olympic Brand

Olympism is a philosophy of life which places sport at the service of humankind. This broad philosophy is supported by a vision and values that are proven to continue to be highly relevant and inspiring to audiences and consumers around the world.

**Olympic Values—
Striving for Excellence,
Celebrate Friendship,
Demonstrate Respect**

**Olympic Vision—
Contribute to Building
a Better World through
Sport**

As the symbol of the Olympism and the Olympic Movement, the Olympic rings unite the world by representing universal ideals that inspire and connect us, athlete to spectator, individual to team, nation to nation, generation to generation. The brand engages our deepest emotions and embodies the ideals to which we all aspire. It represents the best of us.

Through Sponsorships, our Partners have the unique opportunity to harness the power of one of the world's strongest brands.

Over one-third of audiences understand the Olympic rings to stand for the five continents coming together in peaceful unity, which was the exact intent when Pierre de Coubertin drew them in 1896.

The Olympic rings are the world's most recognized symbol, with 96% global recognition.

▶ The Olympic Brand


Olympic Sponsorship
Programme Development

The Olympic Brand (Continued)

The Olympic brand derives its power from what consumers see as humanity at its best.



VALUES ASSOCIATED WITH:

Sports and Athletes	The Global Community	Respect	Olympism
			
Being the Best Striving Excellence Determination Dynamic Exciting	Friendship Universal Peace and Unity Global Patriotic Festive Celebration Participation	Respectful Fair Play Heritage and Tradition	Inspirational Optimistic

Olympic Sponsorship Programme Development

General Principles

With the breadth, depth and strength of Olympism, the Olympic rings, and the Games, the potential for the Olympic broadcasters to drive value is almost limitless. While each Olympic Broadcaster will choose to promote their Olympic broadcast in different ways to fulfill their unique business objectives, success is built upon common principles. Applied with consistency, these principles help our Partners leverage their broadcast promotions for the greatest impact.

1. Multi-dimensionality

The most successful sponsorships leverage the diversity and multi-dimensionality of the Olympic brand to create opportunity across their enterprise. From enhancing a company's brand, to generating revenue, or increasing viewership, a partner can use the partnership to achieve a variety of business objectives. The Olympic property is rich in activation opportunities to help bring these objectives to life, including employee incentives, showcasing, hospitality programmes, retail promotions, social media, 360° marketing activations, and image advertising.

2. Maximising Moments

From the moment Closing Ceremonies end at one Games, the Olympic moment begins for the next Host City. Truly successful sponsorships extend over time, creating a story that unfolds through unique and relevant activations before, during, and after the Games.

3. Innovation

Successful Olympic sponsorships boldly forge new activations that connect with target audiences in new and different ways and leverage new technologies to ensure the message stays fresh and relevant, attracting new generations of fans.

4. Integration

The most successful Olympic sponsorships are deeply integrated throughout every piece of activation, building a story around the unique intersection of the Olympic property and the Partner brand. From messaging to Look Systems to digital programmes and promotions, all create a seamlessly connected experience that combine the power of the individual components to build value for the programme at large.

**Be innovative in your approach.
Develop breakthrough ways to
harness the potential of Olympic
broadcast promotions.**

Olympic Sponsorship Programme Development

Co-Branding Principles

Olympic Partners have both the challenge and the opportunity to connect with the Olympic brand in their own personal, unique and powerful way. The following principles ensure successful co-branding.

1. Proprietary Connection

Leveraging the Olympic Sponsorship begins with a meaningful and relevant connection. Partners must find the unique point(s) of intersection where their brand's values intersect with the Olympic brand values.

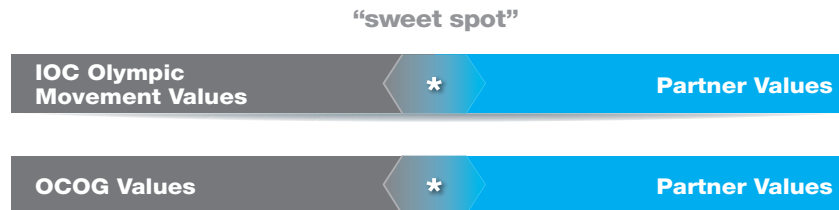
2. Integration

By harnessing their unique “sweet spot(s)”, Partners can create a rich, fully integrated platform in which the Olympic brand comes together with the Partner's brand in such a way that both are elevated and enriched by the association.

Each Partner uses the Olympic sponsorship to build, strengthen and enhance their brand in a unique way.

3. Originality

By building a programme around a unique co-branding platform, a Partner can bring to life their brand's association with the Olympic brand in a proprietary way, distinct from all others.



Olympic Sponsorship Programme Development

Messaging Principles

Successful Olympic sponsorships are built on a strong messaging platform. By following these principles, you'll help ensure that messaging is contextually relevant, impactful, and meaningful to all target audiences and stakeholders.

1. Olympism-based

For over-arching messaging, look to the breadth of Olympism's vision, mission and values in developing a messaging platform. Tapping into these globally relevant and inspirational elements creates many unique avenues to bring a sponsorship story to life. Please see the Olympism Platform for more details.

2. Games Relevancy

For Games-specific messaging, look to each Host City's strategy. Each Host City provides its unique lens on the Olympic brand, and develops a singular identity that it promotes through several assets, such as the Games Emblem, the Look of the Games, and mascots. More than just graphic elements, each OCOG also builds a story around their Olympic Games edition and with it, attach a specific set of values and goals. By aligning with these themes and assets, a Partner can create a messaging platform that celebrates the unique outlook of those Games.

3. Tone

The following guidelines for tone and style of communication ensure messaging impact while upholding the integrity of the Olympic brand.

- **Optimistic**—In keeping with the spirit of the Olympic Movement, messaging should be kept positive, never sarcastic, ironic or degrading.
- **Respectful**—Messaging should demonstrate respect for the Olympic Movement and Olympic Games. Humorous messages should never trivialize the Olympic brand, Olympic Games, or athletes. Messaging should always be free of political or religious themes, and should never be nationalistic.
- **Timeless**—The Olympic Movement and the Olympic Games are steeped in a rich heritage and tradition. The tone of communications should reflect this longevity, and never be trendy or driven by current fads.

Beijing 2008's "One World, One Dream" and London 2012's "Inspire a Generation" are past OCOG platforms that offered partners solid thematic points with which to align their messaging.

This section offers specific guidance in working with the Olympic rings and other properties, balancing the need to protect their integrity while providing flexibility in the myriad of applications in which they're used.

- Introduction
- The Olympic Rings
- Other Olympic Properties



▶ **Introduction**

The Olympic Rings

Other Olympic Properties

Introduction

The Olympic Properties Usage Guidelines share general principles to help you maintain the integrity and visibility of one of the world’s most recognized symbols, as well as providing guidance in using related Olympic properties.

Throughout, we balance the need to protect the Olympic rings in their purest form whilst providing flexibility in the myriad of applications in which they’re likely to be used.

The Olympic Rings

Balancing Integrity and Pragmatism



Integrity: The full colour version of the Olympic rings is the truest manifestation of Coubertin’s original design vision. For this reason, the full colour version of the Olympic rings is the preferred choice whenever possible, and in any event, for all institutional and symbolic applications.



Pragmatism: Flexibility in the use of the Olympic rings is also critical. To this end, the monochrome versions of the Olympic symbol similarly capture the spirit of Olympism, whilst simplifying its application in cases where use of the full colour version proves challenging.

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

▶ **Full Colour**

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

Illumination

Three-Dimensional

Other Olympic Properties

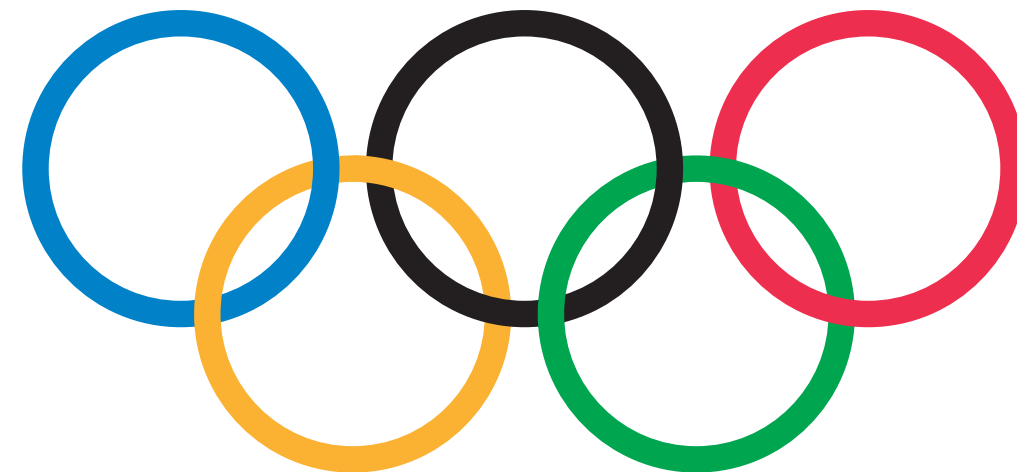
The Olympic Rings

Full Colour

Five regularly interlaced rings of different colours — blue, yellow, black, green and red — stand out from the white background of the paper. These five rings represent the five parts of the world now won over to the cause of Olympism and ready to accept its fecund rivalries. What is more, the six colours thus combined reproduce those of all nations without exception.

— PIERRE DE COUBERTIN

The full colour version on its white background is the preferred version of the Olympic rings and should be used as often as possible.



Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

▶ **Monochrome**

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

Illumination

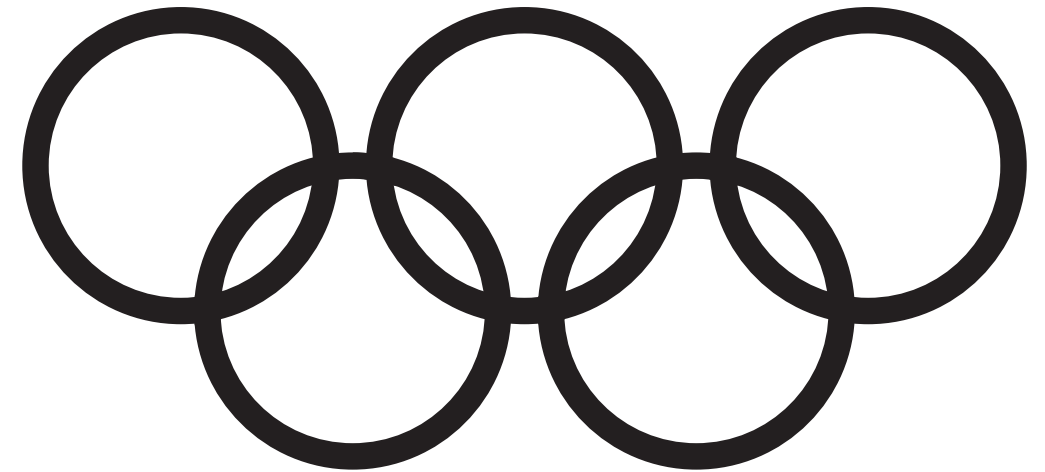
Three-Dimensional

Other Olympic Properties

The Olympic Rings

Monochrome

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.



Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

▶ **Six Official Colours**

A Unique Design

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

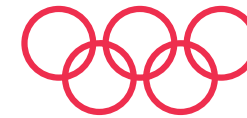
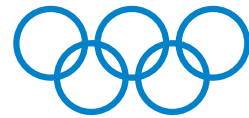
Illumination

Three-Dimensional

Other Olympic Properties

The Olympic Rings

Six Official Colours



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
---	--	---	--	---	---

Whilst 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 in any way alter these official colours.

PANTONE®-identified colour reproduction information has been provided for the guidance of the reader. PANTONE® is a registered trademark of Pantone, Inc.

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

▶ **A Unique Design**

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

Illumination

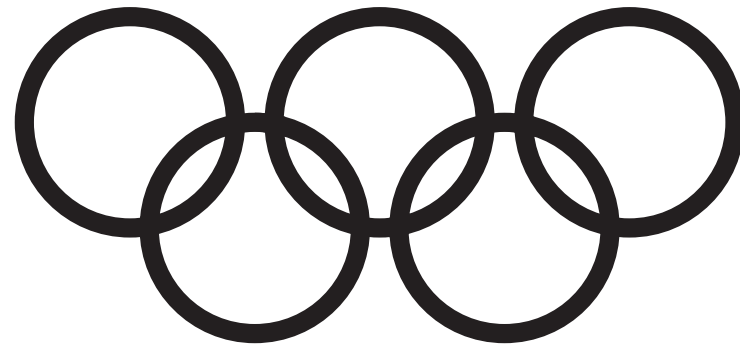
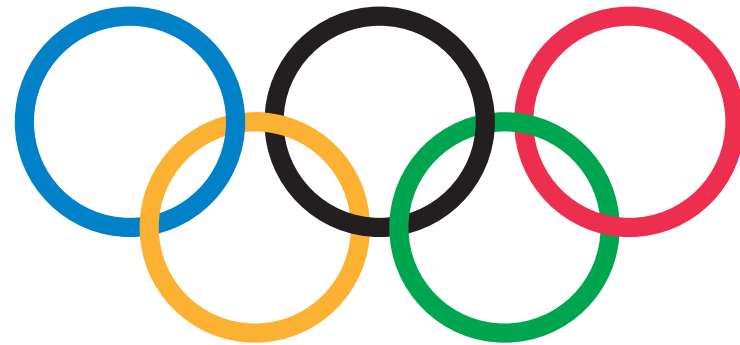
Three-Dimensional

Other Olympic Properties

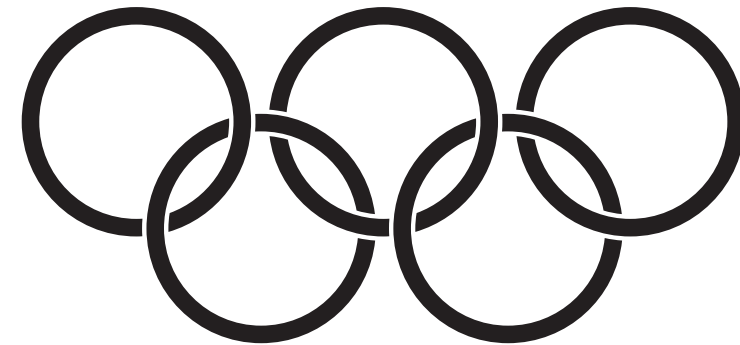
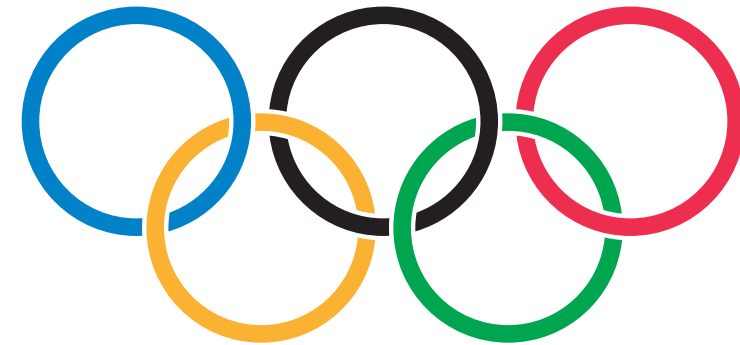
The Olympic Rings

A Unique Design

✓ Acceptable



✗ Not Acceptable



The version of the Olympic rings shown on this page, distinguished by the “gaps” at the intersection of each of the rings, is no longer to be used. Please delete all versions of this artwork and replace it with the artwork provided in these guidelines.

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

► **Isolation Area/Minimum Size**

Backgrounds

Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

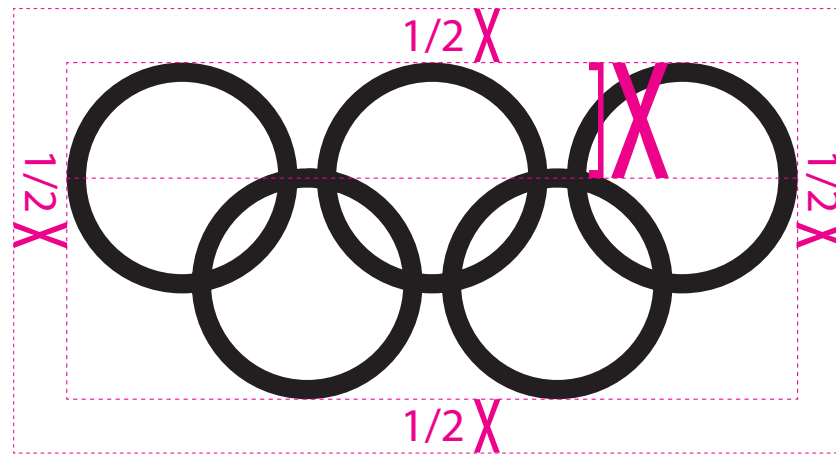
Illumination

Three-Dimensional

Other Olympic Properties

The Olympic Rings

Isolation Area/Minimum Size



8mm wide



8mm wide



23px wide



23px wide



Isolation Area

Due to the inclusiveness and collaborative nature of the Olympic Movement, the Olympic rings are most often associated with the visual identities of various stakeholders. Therefore, an isolation area around the Olympic rings becomes critically important in order to preserve its integrity. No other typography, text, graphic and/or photographic elements may encroach upon the Olympic rings. This area is defined by drawing a rectangle around the edges of the Olympic rings. The minimum distance between the rectangle and any element is a distance of “ $\frac{1}{2} X$ ”, X being the external radius of a ring. When the Olympic rings are positioned in a composite logo, the distance between the two must equal “X”.

Minimum Size

To ensure the integrity 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 wide, or 23px wide in digital applications.

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

▶ **Backgrounds**

Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

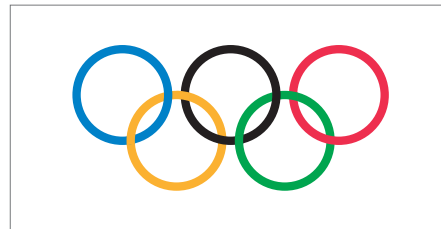
Illumination

Three-Dimensional

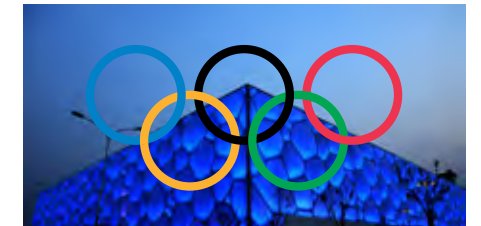
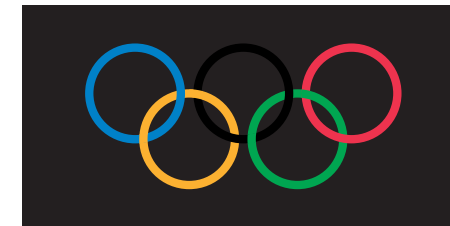
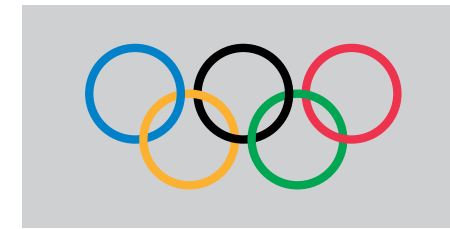
Other Olympic Properties

The Olympic Rings Backgrounds

✔ Acceptable



✘ Not Acceptable



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

The full colour Olympic rings must always appear on a white background.

! **Note:** *The Olympic rings may not be used as a background for other imagery.*

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

▶ **Backgrounds**

Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

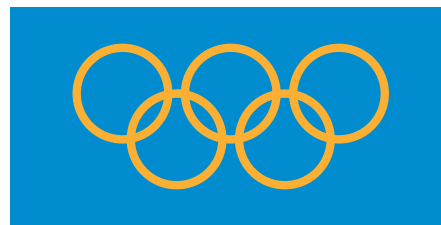
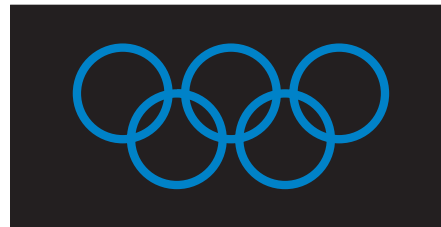
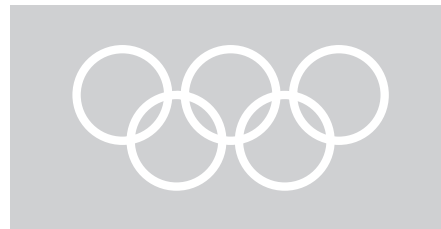
Illumination

Three-Dimensional

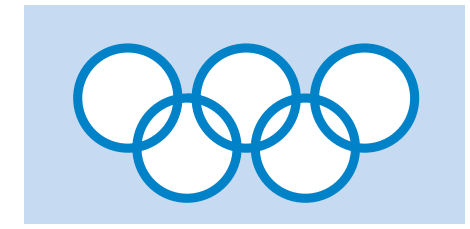
Other Olympic Properties

The Olympic Rings Backgrounds (Continued)

✔ **Acceptable**



✘ **Not Acceptable**



The background must be consistent behind the Olympic rings.

The monochrome Olympic rings may be used in one of the six official colours on a “quiet area”.

! **Note:** The IOC reserves the right to decline approval of any colour combination.

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

Backgrounds

► **Tone-on-Tone**

Common Misuses

Animation

Embossing

Embroidery

Illumination

Three-Dimensional

Other Olympic Properties

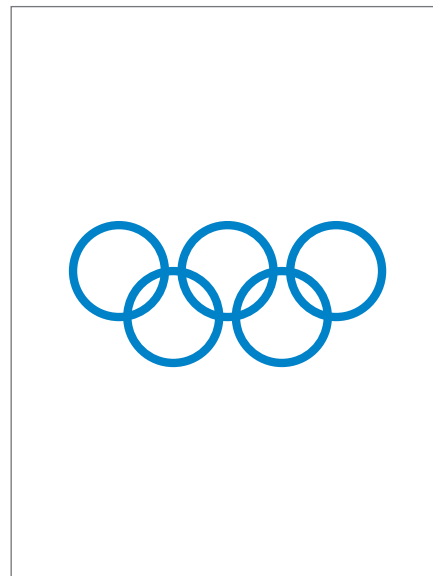
The Olympic Rings

Tone-on-Tone

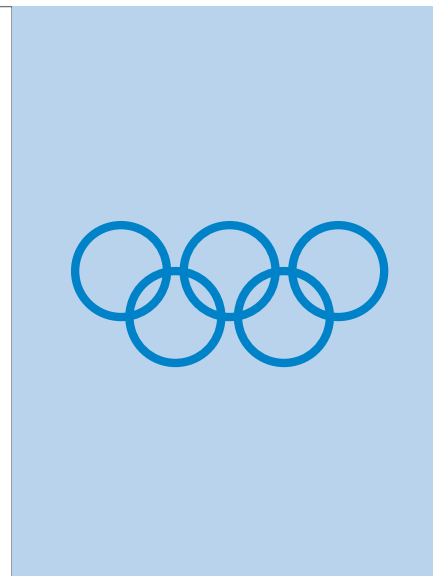


Acceptable

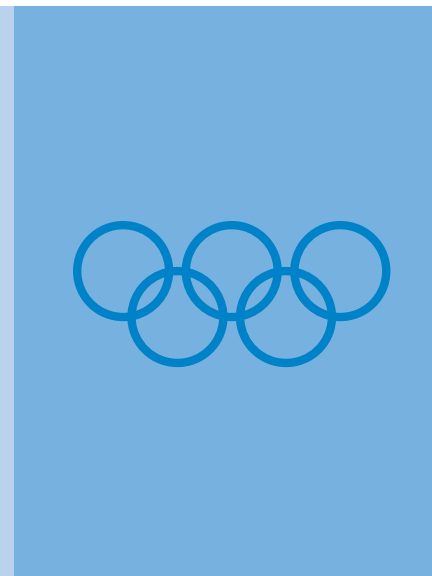
Example: Olympic rings 100% blue, 0% background, 100% contrast.



Example: Olympic rings 100% blue, 25% background, 75% contrast.

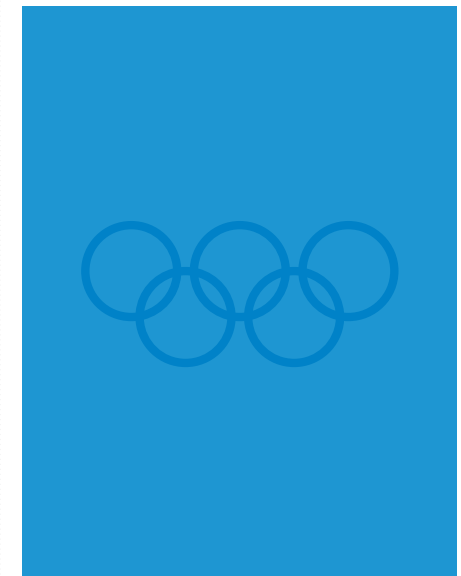


Example: Olympic rings 100% blue, 50% background, 50% contrast.



Not Acceptable

Example: Olympic rings 100% blue, 75% background, 25% contrast.



Do not use backgrounds of near equal value to the Olympic rings.

For tone-on-tone applications, the following rules must be followed:

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 exception to this 50% contrast rule is when the Olympic rings are etched on glass or applied as a watermark on pictures or videos.

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

▶ **Common Misuses**

Animation

Embossing

Embroidery

Illumination

Three-Dimensional

Other Olympic Properties

The Olympic Rings

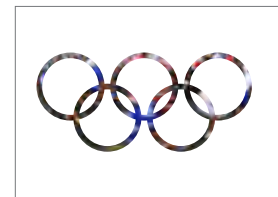
Common Misuses

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

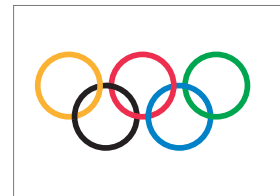
✘ Not Acceptable



Do not modify colours.



Do not insert imagery.



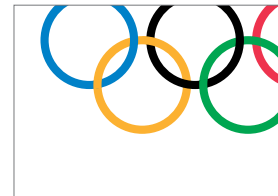
Do not re-order colours.



Do not outline.



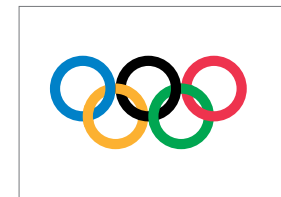
Do not outline.



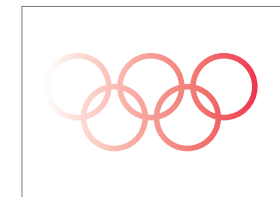
Do not crop.

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

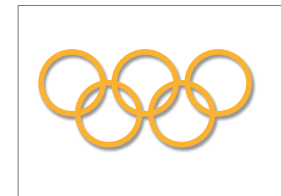
✘ Not Acceptable



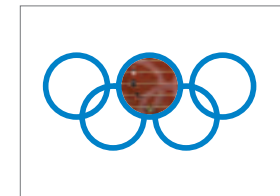
Do not distort width.



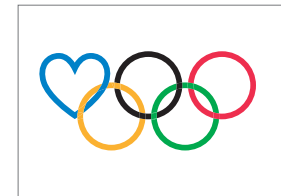
Do not add gradation.



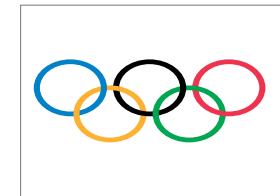
Do not add drop shadow.



Do not insert images.



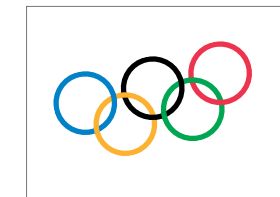
Do not distort the shape of the Olympic rings.



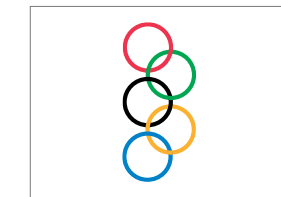
Do not stretch or warp.

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

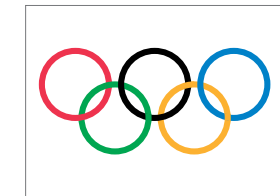
✘ Not Acceptable



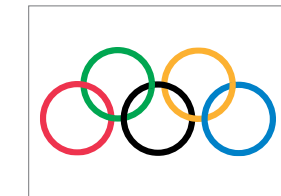
Do not rotate.



Do not rotate.



Do not flip horizontally.



Do not invert.

! *Note: The above examples are not exhaustive.*

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

Common Misuses

▶ **Animation**

Embossing

Embroidery

Illumination

Three-Dimensional

Other Olympic Properties

The Olympic Rings Animation

Animation is used in a variety of on-screen applications. The following rules for animating the Olympic rings apply across every application:

1. Representation of the Olympic rings in 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, in the end they must come together in their original form and must stay together and not separate again.
3. Similarly, the rings may be skewed in perspective 3D and moved from any angle, as long as in the end they resolve to the front-facing pure interlaced form and stay together, not separating again.

Examples of animations that will not be approved:

- Animations where they appear to explode
- Animations with any visual effects such as fire or sunbeams
- Rings coming out of a person or an object
- A group of shapes/person/products transforming into the rings
- Rings transforming into a group of shapes/person/products

! **Note:** *The Olympic rings may not appear with added tones, textures or highlights.*



Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

Common Misuses

Animation

▶ **Embossing**

Embroidery

Illumination

Three-Dimensional

Other Olympic Properties

The Olympic Rings

Embossing



Acceptable



Correct application on metal.



Correct application on metal.



Not Acceptable



Do not bevel or round.

In embossing, debossing and stamping on metals, only the monochrome Olympic rings may be used and must follow the rules below:

1. The raised Olympic rings should have a straight, 90-degree edge and not appear beveled or rounded.
2. Embossed Olympic rings should all appear to be on the same plane.
3. The integrity of the original material upon which the Olympic rings are embossed must be maintained.

Note: The Olympic rings may not appear to weave over and under one another in embossing applications. Never distort, alter or in any way compromise the integrity of the Olympic rings.

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

Common Misuses

Animation

Embossing

▶ **Embroidery**

Illumination

Three-Dimensional

Other Olympic Properties

The Olympic Rings Embroidery

Pantone 3005	Pantone 137	Pantone 426	Pantone 355	Pantone 192	White
textile 18-4244 tc	textile 14-1159 tc	textile 19-4205 tc	textile 15-5534 tc	textile 18-1726 tc	textile 11-0601 tc
coats 0615	coats 0109	coats 0900	coats 0519	coats 0344	coats 0100
madeira 1297	madeira 1137	madeira 1007	madeira 1051	madeira 1147	madeira 1001
robison anton 2730	robison anton 2409	robison anton 2296	robison anton 6580	robison anton 2378	robison anton 5597
fufu 374	fufu 525	fufu 900	fufu 233	fufu 156	fufu 800

In all embroidery applications, the following rules must be followed:

1. The full colour Olympic rings may be embroidered only on a white background. For all other background colours, the monochrome version of the Olympic rings in any of the six official colours may be used as long as the background and tone-on-tone rules are followed.
2. Tone-on-tone combinations (see page XX) are allowed on approved, solid colour backgrounds.
3. The minimum size for embroidery is 50mm wide, while the minimum size for patches is 20mm wide. Due to variations in fabric thickness and texture, the embroidery quality may vary, resulting in the need to increase the minimum size of the rings to ensure correct proportions. A production sample should always be reviewed against the official Olympic rings artwork.

! **Note:** Embroidered Olympic rings may never appear with an outline. Always use the artwork provided in these guidelines. Never distort, alter or in any way compromise the integrity of the Olympic rings.

✔ **Acceptable**



✘ **Not Acceptable**



This is not one of the six official Olympic colours.



Rings cannot be thickened.

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

▶ **Illumination**

Three-Dimensional

Other Olympic Properties

The Olympic Rings Illumination

In illuminated applications, the following rules must be followed to ensure the integrity of the Olympic rings within your composite or standalone logo and to maximise their visibility:

1. Always use the Olympic Rings official artwork supplied in these guidelines.
2. For internally-lit applications, use only the monochrome version of the Olympic rings. In these applications, white is the preferred colour, but blue, yellow, green and red monochrome Olympic rings are also acceptable.
3. For externally-lit applications, the full colour Olympic rings may appear on a white background.
4. When lit, the illuminated Olympic rings must appear as the same thickness as the original artwork.

! **Note:** In illuminated applications, the Olympic rings may not appear with an outline. Partners can only create illuminations of their composite logo.



 **Acceptable**



 **Not Acceptable**



Do not change the colour of the black ring.

Introduction

The Olympic Rings

Balancing Integrity and Pragmatism

Full Colour

Monochrome

Six Official Colours

A Unique Design

Isolation Area/Minimum Size

Backgrounds

Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

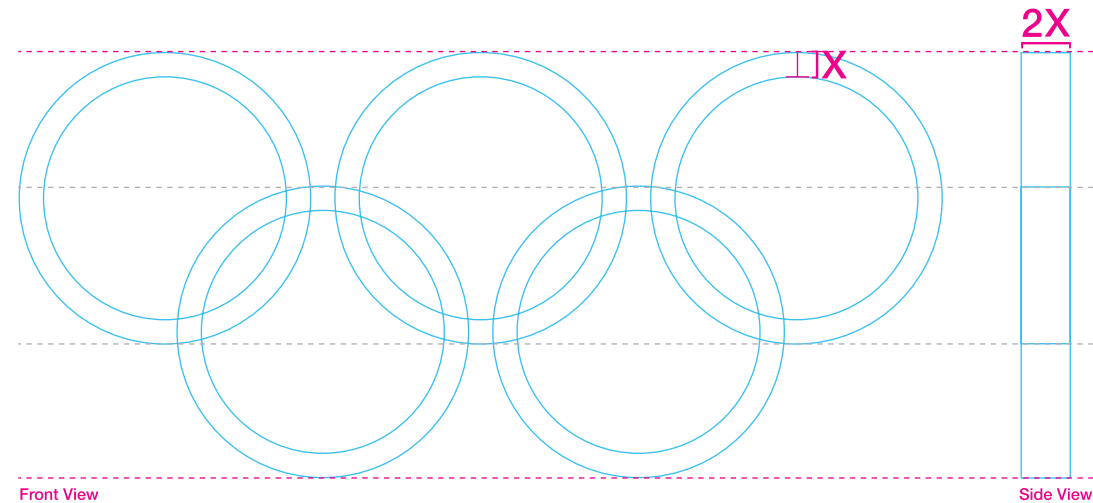
Illumination

▶ **Three-Dimensional**

Other Olympic Properties

The Olympic Rings

Three-Dimensional



These guidelines apply to tangible applications of the Olympic Symbol within your composite or standalone logo.

Three-dimensional applications of your composite logo can be achieved through the use of a wide range of materials and sizes. The following rules must be followed for the most consistent results:

1. Use provided artwork to maintain the integrity of the rings.
2. The depth of the Olympic rings should not exceed two times the width of one of the rings. The Olympic rings' emboss or deboss should have a square, 90-degree edge and never appear rounded.
3. Three-dimensional Olympic rings may be used in full colour and monochrome colour variations.
4. Full colour, three-dimensional rings must appear only on a non-transparent background (i.e. they should be visible only from the front and sides). If the Olympic rings are visible from the front and back, they must be monochrome.

➔ *For digital applications, refer to the Animation section on page XX.*

✔ **Acceptable**



✘ **Not Acceptable**



Do not outline.



Do not reconfigure.

Introduction

The Olympic Rings

► **Other Olympic Properties**

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

Along with the Olympic rings, other Olympic properties serve to dimensionalise the brand, and provide a rich source of assets for our Partners to use in activations and promotions.

Introduction

The Olympic Rings

Other Olympic Properties

▶ **Olympic Photographs and Footage**

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

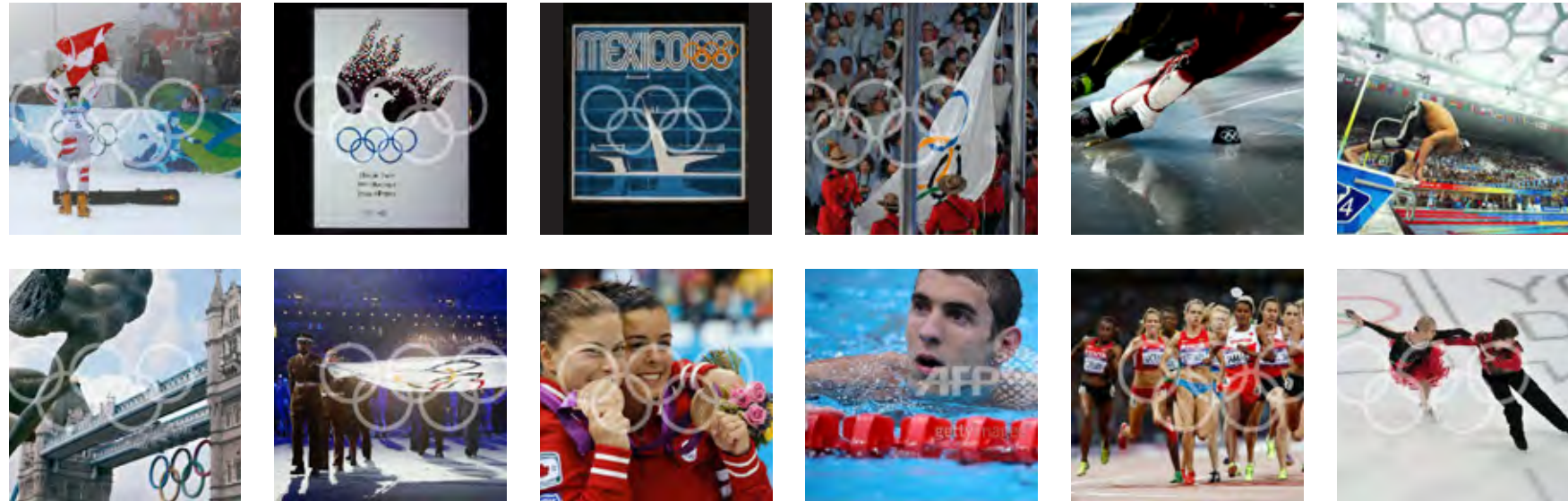
OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

Olympic Photographs and Footage



The Olympic Archive contains more than one hundred years of Olympic Games history, including more than 250,000 photos, 8,000 hours of audiovisual material and 10,000 objects from the Olympic Museum’s collection. Through the Olympic Multimedia Library, a new service on the IOC Extranet, you can directly access not only sporting images, but also exclusive content from behind the scenes, operations, interviews, Look of the Games, RHBs at the Olympic Games, and much more.

Olympic Partners are encouraged to take full advantage of this unique archive according to their respective agreements with the IOC, while protecting the integrity of the Olympic Movement’s visual heritage.

➔ *For more details principles on how you may use Olympic images, please refer to Use of Olympic photographs and footage.*

Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

▶ **The Word “Olympic”**

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies and Podium

OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

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 Olympic Games.

Application

The word “Olympic” cannot be used in order to “olympisise” an event/broadcast promotion/product that is not related to the Olympic Games.

The word “Olympic” cannot be used as an adjective to describe an RHB’s promotion (including a sporting event) and any ancillary materials such as programmes, Facebook pages, premiums or products.

✓ **Acceptable**

Olympic Games [RHB] Hat
[RHB/Rio2016/Sochi 2014] Olympic Games Event

✗ **Not Acceptable**

The Olympic Minute
Olympic Hat
A Facebook page named [RHB] Olympic Games

✓ **Acceptable**



✗ **Not Acceptable**



Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

▶ **Olympic Designations**

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

Olympic Designations

An Olympic designation is a visual or audio representation of an association, connection or other link with the Olympic Games, the Olympic Movement, or any Olympic party, as contractually agreed. Refer to your specific agreement for any pre-approved Olympic designations.

Following are some standard Olympic designations that can be submitted to the IOC for approval:

Examples for Gatekeepers:

“*[The] Official Broadcaster*” or
“*Official Broadcaster — [City + Year]*”

“*[The] Olympic Broadcaster*” or
“*Olympic Broadcaster — [City + Year]*”

“*[Country’s] Olympic Network*” or
“*[Country’s] Olympic Network — [City + Year]*”

Examples for Non-Gatekeepers:

“*Official [Platform] Broadcaster*”

“*Official Broadcaster*” (subject to IOC agreement)

Examples for sublicensees:

“*Official [Platform] Broadcaster*”

“*Official Broadcaster*”

Application

- Your Olympic designation is one of the four elements of your composite logo.
- It is required on all platforms, including print, digital, TV, audio — any time an Olympic property is used.
- The Olympic designation must always be clearly visible and legible. Any colour is allowed as long as it is legible.
- When used in audio, the Olympic designation must always be clearly audible and comprehensible.
- Where Olympic designations are translated into languages other than English, the translation must be accurate and correctly reflect the meaning of the original Olympic designation.
- For those Olympic designations containing [City + Year], the [City + Year] reference must always be in English, for example “Sochi 2014,” and not “Sotchi 2014”. Should you wish to include the city name in a different language, you can do so in an editorial fashion. Example: « Gagnez un voyage aux Jeux Olympiques d’hiver de 2014 à Sotchi » (French) – which translates to “Win a trip to the Olympic Winter Games in Sochi in 2014”.

Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

▶ **Olympic Motto**

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

Olympic Motto

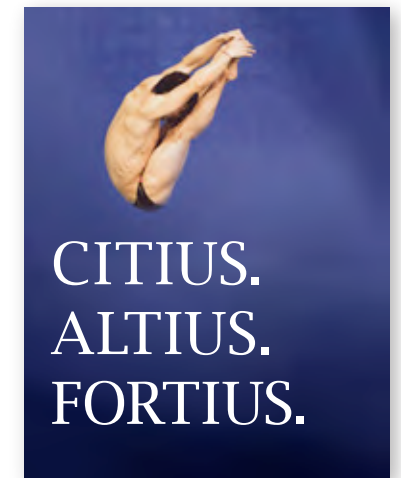
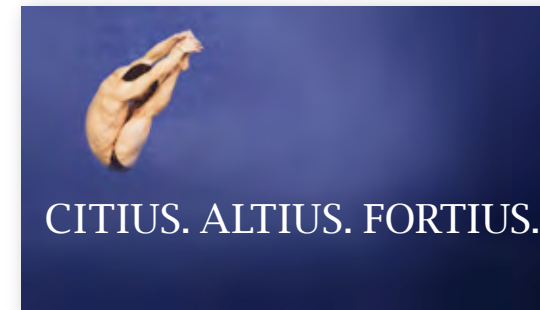
The Olympic motto “Citius. Altius. Fortius.” expresses the aspiration of athletes in the Olympic Movement.

Application

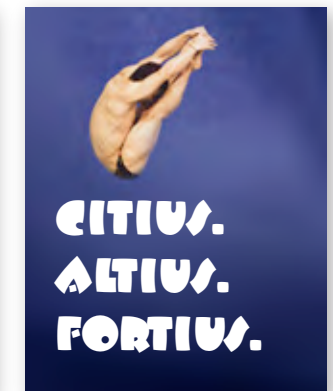
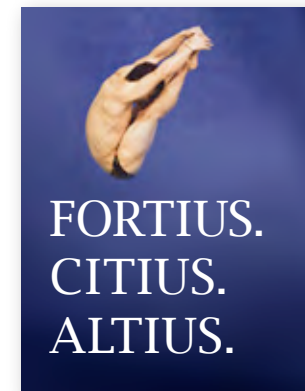
- The Olympic motto must only be used in a manner that aptly reflects its meaning and upholds its integrity.
- Always use the motto in its entirety, and in correct order; do not separate individual words.
- In animations, the motto must always resolve as the complete phrase.
- The motto may appear in the Partners’ brand typeface provided it doesn’t detract from the spirit of the words and is readable.



Acceptable



Not Acceptable



Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

▶ **Olympic Flag Images**

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

Olympic Flag Images

“The Olympic flag has a white background with no border. In its centre is located the Olympic symbol in its five colours.”¹

There is a significant amount of protocol around the flag’s use, especially during the Olympic Games Opening and Closing Ceremonies.

¹ Olympic Charter, Rule 9

Application

When using images of the Olympic flag in your broadcast promotion materials, please ensure that:

- It is only used in a manner that aptly reflects its meaning and upholds its integrity.
- No elements (e.g. pictures, text) are superimposed.
- It is featured in its entirety.



Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

▶ **Olympic Flame/Cauldron Images**

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

Olympic Flame/Cauldron Images

The Olympic flame lighting ceremony dates back to the ancient Greeks, who used a flame kindled by the sun’s rays at an altar in Olympia, Greece, site of the original Olympic Games. The Olympic flame is used to light the Olympic cauldron in the main Olympic stadium and is extinguished during the Closing Ceremony as the Olympic flag is lowered to the ground.

Application

- Imagery of the Olympic flame or cauldron may be used by RHBs in the promotion of the Olympic torch relay (OTR) broadcast and/or Olympic Games broadcast. The use of this imagery must not convey that the RHB is/was an official broadcaster or sponsor of any past or future OTRs and/or past and/or future editions of the Olympic Games if they are/were not.
- Applications of the Olympic cauldron and Olympic flame must only be used in a manner that aptly reflects their meaning and upholds their integrity.
- Partners may not recreate the lighting of a ceremony.



Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word "Olympic"

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

▶ **Olympic Games Medals**

Olympic Award Ceremonies and Podium

OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

Olympic Games Medals

The Olympic Games medals symbolise the pinnacle of athletic achievement at the Olympic Games, and all Partner activations must respect this. Promotions should in no way confuse the viewer into believing it is an official Olympic medal.

Application

Use of real Olympic Games medals in activations are only permitted in the following situations:

- When the athlete featured wearing or holding the medal has won the medal
- When the Partner plays a direct role in the manufacturing of the medals



This medal is too small to see the composite/corporate logo and therefore you cannot tell if it is a real or generic Olympic medal.

Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

▶ **Olympic Games Medals**

Olympic Award Ceremonies and Podium

OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

Olympic Games Medals (Continued)

Use of medals as premiums

Medals cannot be awarded in a Partner’s activation/promotion as a consumer premium. You may create medals for internal incentive programmes only, subject to the following:

- It is not be a replica of any official Olympic Games medal(s)
- It is not made of valuable metal (e.g. gold, silver, bronze)
- Its design includes your composite logo/corporate logo

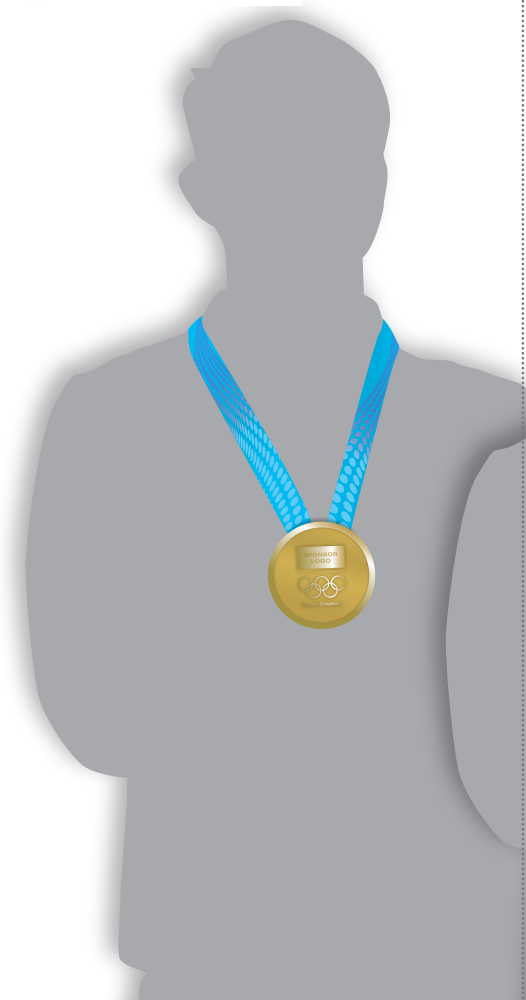
Use of generic medal images

Olympic Partners are permitted to use generically designed medals in their activations provided:

- These are not misrepresented to be actual Olympic medals and are not replicas of official Olympic medals
- Your composite logo or corporate/brand logo appears on the medal



Acceptable



Not Acceptable



(Left)
A medal with the Partner’s composite logo is allowed.

(Right)
A replica of an official medal is not allowed.

Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

▶ **Olympic Award Ceremonies and Podium**

OCOG Properties

Historical OCOG Properties

Official Terminology

Other Olympic Properties

Olympic Award Ceremonies and Podium

Along with Olympic medals, the award ceremony and podium represent the celebration of the highest athletic achievement at the Olympic Games. As such, promotions featuring these elements should in no way confuse the viewer into believing it is an official Olympic award ceremony or podium.

Use of a podium or creation of an award ceremony setting

When including a podium in an activation, you are asked to follow these guidelines:

- Its design must be generic (e.g. can't contain any Olympic Look of the Games elements or the Olympic rings and Games marks on their own).
- Its design must bear either your composite logo or corporate/brand logo (no standalone logo can not be used).
- If the podium is used in an award ceremony setting, then no Olympic marks may appear on the podium or in the immediate surroundings.

At a grassroots event

✓ Acceptable



✗ Not Acceptable



Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

▶ **OCOG Properties**

Historical OCOG Properties

Official Terminology

Other Olympic Properties

OCOG Properties

For each edition of the Olympic Games, the OCOG (Organising Committees of the Olympic Games) designs a brand image and identity, including an emblem, mascots and sports pictograms, in accordance with the IOC principles.

Application

- Partners have the right to use OCOG marks, in accordance with each OCOG’s RHB-specific brand guidelines and the rights granted per their agreement with the IOC.
- Similarly, the appropriate Olympic designation must be used with the OCOG marks, according to the rights granted to the RHB.

OCOGs also have Signature Properties such as the Olympic Torch Relay, the Cultural Olympiad etc., which are subject to additional rights. Only Partners who purchase them are allowed to activate around these properties.



! **Remember:** Refer to each OCOG brand image and identity documents for usage principles.

Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

▶ **OCOG Properties**

Historical OCOG Properties

Official Terminology

Other Olympic Properties

OCOG Properties (Continued)

Olympic torch relay properties

The Olympic Torch Relay (OTR) represents the thrilling passage of the Olympic flame from one Host City to the next. As such, there are many opportunities for Partner activations. In consultation with the IOC, each OCOG issues guidelines for their unique OTR; and in the host country, the OCOG may designate the OTR Partner(s).

Application

- OTR Properties include any photograph, footage, or other assets such as Olympic torches.
- You may use past or current OTR properties provided it is for the promotion of your broadcast of the Olympic Games for which you have rights. As a current RHB you may use footage of a previous OTR in order to promote the upcoming Olympic Games.
- No image (e.g. photo, drawing, etc.) may feature the Olympic torch bearing your company’s name or logo.
- You cannot produce Olympic torch replicas, but may use the ones produce by the OCOGs, subject to receiving approval.
- Olympic torches may not be used for promotional giveaways in external activations.

➔ *For guidelines regarding the use of the Olympic flame and cauldron, please refer to page XX.*



Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

▶ **Historical OCOG Properties**

Official Terminology

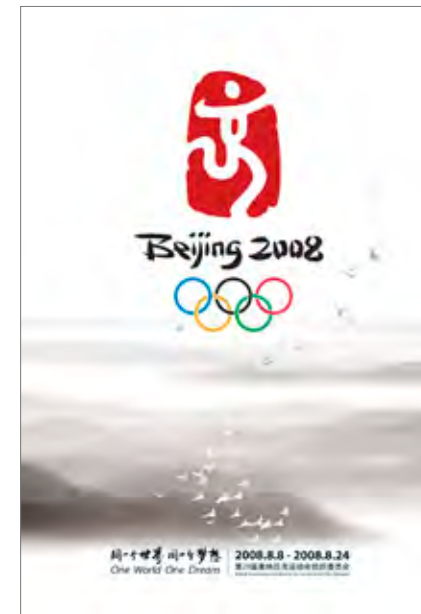
Other Olympic Properties

Historical OCOG Properties

In promotions, our Partners may use properties from past Olympic Games, including posters, emblems, mascots and sports pictograms.

Application

- You may use past OCOG properties, provided that such use does not convey that you were a Broadcaster of such past Olympic Games editions if you were not. In these cases, you should include a mention such as, “Official Broadcaster since xxx”.
- If it is not clear which Olympic Games edition the past OCOG properties relate to, the year and date of that Olympic Games edition should be included in the activation.
- Don’t alter past OCOG marks in any way.



Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

Historical OCOG Properties

▶ **Official Terminology**

Other Olympic Properties

Official Terminology (Continued)

Consistency in the use of the official Olympic terminology is also key to preserving the Olympic Movement’s integrity. For the correct capitalisation of Olympic related terms, please refer to the following list:

the IOC Session

the ancient Olympic Games

the modern Olympic Games

Olympian

Olympiad

Olympic

the Olympic Anthem

the Olympic cauldron

the Olympic Charter

the Olympic Congress

the Olympic Day

the Olympic family

the Olympic flag

the Olympic flame

the Olympic Games

the Olympic motto

the Olympic Movement

the Olympic oath

the Olympic rings

the Olympic stadium

the Olympic symbol

the Olympic torch

the Olympic torch relay

the Olympic Truce

the Olympic Village

the Olympic Winter Games

Olympism

the Opening/Closing Ceremony of the Olympic Games

the Youth Olympic Games

the Winter Youth Olympic Games

the Youth Olympic flame

the Youth Olympic torch

the Youth Olympic torch relay



If used as part of a title or definition, lower cases may be capitalised.

Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

Historical OCOG Properties

▶ **Official Terminology**

Other Olympic Properties

Official Terminology (Continued)

Referencing the “Olympic Games”

The “Olympic Games” consist of the “Games of the Olympiad” and the “Olympic Winter Games.”

The other correct ways to refer to the Olympic Games are:

1. Games of the [number expressed in Roman numerals] Olympiad
2. [city + year] Olympic Games
3. [number expressed in Roman numerals] Olympic Winter Games
4. [city + year] Olympic Winter Games

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 Rio 2016” or “Bienvenue à Rio 2016”.

When “city” and “year” are used in an editorial manner, even if the whole sentence refers to the Olympic Games, the city name may be used in other languages.

Examples



Acceptable

Rio 2016:

“Games of the XXXI Olympiad”

“Rio 2016 Olympic Games”

“Rio 2016”

Rio 2016:

“Olympic Summer Games”

“Summer Games”

“Summer Olympics”



Not Acceptable

Sochi 2014:

“XXII Olympic Winter Games”

“Sochi 2014 Olympic Winter Games”

“Sochi 2014”

Sochi 2014:

“Sochi Winter Olympic Games”

Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

Historical OCOG Properties

▶ **Official Terminology**

Other Olympic Properties

Official Terminology (Continued)

Referencing “The Olympics” & “The Winter Olympics”

These terms may only be used in English. Equivalent translations in other languages are not permitted (e.g. “Los Olímpicos” is not allowed). Following are the conditions for using the term “The Olympics”:

1. As a general rule, the abbreviated term “The Olympics” should not be used on first mention. It should always be preceded by at least one occurrence of any of the official terminology (“Olympic Games,” “Sochi 2014 Olympic Winter Games,” etc.).
2. The term “The Olympics” must be used as a block and not “Olympics” alone.
3. When the reference is to the Olympic Winter Games, the correct term will be “The Winter Olympics.”
4. The reference to the “The Olympics” is made with a capital “T” rather than a lowercase.
5. Possessive use such as “My Olympics” or “Your Olympics,” is not permitted.

Introduction

The Olympic Rings

Other Olympic Properties

Olympic Photographs and Footage

The Word “Olympic”

Olympic Designations

Olympic Motto

Olympic Flag Images

Olympic Flame/Cauldron Images

Olympic Games Medals

Olympic Award Ceremonies
and Podium

OCOG Properties

Historical OCOG Properties

▶ **Official Terminology**

Other Olympic Properties

Official Terminology (Continued)

Referencing “The Youth Olympic Games”

The “Youth Olympic Games” consist of the “Summer Youth Olympic Games” and the “Winter Youth Olympic Games.”

The other correct ways to refer to the Youth Olympic Games are:

1. [number expressed in Arabic numerals] Summer Youth Olympic Games
2. [city + year] Summer Youth Olympic Games
3. [number expressed in Arabic numerals] Winter Youth Olympic Games
4. [city + year] Winter Youth Olympic Games

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 Nanjing 2014” or “Bienvenue à Nanjing 2014”.

When “city” and “year” are used in an editorial manner, even if the whole sentence refers to the Youth Olympic Games, the city name may be used in other languages.

The use of the acronym “YOG” is not permitted for referencing the Youth Olympic Games.

Don’t use the term “Olympics” in the context of the Youth Olympic Games.

Examples



Acceptable

Nanjing 2014:

“2nd Summer Youth Olympic Games”

“Nanjing 2014 Summer Youth Olympic Games”

“Nanjing 2014”

Nanjing 2014:

“Youth Olympics”

“Summer Youth Olympics”

“Nanjing Youth Olympic Games”

“Nanjing YOG”

“Nanjing Olympics”



Not Acceptable

Lillehammer 2016:

“2nd Lillehammer Winter Youth Olympic Games”

“Lillehammer 2016 Youth Olympic Games”

“Lillehammer 2016 Winter Youth Olympic Games”

Lillehammer 2016:

“Youth Olympic Winter Games”

“Winter Youth Games”

“Lillehammer Youth Olympic Winter Games”