

This section helps our Partners create successful activations by providing guidelines for working with the Olympic brand assets.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Athlete Activations

Working with Olympic Brand Assets

Use of Olympic Photography and Footage



▶ **Activations Checklist**

Creating Composite Logos

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Activations Checklist

Please follow these basic steps to ensure that your activations use Olympic brand assets correctly.



▶ **Creating Composite Logos**

Elements

Vertical and Horizontal

Designations

Standalone Logos

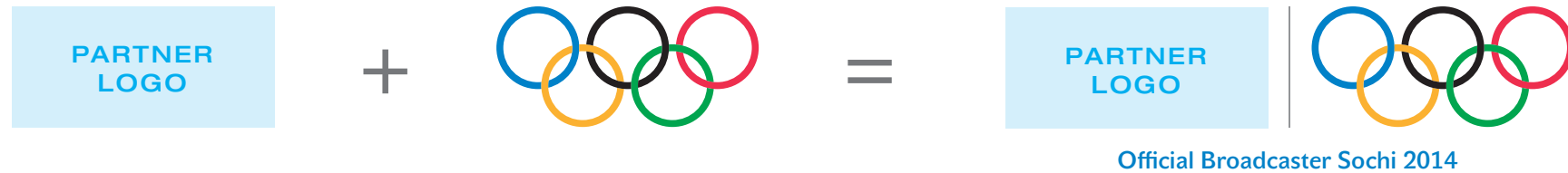
Activations Through a Third Party

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Creating Composite Logos



A composite logo is a visual representation of a RHB'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.

We encourage our Partners' creativity and innovation in developing their composite logos. But it is key that the composite represents two clearly separate entities, and in no way looks like an altogether new emblem or leads to any misinterpretation of the Olympic Games being organized by the Partner.

! **Remember:** Use of a composite is subject to contractual rights, so please refer to your agreement to know whether you can create a composite logo, and with which Olympic marks (e.g. Olympic rings, or OCOG Emblem, or either/or).

Creating Composite Logos

▶ **Elements**

Vertical and Horizontal

Designations

Standalone Logos

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Creating Composite Logos Elements

A composite logo contains four elements:

1. The Partner corporate logo or contractually granted brand name or trademarked product name
2. An Olympic designation¹ (e.g. “Official Broadcaster”)
3. A contractually granted Olympic mark (e.g. Olympic symbol, OCOG emblem)
4. A clear separation between the Olympic mark and the corporate logo, such as a line or a clear space

Application

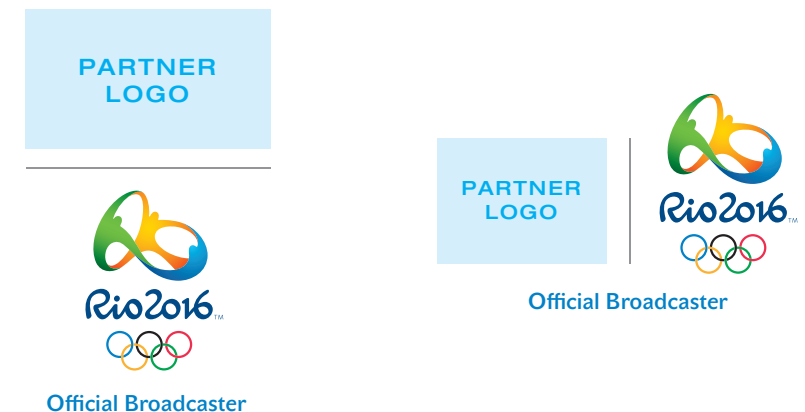
- The Olympic mark and the Partner corporate logo should be sized to create a visually equal relationship (50:50).
- Any relevant territory-specific trademark notices must be included.
- The appropriate Olympic designation must be used depending on the Olympic mark used and on the granted rights.
- The composite logo cannot be used to form a part of any other logo or mark.

¹ Composite logos may use a dual-language designation.

Generic Corporate Composite Logo



Generic Games-Specific Composite Logo



Creating Composite Logos

Elements

▶ **Vertical and Horizontal**

Designations

Standalone Logos

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Creating Composite Logos

Vertical and Horizontal

Vertical Composite Logos

- Centre align the Partner logo above the Olympic mark; bottom align it to the clear space above the Olympic mark.
- Add an Olympic designation below the Partner logo and Olympic mark, centre aligned beneath both logos.
- Align the cap height (the top edge of capitalised letters) with the bottom of the clear space.

Horizontal Composite Logos

- The Partner logo should be right aligned to the clear space on the left side of the Olympic mark, and should be centre aligned horizontally to the Olympic mark.

The Olympic symbol and the RHB logo should be sized to create a visually equal relationship (50:50).



Acceptable



Not Acceptable



The Olympic rings have been integrated into the Partner's look and feel, and it is not clear that these are two separate marks.



The granted Olympic Designation must be present at all times.



The Olympic rings may not be changed into a Partner's color.
The elements of the composite logos may not be reordered.

Creating Composite Logos

Elements

Vertical and Horizontal

▶ **Designations**

Standalone Logos

Activations Through a Third Party

Athlete Activations

Working with Olympic Brand Assets

Use of Olympic Photography
and Footage

Creating Composite Logos Designations

Olympic Designation

As the Olympic designation is one of the core elements of the composite, it must be integrated in the design and present at all time.

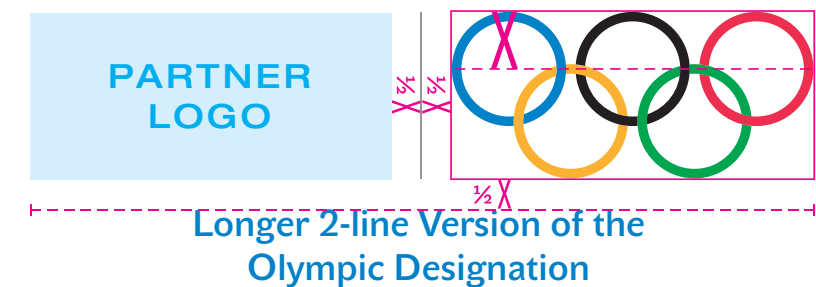
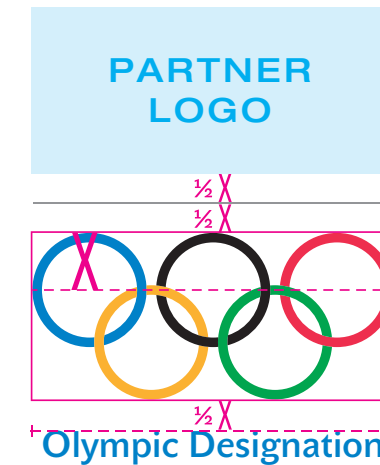
To ensure balance, we advise the cap height (the top edge of capitalised letters) to be aligned with the bottom of the clear space.

Minimum Size

On the vertical composite logo, ensure the Olympic designation is no wider than the Olympic mark. Break the text into multiple lines of text as needed.

On the horizontal composite logo, make the Olympic designation no wider than the entire composite logo. Break the Olympic designation into multiple lines of text if needed.

An Olympic designation accompanies the composite logo to explicitly show the relationship between our partners and an Olympic party.



Creating Composite Logos

Elements

Vertical and Horizontal

Designations

▶ **Standalone Logos**

Activations Through a Third Party

Athlete Activations

Working with Olympic Brand Assets

Use of Olympic Photography
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Creating Composite Logos

Standalone Logos

A standalone logo is another representation of your relationship with the Olympic parties.

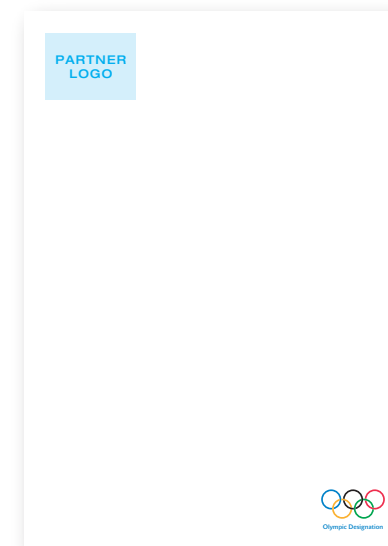
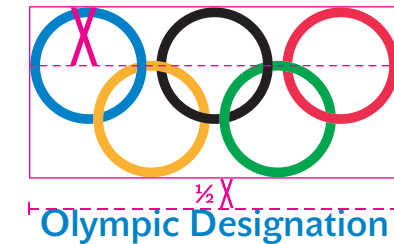
A standalone logo contains two elements:

1. The Olympic symbol, an OCOG emblem, or an NOC emblem
2. A contractually granted Olympic designation just beneath it

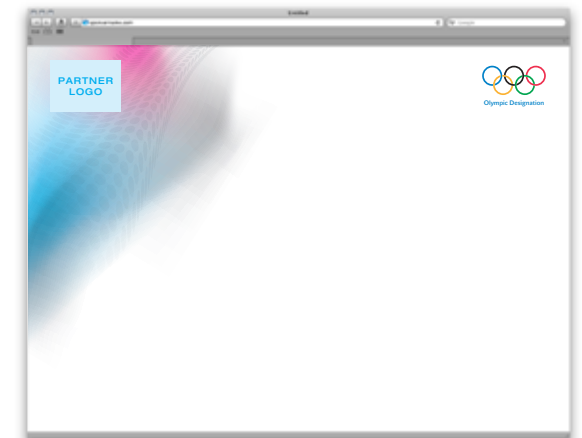
Application

- Your corporate logo must also be present somewhere else within the same application (e.g. on another frame in a TVC, on the same webpage, etc).
- Your corporate logo has to be the same size or greater than the standalone logo.
- There must be sufficient clear space surrounding the Olympic mark to maintain its prominence when reproduced with other graphic and text materials.
- A standalone logo may not be used in a RHB's promotion through a Third Party.

! **Remember:** Use of a standalone logo is subject to contractual rights, so please refer to your agreement to know whether you are allowed to create a standalone logo.



Example of a letterhead design with a standalone logo.



Example of a website page with a standalone logo.

Activations Checklist

Creating Composite Logos

▶ **Activations Through a Third Party**

Application

Distribution

Non-Traditional

Corporate Team Concept

Athlete Activations

Working with Olympic Brand Assets

Use of Olympic Photography
and Footage

Activations Through a Third Party

The Olympic Parties consider a Third Party an entity, whether commercial or non-commercial, which is not an Olympic Partner.

Principles

Activations conducted by an Olympic Partner through a Third Party must adhere to these conditions:

- The Third Party is not a competitor to any Olympic Partner (TOP, RHB, OCOG Partner, NOC Partner) in the territory in which the promotion takes place, unless permitted for the purpose of promoting Olympic Games coverage (according to the RHB's agreement with the IOC).
- The promotion is executed through the Olympic Partner's normal and customary channels in the territory in which the promotion takes place.
- The activation is run by and is clearly positioned as being led by the Olympic Partner.
- The Third Party must not gain any association to the Olympic Games — i.e. the activation is only made available or communicated through the channel or platform of the Third Party.

Any reference to a Third Party must follow the Display of Marks principles (see next page).



Any reference to a Third Party must follow the Display of Marks principles (see next page).

Activations Through a Third Party Application

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

- The Third Party marks must be clearly separated from any Olympic marks or any Olympic-related terminology.
- The Third Party mark, or combined Third Party marks must be less prominent than the Olympic marks. As a ratio indication, the size of the Third Party mark or combined Third Party marks should be no greater than approximately 2/3 the size of the Olympic mark.
- The composite logo of the RHB must be used.
- The Third Party marks must be shown with an appropriate qualifier, such as, “available at...” or “go to... for more information.”

Reference to Third Parties: The relevant Olympic Partner must always be mentioned before the Third Party.

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

Control: The Olympic Partner must lead and control the manner in which the promotion is executed at all times.

Promoting the Olympic Games Broadcast with other sports bodies/events is permitted provided that any Olympic content is contained and kept separate from non-Olympic content, and no Third Party branding is visible.



➔ For promoting your Olympic Games Broadcast on a Third Party Platform, please refer to Promotion of an RHBs Olympic Games Broadcast on a Third Party Platform on page XX.

➔ For activations with Third Party Broadcast Sponsors, please refer to the on-screen guidelines on page XX.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Application

► **Distribution**

Non-Traditional

Corporate Team Concept

Athlete Activations

Working with Olympic Brand Assets

Use of Olympic Photography
and Footage

Activations Through a Third Party Distribution

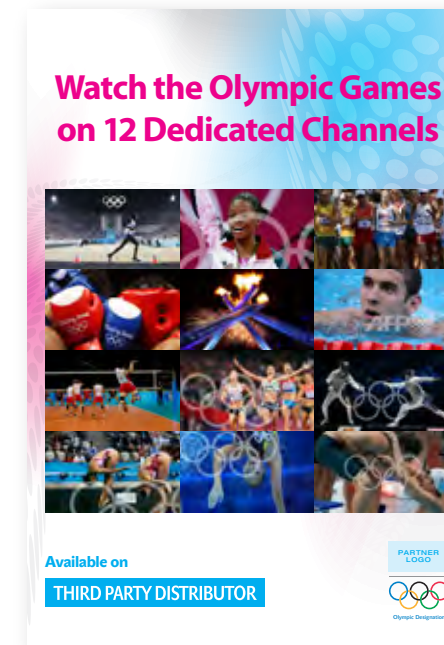
Promotion of an RHB's Olympic Games Broadcast on a Third Party Platform

Should you wish to conduct a distribution deal as part of your Olympic Games Broadcast, please follow the Third Party guidelines in all instances.

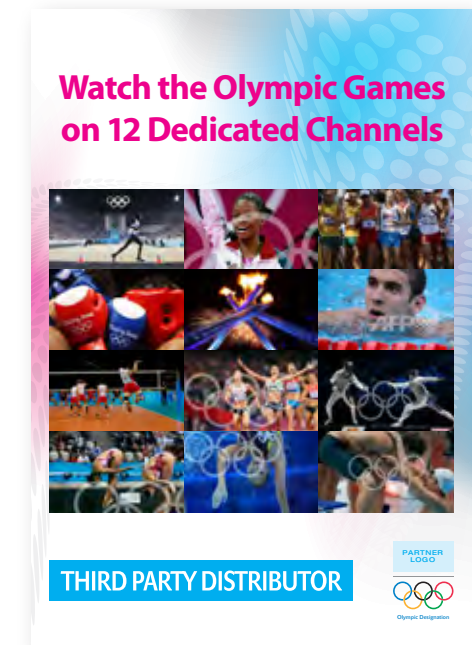
1. The RHB must be clearly positioned as the Official Broadcaster, with any references to the Third Party distributor secondary to the RHB.
2. References to a distributor/other channel must follow the Third Party guidelines and include a qualifier such as “available on”, e.g. “Watch xx RHB’s Broadcast of the Olympic Games, available on xx distributor”.
3. Any promotions or communications must be RHB led, both in copy and in overall look and feel. Any Third Party references must be factual and as per the above guidelines.



Acceptable



Not Acceptable



Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Application

Distribution

▶ **Non-Traditional**

Corporate Team Concept

Athlete Activations

Working with Olympic Brand Assets

Use of Olympic Photography
and Footage

Activations Through a Third Party

Non-Traditional

Activations by Olympic Partners featuring non-traditional Third Parties (sports bodies, cause related, non-Olympic events)

The IOC considers the following non-traditional Third Parties:

1. Industry Standards (e.g. ISO, Fairtrade)
2. Cause-related (e.g. grassroots sports, athlete foundations, non-sport initiatives that are aligned with the Olympic Platform)
3. Renowned associations (e.g. celebrities, artists, cartoons, media outlets)
4. Non-Olympic sport bodies/events

Partners wishing to activate with non-traditional Third Parties must remember the following:

- All concepts must be submitted for review, and will be assessed on a case-by-case basis.
- These proposals will be reviewed taking into account the principles of the Third Party guidelines, and assessed on a case-by-case basis.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Application

Distribution

Non-Traditional

▶ **Corporate Team Concept**

Athlete Activations

Working with Olympic Brand Assets

Use of Olympic Photography
and Footage

Activations Through a Third Party

Corporate Team Concept

One of your activation strategies may be built around individual athlete support. To enhance this effort, you might be willing to create your corporation's "team" composed of the different athletes you're supporting, and activate around it.

The bond of an athlete with his/her national team is extremely important in the Olympic Movement structure. Engagement with the athlete's NOC and your commitment to protect the NOC marketing effort around National teams will be the key principles taken into account when developing your corporate team activations.

- Please communicate your concepts to the IOC well in advance. The IOC will facilitate contact with the relevant NOC(s).
- Partners will not use any Olympic IP in their corporate team "names, nor any national references. e.g. « [Partner] Olympic Team », [Partner] Olympic Games Team », « [Partner] Team [country name]»
- When mentioning your team, you should include a disclaimer within the text or on the creative design so any misleading message towards an Olympic National team is avoided, e.g. John Doe is a Team [Partner] athlete, a sponsorship initiative that supports athletes to qualify and participate in the Sochi 2014 Olympic Winter Games.
- Please include a NOC reference if relevant, and keep in mind that athletes will be either an Olympic hopeful or a qualified athlete depending on the timing of your activations. Once your concept has been approved, you will be required to propose disclaimers to be agreed upon ahead of the development of your activations.

- Do not create any specific branding or look for your corporate team. You can create a logo for your team using your corporate look, but may not create an Olympic composite.
- When activating locally, you are encouraged to use the NOC uniforms.
- Mentions of monetary bonuses or other medal counts should not be used to enhance your team's performance. Please refer only to facts in a matter that uphold Olympic values.
- When activating around your team, emphasize the athlete and not the team itself.
- Games-time activities should be focused on one athlete at a time, not all together.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

► **Athlete Activations**

Athlete Clothing and Equipment

Working with Olympic Brand Assets

Use of Olympic Photography
and Footage

Athlete Activations

Athletes are at the heart of the Olympic Movement, so all activations featuring athletes should uphold the key values of Olympism.

Application

When using an athlete in an activation, it is your responsibility to clear the appropriate image or personal rights. You should be mindful of transmitting a message that is not linking the athlete's sport performance directly to your products or services, nor any product or service endorsement.

The following must be considered when applying use of athletes in your activations:

1. Endorsement
2. Athlete clothing and equipment
3. Corporate Teams
4. Clearance of rights

 For more information see page xx.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Athlete Activations

▶ Athlete Clothing and Equipment

Working with Olympic Brand Assets


Use of Olympic Photography
and Footage

Athlete Activations

Athlete Clothing and Equipment

These guidelines are intended to clarify the different apparel options when you create any form of marketing materials featuring an athlete (whether participating or not at the Olympic Games) in campaigns that run solely outside Games time period, and the athlete(s) is/are from your territory.

“Apparel” includes any items of clothing and accessories (e.g. socks, caps) and does not include footwear and equipment. To stay true to the Olympic environment, we recommend that you prevent overt branding and ensure all athletes’ clothing elements are compliant with Rule 50 in regards to size and frequency of display.

 **Note:** These guidelines do not apply when using past Games photographs and footage, as this content is already approved in its original form.

For campaigns that run solely outside of the Games time period:


Apparel Options

- NOC current uniform*
- NOC apparel sponsor branded clothing*
- NOC past uniform provided it is same current NOC Apparel Partner and the athlete has competed in that Olympic Games edition. Please contact IOC TMS in case you choose this option.
- Generic and unbranded
- Partner branded clothing as long as the athlete does not appear in an Olympic Games sporting context.

For campaigns that run solely outside of the Games time period and the athletes are from a different territory:

Apparel Options

- Generic and unbranded
- Partner branded clothing as long as the athlete does not appear in an Olympic Games sporting context.

 Please refer to the IOC guiding principles concerning “Authorised Identifications of Manufacturers” for more details.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Athlete Activations

▶ **Athlete Clothing and Equipment**

Working with Olympic Brand Assets

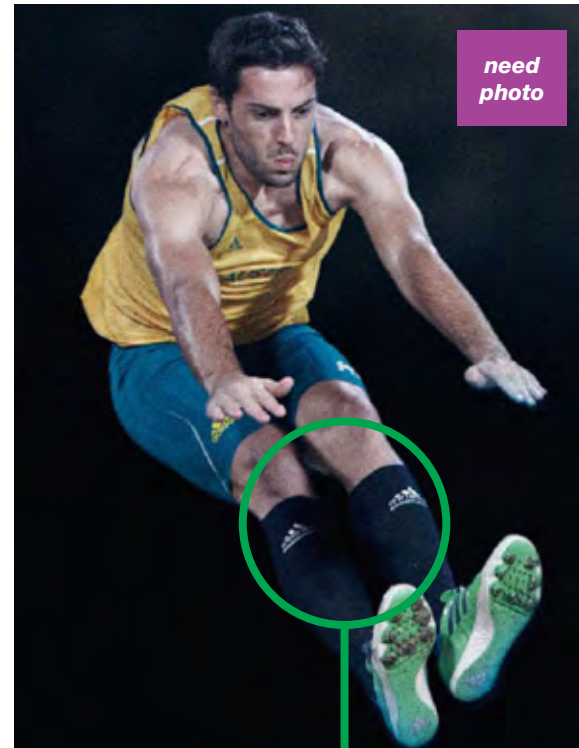
Use of Olympic Photography
and Footage

Athlete Activations

Athlete Clothing and Equipment (Continued)

If NOT used during the Games time period:
Outside of athlete's territory

✓ Acceptable



Rule 50 compliant
(one mark per item
of clothing)

✓ Acceptable



TOP branding permitted

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Athlete Activations

▶ **Athlete Clothing and Equipment**

Working with Olympic Brand Assets

Use of Olympic Photography
and Footage

Athlete Activations

Athlete Clothing and Equipment (Continued)

If NOT used during the Games time period:
NOC territory only

- NOC apparel sponsor clothing
- No third party branding (e.g. non-Olympic sporting event logos visible)
- This example is not Rule 50 compliant (multiple apparel marks per item), but is acceptable because it's a) outside the Games time period and b) only shown in NOC territory.

✔ Acceptable



✔ Acceptable



Nike is NOT the Swiss NOC apparel sponsor. This exception was requested and approved by NOC.

This uniform is still Rule 50 compliant.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

▶ **Use of OCOG and Corporate Mascot**

Use of Sports Not in the Olympic Programmes/Candidate Cities in Activations

Use of Sports Venues and Field of Play in Activations

Use of Countdown Clocks

Use of Olympic Photography and Footage

Working with Olympic Brand Assets

Use of OCOG and Corporate Mascot

You are strongly encouraged to use the Olympic Games mascots in Olympic Games-related promotions. However, if you choose to use your corporate/brand mascot in your activations:

- There should never be any confusion as to what/who the Olympic Games mascot is.
- The corporate/brand mascot cannot be developed specifically for Olympic Games-related promotions.
- The corporate/brand mascot used cannot not bear any Olympic marks.
- No more than one corporate mascot by channel will be approved for use in Olympic Games-related promotions.
- The corporate mascot should appear clearly separated from any Olympic marks, including the Olympic Games mascot(s).

✘ Not Acceptable



✘ Not Acceptable



! **Remember:** For further details on the usage applications refer to the OCOG Brand Book.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Use of OCOG and Corporate Mascot

▶ **Use of Sports Not in the Olympic Programmes/Candidate Cities in Activations**

Use of Sports Venues and Field of Play in Activations

Use of Countdown Clocks

Use of Olympic Photography and Footage

Working with Olympic Brand Assets

Use of Sports Not in the Olympic Programme and Bid/Candidate Cities in Activation

Partners shall not 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.

In order to maintain the integrity of an unbiased selection process, Partners shall not promote any bid or candidate cities as part of their Olympic activation programme.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Use of OCOG and Corporate Mascot

Use of Sports Not in the Olympic Programmes/Candidate Cities in Activations

▶ **Use of Sports Venues and Field of Play in Activations**

Use of Countdown Clocks

Use of Olympic Photography and Footage

Working with Olympic Brand Assets

Use of Sports Venues and Field of Play in Activation

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

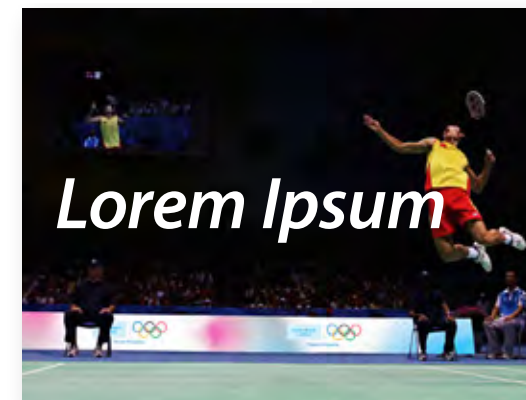
When modelling all or parts of an Olympic venue, or implying that an event is an Olympic event in an activation, no commercial branding may appear anywhere on such recreated venue, including on the field of play.

When using a sporting venue in your activation that is clearly not an Olympic venue or event, Olympic Partner branding may appear (e.g. on athlete's uniforms, the field of play, etc), but Third Party branding is not permitted.

✓ Acceptable



✗ Not Acceptable



Need to discuss imagery on this page. Don't understand intent.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Use of OCOG and Corporate Mascot

Use of Sports Not in the Olympic Programmes/Candidate Cities in Activations

Use of Sports Venues and Field of Play in Activations

▶ **Use of Countdown Clocks**

Use of Olympic Photography and Footage

Working with Olympic Brand Assets

Use of Countdown Clocks

If you wish to display a countdown clock to the Olympic Games, which includes hours, minutes and/or seconds, on any platform, please use only an Olympic Games edition-specific applet provided by Omega and available on the IOC extranet.



Can't find Rio clocks on the extranet

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

► **Using Olympic Photography and Footage**

Colourisation

Superimposition

Blurring

Cropping

Masking Imagery


Using Olympic Photography and Footage

Olympic photographs may be used in your activations and published on your website(s), provided that their integrity is upheld. To achieve this, don't change an image in any way that alters its original meaning, including modifying the content so that it appears to change the results of an event.

The following guidelines offer flexibility in acceptable activations in the use of:

- Colourisation
- Superimposition
- Blurring
- Cropping
- Cut out of people or objects

You are responsible for clearing any image or other intellectual property and individual rights (e.g. athletes, music, etc.)

 **Remember:** You are responsible for clearing any image or other intellectual property and individual rights (e.g. athletes, music, etc.)

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Using Olympic Photography
and Footage

► Colourisation

Superimposition

Blurring

Cropping

Masking Imagery

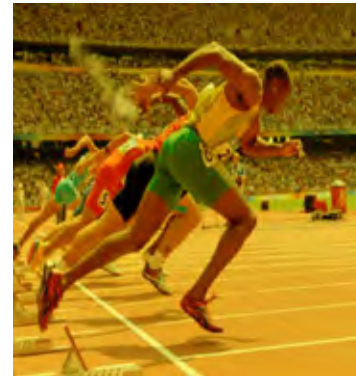
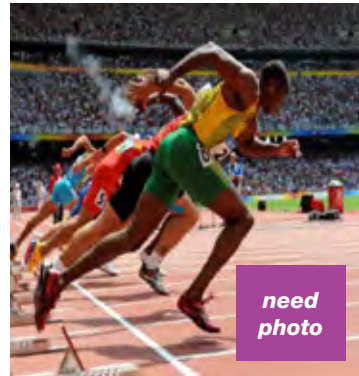
Using Olympic Photography and Footage

Colourisation

Colourisation may be applied provided it does not change or add meaning to the image. Colourisation will be approved on a case-by-case basis.

When modifying a colour image to black-and-white or sepia, you must maintain the image's historical value.

✓ Acceptable



Original



✗ Not Acceptable

The colour is not transparent enough to maintain the original intent of the picture. The athletes and uniforms are not recognisable.



✓ Acceptable



Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Using Olympic Photography and Footage

► **Colourisation**

Superimposition

Blurring

Cropping

Masking Imagery

Using Olympic Photography and Footage

Colourisation (Continued)

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

Don't colourise the image with your corporate or brand colours. Colourisation must not be applied on the Olympic rings: these must remain in their original colours.

Original



✘ Not Acceptable



Original



✘ Not Acceptable



Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Using Olympic Photography and Footage

Colourisation

▶ **Superimposition**

Blurring

Cropping

Masking Imagery

Using Olympic Photography and Footage

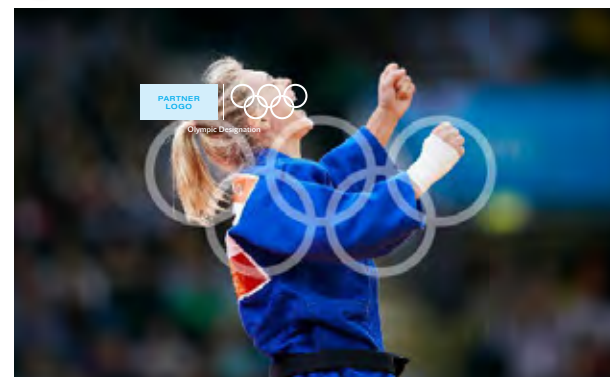
Superimposition

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

Original



✗ Not Acceptable



The composite logo and text cover the action area of the image.

Original



✗ Not Acceptable



The graphic elements superimposed on the image are going through the athlete.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Using Olympic Photography and Footage

Colourisation

Superimposition

▶ **Blurring**

Cropping

Masking Imagery

Using Olympic Photography and Footage

Blurring

Blurring of an image may be approved provided that it's subtle, the image's core focus remains clear, and it isn't done to avoid rights clearance.

✓ **Acceptable**



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

✗ **Not Acceptable**



The core focus of the image has been blurred.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Using Olympic Photography and Footage

Colourisation

Superimposition

Blurring

Cropping

Masking Imagery

Using Olympic Photography and Footage

Cropping

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

Original



✓ Acceptable



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

✗ Not Acceptable



The main features of the image have been cropped.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Using Olympic Photography and Footage

Colourisation

Superimposition

Blurring

Cropping

Masking Imagery

Using Olympic Photography and Footage

Cropping (Continued)

Cropping of Olympic properties appearing incidentally or in the background may be allowed on a case-by-case basis. Cropping of Olympic properties which appear in the action area is never allowed.

Original



X Not Acceptable



Original



X Not Acceptable



The Olympic rings which are part of the action area of the image have been cropped.

Activations Checklist

Creating Composite Logos

Activations Through a Third Party

Working with Olympic Brand Assets

Using Olympic Photography and Footage

Colourisation

Superimposition

Blurring

Cropping

▶ **Masking Imagery**

Using Olympic Photography and Footage

Masking Imagery

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

✔ **Acceptable**



The background is neutral.

✘ **Not Acceptable**



The cut out of the athlete is clean and its integrity is respected. However, the background is heavy and compromises the overall readability of the image.

SECTION 1
Olympism

SECTION 2
Building Your Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Activations Guidelines

SECTION 5
Activations Methods

This section provides guidance for our Partners to help bring their Sponsorship to life across all forms of activations and variety of media.

- Digital and Online Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- Activations at Non Olympic Events
- Media Release and Related Materials
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums
- Stationery and Internal Communications

SECTION 6
Games Time Considerations

SECTION 7
Resources



▶ **Digital and Online**

- Partner Websites
- Social Media
- Apps
- Online Advertising
- Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- Activations at Non Olympic Events
- Media Release and Related Materials
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums
- Stationery and Internal Communications

Digital and Online

Text

Digital and Online

▶ Partner Websites

Social Media

Apps

Online Advertising

Advertising

Point of Sale (POS) Materials

Activations Involving Contests

Activations at Non Olympic Events

Media Release and Related Materials

Interactive Entertainment Software

Activations Using “Games” Concept

Premiums

Stationery and Internal Communications

Digital and Online Partner Websites

Olympic-Related Web Pages and Websites

You may create dedicated Olympic-related web pages on any website under your control (e.g. **www.RHBPartner.com/Olympic-Games**).

Partners are not allowed to register domain names that contain the word “Olympic” or any other word mark owned by any of the Olympic parties (e.g. **www.RHBLondon2012.com** is not allowed).


Standalone websites should only be associated with on-going Olympic campaigns and must be free of Third Party advertising.

Website content or content provided to a Third Party should not conflict with Partner’s rights including live scoring, results and footage.

All Audio/Video is Prohibited

You may not disseminate footage, play-by-play audio/visual/audio-visual coverage of the Olympic Games on any platform. Specifically, this means that no sound or moving images of any Olympic events—sporting action, interviews with athletes in the mixed zones and press conference rooms, Opening, Closing and Olympic Victory Ceremonies, or any other activities including chat sessions which occur within accredited zones (competition sites and practice venues, Olympic Village, Main Press, Centre, etc.) — may be disseminated, whether on a live or delayed basis, regardless of source.

Olympic footage may be used only as part of a promotion.

 **Remember:** As part of your promotion of the Olympic Movement, we encourage you to link your websites to the official websites of the Olympic Movement (**www.olympic.org**), the Olympic Games editions and/or the NOCs for which they have been granted rights (e.g. **www.sochi2014.com**, **www.usoc.org**).

 For activations on social media platforms, please refer to the Social Media Guidelines.

Digital and Online

Partner Websites

▶ **Social Media**

Apps

Online Advertising

Advertising

Point of Sale (POS) Materials

Activations Involving Contests

Activations at Non Olympic Events

Media Release and Related Materials

Interactive Entertainment Software

Activations Using “Games” Concept

Premiums

Stationery and Internal Communications

Digital and Online

Social Media

Use of a Composite Logo

RHBs may use their composite logo on their controlled social media page as follows:

1. An Olympic Games-specific social media page may be created, but must feature solely Olympic Games-related content.
2. If used on a regular existing social media page, then that page must be adapted to contain only Olympic Games-related content during the time the composite logo is shown.
3. In either of the two cases above, these pages should contain a link to the IOC’s and the OCOG’s pages on the same social media platform, if existing.

Social Media References

1. RHBs are encouraged to link their social media pages to those of the IOC and the relevant OCOG(s). For example:
 - “Like” IOC’s Facebook page (**facebook.com/Olympicgames**)
 - “Follow” IOC’s Twitter page (**twitter.com/Olympics**)
 - “Subscribe” or “Add as friend” the IOC’s YouTube page (**youtube.com/Olympic**)
2. When RHBs refer to their social media page, RHBs must use the shortened version of the social media platform logo (e.g. “F” and not “Facebook”).
3. Social media platform logos should be clearly separated from Olympic marks and qualified with, “Follow us at...” or “Find us at...” or similar phrases.

Advertising

RHBs must ensure an environment clean of Third-Party association on their social media pages.

User Generated Content

Regular moderation/monitoring of content by the RHBs is necessary to ensure appropriateness of content and to avoid any infringements, such as the posting of videos, links to videos, or similar user-generated content taken within any accredited zone (e.g. competition and non-competition Olympic venues).

Geo-Blocking and Internet Monitoring of Video Content

1. Only RHBs with Internet or mobile broadcast rights may post video content on their social media page.
2. All Olympic Games video content must be geo-blocked to the broadcast territory. RHBs must take all necessary measures to ensure that any content sharing functions on the social media page do not allow that geo-blocked video content be accessed from outside their broadcast territory.
3. RHB’s social media activations, including URLs, must be submitted to the IOC, in order to avoid them being taken down by the IOC’s automated Internet monitoring system during Games time.
4. RHBs must also provide contact information for a Games time 24/7 technical and administrative/legal contact person to assist the IOC with taking down any infringing or non-geo-blocked video content.

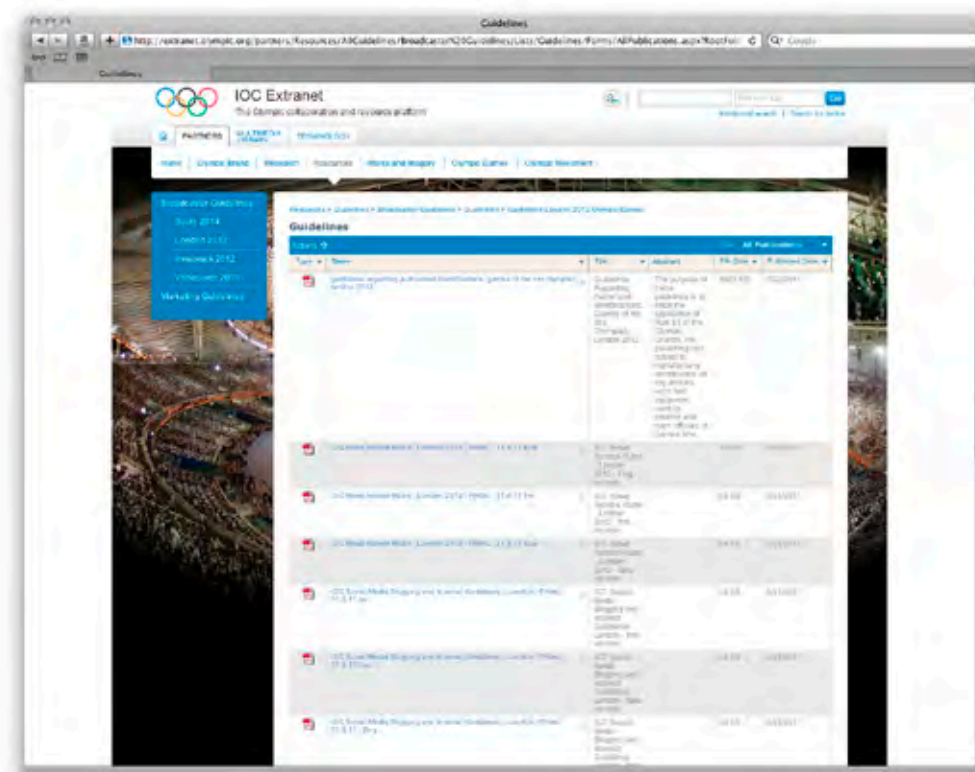
Digital and Online

- Partner Websites
- Social Media

▶ Apps

- Online Advertising
- Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- Activations at Non Olympic Events
- Media Release and Related Materials
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums
- Stationery and Internal Communications

Digital and Online Apps



➔ Regarding creation and use of apps, RHBs must comply with the current Digital Media Guidelines, which are available on the IOC Extranet.

Digital and Online

Partner Websites

Social Media

Apps

▶ **Online Advertising**

Advertising

Point of Sale (POS) Materials

Activations Involving Contests

Activations at Non Olympic Events

Media Release and Related Materials

Interactive Entertainment Software

Activations Using “Games” Concept

Premiums

Stationery and Internal Communications

Digital and Online

Online Advertising

RHBs may buy advertising space to promote their Olympic Games broadcast on any digital media platform. RHBs may not give any Olympic association to non-Olympic broadcasters, non-Olympic Partners or the non-Olympic digital media platform owners.

When RHBs sell advertising on Olympic-related digital media platforms, they must comply with the current Digital Media Guidelines, which are available on the IOC Extranet.



Also refer to *Third-Party Guidelines*, page 88.

Digital and Online

▶ Advertising

Point of Sale (POS) Materials

Activations Involving Contests

Activations at Non Olympic Events

Media Release and Related Materials

Interactive Entertainment Software

Activations Using “Games” Concept

Premiums

Stationery and Internal Communications

Advertising

As an Olympic Partner you are encouraged to promote your Olympic Games activations on all available advertising mediums. These include, but are not limited to:

- Television Commercials
- Out-of-Home / Outdoor Advertising
- Print Advertisements

All advertising concepts should be submitted for review via the IOC Partner Extranet.



! **Remember:** all materials should be in line with the Activating through a Third Party Guidelines when relevant.

Digital and Online

▶ Advertising

Point of Sale (POS) Materials

Activations Involving Contests

Activations at Non Olympic Events

Media Release and Related Materials

Interactive Entertainment Software

Activations Using “Games” Concept

Premiums

Stationery and Internal Communications

Advertising (Continued)

✓ Acceptable

Bus Shelter



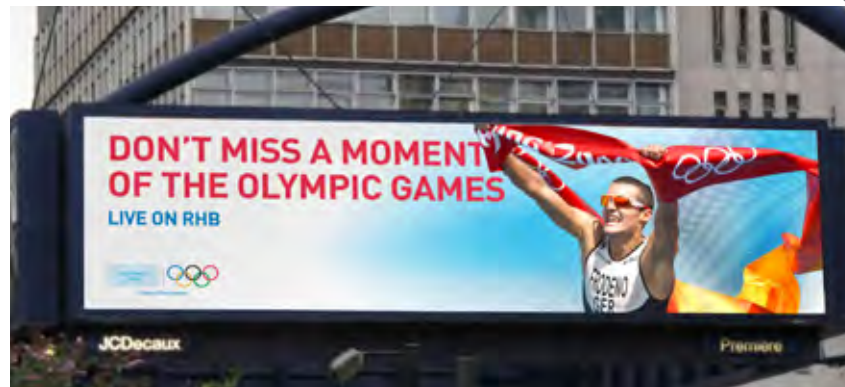
✓ Acceptable

Print Ad



✓ Acceptable

Out of Home Advertising



- Digital and Online Advertising
- ▶ **Point of Sale (POS) Materials**
- Activations Involving Contests
- Activations at Non Olympic Events
- Media Release and Related Materials
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums
- Stationery and Internal Communications

Point of Sale (POS) Material

When you are developing POS material as part of your Olympic activations, the following guidelines apply:

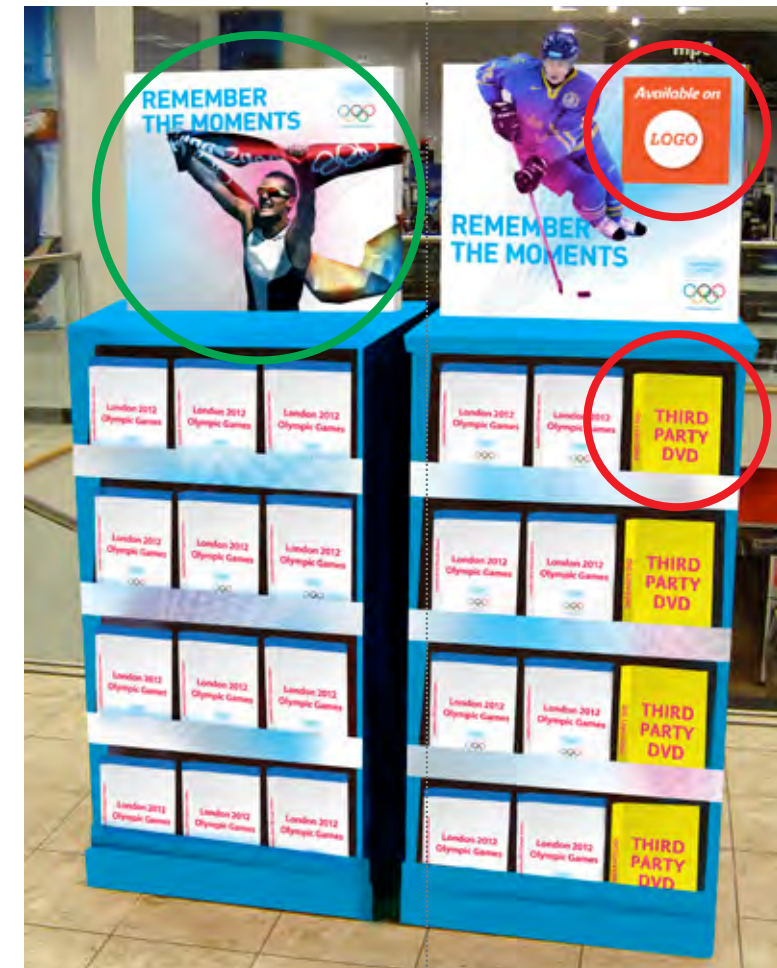
- Always preserve the integrity of Olympic marks. For example, Olympic marks cannot be placed on the floor where people could walk on them.
- Olympic-branded POS materials should be placed close to Olympic Partners’ products, and not be placed in the vicinity of Third Party products.
- POS materials must follow the Third Party Guidelines and not give any Olympic association to a retailer.
- POS may only be used in connection with promoting the RHB’s broadcast of the Olympic Games.



Acceptable



Not Acceptable



Digital and Online

Advertising

Point of Sale (POS) Materials

▶ **Activations Involving Contests**

Olympic Games Tickets Promotions

Activations at Non Olympic Events

Media Release and Related Materials

Interactive Entertainment Software


Activations Using “Games” Concept

Premiums

Stationery and Internal Communications

Activations Involving Contests

- Any proposed Olympic Games themed contests concepts must be submitted for review on the IOC Partner Extranet.
- The contest must be linked to promoting your broadcast of the Olympic Games.
- Prizes within an Olympic Partner’s product category must be sourced from the relevant Olympic Partner. Otherwise these prizes must be promoted as unbranded and generic, both in text and images.
- Any user generated content must be monitored by the Olympic Partner to ensure it is free of Third Parties and appropriate.
- Any designs, scripts or other materials submitted by contestants must be non-professional in nature and not sold as licensed merchandise.

 **Remember:** all contests must follow the Activations through a Third Party guidelines when promoted via a different platform than the partner’s.

- Digital and Online
- Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests**
 - ▶ **Olympic Games Tickets Promotions**
 - Activations at Non Olympic Events
 - Media Release and Related Materials
 - Interactive Entertainment Software
 - Activations Using “Games” Concept
 - Premiums
 - Stationery and Internal Communications

Activations Involving Contests

Olympic Games Tickets Promotions

Olympic Games tickets may be used, provided that the ticket reference must be with the related Olympic Games edition (e.g. “Win London 2012 Olympic Games tickets”). Promotions cannot be linked to ticket sales (whether to employees, consumers or Third Party companies).



Acceptable



Not Acceptable



Activations Involving Contests

▶ **Olympic Games Tickets Promotions**

Activations Involving Contests

Olympic Games Tickets Promotions (Continued)

Non-Olympic Promotions

Use of Olympic tickets or hospitality packages as prizes in a non-Olympic promotion will be approved on a case-by-case basis. The guidelines for such promotions are:

1. No Third Party may be associated with the promotion
2. As much as possible, the Olympic tickets/packages offered should be the promotion’s grand prize.

Non-Profit/Charitable Organisations

You may offer Olympic tickets/hospitality packages to the usual non-profit/charitable organisations you work with as long as those tickets or hospitality packages are not used for resale or auction.



- Digital and Online
- Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- ▶ **Activations at Non Olympic Events**
- Media Release and Related Materials
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums
- Stationery and Internal Communications

Activations at Non-Olympic Events

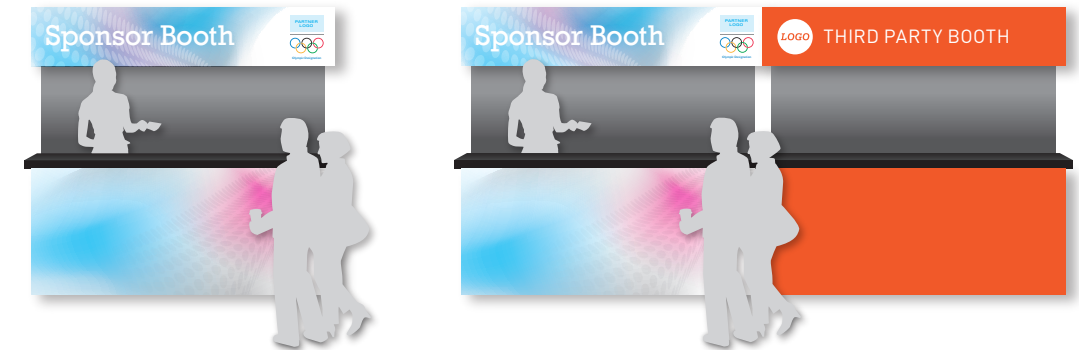
Partners are able to activate using their composite logo, Olympic marks, Olympic properties, and/or photos and footage at Olympic events (such as the Olympic Games, the Olympic Day). These include:

- Non-Olympic sport 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.

Kiosks or other contained exhibition spaces should follow these guidelines:

- It should be used solely for the promotion of your Olympic Broadcast.
- It should be fully controlled/managed by the RHB.
- It should not include any other companies’ logos or non-Olympic event logos near the Olympic marks, as per the standard “Activation Through a Third Party” principles.
- It should 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) when it is within their product/service category.

Kiosks/Exhibition Space



- Digital and Online
- Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- ▶ **Activations at Non Olympic Events**
- Media Release and Related Materials
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums
- Stationery and Internal Communications

Activations at Non-Olympic Events (Continued)

Restrictions

Partners will not be permitted to use their composite logos, Olympic marks, Olympic properties or photographs and footage:

- In any way that would have the effect of “Olympicising” an event or the spectator experience at an event
- On other sporting events’ field of play, in concession areas, in event recognition areas, etc., or in any area that contains other companies’ logos and advertisements, including the event sponsors’ recognition board/programme
- On the clothing of athletes, officials, or RHB staff, or sports equipment at any non-Olympic events

 **Not Acceptable**

Field of Play



 **Acceptable**

Event Programme



 **Not Acceptable**




- Digital and Online
- Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- Activations at Non Olympic Events
- ▶ **Media Release and Related Materials**
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums
- Stationery and Internal Communications

Media Release and Related Materials

In order to clarify your relationship with the Olympic Movement, the text of the release should include your Olympic designation and your pre-approved composite logo, using the full colour Olympic symbol.

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

Should any media material reference a Third Party, the Third Party should only a secondary reference and should not appear in the title of the media material.

 **Remember:** We encourage you to submit boilerplate versions for approval early in your rights activation cycle and apply previously approved versions to all media releases and applicable materials.

Interactive Entertainment Software

Should you wish to create any Olympic-themed interactive entertainment games or software for play on any platform, including online, and within a physical activation or showcasing, you will need to provide in your submission all relevant details relating to the proposal, including:

- An overview of the game (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 platforms in which the game will be available
- The territories in which the game will be available
- Methods of access to the game (e.g. download or on a webpage)
- Any payment requirements or other revenue-generating elements of the game

The IOC will not approve any proposals which in its opinion could impact sales or promotion of the official Olympic interactive entertainment products or initiatives.



Please note that depending on the complexity of the game proposal, the approvals timeline may take longer than usual. Therefore please provide any proposals well in advance of development, to enable the IOC to properly review.

- Digital and Online
- Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- Activations at Non Olympic Events
- Media Release and Related Materials
- Interactive Entertainment Software
- ▶ **Activations Using “Games” Concept**
- Premiums
- Stationery and Internal Communications

Activations Using “Games” Concept

In order to protect the uniqueness of the Olympic Games, events or promotions using Olympic properties can not be named “[RHB] 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.

✘ Not Acceptable



✘ Not Acceptable



- Digital and Online
- Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- Activations at Non Olympic Events
- Media Release and Related Materials
- Interactive Entertainment Software
- Activations Using “Games” Concept
- **Premiums**
- Stationery and Internal Communications

Premiums

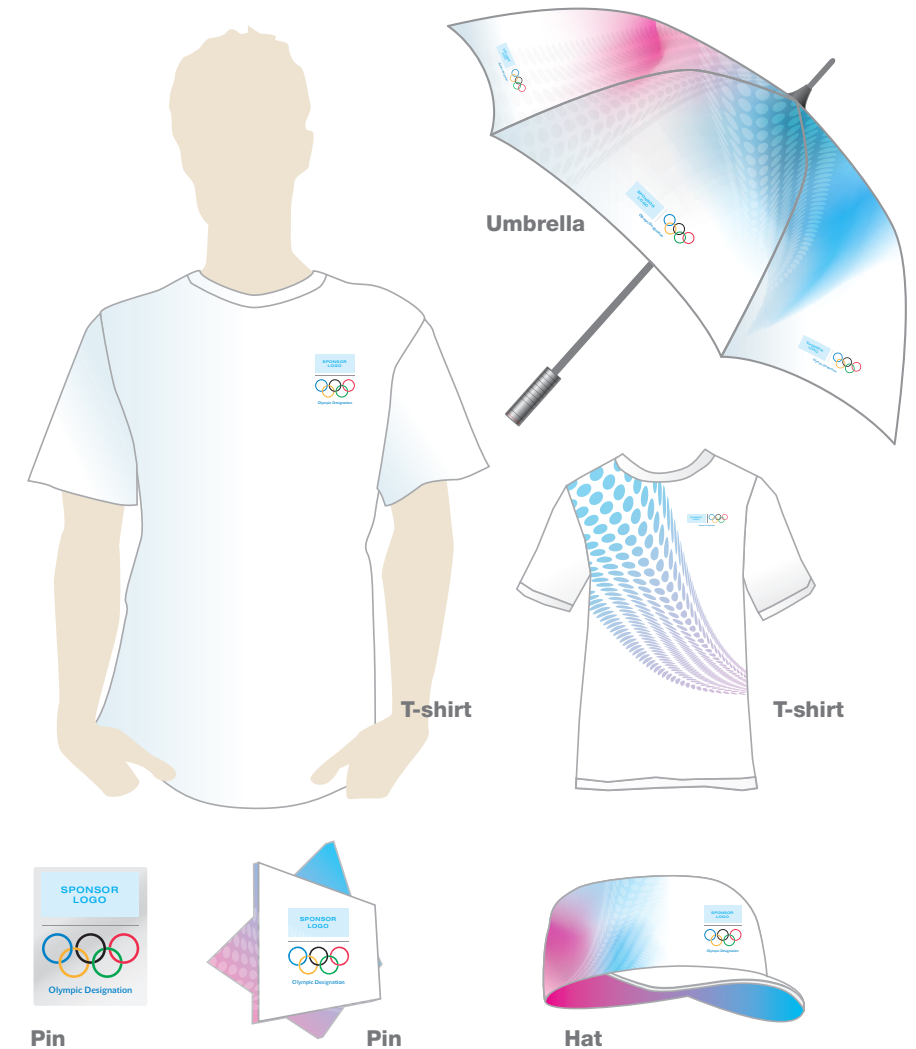
Premiums are items that:

1. Are given away free of charge or sold at a subsidised price in connection with the promotion an RHB’s Olympic Games broadcast in its territory
2. Bear your composite logo or your standalone logo together with your corporate logo.

Application

- In your territory, you can sell premiums at cost only to employees.
- In the host territory, you may give away (but not sell) premiums in limited numbers to your guests and staff.
- Pre-production designs must be submitted and approved via the IOC Extranet.
- The application of your composite logo must comply with applications set in the Olympic symbol section (e.g. embossing, etc.).
- Premium merchandise suppliers/manufacturers are not entitled to any overt brand or corporate identification on premiums, unless prescribed by law. However, a manufacturer identification on the inside label of a premium is acceptable.
- If the merchandise supplier is a TOP, an OCOG or an NOC Partner and the merchandise is distributed in the related territory, then branding may be acceptable according to the corresponding contractual rights.

➔ See co-branding section for application.



Premiums (Continued)

- Premiums must be referred to as “[RHB] Olympic Games Hat” or “[RHB] Olympic Games Pin,” and not use:
 - “Olympic” as an adjective, such as “[RHB] Olympic Hat”
 - A generic reference like “Olympic Games Pin”
- Premiums cannot be re-branded.
- RHBs are responsible for ensuring the quality of the premiums is suitable for an Olympic-themed promotion.

Premium Sourcing

Premiums in TOP product category

1. In all cases, premiums falling within the product category of any TOP must be sourced from such TOP.
2. You may use beverage containers as premiums for internal use without exceeding 500 units.

Premiums outside of TOP product category

1. Premiums bearing OCOG marks sourced for distribution within the host territory:
 - Premiums distributed in the host territory must be sourced from the relevant OCOG Partner or licensee, unless:
 - There is no OCOG Partner or licensee in that product category at the time you place their sourcing order

- The OCOG Partner or licensee is unable or unwilling to meet the your bid factor requirements: quantity, quality, product specifications, destination and delivery costs, time and location, or is unable or unwilling to comply with the your corporate and social responsibility standards.
- The OCOG licensee quotes a price that is 10% or more than the price that you could obtain from another manufacturer applying the same bid factors.

2. Premiums bearing OCOG marks sourced for distribution outside the host territory:

- If there is an OCOG Partner or licensee in that product category, RHBs agree to make a timely request for written bids to such OCOG Partner or licensee for the production of such Premiums bearing OCOG marks. Such requests for bids must include the RHBs detailed specifications of the same bid factors provided to other manufacturers; however, RHBs are free to select the OCOG Partner or licensee or another manufacturer, with or without regard to price or any of the bid factors.

All efforts must be made to identify the most ethical and sustainable sourcing for premiums carrying Olympic marks.

- Digital and Online Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- Activations at Non Olympic Events
- Media Release and Related Materials
- Corporate and Brand Mascots
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums

Stationery and Internal Communications

- ▶ **Stationery, Business Cards, Email, Signature, Collateral**
- Corporate Offices
- Internal Communications

Stationery and Internal Communications

Stationery, Business Cards, Email, Signatures, Collateral

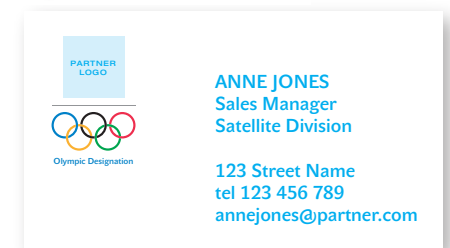
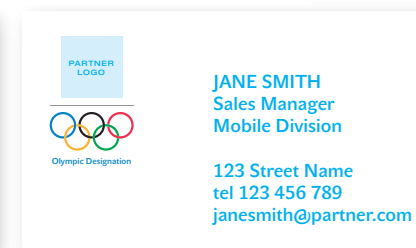
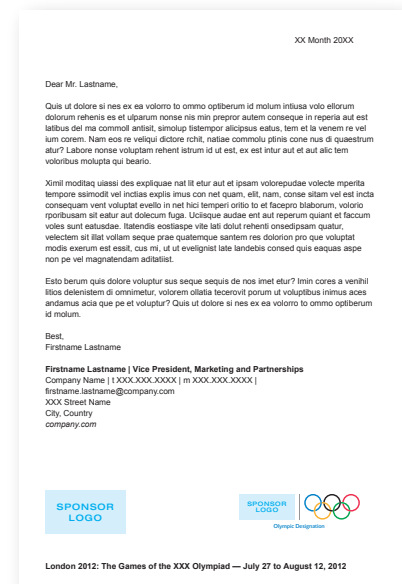
- Gatekeepers may use their composite logo on corporate stationery, business cards, email signature and other business collateral, provided it is not used in a manner as to create the impression of a joint communication by the RHB and the relevant Olympic party.
- The full colour Olympic symbol on a white background as a part of your composite logo should be used at all times.
- Your business collateral bearing composite logos are allowed, only for those company representatives part of the Olympic Games Project Team. Once the Gatekeepers’s Olympic Games broadcast rights terminates, all Olympic-related business collateral material must be destroyed and/or no longer used.



Letterhead



Email Signature



Note: This type of activation is only available to Gatekeepers

- Digital and Online
- Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- Activations at Non Olympic Events
- Media Release and Related Materials
- Corporate and Brand Mascots
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums

Stationery and Internal Communications

Stationery, Business Cards, Email, Signature, Collateral

▶ **Corporate Offices**

Internal Communications

Stationery and Internal Communications

Corporate Offices

Should you wish to promote your relationship with the Olympic parties at corporate office locations, all materials should include a composite logo using the full colour Olympic symbol on a white background.



Acceptable



Not Acceptable



- Digital and Online Advertising
- Point of Sale (POS) Materials
- Activations Involving Contests
- Activations at Non Olympic Events
- Media Release and Related Materials
- Corporate and Brand Mascots
- Interactive Entertainment Software
- Activations Using “Games” Concept
- Premiums

Stationery and Internal Communications

- Stationery, Business Cards, Email, Signature, Collateral
- Corporate Offices

▶ **Internal Communications**

Stationery and Internal Communications

Internal Communications

In any internal communications (e.g. company newsletter) where you reference your partnership in a corporate manner (e.g. describing your relationship with the Olympic Movement from a historical perspective), the full color Olympic symbol on a white background as a part of your composite logo must appear.

Internal corporate promotions using the Olympic marks are permitted (e.g. employee motivation programmes).

SECTION 1
Olympism

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

This section provides guidelines for our Partners to help maximize the impact of their activations during the Olympic Games.

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and Footage in Activation

Out of Home Advertising

Use of Olympic Results Content and Notices

On-site Activations and Operations

Studio Set Design

SECTION 7
Resources



▶ **Games-time Activation Considerations**

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and
Footage in Activation

Out of Home Advertising

Use of Olympic Results Content
and Notices

On-site Activations and Operations

Studio Set Design

Games-time Activation Considerations

Games-time activations are sponsorship activities developed specifically for the period of time immediately leading up to and during the Olympic Games. The Games-time differs from each Games edition, but generally starts a week before the Opening Ceremony and ends three days after the Closing Ceremony.

During this time, two primary rules from the Olympic Charter will impact your marketing activations — the same rules that impact the Games themselves, helping make them so unique and valuable in the world of sport.

Rule 40

Per the Olympic Charter, under Rule 40, Bye-Law 3, “except as permitted by the IOC Executive Board, no competitor who participates in the Olympic Games may allow his person, name, picture or sports performances to be used for advertising purposed during the Olympic Games.”

Rule 50

The Olympic Charter, under 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 nor it may appear on persons, on sportswear, accessories [...] used by the athletes or other participant in the Olympic Games, except for the identification of the manufacturer [...]”

▶ **Rule 50: Clean Venue Principle**

Rule 50: Clean Venue Principle

The “clean venue principle” is based on Rule 50, and is one of the key differentiating factors of the Olympic Games. This is one of the key differentiating factors that the Olympic Games offer. “Clean venue” refers to the status of all competition and non-competition venues being rendered free of commercial, political or religious advertising and messaging. This leaves only the Look of the Games and approved Olympic Games sponsor presence in venues, in compliance with venue branding guidelines.

It allows us to maintain the unique visual presentation of the Olympic Games and enhance the spectator experience.

This process has significant planning and operational implications that can be costly if not properly anticipated. The IOC, along with the OCOGs, respect and protect the exclusive rights granted to your company and fulfill our contractual promises. This includes taking the necessary measures to protect our intellectual properties and prevent ambush marketing.

need image

Games-time Activation Considerations

Rule 50: Clean Venue Principle

▶ **Athlete Games-time Activations**

Athlete Clothing and Equipment

User Generated Photography and Footage in Activation

Out of Home Advertising

Use of Olympic Results Content and Notices

On-site Activations and Operations

Studio Set Design

Athlete Games-time Activations

Before each Olympic Games edition, the IOC will communicate the Olympic Games period and confirm the conditions under which Partners may be granted exceptions to the Charter's **Rule 40**. It is important that you take this into consideration when planning your campaigns.

During the Games period, only certain types of activations featuring athletes are acceptable:

- Supporting messages expressing the encouragement to an athlete or an NOC Olympic Team in view of their participation in the Olympic Games.
- Congratulatory messages praising an athlete or an NOC Olympic Team for their achievement at the Olympic Games.

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

▶ **Athlete Clothing and Equipment**

User Generated Photography and Footage in Activation

Out of Home Advertising

Use of Olympic Results Content and Notices

On-site Activations and Operations

Studio Set Design

Athlete Games-time Activations

Athlete Clothing and Equipment

To assist in complying with Rule 50 for athlete uniforms and equipment, the IOC has created a set of guidelines detailing authorised identification of manufacturers per categories (clothing, equipment, accessories and footwear) and size of marks permitted per sport.

When creating an activation during the Games-time period, the following branding options are available for athlete's clothing:

1. Generic and unbranded
2. NOC apparel sponsor-branded clothing. Please contact IOC TMS in case you choose this option.

All clothing elements must comply with Rule 50 in regards to size and frequency of display of marks. Please refer to the IOC guiding principles concerning "Authorised Identifications of manufacturers" for more details.

 **Note:** Corporate tagline or slogan on apparel, regardless of being a corporate identifier or not, will be considered branding and therefore will not be authorized.

 **Remember:** A Rule 40 waiver must be obtained.

 **Note:** This does not apply when using Past Games photographs and footage, as this content is already approved in its original form.

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

▶ **Athlete Clothing and Equipment**

User Generated Photography and Footage in Activation

Out of Home Advertising

Use of Olympic Results Content and Notices

On-site Activations and Operations

Studio Set Design

Athlete Games-time Activations

Athlete Clothing and Equipment (Continued)

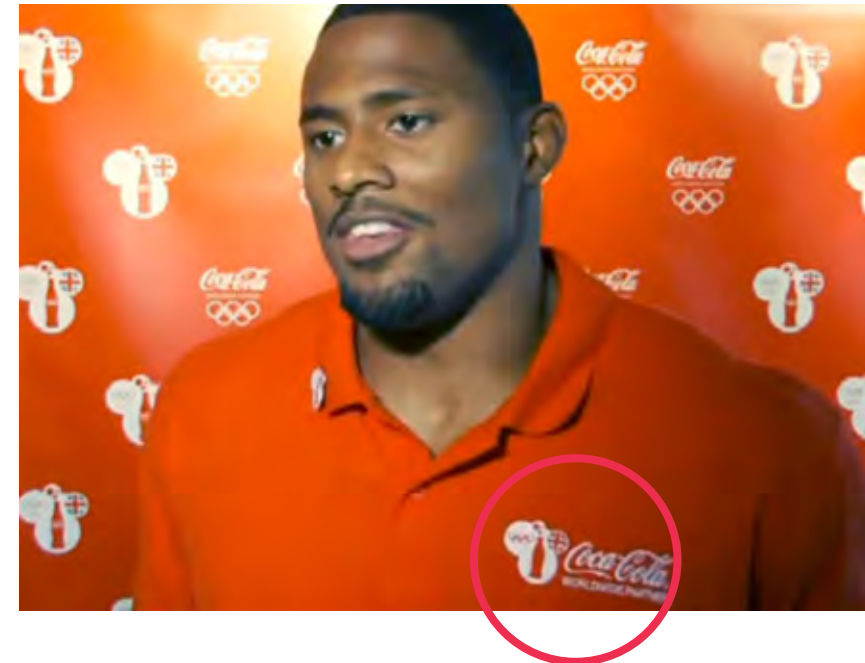
TOP or RHB?

TOP Partner branding is not permitted during the Games-time period.

✘ Not Acceptable



✘ Not Acceptable



Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

▶ **Athlete Clothing and Equipment**

User Generated Photography and Footage in Activation

Out of Home Advertising

Use of Olympic Results Content and Notices

On-site Activations and Operations

Studio Set Design

Athlete Games-time Activations

Athlete Clothing and Equipment (Continued)

During Games time:

- Athlete may be featured in their NOC's apparel sponsor clothing
- As per Rule 50, only one mark per item of clothing.



Acceptable



User-generated Photographs and Footage in Activation

With the rise of social media, our Partners may wish to build campaigns or populate activations with user-generated photographs and videos captured during Games time. These guidelines clarify how you may use this content, while protecting the rights of their activations and promotions. These guidelines also aim at protecting the rights of our constituents.

The following principles and table provide an easy-to-understand guide governing the use of user-generated content.

Key Principles

- Photographs taken by individuals within an accredited area should be used as part of an existing and recognizable activation and not a standalone promotion or communication.
- Any content must be focused around the individual's personal experience at the Games and should be written in the first person, in a diary type format. It cannot be confused with editorial or journalistic content.
- The photographs taken and used as part of a campaign should:
 - Feature the individual as the main focus rather than the Olympic venues, the sport event, or any other activity or third party
 - Not focus on the sporting activity taking place in the Olympic venues at the time the photographs are taken
- All rights should be cleared with the individuals appearing in the photographs.

- Only pictures from athletes with whom the Partner has obtained the appropriate rights can be used. The picture should not impede on any other athletes' privacy.
- User-generated shooting should not should not interfere with the Olympic Venues operations. At any time the OCOG staff may choose to conclude the shooting if they feel it interferes with the spectator experience.



Reminder: For any Games-time activations featuring athletes, a Rule 40 waiver is required.

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

► **User Generated Photography and Footage in Activation**

Out of Home Advertising

Use of Olympic Results Content and Notices

On-site Activations and Operations

Studio Set Design

User-generated Photographs and Footage in Activation (Continued)

USE OF USER-GENERATED PHOTOGRAPHS AND VIDEOS BY OLYMPIC PARTNERS

✔ Content taken within these premises may be used, subject to IOC approval, by Partners for their activations/promotions as long as it is in line with the below principles.

✘ Content taken within these premises cannot be used by Partners in their activations/promotions.

Venues where photographs have been taken:

Type of Users:	City and around Olympic Park	Inside Olympic Venues	Olympic Park common domain	In and around showcasing and studio set	Olympic Village incl. residential area	
					Within the Partners' area	Rest of the Village
Official photographs & footage	✔	✔	✔	✔	✔	✔
Photographs produced by athletes	✔	✔	✔	✔	✘	✘
Photographs produced by person accredited by Partner	✔	✔	✔	✔	✘	✘
Photographs produced by non-accredited person	✔	✔	✔	✔	✘	✘
Spectators	✔	✔	✔	✔	✘	✘

Definitions: Olympic venues refers to any competition, non-competition or training venues. **Olympic Park common domain** refers to the area between sites (venues and facilities), within a precinct perimeter (such as Olympic Park) but outside the various site perimeters to which access is granted either by ticket or accreditation. **Olympic Village** refers to the accommodation complex reserved exclusively for athletes and accompanying officials.

⚠ **Remember:** No videos filmed by individuals within any of the Olympic venues may be used in activations/promotions. Should you wish to utilise footage, liaise with the Rights Holding Broadcasters to request content. Note that restrictions may apply.

question for Maya: is it strange to refer to RHB's here since this manual is for them?

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and
Footage in Activation

► **Out of Home Advertising**

Use of Olympic Results Content
and Notices

On-site Activations and Operations

Studio Set Design

Out of Home Advertising

When buying and developing creative for out-of-home advertising during Games time, you should be mindful of the location in order to avoid unintended Third-Party associations. Any commercial branding should not be visible from an Olympic Venue.



Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and
Footage in Activation

Out of Home Advertising

► **Use of Olympic Results Content
and Notices**

On-site Activations and Operations

Studio Set Design

Use of Olympic Results Content and Notices

Any Olympic content obtained through the IOC or other Olympic entities must carry a clearly legible and visible copyright tag line (“©IOC 2012”) and a text credit must be given to Atos and Omega for all Olympic results (e.g. “Official Results powered by Atos. Timing and results management by Omega”). Olympic results content from your websites cannot be syndicated to Third Parties (e.g. sold to a written press website) without a license from the IOC.

image?

- Games-time Activation Considerations
- Rule 50: Clean Venue Principle
- Athlete Games-time Activations
- User Generated Photography and Footage in Activation
- Out of Home Advertising
- Use of Olympic Results Content and Notices


► **On-site Activations and Operations**

- On-site Activation
- Concept Development
- Lollipop Signs
- Uniforms, Products and Equipment
- Uniform Guidelines for RHBs
- Studio Set Design

On-site Activations and Operations

On-site refers to any activation or operation that will effectively take place within an Olympic venue, both competition and non-competition. This includes the stadiums and halls where sport sessions will take place, but also other accredited zones and ticketed areas such as the Olympic Village, Olympic Park, the Main Press Centre, and the like.

The categories of your possible on-site activations appear below:

 **Remember:** Submit any and all of your branded “on-site” activations and operations through the IOC Extranet for approval, even if no Olympic marks or imagery are being displayed.

On-Site Categories	Impacted Partners	Sub-categories / Examples (non exhaustive)
Uniforms	All	Staff and guests
Studio Sets	RHBs	Concepts and mock ups
F&B / Merchandise Ops	Concessions partners for F&B	Beer cups, menu boards, POS material
Hospitality	All	Lollipops, gifts (i.e. all items that may be worn/used/seen in venues), bus wraps
OLV / IBC-MPC	All	Activations/services in the IBC/MPC (e.g. Bank, shipping services...)
Olympic Park	All	Showcasing and activations
City Activations	All	Activations in live sites using Games marks
Other	All	All other on-site activations incorporating Partners’ marks and/or official designations

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and
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On-site Activations and Operations

▶ **On-site Activation
Concept Development**

Lollipop Signs

Uniforms, Products and Equipment

Uniform Guidelines for RHBS

Studio Set Design

On-site Activations and Operations

On-site Activation Concept Development

On-site branding should serve an operational or informational purpose.

If your on-site materials include Olympic marks, they should be Games-specific: the Olympic Symbol or OCOG marks for the period of the Olympic Games and Agitos.

IOC Partner Extranet Submission Tips:

- Select the button “Is this for on-Site use at Olympic Venues during Games time?”
- Include the wording “ON-SITE” in the submission title.
- In the “Description/Objective” section, please include the location of each item (e.g. showcasing space), the dimensions of any branding/logos, the total quantities of each item (ex. total number of uniform pieces), and any other relevant information.

Please check that all uniforms and uniform accessories comply with the uniform guidelines before they are submitted for approval.

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and Footage in Activation

Out of Home Advertising

Use of Olympic Results Content and Notices

On-site Activations and Operations

On-site Activation
Concept Development

▶ **Lollipop Signs**

Uniforms, Products and Equipment

Uniform Guidelines for RHBs

Studio Set Design

On-site Activations and Operations

Lollipop Signs

For lollipop signs used in hospitality applications in and around competition and non-competition venues, please adhere to the following guidelines.

Principles

You may use your choice of logo (i.e.: composite or stand alone corporate logo), but lollipop sign(s):

- must not include any advertising slogans
- must not be in the form of an actual product
- must not contain a word that identifies a company or a product that does not belong to a Partner
- should not be used as a branding opportunity
- the corporate ID portion of the sign should be no larger than 50cm x 50cm.

You may retrofit signs for use at night by adding minimal lighting. Lighting cannot include neon lights, light boxes, flashing elements, police or emergency type elements. In addition, signs cannot include any sound elements or attachments (i.e. flags, balloons, ribbon, etc).

The amount of signs permitted in and around Venues is 1 sign per 25 guests to a maximum of 20 signs per Marketing Partner at any one time.

The poles should not exceed 2 metres when fully extended & should be collapsible to 50cm, excluding the corporate ID portion of the sign.

A sign pole that is not collapsible or exceeds 50cm will not be allowed inside Competition and Non-Competition venues.



! All sign designs must be submitted through the Extranet for approval.

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

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and
Footage in Activation

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Use of Olympic Results Content
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On-site Activations and Operations

On-site Activation
Concept Development

Lollipop Signs

▶ **Uniforms, Products and Equipment**

Uniform Guidelines for RHBs

Studio Set Design

On-site Activations and Operations

Uniforms, Products and Equipment

Staff Uniforms

Partners are able to create uniform designs for their staff working on-site. These designs are subject to the parameters outlined in the Uniform Guidelines for RHBs table.

IBC/MPC

As per any activity on-site, activations/services running in the IBC/MPC will be subject to Rule 50 and the clean venue principles. The OCOG will issue specific guidelines.

Supply of Product/Equipment

If using products or equipment on-site, we request that wherever possible you use the products of Olympic Partners as per their category and supply rights. In the case where this is not possible, all competitive products must be unbranded or the branding must be masked.

1. Partner branding is limited to the normal course branding that appears at a retail level and no other manufacturer or vendor logo may appear.
2. A supplier which is a non-Olympic Partner cannot receive any recognition (brand or otherwise) or marketing benefits in return for their supply.

In the case that the product supplied does not compete with any Olympic Partner's category, logos will not be required to be masked on individual or small applications (e.g. shampoo, condiments, etc.) provided that the products are not displayed or used in such a way as to produce unreasonable exposure for that brand or company.

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and Footage in Activation

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Use of Olympic Results Content and Notices

On-site Activations and Operations

On-site Activation
Concept Development

Lollipop Signs

Uniforms, Products and Equipment


▶ **Uniform Guidelines for RHBs**

Studio Set Design

On-site Activations and Operations

Uniform Guidelines for RHBs

Uniform Users	Uniform Item	Identification of Manufacturer (Only Official Apparel Partner of RHB's territory)	RHB identification (i.e. RHB's corporate mark, corporate tag line) and Olympic marks (i.e. composite or standalone logo)	
RHB on-air staff (within any camera range as part of RHB coverage of any applicable Olympic Games)	Clothing	20cm2	(1) 40cm2 composite logo <i>or</i> (1) 20cm2 standalone & (1) 20cm2 RHB identification <i>or</i> (1) 20cm2 RHB identification	
	Accessories	Not Permitted		
RHB off-air staff (accredited persons who will not be seen within any camera range as part of RHB coverage of any applicable Olympic Games)	Operations staff	Clothing	20cm2	Up to (3) logos of max 75cm2 each (total added RHB identification parts cannot exceed 150cm2)
		Accessories	6cm2	(1) 24cm2 Standalone & (1) 12cm2 RHB identification <i>or</i> (1) 24cm2 composite logo & (1) 12cm2 RHB identification <i>or</i> (2) 12cm2 RHB identification (total added RHB identification parts cannot exceed 24cm2)
	Activation & Hospitality Staff, Hospitality Guests	Clothing	Uniforms must be developed in a manner that integrates into the Olympic environment. The sizing, frequency, and placement of the RHB Identification or Olympic Marks must be reasonable, meaning not overtly prominent in its placement or excessively large in its size.	
		Accessories	When approving the RHB uniform items, the IOC will give consideration to the visual impact of large groups seated in the venues.	

 Please note that you cannot sell your staff uniforms to anyone before, during, or post-Olympic Games.

When possible, it is recommended that RHB Uniform Items be sourced from the apparel sponsor / licensee of the applicable National Olympic Committee (NOC) in the your licensed territory. Identification of manufacturer is not permitted unless the uniform or accessory manufacturer is the official apparel sponsor / licensee of the applicable NOC in the RHB's licensed territory.

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and
Footage in Activation

Out of Home Advertising

Use of Olympic Results Content
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On-site Activations and Operations

▶ **Studio Set Design**

Studio Set Design

Studio sets must follow the clean venue principle of Rule 50 of the Olympic Charter. No Third Party branding may appear at any given time (on screen, on uniforms or on equipment). Equipment such as televisions, laptops and tablets must be unbranded and unidentifiable, unless they are from a TOP Partner's product category, in which case they may contain standard manufacturer branding.

Any additional elements to be featured within the studio, such as medal tables, talent/pre-senter uniforms and promotional videos must be submitted for approval separately.

Only Olympic Games-related coverage may appear inside an Olympic Games broadcast studio. If you're using a pre-existing studio, it must comply with the above guidelines.

 **Remember:** Concepts through to pre-production proofs of studio set design using any Olympics marks must be submitted to the IOC via the Extranet for approval.

- Games-time Activation Considerations
- Rule 50: Clean Venue Principle
- Athlete Games-time Activations
- User Generated Photography and Footage in Activation
- Out of Home Advertising
- Use of Olympic Results Content and Notices
- On-site Activations and Operations

▶ **Studio Set Design**

Studio Set Design (Continued)

✓ **Acceptable**



Caption needed.

Games-time Activation Considerations

Rule 50: Clean Venue Principle

Athlete Games-time Activations

User Generated Photography and Footage in Activation

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On-site Activations and Operations

▶ Studio Set Design

Studio Set Design (Continued)

✘ Not Acceptable



Caption needed.

SECTION 1
Olympism

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

This section provides checklists and resources necessary for our Partners to successfully build and activate their Olympic sponsorship.

- IOC Partners Extranet
- Olympic Multimedia Library
- www.olympic.org
- Documents and Publications
- Glossary
- Artwork



IOC Partners Extranet

▶ **Olympic Related
Activations Submissions**

Activations Checklist

Approvals Process

Resources

www.olympic.org

Documents and Publications

Glossary

Artwork

IOC Partners Extranet

Olympic Related Activations Submissions

The IOC Partner Extranet is the platform for you to submit all Olympic Games-related activations. Go to the “Approvals” section of the IOC Partners Extranet.


Before accessing the platform, you will need to register.

To register on the extranet, visit <http://extranet.olympic.org>.

For any enquiry, contact us at: partner@olympic.org.

What must to be submitted:

- Any marketing material that displays an Olympic Mark, including the Rings or any Games specific/NOC marks, Olympic terminology, Olympic Imagery, or the Flame etc. Refer to Chapter 3.
- Artwork previously submitted and approved but for which distribution, territory or execution dates have changed
- Any elements that will appear on-site during the Games such as staff uniforms, showcasing, lollipop signs etc.

 *Remember: To facilitate the review of the submitted materials, we strongly advise that you submit your activations at concept stage so we can give you early indications on possible changes before you move to production.*

IOC Partners Extranet

Olympic Related
Activations Submissions

▶ **Activations Checklist**

Approvals Process

Resources

www.olympic.org

Documents and Publications

Glossary

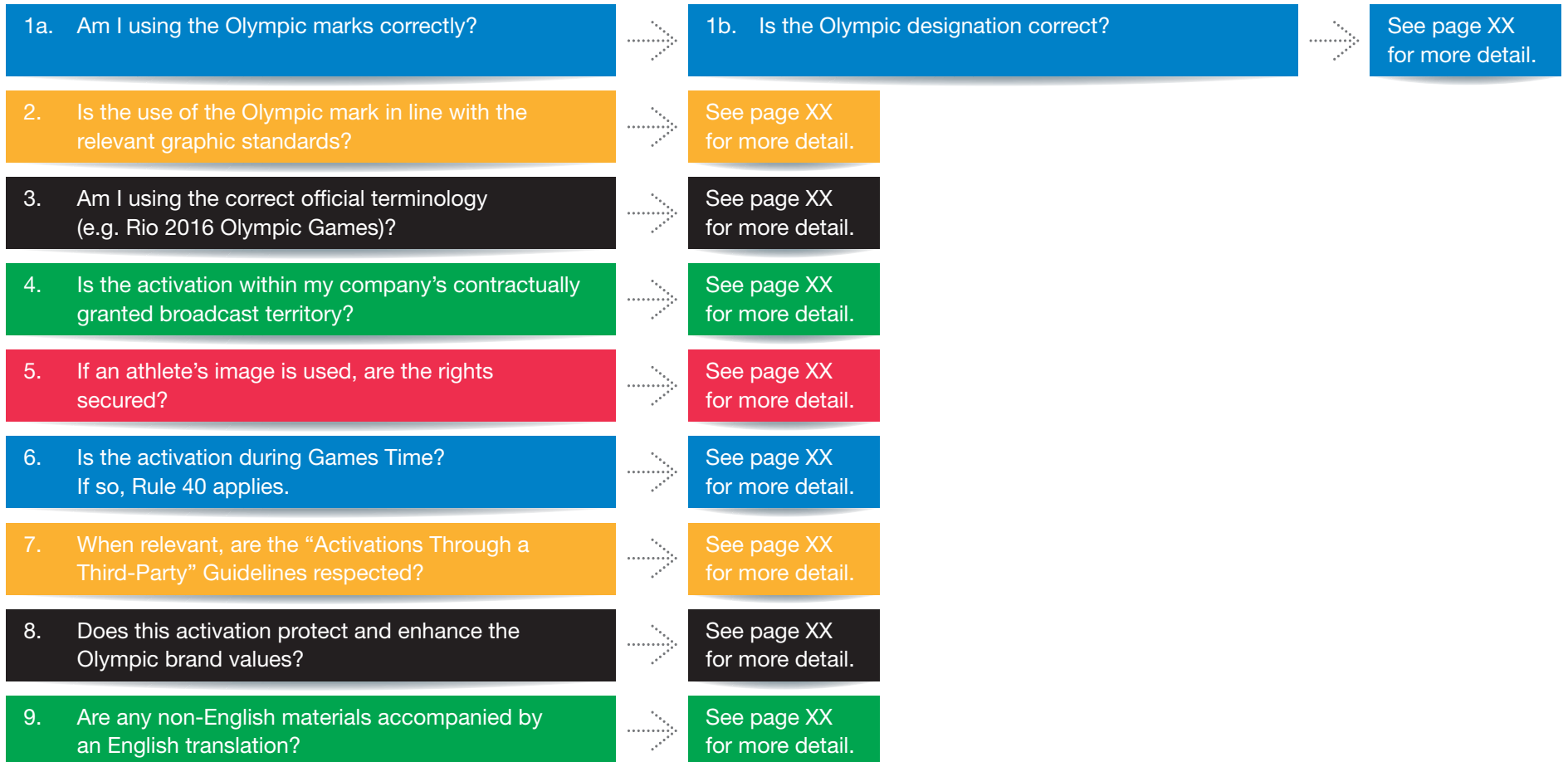
Artwork

IOC Partners Extranet

Activations Checklist

SUBMITTING AN ITEM FOR APPROVAL

The approval form must be completed with all required information. The more details provided, the more efficient and timely the review and approval will be.



IOC Partners Extranet

Olympic Related
Activations Submissions
Activations Checklist

► **Approvals Process**

Resources

www.olympic.org

Documents and Publications

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Artwork

IOC Partners Extranet

Approval Process

Who approves:

The IOC is the final approver for submissions bearing any of its properties regardless of the territory

The OCOGs are co-approvers for any submissions bearing their respective properties (e.g. emblem, pictograms, mascots)

The USOC is final approver for any submissions in the US territory

Approval Process and Feedback

The relevant Olympic parties will review the submissions and send them back to the TOP/RHB with one of the following messages:


“Approved”: TOP/RHB can move forward on the production


“Approved subject to”: minor changes are required to be made before production but there is no need to resubmit.

“Revise and resubmit”: the submission necessitates major revisions that need to be included before being resubmitted.

“Approval cannot be granted”: materials are not in line with the rights granted to the TOP/RHB and/or do not comply with the IOC Guidelines.

Submissions will be returned within their contractual deadline. Please refer to your specific partner agreement for details.

 **Remember:** The submitter must check the correct “marks and imagery usage” boxes, as well as indicate the correct “regions of distribution” in order for the submission to be routed to and reviewed by the appropriate Olympic parties approvers. Incorrectly labelled submissions will cause incorrect routing and delay the approval process.

 **Remember:** Think to allocate enough time in your planning process to account for the approval process, including time for possible changes and resubmission.

IOC Partners Extranet

- Olympic Related
- Activations Submissions
- Activations Checklist
- Approvals Process

► **Resources**

- www.olympic.org
- Documents and Publications
- Glossary
- Artwork

IOC Partners Extranet Resources

Many useful information related to your Olympic Partnership can also be found in other section of the Partner Extranet. These include:

Olympic Brand

Olympism Platform

IOC's promotional campaign, "The Best of Us."

Research

Broadcast Research — The IOC conducts regular broadcast and audience measurement research after each edition of the Olympic Games.

Consumer Research — The IOC conducts regular consumer research on the Olympic brand, media consumption, sponsors and spectators.

Resources

IOC Guidelines — this section includes a wide range of guidelines from the OPPU to Ambush Marketing, Blogging, Food Service, Hospitality etc.

Marketing & Broadcast Reports

Post Games Reports

Access to the Research and Reference Service (RRS) — Providing factual information on the history of the Olympic Movement and the Olympic Games, from the creation of the IOC in 1894 to future Olympic Games. The team can help with the following:

- Research and factual information
- Correct terminology, data, or spelling
- Context of a particular decision or event in Olympic history

Should you need to check facts for sales presentations, marketing materials, etc., please consult the IOC website at www.olympic.org. As a second step, you can send your request to your day-to-day IOC contact, who will check with the IOC Reference Service on your behalf. This IOC TMS service provides historic and current information about the Olympic Movement and the Olympic Games.

Access to IOC Multimedia Library — more than 700,000 photos and 42,000 hours of videos are available for your use.

Marks & Imagery

Downloadable files of all official Olympic Marks:

IOC Marks

OCOGs Marks

YOGOCs Marks

NOCs Emblems

Olympic Games

Information, contact and links relevant to the current Olympic Games and Youth Olympic games

Olympic Movement

TOPs, RHBs, Licensees, NOCs, Suppliers and IFs directories

IOC Partners Extranet

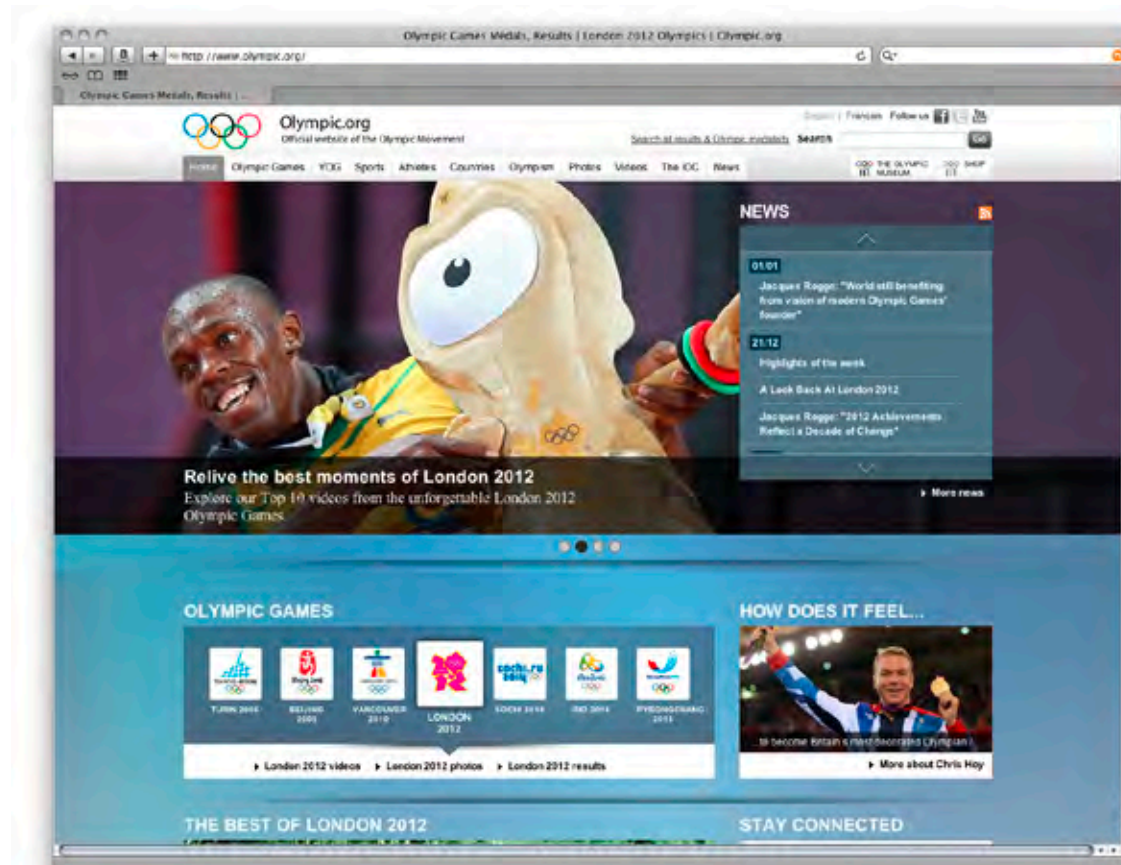
▶ www.olympic.org

Documents and Publications

Glossary

Artwork

www.olympic.org



This is the official website of the Olympic Movement. The latest news and information, as well as historical and current facts about the Olympic Movement and its stakeholders can be found here.

IOC Partners Extranet

www.olympic.org

► **Documents and Publications**

Glossary

Artwork

Documents and Publications



Major reports, studies, publications and information regarding the Olympic Movement can be found at <http://www.olympic.org/documents-reports-studies-publications>. Reports include:

1. The Olympic Charter
2. Reports and outcomes from Executive Board Meetings and Sessions
3. Final reports and resolutions from various World Conferences, Seminars and Forums
4. IOC interim and final reports
5. Host city election procedures
6. Various reference documents and factsheets
7. Marketing and broadcast reports from past Olympic Games

The Olympic Review

The Olympic Review is the IOC's quarterly publication of happenings in the Olympic Movement.

To sign up to receive *The Olympic Review*, consult your day-to-day IOC TMS contact.

Glossary

Composite logo — A visual representation of an RHB's relationship with an Olympic party. It is a two-part design, one belonging to the RHB and the other to the Olympic party represented. A composite logo contains four elements: The RHB corporate logo, an Olympic designation, a contractually granted Olympic mark (e.g. Olympic symbol, OCOG emblem), and a clear separation between the Olympic mark and the RHB corporate logo.

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.

Gatekeeper — An RHB that has the Olympic Games broadcast rights on all media platforms within the territory for which it has been granted rights.

International Olympic Committee (IOC) — The supreme authority of the Olympic Movement owning all rights to the Olympic Games and the Olympic properties. The IOC is an international non-governmental non-profit organisation whose objective is to fulfil the mission, role and responsibilities as assigned to it by the Olympic Charter.

Look of the Games — The visual identity created by the OCOG that ensures a cohesive presentation of the themes and imagery of the host cities 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.

IF — International Federations — The international, non-governmental organisations administering one or several sports at world level and encompassing organisations administering such sports at national level (Olympic Charter (in force as from 8 July 2011), Rule 25).

NF — 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) (Olympic Charter (in force as from 8 July 2011), Rule 29).

NOC(s) — National Olympic Committees — The IOC recognised organisations, which develop and protect the Olympic Movement in their respective countries in accordance with the Olympic Charter. NOCs must be established in accordance with the Olympic Charter and their statutes must be approved by the IOC (Olympic Charter (in force as from 8 July 2011), Rule 27).

NOC marks — Any or all of the NOC Olympic emblems as approved by the IOC, the Olympic designations of the NOC or the National Olympic Team and any other commercial marks of the NOC, as the context may require.

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

Glossary (Continued)

the host city as well as to the host city itself. The host country NOC forms the OCOG as the organisation that is responsible for managing the operations necessary for the staging of the Olympic Games (Olympic Charter (in force as from 8 July 2011), Rule 35). In these guidelines, references to OCOGs include YOGOCs where RHBs have been granted broadcast rights for the relevant edition of the Youth Olympic Games.

OCOG emblem — The visual representation of the OCOG and the Olympic Games' unique positioning. It is a significant asset of the OCOG's brand identity and is used for both institutional and commercial purposes throughout the Olympic Games lifecycle. It combines the Olympic Games distinctive element, the Olympic Games signature and the Olympic symbol.

OCOG marks — All OCOG emblems, logos, Olympic Games mascots, the Olympic torch and graphic elements developed specifically to "brand," identify and communicate the Olympic Games edition and its programmes (e.g. the Olympic torch relay, cultural education, etc.).

In these guidelines, references to OCOG marks include YOGOC marks where RHBs have been granted broadcast rights for the relevant edition of the Youth Olympic Games.

Olympic designation — Any visual or audio representation of any association, connection or other link with the Olympic Games, the Olympic Movement, or any constituent thereof (Olympic Charter (in force as from 8 July 2011), Rule 14).

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 the 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 Games — The Olympic Games consist of the Games of the Olympiad and the Olympic Winter Games (Olympic Charter (in force as from 8 July 2011), Rule 6).

Olympic Games mascot — A popular and memorable ambassador of the Olympic Games. It has been developed by OCOGs 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 — Any or all of the following marks: the Olympic symbol, NOCs marks, OCOG marks, and YOGOC marks, as the context may require.

Olympic Movement — 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 (Olympic Charter (in force as from 8 July 2011), Rule 1).

IOC Partners Extranet

www.olympic.org

Documents and Publications

► **Glossary**

Artwork

Glossary (Continued)

Olympic parties — One or all of the following parties: IOC, USOC, Participating NOCs, Host NOCs, OCOGs and YOGOCs, as the context may require.

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

Olympic properties — 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 (...) shall 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 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 8 July 2011), Rule 7).

Olympic symbol — 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 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 (Olympic Charter (in force as from 8 July 2011), Rule 8).

Olympic torch relay (OTR) — A pre-Olympic Games event which represents one of the most meaningful portrayals of the 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 edition.

Olympic venue — A site, typically of primary importance, operated by the OCOG and/or its partners/agencies (usually be a multi-functional team), located within a secure perimeter, subject to the exclusive use of the OCOG and/or its partners/agencies officially used to deliver the Olympic Games.

Olympic Victory Ceremony — The ceremony staged after the final competition to honour those athletes or teams who place first, second and third. The ceremony is usually staged immediately after the event at the place where the competition was held for the Games of the Olympiad. For the Winter Games, Victory Ceremonies can be held in a central Medal Plaza. It is also commonly known as medal ceremony (Olympic Charter (in force as from 8 July 2011), Rule 70).

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 8 July 2011), Bye-Law to Rule 6).

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 human kind, with a view to promoting a peaceful society concerned with the preservation of human dignity (Olympic Charter (in force as from 8 July 2011), p.11).

Glossary (Continued)

Premium(s) — Items that are given away free of charge or sold at a subsidised price in connection with the promotion an RHB’s Olympic Games broadcast in its territory.

Programme of the Olympic Games — The programme of all competitions of the Olympic Games established for each edition of the Olympic Games by the IOC (Olympic Charter (in force as from 8 July 2011), Rule 45).

RHB (Rights-Holding Broadcaster) — An Olympic Broadcast Partner who has acquired rights to provide comprehensive coverage of the Olympic Games within a territory during a period of time.

Signature Property — Sporting (not including those sporting events during the Olympic Games period), cultural, educational, entertainment or other events or programmes offered for sponsorship by the IOC or an OCOG to one or more TOP or OCOG Partner at an additional fee.

Sport 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.

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

TOP (TOP Partner) — The entity participating in the IOC’s worldwide programme of Olympic sponsorship, known as The Olympic Programme.

USOC — The United States Olympic Committee, which is the NOC for the USA.

YOGOC marks — Any or all YOGOC emblems, logos, mascots, the Youth Olympic torch and graphic elements developed specifically to “brand,” identify and communicate the Youth Olympic Games edition and its programmes (Youth Olympic torch relay, Culture and Education Programmes, etc.). In these guidelines, references to OCOG marks include YOGOC marks where RHBs have been granted broadcast rights for the relevant edition of the Youth Olympic Games.

IOC Partners Extranet

www.olympic.org

Documents and Publications

Glossary

Artwork

► **Full Colour Artwork**

Monochrome Artwork

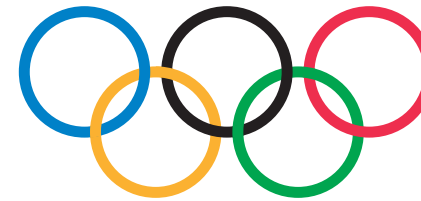
Artwork

Full Colour Artwork

Full colour is the preferred version of the Olympic rings and should be used whenever there is a white background. “full colour” refers to the five ring colours on a white background and should be used for all four-colour process and five spot-colour print applications.

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

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



(For print reproduction)

IOCrings4cPrint.eps

(For printing in 4/c process)

IOCrings5PMSPrint.eps

(For printing in the five Pantone® colours)

(For digital reproduction)

IOCringsColourDigidoc.png

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Documents and Publications

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Artwork

Full Colour Artwork

► **Monochrome Artwork**

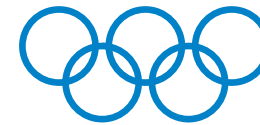
Artwork

Monochrome Artwork

The monochrome Olympic rings provide an alternative to the full colour Olympic rings. White is the preferred monochrome version because of its flexibility on a wide variety of backgrounds. In addition, the Olympic rings may also appear in any of the other official Olympic colours when one colour reproduction is necessary.

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

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Monochrome Blue

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Monochrome Yellow

(For print reproduction)
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IOCringsYellow4cPrint.eps

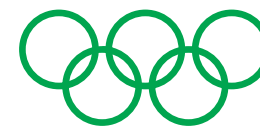
(For digital reproduction)
IOCringsYellowDigidoc.png
IOCringsYellowWeb.gif
IOCringsYellowDigital.jpg



Monochrome Black

(For print reproduction)
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IOCringsBlack4cPrint.eps

(For digital reproduction)
IOCringsBlackDigidoc.png
IOCringsBlackWeb.gif
IOCringsBlackDigital.jpg



Monochrome Green

(For print reproduction)
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IOCringsGreen4cPrint.eps

(For digital reproduction)
IOCringsGreenDigidoc.png
IOCringsGreenWeb.gif
IOCringsGreenDigital.jpg



Monochrome Red

(For print reproduction)
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IOCringsRed4cPrint.eps

(For digital reproduction)
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IOCringsRedWeb.gif
IOCringsRedDigital.jpg



Monochrome White

(For print reproduction)
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IOCringsWhite4cPrint.eps

(For digital reproduction)
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IOCringsWhiteWeb.gif