



INTERNATIONAL
OLYMPIC
COMMITTEE

OLYMPIC SYMBOL AND IOC CORPORATE IDENTITY

Principles and Usage Guidelines

IN FORCE AS FROM JANUARY 2012



Dear Colleagues,



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

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

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

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

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

A handwritten signature in black ink, which appears to read 'J. Rogge'. The signature is fluid and cursive.

Jacques Rogge

President, International Olympic Committee

Dear Colleagues,



The Olympic symbol is the visual representation of the Olympic Movement's vision and missions. It embodies Olympism and unites the Olympic Movement.

The International Olympic Committee (IOC), as the leader of the Olympic Movement, uses the Olympic symbol as part of its corporate identity.

As employees of the IOC, you are aware of the power of the Olympic symbol and of our corporate identity. It is the responsibility of each one of us to ensure the integrity of the Olympic symbol and the IOC corporate identity and apply these guidelines thoroughly in our daily work.

You will find in this document the main principles guiding the use of the Olympic symbol and the IOC corporate identity.

A handwritten signature in black ink, which appears to read 'C. De Kepper'. The signature is written in a cursive style and is positioned above a horizontal line.

Christophe De Kepper
Director General

Introduction

The Olympic Charter, which governs the organisation, action and operation of the Olympic Movement, lays out the Fundamental Principles of Olympism.

In addition, the Olympic Charter also defines the rights of the International Olympic Committee (IOC) over the Olympic Properties:

“As leader of the Olympic Movement, the IOC is responsible for enhancing the values of the Olympic Movement (...). The IOC is the owner of all rights in and to the Olympic Games and Olympic properties (...). It is in the best interests of the Olympic Movement and its constituents which benefit from such revenues that all such rights and Olympic properties be afforded the greatest possible protection by all concerned and that the use thereof be approved by the IOC.”¹

“The Olympic symbol, flag, motto, anthem, identifications (including but not limited to “Olympic Games” and “Games of the Olympiad”), designations, emblems, flame and torches (...), may, for convenience, be collectively or individually referred to as “Olympic properties”. (...)”²

The IOC corporate identity, made of the Olympic symbol and the “International Olympic Committee” designation, is the visual representation of the IOC’s role of leader of the Olympic Movement.

These guidelines provide direction for the use of the Olympic symbol alone or within the IOC corporate identity for all employees of the IOC.

¹ Olympic Charter, Rule 7, paragraph 1, July 2011

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

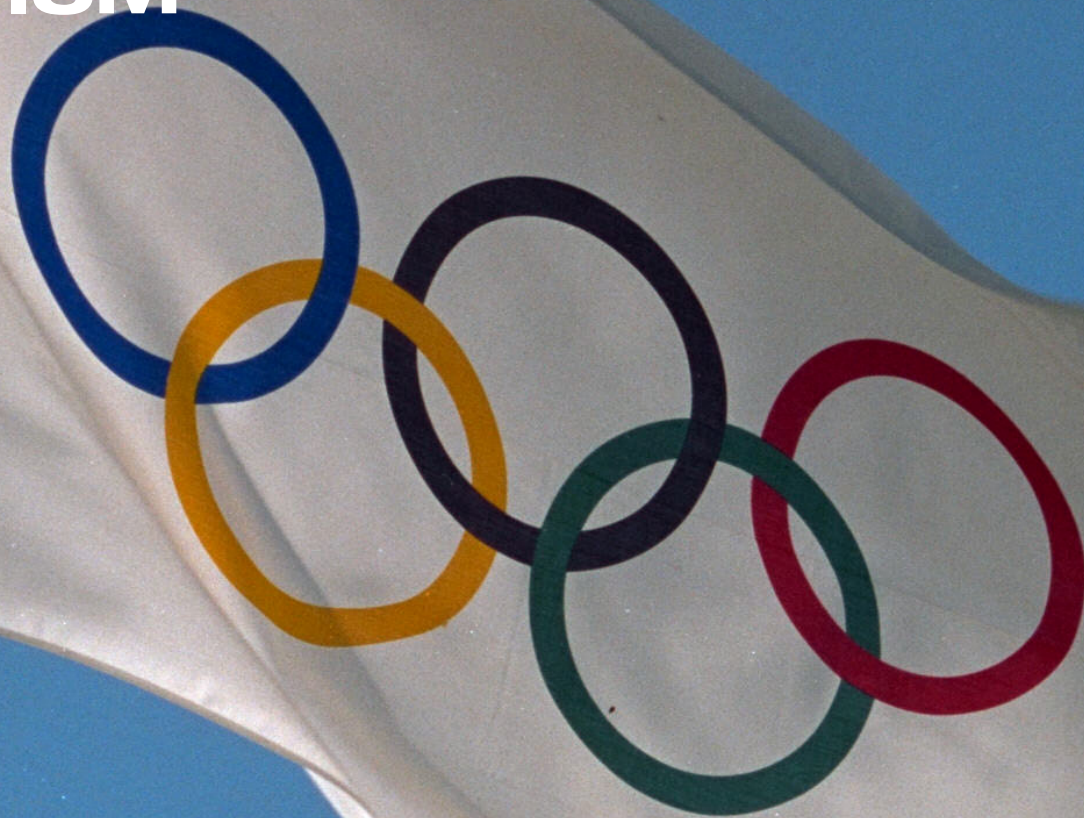
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OLYMPISM



Olympism and the Olympic Symbol

Olympism, embodied by the Olympic symbol, is described in the Olympic Charter which governs the organisation and action of the Olympic Movement.

The following chapters provide direction for the use of the Olympic symbol. They aim at preserving the integrity and authority of the Olympic symbol whilst ensuring its visibility and inclusiveness.

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

– PIERRE DE COUBERTIN

Olympism

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

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



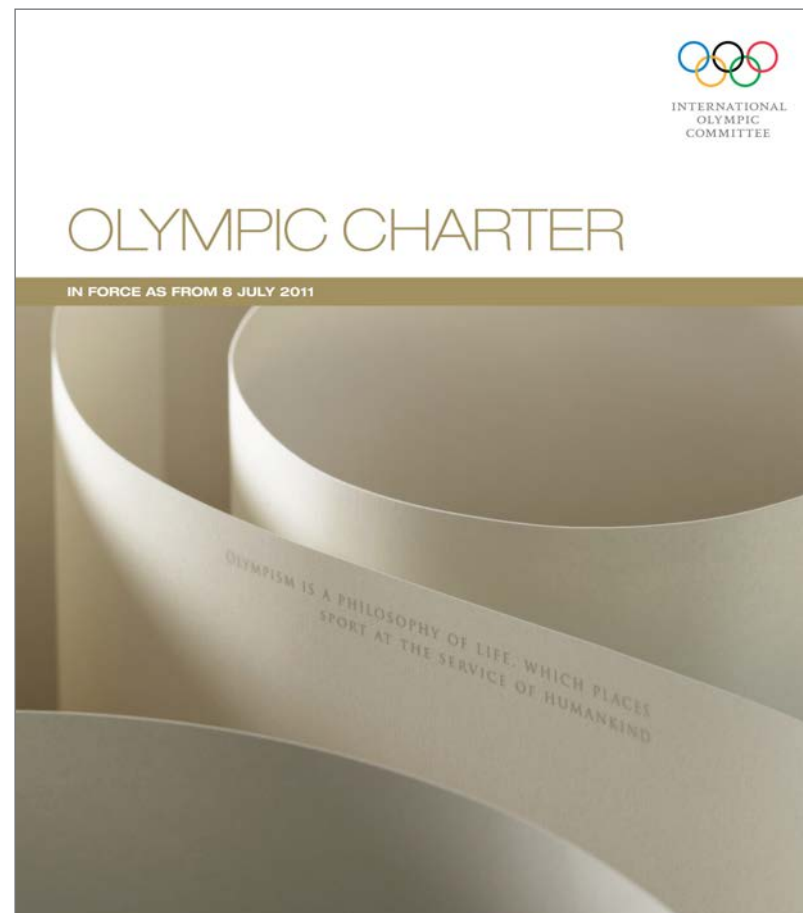
¹ Olympic Charter, Preamble, July 2011

The Olympic Charter

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

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

¹ Olympic Charter, Introduction, July 2011



Fundamental Principles of Olympism

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

¹ Olympic Charter, Fundamental Principles of Olympism, July 2011

The Olympism Platform

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



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

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

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

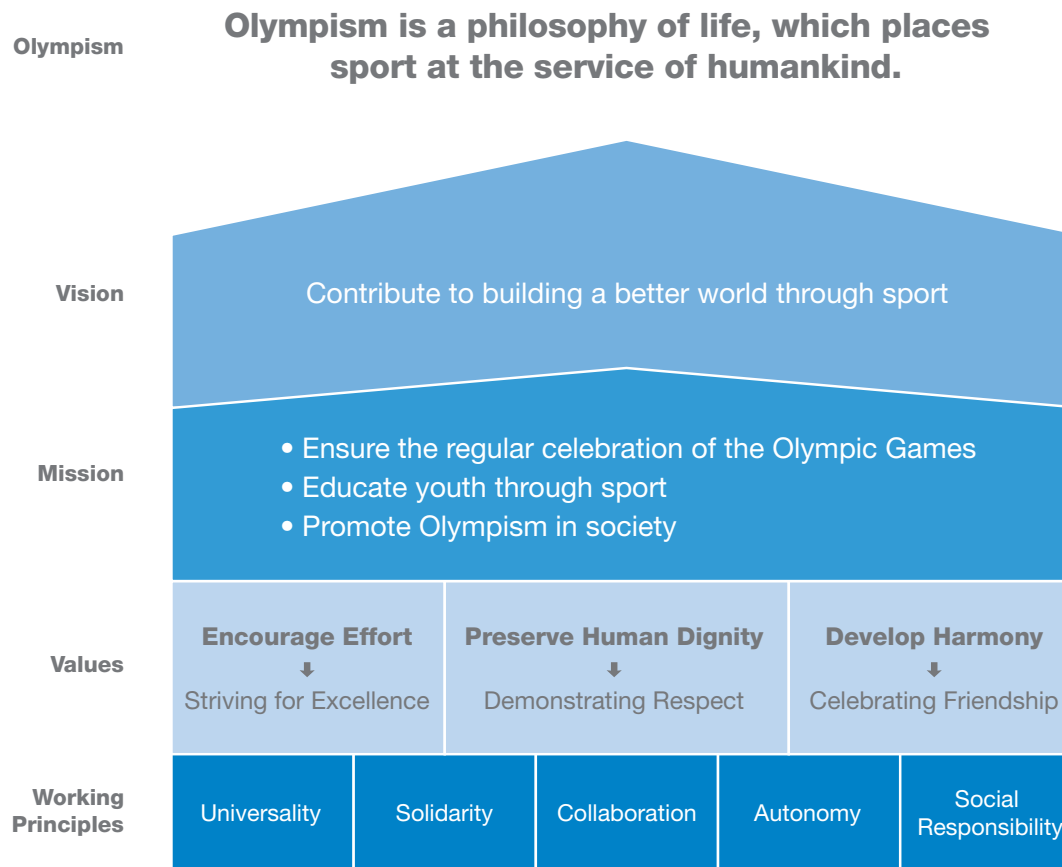
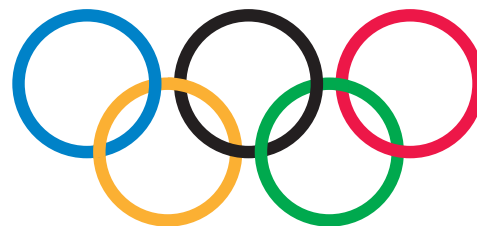
The Fundamental Principles of Olympism describe the values of the Olympic Movement as **Encourage Effort, Preserve Human Dignity** and **Develop Harmony**. When used in communication, these values are expressed as **Striving for Excellence, Demonstrating Respect** and **Celebrating Friendship**.

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

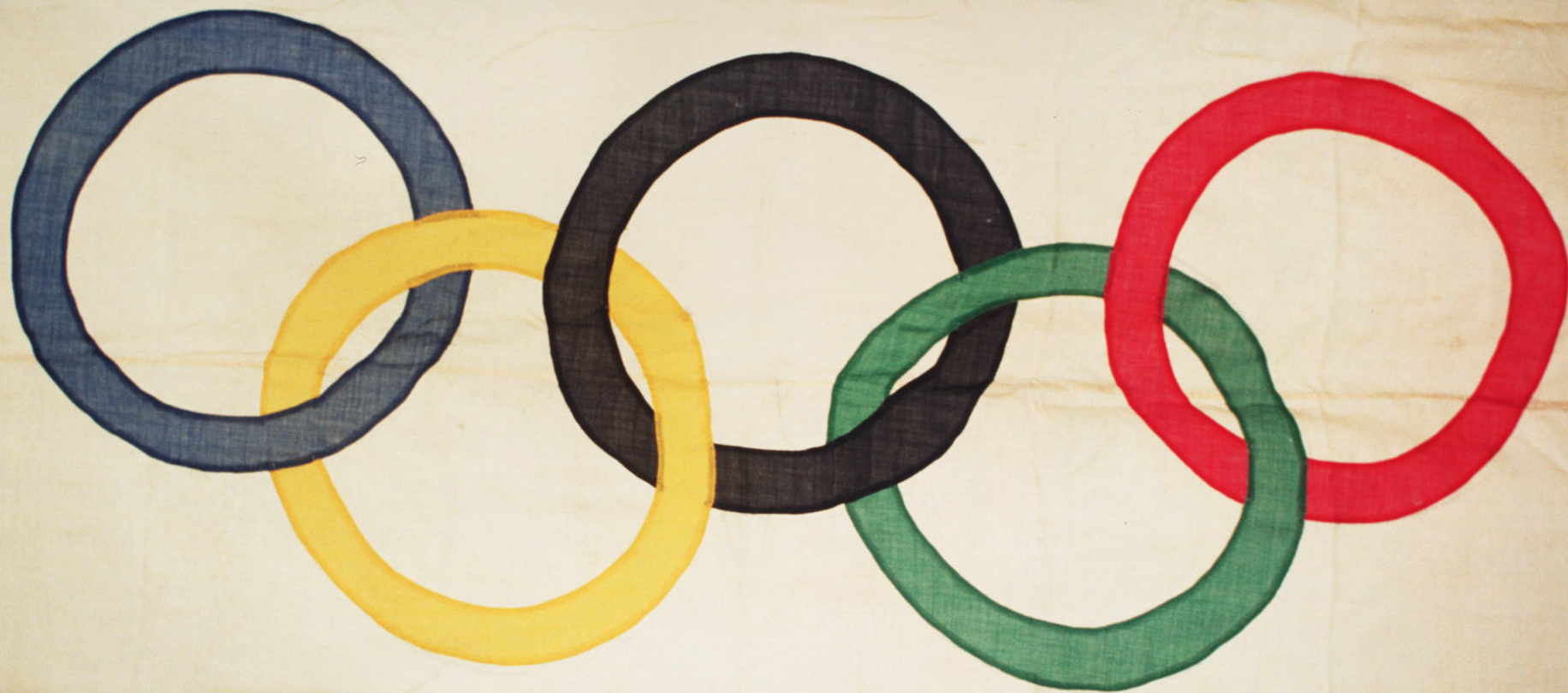
¹ Olympic Charter, Rule 1, paragraph 1, July 2011

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

The Olympism Platform (Continued)



THE OLYMPIC SYMBOL



ALEXANDRIE 5 AVRIL 1914

The Olympic Symbol: History, Meaning and Design

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



The Proud History of the Olympic Rings

1913–1914



The Olympic Rings

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

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

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

1920



The Official Debut



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



1957

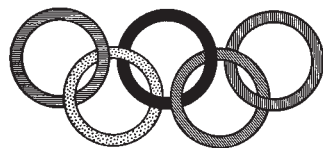
Defining the Olympic Rings

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



Incorrect

This version shows incorrect overlapping of the Olympic rings.



Correct

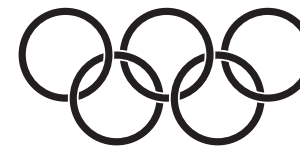
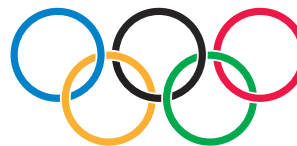
This version demonstrates the correct overlapping of the Olympic rings.

1986



Modifications

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

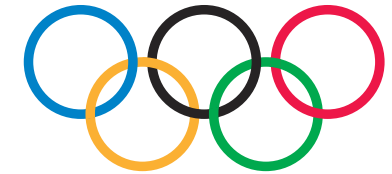


Interlocked



Solid

2010



The Timeless Original Returns

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



The Olympic Rings: Definition

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



Definition

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

The Olympic rings are a cornerstone of the Olympic properties, which comprise a variety of assets: *“The Olympic symbol, flag, motto, anthem, identifications, (including but not limited to “Olympic Games” and “Games of the Olympiad”), designations, emblems, flame and torches (...) may, for convenience, be collectively or individually referred to as “Olympic properties”. All rights to any and all Olympic properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to their use for any profit-making, commercial or advertising purposes. The IOC may license all or part of its rights on terms and conditions set forth by the IOC Executive Board.”*²

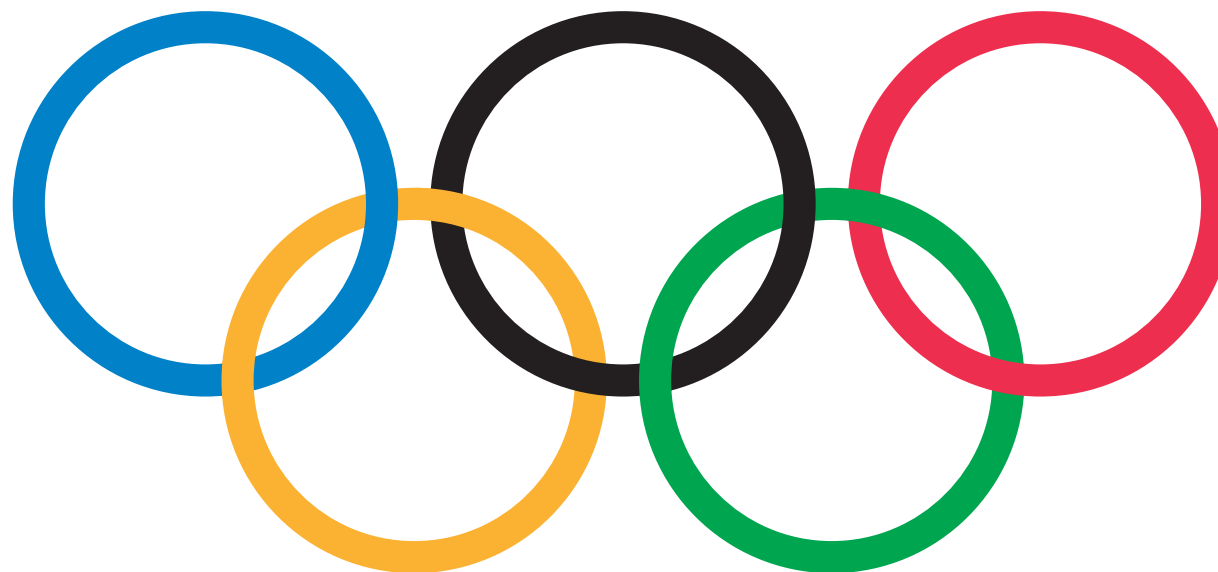
Maintaining Integrity

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

¹ Olympic Charter, Rule 8, July 2011

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

Full Colour

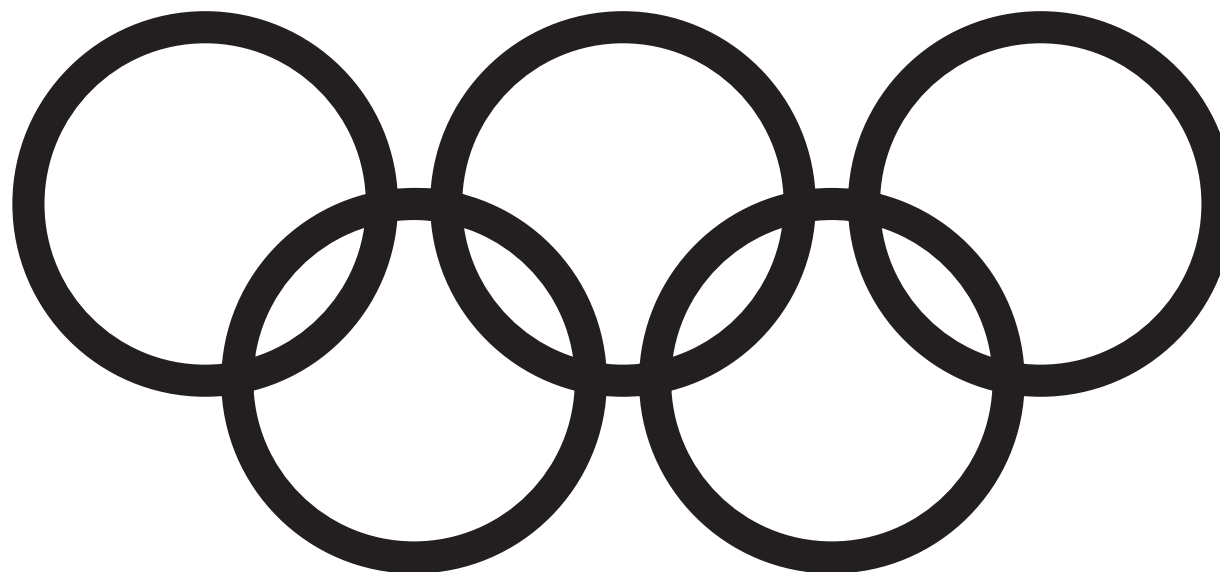


The full colour Olympic rings are the embodiment of Pierre de Coubertin's original vision; "full colour" refers to the six Olympic colours — blue, yellow, black, green and red on a white background — which symbolise Olympism's universality. Therefore, the full colour version on its white background is the preferred version of the Olympic rings.

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

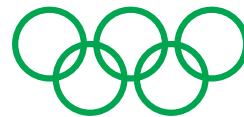
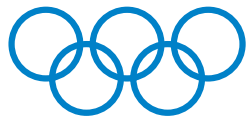
— PIERRE DE COUBERTIN

Monochrome



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

Six Official Colours

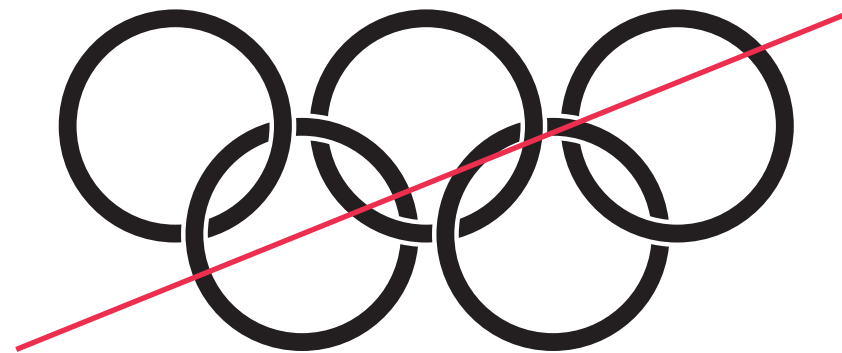
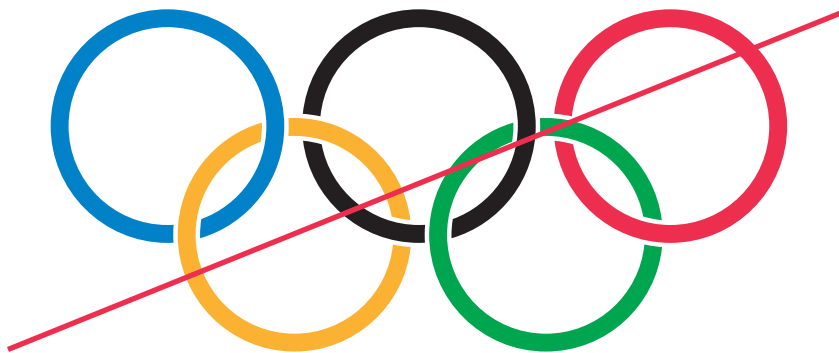
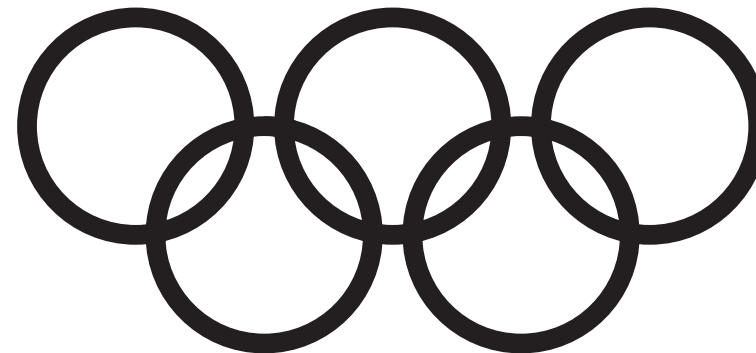
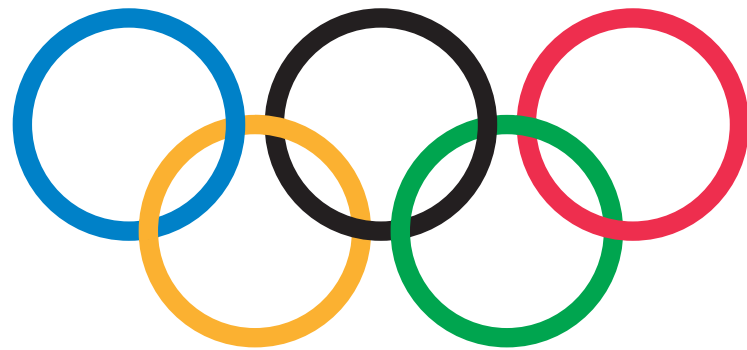


Pantone 3005 cmyk c100 m37 y0 k0 rgb r0 g129 b200 web safe hex #0081C8	Pantone 137 cmyk c0 m34 y91 k0 rgb r252 g177 b49 web safe hex #FCB131	Pantone 426 cmyk c0 m0 y0 k100 rgb r0 g0 b0 web safe hex #000000	Pantone 355 cmyk c100 m0 y100 k0 rgb r0 g166 b81 web safe hex #00A651	Pantone 192 cmyk c0 m94 y65 k0 rgb r238 g51 b78 web safe hex #EE334E	White cmyk c0 m0 y0 k0 rgb r255 g255 b255 web safe hex #FFFFFF
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Whilst reproduction techniques and applications have evolved over the years, the Olympic rings' colour palette has remained constant. To maintain the integrity of the Olympic rings, do not change or in any way alter these official colours.

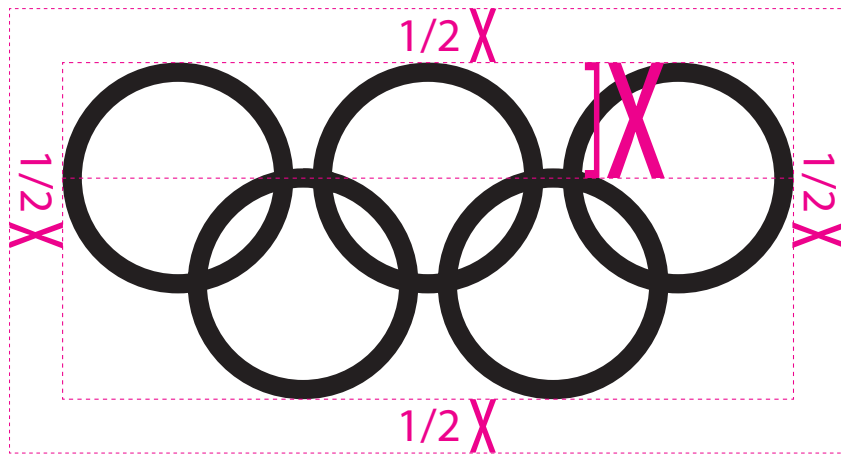
PANTONE®-identified colour reproduction information has been provided for the guidance of the reader. PANTONE® is a registered trademark of Pantone, Inc.

A Unique Design



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

Isolation Area/Minimum Size



8mm wide



8mm wide



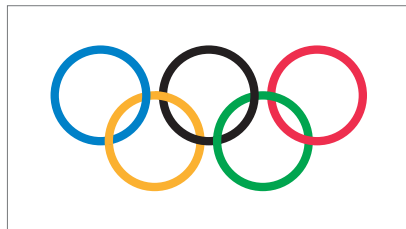
Isolation Area

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

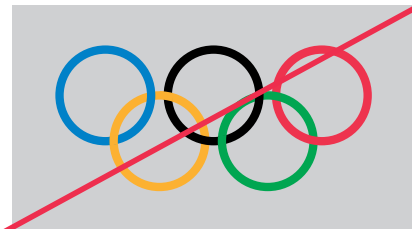
Minimum Size

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

Backgrounds



Correct



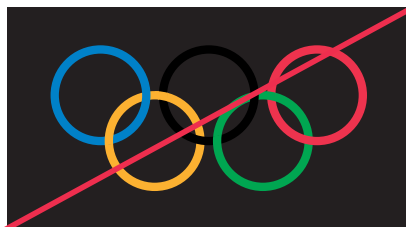
Background for the full colour Olympic rings must be white.



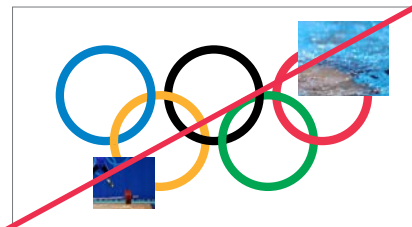
Background for the full colour Olympic rings must be white.



Correct



Background for the full colour Olympic rings must be white.



Do not place images in front of the Olympic rings.



Background for the full colour Olympic rings must be white.



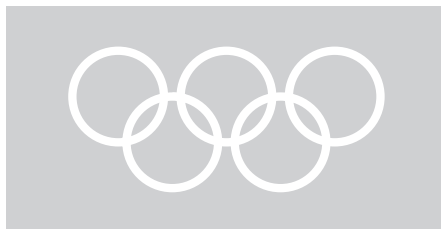
Correct

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

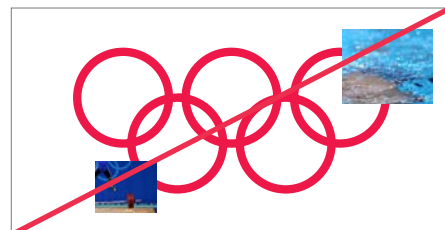
1. The full colour Olympic rings must always appear on a white background.
2. The monochrome Olympic rings may be used in one of the six official colours on a “quiet area”.

Note: The Olympic rings may not be used as anything other than a primary design element or used as a background for other imagery.

Backgrounds (Continued)



Correct



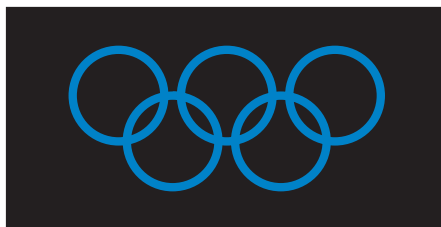
Do not place images in front of the Olympic rings.



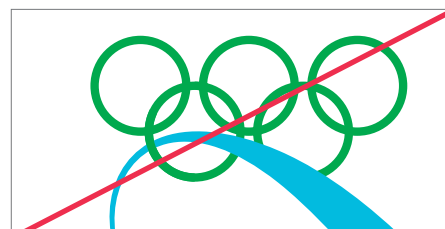
Correct



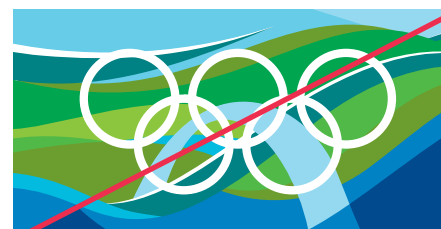
Correct



Correct



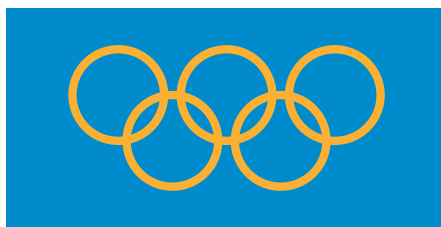
Do not place graphics in front of, through or behind the Olympic rings.



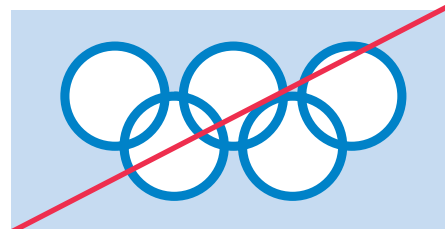
Do not place the monochrome Olympic rings on a graphic background.



Correct



Correct



Background must be consistent behind the Olympic rings.



Do not place the Olympic rings over an image area.



Correct

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

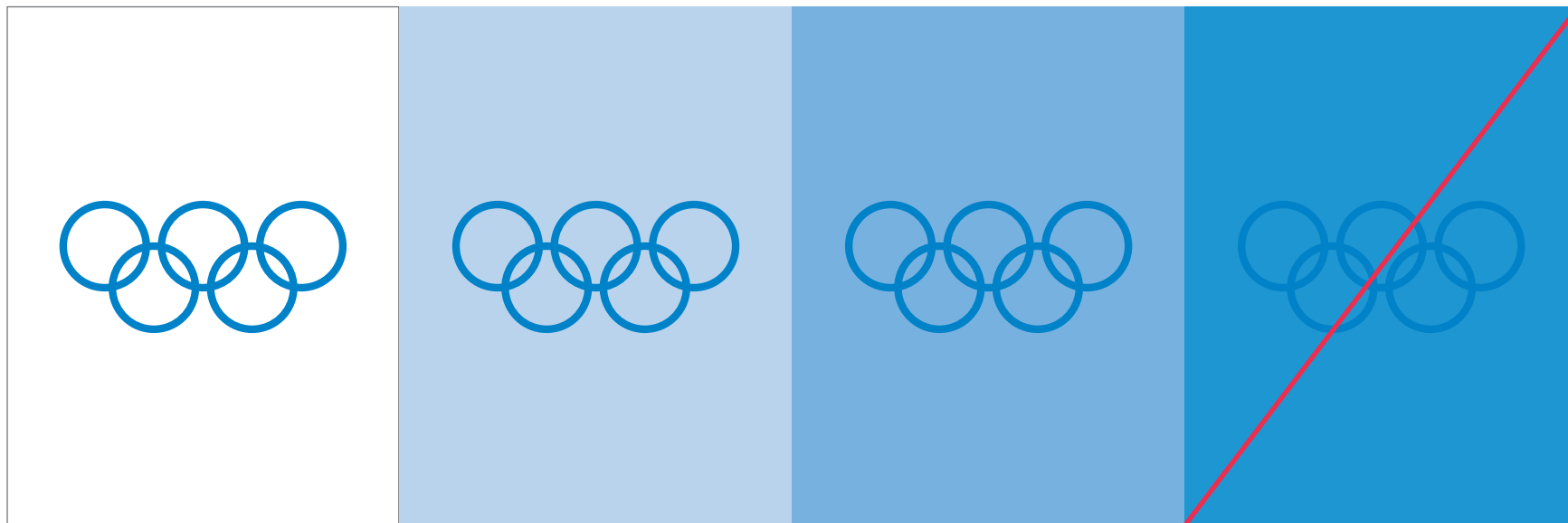
Tone-on-Tone

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

Example: Olympic rings 100% blue, 25% background, 70% contrast.

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

Example: Olympic rings 100% blue, 70% background, 25% contrast.



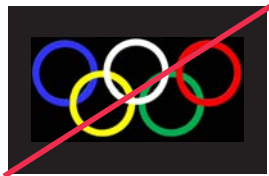
Do not use backgrounds of near equal value to the Olympic rings.

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

1. When the monochrome Olympic rings share the same colour as their background, there must be sufficient contrast – minimum 50% in value.
2. The only exception to this 50% contrast rule is when the Olympic rings are etched on glass or applied as a watermark on pictures or videos.

Common Misuses

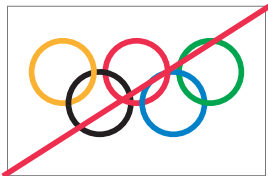
Alterations: The Olympic rings should never be altered in any way, including modifying the official colours or the order of the colours.



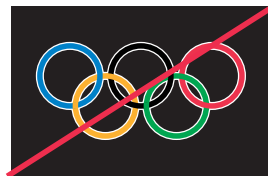
Do not modify colours.



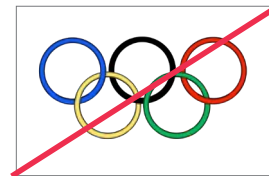
Do not insert imagery.



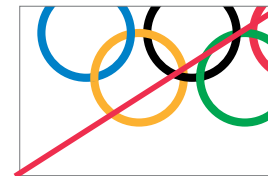
Do not re-order colours.



Do not outline.

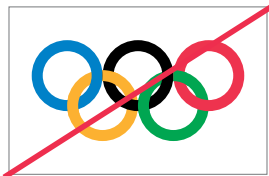


Do not outline.

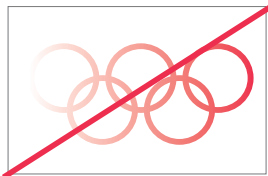


Do not crop.

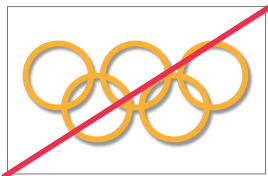
Distortions: The Olympic rings must always be visible in their entirety and should never be distorted in any way.



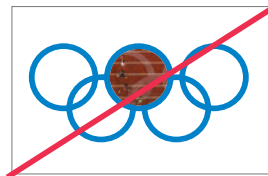
Do not distort width.



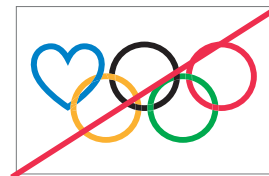
Do not add gradation.



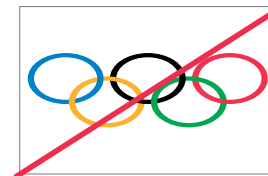
Do not add drop shadow.



Do not insert images.

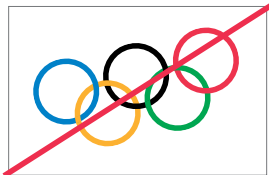


Do not distort the shape of the Olympic rings.

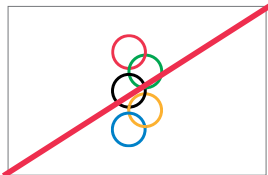


Do not stretch or warp.

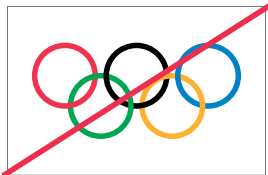
Orientation: The Olympic rings must always be reproduced horizontally, with three rings on top and two on the bottom.



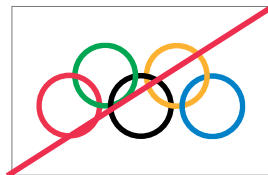
Do not rotate.



Do not rotate.



Do not flip horizontally.



Do not invert.

Note: The above examples are not exhaustive.

Balancing Integrity and Pragmatism

The purpose of the Olympic rings guidelines is to maintain the integrity and visibility of the Olympic rings. A balance needs to be achieved between the need to protect the Olympic rings in their purest form all whilst providing flexibility in the myriad of applications in which they are likely to be used. The principles of integrity and pragmatism help determine the Olympic rings' proper usage.



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



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

IOC CORPORATE IDENTITY



The Olympic Symbol and the IOC Corporate Identity

The Olympic symbol is the visual representation of Olympism which unites all constituents of the Olympic Movement and is used by the IOC, the NOCs and the OCOGs in their visual identities.

As the leader of the Olympic Movement, the IOC corporate identity consists of both the Olympic symbol and the “International Olympic Committee” designation.

The IOC corporate identity applies to the institutional life, involving the IOC members and IOC staff. It ensures a consistent representation of the organisation.

In addition, the IOC corporate identity applies whenever the IOC:

- Acts as a contractual party
- Is the author (e.g. reports, reference documents)
- Recognises outstanding achievements (trophies and rewards)



Institutional Typography: Altius

Altius, the custom-designed typeface of the International Olympic Committee, ensures maximum legibility in all print and digital applications. Altius' timeless design and strong serifs remind us of the institution's enduring prominent stature.

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z 0 1
2 3 4 5 6 7 8 9

Functional Typography: Helvetica

Helvetica, a classic and well-known typeface, provides optimum counterweight to Altius' strong forms. Its application ensures consistency in all identities, i.e. commissions, departments, institutional meetings and programmes.

To make the use of Helvetica Heavy more proprietary, the tracking (the overall spacing between all letterforms) should be tight. Additionally, spaces between individual letterforms (kerning) should be adjusted.

Ideally, the letterforms should have a consistent spacing that feels tight but is not touching.

Loose tracking,
no kerning

Headline
Department

Tight tracking,
kerning adjusted

Headline
Department

Example:
Tight tracking,
kerning adjusted

Jacques Rogge,
IOC President

Helvetica Neue Roman

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2
3 4 5 6 7 8 9

Helvetica Neue Heavy

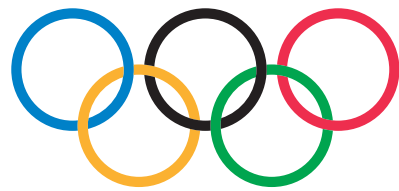
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx
Yy Zz 0 1 2 3 4 5 6
7 8 9

The IOC Corporate Identity: Primary

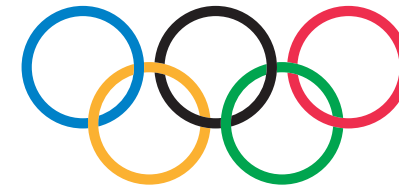
The primary IOC corporate identity integrates the “International Olympic Committee” designation under the Olympic symbol. The design of the designation, using Altius in grey and following the symmetry of the Olympic symbol, guarantees its legibility whilst ensuring the Olympic symbol remains the key visual element.

The IOC must be represented by the primary IOC corporate identity in most applications, except for limited applications described on the next page.

The primary IOC corporate identity must never be altered or distorted in any way. See “Common Misuses” section for more information.



INTERNATIONAL
OLYMPIC
COMMITTEE

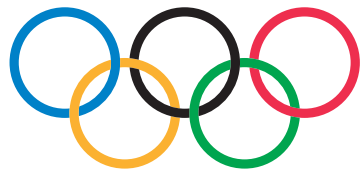


COMITÉ
INTERNATIONAL
OLYMPIQUE

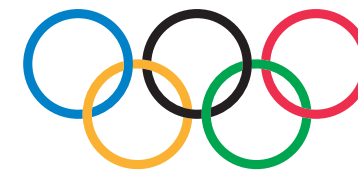
The IOC Corporate Identity: Horizontal

The horizontal version of the IOC corporate identity, used in specific applications such as the Powerpoint templates, offers flexibility and enhances legibility.

The horizontal version of the IOC corporate identity must never be altered or distorted in any way. See “*Common Misuses*” section for more information.



INTERNATIONAL OLYMPIC COMMITTEE



COMITÉ INTERNATIONAL OLYMPIQUE

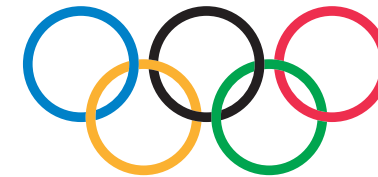
Full Colour

In addition to the six colours of the Olympic symbol, the IOC corporate identities use grey as the typeface colour for the designations.

As visual representation of the institution, the corporate identities shall always be used in their full colour versions.

The full colour version of the corporate identities must always be used on a white background.

See “Common Misuses” section for more information.



INTERNATIONAL
OLYMPIC
COMMITTEE

Pantone 424

cmyk
c0 m0 y0 k65
rgb
r119 g120 b123
web safe
hex #77787b



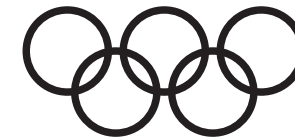
Monochrome

All corporate identities are available in two monochrome versions: white and black.

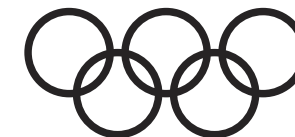
To maintain the institutional nature of the corporate identities, all options allowing the use of the full colour versions must be considered first.

Monochrome versions of the corporate identities must be used whenever the full colour versions are not applicable, i.e. whenever:

- the background is not white, and no other options allow use on a white background.
- they are used with black and white printing.



INTERNATIONAL
OLYMPIC
COMMITTEE



COMITÉ
INTERNATIONAL
OLYMPIQUE

Isolation Area

The isolation area must remain free of any typography, text, graphic and/or photographic elements. It is defined by drawing a rectangle around the edges of the corporate identities as illustrated. The minimum distance between the rectangle and any element is a distance of X, X being the external radius of a ring.



Minimum Size

To ensure legibility of designations and compliancy with the Olympic symbol's minimum size, the height of designations must be at least 1.5mm.

The minimum size of the designations of the Olympic Museum and Olympic Solidarity is 1.75mm. See pages detailing those identities for more information.



Backgrounds



Correct



The IOC corporate identity may be used on a photographic background if it is a solid white portion of the image.



Do not place the IOC corporate identity on any photographic background that is not solid white.



Do not place the IOC corporate identity on a non-white background.



Use monochrome versions on coloured backgrounds.



Use monochrome versions on art or photographic background.



Do not place the IOC corporate identity on a background with an insufficient level of contrast.



Do not place the IOC corporate identity on a background with an insufficient level of contrast.

To respect the integrity of the Olympic symbol, the full colour version of the IOC corporate identity can only be used on a white background. The full colour version of the IOC corporate identity reinforces the institutional nature of the IOC. The uses of the full colour version must be encouraged as to apply them whenever possible. White and black monochrome versions shall be used whenever the background is not white. In all instances, a sufficient level of contrast—at least 50% in value—is required to guarantee that the IOC corporate identity remains distinctively visible.

Common Misuses



Do not change the relationship of the elements.



Do not create identities from individual elements: use only provided marks.



Do not print full colour versions in black and white. Use the monochrome versions instead.



Do not stretch or distort the IOC corporate identity.



Do not tilt or skew the corporate identities.



Do not crop the IOC corporate identity in any way.

Alterations

The IOC corporate identity should never be altered in any way. In particular, distinctive elements, if any, designations and the Olympic symbol should never be separated, moved or rearranged.

Distortions

The IOC corporate identity must always be visible in their entirety and should never be distorted in any way.

Orientation

The IOC corporate identity must always be reproduced horizontally.

APPLICATIONS OF IOC CORPORATE IDENTITY



IOC Session

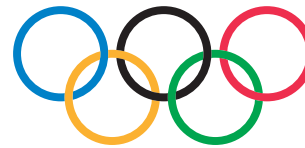
“The Session is the general meeting of the members of the IOC. It is the IOC’s supreme organ. Its decisions are final. An ordinary Session is held once a year.”¹

The identity of an IOC Session shall include the IOC corporate identity, the name and date of the meeting, and its location. Organisers may integrate a specific design into the IOC Session identity. It shall always appear on the backdrop of the IOC Session.

As the General Meeting of the IOC, the IOC corporate identity shall prevail on the overall look of the IOC Session. However and if desired, the Organising Committee of the Olympic Games (OCOG) or Local Organising Committee (LOC) may add the IOC look at Games time or local related look elements. To a certain extent, such local look elements may be applied to Session-related printed materials, such as general decoration, banners and collateral, including invitation cards, insignias, etc.

Unless otherwise specified by the IOC, Sessions organisers shall ensure balance in use of English and French versions of the Session’s visual identity.

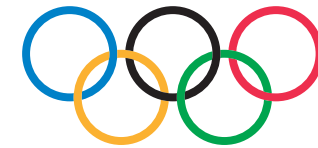
¹ Olympic Charter, Rule 18, paragraph 1, July 2011



INTERNATIONAL
OLYMPIC
COMMITTEE

124th Session

**5-7 July 2012
London**



COMITÉ
INTERNATIONAL
OLYMPIQUE

124^e Session

**5-7 juillet 2012
Londres**

IOC Executive Board Meetings

“The IOC Executive Board consists of the President, four Vice-President and ten other members.”¹ “The IOC Executive Board assumes the general overall responsibility for the administration of the IOC and the management of its affairs.”²

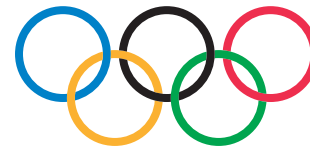
The IOC corporate identity shall apply to any IOC Executive Board meetings. The identity of an IOC Executive Board meeting shall include the IOC corporate identity, the name and date of the meeting, and its location. It shall always appear on the backdrop of the IOC Executive Board meeting.

The IOC corporate identity shall prevail on the overall look of the IOC Executive Board meetings. However, and in case of the IOC Executive Board meeting being held prior to the Games, or to the IOC Session with election of a host city of the Games, the Organising Committee of the Olympic Games (OCOG) or the Local Organising Committee (LOC) may add IOC look at Games time or local related look elements within the overall visual feeling of the event.

Unless otherwise specified by the IOC, organisers of IOC Executive Board meetings shall ensure balance in use of English and French versions of the IOC Executive Board’s visual identity.

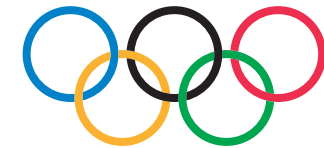
¹ Olympic Charter, Rule 19, paragraph 1, July 2011

² Olympic Charter, Rule 19, paragraph 3, July 2011



INTERNATIONAL
OLYMPIC
COMMITTEE

Executive Board
5-7 April 2011
London



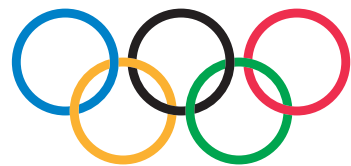
COMITÉ
INTERNATIONAL
OLYMPIQUE

Commission Exécutive
5-7 avril 2011
Londres

Commissions

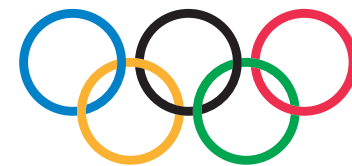
“IOC Commissions may be created for the purpose of advising the Session, the IOC Executive Board or the President as the case may be.”¹

Identities of commissions incorporate a specific designation centered under the IOC corporate identity. Helvetica Heavy is used for the commission designations to contrast with the “International Olympic Committee” designation.



INTERNATIONAL
OLYMPIC
COMMITTEE

**Olympic Programme
Commission**



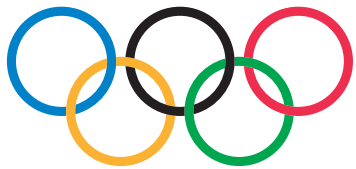
INTERNATIONAL
OLYMPIC
COMMITTEE

**Television Rights and
New Media Commission**

¹ Olympic Charter, Rule 21, July 2011

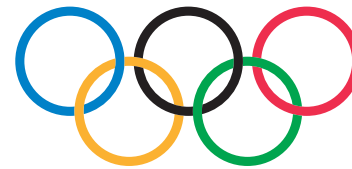
Departments and Operational Entities

Corporate identities of departments incorporate a specific designation centered under the IOC corporate identity. Helvetica Heavy is used for the department designations to contrast with the “International Olympic Committee” designation.



INTERNATIONAL
OLYMPIC
COMMITTEE

**International Cooperation and
Development Department**



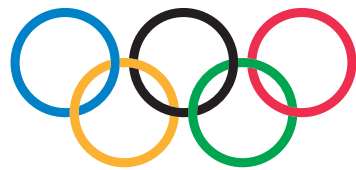
INTERNATIONAL
OLYMPIC
COMMITTEE

Sports Department

IOC Group Corporate Identities

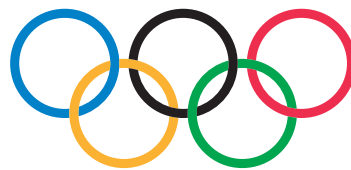
IOC group entities are distinct from the IOC from a legal standpoint. Their identities incorporate a specific designation which uses the Altius typeface to ensure consistency across the IOC group.

IOC Television & Marketing Services



IOC TELEVISION
& MARKETING
SERVICES SA

Olympic Broadcasting Services



OLYMPIC
BROADCASTING
SERVICES

Minimum Size

Height of designation no smaller than 1.5 mm



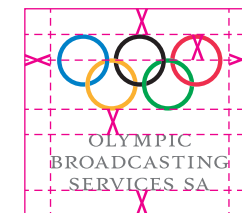
IOC TELEVISION
& MARKETING
SERVICES SA 1.5 mm



OLYMPIC
BROADCASTING
SERVICES SA 1.5 mm

Isolation Area

The minimum distance between the rectangle and any element is a distance of X, X being the external radius of a ring.



The Olympic Museum

The Olympic Museum is both an IOC department and a product for the general public. The distinctive element, made of the three pillars, distinguishes the product and allows greater recognition by the general public.

The Olympic Museum identity without text may be used on applications for which visibility and legibility of the complete identity is inadequate. Context of the application shall not create any confusion and make clear that the identity is the one of the Olympic Museum.



Pantone 424

cmyk
c0 m0 y0 k65
rgb
r119 g120 b123
web safe
hex #77787b

Minimum Size

Height of designation no smaller than 1.75 mm



Isolation Area

The minimum distance between the rectangle and any element is a distance of X, X being the external radius of a ring.



Note: Detailed graphic guidelines will be available as part of the Museum 2020 project.

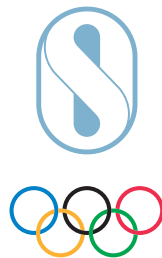
Olympic Solidarity

The Olympic Solidarity is both an IOC department and a product. The distinctive element, the blue “OS”, distinguishes the product and allows greater recognition of the Olympic Solidarity.

The Olympic Solidarity identity without text may be used on applications for which visibility and legibility of the complete identity is inadequate. Context of the application shall not create any confusion and make clear that the identity is the one of the Olympic Solidarity.



OLYMPIC
SOLIDARITY



SOLIDARITÉ
OLYMPIQUE



Pantone 550

cmyk
c38 m4 y0 k19

rgb
r126 g176 b204

web safe
hex #7EB0CC

**Olympic Solidarity “OS”
visual element blue**

Minimum Size

Height of designation no smaller than 1.75 mm



Isolation Area

The minimum distance between the rectangle and any element is a distance of X, X being the external radius of a ring. The isolation area for the Olympic Solidarity identity relies on a minimum distance increased to 2X.



Business Cards

Business cards should contain the following information:

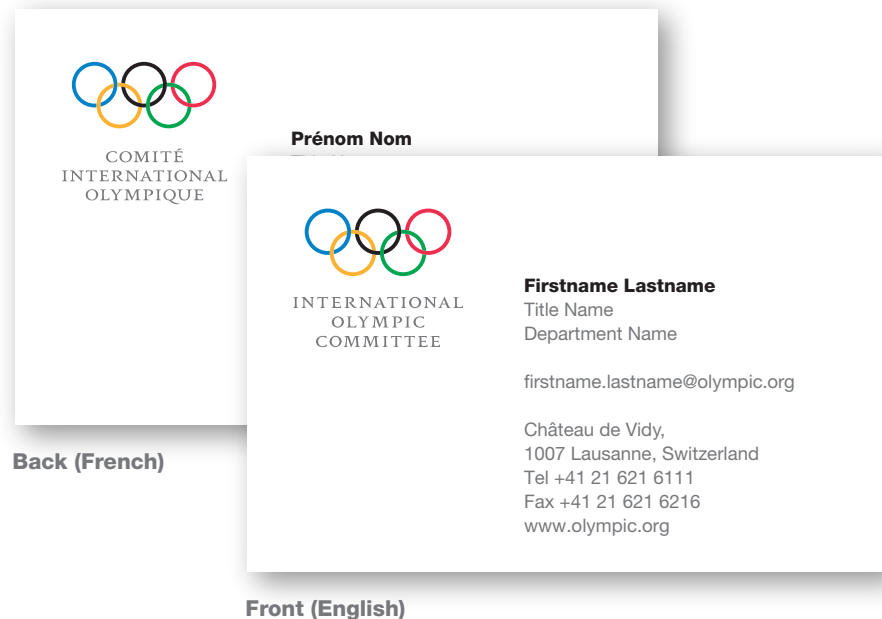
- Name, title name and department name
- E-mail address
- Contact information of the IOC:
 - Mailing address
 - IOC's welcome desk phone and fax numbers¹
 - www.olympic.org

¹ For flexibility reasons, these can be replaced by the direct phone/fax number or mobile phone number.

Requests for business cards must be sent to the Human Resources service after approval by the director of the department. Click here to access the request form or contact the Human Resources service at help.hr@olympic.org.

In addition to the IOC corporate identity, business cards are available with:

- The IOC Television & Marketing Services SA identity
- The Olympic Museum identity
- The Olympic Solidarity identity



Presentations

The clean, simple look of the Powerpoint template reinforces the visual impact of the Olympic symbol and preserves its purity and integrity. This clean and light design allows the audience to focus on the content of the slides. It also encourages and highlights the use of images.

To ensure maximum compatibility with all digital platforms, in particular those of external stakeholders' Powerpoint presentations, use the Arial typeface for text.

The format of Powerpoint presentations must be selected carefully as to avoid distortion of graphic elements on screen, including the Olympic symbol.

The title page displays:

- The IOC — or appropriate — corporate identity
- The title of the presentation and, if needed, the name of the meeting
- The speaker's name
- The date



Presentations: Content Pages

The five different pages are provided according to the colours of the Olympic Rings.

This format maximises the impact of pictures and encourages the use of the photo library. See “Presentations: Integration of Images” page for more information.

Vision for the London 2012 Games 

Presentation Outline


- Games Update
- Bid Vision
- Communication
- Delivery
- Achievements

SPEAKER NAME Day Month Year XXX


Turning Vision into Reality
Olympic Park Site 2012 




SPEAKER NAME Day Month Year XXX

Bidding for the Games Conference Objectives 


- Provide a unique forum where information is available:
- Gathering of experts both from the IOC and past/current organisers
- Content specifically produced for conference and as take away
- Illustrate benefits of hosting an Olympic product




SPEAKER NAME Day Month Year XXX

Delivering Sustainable Positive Change
Volunteer Movement 

Volunteer Hubs Network




SPEAKER NAME Day Month Year XXX


Vision for Russia
Together We Will Win 


The Olympic values and ideals brought to Sochi should:

- Unite the nation
- Bring the sense of national pride
- Inspire a new generation of Russians
- Catalyze the regional development



SPEAKER NAME Day Month Year XXX

Lorem Ipsum Dolor Est 

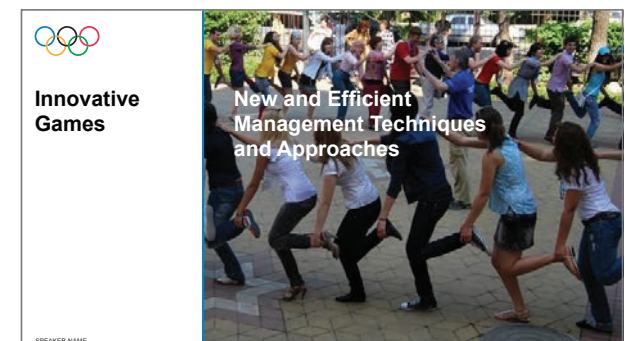
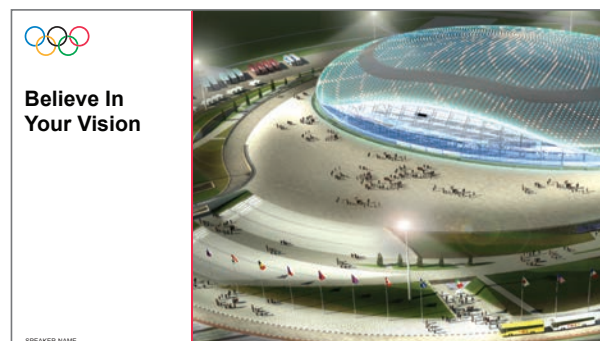
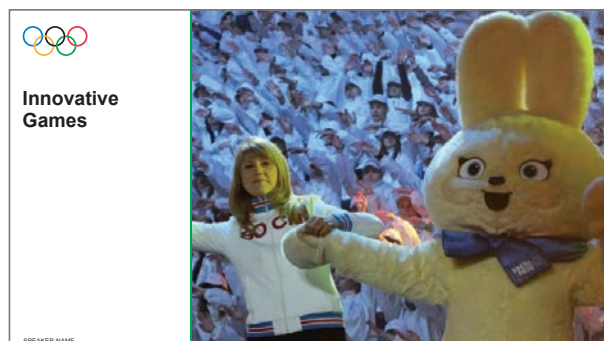
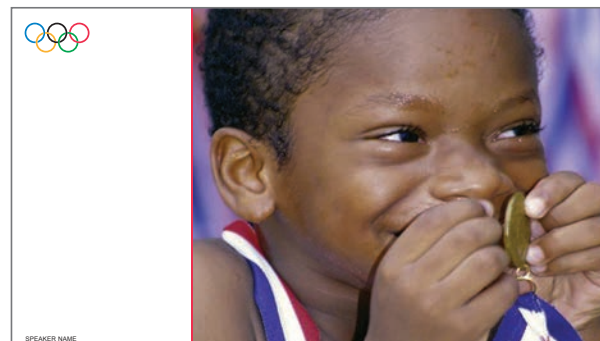
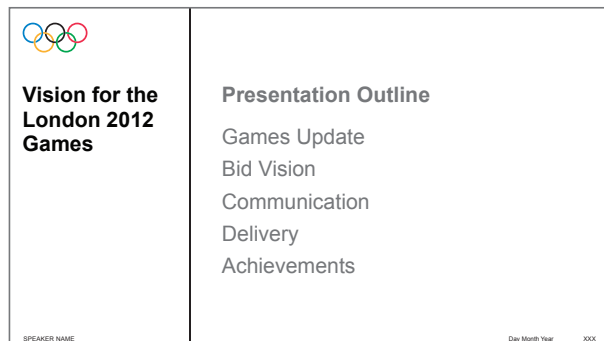


SPEAKER NAME Day Month Year XXX

Presentations: Divider Pages

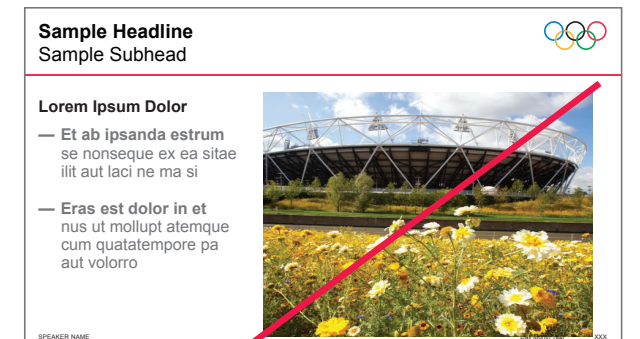
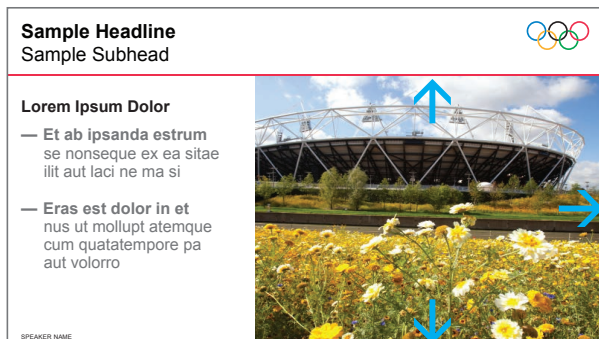
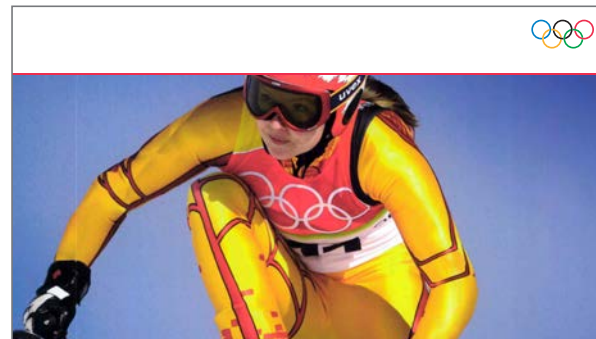
Divider pages can be used to present the structure of the presentation or following section.

The coloured lines extend the colour touch of the Olympic symbol. Their thickness matches the thickness of the rings.



Presentations: Integration of Images

Images for illustration purposes can be integrated directly into Content pages and Divider pages. This set of formatted images is available through the “Insert > Picture” function of Powerpoint. Images sourced from other platforms, such as the Olympic Heritage platform, can be used along with text to illustrate presentations’ content. To insert an image in the presentation and maximise its impact, either format it or crop it. Care should be taken as to not skew or distort the image. When used along with text, images should be placed on the right side of the slide. Images should fill the space from top to bottom and to the right, or be inset with equal space surrounding the image. Random and unbalanced placement should be avoided.



Templates: Overview

All templates are available in their respective application under “Office Button > New > My Templates”.

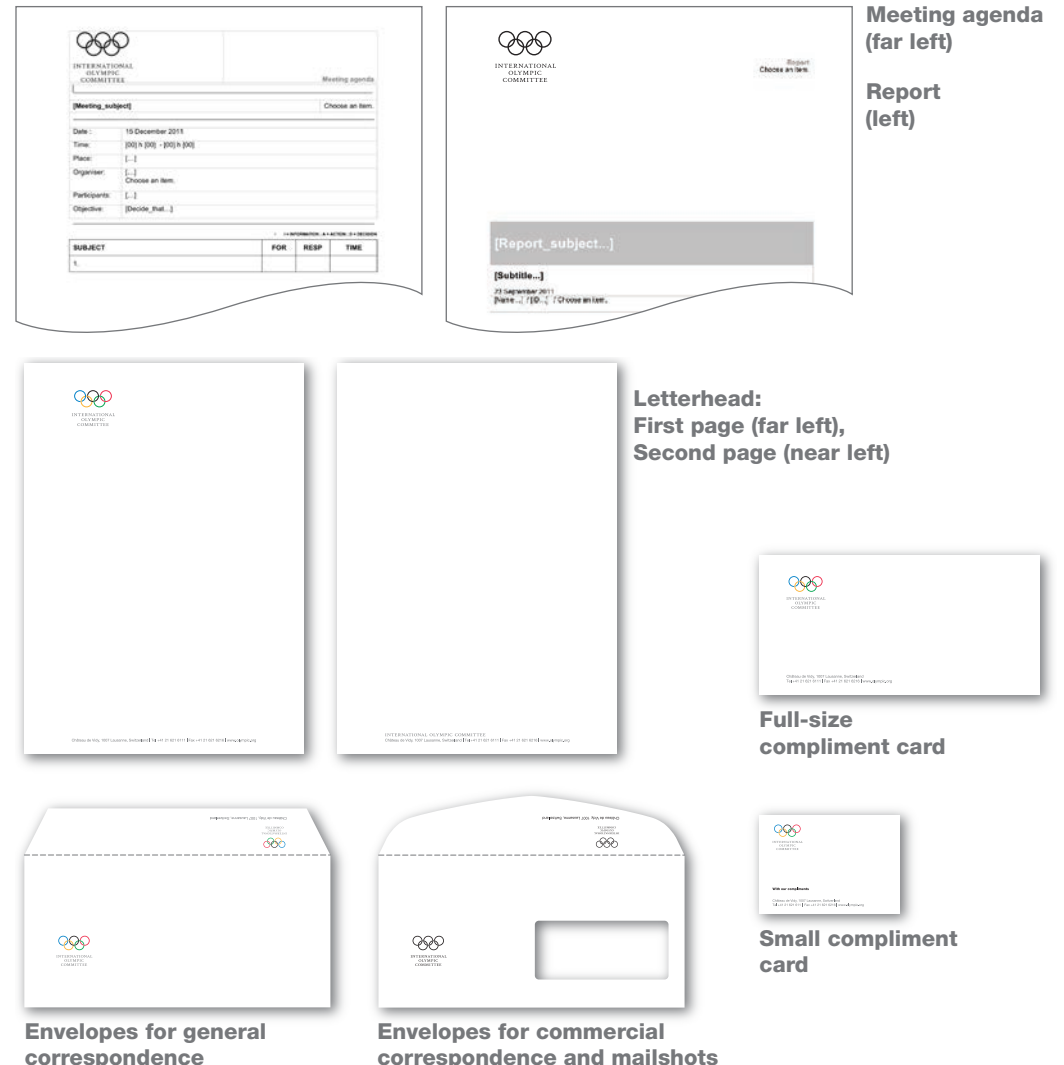
Editing of new documents must always start with a new template. Strict application of this rule guarantees that any new document is aligned to the latest version of the templates.

For identification purposes, all templates, electronic or stationery, incorporate the designation the corporate identity in the top left corner on the first page. Following pages integrate the text “International Olympic Committee” in the Altius typeface in the footers.

All electronic templates contain drop-down boxes and pre-defined fields to ensure consistency of use across the IOC. To ensure maximum compatibility with all digital platforms (in particular, those of external stakeholders) Microsoft Office Word® documents use Arial in 10 point size.

All requests or questions regarding electronic templates must be addressed to the Assistance and User Support Service at help@olympic.org.

For letterhead, compliment cards or envelopes, please contact stationery@olympic.org.



Letterhead

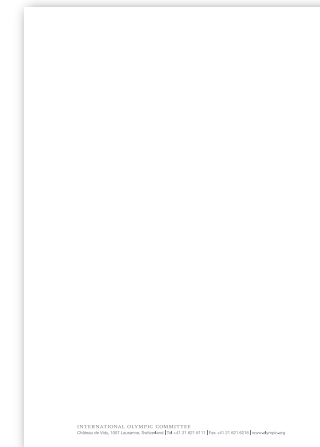
All official communications should be printed on letterhead paper. These communications must be prepared on templates without header and footer.

Other communications may be edited on templates which integrate header with corporate identity and footer.

The full colour version of the template is the preferred version. The black and white version of the template should be used only when the printing process does not allow for colour printing.



Letterhead First page



Letterhead Second page



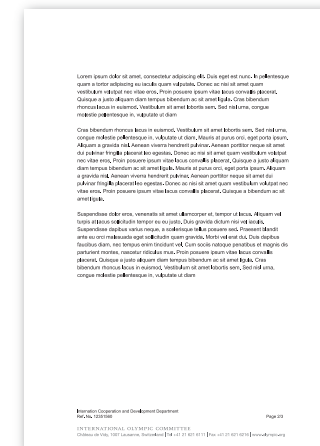
Electronic — Full colour First page



Electronic — Monochrome First page



Electronic on letterhead First page

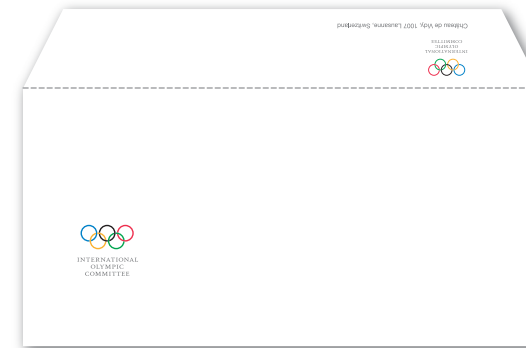


Electronic on letterhead Second page

Envelopes

Envelopes containing the full colour version of the IOC corporate identity are preferred for all correspondence and must be used for any official communications.

Envelopes with black and white corporate identity may be used only for large mailshots and local mailing.



Envelopes for general and official correspondence

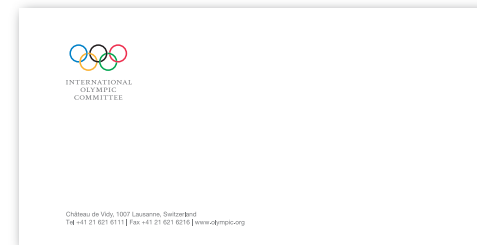


Envelopes for mailshots and local mailing

Compliment Cards

The full-size compliment card can be attached to a document or parcel, and may include a handwritten, personal note. The small compliment card may be attached to documents and material sent directly by the Mailing Service.

In no case should the note on a compliment card contain official information which will need to be archived.



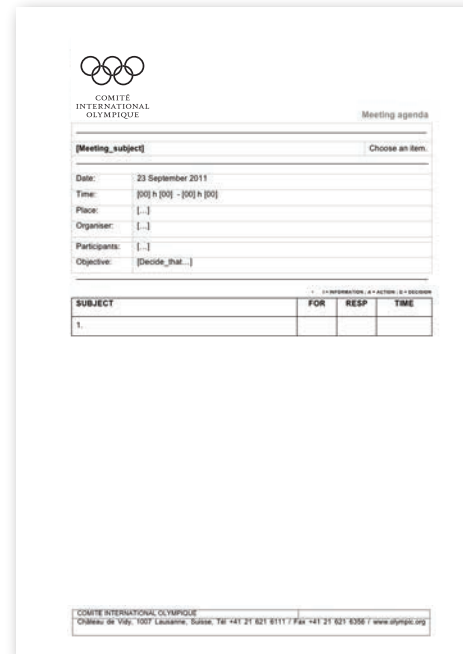
Full-size compliment card



Small compliment card

Meeting Agendas and Reports

The electronic templates for agendas and meeting reports only exist in black and white and use the monochrome version of the identities. Usage of these templates guarantees correct use of the Olympic rings, even in black and white printing.

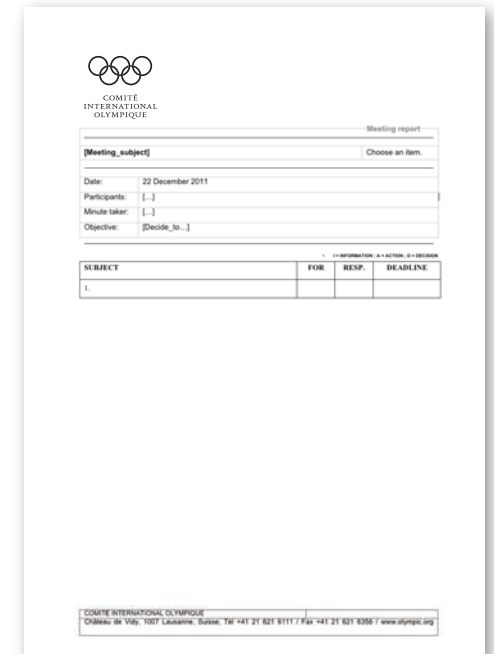


The Meeting agenda template features the Olympic rings logo and the text 'COMITE INTERNATIONAL OLYMPIQUE' at the top left. The title 'Meeting agenda' is positioned at the top right. Below the logo, there is a form with the following fields: 'Meeting_subject' with a 'Choose an item.' dropdown, 'Date' (23 September 2011), 'Time' ([00] h [00] - [00] h [00]), 'Place' [...], 'Organiser' [...], 'Participants' [...], and 'Objective' ([Decide_that...]). A legend below the form indicates: 'i INFORMATION, A ACTION, B DEBATE'. At the bottom, there is a table with the following structure:

SUBJECT	FOR	RESP	TIME
1.			

At the bottom of the page, contact information for the Comité International Olympique is provided: 'COMITE INTERNATIONAL OLYMPIQUE, Château de Vidy, 1007 Lausanne, Suisse, Tél: +41 21 821 8111 / Fax: +41 21 821 8367 www.olympic.org'.

Meeting Agenda



The Meeting report template features the Olympic rings logo and the text 'COMITE INTERNATIONAL OLYMPIQUE' at the top left. The title 'Meeting report' is positioned at the top right. Below the logo, there is a form with the following fields: 'Meeting_subject' with a 'Choose an item.' dropdown, 'Date' (22 December 2011), 'Participants' [...], 'Minute taker' [...], and 'Objective' ([Decide_what...]). A legend below the form indicates: 'i INFORMATION, A ACTION, B DEBATE'. At the bottom, there is a table with the following structure:

SUBJECT	FOR	RESP.	DEADLINE
1.			

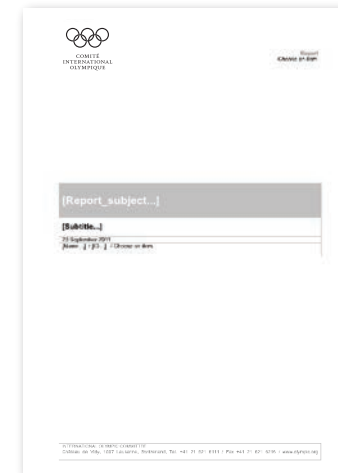
At the bottom of the page, contact information for the Comité International Olympique is provided: 'COMITE INTERNATIONAL OLYMPIQUE, Château de Vidy, 1007 Lausanne, Suisse, Tél: +41 21 821 8111 / Fax: +41 21 821 8367 www.olympic.org'.

Meeting Report

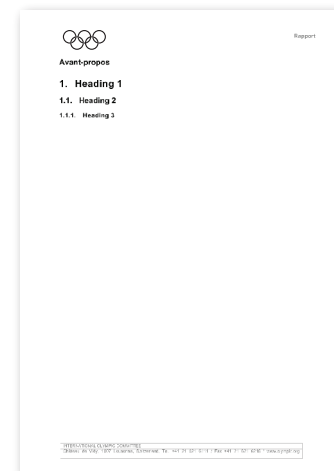
Reports and Reference Documents

Electronic templates for reports and reference documents come into two different content formats:

- **With tables**
In this template, tables ensure clear delineation between paragraphs and bring visual emphasis to paragraph topics.
- **Without tables**
This template allows for insertion of large, page-width images and long paragraphs.



Report



Report
Inner page without table



Report
Inner page with table

Memorandums and Facsimiles

The electronic templates for memorandums and facsimiles use the monochrome black version of the IOC corporate identity.

The memorandum form features the IOC logo at the top left. Below it, the text 'COMITE INTERNATIONAL OLYMPIQUE' is aligned with the logo, and 'Memorandum' is aligned to the right. A horizontal line separates the header from the main form area. The form includes a 'Subject' field with a 'Choose an item.' dropdown menu. Below this are fields for 'To:', 'cc:', 'From:', and 'Date:'. The 'From:' field includes a 'Choose an item.' dropdown and a 'Ref. no.' field. The 'Date:' field is pre-filled with '23 September 2011'. A large text area for the message is labeled '[Your_message...]' and contains sub-labels for '[Name...]', '[Title...]', and 'Encl. [...]'.

Memorandum

The facsimile form features the IOC logo at the top left. Below it, the text 'COMITE INTERNATIONAL OLYMPIQUE' is aligned with the logo, and 'Facsimile communication' is aligned to the right. A horizontal line separates the header from the main form area. The form includes a 'To:' field with a 'Name' dropdown and a 'Fax' field with a 'Fax number' dropdown. Below this are fields for 'From:', 'Date:', 'Total pages:', and 'Object:'. The 'From:' field includes a 'Name' dropdown, a 'Choose an item.' dropdown, a 'Ref. no.' field, and a 'Fax number' dropdown. The 'Date:' field is pre-filled with '23 September 2011'. The 'Total pages:' field includes a dropdown for 'including cover page'. The 'Object:' field includes a 'Subject' dropdown. A large text area for the message is labeled '[Your_message...]' and contains sub-labels for '[Name...]', '[Title...]', and 'Encl. [...]'.

Facsimile

Press Releases, Information Bulletins, and Factsheets

The electronic templates for press releases, information bulletins, and factsheets are available to all departments. Nonetheless, their publication is authorised only after formal approval of the Communications Department. Please contact the Editorial Service at publications@olympic.org for all related matters.

The Press Release template features the IOC logo at the top left. Below it, the text 'COMITE INTERNATIONAL OLYMPIQUE' and 'Communication de presse' are visible. The form includes fields for 'A:', 'Date: 1er septembre 2011', and 'Site: Paris'. There are also fields for '[TITRE-14...]', '[TITRE-12...]', and 'Copie Au titre:'. A small footer at the bottom contains the text '© 2011 International Olympic Committee. All rights reserved. No part of this publication may be reproduced without permission.'

Press Release

The Information Bulletin template features the IOC logo at the top left. Below it, the text 'COMITE INTERNATIONAL OLYMPIQUE' and 'FEUILLE D'INFORMATION' are visible. The form includes fields for '[TITRE-14...]', '[TITRE-12...]', and '[Date:]'. There is also a section for 'IMPRESUM' with a date field '14 septembre 2011'. A small footer at the bottom contains the text 'Page 1/1'.

Information Bulletin

The Factsheet template features the IOC logo at the top left. Below it, the text 'INTERNATIONAL OLYMPIC COMMITTEE' and 'FACTSHEET' are visible. The form includes fields for '[TITRE-14...]', '[TITRE-12...]', and '[Date:]'. There is also a section for 'IMPRESUM' with a date field '14 septembre 2011'. A small footer at the bottom contains the text 'Page 1/1'.

Factsheet

CONTACT POINTS



Key Points of Contact and Approval Process

For production and/or approval of usage of the Olympic symbol or the IOC corporate identity on applications described in this manual, please refer to the appropriate contact address below.

Type of application	Department in charge	Contact address
Governance and Meetings	Protocol, Events and Hospitality Services	ioc.events@olympic.org
Electronic Templates	Assistance and User Support Services	help@olympic.org
Stationery	Logistic Services	stationery@olympic.org
Images	Image Sales and Promotion Services	image@olympic.org
Publications	Editorial Services	publications@olympic.org
Gifts and Protocol	Protocol, Events and Hospitality Services	ioc.gifts@olympic.org

For production of items not covered in this manual, please contact **ioc.brand@olympic.org**

ARTWORK

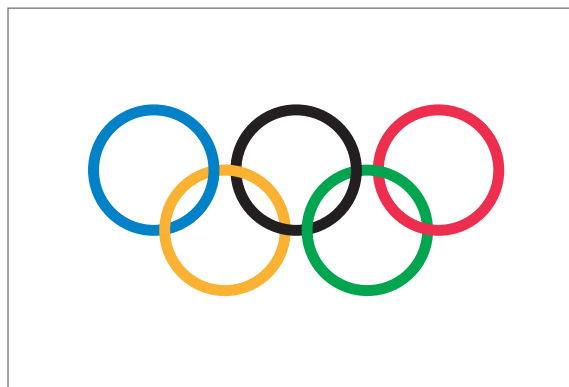


Olympic Symbol — Full Colour

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

(For use in Microsoft Office Word® or presentation documents)

IOCringsColourWeb.gif

(For use on the Internet or mobile phones)

IOCringsColourDigital.jpg

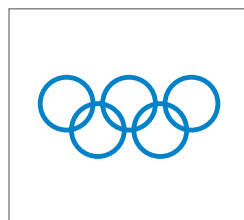
(For use for any other type of onscreen use)

Olympic Symbol – Monochrome

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.

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



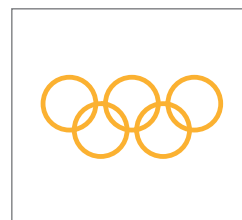
Monochrome Blue

(For print reproduction)

IOCringsBluePrint.eps
IOCringsBlue4cPrint.eps

(For digital reproduction)

IOCringsBlueDigidoc.png
IOCringsBlueWeb.gif
IOCringsBlueDigital.jpg



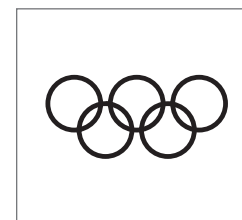
Monochrome Yellow

(For print reproduction)

IOCringsYellowPrint.eps
IOCringsYellow4cPrint.eps

(For digital reproduction)

IOCringsYellowDigidoc.png
IOCringsYellowWeb.gif
IOCringsYellowDigital.jpg



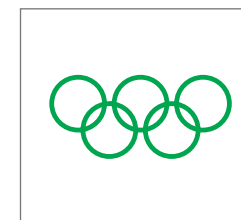
Monochrome Black

(For print reproduction)

IOCringsBlackPrint.eps
IOCringsBlack4cPrint.eps

(For digital reproduction)

IOCringsBlackDigidoc.png
IOCringsBlackWeb.gif
IOCringsBlackDigital.jpg



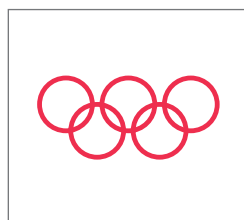
Monochrome Green

(For print reproduction)

IOCringsGreenPrint.eps
IOCringsGreen4cPrint.eps

(For digital reproduction)

IOCringsGreenDigidoc.png
IOCringsGreenWeb.gif
IOCringsGreenDigital.jpg



Monochrome Red

(For print reproduction)

IOCringsRedPrint.eps
IOCringsRed4cPrint.eps

(For digital reproduction)

IOCringsRedDigidoc.png
IOCringsRedWeb.gif
IOCringsRedDigital.jpg



Monochrome White

(For print reproduction)

IOCringsWhitePrint.eps
IOCringsWhite4cPrint.eps

(For digital reproduction)

IOCringsWhiteDigidoc.png
IOCringsWhiteWeb.gif

IOC Corporate Identity — Primary

Full colour and monochromatic artwork files have been created for print applications in both 4/c process and in flat PANTONE® colours. Additionally, files have also been provided for digital applications in a range of formats, including JPG, GIF, and PNG.

Note: Always use the artwork provided. Never distort, alter, or compromise the integrity of the artwork 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.



IOC Identity — Primary

Full Colour

(For print reproduction)

IOCLogoColourVertical6PMS.eps
IOCLogoColourVertical4cPrint.eps

(For digital reproduction)

IOCLogoColourVerticalDigidoc.png
IOCLogoColourVerticalDigital.jpg
IOCLogoColourVerticalWeb.gif

Monochrome Black

(For print reproduction)

IOCLogoBlackVerticalPrint.eps
IOCLogoBlackVertical4cPrint.eps

(For digital reproduction)

IOCLogoBlackVerticalDigidoc.png
IOCLogoBlackVerticalDigital.jpg
IOCLogoBlackVerticalWeb.gif

Monochrome White

(For print reproduction)

IOCLogoWhiteVerticalPrint.eps

(For digital reproduction)

IOCLogoWhiteVerticalDigidoc.png
IOCLogoWhiteVerticalWeb.gif



IOC Identity French — Primary

Full Colour

(For print reproduction)

IOCLogoColourVerticalFrench6PMS.eps
IOCLogoColourVerticalFrench4cPrint.eps

(For digital reproduction)

IOCLogoColourVerticalFrenchDigidoc.png
IOCLogoColourVerticalFrenchDigital.jpg
IOCLogoColourVerticalFrenchWeb.gif

Monochrome Black

(For print reproduction)

IOCLogoBlackVerticalFrenchPrint.eps
IOCLogoBlackVerticalFrench4cPrint.eps

(For digital reproduction)

IOCLogoBlackVerticalFrenchDigidoc.png
IOCLogoBlackVerticalFrenchDigital.jpg
IOCLogoBlackVerticalFrenchWeb.gif

Monochrome White

(For print reproduction)

IOCLogoWhiteVerticalFrenchPrint.eps

(For digital reproduction)

IOCLogoWhiteVerticalFrenchDigidoc.png
IOCLogoWhiteVerticalFrenchDigidocWeb.gif

IOC Corporate Identity — Horizontal

Full colour and monochromatic artwork files have been created for print applications in both 4/c process and in flat PANTONE® colours. Additionally, files have also been provided for digital applications in a range of formats, including JPG, GIF, and PNG.

Note: Always use the artwork provided. Never distort, alter, or compromise the integrity of the artwork 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.



IOC Identity – Horizontal

Full Colour

(For print reproduction)

IOCLogoColourHorizontal6PMSPrint.eps

IOCLogoColourHorizontal4cPrint.eps

(For digital reproduction)

IOCLogoColourHorizontalDigidoc.png

IOCLogoColourHorizontalDigital.jpg

IOCLogoColourHorizontalWeb.gif

Monochrome Black

(For print reproduction)

IOCLogoBlackHorizontalPrint.eps

IOCLogoBlackHorizontal4cPrint.eps

(For digital reproduction)

IOCLogoBlackHorizontalDigidoc.png

IOCLogoBlackHorizontalDigital.jpg

IOCLogoBlackHorizontalWeb.gif

Monochrome White

(For print reproduction)

IOCLogoWhiteHorizontalPrint.eps

(For digital reproduction)

IOCLogoWhiteHorizontalDigidoc.png

IOCLogoWhiteHorizontalWeb.gif



IOC Identity French – Horizontal

Full Colour

(For print reproduction)

IOCLogoColourHorizontalFrench6PMSPrint.eps

IOCLogoColourHorizontalFrench4cPrint.eps

(For digital reproduction)

IOCLogoColourHorizontalFrenchDigidoc.png

IOCLogoColourHorizontalFrenchDigital.jpg

IOCLogoColourHorizontalFrenchWeb.gif

Monochrome Black

(For print reproduction)

IOCLogoBlackHorizontalFrenchPrint.eps

IOCLogoBlackHorizontalFrench4cPrint.eps

(For digital reproduction)

IOCLogoBlackHorizontalFrenchDigidoc.png

IOCLogoBlackHorizontalFrenchDigital.jpg

IOCLogoBlackHorizontalFrenchWeb.gif

Monochrome White

(For print reproduction)

IOCLogoWhiteHorizontalFrenchPrint.eps

(For digital reproduction)

IOCLogoWhiteHorizontalFrenchDigidoc.png

IOCLogoWhiteHorizontalFrenchDigidocWeb.gif

IOC Television and Marketing Services S.A.

Full colour and monochromatic artwork files have been created for print applications in both 4/c process and in flat PANTONE® colours. Additionally, files have also been provided for digital applications in a range of formats, including JPG, GIF, and PNG.

Note: Always use the artwork provided. Never distort, alter, or compromise the integrity of the artwork 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.



IOC Television and Marketing Services S.A. Identity

Full Colour

(For print reproduction)

IOCTMSColourVertical6PMSPrint.eps

IOCTMSColourVertical4cPrint.eps

(For digital reproduction)

IOCTMSColourVerticalDigidoc.png

IOCTMSColourVerticalDigital.jpg

IOCTMSColourVerticalWeb.gif

Monochrome Black

(For print reproduction)

IOCTMSBlackVerticalPrint.eps

IOCTMSBlackVertical4cPrint.eps

(For digital reproduction)

IOCTMSBlackVerticalDigidoc.png

IOCTMSBlackVerticalDigital.jpg

IOCTMSBlackVerticalWeb.gif

Monochrome White

(For print reproduction)

IOCTMSWhiteVerticalPrint.eps

(For digital reproduction)

IOCTMSWhiteVerticalDigidoc.png

IOCTMSWhiteVerticalWeb.gif

Olympic Broadcasting S.A.

Full colour and monochromatic artwork files have been created for print applications in both 4/c process and in flat PANTONE® colours. Additionally, files have also been provided for digital applications in a range of formats, including JPG, GIF, and PNG.

Note: Always use the artwork provided. Never distort, alter, or compromise the integrity of the artwork 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.



Olympic Broadcasting Services S.A. Identity

Full Colour

(For print reproduction)

OBSColourVertical6PMSPrint.eps

OBSColourVertical4cPrint.eps

(For digital reproduction)

OBSColourVerticalDigidoc.png

OBSColourVerticalDigital.jpg

OBSColourVerticalWeb.gif

Monochrome Black

(For print reproduction)

OBSBlackVerticalPrint.eps

OBSBlackVertical4cPrint.eps

(For digital reproduction)

OBSBlackVerticalDigidoc.png

OBSBlackVerticalDigital.jpg

OBSBlackVerticalWeb.gif

Monochrome White

(For print reproduction)

OBSWhiteVerticalPrint.eps

(For digital reproduction)

OBSWhiteVerticalDigidoc.png

OBSWhiteVerticalWeb.gif

The Olympic Museum

Full colour and monochromatic artwork files have been created for print applications in both 4/c process and in flat PANTONE® colours. Additionally, files have also been provided for digital applications in a range of formats, including JPG, GIF, and PNG.

Note: Always use the artwork provided. Never distort, alter, or compromise the integrity of the artwork 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.



The Olympic Museum Identity – English

Full Colour

(For print reproduction)

OMColourEnglish6PMSPrint.eps

OMColourEnglish4cPrint.eps

(For digital reproduction)

OMColourEnglishDigidoc.png

OMColourEnglishDigital.jpg

OMColourEnglishWeb.gif

Monochrome Black

(For print reproduction)

OMBlackEnglishPrint.eps

OMBlackEnglish4cPrint.eps

(For digital reproduction)

OMBlackEnglishDigidoc.png

OMBlackEnglishDigital.jpg

OMBlackEnglishWeb.gif

Monochrome White

(For print reproduction)

OMWhiteEnglishPrint.eps

(For digital reproduction)

OMWhiteEnglishDigidoc.png

OMWhiteEnglishWeb.gif



The Olympic Museum Identity – French

Full Colour

(For print reproduction)

OMColourFrench6PMSPrint.eps

OMColourFrench4cPrint.eps

(For digital reproduction)

OMColourFrenchDigidoc.png

OMColourFrenchDigital.jpg

OMColourFrenchWeb.gif

Monochrome Black

(For print reproduction)

OMBlackFrenchPrint.eps

OMBlackFrench4cPrint.eps

(For digital reproduction)

OMBlackFrenchDigidoc.png

OMBlackFrenchDigital.jpg

OMBlackFrenchWeb.gif

Monochrome White

(For print reproduction)

OMWhiteFrenchPrint.eps

(For digital reproduction)

OMWhiteFrenchDigidoc.png

OMWhiteFrenchWeb.gif



The Olympic Museum Identity

Full Colour

(For print reproduction)

OMColour6PMSPrint.eps

OMColour4cPrint.eps

(For digital reproduction)

OMColourDigidoc.png

OMColourDigital.jpg

OMColourWeb.gif

Monochrome Black

(For print reproduction)

OMBlackPrint.eps

OMBlack4cPrint.eps

(For digital reproduction)

OMBlackDigidoc.png

OMBlackDigital.jpg

OMBlackWeb.gif

Monochrome White

(For print reproduction)

OMWhitePrint.eps

(For digital reproduction)

OMWhiteDigidoc.png

OMWhiteWeb.gif

Olympic Solidarity

Full colour and monochromatic artwork files have been created for print applications in both 4/c process and in flat PANTONE® colours. Additionally, files have also been provided for digital applications in a range of formats, including JPG, GIF, and PNG.

Note: Always use the artwork provided. Never distort, alter, or compromise the integrity of the artwork 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.



Olympic Solidarity Identity – English

Full Colour

(For print reproduction)

OSColourEnglish7PMSPrint.eps
OSColourEnglish4cPrint.eps

(For digital reproduction)

OSColourEnglishDigidoc.png
OSColourEnglishDigital.jpg
OSColourEnglishrWeb.gif

Monochrome Black

(For print reproduction)

OSBlackEnglishPrint.eps
OSBlackEnglish4cPrint.eps

(For digital reproduction)

OSBlackEnglishDigidoc.png
OSBlackEnglishDigital.jpg
OSBlackEnglishWeb.gif

Monochrome White

(For print reproduction)

OSWhiteEnglishPrint.eps

(For digital reproduction)

OSWhiteEnglishDigidoc.png
OSWhiteEnglishWeb.gif



Olympic Solidarity Identity – French

Full Colour

(For print reproduction)

OSColourFrench7PMSPrint.eps
OSColourFrench4cPrint.eps

(For digital reproduction)

OSColourFrenchDigidoc.png
OSColourFrenchDigital.jpg
OSColourFrenchWeb.gif

Monochrome Black

(For print reproduction)

OSBlackFrenchPrint.eps
OSBlackFrench4cPrint.eps

(For digital reproduction)

OSBlackFrenchDigidoc.png
OSBlackFrenchDigital.jpg
OSBlackFrenchWeb.gif

Monochrome White

(For print reproduction)

OSWhiteFrenchPrint.eps

(For digital reproduction)

OSWhiteFrenchDigidoc.png
OSWhiteFrencheb.gif



Olympic Solidarity Identity

Full Colour

(For print reproduction)

OSColour6PMSPrint.eps
OSColour4cPrint.eps

(For digital reproduction)

OSColourDigidoc.png
OSColourDigital.jpg
OSColourWeb.gif

Monochrome Black

(For print reproduction)

OSBlackPrint.eps
OSBlack4cPrint.eps

(For digital reproduction)

OSBlackDigidoc.png
OSBlackDigital.jpg
OSBlackWeb.gif

Monochrome White

(For print reproduction)

OSWhitePrint.eps

(For digital reproduction)

OSWhiteDigidoc.png
OSWhiteWeb.gif