



BRAND AND ACTIVATION GUIDELINES

For NOC Local Sponsors

IN FORCE AS FROM FEBRUARY 2015



Introduction

Dear NOC local sponsors,

You are encouraged to use these guidelines as a working reference document that can help inspire and support innovative promotional programmes, whilst continuing to build the strength of the Olympic brand. These guidelines provide context on Olympism as well as general and specific guidance and resources to further maximise your sponsorship. We strongly encourage you to work closely with your respective NOC with regard to all activations and for additional guidance.

References to the Olympic Charter herein refer to the Olympic Charter in force as of September 9, 2013.

For clarification on terms used in these guidelines, please see the Glossary.

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How to Use These Guidelines

To help you navigate through the information included in these guidelines, a visual system has been developed to direct you to the necessary reference material throughout; and a series of symbols emphasises the most important information.

Throughout this edition of the guidelines, we have updated and added new content and examples. The **New** symbol in the Contents section indicates where these changes have been made.

Colour-Coded Navigation

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

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

Symbols



Acceptable

The green check symbol denotes acceptable examples of activations.



Not Acceptable

The red X indicates unacceptable examples of activations that are not in line with the guidelines.



Note

The yellow exclamation point highlights critical information.



More Information

The blue arrow links to other sections where additional information may be found on a specific topic.



New

The "new" grey box highlights new activation guidelines or areas where substantial changes have been made.



Updated

The "updated" box highlights changes to existing guidelines.



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SECTION 1
Olympism

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

Olympism

The Olympic Charter

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► **Olympism**

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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

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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, September 2013

► **The Olympic Charter**

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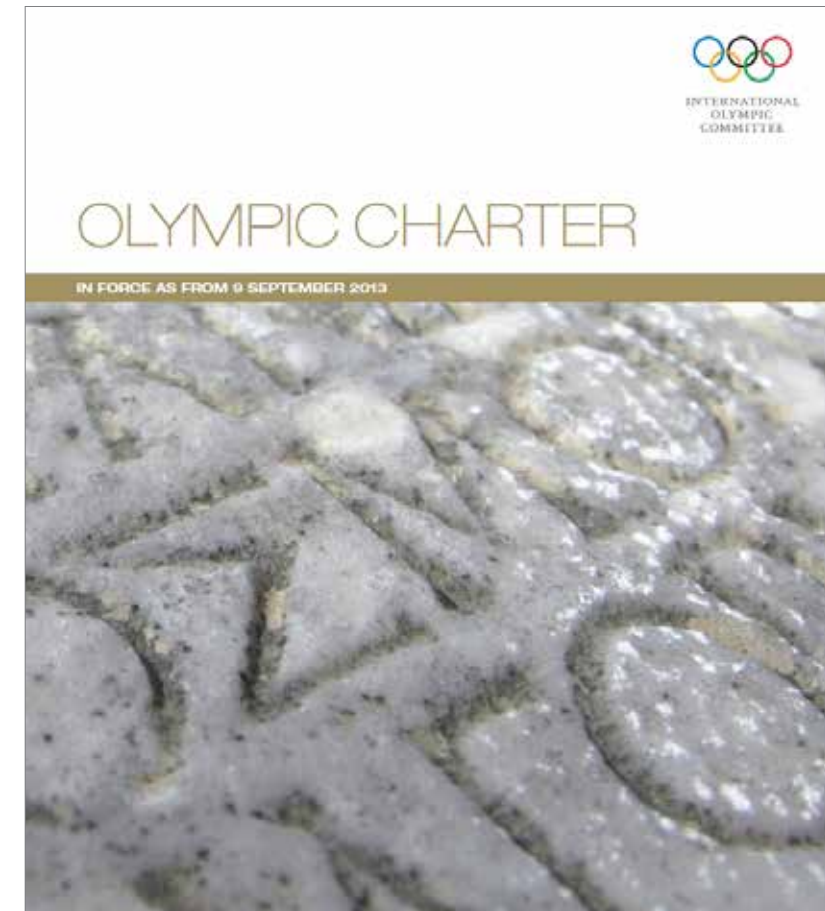
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The Olympic Charter

“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, September 2013



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 Olympic Charter, Fundamental Principles of Olympism, September 2013

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**.

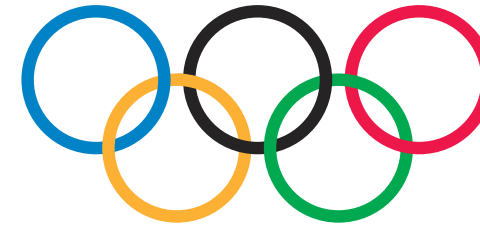
The Olympic Movement operates according to five working principles: **Universality, Solidarity, Collaboration, Autonomy** and **Social Responsibility**.

¹ Olympic Charter, Rule 1, paragraph 1, September 2013

² Olympic Charter, Rule 2, paragraph 3, September 2013

- Olympism
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The Olympism Platform (Continued)



Olympism

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

Vision

Contribute to building a better world through sport

Mission

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

Values

Encourage Effort
↓
Striving for Excellence

Preserve Human Dignity
↓
Demonstrating Respect

Develop Harmony
↓
Celebrating Friendship

Working Principles

Universality

Solidarity

Collaboration

Autonomy

Social
Responsibility

The Olympism Platform

► **The Vision**

The Olympism Platform

The Vision



Contribute to building a better world through sport

What better way to start to define the vision of Olympism than to use the words of the man who founded the modern Olympic Movement...

“Faced with a new world that must be ordered according to principles thought to be utopian until now, and that can now be applied, humanity must find all the strength it can in the heritage of the past in order to build its future. Olympism is one of those strengths.”

“(..) I had expressed from the start concerning the new form of Olympism: that it should encircle the globe, and thus not be subject to the chance events in a particular region or to narrow, nationalist views.”

“From the very beginning, over forty years ago, I have held that the renewed Olympism is big enough to encompass the whole world. The reason is that I saw Olympism as a sort of guarantee or insurance against any lack of constraint, or any hostility that may suddenly come into vogue. Once a trend has spanned the globe, it becomes more difficult to get rid of it. As time goes on, in fact, fashion is becoming a less significant element in athletic development, because sports tend to become a habit, then a need, in the individual.”

Today, the vision of the Olympic Movement holds true to Pierre de Coubertin’s original philosophy and is defined as, “Contribute to building a better world through sport”. Nearly half of the world’s population recognises that the Olympic symbol stands for “building a better world through sport”, which affirms the global resonance of this vision.

Source: IOC proprietary research 2012

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The Olympism Platform

The Missions

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

Olympism has three missions:

Ensure the regular celebration of the Olympic Games

Every two years, the athletes of the world come together on the occasion of the world's most spectacular sports event, which captures the attention of, and inspires, billions of people around the world.

The welfare of these athletes is at the heart of the Olympic Movement and, as such, the IOC takes steps to support athletes in their pre-, during-, and post-athletic life by addressing major concerns, including health, education and career management. Some of these programmes include:

- Technical and financial support to athletes and their entourages
- Protection of athletes' health, safety and security programme
- Athletes' education and career programme

Educate Youth through Sport

Recognising the power of young people to help build a better world, the Olympic Movement engages in many initiatives that support the education of young people at all levels (young athletes, elite athletes, young people in general) by using sport as an inspirational catalyst.

Promote Olympism in Society

The Olympic Movement is active in various fields, or activity streams, in order to promote the benefits of Olympism and sport on society. These "Olympism in Action" activity streams are:

- Health through Sport
- Education through Sport
- Development through Sport
- Peace through Sport
- Inclusion through Sport
- Sustainability through Sport
- Culture and Sport

The Olympism Platform

▶ **The Values**

The Olympism Platform

The Values



Olympism has the unique power to engage our deepest emotions, reminding us that it embodies the values to which we all aspire:

- Striving for Excellence
- Celebrating Friendship
- Demonstrating Respect

These values have proved time and again to be highly relevant in today's society, and receive outstanding scores in all of the IOC's research.

The Olympism Platform

► **Working Principles**

The Olympism Platform

Working Principles



Universality — *“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.”*

Solidarity — is the Olympic Movement’s united stand behind the principle of universality that everyone should have the right to practise sport.

Collaboration — is the Olympic Movement’s recognition that it can achieve its goals only through collaboration.

Autonomy — is the Olympic Movement’s belief that *“sports organisations within the Olympic Movement shall have the rights and obligations of autonomy, which include freely establishing and controlling the rules of their 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 are applied.”*

Social Responsibility — is the Olympic Movement’s belief that its vision must be delivered in a way that produces an overall positive impact on society.

Olympism

The Olympic Charter

Fundamental Principles of Olympism

The Olympism Platform

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

The Proud History of the Olympic Rings

The Olympic Rings

The Olympic Symbol: History, Meaning and Design

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



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Olympism

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

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ALEXANDRIE 5 AVRIL 1914

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► **The Proud History of the Olympic Rings**

The Proud History of the Olympic Rings

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1913



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 size colours thus combined reproduce those of all nations without exception.

Pierre de Coubertin, "L'emblème et la drapeau de 1914" in "Revue Olympique", No. 92, August 1913

1914-50



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.



By virtue of the inclusive nature of the Olympic Movement and its rapid growth, the design of the Rings (the arrangement, the thickness, and the order in which they overlap) was freely interpreted and varied from Games to Games.

The Proud History of the Olympic Rings (Continued)

1957

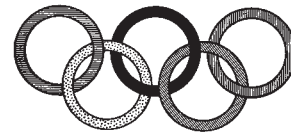
Standardising the Olympic Rings

In 1957, the IOC officialised a specific version of the Olympic rings, differing only slightly from Coubertin's original. This version standardises the order in which the rings overlap.



Incorrect

This version shows incorrect overlapping of the Olympic rings.



Correct

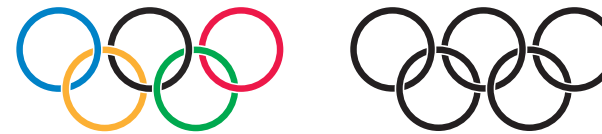
This version demonstrates the correct overlapping of the Olympic rings.

1986

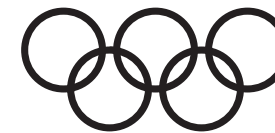


Modifications

In 1986, gaps between the Olympic rings were added to be able to reproduce the 5 color rings as accurately as possible using the available print technology of the time.

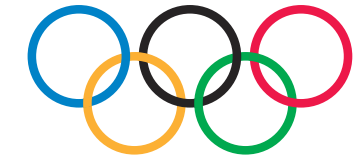


Interlocked



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.

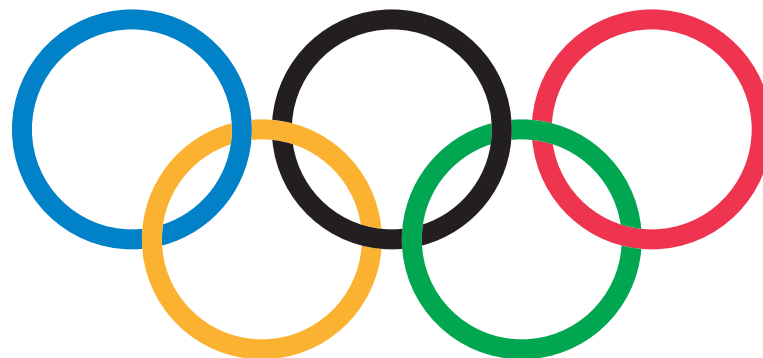
Definition

"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

Olympic Charter, Rule 8

The Olympic Rings

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



Definition

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

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

Maintaining Integrity

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

¹ Olympic Charter, Rule 8, September 2013

² Olympic Charter, Rule 7, paragraph 4, September 2013

SECTION 2
Maximising the NOC Partnership

This section provides guiding principles to help NOCs and their sponsors leverage an Olympic sponsorship and generate maximum value related to this partnership.

Working within the Olympic Marketing Framework

Marketing Rights to the National Olympic Team

It's About Achieving Business Objectives

Local Brand Relevance

A Meaningful and Relevant Property Locally

A Feeling of national pride

The Olympic Games has something for everyone

NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

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▶ Working within the Olympic Marketing Framework

Marketing Rights to the National Olympic Team

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Working within the Olympic Marketing Framework

There are three different levels of Olympic marketing (as described below) and each level comes with a different set of rights and benefits.

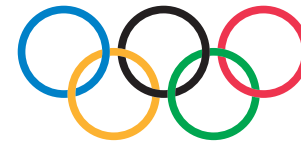
- 1) TOP Partners have exclusive worldwide Olympic-related marketing rights and may use the Olympic symbol, the Olympic Games emblems and the NO C emblems. TOPs are sponsors of each NOC and of each National Olympic Team.
- 2) Sponsors of the Organising Committees of the Olympic Games have the right to use the Olympic Games emblem as well as the Host territory NOC emblem and references to the Host NOC's National Olympic Team.
- 3) NOC local sponsors are sponsors of the NOC and the National Olympic Team. As such they may use the NOC emblem and state that they are a sponsor of the NOC and the National Olympic Team, e.g. "Sponsor of [country] Olympic Team" and also in relation to an edition of the Olympic Games e.g. "Sponsor of [country] Olympic Team participating in the Sochi 2014 Olympic Winter Games".

▶ Working within the Olympic Marketing Framework

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- A Meaningful and Relevant Property Locally
- A Feeling of national pride
- The Olympic Games has something for everyone
- NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

Working within the Olympic Marketing Framework (Continued)

WORLDWIDE – OLYMPIC SYMBOL



HOST CITIES / ORGANISING COMMITTEE GAMES EMBLEMS



205 NATIONS/TERRITORIES NATIONAL OLYMPIC COMMITTEE AND OLYMPIC MARKS



▶ Working within the Olympic Marketing Framework

Marketing Rights to the National Olympic Team

It's About Achieving Business Objectives

Local Brand Relevance

A Meaningful and Relevant Property Locally

A Feeling of national pride

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NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

Working within the Olympic Marketing Framework (Continued)

NOCs and their local sponsors operate within this Olympic marketing framework. The co-existence between the various levels of Olympic sponsorship is not only what allows funding to be generated to help stage the Olympic Games, but also permits the IOC to secure income from Olympic Rights Holding Broadcasters and worldwide marketing partners to ensure the long-term stability of the Olympic Movement, which includes direct financial contribution to NOCs.

In practical terms, this means, NOCs may sell, and their local sponsors may leverage their Olympic sponsorship, only:

- within the territory for which the NOC is recognized by the IOC;
- within a business category that does not infringe upon those of the TOP Partners (refer to <http://www.olympic.org/sponsors> for a more detailed list of these categories);
- in relation to the National Olympic Team and National Olympic Committee.

Working within the Olympic Marketing Framework

► **Marketing Rights to the National Olympic Team**

It's About Achieving Business Objectives

Local Brand Relevance

A Meaningful and Relevant Property Locally

A Feeling of national pride

The Olympic Games has something for everyone

NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

Marketing Rights to the National Olympic Team

To achieve their nominated business objectives, NOC local sponsors may, subject to the NOC commercial programme, activate around various NOC properties.

Assets may include:

- NOC commercial emblem (or NOC institutional emblem as the case may be)
- Official Team designations such as “proud partner of the [country] National Olympic Team”
- Team mascot
- Olympic Team / group-athlete imagery
- Business category exclusivity in the territory

Rights of association in marketing, communications and promotions:

- Use of NOC-owned intellectual property
- Use of products and/or services by the Team/NOC
- Premium merchandise
- Olympic-themed promotions
- Licensed product opportunities

Rights to experiences:

- Olympic Games tickets and hospitality
- Access to VIP events and opportunities
- NOC hospitality house at Games

Media-related rights:

- Competitive access opportunities with Olympic Rights Holding Broadcaster(s)
- Other media inventory (on non-Olympic Rights Holding Broadcaster(s))
- NOC digital and social media assets
- Exposure in public relations
- Olympic sponsor recognition through various channels

Other possible opportunities include rights to (subject to NOC structure and control):

- National high performance / training centres
- National Paralympic team
- Olympic team trials

Working within the Olympic Marketing Framework

Marketing Rights to the National Olympic Team

► **It's About Achieving Business Objectives**

Local Brand Relevance

A Meaningful and Relevant Property Locally

A Feeling of national pride

The Olympic Games has something for everyone

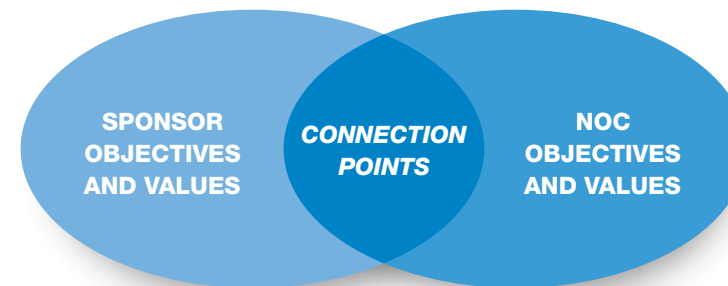
NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

It's About Achieving Business Objectives

The fundamental starting point to any successful partnership is for the NOC local sponsor to have a strong vision of what it wants to achieve out of its sponsorship. From this high level vision, the local sponsor must derive a set of objectives and means to achieve them (tactics). Likewise, the NOC will communicate to the NOC local sponsor what they are striving for and describe the values associated to their National Olympic Team and NOC emblem – the “brand”.

NOC local sponsors have the opportunity to connect with the NOC/National Olympic Team in their own business-specific way. This unique connection between the sponsor and the NOC brand becomes a proprietary way for each sponsor to carve out its unique space to communicate about its partnership and enrich its brand and corporate messaging.

By building a sponsorship programme around the unique connection point(s) between the sponsor's brand and the NOC brand, an original powerful and distinct message can be created.



Working within the Olympic Marketing Framework

Marketing Rights to the National Olympic Team

► **It's About Achieving Business Objectives**

Local Brand Relevance

A Meaningful and Relevant Property Locally

A Feeling of national pride

The Olympic Games has something for everyone

NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

Updated

It's About Achieving Business Objectives

(Continued)

With clear objectives set and the connection points defined, the NOC can identify tailor-made programmes which will support the local sponsor objectives.

There are a number of reasons why a company chooses to partner with an NOC in view of achieving the broadest of business objectives, below is a summary of them.

Brand Enhancement

- Brand differentiation
- Emotional connection
- Corporate reputation
- Aligning brands

Revenue Generation

- Retail/consumer promotion
- Launch of a new product/service
- Showcasing
- Hospitality
- Workforce sales incentive

Legacy Building

- Internal:
 - Employee motivation
 - Recruiting talent
- External:
 - Corporate social responsibility
 - Communities
 - Environment

Working within the Olympic Marketing Framework
Marketing Rights to the National Olympic Team
It's About Achieving Business Objectives

► **Local Brand Relevance**

A Meaningful and Relevant Property Locally
A Feeling of national pride
The Olympic Games has something for everyone
NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

Updated

Local Brand Relevance

The Olympic Rings is one of the most recognised brands, with a worldwide recognition rate of 93%, and with very strong brand attributes attached to it (inspirational, excellence, optimism and diversity). The Olympic rings and the NOC “brand” are directly interlinked thanks to the NOC emblem which combines the Olympic symbol and a national distinctive element. This provides the population of each country with a strong nationally recognised icon. NOC local sponsors can draw on this to leverage local pride in their marketing activations.



Source: IOC proprietary research 2012 & 2014

- Working within the Olympic Marketing Framework
- Marketing Rights to the National Olympic Team
- It's About Achieving Business Objectives
- Local Brand Relevance
- ▶ **A Meaningful and Relevant Property Locally**
 - A Feeling of national pride
 - The Olympic Games has something for everyone
 - NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

Updated

A Meaningful and Relevant Property Locally

While the Olympic rings provide the essence of the Brand and the Olympic Games provide the stage that hosts amazing sporting performances, it is the National Olympic Teams that generate the emotions with consumers.

In the following are a few insights drawn from the IOC's global research:

- National team success, especially winning medals, provide many people's most memorable London 2012 moments
- Role Models – 78% agree: "Athletes provide a good role model for children"
- Inspiration – 74% agree: "Athletes inspire people to be their best on their everyday lives"

Source: IOC proprietary research 2012 & 2014

- Working within the Olympic Marketing Framework
- Marketing Rights to the National Olympic Team
- It's About Achieving Business Objectives
- Local Brand Relevance
- A Meaningful and Relevant Property Locally
- A Feeling of national pride**
- The Olympic Games has something for everyone
- NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

Updated

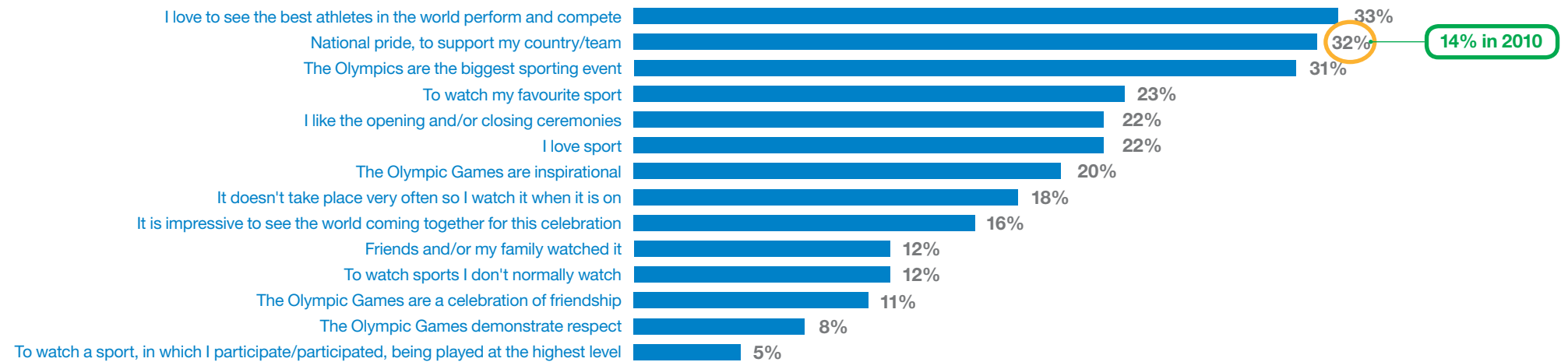
A Feeling of national pride

National pride and being amazed by certain athletic performances are the most common emotions felt by viewers. People agree that NOC emblems:

- **Are appealing!** And this to all demographics (7.8 out of 10) – the appeal is higher than that of the Sochi 2014 Games emblem
- **Represent the country's athletes and national pride as much as the Olympic Games itself**

The chance to see the best athletes in the world perform and national pride feelings dominate viewers' emotions

Q. What was it about the 2014 Olympic Games that made you watch it?



Source: IOC proprietary research 2012 & 2014

- Working within the Olympic Marketing Framework
- Marketing Rights to the National Olympic Team
- It's About Achieving Business Objectives
- Local Brand Relevance
- A Meaningful and Relevant Property Locally
- A Feeling of national pride
- ▶ **The Olympic Games has something for everyone**
- NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration

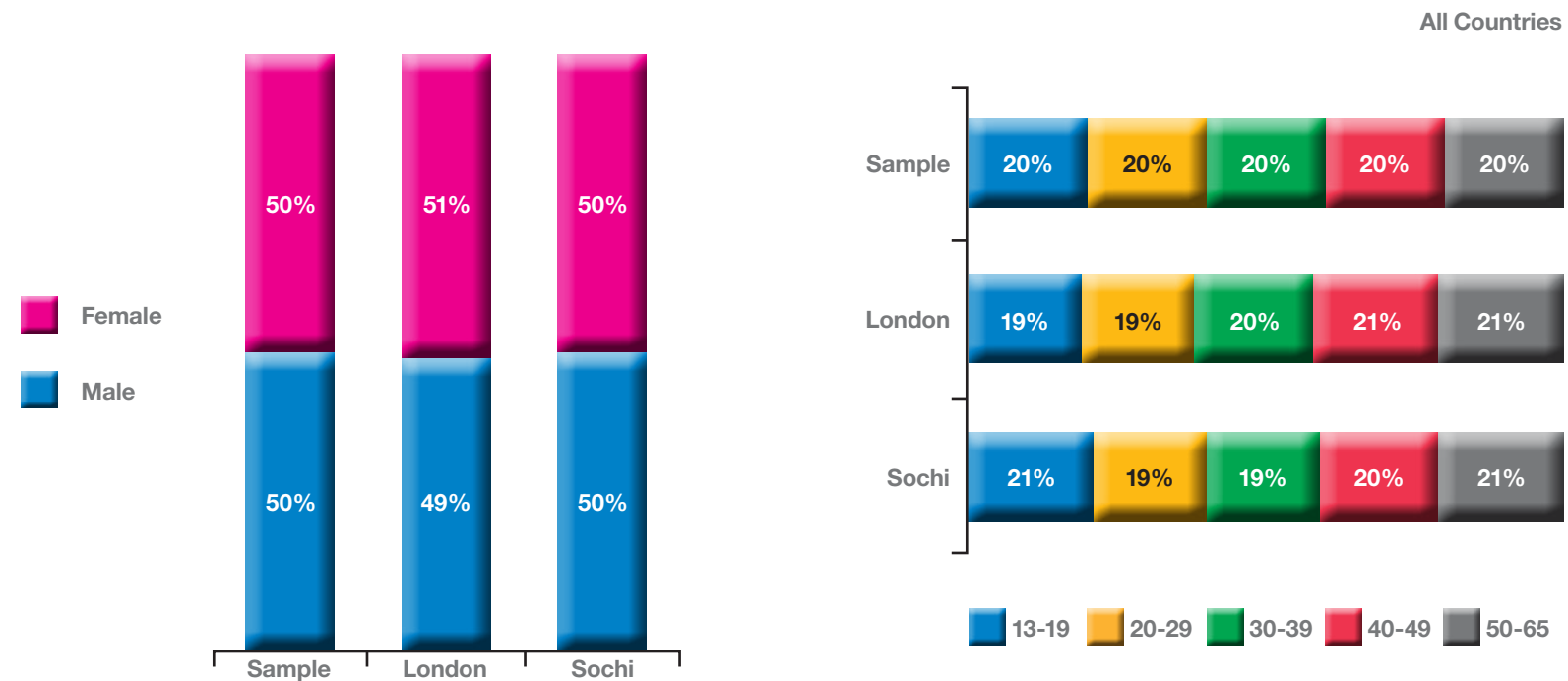
Updated

The Olympic Games has something for everyone

Research shows that fans of the Olympic Games are evenly distributed in terms of age and gender which means that no matter the population group targeted by the NOC local sponsor, there is an interest for the Olympic Games.

Fan Base – Olympic Games

The Olympic Games' fan base has universal appeal with no particular skews to age or gender



Source: IOC proprietary research 2012 & 2014

Working within the Olympic Marketing Framework

Marketing Rights to the National Olympic Team

It's About Achieving Business Objectives

Local Brand Relevance

A Meaningful and Relevant Property Locally

A Feeling of national pride

The Olympic Games has something for everyone

► **NOCs, NOC local sponsors and Rights Holding Broadcaster Collaboration**

NOCs, NOC local sponsors and Rights Holding Broadcaster (RHB) Collaboration

In each territory, the RHB is a useful ally for both the NOC and its local sponsors. All three parties share a common goal: to engage local consumers to support the Olympics. This collaboration can take various forms and ultimately can help achieve each party's objectives whether it is increasing viewership of the Olympic Games on television, create content on social media by cheering for the National Olympic Team or buying sponsors' products to help support the Olympic Team.

While the cooperation may vary from one territory to another and be subject to commercial terms that are up to each party to negotiate, below are some examples of cooperation that have been successful between the NOC local sponsor and the RHB;

- Public relations support with news coverage of Team sponsorship events, announcements, athlete ambassador announcements, etc.
- Purchase of advertising space or broadcast sponsorship
- Co-development of promotional vignettes
- Co-development of social media programmes where the NOC local sponsor and the RHB leverage each other's reach and content to engage with their audience and increase their number of impressions.

Below, are some examples of cooperation that have been successful between the NOC and the RHB:

- Providing the NOC with airtime or other media support to broadcast the National Olympic Team promotional campaign or marketing partner recognition campaign.
- Including airtime into the NOC's sponsorship proposition.
- Access to, sharing and/or co-funding of research initiatives around the National Olympic Team and Olympic Games in the territory.
- Providing the broadcaster's on-air talent involvement in NOC functions such as Team send-off, uniform unveiling or welcome home celebrations.

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

The NOC Emblem
Other Olympic Properties



The NOC Emblem

▶ **NOC Emblem Usage Guidelines**

The NOC Emblem

Backgrounds and Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

Other Olympic Properties

The NOC Emblem

NOC Emblem Usage Guidelines

As per the Olympic Charter, and subject to the approval of the IOC, NOCs may create Olympic Emblems which reflect Olympic values and include a distinctive national element(s). The Olympic values are represented by the Olympic symbol, while the national distinctive element(s) vary from an NOC to another. These national element(s) are chosen at the NOCs discretion and visually embody the national identity of one NOC to another. NOCs may develop two types of emblems:

- an institutional emblem which will serve the purpose of the institutional representation of the NOC
- and a commercial emblem to be exclusively used for commercial purposes by Olympic sponsors in order to support the NOC local marketing programme.

In the event that the NOC does not have an emblem specifically for commercial purposes, the institutional emblem may be used for this purpose.

NOCs may provide specific graphic standards for the reproduction of their emblem, however, all NOCs local sponsors must respect all of the following guidelines in this document when using the NOC emblem in any commercial application.

The NOC Emblem

NOC Emblem Usage Guidelines

The NOC Emblem

Backgrounds and Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

Other Olympic Properties

The NOC Emblem

The NOC Emblem

The Olympic rings, which constitute an integral part of an NOC emblem, are one of the most powerful symbols in the world and therefore, it is important when creating an NOC emblem to uphold the integrity, values and reputation associated with the Olympic Movement. As the NOC emblems reflect the Olympic values and each NOCs national identity, it is important to use the emblem in a manner that upholds these values. As such, the emblem must always be used in its original form; neither the national element nor the Olympic rings may be used as a standalone.

Application

- The full colour version of the NOC emblem with the Olympic rings on a white background is the preferred version and should be used whenever possible.
- The monochrome version provides an alternative to the full colour version. The NOC emblem may appear in any of the six official colours, including white. The two elements of the NOC emblem must always appear in the same colours if used as a monochrome emblem.
- NOC local sponsors may not depict the NOC emblem in their corporate colours.

 **Acceptable**



 **Not Acceptable**



The NOC Emblem

NOC Emblem Usage Guidelines

The NOC Emblem

▶ **Backgrounds and Tone-on-Tone**

Common Misuses

Animation

Embossing

Embroidery

Other Olympic Properties

The NOC Emblem

Backgrounds and Tone-on-Tone (Continued)

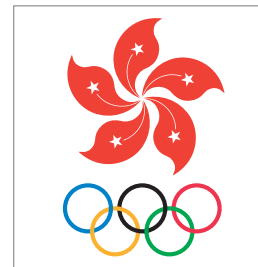
Principles

To preserve the integrity of the NOC emblem, clean and clear backgrounds and/or colour contrast must be maintained.

Application

The following backgrounds and common misuses provide guidance on how the emblem should be used.

 **Acceptable**



The full colour NOC emblem must always appear on a solid white background.



It is essential that the background chosen ensures maximum visibility of the NOC emblem.

 **Not Acceptable**



The black background does not ensure maximum visibility of the Olympic rings.



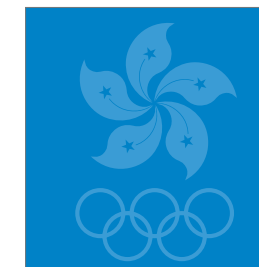
The background behind the NOC emblem is not “quiet” and the NOC emblem is not clearly visible.



The NOC emblem should never be used as a background.



No superimposition on the NOC emblem is allowed.



When the monochrome NOC emblem shares the same colour as the background, there must be sufficient contrast – at least a value of 50%.

The NOC Emblem

NOC Emblem Usage Guidelines

The NOC Emblem

Backgrounds and Tone-on-Tone

Common Misuses

Animation

Embossing

Embroidery

Other Olympic Properties

The NOC Emblem Common Misuses

 **Not Acceptable**



Do not modify colours.



Do not outline.



Do not crop.



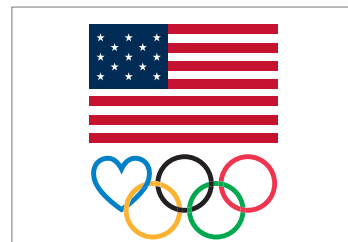
Do not distort width.



Do not add gradation.



Do not insert images.



Do not distort the shape of the Olympic rings.



Do not stretch or warp.



Do not rotate.

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

Application

- The NOC emblem must always be reproduced in its original form as approved by the IOC.
- The NOC emblem should never be altered in any way, including the official colours or the order of the colours and/or elements.
- The NOC emblem must always be visible in its entirety and should never be distorted.

The NOC Emblem

NOC Emblem Usage Guidelines

The NOC Emblem

Backgrounds and Tone-on-Tone

Common Misuses

▶ **Animation**

Embossing

Embroidery

Other Olympic Properties

The NOC Emblem Animation

Principle

Animation of the NOC emblem could be allowed as long as the integrity of the emblem is upheld. As such NOC local sponsors should not create overly distracting or embellished animations with an NOC emblem. To respect the integrity of the Olympic symbol and the distinctive national element, the following conditions must be applied.

Application

Animation can be used in a variety of on-screen applications.

- The NOC emblem may be animated (e.g. fly in, rotating etc.) with all NOC emblem elements remaining together. In addition, the NOC emblem can be animated by bringing the various elements of the emblem (rings and distinctive elements) together. Note that while at the beginning of the animation, all distinctive elements of the emblem may be separated, these may subsequently not be separated again once they come together.
- Similarly, 3D animations are allowed, as long as, by the end of the animation, the NOC emblem resolves to its front-facing form, respecting the original proportions and does not separate again.
- To respect the integrity of the Olympic symbol and the national distinctive element of the NOC, no part of the NOC emblem may be part of an animation which involves objects and/or people transforming into the emblem and/or vice versa.

The NOC Emblem

NOC Emblem Usage Guidelines

The NOC Emblem

Backgrounds and Tone-on-Tone

Common Misuses

Animation

▶ Embossing

Embroidery

Other Olympic Properties

The NOC Emblem Animation (Continued)



Acceptable



In this instance, the animation started with the rings separated. Once they come together, they must remain that way and may not be separated again.



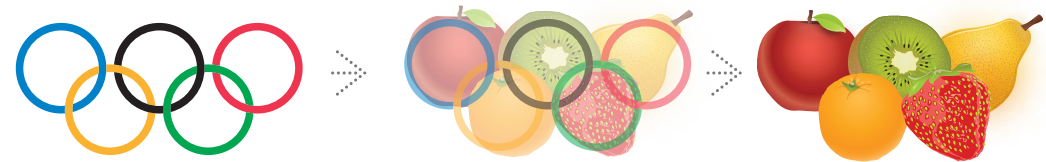
Not Acceptable



A group of shapes/persons/products transforming into the rings is not allowed.



Not Acceptable



Rings transforming into a group of shapes/persons/products is not allowed.



Note: These examples are for illustrative purposes only and apply to the NOC emblem in its entirety. Only the NOC emblem in its entirety may be used by NOC local sponsors.

The NOC Emblem

NOC Emblem Usage Guidelines

The NOC Emblem

Backgrounds and Tone-on-Tone

Common Misuses

Animation

▶ **Embossing**

Embroidery

Other Olympic Properties

The NOC Emblem Embossing

In embossing, debossing and stamping, only the monochrome emblem may be used.

Application

- The raised NOC emblem should have a straight, 90-degree edge and not appear bevelled or rounded.
- All elements of the embossed NOC emblem should appear to be on the same plane.
- The integrity of the original material upon which the NOC emblem is embossed must be maintained.



Acceptable



Correct application on metal.



Not Acceptable



Do not bevel or round.



Note: These examples are for illustrative purposes only and apply to the NOC emblem in its entirety. Only the NOC emblem in its entirety may be used by NOC local sponsors.

The NOC Emblem

NOC Emblem Usage Guidelines

The NOC Emblem

Backgrounds and Tone-on-Tone

Common Misuses

Animation

Embossing

▶ **Embroidery**

Other Olympic Properties

The NOC Emblem Embroidery

Pantone 3005	Pantone 137	Pantone 426	Pantone 355	Pantone 192	White
textile 18-4244 tc	textile 14-1159 tc	textile 19-4205 tc	textile 15-5534 tc	textile 18-1756 tc	textile 11-0601 tc
coats 0615	coats 0109	coats 0900	coats 0519	coats 0344	coats 0100
madeira 1297	madeira 1137	madeira 1007	madeira 1051	madeira 1147	madeira 1001
robison anton 2730	robison anton 2409	robison anton 2296	robison anton 6580	robison anton 2378	robison anton 5597
fufu 374	fufu 525	fufu 900	fufu 233	fufu 156	fufu 800

For embroidery applications such as jackets or bags, the above standards must be used for the Olympic rings. This is in addition to guidance given within each NOC graphic standards manual.

Principle

- The NOC emblem should not be distorted in any way.
- All elements of the NOC emblem must be easily legible.

Application

- The full-colour NOC emblem may be embroidered only on a white background. For all other background colours, the Olympic Rings monochrome version can be used in any of the official colours, as long as the background and tone-on-tone rules are followed. For monochrome version of the NOC distinctive element, refer to the NOC guidelines.
- An embroidered NOC emblem cannot appear with an outline.

The NOC Emblem

NOC Emblem Usage Guidelines

The NOC Emblem

Backgrounds and Tone-on-Tone

Common Misuses

Animation

Embossing

▶ **Embroidery**

Other Olympic Properties

The NOC Emblem Embroidery (Continued)

✓ Acceptable



! **Note:** These examples are for illustrative purposes only and apply to the NOC emblem in its entirety. Only the NOC emblem in its entirety may be used by NOC local sponsors.

Other Olympic Properties

Olympic Photographs and Footage



Principles

The Olympic archives contain more than one hundred years of Olympic Games history, including photos, audio-visual material and objects from The Olympic Museum's collections.

NOC local sponsors are encouraged to take full advantage of this unique content for their marketing and communication activities according to their respective agreements. The NOC local sponsor can access any still image by contacting images@olympic.org. For video footage requests, the NOC local sponsor should contact OTAB via info@otab.com.

Application

- Olympic photographs and footage can only be used in relation to Olympic-related activations and not in connection with other sporting bodies or non-Olympic sports events.
- The NOC local sponsor should use images focused on the National Olympic Team and not images of the Olympic Games in general which would otherwise imply that the company is a sponsor of the Olympic Games.
- It is the NOC local sponsor's responsibility to clear all necessary rights pertaining to the photographs and footage, including without limitations, any necessary consent of the athletes and other persons featured.

➔ *For more detailed principles on how NOC local sponsors may use Olympic images, please refer to Use of Olympic photographs and footage in Chapter 4: Overarching Principles.*

The NOC Emblem

Other Olympic Properties

Olympic Photographs and Footage

▶ **Olympic Flame/Cauldron**

Olympic Games Medals

Olympic Award Ceremonies
and Podium

Official Terminology

The Word “Olympic”

Olympic Related Terms

Other Olympic Properties

Olympic Flame/Cauldron

The Olympic flame-lighting ceremony dates back to the time of the Ancient Greeks, who used a flame kindled by the sun’s rays at an altar in Olympia, Greece, the site of the original Olympic Games.

The Olympic flame is used to light the Olympic cauldron in the main Olympic stadium, and is extinguished during the Closing Ceremony as the Olympic flag is lowered to the ground.

Application

- NOC local sponsors may only use photographs and images of the Olympic cauldron and Olympic flame sparingly and any use must be related to the NOC local sponsor’s role in supporting the National Olympic Team and cannot be the focus of an activation or used as a standalone image.



Other Olympic Properties

Olympic Photographs and Footage

Olympic Flame/Cauldron

Olympic Games Medals

Olympic Award Ceremonies
and Podium

Official Terminology

The Word “Olympic”

Olympic Related Terms

Other Olympic Properties

Olympic Games Medals

Principles

The Olympic Games medals, award ceremony and podium symbolise the pinnacle of athletic achievement at the Olympic Games. As such, all applications in activations by Partners must respect this achievement.



Other Olympic Properties

Olympic Games Medals (Continued)

Updated

Olympic Games medals should only be used with specific reference to the athlete who won the medal i.e. the athlete should wear the medal, or there should be a textual reference in relation to the athlete/ Team winning the medal. Olympic Games medals should only be held or worn by the person who actually won that medal.

Use of generic medal images

NOC local sponsors are permitted to use generically designed medals in their activations provided:

- They are not representing official Olympic medals in part or as a whole.
- No Olympic properties are superimposed on the medal apart from an NOC local sponsor's composite logo.
- The medal is not represented by an NOC local sponsor's product (e.g. a medal in the form of a product).

Use of generic medals as internal giveaways

Medals may not be awarded in a local sponsor's activation as a consumer premium. NOC local sponsors may create medals for internal incentive programmes only, subject to the following:

- They are not a replica of any official Olympic Games medal(s).
- They are not made of valuable metal (e.g. gold, silver or bronze).
- Their design includes the NOC local sponsor composite logo or corporate logo.



Acceptable



A generic medal with the sponsor's composite logo is allowed.



Not Acceptable



A replica of an official Olympic Games medal is not allowed.



Not Acceptable



An actual medal should only be held or worn by the person who won that medal.

Other Olympic Properties

Olympic Photographs and Footage

Olympic Flame/Cauldron

Olympic Games Medals

▶ **Olympic Award Ceremonies and Podium**

Official Terminology

The Word “Olympic”

Olympic Related Terms

Other Olympic Properties

Olympic Award Ceremonies and Podium

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

Use of a podium or creation of an award ceremony in an Olympic setting

When including a podium in an activation, NOC local sponsors must follow these guidelines:

- Its design must be generic (e.g. it cannot contain any Olympic Look of the Games elements or the Olympic rings and Games marks).
- Its design must bear either the NOC local sponsor composite logo or the corporate/brand logo (a standalone logo cannot be used) or must be generic and unbranded.

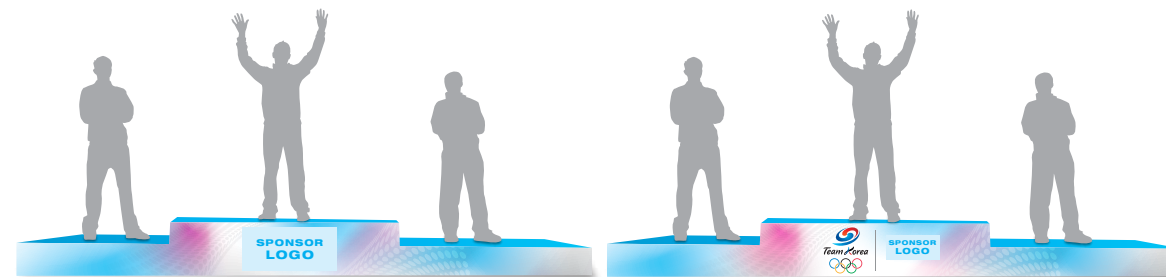
Use of a podium at a non-Olympic event

- If a podium is used at a non-Olympic event, no Olympic properties may appear on the podium or in the immediate surroundings.

Use of a podium in an Olympic-themed event/activation:



Acceptable



A corporate brand or an Olympic composite logo must always appear on the podium featured in an Olympic-themed activation/event.

The NOC Emblem

Other Olympic Properties

Olympic Photographs and Footage

Olympic Flame/Cauldron

Olympic Games Medals

Olympic Award Ceremonies
and Podium

▶ **Official Terminology**

The Word “Olympic”

Olympic Related Terms

Updated

Other Olympic Properties

Official Terminology

Principles

Consistency in the use of the official Olympic Terminology is key to preserving the Olympic Movement’s integrity. All use of Olympic terminology by NOC local sponsors must be in connection with the NOC and/or National Olympic Team and cannot imply that the local sponsor is a sponsor of the Olympic Games or the IOC.

The “Olympic Games”

Any reference to the Olympic Games must be in connection with the National Olympic Team participation. The NOC local sponsors must not create the impression they are sponsors of the Olympic Games. Additionally, NOC local sponsors may not use the official Olympic Games emblem nor other Olympic Games marks such as mascots, pictograms, or Look of the Games. Any Olympic reference needs to be in connection with the National Olympic Team. E.g. NOC local sponsor wishes good luck to the [COUNTRY] Olympic Team participating in the Sochi 2014 Olympic Winter Games.

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

✔ Acceptable



✘ Not Acceptable



Other Olympic Properties

Olympic Photographs and Footage

Olympic Flame/Cauldron

Olympic Games Medals

Olympic Award Ceremonies
and Podium

▶ **Official Terminology**

The Word “Olympic”

Olympic Related Terms

Other Olympic Properties

Official Terminology (Continued)

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

- Games of the [number expressed in Roman numerals] Olympiad
- [city + year] Olympic Games
- [number expressed in Roman numerals] Olympic Winter Games
- [city + year] Olympic Winter Games
- [number expressed in Arabic numerals] Summer Youth Olympic Games
- [city + year] Summer Youth Olympic Games
- [number expressed in Arabic numerals] Winter Youth Olympic Games
- [city + year] Winter Youth Olympic Games
- The primary identification of the event is the English [city + year] version. Therefore, when used to refer to the event identification in other languages, the reference [city + year] must be in English, e.g. “Welcome to London 2012” or “Bienvenue à London 2012”. “Sponsor of the National Olympic Team going to Sochi 2014”.
- When “city” and “year” are used in an editorial manner, as part of a sentence, the city name may be used in other languages, i.e. “Les Jeux Olympiques d’hiver de 2014 à Sotchi”.
- The use of the acronym “YOG” is not permitted for referencing the Youth Olympic Games.
- Do not use the term “Olympics” in the context of the Youth Olympic Games.

The NOC Emblem

Other Olympic Properties

Olympic Photographs and Footage

Olympic Flame/Cauldron

Olympic Games Medals

Olympic Award Ceremonies
and Podium

Official Terminology

The Word “Olympic”

Olympic Related Terms

Other Olympic Properties

Official Terminology (Continued)

Examples



Acceptable

Lillehammer 2016:

“2nd Winter Youth Olympic Games”

“Lillehammer 2016 Youth Olympic Games”

“Lillehammer 2016 Winter Youth Olympic Games”

Rio 2016:

“Games of the XXXI Olympiad”

“Rio 2016 Olympic Games”

“Rio 2016”

PyeongChang 2018:

“XXII Olympic Winter Games”

“PyeongChang 2018 Olympic Winter Games”

“PyeongChang 2018”



Not Acceptable

Rio 2016:

“Olympic Summer Games”

“Summer Games”

“Summer Olympics”

PyeongChang 2018:

“PyeongChang Winter Olympic Games”

Buenos Aires 2018:

“Youth Olympics”

“Summer Youth Olympics”

“Buenos Aires Youth Olympic Games”

“Buenos Aires YOG”

“Buenos Aires Olympics”

Other Olympic Properties

Olympic Photographs and Footage

Olympic Flame/Cauldron

Olympic Games Medals

Olympic Award Ceremonies
and Podium

Official Terminology

▶ **The Word “Olympic”**

Olympic Related Terms

Other Olympic Properties

The Word “Olympic”

To maintain its universal meaning and integrity, the word “Olympic” may not be used as a generic adjective, but only in connection with factual references related to Olympism such as the National Olympic Team, or the Olympic Games, the Olympic spirit.

Application

- The word Olympic may never be used as an adjective to describe an NOC local sponsor’s product of service, e.g. Olympic t-shirt, Olympic wine, Olympic subscription.
- The word “Olympic” cannot be used in order to “olympicise” an event promotion. e.g. Olympic event, Olympic contest, Olympic-sized, Olympic show.
- The word “Olympic” cannot be used as an adjective to describe a local sponsor’s promotion (including a sporting event) or any ancillary materials such as programmes, premiums or products. However "NOC local sponsor Olympic Games hat/bear" is acceptable.
- NOC local sponsors may use the phrases provided on the following page(s) as they appear, however the word “Olympic” may never be used as an adjective.

✓ Acceptable



✗ Not Acceptable



Other Olympic Properties

Olympic Photographs and Footage

Olympic Flame/Cauldron

Olympic Games Medals

Olympic Award Ceremonies
and Podium

Official Terminology

The Word “Olympic”

▶ **Olympic Related Terms**

Other Olympic Properties

Olympic Related Terms

The following terms should only be used in an editorial manner and cannot be the focus of an activation but rather the primary focus must be on the National Olympic Team. For the correct utilisation of Olympic related terms, please refer to the following list:

the IOC Session

the ancient Olympic Games

the modern Olympic Games

Olympian

Olympiad

Olympic

the Olympic Anthem

the Olympic cauldron

the Olympic Charter

the Olympic Congress

the Olympic Day

the Olympic family

the Olympic flag

the Olympic flame

the Olympic Games

the Olympic motto

the Olympic Movement

the Olympic oath

the Olympic rings

the Olympic spirit

the Olympic stadium

the Olympic symbol

the Olympic torch

the Olympic torch relay

the Olympic Truce

the Olympic Village

the Olympic Winter Games

Olympism

the Opening/Closing Ceremony of the Olympic Games

the Youth Olympic Games

the Winter Youth Olympic Games

SECTION 1
Olympism

SECTION 2
Maximising the NOC Partnership

SECTION 3
NOC & Other Olympic Properties
Usage Guidelines

SECTION 4
Overarching Principles

This sections reviews key principles NOC local sponsors need to follow in all activations on all platforms when using the NOC brand assets.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- Use of the Omega Countdown Clocks
- Use of Olympic Photographs and Footage

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources



► **Activation Principles**

- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- Use of the Omega Countdown Clock
- Use of Olympic Photographs and Footage

Activation Principles

This section reviews key principles NOC local sponsors need to follow in all activations on all platforms when using the NOC emblem and NOC/National Olympic Team assets.



Composite Logo

Olympic Designation

An Olympic designation explains the relationship between the NOC local sponsor and the NOC or the National Olympic Team such as “sponsor of the National Olympic Committee”. It can take the form of either text or audio. Please refer to your specific agreement with the NOC for approved designations.



Acceptable

Partner

Proud Partner

Sponsor of the [country] Olympic Team

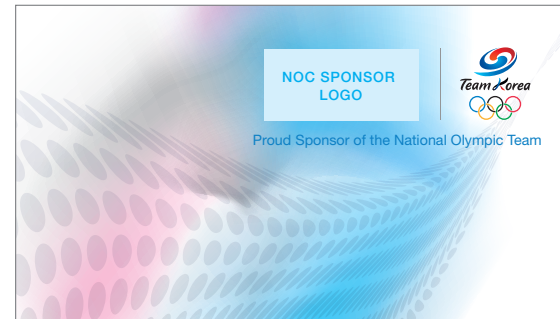
Team [Country] Partner

Application

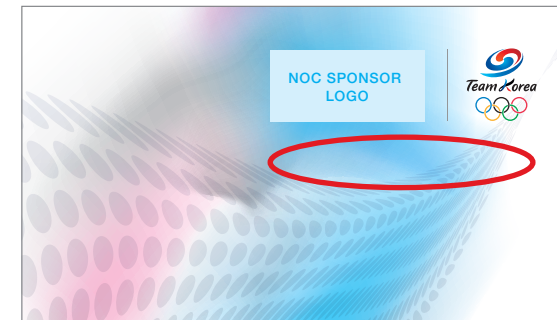
- For every Olympic-related activation there must always be an Olympic designation.
- The Olympic designation must always be clearly visible and legible. Any colour is allowed as long as the designation is legible.
- When used in audio, the Olympic designation must always be clearly audible and comprehensible.



Acceptable



Not Acceptable



An appropriate Olympic designation is not included.

Activation Principles

Composite Logo

Olympic Designation

Composite Logo

The Four Elements

Vertical and Horizontal Format

Standalone Logos

Activations Through a Third Party

Activations Featuring Athletes

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Composite Logo

The NOC composite logo is a visual representation of a local sponsor's relationship with the NOC. It is a two-part design, one belonging to the local sponsor and the other to the NOC. It is essential that the composite logo represents two separate entities and, in no way, looks like an altogether new logo. These guidelines are not exhaustive and the respective NOC may provide further guidance to their local sponsors.



Activation Principles

Composite Logo

Olympic Designation

Composite Logo

▶ **The Four Elements**

Vertical and Horizontal Format

Standalone Logos

Activations Through a Third Party

Activations Featuring Athletes

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Composite Logo

The Four Elements

Principles

A composite logo contains four elements:

1. The NOC local sponsor corporate logo.
2. The NOC emblem.
3. A contractually granted designation (e.g. Sponsor of the [COUNTRY] Olympic Team).
4. A clear separation between the NOC and the NOC local sponsor corporate logo, such as a line or a clear space.

Application

- The NOC local sponsor logo and the NOC emblem should be the same size.
- The composite logo cannot be used to form a part of any other logo or mark.
- On small applications such as pins, the designation is not mandatory.



Activation Principles

Composite Logo

Olympic Designation

Composite Logo

The Four Elements

▶ **Vertical and Horizontal Format**

Standalone Logos

Activations Through a Third Party

Activations Featuring Athletes

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Composite Logo

Vertical and Horizontal Format

Application

NOC local sponsors may choose to place the various elements of their composite logo in a different order, as long as the four elements are present.



Acceptable



Official Sponsor of the Chinese Olympic Team



Official Sponsor of the Chinese Olympic Team



Not Acceptable



The composite logo should always include an Olympic designation, regardless of the format.

Composite Logo

Olympic Designation

Composite Logo

The Four Elements

Vertical and Horizontal Format

▶ **Standalone Logos**

Activations Through a Third Party

Activations Featuring Athletes

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Composite Logo

Standalone Logos

A standalone logo is another representation of the NOC local sponsor's relationship with the NOC and National Olympic Team.

Principles

A standalone logo contains two elements:

1. An NOC emblem.
2. An Olympic designation just beneath it.

Application

- The NOC local sponsor corporate logo must appear within the same application (e.g. the company logo and standalone logo must appear on the same packaging/promotional panel, on the same page, etc.).
- The standalone logo cannot be used in a promotion with a Third Party.
- There must be sufficient clear space surrounding the NOC emblem to maintain its prominence when reproduced with other graphic and text materials.



Acceptable



Example of a website page with a standalone logo.

Activation Principles

Composite Logo

► **Activations Through a Third Party**

Application

Digital Activations

Activations Featuring Athletes

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Activations Through a Third Party

A Third Party is any entity which is not an Olympic sponsor or official Broadcaster.

Principles

Any activation conducted by an NOC local sponsor through a Third Party must adhere to the following conditions:

- The Third Party is not a competitor to any Olympic sponsor (TOP Partner and NOC local sponsor).
- The promotion is executed through the NOC local sponsor's normal and customary channels.
- The activation is run and led by the NOC local sponsor.
- The Third Party does not gain any Olympic-related association i.e. the activation is made available or communicated only through the channel or platform of the Third Party.
- The activation must relate to the NOC local sponsor's rights only.



For loyalty programme activations, please refer to Loyalty Programmes in Chapter 5: Activation Methods.

Activation Principles

Composite Logo

Activations Through a Third Party

▶ **Application**

Digital Activations

Activations Featuring Athletes

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Activations Through a Third Party

Application

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

- The Third Party marks are clearly separated from any NOC marks or any Olympic-related terminology.
- The Third Party marks, or combined Third Party marks, are less prominent than the combined size of the NOC emblem plus NOC local sponsor marks. As a ratio indication, the size of the Third Party mark or combined Third Party marks should be no greater than approximately two-thirds the size of the NOC local sponsor composite logo.
- The NOC local sponsor’s composite logo is used, and not a standalone logo.
- The Third Party marks are shown with an appropriate qualifier, such as “available at...” or “go to... for more information”.
- The NOC local sponsor is always mentioned before the Third Party.
- The activation is finite in duration. Any proposed activation that does not have a completion date is not acceptable.

Non-Traditional Third Parties Principles

NOC local sponsors must consult with their NOC before activating any non-traditional programme where the NOC emblem will be used. The following are considered non-traditional Third Parties and may be featured alongside other marks, subject to NOC approval.

- **Industry Standards** (e.g. ISO, Fairtrade)
- **Cause-related** (e.g. grass roots sports, charities, non-sport initiatives that are aligned with the Olympic Platform)

Application

It is recommended that the programmes be assessed on the following criteria.

- These programmes must be aligned with the values of the Olympic Movement and/or organised by an Olympic Party.
- If the NOC local sponsors participate in third-party cause-related programmes, the Activations Through a Third Party guidelines apply.

Activation Principles

Composite Logo

Activations Through a Third Party

Application

Digital Activations

Activations Featuring Athletes

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Activations Through a Third Party Application (Continued)

✓ Acceptable



The ownership of the activation is clear and the Third Party mark is smaller than the NOC local sponsor's and accompanied by a qualifier.

✗ Not Acceptable



Third Party branding or look and feel is not allowed. The Third Party mark is as prominent as the NOC local sponsor's, making the activation ownership unclear. The qualifier is missing and there is an incorrect reference to the hat.

✗ Not Acceptable



The NOC local sponsor's standalone logo is not allowed in activations through a Third Party. The qualifier is missing, the Third Party logo is too close to the standalone logo, and incorrect usage of the word Olympic.

Activation Principles

Composite Logo

Activations Through a Third Party

Application

Digital Activations

▶ Activations Featuring Athletes

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Activations Through a Third Party

Digital Activations

Any digital activation through a Third Party should follow the principles below, in addition to the principles referenced on the previous pages.

- NOC local sponsors' promotions, other than purchased ad banners, may be featured on the Third Party's website, provided that the activation is clearly self-contained, and that the promotion's mechanics are controlled by the NOC local sponsor. The activation must also relate to the local sponsor's product category. The third party URL cannot contain any Olympic terminology and the Third Party may not target any audience outside of the NOC territory.
- In an effort to limit the association between the Third Party and the NOC/National Olympic Team, only limited NOC local sponsor Olympic content such as teaser videos, extracts of athletes' stories or social media tweets/posts can be featured on a Third Party platform. The Third Party platform cannot become a primary source of Olympic content. Moreover, the content cannot appear to be jointly produced by the Third Party and the NOC local sponsor. Should the NOC local sponsor wish to advertise approved Olympic-themed content, it may do so by adding an advertisement that links back to its own website, where approved Olympic content may be placed.



Acceptable

NOClocalsponsor.com/promotion

Retailer.com/NOClocalsponsorpromotion

NOClocalsponsor.com/retailer



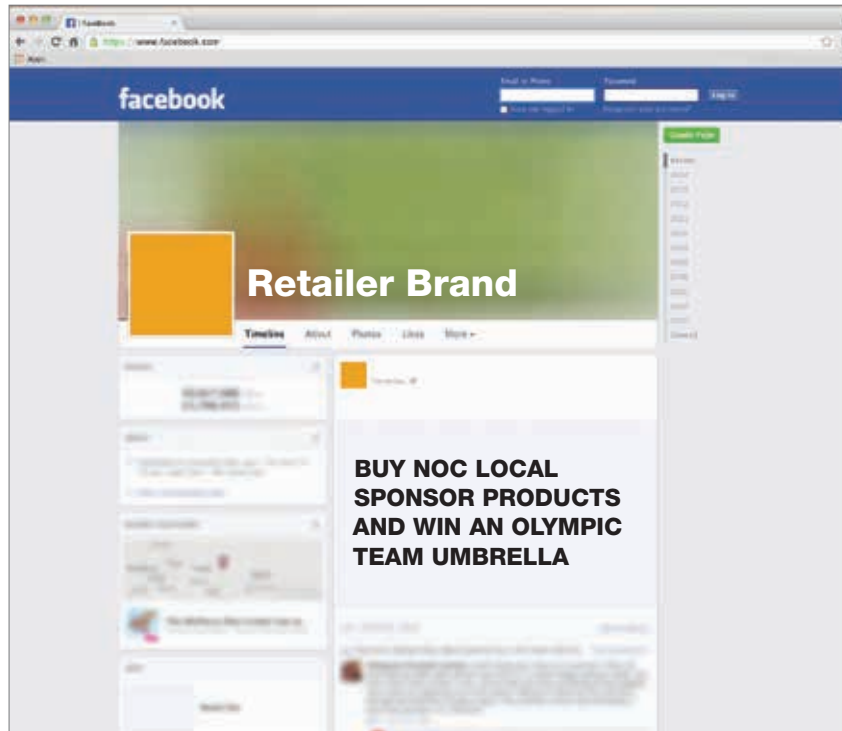
Not Acceptable

Retailer.com/olympicpromotion

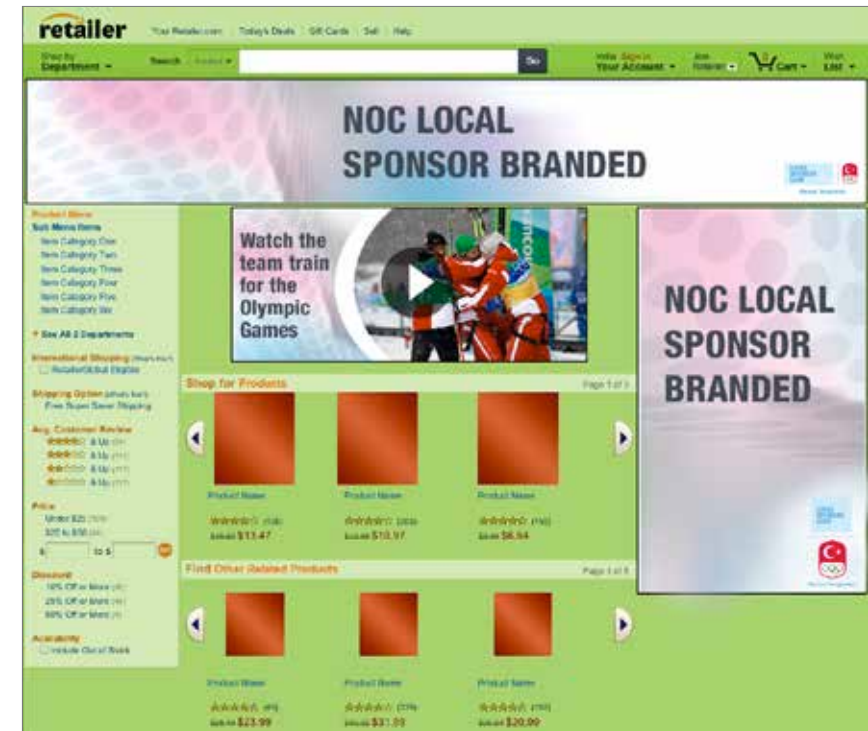
Retailer.com/NOClocalsponsorOlympicpromotion

Activations Through a Third Party

Digital Activations (Continued)



NOC local sponsor is promoting their activation through a retailer. The retailer may post approved NOC local sponsor materials on their social media platforms provided that the message is not edited by the Third Party and is posted separately from non-Olympic content.



NOC local sponsor may post a video/trailer on the retailer website and redirect consumers to their own website for more content/information.

Activation Principles

Composite Logo

Activations Through a Third Party

Application

Digital Activations

Activations Featuring Athletes

Use of Sports Venues and Field of Play

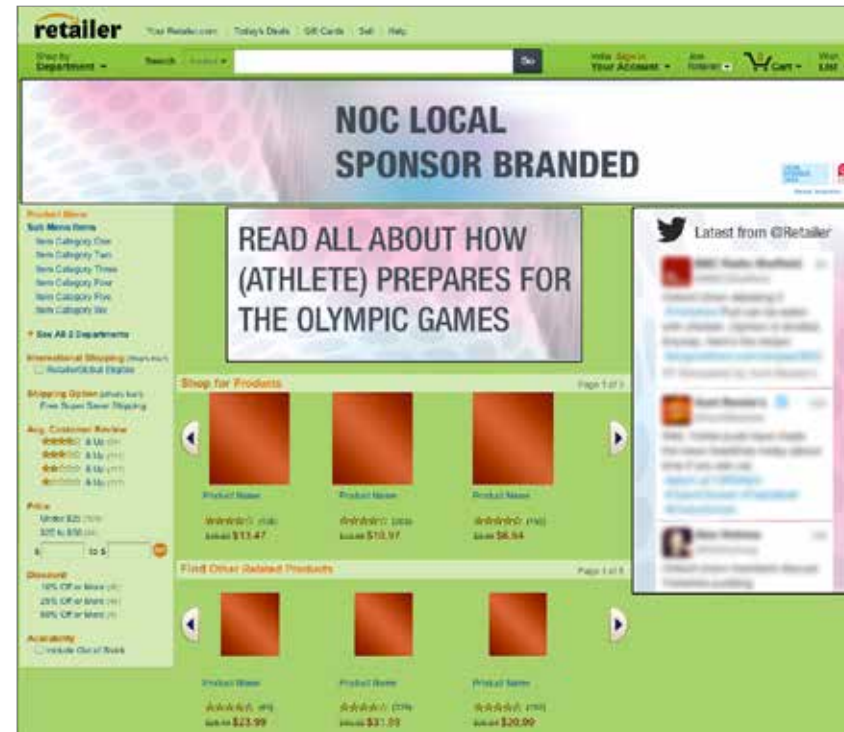
Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Activations Through a Third Party

Digital Activations (Continued)

 Not Acceptable



Third party websites, including NOC local sponsor dedicated pages on those sites, cannot serve as a principle source of information for any Olympic-themed campaign including athletes' information or other content.

Activation Principles

Composite Logo

Activations Through a Third Party

Application

Digital Activations

Activations Featuring Athletes

Use of Sports Venues and Field of Play

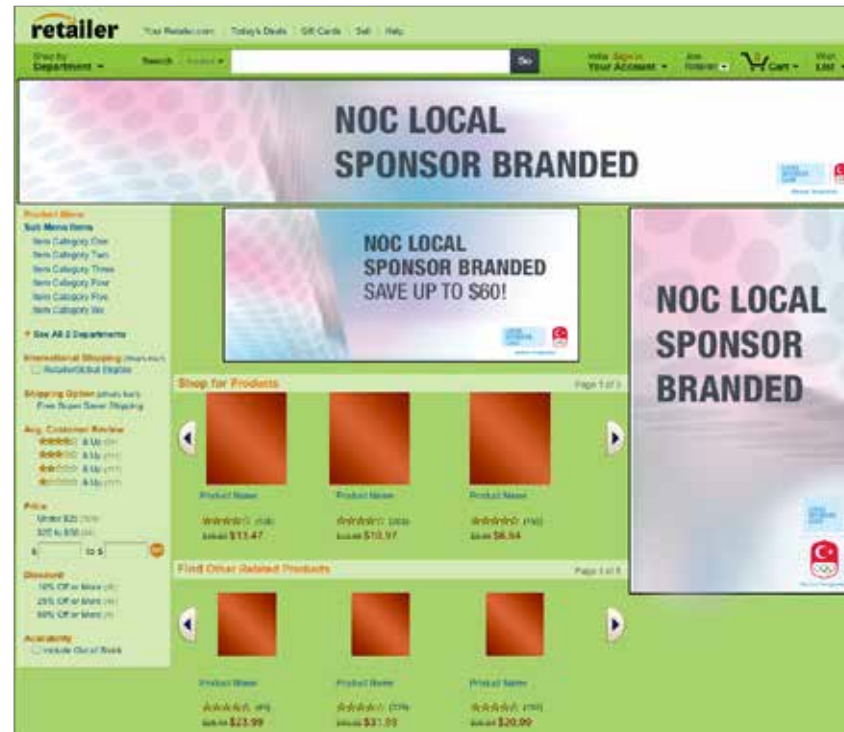
Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Activations Through a Third Party

Digital Activations (Continued)

 **Acceptable**



The NOC local sponsor's Olympic-themed promotion page, hosted on a Third Party website, is self contained with the NOC local sponsor look and feel and is free of Third Party advertisements.

 **Not Acceptable**



The Third Party branding is too prominent and there is no clear ownership of the promotion.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- ▶ **Activations Featuring Athletes**
 - Athlete Apparel and Equipment
 - Use of Sports Venues and Field of Play
 - Use of the Omega Countdown Clock
 - Use of Olympic Photographs and Footage

Activations Featuring Athletes

Athletes are at the heart of the Olympic Movement, therefore NOC local sponsors should ensure that all activations featuring athletes uphold the values of Olympism.

Below are some considerations NOC local sponsors should remember when using athletes in their activations:

- NOC local sponsors should use images focused on the National Olympic Team and not images of the Olympic Games in general which would otherwise imply that the company is a sponsor of the Olympic Games.
- It is the NOC local sponsor's responsibility to clear all necessary rights for any photographs/footage used, including athletes and persons featured
- No performance enhancing statements or product endorsements can be made by either the Partner or the athlete
- Several options for athletes' apparel are available (see pages 106-107). If several athletes are featured together, NOC local sponsors must choose the same option for all athletes (for example, if one athlete is wearing generic unbranded apparel then all athletes featured in the marketing campaign must be in a generic unbranded apparel).
- Athletes' apparel and branding guidelines apply when the athlete(s) appear(s) in a commercial setting.



Activation Principles

Composite Logo

Activations Through a Third Party

Activations Featuring Athletes

▶ **Athlete Apparel and Equipment**

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Updated

Activations Featuring Athletes

Athlete Apparel and Equipment

Principles

When NOC local sponsors choose to use athletes in Olympic-themed activations they have two options:

- Option 1: Use Olympic Games photographs and footage.
- Option 2: Produce new photographs or footage, or use existing images from other sport events.(e.g. World Cups)

Application

- The below applications are for activations running exclusively outside of the period of the Olympic Games. If your activations will be running into or during the period of the Olympic Games, refer to section 6.

If NOC local sponsors choose option 1:

- “Use of Olympic photographs and footage” guidelines apply
- If the NOC apparel sponsor has changed in between Games editions, NOC local sponsors may use the image as such providing it is clearly recognisable that it is an image from an Olympic Games edition. Recognition can be achieved by assuring the presence of at least one recognisable Olympic Property (e.g. Olympic rings or Games emblem, look of the Games, word mark etc.) on the athlete or the background. When this is not possible, the activation must include a moniker such as “Athlete first & last name, Games edition + year” e.g.: Michael Phelps, London 2012. This moniker can also be added to the image copyright notice.

In respect for all NOCs and their various apparel sponsors, it would be appreciated, in instances where the NOC apparel sponsor has changed or the athlete's image will appear outside of his/her territory, that the photograph/footage does not prominently show apparel branding.

Activation Principles

Composite Logo

Activations Through a Third Party

Activations Featuring Athletes

▶ **Athlete Apparel and Equipment**

Use of Sports Venues and Field of Play

Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

Updated

Activations Featuring Athletes

Athlete Apparel and Equipment (Continued)

- If NOC local sponsors choose option 2*, Partners may have the athlete wear any of the following:
 - Current NOC uniform
 - NOC apparel sponsor branded apparel. Rule 50 compliant size is always preferred.
 - Past Games NOC uniform provided it is still the same NOC apparel sponsor
 - Generic and unbranded apparel. When choosing this option, any item of equipment and footwear must also be unbranded so that non-Olympic sponsors do not get an undue association.
 - NOC local sponsor branded clothing as long as the athlete does not appear in an Olympic Games sporting context. “Olympic Games sporting context” means that the environment shown cannot be the one of the Games. (E.g.: Usain Bolt cannot wear NOC local sponsor branded clothing if he is running in a recreated Rio 2016 Stadium but he could if he is running in the streets of Rio or in a generic stadium). Rule 50 compliant size is always preferred.
- * Subject to NOC approval.

For Rule 50 compliant branding size guidelines by discipline, please contact your NOC and refer to the document “Guidelines Regarding Authorised Identifications”.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes**
 - Athlete Apparel and Equipment**
 - Use of Sports Venues and Field of Play
 - Use of the Omega Countdown Clock
 - Use of Olympic Photographs and Footage

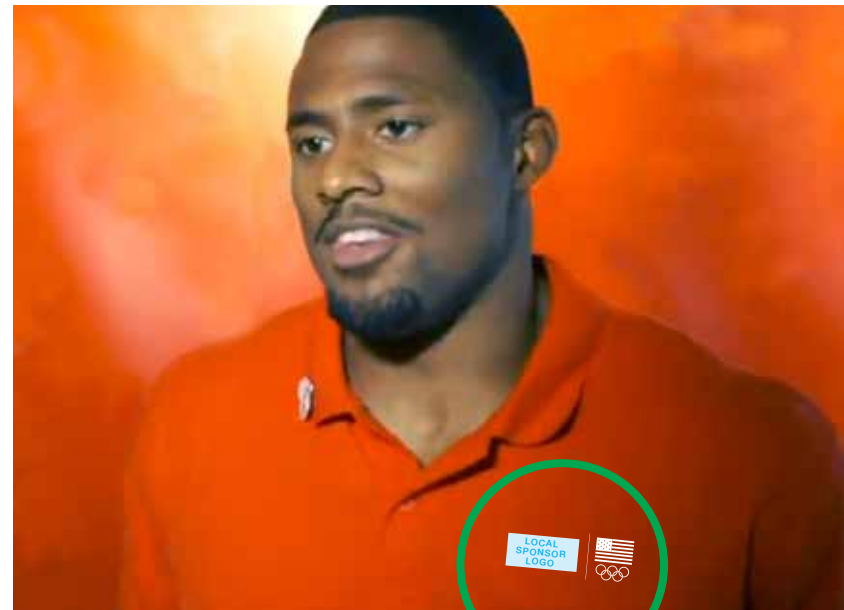
Updated

Activations Featuring Athletes

Athlete Apparel and Equipment (Continued)

NOC local sponsor activations running exclusively
outside the period of the Olympic Games:

✓ Acceptable



Athlete may be featured in apparel bearing NOC local sponsor branding.

➔ Please contact your NOC for a copy of the **“Authorised Identifications of Manufacturers”** for more sport-specific details on Rule 50.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes**
 - Athlete Apparel and Equipment**
 - ▶ Use of Sports Venues and Field of Play
 - Use of the Omega Countdown Clock
 - Use of Olympic Photographs and Footage

Updated

Activations Featuring Athletes

Athlete Apparel and Equipment (Continued)



Acceptable

NOC local sponsor activations running exclusively **outside of the period of the Olympic Games** (as defined by Rule 40).



NOC apparel sponsor clothing that is Rule 50-compliant in a non-Olympic image.



Acceptable

NOC local sponsor activations running exclusively **outside of the period of the Olympic Games** (as defined by Rule 40).



The athlete is featured wearing generic and unbranded clothing. For any editing of images, it is the NOC local sponsor's responsibility to ensure they clear the appropriate rights

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- **Use of Sports Venues and Field of Play**
 - Use of the Omega Countdown Clock
 - Use of Olympic Photographs and Footage

Use of Sports Venues and Field of Play

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

Application

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 a re-created venue, including on the field of play. If using any images of venues, real or recreated, the focus should be on supporting the National Olympic Team and not on the respective edition of the Games. The NOC local sponsor cannot give the impression they are sponsors of the Olympic Games.



Non-Olympic Sport Venue:
NOC local sponsor branding is allowed on the perimeter board or around the venue.



Non-Olympic Sport Venue:
No Third Party branding is allowed on the perimeter board or around the sports venue.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- **Use of the Omega Countdown Clock**
- Use of Olympic Photographs and Footage

Use of the Omega Countdown Clock

NOC local sponsors may use the official digital Omega countdown clock in their respective territory provided the following guidelines are respected:

- Must be clear on the website that the company is a sponsor of the NOC/National Olympic Team and not the Olympic Games.
- The NOC local sponsor may not gain any association with Omega and/or the Olympic Games.
- The NOC local sponsor must use their composite logo on any page where the countdown clock is featured.
- Third Party guidelines are applicable concerning the placement of the clock on the website.
- The Omega digital countdown clock must be used in its entirety and downloaded from the Omega site.

The countdown clock can be downloaded at: <http://www.omegawatches.com/rio-2016-countdown/download>



Use of Olympic Photographs and Footage

Principles

Olympic photographs and footage may be used in activations and published on website(s), provided that their integrity is upheld. To achieve this, NOC local sponsors cannot 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.

However, the following five guidelines have been developed to offer some flexibility in photograph and footage alteration, and apply only to photographs and footage sourced from the IOC:

- Colourisation
- Superimposition
- Blurring
- Cropping
- Composite Images

 **Remember:** Please bear in mind that NOC local sponsors are responsible for clearing any image or other intellectual property and individual rights (e.g. athletes, music, etc.).

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

- ▶ **Colourisation**
 - Superimposition
 - Blurring
 - Cropping
 - Composite Images

Use of Olympic Photographs and Footage

Colourisation

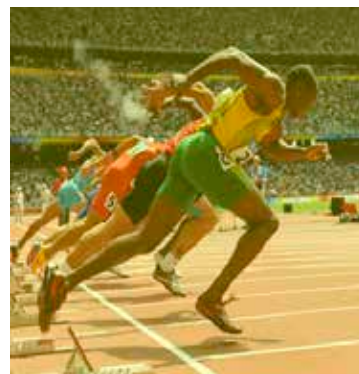
Application

Colourisation may be applied provided that it does not change the meaning of the image. NOC local sponsors' corporate or brand colour(s) cannot be used to colourise official Olympic photographs/footage. Additionally, colourisation cannot be applied to the Olympic rings; these must remain in the approved colours.

Original



✓ Acceptable



✗ Not Acceptable



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

Original



✓ Acceptable



✗ Not Acceptable



The rings cannot be colourised.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

- ▶ **Colourisation**
 - Superimposition
 - Blurring
 - Cropping
 - Composite Images

Use of Olympic Photographs and Footage

Colourisation (Continued)

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

Original



✔ Acceptable



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

Original



✘ Not Acceptable



- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

- Colourisation
- Superimposition**
- Blurring
- Cropping
- Composite Images

Use of Olympic Photographs and Footage

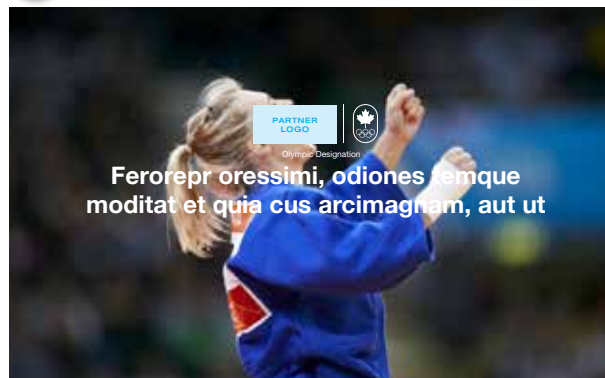
Superimposition

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

✔ Acceptable



✘ Not Acceptable



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

✔ Acceptable



The graphic elements do not interfere with the people or action.

✘ Not Acceptable



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

✔ Acceptable



The background is neutral.

✘ Not Acceptable



The image has been altered by adding new cut-out elements which alter the integrity of the image.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

- Colourisation
- Superimposition
- ▶ **Blurring**
- Cropping
- Composite Images

Use of Olympic Photographs and Footage

Blurring

Application

Blurring of an image may be approved, provided that it is subtle, the image's core focus remains clear, and it is not 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.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

- Colourisation
- Superimposition
- Blurring
- Cropping**
- Composite Images

Use of Olympic Photographs and Footage

Cropping

Application

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.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

- Colourisation
- Superimposition
- Blurring
- Cropping**
- Composite Images

Use of Olympic Photographs and Footage

Cropping (Continued)

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

Original



 **Acceptable**



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

Original



 **Not Acceptable**



The Olympic rings, which are part of the action area of the image, cannot be cropped.

- Activation Principles
- Composite Logo
- Activations Through a Third Party
- Activations Featuring Athletes
- Use of Sports Venues and Field of Play
- Use of the Omega Countdown Clock

Use of Olympic Photographs and Footage

- Colourisation
- Superimposition
- Blurring
- Cropping
- ▶ **Composite Images**

Use of Olympic Photographs and Footage

Composite Images

Application

Images 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 image has been altered by adding new cut-out elements which alter the integrity of the image.

SECTION 1
Olympism

SECTION 2
Maximising the NOC Partnership

SECTION 3
**NOC & Other Olympic Properties
Usage Guidelines**

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

This section provides guidance for NOC local sponsors to help bring their sponsorship to life across all forms of activations and variety of media.

- Digital and Online
- Advertising
- Point of Sale
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- Interactive Entertainment Software
- “Games” Concept
- Premiums
- Media Releases and Related Materials
- Stationery and Internal Communications

SECTION 6
Games Time Considerations

SECTION 7
Resources



Digital and Online

▶ **Websites URLs**

Digital and Online Apps

Social Media

Advertising

Point of Sale

Loyalty Programmes

Contests

Olympic Games Tickets Promotions

Activations at Third Party Events

Interactive Entertainment Software

“Games” Concept

Premiums

Media Releases and Related Materials

Stationery and Internal Communications

Digital and Online Websites URLs

NOC local sponsors can create dedicated websites to showcase their sponsorship of the NOC and the National Olympic Team. The website cannot be used to post Olympic content that could be perceived as reporting about the Olympic Games, the NOC or the National Olympic Team and athletes.

Application

- NOC local sponsor URLs must contain the correct NOC terminology, i.e. they should be related to the NOC or the National Olympic Team.



Acceptable

www.NOClocalsponsor.com/NOC

[www.NOClocalsponsor.com/team\[country\]](http://www.NOClocalsponsor.com/team[country])

[www.NOClocalsponsor.com/\[country\]OlympicTeam](http://www.NOClocalsponsor.com/[country]OlympicTeam)

[www.NOClocalsponsor.com/team\[country\]sochi2014](http://www.NOClocalsponsor.com/team[country]sochi2014)



Not Acceptable

www.NOClocalsponsor.com/Olympic

www.NOClocalsponsor.com/OlympicGames

www.NOClocalsponsor.com/Sochi2014



Remember: We encourage NOC local sponsors to link their websites to the official websites of the NOC.

Digital and Online

Websites URLs

▶ **Digital and Online Apps**

Social Media

Advertising

Point of Sale

Loyalty Programmes

Contests

Olympic Games Tickets Promotions

Activations at Third Party Events

Interactive Entertainment Software

“Games” Concept

Premiums

Media Releases and Related Materials

Stationery and Internal Communications

Digital and Online

Digital and Online Apps

To support their Olympic-themed activations, NOC local sponsors may develop apps on various commonly available operating systems. The availability, contents and promotion of such apps are subject to the following principles.

Application

Apps made available on NOC local sponsor platforms:

Where an app or several apps are made available on a platform owned and/or controlled by the NOC local sponsor and any Olympic-related material appears at the same time on the screen, these principles are to be followed:

- No brand names, logos and/or images of devices, such as smartphones or tablets, should be featured in a manner whereby the brand of the device is recognisable (either from its branding or design), unless the featured device is of the TOP Partner in their Olympic-related category.
- If any devices are used in any promotion of an NOC local sponsor’s app, the promotion must be focused on the app and not promote the device.
- Content posted on apps must be related to an NOC local sponsor’s promotion linked to its product/service category for which they have been granted marketing rights by the NOC.

Where the user needs to select the correct version to download the app onto her/his particular device, NOC local sponsors may structure their platform to allow for the selection of apps for specific devices as follows:

- A text reference to the operating systems (but not the device) is permitted, which then links to the appropriate download platform.
- A “Download our app for smartphones/tablet” (or similar) button, provided it does not mention the Third Party devices, which then links to the appropriate download platform.
- QR codes which then link to the appropriate distribution platform.
- The user may be directed to an app download page, displaying the various “buttons” for the relevant application stores and/or platforms. This page must be free of Olympic marks and/or content.
- Promotion of any Third Party app store, whether through the use of logos, store “buttons” or text references, is not permitted on any page that displays any Olympic material.

Digital and Online

Websites URLs

Digital and Online Apps

Social Media

Advertising

Point of Sale

Loyalty Programmes

Contests

Olympic Games Tickets Promotions

Activations at Third Party Events

Interactive Entertainment Software

“Games” Concept

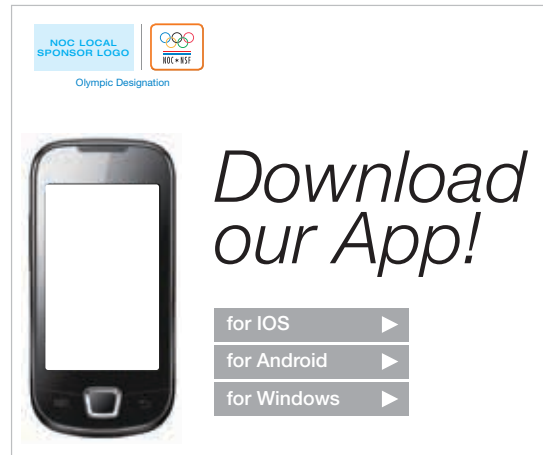
Premiums

Media Releases and Related Materials

Stationery and Internal Communications

Digital and Online Digital and Online Apps (Continued)

✓ Acceptable



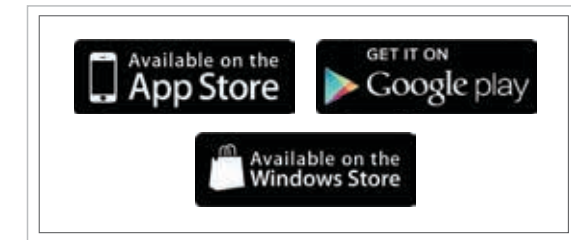
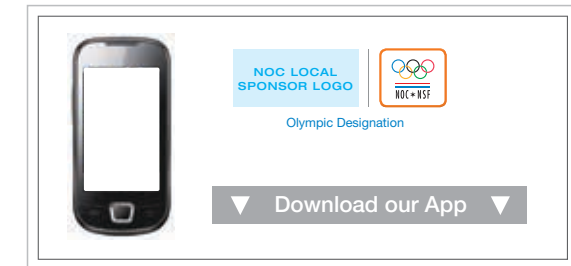
App may be promoted by a text reference to an operating system linked to the app store.

✓ Acceptable



App may be promoted by QR code.

✓ Acceptable



The standard app buttons may be used if on a separate page free of any Olympic marks and/or content.

Digital and Online

Websites URLs

Digital and Online Apps

Social Media

Advertising

Point of Sale

Loyalty Programmes

Contests

Olympic Games Tickets Promotions

Activations at Third Party Events

Interactive Entertainment Software

“Games” Concept

Premiums

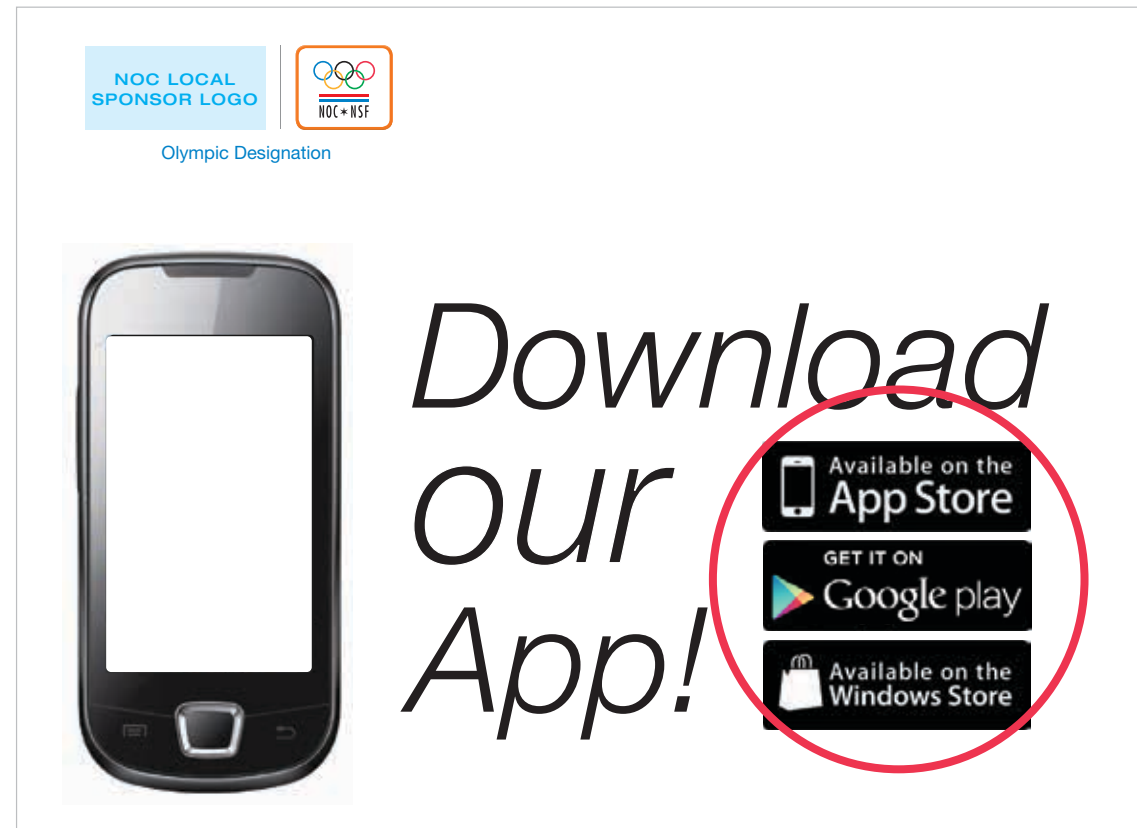
Media Releases and Related Materials

Stationery and Internal Communications

Digital and Online

Digital and Online Apps (Continued)

 Not Acceptable



The use of app store “buttons” is not allowed on any page that features Olympic marks.

Digital and Online

Websites URLs

▶ **Digital and Online Apps**

Social Media

Advertising

Point of Sale

Loyalty Programmes

Contests

Olympic Games Tickets Promotions

Activations at Third Party Events

Interactive Entertainment Software

“Games” Concept

Premiums

Media Releases and Related Materials

Stationery and Internal Communications

Digital and Online

Digital and Online Apps (Continued)

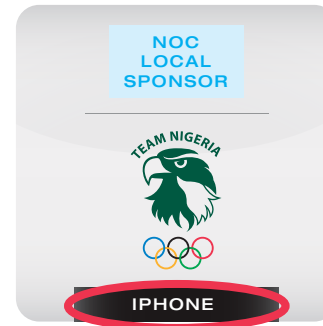
Apps made available on Third Party platforms:

No brand names of devices or operating systems may be included in the app’s name or title.

✘ Not Acceptable



✘ Not Acceptable



Digital and Online

Websites URLs

Digital and Online Apps

▶ **Social Media**

Advertising

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“Games” Concept

Premiums

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Stationery and Internal Communications

Digital and Online

Social Media

Principles

- All guidelines relating to the use of Olympic IP and terminology are applicable for social media posts.
- All posts during Games-time must comply with the IOC Social Media, Blogging and Internet Guidelines* and the Olympic Charter.
- Campaign #tags, concepts, schedules and templates should be approved prior to use. This will allow the NOC local sponsor to post in real-time
 - E.g. “Congratulations [Athlete name] on your [Gold etc.] medal performance tonight!”
- Monitoring consumer content to ensure posts are in line with the spirit of the Olympic Movement is mandatory.
- Re-tweets and sharing may be viewed as commercial advertising/promotion, therefore NOC local sponsors should use caution when re-tweeting from athletes or corporations to avoid unwarranted association or risk.
- Re-tweets and sharing of NOC content is allowed as approved by your NOC.

**The IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons is a separate document published by the IOC prior to each Games edition that specifies the manner in which any accredited person may participate in social media. This is accessible via your NOC.*

Application

- NOC local sponsors may create dedicated Olympic-related pages on all platforms provided the name, marketing materials and key messages are submitted for approval.
- Types of messaging that are permitted include:
 - Athlete congratulatory messages
 - Promotion of NOC local sponsor content
 - Trivia and contests.

 **Note:** All posts using athletes are subject to athlete consent and Rule 40 during the period of the Olympic Games.

Digital and Online

- Websites URLs
- Digital and Online Apps

▶ **Social Media**

- Advertising
- Point of Sale
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- Interactive Entertainment Software
- “Games” Concept
- Premiums
- Media Releases and Related Materials
- Stationery and Internal Communications

New

Digital and Online Social Media (Continued)

Application

- Athlete postings during Games-time
 - Athletes may post a link to NOC local sponsors’ content as long as it is directly related to the athlete. E.g. Athlete’s video shot by a NOC local sponsor.
 - Athletes may thank their NOC local sponsors for their support and/or they may reference a personal experience at the Games
 - “Thank you [NOC local sponsor] for supporting me.” or “Thank you [NOC local sponsor] for looking after my mum/girlfriend” or “I had a great time @ the [NOC local sponsor] event today”.
 - Athletes may write posts about their personal experience and use NOC local sponsor #tags such as #NOClocalsponsorpromotion.

We recommend you share your concepts as early as possible with your NOC so they can review and approve your activations on this constantly evolving platform.

 **Note:** All posts using athletes are subject to athlete consent and a Rule 40 waiver at Games-time.

Digital and Online

► Advertising

Point of Sale

Loyalty Programmes

Contests

Olympic Games Tickets Promotions

Activations at Third Party Events

Interactive Entertainment Software

“Games” Concept

Premiums

Media Releases and Related Materials

Stationery and Internal Communications

Advertising

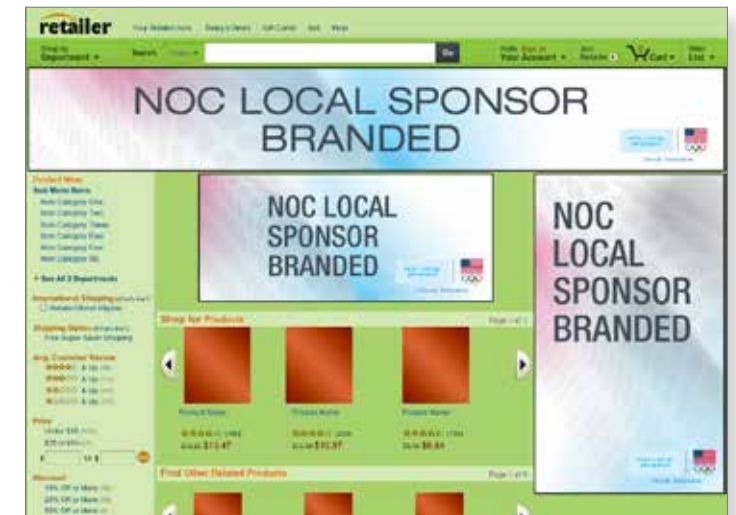
NOC local sponsors may promote their sponsorship on all available advertising media. These include, but are not limited to:

- Television commercials
- Outdoor Advertising
- Print advertisements
- Digital advertising

All materials should be in line with the “Activating through a Third Party” guidelines when relevant.

✔ Acceptable

Digital Advertising



✔ Acceptable

Bus Shelter



✔ Acceptable

Print Ad



✔ Acceptable

Out of Home Advertising



- Digital and Online
- Advertising
- ▶ **Point of Sale**
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- Interactive Entertainment Software
- “Games” Concept
- Premiums
- Media Releases and Related Materials
- Stationery and Internal Communications

Point of Sale

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

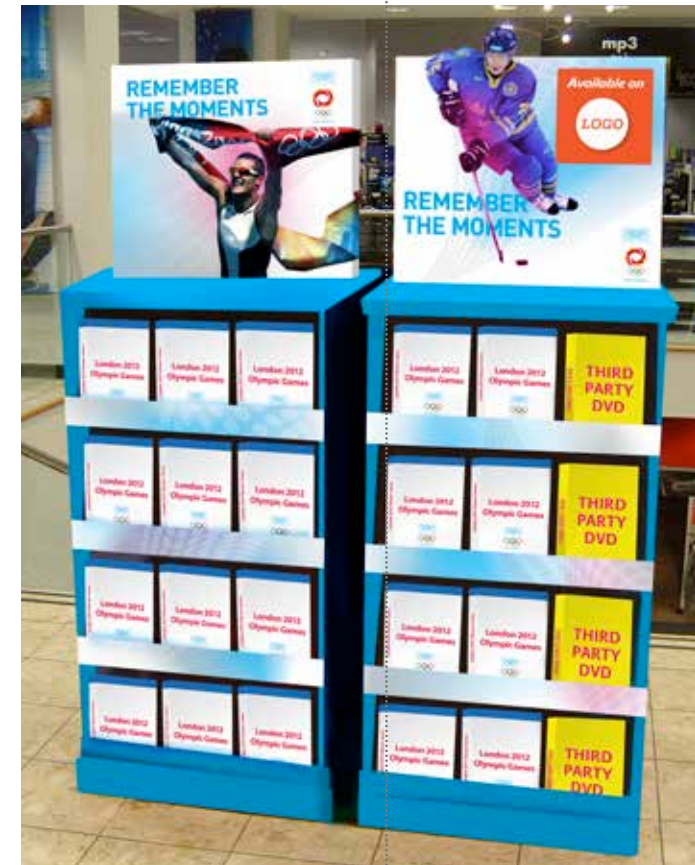
- The integrity of the NOC marks must be preserved. As such, NOC marks cannot be placed on the floor where people can walk over them.
- As much as possible, NOC local sponsor products should be kept separate and distinct from Third Party products.
- POS materials must adhere to the “Activating through a Third Party” Guidelines and not give any Olympic association to a retailer/third party.
- Olympic-branded POS can only be used in connection with the promotion of the NOC local sponsor’s Olympic-related product/services category.



Acceptable



Not Acceptable



POS must be local sponsor branded, self-contained, and controlled by the NOC local sponsor to avoid any third party Olympic association.

- Digital and Online
- Advertising
- ▶ **Point of Sale**
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- Interactive Entertainment Software
- “Games” Concept
- Premiums
- Media Releases and Related Materials
- Stationery and Internal Communications

Point of Sale (Continued)

✓ **Acceptable**



The banner at the entrance of the retailer's store is NOC local sponsor branded and the promotion is clearly driven by the sponsor.

✗ **Not Acceptable**



The banner is too generic with very little NOC local sponsor branding and too much of the retailer's look and feel, and as such there is no clear ownership. Additionally, it is not NOC or Team related and therefore not acceptable.

■ **Third Party Branding**

- Digital and Online
- Advertising
- Point of Sale
- ▶ **Loyalty Programmes**
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- Interactive Entertainment Software
- “Games” Concept
- Premiums
- Media Releases and Related Materials
- Stationery and Internal Communications

Loyalty Programmes

Application

- The promotion and purchase can be tied only to products within the NOC local sponsor category.
- The NOC local sponsor’s product(s) must be mentioned before the loyalty programme reference.
- All mentions of the loyalty programme need to be in line with the “Activations through a Third Party” guidelines.
- Visa® has exclusive rights with respect to payment methods, including, but not limited to, debit, credit, gift and pre-paid cards. As such, NOC local sponsors may not run promotions in connection with telephone credit recharge cards or gift cards for example, unless they work with Visa®.



Acceptable

- Visa® gift cards
- Percentage off
- X amount off an NOC local sponsor product purchase
- Instant or future savings
- Shop at X and 1% will go to supporting the National Olympic Team



Not Acceptable

- Show or use a loyalty card and get a generic retailer gift card / certificate
- Spend x amount at retailer and get x amount off future purchases
- Store credit in the form of certificates, vouchers, cards, etc. is considered as a form of payment and is therefore not acceptable.

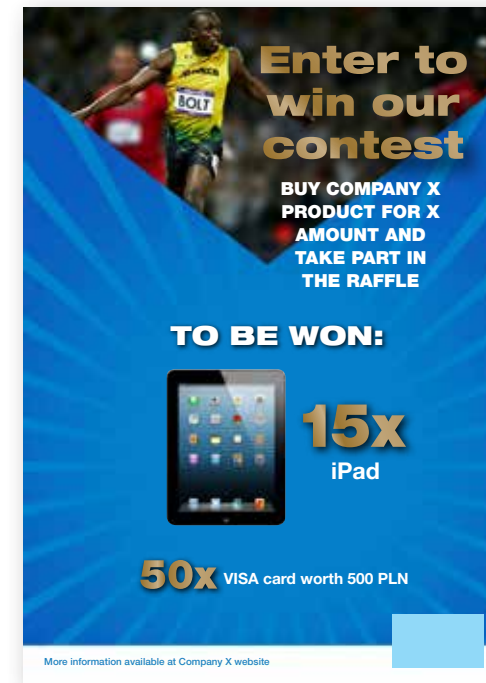
- Digital and Online
- Advertising
- Point of Sale
- Loyalty Programmes
- ▶ **Contests**
 - Olympic Games Tickets Promotions
 - Activations at Third Party Events
 - Interactive Entertainment Software
 - “Games” Concept
 - Premiums
 - Media Releases and Related Materials
 - Stationery and Internal Communications

Contests

Principles

- If referred to or shown in the promotion or ads, prizes should be sourced from the relevant NOC local sponsor or TOP Partner Olympic-related product category or must be promoted as unbranded and generic, in both text and images.
- Any image or reference of products that does not fall into the Olympic-related product categories of either the NOC local sponsors or TOP Partners must be unbranded and unrecognisable by virtue of the design of the product.
- Any content created by the general public such as a social media post must be monitored by the NOC local sponsor to ensure that the content is appropriate and free of any Third Party mention.
- Any designs, scripts or other materials submitted by contestants should be non-professional in nature and cannot be sold as licensed merchandise.

✗ Not Acceptable



The tablet is clearly not generic and has not been sourced from a sponsor's Olympic-related category.

✓ Acceptable



The TV is sourced from within a TOP Partner's Olympic-related category.

! **Remember:** All contests must follow the “Activations through a Third Party” guidelines when promoted via a different platform than the NOC local sponsor's.

- Digital and Online
- Advertising
- Point of Sale
- Loyalty Programmes
- Contests
- ▶ **Olympic Games Tickets Promotions**
 - Activations at Third Party Events
 - Interactive Entertainment Software
 - Activations Using “Games” Concept
 - Premiums
 - Media Releases and Related Materials
 - Stationery and Internal Communications

Updated

Olympic Games Tickets Promotions

Olympic Games ticket promotions must be in relation with the National Olympic Team.

Olympic Games tickets may be used for NOC local sponsors’ internal or external promotions. The reference to the tickets must be linked to National Olympic Team’s participation in the Olympic Games and not to the Olympic Games in general (e.g. “Win a chance to see your Team compete”).

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

✓ **Acceptable**



✗ **Not Acceptable**



- Digital and Online
- Advertising
- Point of Sale
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- ▶ **Activations at Third Party Events**
 - Interactive Entertainment Software
 - “Games” Concept
 - Premiums
 - Media Releases and Related Materials
 - Stationery and Internal Communications

Activations at Third Party Events

Principles

NOC local sponsors may activate at non-Olympic events such as the following:

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

Application

Kiosks or other contained exhibition spaces should:

- Be used solely for the promotion of the NOC local sponsor's Olympic sponsorship activation.
- Be fully controlled/managed by the NOC local sponsor.
- Not include any other companies' logos or non-Olympic event logos near the Olympic marks, as per the standard “Activation through a Third Party” guidelines.
- Not in any way create an Olympic association with the non-Olympic event.

Best efforts should be made to source all products from the Olympic sponsor community or they should be unbranded.

Kiosks/Exhibition Space

✓ **Acceptable**

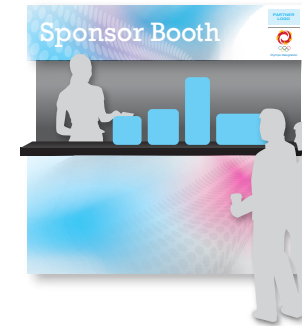


✗ **Not Acceptable**



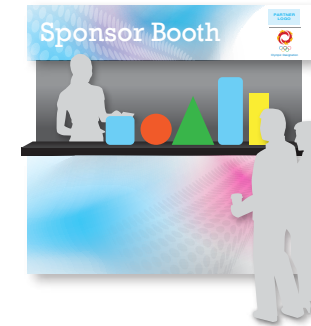
The separation between the Third Party and the NOC local sponsor is not clear enough.

✓ **Acceptable**



Displayed products are from the NOC local sponsor's Olympic-related product category

✗ **Not Acceptable**



Displayed products are from a Third Party or for which no Olympic-related marketing rights have been granted

- Digital and Online
- Advertising
- Point of Sale
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- **Interactive Entertainment Software**
- “Games” Concept
- Premiums
- Media Releases and Related Materials
- Stationery and Internal Communications

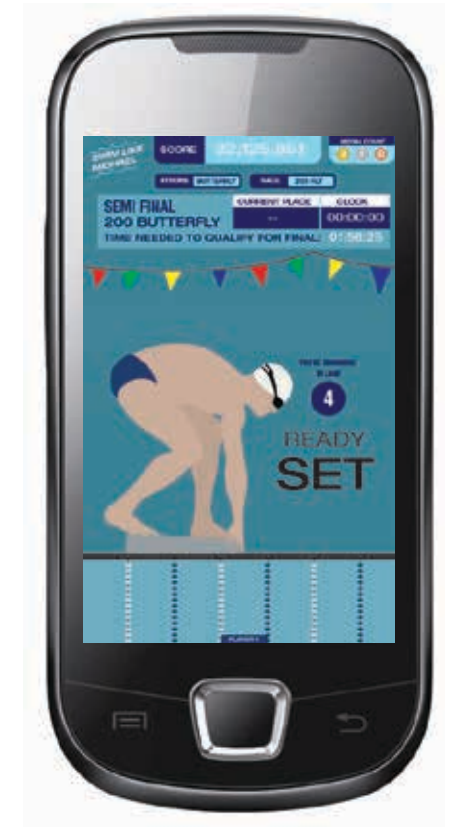
Interactive Entertainment Software

NOC local sponsors may include gaming/interactive components in support of their overall activations and in connection with their Olympic-related product category, however not as a standalone activation.

Principles

If the NOC local sponsor wishes to develop any gaming/interactive components as part of its activation, the NOC local sponsor must submit for approval all relevant details relating to the proposal. The submission should be made directly to the respective NOC who will liaise with the IOC for approval – it should include the following details:

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



- Digital and Online
- Advertising
- Point of Sale
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- **Interactive Entertainment Software**
- “Games” Concept
- Premiums
- Media Releases and Related Materials
- Stationery and Internal Communications

Interactive Entertainment Software (Continued)

Application


All gaming/interactive components will be assessed on a case-by-case basis. Approval cannot be granted for any proposal which could impact the sales or promotion of the official Olympic interactive entertainment products or initiatives. Subject to the IOC’s approval, the components:

- May be designed on any activation platform (web, mobile, live activation etc.)
- May involve up to two Olympic sports or activities
- May include NOC marks or local sponsor marks (composite logo)
- May not have titles or search keywords such as “Official Game”.

We strongly encourage all sponsors to work with ISM, the IOC’s long standing licensing partner in the category of interactive entertainment software to either develop projects or to source official content. ISM may be contacted at: partners@ism ltd.com.



Examples of the ISM video game in view of Sochi 2014

 Please note that, depending on the complexity of the game proposal, the approvals’ timeline may be longer. Therefore, to enable the IOC to properly review each submission, please provide any proposals well in advance.

- Digital and Online
- Advertising
- Point of Sale
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- Interactive Entertainment Software

▶ **“Games” Concept**

- Premiums
- Media Releases and Related Materials
- Stationery and Internal Communications

“Games” Concept

In order to protect the uniqueness of the Olympic Games, events or promotions using Olympic properties cannot be named “[NOC local sponsor] or [Other name] Games”. 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
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- Interactive Entertainment Software
- “Games” Concept
- **Premiums**
 - Media Releases and Related Materials
 - Stationery and Internal Communications

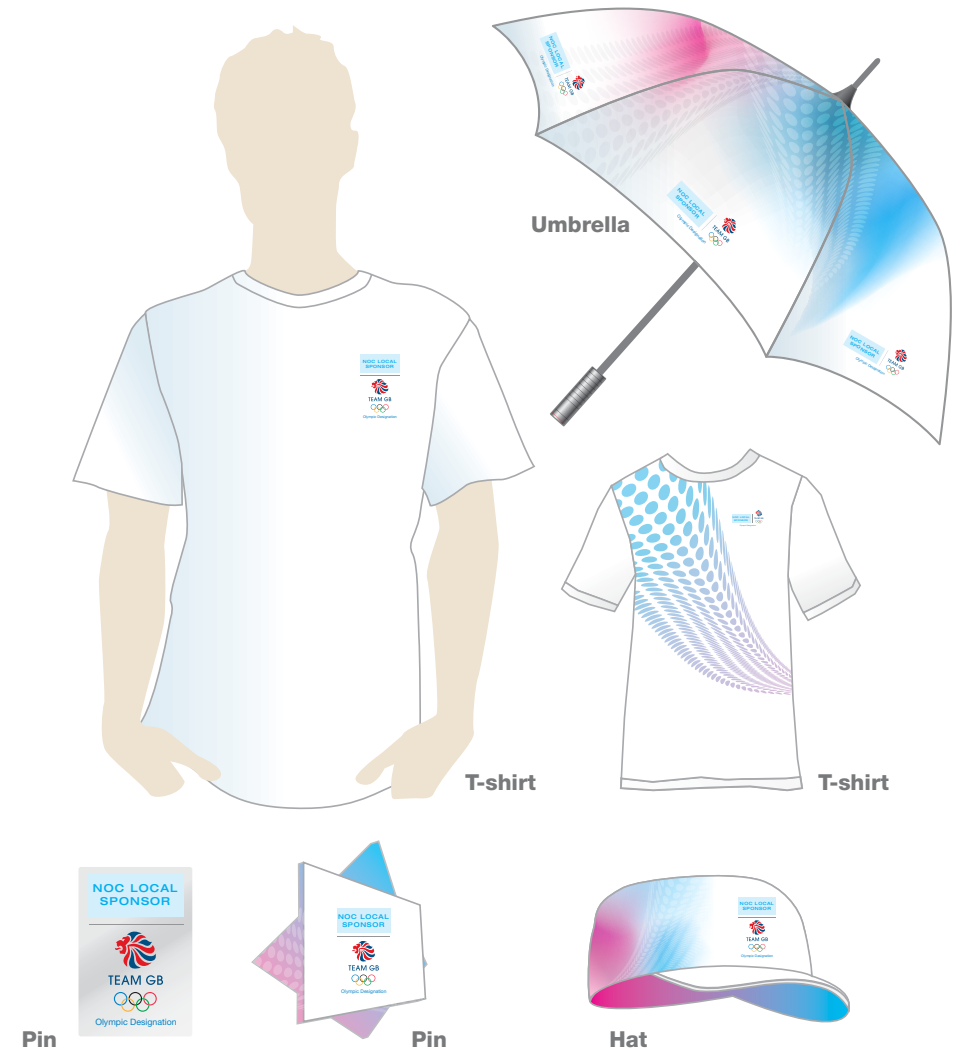
Premiums

Premiums are items that:

1. Are given away free of charge or sold at a subsidised price in connection with the promotion or sales of an NOC local sponsor’s products/services.
2. Bear a composite or standalone logo which includes the NOC local sponsor emblem.

Application

- The application of the composite/standalone logo must comply with the applications defined in chapter 4 and any applicable graphic standards.
- Premium merchandise suppliers/manufacturers are not entitled to any overt brand or corporate identification on premiums, unless this is prescribed by law. However, a manufacturer identification on the inside label of a premium is acceptable in the case of an apparel item such as a cap/t-shirt.
- If the merchandise supplier is a TOP or an NOC local sponsor with a product in the relevant Olympic-related product category, branding may be acceptable depending on the corresponding contractual rights.



➔ See composite logo section in Chapter 4: Overarching Principles for application.

Premiums (Continued)

- Premiums may be referred to as “[NOC apparel sponsor] [country] Olympic Team hat” and not use:
 - “Olympic” as an adjective, such as “Olympic T-shirt” or “[local sponsor] Olympic Hat”
 - A reference linked to the Games such as “Olympic Games pin” or “NOC local sponsor Olympic Games hat”.
- NOC local sponsors are responsible for ensuring that the quality of the premiums is suitable for an Olympic-themed promotion and preserves the integrity of the Olympic Movement.

Premium Sourcing

Premiums in the TOP Partner and NOC local sponsor Olympic-related product category

- Best efforts shall be made by NOC local sponsors to source premiums falling within the Olympic-related product category of any TOP Partner from that Partner. Regarding products from NOC local sponsors, contractual provisions may apply, please contact your NOC in this respect

Premiums outside Olympic sponsor product categories or not sourced from the Olympic sponsors in their Olympic-related product category

- These suppliers/manufacturers are not entitled to any marketing rights and any premiums must be unbranded unless this is prescribed by law as per previous page.



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

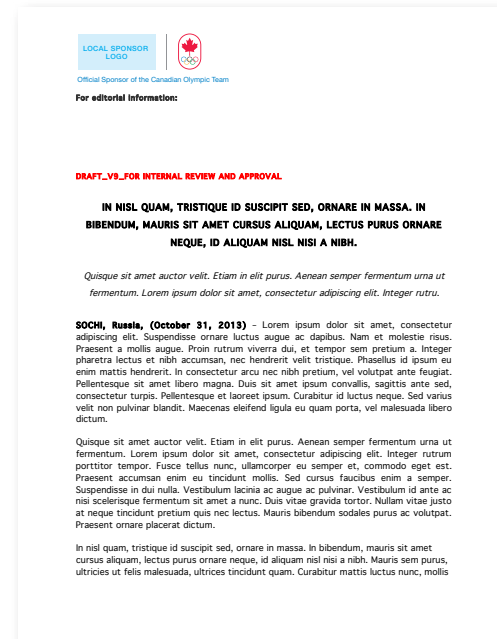
- Digital and Online
- Advertising
- Point of Sale
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- Interactive Entertainment Software
- “Games” Concept
- Premiums
- ▶ **Media Releases and Related Materials**
- Stationery and Internal Communications

Media Releases and Related Materials

In order to clarify the NOC local sponsor’s relationship with the NOC, the text of the release should include the NOC local sponsor composite logo with an Olympic designation and must be in full-colour.

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

When referencing a Third Party in a media material, it should only be in the form of a secondary reference and not appear in the title/headline. Note that the Third Party cannot conflict with a TOP Partner or NOC local sponsor.



- Digital and Online
- Advertising
- Point of Sale
- Loyalty Programmes
- Contests
- Olympic Games Tickets Promotions
- Activations at Third Party Events
- Interactive Entertainment Software
- “Games” Concept
- Premiums
- Media Releases and Related Materials

▶ Stationery and Internal Communications

Stationery and Internal Communications

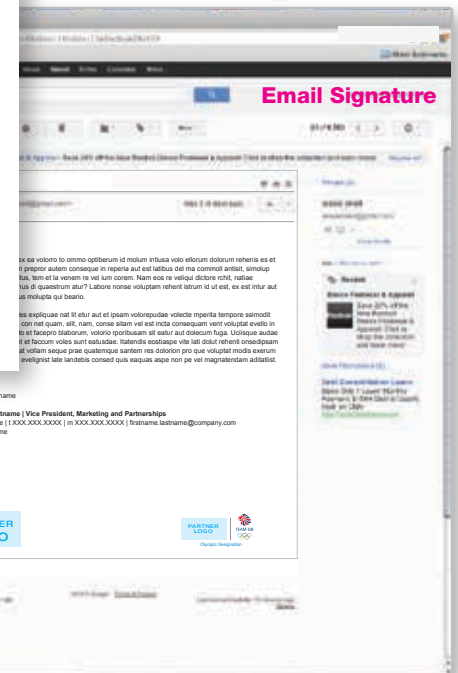
- NOC local sponsors may use their composite logo on corporate stationery, business cards, email signature and other business collateral, provided it is not used in a manner likely to create the impression of a joint communication by the NOC local sponsor and the relevant NOC.
- Business collateral bearing composite logos is allowed, except for those company representatives working within divisions/brands which are not in relation to the Olympic-related product/service category. In the event that the NOC local sponsor’s relationship with the NOC terminates, all NOC-related business collateral material must be destroyed and/or no longer used.



Acceptable



Acceptable



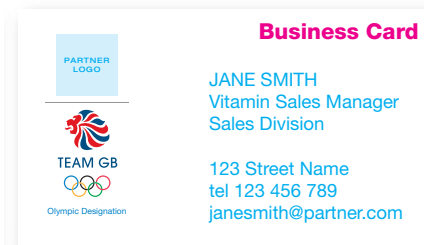
Acceptable



HR is a corporate division.



Acceptable



Sales is a corporate division.

SECTION 1
Olympism

SECTION 2
Maximising the NOC Partnership

SECTION 3
NOC & Other Olympic Properties
Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

This section provides guidelines for the NOC local sponsors to help maximise the impact of their activations and promotions during the period of the Olympic Games.

- Games-time Activation Considerations
- Games-time Activations Featuring Athletes
- Authorised Communications by NOC local sponsors
- User-generated Photographs and Footage in Activation
- Professional Journalistic Coverage Restrictions
- National Olympic Committee Hospitality Houses at the Olympic Games
- Lollipop Signs

SECTION 7
Resources



▶ **Games-time Activation Considerations**

Games-time Activations Featuring Athletes

Authorised Communications by
NOC local sponsors

User-generated Photographs and
Footage in Activation

Professional Journalistic
Coverage Restrictions

National Olympic Committee Hospitality
Houses at the Olympic Games

Lollipop Signs

Games-time Activation Considerations

Games-time activations are defined as any sponsorship activities developed to take place specifically during the period of the Olympic Games, or for a longer duration which will include the Games. This period is defined in the lead-up to each Olympic Games edition by the IOC and announced accordingly to the NOCs. Note that the defined period of the Games may differ slightly depending on the subject matter.

During this time period, several rules of the Olympic Charter, specifically Rule 40 and Rule 50, will impact marketing activations and this section will help NOC local sponsors navigate through this.

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 purposes 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 [...].”

As such, Rules 40 and 50 impact different aspects of Partner activities:

- Games-time activations featuring athletes
- On-site activations and operations

Games-time Activations Featuring Athletes

Athlete Apparel and Equipment

Principles

Before each Olympic Games edition, the IOC will communicate to the NOCs the period of the Olympic Games as defined by Rule 40 and confirm the conditions under which Olympic sponsors and Rights Holding Broadcasters may be granted exceptions to such Rule. This must be taken into consideration by NOC local sponsors when planning activations. Please also refer to the IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the Olympic Games.

When NOC local sponsors choose to use athletes in Olympic-themed activations they have two options:

- Option 1: Use Olympic Games photographs and footage.
- Option 2: Produce new photographs or footage, or use existing images from other sport events. (e.g. World Cups)

Application

- The below applications are for activations running during the period of the Olympic Games as defined by Rule 40 of the Olympic Charter.

When choosing option 1:

- “Use of Olympic photographs and footage” guidelines apply (page 43)
- In case the NOC apparel sponsor has changed in between Games editions, Partners may use the image as such providing it is clearly recognisable that it is an image from an Olympic Games edition. Recognition can be achieved by assuring the presence of at least one recognisable Olympic Property (e.g. Olympic rings or Games emblem, look of the Games, word mark etc.) on the athlete or the background. When this is not possible, the activation must include a moniker such as “Athlete first & last name, Games edition + year” e.g.: Michael Phelps, London 2012. This moniker can also be added to the image copyright notice.

Games-time Activations Featuring Athletes

Athlete Apparel and Equipment (Continued)

When choosing option 2*, NOC local sponsors may have the athlete wear any of the following:

- Current NOC uniform
- NOC apparel sponsor branded apparel that is Rule 50 compliant
- Generic and unbranded apparel. When choosing this option, any item of equipment and footwear must also be unbranded so that non-Olympic sponsors do not receive an undue association.
- During Games-time, NOC local sponsor branded clothing is not allowed in promotions; however we allow the following exception:
An NOC local sponsor composite logo may appear on athletes' apparel, as long as it is Rule 50 compliant and only during physical appearances at NOC local sponsors' events.
E.g. press conference, motivational speeches, hospitality programmes. The images from these events can be used in PR materials on all platforms, but cannot be utilised for advertising campaigns.

*Option 2 is subject to NOC approval.

For Rule 50 compliant branding size guidelines, by discipline, refer to the document "Authorised Identifications of Manufacturers".



Note: Composite taglines or slogans on apparel, regardless of whether they are a corporate identifier, will be considered branding and therefore will not be authorised.

Games-time Activation Considerations

Games-time Activations Featuring Athletes

▶ Athlete Apparel and Equipment

Olympic Village Activations

Out-of-Home Advertising

Professional Journalistic
Coverage Restrictions

Rule 50: Clean-Venue Principle

On-site Activations and Operations

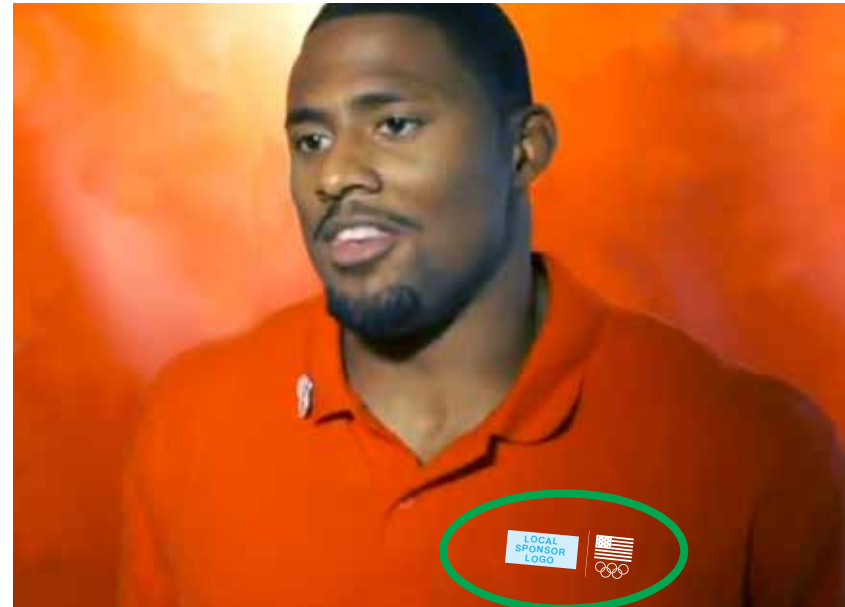
Approval Process for On-site Activations

Games-time Activations Featuring Athletes

Athlete Apparel and Equipment (Continued)

Updated

✓ Acceptable



An NOC local sponsor composite logo is allowed on athletes' uniforms during the period of the Olympic Games, in the case of physical appearances at NOC local sponsor events such as press conferences, motivational speeches etc. Such composite logo must be Rule 50 compliant.

✗ Not Acceptable



No NOC local sponsor branding including composite logos is allowed on athletes' uniforms and equipment in activations running during the period of the Olympic Games.

User-generated Photographs and Footage in Activation

NOC local sponsors may wish to build campaigns or populate activations with content created by the general public, photographs and/or videos captured during the period of the Olympic Games. These guidelines are intended to clarify how this content may be used.

The following principles and table provide an easy-to-understand guide governing the use of content created by the general public.

Principles

- Any use by the NOC local sponsor of user-generated content must be focused around the individual's personal experience at the Games and should be written in the first person and in a diary-type format. It cannot be produced with editorial or journalistic content. It must focus on the National Olympic Team and not on the specific edition of the Olympic Games.
- Photographs taken by individuals within an accredited area should be used as part of an existing and recognisable activation and not a standalone promotion or communication.
- Only videos taken outside of competition venues are allowed and must be centred around the individual experience at the Games.
- No videos of competitions and/or competition venues and/or common areas are allowed. Should NOC local sponsors wish to use footage of their National Olympic Team, please contact OTAB info@OTAB.com. Please note that restrictions may apply.
- The photographs taken and used as part of a campaign should:
 - Feature the individual as the main focus rather than the Olympic Games, the Olympic venues, the sports 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 (athletes and general public). The picture should not infringe on other athletes' individual privacy.
- Any member of the audience who captures images/footage should not interfere with the Olympic venue operations. At any time, the OCOG staff may choose to ask the individual to stop if they feel it is interfering with the spectator experience.



Reminder: A Rule 40 waiver is required for all activations featuring an athlete. Please liaise with your NOC for more details.

User-generated Photographs and Footage in Activation (Continued)

USE OF USER-GENERATED PHOTOGRAPHS AND VIDEOS BY NOC LOCAL SPONSORS



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



Content taken within these premises cannot be used by NOC local sponsors 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
Photographs produced by official photographers	✓	✓	✓	✓	✗
Photographs produced by athletes	✓	✓	✓	✓	✗
Photographs produced by a person accredited by the NOC local sponsor	✓	✓	✓	✓	✗
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 perimeter (such as the 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, please contact images@olympic.org to request content. Note that restrictions may apply.

- Games-time Activation Considerations
- Games-time Activations Featuring Athletes
- Authorised Communications by NOC local sponsors
- User-generated Photographs and Footage in Activation
- ▶ **Professional Journalistic Coverage Restrictions**
 - National Olympic Committee Hospitality Houses at the Olympic Games
 - Lollipop Signs

Professional Journalistic Coverage Restrictions

During the period of the Olympic Games, NOC local sponsors may provide limited general information about the Olympic Games, in a “non professional” journalistic manner. However, this must be done without contravening paragraph 3 of the Bye-Law to Rule 48 of the Olympic Charter, pursuant to which: “Only those persons accredited as media may act as journalists, reporters or in any other media capacity. Under no circumstances, throughout the duration of the Olympic Games, may any athlete, coach, official, press attaché or any other accredited participant act as a journalist or in any other media capacity.”

Games-time Activation Considerations

Games-time Activations Featuring Athletes

Authorised Communications by
NOC local sponsors

User-generated Photographs and
Footage in Activation

Professional Journalistic
Coverage Restrictions

▶ **National Olympic Committee Hospitality
Houses at the Olympic Games**

Lollipop Signs

National Olympic Committee Hospitality Houses at the Olympic Games

Each Organising Committee of the Olympic Games will provide specific guidance to the NOCs having a Hospitality House at the Olympic Games. Please liaise with your NOC to obtain the applicable rules – in general, the following guidelines must be respected:

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

Lollipop Signs

For lollipop signs used in venues and throughout the Olympic Park, please follow these guidelines.

Principles

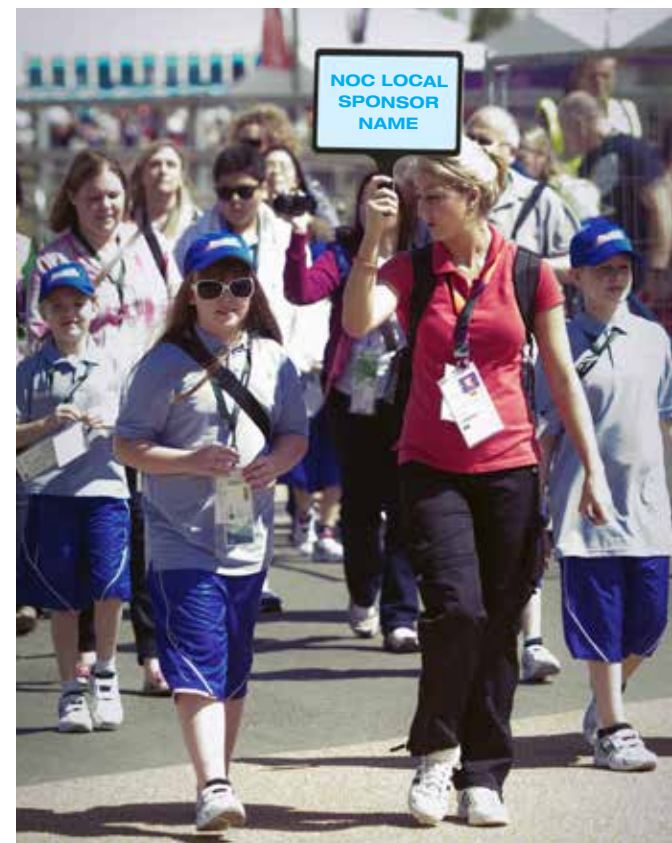
- NOC local sponsors may use lollipop signs for operational purposes but should follow these guidelines:
 - The NOC local sponsor brand, logo, or visual identity may not be included.
 - One mention of the corporate name (50cm X 50cm) may be included in a generic format.
 - The lollipop may not be used as promotional or advertising material.
 - The sign may include the NOC emblem on the reverse side of the lollipop containing the NOC local sponsor name.

Application

- Night use: Minimum lighting can be retrofitted to the lollipop signs. However, lighting cannot include neon lights, light boxes, flashing elements, or police or emergency-type elements.
- Sound/attachments: No sound or attachment elements are allowed (e.g. flags, balloons, ribbon, etc).
- Sign size: The lollipop poles should not exceed 2 metres when fully extended and should be collapsible to 50cm. A sign pole that is not collapsible or exceeds 50cm will not be allowed inside competition or non-competition venues.



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



SECTION 1
Olympism

SECTION 2
Maximising the NOC Partnership

SECTION 3
**NOC & Other Olympic Properties
Usage Guidelines**

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

This section provides checklists and resources necessary for NOC local sponsors.

- Approval Checklist
- Use of Olympic Archive
- Glossary
- Contact Information



► **Approval Checklist**

Use of Olympic Archive

Glossary

Contact Information

Approval Checklist

Below is a checklist which should be used to ensure each activation follow all the aforementioned guidelines.

CHECKLIST FOR SUBMITTING AN ITEM FOR APPROVAL

1. Are the NOC marks used correctly?		Refer to Section 3 for more detail.
2. Is the use of the NOC marks in line with the relevant graphic standards?		Refer to Section 3 for more detail.
3. Is the activation in relation to the National Olympic Team / NOC rather than the Olympic Games?		
3. Is the correct official terminology being used?		Refer to Section 3 for more detail.
4. Is the activation within the granted product/service category?		Refer to TOP Agreement.
5. If an athlete's image is used, are the necessary rights secured?		
6. Is the activation running during Games-time? If so, Rule 40 and corresponding guidelines apply.		Refer to Section 6 for more detail.
7. If activating through a Third Party, are the "Activation through a Third Party" guidelines being respected?		Refer to Section 4 for more detail.
8. Does this activation protect and enhance the Olympic values?		Refer to Section 2 for more detail.
9. Do the corporate and/or standalone websites bear the appropriate Olympic co-branding?		
10. Are IOC TOP Partners' exclusive product categories respected? For a full and updated list of the IOC TOP Partner's product categories, please consult with your NOC.		
11. If you are using images of the National Olympic Team of past Games, ensure it does not imply you were a sponsor of the Team if it was not the case.		

Use of Olympic Archive

Olympic Footage

The Olympic Television Archive Bureau (OTAB) is the official licensing division for Olympic Archive footage. Acting on behalf of the IOC, they offer an unrivalled selection of the best, most compelling Olympic footage from over a century of Olympic history. As an NOC local sponsor, you have access to iconic events and famous moments that live long in the memory, and will help to tell your partnership story and highlight your association with your National Olympic team.

In order to order any footage, please contact the OTAB team at info@otab.com

Olympic Photographs

The digital library of the Olympic heritage is now available to NOC local sponsor to help facilitate the promotion of Olympism and create more impactful activations. For all Olympic photograph requests, please contact images@olympic.org

Glossary

Activation — An activation is a promotion or communication created by an NOC local sponsor which uses the NOC emblem/ marks/references to the National Olympic Team and/or the National Olympic Committee.

Composite logo — A visual representation of a local sponsor's relationship with an NOC. It is a two-part design, one belonging to the local sponsor and the other to the NOC represented. A composite logo contains four elements: The local sponsor's corporate logo, an Olympic designation, NOC emblem and a clear separation between the NOC emblem and the NOC local sponsor's 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 five Olympic colours: blue, yellow, black, green and red on a white background, the preferred version of the Olympic symbol. Games Coverage — Audio coverage and/or audiovisual moving images of the Games, and any other programming licensed and produced under, or otherwise subject to, each Broadcast Agreement. Still pictures that are reproduced in a sequential manner, so as to simulate, in any way, moving images, are considered as Games Coverage.

Games Marks — The official emblem, mascot, pictograms and other logos and insignia identifying the Games but not including the Olympic symbol.

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 city at Games-time. It includes all applications such as core graphics, spectaculars, etc. used in competition and non competition Olympic venues, the public domain and key locations in the host cities to create a festive atmosphere that reflects the unique brand identity of the Olympic Games and enhances the broadcast, spectator and athlete experience.

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 9 September 2013, 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 9 September 2013), Rule 29).

Glossary (Continued)

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 9 September 2013), Rule 27).

NOC local sponsor — An entity that has purchased related marketing rights to the National Olympic Committee and the National Olympic Team.

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.

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

Olympic designation — An Olympic designation explains the relationship between the NOC local sponsor and the NOC or the National Olympic Team such as “sponsor of the National Olympic Committee”. It can take the form of either text or audio.

Olympic event — Any event which forms part of the Olympic Games (including those sporting events during the Olympic Games period, any cultural, educational and entertainment programmes or signature properties) or Olympic Day. Non-Olympic events are any

events organised by a Third Party (including sports events organised by IFs or NFs, events recognised by the IOC, any non-sporting event, etc.) or those organised by an Olympic party which are not part of the Olympic Games (test events, NOC events, etc.).

Olympic Games — The Olympic Games consist of the Games of the Olympiad and the Olympic Winter Games (Olympic Charter (in force as from 9 September 2013), Rule 6).

Olympic Marks — The Olympic symbol, the Games Marks, the word marks “Olympic”, “Olympic Games” and “Olympiad,” composite logos and the Olympic motto “Citius, Altius, Fortius”. For the purposes of these Guidelines, “Olympic Marks” also include any permitted composite logos of the Broadcast Partners.

Olympic Material — The Olympic Content and the Olympic Marks.

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 9 September 2013), Rule 1).

Olympic parties — One or all of the following parties: IOC, NOCs, Host NOCs, Organising Committees of the Olympic Games (OCOGs), and Youth Organising Committees of the Olympic Games (YOGOCs), as the context may require.

Glossary (Continued)

Olympic Partners — One or all of the TOPs, RHBs, OCOG Partners and NOC local sponsors 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 are 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 9 September 2013), Rule 7).

Olympic-related product categories — An Olympic-related product category is a category for which Olympic-related marketing rights have been granted by an Olympic party.

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 are, 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 9 September 2013), Rule 8).

Olympic torch relay (OTR) — A pre-Olympic Games event which represents one of the most meaningful portrayals of Olympic history. It starts with the passage of the Olympic flame from Olympia in Greece to and around the host country up to the Olympic stadium where the Olympic Games cauldron will be lit to begin the Olympic Games in question.

Olympic venue — A site, typically of primary importance, operated by the OCOG and/or its partners/agencies (usually 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.

Olympiad — A period of four consecutive calendar years, beginning on the first of January of the first year and ending on the thirty-first of December of the fourth year (Olympic Charter (in force as from 9 September 2013), 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 humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity (Olympic Charter (in force as from 9 September 2013), p.11).

Glossary (Continued)

Premium(s) — Items that are given away free of charge or sold at a subsidised price in connection with an NOC local sponsor’s activation in its territory.

Programme of the Olympic Games — The programme of all the competitions of the Olympic Games established for each edition of the Olympic Games by the IOC (Olympic Charter (in force as from 9 September 2013), Rule 45).

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

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 sponsor.

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

Approval Checklist

Use of Olympic Archive

Glossary

▶ **Contact Information**

Contact Information

For further information, please contact your NOC or IOC Television & Marketing Services:

International Olympic Committee
Château de Vidy
Case postale 356
1001 Lausanne
Switzerland
Phone : +41 21 621 61 11

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