



INTERNATIONAL
OLYMPIC
COMMITTEE

BRAND AND ACTIVATION GUIDELINES

For NOC Local Sponsors

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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

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



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%.

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

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.*

Olympic Games Medals (Continued)

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.

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

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 or 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



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.

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

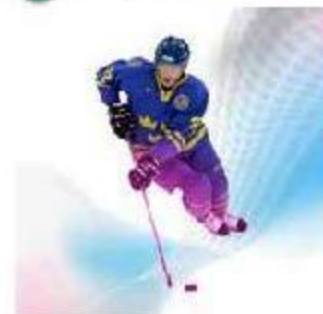


✓ Acceptable



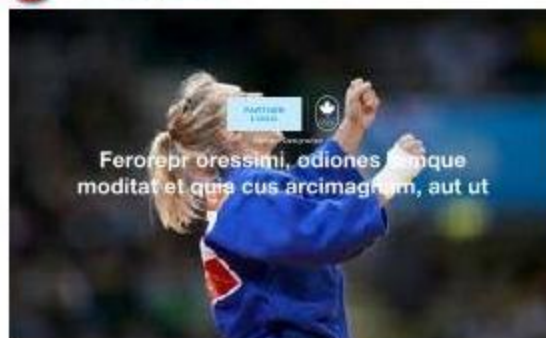
The graphic elements do not interfere with the people or action.

✓ Acceptable



The background is neutral.

✗ Not Acceptable



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

✗ Not Acceptable



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

✗ Not Acceptable



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

Olympic Games Tickets Promotions

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

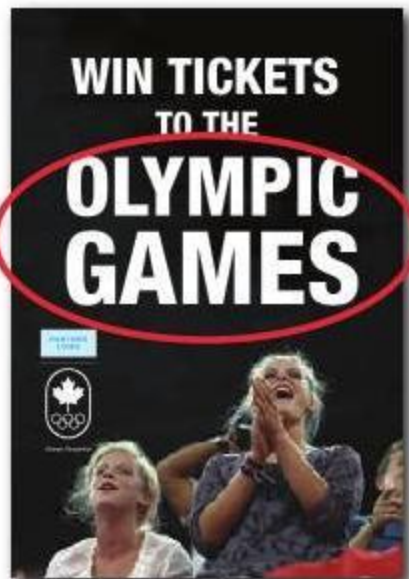
Olympic Games tickets may be used for NOC local sponsors' internal or external promotions. The reference to the tickets must be linked to National Olympic Team's participation in the Olympic Games and not to the Olympic Games in general (e.g. "Win a chance to see your Team compete").

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**



Kom Kmal Mesulang