

[illegible]

GUIDELINES FOR EDITORIAL USE OF THE OLYMPIC PROPERTIES BY MEDIA ORGANISATIONS

2017

These Guidelines have been developed by the IOC to provide guidance to bona fide Media Organisations that wish to use the Olympic Properties in relation to their editorial news reporting on the Olympic Games, subject to the conditions set forth below.

For any use of the Olympic Properties not expressly permitted in the present document, prior written approval from the IOC is needed. Please contact: legal@olympic.org. For any editorial use included in this document, you may request the Olympic rings graphics at images@olympic.org.

For any editorial use of the Olympic Games Organising Committee (OCOG) graphics, please contact the respective OCOGs: www.olympic.org/olympic-games.

For any editorial use of the National Olympic Committee (NOC) emblems, please contact the respective NOCs: www.olympic.org/national-olympic-committees.

Any breach of these guidelines will be reviewed by the IOC, and appropriate action will be taken, including, if necessary, the withdrawal of accreditation at the Games.

These guidelines apply to Media Organisations. They do not apply to the Olympic Partners who are subject to the terms of their respective agreements with the IOC or other constituents of the Olympic Movement, as applicable.

Please note that the same terms and conditions contained in these Guidelines that apply to the Olympic Games shall apply to the Youth Olympic Games.

For purposes of these Guidelines

“Rights-Holding Broadcasters” (RHBs) means those broadcasters to which the IOC has granted the right to broadcast and exhibit the Olympic Games within a given territory, who, together with TOP Partners, IOC worldwide licensees, IOC worldwide suppliers and OCOG supporters that acquired sponsorship, marketing, supply or licensing rights relating to Olympic Games, are referred to as “Olympic Partners”.

“Media Organisations” means accredited and non-accredited written press, photographers, non-rights-holding broadcasters, and any other rights holding media.

“Olympic Properties” refers to the Olympic symbol (the Olympic rings), the emblem of the Olympic Games and other Olympic Games marks, mascots, pictograms and posters, the wordmarks “Olympic”, “Olympic Games” and “Olympiad”, the Olympic motto “Citius, Altius, Fortius” and any English or other language translations of the same, and other Olympic-related terminology.

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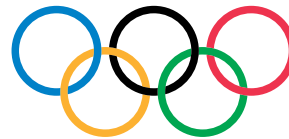


Objective: protection of the Olympic Properties and the Olympic Movement

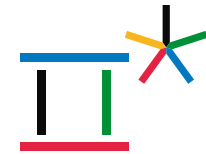
While the IOC fully recognises the essential role played by the Media Organisations in reporting the Olympic Games, it is the responsibility of the IOC to ensure that the integrity and value of the Olympic Properties are respected.

The protection of the Olympic Properties, and the exclusive rights granted to the Olympic Partners, is indeed critical to ensuring the viability of the Olympic Movement.

These are protected by specific legislation and/or trademark registrations on an international level.



Olympic symbol



PyeongChang 2018



Official emblem of the PyeongChang 2018 Olympic Games

PyeongChang 2018™

Wordmark of the PyeongChang 2018 Olympic Games



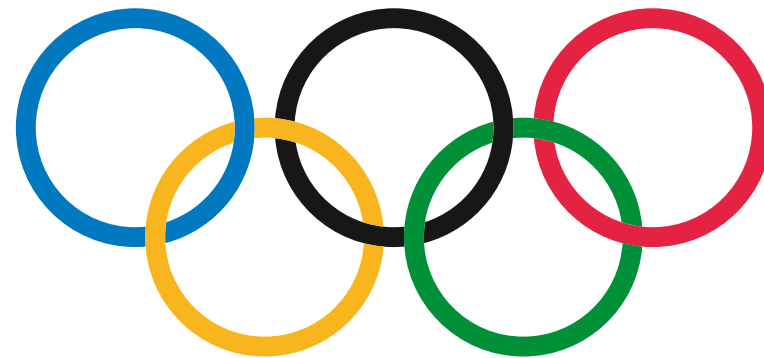
Mascot of the PyeongChang 2018 Olympic Games



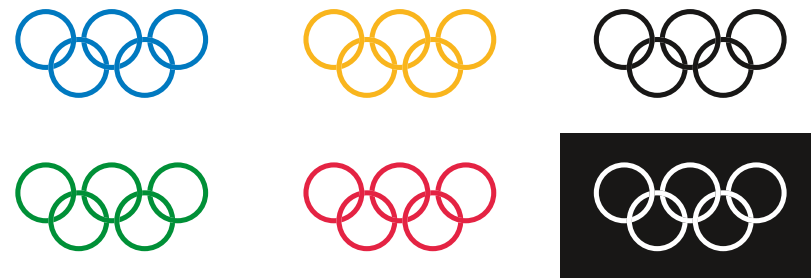
Integrity of the Olympic Properties

The integrity of the Olympic Properties, including the Olympic rings, must be maintained.

To this effect, the Olympic Properties, including the Olympic rings, cannot be altered or distorted, or used in a way that is not relevant to the piece or the context they are used for (e.g. in an article which has no relevance to the Olympic Games).



The full-colour version on its white background is the preferred version of the Olympic rings.



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



Integrity of the Olympic rings: Common misuses

Alterations

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



Do not create "gaps" at the intersection of each of the rings



Do not reorder colours



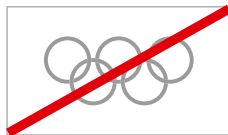
Do not modify colours



Do not outline



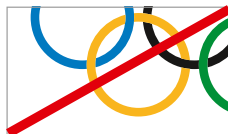
Do not use different tones of grey



For monochrome Olympic rings, use only official colours



Do not insert imagery



Do not crop

Orientation

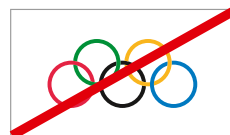
The Olympic rings must always be reproduced horizontally, with three rings on top and two on the bottom.



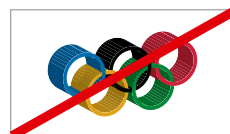
Do not flip horizontally



Do not rotate



Do not invert



Do not rotate in 3D

Distortions

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



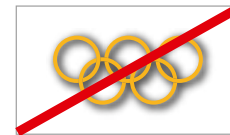
Do not stretch or deform



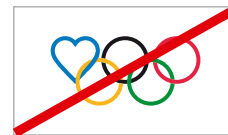
Do not distort width



Do not add gradation



Do not add drop shadow



Do not distort the shape of the Olympic rings



Do not reproduce as objects, shapes, people or products



Do not insert images, words or illustrations



Do not apply on surfaces where shape is distorted

Backgrounds

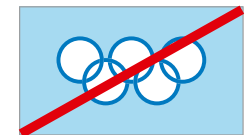
The backgrounds on which the Olympic rings appear must ensure maximum visibility.



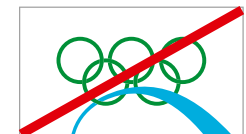
Background for the full-colour Olympic rings must be white



Background for the full-colour Olympic rings must be white



For monochrome use, background must be consistent behind the Olympic rings



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



Editorial

Media Organisations may reproduce the Olympic Properties solely in an editorial context within their publication for legitimate news reporting purposes, thereby providing factual reference and information on the Olympic Games. In particular, the Olympic Properties may be used to illustrate news stories related to the Olympic Games.

However, the Olympic Properties must not be used for commercial or corporate purposes, in advertising or otherwise in any form of commercial content or context, to promote any entity, brand, product or service, including that of the Media Organisations or otherwise to create any form of official or non-official association.

The Olympic Properties must not be used in a way that suggests a formal or official association between the Media Organisations or any third parties, brands, products or services and the IOC, the Organising Committees for the Olympic Games, the Olympic Games, other members of the Olympic Family or the Olympic Movement (e.g. in advertorials or promotional campaigns for the Media Organisations or any third parties).



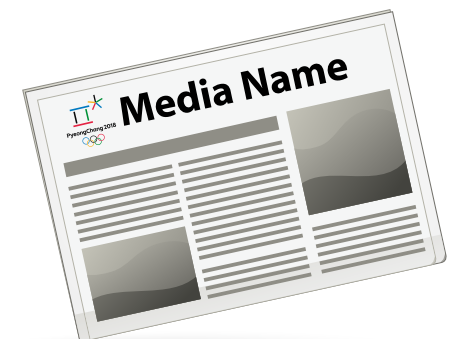
Editorial use



Editorial use



Commercial use



Formal association



Photography

Photographs taken by accredited photographers at the Olympic Games which include the Olympic Properties and which are available from news agencies or aforementioned accredited photographers, may be used by Media Organisations for reporting purposes.

Photographs of the Olympic Games must not be used to create an unauthorised association, in particular for commercial or promotional purposes, aiming at promoting any entities, brands products or services, including that of the Media Organisation.

For the sake of clarity, any use of still images which simulates that of moving imagery, such as gif animations, is strictly prohibited.

Other related documents:
[Photographers' Undertaking](#)



Editorial use



Editorial use



Commercial Association



Commercial Association



Domain names and social media accounts

Media Organisations are not allowed to create specific Olympic-related websites or social media accounts.

However, they may create a sub-folder dedicated to the Olympic Games within the official website or social media account of the Media Organisation.

Websites



www.medianame.com/olympicgames

www.medianame.com/olympics

www.medianame.com/pyeongchang2018



www.medianameolympicgames.com

www.medianameolympics.com

www.medianamepyeongchang2018.com

Social media



www.socialmedia.com/medianame/olympicgames

www.socialmedia.com/medianame/olympics

www.socialmedia.com/pyeongchang2018

www.facebook.com/medianame/olympicgames

www.facebook.com/medianame/olympics

www.facebook.com/pyeongchang2018

www.twitter.com/medianame/olympicgames

www.twitter.com/medianame/olympics

www.twitter.com/pyeongchang2018



www.socialmedia.com/medianameolympicgames

www.socialmedia.com/medianameolympics

www.socialmedia.com/medianamepyeongchang2018

www.facebook.com/medianameolympicgames

www.facebook.com/medianameolympics

www.facebook.com/medianamepyeongchang2018

www.twitter.com/medianameolympicgames

www.twitter.com/medianameolympics

www.twitter.com/medianamepyeongchang2018



Applications (apps)

In the event that a Media Organisation wishes to report on the Olympic Games by means of an application, this should be done through the Media Organisation's existing general application, with a section therein dedicated to the Olympic Games coverage.

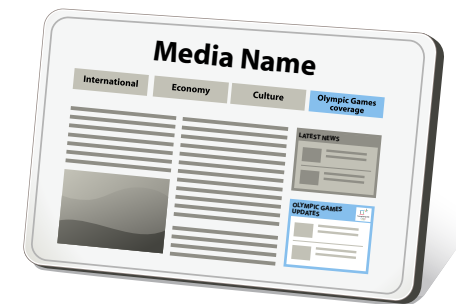
- The Olympic rings and the emblem of the specific edition of the Olympic Games cannot be used in the application's icon (thumbnail);
- The application's name cannot contain the terms "Olympic / Olympics / Olympic Games / Olympiad" or their equivalent in foreign languages, or any derivations thereof;
- The application's graphic identity and graphic environment (both in the application's icon and within the application) must not suggest that the application is official or is somehow endorsed by or associated with the IOC, the Olympic Games and/or the Olympic Movement.

As such, the use of the typeface and/or the "Look of the Games" of the specific edition of the Olympic Games or any derivation or colourable imitation thereof, is not permitted.

Icon



Content / Design





Mastheads / footers

To avoid creating or implying a false association with the IOC, the Olympic Games or the Olympic Movement, the Olympic Properties must not be incorporated into the mastheads or footers of a publication or screen view page of a website and/or social media account.

However, the use of the Olympic Properties to illustrate the editorial coverage of the Olympic Games, but separate from the original masthead or footer bar of a publication, a screen view page of a website and/or a social media account, is acceptable.

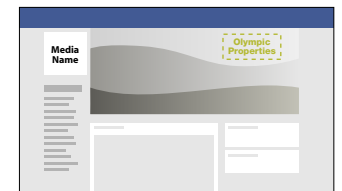
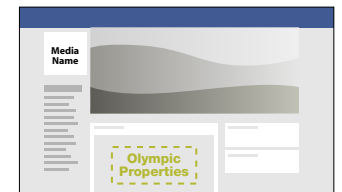
Print



Digital



Social media





Sponsorship, advertisements and promotions featured on an editorial content page

Third-party advertisements or promotions which feature on an editorial-content page related to the Olympic Games are permitted. Sponsorship of any Olympic content (e.g. an Olympic results table) is not permitted unless it is that of an Olympic Partner with the prior approval of the IOC.

However, third-party advertising should remain clearly distinct and separate from any editorial piece and from any Olympic Properties to avoid any false association with the IOC, the Olympic Games and/or the Olympic Movement. This includes, without limitation, any advertising or promotion which overlaps, is intrusive to, or is superimposed on the reproduction or presentation of the editorial piece or the Olympic Properties.

Media Organisations must not associate or represent themselves as being an official, selected, approved, warranted, preferred or consented partner of the IOC, the Olympic Games or the Olympic Movement, nor serve any advertising, offer or sell any promotional or commercial opportunity, including but not limited to sponsorship, to any third party in relation to Olympic Properties or the Olympic Games.

Presentation and impression will be key.



Advertising clearly separate



Olympic Properties clearly separate



Intrusive advertising



Undue association with Olympic Properties



Olympic Games supplements

A supplement or special edition of a newspaper or magazine, devoted to the coverage of the Olympic Games, is permitted.

However, the supplement must be identified as a one-off issue of the parent newspaper/magazine, to avoid giving the false impression that it could be an official or authorised publication of the IOC or another Olympic entity.

Olympic Games supplements must not be sponsored by companies other than the Olympic Partners subject to the prior written approval of the IOC.

The same rules apply for any advertising or sponsorship within the supplement as can be found on page 12.

A take-over of all advertising space within the supplement which offers an advertiser exclusivity is not permitted, as this will give the impression of an official association between the advertiser and the Olympic Games. Olympic Partners may be permitted subject to the prior written approval of the IOC.

Print use



Digital use



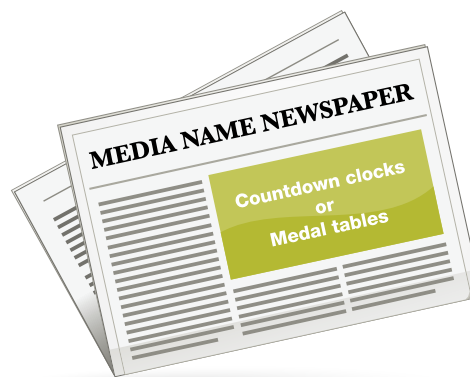


Olympic features

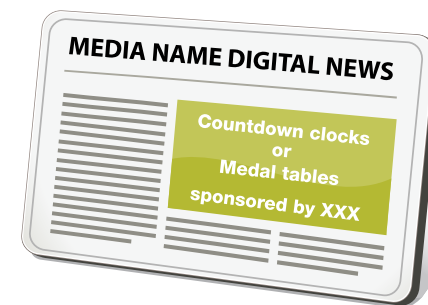
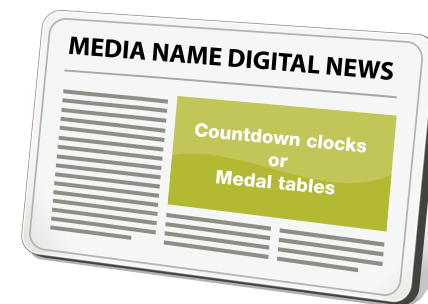
Media Organisations may use unbranded information features, such as countdown clocks, and medal tables, for illustration purposes when reporting on the Olympic Games in publications for editorial purposes.

Their implementation is subject to the principles set out in these Guidelines, including, in the event of any advertisements and sponsorship, the same rules as indicated in previous sections of these Guidelines.

Print use



Digital use





Sharing links

Links to official websites of the IOC (e.g. www.olympic.org, www.olympicchannel.com), are accepted subject to the condition that the link must be formatted in plain text only, must not use the Olympic Properties and must not be associated with any sponsorship, advertising material or otherwise with a third party (including the Media Organisations) and third party products and services, in accordance with the principles set out in these Guidelines.

Print use



Digital use





Contests, games and lotteries

Media Organisations must not use the Olympic Properties in any contest, game or lottery.

Media Organisations must not raffle tickets or hospitality for the Olympic Games as prizes for a contest, game or lottery.



Not linked to the Olympic Games coverage



Not linked to the Olympic Games coverage





Specific principles applying to Non-Rights-Holding Broadcasters

In accordance with these Guidelines, Non-Rights-Holding Broadcasters may use the Olympic Properties on-screen (whether on television, digital or mobile platforms) for illustration editorial purposes solely while specifically reporting on the Olympic Games (and not in connection with general sports or general news programmes or other programmes or in connection with other sports and/or events) to the extent of the limitations mentioned on the following pages.

Non-Rights-Holding Broadcasters must in all cases comply with all additional applicable IOC guidelines, in particular:

- [News Access Rules](#) applicable to the XXIII Olympic Winter Games, PyeongChang, 9-25 February 2018
- [IOC Social and Digital Media Guidelines](#) for persons accredited to the XXIII Olympic Winter Games, PyeongChang 2018



News about the Olympic Games



News about the Olympic Games



News about an International Federation Championship



General News





Network bug and/or logo

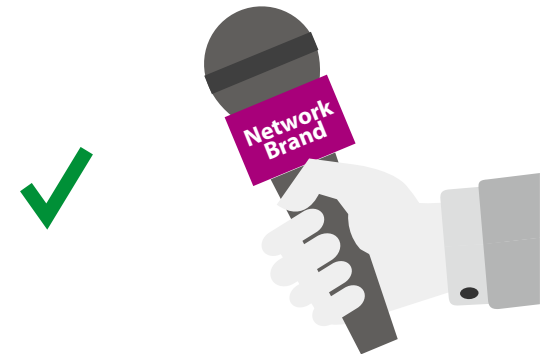
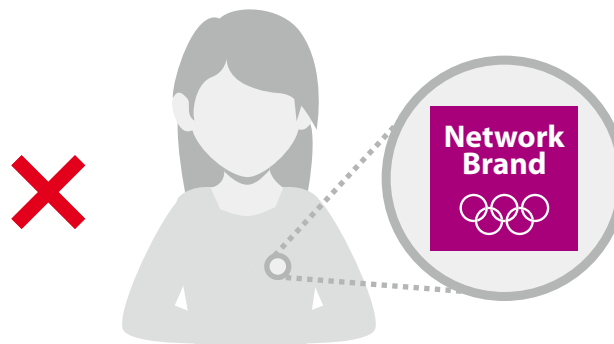
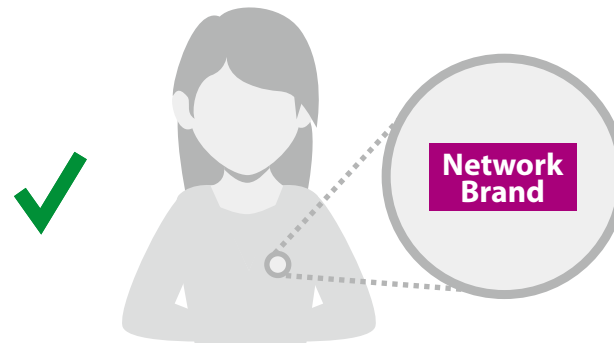
Non-Rights-Holding Broadcasters must not create an Olympic network bug, or create their own composite logo with any Olympic Property or use Olympic Properties in a logo.





Network branding

Non-Rights-Holding Broadcasters must not display any Olympic Properties on network branding (e.g. microphones, uniforms or pins) – inside or outside the studio.

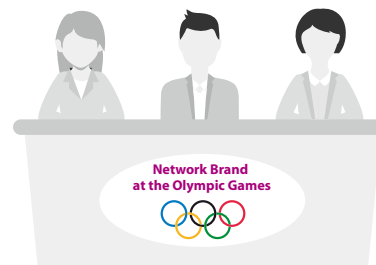




Studio layout and backdrop

Non-Rights-Holding Broadcasters must not decorate the studio with Olympic Properties or create an Olympic logo.

Non-Rights-Holding Broadcasters must not report on the Olympic Games with Olympic event or venues footage (whether live or delayed) in the background, as this would give the impression that they are Rights-Holding Broadcasters. As a reminder, use of moving images is subject to the News Access Rules.



Use of still image from outside venue for duration of short reporting segment only.





Naming of a programme

Non-Rights-Holding Broadcasters must not use the Olympic Properties for the naming of a programme.



**Road to
PyeongChang**

**Destination
Korea**



**Road to
PyeongChang
2018**

**Road to the
Olympic Games**

**Media Name
Olympic
Coverage**



No Sponsorship

In line with the rules set out in these Guidelines, sponsorship of Olympic content or its reproduction or presentation is not permitted unless it is an Olympic Partner subject to the prior written consent of the IOC.

