



INTERNATIONAL
OLYMPIC
COMMITTEE

THE OLYMPIC MUSEUMS NETWORK DESIGNATION AND OLYMPIC SYMBOL

Principles and usage guidelines for members
of The Olympic Museums Network

IN FORCE AS FROM AUGUST 2012

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Introduction

The members of the Olympic Museums Network have entered a Memorandum of Understanding which goal is to encourage cooperation between the members in the field of the promotion of Sport and Olympism and to set the terms under which the members shall form an international network of renowned museums, i.e. the Olympic Museums Network.

The purpose of these guidelines is to provide guidance on how a member of the Olympic Museums Network may use a designation to indicate that it is a member of the Olympic Museums Network (hereafter **“Olympic Museums Network designation”**) as well as the Olympic symbol standing alone (hereafter the **“Olympic symbol”**).

General Principles

Any and all uses of the Olympic Museums Network designation (as defined in these guidelines) and the Olympic symbol should be guided by the following principles:

1. The Olympic Museums Network designation and the Olympic symbol may not be used for any commercial purposes. In particular, they must not appear in any way that may create an association between the sponsors of the Olympic Museums Network members and the Olympic Museums Network designation/Olympic symbol. For example, the sponsors of the Olympic Museums Network members cannot appear on the same page as the Olympic Museums Network designation/Olympic symbol.
2. The Olympic designation and the Olympic symbol must be reproduced independently from the logo of the Olympic Museums Network members. Indeed, the Olympic Museums Network designation and the Olympic symbol may not be incorporated into the logo or other references or marks of the Olympic Museums Network member nor combined to form a composite logo.
3. The Olympic Museums Network designation and the Olympic symbol must appear in proportionate size to other elements on a page and must not be emphasised over other visual or textual elements. The Olympic Museums Network designation and the Olympic symbol must never be distorted or altered in any way.

Use of the Olympic Museums Network Designation

To indicate that the museum is a member of the Olympic Museums Network, such member may use, subject to the IOC's approval and for the uses outlined below, the following Olympic Museums Network designation:

Member of the
OLYMPIC MUSEUMS
NETWORK

The permitted uses are as follows:

On the Official Website of the Olympic Museums Network Member

The Olympic Museums Network designation may be reproduced only once on the official website of the Olympic Museums Network member.

In the Official Publications of the Olympic Museums Network Member

The Olympic Museums Network designation may be reproduced only once, inside an official publication of the Olympic Museums Network member, however neither on the front cover nor on the back cover.

In Official Communications of the Olympic Museums Network Member

The Olympic Museums Network designation may be reproduced once at the bottom of official and administrative communications of the Olympic Museums Network member, such as letters and e-mails. The Olympic Museums Network designation must appear separated from the logo of the Olympic Museums Network member as well as from the logos of any other partners of the Olympic Museums Network member.



IOC
Château de Vidy
1007 Lausanne
Switzerland

Lausanne, 12 August 2012

Subject

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Nam volum dus ma comnithiciae pro tem quaernatem cuptae,

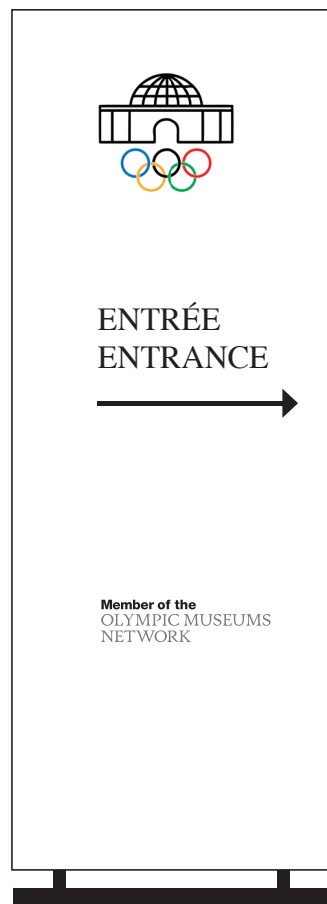
Name

Member of the
OLYMPIC MUSEUMS
NETWORK

Musée Olympique de Xiamen
Xiamen China Tel. +00 21 621 6511 / Fax +00 21 621 6512 / www.olympic-museum-xiamen.org

On the entrance of Olympic Museums Network Member

The Olympic Museums Network designation may be reproduced on the entrance of the Olympic Museums Network member as illustrated below.



Use of the Olympic Symbol

A member of the Olympic Museums Network may use the Olympic symbol alone in relation to the following uses:



Link from the Website of the Olympic Museums Network member to the Official Website of the Olympic Movement

A link to the official website of the Olympic Movement, www.olympic.org, using the Olympic symbol, may be made from the official website of the Olympic Museums Network member, subject to the following condition:

The link to the official website of the Olympic Movement may not be singled out and must be referenced in a list of websites of other non-commercial entities, however not on the same page as any of the member's sponsors' websites or references.

Use in an Editorial Context

A member of the Olympic Museums Network may use the Olympic symbol for editorial purposes, subject to the following conditions:

1. The context must be non-commercial, for example in an article factually referring to the Olympic Games and/or the Olympic Movement.
2. The Olympic symbol may be featured only once, for illustration purposes.

Artworks and IOC Approval

The uses of the Olympic Museums Network designation as well as the Olympic symbol are subject to the IOC's written approval before any reproduction. Any proposed use should be submitted to the IOC to the attention of **museology@cio.olympic.org**.

Artworks are available as attachments to this document or through **museology@cio.olympic.org**.

Except as permitted in these guidelines, no other uses of the Olympic Museums Network designation or the Olympic symbol are possible without the IOC's express prior written consent.

The present guidelines may be reviewed by the IOC at any time, at its sole discretion. Should a member of the Olympic Museums Network fail to respect these guidelines, the IOC reserves the right to ask such member to immediately stop using the Olympic designation and the Olympic symbol.

In case of doubt with respect to the interpretation of these guidelines, please contact the IOC.