



INTERNATIONAL
OLYMPIC
COMMITTEE

PRINCIPLES AND GUIDELINES FOR THE NON-COMMERCIAL USE OF OLYMPIC PROPERTIES BY NOCS

2017





TABLE OF CONTENTS

| | | | |
|---------------------------------------------------------------------------------------------------------------------------|-----------|--|--|
| Purpose | 3 | | |
| 1. Olympic properties | 4 | | |
| Types of brand assets and activations | | | |
| 2. Executive summary | 6 | | |
| Possible uses of Olympic properties and recommended alternatives | | | |
| 3. NOC Responsibilities regarding Olympic Properties | 7 | | |
| Overview of NOC responsibilities | | | |
| 4. The Olympic Symbol Standing Alone | 8 | | |
| Possible uses of the Olympic symbol | | | |
| 5. NOC Properties | 9 | | |
| Emblem, assets and their possible uses | | | |
| 6. The Olympic Flag | 16 | | |
| Opportunities for displaying the Olympic flag | | | |
| 7. The Olympic Motto | 17 | | |
| Correct usage of the Olympic motto | | | |
| 8. Official Terminology | 18 | | |
| Appropriate use of the words “Olympic”, “Olympiad”, “Olympic Games” and other terminology in NOC initiatives and products | | | |
| 9. Olympic Flame and Olympic Torch Relay | 30 | | |
| Correct use of the Olympic flame and Olympic torch relay properties | | | |
| 10. Medals | 31 | | |
| Possible uses of the Olympic medals and creation of NOC medals | | | |
| 11. OCOG/YOGOC Properties | 32 | | |
| Correct usage of the OCOG/YOGOC properties | | | |
| 12. Case Studies | 34 | | |
| Concrete applications of guidelines for illustration | | | |
| 13. Approval Process | 40 | | |
| Information and contacts in relation to the approval process | | | |



Purpose

The purpose of this document is to provide all National Olympic Committees (NOCs) with guidance regarding the use of Olympic properties.

In particular, it includes the framework in which the NOCs may use other Olympic properties beyond their NOC emblems and NOC name for institutional and editorial applications as well as in connection with NOC initiatives.

These guidelines refer only to non-commercial activations and apply to every type of implementation form, from physical to digital ones.

For any commercial use of the Olympic properties such as by NOC local sponsors, please refer to the document [“The Olympic Brand and Activation Guidelines for NOC Local Sponsors”](#).

Purposes of use

In general, NOC assets or the Olympic properties may serve institutional or editorial purposes, and be used for NOC initiatives, as defined below:

- **Institutional** relates to the official representation and identification of the NOC on applications, such as official NOC communications, NOC stationery (letterheads, business cards, envelopes, etc.), the NOC website and NOC conferences.
- **Editorial** relates to content produced by the NOC for reporting and informational purposes such as an article on the Olympic Games published in the NOC magazine.
- **NOC initiatives** are national programmes which are developed and implemented by the NOC to promote Olympism and the Olympic values to the general public, such as youth sports camps, educational programmes in schools, etc.
- **IOC initiatives** are global programmes which are developed by the International Olympic Committee (IOC) and for which the NOCs are implementation partners at local level.



1. Olympic properties

1.1. Types of brand assets

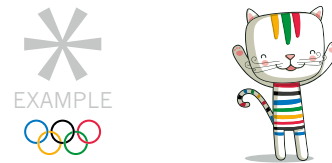
“The IOC is the owner of all rights in and to the Olympic Games and Olympic properties described in this Rule, which rights have the potential to generate revenues for such purposes. It is in the best interests of the Olympic Movement and its constituents which benefit from such revenues that all such rights and Olympic properties be afforded the greatest possible protection by all concerned and that the use thereof be approved by the IOC.”

Rule 7, Olympic Charter

The IOC, as exclusive owner of the Olympic Games and the Youth Olympic Games, retains all rights and data, including any intellectual property rights related thereto. The Olympic properties are composed of such rights and elements exclusively owned by the IOC.

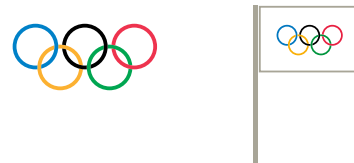
Description and examples

NOC marks and assets



NOC marks and assets include the NOC emblem(s), as well as other assets, such as the NOC/National Olympic Team name, NOC mascots, NOC motto/slogan, NOC visual elements, NOC song, NOC social media attribute, etc.

Timeless Olympic properties



Timeless Olympic properties include the Olympic symbol, the Olympic flag, the motto, the anthem, “Olympic” and “Olympiad” and the Olympic torch relay.

OCOG and YOGOC marks



All assets related to an edition of the Olympic Games or the Youth Olympic Games. This includes the emblem, the Look of the Games, the mascot(s), the slogan, the sport pictograms, etc.

Historical marks



All assets related to past editions of the Olympic Games and Youth Olympic Games (emblems, mascots, sport pictograms, etc.). This also includes the library of video, photo and audio files from Olympic events.



1.2. Meaningful activations through use of relevant brand assets

“The mission of the NOCs is to develop, promote and protect the Olympic Movement in their respective countries, in accordance with the Olympic Charter.”

Rule 27, Olympic Charter

In light of the above, one of the roles of your NOC is to promote the fundamental principles and values of Olympism in your territory.

The NOC identity is a key vehicle to promote these values in your territory and therefore, **you shall primarily favour the use of your NOC assets** such as your NOC emblem(s) as approved by the IOC. Other NOC assets include the NOC name, mascots, visual elements, slogans, etc.

Indeed, these assets reflect your national identity through the distinctive national element(s) included in the NOC emblem(s) while integrating the Olympic values represented by the Olympic symbol. Their use enhances and strengthens the visibility and recognition of the NOC and/or National Olympic Team and ultimately increases the value thereof.

There are 4 types of brand assets that NOCs can leverage in their activities to promote the fundamental principles and values of Olympism in your territory. Each category covers different needs and is governed by specific guidelines:

Brand activations by NOC

| | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| | | | |
| <p>NOC marks and assets Developing and activating your NOC marks and assets is the best way to engage fans and athletes at national level.</p> | <p>Timeless Olympic properties For IOC global initiatives and products and special occasions.</p> | <p>OCOG and YOGOC marks For promotion/communication directly related to the OG and YOG and NOCs’ participation in these events.</p> | <p>Historical marks For promotion of Olympic legacies and storytelling around a country’s Olympic history and achievements.</p> |
| <ul style="list-style-type: none"> • Uses at discretion of NOC • Emblem(s) approved by IOC according to: <u>NOC emblems – Creation and modification guidelines (by IOC)</u> | <p>Uses approved by IOC according to: <u>Principles and guidelines for the use of Olympic properties by NOCs (by IOC)</u></p> | <p>Uses approved by OCOG/YOGOC according to: <u>Guidelines specific to each edition (by OCOG – YOGOC)</u></p> | <p>Uses approved by IOC according to: <u>Legacy guidelines (by IOC)</u></p> |

Olympism and the Olympic symbol – Principles and Usage guidelines (by IOC)



2. Executive summary

In order to safeguard the interests of the Olympic Movement and its constituents, the IOC has set the following framework for the use of Olympic properties by NOCs.

The value of the Olympic properties and the ability to properly protect them are closely related to the exclusivity of their use by a limited number of parties. Therefore, it is our joint responsibility to ensure the continued protection and development of the Olympic properties. In an effort to avoid their dilution, further nurture their uniqueness and properly protect them, it is important to use them in a coordinated and consistent manner as illustrated in these guidelines.

The following table provides you with a general and non-exhaustive overview of possible uses of the various Olympic properties, as well as recommended alternatives.

| Olympic properties | Possible use by NOCs | Recommended alternative |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Symbol (standing alone)</u> | NOC can use the Olympic symbol in an editorial context | For all other applications, NOC shall use its NOC brand assets, such as emblem, name, mascots, visual elements, slogans, etc. |
| <u>Flag</u> | NOC can display the Olympic flag, always together with the NOC flag: <ul style="list-style-type: none"> at the entrance of the NOC headquarters and/or NOC President's office; at NOC major institutional events (General Assembly, etc.), upon prior approval from the IOC; in presence of IOC President or of an official IOC representative, upon prior approval from the IOC. | NOC shall use its own flag to promote its activities. |
| <u>Medals</u> | Olympic medals (won by Olympians or on loan from the Olympic Museum) can be used: <ul style="list-style-type: none"> for institutional exhibitions; as editorial illustrations. | NOC can create generic medals or medals featuring his own emblem provided that there is no confusion with Olympic medals (no noble material, no Olympic symbol on its own). |
| <u>Motto</u> | NOC can mention the Olympic motto in an editorial context | NOC shall use its own motto/national slogan to promote its activities. |
| <u>Flame and torch relay</u> | NOC can make an editorial reference to the Olympic torch relay | NOC can use a relay as an engagement tool, provided that the name does not include the word "Olympic" and that it does not copy the Olympic torch relay (e.g. lightning of the flame by the sun, ceremony in Olympia). |
| <u>"Olympic"</u> | NOC can use the word "Olympic" in an editorial context, for referring: <ul style="list-style-type: none"> to Olympic Games/Olympism/Olympic Movement; to IOC initiatives (e.g. Olympic Day). | NOC can use the word "Olympic" for the naming of its own initiatives, products and services provided that: <ul style="list-style-type: none"> These are purely non-commercial They comply with criteria set forth in this document It uses its own name or uses the word "Olympic" together with a reference to the country or national team Upon prior approval of the IOC. |
| <u>"Olympiad", "(Youth) Olympic Games"</u> | NOC can use the words "Olympiad" and "(Youth) Olympic Games" for referring to editions of the (Youth) Olympic Games in an editorial context, and should respect IOC terminology. | |
| <u>Olympic anthem</u> | Ask IOC for requests related to this property. | |
| <u>OCOG/YOGOC marks</u> | Please refer to OCOG/YOGOC guidelines for NOCs. | |
| <u>Historical marks</u> | Ask IOC for all requests related to uses in legacy mode. | |



3. NOC Responsibilities regarding Olympic Properties

Pursuant to the Olympic Charter, each NOC is responsible, to the IOC, in its territory, for the protection of the Olympic properties, as mainly defined by the Olympic Charter.

In addition to the rules contained within these Guidelines related to the use of Olympic properties by the NOCs with regard to its activities, each NOC shall pro-actively:

- a. prevent the use of Olympic properties by non-authorized third parties;
- b. prevent attempts by third parties to associate themselves with the Olympic Games or the Olympic Movement without having been authorised to do so;
- c. take corrective measures so as to avoid dilution of the rights supporting Olympic properties;
- d. take enforcement measures as necessary against counterfeits and ambush marketing activities.

In addition, and as per paragraph 1.2 of the Bye-law to Rules 7-14, your NOC is responsible to the IOC for the observance, in its territory, of the Rules and related Bye-laws on the rights and use of Olympic properties.

NOC responsibilities

Olympic Charter

In force as from 15 September 2017

1.2 Each NOC is responsible to the IOC for the observance, in its country, of Rules 7-14 and BLR 7-14. It shall take steps to prohibit any use of any Olympic properties which would be contrary to such Rules or their Bye-laws. It shall also endeavour to obtain, for the benefit of the IOC, protection of the Olympic properties of the IOC.

1.3 Where a national law or a trademark registration or other form of legal instrument grants legal protection to an NOC for the Olympic symbol or any other Olympic property, such NOC may only use the ensuing rights in compliance with the Olympic Charter and with instructions received from the IOC.

1.4 An NOC may at any time call upon the IOC for its assistance in obtaining legal protection for any Olympic property and for the settlement of any dispute which may arise with third parties in such matters.

1.5 The IOC may at any time call upon an NOC for its assistance in obtaining legal protection for any Olympic property and for the settlement of any dispute which may arise with third parties in such matters.

7.4 use certain Olympic properties as authorised by the IOC and in compliance with Rules 7-14 and BLR 7-14;

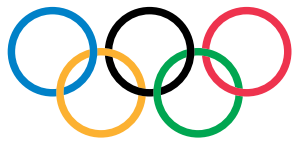
60



4. The Olympic Symbol Standing Alone

"[...] five regularly interlaced rings of different colours – blue, yellow, black, green and red – stand out from the white background of the paper [...] what is more the six colours thus combined reproduce those of all nations without exception."

Pierre de Coubertin, "L'emblème et le drapeau de 1914"



The Olympic symbol is unique. Designed in 1913 by Pierre de Coubertin, the founder of the modern Olympic Games, the Olympic symbol has timeless, universal significance.

The Olympic symbol standing alone represents Olympism and the Olympic Movement and its activities as a whole.

Principles and Usage Guidelines of the Olympic symbol also apply to the Olympic symbol within NOC emblems.

For more details on the meaning and the graphic usage principles of the Olympic symbol, please refer to ["Olympism and the Olympic Symbol – Principles and Usage Guidelines"](#)

Examples

Backgrounds for Full-Colour version of the Olympic symbol



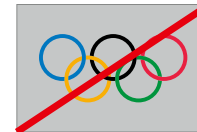
Correct.



Correct.



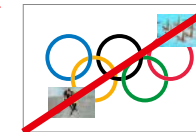
Correct.



Background for the full-colour Olympic rings must be white



Background for the full-colour Olympic rings must be white



Do not place images in front of the Olympic rings

Backgrounds for Monochrome versions of the Olympic symbol



Correct.



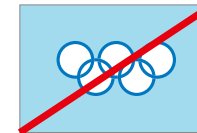
Correct.



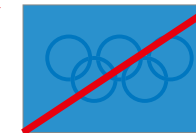
Correct.



Background must not alter the perception and not contain the monochrome colour



Background must be consistent behind the Olympic rings

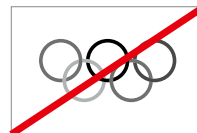


For tone-on-tone, there must be sufficient contrast – minimum 50% in value

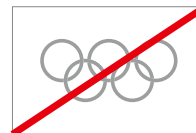
Common missuses



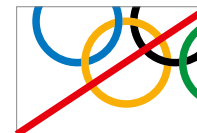
Do not reorder colours



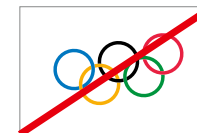
Do not use different tones of grey



For monochrome Olympic rings, use only official colours



Do not crop



Do not rotate or invert



Do not stretch or deform



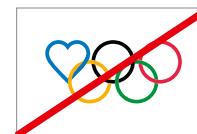
Do not outline



Do not distort width



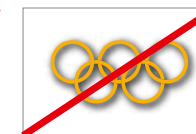
Do not insert images, illustrations, letters or words



Do not distort the shape of the Olympic rings



Do not add gradation



Do not add drop shadow



5. NOC Properties

5.1. NOC Emblem

Your NOC should always promote the use of its emblem also in an effort to strengthen your NOC's visibility and role in the territory.

"An integrated design associating the Olympic rings with another distinctive element"

Rule 11, Olympic Charter

Bye-laws 4.3 and 4.4 to Rules 7-14 of the Olympic Charter, as well as the "NOC emblems: creation and modification guidelines", further specifies the conditions which must be fulfilled when creating or modifying an NOC emblem.

Examples



EXAMPLE



Corresponds to an NOC emblem as approved by the IOC



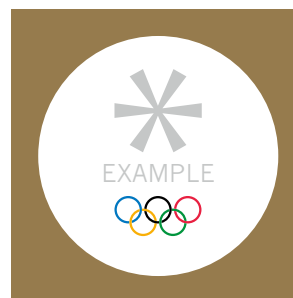
EXAMPLE



EXAMPLE



EXAMPLE





Institutional applications

NOC emblems should be used for all institutional applications.

Examples

| | | | |
|---|--|---|--|
| ✓ | | ✗ | |
| ✓ | | ✗ | |
| ✓ | | ✗ | |
| ✓ | | ✗ | |



Institutional applications

NOCs should use the NOC emblem in relation to signage at the NOC offices and/or conferences.

Plaques

A plaque on a wall reproducing the NOC emblem to identify that this is the NOC offices (e.g. above or on entrance door).

Building

The reproduction of the NOC emblem at the top of the building.

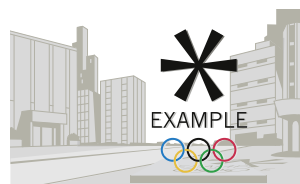
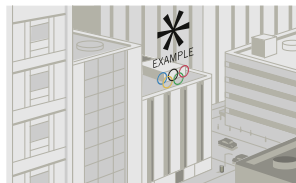
Spectaculars

The reproduction of the NOC emblem on a large-scale display.

Podium

The reproduction of the NOC emblem on speaker's podium for NOC conferences.

Examples





Editorial applications

All NOC communication materials should be identified using the NOC emblem.

- 1 Use of the Olympic symbol is permitted inside an NOC publication such as in a news article.
- 2 The Olympic symbol may not be used as part of the branding of an NOC publication.

In addition, the Olympic symbol standing alone may be used for editorial purposes.

- 1 Use of the Olympic symbol is permitted as a link to www.olympic.org on the NOC website.
- 2 The Olympic symbol may not be used as part of the branding of the NOC website.

Examples

Publications



Website





5.2. NOC initiatives

Your NOC should always promote the use of the NOC emblem for all applications related to your initiatives.

For examples of NOC initiatives, please refer to section 11. Case Studies.

Examples





5.3. NOC support for events or initiatives by third-parties

As a leading sports organisation in your territory, your NOC may be invited to support events or initiatives which are organised by third parties. When reviewing such requests, your NOC should assess whether providing support to the event/initiative would positively reflect upon your NOC and the values of the Olympic Movement.

Creation of a composite:

A specific designation should be developed to appropriately describe the relationship between your NOC and the third-party event/initiative:

“Event organised with the support of”

+ NOC emblem/NOC name.

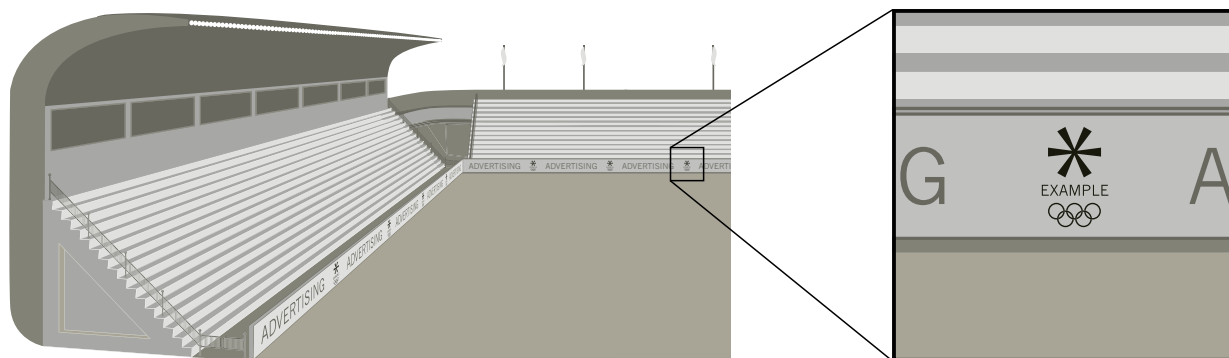
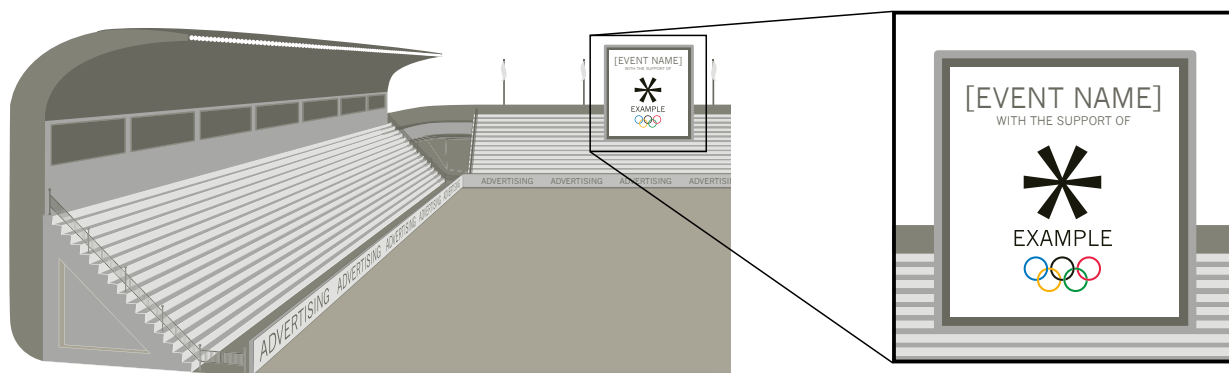
[EVENT NAME]
WITH THE SUPPORT OF



EXAMPLE



Examples





Application of such composite shall respect the following principles:

- Printed and digital material specifically related to the event may feature the above composite.
- The composite must be reproduced independently from the logo of the event.
- The composite may not be incorporated into the logo of the event nor create a composite logo with it.
- It is important that the composite be faithfully and accurately reproduced. It must appear in proportionate size to other elements on the page and must not be emphasised over other visual or textual elements.
- No association between the NOC and any non-Olympic commercial partners is permitted. Furthermore, the composite must be clearly separated from third parties.
- The composite may in no way have the effect of “Olympicising” an event/initiative.

The IOC strongly recommends that for any usage in connection with third-party events/initiatives, the following conditions be applied:

- The support granted by your NOC should be given only for a specific event and should be obtained again for any subsequent event.

Examples



May be used in event's publications and on the event's website



Incorrect application:

- Designation is missing
- Gives the impression that it is an NOC event
- Sponsor logos (non Olympic partners) are in proximity



6. The Olympic Flag

“The Olympic flag has a white background, with no border. The Olympic symbol in its five colours is located in its centre.”

Rule 9, Olympic Charter

The Olympic flag is an important element of the tradition and protocol of the Olympic Movement.

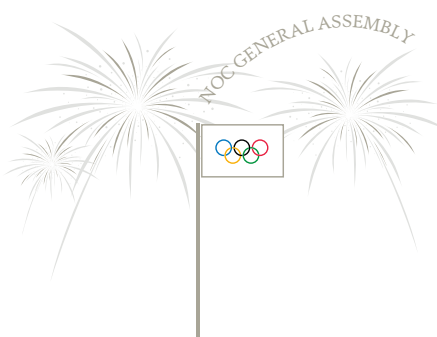
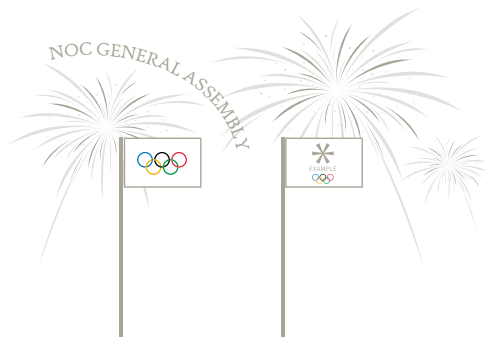
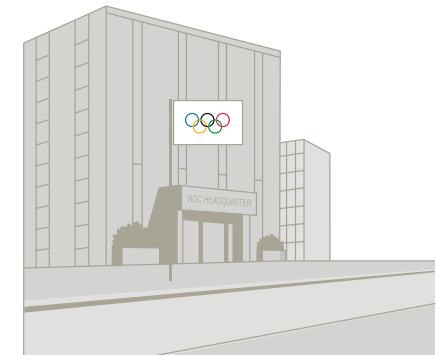
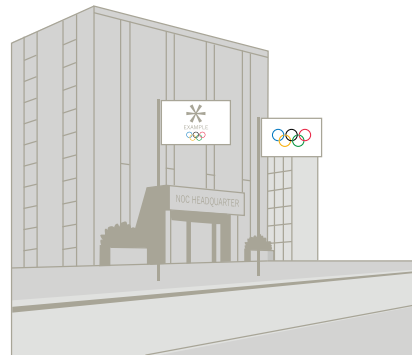
Your NOC may display the Olympic flag, along with your NOC flag, at the entrance of the NOC headquarters and in the office of the NOC President.

The Olympic flag may also be used for NOC events, such as at the General Assembly and on Olympic Day, subject to the IOC’s approval.



For protocol reasons, the Olympic flag is exclusively produced by the IOC and in order to obtain one, NOCs are kindly invited to contact the IOC.

Examples





7. The Olympic Motto

“The Olympic motto “Citius–Altius–Fortius” expresses the aspiration of the Olympic Movement.”

Rule 10, Olympic Charter

Editorial

The Olympic motto may be used by NOCs for editorial purposes, only in a manner that appropriately reflects its meaning and upholds its integrity.

- The motto must be used in its entirety, in the correct order and must not be separated.
- Distracting and/or illegible typeface should be avoided.

Institutional/NOC initiatives

For institutional purposes and/or in connection with NOC initiatives, please note that the motto may not be used and therefore we invite you to create/use a national slogan which reflects the Olympic ideal along with your national identity.

Examples



CITIUS. ALTIUS. FORTIUS.

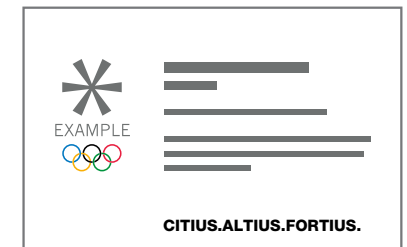
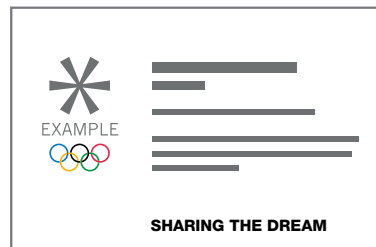
CITIUS.
ALTIUS.
FORTIUS.



FORTIUS.
CITIUS.
ALTIUS.

FORTIUS.

CITIUS.
ALTIUS.
FORTIUS.





8. Official Terminology

8.1. The word “Olympic” – General principles

The word “Olympic” identifies the Olympic Games since 1896 and the IOC’s global initiatives since 1894. This identifying meaning is unique and must remain unaltered. To this effect, special care needs to be applied when using such a term.

The word “Olympic” is an essential intellectual property right and asset. Its improper use may lead to the dilution of its unique meaning and turn it into a public domain generic term. This must be avoided.

In particular, the word “Olympic” cannot be used as a generic adjective such as to recognise sport in general, but may be used only for the Olympic Games and in relation to the IOC’s global initiatives.

[More information
on the Olympic Day initiative](#)



Examples

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <p>✓ Olympic spirit may be used when referring to the values and ideals instilled in Olympism.</p> | <p>✗ Olympic spirit <i>may not be used in connection with other values which are not related to the Olympic Movement.</i></p> |
| <p>✓ Olympic dream may be used in connection with an objective linked to the Olympic Games, e.g. an initiative supporting athletes aspiring to participate in the Olympic Games.</p> | <p>✗ Olympic dream <i>may not be used in relation to another sports competition that is not the Olympic Games.</i></p> |
| <p>✓ Olympic Day such use refers to one of the IOC’s official global initiatives celebrated by NOCs around the world.</p> | |



OLYMPIC DAY



The word “Olympic” – General principles

The integrity of the term “Olympic” must be upheld. The use of the word “Olympic” must uphold the integrity of the Olympic brand and values.

The use of the term “Olympic” must have a self-explanatory meaning and relate to the Olympic Games or the IOC’s global initiatives.

In view of maintaining the uniqueness of the Olympic Games, the IOC does not consent to the creation of other events and initiatives using the words “Olympic Games” or “Olympics”.

The word “Olympic” must not be distorted or modified in any way.

Examples

✓ **Olympic values**

✗ **Olympic toilet, Olympic drinking contest**
Such uses of the word Olympic do not respect the integrity of the Olympic brand and values because it is used in a derogatory way.

✓ **Olympic Truce
Olympic Torch Relay**

✗ **Olympic street, Olympic Sunday,
Olympic Picnic, Olympic maths contest,
Olympic fashion show, Olympic gala**
Such uses do not have an immediate and self-explanatory meaning of what the content/purpose is and is not related to the Olympic Games. Furthermore, it is a generic use of the term “Olympic” and therefore threatens its integrity.

✓ **NOC Festival**

✗ **Mini-olympics**

✗ **Olym “pick” the athletes for the Games,
OlymPIC, Allympic, Olympig, Olympeak.**



a. Institutional use

The use of the NOC name, which includes the word Olympic, is encouraged for all institutional applications, such as:

- Naming of the NOC headquarters
- The name of the NOC House at the Olympic Games
- Official communications, e.g. newsletters, stationery, business cards, email signatures, collaterals, electronic templates (e.g. Word, PowerPoint, etc.)
- NOC governance and related meetings
- Conferences and seminars.

Examples



NOC House
[Country] House
NOC newsletter
NOC General Assembly



Olympic House
[Country] Olympic House
Olympic Newsletter
Olympic General Assembly
Olympic Building



b. NOC initiatives, products and services

In relation to local NOC initiatives and products, the NOC name should always be favoured.

The name of the initiative shall always include a local reference, for instance the name of the country or the NOC name and/or emblem.

Examples



[NOC name] Education Programme

[NOC name] Youth Sport Camp

[NOC name] Athlete Entourage Programme

[NOC name] Healthy Living Programme

[NOC name/country] Olympic Voice

[name for a NOC magazine]



Olympic Education Programme

Olympic Youth Sport Camp

Olympic Athlete Entourage Programme

Olympic Healthy Living Programme

Olympia (name for a NOC magazine)



c. Editorial uses

Of course NOCs may use “Olympic” as an adjective in an editorial context, such as in an article factually covering Olympism, the Olympic Movement or the Olympic Games, within an NOC publication or on your NOC website.

List of IOC official terminology (not exhaustive)

| | |
|---------------------------|---------------------------------------------------|
| the IOC Session | the Olympic oath |
| the ancient Olympic Games | the Olympic spirit |
| the modern Olympic Games | the Olympic stadium |
| Olympian | the Olympic symbol |
| Olympiad | the Olympic rings |
| Olympic | the Olympic torch |
| the Olympic Anthem | the Olympic torch relay |
| the Olympic cauldron | the Olympic Truce |
| the Olympic Charter | the Olympic Village |
| the Olympic Congress | the Olympic Winter Games |
| the Olympic Day | Olympism |
| the Olympic family | the Opening/Closing Ceremony of the Olympic Games |
| the Olympic flag | the Youth Olympic Games |
| the Olympic flame | the Winter Youth Olympic Games [city year] |
| the Olympic Games | the Youth Olympic flame |
| the Olympic motto | the Youth Olympic torch |
| the Olympic Movement | the Youth Olympic torch relay |

Please refer to the non-exhaustive glossary of the IOC official terminology on the right. For more information, please consult the [Olympic Terminology](#) database.



Initiatives

Should your NOC wish to develop an initiative using the word “Olympic” alone in the name, the IOC may consent under certain circumstances, subject to the following cumulative conditions:

- The initiative should be led directly and appear to be led by the NOC and not a third party;
- The initiative shall contribute to the vision and mission of the Olympic Movement, in line with the Olympic Charter;
- The content of the initiative should be Olympic-related;
- The initiative should target individuals or the general public and not the NOC itself and its partners. For an NOC initiative targeting the NOC itself/its partners, the NOC name should be used;
- The use of the word “Olympic” must uphold the integrity of the Olympic brand and values;
- The name of the initiative must have a self-explanatory meaning, i.e. it reflects the content or objective of the initiative;
- NOCs should not use the term “Olympic” as a generic adjective to qualify sport in general or an event which is not the Olympic Games such as “Olympic maths contest” in order to prevent dilution.

Examples



[NOC name] picnic



[Country] Olympic Spirit Programme

[Country] Olympic Values Programme

[Country] Olympic Hopes (future athletes potentially participating in the Olympic Games)



[NOC name] schools contest / competition / tournament

[Olympic Team] schools mentoring programme



The use of the term “Olympic” should be linked to the Olympic Games and not to qualify sport in general or an event which is not the Olympic Games

- *Schools Olympic contest / competition / tournament / Olympic maths contest / Olympic class*
The event is not the Olympic Games and is just a sports or generic event.
- *Olympic programme*
The content of the initiative targets sport in general and not the Olympic Games.

Please note that your NOC still needs to submit the concept, name and possible visuals of your initiative for formal approval by the IOC, even if it complies with all of the above criteria. Please refer to [section 13](#) for more details. Your NOC may also provide its support to initiatives which are organised by third parties. For such cases, please reach out to the IOC to get more details as to how your NOC can visually demonstrate its support.



Products

NOCs should not use the term “Olympic” as an adjective to describe any products, such as “Olympic drink”, “Olympic credit card” or “Olympic pin”. Products should refer to the NOC/Olympic Team rather than using the generic “Olympic” term. In addition, TOP Partners’ exclusive Olympic related rights must be respected.

Examples



[Country] Olympic Team shop



[Country] Club



For apparels:

[Country] Olympic Team t-shirt

[Country] Olympic Team Collection

[Country] Olympic Team Wear

[Country] Olympic Team Style



Unauthorised use of the term “Olympic” in connection with products and services

- *Olympic trip, Olympic car, Olympic credit card, Olympic wine, Olympic t-shirt, Olympic shop, Olympic restaurant, Olympic Club, [Country] Olympic Club*
The word “Olympic” may not be used as an adjective to describe products.
- *[Country] Olympic Games Wear, [Country] Olympic Games Collection*
No reference to the Olympic Games should be made in the designation of apparels.



8.2. The word “Olympiad”

“An Olympiad is a period of four consecutive calendar years, beginning on 1 January of the first year and ending on the 31 December of the fourth year.”

Rule 6, Olympic Charter

The meaning of the term “Olympiad” always refers to the period of four consecutive calendar years and may not be used for any other meanings. Therefore, NOCs should not create other Olympiad-related events.

Examples



Games of the XXXI Olympiad



Mathematical Olympiad

Science Olympiad

Cyber Olympiad

School Olympiad



8.3. Referencing the “Olympic Games”

For everyone around the world, the Olympic Games is the unique global, multi-sport, cultural event that unites humanity in celebration of the pinnacle of sporting achievement and the Olympic values, inspiring everyone to strive to be the best they can be.

Examples

When referencing the Olympic Games in general, the following applies to terminology:

- ✓ **Games of the XXXI Olympiad**
- The Olympic Games**
- The Olympics**
- Olympic Winter Games**





When referencing a specific edition of the Olympic Games, please ensure to do so as described below.

The “Olympic Games” always come first. Followed by [Olympic City] and [Year]. This should not be separated by any commas or words.

- Games of the [number expressed in Roman numerals] Olympiad.
- Olympic Games [City + Year].
- [number expressed in Roman numeral] Olympic Winter Games.
- Olympic Winter Games [City + Year].

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, as described below:

- “Welcome to Rio 2016” or “Bienvenue à London 2012”

However, when “city” and “year” are used in an editorial manner, the city name may be used in other languages.



Examples



Games of the XXXI Olympiad Rio
Games of the XXXI Olympiad Rio 2016
Olympic Games Rio 2016

XXIII Olympic Winter Games PyeongChang
XXIII Olympic Winter Games PyeongChang 2018
Olympic Winter Games PyeongChang 2018



PyeongChang 2018
Rio 2016
Bienvenue à London 2012



**The Olympic Winter Games in 2014
will take place in Sochi**

*Les Jeux Olympiques d’hiver de 2014
auront lieu à Sotchi*



Games of the 31st Olympiad
Rio Olympics

23rd Olympic Winter Games

PyeongChang 2018 Winter Olympic Games



PyeongChang Games
Rio
Bienvenue à Londres 2012



In view of maintaining the uniqueness of the Olympic Games, the IOC does not consent to the creation of other events and initiatives using the words “Olympic Games” or “Olympics”.

Examples



School Challenges
School Contest



School Olympics
Schoolympics
Mini Olympics school competitions
Nailympics
Seglympics
Math Olympics
Farmer Olympics



8.4. Referencing the “Youth Olympic Games”

For athletes aged 15 to 18 and other youth participants, the Youth Olympic Games are the global highest-level multi-sport event which integrates education and culture, inspiring them to live by the Olympic values and become ambassadors of Olympism.

When referencing the Youth Olympic Games, please ensure to do so as described below:

- Summer/Winter Youth Olympic Games [City + Year]
- [number expressed in Ordinals numeral]
Summer/Winter Youth Olympic Games
- [City + Year] in English, unless used in an editorial manner when translations in other languages may be used.

Examples

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| <p>✓ Youth Olympic Games Summer Youth Olympic Games Winter Youth Olympic Games</p> | <p>✗ Youth Olympics Summer Youth Games Winter Youth Olympics</p> |
| <p>✓ 2nd Summer Youth Olympic Games Summer Youth Olympic Games Nanjing 2014 Bienvenue à Nanjing 2014</p> | <p>✗ 2nd Youth Summer Olympic Games Nanjing Youth Games Bienvenue à Nankin 2014</p> |
| <p>✓ 2nd Winter Youth Olympic Games Winter Youth Olympic Games Lillehammer 2016 Lillehammer 2016</p> | <p>✗ 2nd Youth Winter Games 2016 Winter Youth Olympic Games Lillehammer '16</p> |
| <p>✓ The 2nd Summer Youth Olympic Games took place in Nanjing <i>Les 2^{es} Jeux Olympiques de la Jeunesse d'été ont eu lieu à Nankin</i></p> | |



9. Olympic Flame and Olympic Torch Relay

“The Olympic flame is the flame which is kindled in Olympia under the authority of the IOC.”

“An Olympic torch is a portable torch, or a replica thereof, as approved by the IOC and intended for combustion of the Olympic flame.”

Rule 13, Olympic Charter

There is a certain amount of protocol involved in the Olympic flame and Olympic torch relay. The Olympic flame represents the profound connection between the ancient and modern Games. As such, the Olympic torch relay brings the Olympic flame to the stadium to celebrate the opening of the Olympic Games.

In view of maintaining the uniqueness of these properties, the IOC does not consent to the use, nor to the creation by NOCs of an:

- Olympic flame
- Olympic torch
- Olympic torch relay

Examples



Hope Relay

[NOC name] Hope Relay



Hope Olympic Relay

NOC Olympic Relay

10. Medals

The Olympic Games medals symbolise the pinnacle of athletic achievement at the Olympic Games. As such, special care must be applied to their use.

Institutional

NOCs may exhibit Olympic Games medals at their headquarters or in museums or in the context of connection with the promotion of the Olympic Movement.

Editorial

Images of the Olympic Games medals may be used in an editorial context such as in an article factually covering Olympism in an NOC publication, or on the NOC's website.

Initiatives

NOCs may develop their own NOC medals to highlight achievements in connection with sport or Olympism, subject to the following conditions:

- The NOC medal may either be generic or feature the NOC emblem.
- The NOC medal and the context in which it is presented should in no way confuse the viewer into believing that they are seeing an official Olympic Games medal.
- The NOC medal may not be a replica of any official Olympic Games medal and should not be made of valuable metal e.g. gold, silver or bronze.
- The Olympic rings should not be used alone on the NOC medal.

Examples



A generic medal with the NOC's emblem.



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



11. OCOG/YOGOC Properties

11.1. Use of properties related to one edition of the Olympic Games

Beyond the references to the Olympic Games and their wordmark (“City + Year”), the OCOGs/YOGOCs develop for each edition of the Olympic Games/Youth Olympic Games a set of Olympic properties as per the Olympic Charter under the guidance of the IOC.

NOCs may use the OCOG/YOGOC properties depending on the purpose:

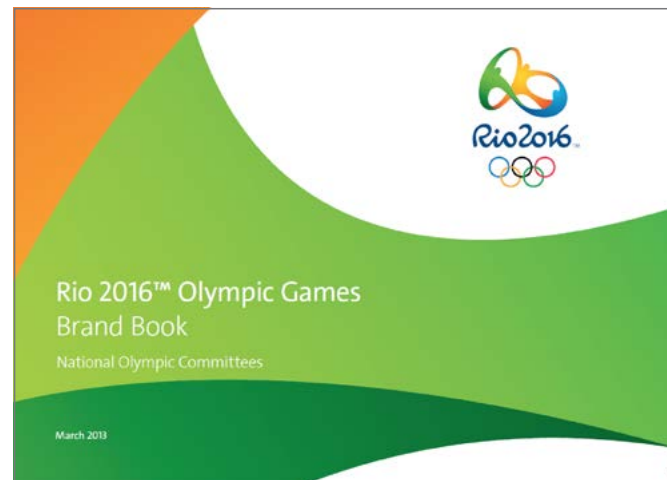
Editorial, non-commercial and institutional

Please refer to the guidelines provided in due time by the OCOG/YOGOC.

Uniforms

Please refer to the principles included in the “Guidelines regarding authorised identifications”, updated before each edition of the Olympic Games by the IOC.

Examples





11.2. Use of properties in legacy mode in the territory which hosted a specific edition of the Olympic Games/Youth Olympic Games

Always linked to one edition of the Olympic Games, the use of the Olympic properties in relation to the staging of an Olympic Games/Youth Olympic Games edition, such as the term “Olympic”, are to cease once the Games have concluded. An exception to this principle exists for legacy purposes and is subject to the agreement of the host city, the NOC, the OCOG/YOGOC and the IOC. For example, with regard to a stadium in which an Olympic Games opening ceremony was held, use of the title “Olympic Stadium” could be approved, provided the instructions on legacy were respected.

After dissolution of OCOG/YOGOC, Olympic Games properties come under the ownership of the IOC and legacy guidelines apply to it.

Whether or not to use the Olympic properties post-Games is an important decision for a host city, NOC and OCOG/YOGOC to take, and should be considered and planned well in advance of the closing ceremony. As such, the relevant NOC and OCOG/YOGOC must make an early application to the IOC detailing and justifying its request.



Examples

Only for NOCs whose territories have hosted Olympic Games



Nanjing 2014 Square
Olympic Stadium
Olympic Park



London 2012 Olympic Mall
Olympic Square
Olympic Street





Because of their honoured place on the world's stage, the use of the Olympic properties must be carefully considered so as to not cause any detriment to their value and integrity.

It should be noted that there must be no commercial association, whether direct or indirect, implied or perceived, in connection with the use of the Olympic properties for legacy purposes.

Examples



©IOC/John Huet – Rio 2016 Olympic Village



©IOC – Queen Elizabeth Olympic Park

Specific guidelines on legacy can be made available to host NOCs and cities that request them.



12. Case Studies

The purpose of these next pages is to provide examples of how the information shared so far comes together in concrete applications in typical NOC projects.

These examples are non-exhaustive and should be seen only as a basis for discussion.

If you have any questions, please reach out to your contact person at the IOC with your specific request and we would be happy to assist you.



School event

Project description

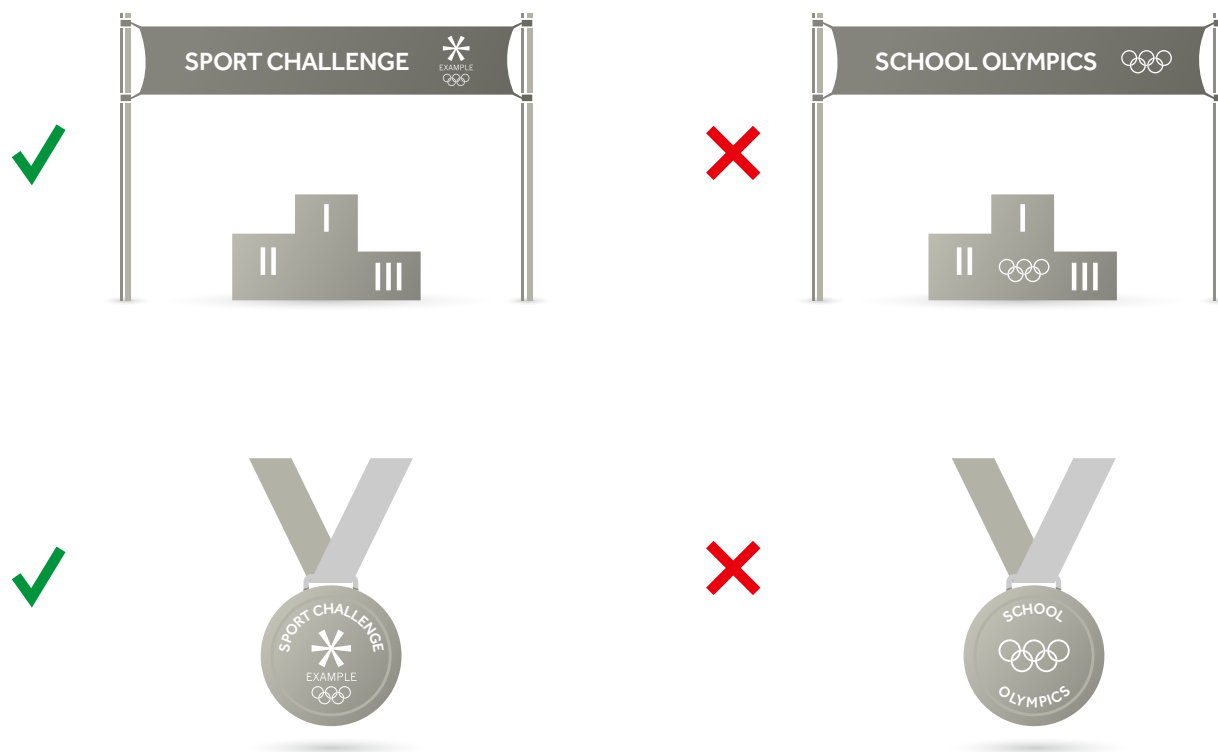
- An NOC wants to engage with schools in order to demonstrate to children the benefits of sports and leading an active lifestyle. This is a good way to promote the Olympic values and educate youth in the NOC territory.
- The components of the programme may include: sports competitions and events, educational materials to be distributed to schools and related initiatives.

Olympic properties that can be used

- The programme must be clearly identified as being an NOC programme and therefore the NOC emblem shall be used and not the Olympic symbol standing alone.
- For the educational component of the programme:
 - OVEP (Olympic Values Education Programme) is a tool developed by the IOC available to NOCs and schools to teach the Olympic values and maintain young people’s interest in sport, encouraging them to practice sport. For further information, please contact the IOC.
 - References to the past and current Olympic Games such as images, footage, Games marks used strictly for non-commercial and editorial purposes.



Examples





School event

- For the name and branding of the programme and related collateral:
 - Regarding the name of the programme and if it includes the word “Olympic”, please submit to the IOC for approval.
 - For the naming and branding of any sports competitions and events, please ensure that the name does not include the word “Olympic” or “Olympics” such as “School Olympics”. The reason being that the words “Olympic” and “Olympics” should be reserved only for the official Olympic Games as otherwise it dilutes their meaning.



Partnership with city

Project description

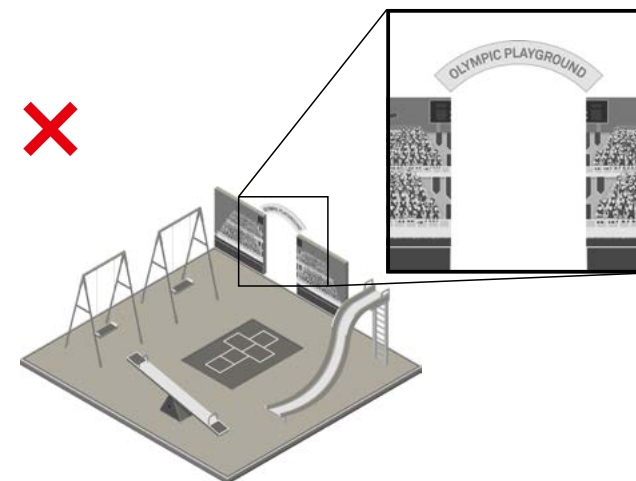
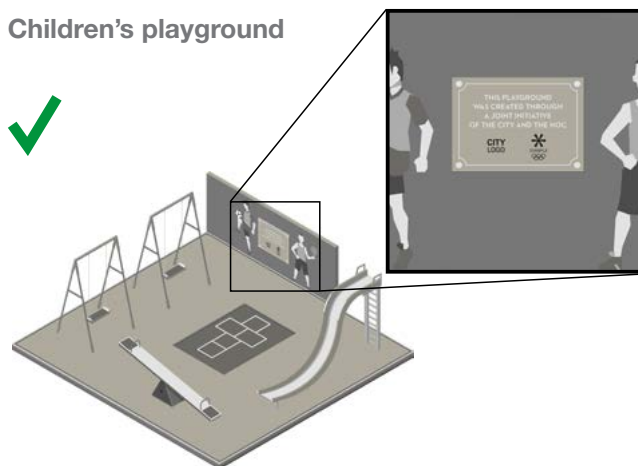
- An NOC may collaborate with non-commercial entities such as the City in view of developing initiatives in line with the Olympic values, vision and mission.
- Should there be any contemplated commercial association, this would need to respect the Olympic marketing framework and the rights of the TOP Partners.

Olympic properties that may be used

- The programme must be clearly identified as being an NOC programme and therefore the NOC emblem shall be used and not the Olympic symbol standing alone.
- It needs to be clearly indicated that references to the past and current Olympic Games such as images, footage, Games marks are used strictly for non-commercial and editorial purposes.

Examples

Children's playground



Awareness campaign on nutrition





Sports hall/Centre

Project description

An NOC may decide to create or support training centres specifically focused on athletes training to compete at the Olympic Games (rather than a generic sports centre).

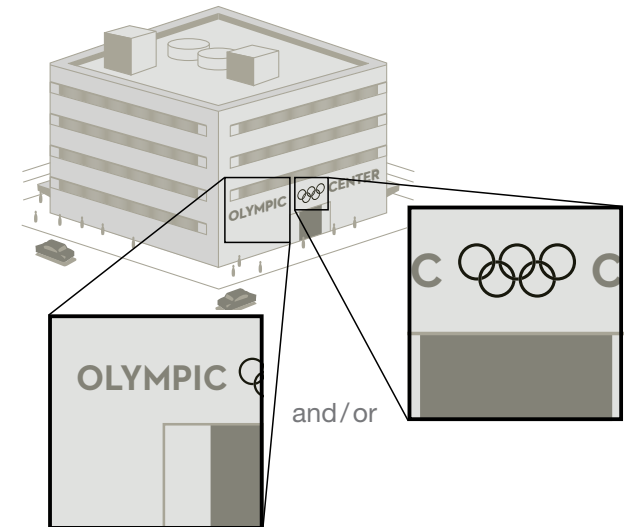
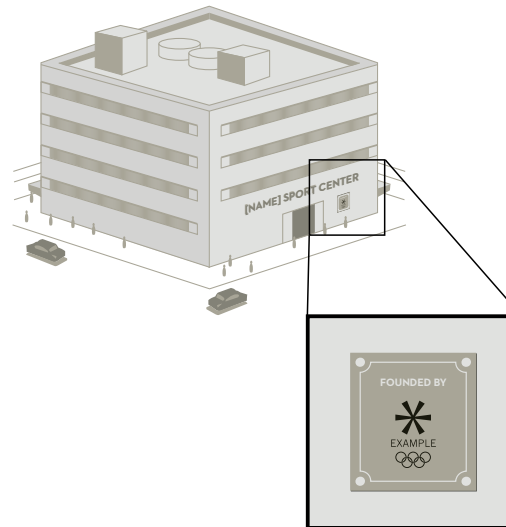
Olympic properties that may be used

The NOC emblem and or the NOC name may be used for the branding of the centre, provided that the NOC has a satisfying level of control over the operations of the centre.

The word “Olympic” alone and the Olympic symbol standing-alone may not be used.

Examples

Only as long as the NOC is involved





Hospitality Houses during the Olympic Games

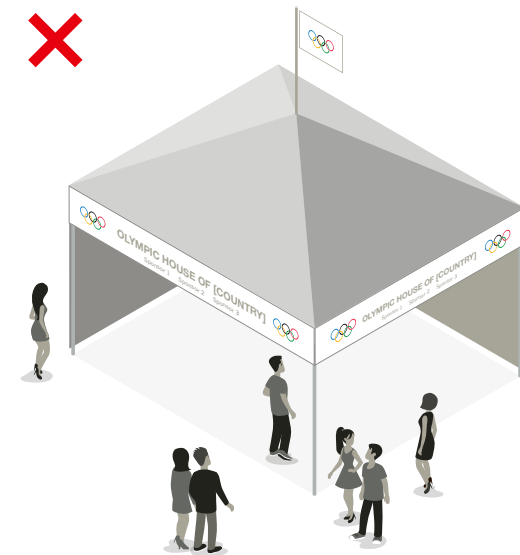
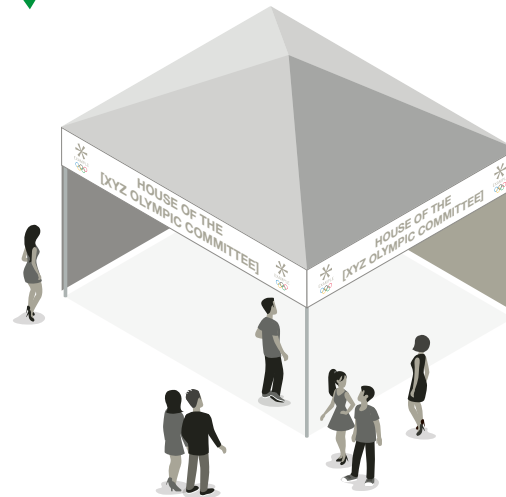
Project description

- In close collaboration with the OCOG, an NOC, alone, may set up a hospitality event or space in a private or public area in the host city during the Olympic Games.

Olympic properties that may be used

- The name of the Hospitality House should refer to the NOC or the National Olympic Team, but may not include the word «Olympic» standing alone or as an adjective to describe the House. No corporate name, brand nor logo of any sponsor can be used in connection with the name.
- The Olympic symbol standing alone, as well as other Olympic properties not owned by the NOC, shall not be used on the outdoor design of the House nor on any promotional material (flyers, posters).
- Historical Olympic properties may be used inside the House, to promote the National Olympic Team participation in the Olympic Games, for non-commercial purpose. Please contact the IOC for support and further details.
- In order to avoid potential conflicts with OCOG partners who have rights in the OCOG territory, there may be no commercial branding including by sponsors outside the House (or visible from outside). The only exception being branding by TOP partners.

Examples



Outside the House, use of Olympic properties is not permitted, namely:

- Olympic flag
- Olympic symbol alone
- adjective “Olympic”



13. Approval Process

For any questions or approval requests, please contact the IOC at the following address:

✉ noc-brand@olympic.org

Other IOC contacts

For all requests related to your NOC emblem, its creation or modification:

✉ noc-cno@olympic.org

For all requests related to rule 50 and team uniforms:

✉ rule50@olympic.org

The present Guidelines may be reviewed by the IOC at any time, at its sole discretion.

© International Olympic Committee – 2017. All rights reserved.

Essential points to remember

- ✓ NOCs should favour the use of the NOC properties to promote NOC values and identity in its territory.
- ✓ When using the Olympic properties they must be reproduced with integrity and respect.
- ✓ The word “Olympic” should not be used as a generic adjective; instead it should be used only in reference to the Olympic Games.
- ✓ For any derogation of the Guidelines, and where stated, approval must be sought from the IOC.