





# EDITORIAL USE OF THE OLYMPIC PROPERTIES BY MEDIA ORGANISATIONS

2016

The present document has been developed for media organisations that wish to use the Olympic Properties, in relation to their news coverage of the Olympic Games, subject to the conditions set forth below.

The principles set forth below apply to bona fide media organisations (written press and Non-Rights-Holding Broadcasters via any platforms (e.g. digital, television and radio) that have not been granted the right to broadcast and exhibit the Olympic Games by the IOC) only.

For any use of the Olympic Properties not expressly permitted in the present document, prior written approval from the IOC is needed.

**Please contact:**

- ✉ [media.operations@olympic.org](mailto:media.operations@olympic.org)
- ✉ [legal@olympic.org](mailto:legal@olympic.org)
- ✉ [pressoffice@olympic.org](mailto:pressoffice@olympic.org)

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.



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## Objective: protection of the Olympic Properties

The aim of this document is to provide information on how the Olympic Properties can be used by bona fide media organisations.

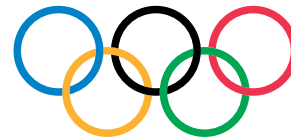
While the IOC fully acknowledges the essential role played by the media in reporting the Olympic Games, it is the responsibility of the IOC to ensure that the integrity and value of the Olympic Properties are respected.

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

For the sake of clarity, in this document, the term “Olympic Properties” refers to the Olympic symbol (the Olympic rings), the emblem, word mark and the mascot of the Olympic Games, such as the Rio 2016 Olympic Games, the word “Olympic” and other Olympic-related terminology.

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

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



Olympic symbol



Official emblem of the Rio 2016 Olympic Games

## Rio 2016

Wordmark of the Rio 2016 Olympic Games



Mascot of the Rio 2016 Olympic Games



## Integrity of the Olympic rings

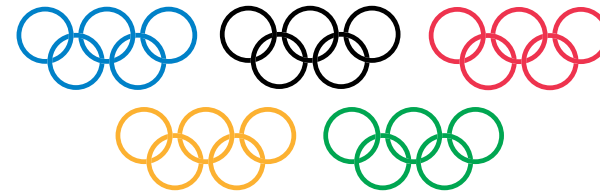
The integrity of the Olympic Properties, including the Olympic rings, must be maintained.

To this effect, 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.

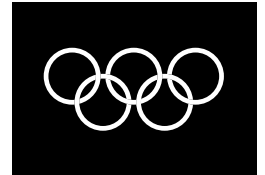
### Olympic rings official versions



Polychrome version



Monochrome versions  
(only Olympic colours are accepted)



Negative version  
(only white is accepted)

### Common Misuses



Do not rotate.



Do not stretch or warp.



Do not outline.



Do not distort width.



Do not add effects.



Do not place images  
in front of the  
Olympic rings.



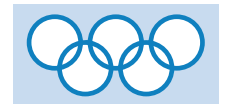
Do not place graphics  
in front of, through or  
behind the Olympic  
rings.



Background for the  
full colour Olympic  
rings must be white.



Background for the  
full colour Olympic  
rings must be white.



Background must  
be consistent behind  
the Olympic rings.



## Editorial

Media organisations can reproduce the Olympic Properties in an editorial context for legitimate reporting and informational purposes, thereby providing factual reference and coverage of the Olympic Games. The Olympic Properties can be used to identify or illustrate news stories related to the Olympic Games.

However, the Olympic Properties must not be used in advertising or in any form of commercial content, to promote any entity, brand, product or service, including that of the media organisation itself, unless used by an Olympic Partner with the authorisation of the IOC.

The Olympic Properties must not be used in a way that suggests a formal association between the media organisation or any third parties and the IOC, the Organising Committees for the Olympic Games, the Olympic Games or the Olympic Movement, e.g. in advertorials or promotional campaigns for the media organisation or any third parties.



Editorial use



Editorial use



Commercial use



Formal association



## Photography

Photographs taken by an accredited photographer at the Olympic Games which include the Olympic Properties and which are available from news agencies and accredited news organisations can be used in news services for still photographic editorial purposes.

Photographs of the Olympic Games must not be used for commercial purposes or within commercial content, and must not be used to promote any third party or the products or services of any third party, in line with the photographer's undertaking signed by each photographer involved in a specific Olympic Games edition.

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

For more information:  
[Photographers' Undertaking](#)



Editorial use



Commercial use



## 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 of the media organisation or in relation to their official social media accounts.

### Websites



www.medianame.com/olympicgames

www.medianame.com/olympics

www.medianame.com/rio2016



www.medianameolympicgames.com

www.medianameolympics.com

www.medianamerio2016.com

### Social media accounts

www.facebook.com/medianame

www.twitter.com/medianame

www.facebook.com/medianameolympicgames

www.facebook.com/medianameolympics

www.facebook.com/medianamerio2016

www.twitter.com/medianameolympicgames

www.twitter.com/medianameolympics

www.twitter.com/medianamerio2016





## Applications (apps)

In the event that a news media organisation wishes to cover the Olympic Games by means of an application, this should be done preferably through the news media organisation's existing application, with a section therein dedicated to the Olympic Games coverage. However, should the news media organisation develop a specific application intended exclusively for the coverage of the Olympic Games, the following rules apply:

- 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. However, reference to the name of the specific edition of the Olympic Games, such as "Rio 2016", may be used, provided that the reference to the edition of the Olympic Games is not used alone. The name needs to reflect a more comprehensive description of the content available in the application (e.g. "[news media's name] + Rio 2016 coverage/latest news/updates/medal table/countdown, etc.).



Media Name  
Rio 2016  
Coverage

Media Name  
Rio 2016  
Updates



Media Name  
Olympic  
News



- 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 (or another Olympic entity).

It is, in particular, prohibited to use or alter the official typeface or the "Look of the Games" of the specific edition of the Olympic Games.



Media Name  
Rio 2016  
Coverage



  
Media Name





## 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.

However, the use of the Olympic Properties in reference to editorial coverage of the Olympic Games, alongside the original masthead or footer bar of the publication, is acceptable.

### Print use



### Digital use





## 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 Olympic content is not permitted unless it is of an Olympic partner with the prior approval of the IOC.

However, advertising should remain clearly distinct and separate from any editorial piece to avoid any undue association with the Olympic Games. In particular, no advertising or promotion may overlap, be intrusive to, or be superimposed on or with the reproduction or presentation of the editorial piece.

Media organisations must not associate or represent themselves as being an official, selected, approved, warranted, preferred or consented partner of the IOC 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.

### Print use



### Digital use







## 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, and authorisation must have been cleared with the IOC beforehand.

Advertising within the supplement and sponsorship should follow the guidelines on the previous page, and must not be integrated into its content or presented in a manner which suggests an association between the advertiser and the Olympic Games.

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.

### Print use



### Digital use





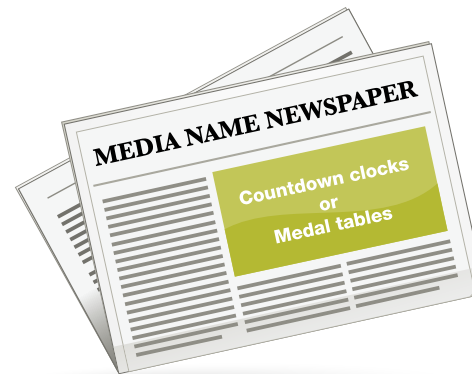
## Countdown clocks/medal tables

The IOC has no objection to the use of these features in publications for editorial purposes, however their layout should be considered.

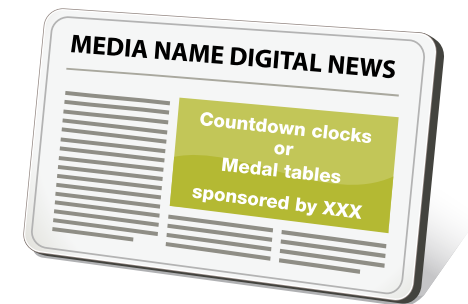
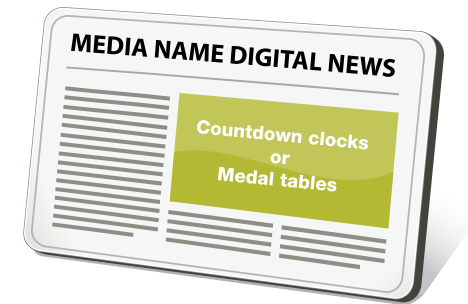
Advertisements must not be placed near or around the feature to avoid creating a false association with the Olympic Games.

Sponsorship of the feature, as referred to on page 12, by the publication or a third party is not permitted, unless by an Olympic Partner and with prior approval from the IOC.

### Print use



### Digital use





## Sharing links

Links to [www.olympic.org](http://www.olympic.org) 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 or advertising material.

### Print use



### Digital use





## Specific principles applying to Non-Rights-Holding Broadcasters (“Non-RHB”)

Non-RHBs are not official broadcasters of the Olympic Games, therefore they can use the Olympic Properties only for editorial purposes. Any use of the Olympic Properties that implies, creates or suggests any commercial/institutional association with the IOC, the Olympic Games or the Olympic Movement is expressly forbidden.

Non-RHBs are entitled to use Olympic Properties on-screen solely while specifically reporting on the Olympic Games (and not in connection with general sports programmes or other programmes, or in connection with other sports and/or events). On-screen includes studio and programme presentation and layout, interviews or related content, as mentioned in the examples on the following pages.

Non-RHBs must in all cases comply with all additional applicable IOC guidelines, in particular:

- [News Access Rules](#) applicable for the broadcast of the Games of the XXXI Olympiad, Rio de Janeiro, 5-21 August 2016
- [IOC Social and Digital Media Guidelines](#) for persons accredited to the Games of the XXXI Olympiad Rio 2016



**News about the Olympic Games**



**News about the Olympic Games**



**News about an International Federation Championship**



**General News**



*The term “Olympic Properties” (see p.4) refers to the Olympic symbol (the Olympic rings), the emblem, word mark and the mascot of the Rio 2016 Olympic Games, as well as the word “Olympic” and other Olympic-related terminology.*





## Network bug and/or logo

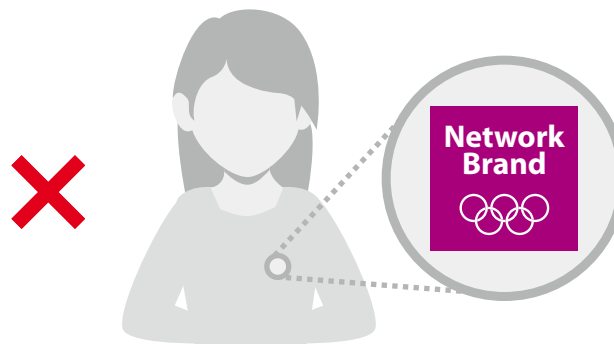
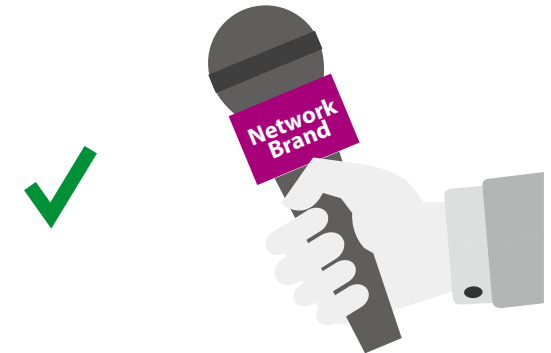
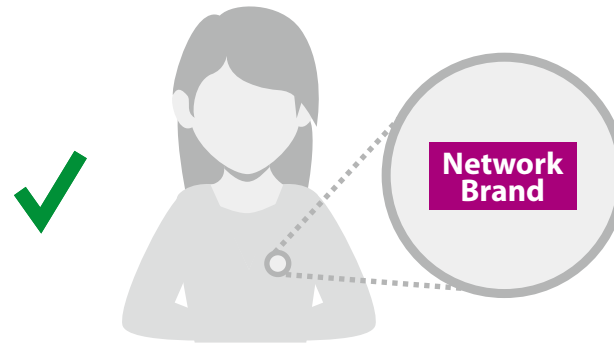
Non-RHBs must not create an Olympic network bug, or create their own composite logo or use Olympic Properties in a logo.





## Network branding

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

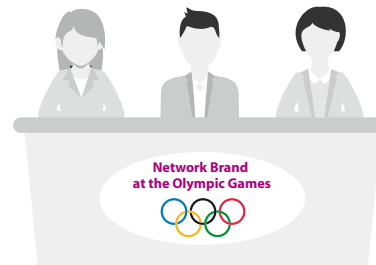




## Studio layout and backdrop

Non-RHBs must not decorate the studio with Olympic Properties.

Non-RHBs must not report on the Olympic Games with live Olympic event footage in the background, as this would give the impression that they are official broadcasters of the Olympic Games.





## Naming of a programme

Non-RHBs must not use the Olympic Properties for the naming of a programme.



**Road to Brazil**

**Destination  
Brazil**



**Road to  
Rio 2016**

**Road to the  
Olympic Games**

**Media Name  
Olympic  
Coverage**





## Sponsorship

Sponsorship of Olympic content or its reproduction or presentation is not permitted.





## Contests, games and lotteries

Non-RHBs must not use the Olympic Properties in any contest, game or lottery.

Non-RHBs must not raffle tickets or hospitality for the Olympic Games as prizes for a contest, game or lottery.



**AD**



**Summer lottery  
on Media Name**



**AD**

**Watch Media Name  
and Win tickets  
to a Music Concert!**



**AD**



**Olympic Games lottery  
on Media Name**



**AD**

**Watch Media Name  
and Win tickets  
to the Olympic Games!**





For any doubts or additional requests concerning Non-Rights-Holding Broadcasters, please contact one of the following:

- ✉ [media.operations@olympic.org](mailto:media.operations@olympic.org)
- ✉ [legal@olympic.org](mailto:legal@olympic.org)
- ✉ [pressoffice@olympic.org](mailto:pressoffice@olympic.org)