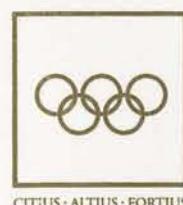
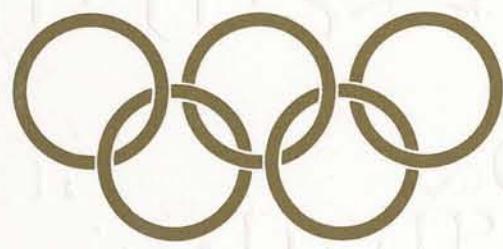


INTERNATIONAL OLYMPIC COMMITTEE



**OLYMPIC MARKS AND  
IMAGERY USAGE  
H A N D B O O K**



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Dear Partner:

The International Olympic Committee, in co-ordination with Meridian Management, has produced the Olympic Marks and Imagery Usage Handbook as part of an ongoing programme of educational publications for use within the Olympic Movement.



The purpose of this Handbook is to provide a guide for Partners when using Olympic marks and imagery on a worldwide basis. This is an exclusive granted to companies involved in the TOP programme. When Olympic marks and images are used correctly, they can have very positive results for everyone involved in the Olympic Movement. The Handbook also covers Olympic icons - the torch, flag, cauldron, and medals. These icons have a powerful association with the Olympic Movement, which Partners can utilise to benefit their business plan.

It is important to emphasise that the Handbook should be used in conjunction with the Partner agreements and the relevant graphic standards manuals from the IOC, NOC, NAOC, SOCOG and USOC when developing and implementing your Olympic promotions. The Handbook is a valuable resource for people to understand the use of Olympic marks and images, even without being entirely familiar with the Partners' Olympic agreements. As a result, Partners are encouraged to share the Handbook with internal staff and promotional agencies.

The IOC has established Meridian Management SA as its exclusive marketing and servicing operation for The Olympic Partners (TOP) programme. Specifically, Meridian is responsible for acquiring marketing rights from the National Olympic Committees; negotiating the Olympic rights package with Olympic Partners; assisting Olympic Organising Committees in marketing aspects of the Games; servicing Olympic Partners; and approving Partners' promotions within the framework of the Olympic marks and imagery guidelines.

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The Group Managers at Meridian are available to help expedite the approval process, serve as a resource to help Partners develop strategic plans, and inform Partners of the activities of the Olympic Movement. Meridian co-ordinates all international NOC approvals for the Olympic parties and, where the US territory is involved, works closely with the USOC. Meridian has offices in Atlanta, Lausanne, Sydney and Nagano.

The IOC and Meridian look forward to working with you into the next millennium of Olympism.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael R. Payne". The signature is fluid and cursive, with some loops and variations in line thickness.

Michael R. Payne  
Director of Marketing



# OLYMPIC MARKS AND IMAGERY USAGE HANDBOOK



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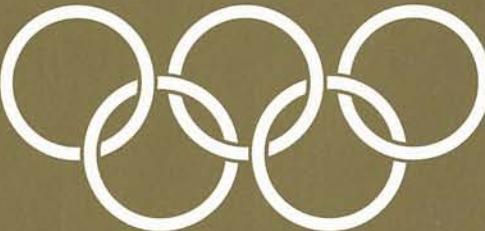
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# I. INTRODUCTION

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OLYMPIC MARKS AND  
IMAGERY USAGE HANDBOOK



# INTRODUCTION

## PURPOSE



The Olympic Games are unique. They are unlike any other sporting event or form of intellectual property. As a result, The Olympic Partners (TOP) programme offers companies a unique opportunity that transcends the traditional notion of sponsorship. TOP develops long-term commercial partnerships between a select number of companies and the Olympic Movement. It is, therefore, essential that guidelines and regulations for using Olympic marks and imagery are implemented, in order to maintain the unique nature of the Olympic Games. The purpose of this Handbook is to provide standards, conditions and basic guidelines for the use of the Olympic marks and imagery by Official Partners of the Olympic Games that will benefit every one involved.

The guidelines outlined in this Handbook emanate from the sponsorship agreements between a Partner and the International Olympic Committee. This Handbook is a tool for implementing Partners' sponsorship, and not meant to replace the legal obligations of the Partners' staff and agencies. Olympic marks and imagery are part of the valuable property owned by the IOC. The IOC is responsible for making sure that the long-term equity in the Olympic brand is upheld, just as Partners do in their day to day business with their own valuable brands and images. By upholding the use of Olympic marks and imagery, the IOC aims to strengthen the Partners' Olympic association.

The Olympic Movement values the creative input from the Partners and the Partners' agencies to extend the Olympic ideals to people in all corners of the world. Whenever Olympic imagery is used, whether by the IOC, NOCs, OCOGs or Partners, it is a showcase for the Olympic Movement. Therefore, using Olympic imagery may in no way devalue or trivialise the Olympic Games or Olympic Movement. If administered properly, both the Olympic and Partners' brands will be enhanced.

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In order to understand why the IOC has established the guidelines for using Olympic marks and imagery, one must first understand the "Fundamental Principles" of the Olympic Movement, as outlined in the *Olympic Charter*:

1. Modern Olympism was conceived by Pierre de Coubertin, on whose initiative the International Athletic Congress of Paris was held in June 1894. The International Olympic Committee (IOC) constituted itself on 23rd June 1984.
2. Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.
3. The goal of Olympism is to place everywhere sport at the service of the harmonious development of man, with a view to encouraging the establishment of a peaceful society concerned with the preservation of human dignity. To this effect, the Olympic Movement engages, alone or in co-operation with other organisations and within the limits of its means, in actions to promote peace.

4. The Olympic Movement, led by the IOC, stems from modern Olympism.
5. Under the supreme Authority of the IOC, the Olympic Movement encompasses organisations, athletes and other persons who agree to be guided by the Olympic Charter. The criterion for belonging to the Olympic Movement is recognition by the IOC. The organisations and management of sport must be controlled by the independent sport organisations recognised as such.
6. The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practised without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.
7. The activity of the Olympic Movement, symbolised by five interlaced rings, is universal and permanent. It covers the five continents. It reaches its peak with the bringing together of athletes of the world at the great sports festival, the Olympic Games.
8. The practice of sport is a human right. Every individual must have the possibility of practicing sport in accordance with his or her needs.
9. The Olympic Charter is the codification of the Fundamental Principles, Rules and Bye-laws adopted by the IOC. It governs the organisation and operation of the Olympic Movement and stipulates the conditions of the celebration of the Olympic Games.



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## OVERVIEW

The first chapters of this Handbook address the use of Olympic marks and imagery. One of the most significant benefits of the TOP programme is the right to use Olympic imagery and official Olympic marks in advertising, promotions, and the sale of Partners' products or services. TOP IV official marks include those of the International Olympic Committee (IOC), 1998 Nagano Olympic Winter Games (NAOC), Sydney 2000 Olympic Games (SOCOG) and National Olympic Committee (NOC) for 198 territories participating in TOP IV, including the United States Olympic Committee (USOC).



The Handbook then explains the guidelines for specific marks usage, such as how they can be used on premium items and when they can be used with athlete promotions. Additionally, the Handbook outlines how Partners can use the cause-related promotions with Olympic organisations to further leverage their sponsorship.

The Approval Procedures section is exactly what it says it is. Approval procedures are critical to the success of the TOP programme in order to protect the Olympic brand. The approval procedures are put in place, not to hinder the Partners' creativity, but to make sure that the ideals in the Olympic Charter are upheld.

The Appendix includes contact information for the approving parties, a chart which outlines the appropriate trademark uses, approval forms and a glossary of basic terms.

By following the guidelines in this Handbook, Partners should be able to avoid costly errors and ensure timely approval of advertising and promotional materials. With this in mind, Partners should consult with Meridian or the appropriate approving party at the earliest possible stage in developing promotional programmes. Meridian is in a position to advise Partners on the on-going activities of the Olympic Movement which may enhance the implementation of Partners' programmes.

This Handbook should be used in conjunction with the TOP IV agreements, which are the ultimate authority with respect to the use of Olympic marks and imagery. Also, all uses of the Olympic marks must adhere to the graphic standards manuals of the respective Olympic parties. Please remember that all uses of Olympic marks and imagery must receive prior written approval by the appropriate party.

There is no way to cover all the possible executions of Olympic marks and imagery by Partners in this Handbook. As Partners submit their promotional executions for approval, there may be instances when the approving parties believe the promotions do not follow the direction and goals of the Olympic Movement. The approving parties may make subjective remarks on such promotions. This subjectivity will take into account the guidelines contained in this Handbook, the Olympic Charter, the Partner agreements, the relevant graphic standards manuals and the strategic focus of the Olympic Movement. Partners are asked to respect the guidance of the approving parties for the betterment of the Olympic brand and the future of the Olympic Movement.

When referring to "Olympic marks" in this Handbook, designations are included along with the Olympic symbol, Olympic emblems and mascots (from NOCs or OCOGs).

## ROLE OF MERIDIAN

**A**s a key marketing resource for the International Olympic Committee and Olympic Partners, Meridian Management SA is responsible for the management of the TOP programme and development of the IOC strategic marketing plan. This plan includes a greater guidance and quality control over world-wide Olympic marketing. The USOC has jurisdiction for marks usage in the United States, and works closely with Meridian for marks usage involving the combination of USA and other territories.



In working with the National Olympic Committees, Meridian supports and promotes understanding of Olympic marketing through communication and education tools such as marketing reference materials and regional workshops with NOCs and local Partner representatives.

Additionally, in working with the Organising Committees, Meridian promotes greater understanding of Olympic marketing objectives and provides direction on general Olympic Games management and marketing issues, such as:

1. Educating candidate cities during the bid process,
2. Liaising closely with OCOGs on the development of a local marketing programme and fulfillment of Partner benefits packages,
3. Mandating TOP categories,
4. Managing the overall long-term image of the Olympic Games.

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Meridian manages the TOP programme for the IOC in a manner which continues to enhance the long-term commercial relationships by providing growing value to the Olympic Movement and its Partners. This is being done by assisting the IOC in the creation and management of marketing initiatives designed to provide continuity for the programme, even during non-Olympic years.

This Handbook is the beginning of the strategic marketing initiatives developed by Meridian on behalf of the IOC and other Olympic parties. Meridian is charged with the task of working with the IOC, OCOGs, NOCs and the USOC in the identification of the Olympic brand in terms of its development, management, nurturing and the overall control.

## PARTNER'S OPERATIONS MANUAL

**A**s a tool to implement an Olympic sponsorship, Partners are encouraged to develop their own Olympic operations manual. Just as this Handbook is a valuable educational tool for Partners' staff and agencies, Partners can further educate staff and agencies by developing a manual of their own. In developing an operations manual, Partners should include information such as strategies for implementing their sponsorship. Partners are encouraged to excerpt elements from this guide, especially information on approvals and trademark requirements. In addition, Partners should include design specifications, and artwork that can be found in the specific Olympic graphic standards manuals.



All uses of Olympic marks and imagery will need approval on a case-by-case basis. However, once a manual containing a list of materials (including distribution methods) is approved, the approval process will be much smoother. That said, it is important to remember that even material found in the manual will need final approval prior to implementation. This is a safety net for any innocent mistakes.

The Meridian team is a good resource when developing a Partner's Operations Manual. A manual is a user-friendly tool which communicates the responsibilities and obligations of the Olympic sponsorship to all areas of a Partner's operations (divisional, regional and international). The USOC and the OCOGs are also resources for TOP Partners in preparing other relevant areas of the manual. All TOP Partners are global companies, and it is in their best interest to ensure that all elements of their company's Olympic involvement, whether represented by an outside agency or internally, have a unified approach.

All usage of the Olympic marks must adhere to the relevant graphic standards manuals, except as otherwise approved by NAOC, SOCOG, USOC or Meridian Management acting on behalf of the IOC and NOCs. Any use of the marks listed in a Partner's Olympic operations manual must be sent to the appropriate approving party as listed in the Contact Directory of this Handbook.

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## OLYMPIC MARK PROTECTION

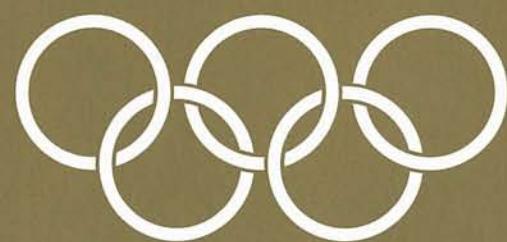
**C**onsiderable effort has been made by the IOC, NOCs and OCOGs in the protection of Olympic marks on an international basis. The Olympic parties have lobbied for legislation to protect the trademarks of the Olympic Movement. However, given the value of Olympic association, ambush or parasite marketing attempts are still made. Partners' support is needed to counteract these attempts.

Partners are often in the best position to monitor ambush marketing activities. Should a Partner become aware of an infringement, it should be referred immediately to Meridian or the Olympic party responsible for the territory or mark.

No matter what the situation, it is expected that all Partners, in a spirit of unity and co-operation, will honour and use their Olympic rights in accordance with the terms of the sponsorship agreement.

II. OLYMPIC IMAGERY  
GUIDELINES

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GUIDELINES

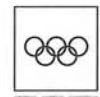


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OLYMPIC MARKS AND  
IMAGERY USAGE HANDBOOK

## CHAPTER II

### OLYMPIC IMAGERY GUIDELINES



Through proper use of Olympic marks and images, Partners can enhance and optimise their association with the Olympic Movement. The Olympic Symbol, Olympic Flag, Olympic Motto, Olympic Flame, Olympic Creed, Olympic Medals and Historical Olympic marks are intellectual properties owned exclusively by the International Olympic Committee.

Use of these symbols and imagery in advertising and promotion should be in accordance with the Olympic Charter (as listed in the introduction) and keep in mind the results of extensive research on people's perceptions of the Games\*. It is important that the rights and opportunities granted to Partners by the Olympic parties are used in a manner which maintains and enhances the stature of the Olympic Movement. When Partners use Olympic marks and imagery in their marketing communications, it is essential that the proper respect is paid to the Olympic icons.

The Olympic parties recognise that the appropriate levels of respect can be achieved in promotions of a humourous nature. As a result, there is no aversion to humour when using Olympic marks and images. There have been wonderful humourous Olympic advertisements developed in the past. Approval depends on the context of the humour and being certain that the communication is not disparaging towards the Olympic Movement. Just as in other cases, Partners should work closely with the approving parties when developing humorous Olympic advertisements.

The guidelines and procedures that are outlined in this Handbook are put together from having studied Partners' promotional executions over time. All redesigned and new executions using these Olympic elements must be approved by the appropriate Olympic party.

To obtain electronic artwork for Olympic marks or for further information, please contact Meridian.

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*\*In "Attitude and Awareness" research conducted for the IOC in July/August 1996 (in nine countries), the Olympic Games are seen to hold an unrivaled position as the world's top sporting event by over 90% of the sample, with similar numbers agreeing that the Olympic Games stand for the highest levels of achievement. More than 80% of the respondents thought that the Olympic Games are a symbol of international cooperation, and 77% thought that they bring the world closer together and 81% believed that the Olympic Games are also a source of national pride. The levels of agreement are unchanged from the previous quadrennium.*

*The Olympic Games are seen as being special or different from other sporting events primarily because the whole world competes – 90% of respondents agreed with this. Other reasons given (in order of popularity) were that the Olympic Games are steeped in "history and tradition" (89%), that all or most of the world's top athletes are gathered in one place (86%), that there is no greater sporting achievement than to win an Olympic medal (81%) and that the Games have something for everyone to enjoy (80%).*

## THE OLYMPIC SYMBOL

Created in 1913 by Baron Pierre de Coubertin, the Olympic symbol (the five interlocking rings emblem) is the most widely recognised symbol of the Olympic Games. The rings symbolise the five original continents represented in the modern Olympic Games - Europe, Asia, Africa, Oceania and the Americas. Every national flag of the countries within the Olympic Movement contains at least one of the five ring colours.



As the symbol for the Olympic Movement, the Olympic Charter defines the Olympic symbol as follows:

1. The Olympic symbol consists of the five Olympic rings used alone, in one or in several colours.
2. The five colours of the rings are mandatory: blue, yellow, black, green and red. The rings are interlaced from left to right. The blue, black and red rings are situated at the top, the yellow and green rings at the bottom. The whole forms a regular trapezium, the shorter of the parallel sides forming the base, according to the official design deposited at the IOC headquarters (and reproduced on the following page).
3. The Olympic symbol represents the union of five continents and the meeting of athletes from throughout the world at the Olympic Games.

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The IOC commissioned a global research project in 1995 to study the awareness levels of the Olympic symbol and attitudes towards it. The Olympic rings and eight other symbols were shown to respondents on an unaided basis. The respondents were then asked to identify these symbols. Logos shown were: Shell, McDonald's, Mercedes, Christian Cross, Red Cross/Red Crescent, United Nations, World Cup USA '94, World Wildlife Fund and the Olympic Games in a random order. Respondents were then asked if they agreed with a series of statements.

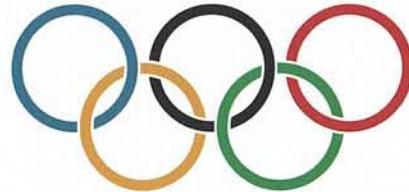
The results showed the Olympic rings as the most recognised symbol in the world with 78% of the total sample correctly identifying the five rings. The next were Shell (72%), McDonald's (66%) and Mercedes (61%). Of the non-commercial symbols, the Red Cross was the next most recognised, correctly identified by 46%. The United Nations symbol achieved a 30% correct response rate.

Partners have the right to use the Olympic symbol (five rings) of the IOC in promotions and advertising of designated products or services. To ensure that the integrity of the symbol is maintained and to maximise its effectiveness, it is vital that Partners use the Olympic rings only as directed and approved.

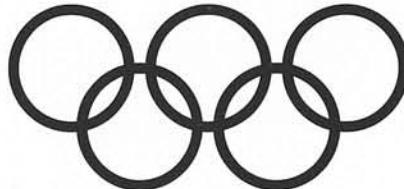
This section outlines general guidelines for use of the Olympic symbol. For more detailed information and electronic art, please refer to the IOC/NOC Graphic Standards Manual.

## INTERLOCKING/SOLID VERSIONS

The five Olympic rings may be reproduced in two versions, the interlocking version and the solid version.



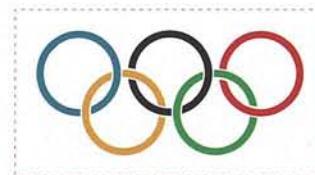
The interlocking version must be used for multicolour reproduction and may be used for single-colour reproduction. Because colour printing is not always able to reproduce the mark correctly, it is necessary to reproduce the five-colour rings in the interlocking version to avoid colour overlap and distortion.



The solid version of the Olympic rings can only be used for single-colour reproduction in any one of the official Olympic colours plus grey, bronze, silver or gold.

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## PROTECTED AREA



In advertising or promotions, the Olympic symbol must be regarded as a respected element in the overall layout of the materials. The Olympic symbol should not be used as a background or general design element in any Partner's marketing communications.

In order to make sure that the Olympic symbol is not infringed upon, there is a protected area surrounding the Olympic rings which must be honoured. The stipulations are:

- The minimum distance between the Olympic rings and all neighbouring graphic elements can be determined by drawing a rectangle around the Olympic rings. The minimum distance between the rectangle and any of the rings must be equivalent to half the radius of a single ring. The area contained within the rectangle is protected.
- No text, graphic elements, trade names, trademarks, symbols, logos, marks, emblems, or service marks may intrude upon this protected area. This also applies when positioning a sponsorship designation and corporate name or logo with the Olympic rings. (Also refer to the Composite Logo section.)

## **COLOUR SPECIFICATIONS**

**B**efore getting into details, it is important to realise that these rules are the result of many case studies. These studies have produced a knowledge of how to produce the best graphic look. As a rule, for both multicolour and single-colour reproductions, the Olympic symbol must be official Olympic colours as follows:



### **PANTONE COLOURS**

Olympic Blue	Pantone® 3005
Olympic Yellow	Pantone® 137
Olympic Black	Pantone® 426
Olympic Green	Pantone® 355
Olympic Red	Pantone® 192
Grey	Pantone® 424 or 50% black
Bronze	Pantone® 871
Silver	Pantone® 877
Gold	Pantone® 876

*NOTE: To replicate the official Olympic colours, PANTONE® colours as shown in the current edition of the PANTONE Colour Formula Guide 1000 may be used. The colours are not intended to match the PANTONE colour standards. PANTONE® is a registered trademark of Pantone, Inc.*

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### **FOUR-COLOUR PROCESS**

Olympic Blue	100%C, 30.5%M, 30.5%Y, 6%K
Olympic Yellow	91%Y, 34%M
Olympic Black	100%K
Olympic Green	100%C, 100%Y
Olympic Red	100%Y, 100%M

## USE OF OLYMPIC RINGS

### WHITE BACKGROUND

Use a white or very light background when using the Olympic rings in the five-colour interlocking version.



For single colour reproduction on a white background in either the interlocking or solid version, the following official Olympic colours may be used:

blue	black	grey (50% Olympic Black)
gold	green	silver
red	bronze	

The rings must never be shown in Olympic yellow on a white background, because yellow does not contrast enough against a white background.

### BLACK BACKGROUND

The Olympic rings cannot be reproduced in the five-colour interlocking version on a black background. When inserted onto a black background, the black ring will not appear clearly. However, the rings can be boxed in white and placed on black.

For single-colour reproduction on a black background in either the interlocking or solid version, the following official Olympic colours may be used:

yellow	silver	gold
white	bronze	

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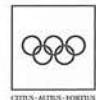
### OTHER COLOUR BACKGROUND

- For single-colour reproduction on a colour background in either the interlocking or solid version, Olympic black or white should be used.
- Other Olympic colours may be used only if they can be properly reproduced and the rings appear distinctly.
- Use caution when reproducing the rings on any coloured background to ensure that the colours are not muted and the value and clarity of the rings are not lost.

### PARTNERS' USE OF THE OLYMPIC SYMBOL

Partners must use special care when using the Olympic symbol in marketing communications. The following guidelines for Partners' use of the Olympic symbol help to enhance the Olympic Movement as a whole by protecting the integrity of the mark:

- In certain circumstances the Olympic symbol can be used in the Partner's corporate colours.
- The Olympic rings must always be reproduced in their pure form. They may never be altered, formed from other elements or cut.
- A designation that explains the Partner's relationship to the Olympic Movement adds intrinsic value to the association. Thus, Olympic marks must always be used with a designation that indicates the Partner's affiliation. The Olympic symbol or any other Olympic mark may never be used alone in any type of Partner advertising or promotion.
- The designation must be proportionate to the rings and clearly visible.
- The designation can only be omitted when the horizontal dimension of the Olympic rings is less than or equal to 1.3 cm = 1/2 inch (such as on a pin). However, for advertising, there must be a designation somewhere on the materials to show the Partner's affiliation with the Olympic Games.



- The Olympic rings should never be outlined or include drop shadows.
- If the interlocking version of the Olympic rings is 40 mm or smaller, the special artwork from the IOC/NOC Graphic Standards Manual must be used. This artwork has more space between the interlacement and therefore allows a clearer reproduction in small sizes.
- Electronic artwork is available for the Olympic rings and most other Olympic artwork. This is included in the IOC/NOC Graphic Standards Manual. Please contact Meridian if you have any questions or need additional electronic art.

## COMPOSITE LOGO

Partners have the exclusive right to develop and use a composite logo on advertising and promotions with designated products or services and in accordance with individual contracts. A composite logo will incorporate these elements:

1. The Partner's corporate logo or contractually granted brand name or trademarked product name
2. An official designation
3. An Olympic mark
4. A line of separation between the Olympic mark and the Partner logo
5. Any territory-specific registration or trademark notices

The Partner logo and designation and Olympic emblem should appear approximately equal in dimension in the composite logo. In addition to the major elements, all composite logos must include a line of separation between the Olympic mark and Partner's corporate mark. A clear delineation and a line between the Partner's graphic elements and the Olympic mark are necessary in order to protect the proprietary rights of the Olympic mark and the Partner's corporate logo. To maintain the integrity of the Olympic marks, an integrated logo in which the Olympic mark is placed within a Partner's trademark may not be created.

Composite logos may also use the emblems of the Organising Committees and National Olympic Committees. Please refer to the NAOC, SOCOG and USOC manuals for guidelines on the construction of a composite logo using their respective Olympic marks.

For composite logos with IOC, NOC or USOC emblems, the Partner's logo/name and official designation can be placed above, below, or next to the Olympic marks in any one of several configurations. For composite logos with OCOG emblems, the Partner's logo/name must be to the right or below the OCOG logo. All composite logo designs must be approved by the appropriate parties for the mark used.

## EXISTING COMPOSITE LOGOS

Some Partners currently do not have a line of separation in their composite logos. In the transition from TOP III to TOP IV, it is essential that a line of separation be added as soon as possible. No integrated logos will be approved for TOP IV and onward.



## OFFICIAL DESIGNATIONS

Partners can use various designations which indicate association with the Nagano 1998 Olympic Winter Games, the Sydney 2000 Olympic Games, the participating National Olympic Committees and the International Olympic Committee. When using Olympic emblems, a designation must be included in order to protect the integrity of the Olympic symbol and the Partner's relationship to the Olympic Movement. This also provides a clearer understanding for consumers and customers of the Partners' products.

The appropriate designation should be selected according to the context in which it appears, such as when highlighting national or international sponsorship. For example: "Worldwide Partner" when using the IOC symbol or "Official Partner of the Canadian Olympic Team" when using the COA emblem.

Designations may only be used with officially designated products or services and should be used in accordance with the specific parameters outlined within the Partner agreements.

### DESIGNATION TRANSLATIONS

Where English designations are translated into other languages for national promotions, the translation should be accurate and correctly reflect the meaning of the original designation.

Here are some examples:

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- English: Official Partner of the 1998/2000 Olympic Games  
Official Sponsor of the 1998/2000 Olympic Games  
Official Supplier of the 1998/2000 Olympic Games  
Official (product/service) of the 1998/2000 Olympic Games
- French: Partenaire officiel des Jeux Olympiques de 1998/2000  
Partenaire officiel des Jeux Olympiques de 1998/2000  
Fournisseur officiel des Jeux Olympiques de 1998/2000  
(Produit/Service) officiel des Jeux Olympiques de 1998/2000
- Spanish: Asociado oficial de los Juegos Olímpicos de 1998/2000  
Patrocinador oficial de los Juegos Olímpicos de 1998/2000  
Proveedor oficial de los Juegos Olímpicos de 1998/2000  
(Producto/Servicio) oficial de los Juegos Olímpicos de 1998/2000

## ENDORSEMENT

As a matter of policy, the Olympic parties do not endorse a corporation, product, service or brand. Therefore, the Olympic parties cannot endorse a Partner's company or its designated products or services, and Partners may not represent or suggest such an endorsement relationship to trade customers, consumers, the general public or otherwise. In order to avoid any misinterpretation, the Partner should not use words such as: chosen, selected, certified, endorsed, accredited, sanctioned, approved, etc., when describing or identifying its company, products or services in association with the Olympic Games.



## THE OLYMPIC FLAG

The Olympic flag is a valuable icon of the Olympic Movement and goes beyond the use of the five-ring symbol used alone. There is a significant amount of protocol and dignity surrounding the Olympic flag and its usage during the ceremonies of the Games. The *Olympic Charter* dictates that the IOC is the owner of the Olympic flag. As defined in the *Olympic Charter*, “the Olympic flag has a white background with no border. In its centre is located the Olympic symbol in its five colours. Its design and proportions shall be those of the flag presented by Pierre de Coubertin at the Paris Congress in 1914.”

All Partners are provided with an Olympic flag. The Olympic flag can be flown at Partners’ headquarters in recognition of their association with the Olympic Movement. In addition, the IOC encourages Partners to fly the flag at events directly associated with their Olympic sponsorship, such as employee rallies or press conferences.

When using the Olympic flag in marketing communications, the flag must be used in its entirety. No other elements should be placed on top of the flag. When using the flag in marketing materials, Partners must include their logo somewhere on the material and a designation to explain the Partner’s relationship to the Olympic Movement.

## THE OLYMPIC MOTTO

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The *Olympic Charter* explains:

“The Olympic motto of the Olympic Movement “*Citius, Altius, Fortius*” expresses the message which the IOC addresses to all who belong to the Olympic Movement, inviting them to excel in accordance with the Olympic spirit.”

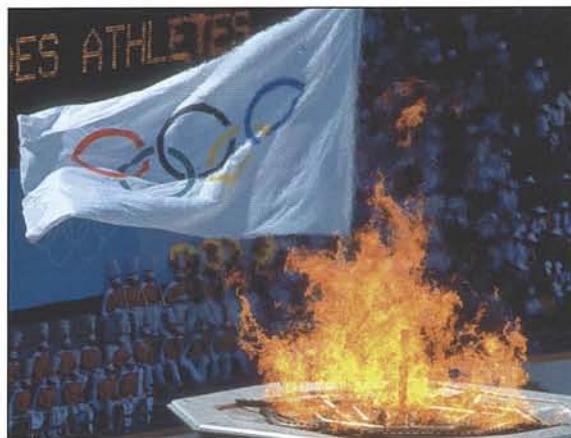
Although in Latin this translates to “Faster, Higher, Braver,” the universally accepted meaning is “Faster, Higher, Stronger” or “Swifter, Higher, Stronger.” These words express the aspirations of athletes in the Olympic Movement.

Partners can use the Olympic motto in their marketing materials. When doing so, Partners’ communications must uphold the integrity and intent of the motto.

## THE OLYMPIC ANTHEM

“The Olympic anthem is that approved by the IOC at its 55th Session in 1958 in Tokyo, the score of which has been deposited at the IOC headquarters,” says the *Olympic Charter*. The official Olympic anthem is “Cantata” by Costis Palamas, set to music by Spirou Samara in 1896. For internal purposes only, the anthem may be used as background music in videos about the Olympic Games. The anthem may not be used in advertising.

## THE OLYMPIC FLAME AND TORCH RELAY



The Olympic flame-lighting ceremony dates back to the ancient Greeks, who used a flame lit by the sun's rays at an altar in Olympia, Greece, site of the original Olympic Games. The concept was reborn in 1936 by the Berlin Organising Committee and has since become an Olympic tradition. In recent years, the flame has been kindled in Olympia and brought to the country where the Olympic Games are to be held. Once it arrives, the Torch Relay carries the flame throughout the country to its final destination within the Host City. Such is the power

of this process that NBC, the official US broadcaster of the Centennial Games, attributed 30% of its increased audience to the awareness of the Torch Relay.

When arriving at the main stadium, an athlete(s) from the host country circle(s) the stadium with the torch and lights the Games' Olympic flame, which burns throughout the competition. The flame is extinguished during the Closing Ceremonies as the Olympic flag is lowered to the ground.

Images of the Olympic flame can be used by Partners in advertising and promotions on a world-wide basis. Using Olympic flame imagery can be a powerful communication tool to leverage a Partner's Olympic sponsorship.

However, Organising Committees may designate a Torch Relay presenter(s). Assuming that there is a Torch Relay presenter(s) in that country, Partners must ensure that any use of torch imagery does not convey that they are the Torch Relay presenter and/or supporter. Each OCOG may issue joint usage guidelines for the Torch Relay in consultation with the IOC.

Therefore when Partners use torch imagery in the host country, it is particularly important that it is used purely as a background element and not interpreted that the Partner is the Torch Relay presenter.

Historical Olympic torches are one of the most sought-after Olympic icons. The use of torches in exhibitions or trade shows has proven to be a valuable asset or draw to give the Partners' constituencies a truly unique experience. In order to keep the integrity of the Olympic torch intact, Partners may not create torches as premiums or produce replica torches. Additionally, torches should not carry the Partner's trade name or logo. Historic torches for exhibits are available to Partners from the Olympic Museum, NOCs and private collections.

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## THE OLYMPIC CREED

“**T**he most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered but to have fought well.”



These are the words of Baron Pierre de Coubertin, founder of the modern Olympic Games, following the Congress of Paris in 1894. Referred to as the Olympic Creed, these words describe the theme behind the Olympic Games. This Olympic Creed may be used by the Partners throughout the quadrennium in a manner that aptly reflects its meaning and purpose. The Creed should always be credited to Baron Pierre de Coubertin.

## OLYMPIC MEDALS

**T**here are two types of medals associated with the Olympic Games:

1. Place medals - gold, silver, and bronze - are awarded to the first-, second- and third-place finishers at an Olympic event. They are unique to each Olympic Games and include the sport and event in which the athlete participates.
2. Participants medal - Commemorative medals given to every athlete, team personnel, IOC members and officials and staff who participated in the preparation of the Olympic Games.



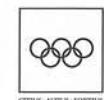
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Olympic medals symbolise the pinnacle of athletic achievement at the Olympic Games. In order to maintain the respect that this achievement deserves, the use of place medal imagery will be granted by the IOC only in exceptional circumstances such as:

1. Use of a former Olympic champion wearing his/her medal in Partners' marketing communications. Only the individual who won the medal can wear or hold the medal in an advertisement. (See also information on use of athletes.)
2. There are certain stand-alone instances in which appropriate homage is paid to the Olympic medals, such as the official bank who is holding the medals, the official delivery company who is shipping the medals, or the official security company who is protecting the medals.
3. Partners can use participant medals in advertising or promotions.

Partners wishing to use a medal as a design element in advertising are encouraged to use medals with their composite logo. Generally, Partners should not create medals to be used as mass premium items for consumers, as this would trivialise the achievement of winning an Olympic medal. This issue is somewhat different in the United States, for further guidelines please contact the USOC.

Partners can create internal incentive programmes using medals. However, the premiums:



1. cannot be actual replicas of Olympic medals;
2. cannot be made of any valuable metal (such as gold); and
3. cannot appear to be the same size as a true Olympic medal.

In the same way torches can attract visitors to exhibitions or trade shows, so can Olympic medals. Where appropriate, Partners can use Olympic medals from past Olympic Games along with other IOC historical materials.

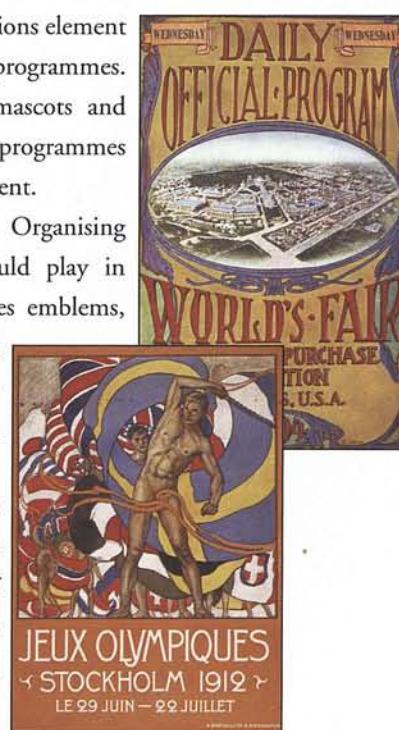
## HISTORICAL OLYMPIC MARKS

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The history of the Olympic Movement is another communications element that Partners can build upon when developing Olympic programmes. Historical Olympic marks include posters, official emblems, mascots and pictograms. When using historical marks, Partners should develop programmes in the proper context, vis-à-vis the history of the Olympic Movement.

In deference to the interest of the Organising Committees and the role the Partner could play in inadvertently exploiting the Olympic Games emblems, TOP IV Partners are encouraged to use the local OCOG marks and associated intellectual properties in the host countries (Japan and Australia).

Just as with other Olympic emblems, whenever using historical marks, a designation must be included to clarify the Partner's relationship to the Olympic Movement. Recognising the wealth of historical properties, if it is not inherently clear which Olympic Games (city and date) the historical marks are from, the year and date of the Olympic Games should be included.



Historical marks can be used by the following constituencies:



- TOP - Partners can use historical marks for marketing purposes subject to prior approval.
- Broadcasters - Broadcast Partners can use historical marks editorially.
- OCOGs - Organising Committees can use historical marks for their own use to promote the history of the Olympic Games.
- Licensees - Licensees can use historical marks only with permission from the IOC.
- NOCs - National Olympic Committees are restricted from using historical marks.

## MISCELLANEOUS OLYMPIC IMAGERY USAGE GUIDELINES



### PARTNERS' USE OF THE WORD "OLYMPIC"

As stated in the Partner agreements, the word "Olympic" may not be used as an adjective. This is to keep the word "Olympic" from becoming part of the vernacular, thus threatening its trademark protection. As a result, "Olympic" must not be used to qualify any activity of the Partner. Only in exceptional circumstances, such as referencing activities created by an Olympic organisation, may "Olympic" be used as an adjective. In such occasions, the IOC reserves the right to waive the guidelines.

### "OLYMPIC GAMES"

The phrase "Olympic Games" is the formal and correct way to refer to the Games. However, in certain circumstances, such as printed documents (i.e. brochures, annual reports, press releases and manuals), the Olympic parties will consider the use of the word "Olympics," but only after the first reference to the Games is stated as "Olympic Games."

All advertising and promotional materials should refer to the Games as the Olympic Winter Games or the Olympic Games (when referencing the Olympic Summer Games).

### USING OLYMPIC MARKS AT NON-OLYMPIC EVENTS AND IN UNRELATED SPONSORSHIPS

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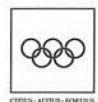
Research in recent years illustrates the unique associations people have with images of athletes competing against the background of the Olympic rings. In order to keep this image exclusive to the Olympic Games and protect the Olympic environment, the IOC will not approve the use of the Olympic symbol or Games' marks at non-Olympic events or in non-Olympic sponsorships. Likewise, Partners should not use a composite logo as part of another event's sponsor recognition programme. The other event should not receive any Olympic association as it may have companies involved that are competitors to Olympic Partners.

NOCs may stage trial events for the Games. In certain circumstances, the NOC mark (this includes the USOC) may be used by Partners at these events. For further information please contact Meridian and/or the USOC.

Additionally, Partners cannot use Olympic marks on the clothing of athletes or officials at any sporting events.

### OLYMPIC MARKS ON CORPORATE STATIONERY

Corporate letterhead cannot give the impression of a joint communication or representation by a company and the Olympic party. Therefore, Partners may use Olympic marks on their stationery, but composite logos should not be used. The preferred placement of an Olympic logo on a Partners' corporate stationary or business cards is in the lower left or right corner. There must be clear separation between the Partner's logo and the Olympic marks. The Partner designation must be near the Olympic mark.



## USE OF OLYMPIC MARKS ON THE INTERNET

The internet is an evolving medium. The Olympic parties are drawing up guidelines on how the IOC and OCOG pages interrelate to other active sites on the World Wide Web. Partners are allowed and encouraged to talk about their Olympic involvement on the Internet.

Partners can include information about their involvement as an Olympic Partner on their home pages. This could include information about what their company is doing relative to their Olympic sponsorship, but in no way can they include general information about the Olympic Games or Olympic Movement.

## PROMOTIONS WITH PRINT MEDIA

In order to respect the exclusive rights of the official Olympic print media company, Partners should only create promotions with print media whereby the print media does not receive an Olympic association. While Partners are encouraged to create promotions, such as sweepstakes, in the print media to optimize their association with the Olympic Movement, the promotions must abide by third party guidelines and should not create a perceived Olympic association for the newspaper or magazine (See Chapter VII's Approver's Checklist on Pages 41-43).

## ELECTRONIC MEDIA

As with print media, Partners are encouraged to create promotions for electronic media. However, as with the print media, the electronic media entity should not receive any Olympic association, and Partners must follow third-party guidelines when developing the promotion (See Chapter VII's Approvers Checklist on Pages 41-43).

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## GUIDELINES FOR OLYMPIC PARTNER'S CORPORATE SPOKESPERSON USED IN CONNECTION WITH OLYMPIC MARKS

These guidelines are predicated on the following rationale:

1. The Olympic parties encourage Partners to use the Organising Committee mascots when promoting the Partners' association with the Olympic Games. There should never be any confusion as to what/who is the official mascot of the Games.
2. The desire by Partners to use their corporate spokesperson in connection with their sponsorship of the Olympic Games.

Therefore, the following guidelines are established to set the parameters for Partners' use of corporate spokesperson(s) in Olympic Games related promotions:

1. Corporate spokesperson(s) that have a longstanding and integral part of the Partner's overall marketing program will be considered for approval in an Olympic promotion. Individual spokesperson(s) developed specifically for Games promotion will not be approved.
2. If the Partner has more than one corporate spokesperson, the Partner must choose only one spokesperson to associate with the Partner's Olympic sponsorship.
3. The Partner can use its spokesperson in connection with the Olympic symbol on a limited number of premium items (such as on a pin or for internal communications materials). A Partner should not use its spokesperson in mass communications to promote the company's association with the Olympic Games - i.e. outdoor, print or broadcast advertising campaigns.

4. The Partner's spokesperson should never be positioned as the mascot for the Olympic Games or Olympic Movement.
5. The Partner spokesperson should not have the Olympic symbol on its character.
6. When shown next to the Olympic symbol, the spokesperson should not lie on or under, lean against, hold or otherwise touch the Olympic symbol or Games emblems.



#### GUIDELINES FOR OLYMPIC PARTNERS' USE OF OCOGs MASCOT(S)

Each OCOG has its own guidelines for the use of its mascot(s). As a result, any advertising or promotional activity in which a Partner's spokesperson interacts with any official mascot of the Olympic Games should follow the usual approvals procedure.

#### ADDITIONAL GUIDELINES

- Partners may not use any logo or mark which includes or is confusingly similar to any Olympic mark.
- No advertising, promotional or display materials used by Partners in connection with Olympic marks should include references likely to offend the general public or to reflect unfavourably on the good name, goodwill, reputation and image of the Olympic Movement.
- Partners may not make any comparative claim in Olympic advertising that uses the Olympic Games as the point of comparison.
- It is recommended that sponsors consult with OCOGs in the development of a corporate look for the Olympic Games. This is to avoid confusion in the host territory when it comes to identifying the various members of the Olympic Family.

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## STILL IMAGES (ALLSPORT)

Allsport works with the IOC, NOCs, OCOGs and the USOC to assist Partners with their photographic needs. Allsport's extensive resource library has more than six million images dating back to the first modern Olympic Games in 1896.



### Basic Allsport services available to Partners:

- archive pictures
- commissioned photography of athletic events and Partner activities prior to the Olympic Games
- sporting images from the Olympics Games
- commissioned photography of athletes and Partner activities during the Olympic Games
- model release imagery from Allsport Concepts (refer to Partner's USOC agreement for guidelines using athlete imagery in the United States)
- a fixed fee structure through the end of 2000
- advice on photo use and protection against parasite marketing



### ALLSPORT SERVICES DURING THE GAMES

Accreditation will not be granted to a Partner's own photographers. However, Allsport photographers will be available to meet Partners' individual photographic needs. For example:

- Allsport photographers will compile a library of materials including: mascots, stadia and venues, pre-Olympic sports events, area scenery and city scenes.
- Partners may also commission photos of specific advertising and promotional activities.
- Partners have access to the use of Allsport's state-of-the-art transmission and storage technology.

For additional information, contact the Allsport representatives listed in the Appendix.

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## USE OF ATHLETE IMAGES

In presenting their sponsorship, Partners will want to use athlete images to convey their support of the event. Athlete images are a powerful communication tool. However, the use of these images moves into the area of the "right of the individual." Using a specific person's image for commercial purposes is a very complicated legal issue that varies from individual to individual and from country to country.

More specific details of this issue can be found in the Appendix of this manual. Please note: There are special provisions for the US market and could be special circumstances in the host territory. The guidelines provided can be used as a starting point; however, they should not be used as an excuse for not fully investigating all obligations when using athlete images.

## MOVING IMAGES (OTAB)

The Olympic Television Archive Bureau (OTAB) was established by the IOC to administer the licensing process for Olympic archive film footage. Through OTAB, Olympic Partners have access to the IOC's extensive archive, containing over 10,000 hours of film and video images dating back to 1900, all available in digital broadcast quality.



The process for obtaining footage through OTAB is straightforward:

- Partners should fax OTAB with the nature of the footage required (as general or specific as needed) and the intended usage. If OTAB requires further information, they will contact the Partner immediately.
- OTAB initiates a database search for footage available and determines what (if any) license fees are to be charged.
- OTAB confirms to the Partner the right to use material, availability of material and an estimate of the technical charges involved and any licensing fees.
- If required, a VHS time-coded screening reel is forwarded to the Partner.
- Based on the information supplied, OTAB then forwards a Footage Request Agreement to the client for signature. This is a standard license agreement form, detailing the exact usage and distribution territory of the footage and specifying that footage cannot be sub-licensed or further transferred without consent. In order for the IOC to track and protect Olympic footage, this agreement must be completed and signed, regardless of whether licensing fees are actually charged for material.
- The requested footage will be sent to the Partner in the required format and standard (digital/analogue, PAL/NTSC).
- Please note that for archival purposes, a Betacam copy of the completed programme containing Olympic footage must be forwarded to OTAB for inclusion in the IOC's archive.
- Please also note: Where footage will be used in the United States, OTAB will co-ordinate with the USOC to obtain its consent to use footage in the US market and to obtain a joint license for Partners executed by both the USOC and OTAB.

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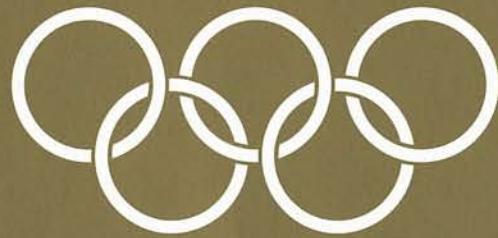
For additional information, please contact OTAB. The contact information is in the contact list in the Appendix, along with a copy of the "Olympic Footage Request Form."

III. NAOC GUIDELINES

altius  
fortius

OLYMPIC MARKS AND

IMAGERY USAGE HANDBOOK



# CHAPTER III

## NAOC GUIDELINES



### NAOC MARKS AND DESIGNATIONS

These guidelines represent an overview of the correct use of the graphic elements of the Nagano Olympic Winter Games. Partners have the right to use the official emblem and character representing the Organizing Committee for the XVIII Olympic Winter Games, Nagano, 1998. More complete guidelines and instructions are available from the *Nagano 1998 Graphic Standards Manual*.

#### A. THE EMBLEM

The official emblem of the 1998 Olympic Winter Games is a composition of several elements. Each of the six petal-like parts of the central design represents a powerful and dynamic athlete in competition. When combined, the emblem looks like a snow crystal or an alpine flower in full bloom, making the emblem a vivid expression of the Nagano Olympic Winter Games' goal to exist in harmony with nature.

The central design element is called the "snowflower." The official emblem should always include the snowflower, the Olympic symbol, and the Nagano Olympic logo.

The interlocking version of the Olympic symbol is used for multicolour expressions and the solid version for single-colour expressions.

This section shows the various ways the NAOC emblem can be reproduced.

Whenever possible, the nine-colour version should be used. However, the eight-colour version, using Black Olympic '98 (charcoal), can be used in the logo if necessary due to printing limitations or the medium.

Following are the Custom/PMS Colours and four-colour process information:

#### MULTICOLOUR



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<u>Custom colours</u>	<u>PMS</u>	<u>Four-Colour Process</u>
Blue Olympic '98	PMS 3005	100%C, 30.5%M, 30.5%Y, 6%K
Yellow Olympic '98	PMS 137	34%M, 91%Y
Red Olympic '98	PMS 192	100%M, 100%Y
Green Olympic '98	PMS 355	90%C, 100%Y
Black Olympic '98	Black	100%K
Purple Olympic '98	PMS 2665	70%C, 70%M
Orange Olympic '98	PMS 1585	60%M, 90%Y
BlueGrey Olympic '98	PMS 405	60%C, 80%K
Grey Olympic '98	PMS421	20%K

A multicolour NAOC emblem can be used on a black background. When reproducing the multicolour emblem on a black background, the line, "NAGANO 1998," the Olympic Symbol and flower shadows should be reproduced in Grey Olympic '98 (20%K). If desired, the same parts can also be reproduced in either gold, silver or bronze.



### NEGATIVE EXPRESSION



The Negative expression uses white or another single colour against a background of photographs of other colour surfaces.

Each of the eight Nagano Olympic emblem colours (except Yellow Olympic '98) can be used to create a single-colour expression of the line version of the emblem.

Standard one-colour gold, silver or bronze can be produced using materials such as gold leaf, stainless steel or brass.

### SINGLE-COLOUR

Except for Yellow Olympic '98, each of the eight Nagano Olympic emblem colours can be used to create a single-colour line version of the emblem.

Standard one-colour gold, silver or bronze versions can be produced using materials such as gold leaf, stainless steel or brass.

### SINGLE COLOUR



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## B. TRADEMARK AND COPYRIGHT MARKING REQUIREMENTS

The emblem copyright notice is "© 1993 NAOC TM NAOCT-1XX." (For Partner-specific "T-1XX" numbers, please contact Meridian.) "®" indicated in the Nagano 1998 Graphic Standards Manual should be replaced with "TM."

When Partners use the emblem with an application other than a composite logo, the emblem and sponsor logo must be visually separate and independent. The designation must be clearly visible and in alignment with the NAOC emblem.

## C. COMPOSITE LOGOS

Partners are allowed to reproduce the NAOC emblem in combination with their own logo on advertising and promotional materials. Please refer to the *Nagano 1998 Graphic Standards Manual* for more detailed instructions.



## D. MASCOTS

The official mascots for the 1998 Nagano Olympic Winter Games are called the "Snowlets." Based on an owl motif, the Snowlets symbolise the vision of the Games, which stresses harmony with nature. Owls are thought to have tended to Athena, the Goddess of Wisdom in Greek mythology, and are found throughout Japan today.

- There are four Snowlets, each with its own character. They also signify the quadrennial cycle of the Olympic Games.
- It is preferred that all four Snowlets are used as one set.
- There are three standard combinations of the Snowlets, with English and Japanese translations
- The designation "Snowlets" should be attached to the mascots, unless it is indicated elsewhere on the same surface. If it is difficult from a design perspective, to include the "Snowlets" designation, it may be possible to omit the designation, provided that approval is obtained in advance.



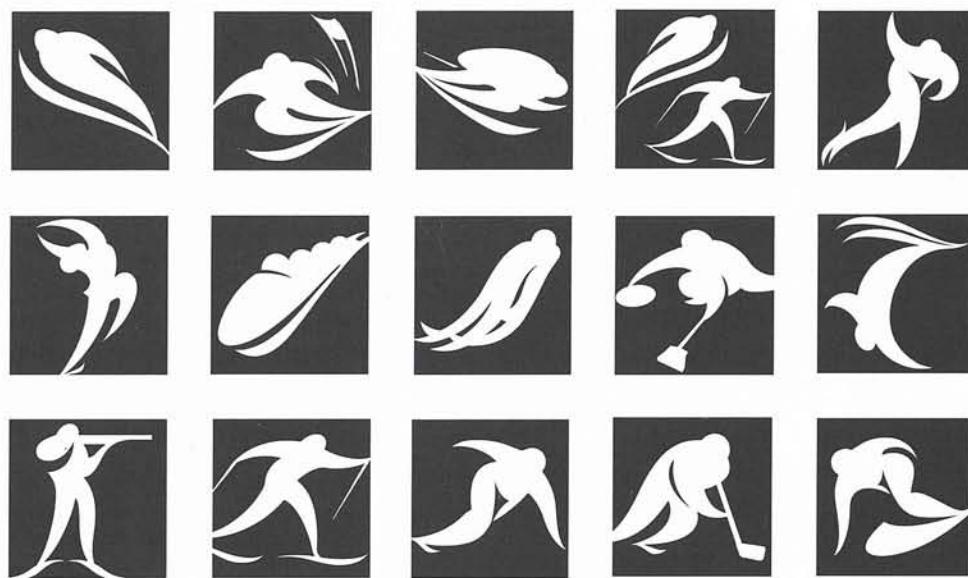
### GENERAL GUIDELINES

- Mascots can be used as graphic elements in Partners' advertising or promotional materials. Mascots should not be used as background elements. However, in certain circumstances the mascots can be cropped, as outlined in the *Nagano 1998 Graphic Standards Manual*.

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- When using the "Snowlets" on promotional materials, an appropriate Partner designation or an indication that the user is an Official Partner must be included.
- The mascot copyright notice is "© 1993 NAOC NAOC T-1XX." The "TM" must be placed near the mascot.
- When the emblem and mascot are used on the same surface, only the "TM" notice needs to be added to the mascot, provided that the official copyright notice is added to the emblem. However, the official copyright notice must be added when using the mascot independently.
- When using the variation of the combination emblem and mascot (refer to C-01-12-16 of the *Nagano 1998 Graphic Standards Manual*) or the "flag bearer" (C-03-03), the emblem may be replaced with the Partner's composite logo.

## E. PICTOGRAMS



- Pictograms communicate ideas using figures, graphics or diagrams instead of words or letters. This helps an international audience easily recognise sports. The pictograms designed for the Nagano Olympic Winter Games were developed to work with the official emblem design.
- Pictograms can be used as graphic elements in Partners' advertising or promotional materials. They may be used as background elements and in certain cases can be cropped, outlined or include drop shadows. All uses of NAOC pictograms must be submitted for approval.
- When using a pictogram, an appropriate Partner designation or an indication that the user is an Official Partner must be included.
- The pictograms must have the copyright notice "© 1993 NAOC TM NAOC T-1XX." If the emblem is used on the same surface and has the appropriate designations and copyright notice clearly marked, there is no need to add the copyright notice to the pictogram.
- If the IOC mark is used with the pictogram, the pictogram must include the phrase "NAGANO 1998" and a copyright notice clearly indicating that the pictogram belongs to NAOC.
- The "Torch Relay" pictogram can be used only by the Torch Relay Presenter.
- The "Cultural Program" pictogram can be used only by the Cultural Program Sponsor.
- The "Volunteer" pictogram can be used only by NAOC.

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## F. PREMIUM GUIDELINES

In addition to the information outlined in "Interim Premium Guidelines" (page 32), please note the following requirements when using the NAOC emblem or Japanese Olympic Committee (JOC) mark on premiums.

## SOURCING

Partners can create NAOC and JOC premiums with a manufacturer of their choice. However, unless otherwise agreed, Partners must offer NAOC and JOC licensees the opportunity to produce premiums to be distributed solely in Japan, unless the licensee fails to meet the guidelines established in the TOP agreements.

If premiums are acquired from a source other than a NAOC or JOC licensee, the Partner must require the supplier to execute a standard letter of acknowledgement in respect of the NAOC and JOC marks.



## ROYALTIES

NAOC and JOC premiums distributed at no charge or on payment only of a shipping and handling charge are not subject to royalty payments.

If premiums are sold, Partners must pay a royalty equal to 10 percent of the Free On Board (FOB) purchase price of each premium.

If a premium programme is considered "royalty-free," collection of the first US\$ 10,000 in royalties in any particular country will be waived. However, if a "royalty-free" premium programme generate royalties in excess of US\$10,000, the standard royalty of 10 percent must be paid.

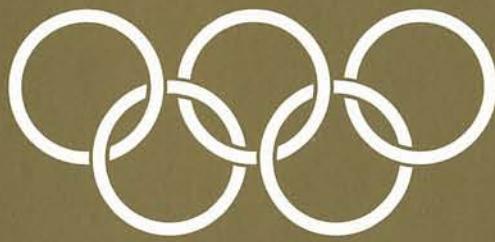
Premiums which are sold or given away to a Partner's employees will not be subject to royalties.

Please refer to Chapter VII for additional information on royalty payments.

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# IV. SOCOG GUIDELINES

# OLYMPIC MARKS AND IMAGERY USAGE HANDBOOK



#### **IV. SOCOG GUIDELINES**

## CHAPTER IV

### SOCOG GUIDELINES



#### SOCOG MARKS AND DESIGNATIONS

These guidelines are sourced directly from the *1996/97 Sydney 2000 Preliminary Standards Manual* and updates. This section presents a first edition overview of the correct usage of the graphic elements of the Games of the New Millennium, scheduled to be held in Sydney, Australia, in September 2000. Partners have the rights to use the official emblem and character representing the Sydney Organising Committee for the Olympic Games.

Future updates on the usage of SOCOG marks will be promptly distributed to Partners.

##### A. THE EMBLEM

The emblem of the Sydney 2000 Olympic Games echoes the sails of the Sydney Opera House and the inspirational qualities of the Olympic torch. It will guide us through a four-year journey which will culminate in the lighting of the Olympic flame.

At the centre stands the athlete — the hero of our Games mark, and a recognition of the Australian heritage. Like the javelins which the Greeks turned from conflict toward the unity of sport, the boomerang flies toward 2000 as an internationally recognised symbol of the Olympic athletes' skill.

The Sydney 2000 Olympic Games will reflect the vitality, spontaneity, good humour, and good nature of Australia.

##### DESCRIPTION OF GAMES MARK

The official emblem of the Games of the New Millennium consists of the following elements:

- Flash (above the athlete)
- Athlete
- Typography "Sydney 2000"
- Copyright notice: TM ©
- Olympic rings
- No single element of the emblem may be used alone unless approved by SOCOG.

##### ISOLATION AREA

No other graphic material should be closer to the complete Games Mark than 1/4 of the length of the copy line "Sydney 2000." Space, forming a rectangle, must be above, below and to the left and right of the Games Marks. This minimum isolation rule also applies on all backgrounds.

MULTICOLOUR



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## VARIATIONS AND COLOUR SPECIFICATIONS

- Wherever possible, the Sydney 2000 Olympic Games Marks should be used in full-colour. All elements of the Games Mark must be used in every application.
- Use the latest PMS Guide Book to match the colours of the Games Marks. A four-colour process breakdown for each of the symbol colours is also indicated.
- The Games Mark may be used on white or blue (PMS 2728/full-colour 100% Cyan, 75% Magenta) background.

### SIMPLIFIED



### MULTICOLOUR ON PMS2728



## FULL-COLOUR

- The Olympic symbol and Sydney 2000 must be printed in PMS 2728 when the rings are 10mm or less in width.
- The simplified version of the Games Mark should be used when its total height is between 12mm and 25mm. Note: The simplified version has been re-spaced, and the body parts become solid.

## B. TRADEMARK AND COPYRIGHT MARKING REQUIREMENTS

### USE OF GAMES LOGO

#### *SOCOG logo*

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- SOCOG owns the copyright to this logo design, and it is subject to trade mark applications. The trademark "TM ©" is included in the logo design. Where appropriate, the following line should be placed somewhere on printed materials: "TM © SOCOG 1996".

#### *The phrase "Sydney 2000"*

SOCOG has certain rights to the phrase "Sydney 2000" and the phrase is the subject of trademark applications. The trademark (TM ©) should be placed in close proximity to the above phrase after the last "0" in the number 2000.

## C. COMPOSITE LOGOS

There are currently more than 50 composite logo configurations available to Team Millennium Partners. These fall into three complementary design "families" and can incorporate either Times New Roman or Univers font, whichever provides the best match with the corporate identity.

#### Preferred formats:

- Full-colour on white background.
- Partners should try for a comparative logo sizing ratio, but for those with a horizontal emphasis, the logo can be 3-5 times the width of the SOCOG Games mark.
- All isolation zones and separation lines must be maintained.
- The SOCOG Marks must always appear first, either to the left of the corporate logo, or, in a vertical layout, it should sit above the corporate logo.

Please refer to the 1996/97 Sydney 2000 Preliminary Standards Manual for Composite logo usage.

## SOCOG OFFICIAL DESIGNATIONS

The following designations are approved for use by Team Millennium Olympic Partners to identify and promote their relationship with SOCOG. When using the designation, combine one phrase from Group A with one phrase from Group B to form an approved designation.



## GROUP A

- Official Partner  
Official Supplier  
Official (Product Service)

## GROUP B

- of the 2000 Olympic Games  
of the Games of the XXVII Olympiad  
of the Sydney 2000 Olympic Games  
of the Sydney Organising Committee for the Olympic Games

## EXAMPLES

- Official Partner of the 2000 Olympic Games  
Official Supplier of the Games of the XXVII Olympiad  
Official Partner of Sydney 2000

The designations listed above are the standard minimum designations approved for use by SOCOG for all Team Millennium Olympic Partners. Please refer to individual agreements for other variations, forms or combinations of approved designations.

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## D. MASCOTS

The Sydney 2000 Mascots give life and personality to the Games. Legend says three special animals came together in Sydney's Millennium Park during a summer storm. The Spirit of the Southern Cross asked the animals to be mascots for a dazzling festival of sport and culture at the dawn of the new millennium.



## SYD

Syd — named for Sydney, the site of the Games — is a Platypus. Syd is a dynamic athlete who embodies the character of Australia and the environment.

## MILLIE

Millie is an Echidna who personifies the dawn of hope and optimism of a new millennium.



## OLLY

Olly the Kookaburra is the custodian of the Olympic symbol and is caretaker of the ethos and history of the Games.

## GENERAL GUIDELINES

- Each mascot has a unique personality and attribute and should be portrayed in keeping with that defined role.
- The mascots should never be placed in advertising/promotional material with other licensed properties or other corporate mascots.
- While the mascots do not always have to be depicted in sporting situations, they should always reflect the nation, culture, people and vision of Australia.
- The mascots should never directly endorse branded products, unless the Partner has been granted a specific promotional license.
- The mascots should never touch, overlap, or become the background for any non-Olympic associated products, unless approved by SOCAG, and they should never parody a trademarked logo or phrase owned by another company.
- Images for the mascots should come directly from the Sydney 2000 Olympic Games Mascot Preliminary Style Manual, and those guidelines should be followed unless otherwise approved by SOCAG.
- Always use each mascot's signature logo in artwork.
- All mascot appearances must be approved by SOCAG.
- The mascots should not be used in venues with competitive branding unless approved on a case-by-case basis.

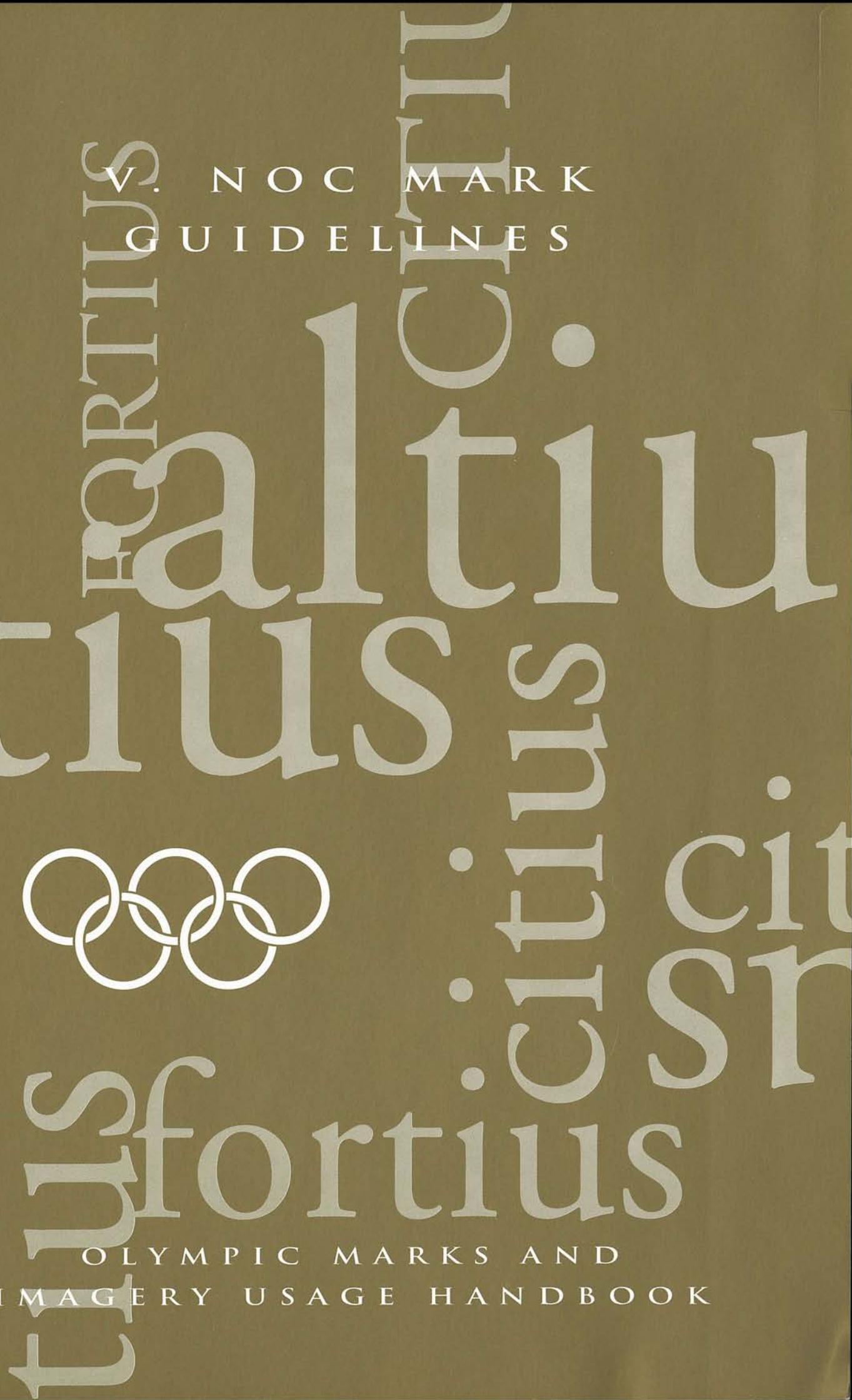
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## E. PICTOGRAMS

- SOCAG had not released its pictograms at the time of printing this publication.

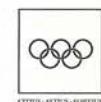
## F. INTERIM PREMIUM GUIDELINES

- It should be obvious that the premium item is a product appropriate and relevant to the Partner's category and not an official SOCAG retail licensed product.
- All premiums should reflect the "best of the best" mandate within the SOCAG Consumer Products program by:
  - Adhering to Australian-made best endeavours;
  - Being environmentally responsible and;
  - Being consistent with the overall quality and construction guidelines set out in each product category.
- Unless otherwise agreed or authorised, Partners, Supporters and Providers in Australia must use SOCAG licensees for premium merchandise sourcing. The SOCAG Consumer Products division is available to assist you in sourcing merchandise.
- All premium merchandise, along with catalogue layouts and designs, must be submitted for SOCAG approval prior to production and distribution.



## CHAPTER V

### NOC MARK GUIDELINES



One of the significant benefits of being involved in the TOP programme is the right to use the emblems and designations of the participating National Olympic Committees. Partners are encouraged to work with the NOCs to affiliate with the national teams and develop local team programs. In this way, Partners create goodwill with the local Olympic Committee, and the use of NOC emblems and designations emphasise a local tie to a world-wide programme.

Partners are able to show support for the local Olympic team by creating a composite logo with the NOC's emblem. (The same composite logo guidelines as explained in the IOC symbol section also apply to NOC composite logos.)

In addition to the general principles outlined in this guide, when using NOC marks in advertising or promotional activities, please make sure that:

- The appropriate designation is used with the NOC emblem. The designation must be specific to the National Olympic Committee of the National Olympic Team.
- The correct NOC emblem is used. In some territories, the official emblem is not available for Partners' commercial purposes. In most instances where this is the case, the NOC has developed a special emblem for commercial purposes. (Both emblems are included in the *IOC Graphics and Standards Manual*, or consult a Meridian Group Manager.)
- There is sufficient blank space surrounding the NOC emblem to maintain its prominence when reproduced with other graphic and text materials.

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NOC marks and electronic art are found in the *IOC Graphics and Standards Manual*. As a general rule, NOC marks can be reproduced two ways:

- full-colour version
- one-colour version in any of the Olympic colours or in grey, gold, silver or bronze

(*Due to the intricacies of its emblem, some NOCs may not allow a one-colour version.*)

Each NOC has created guidelines for the use of their emblems. This manual addresses the guidelines for the use of the USOC emblems. It would not be possible to include all the special circumstances for all the NOC emblems. Therefore, before beginning a NOC-related programme, Partners should always contact the NOC around which it is centred.

All NOC marks approvals, with the exception of the USOC and the Canadian Olympic Committee, should be co-ordinated through Meridian. If you have any questions regarding the use of NOC marks, please contact Meridian.

Please note that most NOC emblems contain their country's national flag. Therefore, an NOC emblem in a single colour may not accurately reflect the colours of the country's flag and may have a deleterious effect.

# UNITED STATES OLYMPIC COMMITTEE

## TRADEMARK NOTICES AND USE OF MARKS



Under the Amateur Sports Act 1978, the United States Olympic Committee has exclusive jurisdiction over the use of USOC marks and all Olympic-related marks and designations within the United States. Therefore, the authenticating notice "36 USC 380" must always be printed with Olympic-related marks and designations when distributed in the United States.

### USA/5-RINGS GRAPHIC DESIGN

#### SINGLE-COLOUR

The letters "USA" and the five interlocking rings in the USA/5-Rings Graphic Design may be reproduced in the following single colours:

PMS 186 Red

PMS 286 Blue

Black or White (In the black and white versions, the preferred option is black when used against a light background, and a white reverse, or drop out, when used against a dark background.)



#### TWO-COLOUR

In a two-colour reproduction of the USA/5-rings graphic design, the letters "USA" must be reproduced in PMS 186 Red and the interlocking rings in PMS 286 Blue.



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#### FULL-COLOUR

In the full-colour version of the USA/5-Rings graphic design, the letters "USA" must be reproduced in PMS 186 Red. The five interlocking rings are to be reproduced with the proper separation between the adjoining rings. The colours of the rings must be reproduced in the following sequence, from left to right:



PMS 286 Blue

PMS 116 Yellow

PMS Black

PMS 347 Green

PMS 186 Red

## USOC/LAUREL WREATH GRAPHIC DESIGN



### SINGLE-COLOUR

The letters "USA," the five interlocking rings, the words "UNITED STATES OLYMPIC COMMITTEE" and the laurel wreath in the USOC/Laurel Wreath graphic design may be reproduced in the following single colours:

PMS 186 Red

PMS 286 Blue

Black or White (In the black and white versions, the preferred option is black when used against a light background, and a white reverse, or drop out, when used against a dark background.)

### TWO-COLOUR

In a two-colour reproduction of the USOC/Laurel Wreath graphic design, the letters "USA" must be reproduced in PMS 186 Red; the interlocking rings, wreath and the words "UNITED STATES OLYMPIC COMMITTEE" must appear in PMS 286 Blue.

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### FULL-COLOUR

In the full-colour version of the USOC/Laurel Wreath graphic design, the letter "USA" must appear in PMS 286 Blue. The five interlocking rings must be reproduced with the proper separation between the adjoining rings. The colours of the rings must be reproduced in the following sequence, from left to right:

PMS 286 Blue

PMS 116 Yellow

PMS Black

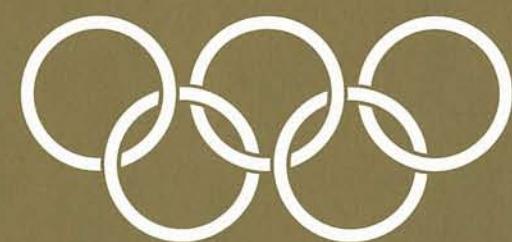
PMS 347 Green

PMS 186 Red

VI. CAUSE-RELATED  
MARKETING

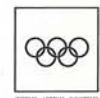
OLYMPIC MARKS AND  
IMAGERY USAGE HANDBOOK

VI. CAUSE-RELATED  
MARKETING



## CHAPTER VI

# CAUSE-RELATED MARKETING



### GENERAL GUIDELINES

Cause-related marketing centres on the Partner's incremental fund-raising activities to support an Olympic organisation (the "Cause"), such as an NOC, OCOG or another Olympic programme. The funds raised can come from the Partner, the general public, or a combination of both.

Activities may include:

- the purchase by the public of a premium item with the resulting revenues going to support an Olympic Team.
- the Partner's contribution of a sum of money to an NOC each time the Partner's product is purchased or service is used.
- a "dollar for dollar" promotion in which the Partner agrees to match contributions from the public on equal basis.

If any Cause-related marketing is going to be successful, Partners must consult with Meridian before proceeding with a programme, and with the USOC if the programme is for the United States. Meridian is able to facilitate the process of Partners contacting NOCs and OCOGs and offers valuable, time-saving advice on licensing issues. That said, what follows are useful guidelines designed to help Partners when dealing with this issue.

Although Partners are strongly encouraged to develop cause-related programmes within the Olympic Movement, Partners cannot use their Olympic rights to raise funds for other organisations. Even though the Olympic parties recognise that there are many wonderful charitable organisations in the world, the Olympic parties do not directly endorse those organisations and therefore cannot approve promotions with organisations other than those involved directly with the Olympic Movement. In addition, cause-related marketing income may not be counted by the Partner as part of the TOP contribution.

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### PROCEDURES

1. Before starting a cause-related program, the Partner must obtain prior written approval from the NOC or Olympic organisation involved.
2. Meridian must be advised of and approve all cause-related plans and marketing communications material prior to their execution. In the United States, the USOC must be included in this process. In many cases, it will be necessary for Meridian to fully explain the details of the program to the NOC. Therefore in addition to submitting an "Olympic Mark Approval Form" for any marketing materials, the Partner should also submit the "Cause-Related Notification Form" to Meridian. (See Forms in the Appendix.)
  - In some instances, due to legal restrictions, political issues, et.al., the Olympic organisation will reject a cause-related marketing program.
  - Partners should ensure for themselves that their cause-related promotion complies with legal and advertising standard requirements within the territory of the promotion.
3. The Partner should advise Meridian of the final results of any cause-related activity, so that the full extent of the Partner's support for the Olympic Movement can be appreciated and acknowledged.

## CHAPTER VII

### APPROVAL PROCEDURES



#### OVERVIEW

As was explained in the first chapter of this Handbook, the International Olympic Committee, together with other Olympic parties such as the NOCs and OCOGs, own the Olympic marks and Olympic imagery. These marks and imagery are valuable and must be protected. Just as a Partner has defined guidelines for the use of their trademarks, so do the Olympic parties. The approval procedures are fundamentally necessary for the protection of Olympic trademarks on a global basis, a protection that will help to combat ambush marketing.

The purpose of the approval process is to protect the Olympic marks and images and to make sure that Olympic Partners are using the rights granted to them in a manner that follows the established guiding principles outlined in the *Olympic Charter*.

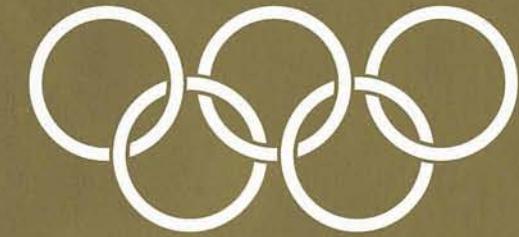
By establishing certain guidelines, the Olympic parties are making the approval process more objective. Although subjectivity in the approval process cannot be eliminated entirely, the guidelines contained in this Handbook set certain parameters for Olympic marks and imagery usage. With the mutual goal of preserving and enhancing the Olympic brand, the process will result in creating highly effective communication vehicles for the Partners and the Olympic Movement.

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To better understand the approval process, it is important to comprehend its philosophy:

1. **Simplicity** - The approval process must be easy to understand and follow. This is outlined in the following Approval Submission Procedure. One form can be used for all marks approval submissions, and one form can be used for premium submissions to any Olympic Party.
2. **Interpretation** ("sameness" vs. consistency) - Partners wish to have greater consistency in how Olympic marks are approved, while wishing to differentiate themselves in the marketplace.
3. **Preservation and enhancement of brand value** - In having standard guiding principles applied to the Olympic brand, its value is increased, which in turn adds to the value of Olympic sponsorships.
4. **Solution-oriented** - The approving parties endeavour to understand the strategies Olympic Partners are trying to implement and communicate in all materials submitted for approval. By understanding the Partners' goals and objectives set for their Olympic sponsorship, the Olympic parties and Meridian can make value-added suggestions.
5. **Maximisation** - In a quality-controlled environment, the Olympic parties and Meridian encourage Partners to capitalise on their Olympic rights and benefits.

OLYMPIC MARKS AND  
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VII. APPROVAL  
PROCEDURES

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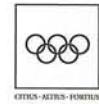
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## APPROVAL SUBMISSION PROCEDURES

Partners have an obligation in their agreements requiring that all uses of Olympic materials be sent to the appropriate approving party. In order to expedite the approval process, it is important that Partners follow the established procedures and consult the Approval Checklist below.



Request for approval must be made within the amount of time prior to production deadlines as specified in individual agreements. A standard Olympic Marks Approval Form or Olympic Premium Approval Form (see Forms in the Appendix) must be completed and submitted with product samples, or in the case of advertising or promotional material, with original artwork or clear copies. If the material submitted is not in English, an accurate translation of the original text must be included.

The approval period will begin upon receipt of the approval form and corresponding materials by the appropriate approving party. The Partner must notify the approving party if a response has not been received within that approval period. In view of the limited approval period, it is recommended that the fastest means of delivery (fax or UPS) is used for submissions.

It is the Partner's responsibility to ensure that no materials are released for printing or for production prior to approval. Given the substantial lead times that may be involved, it is therefore in the Partner's interest to submit materials as early as possible.

Set out below is a summary of the approval submitting structure to help identify the approving party for the Olympic marks:

### Marks Approval Checklist

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MARK	TERRITORY	SUBMISSION SENT TO:	APPROVAL RETURNED TO PARTNER BY:	COPY TO:
IOC, OCOG NOC	Solely outside United States	Meridian	Meridian	Respective OCOG or NOC
USOC	Solely outside United States	Meridian	Meridian with USOC consent	USOC
USOC	Solely inside United States	USOC	USOC	Meridian
IOC, OCOG NOC	Solely inside United States	Meridian and USOC	USOC with Meridian consent	Meridian
ANY OLYMPIC MARK	Multi-territory including United States	USOC and Meridian	USOC with Meridian consent	Meridian

## PREMIUM APPROVALS

Premiums have become an increasingly important part of the Partners' sponsorship. In the Host Country, the distribution of the premium items must be co-ordinated with the overall licensing program of the Organising Committee. This co-ordination is essential, so that the Partner's program does not conflict with the success of the OCOG licensing program.



Premiums are items of merchandise not produced by Partners which are given away free of charge or sold at a subsidised price, for advertising or promotional purposes. This is often done in connection with the purchase of Partners' products via already well-established distribution lines. Premiums must bear the Partner's trade name together with an Olympic emblem and designation.

Before producing and distributing a premium, approval of the item and its specific use must be granted by the approving party. For accurate recordkeeping, all submissions must be accompanied by an "Olympic Premium Approval Form."

There are four elements to a premium approval - item, mark, distribution and sourcing. The following points will always be considered prior to producing a premium item:

1. Is the item acceptable to be used as a premium item?
2. Are the Olympic marks being used correctly?
3. Is the premium being distributed in a manner that follows the definition of a Premium?
4. Are the proper sourcing procedures being followed? For instance, OCOGs and some NOCs have specific licensees for use/distribution in their countries.

To facilitate the requirements for world-wide Olympic marks approvals throughout the quadrennium, each Partner should follow the appropriate guidelines and procedures outlined in the Partner Olympic Operation Manual. However, even after the manual is approved, each use of premiums will still require approval. These measures ensure high-quality protection for the Olympic Movement. However, Partners' catalogues will streamline the process.

*(Please Note: When dealing with premium issues in the United States, Partners should always reference their TOP IV contract with the USOC.)*

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## PREMIUM GENERAL GUIDELINES

- An official designation must always be included unless an exception is granted due to size, type of item, etc. The official designation clearly defines and promotes the relationship between the Partner and Olympic party.
- In order to protect the exclusivity of TOP, every effort must be made by Partners to use other Partner's products for premium purposes.
- Royalty payments on premiums are required as outlined in the TOP agreements.
- It is the Partner's responsibility to make sure that the quality of the premiums is equivalent to that of the Partner's own products.

## PREMIUM SOURCING

- Generally, Partners have the right to produce, by a manufacturer of their choice, premiums bearing any Olympic mark. However, in support of the Olympic Movement, Partners agree to invite and consider, in good faith, any bid for suppliership received from the official licensees of all Olympic parties, i.e., NAOC, SOCOG, USOC, IOC and NOCs.\*
- If premiums constitute products of another Partner's or Olympic sponsor's product category, Partners are encouraged to source such premiums from the respective company.
- If a premium is sourced by a manufacturer of choice (not an official licensee), the Partner is required to have the supplier sign a standard letter prepared by the Olympic party who governs the use of the mark. The purpose of this letter is to ensure that the merchandise produced is supplied only to the Partner and that the manufacturer asserts no claim of ownership to the intellectual property of the Olympic party.
- Merchandise suppliers are not entitled to any apparent brand or corporate identification on such premiums.

\* Please note, however, that the USOC has specific licensees for Premium use in the United States.



## PREMIUM ROYALTY PAYMENT PROCEDURES OVERVIEW

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- A payment report for all premiums subject to royalties must be submitted each quarter. This report must indicate the Olympic marks used, along with the nature, quantities, purchase price and countries of distribution for all of the premiums. Reports must be presented to Meridian regardless of whether the payment is made by the Partner or by an official licensee.
- USOC royalty reports and payments must be submitted to the USOC (See "Contact Directory").
- A similar report must be submitted to Meridian within the first quarter of each year for all premiums distributed on a royalty-free basis during the preceding calendar year.
- Royalties are due within 30 days from the end of each quarter in which the premiums were purchased.
- All royalties are to be paid in US Dollars.
- If premiums are sourced through an official licensee, the price for the items includes the royalty fee. Royalty payments are made by the licensee to the respective Olympic organisation. However, the Partner must always submit a royalty report form to Meridian.
- If premiums are produced by a manufacturer of the Partner's choice, it is the Partner's responsibility to make the royalty payments to the following account:

Trust Account Olympic Premiums  
UNION DE BANQUES SUISSES (UBS)  
Place St. Francois  
1002 Lausanne  
Switzerland  
Swift Nr: UBSWCHZH10A  
Acct. No. 255 749.64B



## THIRD PARTY GUIDELINES

- In general, a Partner may develop Olympic promotional programs which include distributing certain products to winners of Olympic-themed sweepstakes or competitions.
- Any promotional or advertising activities of a Partner containing Olympic themes or Olympic Marks must not confer an Olympic association upon a third party which is not a sponsor. The fundamental principle is that all promotions "must be a promotion for PARTNER's brands of PRODUCTS."
- Whenever possible, the Partner should co-ordinate these programmes with other TOP Partners or locally identified Partners if the items to be distributed are part of their designated products or services.
- Third party association with a Partners' sweepstakes or competition will be subject to approval by the appropriate Olympic party.
- Partners cannot create third party programmes using Olympic marks with charitable organisations other than the Olympic Movement.

## APPROVER'S CHECKLIST

In order to understand what details are covered in the approval process, the following checklist shows what the approving party looks for after receiving the Partners' approval submissions. To decrease response time on approval submissions, Partners can review the approver's checklist when submitting materials for approval. If the answer is yes to the questions outlined (except for those with respect to third party guidelines, where the answer should be no), the approval process will be easier, and generally a confirmation will be given to the Partner.

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### PRODUCT CATEGORY

- Is the product or brand part of the agreement with the Olympic Party?
- Is what the Partner describes consistent with the Partner's relationship to the Olympic Movement?

### TERRITORY

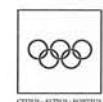
- Does the Partner have rights in the territory where the promotion is scheduled to run?
- Are there any restrictions in the territory for a promotion or a specific brand promotion in that territory? If so, is the Partner following the restrictions?

### RIGHTS

- Does the Partner have the right to use the Olympic marks as submitted?

## CORRECT USE OF OLYMPIC MARKS

- Is the Partner using the Olympic marks correctly as outlined in the Graphic Standards Manual?
- Is there a designation with the mark?
  - Proper designation for the mark (Team, Games — including mascots and “look” elements — or IOC)
  - Proper designation for the Partner (as outlined in the Partner agreements)
- Is the composite logo one of the approved versions per the Partner’s agreement?
- Are the colours used correctly?
- Is the protected area respected?
- If a “look” element from an OCOG is used, does the “look” conform to the graphic guidelines? (Do not mix NAOC and SOCOG “look elements,” unless the purpose is to bridge the Games and the usage receives approval from all applicable approving parties).



## TRADEMARK NOTICE

- Is the promotion being run in a territory which requires a trademark notice? If yes, is the appropriate trademark included?

## USE OF “OLYMPIC”

- Is the word “Olympic” being used properly? (i.e. not as an adjective to describe a Partner’s product?)
- Are the Games named properly?
  - “Olympic” always comes first when referring to the Games: “Olympic Winter Games”
  - The 1998 Games must always include “Winter” in the title
  - As a rule, use of the word “Olympics” on a stand-alone basis is considered slang and should be avoided.

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## THIRD PARTY GUIDELINES

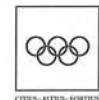
Partners have specific third party guidelines outlined in their agreements. When approving a third party promotion, it is imperative to check the list of TOP, OCOG or NOC sponsors in the territory where the promotion is being run. These points are only to be used as a general reference:

- Is the Partner conducting a promotion with a competitor of another Partner or local sponsor? If so, the proposed promotion will not be approved.
- Is the Partner offering prizes as part of a promotion? If so, they must use other Partners’ products if the prizes fall within other Partners’ product categories; if not, the prizes should be non-branded.
- Is the third party gaining an “Olympic association” through the layout or copy of the advertisement?

## ARCHIVE MATERIAL

For archival purposes, Partners must supply, to the respective approving party, three original samples of all final advertising, promotional or display material bearing the relevant Olympic marks to that party.

If the submission of such samples is impractical, full photographic representations (slides) may be submitted. In the case of final video material submissions, the video should be of broadcast quality (BETA PAL or BETA NTSC preferred).



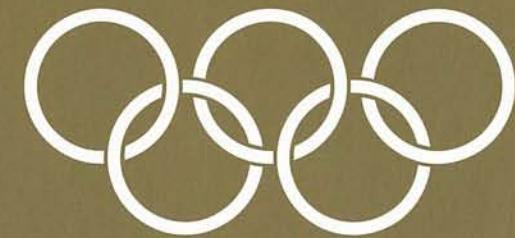
## TRADEMARK REQUIREMENTS

When using Olympic Marks, the following trademarks are required:

Mark	Territory	Trademark	Comments/ Explanation
All Olympic Marks	United States	36USC380	
All Olympic Marks	Canada	(M) COA	All trademarks need to be replaced by (M) COA
NAOC Mark	Worldwide	©1993 NAOC TM NAOC T-1XX	T-1XX is assigned by NAOC and is specific to each Partner
SOCOG Mark	Worldwide	©TM ©TM SOCOG 1996	©TM appears near mark (included with artwork) ©TM SOCOG 1996 must appear somewhere on the printed material
IOC Mark	Japan	T-1XX	T-1XX is assigned by the JOC and is specific to each Partner
Japanese Olympic Committee	Worldwide	T-1XX	T-1XX is assigned by the JOC and is specific to each Partner
British Olympic Committee	Worldwide	TM	To be placed beneath the lion's tail (included with artwork)

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APPENDIX



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OLYMPIC MARKS AND  
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# APPENDIX

## APPROVING PARTY CONTACT DIRECTORY



### INTERNATIONAL OLYMPIC COMMITTEE

Château de Vidy  
1007 Lausanne, Switzerland  
Tel: 41.21.621.6216  
Fax: 41.21.621.6111  
Ms. Anne Kelly, *Marketing Manager, Client Services*

### MERIDIAN MANAGEMENT

3424 Peachtree Rd.  
Suite 2050  
Atlanta, GA 30326  
Tel: (404) 816-7979  
Fax: (404) 816-7020  
Mr. Terrence Burns, *Vice President, Marketing Resources*  
e-mail: tburns@meridianmgt.com  
Mr. Svein Romstad, *Senior Group Manager*  
e-mail: sromstad@meridianmgt.com  
Responsible for McDonald's, Sports Illustrated, UPS  
Ms. Alice Petzold, *Group Manager*  
e-mail: apetzold@meridianmgt.com  
Responsible for The Coca-Cola Company, John Hancock, Visa  
Mr. Paul Varnedoe, *Group Manager*  
e-mail: pvarnedoe@meridianmgt.com  
Responsible for IBM, Kodak, Matsushita, Samsung, Xerox  
Ms. Rana Kardestuncer, *Coordinator, Marketing Resources*  
e-mail: ranak@meridianmgt.com

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### UNITED STATES OLYMPIC COMMITTEE

Development Division Location  
4615 Foreign Trade Zone Blvd.  
Colorado Springs, CO 80925  
Tel: (719) 390-8900  
Fax: (719) 578-4660  
Mr. Jim Grice, *Sr. Manager, Corporate Participation*  
TBD, *Manager, Marks Approval*  
Mr. Brian Baker, *Account Manager*

### DENTSU INCORPORATED

Sports Marketing Division  
Tsukiji Eto Building, 3rd Floor  
12-6, Tsukiji, 1-Chome  
Chuo-ku, Tokyo 104  
Japan

Tel: (81 3) 5551.5847

Fax: (81 3) 5551.2034

Ms. Haruko Miyata



### SOCOG'S QUALITY CONTROL DEPARTMENT

235 Jones Street

Ultimo NSW 2007

Australia

Tel: (61 2) 9297.2612

Fax: (61 2) 9297.2322

Ms. Meg Oliver, *Coordinator, Quality Control*

## ALLSPORT CONTACT DIRECTORY

### ALLSPORT (UK) LTD.,

3 Greenlea Park, Prince George's Road  
London SW19 2ID, England

Tel: (44 181) 685.1010

Fax: (44 181) 648.5240

Mr. James Nicholls

e-mail: jnicholls@allsport.co.uk

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### ALLSPORT USA (FLORIDA)

11842 Tiffany Way  
Tequesta, FL 33469 USA

Tel: (561) 746-9566

Fax: (561) 746-7129

Ms. Sue Baldus

e-mail: sbaldus@allsport.com

## OTAB CONTACT DIRECTORY

### OLYMPIC TELEVISION ARCHIVE BUREAU (OTAB)

Fourth Floor, Axis House

Hogarth Business Park

Burlington Lane

London W4 2TH

Tel: (44 181) 233.5353

Fax: (44 181) 233.5354

David Williams, *Sales Manager*

## TOP PARTNERS CONTACT DIRECTORY

### THE COCA-COLA COMPANY

Mr. Scott McCune  
*Vice President*  
*Director, Worldwide Sports*  
*Coca-Cola Marketing*  
One Coca-Cola Plaza  
Atlanta, GA 30301  
TEL: 404-676-8176  
FAX: 404-676-7403

### INTERNATIONAL BUSINESS MACHINES CORPORATION

Ms. Eli Primrose-Smith  
*Director of Worldwide*  
*Olympic & Sports Operations*  
44 South Broadway - 6th Floor  
White Plains, NY 10601  
TEL: 914-288-3240  
FAX: 914-288-1568

### JOHN HANCOCK FINANCIAL SERVICES

Mr. Tod Rosensweig  
*General Director of Olympic Programs*  
John Hancock Place  
P. O. Box 111  
Boston, MA 02117  
TEL: 617-572-6303  
FAX: 617-572-6474

### EASTMAN KODAK

Mr. Michael Tette  
*Manager, Corporate Sponsorships*  
Presence Marketing  
343 State Street  
Rochester, NY 14560-1203  
TEL: 716-781-7896  
FAX: 716-724-9715

### MATSUSHITA ELECTRICAL INDUSTRIAL CO.

Mr. Ned Itani  
*Manager, International Advertising Dept.*,  
Corporate Advertising Div.  
34th Floor - Twin 21 National Tower  
1-61, Shiromi 2-Chome, Chuo-Ku  
Osaka, 540 Japan  
TEL: 81 6 949 2029  
FAX: 81 6 949 2366

### MCDONALD'S CORPORATION

Ms. Jackie Woodward  
*Global Sports Director*  
Sports Alliance Group  
2915 Jorie Boulevard  
Oak Brook, IL 60521  
TEL: 630-623-6594  
FAX: 630-623-7140



### THE SAMSUNG GROUP

Mr. Nack Hoi Kim  
*Executive Director, Samsung Group*  
10th Floor Samsung Life Insurance  
Namdaemun Bldg.  
Joong-gu, Bongrae-dong 1-25  
Seoul 100-161, Korea  
TEL: 82 2 751 2077  
FAX: 82 2 751 2083

### SPORTS ILLUSTRATED

Mr. J. Merrill Squires  
*International & Olympic Director*  
1271 6th Avenue - Room 2047  
New York, NY 10020  
TEL: 212-522-2960  
FAX: 212-522-0393

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### UNITED PARCEL SERVICE

Ms. Rosemary Windsor-Williams  
*Vice President*  
*Olympic Program*  
55 Glenlake Parkway, NE  
Atlanta, GA 30328  
TEL: 404-828-8720  
FAX: 404-828-6600

### VISA INTERNATIONAL

Mr. Scot Smythe  
*Vice President, Event Marketing*  
P. O. Box 8999  
San Francisco, CA 94128  
TEL: 415-432-3398  
FAX: 415-432-4629

### XEROX CORPORATION

Mr. Vince Schaeffer  
*Manager, Xerox Olympic Office*  
800 Long Ridge Road  
Stamford, CT 06904  
TEL: 203-968-3146  
FAX: 203-968-4458

## BASIC TERMS



**Allsport** - official photography agent to the IOC.

**Ambush Marketing** - a planned attempt by a third party to associate itself directly or indirectly with the Olympic Games to gain the recognition and benefits associated with being an Olympic Partner.

**Cause-Related Marketing** - additional promotional activities by Partners to provide incremental income to the Olympic Movement while promoting the Partner's association with the Olympic Games. Activities should support an NOC or OCOG.

**Composite Logo** - a combination of a corporate logo, an Olympic symbol, and a designation.

**Exclusivity** - the exclusive right of a Sponsor, in their respective product/service category, to promote their association with the Olympic Movement and the IOC.

**Graphic Standards** - rules for the use of standard graphic elements including colour references and guidelines for proper reproduction of Olympic marks.

**Historical Marks** - marks from past Olympic Games, including posters, official emblems, mascots and pictograms.

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**International Olympic Committee (IOC)** - the governing body for the Olympic Games and the supreme authority of the Olympic Movement.

**Licensing** - the activity by which an Olympic body grants the use of its mark to a third party (called a licensee) so the licensee can use the mark to add additional value to their product. The licensee cannot use the marks to create a direct association with itself (as opposed to the product) and the Olympic Games.

**Meridian Management** - the marketing agent to the IOC, responsible for acquiring marketing rights for National Olympic Committees, negotiating the Olympic rights packages with the Olympic Partners, assisting Olympic Organising Committees in marketing aspects of the Olympic Games, servicing Olympic Partner's requests and approving Partner's promotions within the framework of the Olympic marks and imagery guidelines and Partnership Agreements.

**NAOC** - the Organising Committee for the XVIII Olympic Winter Games, Nagano, 1998.

**NF and IF** - National Sports Federation, the domestic sports body affiliated with the International Federation (IF) responsible for control of the sport. Also referred to as "NGB" (see below).

**NGB** - National Governing Body (term used in the United States).

**NOC** - National Olympic Committee, the national organisation recognised by the IOC whose responsibilities include guarding and expanding the Olympic Movement within its territory and to identify, train, and select athletes for the Olympic Games.



**OCOG** - Organising Committee of the Games of the Olympiad or the Olympic Winter Games.

**OTAB** - Olympic Television Archive Bureau, the largest, most comprehensive library of Olympic Games footage in the world, managed by Trans World International for the IOC.

**Olympiad** - the period of four successive years which begins with the Games of the Olympiad and ends with the Opening Ceremonies of the following Olympiad. This term refers only to the Olympic Summer Games and never the Olympic Winter Games.

**Olympic Flag** - the Olympic flag has a plain white background with no border. The Olympic Symbol (five rings) appears in the centre of the flag in the five official colours, with the blue ring placed high up in the left hand corner of the flag nearest the flagpole.

**Olympic Symbol** - the most widely recognised symbol of the Olympic Games. The Olympic rings symbolise the five continents represented in the original Olympic Games - Europe, Asia, Africa, Oceania and the Americas.

**Partner** - "Official Partner" is the designation given to an approved company authorised to use the official Olympic marks and designations. To become a Partner, the company provides financing in cash and/or products and services which allows them exclusive rights to use Olympic marks and designations.

**Pictogram** - easily understood graphic symbols to help the international public find their way to competition venues and various services.

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**Premium** - items of merchandise which:

- are given away or sold at subsidised prices by Partners for advertising or promotional purposes.
- bear the Partner's trade name or trademark along with one of the Olympic Marks.

**Quadrennium** - the four-year period encompassing the the Games of the Olympiad and the Winter Olympic Games.

**SOCOG** - the Organising Committee for the Games of the XXVII Olympiad, Sydney 2000.

**Supplier** - "Official Supplier" status is granted to an approved individual or company authorised by an Olympic party to provide, furnish or contribute goods and services.

**TOP** - The Olympic Partner Programme. An international Olympic marketing programme created by the IOC which includes the Organising Committees of the Games, the National Olympic Committees and the TOP Partners.

**USOC** - United States Olympic Committee. The authority for all Olympic-related activities conducted in the United States.

# USE OF ATHLETE IMAGES

## INTRODUCTION

The present guidelines apply at all times, even during Olympic Games. During the period of the 1998 Nagano Olympic Winter Games, there are additional specific guidelines pertaining to the use of athletes' images. These additional requirements are also set forth below.

It is the responsibility of Olympic sponsors to obtain the necessary consent of athletes and that of any relevant NOC prior to any use of such athletes' images, whether still or moving.

The image of an athlete, whether still or moving, may be used by certain Olympic sponsors under specific conditions only. Depending on the circumstances, the express prior written consent of the athlete is required prior to any use of his/her image. The purpose of these Guidelines is to clarify the circumstances under which such consent is required. In addition to obtaining the athlete's consent, Olympic Partners are always required to obtain the express prior written consent of the athlete's NOC and the NOC(s) in which territory the athlete's image is intended to be used. Also, the Olympic Partner is required to be a sponsor of the NOC(s) in which territory the athlete's image is intended to be used.



## USE OF ATHLETES IN THE UNITED STATES

Any use of athletes in the United States must be co-ordinated with the USOC. This is especially important because there are specific NGB and NCAA guidelines which might prove problematic for the athlete if not strictly followed. The USOC will provide assistance to Partners wishing to utilise US athletes.

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## CIRCUMSTANCES REQUIRING THE ATHLETE'S CONSENT

In the event that a clearly identifiable image of an athlete is intended to be used by an Olympic sponsor with the purpose of endorsing such sponsor or such sponsor's products or services, the consent of the athlete and that of any relevant NOC is required.

Congratulatory advertisements require the consent of the athlete and of the relevant NOC.

## CIRCUMSTANCES NOT REQUIRING THE ATHLETE'S CONSENT

There are two main cases where consent would not be required in the event that an athlete's image is intended to be used by an Olympic sponsor:

1. In the event an athlete's image is intended to be used solely for the purpose of promoting the Olympic Games or the Olympic Movement to the exclusion of any promotion of an Olympic sponsor or an Olympic sponsor's products or services: a typical example would be if an athlete's image is intended to be used by an Olympic sponsor in a documentary program or report on the Olympic Games.
2. In the event an athlete's image is not clearly identifiable and is only intended to be used by an Olympic sponsor as a generic photograph in one of the sponsor's advertisements: a typical example would be if an Olympic sponsor intends to use an aerial photograph of Olympic Games' opening ceremonies where all the athletes are present on the field but no athlete is clearly identifiable and where the photograph cannot be interpreted to mean that a specific athlete is endorsing the Olympic sponsor's product or services. Another example would be in the event an Olympic sponsor uses a photograph of an athlete where the athlete is not identifiable.



## UNCLEAR CIRCUMSTANCES

Many circumstances are not clear as to whether consent is required. For example, in the event where the images of a number of athletes, who are not necessarily clearly identifiable, appear in an advertisement promoting an Olympic sponsor or any Olympic sponsor's product or services. In such event, the appropriate procedure would be to consult with the NOC in whose territory the advertisement is to run as the laws relating to whether or not an athlete's consent is required may vary from one country to another. As a general rule, it is highly recommended that consent be obtained in all unclear circumstances.

## SPECIFIC GUIDELINES PERTAINING TO THE USE OF ATHLETES' IMAGES DURING THE ACTUAL PERIOD OF THE XVIII OLYMPIC WINTER GAMES IN NAGANO

In addition to the general guidelines mentioned above for obtaining the consent of athletes and that of any relevant NOC prior to the use of athletes' images by an Olympic sponsor, the following requirements apply during the 1998 Nagano Olympic Winter Games in respect of any athlete's image, whether or not in an Olympic-related context.

### GENERAL RULE

Athletes participating in the 1998 Nagano Olympic Winter Games may allow their person, name, picture or sports performances to be used for advertising purposes during the period of such Games provided that the following three cumulative conditions are met:

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- The athlete's NOC and, when the athlete's image is used in an Olympic-related context, the NOC(s) in which territory the athlete's image is intended to be used have given their express prior written consent provided further that the Olympic sponsor is required to be an Olympic sponsor of the NOC(s) in which territory the athlete's image is intended to be used; and
- Prior to any such use being made in the host country of the 1998 Nagano Olympic Winter Games, the Organising Committee for the 1998 Nagano Olympic Winter Games has given its express prior written consent to each such use; and
- In any event, such use may not be in relation to the athlete's performance at the 1998 Nagano Olympic Winter Games.

### CONGRATULATORY ADVERTISEMENTS

Congratulatory advertisements may be carried out by Olympic sponsors during the 1998 Nagano Olympic Winter Games, provided that the following conditions are met:

- The athlete, the athlete's NOC and the NOC(s) in which territory the athlete's image is intended to be used have given their express prior written consent provided further that the Olympic sponsor is required to be an Olympic sponsor of the NOC(s) or a sponsor of the National Federation in which territory the athlete's image is intended to be used; and
- Prior to any such use being made in the host country of the 1998 Nagano Olympic Winter Games, the Organising Committee for the 1998 Nagano Winter Olympic Games has given its express prior written consent to each such use; and
- congratulatory advertisements shall be solely for the purpose of congratulating the athletes for their performance, and should not contain or imply any endorsement by the athlete of the Olympic sponsor or Olympic sponsor's products or services.

## FORMS

This section includes various forms Partners need when developing programs. Please make the necessary copies and submit to the appropriate Olympic approving party.



Forms include:

1. Athlete Release Form
2. Athlete Participation Request Form
3. Olympic Cause-Related Marketing Notification Form
4. Olympic Marks Approval Request Form
5. Premium Approval Request Form
6. Premium Distribution & Royalty Report Form
7. OTAB Footage Request Form

# ● ATHLETE RELEASE FORM

---

## TO BE COMPLETED BY ATHLETE

In consideration of my appearance in the below referenced \_\_\_\_\_  
(Briefly describe event)

---

display, I, \_\_\_\_\_, as a member of my  
(Full legal name)

National Governing Body, \_\_\_\_\_  
(Full name of NGB)

for the sport of \_\_\_\_\_, do hereby release  
(Name of sport)

from all liability the National Olympic Committee of \_\_\_\_\_,  
(Country)

and allow \_\_\_\_\_  
(Name(s) of entities involved)

to make use of my name and/or likeness in connection with \_\_\_\_\_

\_\_\_\_\_  
(Completely describe event)

beginning \_\_\_\_\_, 19\_\_\_\_\_, and ending \_\_\_\_\_,  
19\_\_\_\_\_.  
  
\_\_\_\_\_

Signature of Athlete \_\_\_\_\_

Date \_\_\_\_\_

# ATHLETE PARTICIPATION REQUEST FORM

TO BE COMPLETED BY PARTNER, SPONSOR, SUPPLIER OR LICENSEE

DATE SUBMITTED: \_\_\_\_\_

FROM: \_\_\_\_\_

Company \_\_\_\_\_

Approved Agency \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Billing Instructions \_\_\_\_\_

**ATHLETE USE:**  
(Minimum 30 day advanced notice)

- Internal
- Appearance
- Consumer/Commercial
- Trade
- Photograph
- Video

Program Description: \_\_\_\_\_

Requested Athlete(s):

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

## APPEARANCE INFORMATION:

*(Attach event information, agenda, etc.)*

Event \_\_\_\_\_

Location \_\_\_\_\_

Date and Time \_\_\_\_\_

Attire \_\_\_\_\_

Expected remarks/participation \_\_\_\_\_

## TRANSPORTATION:

Airline ticket required  yes  no

On-site ground transportation required  yes  no

## ACCOMMODATIONS:

Hotel required  yes  no

Room nights: \_\_\_\_\_

Dates: \_\_\_\_\_

Meal and transportation required  yes  no

All travel and accommodation arrangements and expenses are the responsibility of the requester.

## CERTIFICATION:

I certify that the above information is correct and that the said sponsor/agency will guarantee payment of all athlete fees associated with this request:

## APPROVED BUDGET (by athlete # to left):

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

# OLYMPIC CAUSE-RELATED MARKETING NOTIFICATION FORM

TO BE COMPLETED BY PARTNER, SPONSOR, SUPPLIER OR LICENSEE

DATE: \_\_\_\_\_

TOP PARTNER: \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

---

#### CONTRIBUTION FROM:

General Public       Sponsor       General Public and Sponsor

#### DESCRIPTION OF PROMOTION:

---

---

---

DATE (S) OF EXPOSURE: \_\_\_\_\_

TERRITORIES OF EXPOSURE: \_\_\_\_\_

We acknowledge receipt of your notification for the cause-related promotion that you are planning.

By: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# OLYMPIC MARKS APPROVAL REQUEST FORM

## TO BE COMPLETED BY PARTNER, SPONSOR, SUPPLIER OR LICENSEE

If additional space is required, please attach information to this form.

DATE Submitted: \_\_\_\_\_  
Approval Needed By: \_\_\_\_\_

TO:  
 Meridian Management  
 Dentsu - Nagano Organizing Committee  
 Sydney Organising Committee  
 U.S. Olympic Committee

FROM:  
TOP Partner \_\_\_\_\_  
Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_

Ad Description  
Title \_\_\_\_\_  
Print \_\_\_\_\_  
 Newspaper  Magazine  
 FSI  Other  
Broadcast  
 Radio  Television  
 Length  
Placement \_\_\_\_\_  
Drop Date \_\_\_\_\_  
Circulation \_\_\_\_\_

Materials Submitted  
 Rough Layout / Sketch  
 TV Script / Storyboard  
 Final Art / Mechanical

Comments / Explanation  
\_\_\_\_\_  
\_\_\_\_\_

Use of Olympic Marks and Designations  
(Rights to use Olympic Marks are determined by  
your Olympic Agreement)

IOC  
 Logo  
 Historical Marks (Describe) \_\_\_\_\_

USOC  
 USA/5-Rings  
 USOC/Wreath  Silhouettes

NAOC  
 Logo  Mascots  
 Pictograms  Look

SOCOG  
 Logo  Mascots  
 Pictograms  Look

NOC of \_\_\_\_\_

Authenticating Statement and Notice  
\_\_\_\_\_  
\_\_\_\_\_

Territories of Distribution  
\_\_\_\_\_  
\_\_\_\_\_

\*TOP PARTNER: \_\_\_\_\_

\*APPROVAL#: \_\_\_\_\_

## TO BE COMPLETED BY OLYMPIC APPROVING PARTY

Note: Please thoroughly read the attached letter  
for details.

Date Received: \_\_\_\_\_  
Approval Date: \_\_\_\_\_  
Approval Expires: \_\_\_\_\_  
(Rights granted by contract)

Changes / Modifications  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Conclusion  
 Approved as submitted.  
 Approved with revisions indicated.  
 Please revise and resubmit.

## APPROVER'S SIGNATURES: (Only approving party needs to sign)

MERIDIAN: \_\_\_\_\_ DATE: \_\_\_\_\_  
DENTSU: \_\_\_\_\_ DATE: \_\_\_\_\_  
SOCOG: \_\_\_\_\_ DATE: \_\_\_\_\_  
USOC: \_\_\_\_\_ DATE: \_\_\_\_\_

## OLYMPIC PREMIUM APPROVAL REQUEST FORM

### TO BE COMPLETED BY OLYMPIC APPROVING PARTY

If additional space is required, please attach information to this form.

DATE Submitted: \_\_\_\_\_

Approval Needed By: \_\_\_\_\_

TO:

- Meridian Management
- Dentsu - Nagano Organizing Committee
- Sydney Organising Committee
- U.S. Olympic Committee

FROM:

TOP Partner \_\_\_\_\_

Name \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

### Description of Premium Item

\_\_\_\_\_

### Description of the specific use (e.g. employees only)

\_\_\_\_\_

Is item part of a multiple premium promotion?

yes  no

If yes, which promotion

Dates of Distribution \_\_\_\_\_

Territories of Distribution \_\_\_\_\_

### Production Details

Unit Cost (F.O.B Price): \_\_\_\_\_

Quantity: \_\_\_\_\_

Manufacturer (Name/Address) \_\_\_\_\_

Official Licensee?  yes  no

(If not please include copy of manufacturer acknowledgement letter)

Will premium be sold?  yes  no

If yes, at what price? \_\_\_\_\_

### Use of Olympic Marks and Designations

(Rights to use Olympic Marks are determined by your Olympic Agreement)

IOC

- Logo
- Historical Marks (Describe)  
\_\_\_\_\_

USOC

- USA/5-Rings
- USOC/Wreath  Silhouettes

NAOC

- Logo  Mascots
- Pictograms  Look

SOCOG

- Logo  Mascots
- Pictograms  Look

NOC of \_\_\_\_\_

### Authenticating Statement and Notice

\_\_\_\_\_

\*TOP PARTNER: \_\_\_\_\_

\*APPROVAL #: \_\_\_\_\_

### TO BE COMPLETED BY OLYMPIC APPROVING PARTY

Note: Please thoroughly read the attached letter for details.

Date Received: \_\_\_\_\_

Approval Date: \_\_\_\_\_

Approval Expires: \_\_\_\_\_

(Rights granted by contract)

### Changes / Modifications

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Conclusion

Approved as submitted.

Approved with revisions indicated.

Please revise and resubmit.

### APPROVER'S SIGNATURES:

(Only approving party needs to sign)

MERIDIAN: \_\_\_\_\_ DATE: \_\_\_\_\_

DENTSU: \_\_\_\_\_ DATE: \_\_\_\_\_

SOCOG: \_\_\_\_\_ DATE: \_\_\_\_\_

USOC: \_\_\_\_\_ DATE: \_\_\_\_\_

## OLYMPIC PREMIUM DISTRIBUTION & ROYALTY REPORT FORM

### TO BE COMPLETED BY PARTNER AT END OF EACH QUARTER

(One form per Promotional Campaign, please copy form to include additional premium items. If additional space is required, please attach information to this form.)

TOP Partner: \_\_\_\_\_

DATE: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Signature: \_\_\_\_\_

TO:

- U.S. Olympic Committee
- Meridian Management
- Dentsu - Nagano Organizing Committee
- Sydney Organising Committee

Promotional Campaign

Title/Description: \_\_\_\_\_

#### 1. Premium Item

Description: \_\_\_\_\_

Reference No.: \_\_\_\_\_

Manufacturer: \_\_\_\_\_

#### Royalty Payments

Was premium sold?  yes  no

If yes, at what price: \_\_\_\_\_

Units ordered: \_\_\_\_\_

Price per unit: \_\_\_\_\_

Currency: \_\_\_\_\_

Total value: \_\_\_\_\_

#### Distribution

Estimated Distribution of Premium Item by Country (Notification in either percentage or units)

#### 2. Premium Item

Description: \_\_\_\_\_

Reference No.: \_\_\_\_\_

Manufacturer: \_\_\_\_\_

#### Royalty Payments

Was premium sold?  yes  no

If yes, at what price: \_\_\_\_\_

Units ordered: \_\_\_\_\_

Price per unit: \_\_\_\_\_

Currency: \_\_\_\_\_

Total value: \_\_\_\_\_

#### Distribution

Estimated Distribution of Premium Item by Country (Notification in either percentage or units)

#### 3. Premium Item

Description: \_\_\_\_\_

Reference No.: \_\_\_\_\_

Manufacturer: \_\_\_\_\_

TOP PARTNER: \_\_\_\_\_

APPROVAL#: \_\_\_\_\_

#### Royalty Payments

Was premium sold?  yes  no

If yes, at what price: \_\_\_\_\_

Units ordered: \_\_\_\_\_

Unit cost (F.O.B. price): \_\_\_\_\_

Currency: \_\_\_\_\_

Total value: \_\_\_\_\_

#### Distribution

Estimated Distribution of Premium Item by Country (Notification in either percentage or units)

#### Royalty Payment Due:

Total Value: \_\_\_\_\_

Less: \*Value of "royalty-free" items: \_\_\_\_\_  
( \_\_\_\_\_ )

\*this value cannot exceed \$100,000

Adjusted Total: \_\_\_\_\_

#### Royalty Payment to:

Trust Account Olympic Premiums

UNION DE BANQUES SUISSES (UBS)

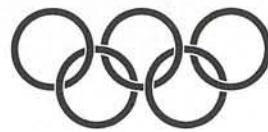
Place St. Francois

1002 Lausanne

Switzerland

Swift Nr: UBSWCHZH10A

Acct. No. 255 749.64B



OLYMPIC TELEVISION  
ARCHIVE BUREAU

OLYMPIC TELEVISION, FILM AND VIDEO LIBRARY SALES AND MARKETING

**OLYMPIC FOOTAGE**  
**REQUEST FORM**

PLEASE COMPLETE SECTIONS (A) TO (C) IN AS MUCH DETAIL AS POSSIBLE AND RETURN THIS FORM TO US AT THE CO-ORDINATES DETAILED BELOW.  
PLEASE CONTACT US, SHOULD YOU HAVE ANY QUERIES OR DIFFICULTIES IN COMPLETING THE FOLLOWING PAGES.

A) Licensee's Details

Full Name of Organisation .....  
Full Postal Address .....

.....  
.....  
.....

Telephone Number .....  
Fax Number .....  
Contact Person & Title .....

Invoicing Details (if different from above)

Full Name of Organisation .....  
Full Postal Address .....

.....  
.....  
.....

Telephone Number .....  
Fax Number .....  
Contact Person & Title .....

Please tick the box if a purchase order number is required on the invoice

The Bureau is managed in the United Kingdom by  
TRANS WORLD INTERNATIONAL (UK) INC,  
a limited liability company incorporated under the  
laws of Ohio, USA, registered number in England  
FC007696

Olympic Television Archive Bureau  
4th floor,  
Axis Centre,  
Hogarth Business Park, London W4 2TH.

TEL: (44) 0181 233 5353  
FAX: (44) 0181 233 5354



INTERNATIONAL OLYMPIC COMMITTEE  
Château de Vidy, 1007 Lausanne, Switzerland

B) Rights Required

**1. Footage Requested** (please provide details on the footage requested, specifying athlete name, event and Games, where possible - attach a separate page, if necessary).

.....  
.....  
.....  
.....  
.....  
.....  
.....

**2. Usage** (please specify the nature of the programme in which the Olympic footage will appear, including a description of the programme form, e.g. news, documentary, promotion etc.)

.....  
.....  
.....  
.....

**3. Programme Title** .....

**4. Rights Required** (please tick the box(es), as applicable)

Theatrical (i.e cinematic)	Commercial	<input type="checkbox"/>	
	Non-commercial	<input type="checkbox"/>	
Standard television broadcast	Commercial	<input type="checkbox"/>	
	Non-commercial	<input type="checkbox"/>	
Non-standard television broadcast (i.e. cable and/or satellite)	Commercial	<input type="checkbox"/>	
	Non-commercial	<input type="checkbox"/>	
In-store (i.e. closed circuit)	Commercial	<input type="checkbox"/>	
	Non-commercial	<input type="checkbox"/>	
Home video	<input type="checkbox"/>	Non-theatrical	- exhibitions, tradeshows <input type="checkbox"/>
DVD	<input type="checkbox"/>		- corporate <input type="checkbox"/>
Video CD	<input type="checkbox"/>		- internal (staff only) <input type="checkbox"/>
Subscription video	<input type="checkbox"/>		- educational <input type="checkbox"/>
CD-ROM	<input type="checkbox"/>		- entertainment <input type="checkbox"/>
Interactive CD	<input type="checkbox"/>		- inflight <input type="checkbox"/>
Pop-promo	<input type="checkbox"/>		- other (please specify below) <input type="checkbox"/>

**5. Initial Transmission/Distribution Date** .....

**6. Number of transmissions\*** .....

\* we grant an unlimited number of transmissions for all the above rights with the exception of non-commercial television i.e. within television programming. Television transmissions are generally restricted to two (2) per country per year. Please note that whilst we can extend this figure to a degree, it may well increase the final licensing fee.

7. Licence Territory (e.g. UK only, World etc.) .....

8. Licence Period\* .....

\* note that we cannot grant rights "in perpetuity". In general, we grant commercial rights for a maximum of six (6) months and all other rights for a one (1) year term. Licence terms may be extended to a maximum of five (5) years (naturally, with the option of re-negotiating at the conclusion) but again, this will affect the final licensing fee.

9. Duration of Olympic Footage to be used .....  
(approx. minutes/seconds)

C) Technical Requirements

10. Olympic Footage to accessed from: OTAB archive   
Other source   
(please specify) .....

11. Standard/Format Required\*

VHS	<input type="checkbox"/>	PAL	<input type="checkbox"/>
3/4"	<input type="checkbox"/>	NTSC	<input type="checkbox"/>
Beta SP	<input type="checkbox"/>		
Digital Beta	<input type="checkbox"/>		
Other	<input type="checkbox"/>	(please specify)	.....

\* Note that the majority of our masters are stored on Beta SP PAL.

12. Shipping Details (if different from above)

Full Postal Address .....  
.....  
.....  
.....  
.....  
Telephone Number .....  
Fax Number .....  
Contact Person & Title .....

13. Shipping (UPS or other) Account Number .....  
(if applicable)

14. Preferred Delivery Date .....

D) Fees

The following technical and research charges, if applicable, will apply:

**Research** @ £ 110 minimum for up to a 1/2 day or;  
@ £ 200 for a full day

**Use of viewing facilities** @ £ 90 for the first hour plus;  
@ £ 50 for each subsequent hour or;  
@ £ 250 for a full day

**Duplication** (from Beta SP PAL) to:

VHS	@ £ 69 per hour (machine time)
3/4"	@ £ 150 per hour (machine time)
Beta SP	@ £ 180 per hour (machine time)
Digital Beta	@ £ 210 per hour (machine time)

**Conversion** from PAL to NTSC @ £ 100 per hour (machine time)

**Licence Fees** - dependant upon the information provided above and we will advise accordingly.

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THANK YOU FOR YOUR INTEREST IN THE OLYMPIC TELEVISION ARCHIVE  
BUREAU AND FOR COMPLETING THE FORM. WE WILL ENDEAVOUR TO SER-  
VICE YOUR REQUEST AS QUICKLY AS POSSIBLE.

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