



International  
Olympic  
Committee

# GUIDELINES FOR EDITORIAL USE OF THE OLYMPIC PROPERTIES BY MEDIA ORGANISATIONS

June 2021



## INTRODUCTION

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

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

For any editorial use of the Olympic Games Organising Committee (OCOG) graphics, please contact the respective OCOGs: <https://olympics.com/en/olympic-games>.

For any editorial use of the National Olympic Committee (NOC) emblems, please contact the respective NOCs: <https://olympics.com/ioc/national-olympic-committees>.

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

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

## FOR PURPOSES OF THESE GUIDELINES

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

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

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

**“Non-rights-holding broadcasters”** means broadcast media organisations that have not been granted any rights to broadcast and exhibit the Olympic Games in any territory.

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## GENERAL PRINCIPLES

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Objective: protection of the Olympic Properties  
and the Olympic Movement

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Integrity of the Olympic Properties

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Editorial

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Photography

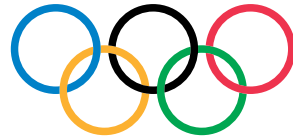
# OBJECTIVE: PROTECTION OF THE OLYMPIC PROPERTIES AND THE OLYMPIC MOVEMENT

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

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

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

Olympic symbol



Official emblem of the Olympic Games

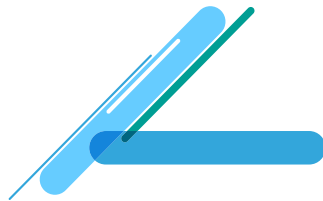


Wordmark of the Olympic Games

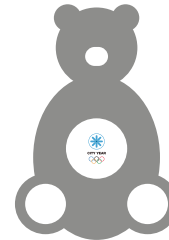
**CITY YEAR**



Look of the Olympic Games



Mascot of the Olympic Games

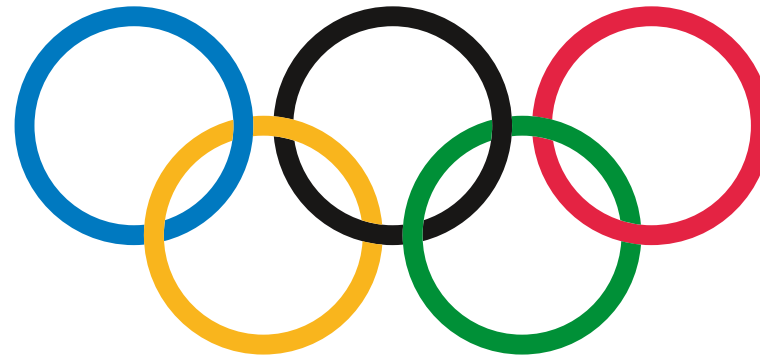


## INTEGRITY OF THE OLYMPIC PROPERTIES

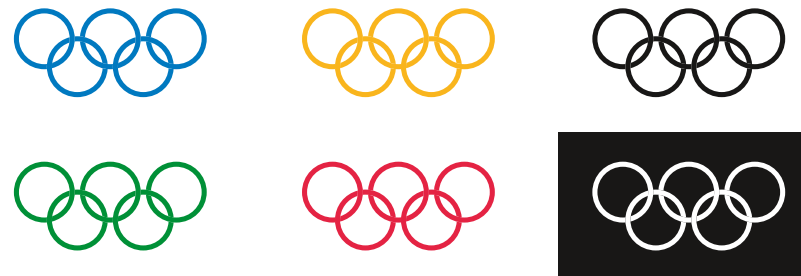
The integrity of the Olympic Properties, including the Olympic rings, must be maintained.

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

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



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

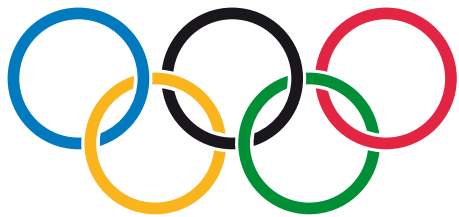


# INTEGRITY OF THE OLYMPIC RINGS: COMMON MISUSES

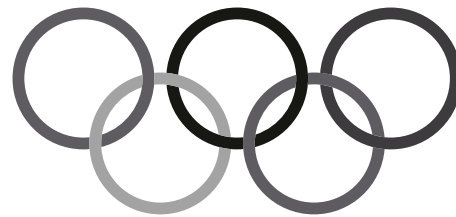
## Alterations

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

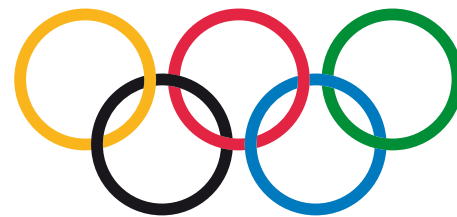
Do not create "gaps" at the intersection of each of the rings



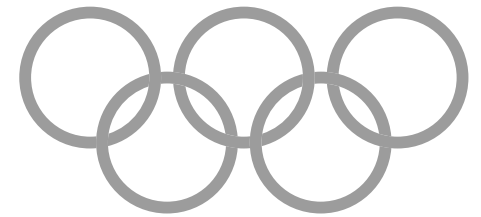
Do not use different tones of grey



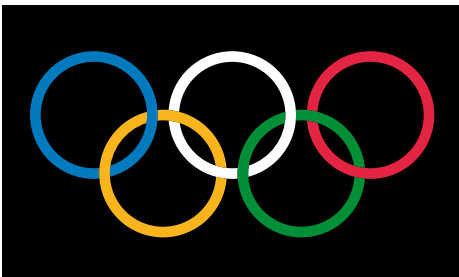
Do not reorder colours



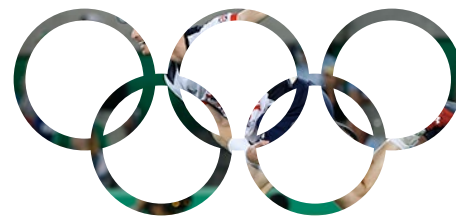
For monochrome Olympic rings, use only official colours



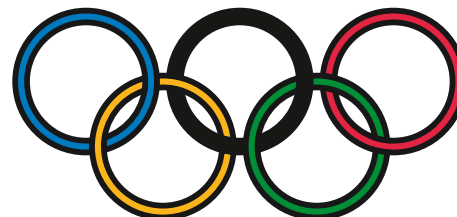
Do not modify colours



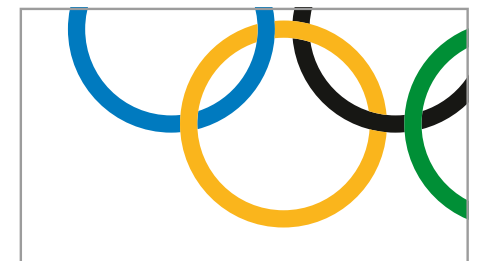
Do not insert imagery



Do not outline



Do not crop

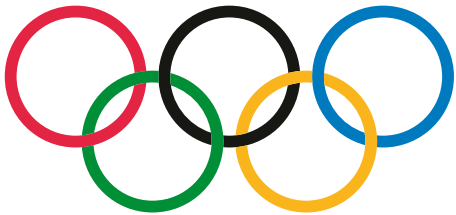


# INTEGRITY OF THE OLYMPIC RINGS: COMMON MISUSES

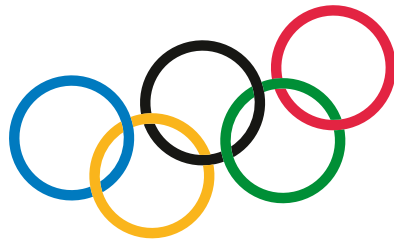
## Orientation

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

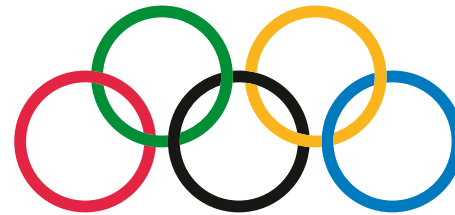
Do not flip horizontally



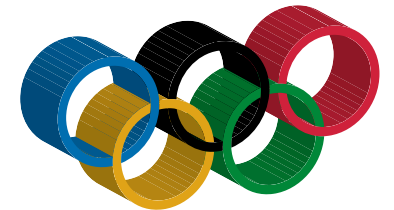
Do not rotate



Do not invert



Do not rotate in 3D





# INTEGRITY OF THE OLYMPIC RINGS: COMMON MISUSES

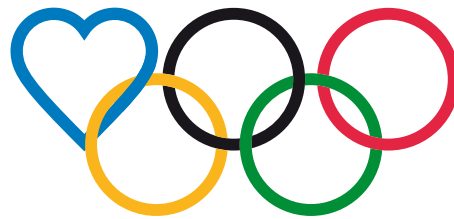
## Distortions

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

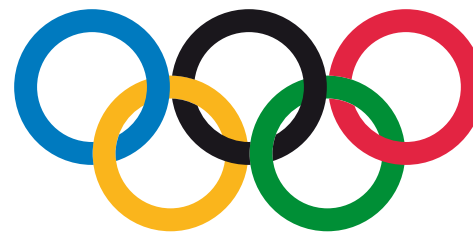
Do not stretch or deform



Do not distort the shape of the Olympic rings



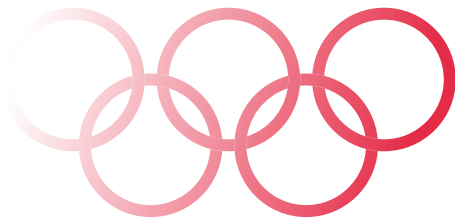
Do not distort width



Do not reproduce as objects, shapes, people or products



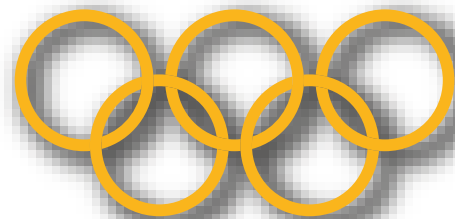
Do not add gradation



Do not insert images, words or illustrations



Do not add drop shadow



Do not apply on surfaces where shape is distorted

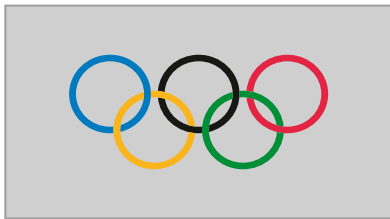


# INTEGRITY OF THE OLYMPIC RINGS: COMMON MISUSES

## Backgrounds

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

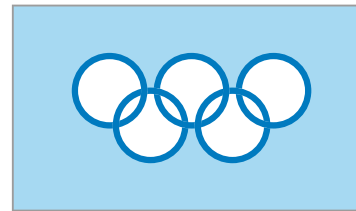
Background for the full-colour Olympic rings must be white



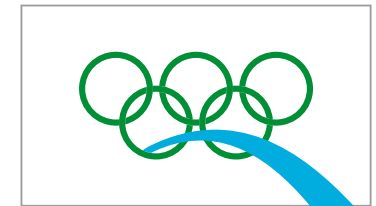
Background for the full-colour Olympic rings must be white



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



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



# EDITORIAL

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

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

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

Editorial use



Editorial use



Commercial use



Formal association



# PHOTOGRAPHY

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

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

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

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

## Audio-Visual Content

Media organisations may not film within Olympic venues. Non-Rightsholding Broadcasters' use of Olympic audiovisual content is limited to the terms and conditions of the News Access Rules of the respective Olympic Games.

Editorial use



Editorial use



Commercial association



Commercial association



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## SPECIFIC APPLICATIONS

14	Domain names and social media accounts
15	Applications (apps)
16	Mastheads / footers
17	Sponsorship, advertisements and promotions featured on an editorial content page
18	Olympic Games supplements
19	Olympic features
20	Sharing links
21	Contests, games and lotteries

# DOMAIN NAMES AND SOCIAL MEDIA ACCOUNTS

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

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

Websites

www.medianame.com/olympicgames

www.medianame.com/olympics

www.medianame.com/cityyear



Social media

www.socialmedia.com/medianame/olympicgames

www.socialmedia.com/medianame/olympics

www.facebook.com/medianame/olympicgames

www.facebook.com/medianame/olympics

www.twitter.com/medianame/olympicgames

www.twitter.com/medianame/olympics



Websites

www.medianameolympicgames.com

www.medianameolympics.com

www.medianamecityyear.com



Social media

www.socialmedia.com/medianameolympicgames

www.socialmedia.com/medianameolympics

www.socialmedia.com/medianamecityyear

www.socialmedia.com/cityyear

www.facebook.com/medianameolympicgames

www.facebook.com/medianameolympics

www.facebook.com/medianamecityyear

www.facebook.com/cityyear

www.twitter.com/medianameolympicgames

www.twitter.com/medianameolympics

www.twitter.com/medianamecityyear

www.twitter.com/cityyear



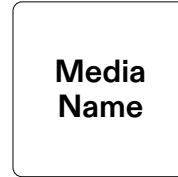
# APPLICATIONS (APPS)

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

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

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

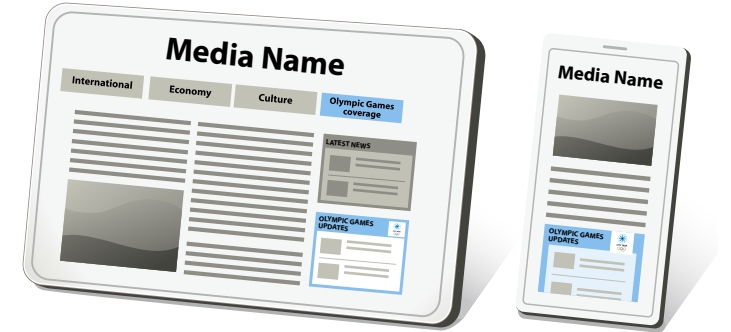
Icon



Icon



Content / Design



Content / Design



# MASTHEADS/FOOTERS

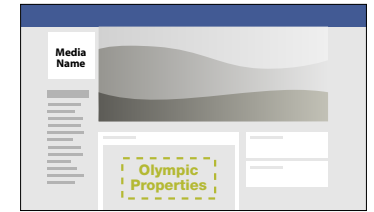
To avoid creating or implying a false association with the IOC, the Olympic Games or the Olympic Movement, the Olympic Properties must not be incorporated into the mastheads or footers of a publication or screen view page of a website and/or social media account.

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

Print



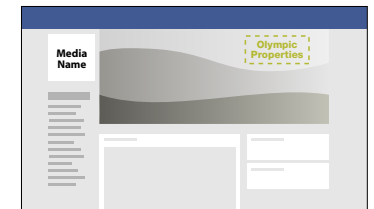
Digital / Social media



Print



Digital / Social media





# SPONSORSHIP, ADVERTISEMENTS AND PROMOTIONS FEATURED ON AN EDITORIAL CONTENT PAGE

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

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

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

Presentation and impression will be key.

Advertising clearly separate



Olympic Properties clearly separate



Intrusive advertising



Undue association with Olympic Properties



## OLYMPIC GAMES SUPPLEMENTS

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

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

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

The same rules apply for any advertising or sponsorship within the supplement as can be found on page 17.

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

Print use



Digital use



Print use



Digital use



# OLYMPIC FEATURES

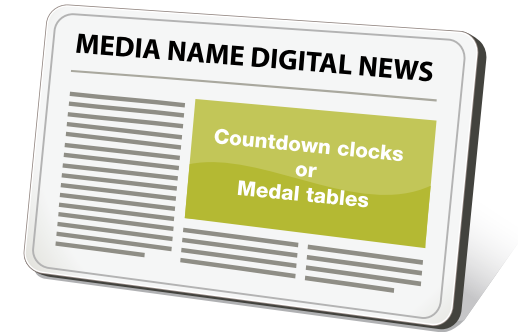
Media Organisations may use unbranded information features, such as countdown clocks, and medal tables, for illustration purposes when reporting on the Olympic Games in publications for editorial purposes.

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

Print use



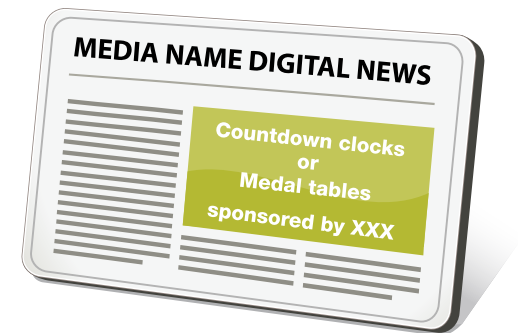
Digital use



Print use



Digital use



## SHARING LINKS

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

Print use



Digital use



Print use



Digital use



# CONTESTS, GAMES AND LOTTERIES

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

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

Not linked to the Olympic Games coverage



Not linked to the Olympic Games coverage



AD  
 Olympic Games lottery  
 on Media Name

AD  
 Olympic Games  
 lottery on  
 Media Name



AD  
 Watch Media Name  
 and Win tickets to  
 the Olympic Games!  
 Olympic rings icon

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



3 NON-RIGHTS-HOLDING  
BROADCASTERS

23	Specific principles applying to Non-Rights-Holding Broadcasters
24	Broadcaster bug and/or logo
25	Network branding
26	Studio layout and backdrop
27	Naming of a programme
28	No Sponsorship

## SPECIFIC PRINCIPLES APPLYING TO NON-RIGHTS- HOLDING BROADCASTERS

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

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

- [News Access Rules](#) applicable to the relevant edition of the Olympic Games.
- [IOC Social and Digital Media Guidelines](#) for persons accredited to the relevant edition of the Olympic Games.



## BROADCASTER BUG AND/OR LOGO

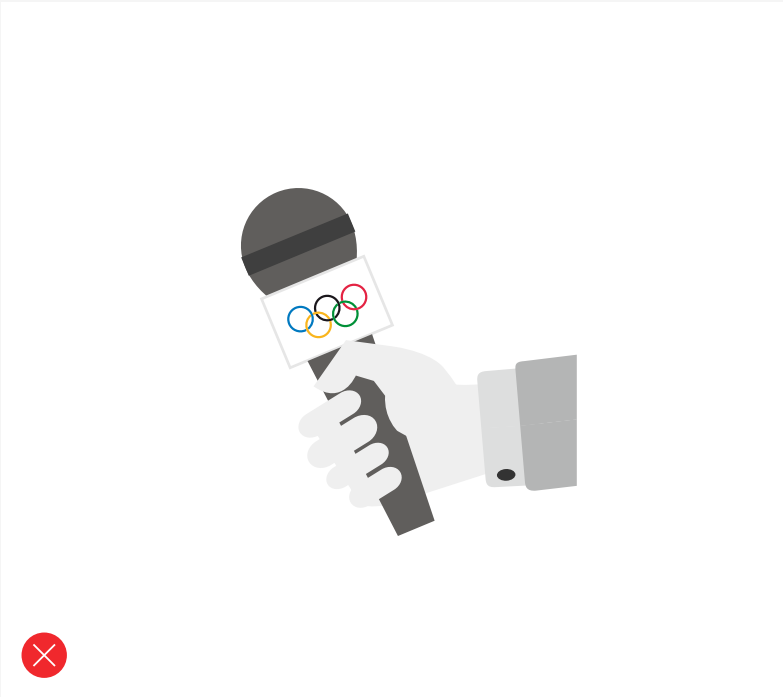
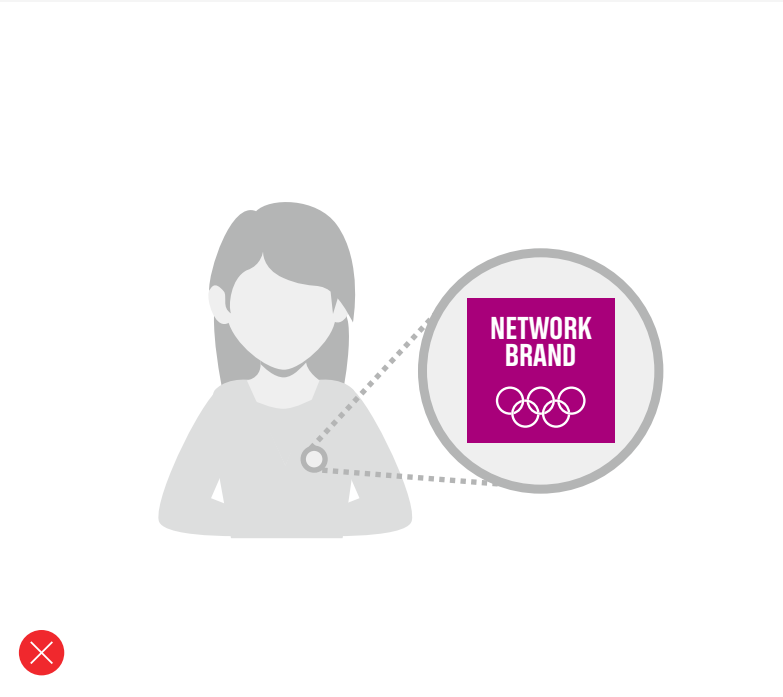
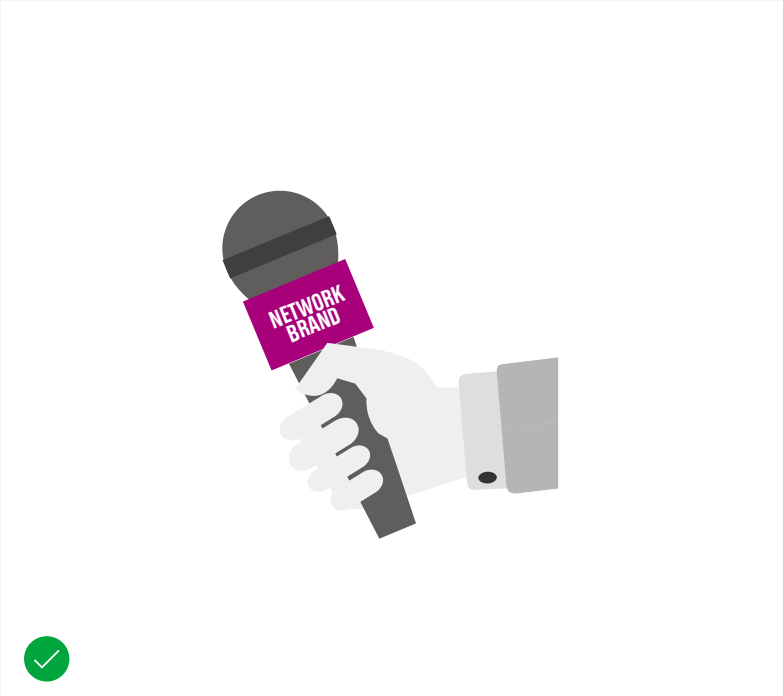
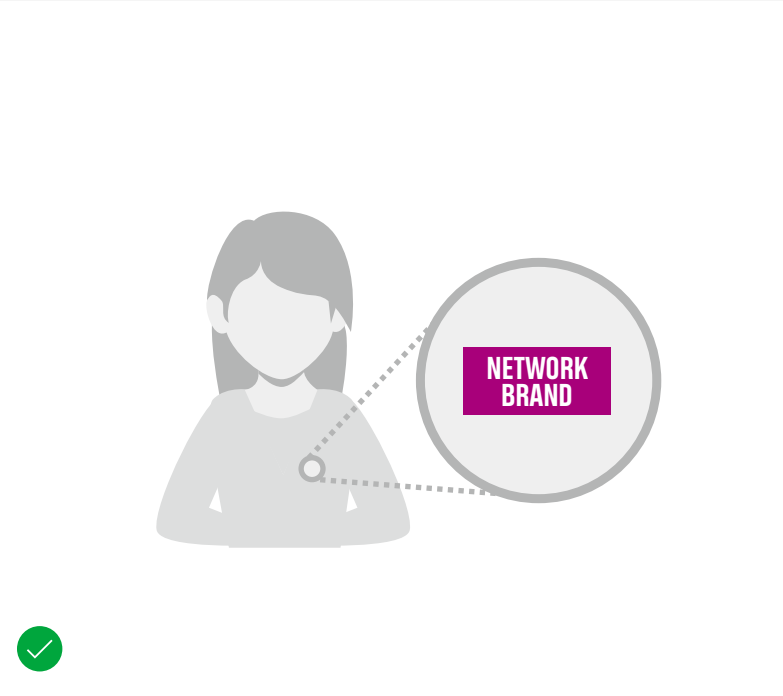
Non-Rights-Holding Broadcasters must not create a network bug with any Olympic properties, or create their own composite logo with any Olympic Property or use Olympic Properties in a logo.





# NETWORK BRANDING

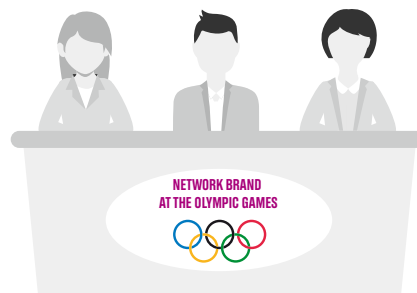
Non-Rights-Holding Broadcasters must not display any Olympic Properties on network branding (e.g. microphones, uniforms or pins) – inside or outside the studio.



## STUDIO LAYOUT AND BACKDROP

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

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



## NAMING OF A PROGRAMME

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

**Road to  
Tokyo**

**Destination  
Japan**



**Road to  
Tokyo  
2020**

**Road to the  
Olympic Games**

**Media Name  
Olympic  
Coverage**



## NO SPONSORSHIP

In line with the rules set out in these Guidelines, sponsorship of Olympic content or its reproduction or presentation is not permitted.



4

## TOKYO 2020 POSTPONEMENT

30

References to the Olympic Games Tokyo 2020

## REFERENCES TO THE OLYMPIC GAMES TOKYO 2020

Despite the postponement of the Olympic Games Tokyo 2020 to take place in 2021, the IOC is retaining the official references to the games “Olympic Games and Paralympic Games Tokyo 2020” along with any other associated marks.

Tokyo 2021 and Tokyo 2020+1 and any variations thereof, shall not be used as a reference or designator of the Olympic Games Tokyo 2020.

Any references to the Olympic Games and Paralympic Games Tokyo 2020 taking place in 2021 shall be made by media organisations in a factual referential manner within the text of the editorial piece or be limited to oral references within a broadcast.

# Tokyo 2020



Olympic Games Tokyo 2020  
Olympic medalist Tokyo 2020  
Medals table Tokyo 2020

[www.medianame.com/tokyo2020](http://www.medianame.com/tokyo2020)

[www.socialmedia.com/medianame/tokyo2020](http://www.socialmedia.com/medianame/tokyo2020)



# Tokyo 2021 Tokyo 2020+1



Olympic Games Tokyo 2020+1  
Road to Tokyo 2021  
Olympic medalist Tokyo 2020+1  
Medals table Tokyo 2021

[www.medianame.com/tokyo2020plus1](http://www.medianame.com/tokyo2020plus1)

[www.socialmedia.com/medianame/tokyo2021](http://www.socialmedia.com/medianame/tokyo2021)

