EDITORIAL USE OF THE OLYMPIC PROPERTIES BY MEDIA ORGANISATIONS
The present document has been developed as a reference document for media organisations that wish to use the Olympic Properties, in relation to their news coverage of the Olympic Games, subject to the conditions set forth below.

The principles set forth below apply to bona fide media organisations only.

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

Please contact:
- media.operations@olympic.org
- legal@olympic.org
- pressoffice@olympic.org

Any breach of these guidelines will be reviewed by the IOC, and appropriate action will be taken.
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>GENERAL PRINCIPLES</th>
<th>SPECIFIC APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective: protection of the Olympic Properties</td>
<td>Mastheads/footers</td>
</tr>
<tr>
<td>Integrity of the Olympic rings</td>
<td>Advertisements and promotions featured</td>
</tr>
<tr>
<td>Editorial</td>
<td>on an editorial content page</td>
</tr>
<tr>
<td>Photography</td>
<td>Olympic Games supplements</td>
</tr>
<tr>
<td>Domain names and social media accounts</td>
<td>Countdown clocks/medal tables</td>
</tr>
<tr>
<td>Applications (apps)</td>
<td>Sharing links</td>
</tr>
</tbody>
</table>

For any use of the Olympic Properties not expressly permitted in the present document, prior written approval by the IOC is needed.
The aim of this document is to provide information on how the Olympic Properties can be used by bona fide media organisations.

While the IOC fully acknowledges the essential role played by the press 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, including the possibility of offering the Olympic Partners exclusive association with the Olympic Games, is indeed critical to ensuring the viability of the Olympic Movement.

For the sake of clarity, in this document, the term “Olympic Properties” refers to the Olympic symbol (the Olympic rings), the emblem, word mark and the mascots of the Olympic Games, such as the Sochi 2014 Olympic Winter Games, the word “Olympic” and other Olympic-related terminology.

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

For any uses of the National Olympic Committee (NOC) emblems, please contact the respective NOCs.

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Integrity of the Olympic rings

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

To this effect, the Olympic rings cannot be altered or distorted, or used in a way that is not relevant to the piece or the context they are used for.

Olympic rings official versions

- Polychrome version
- Monochrome versions (only Olympic colours are accepted)
- Negative version (only white is accepted)

Common Misuses

- Do not rotate.
- Do not stretch or warp.
- Do not outline.
- Do not distort width.
- Do not add effects.
- Do not place images in front of the Olympic rings.
- Do not place graphics in front of, through or behind the Olympic rings.
- Background for the full colour Olympic rings must be white.
- Background for the full colour Olympic rings must be white.
- Background must be consistent behind the Olympic rings.

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Editorial

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

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

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

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Photography

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

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

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

For more information:

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Domain names and social media accounts

Media organisations are not allowed to create specific Olympic-related websites and social media accounts. However, they may create a sub-folder dedicated to the Olympic Games within the official website of the media organisation or in relation to their official social media accounts.

**Websites**
- www.medianame.com/olympicgames
- www.medianame.com/olympics
- www.medianame.com/sochi2014
- www.medianameolympicgames.com
- www.medianameolympics.com
- www.medianamesochi2014.com

**Social media accounts**
- www.facebook.com/medianame
- www.twitter.com/medianame
- www.facebook.com/medianameolympicgames
- www.facebook.com/medianameolympics
- www.facebook.com/medianamesochi2014
- www.twitter.com/medianameolympicgames
- www.twitter.com/medianameolympics
- www.twitter.com/medianamesochi2014

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Applications (apps)

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

- The Olympic rings and the emblem of the specific edition of the Olympic Games cannot be used in the application’s icon (thumbnail), or within the application itself;

- The application’s name cannot contain the terms “Olympic/Olympics/Olympic Games/Olympiade” or their equivalent in foreign languages. However, reference to the name of the specific edition of the Olympic Games, such as “Sochi 2014” or “Rio 2016” may be used, provided that the reference to the edition of the Olympic Games, i.e. “Sochi 2014” is not used alone. The name needs to reflect a more comprehensive description of the content available in the application (e.g. “[news media’s name] + Sochi 2014 coverage/latest news/updates/medal table/countdown, etc.).

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The application’s graphic identity and graphic environment (both in the application’s icon and within the application) must not suggest that the application is official or is somehow endorsed by or associated with the IOC (or another Olympic entity).

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

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Mastheads/footers

To avoid creating or implying a false association with the IOC, the Olympic Games or the Olympic Movement, the Olympic Properties should not be incorporated into the mastheads or footers of a publication.

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

However, advertising should remain clearly distinct and separate from any editorial piece to avoid any undue association with the Olympic Games. Presentation and impression are key.

For any use of the Olympic Properties not expressly permitted in the present document, prior written approval by the IOC is needed.
A supplement or special edition of a newspaper or magazine, dedicated to the coverage of the Olympic Games, is permitted.

The supplement, however, 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 by the IOC or other Olympic entity.

Olympic Games supplements should not be sponsored by companies other than the Olympic Partners, for which authorisation must have been cleared with the IOC beforehand.

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

A take-over of all advertising space within the supplement, which offers one advertiser exclusivity, is not permitted as this will give the impression of an official association between the advertiser and the Olympic Games.
Countdown clocks/medal tables

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

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

Sponsorship of the feature by the publication or a third party is not permitted, unless by an Olympic Partner with prior approval from the IOC.

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

Links to www.olympic.org are accepted subject to the condition that the link must be formatted in plain text only, must not use the Olympic Properties and must not be associated with any sponsorship or advertising material.

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