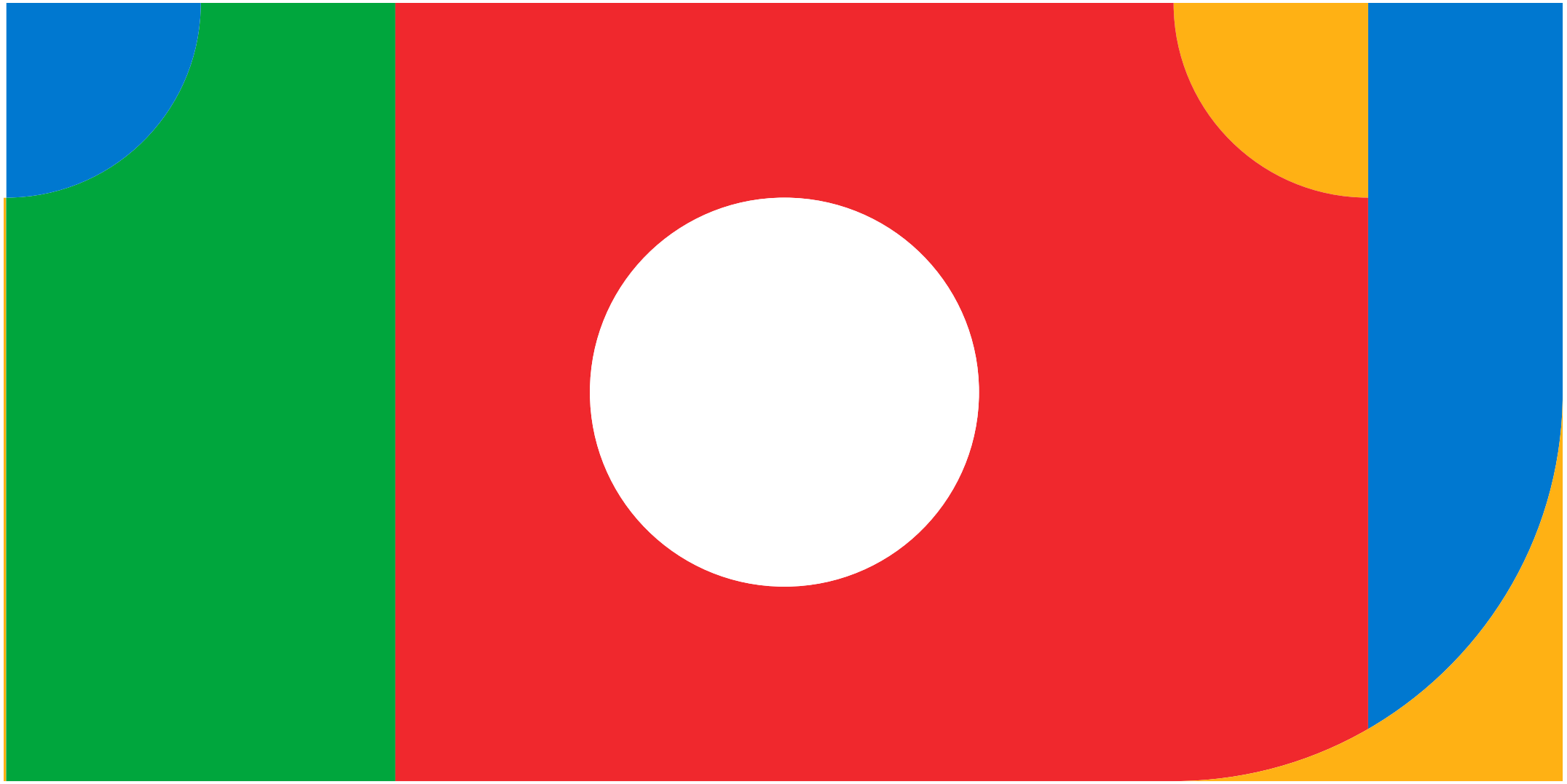
International Olympic Committee

GUIDELINES FOR THE NON-COMMERCIAL USE OF OLYMPIC DESIGNATION AND OLYMPIC SYMBOL BY ORGANISATIONS RECOGNISED BY THE IOC

September 2021



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The IOC may recognise an organisation (hereafter "**IOC Recognised Organisation**") which contributes to the mission and objectives of the Olympic Movement.

The purpose of these guidelines is to provide guidance on how an organisation may use a designation to indicate that it is recognised by the IOC (hereafter "**Olympic designation**") as well as the Olympic symbol standing alone (hereafter the "**Olympic symbol**").

GENERAL PRINCIPLES

Any and all uses of the Olympic designation (as defined in these guidelines) and the Olympic symbol should be guided by the following principles:

1. The Olympic designation and the Olympic symbol may not be used for any commercial purposes. In particular, they must not appear in any way that may create an association between the IOC Recognised Organisation's sponsors and the Olympic designation/Olympic symbol. For example, the IOC Recognised Organisation's sponsors cannot appear on the same page as the Olympic designation/Olympic symbol.
2. The Olympic designation and the Olympic symbol must be reproduced independently from the IOC Recognised Organisation's logo. Indeed, the Olympic designation and the Olympic symbol may not be incorporated into the logo of the IOC Recognised Organisation or any Organisation's references or marks, or combined with the logo of the Organisation to form a composite logo.
3. The Olympic designation and the Olympic symbol must appear in proportionate size to other elements featured on a page and must not be emphasised over other visual or textual elements. The Olympic designation and the Olympic symbol must never be distorted or altered in any way.

USE OF THE OLYMPIC DESIGNATION

To indicate that the organisation is recognised by the IOC, such organisation may use, subject to the IOC's approval and for the uses outlined below, the following Olympic designation.

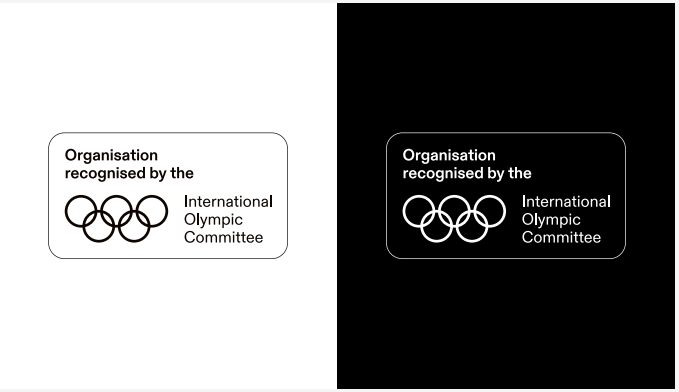
The permitted uses are as follows:

On the IOC Recognised Organisation's official website
The Olympic designation may be reproduced only once on the IOC Recognised Organisation's official website.

In the IOC Recognised Organisation's official publications
The Olympic designation may be reproduced only once, inside an IOC Recognised Organisation's official publication, however neither on the front cover nor on the back cover.



Primary colour version – This is the preferred version.
The background of the label must be white.



Monochrome versions – Alternatively, the label may appear in black or white on any colour background, as long as there is enough contrast.

USE OF THE OLYMPIC SYMBOL

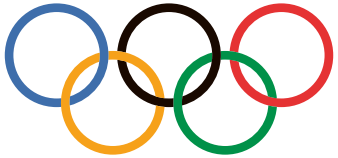
An IOC Recognised Organisation may use the Olympic symbol alone in relation to the following uses:

Link from the IOC Recognised Organisation Website to the Official Website of the Olympic Movement
A link to the official website of the Olympic Movement, **www.olympics.com**, using the Olympic symbol, may be made from the IOC Recognised Organisation official website, subject to the following condition:

- the link to the official website of the Olympic Movement may not be singled out and must be referenced in a list of websites of other non-commercial entities, however not on the same page as any of the organisation's sponsors' websites or references.

Use in an Editorial Context
An IOC Recognised Organisation may use the Olympic symbol for editorial purposes, subject to the following conditions:

1. The context must be non-commercial, for example in an article factually referring to the Olympic Games and/or the Olympic Movement.
2. The Olympic symbol may be featured only once, for illustration purposes.



IOC SUPPORT OF EVENTS

The IOC has developed specific rules in relation to the use of the Olympic properties at events which receive the support of the IOC.

Should an event of the IOC Recognised Organisation receive the IOC's support, these specific guidelines will apply in relation to the organisation of the event.

ARTWORK AND IOC APPROVAL

The uses of the Olympic designation as well as the Olympic symbol are subject to the IOC's written approval before any reproduction.

Any proposed use should be submitted to the IOC to the attention of **brandapproval@olympic.org**.

Artwork are available through **brandapproval@olympic.org**.

Except as permitted in these guidelines, no other uses of the Olympic designation or the Olympic symbol are possible without the IOC's express prior written consent.

The present guidelines may be reviewed by the IOC at any time, at its sole discretion. Should an IOC Recognised Organisation fail to respect these guidelines, the IOC reserves the right to ask such IOC Recognised Organisation to immediately stop using the Olympic designation and the Olympic symbol.

In case of doubt with respect to the interpretation of these guidelines, please contact the IOC.

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