



Brand Use Guidelines for Media
Updated: May 2013

SUMMARY

These Guidelines, issued by the Canadian Olympic Committee (**COC**) permit the use of COC, Canadian Olympic Team and all other Olympic Marks (**Marks**) which include emblems and logos (examples of which are depicted in **Appendix A**) in connection with news stories about the Canadian Olympic Committee, Team or the Olympic Games in Canadian paper and Internet News Publications (defined below), subject to the conditions and restrictions set forth in these Guidelines. Any use of the Marks in a News Publication that is not expressly authorized by these Guidelines is strictly prohibited, unless otherwise expressly authorized in writing by the COC or the International Olympic Committee (**IOC**).

Please contact either of the following individuals at the COC to discuss these guidelines or address any questions you may have. To submit requests for use of the Olympic Brand please contact branduse@olympic.ca.

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1. WHY THESE GUIDELINES?

The Canadian news media plays an important role in communicating information about the Canadian Olympic Team, the Olympic Games, sport and the Olympic Movement. The COC respects and supports the news media's need to use the Marks – including the Canadian Olympic Committee and Canadian Olympic Team Emblems – in their news stories about the Olympic Games. However, the COC has an obligation to protect the integrity of the Marks as the symbols of the Olympic Games, and to ensure that any use of the Marks is in accordance with the Olympic Charter and in the best interests of the Olympic Movement. Furthermore, the Marks are protected by copyright, trademark and similar laws in Canada and internationally, and use of the Marks by Official Sponsors and Licensees of the Canadian Olympic Committee provides the funding necessary to support amateur athletes and support the Olympic Movement in Canada.

These Guidelines are intended to allow the Canadian news media to use the Marks in a manner that meets their needs while respecting the COC's obligations and the rights of the Official Marketing Partners of the Canadian Olympic Team. **Nothing in these Guidelines is in any way intended to control the content of news stories or editorials about the Olympic Games.**

2. EDITORIAL VS. PROMOTIONAL

Editorial Content: is the space in a newspaper, magazine or website, excluding advertising and revenue pages, which reports the news, consisting of text, photographs, graphics, and illustrations.

Promotional Content: is the intention to endorse or encourage consumers to engage with a particular company, brand or cause. For example, purchasing space adjacent to editorial content in a section in a newspaper or an adversarial with the intension of marketing/selling a product.

3. THE GUIDELINES

For the purposes of these Guidelines, a **News Publication** means a publicly available newspaper, news magazine or journal published on a daily, weekly or monthly basis either in (a) print format in Canada only (a **Print Publication**) or (b) on a Canadian internet website that originates from a server located in Canada (a **Website**).

The Marks may be used in a News Publication for editorial use and are subject to the following conditions and restrictions:

A) General (for both Print Publications and Websites)

Permitted purpose: The Marks may be reproduced only to identify news stories relating solely to the Canadian Olympic Team, the Olympic Games or the Pan American Games (**each respective story**) unless prohibited by the other conditions and restrictions in these Guidelines. The Marks may not be reproduced or otherwise used for any other purpose, including without limitation, the promotion of the News Publication or its coverage of the Games or the Canadian Olympic Team.

Permitted location: The Marks must be located in close proximity to and in obvious connection with Olympic or Pan American Games and/or Canadian Olympic Team story, unless prohibited by the other conditions and restrictions in these Guidelines.

Permitted size: The Marks must be displayed in a space that is no larger than 25% within the context of an Olympic-themed story.

Prohibited use: In addition to the foregoing, the Marks may not be used in any manner that states, suggests or implies that the News Publication or the publisher of the News Publication:

- a. is or has been licensed, sponsored, authorized, endorsed or approved of by, or
- b. during the sales process to prospective advertisers, the sale cannot be in the context of an official Olympic Games media product or sold as in proximity to Olympic marks or content or
- c. is affiliated or associated with, is a sponsor of or is a provider of goods, services or support to the Canadian Olympic Committee, the IOC, the Olympic Games, the Olympic Movement or the Canadian Olympic team.

No other Marks/no association: The Marks must not be displayed (a) within close proximity to any other trademark, official mark, word mark, slogan, logo, design or other symbol; or (b) in any other way so as to suggest a connection, association, affiliation, sponsorship or other relationship between any of (i) the Olympic Movement, the COC, the Olympic Games or any member of the Canadian Olympic Team and (ii) any other person, business, products or services (except for the COC's Official Marketing Partners or Licensees).

Supplements (special editions/inserts/pullouts): The Marks are permitted in Olympic themed supplements subject to the following:

- a. It is not permitted to sell supplements exclusivity to Non-Olympic Rights Holders.
- b. The advertising space within the supplement cannot be made to look like an integral part of the supplement through graphics, look or background imagery.
- c. Instead, any advertising that is not provided by an Olympic rights holder would have to be made to look distinct from the supplement (for example, a 10-point line space delineating between advertisement and supplement copy).
- d. Under all circumstances, the COC would look to the media outlet producing the supplement to be particularly sensitive to the risk of ambush marketing (for example, creation of an unauthorized third party association with the Canadian Olympic Team or Olympic Games) and would ask the media outlet to monitor for and prevent against potential ambush marketing in advertising creative.

B) Print Publications

Permitted frequency: The Marks must not be reproduced more than once on any page of the Print Publication

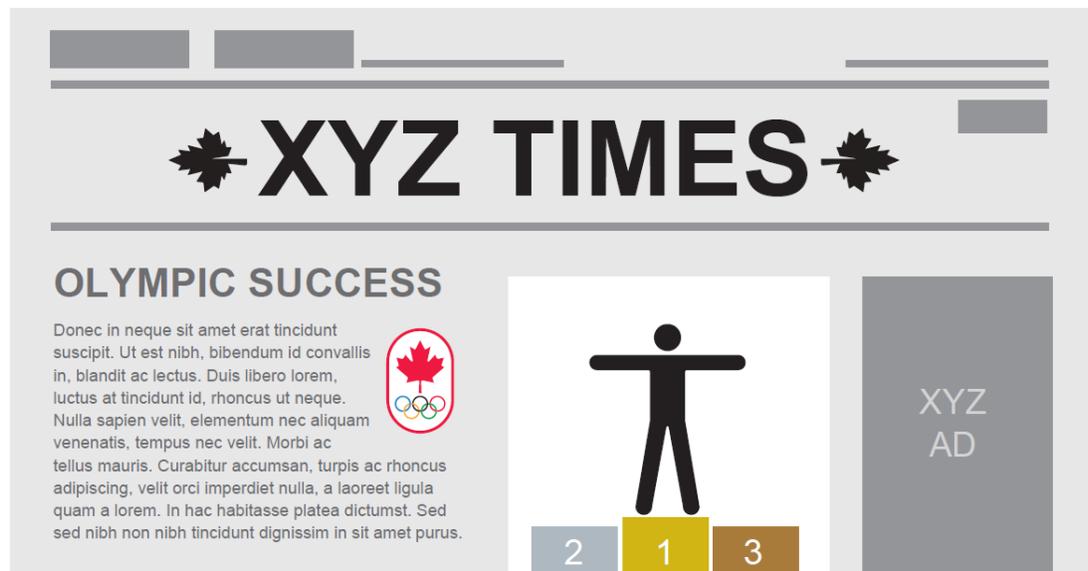
Prohibited locations: The Marks must not be reproduced in the masthead or footer of any Print Publication

No advertising/paid content: The Marks must not be reproduced in or within close proximity to (a) any advertisement (including an advertisement for the News Publication) or (b) any content (including advertorial) that is paid for by any person or controlled by any person other than the publisher of the News Publication.

Example



Print Media: A newspaper wants to run their story about an Olympian and wants to use the Olympic marks to highlight the story. Is this permissible?



Case Assessment: In this scenario, because Olympic marks are used within an editorial context and are an appropriate distance from non-Olympic sponsor logos and advertising, this would be considered **unlikely to infringe**.

Example



Print Media: A newspaper wants to run their story about an Olympian and wants to use the Olympic marks to highlight the story and sell advertisement space exclusively to non-Olympic partners as an opportunity to associate with the Olympic Games. Is this permissible



Case Assessment: In this scenario, the Olympic Marks displayed in the mast head of the newspaper along with the close proximity of sponsor advertising to Olympic Marks and the clear attempt by the non-Olympic sponsor advertising to associate with the Olympic Games, this would be considered **likely to infringe**.

C) Websites

Permitted frequency: The Marks must not be displayed more than once on any website page

Prohibited locations: The Marks may not be displayed in the masthead, header, footer, background or navigation bar of any website page

Prohibited format: Website users must not be able to copy, download or save the Marks, and any attempt to do so (including right-clicking on the emblem) must result in a pop-up notice that says the following, for example: “Important notice: Canadian Olympic Committee or Canadian Olympic Team Emblems – TM/MC © COC, 2013. Unauthorized use of the emblem or any component of the emblem is strictly prohibited”.

Domain names/URLs: The website and its domain name and URLs for website pages must not include any of the following terms or similar Olympic-related terms: Olympic, Olympics, Olympic Games, Team Canada (in English, French or any other language).

Linking: A third party may link to content contained in the COC website (olympic.ca) and any other domain names used by the COC, provided that the use is editorial in nature.

Example



Media Website: An online newspaper website has a page dedicated to the Olympic Games and wishes to use Olympic marks in the context of an editorial story. Is this permissible?



Case Assessment: In this scenario, the Canadian Olympic Team mark has been used within an editorial context and is positioned away from other non-Olympic sponsor marks and the URL does not feature Olympic Marks. This would be considered **unlikely to infringe**.

Example



Media Website: An online newspaper website has a page dedicated to the Olympic Games. Is this permissible?



Case Assessment: In this scenario, the URL has the trademark “Olympic” in it and the use of Olympic Marks including the Olympic Rings and the torch in the mast head in a promotional context. It is apparent that the advertisement space on this Olympic page has also been sold to Non-Olympic Rights Holders who have built on the Olympic association by using medal imagery. This example would be considered **likely to infringe**.

4. IN SUMMARY

Print/Online Media who are Non-Olympic Rights Holders	
CAN	<ul style="list-style-type: none">a. Use Olympic marks where factually accurate and relevant within a body of text and given distance and distinction from Non-Olympic Rights Holder's advertisements or marksb. Have an Olympic section, sport section or a supplement dedicated to Olympic coveragec. Link to COC website content
CANNOT	<ul style="list-style-type: none">a. Use Olympic marks in a masthead or a title or directly adjacent to these areas so as to create an Olympic association with the paper/media source as a whole.b. Use COC secondary marks (e.g. mosaic, fonts) anywhere in news coverage or promo materialsc. Promote Olympic coverage or indicate any official status with the Canadian Olympic Teamd. Sell media space based on the proximity and association with editorial coverage of the Olympic Gamese. Sell advertisement within section headers with editorial references to the Olympic Gamesf. Manipulate Olympic images or Intellectual Property for promotional purposes

5. COMPLIANCE

Compliance with these Guidelines will be strictly enforced by the COC and the IOC. Violation of these Guidelines **may lead to withdrawal of media accreditation** by the COC and IOC, revocation of permission to use the Marks and other enforcement measures.

6. COC'S ROLE IN PROTECTING THE OLYMPIC BRAND

The COC is a private, not-for-profit organization and as a National Olympic Committee (NOC), has a legal duty to the IOC and its sponsors to monitor and protect the Olympic Brand in Canada. In order to fulfill this duty, the COC has developed a balanced approach to Olympic Brand use that relies on education, assessment and enforcement to respond appropriately to all commercial and non-commercial infringements or misuses of the Olympic Brand in Canada.

The COC relies heavily on the sale of exclusive marketing rights to generate revenue, which is used to fund the Canadian Olympic Team's preparation and participation at Olympic and Pan American Games. Thus, the awarding, management and protection of exclusive marketing rights surrounding the Olympic Brand in Canada is necessary to sustain Canada's participation in the global Olympic Movement.

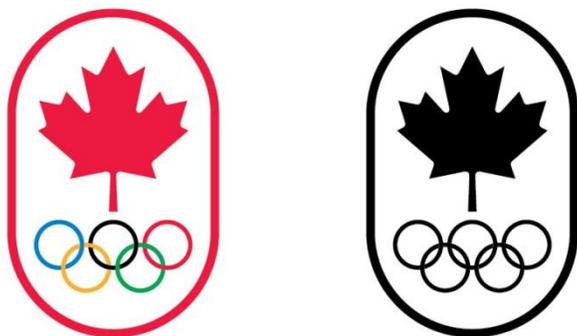
The COC endeavors to enforce its rights in a disciplined, fair and transparent manner. For more details and case studies explaining this process, please visit www.olympic.ca/brand-use or contact branduse@olympic.ca. The sport community and the Canadian Media play a crucial role in educating Non-Olympic Rights Holders and in controlling the use of the Olympic Brand in Canada for the benefit of all stakeholders. Your assistance in protecting the Olympic Brand in Canada is greatly appreciated.

APPENDIX A: EXAMPLES OF OLYMPIC MARKS

1. Canadian Olympic Committee Institutional Mark



2. Canadian Olympic Team Mark



3. International Olympic Committee Mark



4. Sochi 2014 Olympic Games Mark



5. Rio 2016 Olympic Games Mark



APPENDIX B: DEFINITIONS

Editorial Content: The space in a newspaper, magazine or website, excluding advertising and non-revenue pages, which reports the news, consisting of text, photographs, graphics, and illustrations.

Mark: Also known as an emblem or logo.

Non-Olympic Rights Holder: Any organization that does not have an official relationship with the Olympic Movement and has no right to associate with the Olympic Brands. Non-Olympic Rights Holders cannot create or imply an association to the Olympic Games, Movements or Canadian Olympic Team without permission from the COC.

Olympic Marks: Consists of any Mark (Wordmarks or logos) which is owned and protected by the IOC or any of its family of National Olympic Committees. In Canada, Olympic Marks are protected by Section 9 Official Marks status under the Trademark Act and where offered special protection under the Olympic and Paralympics Marks Act during and post the Vancouver 2010 Games. For a detailed account of Canadian Olympic Committee Marks, please visit the Canadian Trademarks Database.

Olympic Movement: The IOC is the governing body of the Olympic Movement, with the Olympic Charter defining its structure and authority. The Olympic Movement consists of International Sports Federations (IFs), National Olympic Committees (NOCs), and organizing committees for each specific Olympic Games. As the decision-making body, the IOC is responsible for choosing the host city for each celebration of the Games.

Olympic Rights Holder: Any commercial organization that has an official sponsorship relationship the COC, and/or the IOC. The organization's rights (as it relates to the Olympic Brand) must be defined in a contract between the two parties. An Olympic Rights Holder is commonly referred to as a "Sponsor" or "Marketing Partner", "Supplier" or "Supporter" of the COC or IOC.

Promotional Content: The intention to endorse or encourage consumers to engage with a particular company, brand or cause. For example, Purchasing space adjacent to editorial content in a section in a newspaper or an adversarial with the intension of marketing/selling a product.

Wordmark: A distinct text-only typographic treatment of the name of a company, institution, or product name used for purposes of identification and branding.