

Marks

Introduction

National Olympic Committees ("NOCs") and National Paralympic Committees ("NPCs") are key to the success of the London 2012 Olympic Games and Paralympic Games - without you, and your teams, they would not be the global celebration which we are so proud to host. You will also play an important role in promoting the Games within your territory.

To help you do this and to excite your own athletes and stakeholders about London 2012, we are making the London 2012 Olympic Games and Paralympic Games marks ("our marks") available to enable you bring the Games to life.

As you will be acutely aware, all Olympic and Paralympic marks hold immense value and our logos are our most valuable asset. We therefore need to protect them carefully, and consequently the use we allow you to make of our logos must be carefully controlled. These guidelines, together with our online brand centre (see below), aim to make our processes and controls as easy as possible for you to access our brand.

Our logos and other assets are made available to you for non-commercial purposes only. Due to the commercial rights structure within the Olympic and Paralympic movements, the only commercial entities with any rights to use our logos or otherwise associate with the 2012 Games within your territory will be IOC TOP Partners and IPC global partners as appropriate.

In this second edition of our marks guidelines, we are pleased to make available to you our logos, pictograms and mascots on a pre approved basis. The London 2012 word mark is also available to NOCs and NPCs but please note that you will be required to complete the request form which can be found in the Appendix.

Contents

Pre-approved uses

London 2012 brand centre

Use of other London 2012 marks

Withdrawal of pre-approved uses

Brand protection

Legal

Appendix: London 2012 Games' marks usage request form

Pre-approved uses

NOCs and NPCs are permitted to use our marks, shown below, on a pre-approved basis for the non-commercial purposes described in this document, and provided in all cases our marks are not used in any way that suggests an association between London 2012 and any third-party. In particular there should be no commercial marks, advertising or other branding used on documents or web pages, in proximity to our marks.

For the avoidance of doubt, NOCs and NPCs do not need to submit a London 2012 Games' mark usage request form (see Appendix A) to us for the pre-approved uses described below, and can use these without seeking our further consent or approval provided that:

- All usage adheres to the London 2012 brand guidelines provided on the London 2012 brand centre (see point 2 below) or on CD (provided on request); and
- Its use will not create an unauthorised association between a third party and London 2012.

Whether an unauthorised association is created will depend on:

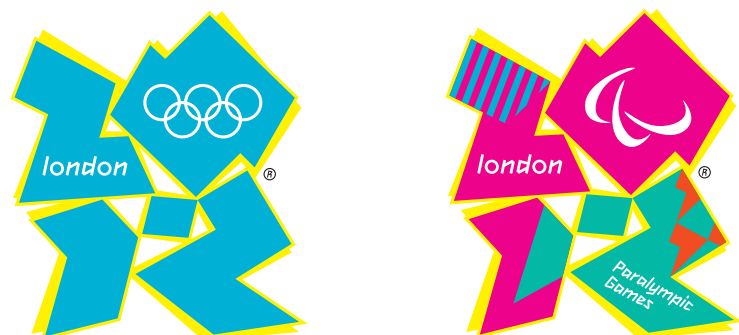
- The proximity of the third party's name or logo to our marks;
- The frequency of a third party's name or logo within, for example, a publication bearing our marks (more frequent reference to a brand increases the likelihood of an unauthorised association); and / or
- The manner in which the materials bearing our marks will be used. For example, display or distribution of printed materials bearing London 2012 marks by a third party could create an unauthorised association between them and London 2012.

Marks you can use

The marks which are currently available to you on a pre-approved basis can be found on our brand centre (see point 2 below). NOCs should only use our Olympic Games marks and NPCs should only use our Paralympic Games marks.

Logos

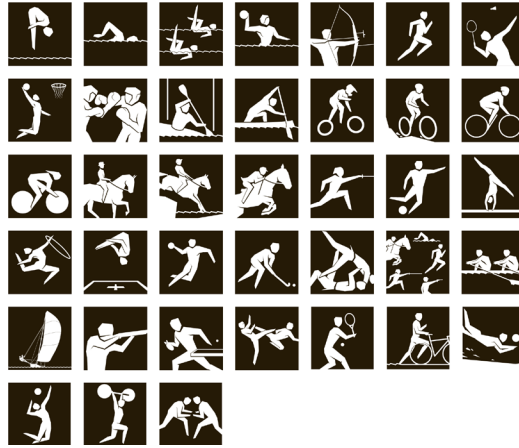
Below are illustrations of our logos although note that our Olympic logo comes in a variety of colours which are shown on our brand centre and from which you are free to select, in accordance with the brand centre guidelines.



Pictograms

London 2012 has two types of pictogram to represent the sports and disciplines of the Games. The two types of pictogram are the simplified silhouette version and the more decorative dynamic version. Both of these have specific roles to play in communications from and endorsed by London 2012.

London 2012 Olympic Games pictograms



London 2012 Paralympic Games pictograms



Mascots

The London 2012 Olympic and Paralympic mascots, Wenlock and Mandeville, will be an integral part of the London 2012 Games image and identity.



Wordmarks/referencing the Games

When speaking or writing about the Games, we ask you to refer to them using the following:

The London 2012 Olympic Games and Paralympic Games
The London 2012 Olympic Games
The London 2012 Paralympic Games
London 2012

We appreciate there will be instances where NOCs and NPCs are unable to use the logo and would prefer to use 'London 2012' written in our Headline font. These requests will be dealt with on a case by case basis through a London 2012 Games' mark usage request form (Appendix A).

NOC and NPC publications and printed materials

Our logos, pictograms and mascots are pre-approved for use by NOCs and NPCs for editorial purposes in the following publications and printed materials:

- Monthly newsletters;
- Brochures;
- Annual reports;
- Other non-commercial documents in which it is appropriate to make reference to London 2012.

They are not however pre-approved for use in other printed materials such as adverts, posters, or books and magazine which will be sold.

NOC and NPC letterhead, email signatures and business cards

Our logos are pre-approved for use by NOCs and NPCs on letterhead, email signatures and business cards subject to the following:

- They may not be used on mailing / postal envelopes;
- Use on business cards applies only to staff members who have a direct business relationship with the London 2012 Olympic Games and Paralympic Games;
- The correct placement of our logos on letterhead and business cards is the bottom right-hand corner (see illustrations below);
- There must be clear separation between the NOC or NPC logos and our logos. Our logos should be clearly secondary in visual impact and must not appear to be equal or of greater size than the NOC or NPC logos;
- Please refer to the London 2012 brand guidelines to ensure the required clear space around our logos and minimum sizes are adhered to;
- NOC/NPC personnel with a role which specifically relates to preparations for the London 2012 Games may refer to this in their email signature in a text only format. Please note that marks should not be used in this context.
- No third-party logos, advertising or any other such branding is allowed on any item bearing our logos.

Websites

Home pages – our logos, pictograms and mascots are pre-approved for use on an NOC or NPC's home page in an editorial manner (for example to illustrate an article about the London Games). Our logos may also be used as an icon, as illustrated below, together with the logos of other forthcoming Olympic / Paralympic Games (subject to the relevant organising committees having agreed this) and provided there is no commercial branding (other than those of TOP Partners) on the page.



Sections about London 2012 - a separate and distinct London 2012 section should be created for all information related to London 2012 on the NOC or NPC website, including all related news releases and stories / articles and photos. Our marks can be used appropriately on this page. These London 2012 pages should not include any references to or branding of any third parties including within the template or navigation elements of the web pages.

Links – links to the London 2012 website (london2012.com) may be included on the homepage of an NOC or NPC website or elsewhere on the site as follows:

- Text links to the london2012.com homepage may appear within a list of other relevant / useful links. You should use one of the word marks listed above when doing this.
- Text links or hyperlinks can also be used within editorial pieces referring to the Games, or on the separate London 2012 section of your website to direct people to specific pages of our website, e.g. on volunteering or ticketing, as relevant.
- You can use our official “Link to us” buttons, available at www.london2012.co.uk/about-this-site in accordance with the policy set out there.
- If you are using our logo(s) as icons on your home page or elsewhere in accordance with the guidelines above, these can also be activated as links to our website, or to the separate London 2012 section of your website. There should always be at least one prominent link to our website though, if you have created your own London 2012 section.

Please ensure a screen version (web-safe) of the marks and an appropriate ‘alt’ attribute (sometimes referred to as an ‘alt-tag’) are used.

The London 2012 brand centre

The London 2012 brand centre is a live, 24-hour, globally accessible, web-based tool designed to support authorised users of the London 2012 emblems. All new site users should personally register, so please do not create a generic password or email address.

To register, please go to: <http://brand.london2012.com>

Please select 'Register' and enter license code: NOC 0003 1112

Using the drop down menus, please select:

License Partner type: NOCs and NPCs

Partner Name: NOCNPC

Once you select 'Submit', a password will be automatically sent to you and you will then have the option to change it to something more memorable. If you do not receive this within 48 hours, please check your email SPAM folder. If you encounter any further problems, please email brand.support@london2012.com. Your NOC or NPC Relations contact will however be able to supply you with a temporary login and password if you are having difficulty accessing the site.

Use of other Games' marks

In due course London 2012 will be producing a variety of other designs and films etc. We are not intending to make these available on a pre-approved basis, but appreciate that there may be occasions on which you would like to be able to use them.

If you wish to use these, or if you wish to use any of the marks available to you on the brand centre in ways other than those which are pre-approved in this document, we may be able to arrange this, provided the use is non-commercial and otherwise appropriate. LOCOG's express prior written approval will be required for such use so if you want to use such assets, please submit the London 2012 Games' mark usage request form set out in the Appendix.

Requests, along with an indication of the proposed use, should be submitted to:

NOC and NPC Services and Relations, Sport Department
The London Organising Committee of the Olympic Games
and Paralympic Games Ltd.
One Churchill Place,
Canary Wharf, London E14 5LN.

Telephone: +44 (0) 203 2012 400
Fax: +44 (0) 203 2012 486
Email: NOC-NPC@london2012.com

London 2012 will make every effort to respond to requests within ten working days but would ask for your patience at busy times and during UK national holidays.

If we approve the requested use, it is the NOC or NPC's responsibility to make any and all required revisions and submit this to use for approval before production or publication. Please plan production deadlines allowing adequate time to allow for any changes and for final approval. Closer to Games time, specific guidelines will be made available for Ceremony wear, competition uniforms and pre-Games' wear.

Withdrawal of pre-approved uses

LOCOG reserves the right to withdraw the pre-approved use of the London 2012 Games' marks upon written notice to the NOC or NPC, and / or to request that changes be made to how and where the marks are being used in any given case.

Upon receipt of such a notice from LOCOG, the NOC or NPC should immediately discontinue use of the London 2012 Games' mark, or make the requested changes, as described in the notice. In the event of pre-approved uses being withdrawn, all subsequent requests will require written approval from LOCOG's NOC and NPC Services and Relations team or Brand and Marketing team for which the London 2012 Games' mark usage request form set out in the Appendix should be used.

Brand protection

LOCOG takes the matter of brand protection very seriously. As ambush marketing and counterfeit merchandise are increasingly global problems, we would like to take this opportunity to highlight how we can work together with the IOC and IPC to tackle this.

We hope that we can be of mutual assistance. For example, there will be occasions when an ambush in connection with the Games is happening in several territories. Coordinated action by the IOC and / or IPC together with the NOCs / NPCs and LOCOG may be most effective. In this kind of situation we hope we can count on your cooperation.

At other times, you may have an issue specific to your territory but for which you need our help – for example:

- To advise you about trademarks we and / or the IOC / IPC have registered in your territory; or
- To enforce the terms and conditions of Games tickets preventing them being used for commercial purposes.

In the first instance, please contact your normal IOC / IPC contact, copying in brandprotection@london2012.com

If you are interested in how we are protecting our brand in the UK, please visit www.london2012/brandprotection

We do not propose to issue individual licences authorising each NOC/NPC to use our marks. Instead, when you access our marks via the London 2012 brand centre you will be asked to accept some terms and conditions. For the purposes of the brand centre terms and conditions, these guidelines are “Your Agreement”. By accepting the terms and conditions – or by obtaining our marks directly from us (on CD or electronically) if you are not able to access the brand centre – you agree on behalf of your NOC/NPC to only use the marks made available on the brand centre as described in these guidelines and, in particular, you agree not to use our marks for commercial purposes or in any way which could damage the value (commercial or otherwise) of our marks.

If you submit a request using the London 2012 Games’ marks usage request form (Appendix) and your request is accepted, you agree that you will use the approved marks or assets only for the purposes you have set out in the form and that you will not use them for commercial purposes or in any way which could damage the value (commercial or otherwise) of our brand.

Request form

Appendix - London 2012 Games' marks usage request form

For uses not pre-approved in the London 2012 NOC and NPC Games' mark usage guidelines, please complete this form and return it to the LOCOG NOC and NPC Services and Relations team.

Please provide all necessary artwork or other application examples with your submission.

NOC or NPC: Contact name: Contact address: Email: Telephone: Fax:	
London 2012 Games' mark (e.g. logo, wordmark, pictogram) or asset (e.g. film, image, article) requested: (Please be as specific as possible)	
Requested use/application:	
Objectives of use: (for example concept, audience)	
Description of users (other than NOC or NPC) and third parties receiving the materials:	
Date of use:	
Quantity (where appropriate):	
Other comments:	
<p>I confirm on behalf of the NOC/NPC named above that, if approved and supplied for use, the mark(s) or asset(s) requested above shall only be used as described above and/or in compliance with any further requirements or conditions stipulated by The London Organising Committee of the Olympic Games and Paralympic Games Limited (LOCOG). I acknowledge that LOCOG may withdraw their consent at any time and that if the marks or assets provided are used in any other ways without LOCOG's authorisation LOCOG will be entitled to prevent such use or take other steps to remedy any damage caused, particularly in the event that the marks or assets are exploited commercially or are used in a way which suggests an association with a third party and London 2012.</p>	
Signed for and on behalf of the above NOC/NPC	
Job title at NOC/NPC	
Date of submission:	
London 2012 approval	
Date received	
Reference:	
<input type="checkbox"/> Approved <input type="checkbox"/> Declined <input type="checkbox"/> Amend and resubmit:	
Signed	
Date	