

Trademark protection and Rule 40 - MILANO CORTINA 2026

For Olympic
participants

Social media one-pager

Permanently protected figurative marks



Olympic
Rings



Logo of the
Olympic
Games



Sport icons of
the Olympic
Games



Olympic-related
emblems



Swiss Olympic
Logos

Permanently protected word marks

Olympic Games
olympic
Olympiad
Olympian
Milano Cortina 2026
Citius, Altius, Fortius – Communiter
Swiss Olympic (Team)

DO's

- Sharing **images** at the Winter Olympic Games (both inside and outside accredited areas such as the Olympic Village and competition venues)
- Sharing **images as collab posts** without a commercial background:
 - Content from official media rights holders (SRG)
 - Content from Olympic partners (IOC + SO partners)
 - Content with official federations
 - Content from non-Olympic partners - **limited to one celebratory/congratulatory post and without protected Olympic trademarks**
- Sharing a maximum of seven thank-you messages (**images**) to non-Olympic sponsors (one collab post per sponsor)
 - without Olympic figurative/word marks;
 - without official Olympic team clothing/Olympic medal;
 - without personal recommendation for a product/service (without suggestion).
- Sharing **videos** (max. 2 min):
 - from competition venues (1 hour before the start/after leaving the mixed zone);
 - from training centres;
 - from the Olympic Village;
 - of opening and closing ceremonies.
 - Only self-recorded videos in all cases.
- Sharing **videos as a collab post** of the official media rights holders (SRG), Swiss Olympic and the national federation

DON'Ts

- Sharing **videos**
 - of Olympic medal ceremonies or sports competitions (including anthems, coin tosses and any on-field celebrations);
 - that are shown live;
 - of own competition highlights (from recordings by third parties);
 - that are longer than 2 minutes;
 - recorded by third parties (e.g. a coach).
- Sharing **videos as collab posts** together with Olympic and non-Olympic sponsors
- Sharing **any audiovisual material**
 - of a commercial nature (advertising);
 - from medical areas, doping control stations or prayer rooms;
 - created using artificial intelligence (AI).

Scope of application of Rule 40

30.01.26

Olympic Games

06.02. – 22.02.2026

24.02.26

Scope of application of Rule 40

[Detailed
information on
advertising
guidelines](#)

Questions and comments
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