



COMMUNICATION AND ADVERTISING IN CONNECTION WITH OLYMPIC GAMES

Guidelines for athletes, federations, sponsors,
companies, media and authorities

May 2017

CONTENT

IMPORTANT DEFINITIONS	1
GOOD FOR EVERYONE TO KNOW	2
– For the spirit of sport	2
BASIC PRINCIPLES REGARDING PROTECTION OF TRADEMARKS	3
ATHLETES AND THEIR FEDERATIONS	4
– Status	4
– Search for sponsors	4
– Personal appearances	5
– Digital appearances	6
COMPANIES AND NON-OLYMPIC SPONSORS	10
– Advertising and communication activities	10
– Advertisements	11
– Competitions	11
OLYMPIC PARTNERS	12
MEDIA	13
AUTHORITIES	13
CONTACT AND INFOS	14



IMPORTANT DEFINITIONS

IOC	International Olympic Committee
Olympic Charter	Fundamental principles, rules and bye-laws of the Olympic Games drawn up by the IOC
Olympic movement	Union of all organisations, athletes and other persons who recognise the Olympic Charter as their guideline
Olympic zone	The competition sites and the Olympic Village in the host city
Non-Olympic zone	Areas outside of the competition sites and of the Olympic Village (e.g. House of Switzerland)
Team members	All accredited persons of the Swiss delegation (athletes, support staff, trainers, officials)
Non-Olympic sponsors	Personal sponsors of athletes and sports federations who or which are partners of neither Swiss Olympic nor the IOC
Olympic partners	IOC partners and partners of Swiss Olympic (see p. 12)
Blackout period	The blackout period starts nine days before the opening ceremony and ends three days after the closing ceremony (see p. 2)
Rightholders	Official media partners of the Olympic Games. For Switzerland: SRG SSR Media
Non-Rightholders	All other Swiss media (online and offline)
Commercial	Business or economic background, i.e. there is a direct or indirect connection with the purchase and sale of an item or service

GOOD FOR EVERYONE TO KNOW

FOR THE SPIRIT OF SPORT

We champion and stand for excellence, friendship and respect. Because they are the values that unite us all. With this document, we aim to support athletes as well as their supporting staff, trainers, officials, sports federations, sponsors and partners in their preparations for the Olympic Games. Below, we explain important guidelines and provide helpful tips for communication and advertising around the subject of the Olympic Games.

RULE 40 OF THE OLYMPIC CHARTER

The Olympic Charter serves to protect and preserve the fundamental ideas of the Olympic Games. The sports performances of the athletes are central. Therefore, excessive commercialisation should be prevented. The Charter states:

«Except as permitted by the IOC, no competitor, trainer, support staff or team official may allow his person, name, picture or sports performances to be used for advertising purposes during the blackout period* of the Olympic Games.»

(Rule 40, paragraph 3)

***Blackout period:
01.02.2018 – 28.02.2018**

Moreover, in contrast to all other international sports events, no advertising is allowed on the Olympic competition sites. Not even IOC partners may advertise here.

INFRINGEMENTS BY TEAM MEMBERS

By signing the «Agreement on Participation at the Olympic Games», the team members recognise the guidelines contained therein. Any infringement by an athlete, his/her association or sponsor(s) may result in a fine or even exclusion from the Olympic Games.

BASIC PRINCIPLES REGARDING PROTECTION OF TRADEMARKS

IMAGE RIGHTS

The IOC owns the rights to all visual material (photographs and videos) of the Olympic Games. It is not permitted to use photographs and videos on which protected trademarks are visible (e.g. Olympic medals) for marketing purposes. Exceptions to this are IOC partners and Swiss Olympic partners.

Team members may take photographs for their own use and also make them public (e.g. on social media channels), provided that neither privacy rights are infringed nor logos of non-Olympic sponsors are visible. Posts with video and sound recordings are, however, allowed only if they have been made outside of the Olympic zone.

PROTECTED TRADEMARKS

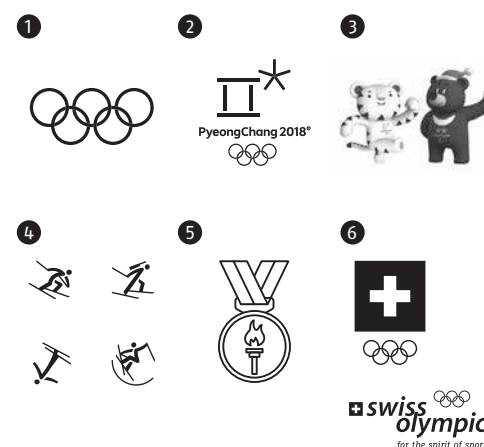
The following figurative marks and word marks are protected and cannot be freely used for advertising purposes. The protection of trademarks also applies to any manipulations of the figurative marks and translations of the word marks into other languages. The names or descriptions must not be used as hashtags either.

WORD MARKS

- Olympic Games
- Olympic
- Citius, Altius, Fortius
- PyeongChang 2018
- Swiss Olympic
- Swiss Olympic Team

FIGURATIVE MARKS

1. Olympic rings
2. Logo of the respective Olympic Games
3. Mascots of the Olympic Games
4. Sports pictograms of the Olympic Games
5. Olympic Games-related emblems (e.g. torch with flame, Olympic medal, etc.)
6. Swiss Olympic logos



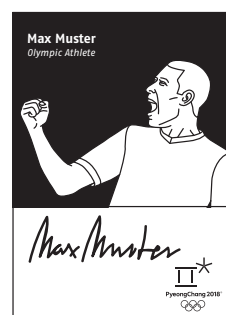
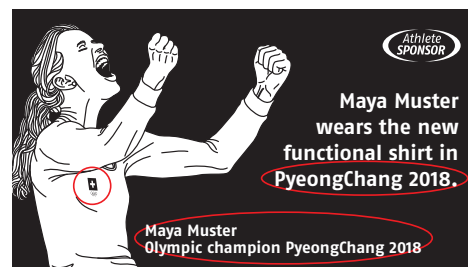
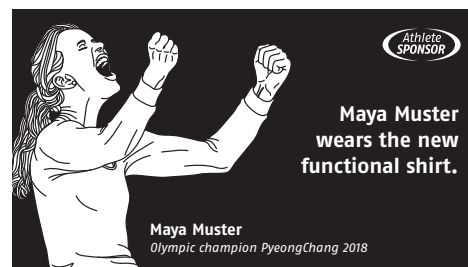
ATHLETES AND THEIR FEDERATIONS

STATUS

As members of the Swiss Olympic Team you can be proud of your achievements and also show that you are. As soon as you take part in the Olympic Games, you can use the status of Olympic competitor or Olympic athlete (following a gold medal, also Olympic champion) as a title and as personal biographical detail respectively (e.g. in your e-mail signature and on autograph and calling cards). However, these titles must not be cited more frequently or more prominently than other names and descriptions, performances and successes. Personal sponsors are permitted to use your status under the same conditions, as a statement about the person, for marketing purposes.

SEARCH FOR SPONSORS

When searching for sponsors or funding, your status as an Olympic competitor or the Olympic Games objective must not be the main statement. Objectives such as, for example, becoming one of the world's best, must also be mentioned and given the same weighting.



PERSONAL APPEARANCES

INTERVIEWS AND MEDIA APPEARANCES

Within the Olympic zone, only the electronic rightsholders (SRG-Medien) may interview you. Outside of that zone, you can also give interviews to those not holding electronic rights (local TV stations). Once your competitions have ended, you may appear, without payment, as co-commentator on accredited radio and TV stations. Provided that you are interviewed by a reporter and have the permission of the Head of Team and the Chef de Mission.

According to the Olympic Charter, athletes must not work in a journalistic capacity during the blackout period. Therefore, you are not allowed, during that period, to work as a photographer, a journalist producing written material or a radio or TV reporter. Exceptions to this are your own social media channels and blogs.

AUTOGRAPH CARD

If you have a special autograph card with Olympic trademarks made for the Olympic Games, logos of non-Olympic sponsors must not be visible either in the layout (front and back) nor on the photograph.

OLYMPIC MEDAL

You should celebrate a medal win in a fitting manner. You can, of course, also share it via your social media channels, Websites and blogs, as long as no non-Olympic sponsors are included. You may also present your medal(s) when visiting schools and at charity appearances.

CLOTHING

The Swiss Olympic Team collection is the official team clothing. You wear this during the blackout period at all interviews and photo shoots (see also clothing handbook).

The federations are responsible for the competition clothing. The design must be submitted, via Swiss Olympic, to the IOC for approval. The guidelines on manufacturers' names and descriptions are part of the Olympic Charter. No additional logos or names and descriptions are permissible on the competition kit or team clothing. If used incorrectly, the unauthorised trademarks must be covered up.

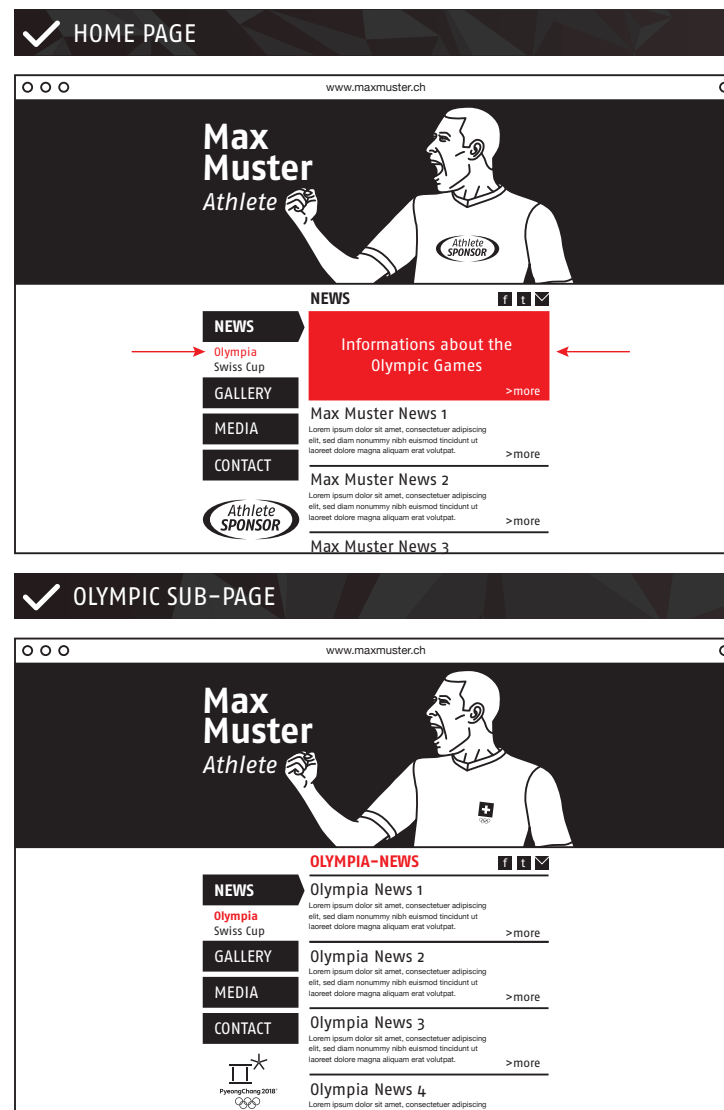
DIGITAL APPEARANCES

The Web offers an increasing number of interesting communication possibilities. When you heed the following points, you can, without reservation, make the best possible use of your online platforms.

WEBSITES

The Websites of athletes and of the associations may include reports on participation in the Olympic Games (e.g. objectives, successes, personal experiences), provided that no non-Olympic sponsors' logos are visible. It would therefore be best to set up a sub-page (e.g. www.sampleathlete.ch/olympics or www.sampleassociation.ch/olympics),

on which no non-Olympic sponsors' logos are shown. On your home page, you can refer to the sub-page by means of a menu item or a teaser. For the teaser, only images without Olympic marks and symbols can be used. On the sub-page, however, you may show photographs and logos of the Games. Simply ensure that no logos of non-Olympic sponsors can be seen on the jerseys and that no privacy rights are infringed. Furthermore, it is not permitted to create a new Website specifically for the Olympic Games (e.g. www.sampleassociation-olympics.ch or www.sampleathlete-olympics.ch).



SOCIAL MEDIA AND BLOGS

Facebook, Instagram, Snapchat, blogs, etc. are ideal for keeping people around and associated with you and fans up to date during the Olympic Games. To ensure your posts are easier to find, use the hashtags of the Swiss Olympic Team (#TeamSUI and #Allin4PyeongChang). Blog entries must be written in the first person. You can also pass them on to media (except for proprietary and corporate publications). Also feel free to post photographs on the subject of the Olympic Games. Simply make sure that all persons pictured consent to publication. Posts with video or sound recordings are permitted only if you have recorded them outside of the Olympic zone. During the

blackout period, it is not permitted to promote a brand, product or service on social media or a blog. Logos on items of clothing and products or hashtags with brand and product names are regarded as advertising. In addition, during this period, non-Olympic sponsors must not feature either in Web links nor in the profile or header image. However, you do not have to delete old posts.

Confidential information on the organisation and execution of the Olympic Games (e.g. on the security measures) must not be made public. Furthermore, it is prohibited to post religious, racist or radical views and content for propaganda purposes.

✓ ALLOWED



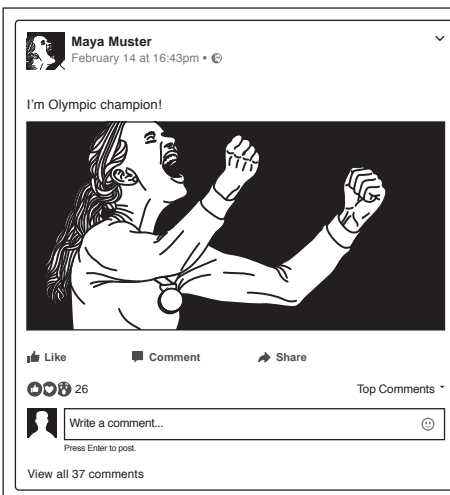
Before the blackout period without using any word marks

✗ NOT ALLOWED

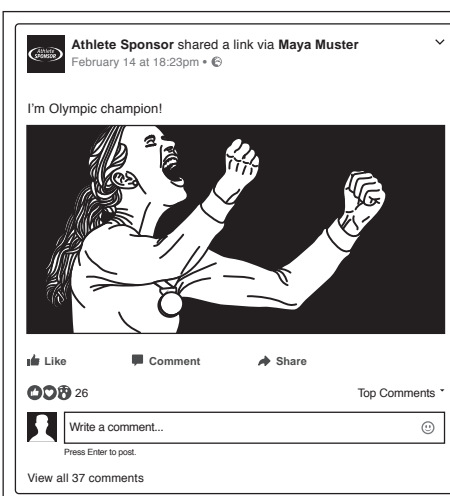


Advertising with athlete during the blackout period

✓ ALLOWED



Post of athlete with protected trademarks without sponsor presence

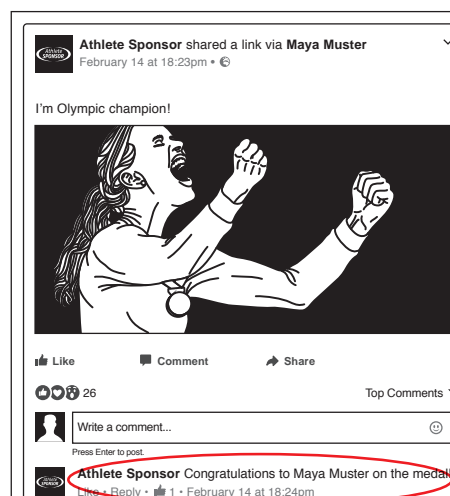


Post of athlete shared by sponsor

✗ NOT ALLOWED



Post of athlete with protected trademarks and sponsor presence



Post of athlete shared and commented by sponsor

COMPANIES AND NON-OLYMPIC SPONSORS

ADVERTISING AND COMMUNICATION ACTIVITIES

Advertising and communication activities that were already started three months before the blackout period may be continued during the Olympic Games. Provided that they do not in any way refer to the participation of an athlete or to the subject of Olympic Games (names and descriptions such as Games, Summer, Winter, Gold, Silver, Bronze, medal or podium are regarded as allusions to the Olympic Games). For such activities, prior authorisation must be sought from Swiss Olympic and written approval obtained from the team members involved.

During the blackout period companies and non-Olympic sponsors may not launch any campaigns with Olympic competitors nor show or mention any athletes in communication activities. Even when there is no connection with Olympic Games. This applies both to offline and online media. Liking and sharing social media posts of the team members is allowed but commenting is not.

After the blackout period companies and non-Olympic sponsors can refer to the performance of athletes in the communication. But it may only be a personal detail and not the main statement or the hook (see also «Status» section, page 4).

It is not, at any time, permitted to use legally protected trademarks or photographic and video material of the Olympic Games for advertising and communication activities.

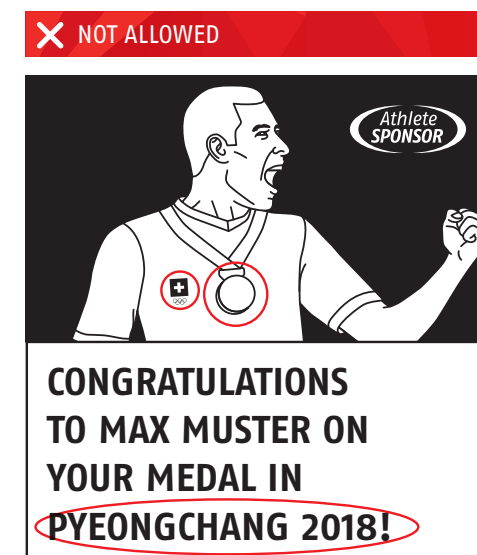
ADVERTISEMENTS

An advertisement with good luck wishes (published before the blackout period) or a congratulatory advertisement (published after the blackout period) is a nice gesture for a non-Olympic sponsor to make in order to express delight for and pride in an athlete or a team. For such advertisements, it is important to ensure that the Olympic competitors involved have given their consent and that no protected trademarks, logos or images of the Olympic Games are used.



COMPETITIONS

Competitions in connection with the Olympic Games (quiz questions on the Olympic Games, ticket raffles, trips to the host city as prizes, etc.) are permitted only for the partners of Swiss Olympic and those of the IOC.



OLYMPIC PARTNERS

Olympic partners may mention their brands, products and services in connection with the Olympic Games. They are also permitted, during the

blackout period, to use members of the Swiss Olympic Team for communication and advertising activities, if they have their consent to do so.

Main National Partners



Premium Partners



Official Partners



Supporters



MEDIA



THE WORLDWIDE OLYMPIC PARTNERS



In the context of editorial coverage, media may use the protected logos and terms as well as visual material of the Olympic Games (e.g. «Olympic Games supplement»). The word marks and figurative marks cannot, however, be used for product marketing (e.g. Olympic subscription). Furthermore, it is not permitted to place advertising of non-Olympic sponsors without clear separation from coverage of the Games. The above-mentioned rights do not apply to corporate and brand publications.

AUTHORITIES

For welcome-home celebrations in honour of members of the Swiss Olympic Team, protected word marks and figurative marks and visual material of the Olympic Games may be used, as long as no sponsors of the celebration or other companies are present. This also applies to flyers, advertisements and posters promoting the celebration.

CONTACTS AND INFO

We should be pleased to answer
any questions and queries:

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and marketing activities:

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FURTHER INFORMATION

www.swissolympicteam.ch

[www.olympic.org/Documents/](http://www.olympic.org/Documents/olympic_charter_en.pdf)

[olympic_charter_en.pdf](http://www.olympic.org/Documents/olympic_charter_en.pdf)

Main National Partners

SPORT-TOTO

**LOTÉRIE
ROMANDE**

SWISSLOS

Premium Partners

**OCHSNER
SPORT**

rivella


TOYOTA