



Brand Protection Guidelines

National Olympic Committees and
National Paralympic Committees

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Tokyo 2020 Brand Protection Guidelines for National Olympic Committees and National Paralympic Committees

This publication is a working document aimed at providing information on Olympic and Paralympic brand protection, as well as usage of the Tokyo 2020 brand assets.

For a better understanding of the information detailed within, National Olympic Committees (NOCs) and National Paralympic Committees (NPCs) are asked to read these guidelines in conjunction with the Tokyo 2020 Emblem Usage Guidelines.

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1 ■ Introduction

NOCs and NPCs are responsible for promoting and advertising the Tokyo 2020 Games in their territories, consolidating an important partnership that helps broaden the global reach of the Games.

In order to answer NOC and NPC demands concerning the promotion of the Tokyo 2020 Games, and also to encourage the involvement of diverse audiences in the events, the Tokyo 2020 Organising Committee of the Olympic and Paralympic Games (Tokyo 2020) will grant these organisations non-commercial use of the Tokyo 2020 brand assets.

According to the commercial rules established by the International Olympic Committee (IOC) and the International Paralympic Committee (IPC), only Tokyo 2020 Games global and domestic sponsors will be permitted to use the brand for commercial purposes.

In order to access Tokyo 2020 intellectual property, NOCs and NPCs must, first of all, formally accept Tokyo 2020 non-commercial brand use terms and conditions. NOCs and NPCs will then be authorised to download Tokyo 2020 brand assets.

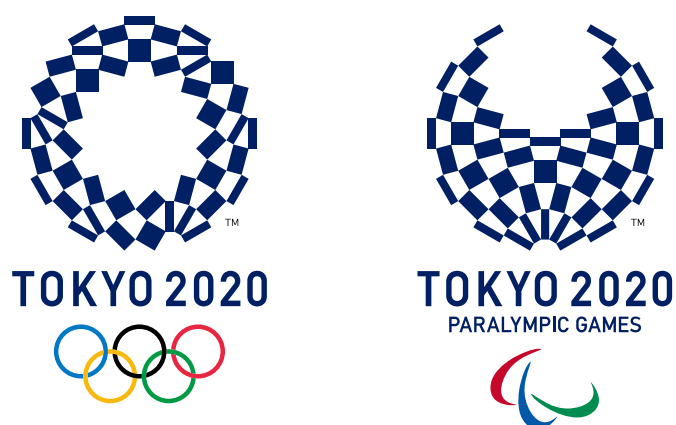
This guide includes information about pre-approved non-commercial usage of the Tokyo 2020 brand assets by NOCs and NPCs.

2. Pre-approved usage of the Tokyo 2020 brand for NOCs and NPCs

The Tokyo 2020 brand assets that are currently available and pre-approved for non-commercial use by NOCs and NPCs are listed below. The corresponding files are available to download from the Tokyo 2020 Extranet, along with the Tokyo 2020 Emblem Usage Guidelines, which includes technical usage guidelines.

2.1 The Tokyo 2020 Emblem

NOCs and NPCs will be able to use the Tokyo 2020 Emblem under very specific conditions and in accordance with the instructions included in chapter 3 of this guide.



2.2 Nominative brands

Whenever the NOCs and NPCs need to mention or write about the Tokyo 2020 Games, they must use the following official expressions:

- Tokyo 2020 Olympic and Paralympic Games
- Tokyo 2020 Paralympic Games
- Tokyo 2020 Olympic Games
- Games of the XXXII Olympiad
- Tokyo 2020 Games
- Tokyo 2020

2.3 Mascots and pictograms

The official Tokyo 2020 Games mascots and pictograms will have their use pre-approved and authorised for NOCs and NPCs.

3 ■ General principle of Tokyo 2020 brand usage

NOCs and NPCs are permitted to use Tokyo 2020 brand only for non-commercial or editorial purposes. Commercial use of the brand is permitted only for official sponsors, suppliers, licensees and broadcasters of the Tokyo 2020 Games ("Marketing Partners").

3.1 Application Procedures

1. With the exceptions for pre-approved usage in Section 4, NOCs and NPCs are required to follow the procedures below in order to use Tokyo 2020 Brand: The NOCs and NPCs must complete and submit Tokyo 2020 Brand Usage Request Form along with relevant artwork to noc.svc@tokyo2020.jp (NOC) or npc.svc@tokyo2020.jp (NPC) 15 working days prior to usage;
2. Tokyo 2020 will review the request and aim to provide an answer within 15 working days;

3.2 Criteria for Approval

The application will be reviewed according to these criteria:

- The use of Tokyo 2020 Brand should be for the sole purpose of promoting the NOC or NPC initiatives directly related to the Games and/or to provide information on the Games, to the exclusion of any commercial use/benefit.
- NOCs and NPCs should not display or use Tokyo 2020 Brand in proximity to any commercial marks of non-Marketing Partners including NOCs/NPCs sponsors, licensees, suppliers and contractors ("Third Party") or in any manner that implies a commercial association with or endorsement by Tokyo 2020 or the Games.
- The use of the brand should promote the Olympic and Paralympic values.
- Distribution of Tokyo 2020 Brand to Third Party is not permitted.
- Usage must comply with this guidelines and any subsequent updates.

4. Applications, pre-approved and authorised usage for NOCs and NPCs

NOCs and NPCs are authorised to use the Tokyo 2020 brand assets, but only under pre-approved conditions and for non-commercial purposes, exactly as shown in this section.

As an initial premise, the client must always consider that NOC and NPC use of Tokyo 2020 brand assets cannot, in any way, create or suggest an undue association between the Tokyo 2020 Games and third parties, especially commercial organisations.

For this reason, Tokyo 2020 brand assets cannot be placed next to other commercial brands in documents, publications, website or in any other media (printed or digital). The same applies on clothing items or other accessories.

Whenever any item of Tokyo 2020 intellectual property is used, it is mandatory to follow these guidelines, as well as all the technical recommendations included in the Tokyo 2020 Emblem Usage Guidelines.

4.1 Publications and Printed Materials

There must be a distinct separation between the NOC or NPC marks and the Tokyo 2020 Brand which should be clearly secondary in visual impact and may not appear to be equal or of greater size than the NOC or NPC marks for editorial purposes in the following publications and printed materials:

- Monthly newsletters
- Brochures
- Annual reports
- Other non-commercial documents where reference to the Tokyo 2020 Games is appropriate



However, NOCs and NPCs are reminded that they are not allowed to use the Tokyo 2020 Brand in printed materials and publications for commercial or promotional purposes and no Third Party Logos and/or references are permitted in vicinity of the Tokyo 2020 Brand.

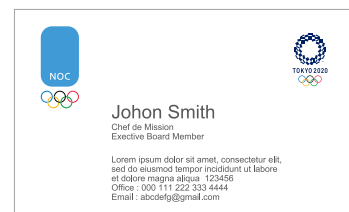
4.2 Facts and editorial use declaration

In case the NOC or NPC produces journalistic material, such as editorials or articles relating to the Tokyo 2020 Games for noncommercial use, it may use the Tokyo 2020 brand in an illustrative way to contextualise the subject.

4.3 Letterhead, Business Card and Email Signature

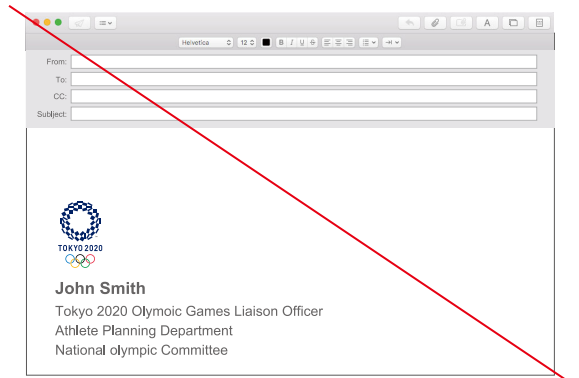
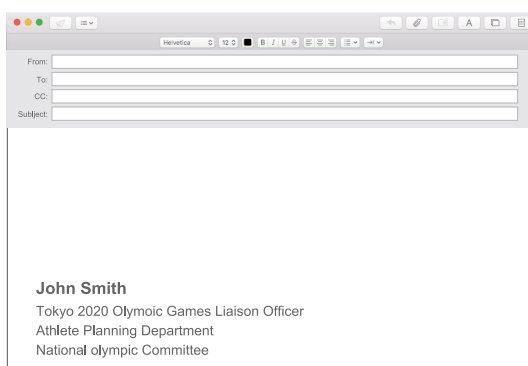
NOCs and NPCs are authorised to use the Tokyo 2020 brand in letterheads, email signatures and business cards as follows:

- The correct placement of the Tokyo 2020 brand on letterhead and business cards is always at the corner.
- Only NOC or NPC staff members in management positions, such as the NOC or NPC president, NOC or NPC Secretary General involved with the Tokyo 2020 Games are allowed to have business cards using the Tokyo 2020 emblem.



On the business card, the Tokyo 2020 emblem must be smaller than the NOC emblem. Use by staff members that are not directly working on the Tokyo 2020 Games is not permitted.

- NOC and NPC staff whose role is related to the Tokyo 2020 Games may make reference to their role in text form in the email signature (see example below; Correct usage on the left; incorrect usage on the right).



- Use of Tokyo 2020 emblem on envelopes and postcards is not permitted.
- Use of Tokyo 2020 emblem in any material containing third party brands is not allowed.

4.4 Websites

NOCs and NPCs are authorised to use the Tokyo 2020 brand on their website for editorial purpose, for example, to illustrate an article on the Tokyo 2020 Games.

NOCs and NPCs may also use the Tokyo 2020 emblem as an icon, as illustrated below, together with other organizing committee brands, as long as they are authorized to use the emblem of those other organizations. The only commercial brands that may be placed next to Tokyo 2020 Brand are those of the International Olympic Committee (IOC) or the International Paralympic Committee (IPC) global sponsors.

NOCs and NPCs may create information sections on their website about the Tokyo 2020 Games including news, feature articles and images relating to the Tokyo 2020 Games, provided the pages contain no reference and/or mention to third parties by any means.



NOCs and NPCs may include, on their websites, links to the official Tokyo 2020 website, as detailed below:

1. Links in text form to the Tokyo 2020 website must be part of a section containing other relevant/useful links;
2. Links in text form may only use the nominative brands highlighted below:
 - Olympic and Paralympic Games Tokyo 2020
 - Olympic Games Tokyo 2020
 - Tokyo 2020 Paralympic Games
 - Tokyo 2020
3. Links in text form or hyperlinks may be used in editorials and articles referring to Tokyo 2020, as well as in a specific section about the Games on the NOC/NPC website. These should always be aimed at directing the readers to the official Tokyo 2020 Games website.
4. NOCs and NPCs may also use the Tokyo 2020 emblem as an icon on their respective websites, allowing the reader to click and be directed to the official Tokyo 2020 Games website or to the section on the Tokyo 2020 Games on the aforementioned website.

4.5 Other applications

In case the NOC or NPC wishes to use Tokyo 2020 brand assets with no commercial purpose in any other application not provided for in this guidelines, a special request according to Application Procedure in Section 3.1 must be made to Tokyo 2020.

4.6 Unauthorised associations that must be avoided

Unauthorised associations with the Tokyo 2020 Games may arise in the following situations and must be avoided:

- When the Tokyo 2020 brand is placed next to third party brands, especially in the case of commercial organisations.
- When material containing the Tokyo 2020 brand is used indiscriminately, being disseminated and/or distributed by third parties in a way that creates an unauthorised association between the Tokyo 2020 Games and them.

5 ■ Suspension of Pre-Approved Usage

Tokyo 2020 reserves the right to suspend pre-approved usage of Tokyo 2020 Brand by NOCs and NPCs and/or request alterations to the way in which Tokyo 2020 Brand should be applied.

If instructed by Tokyo 2020, the NOC or NPC must immediately suspend use of Tokyo 2020 Brand and alter its application according to the instructions dictated by Tokyo 2020.

