Communication and Advertising in connection with Olympic properties
Guidelines for athletes, federations, sponsors, companies, media and authorities

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IMPORTANT DEFINITIONS

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<td>Commercial</td>
<td>Direct or indirect aim of the sales promotion of products or services of a company or organisation.</td>
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<td>EOC</td>
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<td>Personal sponsors of athletes and sports federations who or which are partners of neither Swiss Olympic nor the IOC</td>
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<td>Non-Olympic zone</td>
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<td>Olympic Charter</td>
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<td>Olympic movement</td>
<td>Union of all organisations, athletes and other persons who recognise the Olympic Charter as their guideline</td>
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<td>Olympic participants</td>
<td>All accredited persons of the Swiss delegation (athletes, support staff, trainers and officials)</td>
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<td>Partners (sponsors) of the IOC and of Swiss Olympic</td>
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<td>Olympic zone</td>
<td>The competition sites and the Olympic Village in the host city</td>
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GOOD TO KNOW
FOR A BETTER UNDERSTANDING

Along with the Olympic Games (OG), the following also always includes the Youth Olympic Games (YOG), the European Games (EG), the European Youth Olympic Festivals (EYOF), or with the Swiss Olympic Team, the Swiss Olympic Youth Team too. For the purposes of readability, the masculine form is used in this text.

The current version of the brochure «Communication and advertising with Olympic topics» is available online at www.swissolympicteam.ch and can be called up under «Documents» for the relevant Olympic mission.

FOR THE SPIRIT OF SPORT

We champion and stand for the Olympic values of excellence, friendship and respect. 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 missions.

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.
Rule 40 of the Olympic Charter states that athletes, trainers, attendants, officials and other members of the Swiss Olympic Team may only use or make available for advertising purposes their name, their image or their sporting performance exclusively according to the guidelines of the IOC, during the period of the
WHAT’S NEW

1. Non-Olympic sponsors must notify Swiss Olympic of any planned communication and advertising activities with Olympic participants during the period of the Olympic Games.* With the notification using a notification form, the federation or the athlete, or more precisely his management, must always confirm by means of a signature that the non-Olympic sponsor has the athlete’s rights. Federation sponsors in particular must, in the case of such campaigns, declare their sponsoring partnership with the respective sports federation. The planned campaigns do not necessarily have to be approved as regards content, as long as they are in accordance with this guide. However, an examination of the content by Swiss Olympic is recommended in order to be certain of their admissibility.

2. During the period of the Olympic Games, current advertising activities with Olympic participants may be continued, provided that they are in accordance with this guide. In addition, greetings and congratulatory messages from personal non-Olympic sponsors are now possible during the period of the Olympic Games, provided that notification of those messages has been given and this guide is taken into account.

3. Members of the Swiss Olympic Team and their non-Olympic sponsors alike may also make use of their social media accounts for advertising purposes during the period of the Olympic Games, provided that notification of them has been given and all points of this guide are taken into consideration.

4. Images of the Olympic Games may also be used by non-Olympic sponsors for communication and advertising activities, provided that no protected Olympic trademarks are apparent in them and the additional provisions of this guide are adhered to.

5. In exchange for these additional advertising and communication opportunities with Olympic participants for non-Olympic sponsors, the sponsoring partners of Swiss Olympic receive limited communication rights to all Olympic participants in accordance with the following definition:
   - Swiss Olympic Premium Partners
     In the case of a top 8 position or medal win by an Olympic participant, a one-off congratulatory advertisement (print) and/or one-off congratulatory post on the online/social media channels of the partners within the period of two days following the success
   - Swiss Olympic Official Partners
     In the case of a top 8 position or medal win by an Olympic participant, a one-off congratulatory post on the online/social media channels of the partner within the period of two days following the success

Such congratulations by sponsorship partners of Swiss Olympic must not include any product or service promotions. In addition, the sponsoring partnership with Swiss Olympic must be declared clearly (in words or with appropriate logo). Only images of the athlete from the current Olympic Games may be used. Over and above this special provision, the sponsorship partners of Swiss Olympic are not granted any additional rights to the Olympic participants whatsoever.

*For notifications of all communication and advertising activities with Olympic participants planned by non-Olympic sponsors, the available notification form can be requested via rule40@swissolympic.ch.

This guide applies exclusively to activities which are subsequently carried out in Switzerland and are aimed at the Swiss population. In the case of campaigns which, apart from in Switzerland, are activated
in at least one additional country, authorisation must be obtained from the IOC. In this case, the IOC guidelines apply, not the interpretation of this guide.

The subject of the protection of trademarks is NOT affected by the changes to the interpretation regarding Rule 40 Bye-law 3.

**TRADEMARK PROTECTION:**

**KEY POINTS**

**PROTECTED TRADEMARKS**
The following word and figurative marks from IOC, EOC and Swiss Olympic are trademark protected and may not 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 hash tags either.

**WORD MARKS**
- Olympic Games
- Olympics
- Olympiad
- Youth Olympic Games/YOG
- European Games
- European Youth Olympic Festival/EYOF
- Citius, Altius, Fortius
- «Host city» and «year» (e.g. Tokyo 2020, Vuokatti 2021, Beijing 2022)
- Swiss Olympic
- Swiss Olympic Team
- Swiss Olympic Youth Team

**FIGURATIVE MARKS**
1. Olympic rings
2. Logo of the respective Olympic Games
3. Mascots of the respective Olympic Games
4. Sports pictograms of the respective Olympic Games
5. Graphics / design elements for the respective Olympic Games
6. Olympic Games-related emblems (e.g. torch with flame, Olympic medal, etc.)
7. Swiss Olympic logos
IMAGES AND VIDEOS OF THE OLYMPIC GAMES:
The IOC owns the rights to all visual material (images and videos) of the Olympic Games. It is not permitted to use images 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. Professional images of the Olympic Games which have been obtained from an accredited photo agency may be used for commercial campaigns, provided that no protected Olympic trademarks are apparent in them. In the case of such images, it is not permitted to make any changes or carry out any retouching. Images of the Olympic Games which have been taken with non-professional photographic equipment (e.g. with a smartphone) may likewise be used for commercial campaigns, provided that all protected Olympic trademarks have been removed/retouched. If protected Olympic trademarks are apparent in images, they may be used exclusively for non-commercial purposes (exception: sponsors of the IOC and of Swiss Olympic). The same provisions apply to videos as to images/photographs, with the exception that any videos which have been recorded within Olympic zones must not be used for either commercial or non-commercial purposes.

When images/photographs and videos are used, it is always important to ensure that the privacy and rights of third parties are protected. Personal rights (general rights to individual privacy) and image rights and copyright, among other things, are also included in that.

Infringements of the protection of trademarks may result in legal steps being taken, which may, if applicable, lead to financial penalties being imposed.
ATHLETES AND THEIR FEDERATIONS

STATUS

As a member 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 a 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.

DIGITAL APPEARANCES

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

SOCIAL MEDIA AND BLOGS

As participants in the Olympic Games, you are also permitted to send thank you messages to personal non-Olympic sponsors via social media during the period of the Olympic Games. You do not have to notify Swiss Olympic of these. However, in such thank you messages, you must not make use of the protected Olympic word and figurative marks (as per p. 4+5). Likewise, you are not permitted to use images of the Olympic Games with visible protected Olympic trademarks. However, you may use images of the Olympic Games which you have taken with non-professional photographic equipment (e.g. with a smartphone), provided you remove or retouch all protected Olympic trademarks. In such thank you messages, it is important to ensure that it is neither claimed nor suggested that a product or service offered by the sponsor has improved your performance or that you were able to take part in the Olympic Games because of it. It is also prohibited to recommend such a product or service.
In all your social media posts during the period of the Olympic Games, which neither mention your non-Olympic sponsors nor incorporate their logo, you are free to use protected Olympic word marks (as per page 4) and images of the Olympic Games with protected Olympic trademarks.

Blog entries must be written in the first person. You may also pass them on to the media (except for proprietary and corporate publications). When making use of images and videos, ensure that all persons pictured have given their consent to publication. Posts with video or sound recordings are permitted only if you have recorded them outside of the Olympic zone. Videos mentioning your personal non-Olympic sponsors may be used only if all protected Olympic trademarks cannot be seen or have been rendered unrecognisable.

In general, it is not permitted to make public any confidential information about the organisation and carrying-out of the Olympic Games (e.g. about safety and security precautions). Furthermore, it is prohibited to post religious, racist or radical views and content for propaganda purposes.
WEBSITES
The websites of athletes and of the federations may include reports on participation in the Olympic Games (e.g. objectives, successes, personal experiences), provided that no non-Olympic sponsors’ logos are visible, or these are differentiated very clearly from the Olympic content. The safest option is to set up a sub-page (e.g. www.modelathlete.ch/olympics or www.modelfederation.ch/olympics), on which no non-Olympic sponsor logos are depicted. On your home page, you can refer to the sub-page by means of a menu item or a teaser. On the sub-page you may show images of the Olympic Games without restriction and report on the games. Please ensure that for other images on the jerseys, no logos of non-Olympic sponsors can be seen and no personal rights breached. Furthermore, it is not permitted to create a new Website specifically for the Olympic Games (e.g. www.samplefederation-olympics.ch or www.sampleathlete-olympics.ch).

PERSONAL APPEARANCES
INTERVIEWS AND MEDIA APPEARANCES
Inside the Olympic zone, apart from print and online journalists, you will only be interviewed for electronic media (TV / radio), which also hold transfer rights (from Switzerland: SRG media). Outside the Olympic zone, electronic media which hold no transfer rights (local TV stations) may also hold interviews by agreement. These guidelines do not apply to interviews without cameras or radio microphones. This means that no other provisions have to be adhered to provided the interview is carried out in consultation with the head of team.

After your competitions have ended, you may appear free of charge – with the relevant request – as a co-commentator with accredited radio and TV broadcasters. This is on the precondition that you are interviewed by a reporter and you have the permission of the Head of Team and the Chef de Mission. You may also take part in Internet chats if the questions and answers are recorded by a journalist. According to the Olympic Charter, athletes may not carry out any journalistic activities during the period of the Olympic Games. 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.

AUTOGRAF CARD
If you have a special autograph card made for you for the Olympic Games, which comprises protected Olympic trademarks in any way whatsoever, logos of non-Olympic sponsors must not be visible either in the layout or in the image, nor on the back of the autograph card. For neutral autograph cards (without logos of non-Olympic sponsors), you are not permitted to add the protected Olympic figurative marks yourself (as per p. 5). However, if those figurative marks are apparent in an image of the Olympic Games which you use for a neutral autograph card, that is permitted.

CLOTHING
The Swiss Olympic Team collection is the official team clothing. You wear this during the period of the Olympic Games for all interviews and photo shoots (see also the clothing manual for the relevant mission).

The federations are responsible for the competition clothing and equipment. A Swiss team logo will be made available to the federations for the federation apparel / equipment, in association with the
missions managed by Swiss Olympic. For more detailed application information as well as requests for the Swiss team logo, you will find further assistance at gutzumdruck@swissolympic.ch.

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.

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. It is the responsibility of the federations that the logo applications also comply with the «Guidelines Regarding Authorised Identifications» (Rule 50 for each mission).

COMPANIES AND NON-OLYMPIC SPONSORS

ADVERTISING AND COMMUNICATION ACTIVITIES
Advertising and communication activities with an Olympic participant may also be continued during the period of the Olympic Games if those activities were started at least one month before the start of the period of the Olympic Games and Swiss Olympic has been notified of them (request notification form via rule40@swissolympic.ch). Such activities must not comprise any protected Olympic trademarks (as per p. 4+5). Images (incl. videos) of the Olympic Games in which protected Olympic trademarks are apparent must not be used. Please note that professional images from accredited photo agencies must not be altered/retouched. If, however, an image detail which does not comprise any protected Olympic trademarks is selected, its use is permitted. In addition, it must not be claimed or suggested in the campaigns that a product or service offered has improved the performance of the participant or that he was able to take part in the Olympic Games because of it.

Good luck and congratulatory advertisements or posts may also be published during the period of the Olympic Games, provided that no protected Olympic trademarks are used and that Swiss Olympic has been notified of them (via rule40@swissolympic.ch) at least two working days before they appear. However, non-Olympic sponsors are not permitted to refer to the Swiss Olympic Team as a whole.

### Illustration / noch zu erstellen

Example of a post:
- Allowed: image and text (words) with no protected Olympic trademarks: congratulatory post about the medal during the period of the Olympic Games
- Not allowed: image and post text with protected Olympic trademarks: congratulatory post about the medal during the period of the Olympic Games

For all campaigns it is essential to ensure that authorisation is always obtained beforehand from the Olympic participant concerned and that this is confirmed via the Swiss Olympic notification form. Federation sponsors in particular must, in the case of their campaigns with Olympic participants, declare their sponsoring partnership with the respective sports federation (incorporation of federation logo or declaration in text form/in words). Furthermore, we recommend that Swiss Olympic be consulted regarding the content of planned campaigns in order to be certain of their admissibility.

With reference to the Swiss Federal Act against Unfair Competition (UWG), an excessive dependence on the Olympic Games even without making use of protected Olympic trademarks is not permitted, if the person looking at the campaign could make the assumption that the company is a sponsor of the Olympic Games, the IOC or of Swiss Olympic.

Commenting on social media posts of Olympic participants is permitted, provided that those posts do not comprise any protected Olympic trademarks. This also applies to the highlighting of your own company or non-Olympic sponsors within a post. Liking and uncommented sharing of social media posts is, in any event, permitted. Swiss Olympic does not have to be notified of such activities.

### Illustration / noch zu erstellen

Examples of posts:
- Allowed: commented congratulatory re-post of post without protected Olympic trademarks
- Not allowed: re-post of IOC/SIOA post of medal ceremony with athlete --> personal sponsor congratulates on medal
Before and after the period of the Olympic Games, companies and non-Olympic sponsors may, in neutral advertising campaigns, refer to the performances of athletes at Olympic Games. However, this may only be a statement about the person in the sense of a photo caption and not the main statement or message or the hook of the advertising campaign.

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. During the period of the Olympic Games, they are also permitted to deploy members of the Swiss Olympic Team for communications and advertising measures if they have sought their permission.

MEDIA

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 abovementioned 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 would be pleased to answer any questions and queries:

Information regarding advertising and marketing activities: Back office department, Marketing & Communication
+41 31 359 71 66
sponsoring@swissolympic.ch

Information regarding media work:
Alexander Wäfler  
Head of Media and Information  
+41 31 359 72 16  
+41 76 436 38 40  
alexander.waefler@swissolympic.ch

Information regarding team clothing:  
Franziska Wehrle  
+41 31 359 71 48  
franziska.wehrle@swissolympic.ch

FURTHER INFORMATION  
www.swissolympicteam.ch