



International
Olympic
Committee

November 2021

GUIDELINES ON THE USE OF MARKS BY IFS

BEIJING 2022



The International Federations (“IFs”) representing the sports included in the programme of the Olympic Winter Games Beijing 2022 (“Beijing Games”) may only benefit from the use permitted pursuant to these Guidelines on condition that the terms and conditions set out herein (and as may be updated from time to time) are completely accepted and complied with by them, in conjunction with any additional specific terms the International Olympic Committee (“IOC”) may put in place for the use of Beijing Marks, including the Beijing 2022 Clean Venue Rules (in Annex) and any guidelines that apply to specific events in relation to the Beijing Games.

These Guidelines aim at covering the use of Beijing Marks on IF websites and social media pages in relation to Beijing Games, as well as the development and use of pins featuring certain Beijing Marks.

1. WEBSITE AND SOCIAL MEDIA

The Beijing Marks may be reproduced on the IF’s official website, preferably in a dedicated section/page related to the Beijing Games.

A link to the official website of Beijing 2022 using a Beijing Marks may be made from the IF’s official website but may not be singled out and shall be referenced in a list of websites of other non-commercial entities, however not on the same page as any of the IF’s sponsors’ websites or references to such sponsors.

The IF may use the Beijing Marks for editorial purposes, including on social media, provided that the content is non-commercial, for example, in an article factually referring to the Beijing Games, and respects the Brand Protection conditions below. In accordance with the Olympic Charter, only those persons accredited as media may act as journalists, reporters, or in any other media capacity. Under no circumstances, may an IF or IF accredited participant act as a journalist or in any other media capacity.

2. BRAND PROTECTION

No Beijing Marks nor photographs shall be used in any manner that suggests a commercial association with a third-party product or service nor in a manner that suggests a formal or official association between an organisation (commercial or otherwise) and Beijing 2022, the IOC or the Olympic Movement.

Any use of the Beijing Marks on the IF website or social media pages shall not appear together with any IF sponsor branding.

The Beijing Marks must be reproduced independently from the IF logo, and there must be a clear visual distinction between the graphic elements. The Beijing Marks may not be incorporated into the IF logo or any IF references or marks, or combined with the IF logo, references or marks to form a composite logo.

3. PINS

IFs are authorised to use, for the purpose of creating pins, the standalone disassociated Beijing Games Signature (i.e. “Beijing 2022”). IFs may use the Beijing Games Signature, together with their IF emblem. There shall not be any overlap between the Beijing Games Signature and the IF emblem.

The Beijing 2022 brand book and other applicable guidelines must be followed with using the Beijing Games Signature.

Each IF is authorised to produce a maximum of 1000 units, unless otherwise approved by the IOC. IFs are authorised to offer the pins as giveaways.

The design of the pins shall be submitted to the IOC Corporate and Sustainability Department – Brand Management team for approval at brandapproval@olympic.org.

4. APPROVALS

In case of doubt with respect to the interpretation of these Guidelines, please contact BOCOG IF Services Team, or the IOC at legal@olympic.org.

BOCOG and/or the IOC reserve the right to ask an IF to immediately stop using the Beijing Marks and/or photographs in the event an IF fails to respect these Guidelines.

5. DEFINITIONS

“**Beijing Marks**” means the official emblem, mascot, pictograms and other identifications, designations, logos and insignia identifying Beijing Games, and does not include the standalone Olympic symbol or other Olympic Games-related terminology.

“**BOCOG**” means the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games.

“**Olympic Venues**” shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic villages, the Village Plazas, the Olympic Parks, medal plazas, the competition venues, the training and practice venues, the IBC (including Zhangjiakou Mountain Broadcast Centre) and the MPC (including the Zhangjiakou Mountain Press Centre) and any park-like areas that have non-ticketed public access, but which are Olympic areas containing the look of the Games branding and/or requiring security checks or other forms of controlled entry.