



International
Olympic
Committee

USE OF PARIS 2024 MARKS AND FOOTAGE

GUIDELINES FOR INTERNATIONAL FEDERATIONS

August
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These Guidelines apply to International Federations (“**IFs**”) in respect of their use of Paris 2024 Marks and Paris 2024 Footage for the Olympic Games Paris 2024 (“**Paris Games**”).

Paris 2024 Marks and/or Paris 2024 Footage shall not be used by IFs in a manner that suggests or implies a commercial association between any (i) third-party product or service, or (ii) organisation (commercial or otherwise), and Paris 2024, the IOC and/or the Olympic Movement.

IFs’ use of Paris 2024 Marks and Paris 2024 Footage shall be subject to the terms and conditions of the Olympic Charter, these Guidelines (as may be updated from time to time), Paris 2024 Brand Guidelines, Paris 2024 Clean Venue Rules as well as any additional rules, instructions and guidelines issued by the IOC.

These Guidelines supersede and replace any and all previous authorisations granted by the IOC to an IF. In case of non-compliance with these Guidelines, the IF will be required to promptly remove the relevant non-compliant content, or, depending on the circumstances, further steps including legal actions may be taken.

BRAND PROTECTION

The Paris 2024 Marks must be reproduced independently from the IF logo, and there must be a clear visual distinction between the graphic elements.

In particular, the Paris 2024 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.

Artwork relating to the Paris 2024 Marks must be sourced from either Paris 2024 or the IOC.

Paris Marks means the official emblem, mascot, pictograms, cauldron and other identifications, designations, logos and insignia identifying Paris Games.



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PARIS 2024



WEBSITE, APPS AND SOCIAL MEDIA

An IF may reproduce any of the Paris 2024 Marks for editorial purposes on its official website and on its official App in a separate section or page dedicated to the Paris Games.

The IF's website and App may include a link to the official website of Paris 2024 it being understood that such link shall not be displayed on the same page, or visual field of the IF's sponsors' websites and/or logos.

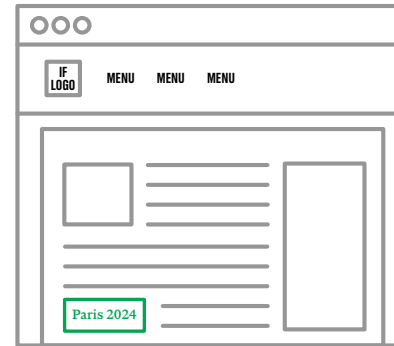
The IF may use the Paris 2024 Marks for editorial purposes, including on social media, provided that the content is non-commercial, (for example, in an article factually referring to the Paris Games) and respects the Brand Protection conditions below. In accordance with the Olympic Charter, only those 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.

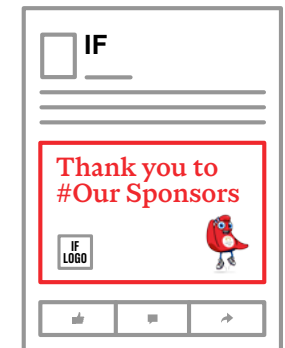
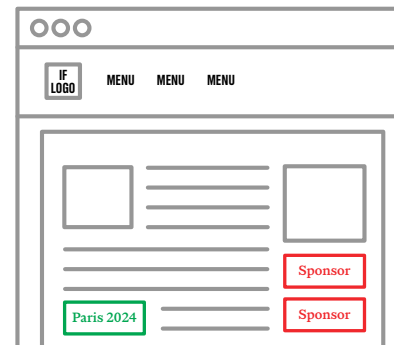
Paris 2024 Marks are on a separate section dedicated to the Paris Games



Paris 2024 Marks or links cannot be displayed in the same visual field of IF's sponsors and/or logos



Paris 2024 Marks are used only for editorial purpose



OLYMPIC COMPETITION DRAWS

The IFs can make a factual, editorial reference to the “Olympic Games Paris 2024” within the name of the draws that they organise in order to establish the order of individuals’ or teams’ competitions in their relevant events during the Paris Games (“**Olympic Competition Draws**”) (e.g. “*Coming soon: draw for the Olympic Games Paris 2024 hockey tournament*”). The word “Olympic” cannot however be used in a standalone manner nor as an adjective or name for the Olympic Competition Draws.

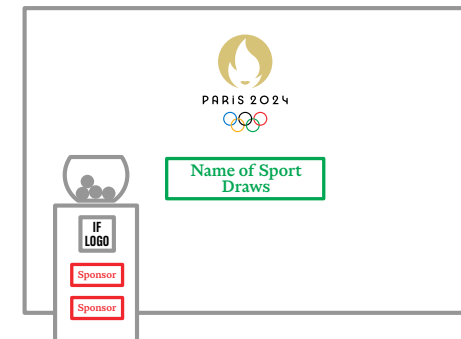
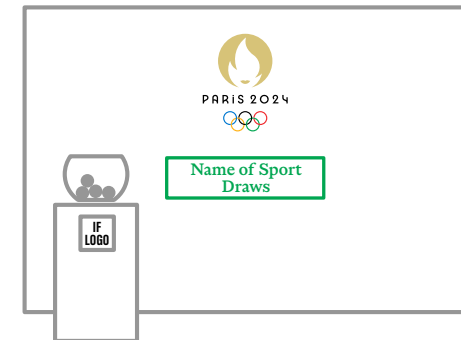
Subject to compliance with these Guidelines, IFs may use the Paris 2024 Marks in order to promote the Olympic Competition Draws. IFs’ sponsors, however, are not authorised to use the Paris 2024 Marks in any communication materials.

Paris 2024 Marks may be used to decorate any IF stage (including the backdrop, table skirt, panels, etc.) that is used for an Olympic Competition Draw. Use of Paris 2024 Marks are always subject to compliance with these Guidelines (including the Paris 2024 Brand Guidelines), and the IFs ensuring that no commercial sponsors are visible at all times.

Factual reference within the name of the draw is accepted.



IF stage: no commercial sponsors may be visible at all times.



PINS

IFs are authorised to use, for the purpose of creating pins, the standalone disassociated Paris Games Signature (i.e. “Paris 2024”) together with, but distinct from, the relevant IF logo on pins.

There should be no overlap between the Paris Games Signature and any IF logo. All uses must also comply with these Guidelines, including all Brand Protection conditions.

IFs may also produce a series of commemorative pins, subject to all Brand Protection conditions and the IOC’s prior written approval.

Each IF is authorised to produce a maximum of one thousand (1,000) units of pins, unless otherwise prior approved in writing by the IOC, to hand out as free of charge giveaways.

Prior to manufacture, the design of all pins shall be submitted to the IOC Brand team for prior approval in writing at brandapproval@olympic.org.

Use of the Paris 2024 Games Signature is allowed, provided a clear distance between the IF logo.



No other Paris 2024 Marks are allowed on pins.



ACCESS AND USE OF PARIS 2024 FOOTAGE AND OLYMPIC ARCHIVE FOOTAGE

For the avoidance of doubt, these Guidelines on access and use of Paris 2024 Footage apply only to the concerned IF and not to its employees acting in an individual capacity, agents, affiliates, representatives or any third party whatsoever, including national federations.

These Guidelines supersede and replace any and all previous authorisations granted by the IOC to an IF. The application of these Guidelines is without prejudice to compliance by IFs with the Olympic Charter and any other rules applicable to Paris 2024.

These Guidelines aim at:

- making available to IFs Paris 2024 Footage and Olympic Archive Footage;
- establishing IFs' rights for the use of Paris 2024 Footage and Olympic Archive Footage;
- minimising the number of filming crews and accredited persons within the Olympic Venues to allow for the smooth running of the sports competitions; and
- protecting and preserving the rights acquired by the MRHs and TOPS .

The IOC reserves the right to require an IF to immediately cease any use authorized pursuant to these Guidelines in the event an IF fails to respect or appropriately observe them.

Upon request, the IFs shall provide the IOC TMS's content licensing unit (images@olympic.org), for archival purposes, complimentary copies of any audio-visual production that they produce pursuant to this Section II, in the digital format as determined by the IOC.

The IFs shall also provide the IOC with a description (i.e. a log of the sequences contained in each recording). This description shall be provided via an electronic file, such as Microsoft Excel.

GAMES TIME PARIS 2024 FOOTAGE

Filming within Competition and Training Venues

Only OBS crew and a limited number of MRHs (producing their own feeds) are allowed in the Olympic Venues during Games Time. Any other (non-professional) filming within Competition and Training Venues shall be subject to the Ticketing Terms and/or the OIAC terms (including the IOC Social Media Guidelines, applicable to accredited persons acting in a private capacity).

Without prejudice to the above, IFs may request OBS, on an exceptional basis and on reasonable notice in advance of Paris 2024, to authorise IF's staff or personnel to film from the relevant IF's stands, using non-professional equipment. Such use must be for the IF's internal purposes only, such as for judging, refereeing and/or athlete performance assessment.

For the avoidance of doubt, IFs may not broadcast nor make available over the internet or by any other means, any moving images and/or sounds that are recorded by such IFs or any third-parties within the Competition and Training Venues, including from the Mixed Zones.

OBS shall consider each IF request based on its individual merits, all decisions shall be at the sole discretion of OBS and the IOC.

Access and use of Paris 2024 Footage

IFs may ask OCOG, upon reasonable notice in advance of Paris 2024, for approval to access and use Paris 2024 Footage, including recordings of the Community Access Television and/or any related footage of a technical nature, for the IF's internal purposes only. All such requests shall be considered on its individual merits and shall be at the sole discretion of the OCOG and the IOC.

It is prohibited to transform any Paris 2024 Footage into graphic animated formats such as animated GIFs (i.e. GIFV), GFY, WebM, or other sorts of short video formats.

Creation and use of Paris 2024 related content created outside of Olympic Venues by IFs

- Still images taken by IF representatives (without professional equipment) or OIAC photographers (with their consent) can be used for IFs' and national federations' editorial, institutional and non-commercial activities only. This includes still images taken within Olympic Venues;
- IFs shall not be entitled to use multi-exposure still images with a refresh rate in a way that simulates the look and feel of video or other analogous coverage of Paris 2024, whether on a live or delayed basis;
- IFs may create and distribute audio-visual content, for non-commercial activities only, taken from outside any of the Olympic Venues, provided that (i) no Olympic Properties are featured within such footage (ii) it is distributed on a free basis and (iii) only distributed to national federations for institutional purposes; and
- IFs may also share content posted online by IFs' athletes (in compliance with the IOC Social Media Guidelines), provided that no such content may be used "natively" (i.e. downloading of the content for inclusion in the IF's social media platforms as that use by IFs is not permitted).

IFs shall not broadcast or make available any moving images and/or sounds recorded within the Olympic Venues nor commercialise any Paris 2024 Footage and other audio-visual related content, including advertising or broadcast sponsorship.

OLYMPIC ARCHIVE FOOTAGE

IFs may request access to the Olympic Archive Footage of previous Olympic Games with respect to their own sport for such as non-commercial or educational purposes.

Access may be solely provided by the Olympic Multimedia Library “TOML”. Access to any Olympic Archive Footage shall be subject to the IFs’ acceptance and compliance with the TOML applicable terms and conditions.

IFs accept that use of any Olympic Archive Footage may involve additional rights and technical clearances being required at the IFs’ sole cost. Such clearances and/or consents needed shall include, but are not limited to, image rights and music rights clearances.

Olympic Archive Footage shall be used and distributed solely for non-commercial activities only, it is distributed on a free basis and for educational purposes aimed at promoting the IF’s respective sport, within the IF’s members/affiliates (i.e. coaches and sports clubs of their corresponding sport).

IFs shall not commercialise any Olympic Archive Footage and other audio-visual related content, including advertising or broadcast sponsorship.

Olympic Properties cannot be used in connection with any audio-visual productions (including on any packaging or related material), except for factual or referential purposes or as contained within the images provided. Appropriate reference/attribution to the IOC shall be made, notably in the credits, along the following lines:
“[© YEAR – International Olympic Committee – All rights reserved]”.



CONTACT INFORMATION

For Olympic Archive Footage, please contact
the IOC's TMS's content licensing unit via:

images@olympic.org

For any issue related to these Guidelines,
including their interpretation and
implementation, please contact:

legal@olympic.org

DEFINITIONS

Community Access Television means the system commonly referred to as CATV that is used to transmit via cable the broadcast signals produced by OBS within specified areas of the venues (Mixed Zone, press room etc.)

Games Time means the period from the opening of the Olympic Village, on 18 July 2024, until the closing of the Olympic Village, on 13 August 2024.

IFs means the International Olympic Summer Federations, as recognised by the IOC, representing the sports included in the sports programme of Paris 2024.

IOC Social Media Guidelines means the IOC Social and Digital Media Guidelines, Games of the XXXIII Olympiad Paris 2024, applicable to accredited persons when acting in a private capacity at Paris 2024.

Media Rights-Holders or MRHs means entities, companies, unions, pools, consortiums or agencies (including media subsidiaries, affiliates and permitted sub-licensees) with which the IOC has entered into or will enter into an agreement granting the right to distribute the coverage of the Olympic Games within a given territory during a given period of time across one or multiple medium(a)/platform(s).

Mixed Zone means a designated area at an Olympic Venue where athletes can be interviewed by accredited media.

OBS means Olympic Broadcasting Services, the host broadcaster of Paris 2024.

OCOG means the Paris 2024 Organising Committee for the Olympic and Paralympic Games.

OIAC means the Olympic Identity and Accreditation Card, whose terms apply to persons accredited to Paris 2024, which remains the property of the IOC and can be withdrawn, with immediate effect, at the IOC's sole discretion.

Olympic Archive Footage means any audio-visual and audio content from previous Olympic Games or Youth Olympic Games; it does not include Paris 2024 Footage until the expiry of the exclusive rights of MRHs.

Olympic Events means any activity or event that occurs at Olympic Venues during the Paris Games or that is related to the Paris Games, including, without limitation, training and practice sessions, sporting action, opening, closing and victory ceremonies, interviews, press conferences and any other activity or event that occurs or is originated at Olympic Venues.

Olympic Games means competitions between athletes in individual or team events and not between countries, bringing together the athletes selected by their respective NOCs, whose entities have been accepted by the IOC, competing under the technical direction of the

IFs concerned; and they consist of the Games of the Olympiad and the Olympic Winter Games.

Olympic Properties means the Olympic symbol, the wordmarks "Olympic", "Olympic Games" and "Olympiad", the Olympic motto "Citius, Altius, Fortius - Communiter" and any English or other language translations of the same, and other Olympic-related terminology, as well as the official emblem, mascot, pictograms, cauldron and other identifications, designations, logos and insignia identifying the Olympic Games.

Olympic Venues shall include all venues which require an Olympic accreditation card, ticket or areas that have non-ticketed public access, but which are Olympic areas containing the look of the Games branding and requiring security checks or other forms of controlled entry. Olympic Venues include the Olympic village, the competition venues, the training and practice venues, IBC and MPC and areas immediately surrounding any of the preceding.

Paris 2024 Footage means sounds or images originated from or as a product of any official activity or event that occurs primarily at an Olympic Venue during Paris 2024 or that is related to Paris 2024, including, without limitation, training sessions, sporting action, opening, closing and victory ceremonies, interviews and any other activity that occurs or is originated at an Olympic Venue, in each case regardless of the source.

Paris Marks means the official emblem, mascot, pictograms, cauldron and other identifications, designations, logos and insignia identifying Paris Games, and does not include the standalone Olympic Symbol, or other Olympic Games-related terminology.

TOPS means The Olympic Partners as defined at www.olympics.com/ioc/partners

Ticketing Terms means the Paris 2024 -Terms and Conditions of Ticket Purchase and Use that apply to purchasers and attendees of Olympic Events.

Youth Olympic Games means those athletic competitions for youth aged from 15 to 18 that may be (i) combined with educational programmes on the Olympic values, the benefits of sport for a healthy lifestyle, the social values sport can deliver and the dangers of doping and of training to excess and/or of inactivity, and (ii) currently anticipated to be held, in the IOC's sole discretion, following the traditional cycle of four years.