GUIDELINES ON THE USE OF MARKS BY IFS
TOKYO 2020
The International Federations (“IFs”) representing the sports included in the programme of the Games of the XXXII Olympiad Tokyo 2020 (“Tokyo 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 Tokyo Marks, including the Tokyo 2020 Clean Venue Rules (in Annex) and any guidelines that apply to specific events in relation to the Tokyo Games.

These Guidelines aim at covering the use of Tokyo Marks at the IF Lounges located within the Olympic Venues, on IF websites and social media pages in relation to Tokyo Games, the use of past Olympic Games photographs at the IF Lounges, as well as the development and use of pins featuring certain Tokyo Marks.

1. **IF LOUNGES**
Tokyo Marks may be used in the IF Lounge present within the Olympic Venues subject to submission of the proposed use of the Tokyo Marks to Tokyo 2020. Upon authorisation to reproduce the Tokyo Marks the artworks shall be sourced from Tokyo 2020. The integrity of the Tokyo Marks must be maintained and therefore they cannot be altered or distorted and shall be used in accordance with Tokyo 2020’s Graphic Rules.

All external decoration, such as wayfinding, shall be made in coordination with Tokyo 2020 signage team.

IFs may request to Tokyo 2020 the use of photographs of their own sports from past Olympic Games in the IF Lounge (“Photographs”). IFs are responsible for the clearance of all rights in the photographs for the particular use. IFs shall provide Tokyo 2020 with a mock-up of the proposed photographic display for approval, in agreement with the IOC. Photographs shall be used in a manner that does not distort the factual reality shown in the images, respects the integrity of the action shown and the persons depicted within and any modification shall not lead to a change of meaning or an inappropriate association.

Each IF shall priorly consult with Tokyo 2020 PRT FA via the IFs Sport Manager regarding the scheduling, operation, production, delivery, installation and removal of the IF lounges, for which each IF is responsible, including for the management and supervision of any contractors and/or agencies engaged for the purpose of the IF lounge and their respect of all rules and regulations of Tokyo 2020.

2. **WEBSITE AND SOCIAL MEDIA**
The Tokyo Marks may be reproduced on the IF’s official website, preferably in a dedicated section/page related to the Tokyo Games.

A link to the official website of Tokyo 2020 using a Tokyo 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 Tokyo Marks for editorial purposes, including on social media, provided that the content is non-commercial, for example, in an article factually referring to the Tokyo 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.

3. **BRAND PROTECTION**
No Tokyo 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 Tokyo 2020, the IOC or the Olympic Movement.

No commercial brands shall be displayed or exposed in the IF Lounge, this includes the appearance of any IF sponsor. Any use of the Tokyo Marks on the IF website or social media pages shall not appear together with any IF sponsor branding.
The Tokyo Marks must be reproduced independently from the IF logo, and there must be a clear visual distinction between the graphic elements. The Tokyo 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.

4. **PINS**

IFs are authorised to use, for the purpose of creating pins, the standalone disassociated Tokyo Games Signature (i.e. “Tokyo 2020”). IFs may use the Tokyo Games Signature, together with their IF emblem. There shall not be any overlap between the Tokyo Games Signature and the IF emblem.

The Tokyo 2020 brand book and other applicable guidelines must be followed with using the Tokyo 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.

5. **APPROVALS**

IFs are to submit their proposed use of Tokyo Marks and Photographs to Tokyo 2020 IF Services Team (to the attention of KITAICHI Yuko).

In case of doubt with respect to the interpretation of these Guidelines, please contact Tokyo 2020 IF Services Team or the IOC at legal@olympic.org.

Tokyo 2020 and/or the IOC reserve the right to ask an IF to immediately stop using the Tokyo Marks and/or Photographs in the event an IF fails to respect these Guidelines.

6. **DEFINITIONS**

“IF Lounge” hospitality area particular to each International Federation.

“Olympic Venues” shall include all venues which require an Olympic accreditation card or ticket to gain entry, including the Olympic village, the Village Square, the competition venues, the training and practice venues, the IBC and the MPC 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, such as but not limited to, the areas around Shiokaze and Aomi Parks.

“Tokyo 2020” means the Tokyo Organising Committee of the Olympic and Paralympic Games.

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