

Qualification events guidelines for Olympic Games Tokyo 2020

2019



Introduction

Unless previously approved by the IOC in writing, these are the general guidelines that must be respected in relation to qualification events.

We would like to provide you with the following guidelines with regards to the **use of Olympic properties in the context of the qualification events for the Games of the XXXII Olympiad Tokyo 2020** [“Qualification Events”] which are being organised by your International Federation [“IF”] or a non-commercial third party (e.g. national federation, continental confederation, etc.).

As outlined within these guidelines, different rules are applicable to communications/advertising and/or promotional materials which are made by the organiser (i.e. your IF or non-commercial third party) as opposed to those produced by the sponsor(s) of the event.

For the sake of clarity, within these guidelines, “Sponsors of the Qualification Event who are Olympic Partners” refers to TOP Partners and/or NOC/OCOG sponsors in the respective country(ies) in which reference to the Qualification Events is being made.

In view of this, please note that Olympic Partners, such as NOC Sponsors, may vary from country to country and, as such, particular attention must be paid to ensure any mention of sponsors of the Qualification Events is relevant to the country in which the reference is being made.

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General principles

General principles

Increasing engagement

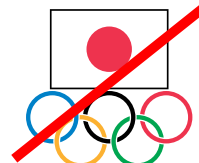
The qualifying events are one of the best platforms to build momentum and create excitement ahead of the Olympic Games.

Through the help of these guidelines, a stronger connection will be created to position these events as Olympic related, both in terms of brand association, storytelling, and athletes' development pathway.

Leveraging on brand assets will benefit both to the Organisers of the Qualifying Events and to the Olympic Games Tokyo 2020, provided that the activations are done in a consistent, relevant way by all stakeholders involved.

Use of Olympic properties

Please note that the use of the Olympic properties, such as, the Olympic symbol, the emblem of the Olympic Games Tokyo 2020 and the emblem of the National Olympic Committees **are not permitted for any communications, advertising and/or promotional materials** regarding the Qualification Events.



Olympic association

No third party may suggest, imply or otherwise gain any false or **unauthorised endorsement, association or relationship**, either express or implied, that it has any rights of sponsorship, suppliership or other rights of association with or to the IOC, the Games of the XXXII Olympiad Tokyo 2020 or the Olympic Games.

No third party broadcaster of the Qualification Events may in any way position itself and/or any of its broadcast platforms or channels as having any status of an official broadcast rights holder of the IOC, the Games of the XXXII Olympiad Tokyo 2020 or the Olympic Games. Any sponsorship opportunities may not create, suggest and/or imply the existence of any endorsement, association or relationship between any person(s) and the IOC, the Games of the XXXII Olympiad Tokyo 2020 or the Olympic Games.

To the extent the IOC reasonably believes that any unauthorized association may have been created, suggested or implied, your IF shall consult in good faith with the IOC and take such actions as are reasonably necessary to address such IOC concerns regarding any such unauthorized association in accordance with the request of the IOC.



Supporting assets

Supporting assets

Designation

The “designation” is the factual editorial reference to the qualifying feature of the event, available in English only, as illustrated on the right.

The designation may be used in relation to the title of the Qualification Event.

Stamp

The “stamp” is the visual asset illustrated on the right. It is composed of the text “Qualification Event” and the Games signature “Tokyo 2020”, framed into a rectangular shape.

The stamp is designed with elements from the Tokyo 2020 emblem (Games signature), and from the Tokyo 2020 Look of the Games Design System (font and colour).

The stamp may be used for informative purposes only.

*Qualification Event for the Games of the
XXXII Olympiad Tokyo 2020*

Designation

Qualification Event
TOKYO 2020

Stamp

The artwork of the stamp can be obtained upon request to your usual contact in the IOC Sports Department.

Stamp: Technical information

Colour versions

3 variations are available:

- Tokyo2020 blue* (preferred)
- Black*
- White

* The background of these versions is white (not transparent).

Isolation area

The isolation area is defined by drawing a rectangle around the edges of the stamp at a distance of “ $\frac{1}{2}$ X”, “X” being the height of the letter “T”.

This isolation area must be free from any element.

Minimum size

To ensure the legibility of the stamp, it should always appear no smaller than 14 mm/40 pixels wide.



Tokyo2020 blue

PANTONE 281
cmyk
c100 m80 y0 k50
rgb
r0 g132 b99
web safe
hex #002063



Black

BLACK
cmyk
c0 m0 y0 k100
rgb
r0 g0 b0
web safe
hex #000000



White

WHITE
cmyk
c0 m0 y0 k0
rgb
r255 g255 b255
web safe
hex #FFFFFF



Isolation area



Minimum size:
14 mm / 40 pixels wide

Stamp: common misuses

To increase recognition across applications and to preserve its integrity, when applying the Stamp, do not change or alter in any way the original artwork provided by the IOC.



Do not modify the white background



Do not change the colours



Do not modify the text



Do not translate



Do not distort



Do not rotate



Do not crop



Do not add effects







Title or Venue sponsorship

Scenarios

Four distinct scenarios can be distinguished when it comes to the title or venue sponsorship of a Qualification Event in communication, advertising or promotional material produced by the organiser:

1. Title sponsorship of a Qualification Event by an Olympic Partner
2. Title sponsorship of a Qualification Event by a sponsor who is not an Olympic Partner
3. Sponsorship of venue where the event will be held by an Olympic Partner
4. Sponsorship of venue where the event will be held by a sponsor who is not an Olympic Partner

| Scenarios | Qualification Event for the Games of the XXXII Olympiad Tokyo 2020 Use of the designation |
|---|--|
| 1. Title sponsorship of a Qualification Event by an Olympic Partner* |  |
| 2. Title sponsorship of a Qualification Event by a sponsor who is not an Olympic Partner |  |
| 3. Sponsorship of venue where the event will be held by an Olympic Partner* |  |
| 4. Sponsorship of venue where the event will be held by a sponsor who is not an Olympic Partner |  |

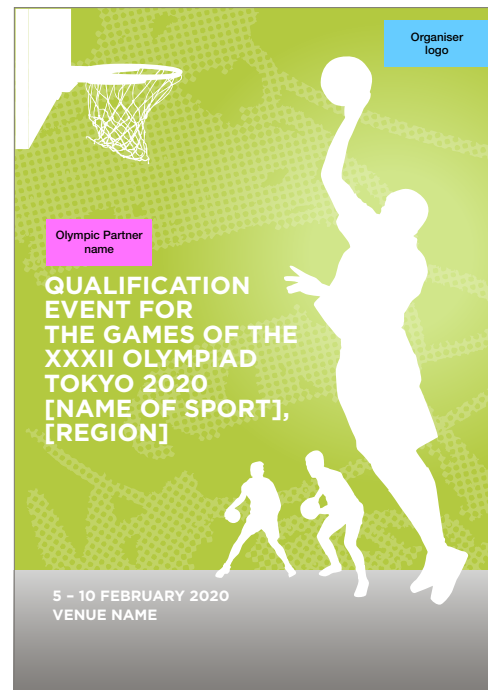
* Refers to TOP Partners and/or NOC/OCOG sponsors

1. Title sponsorship of a Qualification Event by an Olympic Partner

In the event the title of the Qualification Event refers to an Olympic Partner, the organiser and/or sponsor may use the designation in relation to the title of the event to refer to the Qualification Event in any advertising materials.

The example below is allowed, provided the sponsor is an Olympic Partner in the relevant territory in which the reference to the Qualification Event is being made.

[Sponsor name], –
*Qualification Event for the Games of the
 XXXII Olympiad Tokyo 2020*
[Name of sport], [Region]

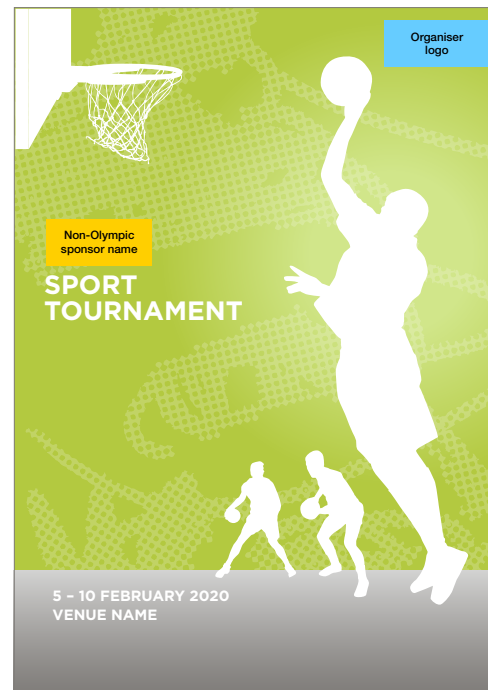


Acceptable

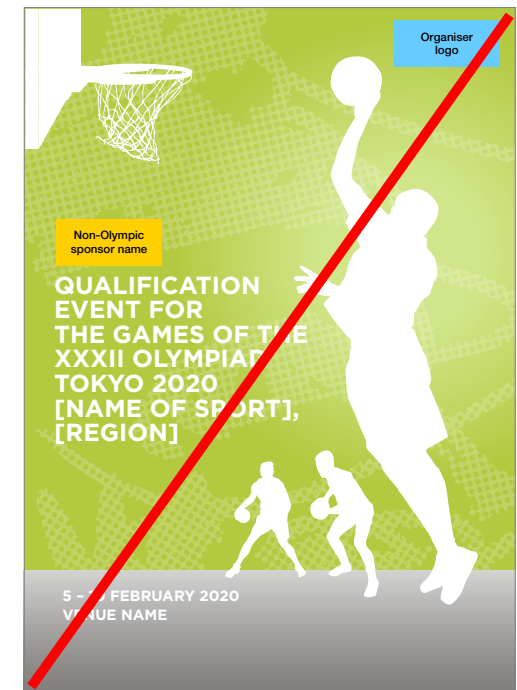
2. Title sponsorship of a Qualification Event by a sponsor who is not an Olympic Partner

In the event the title of the Qualification Event refers to a sponsor who is not an Olympic Partner, the organiser and/or sponsor may not use Olympic properties in relation to the title of the event to refer to the Qualification Event in any advertising materials.

As such, no Olympic properties may be used in title to the sponsored Qualification Tournament.



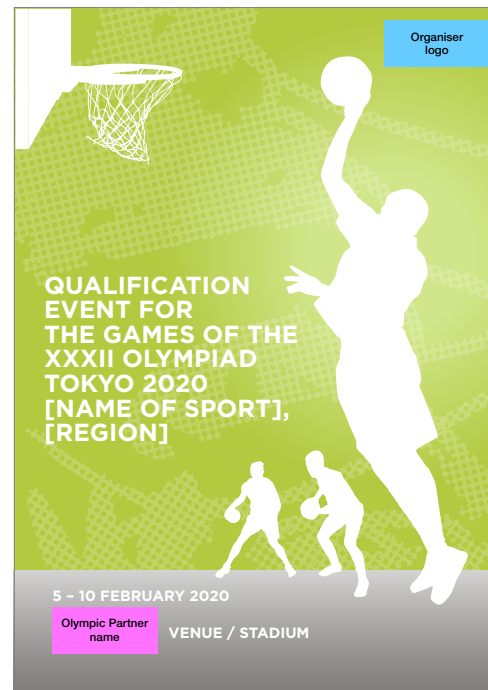
Acceptable (no use of Olympic properties)



Do not use the designation in association with non-Olympic Sponsors

3. Sponsorship of venue where the event will be held by an Olympic Partner

If the Qualifying Event will be held in a venue, of which the name is sponsored and such sponsor is an Olympic Partner, reference can be made to the designation on the advertising or promotional material on which the sponsored venue name is mentioned.



Acceptable

4. Sponsorship of venue where the event will be held by a sponsor who is not an Olympic Partner

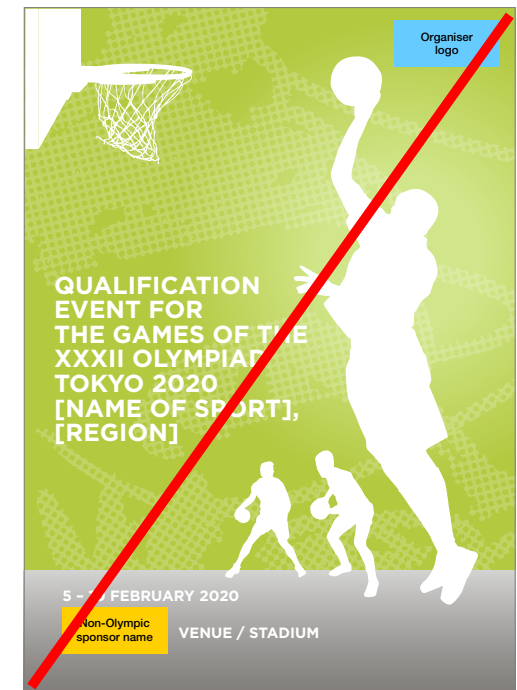
If the Qualifying Event will be held in a venue, of which the name is sponsored and such sponsor is not an Olympic Partner, no reference can be made to the Olympic properties on the advertising or promotional material on which the sponsored venue name is mentioned.

However, reference can be made to the name of the venue, provided that such reference is made as a destination anchor, namely to describe the location where the event will be hosted.

Please note that if the organiser wishes to make a factual reference to the Qualification Event in its branding which contains Olympic properties, the IOC's prior written approval is required.



Acceptable (reference is made as a destination anchor)



Do not use the designation in association with non-Olympic Sponsors



Guidelines for organisers

(IF or non-commercial third party)

Overview of the activations

The following activations options are possible for the communication, advertising or promotional material produced by the organiser (IF or non-commercial third party).

Designation

The designation may be used in relation to the title of the Qualification Event provided that no reference is made to any non-Olympic sponsors.

Stamp

The stamp may be used for informative purposes only provided that no reference is made to any non-Olympic sponsors.

| Communication, advertising or promotional material by the organiser | Qualification Event for the Games of the XXXII Olympiad Tokyo 2020 | Qualification Event TOKYO 2020 |
|---|--|--------------------------------|
| | Use of the designation (in relation to event title) | Use of the stamp |
| Without any reference to sponsors | ✓ | ✓ |
| With reference to Olympic Partners* only | ✓ | ✓ |
| With reference to non-Olympic sponsors | ✗ | ✗ |

* Refers to TOP Partners and/or NOC/OCOG sponsors

Designation – No reference to sponsors and reference to Olympic Partners only

No reference to sponsors

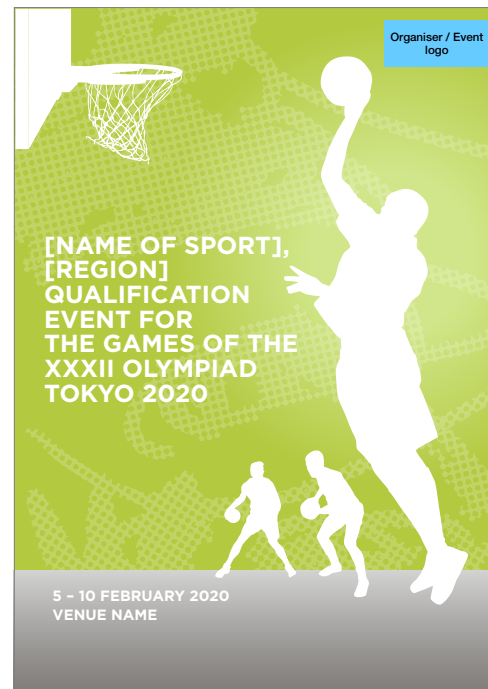
Provided that no reference is made to sponsors in any of the communications, advertising or promotional materials, and no advertising appears on or around the field of play, it is permitted to use the designation in relation to the title of the Qualification Event.

Reference to Olympic Partners only

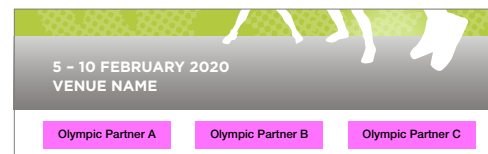
In the event that all the sponsors of the Qualification Event are Olympic Partners (in the relevant territory) it is permitted to use the designation in relation to the title of the Qualification Event.

By adhering to these rules, your IF (or non-commercial third party organiser), could name the event:

*[Name of sport], [Region] –
Qualification Event for the Games of the
XXXII Olympiad Tokyo 2020*



Acceptable (no reference to sponsors)



Acceptable (reference to Olympic Partners only)



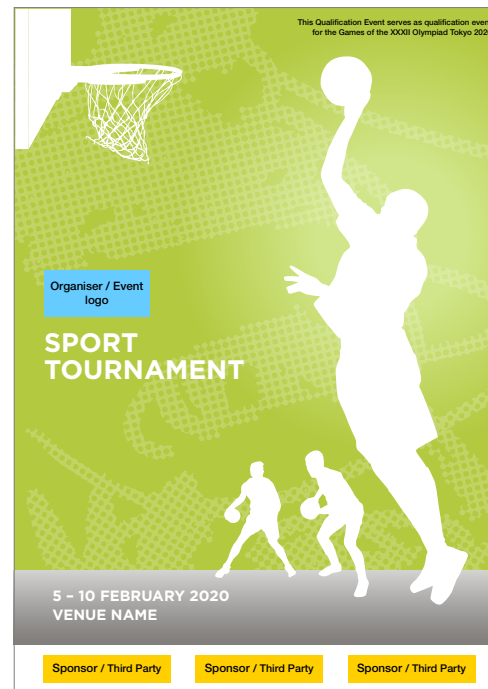
The page cannot feature any Sponsor/Third Party

Designation – Reference to non-Olympic sponsors

If any of the sponsors of the Qualification Event are not Olympic Partners (in the relevant territory), it is **not permitted to use Olympic properties** in relation to the title of the Qualification Event.

However, there may be a factual statement in the communication, advertising or promotional materials that the Qualification Event serves as a qualification event for the Games of the XXXII Olympiad Tokyo 2020, provided that such statement is clearly separated from the reference to sponsors who are not Olympic Partners, and does not promote or appear to promote such sponsors products or services.

For example, the factual statement should be in a different size and placed away from the reference to sponsors.



Acceptable (no use of Olympic properties, factual statement is clearly separate from Sponsor/ Third Party)



Factual statement is too close to Sponsor/Third Party

Stamp – General principles

The stamp can be used by the IF, the Event Organiser and/or the Olympic Partner only as an **information label** in communication, editorial or promotional materials.

It is not permitted to use the stamp for commercial purposes nor in association with Third Parties.

Duration of activation

The period of stamp usage is defined by the Tokyo 2020 Qualification Period, lasting until July 2020.

Commercial associations

It is the responsibility of the Event Organiser and the IF's to inform its commercial partners that they can't get any Olympic association from this status and should not claim any Olympic partnership (or call themselves Olympic partners or partners of the Games in any way or form).

The use of the stamp cannot be in any case a selling argument for commercial partners. It is also the responsibility of the Event Organiser to ensure that its commercial partners adhere to these rules and make no use of any Olympic properties that may be granted to the event for its own purposes.

Qualification Event
TOKYO 2020

Stamp – Principles of use

The stamp is made to support an overarching message and should not be the most prominent element of the communication. It should be used only once per element of communication.

The stamp is to be used in a **standalone position** in the following publications:

- Poster / brochures
- Webpages and e-publication
- Other non-commercial documents in which it is appropriate to make reference to Tokyo 2020

Please note that is not allowed to use the stamp in relation to pictures from the past Olympic Games.



Acceptable



The stamp is too prominent

Stamp – Webpage and Newsletter

Webpage

The Event Organiser website could use the stamp on a special page/tab to mention its qualifying nature and give more information about the Olympic Games Tokyo 2020. This page cannot feature any Third Party included in the name tab.

Newsletter

The Event Organiser could send a Newsletter including reference to the Qualification Event provided that the stamp is used on a separate tab/section and that within the Newsletter are not displayed any commercial message or Third Parties.



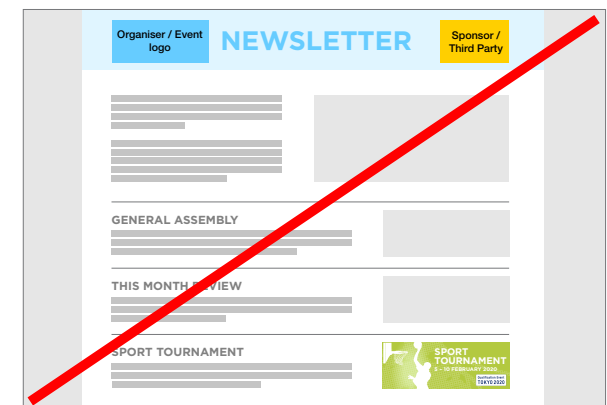
Acceptable



The page cannot feature any Third Party



Acceptable



The page cannot feature any Third Party

Stamp – Athletes and teams (webpage)

The Event Organiser special page/tab on its website may feature the names and pictures of the potential Olympic Games participating athletes/teams.

The IF and/or the Event Organiser must obtain the athlete's/team's approval before using their names and/or pictures. Such pictures can be associated with the stamp provided that:

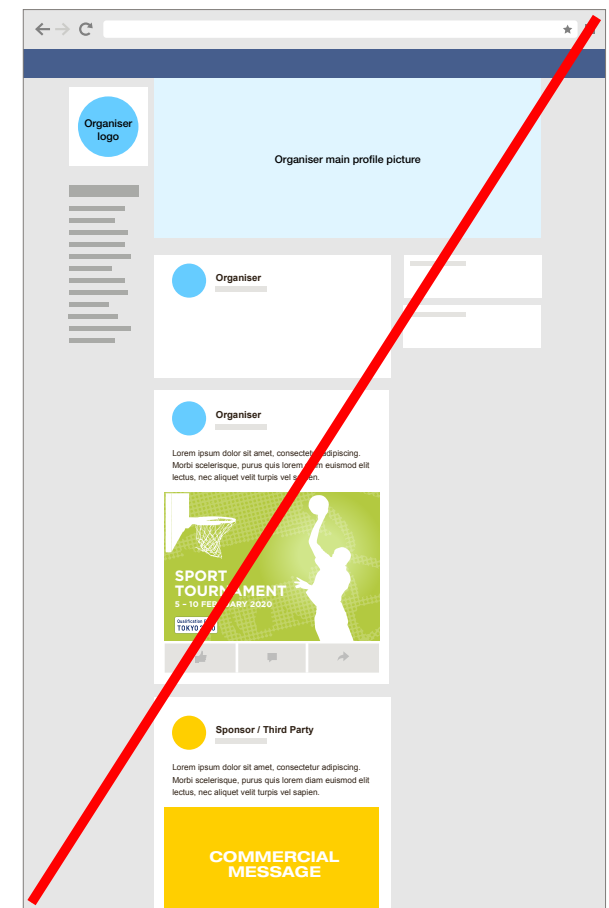
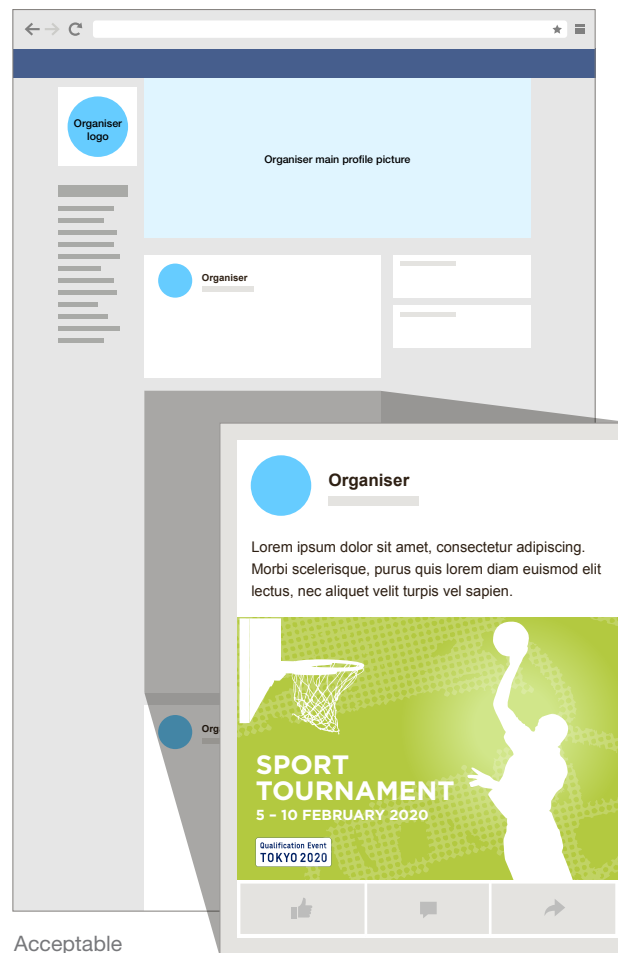
- The picture/subsite is used only by the Event Organiser and/or the IF
- The picture/subsite is never used by the Third Parties of the event
- The picture/subsite is free of any commercial branding
- The picture/subsite is natural/authentic (i.e., not staged) in the context of the competition
- The picture/subsite is not misleading in any way
- The page/tab and status can be updated once the athletes/teams effective qualification is confirmed by the IF, the NOC and Tokyo 2020.



Stamp – Social media

The stamp should only be used on social media in a purely institutional/informative context, without commercial content or the presence of Third Parties, and provided that following cumulative conditions are met:

- Not as the main visual of the profile
- Not in a permanent feature
- In a post in the flow of feeds, using the stamp as a picture attached to this specific feed, provided the flow of feeds does not contain any commercial message or presence of any Third Party, immediately before or after the post containing the stamp.



The flow contain a commercial reference immediately after the post containing the stamp

Stamp – Other uses

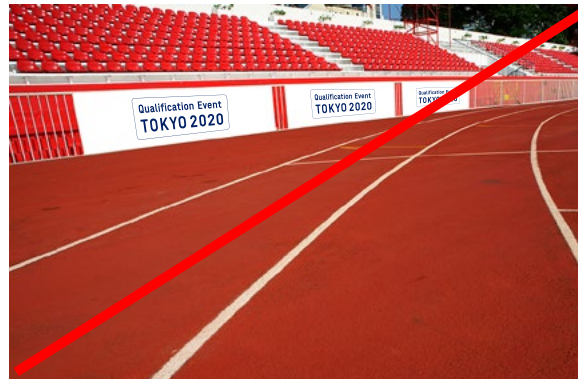
Field of Play (FOP)

The stamp cannot be featured on the Field of Play, before, during and after the Event.

Backdrop for mixed zone / Interviews

The stamp can be used by the IF or Event Organizer and be customised with the IF logo or Event logo.

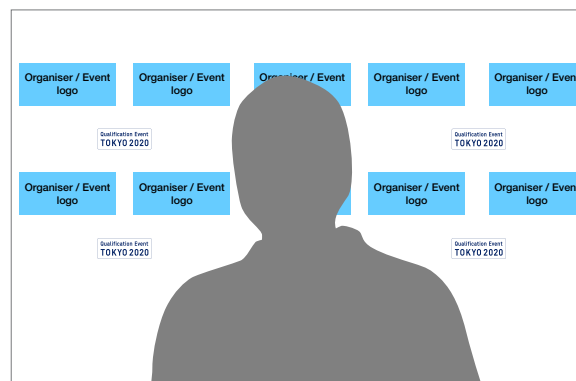
It must not however contain any Third Party presence / branding / association.



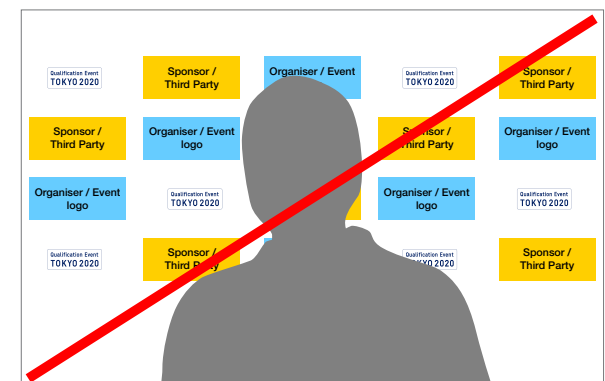
Do not use the stamp in the Field of Play



Do not use the stamp in the Field of Play



Acceptable



Do not use in association with Sponsors or Third Party



Guidelines for Sponsors

Overview of the activations

The following activations options are possible for the communication, advertising or promotional material produced by the sponsor using Olympic properties.

Designation

The designation may be used in relation to the title of the Qualification Event only by Olympic Partners.

Stamp

The stamp may be used for informative purposes only by Olympic Partners.

| Communication, advertising or promotional materials by the sponsor | Qualification Event for the Games of the XXXII Olympiad Tokyo 2020 | Qualification Event TOKYO 2020 |
|--|--|--------------------------------|
| | Use of the designation (in relation to event title) | Use of the stamp |
| The sponsor is an Olympic Partner* | ✓ | ✓ |
| The sponsor is not an Olympic Partner | ✗ | ✗ |

* Refers to TOP Partners and/or NOC/OCOG sponsors

Designation – Olympic partners

Provided that a sponsor of the Qualification Event is an Olympic Partner (in the relevant territory), the sponsor may use the designation in relation to the title of the event to refer to the Qualification Event.

By adhering to this rule, the following structure may be used:

*[Name of sport], [Region] –
Qualification Event for the Games of the
XXXII Olympiad Tokyo 2020*



Acceptable

Designation – Non-Olympic partners

In case the sponsor of the Qualification Event is not an Olympic Partner (in the relevant territory), the sponsor is not permitted to use Olympic properties when referencing the event in any advertising materials.

Please note that if the sponsor wishes to make a factual reference to the Qualification Event in its branding which contains Olympic properties, the IOC's prior written approval is required.



Acceptable (no use of Olympic properties)



Do not use the designation in association with non-Olympic Sponsors

Stamp – Olympic partners

Provided that a sponsor of the Qualification Event is an Olympic Partner (in the relevant territory), the sponsor may use the stamp in relation to the promotion of its partnership of the Qualification event.



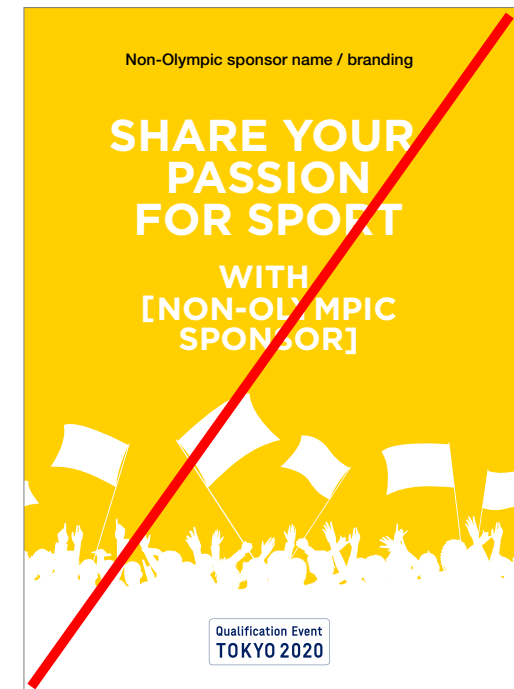
Acceptable

Stamp – Non-Olympic partners

In case the sponsor of the Qualification Event is not an Olympic Partner (in the relevant territory), the sponsor is not permitted to use any stamp when referencing the event in any advertising materials.



Acceptable (no use of Olympic properties)



Do not use the stamp in association with non-Olympic Sponsors



Approval process

Process and resources

Any use of the designation or of the stamp is subject to the IOC's prior consent. Please liaise with IOC Sports department. The IF should seek approval on behalf of the Event Organiser.

For information on our TOP Partners, please visit www.olympic.org/sponsors

For information on specific NOC/OCOG Sponsors, please liaise directly with the respective NOC/OCOG.

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