

The London Organising Committee of the
Olympic Games and Paralympic Games Ltd

Sports organisations – What you need to know
August 2010



Brand protection

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This booklet has been produced in collaboration with the British Olympic Association and the British Paralympic Association.

Please note: The examples given in this booklet are for illustrative purposes only and do not indicate that an activity definitely will, or will not, infringe LOCOG's rights. A wide variety of factors, including content, context and presentation, will be relevant when determining infringement and cases must be reviewed on an individual basis considering all the circumstances. This booklet may be updated or amended periodically to reflect changes in the law and so on.

Published August 2010

Introduction

There is no doubt that the support of the sporting community will make a real difference to the success of the London 2012 Olympic Games and Paralympic Games.

The UK has an unrivalled passion for sport, and we hope to demonstrate this through hosting a great Games in 2012.

We, the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), have the job, working with the Olympic Delivery Authority (ODA) and other stakeholders, to organise and deliver on this. We want spectators, volunteers and, most importantly, athletes to have an unrivalled experience. Our focus must therefore be on planning, building venues and securing revenue to ensure that, when the world comes to London in 2012, everything runs smoothly.

However, we all know that exceptional UK success will give the 2012 Games the extra magic to make them unforgettable, and that we will be judged on the legacy that we leave behind. The vision and commitment of London 2012 is to use the power of the Games to inspire change. Through activities like our Inspire programme (see p 15), International Inspiration (our international sports development programme), and a number of our sponsors' projects, we are encouraging and enabling young people to participate in more sport.

We want sports organisations throughout the UK to make the most of the power of the Games and help us achieve these joint goals. However, we also need to ensure that sports organisations, which are increasingly operating in a highly commercial environment, do not use the Games (or, for example, allow their sponsors to use the Games) in a way which hampers our ability to offer our sponsors the exclusive rights we have granted them.

Revenue from our sponsors is of fundamental importance to LOCOG, contributing to the vast majority of our £2 billion operating budget. In order to host the Games in 2012 it is absolutely crucial that we continue to secure these sums from private sources. It is therefore crucial that we protect the exclusivity and value we can offer to our sponsors, and prevent other businesses exploiting and creating an unauthorised association with the Games for free. We must assure our sponsors that they have invested in a unique opportunity and meet our obligations to actively protect and preserve their exclusive rights to associate with the Games.

We therefore ask for your understanding and support in protecting our brand.

To help us prevent activities that damage our ability to generate revenue for the Games, Parliament has passed special laws, which are explained in this booklet. We have no doubt that you will respect the law, but we would ask you to go one step further and respect our need to protect the value – both monetary and inspirational – of the London 2012 brand and of the Olympic and Paralympic Movements. This booklet describes how you can go that extra mile.

Thank you for your ongoing support.



Seb Coe

Chair
London 2012 Organising Committee

Why we need to protect the brand

Every aspect of London 2012 – from venue construction to the athletes' meals – will be paid for via either the agreed public funding package or through money raised privately.

Funding for the 2012 Games infrastructure will be drawn from a public funding package announced by the UK Government in March 2007. The Government is also funding transport and enabling infrastructure in east London. These works will have a lasting physical legacy, benefitting the UK public long after 2012.

The 2012 Games themselves will be run by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) and funded by the private sector. LOCOG's operating budget of around £2 billion is being raised through sponsorship, official merchandise, tickets sales and a share of broadcasting revenues.

The value of the London 2012 brand, and in particular the ability to offer sponsors an exclusive association with the Games, is crucial to LOCOG's funding. LOCOG offers businesses the unique opportunity to become London 2012 sponsors and be LOCOG's business partners from now until the Games. The London 2012 partners are shown on our website london2012.com.

Ambush marketing

It is evident that many people are eager to use the Games to boost their business activities by marketing their products in connection with London 2012.

Official London 2012 sponsors have that right. But to protect those partners' investment in the Games, and to give them the exclusive association with London 2012 for which they will pay, LOCOG must prevent ambush marketing. This is something that all major sports events have to tackle and must take legal steps to prevent.

Ambush marketing, the sale of counterfeit and unofficial goods and other similar activities will, if left unchecked, each undermine LOCOG's ability to generate revenue for the Games. If LOCOG fails to tackle ambush marketing, and misses its revenue targets, it is inevitably the athletes who will suffer, which is in no-one's interests.

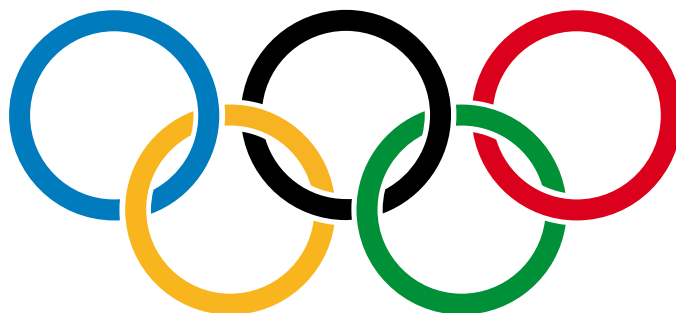
The laws which will allow LOCOG to prevent ambush marketing and other damaging activities are described over the next few pages.

What is ambush marketing?

Also known as parasitic or guerrilla marketing, ambush marketing describes a business' attempts to attach itself to a major sports event without paying sponsorship fees. As a result, the business gains the benefits of being associated with the goodwill and public excitement around the event for free. This damages the investment of genuine sponsors, and risks the organiser's ability to fund the event.

The Olympic and Paralympic emblems

When London won the right to stage the Olympic Games and Paralympic Games in 2012, it became a guardian of the one of the most recognised symbols in the world – the Olympic rings.



The five interlocking rings represent the union of the continents and the meeting of athletes from throughout the world. They have also come to symbolise the Olympic spirit and values of fair play, peace and friendship.

LOCOG is also responsible for staging the 2012 Paralympic Games, and so must protect the Paralympic symbol too.



The Paralympic symbol consists of three 'agitos' and represents the passion, inspiration and excitement of the Paralympic Games.

When London was entrusted with hosting the Games in 2005, the bid team made a commitment to protect these symbols and the value, integrity and image of the Olympic Games and Paralympic Games. LOCOG is now legally bound to do this.

What is the London 2012 brand?

The Olympic symbol and the three agitos of the Paralympic movement underpin the London 2012 brand and they are at the heart of the London 2012 emblems, the official marks of the Games.



The British Olympic Association (BOA) and British Paralympic Association (BPA) are responsible for preparing and taking the British Olympic and Paralympic Teams (Team GB and ParalympicsGB) to the 2010 and 2012 Games. However, LOCOG has taken on responsibility for protecting the team logos and those of the BOA and BPA. If this is neglected, or LOCOG's revenue raising efforts are hampered in any way, the funding of British athletes will be put at risk.

Collectively, all of these logos, designs and other marks relating to London 2012, Team GB, ParalympicsGB and the Olympic and Paralympic Movements in general, make up 'the Protected Games' Marks' (see next page).

The only people entitled to use the London 2012 brand and the Protected Games' Marks are LOCOG, its sponsors and official broadcasters, official merchandise licensees and licensed non-commercial partners. And, of course, the BOA and BPA in their normal day-to-day work.

These emblems are joined by various other designs including the London 2012 mascots and the pictograms (which depict each sport) and Games' graphics, some of which are shown in this booklet.

In addition to protecting these elements of the London 2012 brand, LOCOG must also protect all other Olympic and Paralympic marks which create a connection with the Olympic and Paralympic Movements, including, for example, the London 2012 bid logo.

The Protected Games' Marks

All of the following names, words, marks, logos and designs relating to London 2012 and/or the Olympic and Paralympic Movements (collectively known as the Protected Games' Marks) are legally protected marks owned by or licensed to LOCOG.

Protected trade marks and designs:



The words: London 2012 – 2012 – LOCOG – Javelin Team GB – Get Set – Games Maker

All of the above marks and words are protected either as registered trade marks, registered designs and/or by common law. Our bespoke font (as used on the cover of this document) is also legally protected, as will be all other official marks of London 2012 including Games' mascots.

Please note: As illustrated above, the London 2012 Olympic Games logo is flexible. It is used in different colours, including the colours shown in this document, and can be filled-in with an image or design as demonstrated by the Union flag and 'pencil' infills shown above. All of these variations of our emblem are legally protected.



For the latest details on our brand visit our website, london2012.com.

The Protected Games' Marks – continued

Protected by copyright:

All films, musical works, artistic works and designs (for example the Games' emblems, pictograms, mascots and posters) created by LOCOG or other official Olympic and Paralympic bodies (already or in the future) in connection with the Games will be protected by copyright.

Protected by the Olympic Symbol etc (Protection) Act 1995:

The words:	The symbols of:	The mottos of:
<ul style="list-style-type: none">– Olympic– Olympian– Olympiad– Paralympic– Paralympian– Paralympiad <p>their plurals, translations and anything similar to them.</p>	<ul style="list-style-type: none">– The International Olympic Committee (IOC):  <ul style="list-style-type: none">– The International Paralympic Committee (IPC):  <p>and anything similar to them.</p>	<ul style="list-style-type: none">– The IOC: Citius, Altius, Fortius and Faster, Higher, Stronger.– The IPC: Spirit in Motion <p>their translations and anything similar to them.</p>

Protected by the London Olympics Association Right (LOAR):

The London Olympic Games and Paralympic Games Act 2006 grants to LOCOG the LOAR. It allows LOCOG to prevent people, without its authority, from creating an association between a business, goods or services, and the London 2012 Olympic Games and/or Paralympic Games. Further information about the LOAR is given on pp10-11.

The London Olympics Association Right

LOCOG protects its brand in the same way as other sports events and businesses do – by registering trade marks and by relying on the laws of copyright, design-right and passing-off and so on.

In addition, Parliament has also granted LOCOG special legal rights under the London Olympic Games and Paralympic Games Act 2006 (referred to as the 2006 Act) and the Olympic Symbol etc (Protection) Act 1995 (see p12). These prevent certain activities 'in the course of trade'. However, the legislation will still apply to many of the activities of not-for-profit sports organisation - for example, selling sponsorship, holding events and selling other services to members.

The 2006 Act grants LOCOG the London Olympics Association Right (LOAR). This gives LOCOG the exclusive right to grant its sponsors and licensees authorisation to create an association between their business, goods or services and London 2012.

It also gives LOCOG the right to prevent people creating such an association without its authorisation, unless a defence applies (see p13).

An association with London 2012 can be created by the use of any words, images or marks, or, more likely, a combination of these. For example: athletic images, representations of an Olympic-style torch and flame, the colours of the London 2012 emblems or the Olympic rings, words or iconic images which evoke the spirit of the 2012 Games, and other representations relating to the Games may each contribute to the creation of an association with the 2012 Games.

So, for example, LOCOG can take legal action against businesses which falsely suggest an association between their goods or services and London 2012 in their advertising or on their goods.

The question of whether or not an association with London 2012 has been created in any particular case will depend on the overall impression given by the advert, marketing material or goods in question.

The 2006 Act also specifies certain 'Listed Expressions' and states that a court may take these into particular account when determining if an association has been created with London 2012. Although the Listed Expressions are a helpful guide they are not the only thing a court would look at so it shouldn't be assumed that if a Listed Expression is not used LOCOG's right will not be infringed.

The Listed Expressions are:

- any two of the words in list A below

OR

- any word in list A with one or more of the words in list B below:

A

Games, Two Thousand and Twelve, 2012, Twenty-Two

B

London, medals, sponsors, summer, gold, silver, bronze

For example, the following phrases use the Listed Expressions and someone would be likely to fall foul of the law if they used them without LOCOG's authorisation:

- 'Backing the 2012 Games' ❌
- 'Supporting the London Games' ❌

Some illustrated examples are shown on the next page.

The London Olympics Association Right – continued

There will be many cases when the Listed Expressions will have been used, but no association will have been created with London 2012. In those cases, LOCOG's rights will not be breached.



Example: An advert which uses the words 'sponsor' and '2012' in a context which in no way suggests an association with London 2012



However, an unlawful association can be created **without** any use of the Listed Expressions. Infringement will ultimately depend on whether the impression of an association with London 2012 has been created.



Example: An advert which creates an association with London 2012 through use of images and text



Remember, LOAR can be infringed whether or not the Listed Expression are used. The key question is: has an association been created with London 2012.

The Olympic Symbol etc (Protection) Act 1995

The Olympic Symbol etc (Protection) Act 1995 (referred to as OSPA) prevents the use, in the course of trade, of any of the Olympic and Paralympic words, mottos and symbols indicated on p9.

It is unlawful, for example, to use them in advertising, on business papers (for example stationery and literature), on goods or their packaging and on signs under which goods or services are offered.

OSPA does not just apply to the London 2012 Games, but relates to any activity which uses the words, mottos or symbols protected by OSPA.

Remember, OSPA also protects words and symbols similar to those listed. So, for example, words like 'Olympix' and variations of the Olympic rings should not be used.



Example: A T-shirt using the protected symbols and/or words.

LOCOG's legal rights – further details

Defences and exceptions

All of the legal rights on which LOCOG will rely are subject to defences and exceptions which will allow certain uses of the Protected Games' Marks.

For example, OSPA and the 2006 Act (see previous pages) grant exceptions for editorial and journalistic use. OSPA and the 2006 Act also provide defences which allow for statements of fact to be made, provided this is in accordance with honest commercial practices and not made gratuitously for purely marketing purposes.

Enforcement

LOCOG can enforce its legal rights by, for example, seeking an injunction to stop infringing activities, suing for damages and/or requiring account to LOCOG of the infringer's profits.

LOCOG hopes to have the full support and cooperation of non-commercial organisations and will always seek to resolve any issues which may arise with them amicably. However, LOCOG must take a firm and consistent approach to any activity that undermines its ability to raise revenue for the 2012 Games, regardless of whether it is undertaken by a commercial or non-commercial entity.

Further information

Detailed information on LOCOG's rights and the defences available under OSPA and the 2006 Act is available at london2012.com/brandprotection



Example: Editorial coverage in a newspaper

Contractual obligations of NGBs and athletes

Ambush marketers have, in the past, used their association with athletes and NGBs to suggest or imply that they have an association with the Olympic Games and Paralympic Games. This undermines the exclusivity that organising committees, National Olympic Committees and National Paralympic Committees can offer official Games' and team sponsors.

To protect against this, various obligations and restrictions are placed on the commercial activities of parties involved in the Games. These include:

- **The Olympic Charter and IPC Handbook**

These bind all participants in all Olympic Games and Paralympic Games and include restrictions on participants which prevent them from allowing third parties to use their name or image and so on in advertising during the Games. The NGBs of Olympic and Paralympic sports are also bound, through their membership of the BOA and BPA, to respect these documents and the need to protect Olympic and Paralympic marks. The Olympic Charter and IPC Handbook are available online at olympic.org and paralympic.org respectively.

- **Team members' Agreements**

All athletes, coaches and officials who participate in any Olympic Games and/or Paralympic Games for Great Britain and Northern Ireland must sign up to obligations under the Team Members' Agreement with the BOA or BPA. These reiterate the obligation to respect the Olympic Charter and the IPC Handbook, and set out further restrictions relating, for example, to the use of team kit for promotional purposes. Full details of these restrictions are available from the BOA and BPA.

- **Undertakings**

As part of the bidding process, the IOC required London 2012 to obtain assurances from each NGB of the winter and summer Olympic sports that they would fully support the 2012 Games. They also provided that, should London win the bid, the NGBs would co-operate with LOCOG's marketing activities, refrain from ambush marketing and cause NGB sponsors to do the same. As such, NGBs are bound not to create, imply or refer to a direct or indirect association between them, or their sponsors, and the Olympic Games, any Olympic team, London or the year 2012.

Getting involved

LOCOG has a broad programme of official non-commercial programmes and events which will help to deliver the wider London 2012 vision. Some of these, such as the Torch Relay will be developed directly by LOCOG, but others will be reliant on non-commercial partners to initiate and carry them forward. Other initiatives will be delivered by our sponsors.

Examples of some London 2012 initiatives already up and running are:

- Get Set – our official education website: london2012.com/getset
- International Inspiration – aims to reach 12 million children in 20 countries worldwide and see them participating in sport and improving their lives as a result
- Changing Places – encourages people to volunteer to get out and transform their local area – improving the negative parts and celebrating the good.
- adiZones – free outdoor multi-sport areas encouraging sports participation within the local community supported by London 2012 partner adidas

Visit london2012.com/get-involved to find out about all these and the other things we are doing and have planned.

Through the London 2012 Inspire programme we also hope to help national and community sports organisations promote the way in which they are inspired by the Games. The London 2012 Inspire mark has been developed as a special logo to be used in connection with non-commercial projects which have been inspired by the Games and which LOCOG recognises as excellent projects which are contributing to the lasting legacy of London 2012. This will help ensure our vision is delivered as widely as possible and that millions of people throughout the UK can join in.

Not for profit organisations throughout the UK have the opportunity to apply for the mark for specific projects but stringent criteria and conditions do apply. More information about the Inspire programme can be found at london2012.com/beinspired



Example of an Inspire project

What can you do?

LOCOG must take a firm and consistent approach to any activity that undermines its ability to raise revenue for the 2012 Games, regardless of whether it is undertaken by a commercial or non-commercial entity.

However, it is important to engage people in sport at all levels to get them excited about London 2012. So do not be put off from ever mentioning the Games. The next few pages should help you understand where LOCOG's concerns lie and what you can do without jeopardising the revenue for the Games, Team GB and ParalympicsGB.

Exceptions to the rule

There are some instances where the Protected Games' Marks can be used. For example:

– Editorial use

Purely editorial use is normally permitted (for example, an article in a magazine or on your website), but a book, magazine or website focusing on the Games or London 2012 will need approval. Some press releases, for example about a new sponsorship deal, will also need to be reviewed to ensure reference to the Games are not being used to promote a commercial entity.

– Factual statements

Some factual use of the protected words is allowed. For example, a statement such as 'John Smith, Olympic Champion from Sydney 2000, will be presenting the medals' on a poster promoting a competition is acceptable, provided such a statement does not place emphasis on the words protected by OSPA and so on (see pp9-12).

– When LOCOG grants permission

Sports organisations which are working with LOCOG to deliver official London 2012 programmes or which have successfully applied for the London 2012 Inspire Mark (see p14) will be granted a formal licence by LOCOG to use relevant Protected Games Marks.

– NGBs' use of BOA and BPA emblems

NGBs which are members of the BOA and/or BPA are permitted to use the BOA and BPA emblems (but not the Team logos or Games' emblems) on their stationery and websites to indicate their membership (subject to specific guidelines available from the BOA/BPA). The London 2012 emblems should not be used on stationery and websites of NGBs unless LOCOG expressly permits this.

Olympians and Paralympians: Sponsors and business activities

Words included within the Protected Games' Marks, the use of which is therefore restricted, can nevertheless be used within honest statements of fact in a commercial context, provided the statement is not made gratuitously for marketing purposes.

This is especially relevant for Olympians and Paralympians who want to promote themselves in this way. The following examples illustrate when this exception would or would not apply:

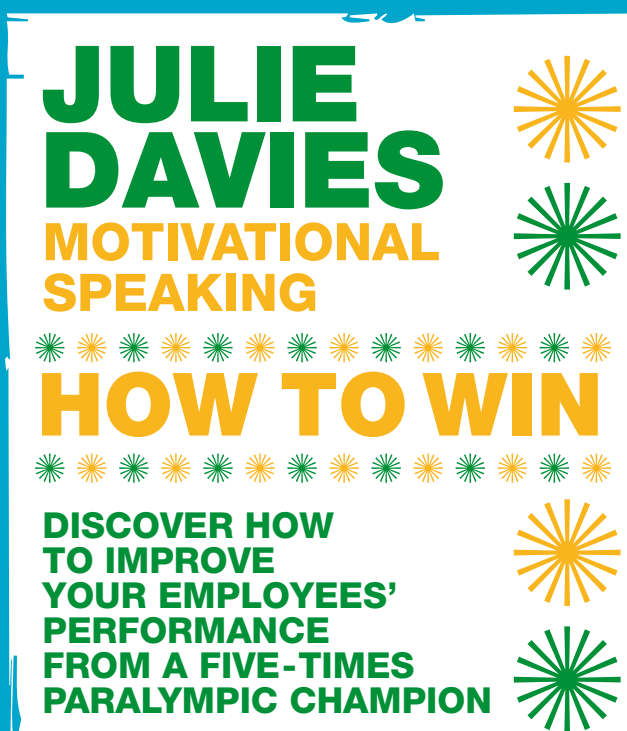
- An Olympian who establishes a motivational speaking business can refer to the fact he/she is an Olympian in business papers and at engagements. They would not, however, be able to include one of the protected words in their business name, or a slogan and so on, or emphasise the fact they are an Olympian in advertising;

- Sponsors of athletes may make simple factual statements that the athlete is an Olympian, Paralympian or competitor at London 2012 in marketing materials and advertising provided that the focus is on the athlete, not on the fact that they are an Olympian/Paralympian – that is, there should be no emphasis on the Protected Games' Marks.

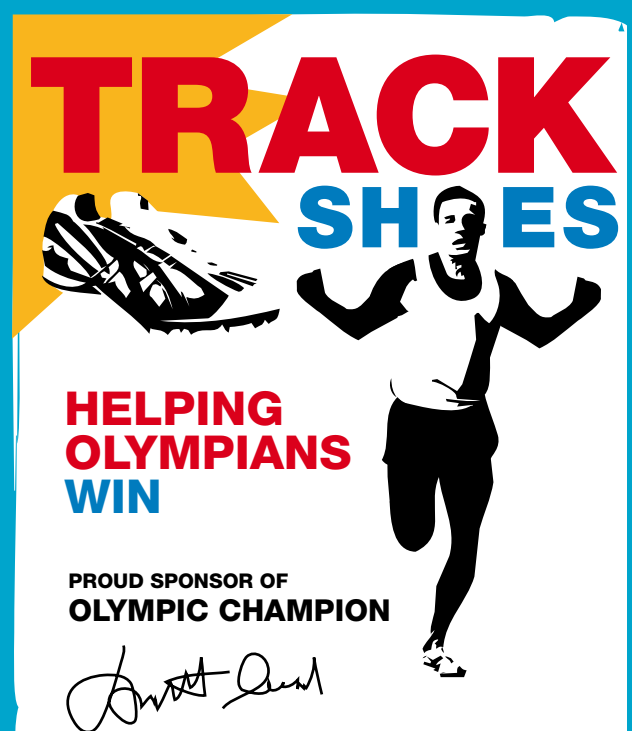
Please note: the restrictions placed on athletes under the Olympic Charter and so on (see p14) will supersede this rule during Games' time and prevent any use of athletes' images or names and so on without the permission of the IOC or IPC.)

✓ **Example:** An advert for a Paralympian's business which makes a statement about their achievements

✗ **Example:** An advert for an athlete's sponsor which emphasises their Olympic achievements



JULIE DAVIES
MOTIVATIONAL
SPEAKING
HOW TO WIN
DISCOVER HOW
TO IMPROVE
YOUR EMPLOYEES'
PERFORMANCE
FROM A FIVE-TIMES
PARALYMPIC CHAMPION



TRACK SHOES
HELPING
OLYMPIANS
WIN
PROUD SPONSOR OF
OLYMPIC CHAMPION

Sports organisations' sponsors

The sponsors of sports organisations buy the right to associate themselves with that organisation, their teams and the events which they organise. If they also want to benefit from an association with the 2012 Games, Team GB or ParalympicsGB, they would have to also be official London 2012 sponsors. Sports bodies and their sponsors should therefore respect the following:

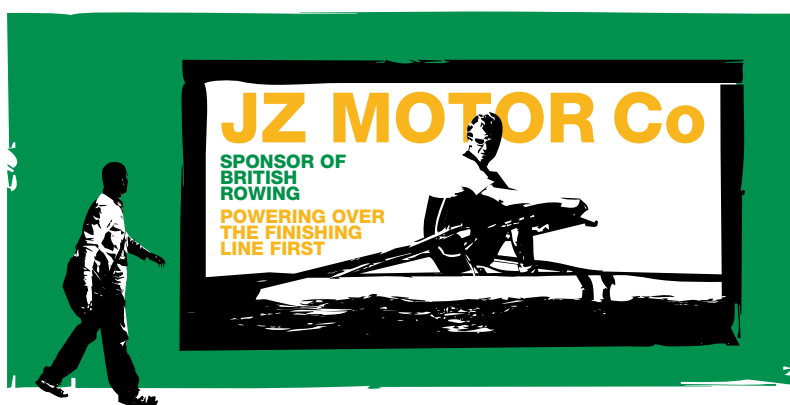
- Team GB and ParalympicsGB are the only British Olympic and Paralympic teams in this country – all sports come together under one name. There is no such thing as the Olympic Cycling squad or the Paralympic Skiing team, and NGBs should not adopt such names.
- Similarly, sports organisations with programmes supporting athletes or sport more generally should not suggest a link to the Games – so they should refer to supporting, for example, elite athletes or grassroots sport, not Olympians and Paralympians, or London 2012 hopefuls.

- Sponsors of sports organisations should not refer to the Olympic Games and/or Paralympic Games in any advertising or promotions. Nor should they use photos and so on which include Protected Games' Marks, or which were taken at the Games.
- Sponsors should always make it clear in their advertising that they are sponsoring the sports organisations – that is, advertisements should include the organisation's logo.
- Sports organisations may write articles and issue press releases and so on which refer factually to the Games (for example an announcement that 10 athletes achieved Olympic qualifying standards at the X Brand Grand Prix). However, when referring to or writing about a sponsor, particular care will be needed to ensure that no association is suggested between the sponsor and the Games.

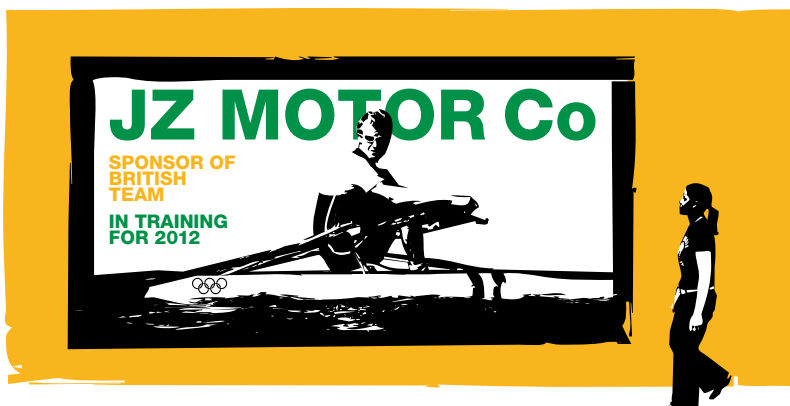
There is a similar booklet to this one for businesses which is available from LOCOG. Please provide copies to your sponsors.

Please note: that if a sport organisation's sponsor is also a London 2012 sponsor, these rules can be relaxed.

✓ **Example:** An advert for a sponsor of the British Rowing Team which makes no reference to the Games



✗ **Example:** An advert for a sponsor of the British Rowing Team which suggests a link to London 2012



Do's and don'ts: 'Olympic' working groups – branding and straplines

LOCOG is delighted with the enthusiasm that has seen numerous sports organisations set up working groups to focus on the benefits of London 2012.

However, difficulties can arise when organisations wish to re-brand themselves, or a particular group within the organisation, to tie in with the Games. A frequent proposal is to add '2012' on to the end of the organisation's name, and/or to create a logo or strapline for the organisation that creates an association with the Games.

The same applies where squads or teams are labelled 'Olympic'. For example, a '2012 development squad' shouldn't be established without LOCOG consent.

LOCOG is working with non-commercial partners which want to create special logos or names to come up with creative branding solutions which build on the excitement of the Games without jeopardising the London 2012 brand, but there are some basic rules which should be followed:

Do think of creative ways to capture the philosophy and values of the Games but without creating an association with them. (See, for example, Hackney's 'Raising Our Game' logo, below).

Do contact LOCOG to get its thoughts on your proposal.

Don't use '2012' as a badge to create a new identity. The year 2012 is now synonymous with the Games. If everyone adapts their name by adding '2012' onto the end of it to create an association with the Games, the uniqueness of the London 2012 brand will soon diminish. If you have a working group which focuses on London 2012, its name should be factual, such as 'NGB's unit for the London 2012 Olympic Games and Paralympic Games' or 'for the 2012 Games'.

Don't use Protected Games' Marks within any strapline, logo or team name and so on. Steer away from: the 'Listed Expressions' (see p10), use of the five colours of the Olympic symbol, anything similar to the London 2012 logos or part of it and/or an iconic Olympic image such as an Olympic Torch/Flame.

✓ **Example:** LOCOG will work with you to find creative solutions



Do's and don'ts: Merchandise and promotional items

The official London 2012 merchandising programme is a key revenue source for LOCOG.

An increasing variety of official merchandise will be sold as we near the Games. LOCOG is working with trading standards offices and the police to ensure that official merchandise will not be compromised.

Do let us know via brandprotection@london2012.com if you are aware of any counterfeit or unofficial merchandise being sold in your area.

Don't produce any Games-related merchandise or promotional items in relation to your own activities



Example: Merchandise which uses a Protected Games' Mark

Do's and don'ts: Events and programmes

We are delighted the hundreds of sports organisations are being inspired by the Games to put on a new events and initiatives. However, unless you are working with LOCOG on an official London 2012 programme or have been granted the London 2012 inspire mark for your project, please resist creating your own schemes named or labelled as '2012' or 'Olympic' and so on as these could potentially undermine the exclusivity and value that can be offered to London 2012 sponsors.

This shouldn't however prevent you from developing and promoting other programmes in the normal way, and London 2012 provides an excellent opportunity for all non-commercial organisations to revitalize existing programmes, by using the Games as an underlying inspiration to encourage participation.

Do use the Games as an incentive or motivation to get people involved in an event or programme. This can be done, for example, by referring to the Games within the text of your programme's objectives.

Do get involved in official London 2012 programmes, once these are established, or apply for the London 2012 inspire mark (see p15).

Don't label an event or programme as being 'Olympic' or '2012' or otherwise seek to create an association with the Games through the use of Protected Games' Marks or imagery and so on.

Don't link your project to the Games in any way if you have a commercial sponsor involved in it.



Example: A poster for a national sports event



Example: A poster for a sponsored 'Olympic' programme



Do's and don'ts: Providing information about the Games – publications, forums and conferences

There is a huge desire for information about the Games and many commercial and non-commercial organisations regularly ask LOCOG about creating publications about the Games or putting on 'London 2012' seminars and conferences.

LOCOG is responsible for getting accurate and useful information about the 2012 Games to the public and is working with stakeholders and partners to help do this. Sports organisations will also have their own responsibilities to disseminate information about the 2012 Games to their members. In doing so, LOCOG asks that information provided is up to date and accurate. The best source of information is the London 2012 website.

When producing publications or hosting events about the Games you should also ensure this is not presented in a way which suggests an association between a commercial organisation and the Games.

Do provide relevant, factual information to your members and athletes.

Do refer people to official sources of information at london2012.com.

Don't put on events or produce publications which focus on the Games without speaking to LOCOG first. (A separate document providing information for people putting on conferences and seminars has been produced and is available at london2012.com/brand protection)

Don't give a commercial organisation any association with London 2012 when providing information about the Games. (For example, a regular slot in your newsletter or a seminar about the Games should not be 'brought to you in association with X Co' and so on.)



Example: Find out all you need to know about the Games at london2012.com



Warning:

It is clear that some commercial entities are exploiting the interest in the 2012 Games by putting on events or producing publications and so on for commercial or marketing purposes, which do not necessarily provide helpful information. LOCOG is concerned that people are spending money unnecessarily by attending such events, so for clarification, official London 2012 events and conferences, and those at which LOCOG or the ODA are speaking, are listed at london2012.com/business

Do's and don'ts: Websites and domain names

The London 2012 website is the best source of information on the 2012 Games, and therefore if you want your own website to offer your members information on London 2012:

Do create a link to london2012.com in accordance with our linking policy, available at london2012.com

Do create additional pages within your existing websites if you wish to provide some local or specialist information on the Games which is not on the London 2012 website. (Please include a caveat to clarify that any information given on such pages, opinions expressed or advice given come from your organisation, and is not official London 2012 content).

Don't set up micro-sites about the Games with new 'Olympic' or '2012' domain names. Instead just create a '/london2012' page on your existing website.

Don't use the London 2012 emblems as an icon to link to london2012.com

Don't forget that trade mark and copyright law also apply to the web, so don't use the London 2012 logos, Olympic images or illustrations of Olympic Park and so on unless you are sure you are permitted to.



Example: Pages about the Games on your existing website



Charities and further information

Charities

The British Olympic Foundation and British Paralympic Association are the official charitable organisations of the Olympic and Paralympic Movements in the UK and, as such, are backed by London 2012.

LOCOG will also work with other charities to promote joint objectives about sport, youth, culture, regeneration and the environment.

An example of this is the London 2012 International Inspiration project which is being run in partnership with UNICEF UK, The British Council and UK Sport.

But for the same reasons set out earlier in this booklet, charities should not use the Games as a way of promoting their causes without LOCOG's approval.

Further information

LOCOG has produced a document providing detailed information on its statutory rights which is available at london2012.com/brandprotection

It provides further examples and examines the provisions of OSPA and the 2006 Act (including all of the defences available) more closely. You may find this useful. However, that document, nor this booklet, is a substitute for legal advice.

If you have a specific question which these documents do not answer, please get in touch with your normal contact at LOCOG who should be able to help you.

Protecting the London 2012 brand is essential to the success of the London 2012 Olympic Games and Paralympic Games. It is also crucial to the performance of Team GB and ParalympicsGB. By following the guidelines given in this booklet you will be supporting the Games and British athletes.

Thank you.

Thank you

London 2012 would like to thank its partners for their support

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Official partner of the Paralympic Games

Sainsbury's

The London Organising Committee of the
Olympic Games and Paralympic Games Ltd
One Churchill Place
Canary Wharf, London E14 5LN
Switchboard +44 (0)20 3 2012 000
Fax +44 (0)20 3 2012 001
london2012.com

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Email info@enquiries.london2012.com
Phone +44 (0)20 3 2012 000

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