

Branding elements for the members of the Olympic Museums Network

Principles and Usage Guidelines

2018





Introduction

The members of the Olympic Museums Network have entered a Memorandum of Understanding whose goal is to encourage cooperation between the members in the field of the promotion of Sport and Olympism and to set the terms under which the members form an international network of renowned museums, i.e. the Olympic Museums Network.

The purpose of this document is to provide the members of the Olympic Museums Network with basic principles on the Olympic properties, guidelines for the creation of their logos as well as for the use of the designation “Member of the Olympic Museums Network”.

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The Olympic Museums Network

Definition, Mission and General Conditions

Definition

Founded on 7 September 2006 in Lausanne under the leadership of IOC Presidents Rogge and Samaranch and at the initiative of The Olympic Museum, the Olympic Museums Network (OMN) was established with 11 founding members, with the aim of finding ways of working together on useful synergies and joint projects to develop in order to improve quality and share costs.

The idea is not to take the place of existing associations such as the International Council of Museums (ICOM), but rather to create a group of institutions with the same subject matter, the ultimate goal being to grow together and unite where possible in order to be stronger and more efficient, to create a unique platform for the global Olympic Movement.

Mission

The Olympic Museums Network's main objective is to increase the promotion of the values of sport and Olympism by:

1. Sharing information and best practices
2. Encouraging cooperation on common issues encountered by the members
3. Working on common projects, in particular in relation to exhibitions, educational programmes, events, collections management, communication and commercial development
4. Finding ways to work in common in order to improve efficiency and achieve economies of scale to the benefit of the members of the Network

General Conditions to become a member of the Olympic Museums Network

1. Compliance with ICOM/ACOM regulations and code of ethics
2. National Olympic Committee (NOC) support
3. Undertaking to abide by the terms of the Memorandum of Understanding (MoU) and the Olympic Museum Deontology Code
4. Compliance with the Application Form and Candidate questionnaire (see MoU)
5. Museum must be open to the public and operational during the term of the MoU
6. More than 25 per cent of the surface area of the Museum must be devoted to the Olympic Movement and to Olympic history



The Olympic properties

Introduction to the Olympic properties

Types of brand assets

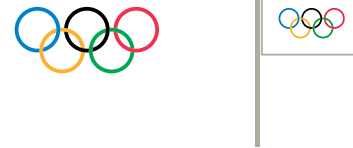
“The IOC is the owner of all rights in and to the Olympic Games and Olympic properties described in this Rule, which rights have the potential to generate revenues for such purposes. It is in the best interests of the Olympic Movement and its constituents which benefit from such revenues that all such rights and Olympic properties be afforded the greatest possible protection by all concerned and that the use thereof be approved by the IOC.”

Rule 7, Olympic Charter

The IOC, as exclusive owner of the Olympic Games and the Youth Olympic Games, retains all rights and data, including any intellectual property rights related thereto. The Olympic properties are composed of such rights and elements exclusively owned by the IOC.

Description and examples

Timeless Olympic properties



Timeless Olympic properties include the Olympic symbol, the Olympic flag, the motto, the anthem, “Olympic” and “Olympiad”, and the Olympic torch relay.

OCOG and YOGOC marks



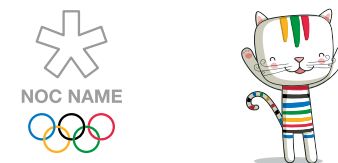
All assets related to an edition of the Olympic Games or the Youth Olympic Games. This includes the emblem, the Look of the Games, the mascot(s), the slogan, the sports pictograms, etc.

Historical marks



All assets related to past editions of the Olympic Games and Youth Olympic Games (emblems, mascots, sport pictograms, etc.). This also includes the library of video, photo and audio files from Olympic events.

NOC marks and assets



NOC marks and assets include the NOC emblem(s), as well as other assets, such as the NOC/National Olympic Team name, NOC mascots, NOC motto/slogan, NOC visual elements, NOC song, NOC social media attribute, etc.

Principles for the use of the Olympic properties

The members of the Olympic Museums Network shall abide by the following principles:

- No ambush marketing towards sponsors and partners of the Olympic Movement, meaning in particular that the name or the logo of a member of the OMN or a project supported by the Olympic Museums Network shall not be used to promote any third parties, or the products or services of such third parties which are not Olympic partners, without the prior written approval of The Olympic Museum;
- [...];
- To comply with the instructions of the IOC and/or The Olympic Museum in relation to the use of the term “Olympic” or any Olympic property, in particular when in relation to the name of the museum operated by a member of the Olympic Museums Network;
- No Olympic property (the word “Olympic”, the Olympic symbol or any design or word similar to the foregoing) may be used for any commercial purposes without the prior written consent of The Olympic Museum.
- [...].

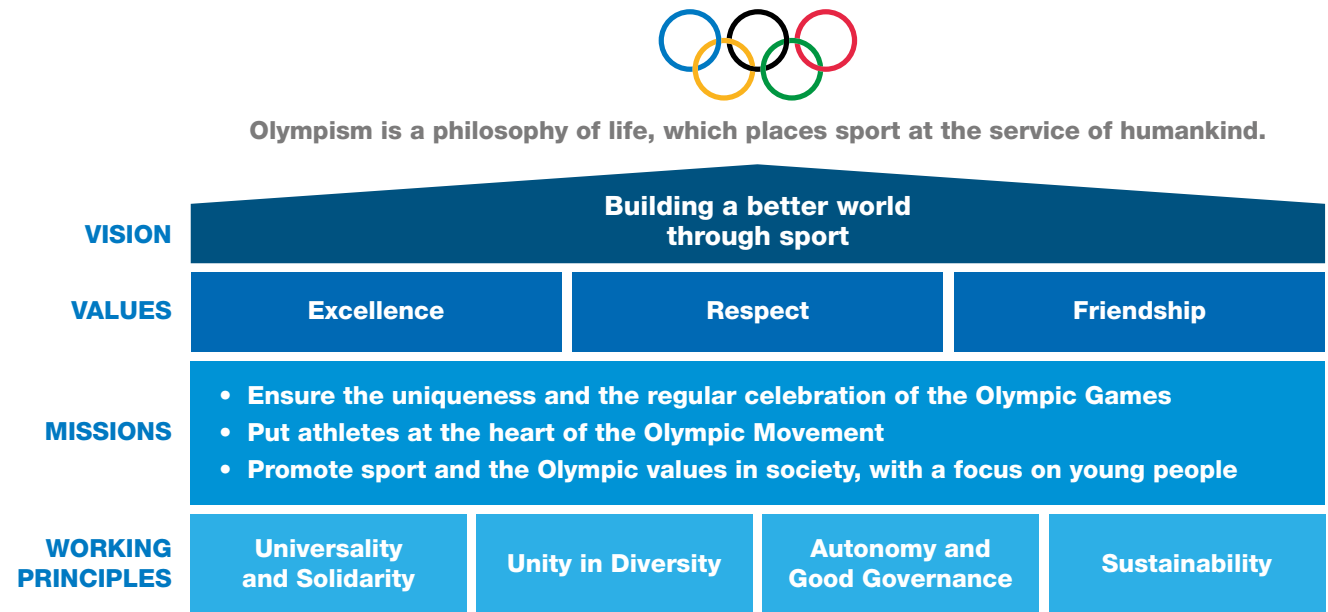
Source: Olympic Museums Network Members Deontology Code



The Olympic symbol

The vision of the Olympic Movement

The “*vision of the Olympic Movement*”, which is based on the Olympic Charter, provides a concise description of the vision, missions, values and working principles of the Olympic Movement — all of which are represented by the Olympic symbol — and serves as a common platform for all stakeholders of the Olympic Movement.



The Olympic symbol: Definition, meaning and link to Olympic properties

Definition

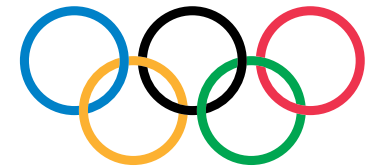
“The Olympic symbol consists of five interlaced rings of equal dimensions (the Olympic rings), used alone, in one or in five different colours. When used in its five-colour version, these colours shall be, from left to right, blue, yellow, black, green and red. The rings are interlaced from left to right; the blue, black and red rings are situated at the top, the yellow and green rings at the bottom in accordance with the following graphic reproduction.”¹

Meaning

“The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.”¹

Link to Olympic properties

The Olympic rings are a cornerstone of the Olympic properties, which comprise a variety of assets: *“The Olympic symbol, flag, motto, anthem, identifications (including but not limited to ‘Olympic Games’ and ‘Games of the Olympiad’), designations, emblems, flame and torches (...) may, for convenience, be collectively or individually referred to as ‘Olympic properties’. All rights to the Olympic properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to the use for any profit-making, commercial or advertising purposes. The IOC may license all or part of its rights on terms and conditions set forth by the IOC Executive Board.”²*



The Olympic symbol, widely known throughout the world and throughout the remainder of these guidelines as the Olympic rings, is the visual ambassador of Olympism for billions of people.

Designed in 1913 by Pierre de Coubertin, the Olympic rings remain a global representation of the Olympic Movement and its activity.

¹ Olympic Charter, Rule 8

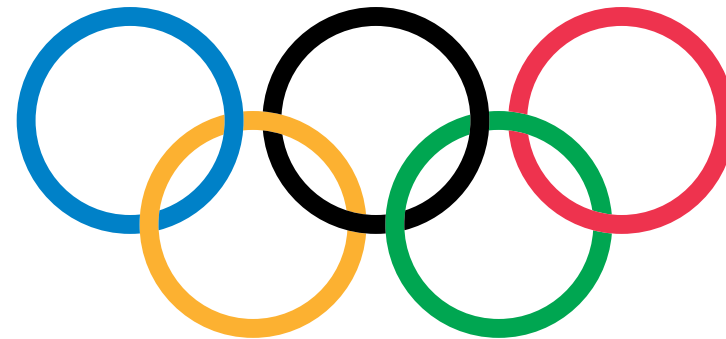
² Olympic Charter, Rule 7, paragraph 4

The official version: full-colour Olympic rings

The full-colour version on its white background is the preferred version of the Olympic rings.

Indeed, the full-colour Olympic rings are the embodiment of Pierre de Coubertin's original vision; "full-colour" refers to the six Olympic colours – blue, yellow, black, green and red on a white background – which symbolise Olympism's universality.

While reproduction techniques and applications have evolved over the years, the Olympic rings' colour palette has remained constant. To maintain the integrity of the Olympic rings, do not change or in any way alter these official colours.



PANTONE
3005
cmyk
c100 m37 y0 k0
rgb
r0 g129 b200
web safe
hex #0081C8

PANTONE
137
cmyk
c0 m34 y91 k0
rgb
r252 g177 b49
web safe
hex #FCB131

PANTONE
426
cmyk
c0 m0 y0 k100
rgb
r0 g0 b0
web safe
hex #000000

PANTONE
355
cmyk
c100 m0 y100 k0
rgb
r0 g166 b81
web safe
hex #00A651

PANTONE
192
cmyk
c0 m94 y65 k0
rgb
r238 g51 b78
web safe
hex #EE334E

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

Isolation area and minimum size

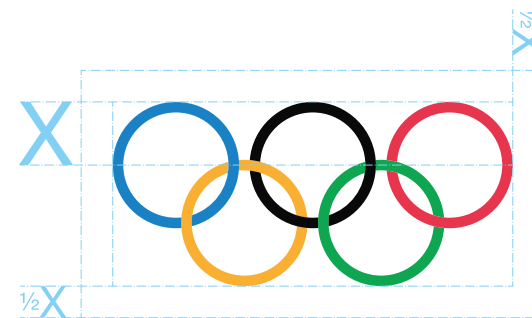
Due to the inclusiveness and collaborative nature of the Olympic Movement, the Olympic rings are most often associated with visual elements or visual identities of various stakeholders. Therefore, an isolation area around the Olympic rings becomes critically important in order to preserve their integrity.

Isolation area

The isolation area is defined by drawing a first rectangle around the edges of the Olympic rings and a second one at a distance of “ $\frac{1}{2} X$ ”, X being the radius of a ring. This isolation area must be free from any element.

Minimum size

To ensure the legibility of the Olympic rings for any small-size application, special care must be taken not to reduce the artwork below the minimum size guidelines. Both the full-colour and monochrome versions of the Olympic rings should appear no smaller than 8 mm/30 pixels wide.

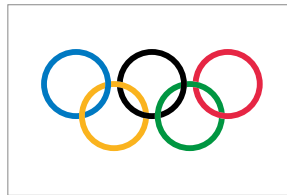


8 mm / 30 pixels wide

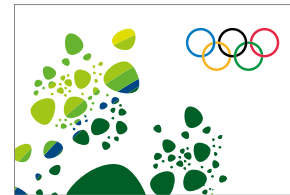
Backgrounds for full-colour Olympic rings

In order to maintain the integrity of the Olympic rings, it is essential that the backgrounds on which they appear ensure maximum visibility, no matter what the application.

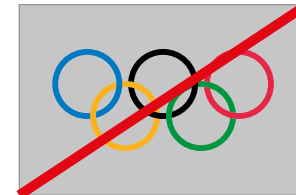
1. The full-colour Olympic rings must always appear on a white background.
2. In a graphic composition, the Olympic rings must not be used as background.
3. No illustrations, photos or videos should be placed over the Olympic rings.



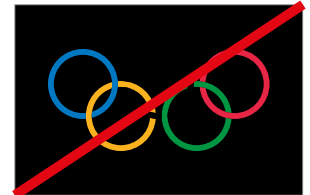
Correct



Correct



Background for the full-colour Olympic rings must be white



Background for the full-colour Olympic rings must be white



Correct



Background for the full-colour Olympic rings must be white



Background for the full-colour Olympic rings must be white



Do not place images in front of the Olympic rings

Permitted uses of the Olympic symbol

A member of the Olympic Museums Network may use the Olympic symbol alone in relation to the following uses:

Link to the official website of the Olympic Movement

A link to the official website of the Olympic Movement, www.olympic.org, using the Olympic symbol, may be made from the official website of a member of the OMN, subject to the following condition:

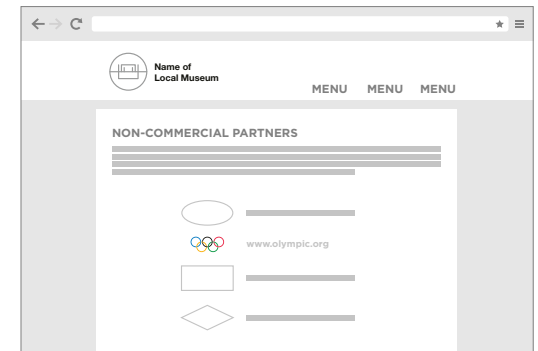
The link to the official website of the Olympic Movement may not be singled out and must be referenced in a list of websites of other non-commercial entities, however not on the same page as any of the member's sponsors' websites or references.

Use in an editorial context

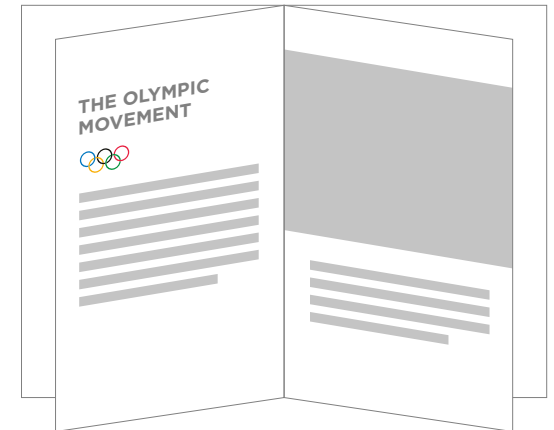
A member of the OMN may use the Olympic symbol for editorial purposes, subject to the following conditions:

1. The context must be non-commercial, for example in an article factually referring to the Olympic Games and/or the Olympic Movement.
2. The Olympic symbol may be featured only once, for illustration purposes.

Any use of the Olympic symbol must be in accordance with the *"Olympism and the Olympic symbol – Principles and usage guidelines"*.



Link to the Official Website



Editorial Context



The logos of the members of the Olympic Museums Network

Purpose and possible structures

The structure of the logo* should reflect the positioning strategy of the Museum. Once the strategy and intention are defined, the possible structures are as follows:

1. Feature an existing or independent identity (no Olympic property may be used in such a case)
2. Show link with the NOC
3. Reflect own particularities
4. Reflect own particularities and relationship with the Olympic Movement

When the logo is created, the graphic element and the designation should reflect a balanced 50/50 visual proportion ratio.

In addition, when the Olympic symbol is present in the logo of the member of the OMN (see cases 2 and 4), the following rules must be respected:

- Olympic rings isolation area should be respected
- Olympic rings size may not exceed 1/3 of the logo
- Olympic rings may only be used within the entire logo composition (they cannot be used alone)
- The NOC institutional emblem must not be used alone (case 2)
- The distinctive element combined with the Olympic symbol must not be used alone (case 4).

Strategy	Structure		Example
<p>①</p> <p>Feature an existing or independent identity</p>	Distinctive element	+ [Name of Local Museum]	
<p>②</p> <p>Show link with the NOC</p>	NOC institutional emblem	+ [Name of city / country] + «Olympic Museum»	
<p>③</p> <p>Reflect own particularities</p>	Distinctive element	+ [Name of city / country] + «Olympic Museum»	
<p>④</p> <p>Reflect own particularities and relationship with the Olympic Movement</p>	Distinctive element + the Olympic symbol	+ [Name of city / country] + «Olympic Museum»	

* An integrated design associating the Olympic rings with another element is defined as an "Olympic emblem" in the Olympic Charter. For the sake of efficiency, the term "logo" is used in this document to describe any logo of a museum, no matter if it includes the Olympic rings or not.

Application of the logo

Colour versions

When the Olympic symbol is present in the logo of the member of the OMN (see cases 2 and 4 on previous page), the full-colour primary logo may be used in a maximum of two monochrome versions: 100% black and/or 100% white.

Isolation area

An isolation area should be defined, that enables the logo of the Museum to be isolated from any other graphic element or text. When the Olympic symbol is present in the logo of the member of the OMN (see cases 2 and 4 on previous pages), the isolation area applied around the Olympic symbol should respect the minimum distance defined in the *“Olympism and the Olympic symbol – Principles and usage guidelines”*.

Languages

Where relevant, it is possible to have the primary logo translated into other languages, thus creating alternative versions of the logo. There must be visual consistency in the layout, between the primary logo and the potential alternative language versions.



**[Name of city/country]
Olympic Museum**

Full-colour primary logo



**[Name of city/country]
Olympic Museum**

Monochrome black



**[Name of city/country]
Olympic Museum**

Monochrome white



Isolation area



**[Name of city/country]
Olympic Museum**

Primary logo

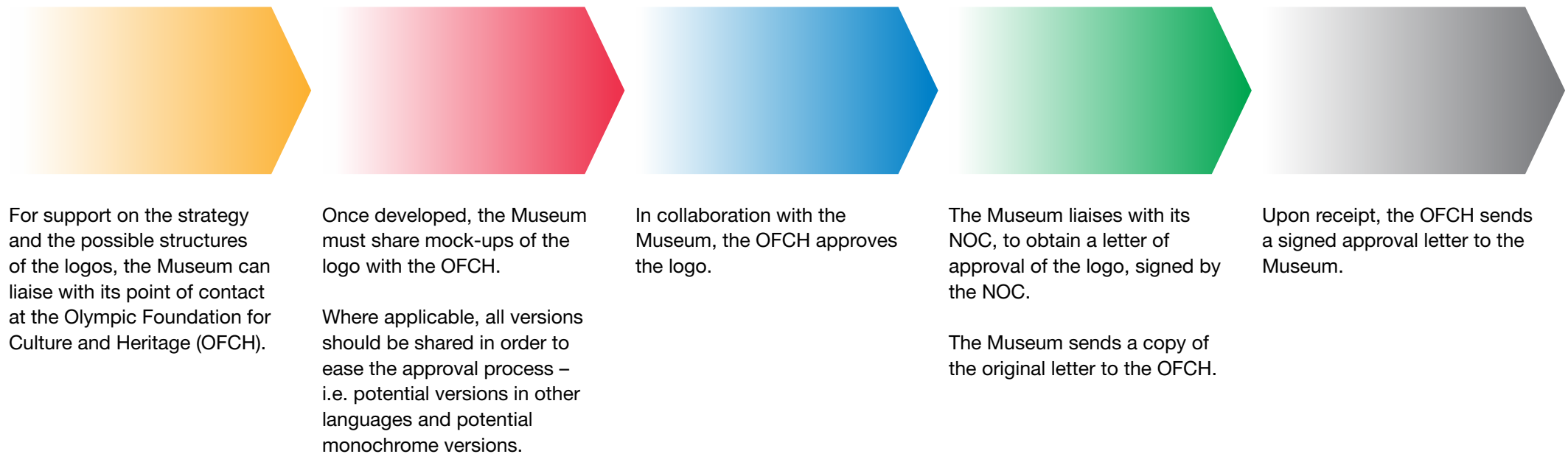


**[Nom de la ville/pays]
Musée olympique**

Alternative language

Approval process

The approval process is applicable to both the creation and the modification of a logo, of its alternative version (language or colour version).





The designation “Member of the Olympic Museums Network”

Purpose of the designation

The “Olympic Museums Network designation” is intended to enable a member of the OMN to indicate that it is a member of a broader network, i.e. the Olympic Museums Network.

Member of the
OLYMPIC MUSEUMS
NETWORK

Two fonts are used in the designation:

- Helvetica Neue Heavy for the “Member of the”
- Altius for the “Olympic Museums Network”. Altius is a custom-designed typeface for the IOC.

Application of the designation

Colour versions

3 variations are available:

- full-colour (grey/black)
- monochrome black
- monochrome white

Isolation area

The isolation area enables the designation to be isolated from any other graphic element or text. It is defined by drawing a rectangle around the edges of the designation at a distance of “X”, X being the height of the “O”.

Languages: use only the English version

There is only one version available, in English. No translation is allowed, in order to ensure consistency and recognition worldwide.

**Member of the
OLYMPIC MUSEUMS
NETWORK**

Full-colour

**Member of the
OLYMPIC MUSEUMS
NETWORK**

Monochrome black

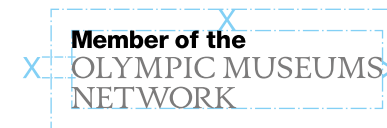
**Member of the
OLYMPIC MUSEUMS
NETWORK**

Monochrome white

GREY
PANTONE 424
cmyk
c0 m0 y0 k65
rgb
r119 g120 b123
web safe
hex #77787b

BLACK
PANTONE 426
cmyk
c0 m0 y0 k100
rgb
r0 g0 b0
web safe
hex #000000

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



Isolation area

**Member of the
OLYMPIC MUSEUMS
NETWORK**



**Membre du
RÉSEAU DES MUSÉES
OLYMPIQUES**

Use only the English version

Principles for use of the designation

Any and all uses of the Olympic Museums Network designation (as defined in these guidelines) should be guided by the following principles:

Do not use for commercial purposes

The Olympic Museums Network designation may not be used for any commercial purposes. In particular, it must not appear in any way that may create an association between the sponsors of the Olympic Museums Network members and the Olympic Museums Network designation.

Do not create a combined or composite logo

The Olympic designation must be reproduced independently from the logo of the Olympic Museums Network members. Indeed, the Olympic Museums Network designation may not be incorporated into the logo or other references or marks of the Olympic Museums Network member nor combined to form a composite logo.

Do not emphasise

The Olympic Museums Network designation must appear in proportionate size to other elements on a page and must not be emphasised over other visual or textual elements.

Do not distort

The Olympic Museums Network designation must never be distorted or altered in any way.

Permitted uses of the designation

Official website

The Olympic Museums Network designation may be reproduced only once on the official website of the Olympic Museums Network member.

Entrance

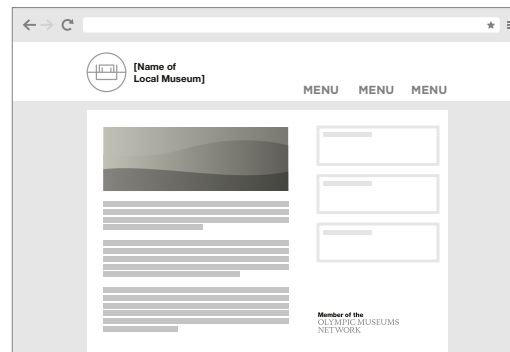
The Olympic Museums Network designation may be used at the entrance of the Olympic Museums Network member.

Official communications

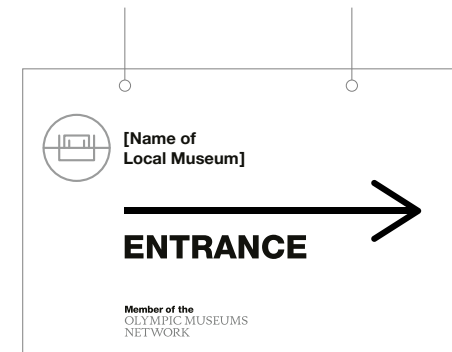
The Olympic Museums Network designation may be reproduced once at the bottom of official and administrative communications of the Olympic Museums Network member, such as letters and emails. The Olympic Museums Network designation must appear separated from the logo of the Olympic Museums Network member as well as from the logos of any other partners of the Olympic Museums Network member.

Official publications

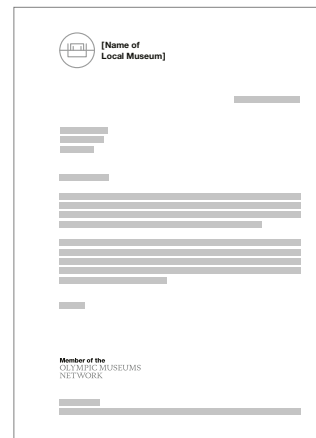
The Olympic Museums Network designation may be reproduced only once, inside an official publication of the Olympic Museums Network member, but neither on the front cover nor on the back cover.



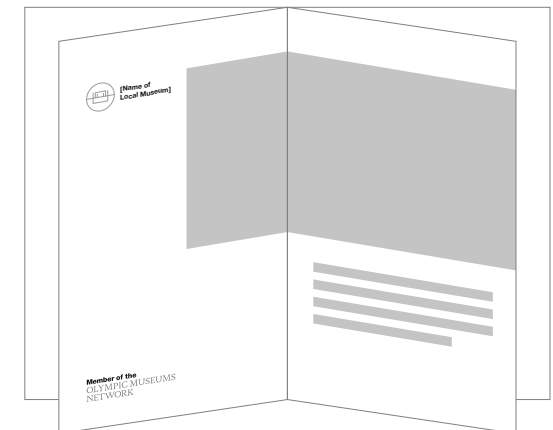
Official website



Entrance



Official communications



Official publications

Approval process



The Museum can liaise with its point of contact at the Olympic Foundation for Culture and Heritage (OFCH) to share its project about the use of the designation.

In collaboration with the Museum, the OFCH approves the use of the designation.

The Museum implements the use of the designation as agreed with the OFCH.

Any detail or mock-up that would help to assess the use is more than welcome.



Resources

Resources

The point of contact at the OFCH is available to provide support and guidance in close collaboration with the members of the Olympic Museums Network.

A dedicated online platform ([add link and name once available](#)) is available for all members of the OMN, containing key documents and files.

Except as permitted in these guidelines, no other uses of the Olympic Museums Network designation or the Olympic symbol are possible without the IOC's express prior written consent.

The present guidelines may be reviewed by the IOC at any time, at its sole discretion. Should a member of the Olympic Museums Network fail to respect these guidelines, the IOC reserves the right to ask such member to immediately stop using the Olympic Museums Network designation and the Olympic symbol.

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