



Olympic and Paralympic Games Tokyo 2020 Emblem Usage Guidelines

Media

Version 1.0 May 2016

Introduction

This document provides an overview of the protection standards for Olympic and Paralympic Games intellectual property, which is managed by the Tokyo Organising Committee of the Olympic and Paralympic Games (hereinafter the “organising committee”) and includes marks associated with the Tokyo 2020 Games (emblems, logos, and slogans, etc.).

Emblems and names for the Tokyo 2020 Games and other intellectual property associated with the Olympic and Paralympic Games are protected in Japan by the Trademark Law, Unfair Competition Prevention Law, Copyright Act, and so on. Furthermore, upon receiving the invitation to host the Tokyo 2020 Olympic and Paralympic Games (hereinafter the “Tokyo 2020 Games”), the national government of Japan has made a pledge to the International Olympic Committee (hereinafter the “IOC”) and International Paralympic Committee (hereinafter the “IPC”) to observe the Olympic Charter and suitably protect the intellectual property, etc. of the Olympic and Paralympic Games.

Important Notice Regarding Media Use of Tokyo 2020 Olympic and Paralympic Games Emblems

The Tokyo 2020 Olympic and Paralympic Games Emblems may be used by media organisations for reporting purposes only, and may be featured in TV programmes, newspapers, magazines and online articles. The Emblems must not be used for any other purposes.

Media organisations must not display the Tokyo 2020 Games Emblems as banners, icons or graphics on their official websites.

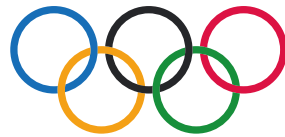
Please refer to the regulations regarding use of the Emblems contained in the attached guidelines when using the Emblems. You are kindly requested to take the utmost care when reproducing the colours of the Emblems.

The Olympic Charter, Section 7.4

The Olympic symbol, flag, motto, anthem, identifications (including but not limited to “Olympic Games” and “Games of the Olympiad”), designations, emblems, flame and torches, as defined in Rules 8-14 of the Olympic Charter, may, for convenience, be collectively or individually referred to as “Olympic properties.” All rights to any and all 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.

Main Intellectual Property Associated with the Olympic and Paralympic Games

The main intellectual property associated with the Olympic and Paralympic Games includes the Olympic Symbol, the Paralympic Symbol (three Agitos) emblems for the Tokyo 2020 Games, names for the Tokyo 2020 Games, mascots for the Tokyo 2020 Games, pictograms, mottos for the Tokyo 2020 Games, and terms, images, and voice communications related to the Olympic Games. These are protected as intellectual property, and may not be used freely.



Olympic Symbol



Paralympic Symbol



Medals



Tokyo 2020 Olympic Emblem



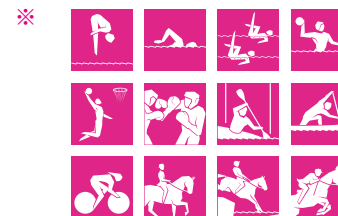
Tokyo 2020 Paralympic Emblem



Olympic flame and torch



Mottos



Pictograms



Images for the Games

Tokyo 2020
Designation for the Tokyo 2020

Inspire a generation
Mottos

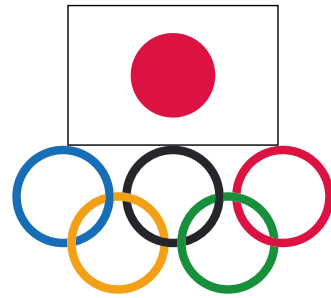


Past images
(e.g.: Tokyo 1964 Olympic Games)

*Various marks, etc. associated with the Olympic Games held in London are presented here as examples.

Main Intellectual Property Associated with the JOC and JPC

The respective marks associated with the JOC and JPC are also protected as intellectual property.



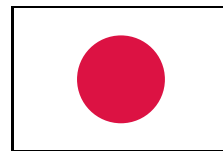
JOC first emblem



JOC second emblem

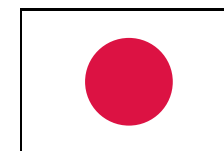
がんばれ!ニッポン![®]

JOC slogan



JAPAN

JPC first emblem



Japanese Paralympic Committee

JPC second emblem

Terms to be Protected

Terms, including names of the Tokyo 2020 Games, are also subject to protection as intellectual property, and may not be used freely.

Names for the Tokyo 2020 Games

Games of the XXXII Olympiad

Tokyo 2020 Paralympic Games

Popular names for the Tokyo 2020 Game

Tokyo 2020 Olympic Games

Tokyo 2020 Olympic and Paralympic Games

Abbreviated names for the Tokyo 2020 Games

Tokyo 2020 Games

Tokyo 2020

Other terms (Examples)

Olympics

Olympism

Olympian

Olympiad

Paralympics

Paralympian

Citius, Altius, Fortius

Faster, Higher, Stronger

Faster, Higher, Stronger (in Japanese)

Spirit in Motion

Olympic flame / Olympic flame relay / torch / torch relay

Athletes of the Japanese Olympic delegation/

Athletes of the Japanese Paralympic delegation

“Gambare! Nippon!” slogan

Legal Protection

The intellectual property and images associated with the Olympic and Paralympic Games are protected by the Trademark Act, the Unfair Competition Prevention Act, the Copyright Act, and other laws in Japan. The national government of Japan has pledged to the IOC to comply with the Olympic Charter, and submitted a letter of agreement on the prevention of ambush marketing to the IOC and IPC along with its bid for the Tokyo 2020 Games.

Trademark Act

Prevention of the infringement of trademark rights (refer to Articles 25, 37, and 36)

Under the Trademark Act, use of a trademark that is identical or similar to a registered trademark for goods or services that are identical or similar to the designated goods or designated service is deemed as an act of infringement of a trademark right, and is subject to demand for injunction and claims for compensation for damage. Trademarks such as the Olympic symbol, Paralympic symbol, emblems for the Tokyo 2020 Games, mascot for the Tokyo 2020 Games, JOC emblem No. 2, or the "Gambare! Nippon!" slogan, are trademarks registered by the IOC, IPC, JOC, JPC, or the organising committee for an extensive range of designated goods or designated services.

Criminal charges (Article 78, Article 78-2)

Infringers of a trademark right are punishable by imprisonment with work for a term not exceeding 10 years, a fine not exceeding 10,000,000 yen, or combination thereof. Any person who has committed an act deemed to constitute the infringement of a trademark right is punishable by imprisonment with work for a term not exceeding five years, a fine not exceeding 5,000,000 yen, or combination thereof.

Unregistrable trademarks (Article 4, Paragraph 1(vi), (vii))

Trademarks that are identical with, or similar to, a famous mark indicating the State, a local government, an agency thereof, a non-profit organization undertaking a business for public interest, or a non-profit enterprise undertaking a business for public interest, may not be registered as trademarks. This applies to famous trademarks that indicate the Olympics, IOC, or JOC (such as "OLYMPIC," "IOC," "Olympic symbol," "JOC," or "Gambare! Nippon!").

Unfair Competition Prevention Act

Prohibition of commercial use of a mark of an international organization (Article 17)

The IOC and IPC are recognized as international organizations. Hence, the Olympic symbol, which is a mark indicating an international organization, may not be used without authorization from the IOC.

Criminal charges (Article 21, Paragraph 2(vii))

Any person found to be in violation of the stipulations of Article 17 is punishable by imprisonment with work for not more than five years or a fine of not more than 5,000,000 yen, or combination thereof.

Indication of well-known or famous goods, etc. (Article 2, Paragraph 1(i), (ii))

Acts that involve the use of indications (such as name, trade name, trademark) of the goods, etc. of another person as a well-known item, thereby giving rise to confusion with the goods, etc. of another person, as well as acts that involve the use of indications of famous goods, etc. of another person, are deemed as acts of unfair competition, and are subject to demand for injunction (Article 3) and claims for compensation for damage (Article 4).

Criminal charges (Article 21, Paragraph 2(i), (ii))

Any person who undertakes the commercial use of indications of the well-known or famous goods, etc. of another person under certain conditions, is punishable by imprisonment with work for not more than five years or a fine of not more than 5,000,000 yen, or combination thereof.

Copyright Act

Prevention of acts that infringe copyrights

The use (reproduction, transfer, public transmission, adaptation, etc.) of copyrightable works (such as the mascot of the Tokyo 2020 Games) with copyrights owned by other persons, without the authorization of the copyright holder, is deemed to have infringed on the copyrights, and is subject to demand for injunction (Article 112) and claims for compensation for damage.

Criminal charges (Article 119, Paragraph 1)

Infringers of copyrights are punishable by imprisonment with work for not more than 10 years, a fine of not more than 10,000,000 yen, or combination thereof.

Tokyo 2020 Olympic Games sponsors

The sponsors for the Tokyo 2020 Olympic Games comprise the Worldwide Olympic Partners (i.e. TOP Partners) which are IOC sponsors, as well as local partners which are sponsors of the organising committee. In categories (industries) that have entered into agreements with the IOC or the organising committee, exclusive commercial exploitation rights for the intellectual property associated with the Olympic Games is granted.

The Worldwide Olympic Partners



Tokyo 2020 Olympic Gold Partners



Tokyo 2020 Olympic Official Partners



As of May 2016

Tokyo 2020 Paralympic Games sponsors

The sponsors for the Tokyo 2020 Paralympic Games comprise the Worldwide Partners, IPC International Partners, as well as local partners which are sponsors of the organising committee. In categories (industries) that have entered into agreements with the IPC or the organising committee, exclusive commercial exploitation rights for the intellectual property associated with the Paralympic Games is granted.

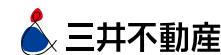
The Worldwide Patners



IPC International Partners



Tokyo 2020 Paralympic Gold Partners



Tokyo 2020 Paralympic Official Partners



As of April 2016

Tokyo 2020 Olympic Games Emblem

- 09** Tokyo 2020 Olympic Games Emblem
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Tokyo 2020 Olympic Games Emblem

The Games Distinctive Element

This element expresses the unique image of the Tokyo 2020 Olympic Games. You are kindly requested to display the Games Distinctive element, and ensure that it is always combined with the wordmark and the Olympic symbol. These elements must never be separated, unless specifically authorised.

Wordmark

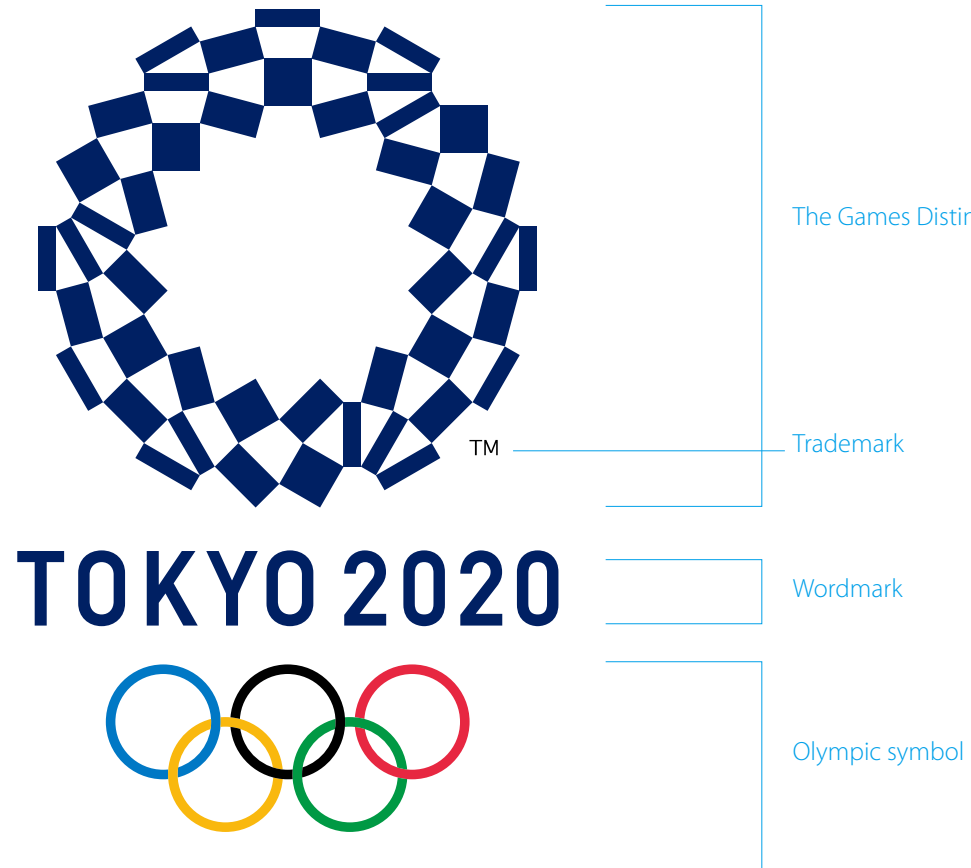
This is the official wordmark that has been developed for the Tokyo 2020 Games. It is composed of the city name and the year of the Olympic Games.

Olympic symbol

This is the symbol of the International Olympic Committee (IOC)

Trademark

As a general rule, the 'TM' symbol should be included in the Games emblems and the wordmark.

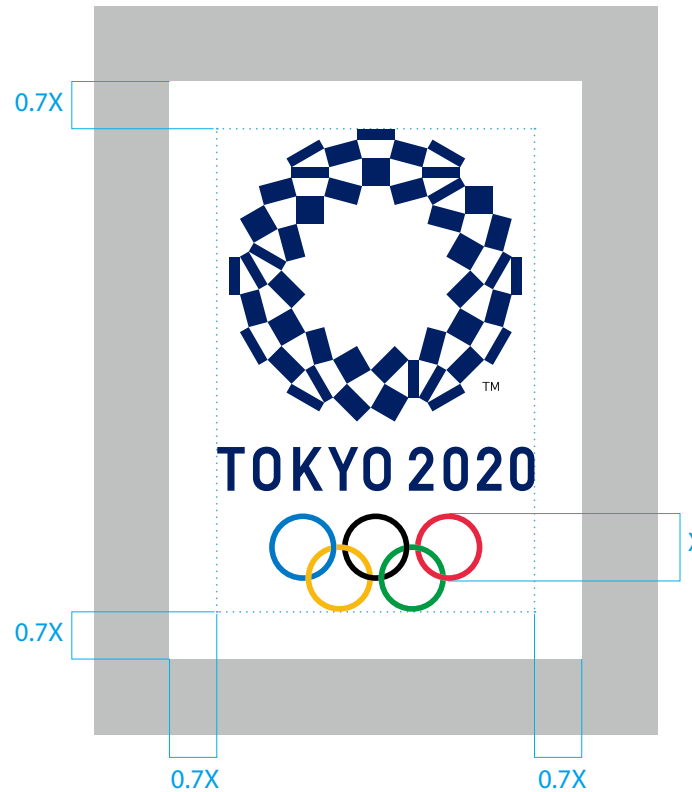


Emblem | Clear space

In order for the emblem to be correctly recognised, it is important that each design element is appropriately isolated from the other elements. The space used to separate the various design elements is called 'clear space.' When using the emblem, please comply with the criteria shown here, and ensure you leave the appropriate amount of clear space between each design element.

Minimum size

The minimum size is determined to secure the reproducibility of the emblem. However, the emblem can be displayed in a size smaller than the specified minimum size in certain special circumstances. If you wish to use a special size, prior approval by the Organising Committee is required.



Minimum size



Emblem | Colour

The emblem should be displayed in full colour on a white background whenever possible. When displaying the emblem on a photographic image or coloured background, always use the boxed emblem. Should media or printing constraints make it difficult to display the emblem in full colour, it may be displayed in an monochrome versions. Please be sure to use the original data when displaying the emblem in one of the above-stated single colours.

Emblem Blue

Pantone 281C
C100 M80 Y0 K50
R0 G32 B99

Blue

Pantone 3005C
C100 M37 Y0 K0
R0 G129 B200

Black

Pantone 426C
C0 M0 Y0 K100
R0 G0 B0

Red

Pantone 192C
C0 M94 Y65 K0
R238 G51 B78

Yellow

Pantone 137C
C0 M34 Y91 K0
R252 G177 B49

Green

Pantone 355C
C100 M0 Y100 K50
R0 G186 B81

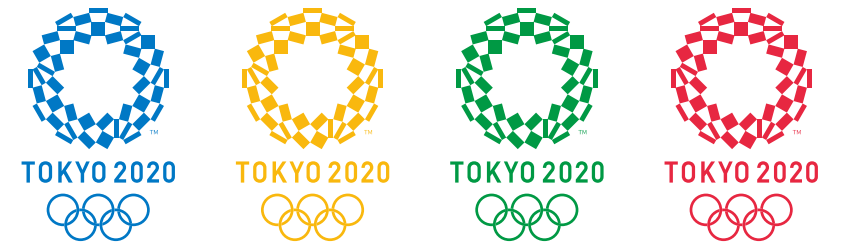
White

C0 M0 Y0 K0
R255 G255 B255

Full colour



Monochrome versions



Boxed emblem



Black



White



Emblem | Coordination with background

The emblem should be displayed in full colour on a white background whenever possible. When displaying the emblem on a photographic image or coloured background, the white, black or the boxed emblem should be used.



Use full colour emblem on a white background.



Use boxed emblem on a complex background.



Use boxed emblem on a coloured background.



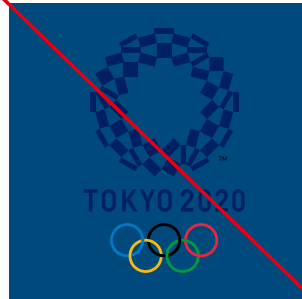
A white emblem may be displayed on a coloured background.



A white emblem may be displayed on a coloured background.



A full colour emblem may be displayed on a white background.



Do not display the full colour emblem on a coloured background.



Do not change colour of the emblem.



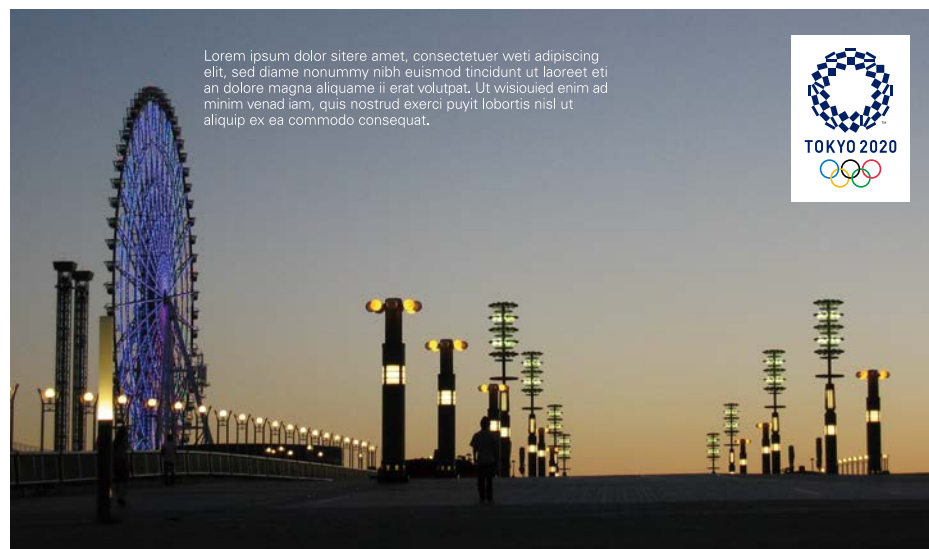
Do not display a monochromatic emblem on a complex / busy background.



Do not use a border around the emblem.

Emblem | Examples

This page shows examples of how the emblem should be used. The emblem should be displayed in full colour on a white background whenever possible. When displaying the full-colour emblem on a photographic image or coloured background, always use the boxed type or monochrome versions.



Emblem | Incorrect usage

The following examples show incorrect usages of the emblem. These examples are not exhaustive. Inappropriate displays, such as the examples shown here, obstruct accurate recognition of the Tokyo 2020 brand image, and thus do harm to the brand value.



Do not deform or alter the specifications of the emblem.



Do not incline or rotate the emblem.



Do not modify the order of any of the individual elements of the emblem.



Do not change the proportions of any of the elements.



Do not display with a shadow.



Do not change the font style of the wordmark.



Do not use/create any contour area for the emblem.



Do not display in 3D form.



Do not combine the emblem with other elements.



Do not change the colour.



Do not appear in gold or silver print or hot stamping.



Do not display the emblem in outline.

Tokyo 2020 Paralympic Games Emblem

- 16** Tokyo 2020 Paralympic Games Emblem
- 17** Emblem | Clear space
- 18** Emblem | Colour
- 19** Emblem | Coordination with background
- 20** Emblem | Examples
- 21** Emblem | Incorrect usage

Tokyo 2020 Paralympic Games Emblem

The Games Distinctive Element

This element expresses the unique image of the Tokyo 2020 Paralympic Games. You are kindly requested to display the Games Distinctive element, and ensure that it is always combined with the wordmark and the Paralympic symbol. These elements must never be separated, unless specifically authorised.

Wordmark

This is the official wordmark that has been developed for the Tokyo 2020 Games. It is composed of the city name and the year of the Olympic Games.

Paralympic symbol

This is the symbol of the International Paralympic Committee (IPC)

Trademark

As a general rule, the 'TM' symbol should be included in the Games emblems and the wordmark.

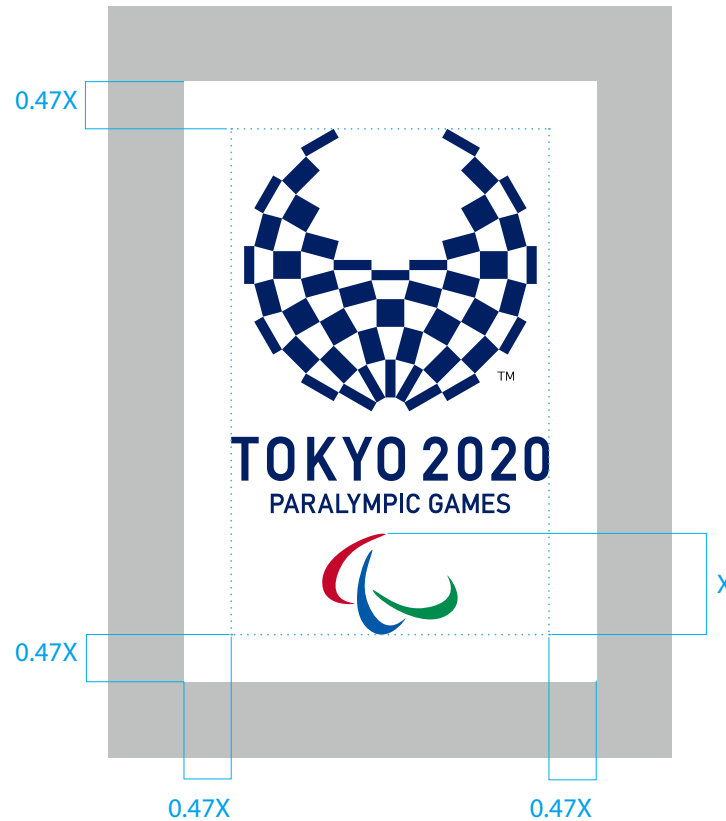


Emblem | Clear space

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Minimum size

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Minimum size



Emblem | Color

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Please be sure to use the original data when displaying the emblem in one of the above-stated single colours.

Full colour



Boxed emblem



Black



White



Emblem Blue

Pantone 281C
C100 M80 Y0 K50
R0 G32 B99

Paralympic Red

Pantone 1805C
C0 M98 Y75 K2210
R170 G39 B47

Green

Pantone 348C
C92 M0 Y84 K20
R0 G133 B66

Paralympic Blue

Pantone 2945C
C0 M60 Y0 K5
R0 G84 B159

Black

Pantone 426
C0 M0 Y0 K100
R0 G0 B0

Emblem | Coordination with background

The emblem should be displayed in full colour on a white background whenever possible. When displaying the emblem on a photographic image or coloured background, the white, black or the boxed emblem should be used.



Use full colour emblem on a white background.



Use boxed emblem on a complex background.



Use boxed emblem on a coloured background.



A white emblem may be displayed on a coloured background.



A white emblem may be displayed on a coloured background.



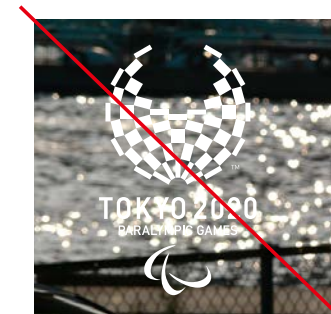
A full colour emblem may be displayed on a white background.



Do not display the full colour emblem on a coloured background.



Do not change colour of the emblem.



Do not display a monochromatic emblem on a complex background.



Do not use a border around the emblem.

Emblem | Examples

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Emblem | Incorrect usage

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Do not display with a shadow.



Do not change the font style of the wordmark.



Do not use/create any contour area for the emblem.



Do not display in 3D form.



Do not combine the emblem with other elements.



Do not change the colour.



Do not appear in gold or silver print or hot stamping.



Do not display the emblem in outline.

These Guidelines may be revised from time to time, as and when deemed necessary.

If you have any enquiries regarding the Guidelines, please contact:

Brand Management Section, Marketing Bureau

Tokyo Organising Committee of the Olympic and Paralympic Games

brandmanagement@tokyo2020.jp