



# Advertising and communication in connection with olympic properties

Guidelines for Olympic participants, federations,  
sponsors, companies, media and authorities

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#SwissTeam

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# Important definitions

<b>Commercial</b>	Direct or indirect aim of the sales promotion of products or services of a company or organisation
<b>EOC</b>	European Olympic Committee
<b>IOC</b>	International Olympic Committee
<b>Non-Olympic sponsors</b>	Commercially orientated sponsors of athletes and sports federations which are partners of neither Swiss Olympic nor the IOC
<b>Non-Olympic zone</b>	Areas outside the competition venues and the Olympic Village (e.g. House of Switzerland)
<b>Olympic Charter</b>	Fundamental principles, rules and bye-laws of the Olympic Games drawn up by the IOC
<b>Olympic movement</b>	Union of all organisations, athletes and other persons who recognise the Olympic Charter as their guideline
<b>Olympic participants</b>	All accredited persons of the Swiss delegation (athletes, support staff, trainers, officials)
<b>Olympic sponsors</b>	Commercially orientated companies which are involved as sponsors of the IOC and/or of Swiss Olympic
<b>Olympic trade marks</b>	All protected figurative and word marks of the IOC and Swiss Olympic (see p. 8)

<b>Olympic zone</b>	The competition venues and the Olympic Village in the host city
<b>Period of the Olympic Games</b>	Duration from the ninth day before the opening ceremony until the third day after the closing ceremony
<b>Personal sponsors</b>	Commercially orientated companies which are involved as sponsors of athletes and, thereby, have the individual rights to athletes for the implementation of advertising, communication and image activities. They do not include partners/sponsors of the sports federations, which have no individual rights to the athletes of the relevant sports federation.
<b>Social media channels</b>	Interactive, digital exchange platforms such as Facebook, X (former Twitter), LinkedIn, Instagram, Snapchat, TikTok, etc. They do not include personal or company websites.

# Good to know

## For a better understanding

Along with the Olympic Games (OG), the following also always includes the Youth Olympic Games (YOG), the European Games (EG), the European Youth Olympic Festivals (EYOF), or with the Swiss Olympic Team, the Swiss Olympic Youth Team too.

The current version of the brochure «Advertising and communication with Olympic properties» is available online at [www.swissolympicteam.ch](http://www.swissolympicteam.ch) and can be called up under «Advertising guidelines» for the relevant Olympic mission.

## For the Spirit of Sport

We champion and stand for the Olympic values of excellence, friendship and respect. They are the values that unite us all. With this document, we aim to support athletes as well as their supporting staff, trainers, officials, sports federations, sponsors and partners in their preparations for the Olympic Games. Below, we explain important guidelines and provide helpful tips for advertising and communication in connection with Olympic properties.

## Rule 40 Bye-law 3 of the Olympic Charter

The Olympic Charter serves to protect and preserve the fundamental ideas of the Olympic Games. The sports performances of the athletes are central. Therefore, excessive commercialisation should be prevented.

Rule 40 Bye-law 3 of the Olympic Charter states that athletes, trainers, attendants, officials and other members of the Swiss Olympic Team may only use or make available for advertising purposes their name, their image or their sporting performance according to the guidelines of the IOC, during the period of the Olympic Games. Rule 40 Bye-law 3 was introduced primarily to be able to guarantee the financing of the Olympic movement as a whole. For example, that also comprises the direct financial support of Olympic teams in solidarity from countries which have at their disposal very little public or State funding or funding from local sponsors, or none at all.

**This guide on the interpretation of Rule 40 Bye-Law 3 of the Olympic Charter applies explicitly to advertising and communication activities with Swiss Olympic participants, which are implemented exclusively in Switzerland and aimed at the Swiss population. In the case of advertising and communication activities which, as well as in Switzerland, are launched in at least one additional country or include Olympic participants from a country other than Switzerland, it is essential for authorisation to be obtained from the IOC. In such a case, the IOC guidelines apply and not the interpretation of this guide. The IOC guidelines and the notification platform for international campaigns can be found at the following URL address: <https://olympics.com/athlete365/what-we-do/finance/rule-40/>.**

# The key points at a glance

The following four points summarise the most important changes to the interpretation of Rule 40 Bye-Law 3 in Switzerland. For a full understanding of the guidelines on advertising and communication activities in connection with Olympic properties, please also see the other pages of this guide.

1. During the period of the Olympic Games, it is possible for Olympic participants to send a maximum total of seven thank you messages to personal sponsors via their own social media channels, provided that no protected trademarks (as per p. 8) are used and that all other points of this guide are taken into consideration.
2. During the period of the Olympic Games, personal sponsors of Olympic participants may, for each medal competition in which the supported Olympic participant takes part, send a maximum of one greetings or congratulatory message exclusively via the company's own social media channels. The same message can be posted once and at the same time on different social media channels of the company. The design and wording of such social media posts must

be neutral and, accordingly, must not include any protected trademarks (as per p.8). Sponsors of sports federations which do not have any individual rights to the individual athletes are not deemed to be personal sponsors.

3. During the period of the Olympic Games, current advertising and communication campaigns with Olympic participants may be continued with the same intensity, provided that they were launched at least one month before the start of the period of the Olympic Games. The design and wording of such activities must be neutral and, accordingly, must not include any protected trademarks (as per p. 8). In order to protect the Olympic participants and be certain of the admissibility of the campaign, it is requested that Swiss Olympic be notified of it beforehand (request notification form via [rule40@swissolympic.ch](mailto:rule40@swissolympic.ch)).

4. Images of the Olympic Games may be used by non-Olympic sponsors for advertising and communication activities, provided that no protected trademarks (as per p. 8) are apparent in them and the additional provisions of this guide are adhered to.
5. Athletes and their managers are no longer required to submit a list of their personal sponsors to Swiss Olympic before the start of the period of the Olympic Games (data protection compliant).

# Trademark protection: Key points

## Protected trademarks

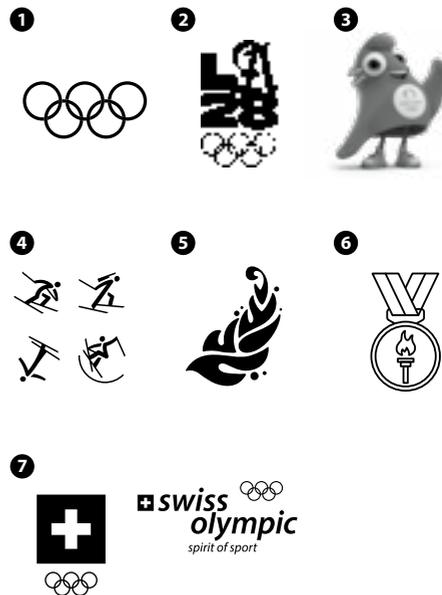
The following designations, word marks and figurative marks (collectively “protected trademarks”) belonging to the IOC, EOC and Swiss Olympic are protected by law and/or trademark law and may not be used by non-Olympic sponsors for advertising purposes at any time, including before or after the period of the Olympic Games. If figurative marks are distorted or manipulated to be confusingly similar, or if word marks are translated into other languages, this may also constitute a trademark infringement or unfair competition. The protected trademarks stated also may not be used as hashtags in a commercial context.

## Word marks

- Olympic Games/Olympics
- Olympic
- Olympiad
- Olympian
- Youth Olympic Games/YOG
- European Youth Olympic Festival/EYOF
- Citius, Altius, Fortius
- «Host city» «year» (e.g.: Paris 2024, Dakar 2026, LA 2028)
- Swiss Olympic
- Swiss Olympic Team
- Swiss Olympic Youth Team

## Figurative marks

1. Olympic rings
2. Logo of the respective Olympic Games
3. Mascots of the respective Olympic Games
4. Sports pictograms of the respective Olympic Games
5. Graphics/design elements for the respective Olympic Games
6. Olympic Games-related emblems (e.g. torch with flame, Olympic medal, etc.)
7. Swiss Olympic logos



## Audiovisual materials of the Olympic Games

The IOC owns the rights to all audiovisual materials (i.e. images, photographs and videos) of the Olympic Games. It is not permitted to use audiovisual materials in which these protected trademarks are visible (e.g. Olympic medals) for marketing purposes. Exceptions to this are IOC partners and Swiss Olympic partners; Swiss Olympic partners’ activities must be specifically oriented towards the Swiss Olympic team (and only towards individuals if personal rights have been clarified) and may not make any reference to the Olympic Games in general. Professional images of the Olympic Games which have been obtained from an accredited photo agency may be used for commercial campaigns, provided that no protected trademarks are apparent in them. In the case of such images, it is not permitted to make any changes or carry out any retouching.

Images of the Olympic Games which have been taken with non-professional photographic equipment (e.g. with a smartphone) may likewise be used for commercial campaigns, provided that all protected trademarks have been removed/retouched.

If protected trademarks are apparent in images, they may be used exclusively for non-commercial purposes (exception: sponsors of the IOC and of Swiss Olympic).

The same provisions apply to videos as to images/photographs, with the exception that any videos which have been recorded within Olympic zones must not be used for either commercial or non-commercial purposes.

When images/photographs and videos are used, it is always important to ensure that the privacy and rights of third parties are protected. Personal rights (general rights to individual privacy) and image rights and copyright, among other things, are also included in that.

**Trademark protection infringements or unfair competition may result in legal steps being taken that could, if applicable, lead to financial penalties being imposed.**

# Olympic participants and their federations

## Status

As Olympic participants you can be proud of your achievements and also show that you are. As soon as you take part in the Olympic Games, you can use the status of Olympic participant or Olympian (following a gold medal, also Olympic champion) as a title and as a personal biographical detail respectively (e.g. in your e-mail signature and on autograph and calling cards). However, these titles must not be cited more frequently or more prominently than other names and descriptions, performances and successes. Personal sponsors are permitted to use your status under the same conditions, as a statement about the person, for marketing purposes.

## Search for sponsors

When searching for sponsors or funding, your status as an Olympic participant or the Olympic Games objective must not be the main statement. Objectives such as, for example, becoming one of the world's best, must also be mentioned and given the same weighting.

## Digital appearances

The Web offers an increasing number of interesting communication opportunities. When you heed the following points, you can, without reservation, make the best possible use of your online platforms.

## Social media and blogs

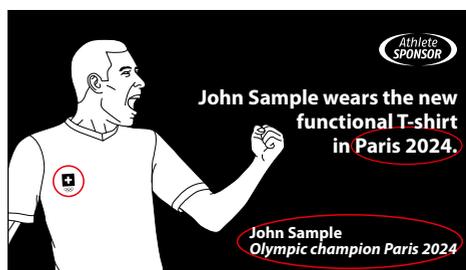
As Olympic participants, you are permitted to send a maximum of seven thank you messages to personal non-Olympic sponsors via social media during the period of the Olympic Games. It is up to you whether you thank several sponsors or just one per thank you message. The same sponsors can also be thanked in more than one thank you message. Overall, there may simply be a maximum of seven thank you messages. A thank you message is either a post or story – not the two together. Important: With such thank you messages you must not use any protected Olympic word and design marks (as per p. 8) and no direct reference may be made to Swiss Olympic, the Swiss Olympic Team as a whole, the IOC or the Olympic Games. Likewise, you are not permitted to use images of the Olympic Games with visible

protected trademarks. However, you may use images of the Olympic Games which you have taken with non-professional photographic equipment (e.g. with a smartphone), provided you remove or retouch all protected trademarks. Such images may only be used for social media applications. The use of videos, GIFs or animations is not permitted for thank you messages. Furthermore, it should be noted that thank you messages should not claim or suggest that a product or service from the sponsor has improved your performance or that you were able to participate in the Olympic Games because of this. It is also prohibited to recommend such a product or service. Thank you messages do not have to be registered with Swiss Olympic in advance. See examples on page 12.

✓ ALLOWED



✗ NOT ALLOWED



✓ ALLOWED



During the period of the Olympic Games with a sponsor image without mentioning protected word marks.

✗ NOT ALLOWED



The use of protected word and figurative marks during the period of the Olympic Games with reference to a non-Olympic sponsor.

In all your social media posts during the period of the Olympic Games, which neither mention your personal sponsors nor incorporate their logo, you are free to use protected word marks (as per page 8) and images of the Olympic Games with protected trademarks.

Blog entries must be written in the first person. You may also pass them on to the media (except for proprietary and corporate

publications). When making use of images and videos, ensure that all persons pictured have given their consent to publication. Posts with video or sound recordings are permitted only if you have recorded them outside of the Olympic zone. Videos mentioning your personal non-Olympic sponsors may be used only if all protected trademarks cannot be seen or have been rendered unrecognisable.

✓ ALLOWED



Post of athlete with protected trademarks without sponsor presence.

✗ NOT ALLOWED



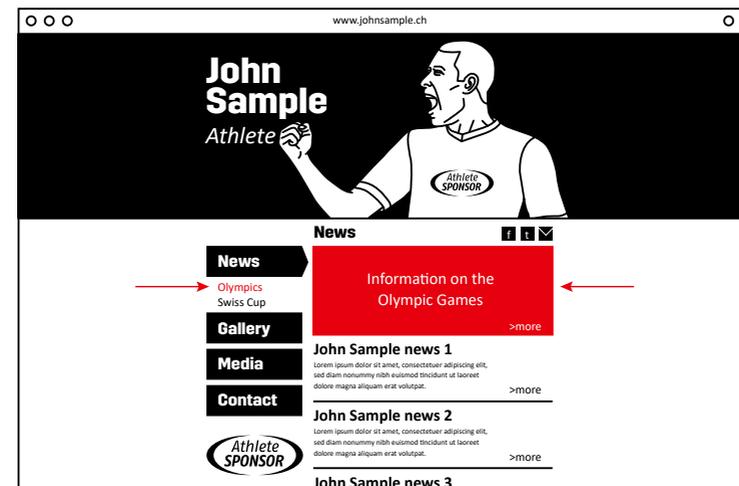
Post of athlete with protected trademarks and sponsor presence.

In general, it is not permitted to make public any confidential information about the organisation and carrying-out of the Olympic Games (e.g. about safety and security precautions). Furthermore, it is prohibited to post religious, racist or radical views and content for propaganda purposes.

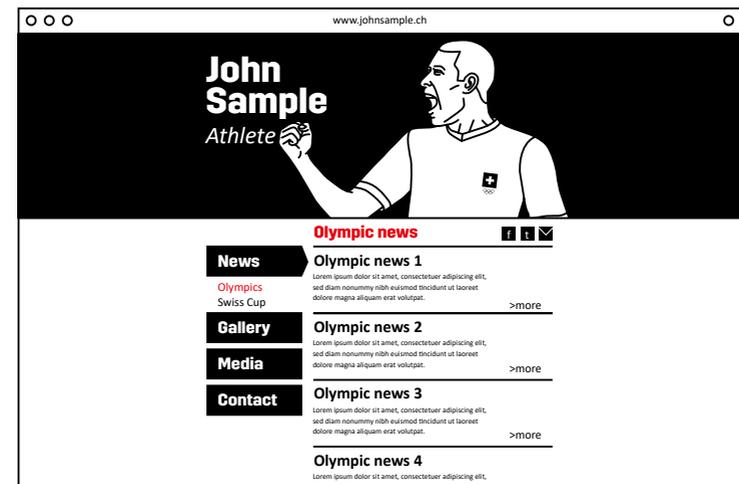
### Websites

The websites of Olympic participants and of the federations may include reports on participation in the Olympic Games (e.g. objectives, successes, personal experiences), provided that no non-Olympic sponsors' logos are visible, or these are differentiated very clearly from the Olympic content. The safest option is to set up a sub-page (e.g. [www.modelathlet.ch/olympics](http://www.modelathlet.ch/olympics) or [www.modelfederation.ch/olympics](http://www.modelfederation.ch/olympics)), on which no non-Olympic sponsor logos are depicted. On your home page, you can refer to the sub-page by means of a menu item or a teaser. On the sub-page you may show images of the Olympic Games without restriction and report on the games. Please ensure that for other images on the jerseys, no logos of non-Olympic sponsors can be seen and no personal rights breached. Furthermore, it is not permitted to create a new website specifically for the Olympic Games (e.g. [www.samplefederation-olympics.ch](http://www.samplefederation-olympics.ch) or [www.sampleathlete-olympics.ch](http://www.sampleathlete-olympics.ch)).

### ✓ HOME PAGE



### ✓ OLYMPIC SUB-PAGE



## Personal appearances

### Interviews and media appearances

Inside the Olympic zone, apart from print and online journalists, you will only be interviewed for electronic media (TV/radio), which also hold transfer rights (from Switzerland: SRG media). Outside the Olympic zone, electronic media which hold no transfer rights (local TV stations) may also hold interviews by agreement. These guidelines do not apply to interviews without cameras or radio microphones. This means that no other provisions have to be adhered to provided the interview is carried out in consultation with the Head of Team.

After your competitions have ended, you may appear free of charge – with the relevant request – as a co-commentator with accredited radio and TV broadcasters. This is on the precondition that you are interviewed by a reporter and you have the permission of the Head of Team and the Chef de Mission. You may also take part in Internet chats if the questions and answers are recorded by a journalist.

According to the Olympic Charter, Olympic participants may not carry out any journalistic activities during the period of the Olympic Games. Therefore, you are not allowed, during that period, to work as a photographer, a journalist producing written material or a radio or TV reporter. Exceptions to this are your own social media channels and blogs.

### Autograph card

If you have a special autograph card made for you for the Olympic Games, which comprises protected trademarks in any way whatsoever, logos of non-Olympic sponsors must not be visible either in the layout or in the image, nor on the back of the autograph card. For neutral autograph cards (without logos of non-Olympic sponsors), you are not permitted to add the protected figurative marks yourself (as per p. 8). However, if those figurative marks are apparent in an image of the Olympic Games which you use for a neutral autograph card, that is permitted.

### Clothing

The Swiss Olympic Team collection is the official team clothing. You wear this during the period of the Olympic Games for all interviews and photo shoots (see also the clothing manual for the relevant mission).

The federations are responsible for the competition clothing and equipment. A Swiss team logo will be made available to the federations for the federation apparel/equipment, in association with the missions managed by Swiss Olympic. For more detailed application information as well as requests for the Swiss team logo, you will find further assistance at [gutzumdruck@swissolympic.ch](mailto:gutzumdruck@swissolympic.ch).

No additional logos or names and descriptions are permissible on the competition kit or team clothing. If used incorrectly, the unauthorised trademarks must be covered up. The design must be submitted, via Swiss Olympic, to the IOC for approval. The guidelines on manufacturers' names and descriptions are part of the Olympic Charter. It is the responsibility of the federations that the logo applications also comply with the «Guidelines Regarding Authorised Identifications» (Rule 50 of the Olympic Charter).

# Companies and non-olympic sponsors

## Advertising and communication activities

Advertising and communication campaigns with Olympic participants may also be continued with the same intensity during the period of the Olympic Games if those activities were started at least one month before the start of the period of the Olympic Games. Such activities must not comprise any protected trademarks (as per p. 8) and no direct reference may be made to Swiss Olympic, the Swiss Olympic team as a whole, the IOC or the Olympic Games. In order to protect the Olympic participants and be certain of the admissibility of the campaign, it is requested that Swiss Olympic be notified of it beforehand. An appropriate notification form can be requested from Swiss Olympic via [rule40@swissolympic.ch](mailto:rule40@swissolympic.ch).

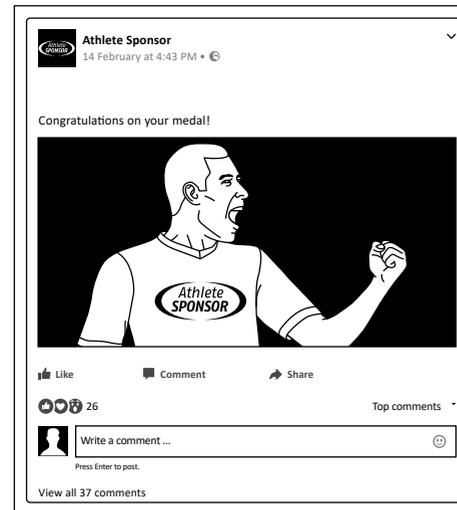
During the period of the Olympic Games, personal sponsors may, for each medal competition in which the supported Olympic participant takes part, send a maximum of one greetings or congratulatory message exclusively via the company's own social media channels. The same message can be posted once and at the same time on various social media channels of the company (either as a post or story – not the two together). If an image with several athletes is used for

a greeting or congratulation message, the message applies to all the athletes depicted. An additional, individual greeting and congratulation message to individual athletes is then no longer an option. Such social media posts must not include any protected trademarks (as per p. 8) and no direct reference may be made to Swiss Olympic, the Swiss Olympic team as a whole, the IOC or the Olympic Games. Sponsors of sports federations which do not have any individual rights to the individual athletes, are not deemed to be personal sponsors.

Images of the Olympic Games in which protected trademarks are apparent must not, at any time, be used by non-Olympic sponsors. Please note that professional images from accredited photo agencies must not be altered/retouched. If, however, an image detail which does not comprise any protected trademarks is selected, its use is permitted. Only photos or still images are permitted for greeting and congratulation messages. Videos, GIFs or animations may not be used.

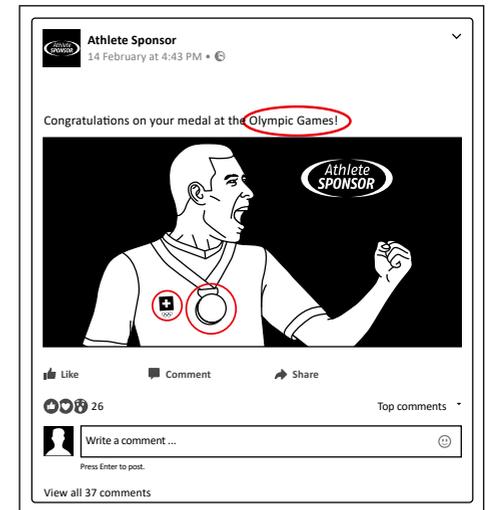
In campaigns during the period of the Olympic Games as described above, it must not be claimed or suggested that a product or service offered has improved the performance of the participant or that he was able to take part in the Olympic Games because of it.

✓ ALLOWED



Post congratulating on a medal during the period of the Olympic Games without reference to/presence of protected trademarks.

✗ NOT ALLOWED



Post congratulating on a medal during the period of the Olympic Games with protected trademarks.

For all campaigns it is essential to ensure that authorisation is always obtained beforehand from the Olympic participants concerned.

With reference to the Swiss Federal Act against Unfair Competition (UWG), an excessive dependence on the Olympic Games even without making use of protected trademarks is not permitted, if the person looking at the campaign could make the assumption that the company is a sponsor of the Olympic Games, the IOC or of Swiss Olympic.

Commenting on social media posts of Olympic participants is permitted, provided that those posts do not comprise any protected trademarks. This also applies to the highlighting of your own company or non-Olympic sponsors within a post. Liking and un-commented sharing of social media posts is, in any event, permitted. Emojis count as comments and may not be used for an un-commented repost.

Before and after the period of the Olympic Games, companies and non-Olympic sponsors may, in advertising campaigns with a neutral design and wording, refer to the performances of Olympic participants at Olympic Games. However, this may only be a statement about the person in the sense of a photo caption and not the main statement or message or the hook of the advertising campaign.

## Competitions

Competitions in connection with the Olympic Games (quiz questions on the Olympic Games, ticket raffles, trips to the host city as prizes, etc.) are permitted only for the partners of Swiss Olympic and those of the IOC.

### ✓ ALLOWED



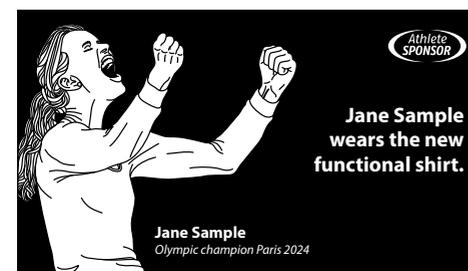
Congratulatory post or repost that has been commented on, without protected trademarks during the period of the Olympic Games.

### ✗ NOT ALLOWED

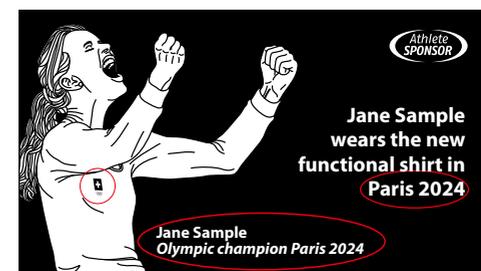


Congratulatory post or repost that has been commented on, with protected trademarks.

### ✓ ALLOWED



### ✗ NOT ALLOWED



## Olympic partners

Olympic partners may mention their brands, products and services in connection with the Olympic Games. In addition, they have rights to protected trademarks and can use them in advertising and communication activities before, during and after the Olympic Games. They are permitted to use Olympic participants for advertising and communication activities also during the period of the Olympic Games if they have sought the participants' permission.

Images of the Swiss Olympic team entering the stadium for the opening ceremony of the Olympic Games which show several athletes from various kinds of sport may also be used by the Olympic partners for advertising and communication activities even without the consent of the athletes shown. However, reference may be made only to the Swiss Olympic team as a whole, not to individual athletes.

## Media

In the context of editorial coverage, media may use the protected logos and terms as well as visual material of the Olympic Games (e.g. «Olympic Games supplement»). The word marks and figurative marks cannot, however, be used for product marketing (e.g. Olympic subscription). Furthermore, it is not permitted to place advertising of non-Olympic sponsors without clear separation from coverage of the Games. The above-mentioned rights do not apply to corporate and brand publications.

## Authorities

For welcome-home celebrations in honour of Olympic participants, protected word marks and figurative marks and visual material of the Olympic Games may be used, as long as no non-Olympic sponsors of the celebration or other companies are present. This also applies to flyers, advertisements and posters promoting the celebration.

# Contacts and info

We would be pleased to answer any questions and queries:

*Information regarding advertising and marketing activities:*

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**Further information**

[www.swissolympicteam.ch](http://www.swissolympicteam.ch)

Main National Partners



Premium Partners

