



TEAM IRELAND

Brand Guidelines



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Welcome to the official brand guidelines for Team Ireland!

As the proud representatives of our Nation on the World stage, it is essential that we present a unified and impactful brand identity that resonates with our audiences, both at home and abroad.

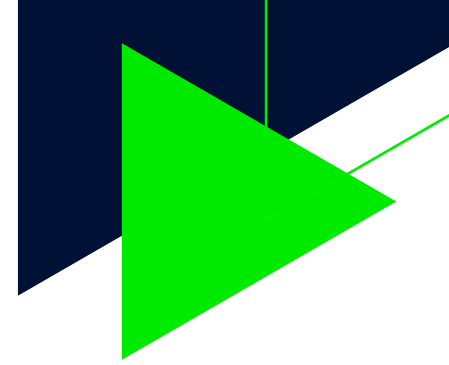
Our comprehensive brand guidelines document has been carefully crafted to serve as a valuable resource for all members of Team Ireland, ensuring consistency and coherence in our visual identity.

This document outlines the elements that form that identity, the colours that represent our team and the typography that carries our message.

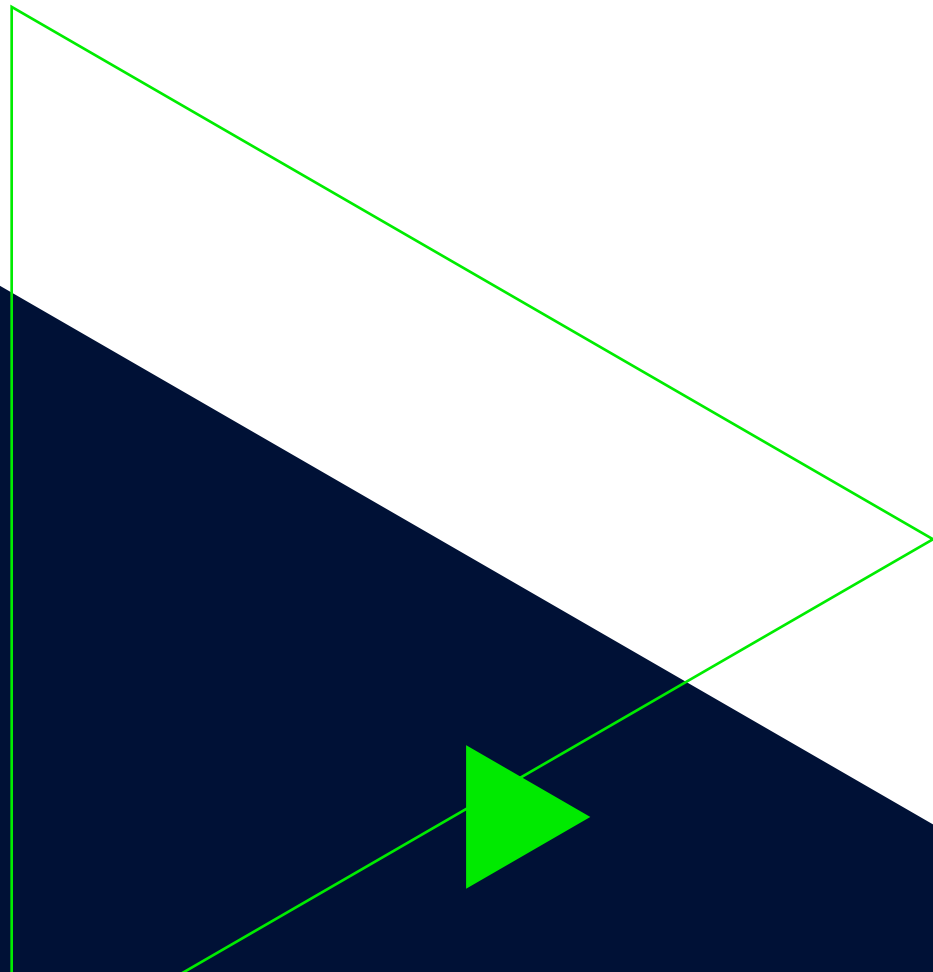
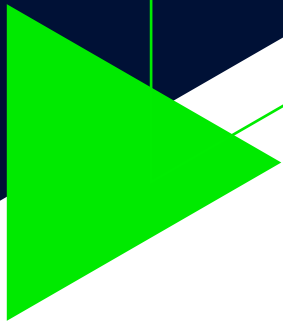
Our brand is not static; it is ever-evolving, just like our athletes' constant pursuit of excellence. As such, these guidelines will be periodically reviewed and updated to stay in sync with emerging trends and the dynamic needs of our team.

Gavin Noble

Team Ireland Brand Director



Our Logo



Logo Versions: Primary Logo

Our Primary Logo represents both the Olympic movement and a strong sense of Irishness through the use of the internationally recognised shamrock.

The Primary Logo is the full colour variation with the “Team Ireland” text below the shield.

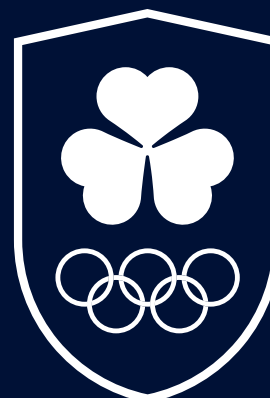
This is the default logo for all uses. Clean and clear backgrounds and/or colour contract must be maintained.

PRIMARY LOGO



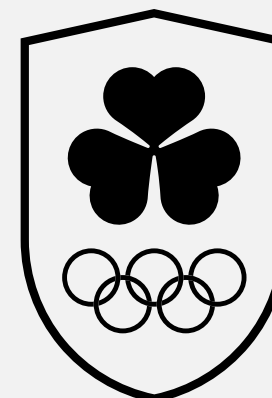
Team Ireland

PRIMARY LOGO (REVERSE)



Team Ireland

PRIMARY LOGO (MONO)



Team Ireland

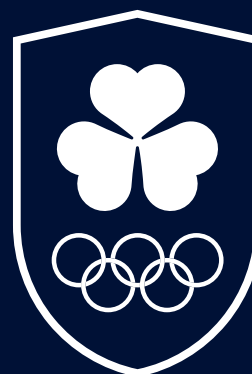
Logo versions: Alternative Logo

The Alternate Logo should be used in instances where the "TEAM IRELAND" wordmark is also in place; where the TEAM IRELAND wording would be illegible due to size, or on documents where the Team Ireland context is implicit (E.g. OFI internal or stakeholder presentations).

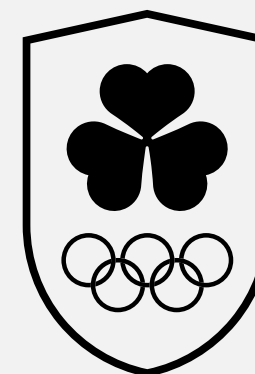
ALTERNATIVE LOGO (COLOUR)



ALTERNATIVE LOGO
(REVERSE)



ALTERNATIVE LOGO
(MONO)



Logo Placement

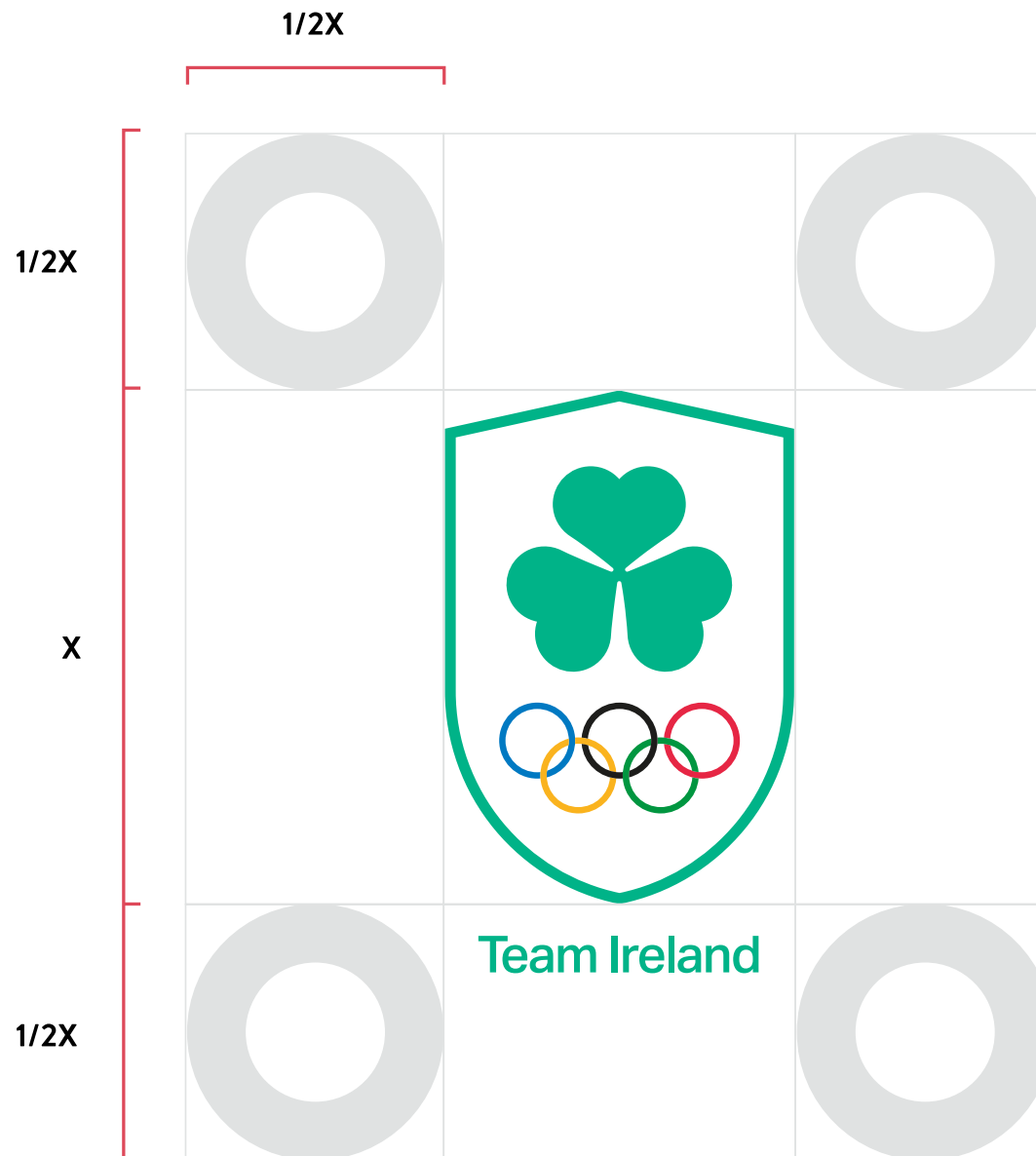
Please respect the logo by placing it in accordance with the spacing to the right. The spacing circles represent 50% of the total depth of the logo.

Minimum Size (height of shield within logo)

Clothing: 20mm high

Digital: 80 pixels high

Print: 15mm high



Composite Logos

PRINCIPLES:

A composite logo contains four elements:

1. Team Ireland's Primary Logo
2. Corporate brand logo
3. A contractually granted designation (e.g. Proud Partner of Team Ireland)
4. A clear separation between the two logos, such as a line or a clear space.

APPLICATIONS:

- The logo may be vertical or horizontal.
- The Team Ireland logo and Brand logo should be the same size.
- The composite logo cannot be used to form a part of any other logo or mark.



Team Ireland



Team Ireland

LOGO

LOGO

LOGO



Team Ireland

Standalone logos

PRINCIPLES:

A standalone logo contains two elements:

1. Team Ireland logo
2. An Olympic designation just beneath it.

APPLICATIONS:

- The NOC local sponsor corporate logo must appear within the same application (e.g. the company logo and standalone logo must appear on the same packaging/promotional panel, on the same page, etc.)
- The standalone logo cannot be used in a promotion with Third Party.



Team Ireland



Team Ireland

LOGO

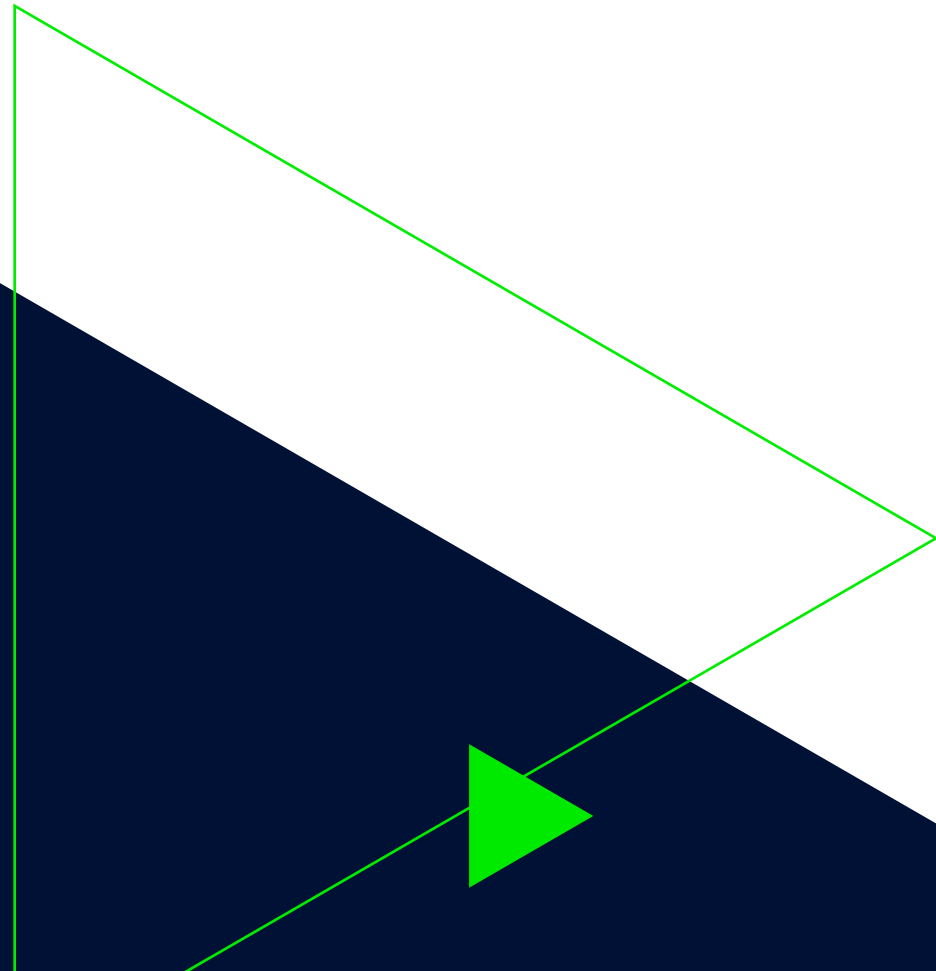
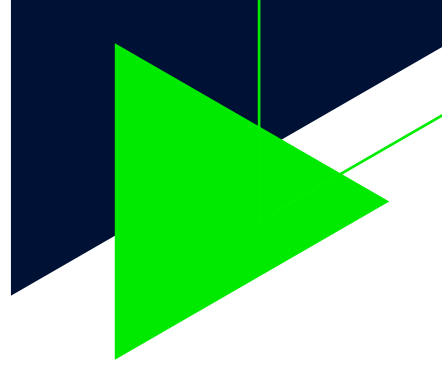
LOGO

LOGO



Team Ireland

Our Brand Elements



Typography

Brandon Grotesque is the brand font.

It should never be mixed with other fonts nor used in italics.

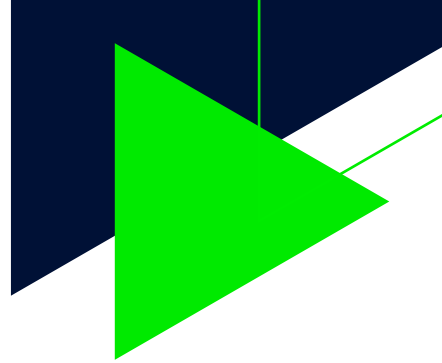
BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRANDON GROTESQUE MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BRANDON GROTESQUE BLACK



Colour Palette

PRIMARY GREEN

PANTONE: 339C
C:84 M:0 Y:50 K:0
R:0 G:179 B:136
HEX: #00b389

GOLD

PANTONE: 871C (metallic)
C:0 M:12 Y:42 K:32
R:174 G:151 B:101
HEX: #ae9765

ROYAL NAVY

PANTONE:
C:96 M:65 Y:0 K:80
R:2 G:18 B:52
HEX: #021234

WHITE

C:0 M:0 Y:0 K:0
R:0 G:0 B:0
HEX: #ffffff

BOTTLE GREEN

PANTONE: 3305C
C:85 M:43 Y:65 K:49
R:50 G:76 B:68
HEX: #324c44

IRISH ORANGE

PANTONE: 1495C
C:0 M:65 Y:100 K:0
R:255 G:117 B:1
HEX: #ff7501

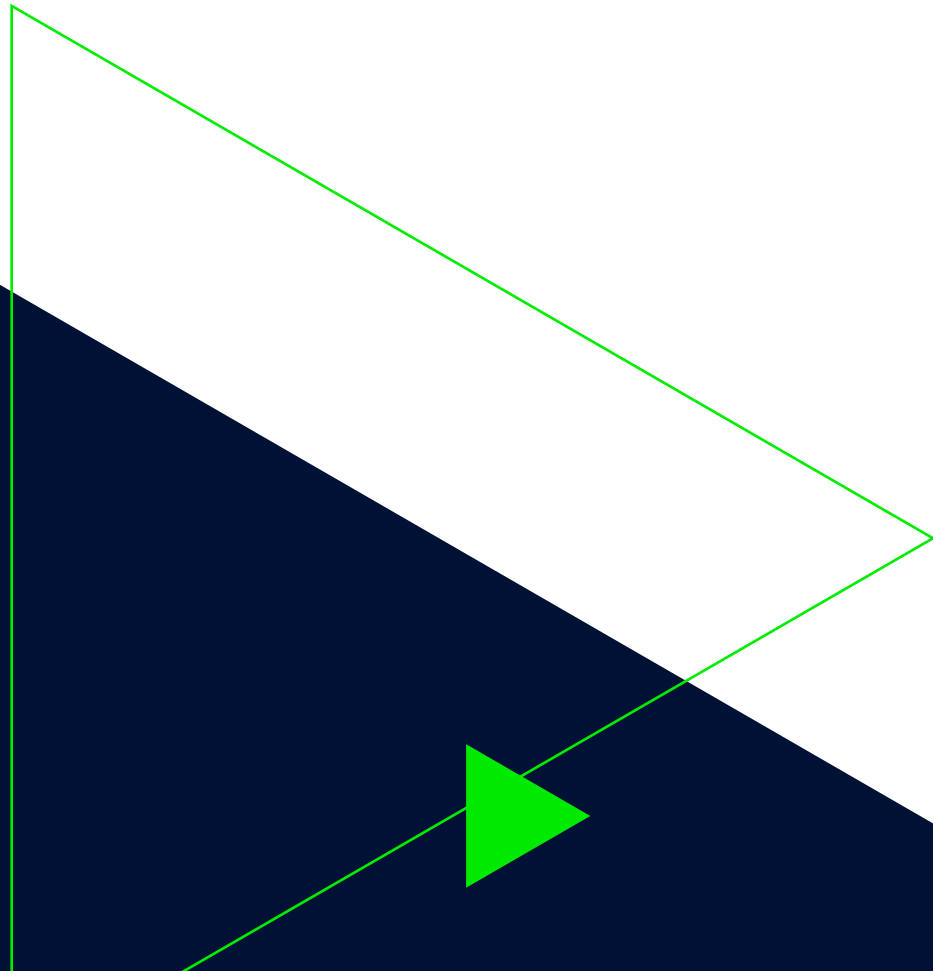
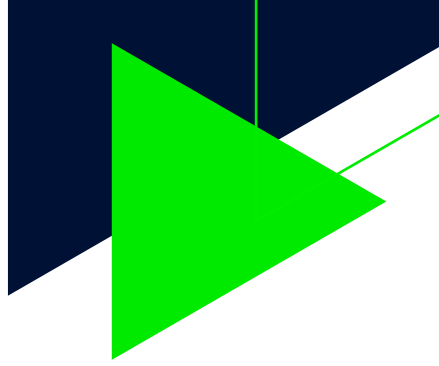
POP GREEN

R:0 G:230 B:5
HEX: #00ea05

N.B. Digital and Games use only (See page 14)



Games Branding



Games Time – Pop Green

Team Ireland Pop Green represents the energy and enthusiasm of our athletes and our efforts.

Pop Green is best suited to digital reproduction, providing cut through on busy digital channels.

We use it on our athlete apparel and it looks great on the podium!

POP GREEN

R:0 G:230 B:5

HEX #00ea05



Games Crest

The Games Crest is used on official Team Ireland wear.

The Paris 2024 wordmark can only be reproduced in its entirety as defined in the Marks Usage Guidelines or in a generic font.

The full crest is in the Pop Green colour.



← Pop Green

Team Ireland

← Pop Green



Paris 2024

“TEAM IRELAND” Games Wordmark

The Team Ireland Games Wordmark should only be used on clothing. The Wordmark should be all capitals using Brandon Grotesque Medium font.

Pre-made versions of this wordmark can be downloaded [here](#).

Brandon Grotesque font can be downloaded [here](#).

WORDMARK (NAVY)

TEAM IRELAND

WORDMARK (REVERSE)

TEAM IRELAND

WORDMARK (POP GREEN)

TEAM IRELAND

TEAM IRELAND Games Wordmark with Logo

The Team Ireland Games Wordmark with logo should only be used on clothing. The Wordmark should be all capitals using Brandon Grotesque Medium font.

Artwork for this mark can be downloaded [here](#).

TEAM IRELAND MARK (NAVY)



TEAM
IRELAND

TEAM IRELAND MARK (REVERSE)



TEAM
IRELAND

TEAM IRELAND Games Wordmark with Logo

The Team Ireland Games Wordmark with Logo (horizontal) should only be used on clothing where the standard Team Ireland Games Wordmark with logo is not suitable.

Pre-made versions of this wordmark can be downloaded [here](#).

WORDMARK (NAVY)



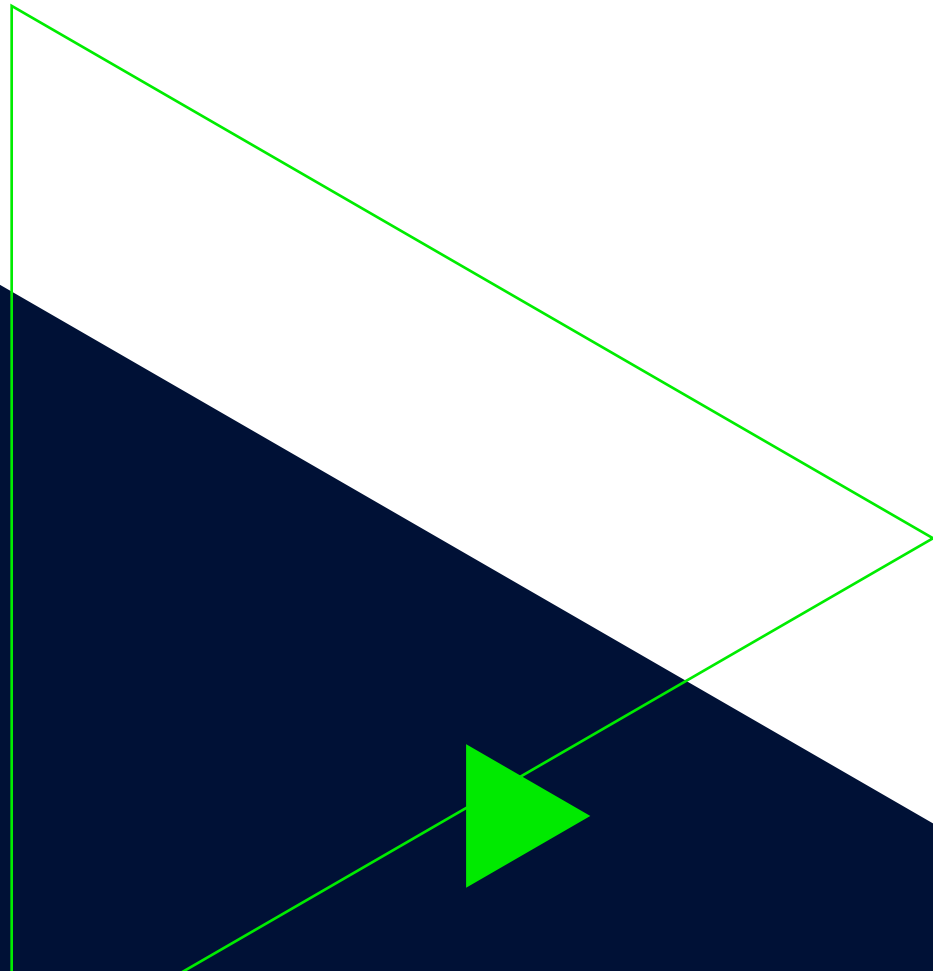
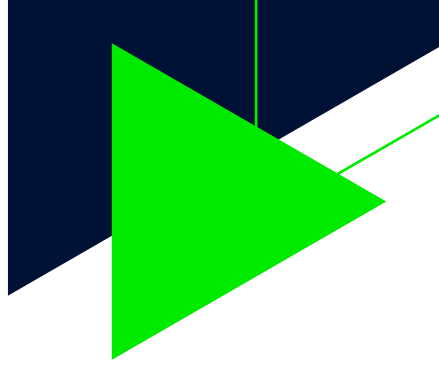
TEAM IRELAND

WORDMARK (REVERSE)



TEAM IRELAND

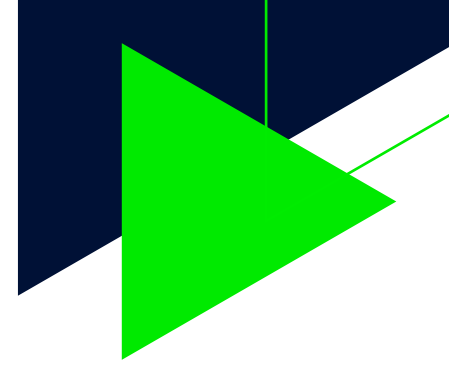
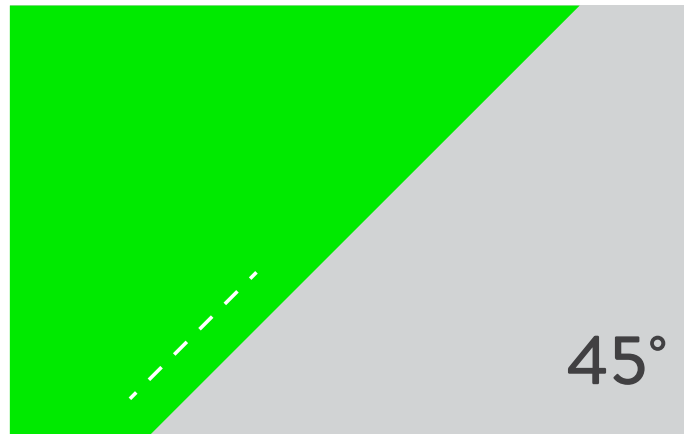
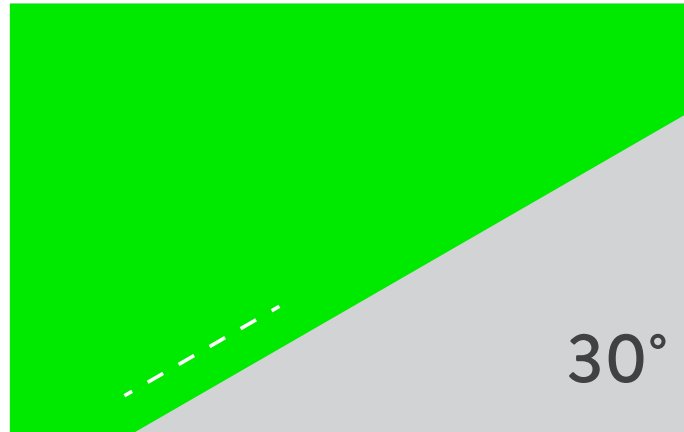
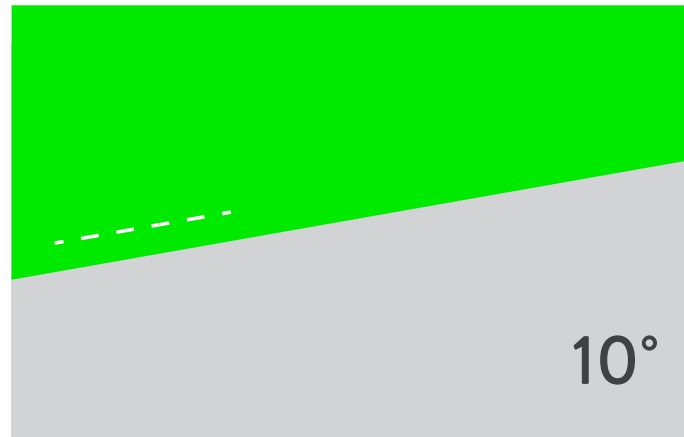
Our Brand
in Action



Brand Layouts

The Team Ireland brand is anchored using layouts based on angled cuts.

The 'cuts' provided should only be used at the three angles specified on the right: 10, 30 and 45 degrees. This for the purpose of delivering a consistent brand identity over time.



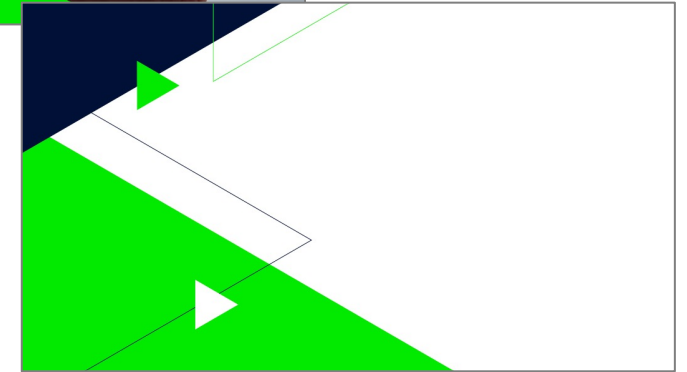
Brand Triangles

The Team Ireland brand is supported with the use of triangles. These are a flexible feature to add movement to our designs. There are multiple ways these can be used, but should not be overdone and used sparingly.

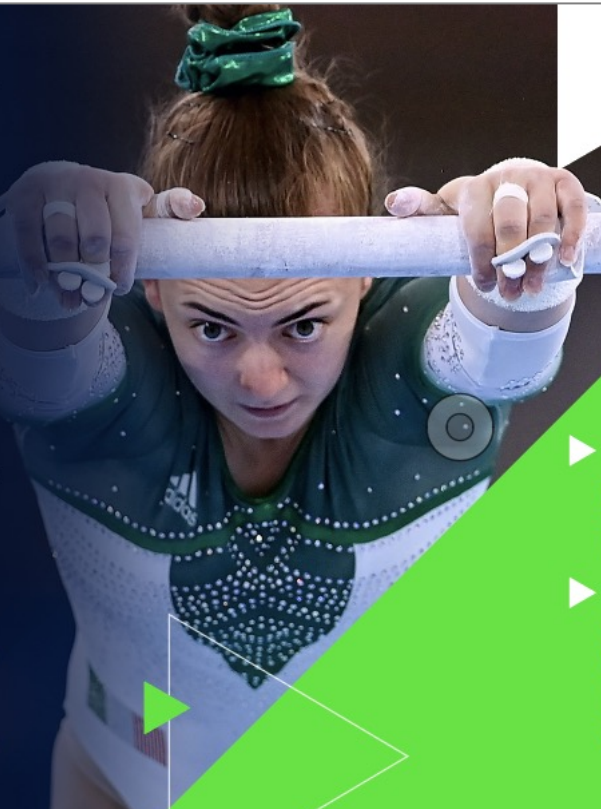
They can interact with photos, be used to fill space, or highlight text. They can also be used as a pattern.

Any designs using the brand triangles should be approved by the OFI before printing or publishing.

See the next slides for examples of the cuts and triangles in use.



OUR MISSION



- ▶ Through research, advocacy and use of ambassadors address the visibility deficit that exists for sportswomen in the media.
- ▶ Improve gender balance in high performance coaching through training, mentorship, pathway identification and education on barriers to entry in collaboration with stakeholder sports.

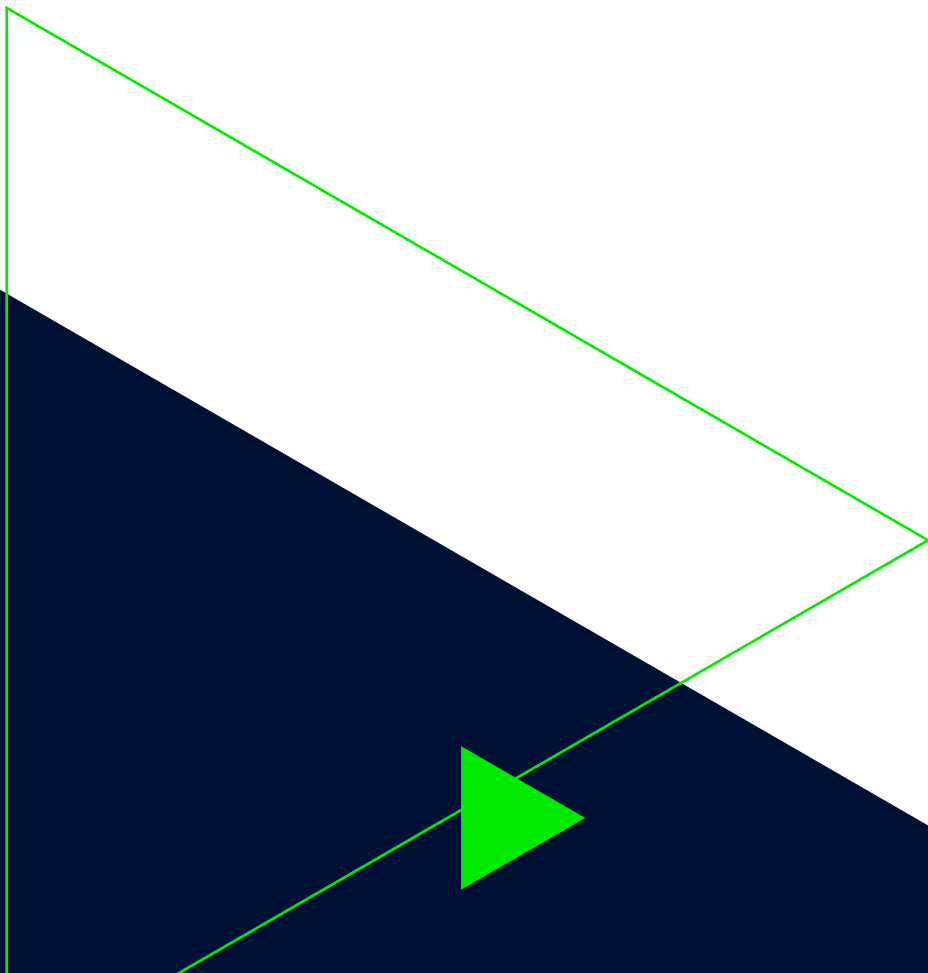
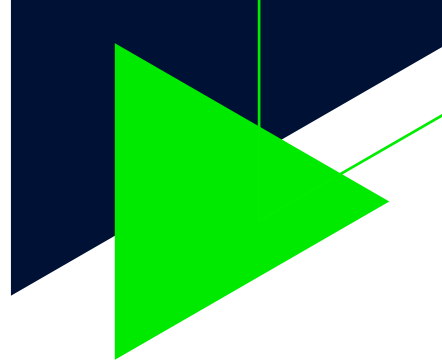


16
NEW
AMBASSADORS

31
TOTAL
AMBASSADORS



Maximising Partnerships



Official Terminology

PRINCIPLES:

Consistency in the use of the official Olympic Terminology is key to preserving the Olympic Movement's integrity. All use of Olympic terminology must be in connection with Team Ireland and cannot imply sponsorship of the Olympic Games or the IOC, unless a prior agreement is in place.

THE "OLYMPIC GAMES":

Any reference to the Olympic Games must be in connection with Team Ireland's participation.

Team Ireland sponsors/partners may not use the official Olympic Games emblem nor other Olympic Games marks such as mascots, pictograms, or Look of the Games. Any Olympic reference needs to be in connection with the Irish Olympic Team.

e.g. 'Brand' wishes good luck to the Team Ireland participating in the Paris 2024 Olympic Games.

- The "Olympic Games" should consist of the "Games of the Olympiad"
- The "Youth Olympic Games" should consist of the "Summer Youth Olympic Games" and the "Winter Youth Olympic Games."



Official Terminology

✓ THE OTHER CORRECT WAYS TO REFER TO THE OLYMPIC GAMES ARE:

- Games of the [number expressed in Roman numerals] Olympiad
- [city + year] Olympic Games
- [number expressed in Roman numerals] Olympic Winter Games
- [city + year] Olympic Winter Games
- [number expressed in Arabic numerals] Summer Youth Olympic Games
- [city + year] Summer Youth Olympic Games
- [number expressed in Arabic numerals] Winter Youth Olympic Games
- [city + year] Winter Youth Olympic Games

✗ The use of the acronym “YOG” is not permitted for referencing the Youth Olympic Games.

✗ Do not use the term “Olympics” in the context of the Youth Olympic Games.



The Word “Olympic”

PRINCIPLE:

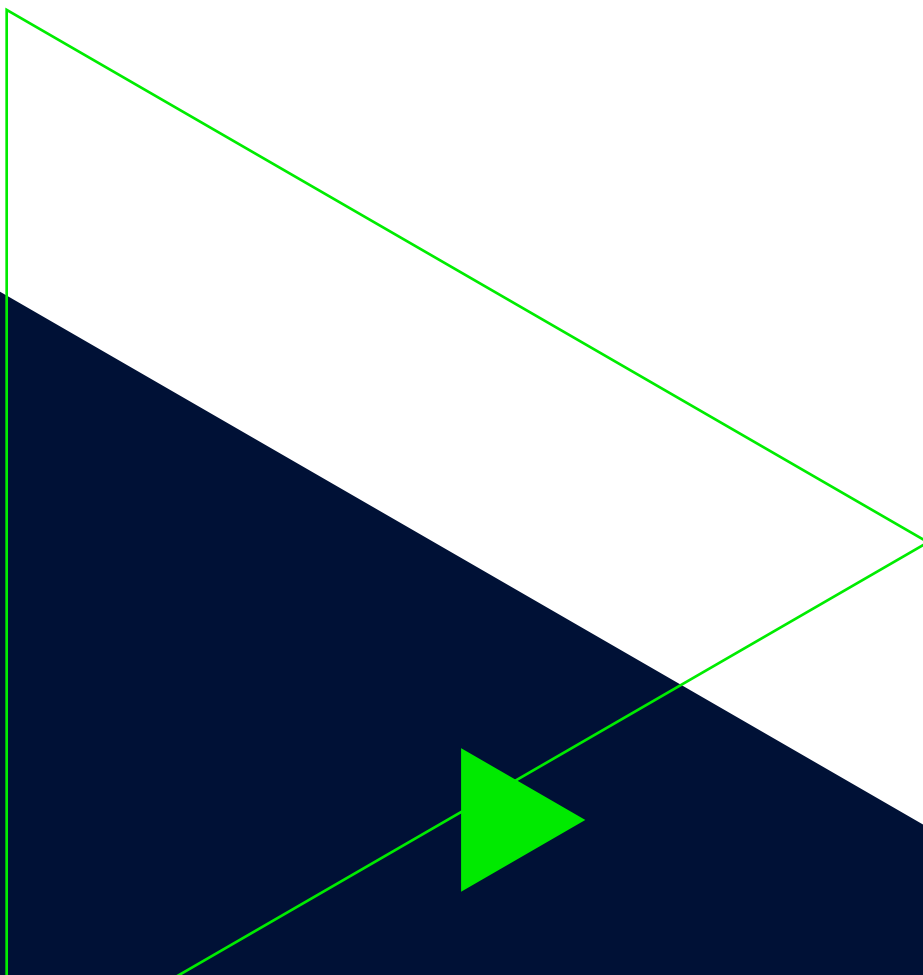
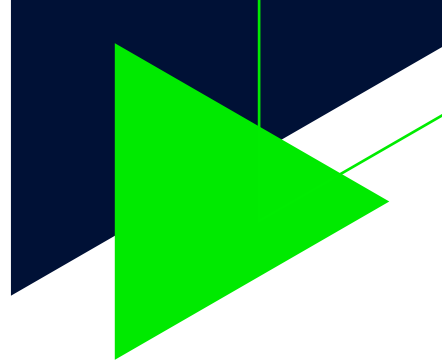
To maintain its universal meaning and integrity, the word “Olympic” may not be used as a generic adjective, but only in connection with factual references related to Olympism such as Team Ireland, The Irish Olympic Team, or the Olympic Games, the Olympic spirit.

APPLICATION:

- The word Olympic may never be used as an adjective to describe a product of service, e.g. Olympic t-shirt, Olympic wine, Olympic subscription.
- The word “Olympic” cannot be used in order to “olympicise” an event promotion. e.g. Olympic event, Olympic contest, Olympic- sized, Olympic show.
- The word “Olympic” cannot be used as an adjective to describe a promotion (including a sporting event) or any ancillary materials such as programmes, premiums or products. However "NOC local sponsor/partner Olympic Games hat/bear" is acceptable.



Activation Principles



Activation Principles

Promotion of a product or service: The promotion shall only be featured in connection with products included in the product category defined in the agreement with Team Ireland, it must not be featured in connection with products or services conflicting with TOP Partners' product categories.

Third Parties: Third Parties may not gain any association with the NOC, the National Olympic Team and the Olympic Parties and activations may not prominently feature any Third Party brands or references. Please refer to the "Activations through a Third Party" for more details.

Territory: The promotion may only be featured within Ireland. For web based activations, the target audience may only be Ireland.

Submission for approval: All activities should be in consultation with Team Ireland and sponsors/partners should submit for approval all materials that use Team Ireland marks for review and approval. This includes activations involving IOC Top Sponsors.



Activation Through a Third Party

A Third Party is any entity which is not a Team Ireland sponsor/partner or official Broadcaster.

PRINCIPLES:

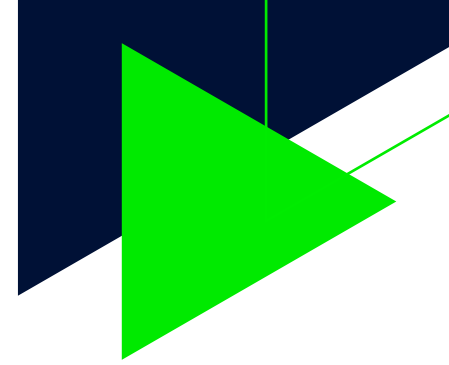
- Any activation conducted by through a Third Party must adhere to the following conditions:
- The Third Party is not a competitor to any Olympic sponsor (TOP Partner and NOC local sponsor).
- The promotion is executed through local, normal and customary channels.
- The activation is run and led by the Team Ireland sponsor/partner.
- The Third Party does not gain any Olympic-related association i.e. the activation is made available or communicated only through the channel or platform of the Third Party.
- The activation must relate to the sponsor/partner rights only.



Activation Through a Third Party

Sponsors/Partners must ensure that the use of any trademarks, logos, symbols or trade names of any Third Party (“Third Party marks”) together with the Team Ireland marks on any materials used as a part of the promotion complies with the following:

- The Third Party marks are clearly separated from any Team Ireland marks or any Olympic-related terminology.
- The Third Party marks, or combined Third Party marks, are less prominent than the combined size of the Team Ireland logo plus sponsor/partner marks. As a ratio indication, the size of the Third Party mark or combined Third Party marks should be no greater than approximately two-thirds the size of the Team Ireland composite logo.
- The Team Ireland composite logo is used, and not a standalone logo.
- The Third Party marks are shown with an appropriate qualifier, such as “available at...” or “go to... for more information”.
- The Team Ireland sponsor/partner is always mentioned before the Third Party.
- The activation is finite in duration. Any proposed activation that does not have a completion date is not acceptable.



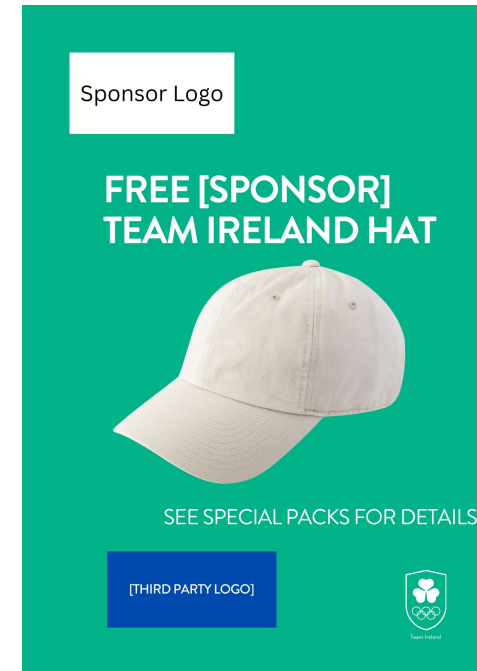
Activation Through a Third Party



The ownership of the activation is clear and the Third Party mark is smaller than the NOC local sponsor's and accompanied by a qualifier.



Third Party branding or look and feel is not allowed. The Third Party mark is as prominent as the NOC local sponsor's, making the activation ownership unclear. The qualifier is missing and there is an incorrect reference to the hat.



The NOC local sponsor's standalone logo is not allowed in activations through a Third Party. The qualifier is missing, the Third Party logo is too close to the standalone logo, and incorrect usage of the word Olympic.



Activations including Athletes

Athletes are at the heart Team Ireland. Please remember:

- Images should focus on Team Ireland team members and not images of the Olympic Games in general.
- It is the sponsors/partners responsibility to clear all necessary rights for any photographs/footage used, including athletes and persons featured.
- No performance enhancing statements or product endorsements can be made by either the Partner or the athlete
- Athletes' apparel and branding guidelines apply when the athlete(s) appear(s) in a commercial setting.

Athlete Apparel and Equipment

Subject to approval by Team Ireland, activations may have the athlete wear any of the following:

- Current Team Ireland kit
- Generic and unbranded apparel
- Sponsor/Partner branded clothing



Advertising

Team Ireland Sponsors/Partners may promote their sponsorship on all available advertising media. These include, but are not limited to:

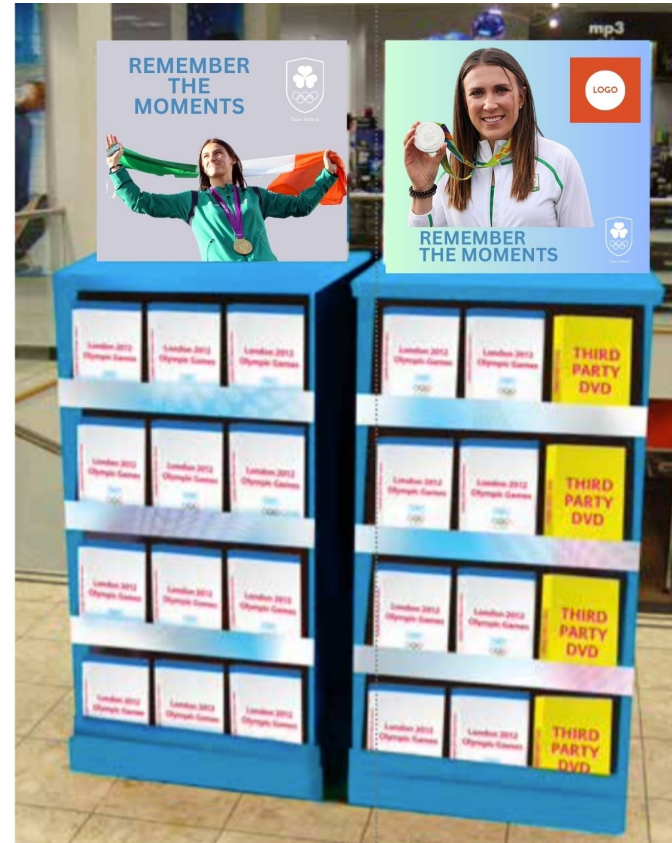
- Television commercials
- Outdoor Advertising
- Print advertisements
- Digital advertising
- All materials should be in line with the “Activating through a Third Party” guidelines when relevant
- All materials should be submitted for approval



Point of Sale

When developing Point of Sale (POS) material as part of any Team Ireland -themed activation, the following guidelines apply:

- The integrity of the Team Ireland marks must be preserved. As such, Team Ireland marks cannot be placed on the floor where people can walk over them.
- As much as possible, products should be kept separate and distinct from Third Party products.
- POS materials must adhere to the “Activating through a Third Party” Guidelines and not give any Olympic association to a retailer/third party.
- Team Ireland branded POS can only be used in connection with the promotion of the sponsor/partners agreed product/services category.



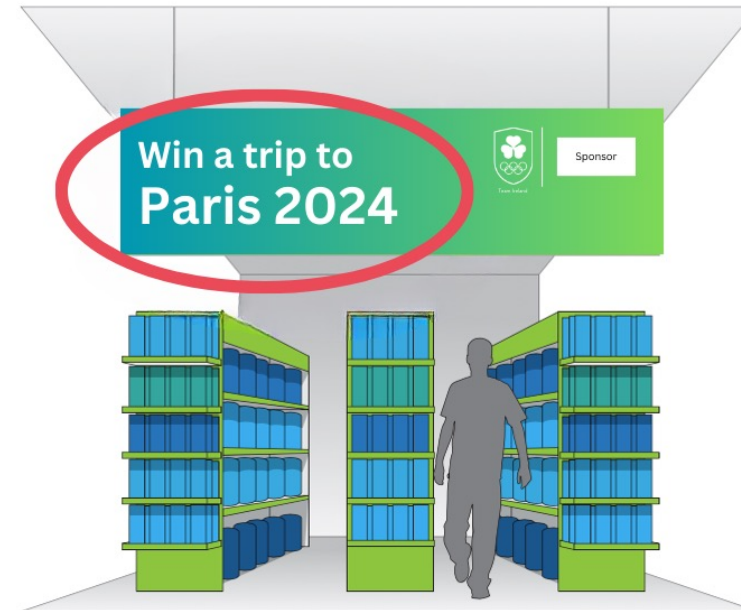
POS must be local sponsor branded, self-contained, and controlled by the NOC local sponsor to avoid any third party Olympic association.



Point of Sale contd.



The banner at the entrance of the retailer's store is NOC local sponsor branded and the promotion is clearly driven by the sponsor.



The banner is too generic with very little NOC local sponsor branding and too much of the retailer's look and feel, and as such there is no clear ownership. Additionally, it is not NOC or Team related and therefore not acceptable.



 Third Party Branding



Loyalty Programmes

APPLICATION:

- The promotion and purchase can be tied only to products within the agreed sponsor/partner category.
- The sponsor/partner product(s) must be mentioned before the loyalty programme reference.
- All mentions of the loyalty programme need to be in line with the “Activations through a Third Party” guidelines.
- Visa® has exclusive rights with respect to payment methods, including, but not limited to, debit, credit, gift and pre-paid cards. As such, sponsors/partners may not run promotions in gift cards for example, unless they work with Visa®.



- Visa® gift cards
- Percentage off
- X amount off a product purchase
- Instant or future savings
- Shop at X and 1% will go to supporting team Ireland



- Show or use a loyalty card and get a generic retailer gift card / certificate
- Spend x amount at retailer and get x amount off future purchases
- Store credit in the form of certificates, vouchers, cards, etc. is considered as a form of payment and is therefore not acceptable.



Olympic Games Tickets Promotions

APPLICATION:

- Olympic Games ticket promotions must be in relation with Team Ireland
- Olympic Games tickets may be used for internal or external promotions. The reference to the tickets must be linked to Team Ireland's participation in the Olympic Games and not to the Olympic Games in general (e.g. "Win a chance to see your Team compete").
- Please also ensure that tickets are used properly and responsibly in a manner consistent with the terms of the OCOG's ticketing program policies and in line with Team Ireland's agreement with the IOC and the OCOG. This includes upholding any relevant ticketing terms and conditions outlined by the OCOG.



Activations at Third Party Events

PRINCIPLES:

- NOC local sponsors may activate at non-Olympic events such as the following:
- Non-Olympic sports events, including events recognised by the IOC, any and all sporting events such as [any sport] World Cups, trials, Continental Games, etc.
- Other non-Olympic events such as national day celebrations, trade shows and other commercial fairs, etc.

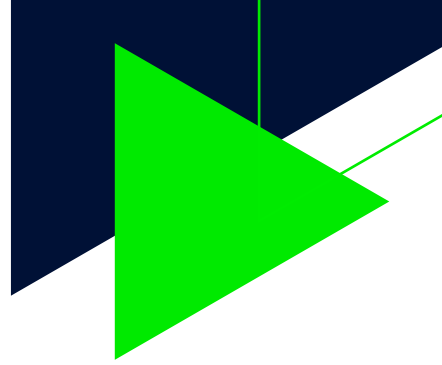
APPLICATION:

Kiosks or other contained exhibition spaces should:

- Be used solely for the promotion of sponsor/partner Olympic sponsorship activation
- Be fully controlled/managed by the Team Ireland Sponsor/Partner.
- Not include any other companies' logos or non-Olympic event logos near the Olympic marks, as per the standard "Activation through a Third Party" guidelines.
- Not in any way create an Olympic association with the non- Olympic event.
- Best efforts should be made to source all products from the Olympic sponsor community or they should be unbranded.



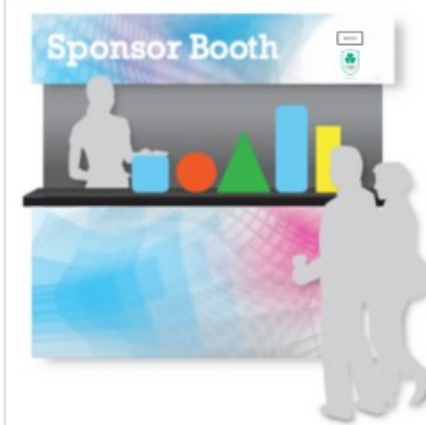
Activations at Third Party Events contd.



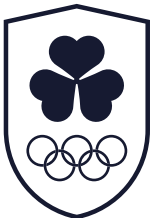
Third Party and the NOC local sponsor is not clear enough.



Displayed products are from the NOC local sponsor's Olympic-related product category



Displayed products are from a Third Party or for which no Olympic-related marketing rights have been granted



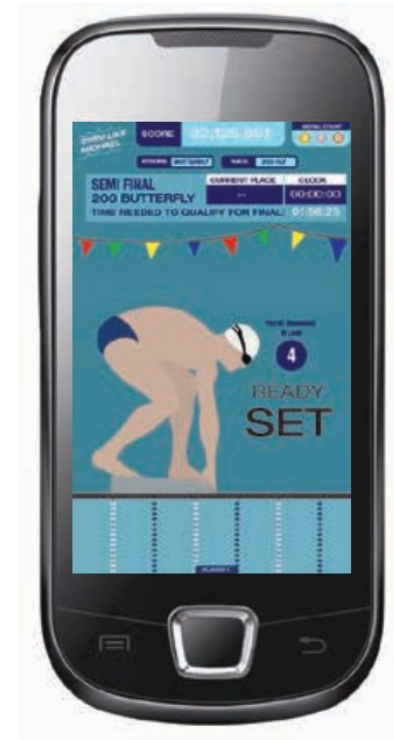
Interactive Entertainment Software

Sponsors/Partners may include gaming/interactive components in support of their overall activations and in connection with their Olympic- related product category, however not as a standalone activation.

PRINCIPLES:

In order to develop any gaming/interactive components as part of activation plans, sponsors/partners must submit for approval all relevant details relating to the proposal. The submission should be made directly to Team Ireland who will liaise with the IOC for approval – it should include the following details:

- The main characteristics of the gaming/interactive components (type of gameplay, characters, sports and/or venues, any Olympic-themed elements and game themes, as well as general game design)
- The contractors involved in the development and delivery of the gaming/interactive component
- The platforms upon which the gaming/interactive components will be available
- Methods of access to the gaming/interactive components (download or web page)
- All functionalities involved in the experience, play or delivery of the gaming/interactive components



Premiums

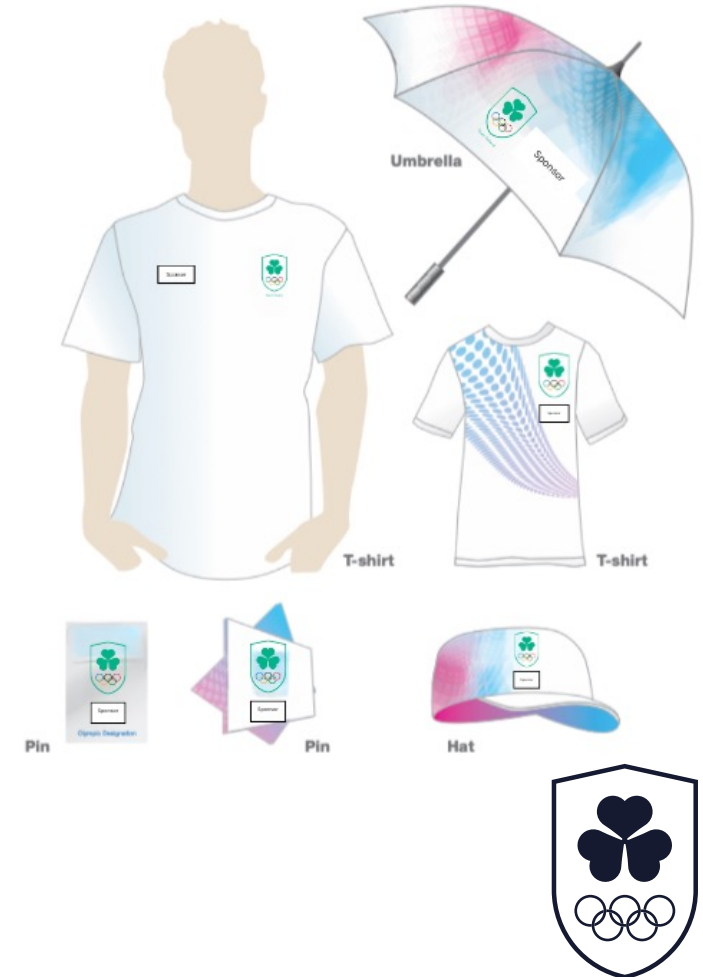
PRINCIPLES:

Premiums are items that:

- Are given away free of charge or sold at a subsidised price in connection with the promotion or sales of a Team Ireland sponsor/partners products/services.
- Bear a composite or standalone logo which includes the Team Ireland logo

APPLICATION:

- The application of the composite/standalone logo must comply with the as stated in this document
- Premium merchandise suppliers/manufacturers are not entitled to any overt brand or corporate identification on premiums, unless this is prescribed by law. However, a manufacturer identification on the inside label of a premium is acceptable in the case of an apparel item such as a cap/t-shirt.
- If the merchandise supplier is a TOP or an Team Ireland sponsor with a product in the relevant Olympic-related product category, branding may be acceptable depending on the corresponding contractual rights.



Premiums contd.

APPLICATION CONTD:



Premiums MAY be referred to as:
“[Team Ireland apparel sponsor] [Team Ireland] Olympic Team hat”



Premiums MAY NOT be referred to as:
“Olympic” as an adjective, such as
“Olympic T-shirt” or “[local sponsor] Olympic Hat”



A reference linked to the Games such as
“Olympic Games pin” or “Team Ireland sponsor/partner Olympic Games hat”.

PREMIUM SOURCING:

- Team Ireland sponsors/partners are responsible for ensuring that the quality of the premiums is suitable for an Olympic-themed promotion and preserves the integrity of the Olympic Movement.
- Premiums in the TOP Partner and Team Ireland sponsor/partner Olympic-related product category
- Best efforts shall be made by sponsor/partner to source premiums falling within the Olympic-related product category of a Team Ireland sponsor/partner or any IOC TOP Partner

Premiums outside Olympic sponsor product categories or not sourced from the Olympic sponsors in their Olympic-related product category

- These suppliers/manufacturers are not entitled to any marketing rights and any premiums must be unbranded unless this is prescribed by law as per previous page.



Media Releases and Related Materials

PRINCIPLES:

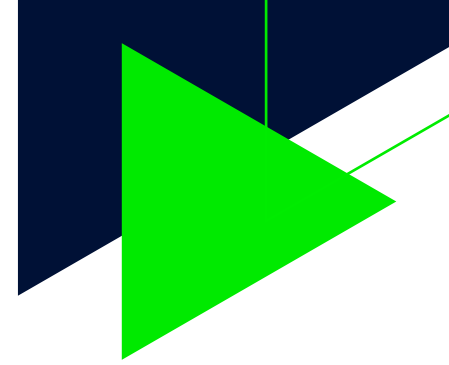
- In order to clarify the relationship Team Ireland, the text of the release should include the Team Ireland composite logo with an Olympic designation and should be in full-colour.
- All quotes from Team Ireland personnel must be sourced from, and approved by, the relevant Team Ireland parties.
- When referencing a Third Party in a media material, it should only be in the form of a secondary reference and not appear in the title/headline. Note that the Third Party cannot conflict with a TOP Partner or NOC local sponsor.



Games-time Activation featuring Athletes, Athlete Apparel and Equipment

PRINCIPLES:

- Before each Olympic Games edition, the IOC will communicate the period of the Olympic Games as defined by Rule 40 and confirm the conditions under which Olympic sponsors and Rights Holding Broadcasters may be granted exceptions to such Rule. This must be taken into consideration by NOC local sponsors when planning activations. Please also refer to the IOC Social Media, Blogging and Internet Guidelines for participants and other accredited persons at the Olympic Games.
- When NOC local sponsors choose to use athletes in Olympic-themed activations they have two options:
 - Option 1: Use Olympic Games photographs and footage (subject to permissions)
 - Option 2: Produce new photographs or footage, or use existing images from other sport events. (e.g. World Cups)



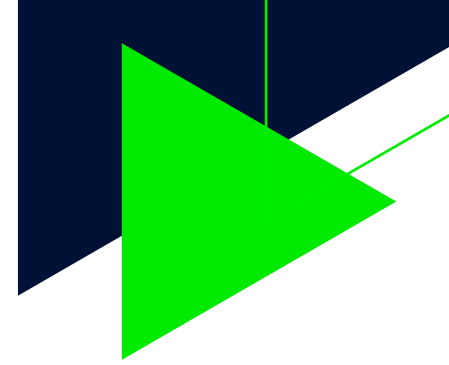
Games-time Activation featuring Athletes, Athlete Apparel and Equipment

APPLICATION:

The below applications are for activations running during the period of the Olympic Games as defined by Rule 40 of the Olympic Charter.

When choosing Option 1:

- “Use of Olympic photographs and footage” guidelines apply.
- In case the NOC apparel sponsor has changed in between Games editions, Partners may use the image as such providing it is clearly recognisable that it is an image from an Olympic Games edition. Recognition can be achieved by assuring the presence of at least one recognisable Olympic Property (e.g. Olympic rings or Games emblem, look of the Games, word mark etc.) on the athlete or the background. When this is not possible, the activation must include a moniker such as “Athlete first & last name, Games edition + year” e.g.: Michael Phelps, London 2012. This moniker can also be added to the image copyright notice.



Games-time Activation featuring Athletes, Athlete Apparel and Equipment

APPLICATION:

When choosing Option 2*, NOC local sponsors may have the athlete wear any of the following:

- Current NOC uniform
- NOC apparel sponsor branded apparel that is Rule 50 compliant
- Generic and unbranded apparel. When choosing this option, any item of equipment and footwear must also be unbranded so that non- Olympic sponsors do not receive an undue association.
- During Games-time, NOC local sponsor branded clothing is not allowed in promotions; however we allow the following exception:
An NOC local sponsor composite logo may appear on athletes' apparel, as long as it is Rule 50 compliant and only during physical appearances at NOC local sponsors' events.
E.g. press conference, motivational speeches, hospitality programmes. The images from these events can be used in PR materials on all platforms, but cannot be utilised for advertising campaigns.

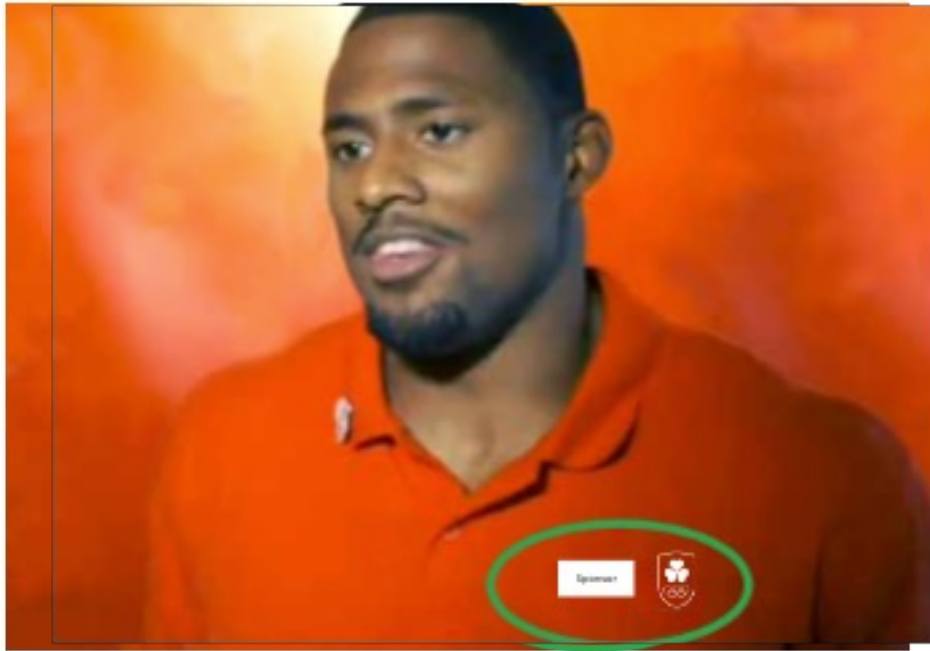
*Option 2 is subject to NOC approval.

For Rule 50 compliant branding size guidelines, by discipline, refer to the document "Authorised Identifications of Manufacturers".



Games-time Activation featuring Athletes, Athlete Apparel and Equipment

APPLICATION:



An NOC local sponsor composite logo is allowed on athletes' uniforms during the period of the Olympic Games, in the case of physical appearances at NOC local sponsor events such as press conferences, motivational speeches etc. Such composite logo must be Rule 50 compliant.



No NOC local sponsor branding including composite logos is allowed on athletes' uniforms and equipment in activations running during the period of the Olympic Games.



User-generated photographs and footage in Activation

NOC local sponsors may wish to build campaigns or populate activations with content created by the general public, photographs and/or videos captured during the period of the Olympic Games. These guidelines are intended to clarify how this content may be used.

The following principles and table provide an easy-to-understand guide governing the use of content created by the general public.

PRINCIPLES:

- Any use by the NOC local sponsor of user-generated content must be focused around the individual's personal experience at the Games and should be written in the first person and in a diary-type format. It cannot be produced with editorial or journalistic content. It must focus on the National Olympic Team and not on the specific edition of the Olympic Games.
- Photographs taken by individuals within an accredited area should be used as part of an existing and recognisable activation and not a standalone promotion or communication.
- Only videos taken outside of competition venues are allowed and must be centred around the individual experience at the Games.
- No videos of competitions and/or competition venues and/or common areas are allowed. Should NOC local sponsors wish to use footage of their National Olympic Team, please contact OTAB info@OTAB.com. Please note that restrictions may apply.



User-generated photographs and footage in Activation

PRINCIPLES CONTD:

The photographs taken and used as part of a campaign should:

- Feature the individual as the main focus rather than the Olympic Games, the Olympic venues, the sports event, or any other activity or third party.
- Not focus on the sporting activity taking place in the Olympic venues at the time the photographs are taken.
- All rights should be cleared with the individuals appearing in the photographs (athletes and general public). The picture should not infringe on other athletes' individual privacy.
- Any member of the audience who captures images/footage should not interfere with the Olympic venue operations. At any time, the OCOG staff may choose to ask the individual to stop if they feel it is interfering with the spectator experience.



User-generated photographs and footage in Activation

PRINCIPLES CONTD:

USE OF USER-GENERATED PHOTOGRAPHS AND VIDEOS BY NOC LOCAL SPONSORS

✓ Content taken within these premises may be used, subject to approval, by NOC local sponsors for their activations/promotions as long as it is in line with the below principles.

✗ Content taken within these premises cannot be used by NOC local sponsors in their activations/promotions.

Venues where photographs have been taken:

Type of users:	City and around Olympic Park	Inside Olympic venues	Olympic Park common domain	In and around showcasing and studio set	Olympic Village incl. residential area
Photographs produced by official photographers	✓	✓	✓	✓	✗
Photographs produced by athletes	✓	✓	✓	✓	✗
Photographs produced by a person accredited by the NOC local sponsor	✓	✓	✓	✓	✗
Photographs produced by non-accredited person	✓	✓	✓	✓	✗
Spectators	✓	✓	✓	✓	✗

Definitions: **Olympic venues** refers to any competition, non-competition or training venues. **Olympic Park common domain** refers to the area between sites (venues and facilities), within a perimeter (such as the Olympic Park) but outside the various site perimeters to which access is granted either by ticket or accreditation. **Olympic Village** refers to the accommodation complex reserved exclusively for athletes and accompanying officials.

! **Remember:** No videos filmed by individuals within any of the Olympic venues may be used in activations/promotions. Should you wish to utilise footage, please contact images@olympic.org to request content. Note that restrictions may apply.



Team Ireland Hospitality Venues at the Olympic Games

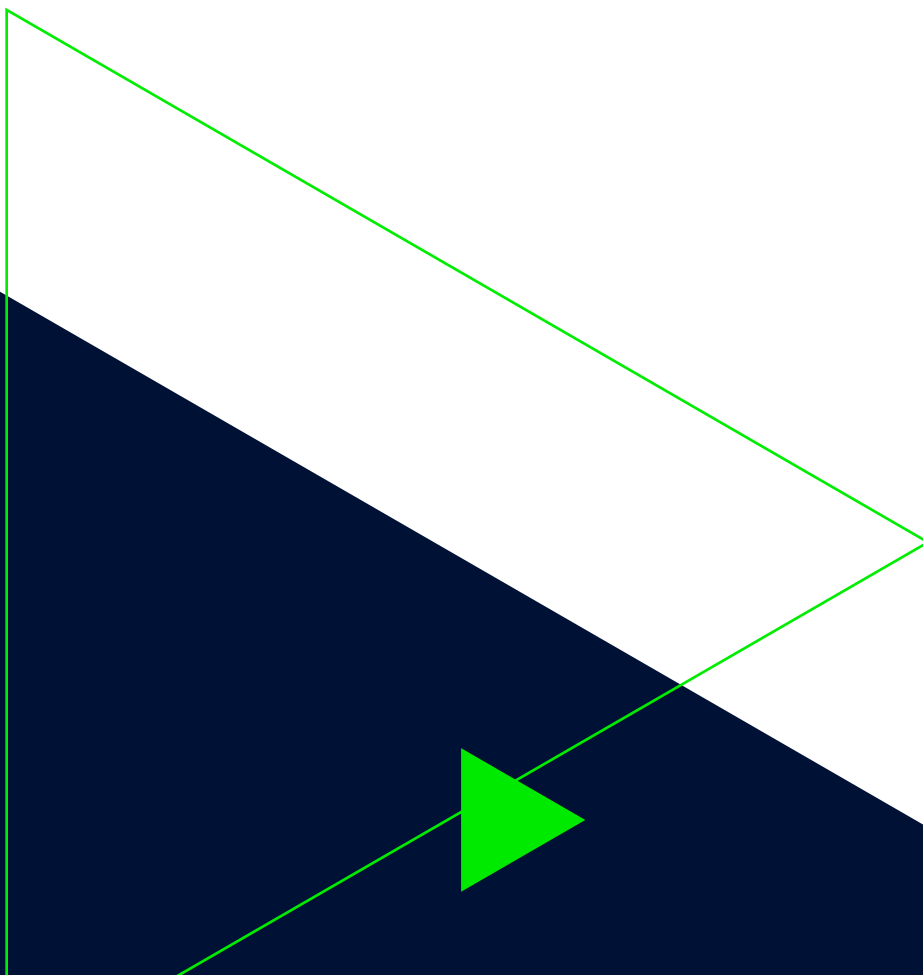
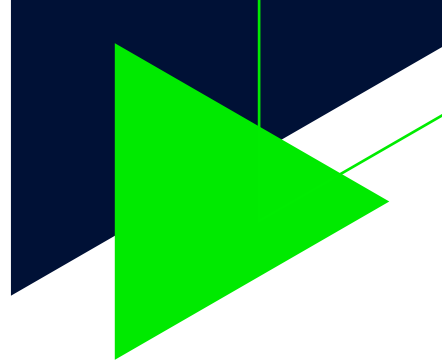
APPLICATION:

Each Organising Committee of the Olympic Games will provide specific guidance to the NOCs having a Hospitality House at the Olympic Games. Please liaise with your NOC to obtain the applicable rules – in general, the following guidelines must be respected:

- There may not be any commercial branding on the outside of the House or visible from the outside. Therefore, there may not be any NOC local sponsor logos, branding, promotion or communication on the outside of the house / visible from the outside.
- The name of the NOC Hospitality House cannot include either the corporate name or brand nor can it include the logo of an NOC sponsor (for example, “[sponsor name] House” “[sponsor name] [NOC name] House”). Any recognition using a designation such as presented by [sponsor name] or similar is strictly limited to the inside of the NOC Hospitality House.
- NOC local sponsors may not conduct Olympic-themed promotions outside of the NOC Hospitality House, whether through adverts, leafleting, or public relations.



Athlete / Team Agreement



Team Agreements

Athletes are bound to their Rule 40 principles as members of the team.

“ to assist and co-operate with the OFI and OFI Partners to enable the OFI Partners to maximise the promotional benefits from their sponsorship of, or supply to, the OFI and Team Ireland. By way of example, OFI Partners may use Team Members in advertising or promotions during the term of this Agreement in the following ways:

1. Congratulatory e.g. “Company ABC congratulates Athlete ABC on his/her medal.” No reference can be made to the company’s product or services.
2. Generic e.g. Company ABC advertisement with Team Member imagery and/or text “ABC supports athletes in their efforts to win gold”.
3. Product /Service Specific e.g. image of an athlete on product packaging. Such communication cannot refer to or be perceived as enhancing the athlete’s performance at the Games. There should be no direct reference or suggestion that the use of any product or service enhances performance (e.g. “official product” of the athlete). All image use will be in accordance with this Agreement which provides that any use is limited to athletes appearing and being portrayed as a member of the Team (with current or past members of the Team), meaning a minimum of 4 athletes across 3 sports, unless the consent of the individual athlete has been obtained.

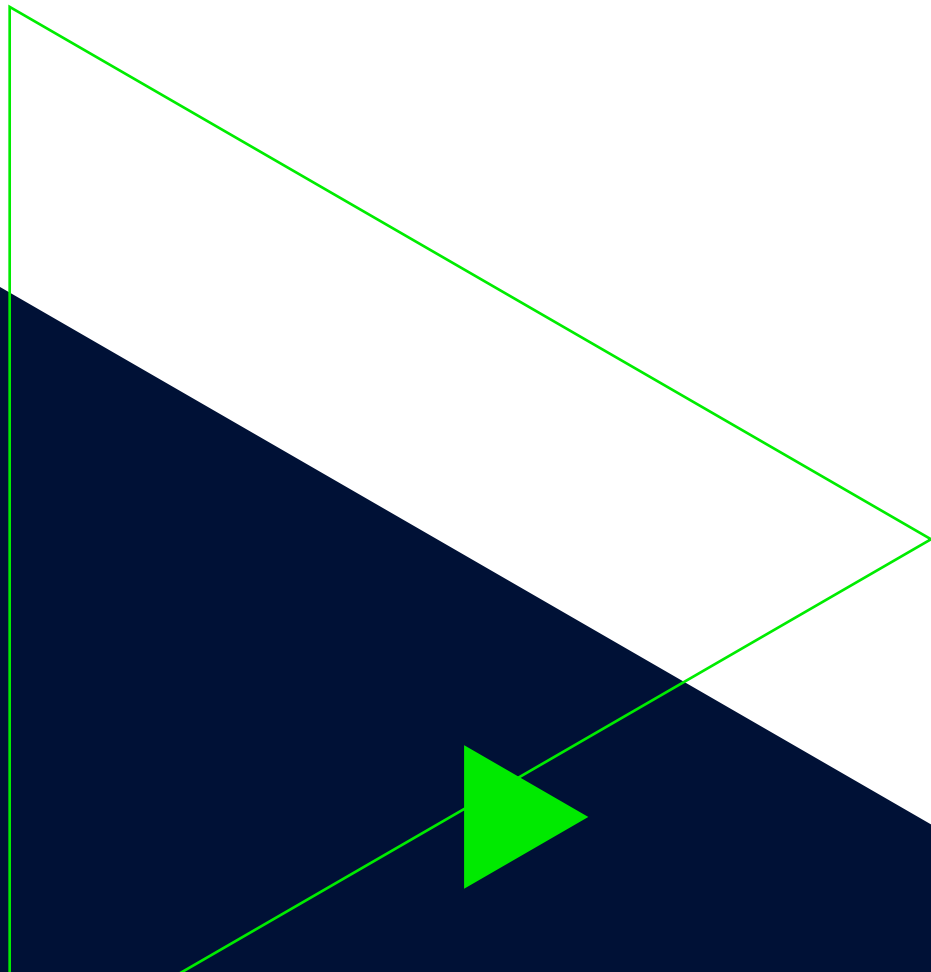
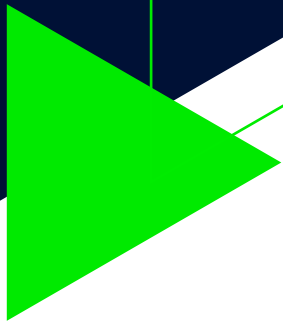
For more information please contact:

Kevin@olympicsport.ie

Gavin@olympicsport.ie



Other



Olympic Photographs and Footage

The Olympic archives contain more than one hundred years of Olympic Games history, including photos, audio-visual material and objects from The Olympic Museum's collections.

Sponsors and Partners are encouraged to take full advantage of this unique content for marketing and communication activities.

Imagery: Heather@olympicsport.ie images@olympic.org

Video: Heather@olympicsport.ie or OTAB via info@otab.com

- Olympic photographs and footage can only be used in relation to Olympic-related activations and not in connection with other sporting bodies or non-Olympic sports events.
- Images should be focused on the Irish Olympic Team and not images of the Olympic Games in general which would otherwise imply that the company is a sponsor of the Olympic Games.
- It is the sponsor/partners responsibility to clear all necessary rights pertaining to the photographs and footage, including without limitations, any necessary consent of the athletes and other persons featured.



Olympic Games Medals

Olympic Games medals should only be used with specific reference to the athlete who won the medal i.e. the athlete should wear the medal, or there should be a textual reference in relation to the athlete/ Team winning the medal. Olympic Games medals should only be held or worn by the person who actually won that medal.

Use of generic medal images

- NOC local sponsors are permitted to use generically designed medals in their activations provided:
- They are not representing official Olympic medals in part or as a whole.
- No Olympic properties are superimposed on the medal apart from a Team Ireland sponsor/partner composite logo.
- The medal is not represented by a sponsor's/partner's product (e.g. a medal in the form of a product)

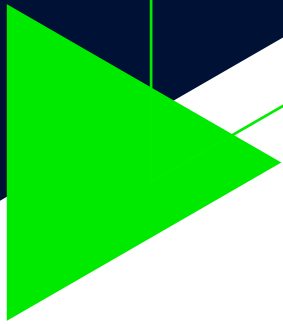
Use of generic medals as internal giveaways

Medals may not be awarded in a local activation as a consumer premium. NOC local sponsors may create medals for internal incentive programmes only, subject to the following:

- They are not a replica of any official Olympic Games medal(s).
- They are not made of valuable metal (e.g. gold, silver or bronze).
- Their design includes the NOC local sponsor composite logo or corporate logo.



Use Permissions



Use Permissions

All external uses of Team Ireland / OFI logos or brand assets must be approved in advance.

For approval requests, send proposed artwork to kevin@olympicsport.ie , ciara@olympicsport.ie or gavin@olympicsport.ie

