



Brand Protection Guide

Tourism, Hotel
and Leisure Sector

VERSION 1





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and Leisure Sector



Rio 2016 Brand Protection Guide for the Tourism, Hotel and Leisure Sector

This publication is a dynamic document aimed at providing the tourism, hotel and leisure sector with information about Olympic and Paralympic brand protection.

The guidance contained here is valid for all official events in the Rio 2016 Games calendar, including the torch relay, test events and live sites, among others.

We recommend reading this guide together with the Advertising Market and Advertisers Guide, which is available at www.rio2016.com/copyright.

This material's content will be updated periodically; whenever new versions are approved, they will be posted at www.rio2016.com/copyright.

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1 | Overview

One of the most important legacies that the Rio 2016 Olympic and Paralympic Games will leave for Brazil is promotion of our country's global image, and a subsequent increase in interest among people from across the world in visiting us.

The Rio 2016 Organising Committee for the Olympic and Paralympic Games believes in this growth and wishes to ensure that all visitors are well-received and enjoy a fantastic experience, both those coming for the Rio 2016 Games as well as those visiting for other reasons.

This document contains guidance on the use of the Rio 2016 official brands, helping companies in the tourism sector to become involved with the Games in the proper manner, without harming the Rio 2016 Games' source of funding.

2

The Rio 2016 Games' source of funding

Rio 2016 is a private, non-profit organisation responsible for the planning, organisation, delivery and legacy of the world's greatest sporting event. The budget for organising the Rio 2016 Games is R\$7 billion; resources which will come from the private sector, in the form of sponsorship, ticket sales, licensing and transfers of funds from the IOC.

For more details, please see: www.rio2016.com/en/news/news/rio-2016-committee-announces-r7bn-budget-for-organising-the-olympic-and-paralympic-games

3

Why we need to protect the Rio 2016 official brands

The Olympic and Paralympic brands are the visual representation of the Olympic and Paralympic ideals and values, as well as those of the Rio 2016 Games.

Above all, our official partners associate themselves with the Games because they believe that the philosophy contained in the Olympic and Paralympic ideals will add value to the building of their brands, products and services.

That is why it is so important to preserve the emotional and commercial value of the Rio 2016 official brands and offer official partners exclusive association with the Games.

4

Official partners of the Rio 2016 Games

4.1 COMMERCIAL

The Rio 2016 Games' current commercial partners are:



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OFFICIAL SPONSORS



OFFICIAL SUPPORTERS



OFFICIAL SUPPLIERS

EF Education First Nielsen Nike

SUPPLIER

EMC



WORLDWIDE PARALYMPIC PARTNER



OFFICIAL SPONSORS



OFFICIAL SUPPORTERS



OFFICIAL SUPPLIER

EF Education First

Only commercial partners may use the Rio 2016 brands for a commercial purpose, and always in strict accordance with prior and specific authorisations.

4.2 NON-COMMERCIAL

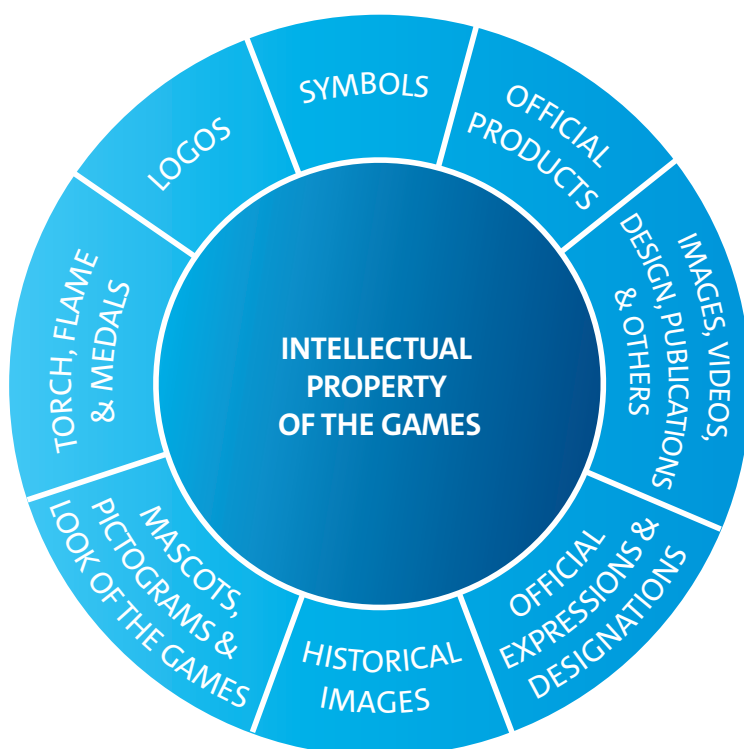
This group currently contains the three levels of government: municipal, state and federal.

GOVERNMENTAL PARTNERS



5 | Official brands

The Games' intellectual property is composed of marks, symbols, images, videos, official expressions, anthems and songs, among others. All of them, through their specific features, represent the Games' identity, and convey the Olympic and Paralympic values.



The following page presents the Rio 2016 Games' main protected marks, symbols, images and official expressions.

5.1 OFFICIAL MARKS OF THE RIO 2016 OLYMPIC AND PARALYMPIC GAMES



Pictograms of Olympic and Paralympic sports



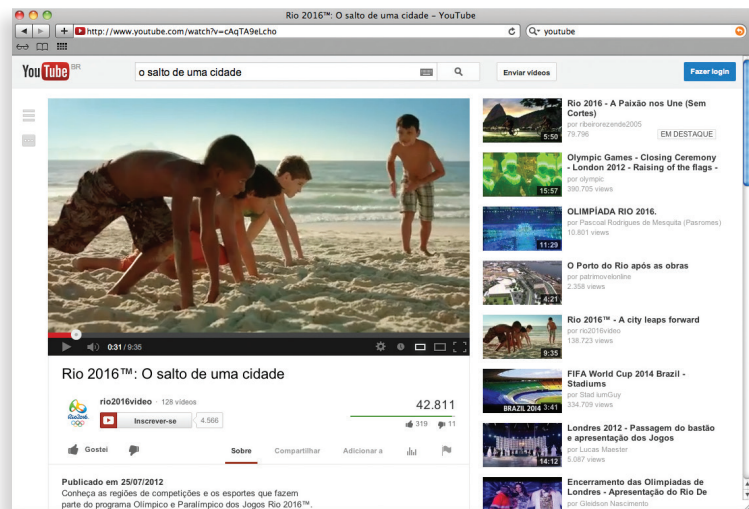
Official font

Passion
& Transformation
Energy Rio2016™
Excellence
Respect

Official products



Videos, presentations, images and other design work



‘A city’s leap’ official video

Official designations and expressions

As well as the protected symbols and marks, there is a series of expressions and designations that create a direct association with the Rio 2016 Games, called ‘Olympic expressions’.

Some examples:

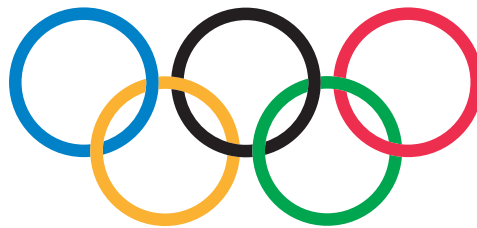
- Rio 2016 Games
- Olympic and Paralympic Games
- Olympic Games
- Paralympic Games
- Rio 2016 Olympic Games
- XXXI Olympic Games
- Rio Olympics
- Rio 2016 Olympics
- Rio 2016 Paralympics
- Rio Paralympics
- Rio 2016

Notes:

- Films, presentations, images, music, art and designs created by Rio 2016 or other official Olympic and Paralympic authorities related to the Games are protected by copyright.
- We call the different brands, marks and elements that constitute the Games’ intellectual property the ‘Rio 2016 brands’.

5.2 INTERNATIONAL OLYMPIC COMMITTEE (IOC) AND INTERNATIONAL PARALYMPIC COMMITTEE (IPC) BRANDS

Olympic rings



Paralympic Agitos



Mascots



Wenlock and Mandeville – London 2012



Misha – Moscow 1980

Olympic and Paralympic flames and torches



London 2012 Olympic flame and torch

Historical images

Look of the Games

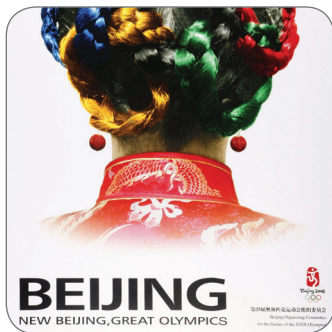


Beijing 2008



London 2012

Posters



Beijing 2008



London 2012

Pictograms



Beijing 2008



Athens 2004

Mascots



Beijing 2008 – Olympic mascot



Sochi 2014 – Olympic mascot

Medals



Beijing 2008 – Olympic medals



London 2012 – Paralympic medals

Torches



Beijing 2008 – Olympic torch



London 2012 – Paralympic torch

The Olympic motto

“Citius, Altius, Fortius” – the Latin for “faster, higher, stronger.”

The Olympic creed

“The most important thing in life is not the triumph, but the fight; the essential thing is not to have won, but to have fought well.” – Baron Pierre de Coubertin

The Paralympic motto

“Spirit in Motion.”

The Paralympic vision

“To enable Paralympic athletes to achieve sporting excellence and inspire and excite the world.”

5.3 AS BRANDS OF THE BRAZILIAN OLYMPIC COMMITTEE (COB) AND BRAZILIAN PARALYMPIC COMMITTEE (CPB)



Brazilian Olympic Committee
logo (COB)



Team Brazil logo (COB)



Brazilian Paralympic Committee
logo (CPB)

The expressions mentioned in this document are just some of an extensive set that are protected, together with their abbreviations, traditions and variations. For more details about the Olympic and Paralympic symbols, see:

olympic.org/Documents/reports/eN/en_report_1303.pdf

paralympic.org/IPC/Paralympic_Symbol_Motto.html

www.cpb.org.br

www.cob.org.br

www.rio2016.com/copyright

6

Brand Protection area's guidelines for the tourism sector

6.1 GENERAL PRINCIPLES

Rio 2016 recognises that a range of communications activities throughout Brazil will help to involve society in celebrating the Rio 2016 Olympic and Paralympic Games, leveraging support for the event.

It also recognises that tourism, hotel and leisure companies, among others, will be directly involved in providing goods and services to visitors during the Rio 2016 Games, and consequently will communicate such actions.

These companies may include the Rio 2016 Games in their communications in an appropriate and proportional manner, through references and factual statements.

However, in order for Rio 2016 to maintain integrity of the brands and exclusive rights of our official sponsors, companies must ensure that their communications are not promotional, nor have a commercial purpose, and that no official association or relationship with the Rio 2016 Games is implied.

Tourism, hotel and leisure companies, among others, may not use official brands, including official expressions, to promote goods and services.

The inclusion of Rio 2016 Games-related information and references must always be auxiliary to the goods or services offered, and never serve as the main promotional element for sale and publicity thereof.

Guidance on how to mention the Rio 2016 Games in communications are given below.

6.2 FACTUAL STATEMENTS

It is possible for tourism sector companies to make reference to the Rio 2016 Games in an illustrative manner, to state a fact, e.g. describing the facilities or services that they offer, or informing visitors about the dates and locations of events.

However, references or statements about the Rio 2016 Games must abide by the following criteria:

- They must not suggest that the company has any official relationship with the Rio 2016 Games
- They must be of informative rather than promotional nature. Accordingly, statements about the Games must not be highlighted or published so as to draw attention to a promotion or advertisement about the Rio 2016 Games
- They must be within a context relevant to the Rio 2016 Games
- Companies are not permitted to use any of the protected brands mentioned in section 5
- Companies may not publish or produce any promotion, advertisement, announcement, special offer, website or promotional editorial material that uses the Rio 2016 Games as their main theme

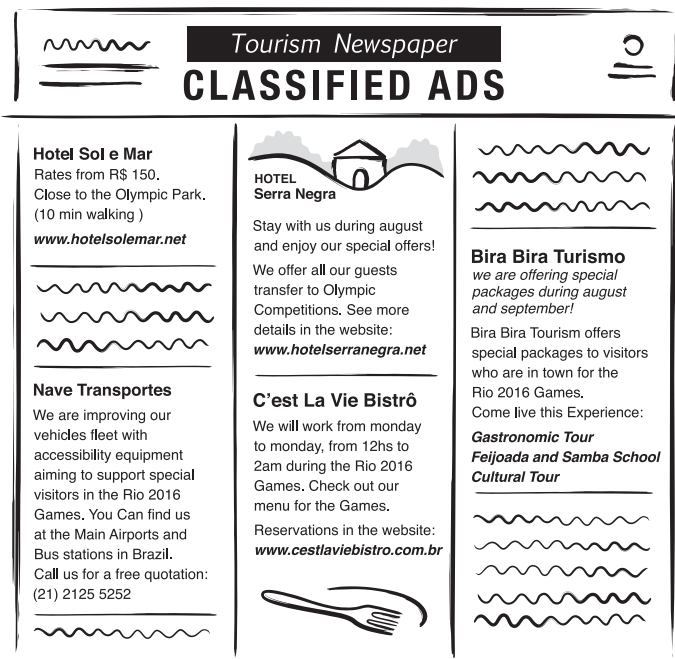
Note: To guarantee that a marketing communication does not have the Rio 2016 Games as its main theme, references to the Games must be made in a secondary manner, without using the Rio 2016 Games in the title or in another prominent location.



✓ The above example is acceptable, as it mentions the Rio 2016 Games in a reference-type way, giving useful information to visitors.

6.3 REFERENCES AND INFORMATION ABOUT PRODUCTS AND SERVICES

Companies may state facts related to the Games that are relevant to visitors and tourists, as in the following examples:



✓ The examples above are acceptable, as the Rio 2016 Games are mentioned in a proportional way, as a reference rather than a main promotional point.

Note: References and statements of facts about the Games may not imply any official association with the Rio 2016 Games, and they must be used in a proportional and not promotional manner.

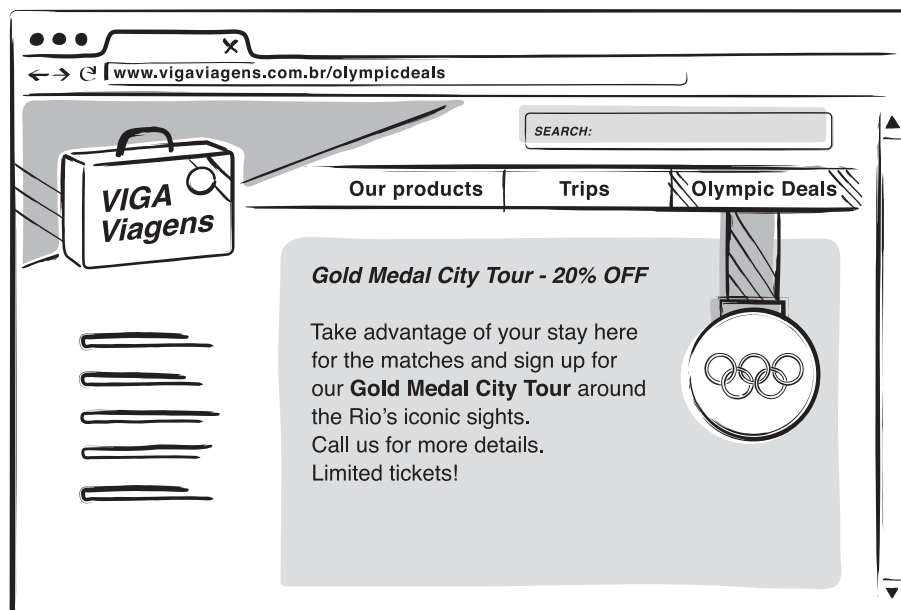
6.4 SPECIAL OFFERS

Special offers are more promotional than informative, so they may not use the Rio 2016 Games or any of the Games' intellectual property as their theme.

Nevertheless, it is possible for companies to make generic special offers, which will naturally be attractive to Games visitors and tourists as well as regular tourists.



The above example is acceptable, as it does not use official brands or properties to lead offers of goods and services.



The examples above do not comply with our guidelines, as they use the brands as a main theme for offers and are applied outside a context of statement of facts and reference.

6.5 TICKETS FOR THE RIO 2016 GAMES

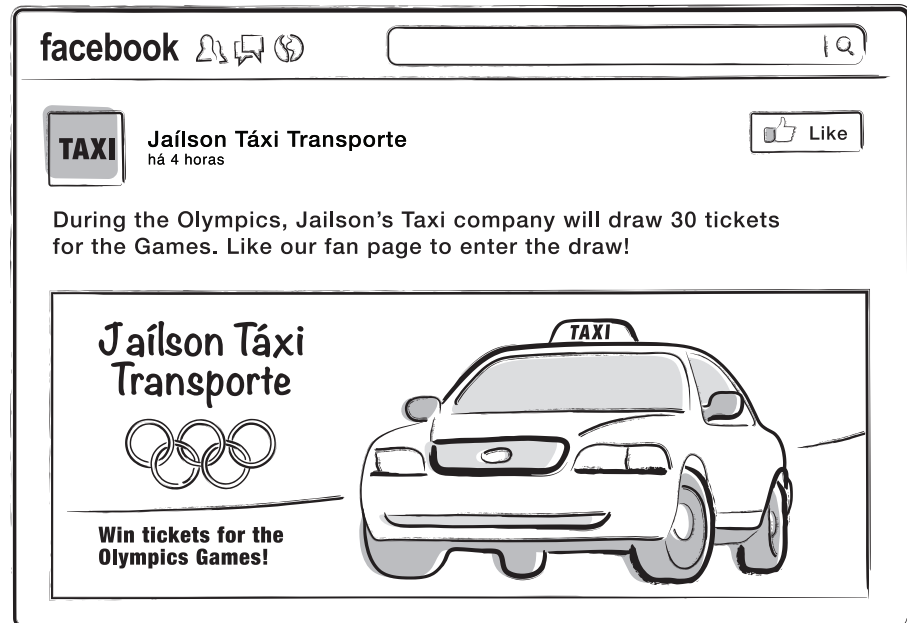
Public ticket sales for the Rio 2016 Games will begin in 2015. Only Rio 2016 and National Olympic and Paralympic Committees (in the case of other countries) or an official agent appointed by those organisations will be authorised to sell official tickets.

Travel agents should advise their customers and tourists to seek out official points of sale if they are interested in acquiring tickets for the Rio 2016 Games. All information about ticket sales will be provided on www.rio2016.com.

Only official sponsors may undertake promotional actions

featuring tickets for the Rio 2016 Games.

Please note that the Rio 2016 official tickets consist of all tickets for



The above example does not comply with our guidelines, as the company does not have permission to hold promotions involving official tickets.

sport competitions, as well as non-sport competitions, such as the Olympic and Paralympic Games opening and closing ceremonies, and any other official event in the Rio 2016 Games calendar.

Official tickets form part of the Rio 2016 Games' intellectual property, and are protected by Rio 2016. Brazilian legislation considers it a crime for people and entities not authorised by Rio 2016 to sell tickets, as is the sale of fake tickets.

6.6 RIO 2016 OFFICIAL PRODUCTS

Rio 2016 licensed products will be sold in stores and on www.rio2016.com as of 2014. Information about product launches will be provided on Rio 2016's official website.

All licensed products display a holographic Rio 2016 label, conferring authenticity and credibility to official products.

It is not permitted to produce any kind of product (t-shirts, mugs, pin badges, etc.) featuring Rio 2016 logos for promotional, institutional or, above all, commercial purposes.



Promotional t-shirt improperly using the logo of the Rio 2016 Games.



Mug featuring the Rio 2016 Paralympic Games logo.

7

Ambush marketing

According to the IOC, ambush marketing means any intentional or unintentional attempt to create a false and unauthorised commercial association with the Games or Olympic Movement.

By way of analogy, it is like ‘hitching a ride’ on the visibility generated by an event without paying anything for the right to do so. Such a practice leads the public to mistakenly associate the Games with certain brands that do not have any relationship with the event, directly and significantly harming the investments made by official partners.

The IOC and IPC are engaged in a range of actions to prevent and combat ambush marketing. At each edition of the Games, educational campaigns have been carried out with commercial and non-commercial institutions in order to disseminate the importance of combating this harmful market practice.

8

Laws protecting the Rio 2016 brands

Whenever a city is selected to host an edition of the Olympic and Paralympic Games, it automatically makes a commitment to protect the Games' symbols and values, as well as their integrity and image. A series of laws that protect Olympic and Paralympic intellectual property from unauthorised use are already in place, including the following:

Law 9,279/96 – Intellectual Property Law, designed to protect visually distinctive signs by registering them. Signs that cannot be registered as brands include the “name, awards or symbol of a sports event (...), whether official or officially recognised, as well as imitation likely to cause confusion, except when authorised by the competent authority or entity promoting the event”. This law also describes crimes against brands, as well as unfair competition.

Law 9,615/98 – Sport Law, also known as the Pelé Law, which, in articles 15 and 87, governs the protection of Olympic signs and determines that they are the exclusive property of the Brazilian Olympic Committee (COB).

Treaty of Nairobi – This refers exclusively to the protection of the Olympic symbol. Brazil is a signatory, and has also ratified the treaty through Executive Order 90,129/84.

Law 9,610/98 – Copyright Law, designed to protect intellectual works, consisting of creations of the mind, expressed in any means or fixed in any medium, tangible or intangible, currently known or invented in the future, such as texts of literary, artistic or scientific works, dramatic works, choreographic works and mime, musical compositions, audiovisual works and photographic works, among others.

Law 8,078/90 – Consumer Defence Code, establishing consumer protection and defence standards, including measures aimed at preventing the display of advertising that could induce mistakes and/or confusion among consumers.

Specific laws enacted for the Rio 2016 Games:

RIO DE JANEIRO

Federal Olympic Act – Law 12,035/2009

State Olympic Act – State Decree 41,839/2009

Municipal Olympic Act – Municipal Decree 30,379/2009

MINAS GERAIS – BELO HORIZONTE

Minas Gerais Olympic Act – Law 18,184/2009

Belo Horizonte Olympic Act – Law 9,763/2009

BAHIA - SALVADOR

Bahia Olympic Act – Law 11,472/2009

Salvador Olympic Act – Law 7,720/2009

SÃO PAULO

São Paulo State Olympic Act – Law 13,987 (26 March 2010)

São Paulo Municipal Olympic Act – Law 14,870/2008

In addition to the protection ensured by the aforementioned laws, all relevant intellectual property is registered worldwide. In Brazil, the records are filed with the National Intellectual Property Institute (INPI).

9

Final considerations

Protecting the Rio 2016 brands is essential to the success of the Rio 2016 Olympic and Paralympic Games. By following the guidelines contained in this document, you will be helping with the organisation of the Games and supporting Olympic and Paralympic athletes.

The examples included in this guide are merely illustrative. A variety of factors – including the context and presentation – are relevant to analysing a possible infraction. Each case will therefore be examined individually, considering all the circumstances.

It is important to note that this is a guidance document and does not have the status of a LICENCE or LEGAL DOCUMENT.

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Rio 2016 Organising Committee for the Olympic and Paralympic Games

Version 2 of this publication features an updated Games budget and the inclusion of the new sponsors' panel of the Rio 2016 Olympic and Paralympic Games. Published by the Communications Department in July 2014. | For more information, please email comunicacao@rio2016.com.



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