



Olympic Games Tokyo 2020 Emblem Usage Guidelines

National Olympic Committees

Version 2.0 April 2018

Not made by Butter Branding Company | provided via free source from Butter Branding Company

Introduction

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

National Olympic Committees (hereinafter the “NOCs”) are key to the success of the Olympic Games Tokyo 2020. NOCs are responsible for promoting and advertising the Olympic Games Tokyo 2020 in their territories, consolidating an important partnership that helps broaden the global reach of the Olympic Games.

Our emblems and other assets are made available to NOCs for non-commercial purposes only. Due to the commercial rights structure within the Olympic movement, the only commercial entities with any rights to use our marks or otherwise associate with the Olympic Games Tokyo 2020 within their territories will be the Worldwide Olympic Partners and Tokyo 2020 Sponsors as appropriate.

Use of Tokyo 2020 Emblem and Tokyo 2020 Wordmark

NOCs and IFs may enhance the Olympic Identity of their uniforms (Clothing only) by using the Tokyo 2020 Emblem or Wordmark on a limited basis, provided the following conditions are observed. In general, the Tokyo 2020 Emblem and the Tokyo 2020 Wordmark must:

- be sourced directly from Tokyo 2020 and used in accordance with the Tokyo 2020 Emblem Usage Guidelines;
- not be used for any commercial purposes including, but not limited to, licensed and replica merchandise;
- only be used once per item of Clothing, with a maximum size of 30 cm² or 44 mm width;

Not made by Butter Branding Company | provided via free source from Butter Branding Company

- In particular,
- It is forbidden to associate the Tokyo 2020 Wordmark with an Identification of the Manufacturer.
 - When used in conjunction with the NOC Emblem or IF Identification, the Tokyo 2020 Wordmark should be positioned under the NOC Emblem or IF Identification with a distinctive gap or separation between the Tokyo 2020 Wordmark and the NOC Emblem or IF Identification or separated by a small dividing line. The Tokyo 2020 Wordmark can only be reproduced in its entirety as defined in the Emblem Usage Guidelines or in a generic font (i.e. Arial, Helvetica, etc.).

*The Tokyo 2020 Emblem may be used on competition and NOC clothing and must absolutely appear alone. It is forbidden to associate the Tokyo 2020 Emblem with any other Authorised Identification (such as an Identification of the Manufacturer or an NOC Emblem or IF Identification). The Tokyo 2020 Emblem can only be reproduced in its entirety as defined in the Tokyo 2020 Emblem Usage Guidelines.

NOCs are authorised to use the aforementioned Tokyo 2020 brand assets, but only under the conditions as specified in these guidelines and for non-commercial purposes. In order to access Tokyo 2020 brand assets, NOCs must request access to the specific page on the Tokyo 2020 Extranet - Connect.

For access to Tokyo 2020 brand assets, and for further enquiries regarding the Guidelines, please contact:
NOC Services and Relations
The Tokyo Organising Committee of the Olympic and Paralympic Games
noc.svc@tokyo2020.jp

Table of Contents

03	Olympic Games Tokyo 2020 Emblem
04	Emblem Clear space
05	Emblem Display colours
06	Emblem Coordination with background
07	Incorrect usage
08	Tokyo 2020 Wordmark
09	Text fonts
10	Examples News release / Handbook
11	Examples Letterhead / Business cards
12	Examples Websites

Not made by Butter Branding Company | provided via free source from Butter Branding Company

Olympic Games Tokyo 2020 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.

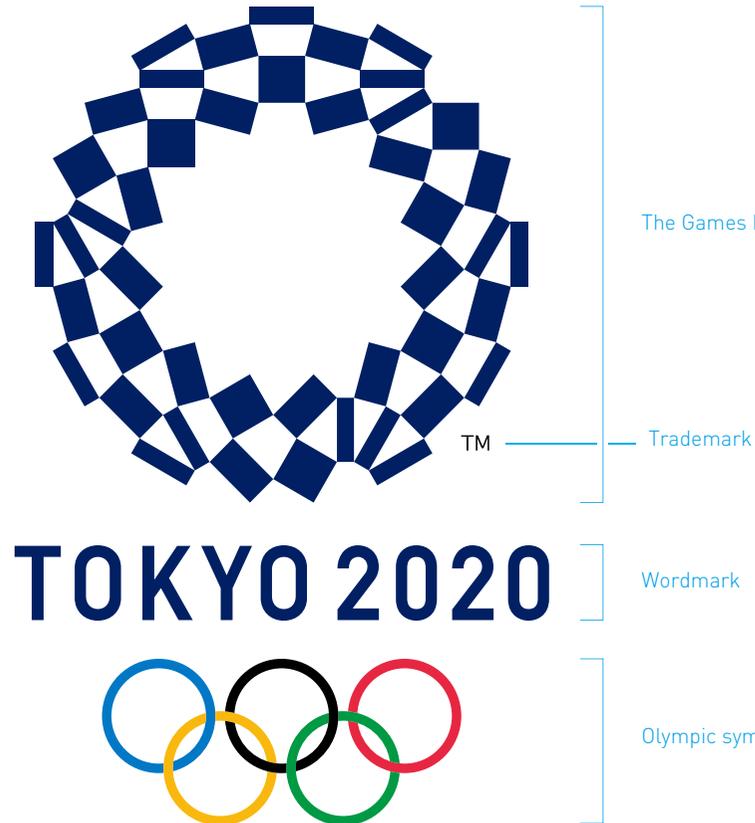
Wordmark This is the official wordmark that has been developed for the Tokyo 2020 Games. It is composed of the city name and the year of the Olympic Games.

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 emblem.



*When the Games emblem is smaller than 30mm width, the 'TM' symbol may be excluded.



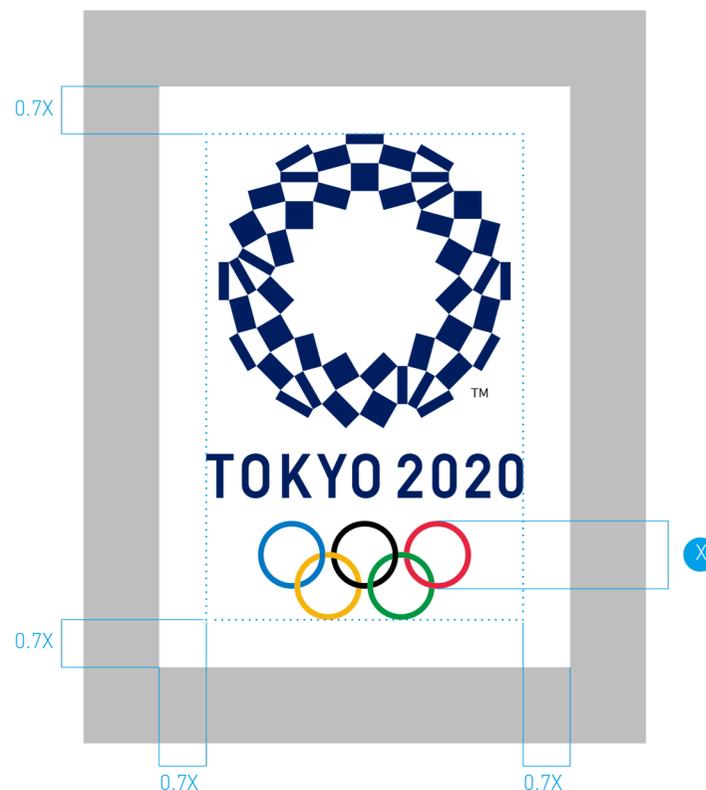
Not made by Butter Branding Company | provided via free source from Butter Branding Company

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

To ensure the legibility of the emblem for any small-size application, special care must be taken not to reduce the artwork below the minimum size guidelines. Both the full-colour and monochrome colours of the emblem should appear no smaller than 12mm / 35pixels wide. For some specific applications (e.g. on pin badges), provided that legibility of the emblem is perfectly ensured and the integrity of the Olympic rings is preserved, the rule on minimum size might not be applied, with the prior consent of the Organising Committee.



Minimum size

Print : 12mm

Digital : 35pixels



Not made by Butter Branding Company | provided via free source from Butter Branding Company

Emblem | Display colours

The emblem should be displayed in full colour on a white background. 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 monochrome colours. Please be sure to use the original data when displaying the emblem in one of the above-stated monochrome colours.

Full colour



The Games Distinctive Element colour
Wordmark colour

Emblem Blue

Pantone 281C
CMYK
C100 M80 Y0 K50
RGB
R0 G32 B99

Boxed emblem



Monochrome versions



Blue	Yellow	Black	Green	Red	White
Pantone 3005C CMYK C100 M37 Y0 K0 RGB R0 G129 B200	Pantone 137C CMYK C0 M34 Y91 K0 RGB R252 G177 B49	Pantone 426C CMYK C0 M0 Y0 K100 RGB R0 G0 B0	Pantone 355C CMYK C100 M0 Y100 K0 RGB R0 G166 B81	Pantone 192C CMYK C0 M94 Y65 K0 RGB R238 G51 B78	CMYK C0 M0 Y0 K0 RGB R255 G255 B255

Not made by Butter Branding Company | provided via free source from Butter Branding Company

Emblem | Coordination with background

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

Please refer to the Olympic symbol guidelines for all appropriate reproduction of Olympic emblems.



Use full colour emblem on a white background.



Use boxed emblem on a complex background.



Use boxed emblem on a coloured background.



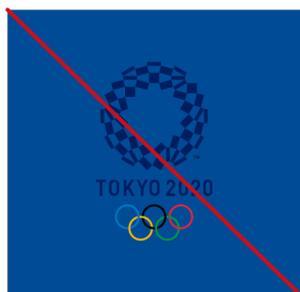
A white emblem may be displayed on a coloured background.



A white emblem may be displayed on a coloured background.



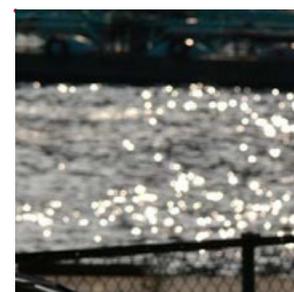
A full colour emblem may be displayed on a white background.



Do not display a monochromatic emblem on a coloured background.



Do not display a monochromatic emblem on a coloured background.



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



Do not use a border around the emblem.

Not made by Butter Branding Company | provided via free source from Butter Branding Company

Incorrect usage

The following examples show incorrect usages of the combined emblems. 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 combine the emblem with other 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.



Not made by Butter Branding Company



Do not use the Games distinctive element alone.



Do not use the Games distinctive element alone.



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



Do not display the emblem in outline.

Tokyo 2020 Wordmark

When used by NOCs, the wordmark may be applied to:

- Non-competition clothing items: clothes for opening, closing and awards ceremonies, travel/reception uniforms and casual clothes (including pin badges). In this case, the wordmark may not be directly associated with the manufacturer's logo – there must be a distance between the two logos. The Olympic Games Tokyo 2020 emblem may also be applied to these materials.

- Competition clothing items and training clothes. When applied together with the NOC emblem, the wordmark must be placed below the NOC emblem. A clear separation between the NOC emblem and the wordmark is needed.



TOKYO 2020

Clear space



Minimum size

TOKYO 2020
Print : 12mm Digital : 35pixel

The Olympic Games Tokyo 2020 emblem may also be applied to these materials provided that they do not feature the manufacturer's logo. These applications must be submitted for approval to the IOC, in accordance with the rules imposed by

Not made by Butter Branding Company | provided via free source from Butter Branding Company

Text fonts

Tokyo 2020's text fonts is DIN. The DIN family's fonts are available in Light, Regular, Bold and Black weights, which may be used together or on their own, in line with the desired result. They should preferably be used in all communication materials related to Tokyo 2020. Other fonts may be used for the advertisements, website or other printed materials if it is deemed most appropriate in that circumstance.

DIN Alternate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Light | ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Examples | Handbook



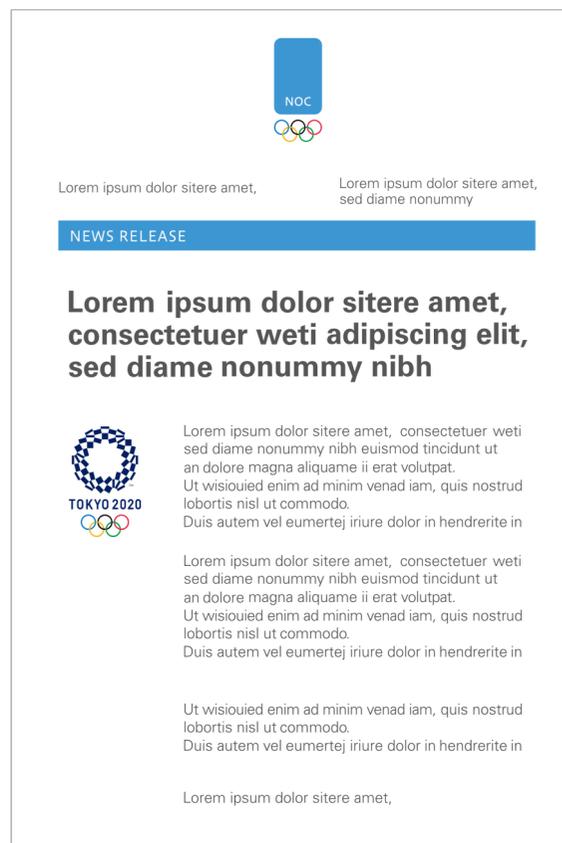
Not made by Butter Branding Company | provided via free source from Butter Branding Company

Examples | News release / Handbook

This page shows examples for the Olympic Games Tokyo 2020 emblem used on news release and handbook.

However, NOCs are reminded that use of the emblem in printed materials and publications (such as advertisements, posters, magazines and books) for commercial or promotional purposes is not authorised.

News release



Handbook



Not made by Butter Branding Company | provided via free source from Butter Branding Company

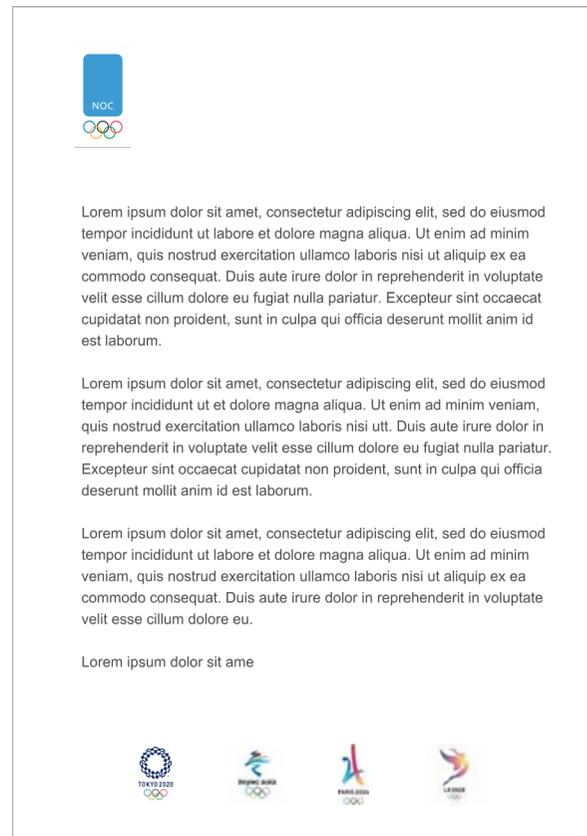
Examples | Letterhead / Business cards

This page shows examples for the Tokyo 2020 emblem used on letterhead and business cards.

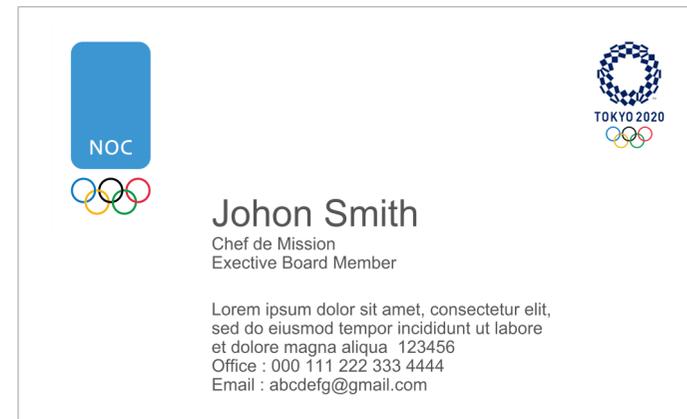
Note:

- Only NOC staff members in management positions involved with the Tokyo 2020 Games are allowed to have business cards using the Tokyo 2020 brand.
- Use on envelopes and postcards is not permitted.
- Use in any material containing third party brands is not allowed.

Letterhead



Business card



On the business card, the Tokyo 2020 emblem must be smaller than the NOC emblem. Use by staff members that are not directly working on the Tokyo 2020 Games is not permitted.

Not made by Butter Branding Company | provided via free source from Butter Branding Company

Examples | Websites

This page shows examples for the Tokyo 2020 emblem used on websites.

NOCs are authorised to use the Tokyo 2020 brand on their websites for editorial purpose.

Note:
Any use of the Tokyo 2020 emblem should be clearly distinct/separated from any commercial contents.

Website



Incorrect usage



Never place the Tokyo 2020 emblem close to any commercial brands. The only commercial brands that may be placed are the Worldwide Olympic Partners.



Not made by Butter Branding Company | provided via free source from Butter Branding Company

NOCs may use the Tokyo 2020 emblem on the same page as sponsors (including TOP Partners and local Sponsors) if they are clearly separated and not in association with each other.

These Guidelines may be revised from time to time, as and when deemed necessary.
If you have any enquiries regarding the Guidelines, please contact:

NOC Services Relations

~~The Tokyo Olympic Committee of the Olympic Ring provided via the source from Butter Branding Company~~
Not made by Butter Branding Company provided via the source from Butter Branding Company
noc.svc@tokyo2020.jp
