



# Branding Guidelines

## 2012 Olympic & Paralympic Games

# Using Logos

All London 2012 Olympic & Paralympic Games logos alongside other relevant bodies and organisations have strict guidelines on who can and can't use their Logos.

This guide will give you helpful information regarding:

- Why logos cannot be used
- Logos you will see other local organisations using
- Key images that cannot be used
- The key language you can use when promoting your event

# Other logos you may see in the County...

- Buckinghamshire County Council has the use of the Host County



- Buckinghamshire County Council projects including Go for Gold and the Mandeville Legacy are able to use the Inspire Mark



- South Bucks District Council have the use of the following logo



- **Use of the above logos is permitted by the organisations/ projects above only. Use of the logos by any community groups is not permitted.**

## The Protected Games' Marks

All of the following names, words, marks, logos and designs relating to London 2012 and/or the Olympic and Paralympic Movements are legally protected marks owned by or licensed to (LOCOG).

Protected trade marks and designs:



The words:

- London 2012 – 2012 – LOCOG – Javelin
- Team GB – Get Set – Games Maker

All of the above marks and words are protected either as registered trade marks, registered designs and/or by common law.

**Protected by the Olympic Symbol etc (Protection) Act 1995 (OSPA):**

The words: **Olympic – Olympian – Olympiad – Paralympic – Paralympian – Paralympiad** plus their plurals, translations and anything similar to them.

The symbol of  
**The International Olympic Committee (IOC):**



The mottoes of **the IOC**: Citius, Altius, Fortius and Faster, Higher, Stronger; and **the IPC**: Spirit in Motion, plus their translations and anything similar to them.

The symbol of  
**The International Paralympic Committee (IPC):**



- **Protected by the London Olympic Games and Paralympic Games Act 2006**

Prevents businesses from running any advertising or marketing campaigns which suggest they are associated with London 2012 without LOCOG's authority.

- **Protected by copyright:**

All films, musical works, artistic works and designs (e.g. the Games' emblems, mascots and posters) created by LOCOG or other official Olympic and Paralympic bodies (already or in the future) in connection with the Games are (or will be once created) protected by copyright.

Example: An advert which creates an association with London 2012 through use of images and text



# Key Phrases

## Words and Phrases

Use of the word Olympic : Do not use as an adjective. If it is used to describe other things, then the danger is that the Olympic Games becomes less special

### Acceptable

Olympic Medal  
Olympic Champion  
Olympic Flame  
Olympic Movement  
Olympic Ideals  
Olympic Family

Olympic & Paralympic Games  
London 2012 Paralympic Games  
London 2012 Games

### Not Acceptable

Olympic Journey  
Olympic Opportunities  
Olympic Tariffs  
Olympic Ambassadors

Olympics  
Paras  
Games

- If you would like any further information please email the BCC 2012 Programme Team [bucksc2012@bucksc.gov.uk](mailto:bucksc2012@bucksc.gov.uk)