



GUIDE

GUIDE



**BRAND  
PROTECTION**

Final Version - February 2024

Organising Committee for the Paris 2024 Olympic and Paralympic Games - All rights reserved © 2024

# Introduction

**This guide is intended for the general public.**

It aims to provide advice and information on:

- Olympic and Paralympic Properties;
- Brands belonging to the Organising Committee for the Paris 2024 Olympic and Paralympic Games (Paris 2024);
- and the assets belonging to Paris 2024; hereinafter referred to as the “Paris 2024 Games Properties”.

This information document does not constitute a license, a legal document, or a confirmation or denial that any activity infringes any right related to the Olympic and Paralympic Games. Consequently, any person wishing to use Paris 2024 Games Properties is responsible for ensuring the compliance of the intended use.

This guide is drafted in accordance with the IOC’s guidelines.

Enjoy your reading.

The Paris 2024 team.



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01.

# The Paris 2024 Olympic and Paralympic Games

# The Olympic and Paralympic Games, the largest sports event in the world

Universal events, the Olympic and Paralympic Games are a sporting ideal not only for athletes but also for millions of spectators and TV viewers. They are indisputably the largest sports events in the world. These figures (from the Rio 2016 Olympic and Paralympic Games) are proof of this.

## The Olympic Games

**11,238** athletes  
**206** NOC\*  
**306** events  
**32** sports  
**46** disciplines  
**10 million** tickets  
**36,000** volunteers  
**4 billion** TV viewers

\*NOC: National Olympic Committee

## The Paralympic Games

**4,328** athletes  
**159** NPC\*\*  
**528** events  
**22** sports  
**24** disciplines  
**3.4 million** tickets  
**2.15 million** spectators  
**5,271** accredited media  
**5,110** hours of TV broadcasts

\*\*NPC: National Paralympic Committee



# Vision

The Paris 2024 vision is the project's DNA: it defines the aspirations of the committee and the stakeholders for the Paris 2024 Olympic and Paralympic Games. It meets three objectives:

1. Provide the common strategic basis on which each of Paris 2024's departments will base their objectives and decisions.
2. Act as a guideline for the actions led by Paris 2024 and its Partners in the frame of the Olympic and Paralympic Games.
3. Provide a tool to inspire the in-house teams and promote projects implemented externally.

In particular, through its standards of excellence, the vision helps to guide creation whilst also placing it within the reach of all.

# Vision

**One belief: sport changes lives**

A tool for education, health and social cohesion, the Paris 2024 Olympic and Paralympic Games are a unique opportunity to put more sport into the lives of men and women.

**One sole ambition: reveal the athlete that lies dormant within us**

Encourage sport for all: the Olympic and Paralympic Games are an opportunity for the entire country to show the very best of themselves.

**Our promise: the energy of the Paris 2024 Olympic and Paralympic Games for the benefit of all**

A useful event for all, for all generations and all territories. The Olympic and Paralympic Games are a common good to be shared.

**Values of human excellence:**

Creativity - High Standards - Sharing

**A strong wish: revolutionary Games**

A spectacular event that creates a break with the past at the service of renewed success. Sustainable, green and solidarity-based to create a positive impact immediately. Paris 2024 wants to make an impression on the lives of people and the history of the Olympic and Paralympic Games.



# 02.

# General framework



## Olympic and Paralympic properties

The Olympic Games and Paralympic Games are respectively the exclusive property of the IOC and the IPC, which hold all the associated rights. All rights over the elements created in the frame of or for the Paris 2024 Olympic and Paralympic Games or associated with them remain the exclusive property of the IOC, the IPC and Paris 2024. Management of these rights, including intellectual property rights, as defined by Law, the Olympic Charter and the IPC's manual, has been entrusted to Paris 2024, for France.

Paris 2024, in collaboration with the IOC and the IPC, organises marketing operations that use this intellectual property to finance the Olympic and Paralympic Games, ensure their successful delivery, and implement the everyday vision of Paris 2024: sport changes lives.

Improper use, misappropriation or unauthorised use of trademarks, Olympic and Paralympic Properties or any other intellectual property associated with the Olympic and Paralympic Games constitute acts of infringement and are forbidden under the French Code of Sport and French Code of Intellectual Property. These actions may also be considered as ambush marketing.

Not only are they a violation of the rights of the IOC, the IPC and Paris 2024, they also result in a reduction in contributions by stakeholders and harm the interest of other sponsors or

organisations of this global event. Indeed, they would seriously compromise the integrity of the Olympic and Paralympic Games and discredit all the efforts made to promote athletes and the daily practice of sport by the French.

Paris 2024 has a duty to protect all the intellectual property rights of the Olympic Games and Paralympic Games in accordance with French legislation as provided for in the French Code of Sport and the French Code of Intellectual Property, and its commitment to the IOC and the IPC, as well as the Partners of the Olympic and Paralympic Games.

# Olympic and Paralympic properties

## The Olympic Charter, Section 7.4

The Olympic symbol, flag, motto, anthem, identifications (including but not limited to “Olympic Games” and “Games of the Olympiad”), designations, emblems, flame and torches, as defined in Rules 8-14 below, and any other musical works, audio-visual works or other creative works or artefacts commissioned in connection with the Olympic Games by the IOC, the NOCs and/or the OCOGs, may, for convenience, be collectively or individually referred to as “Olympic properties”. All rights to the Olympic properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to the use for any profit-making, commercial or advertising purposes. The IOC may license all or part of its rights on terms and conditions set forth by the IOC Executive Board.

## International Paralympic Committee Handbook Chapter 2.9 - Bylaws - IPC

### Intellectual property rights

#### 1.2 Paralympic Properties

All rights to any of the Paralympic Properties, including the right to use and license the use of the Paralympic properties, belongs exclusively to the IPC, including the use of the Paralympic Properties for any profit-making, commercial and/or advertising purposes. The IPC also owns and controls the non-commercial use of Paralympic Properties relating to the IPC’s vision, mission and ambition.

The term ‘Paralympic properties’ refers to (i) the Paralympic Terminology, (ii) the Paralympic Symbol, (iii) Flag, (iv) Motto, (v) Anthem, (vi) Identifications and Designations, (vii) Paralympic emblems, and (viii) the Paralympic Flame and Torches; all as further described below.

In addition to the requirements of this Bylaw, the Paralympic properties will only be used as set out in the relevant provisions of the IPC Brandbook and Style Guide, and any other applicable policy or guide issued by the IPC from time to time.

# 03.

The role of Partners  
and the importance  
of protecting the  
Paris 2024 Games'  
properties

## Partners of the Paris 2024 Games - Their role



Active partnerships from June 2023

Due to the cost associated with organising such a large-scale event, it would not be possible for Paris 2024 to host this event without the substantial contribution of its sponsors and those of the IOC and the IPC, media rights holders, license holders as well as the hosting country and cities. All the Partners of the Paris 2024 Games play a crucial role in providing the necessary financial backing for the Paris 2024 Games.

In return for their assistance, Partners hold rights to the Paris 2024 Games Properties and are granted the exclusive right to use these for promotional and advertising activities to enjoy the additional benefits associated with the Paris 2024 Olympic and Paralympic Games.

Previously and hereinafter referred to as “the Rights holders”

- Commercial partners,
- Licence holders,
- Media rights holders.

Find the full list of the Paris 2024 partners [here](#).

## The importance of protecting the Paris 2024 Games properties

Without the significant assistance of the Paris 2024 Olympic and Paralympic Games Rights Holders, Paris 2024 would be unable to organise the event.

Rights holders will only invest in the Paris 2024 Games if they benefit from exclusive use of the Paris 2024 Games Properties. Without this (namely if the Brands and assets associated with the Paris 2024 Games were not protected and anyone could freely use the Paris 2024 Games Properties) the advantages of being a Rights Holder would be impacted and the value of the rights obtained would be significantly reduced. The allocation of Rights Holders by the IOC and Paris 2024 would become more complex, resulting in a lack of funds for the Paris 2024 Olympic and Paralympic Games and the global sports movement as a whole.

With the IOC using some of the revenue generated by the Olympic and Paralympic Games to support athletes and foster the growth of sport globally, this income benefits athletes and sports directly as a result of the financial allocations provided by the IOC to National Olympic Committees and international sports federations. It distributes \$3.4 million every day to help athletes and sports organisations around the world.

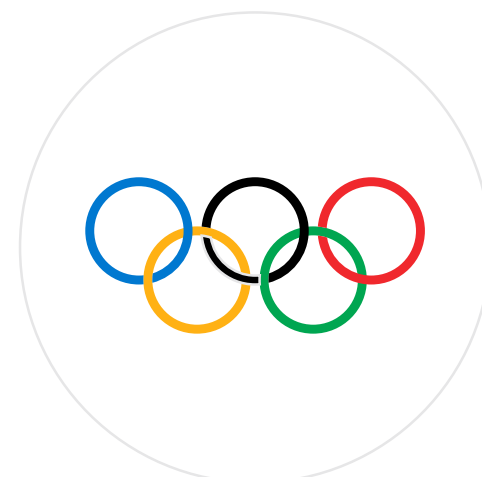
Hence, the safeguarding of commercial rights is of utmost importance for the event's organiser and the sports world alike.

Therefore, Paris 2024 requests that non-affiliated entities uphold the intellectual property rights of the IOC, the IPC, and Paris 2024 and conduct their operations without establishing any commercial association with the Paris 2024 Olympic and Paralympic Games.

04.

# Olympic and Paralympic properties

## 4.1. Visual elements - Olympic and Paralympic properties



Olympic symbol



Paralympic symbol



Paris 2024 Olympic emblem



Paris 2024 Paralympic emblem



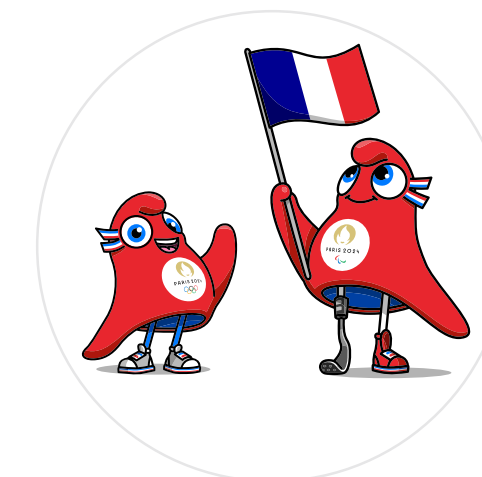
Signature (City and year) Paris 2024



Typography - Paris 2024



Slogans



Mascots



Pictograms



Medals



Olympic and Paralympic  
Flame and Torch



Images of Olympic  
and Paralympic Games

These elements benefit from copyright protection, are registered and/or well-known trademarks, and are also subject to laws governing designs and models, in particular, those relating to counterfeiting, parasitism, and unfair competition. Legislation has further strengthened this safeguard with the Olympic Law of 2018 as codified in Articles L-141-5 and L141-7 of the French Code of Sport.

These laws protect Paris 2024, the IOC, and the IPC from any unauthorised use, including identical, modified, or adapted reproductions of the Olympic and Paralympic Games properties that may create confusion among consumers (counterfeiting). They also safeguard against commercial practices or acts that attempt to unjustly associate themselves with the Olympic and Paralympic Games (ambush marketing).

## 4.1. Visual elements - The Paris 2024 brand



Paris 2024  
Olympic emblem



Paris 2024  
Paralympic emblem



Signature  
of the Paris 2024 Games



The Paris 2024 Club



The Paris 2024  
Olympiade Culturelle

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## 4.1. Visual elements - Paris 2024 institutional brands and labels



Impact 2024



Génération 2024



Terre de Jeux 2024



Semaine Olympique et Paralympique



Impact 2024 logo



Génération 2024 label



Olympiade Culturelle label

These elements benefit from copyright protection, are registered and/or well-known trademarks, and are also subject to laws governing designs and models, in particular, those relating to counterfeiting, parasitism, and unfair competition.

These laws protect Paris 2024, the IOC, and the IPC from any unauthorised use, including identical, modified, or adapted reproductions of the Olympic and Paralympic Games properties that may create confusion among consumers (counterfeiting). They also safeguard against commercial practices or acts that attempt to unjustly associate themselves with the Olympic and Paralympic Games (ambush marketing).

## 4.1. Visual elements - French team brands



Logotype of the French Olympic team



Logotype of the French Paralympic team



Allez les Bleus



Logotype of the French National Olympic and Sports Committee - CNOSF



Logotype of the French National Paralympic and Sports Committee - CPSF

These elements benefit from copyright protection, are registered and/or well-known trademarks, and are also subject to laws governing designs and models, in particular, those relating to counterfeiting, parasitism, and unfair competition.

These laws protect Paris 2024, the CIO, the IPC, the IOC, the CNOSF and the CPSF from any unauthorised use, including identical, modified, or adapted reproductions of the properties of the Olympic and Paralympic Games that may cause confusion among consumers (counterfeiting). They also safeguard against commercial practices or acts that attempt to unjustly associate themselves with the Olympic and Paralympic Games (ambush marketing).

## 4.2. Verbal elements (Non-exhaustive list)

### Terms for the Paris 2024 Olympic and Paralympic Games

Games of the XXXIII Olympiad of Paris 2024  
Summer Paralympic Games

### The names for the Paris 2024 Olympic and Paralympic Games

Paris 2024 Olympic and Paralympic Games  
Paris 2024 Olympic Games Paris 2024  
Paralympic Games Paris 2024

### The committee

Paris Organising Committee for the 2024 Olympic and Paralympic Games

### The Olympic motto

Citius, Altius, Fortius - Communiter.  
Faster, Higher, Stronger – Together.

### The Paralympic motto

Change Starts With Sport.

### The flame

The Olympic flame  
The Paralympic flame  
The Olympic torch relay  
The Paralympic torch relay

### Other terms (examples)

OG, POG  
Olympic Games  
Paralympic Games  
Olympic(s)  
Olympism  
Olympian(s)  
Olympiad  
Paralympic  
Paralympism  
Paralympian(s)

The verbal elements listed are the exclusive property of the International Olympic Committee (IOC) and the International Paralympic Committee (IPC). These properties can only be used in regular conversation and for personal use and strictly prohibit any promotional or commercial use that may create confusion among the general public about the Olympic and Paralympic movements.

Important: use of the protected identity or terms may legally be considered a violation of the rights of Paris 2024, the IOC and/or the IPC and may be subject to prosecution.

# 05.

# Legal provisions

## 5.1. Counterfeiting

**Essential principles:** Counterfeiting is defined as the use of an intellectual property right without the authorisation of its owner. It is sanctioned under civil and criminal law.

The main intellectual property rights are: Author's rights (artistic, literary and photographic creations, designs, logos, etc.), designs and models (external appearance of a product), patents (technical inventions), trademarks (names, numbers, logos, designs, etc.) that enable consumers to identify the origin of a product or service.

Unlike designs, patents, and trademarks, which require registration with a public body, author's right in France is protected regardless of registration.

However, a well-known trademark is protected even if it has not been registered. These rights can be combined, and a logo, for example, can be protected on the basis of copyright and trademark law.

**Copyright:** it is forbidden to use all or part of an original creation, such as a logo, without the authorisation of the rights holder. Counterfeiting involves reproducing a creation, presenting it to the public or distributing it. Such acts are punishable under Articles L 332-2 and L 335-3 of the French Code of Intellectual Property (up to three years' imprisonment and a €500,000 fine).

**Trademark law:** According to Articles L 713-2 and L 713-3 of the French Code of Intellectual Property, an infringement involves any attempt to reproduce or imitate a trademark for goods or services that are identical or similar to those covered by its registration. A well-known trademark is protected even for products and services other than those covered by the registration.

These acts are punishable under Articles L 716-9 to L 716-13 of the French Code of Intellectual Property (up to 4 years' imprisonment and a €400,000 fine). Under article L 713-5 of the French Code of Intellectual Property, it is also forbidden to use a well-known trademark, even if it has not been registered.



## 5.1. Counterfeiting

In all cases, victims of counterfeiting can take legal action before a civil court or a criminal court to claim compensation for damages. The French Code of Intellectual Property contains specific provisions for victims to gather the evidence required to win their case: infringement seizure, right to information. Interim measures may be requested (interim injunction).

Counterfeiting is also a violation of customs regulations under Articles 38 and 323 of the French Customs Code, punishable by up to three years' imprisonment and a fine of between one and two times the value of the genuine article. Customs and criminal fines can be combined.

### **The specific case of “Olympic and Paralympic properties”.**

Under Articles L 141-5 and L 141-7 of the French Code of Sport, it is forbidden to use “Olympic properties”, notably Olympic and Paralympic symbols, flags, mottos, the expressions “Jeux Olympiques” and “Jeux Paralympiques”, the expression “Paris 2024”, the initials JO and JP, etc. Penalties are the same as those for infringement of trademark (Articles L 716-9 to L 713-13 of the French Code of Intellectual Property).

Olympic and Paralympic properties are also deemed to be well-known trademarks, therefore, any unauthorised use of them is prohibited.

### **Conclusion :**

any unauthorised use of Olympic and Paralympic trademarks and/or properties may constitute an infringement of the rights of Paris 2024, the IOC and/or the IPC for which its perpetrator will be held liable.

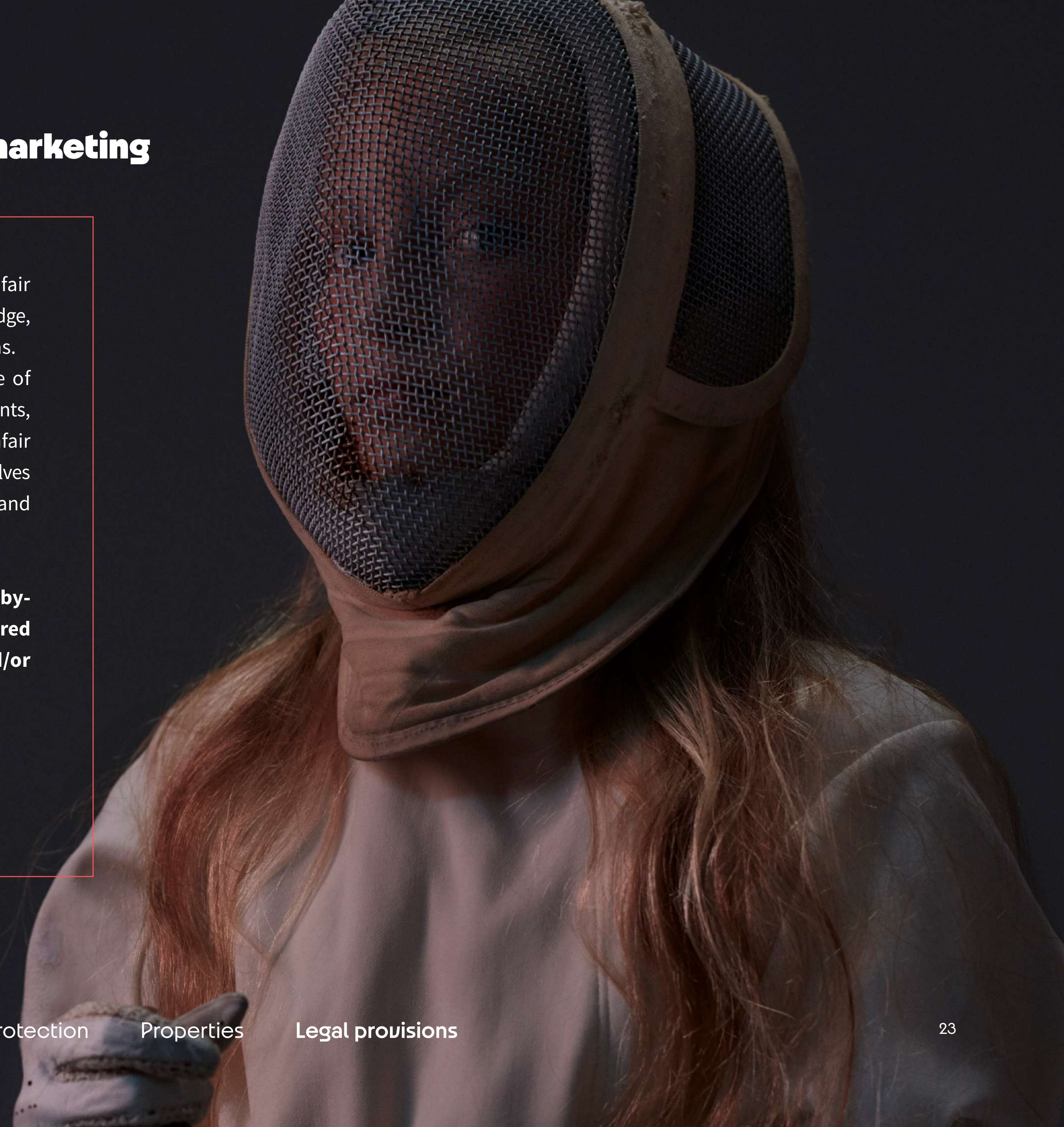
## 5.2. Unfair competition and parasitism: ambush marketing

According to French civil law, any fault causing damages triggers the civil liability of its perpetrator and requires him/her to repair the damages it caused (Articles 1240 and 1241 of the French Civil Code).

Thus, any type of unfair behaviour is sanctioned, including that contrary to fair trade practices, such as unfair competition and parasitism.

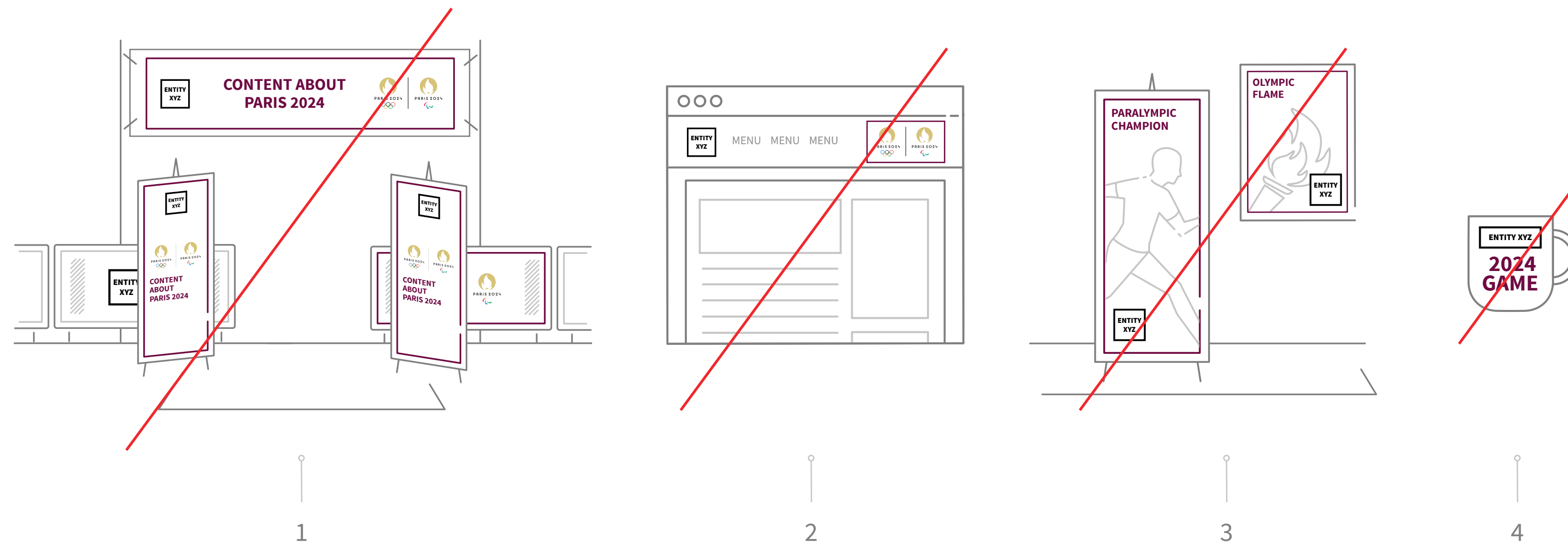
Parasitism occurs when someone takes unfair advantage of the efforts, investments, knowledge, etc. of third parties by imitating their actions. Ambush marketing is a specific example of parasitism whereby individuals use major events, especially sporting occasions, to gain an unfair advantage by strategically positioning themselves and reaping benefits from the investments and hard work of the authorised organisers.

**Penalties will be determined on a case-by-case basis according to the damages suffered by the victim of unfair competition and/or parasitism.**




## 5.3. Examples of unauthorised use


The principles and applications below apply to both the Olympic or Paralympic versions of the Paris 2024 emblem.



For companies or organisations that are not part of Paris 2024, an infringement of the rights of Paris 2024, the IOC and/or the IPC would be:

- 1 & 2. The use of the Paris 2024 emblem on printed or digital media.
3. The use of Olympic and/or Paralympic terms and the image of the torch.
4. The use of terms evoking the Olympic and/or Paralympic Games

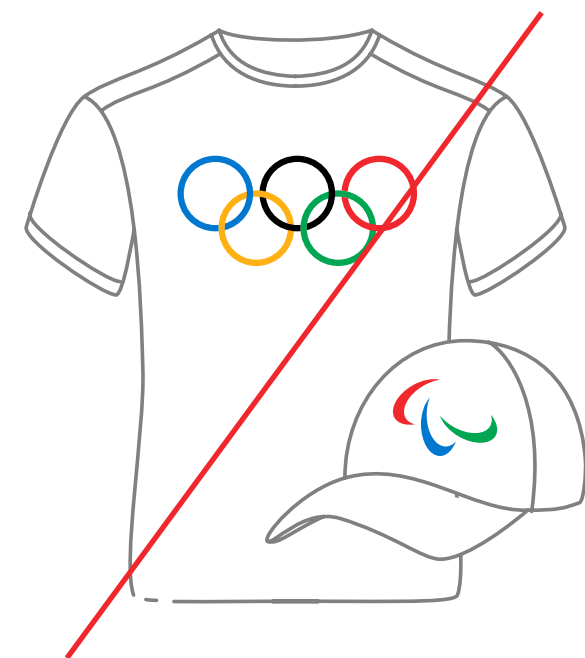
 Logotype of the company or organisation

 Content using "Paris 2024 Games Properties"

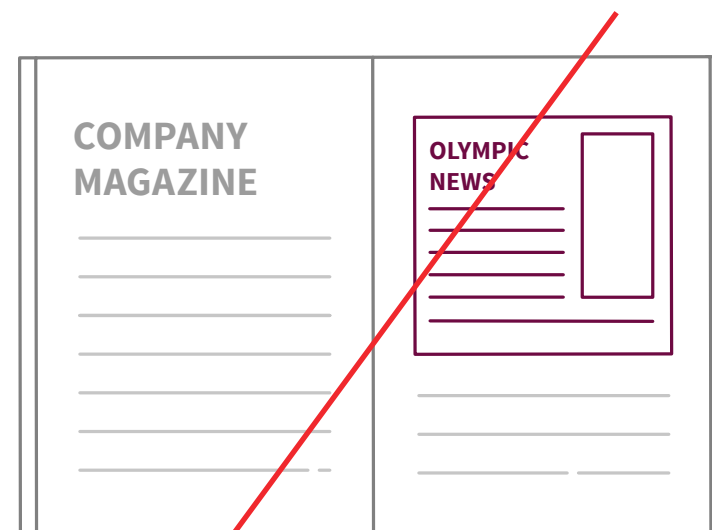


## 5.3. Examples of unauthorised use

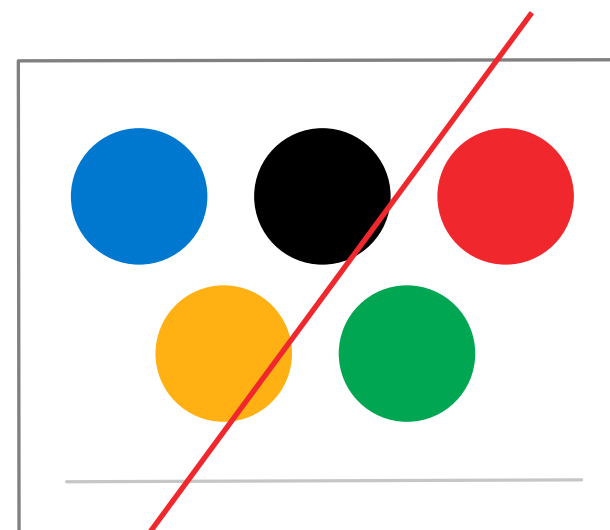
The principles and applications below apply to both the Olympic and Paralympic versions of the Paris 2024 emblem.



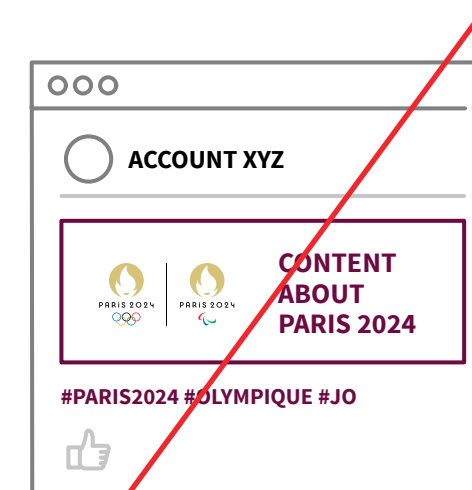
1



2




3




4

For companies or organisations that are not part of Paris 2024, an infringement of the rights of Paris 2024, the IOC and/or the IPC would be:

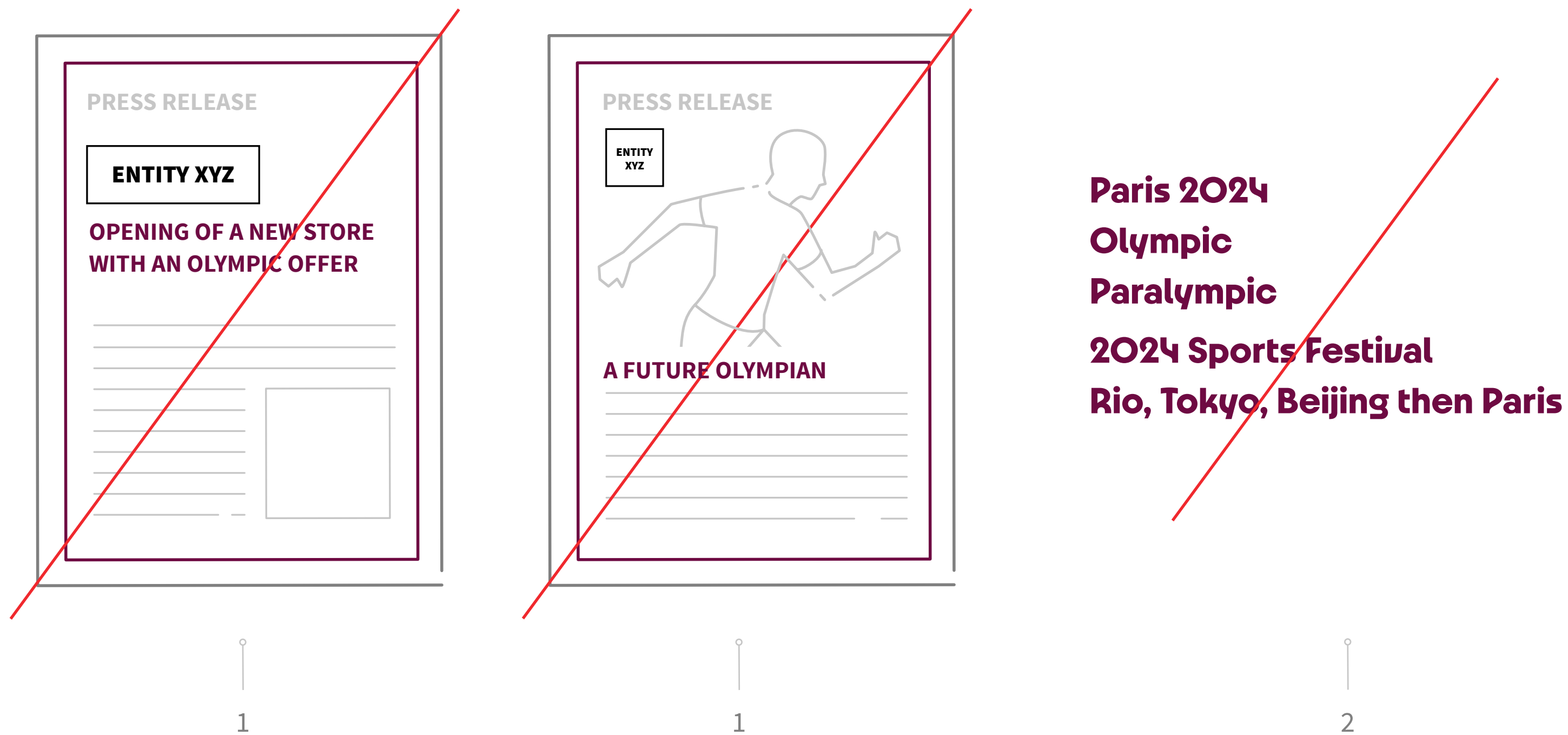
1. The use of the Olympic and/or Paralympic symbol.
2. Publication of the company magazine for its customers or a targeted audience.
3. The creation of shapes and colours that recall the Olympic and/or Paralympic symbol.
4. Publications on the social media accounts of companies or organisations that are not part of the events (including the use of Paris 2024 Olympic and/or Paralympic properties and assets in the form of hashtags).

 Logotype of the company or organisation


 Content using "Properties of the Paris 2024 Games"


## 5.3. Examples of unauthorised use

The principles and applications below apply to both the Olympic or Paralympic versions of the Paris 2024 emblem.



1. Unlike news articles, press releases are advertising tools. Consequently, for companies that are not Partners of Paris 2024, the use of the terms “Olympic” and “Paralympic”, and expressions that evoke them in a way that distorts the images associated with the Olympic and Paralympic Games is not authorised.
2. In the frame of your communications and/or press releases, please abstain from using terms such as those presented opposite because they may be considered ambush marketing.

 Logotype of the outside company or organisation

 Content using “Properties of the Paris 2024 Games”

## 5.3. Examples of unauthorised use


The principles and applications below apply to both the Olympic or Paralympic versions of the Paris 2024 emblem.



Marketing activities by companies under contract with organisations linked to the Olympic and Paralympic Games in France.

No company or organisation, with the exception of the Partners of the IOC, the IPC and Paris 2024, is authorised to engage in marketing activities and public relation activities using the names and images of the Olympic or Paralympic Games, even if they are/were under contract with the Organising Committee for the Paris 2024 Games or any other organisation connected to the Olympic or Paralympic Games.

 Logotype de l'entreprise ou de l'organisme tierce

 Contenu utilisant les « Propriétés des Jeux de Paris 2024 »

# Contacts

Thank you for your attention.

Remember that the Paris 2024 guidelines are updated regularly. Therefore, be sure to check that you are using the latest version made available by the Organising Committee for the Paris 2024 Olympic and Paralympic Games.

Please visit the Paris 2024 website at <https://help.paris2024.org/> to submit your request.

Enjoy using.

The Paris 2024 team

