

Worldwide  
Olympic Partner



# Panasonic

Commitment to the  
Olympic Games

Sponsorship

Activation Samples

## Olympic Games Marketing Guidelines 3 Activation Samples

1 Advertisements

2 Catalogs

3 Exhibitions

4 Shop Displays

5 Products

6 Promotional Items

7 Stationery

8 TV Commercials

9 Website

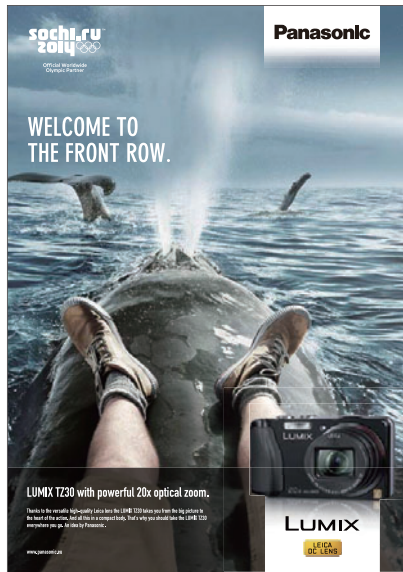
Ver. 1.4 / 2017.06

We recommend the use of Adobe Reader 6.0 or above.

# 3

# 1 Advertisements

## Newspapers/Magazines



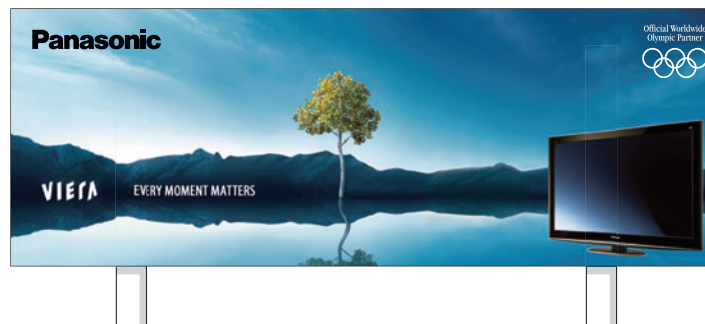
Use Olympic images to effectively conduct promotional activities and raise product awareness, and to enhance corporate brand value. This page shows activation samples of Olympic images in newspaper ads, magazine ads and outdoor signboards.

When using the IOC stand-alone logo, place the Panasonic logo on the same page.

### Caution!

- A non-category product must never appear when an Olympic logo is used.
- Never imply direct endorsement of Panasonic products by the IOC.
- All uses must be approved by the IOC or relevant organizing committee.
- Various conditions will apply when using the composite logo independently. Contact the Worldwide Olympic Marketing Office for details.
- When any images or videos from past Olympic Games are used, and in particular any including images of athletes, they must clearly indicate which Olympic Games were the source.

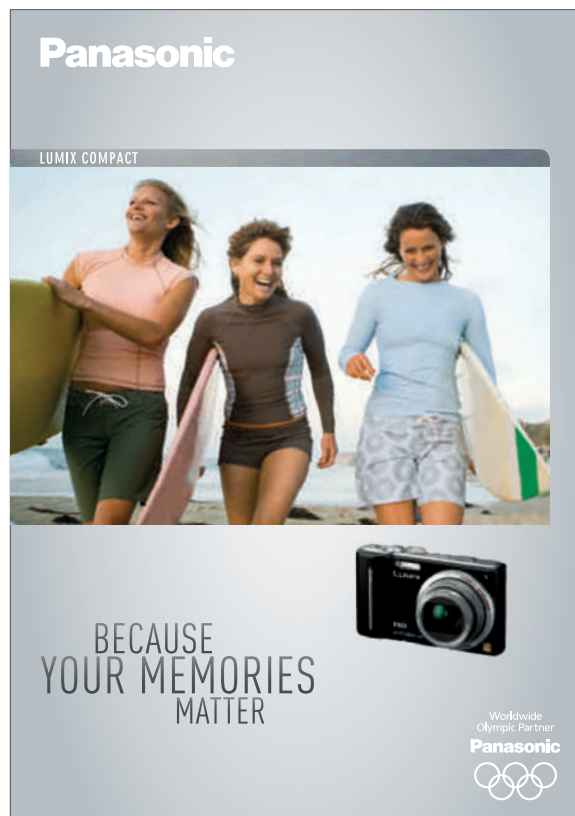
## Outdoor Signboard



## 2 Catalogs

### Use of the IOC Logo

When using the IOC stand-alone logo, place the Panasonic logo on the same page.



### Use of the OCOG Logo

When using the OCOG stand-alone logo, place the Panasonic logo on the same page.

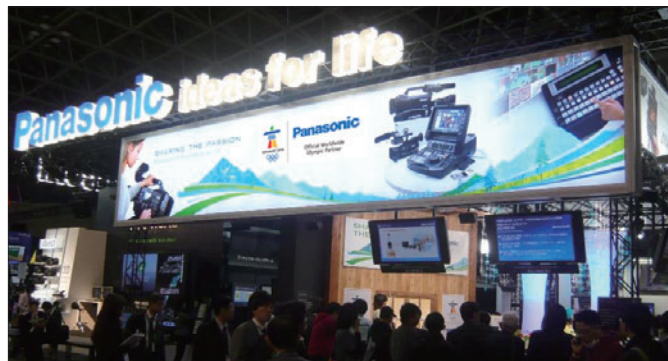


This page shows activation samples in product catalogs.

### Caution!

- A non-category product must never appear when an Olympic logo is used.
- Never imply direct endorsement of Panasonic products by the IOC.
- All uses must be approved by the IOC or relevant organizing committee.
- When any images or videos from past Olympic Games are used, and in particular any including images of athletes, they must clearly indicate which Olympic Games were the source.

### 3 Exhibitions



This page shows activation samples at event and exhibition booths.

#### Caution!

- A non-category product must never appear when an Olympic logo is used.
- Olympic logos may not be used in close proximity to non-category products. They must be in a separate area.
- All uses must be approved by the IOC or relevant organizing committee.
- When any images or videos from past Olympic Games are used, and in particular any including images of athletes, they must clearly indicate which Olympic Games were the source.

# 4 Shop Displays



This page shows activation samples at event and exhibition booths.

### Caution!

- A non-category product must never appear when an Olympic logo is used.
- Olympic logos may not be used in close proximity to non-category products. They must be in a separate area.
- All uses must be approved by the IOC or relevant organizing committee.
- When any images or videos from past Olympic Games are used, and in particular any including images of athletes, they must clearly indicate which Olympic Games were the source.



# 5 Products

## Accessories



## Digital Still Cameras



## Video Cameras



This page shows activation samples on products.

### Caution!

- When planning marketing or manufacturing products that display the Olympic logo, written request to and approval from the IOC or relevant organizing committee are necessary. Contact the Worldwide Olympic Marketing Office for details.
- Any Olympic logos cannot be used on non-category products. They can only be used on goods and packages in the categories.
- In the U.S.A., upon using the composite logo for product packaging, corporate legal notice "All rights reserved.", and trademark notice "36 USC 220506" must appear with the composite logo.
- Goods to be sold in the U.S.A. must follow USOC sourcing guidelines.
- All uses must be approved by the IOC or relevant organizing committee.

## SD Cards



## Cartons



## 6 Promotional Items

Straps



Banners



Clear Files



This page shows activation samples on promotional items.

Promotional items are available through Panasonic's Sponsorship Extranet. (Designs of activation samples may differ from those of actual items sold.)

If you wish to produce a promotional item yourself, please provide the Worldwide Olympic Marketing Office with sufficient information about the manufacturer and proposed product using the Request Form.

The Approval Request Form can be downloaded from the "Approval" page of Panasonic's Olympic Games Marketing Site.

<http://iweb.mei.co.jp/cc/olympic/en/logo/approval.html>

Pin Badges



Paper Bags



### Caution!

- In the U.S.A., only where corporate legal notice such as "All rights reserved." is mentioned, the composite logo must appear with the trademark notice "36 USC 220506."
- Promotional items for distribution in the U.S.A. must follow USOC sourcing guidelines.
- All uses must be approved by the IOC or relevant organizing committee.

# 7 Stationery

## Business Cards



## Pens



## Note books



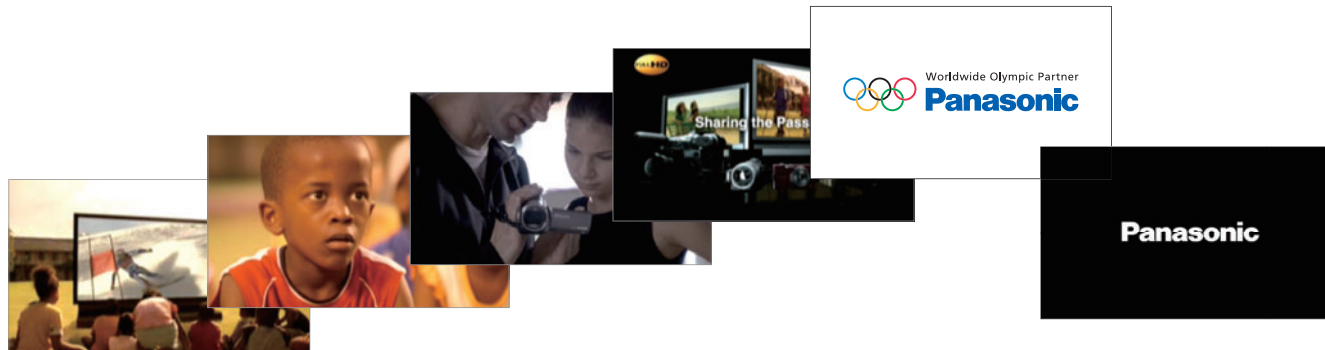
This page shows activation samples on stationery such as business cards, pens, notes, etc.

## Caution!

- Within the U.S.A. and its territories, the use of Olympic-related logos and designations on stationery and business cards must follow USOC standards.
- All uses must be approved by the IOC or relevant organizing committee.

## 8 TV Commercials

### Use of the IOC Logo



This page shows activation samples in video images such as TV commercials, movie ads, demo videos, etc.

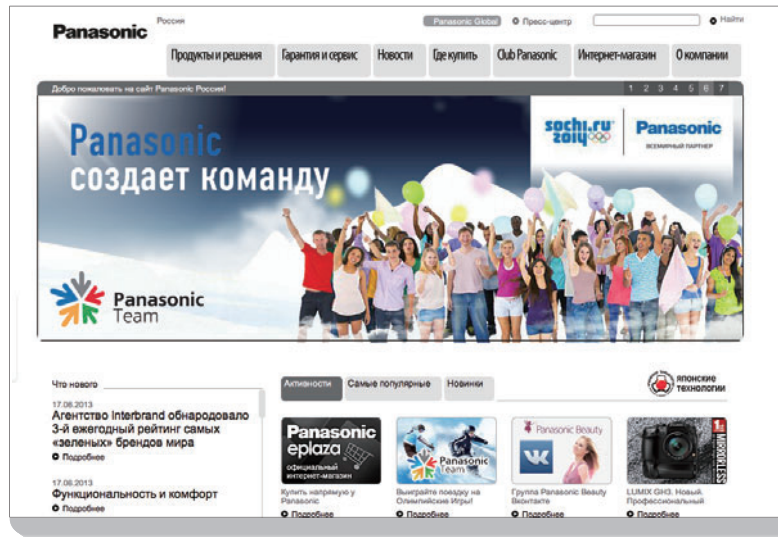
### Caution!

- A non-category product must never appear when an Olympic logo is used.
- Never imply direct endorsement of Panasonic products by an Olympic organization.
- All uses must be approved by the IOC or relevant organizing committee.
- A separate approval request is required to obtain athletes' portrait rights.

### Use of the OCOG Logo



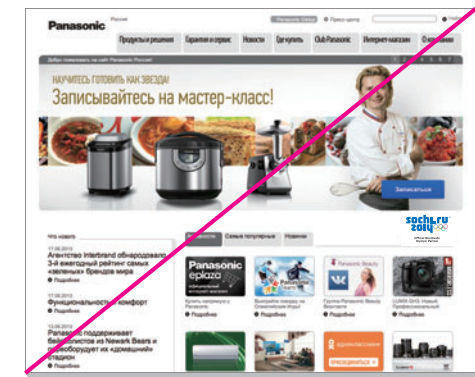
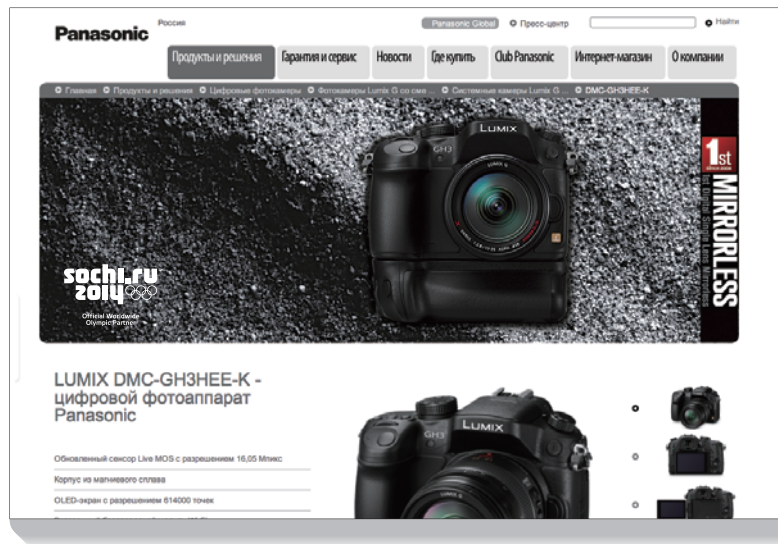
# 9 Website



This page shows activation samples on the company Website.

### Caution!

- Do not imply that Panasonic sponsorship extends to non-category products.
- Never imply direct endorsement of Panasonic products by an Olympic organization.
- Internet URLs cannot contain the word "olympic" in the main domain name. For example, "www.panasonicolympics.com" cannot be used. However, the word can be used after a backslash, as in "www.panasonic.com/olympic."



\* Do not display on non-category product pages.