

**Panasonic**



Worldwide Olympic and Paralympic Partner

Ver. 2023.4



# Panasonic Group Olympic and Paralympic Guidelines

## About this Guideline

This Olympic and Paralympic Games Guidelines is an easy-to-understand summary of the rights granted to Panasonic under the Olympic and Paralympic Worldwide Partnership Agreement and various rules for utilizing the rights.

Please fully understand the contents of this guideline and use our rights correctly.

If you have any questions or concerns that are not included in this guideline, please contact the point of contact below.

### ■ Contact

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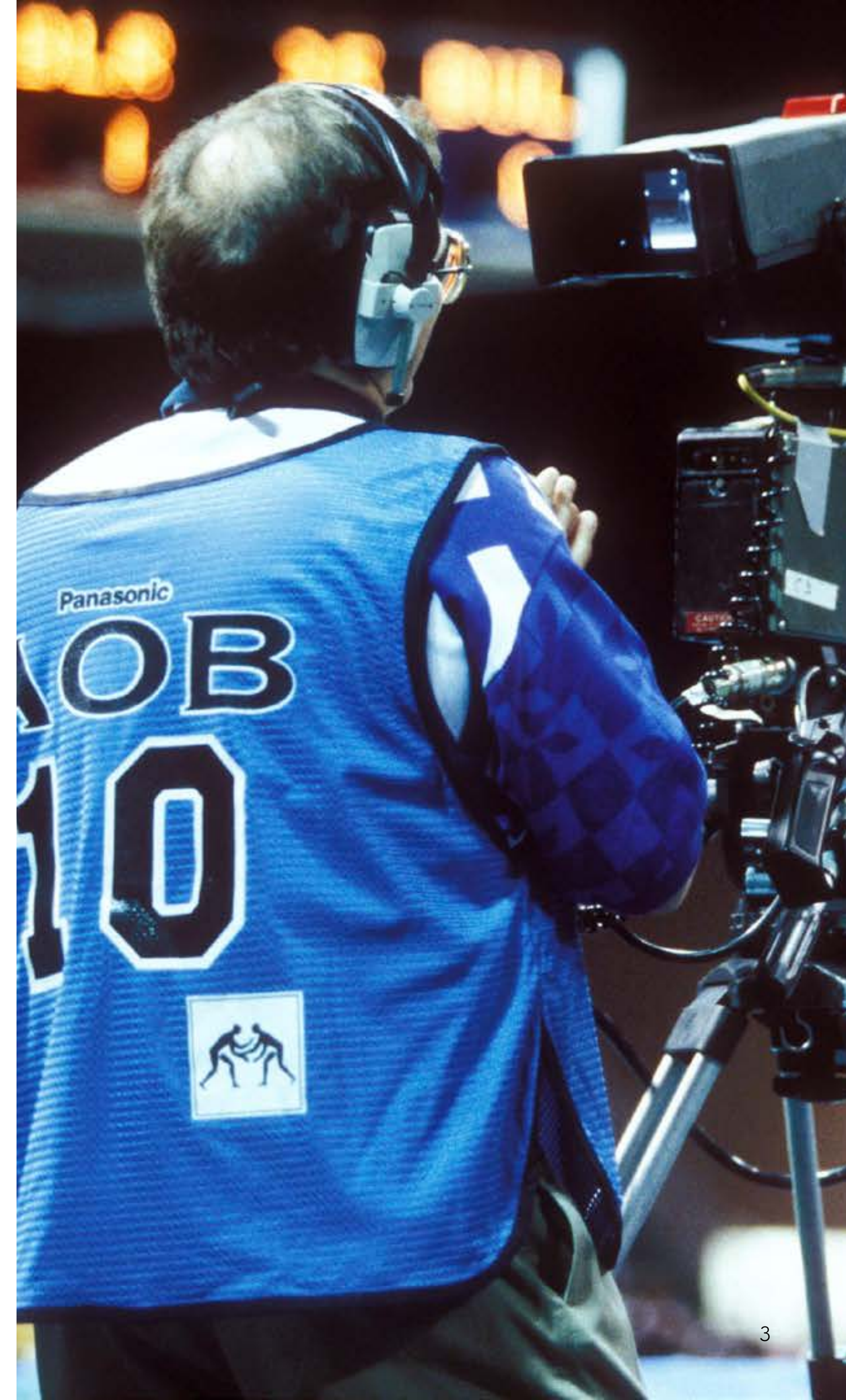
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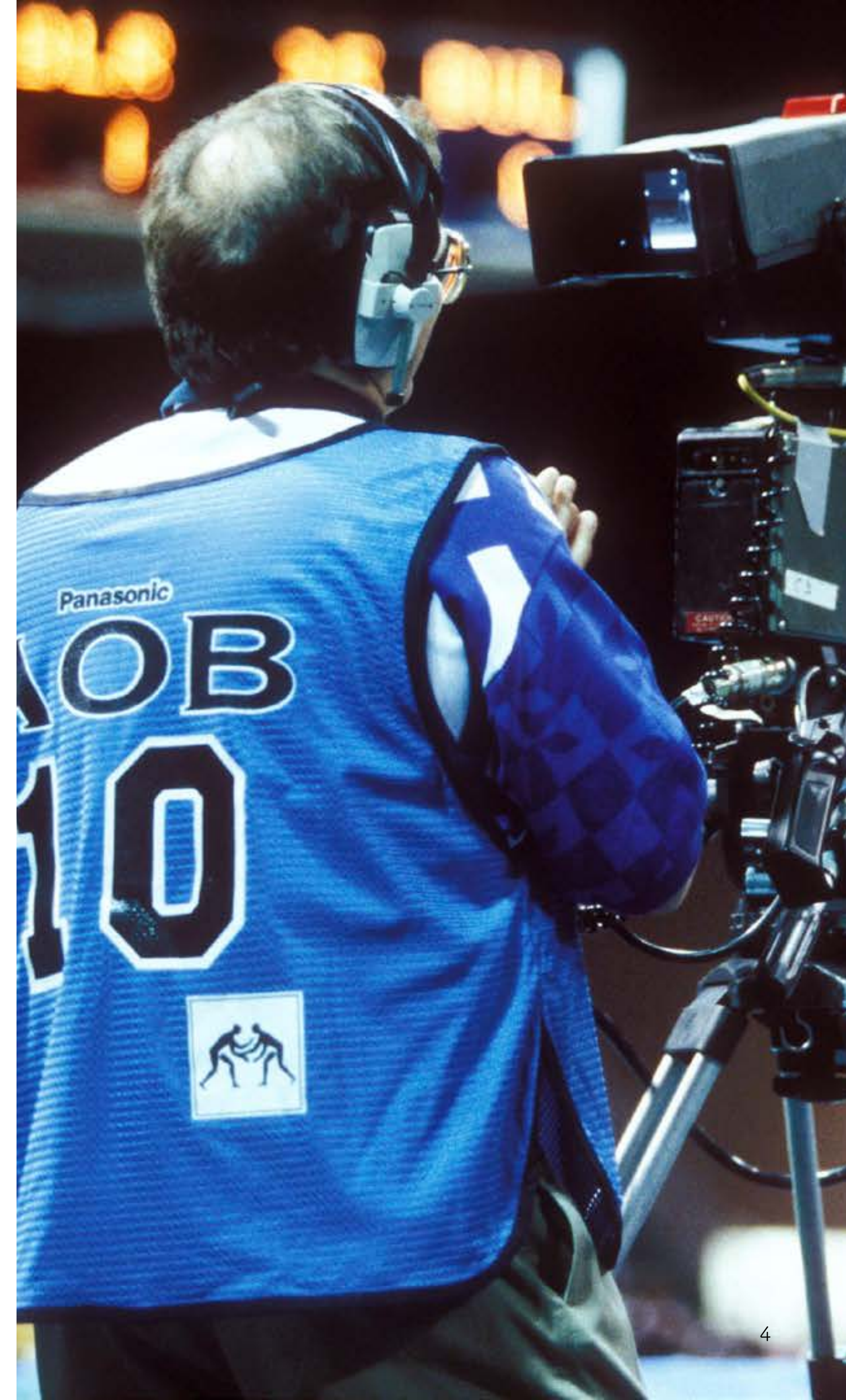
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## Chapter 1: General Framework of Sponsorship

## Basic Information on Olympic and Paralympic Games Sponsorship



### The Olympic Games

The modern Olympic Games have established an unassailable position as the foremost international sporting event, bringing excitement and inspiration to people the world over. Their creation in 1894, 1500 years after the end of the ancient Olympic Games, was due to the advocacy of the Frenchman Baron Pierre de Coubertin gaining the endorsement of nations around the world.

The Olympic Movement is committed to the Olympic spirit for mutual understanding and friendship through sports, to contribute to building a peaceful and better world. The Olympic Games represent the pinnacle of these activities, as a sporting event bringing athletes from across the globe to compete together in one location.



Baron Pierre de Coubertin,  
founder of the modern  
Olympic Games



### The Paralympic Games

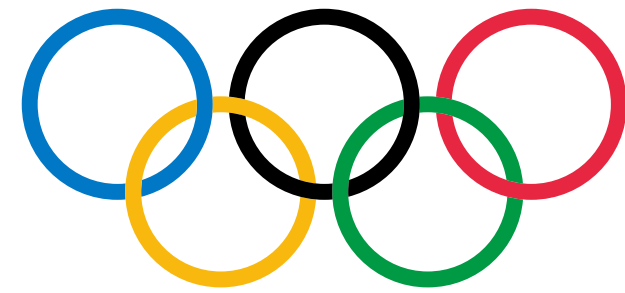
The Paralympic Games began from an archery competition held in 1948 at the Stoke Mandeville Hospital in suburban London at the instigation of Professor Sir Ludwig Guttman.

This was the genesis of what is now the foremost international sporting event for top athletes with disabilities. The Paralympic Games are in principle held at the same city and venue in the same year as the Olympic Games. The International Paralympic Committee (IPC) seeks to build an inclusive world by promoting Paralympic Games sports.



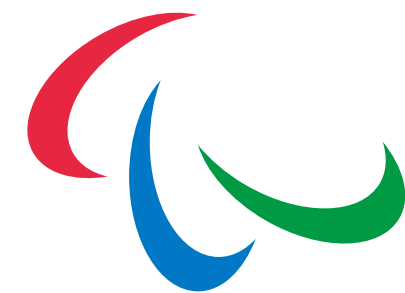
Professor Sir Ludwig  
Guttman, father of the  
Paralympic Games

## Congruent Principles: The Significance of Partnerships



### The Olympic Movement

To contribute to building a peaceful and better world by educating youth through sport, in a spirit of friendship, solidarity and fair play



### Paralympic Games Vision

To make for an inclusive world through the promotion of the Paralympic Movement



### Panasonic Group's Management Philosophy

To contribute to the advance of world culture by working to improve society through the products we produce and sell.



Konosuke Matsushita  
Panasonic founder

Olympic, Paralympics and Panasonic Group: Striving for a better society

## Committees for the Olympic and Paralympic Movement

### IOC

#### International Olympic Committee

The International Olympic Committee (IOC) is the governing body for the Olympic Games and the supreme authority of the Olympic Movement.

Guided by the Olympic Charter, the IOC takes the lead in popularizing the Olympic spirit. It is headquartered in Lausanne, Switzerland.

### OCOG

#### Organising Committee of the Olympic Games

The Organising Committees of the Olympic Games (OCOG) is an organization that is established in the host country of the Olympic Games and engages in preparing for and running the Olympic Games.

### NOC

#### National Olympic Committee

The NOCs are assigned the task of promoting the Olympic Movement in their home territory and are responsible for sending participants to the Olympic Games.

### Other

Each Federation, Athletic secretariats, Rights holders of athletic facilities, Olympic Broadcasting Services (OBS; the host broadcaster), Rights Holding Broadcasters (RHB)

### IPC

#### International Paralympic Committee

The International Paralympic Committee (IPC) is the governing body for the Paralympic Games and the supreme authority of the Paralympic Movement. It also serves as the League of Nations for 10 competitions, with its headquarters in Bonn, Germany.


### NPC

#### National Paralympic Committee

The National Paralympic Committee (NPCs) are assigned the task of promoting the Paralympic Movement in their home territory and is responsible for sending participants to the Paralympic Games. In the case of Japan, this is the Japanese Paralympic Committee (JPC).

## Types of Sponsorship

Panasonic Group is a Worldwide Partner, the highest rank of sponsorship for the Olympic and Paralympic Games. The Worldwide Partners may implement exclusive marketing rights on a worldwide basis, including the application of various Olympic and Paralympic marks. Panasonic Group aims to efficiently maximize these rights to differentiate its position from competitors, thereby enhancing Panasonic Group's corporate image.

 This guideline will be subject to the IOC and IPC Guidelines and Panasonic Group's TOP Agreement. However, this should not supersede the applicable IOC and IPC Guidelines and the terms of Panasonic Group's TOP Agreement.

Types of sponsorship	Advertising rights	Sphere of activities
Worldwide Partner (IOC/IPC)	The participating companies of "The Olympic Programme" managed by the International Olympic Committee (IOC) are called a "Worldwide Partner". The Worldwide Partners have the privilege of supporting both the summer and winter editions of the Olympic Games, National Olympic Committee (NOC) in all the countries during the entire four-year-period leading up to the Olympic Games. The Worldwide Partners can also implement exclusive marketing rights within their designated product category on a worldwide basis, conduct corporate advertisements, and have first priority to purchase hospitality programmes have the priority to purchase broadcast advertising spaces. The Worldwide Partners also have rights for the Paralympic Games, and may implement Paralympic marketing rights on a worldwide basis, including the application of various Paralympic marks and Paralympic marks of both the summer and winter editions.*	Worldwide
OCOG Local Partner	Companies that enter into a partnership agreement with the host country's Organising Committee of the Olympic and Paralympic Game (OCOG) are called Local Partners, whose marketing rights include the use of the "marks" and "designations" of the relevant OCOG in the host country only. OCOG local partners also receive marketing rights in the host country and opportunities within their designated product category.	Host country
NOC Partner	Companies under a partnership agreement with a National Olympic Committee (NOC) are called NOC partners, whose main rights are the use of the marks and designations of the NOC contracted of each territory or area. NOC partners has a marketing rights and opportunities within their designated product category.	NOC designated territory and area
NPC Partner	Companies under a partnership agreement with a National Paralympic Committee (NPC) are called NPC partners, whose main rights are the use of the marks and designations of the NPC contracted of each territory or area. NPC partners has a marketing rights and opportunities within their designated product category.	NPC designated territory and area
Licensee	Licensees are granted the right by the authorized Olympic and Paralympic party to display the Olympic or Paralympic marks to add additional value to their product and to market it as an official Olympic or Paralympic licensed product. The marks they can use differ according to their agreements.	Designated territory and area

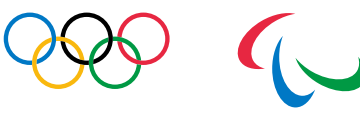
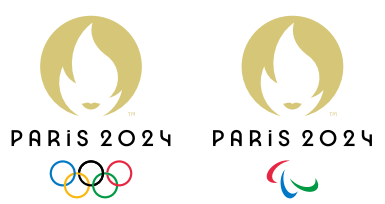




\* Essentially comprehensive, but without rights of National Paralympic Committees (NPC) of countries other than the host country.

Cannot use the NPC mark if you wish to support Paralympic athletes in a country other than the host country.

In such cases it must be implemented as part of a global campaign, or an agreement must be made separately with the NPC.

## Marks that Partners Can Use

Panasonic Group is a Worldwide Partner of the IOC and IPC. Essentially, Panasonic Group can use marks such as those of the Olympic and Paralympic marks, and also the National Olympic Committee (NOC) marks. However, we cannot use marks of National Paralympic Committees (NPC) other than the host country's NPC.

Marks that can be used Type of Partner	WW	OCOG marks	National Olympic Committee (NOC)		National Paralympic Committee (NPC)		Territorial scope of use
			 Host country (France)	 Non-host country	 Host country (France) + USA	 Non-host country	
IOC and IPC Worldwide Partner	○	○	○	○	○	×	Global
OCOG Local Partner <small>(Organising Committee of the Olympic and Paralympic Games)</small>	×	○	○	×	○	×	Host country
NOC Partner	×	×	○	○	-	-	local country
NPC Partner	×	×	-	-	○	○	local country
Licensee	Differs according to the agreements.						Differs according to the agreements

# Partnership History

■ Olympic ■ Paralympic

	TOPI '88	TOPII '92	TOPIII '94/'96	TOPIV '98/'00	TOPV '02/'04	TOPVI '06/'08	TOPVII '10/'12	TOPVIII '14/'16	TOPIX '18/'20	TOPX '22/'24	
Winter Editions	 Calgary (Canada)	 Albertville (France)	 Lillehammer (Norway)	 Nagano (Japan)	 Salt Lake City (U.S.A)	 Torino (Italy)	 Vancouver (Canada)	 Sochi (Russia)	 PyeongChang (Korea)	 Beijing (China)	
Summer Editions	 Seoul (South Korea)	 Barcelona (Spain)	 Atlanta (U.S.A)	 Sydney (Australia)	 Athens (Greece)	 Beijing (China)	 London (United Kingdom)	 Rio (Brazil)	 Tokyo (Japan)	 Paris (France)	
Category	Video equipment		Audio/video equipment								
						AV recording media					
							Car multimedia equipment				
								AV security equipment			
									Non-Exclusive category: Digital still camera		
										Home Appliance (excluding the Americas and Australia)	
										Electric Bicycle (regions excluding the U.S.A.)	
	Paralympic limited category Caring Bathroom & Vanity, The Shower, Home elevator										
				Home appliances (Japan only)							

## Olympic and Paralympic Worldwide Partner Over View (2022. 4)

 <p>Airbnb Unique Accommodation Products and Unique Experiences Services</p>	 <p>Alibaba Cloud services, e-commerce platform services</p>	 <p>Allianz Insurance</p>	 <p>Atos Information Technology</p>	 <p>Bridgestone Tires, certain tire and automotive vehicle services, self-propelled bicycles, seismic isolation bearings and a variety of diversified products</p>	 <p>COCA-COLA &amp; MENGNIU Non-alcoholic beverages</p>	 <p>Intel 5G technology platforms, VR, 3D and 360 content development platforms, artificial intelligence platforms, sports performance platforms, drones and processors</p>	 <p>Deloitte Management and Business Consulting Services, including digital strategy and transformation</p>
 <p>OMEGA Timepieces, timing, scoring and On-venue results systems and services</p>	 <p>Panasonic Audio/TV/Video Equipment Home appliance, Electronic bicycle* (*excluding the U.S.A.)</p>	 <p>P&amp;G Personal care and household products</p>	 <p>SAMSUNG wireless communications equipment</p>	 <p>TOYOTA Vehicles, mobility support robots and mobility services</p>	 <p>VISA Payment services, transaction security, pre-paid cards</p>	 <p>ottobock. Prosthetics and orthotics (Paralympic Games only)</p>	

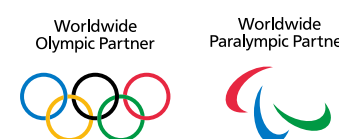
## Utilizing Panasonic Group's rights as a Worldwide Partner

### 1. Utilizing Olympic and Paralympic Imagery

Worldwide Partner has the privilege to implement marketing activities using the Olympic and Paralympic Games imagery on a worldwide basis. However, all terms and conditions stipulated in the TOP agreement must be respected at all times.

Typical examples of Olympic and Paralympic Games Imagery

- Olympic and Paralympic marks and official designation
- Images/Videos from the past Olympic and Paralympic Games
- Marks of the OCOG
- Marks and official designations of the NOCs
- Olympic and Paralympic Games assets (Image of Olympic flag, motto, anthem, medals, etc.)
- Symbols of the Flame (flame, cauldron)
- Use of the term "Olympic Games" or "Paralympic Games"



- Panasonic does not have athletes' portrait rights. These must be obtained separately.
- When using Olympic and Paralympic Games footage, please consult with the Worldwide Olympic & Paralympic Marketing Section.
- When any images or videos from the past Olympic and/or Paralympic Games are used, and in particular any including images of athletes, they must clearly indicate which Games were the source.
- When any images or videos from the past Olympic and/or Paralympic Games are used, it is necessary to include copyright notices.

The right to use the Olympic torch in activations is not granted by TOP contractual agreements. Partners that acquire marketing rights for the Olympic Torch Relay (OTR) through the OCOG may use the Olympic torch in activations, in compliance with the relevant OTR guidelines. Partners that do not acquire these rights can create only internal, very limited-scale materials for the sole purpose of selecting their contractually granted number of torch bearers. Such materials must not create the direct or indirect impression that the Partner has acquired OTR marketing rights.

### 2. Preferential Negotiating Rights on Product Supply

Worldwide Partner has the first negotiation rights to supply sponsorship category products to the IOC, IPC and the Organizing Committee of the Olympic Games (OCOG).

### 3. Preferential Purchasing Rights on Hospitality Packages

Worldwide Partner has preferential purchasing rights on hotels, game tickets, the hospitality center, etc. that are provided by the OCOG in the country hosting the Olympic and Paralympic Games. Offering incentive tours to invite key customers around the world to witness the Games will undoubtedly help expand business opportunities. The hospitality programs are available for use by all departments. However, you must be careful with regard to the wording that you choose when offering these programs for departments other than the category related departments.

Example of use of hospitality programs

- Tours for leading distributors, representatives and salespersons
- Invitation campaigns for end-users
- Inviting important B2B customers



! The Olympic imagery can only be used in corporate advertising materials, or with audio-visual equipment, home appliances and electric bicycles.  
\* Home appliances and electric bicycles were added to the sponsorship categories in January 2017. (Home appliances are applicable in regions excluding the Americas and Australia; electric bicycles are applicable in regions excluding the U.S.A.)

! Prior approval must be obtained from the IOC and the relevant organizing committees on the IOC Approval Platform before utilizing any Olympic imagery.

# Sponsorship Product Categories

Panasonic Group's sponsorship product categories for the Olympic Games are "Audio Visual Equipment", "Home appliance" and "Electric Bicycles."

## Audio Visual Equipment <typical examples>



● Digital Still Camera  
\*Non-Exclusive category



● Audio and Video Equipment for Consumer Market



● DVD Recorder

## Home Appliance <typical examples>



● Refrigerator



● Washing Machine

## Electric Bicycle <typical examples>



● Electric Bicycle (excluding the U.S.A.)



● Car Multimedia



● Professional Audio and Video Equipment



● Audio Mixer/Switcher



● Air Conditioners



● Microwave Oven/Rice Cooker



● Audio/Visual Recording Media



● Projectors, Speaker System



● Massage Chair



● Air Purification Device

It is important to note that mobile phones, beauty treatment appliances, housing equipment and materials do not belong to this category. (For more details, please refer to Page18.)

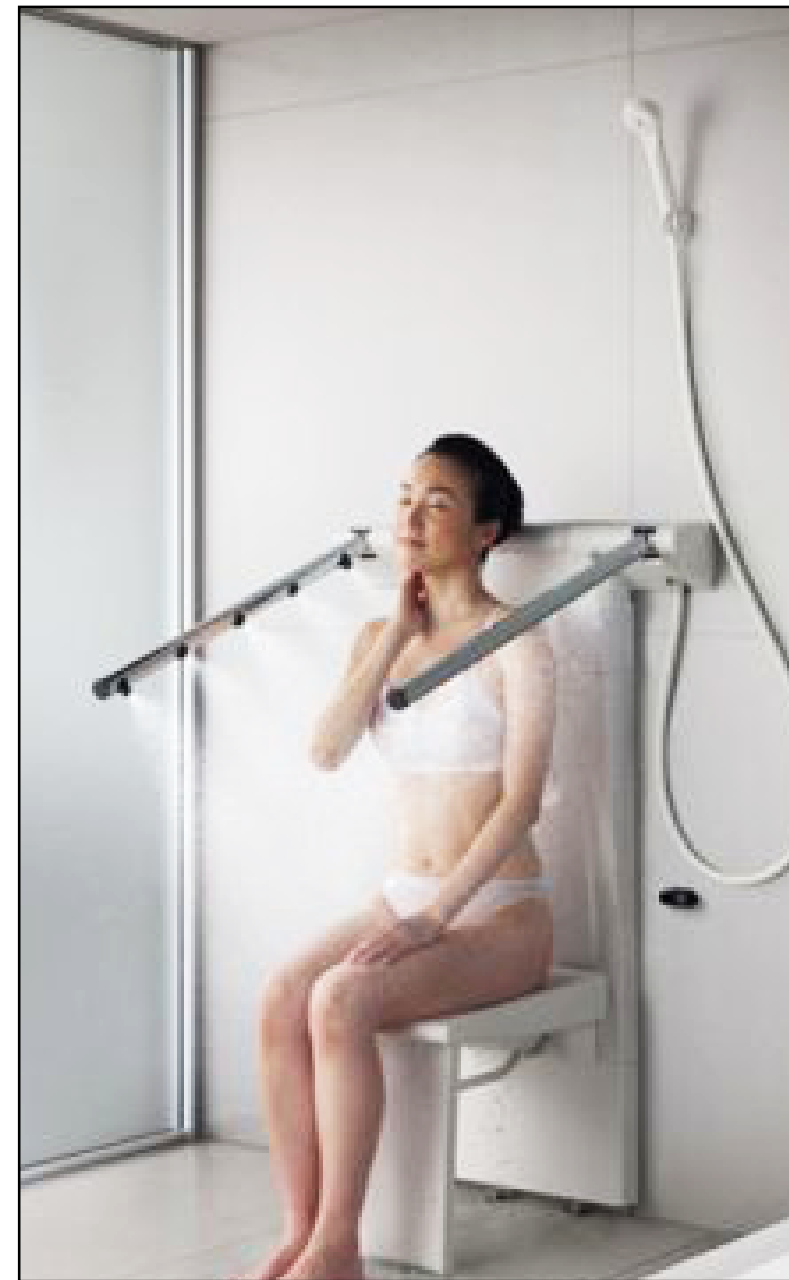
Home appliances are applicable in regions excluding the Americas and Australia. Electric bicycles are applicable in regions excluding the U.S.A.

## Paralympic Games limited category (Until 2024. In China only)

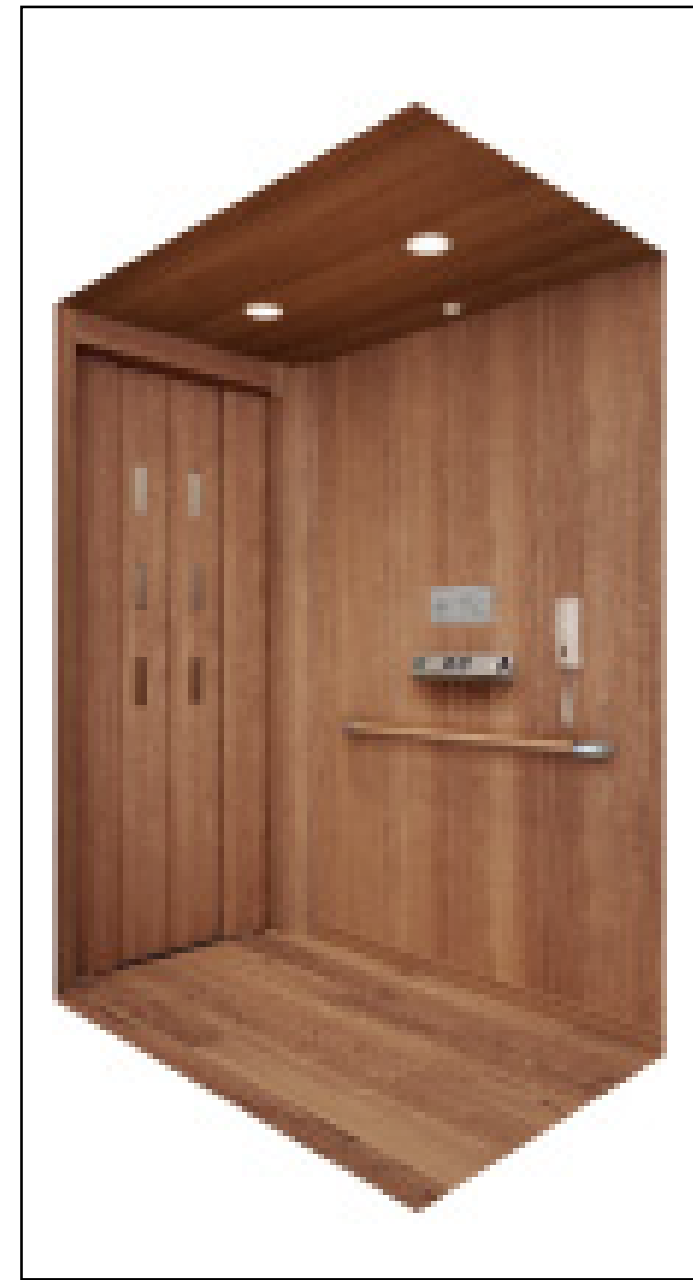
Panasonic Group's sponsorship product categories for the Paralympic Games are "Caring Bathroom & Vanity", "The Shower" and "Home elevator" in addition to "Audio Visual Equipment", "Home Appliances" and "Electric Bicycles".



● "Caring Bathroom & Vanity",



● "The Shower"



● "Home elevator"

- ❗ The image of the Olympic Games cannot be used for these product categories, which are approved only for the Paralympic Games.  
We have rights exclusive to within China and cannot use the image of the Paralympic Games for these products in countries other than China.

# Products in Sponsorship Categories 1

## Televisions

- Color TV
- Color Monitor
- Projection TV
- VCR Combination TV
- VCR Combination Monitor
- Satellite/4K Television Tuner
- Satellite Television Antenna
- UHF/VHF Antenna
- CATV Set-Top Box
- High-definition Color TV
- High-definition Color Monitor
- High-definition Projection TV
- LCD Color TV
- DVD Combination TV
- MUSE Decoder
- MUSE-NTSC Converter
- Internet TV
- Replay TV
- IPTV
- 3D TV
- LED-backlight TVs
- Portable TV
- OLED TV/
- Related Accessories

## Displays

- Color Flat Panel (Flat Vision)
- Transparent Screen
- Transparent Display

- Electronic Whiteboard
- Digital Signage Display

## DVD Recorders/Players

- DVD Recorder
- DVD Player/Changer
- Portable DVD Player
- DVD Home Theater System
- Blu-ray Disc Recorder
- Blu-ray Disc Player/Changer
- High-definition Disc Recorder/Player
- Video CD Player/Changer
- Multi Laser Disc Player/Changer
- DVD/VHS Recorder
- DVD Player/VHS Recorder Combo
- DVD Recorder with Hard Disk Drive
- DVD Micro/Mini HiFi System
- Portable Video CD Player
- Blu-ray Home Theater System
- Portable Blu-ray Player
- Blu-ray/VHS Recorder
- Blu-ray/VHS Combo
- Blu-ray Player/VHS Recorder Combo
- Blu-ray Recorder with Hard Disk Drive
- Blu-ray Micro/Mini HiFi System
- 3D BD Recorder
- 3D BD Player
- Related Accessories

## Video Tape Recorders

- Video Tape Recorder/Player
- Portable Video Tape Recorder/Player
- Dubbing VCR
- Editing VCR
- High-definition Video Tape Recorder
- Professional Video Tape Recorder/Player
- Lap-top Editing Machine\*
- Related Accessories\*\*

\*"Lap-top Editing Machine" is the product name for a portable video-editing device. It has no relation to a personal computer.

## Video Cameras

- Video Camera/Digital Video Camera /Camcorder
- Snap Video Camera
- DVD Video Camera (Camcorder)
- SD Video Camera (Camcorder)
- SD Multi Camera
- HDD Video Camera (Camcorder)
- 3D Video Camera
- Related Accessories\*\*

## Cameras

- Digital Still Camera
- Digital Still Camera/Lens Kit
- Interchangeable Lens for Digital Still Camera /Digital SLR Camera
- Digital Photo Frame

- Related Accessories\*\*

## Professional Video Systems

- Digital AV Mixers
- Digital Processing Camera
- Nonlinear AV Workstation
- Professional Video Camera
- Memory Card Video Camera
- Studio Camera System
- 3D Camera
- Related Accessories\*\*

## Peripheral Equipment

- Time Base Corrector
- Encoder Control Unit
- Waveform Remote Control Unit
- Video Switcher
- Audio/Video Switcher
- Dubbing Controller
- Video Distributor
- Audio Distributor
- Remote Controller
- Audio/Video/Remote Selector
- Digital Decoder
- Digital Encoder
- Digital Converter
- Video Signal Processor
- Time Code Generator/Reader
- Tuner/Timer for Portable Video Cassette Recorder

- Color Special Effect Generator
- Video Titler
- Remote Control Unit
- Relay Box
- Panning & Pan/Tilt Mechanism Head
- Time/Date Generator
- Video Distribution Amplifier
- Video Splitter
- Slow Motion System
- Video Authoring System
- Digital Video Processor
- Picture Synchronizer
- Process Amplifier
- Synchronization Signal Generator
- Electronic Character GeneratorRelated

\*\* Related Accessories means accessories directly related to the Products in Sponsorship Categories. It includes the accessories packed together with the products, and other than that, it needs to be confirmed separately on a case-by-case basis.

## Products in Sponsorship Categories 2

### Home Audio Equipment

- Amplifier
- Tuner
- Receiver/Home Theater Receiver
- Compact Disc Player/Changer
- Cassette Deck
- MIDI System
- Mini System/Micro System
- Audio Rack System
- Turntable/CD Turntable
- Speaker System
- Digital Sound Processor
- Graphic Equalizer
- Digital Audio Tape Recorder/Player
- Mini Disc Player/Recorder/Changer
- AV Processor
- Home Theater Audio System
- DJ Equipment/DJ Mixer
- Related Accessories\*\*

### Portable Audio Equipment

- Headphone Stereo Player/Recorder
- Stereo Headphones/Earphones
- Radio Cassette Player/Recorder
- Cassette Recorder
- Micro Cassette Recorder
- Transcriber
- Radio/Digital Radio
- CD Radio Cassette Player/Recorder
- Portable CD Player

- Portable Stereo Component System
- Portable Video Player
- Portable CD Tuner System
- Stereo Headphone Receiver
- Digital Audio Player
- SD Audio Player
- Hard Disk Audio Player
- Digital Voice Recorder
- Related Accessories\*\*

### Car Multimedia

- Car CD Changer
- Car CD/Receiver
- Car Cassette/Receiver
- Car Power Amplifier
- Car Graphic Equalizer
- Car Crossover Network
- Car Speaker
- Car DSP System
- DVD/SD Navigation System
- Color Monitor for Car Use
- Car TV System
- HDD Navigation System
- Memory Navigation System
- Car DVD Player
- Car Audio System with Hard Disk Drive
- Car AV System
- Video Tape Recorder/Player for Car Use
- Car Blu-ray Disc Player
- Car Bluetooth Unit

- Car Camera/Camera System
- Memory Navigation System
- Personal Navigation Device
- Related Accessories\*\*

### Large-Scale Video Displays

- LED Large-Screen Display System
- Video Switcher
- Video Wall
- Multi-Vision System
- High-definition Multi-Vision System
- Related Accessories\*\*

### Projectors

- LCD Projector
- DLP Projector
- Data & Graphic CRT Projector
- Space Player

### Audio-Visual Security Equipment

- Surveillance Video Camera
- Iris Recognition Camera
- Video Monitors
- Microcameras
- Network Camera
- Digital Disc Video Recorder
- Video Server/Switcher
- Encoder/Decoder
- Related Accessories\*\*

### Professional Audio Systems

- Audio Mixer
- Speaker
- Power Amplifier
- Microphone
- Digital Audio Effector
- Conference Microphone System
- Public Address Sound System
- Related Accessories\*\*

### Audio/Visual Recording Media

- Audio Tape
- Video Tape
- CD\*
- DVD Disc\*
- MD
- Blu-ray Disc\*
- SD Memory Card/SDHC Memory Card\*
- mini SD Card/mini SDHC Card\*
- micro SD Card/micro SDHC Card\*
- ADA Drive Unit
- Related Accessories\*\*

\*Video, still image and audio use only

### Others

- Avionic Video System
- Audio/Video Server System

\*\* Related Accessories means accessories directly related to the Products in Sponsorship Categories.

It includes the accessories packed together with the products, and other than that, it needs to be confirmed separately on a case-by-case basis.

## Products in Sponsorship Categories 3

### Cooking

- Refrigerator/Freezer
- Microwave Oven
- Rice Cooker
- Kettle
- Induction Heating Cooker
- Coffee Maker
- Bread Maker
- Toaster
- Mixer
- Hand Blender
- Food Processor
- Electric Pressure Cooker
- Hot Plate
- Roaster
- Hand Mixer
- Battery Sesame-Grinder
- Ice Cream Maker
- Airtight Pack
- Grill
- Slow Cooker
- Sandwich Maker
- Multi Cooker
- Food/Rice Steamer
- Deep Fryer
- Rotisserie Oven
- Food Grinder
- Food Slicer
- Can Opener
- Electric Fry Pan

- Waffle Iron
- Other Cooking Irons
- Skillets
- Hot Tea Maker
- Electric Knives
- Woks
- Buffet Server and Warming Trays
- Popcorn Popper
- Hot Pot
- Ice Crusher
- Cup Warmer
- Hot Air Oven
- Contact Grill
- Replacement Decanter
- Under Cabinet Automatic Drip Coffee Maker
- Coffee Grinders
- Coffee Roaster

### Air Conditioning

- Overall Air Conditioners
  - Air Conditioner for Window
  - Air Conditioning Device
- Air Movement Appliance
- Fan heater
- Overall Fans
  - Stand Fans
  - Desk Fans
  - Personal Fans
  - Box Fans

- Overall Ventilating Fans
  - Kitchen Ventilating Fan
  - Bath Ventilating Dehydrator
  - Range Hood
- Air Purification Device
- Nano ion generator
- Electronic Dehumidifiers
- Electronic Cloth Dry Dehumidifiers
- Electronic Humidifiers
- Electronic Toilet Seat/Bidet
- House Work
  - Washing Machine/Dryer
  - Iron
  - Cloth Steamer
  - Electronic Mattress Pad Dryer
  - Bedcloth Dryer
  - Carpet Cleaner
  - Overall Electronic Vacuum Cleaner
    - Robot Vacs
    - Hand Vacs
    - Wet/Dry Vacs
    - Replacement Bags
    - Belts and Other Components relating to such products
  - Dish Washer
  - Dehydrators
  - Home Water Filtration Equipment and Filter
  - Reduced Hydrogen Water Generator
  - Alkali Ion Water Purifier

- Trash Compactor

### Massage

- Massage Device
- Massage Chair
- Head Massage Device
- Body Massage Device
- Foot Massage Device
- Handy Massage

- Electric Bicycle
- Electric Bicycle

### Others

- Thermometer
- Lighted Make-Up Mirror
- Consumer Electronic Sound Therapy
- Aromatherapy Device
- Rain Gauges Electric Shower
- Electric Shower
- Household Fuel Cell Cogeneration System (Hydrogen Fuel cell Generator, Residential Fuel cell)
- Household Heat Pump Hot-water Supply System
- Household Heat Pump Hot-water Floor Heating System
- Consumer Batteries, Rechargeable Equipment (Only in Japan)

! All products on this page except Electric Bicycle are excluded from Panasonic Group's sponsorship product category in the Americas and Australia.

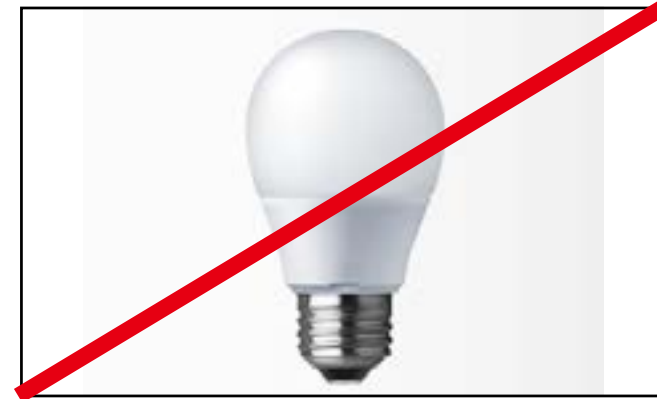
! Electric Bicycle is excluded from Panasonic Group's sponsorship product category in the U.S.A.

! Batteries and Rechargeable equipment are applicable only in Japan.

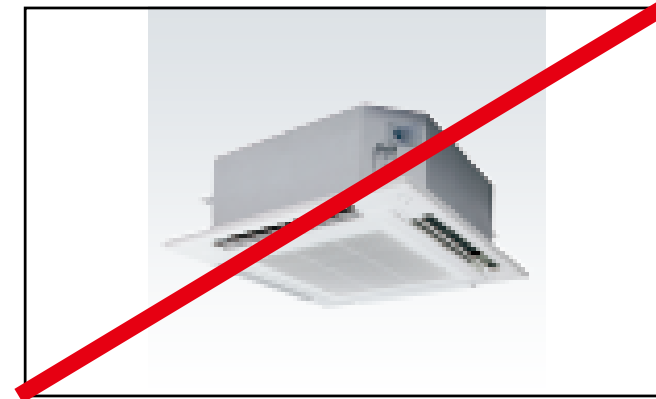
## Products Not Included in Panasonic's Sponsorship Category (typical example)



● Personal Computers, Tablets



● Lamps and Lighting Equipment



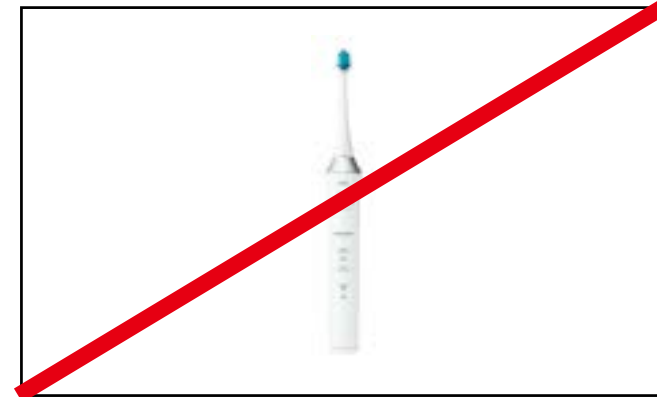
● Industrial Scale Air Conditioners



● Application Software



● Mobile Phones, Fax



● Electric Shavers,  
Electric Toothbrushes










● Beauty Treatment Equipment,  
Dryers



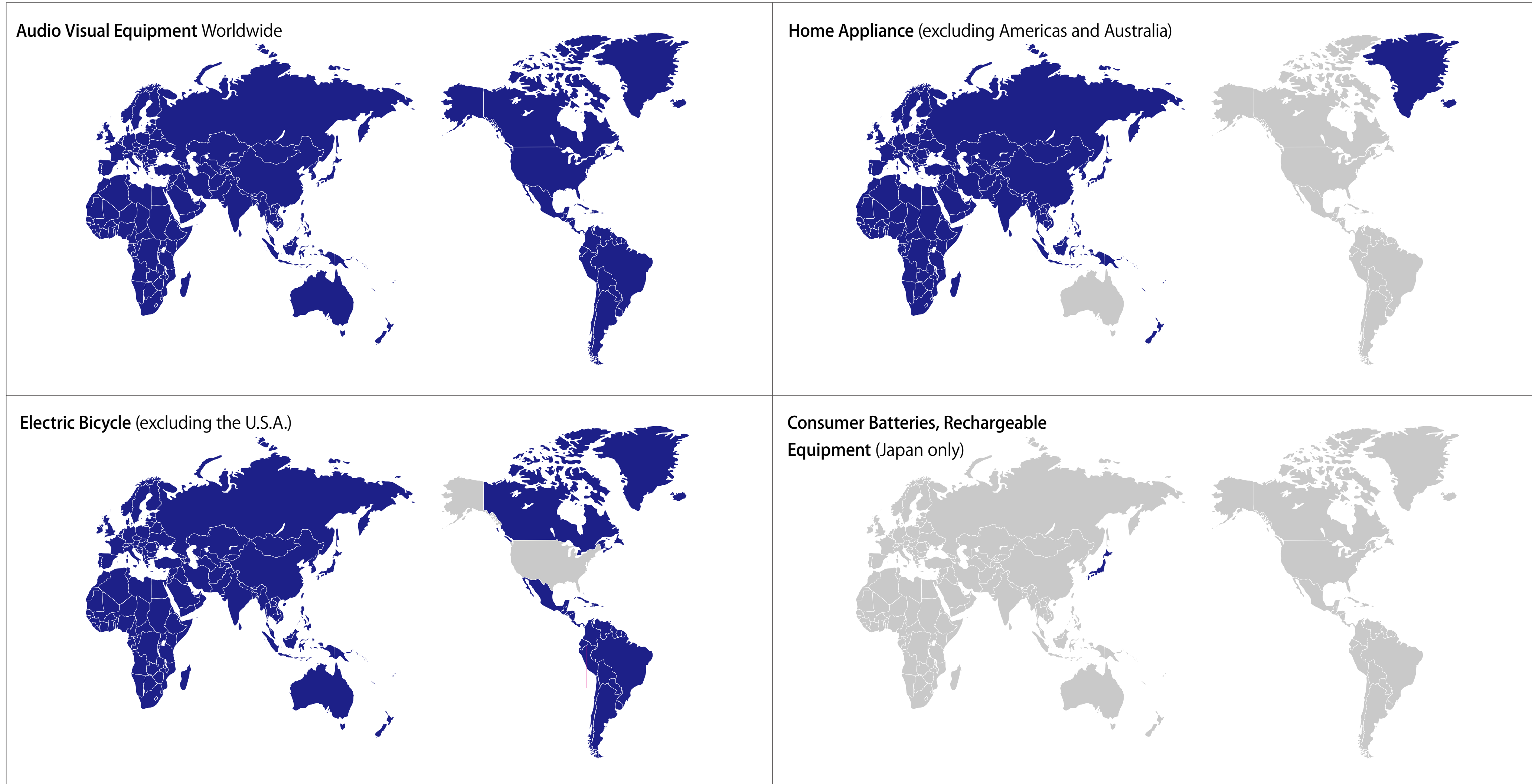
● Electronic Components

## Products that can only be used for promotion

The IOC shall exceptionally permit Panasonic Group to activate in connection with the certain functionality/components of the following products outside of Panasonic's product category using the IOC Logo and certain OCOG Logo in the certain territory.

Products	Functionality/Components	Territory	Logo	Remarks
Video-Intercom 	the audio-visual functionality	Japan only	 	"communication" or "wireless" functionalities (if any) are positioned as ancillary and as cross-functionality capabilities only.
Hearing Aid 	the audio functionality	Japan only		It may not be activated as healthcare equipment.
Security Card Reader 	the audio-visual functionality	Japan only		It should be in connection with the audio-visual functionality of security/video surveillance equipment.
Video conference system equipment 	the audio-visual functionality	Worldwide (Excluding USA)		It may not be activated as communications equipment.
Electric Heating Carpet, Electric Heating Blanket 	the electric heating component	Japan only		It may not be activated as carpet (home decor) and blanket (bedding).

## Feasible area for each category product





## Approval Application

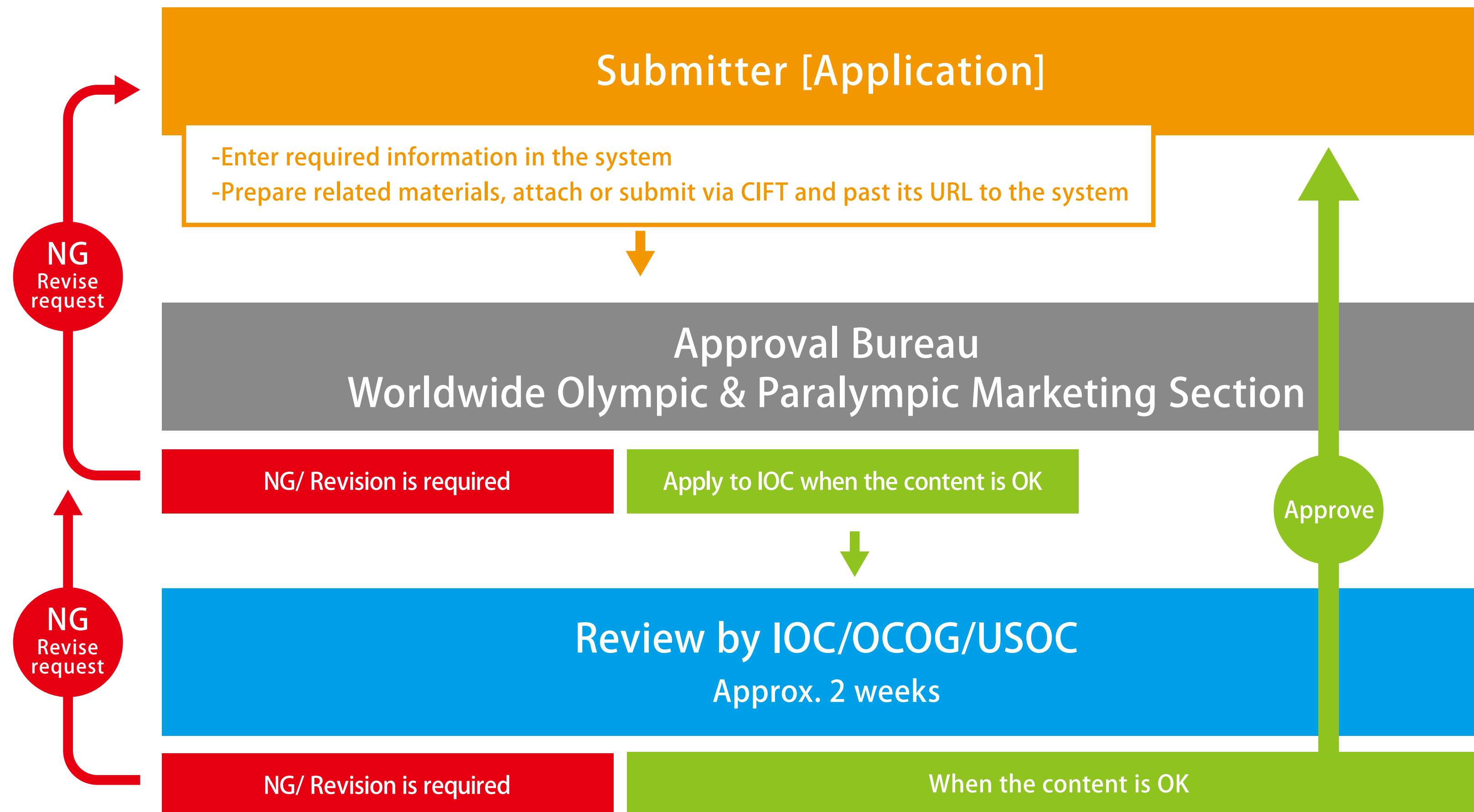
**All activities related to the Olympic and Paralympic Games must be applied for through the system and approved in advance by the IOC. Please refer to the glossary to confirm the official terminology before applying for approval.**

- Approval Application Process
- Glossary of Official Terminology
- Pre-application Checklist

## Approval Application Process

Acquiring the approval of the IOC and other bodies is necessary prior to creating or using materials. Accordingly, please ensure sufficient time for the application process.

- Time required to receive results of approval as per the agreement (approximately two weeks)
- Time until the results of the reapplication are received (approximately three working days)
- Time required for a reapplication (if corrections are required)
- Time for internal approval (if internal approval is required)



Glossary of Official Terminology /

## Referencing the Olympic and Paralympic Games

### Summer

the Olympic Games

the Paralympic Games

the Olympic Games Paris 2024

the Paralympic Games Paris 2024

Games of the XXXIII Olympiad Paris 2024

Paris 2024

the Olympic and Paralympic Games Paris 2024

### Winter

the Olympic Winter Games

the Paralympic Winter Games

the Olympic Winter Games Beijing 2022

the Paralympic Winter Games Beijing 2022

XXIV Olympic Winter Games Beijing 2022

Beijing 2022

the Olympic and Paralympic Winter Games Beijing 2022

### Youth

3rd Winter Youth Olympic Games

Winter Youth Olympic Games Lausanne 2020

Lausanne 2020

4th Summer Youth Olympic Games

Summer Youth Olympic Games Dakar 2026

Dakar 2026

\* NG: YOG

Glossary of Official Terminology /

## Main Official Terminologies of the Olympic Games

### Main Official Terminologies:

the IOC Session

the ancient Olympic Games

the modern Olympic Games

Olympian

Olympiad

Olympic

the Olympic Anthem

the Olympic cauldron

the Olympic Charter

the Olympic Congress

the Olympic Day

the Olympic family

the Olympic flag

the Olympic flame

the Olympic Games

the Olympic mark

the Olympic motto

the Olympic Movement

the Olympic oath

the Olympic rings

the Olympic spirit

the Olympic stadium

the Olympic torch

the Olympic Torch Relay

the Olympic Truce

the Olympic Village

the Olympic Winter Games

Olympism

the Opening/Closing Ceremony of the Olympic Games

the Youth Olympic Games

the Winter Youth Olympic Games

the Youth Olympic flame

the Youth Olympic torch

the Youth Olympic Torch Relay

Glossary of Official Terminology /

**Olympic/Paralympic Sports**

Olympic Sports (33)	Les Sports Olympiques
Aquatics	Natation
Archery	Tir à l'arc
Athletics	Athlétisme
Badminton	Badminton
Baseball/Softball	Baseball/Softball
Basketball	Basketball
Boxing	Boxe
Canoe-Kayak	Canoë-Kayak
Cycling	Cyclisme
Equestrian	Sports équestres
Fencing	Escrime
Football	Football
Golf	Golf
Gymnastics	Gymnastique
Handball	Handball
Hockey	Hockey
Judo	Judo
Karate	Karaté
Modern Pentathlon	Pentathlon moderne
Rowing	Aviron
Rugby	Rugby
Sailing	Voile
Shooting	Tir
Skateboarding	Skateboard
Sport Climbing	Escalade sportive
Surfing	Surf
Table Tennis	Tennis de table
Taekwondo	Taekwondo
Tennis	Tennis
Triathlon	Triathlon
Volleyball	Volleyball
Weightlifting	Haltérophilie
Wrestling	Lutte

Paralympic Sports (22)	Les Sports Paralympiques
Archery	Tir à l'arc
Badminton	Badminton
Boccia	Boccia
Canoe	Canoë
Cycling	Cyclisme
Equestrian	Equitation
Football 5-a-side	Football à-5/Cécifoot
Goalball	Goalball
Judo	Judo
Para Athletics	Para athlétisme
Para Powerlifting	Para powerlifting
Para Swimming	Para natation
Rowing	Aviron
Shooting Para Sport	Para tir sportif
Sitting Volleyball	Volley-ball assis
Table Tennis	Tennis de table
Taekwondo	Taekwondo
Triathlon	Triathlon
Wheelchair Basketball	Basket-ball en fauteuil roulant
Wheelchair Fencing	Escrime en fauteuil roulant
Wheelchair Rugby	Rugby en fauteuil roulant
Wheelchair Tennis	Tennis en fauteuil roulant

Glossary of Official Terminology /

## Use of Designation

When using a Composite Logo, it is required to incorporate in its design the appropriate previously approved Designation for the rights granted as one of the three essential elements.

The corporate slogan cannot be used as the Designation.

The Designation must always be clearly visible and legible, but any color can be used.

For application on very small items such as pins, the Designation is not mandatory if it would not be legible.

Font: Please use PUD Sans-Serif (M) for English and French.

Designation Type	Approved Designation
IOC Designation	<ul style="list-style-type: none"> <li>• “Worldwide Olympic Partner”</li> <li>• “Official Partner/Sponsor of the International Olympic Committee”</li> <li>• “Official Supplier of the International Olympic Committee” (subject to actual supply)</li> <li>• “Official (product/service) of the International Olympic Committee” (product/service to be replaced by Television, HDTV, Full HD 3D TV, Audio Equipment, Video Equipment, AV Equipment, Video Systems Equipment, DVD Equipment, Audio/Video Recording Media, Still Image Equipment, AV Security Equipment, or Home Appliance)</li> <li>• “Official Worldwide Partner/Sponsor of the 2020 Olympic Games”</li> </ul>
IPC Designation	<ul style="list-style-type: none"> <li>• “Worldwide Paralympic Partner”</li> <li>• “Official Partner/Sponsor of the International Paralympic Committee”</li> <li>• “Official Supplier of the International Paralympic Committee” (subject to actual supply)</li> <li>• “Official Worldwide (product/service) Partner/Sponsor” (product/service to be replaced by Television, HDTV, Full HD 3D TV, Audio Equipment, Video Equipment, AV Equipment, Video Systems Equipment, DVD Equipment, Audio/Video Recording Media, Still Image Equipment, Assist Suit, Caring Bathroom &amp; Vanity, The Shower, or AV Security Equipment.)</li> </ul>
NOC Designation	<ul style="list-style-type: none"> <li>• “Official Partner of the (country) National Olympic Committee”</li> <li>• “Official Supplier of the (country) National Olympic Committee/Team” (subject to actual supply)</li> <li>• “Official (product/service) of the (country) National Olympic Committee/Team” (product/service to be replaced by Television, HDTV, Full HD 3D TV, Audio Equipment, Video Equipment, AV Equipment, Video Systems Equipment, DVD Equipment, Audio/Video Recording Media, Still Image Equipment, AV Security Equipment, or Home Appliance)</li> </ul>

\* **The basic Designations are the Official Worldwide Olympic Partner and Official Worldwide Paralympic Partner.**

\* Designations other than those specified above can be used. However, applications must be submitted.

Please contact the Worldwide Olympic & Paralympic Marketing Section for more details. [olympic@gg.jp.panasonic.com](mailto:olympic@gg.jp.panasonic.com)

## Pre-application Checklist

- It takes about 2 weeks to receive initial response. Did you allow yourself plenty of time to have approval?
- Did you use the latest Olympic/Paralympic logos downloaded from the marketing website?
- (When the Olympic/Paralympic logo you used is stand-alone type)  
Is the Panasonic logo included on the same printing surface?
- Are the correct designations or composite logo used in your application?
- Are any products out of our Olympic/Paralympic sponsor category not included?
- Did you use correct terminologies?  
\*Please refer to section 1 for the official terminologies.
- (When using the Olympic and Paralympic Games image) Is correct copyright notice included?  
\*Please refer to section 3 for information about copy right.
- Did you include all necessary information such as a size of the logo and activation period in your application?
- Have you prepared all application documents and accompanying explanatory materials in English?  
\*In principle, you are required to prepare all application documents and accompanying explanatory materials in English as your application will be checked in English by the IOC and others.



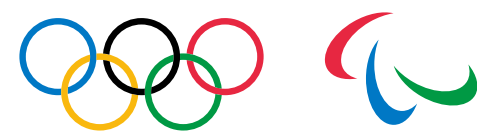
## Chapter 2 Use of Properties

# Use of Olympic and Paralympic Properties

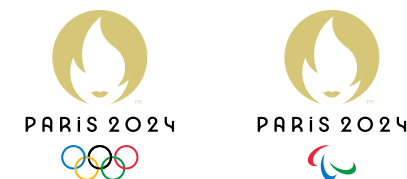
A Composite Logo is a powerful asset for Partners, highlighting their relationship with an Olympic and Paralympic party. It is mandatory for Partners to use a Composite Logo for all their Olympic/Paralympic-themed activations.

This section provides information on the different ways to create a Composite Logo.

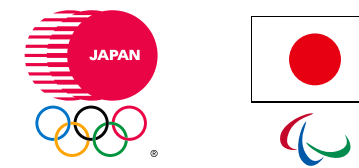
A Composite Logo always includes one of the three following Olympic or Paralympic marks.



Olympic and Paralympic Symbols



OCOG Logo



NOC and NPC Logos

1. Consistent care must be taken in using the IOC and IPC logos, as their misuse construes a violation of agreements with the IOC and IPC.
2. A violation may result in the discontinuation of the use of these logos for the entire Panasonic Group.
3. Avoid acting arbitrarily in the use of these logos and ensure to apply for approval to the IOC and IPC before creating materials. Obtain approval by following the application system. <http://iweb.mei.co.jp/cc/olympic/en/logo/approval.html>
4. Consult with WOM for the use of NOC and NPC logos of various countries.

	Olympic	Paralympic	Dual logo
IOC/IPC logo			
OCOG logo (Paris 2024)			

For the first time users" <http://iweb.mei.co.jp/cc/olympic/en/first/> "

## Constituents of Composite Logos

A Composite Logo is constituted from (1) a mark + (2) the Panasonic Logo + (3) a designation.

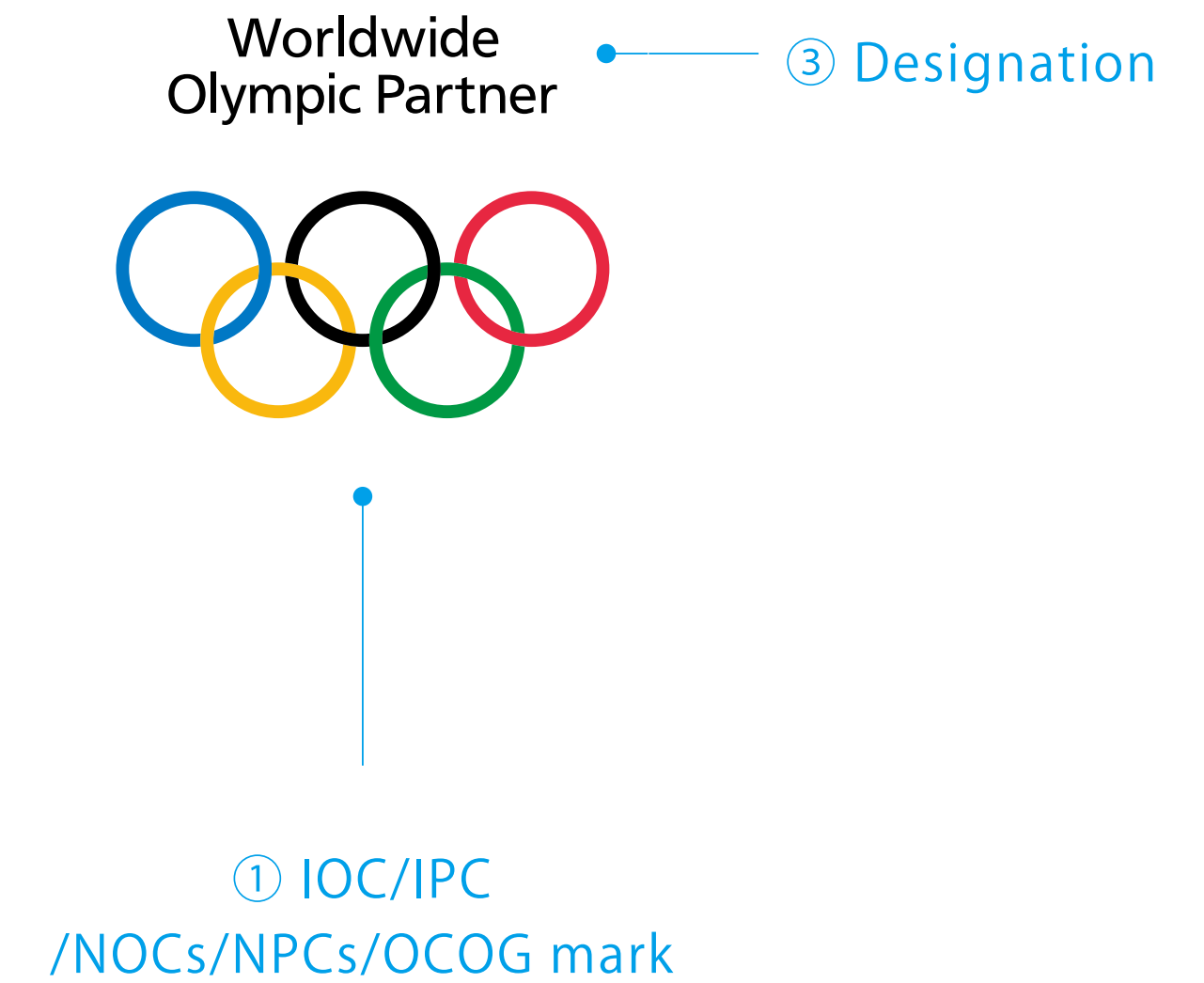
A stand-alone logo is constituted from (1) a mark + (3) a designation. When using this logo, the Panasonic logo must be included on the same printing surface as the stand-alone logo. The Panasonic logo should be at least as big as or bigger than the stand-alone logo.

In principle, it is not possible to use the Olympic symbol (five rings) and the Paralympic symbol (Agitos) by themselves alone for promotions.

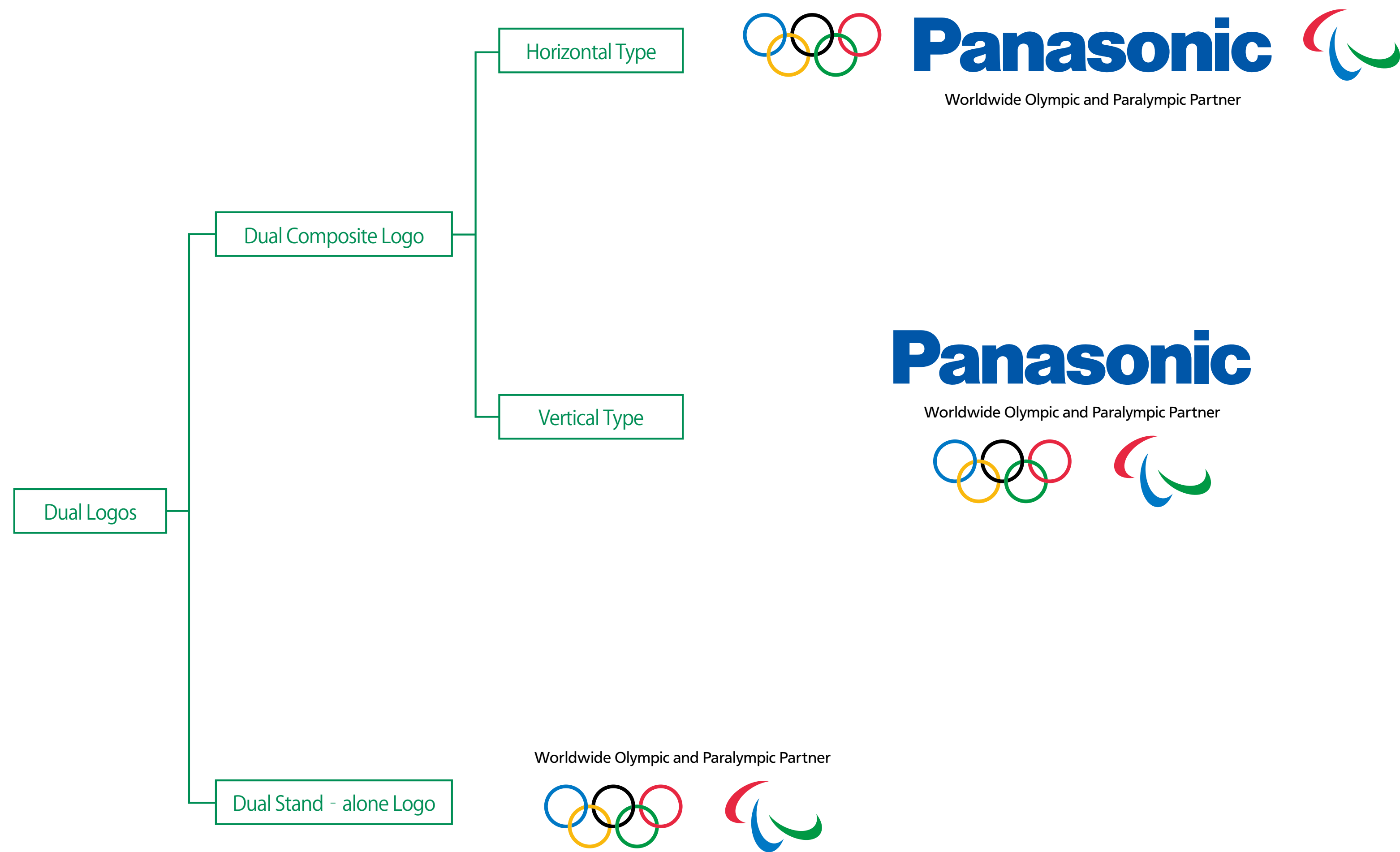
Composite logo (Olympic example)



Stand-alone logo (Olympic example)



# Dual Logo Overview



### Dual Composite Logo

The Dual composite logo consists of the Olympic symbol, a designation, and the Panasonic logo arranged in a specific and unchanging relationship. These can be combined into two types: horizontal or vertical.

### Caution!

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.
- The Olympic and Paralympic symbol cannot be used alone.

### Dual Stand - alone Logo

The Dual stand-alone logo consists of the Olympic symbol and a designation. When using the Dual stand-alone logo in advertisements or similar applications, the Panasonic logo must be included on the same printing surface as the stand-alone logo. The Panasonic logo should be at least as big as or bigger than the Dual stand-alone logo.

# Dual Composite Logo: Horizontal Type

Full Color



Single Black



### Protected Area

Based on the diameter (x) of one Olympic ring, a space of 0.75x must be allowed above and below the composite logo, and a space of 1x must be allowed to the right and left of the composite logo. There must be no images or text entered these spaces.

### Minimum Size







The composite logo, including the protected area, must be at least 132mm wide. As a general rule, it cannot be used in a size smaller than this.

Protected Area



Minimum Size



Colors	Pantone	Process	RGB
 Panasonic Blue	293 C	C100 M64	R0 G65 B192
 Olympic Blue	3005 C	C100 M37	R0 G129 B200
 Olympic Yellow	137 C	M34 Y91	R252 G177 B49
 Olympic Black	426 C	K100	R0 G0 B0
 Olympic Green	355 C	C100 Y100	R0 G166 B81
 Olympic Red	192 C	M94 Y65	R238 G51 B78

\*Please refer to the RGB specified values when reproducing the logo on a website and/or footage.

## Caution!

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.
- In the U.S.A., only where corporate legal notice "All rights reserved," is mentioned, the composite logo must appear with the trademark notice "36 USC 220506".

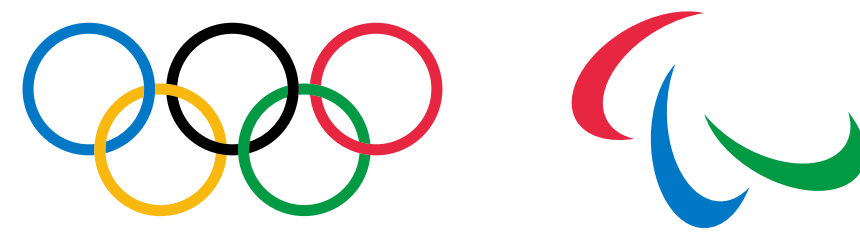
# Dual Composite Logo: Vertical Type

Full Color

Single Black

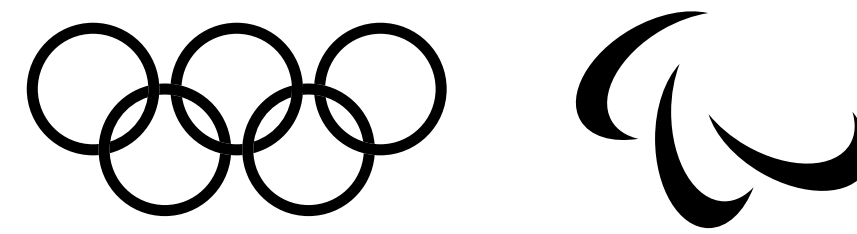
# Panasonic

Worldwide Olympic and Paralympic Partner



# Panasonic

Worldwide Olympic and Paralympic Partner



Colors	Pantone	Process	RGB
	Panasonic Blue 293 C	C100 M64	R0 G65 B192
	Olympic Blue 3005 C	C100 M37	R0 G129 B200
	Olympic Yellow 137 C	M34 Y91	R252 G177 B49
	Olympic Black 426 C	K100	R0 G0 B0
	Olympic Green 355 C	C100 Y100	R0 G166 B81
	Olympic Red 192 C	M94 Y65	R238 G51 B78

\*Please refer to the RGB specified values when reproducing the logo on a website and/or footage.

### Protected Area

Based on the diameter (x) of one Olympic ring, a space of 1.25x must be maintained around the Dual composite logo (vertical type). There must be no images or text entered in these spaces.

### Minimum Size

The composite logo, including the protected area, must be at least 85mm wide. As a general rule, it cannot be used in a size smaller than this.

**Caution!**

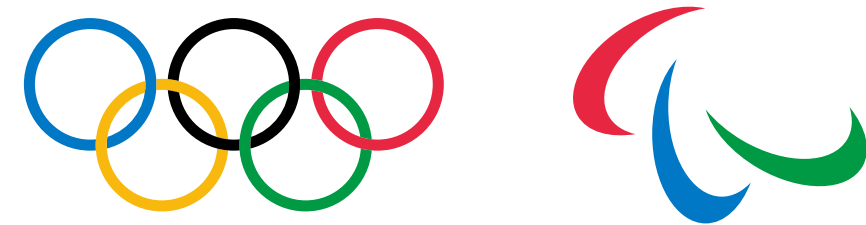
- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.
- In the U.S.A., only where corporate legal notice "All rights reserved," is mentioned, the composite logo must appear with the trademark notice "36 USC 220506".

# Dual Stand-alone Logo

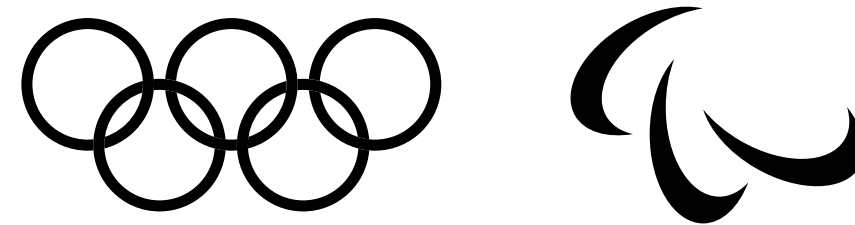
Full Color

Single Black

Worldwide Olympic and Paralympic Partner



Worldwide Olympic and Paralympic Partner



When using the stand-alone logo in advertisements or similar applications, the Panasonic logo must be included on the same printing surface as the Dual stand-alone logo. The Panasonic logo should be at least as big as or bigger than the Dual stand-alone logo.

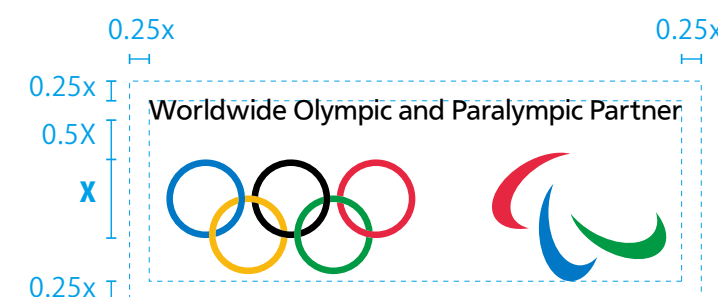
### Protected Area

Based on the diameter (x) of one Olympic ring, a space of 0.25x must be maintained around the Dual stand-alone logo. There must be no images or text entered in these spaces.

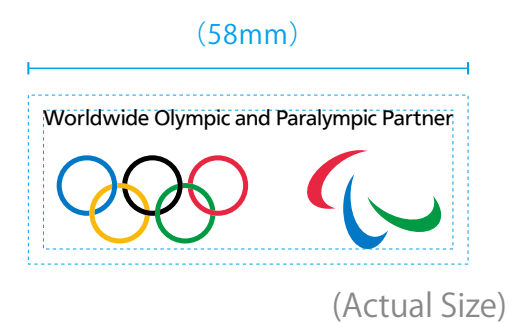
### Minimum Size






The composite logo, including the protected area, must be at least 58mm wide. As a general rule, it cannot be used in a size smaller than this.

Protected Area



Minimum Size



Colors	Pantone	Process	RGB
 Olympic Blue	3005 C	C100 M37	R0 G129 B200
 Olympic Yellow	137 C	M34 Y91	R252 G177 B49
 Olympic Black	426 C	K100	R0 G0 B0
 Olympic Green	355 C	C100 Y100	R0 G166 B81
 Olympic Red	192 C	M94 Y65	R238 G51 B78

\*Please refer to the RGB specified values when reproducing the logo on a website and/or footage.

**Caution!**

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.
- In the U.S.A., only where corporate legal notice "All rights reserved," is mentioned, the composite logo must appear with the trademark notice "36 USC 220506".

## Dual Logo Color Variations

Full Color



Single Color

black



white

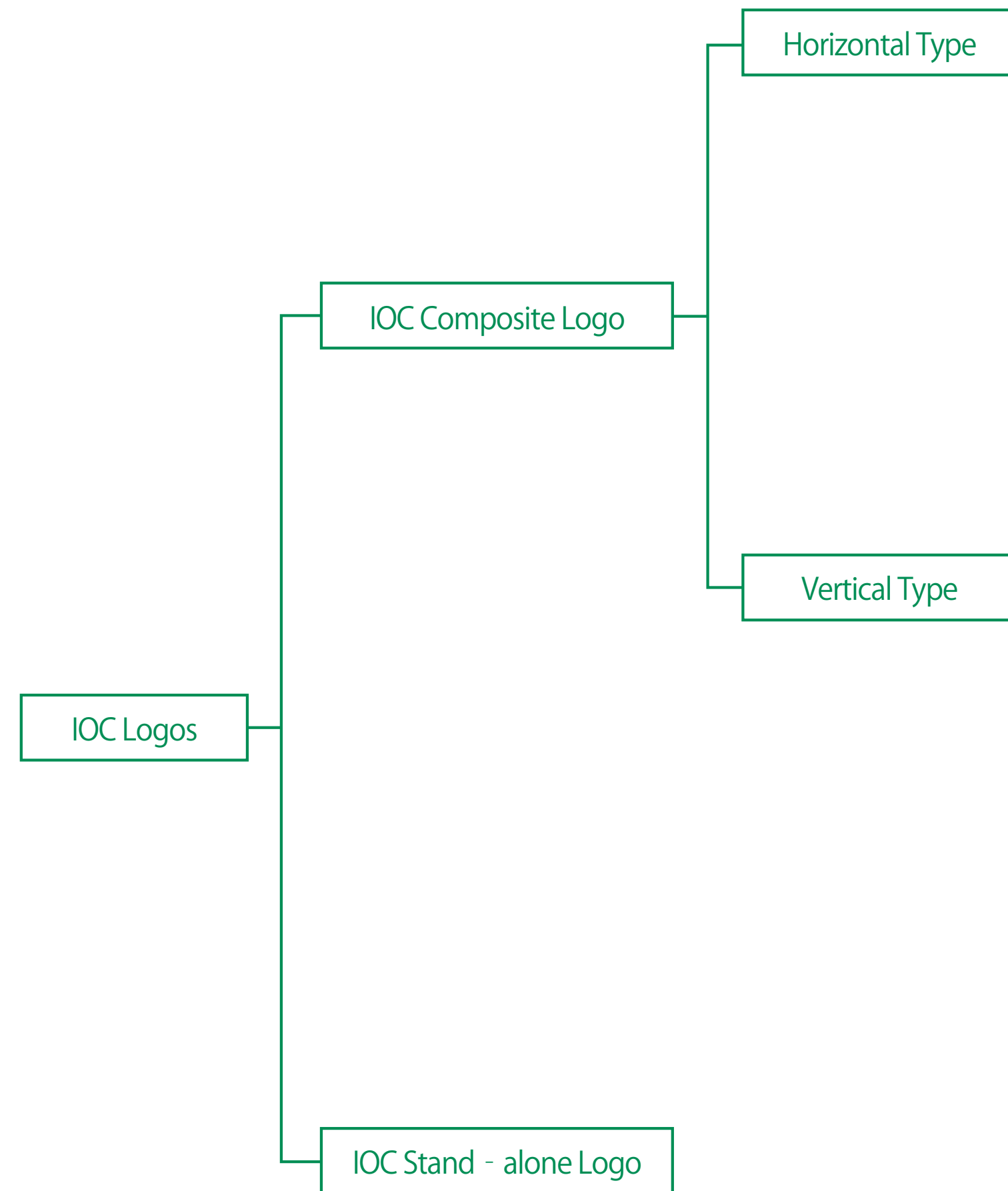


Full-color printing is the basic display method for both the composite logo and stand-alone logo. When full-color printing cannot be used, it is possible to display the logos in a single color, using black or white (reverse). The examples shown at the left are for the composite logo, but the same rules also apply to the stand-alone logo.

### Background Colors

Display the logos against a plain background as much as possible. Also, provide sufficient contrast between the background and the logo to ensure that the logo is clearly visible. The full color Olympic rings must always appear on a solid white background.

# IOC Logo Overview



## IOC Composite Logo

The IOC composite logo consists of the Olympic symbol, a designation, and the Panasonic logo arranged in a specific and unchanging relationship. These can be combined into two types: horizontal or vertical.

**Caution!**

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.
- The Olympic symbol cannot be used alone.

## IOC Stand - alone Logo

The IOC stand-alone logo consists of the Paralympic symbol and a designation. When using the IOC stand-alone logo in advertisements or similar applications, the Panasonic logo must be included on the same printing surface as the stand-alone logo. The Panasonic logo should be at least as big as or bigger than the IOC stand-alone logo.

# IOC Composite Logo: Horizontal Type

Full Color



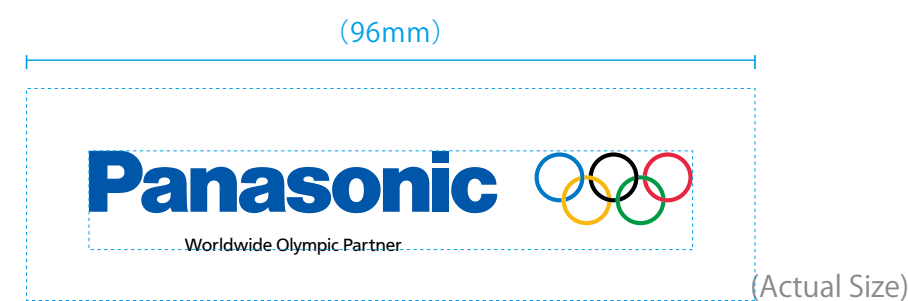
Single Color









Protected Area



Minimum Size



Colors	Pantone	Process	RGB
 Panasonic Blue	293 C	C100 M64	R0 G65 B192
 Olympic Blue	3005 C	C100 M37	R0 G129 B200
 Olympic Yellow	137 C	M34 Y91	R252 G177 B49
 Olympic Black	426 C	K100	R0 G0 B0
 Olympic Green	355 C	C100 Y100	R0 G166 B81
 Olympic Red	192 C	M94 Y65	R238 G51 B78

\*Please refer to the RGB specified values when reproducing the logo on a website and/or footage.

### Protected Area

Set the height of the red Agitos as X around the IPC composite logo, and secure a space of 1.25x on the top, left and right, and 1x on the bottom. Do not put other images or characters in this area.

### Minimum Size

The composite logo, including the protected area, must be at least 96mm wide. As a general rule, it cannot be used in a size smaller than this.

### Caution!

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.
- In the U.S.A., only where corporate legal notice "All rights reserved," is mentioned, the composite logo must appear with the trademark notice "36 USC 220506".

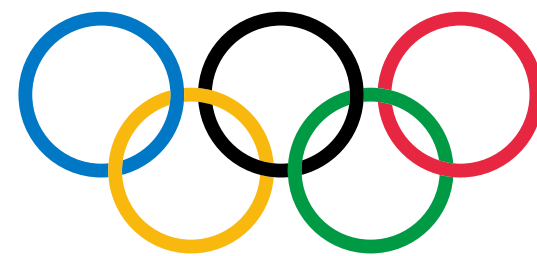
# IOC Composite Logo: Vertical Type

Full Color

Single Black

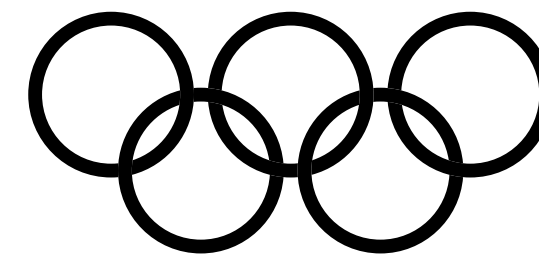
**Panasonic**

Worldwide  
Olympic Partner



**Panasonic**

Worldwide  
Olympic Partner









Protected Area



Minimum Size



Colors	Pantone	Process	RGB
 Panasonic Blue	293 C	C100 M64	R0 G65 B192
 Olympic Blue	3005 C	C100 M37	R0 G129 B200
 Olympic Yellow	137 C	M34 Y91	R252 G177 B49
 Olympic Black	426 C	K100	R0 G0 B0
 Olympic Green	355 C	C100 Y100	R0 G166 B81
 Olympic Red	192 C	M94 Y65	R238 G51 B78

\*Please refer to the RGB specified values when reproducing the logo on a website and/or footage.

## Protected Area

Based on the diameter (x) of one Olympic ring, a space of 0.75x must be maintained around the Composite Logo (Vertical Type). There must be no images or text entered in these spaces.

## Minimum Size

The composite logo, including the protected area, must be at least 51mm wide. As a general rule, it cannot be used in a size smaller than this.

## Caution!

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.
- In the U.S.A., only where corporate legal notice "All rights reserved," is mentioned, the composite logo must appear with the trademark notice "36 USC 220506".

# IOC Stand-alone Logo

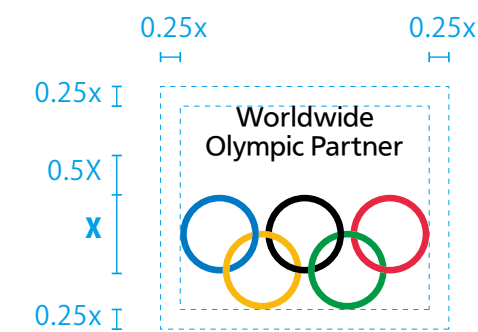
Full Color



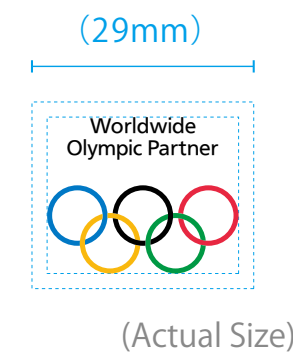
Single Black









Protected Area



Minimum Size



Colors	Pantone	Process	RGB
 Panasonic Blue	293 C	C100 M64	R0 G65 B192
 Olympic Blue	3005 C	C100 M37	R0 G129 B200
 Olympic Yellow	137 C	M34 Y91	R252 G177 B49
 Olympic Black	426 C	K100	R0 G0 B0
 Olympic Green	355 C	C100 Y100	R0 G166 B81
 Olympic Red	192 C	M94 Y65	R238 G51 B78

\*Please refer to the RGB specified values when reproducing the logo on a website and/or footage.

When using the stand-alone logo in advertisements or similar applications, the Panasonic logo must be included on the same printing surface as the IOC stand-alone logo. The Panasonic logo should be at least as big as or bigger than the stand-alone logo.

### Protected Area

Based on the diameter (x) of one Olympic ring, a space of 0.25x must be maintained around the IOC Stand-alone logo. There must be no images or text entered in these spaces.

### Minimum Size

IOC Stand-alone Logo, including the protected area, must be at least 29mm wide. As a general rule, it cannot be used in a size smaller than this.

**Caution!**

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.
- In the U.S.A., only where corporate legal notice "All rights reserved," is mentioned, IOC Logo must appear with the trademark notice "36 USC 220506".

## IOC Logo Color Variations

Full Color



Single Color

black



white

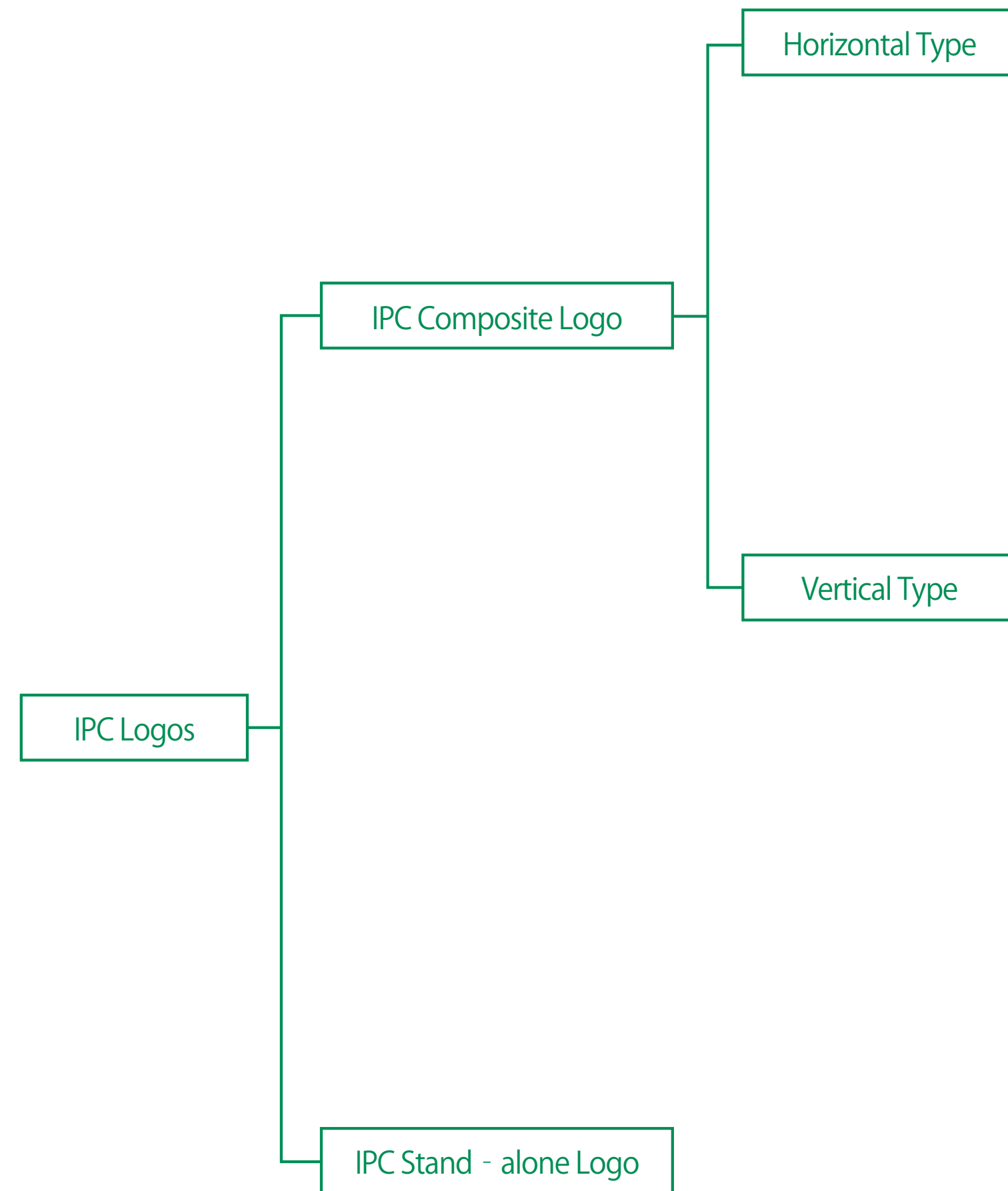


Full-color printing is the basic display method for both the composite logo and stand-alone logo. When full-color printing cannot be used, it is possible to display the logos in a single color, using black or white (reverse). The examples shown at the left are for the composite logo, but the same rules also apply to the stand-alone logo.

### Background Colors

Display the logos against a plain background as much as possible. Also, provide sufficient contrast between the background and the logo to ensure that the logo is clearly visible. The full color Olympic rings must always appear on a solid white background.

# IPC Logo Overview



## IPC Composite Logo

The IPC composite logo consists of the Paralympic symbol, a designation, and the Panasonic logo arranged in a specific and unchanging relationship. These can be combined into two types: horizontal or vertical.

**Caution!**

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.
- The Paralympic symbol cannot be used alone.

## IPC Stand - alone Logo

The IPC stand-alone logo consists of the Paralympic symbol and a designation. When using the IPC stand-alone logo in advertisements or similar applications, the Panasonic logo must be included on the same printing surface as the stand-alone logo. The Panasonic logo should be at least as big as or bigger than the IPC stand-alone logo.

# IPC Composite Logo: Horizontal Type

Full Color



Single Black



### Protected Area

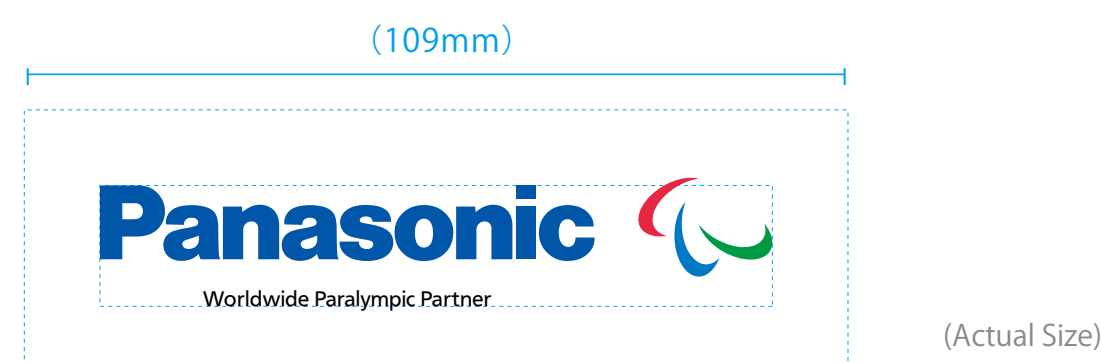
Set the height of the red Agitos as X around the IPC composite logo, and secure a space of 1.25x on the top, left and right, and 1x on the bottom. Do not put other images or characters in this area.





### Minimum Size

IPC composite logo, including the protected area, must be at least 109mm wide. As a general rule, it cannot be used in a size smaller than this.



Minimum Size



Colors	Pantone	Process	RGB
 Panasonic Blue	293 C	C100 M64	R0 G65 B192
 IPC Red	192 C	M94 Y65	R238 G51 B78
 IPC Blue	3005 C	C100 M37	R0 G129 B200
 IPC Green	355 C	C100 Y100	R0 G166 B81

\*Please refer to the RGB specified values when reproducing the logo on a website and/or footage.

### Caution!

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.

# IPC Composite Logo: Vertical Type

Full Color

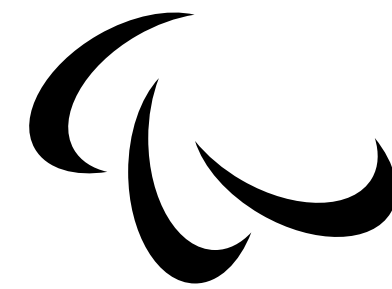
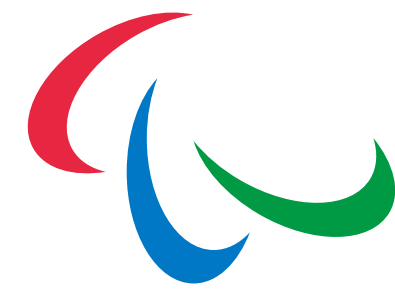
Single Black

**Panasonic**

**Panasonic**

Worldwide  
Paralympic Partner





Worldwide  
Paralympic Partner



Protected Area

Minimum Size



Colors	Pantone	Process	RGB
 Panasonic Blue	293 C	C100 M64	R0 G65 B192
 IPC Red	192 C	M94 Y65	R238 G51 B78
 IPC Blue	3005 C	C100 M37	R0 G129 B200
 IPC Green	355 C	C100 Y100	R0 G166 B81

\*Please refer to the RGB specified values when reproducing the logo on a website and/or footage.

### Protected Area

Set the height of the red Agitos as X around the IPC composite logo, and secure a space of 0.75x on the top, bottom, left and right. Do not put other images or characters in this area.

### Minimum Size

IPC composite logo, including the protected area, must be at least 51mm wide. As a general rule, it cannot be used in a size smaller than this.

## Caution!

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.

# IPC Stand-alone Logo

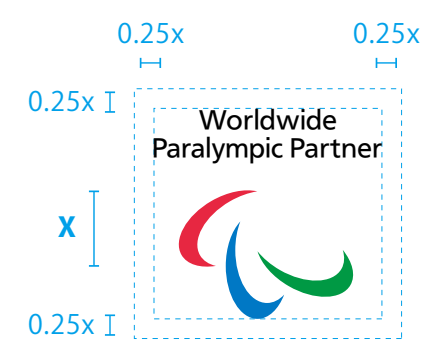
Full Color



Single Black






Protected Area



Minimum Size



Colors	Pantone	Process	RGB
 IPC Red	192 C	M94 Y65	R238 G51 B78
 IPC Blue	3005 C	C100 M37	R0 G129 B200
 IPC Green	355 C	C100 Y100	R0 G166 B81

\*Please refer to the RGB specified values when reproducing the logo on a website and/or footage.

When using the IPC stand-alone logo in advertisements or similar applications, the Panasonic logo must be included on the same printing surface as the IPC stand-alone logo. The Panasonic logo should be at least as big as or bigger than the IPC stand-alone logo.

### Protected Area

Set the height of the red Agitos as X around the IPC Stand-alone Logo, and secure a space of 0.25x on the top, bottom, left and right. Do not put other images or characters in this area.

### Minimum Size

IPC Stand-alone logo, including the protected area, must be at least 33mm wide. As a general rule, it cannot be used in a size smaller than this.

**Caution!**

- Absolutely no modifications are allowed in the reproduction of the logo. Always use the logo data supplied.

## IPC Logo Color Variations

Full Color



Single Color

black



white



Full-color printing is the basic display method for both the composite logo and stand-alone logo. When full-color printing cannot be used, it is possible to display the logos in a single color, using black or white (reverse). The examples shown at the left are for the composite logo, but the same rules also apply to the stand-alone logo.

### Background Colors

Display the logos against a plain background as much as possible. Also, provide sufficient contrast between the background and the logo to ensure that the logo is clearly visible.

## Incorrect Usage 1

1-a



2-a



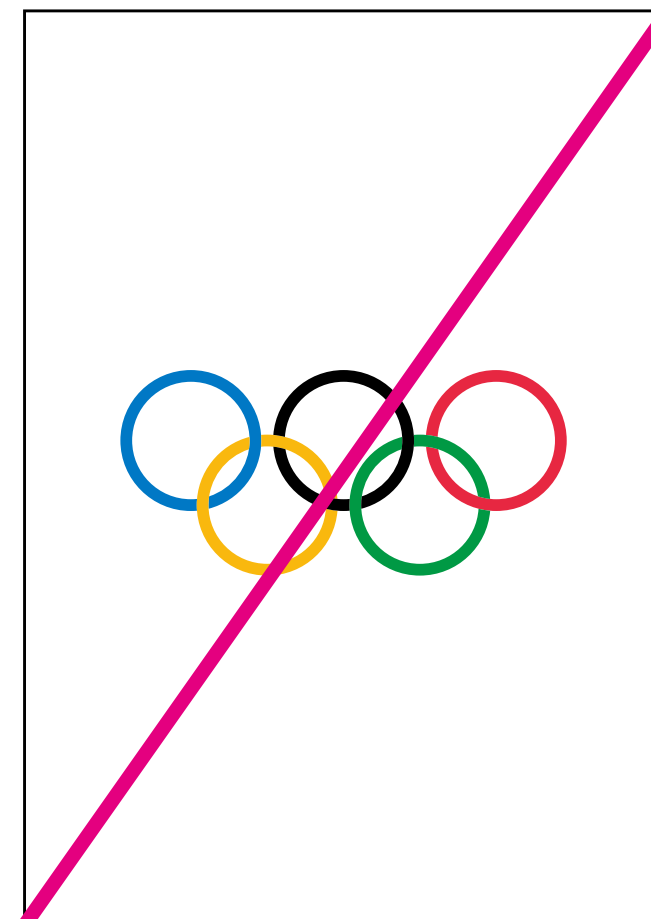
3



1-b



2-b



### 1 Do Not Use Unauthorized Colors

1-a: Use only the colors stipulated in this manual for reproducing logos. In this example, the Panasonic logo should be Panasonic Blue.

1-b: It is prohibited to display single-color logos in any color other than stipulated colors.

### 2 Do Not Modify Logo Elements or Use Only Parts of the Logo

2-a: Do not create any other form of composite logo.

2-b: Do not use only the Olympic symbol.

### 3 Print Positive Colors against a White or Very Light Background

When printing in positive colors, the basic background color is white. If the background is dark and the visibility of the logo would be adversely affected, place the logo against a white or very light background instead.

When using the stand-alone logo in advertisements or similar applications, the Panasonic logo must be included on the same printing surface as the stand-alone logo.

# Incorrect Usage 2



## 4 Do Not Use with Non-category Products

The IOC / IPC logo must never be used with a non-category product.

## 5 Do Not Imply that Panasonic Sponsorship Extends to Non-category Products

Only include category products on pages displaying the IOC / IPC logo.



## Chapter 3: Activation Principles



## Official Terminology Rules

- Referencing the Olympic and Paralympic Games
- Official Terminology
- Referencing "The Olympics" "The Winter Olympics" "The Paralympics" and "The Winter Paralympics"

## Official Terminology Rules

## Referencing the "Olympic and Paralympic Games"

The correct way to refer to the Olympic and Paralympic Games are illustrated below.

## Official Terminology Rules

Games	<p><b>The Games of the Olympiad</b></p> <ul style="list-style-type: none"> <li>- Games of the [number expressed in Roman numerals] Olympiad [City + Year]</li> <li>- The Olympic Games [City + Year]</li> </ul>
	<p><b>The Paralympic Games</b></p> <ul style="list-style-type: none"> <li>- The Paralympic Games [City + Year]</li> </ul>
	<p><b>The Olympic Winter Games</b></p> <ul style="list-style-type: none"> <li>- [number expressed in Roman numerals] Olympic Winter Games [City + Year]</li> <li>- The Olympic Winter Games [City + Year]</li> </ul>
	<p><b>The Paralympic Winter Games</b></p> <ul style="list-style-type: none"> <li>- The Paralympic Winter Games [City + Year]</li> </ul>

### The basic notation is the pattern of [city + year] in English.

The primary identification of the event is the English [city + year] version. Therefore, when used to refer to the event identification in other languages, the reference [city + year] must be in English, e.g., "Welcome to Beijing 2022" or "Beijing 2022".

When "city" and "year" are used in an editorial manner, the city name may be used in other languages.

For languages other than English, Partners should refer to the territory's NOC or the OCOG for the official terminology utilized.

#### ✓ Acceptable

##### Paris 2024

Games of the XXXIII Olympiad Paris 2024 / 第33回オリンピック競技大会パリ2024  
 the Olympic Games Paris 2024 / パリ2024オリンピック競技大会  
 the Paralympic Games Paris 2024 / パリ2024パラリンピック競技大会  
 Paris 2024/ パリ2024

##### Beijing 2022

XXIV Olympic Winter Games Beijing 2022 / 第24回オリンピック冬季競技大会北京2022  
 the Olympic Winter Games Beijing 2022 / 北京2022オリンピック冬季競技大会  
 the Paralympic Winter Games Beijing 2022 / 北京2022パラリンピック冬季競技大会  
 Beijing 2022 / 北京2022

#### ✗ Not Acceptable

Olympic Games 2024 / オリンピック競技大会2024  
 Paralympic Games 2024 / パラリンピック競技大会2024  
 Summer Games / 夏季大会  
 Summer Olympics / 夏季オリンピック大会  
 Olympic Winter Games 2022 / オリンピック冬季競技大会2022  
 Beijing Winter Olympic Games / 北京オリンピック冬季競技大会  
 Winter Games/ 冬季大会  
 五輪

## Official Terminology Rules

## Official Terminology



✔ Acceptable

"ENTER TO WIN TICKETS FOR THE OLYMPIC GAMES"

\* The term "Olympic Games" is used.



✘ Not Acceptable

"ENTER TO WIN TICKETS FOR PANASONIC OLYMPIC CONTEST"

\* The term "Olympic Games" is not used.

\* Panasonic Olympic Contest

Note: The word "Olympic" cannot be used to "Olympicise" an event or product (e.g., Olympic coins, Olympic pens, Olympicised [products]).

The word "Olympic"

**To maintain its universal meaning and integrity, the word "Olympic" should not be used as a generic adjective, but only to describe aspects of the Olympic Games.**

However, use of the word "Olympic" is encouraged in order to clarify the nature of a Partner's association with the Olympic Movement and Olympic Parties, including as part of Designations such as "Worldwide Olympic Partner".

These elements are particularly important to enable the IOC to maintain trademark protection for its LOGOS.

Application

The word "Olympic" cannot be used as an adjective to describe Partner's promotion (including a sporting event) or any ancillary materials such as programmes, Premiums or products.

Partners may use "Olympic" as an adjective when referring to wording/content that is clearly related to Olympism, the Olympic Movement or the Olympic Games. Please refer to the Olympic terminology to ensure the correct execution.

Partners can develop with the IOC and/or NOCs activation programmes using the word Olympic in the title provided the ownership of the programme is retained by the IOC (and/or NOC, as applicable).

The word "Olympic" cannot be used in order to "Olympicise" an event/product e.g., Olympic coins, Olympic pen, Olympic-sized [product].

Note: the term "Games" on its own is not protected and is therefore not part of the official terminology.

## Official Terminology Rules

## Referencing "The Olympics" "The Winter Olympics" "The Paralympics" and "The Winter Paralympics"

✔ **Can be used in exceptional circumstances**

In principle, the following expressions should not be used.

There are cases where they can be used only after the official terms were used.

(Please contact the Worldwide Olympic & Paralympic Marketing Section if you wish to use the following expressions. olympic@gg.jp.panasonic.com)

**The Olympics**

**The Winter Olympics**

**The Paralympics**

**The Winter Paralympics**

- The words "olympics," "winterolympics," "paralympics," and "winterparalympics" can be used in website URLs on an exceptional basis.

[www.partner.com/olympics](http://www.partner.com/olympics)

[www.partner.com/winterolympics](http://www.partner.com/winterolympics)

[www.partner.com/paralympics](http://www.partner.com/paralympics)

[www.partner.com/winterparalympics](http://www.partner.com/winterparalympics)

✘ **Not Acceptable**

Please use the term "The Olympics" and "The Paralympics" as a single expression.

It is not allowed to use "Olympics" and "Paralympics" alone by omitting "The."

**Olympics**

**Winter Olympics**

**My/Your Olympics**

**My/Your Winter Olympics**

**Paralympics**

**Winter Paralympics**

**My/Your Paralympics**

**My/Your Winter Paralympics**

Below are the conditions for using the terms "The Olympics" "The Paralympics" or "The Winter Olympics" "The Winter Paralympics" :

As a general rule, the abbreviated term "The Olympics" "The Paralympics" should always be preceded by at least one occurrence of the official terminology ("Olympic Games," "Olympic Winter Games Beijing 2022", "Paralympic Games," "Paralympic Winter Games Beijing 2022" etc.).

The term "The Olympics" "The Paralympics" must be used as a block and not "Olympics" "Paralympics" alone. The only exception is for URL references. In this case, Partners are allowed to use "olympics".

e.g., [www.partner.com/olympics](http://www.partner.com/olympics)

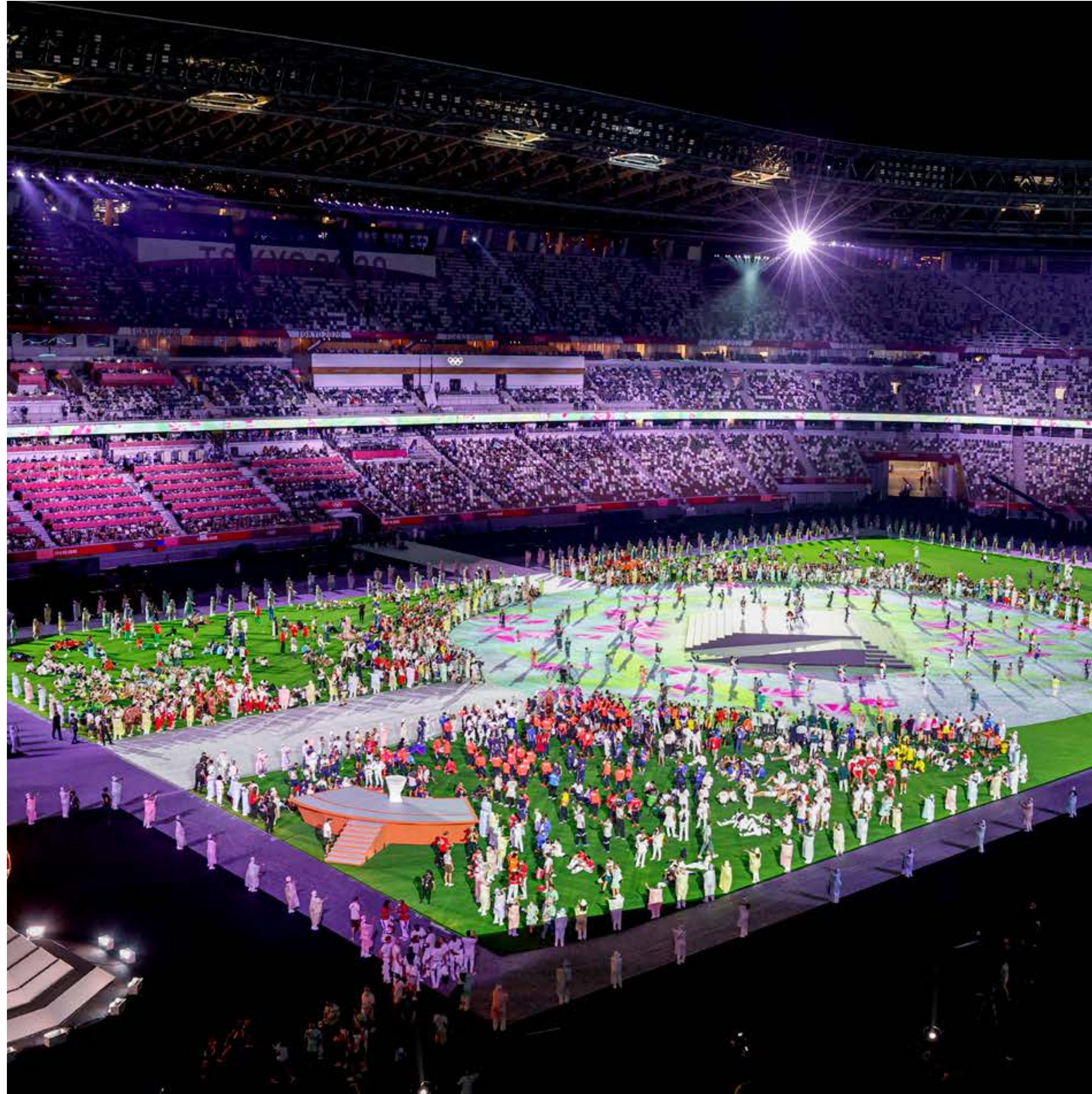
[www.partner.com/Paralympics](http://www.partner.com/Paralympics)

When the reference is to the Olympic Winter Games, the correct term will be "The Winter Olympics" "The Winter Paralympics"

Possessive use such as "My Olympics", "My Olympic Games" or "Your Olympics," or "My Paralympics", "My Paralympic Games" or "Your Paralympics" is not permitted.

Distracting and/or illegible typefaces should be avoided.

These terms must not be used in headers.



## Use of the Games/Sports Related Assets

- Olympic and Paralympic Images and Archive Footage
- Archive Footage and Photographs
- Copyrights Notices
- Use of Athletes
- Athlete's Apparel, Equipment, Accessories and Footwear
- Basic Principles of Athletes Use
- Corporate Ambassadors
- Medals in Activations
- Victory Ceremonies
- Use of Paralympic Property: Basic Concept
- Use of Paralympic Images and Footage
- Use of Panasonic group-owned Sports Assets
- Use of Sports not on the Programme of the Olympic and Paralympic Games
- Use of Sports Venues and Fields of Play
- Activations at Third-Party Events

Use of Games/Sports Related Assets

## Olympic and Paralympic Images and Archive Footage

The main videos and images related to the Olympic and Paralympic Games that Panasonic Group is able to use are as follows. When using them, it is required to meet the conditions set forth on the next page.



### 1. Panasonic Group's images related to the Olympic and Paralympic Games (Sports images, delivered equipment, events, etc.)

Downloadable for use from the Photo Kishimoto website.

<https://www.kishimoto.com/sp-login>

A specified ID and PW are required to login the website. Please send an email to [olympic@gg.jp.panasonic.com](mailto:olympic@gg.jp.panasonic.com) to apply for the ID and PW.

### 2. Panasonic Group's videos related to the Olympic and Paralympic Games

Downloadable from the Panasonic video library.

<http://video.vserv.jp.panasonic.com/>

Videos for promoting the Olympic and Paralympic Games and those introducing the history of Panasonic serving as a Partner have been uploaded. They can be widely used in showrooms, and for events and exhibitions. Please send an application in advance.

All videos are available on Channel Panasonic.

<https://channel.panasonic.com/>

If you wish to use other videos and images of the Olympic and Paralympic Games, then you will be able to acquire them from the IOC and IPC.

If you wish to use videos and images, then please send an email to [olympic@gg.jp.panasonic.com](mailto:olympic@gg.jp.panasonic.com).

**If you wish to use images and archived videos of the Olympic and Paralympic Games, you must apply for approval from the IOC and other organisations in advance.**

**Please complete the application form in the application system and submit an application with a script or story board, or other necessary documents.**

For more details, please refer to the application page for using images of the Olympic and Paralympic Games.

Olympic and Paralympic Site Approval Page

<https://iweb.is.jp.panasonic.com/cc/olympic/jp/logo/approval.html>

## Use of Games/Sports Related Assets

## Archive Footage and Photographs

## ✔ Acceptable



The blurring of the background has been increased, but the core focus of the images maintained.



The meaning of the image is preserved (clearly an Olympic Event).



The background is neutral.

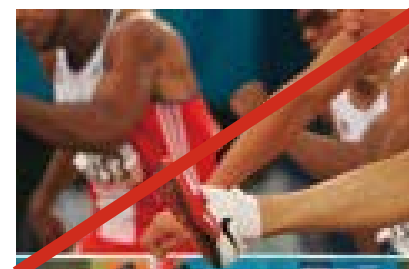
## ✘ Not Acceptable



The Athlete's face is covered by the text and logos.



The core focus of the image has been blurred.



The main features of the image have been cropped.



The integrity of the image has been altered by adding a new cut-out element.

Partners must ensure that the integrity of Games photographs and footage is upheld at all times. To achieve this, Partners cannot change an image/footage in any way that alters its original meaning. However, the following five guidelines have been developed to offer some flexibility in photograph and footage alteration, and apply only to photographs and footage sourced from the IOC

## 1. Colourisation

Colourisation may be applied, provided it does not change the meaning of the image. When modifying a colour image to black and white or sepia, the image's historical value must be maintained. To preserve the historical value of an Olympic image, never alter it from black and white to colour.

## 2. Superimposition

Superimposition of elements on the image is acceptable, provided there is no interference with the people or action in the image.

## 3. Blurring

Blurring of an image is acceptable, provided that it is subtle, the image's core focus remains clear, and it is not done to avoid rights clearance.

## 4. Cropping

Cropping should be done in such a way that it maintains the integrity of the people, objects and action area. Cropping of Olympic Properties appearing incidentally or in the background may be allowed. However, cropping of Olympic Properties which appear in the action area is never allowed.

## 5. Composite Images

Images of people or objects must maintain the image's clarity and readability. These will be approved on a case-by-case basis.

## Use of Games/Sports Related Assets

## Copyrights Notices

When using Olympic and Paralympic Games Footage (including Opening and Closing Ceremonies) in video production, follow the guidelines below.

## 1. Obtaining Athletes' Portrait Rights

Only footage of athletes, whose portrait rights you have obtained, may be used. Confirm before using the footage.

## 2. Credit notation of IOC/IPC

Because Olympic and Paralympic Games image/footages are managed by IOC/IPC, it is necessary to put the following credit within the video.

©20xx-International Olympic Committee/[Name of the Photographer/Author of the video]-All Rights Reserved.

©20xx-IOC/[Name of the Photographer/Author of the video]-All Rights Reserved.

©20xx-IOC-All Rights Reserved.

\*If the image/footage is from the IPC (International Paralympic Committee), please change the "IOC" to "IPC".

## Precautions

Please use the following copyright for using IOC and IPC images and videos on the same screen.

©IOC ©IPC-All Rights Reserved.

When displaying multiple videos and images of the Olympic Games on the same screen, you do not have to display a copyright for each item. Instead, please display the following copyright in one location. ©IOC-All Rights Reserved.

When using videos of the Olympic and Paralympic Games and of other sporting events on the same screen, ensure that there is no confusion.

You do not have to display a copyright for every scene of the videos in which Olympic and Paralympic materials are used. Displaying a copyright for two or three seconds for each scene is acceptable.

When it is difficult to display a copyright in Olympic and Paralympic Games videos, it may be displayed in the end-title roll only when videos of other sporting events are not included in the video.

<Display example 1>

Video



Website



©20xx-IOC-All Rights Reserved.

<Display example 2>



©IOC-All Rights Reserved.

\* Although it is recommended to use the specified copyright display <Display example 1>, it is allowed to use "©IOC-All Rights Reserved. <Display example 2>" when using images from different years or taken by different photographers on one screen.

## Use of Games/Sports Related Assets

## Use of Athletes



## Introduction

Athletes are at the heart of the Olympic Movement and of sporting performance. We therefore ask Partners to ensure that all activations featuring Athletes uphold the values of Olympism.

Below are some considerations Partners must bear in mind when using Athletes in their activations:

- It is the Partner's responsibility to clear all necessary rights for any photographs/footage used, including Athletes and other persons featured
- No performance enhancing statements or product endorsements can be made by either the Partner or the Athlete (e.g., "I used Partner's product and won the gold medal")
- Athletes' apparel, equipment, accessories and footwear must be compliant with the principles listed in this chapter
- Partners may decide to build a communication or marketing strategy around individual Athletes. In such a case, please refer to the "Corporate Ambassadors" section, page 62.

When using Athletes or Athletes' images in an activation (e.g., out of home advertising <OOH>, TV commercial, event), Partners must take particular care about what these Athletes wear. This chapter covers the most frequent cases that Partners might face. Should you come across a case that is not covered here, please contact; [olympic@gg.jp.panasonic.com](mailto:olympic@gg.jp.panasonic.com)

Note: There is a preference for Partners to use actual Athletes as opposed to actors playing Athletes roles.

## Use of Games/Sports Related Assets

**Athlete's Apparel, Equipment, Accessories and Footwear**

## Example of US Athletes (PyeongChang 2018)



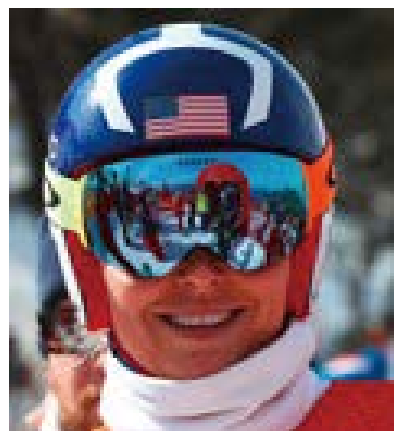
Lindsey Vonn wearing the Team USA Ceremony Uniform (Ralph Lauren)



Lindsey Vonn's personal sponsor (Under Armour), not worn during the Games



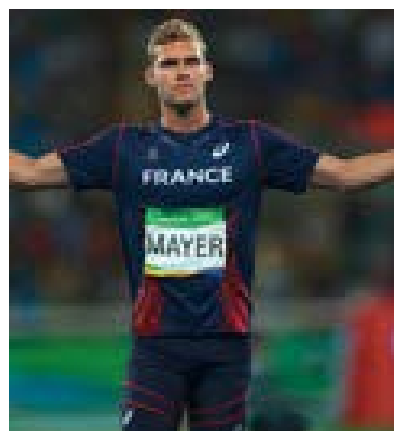
Team USA competing in Nike in Ice Hockey



Lindsey Vonn wearing her competition uniform (Spyder) and equipment (Briko helmet and Oakley goggles)



## Example of French Athletes (Rio 2016)



French Athlete Kévin Mayer wearing Asics in competition and Lacoste on the podium



French handball players competing in Adidas

**Athlete's Apparel, Equipment, Accessories and Footwear**

The inclusion of branded apparel, equipment, accessories and footwear within a Partner's activation can sometimes be challenging to navigate.

It is strongly recommended that Partners clearly understand these rules in advance of signing Athlete agreements and prior to beginning the creative process.

**Background information**

At the Opening and Closing Ceremonies, Medal Ceremonies and while in the Olympic Village, Athletes wear the NOC apparel sponsor branded uniforms and Footwear.

During competition, Athletes generally wear the brand of their National Federation which in most cases is different from the NOC apparel sponsor brand.

For example, French Olympic Team Athletes wear Lacoste when part of the larger French Team delegation, however, Athletes competing in athletics wear Asics jerseys and those competing in handball wear Adidas.

Equipment is generally selected by the Athlete or International Federation concerned for team sports (e.g., bicycle, swim cap, goggles, football), as are Accessories (e.g., eyewear, socks, towels) and Footwear.

In addition to this, Athletes may have personal sponsorship agreements with sporting goods manufacturers for apparel, equipment, accessories and footwear, that are in conflict with the NOC Apparel sponsor (e.g., see on the left: Lindsey Vonn has Under Armour as a personal sponsor but cannot wear the brand during the Games).

Use of Games/Sports Related Assets

## Basic Principles of Athletes Use

### Basic Principles

#### 1. Consistency principles

In order to ensure fair treatment for all Athletes, if several Athletes are featured together, Partners must choose the same option for all the Athletes appearing in an activation.

Also, when the Apparel of the Athlete is generic and unbranded, the Equipment, Accessories and Footwear must also be generic and unbranded.

#### 2. Context relevance

The possible choice of Athlete's Apparel, Equipment, Accessories and Footwear for a given activation depends on the particular context of the activation. Essentially, an activation should always feature the Athletes in a manner that reflects reality and which is in line with the Olympic Charter.

In particular:

- **Recreation of the Olympic Games:**

As described in the "Recreation of an Olympic Games setting" section (page 46), in any activation featuring the Athletes as if they were in an Olympic Games context, the Athlete's Apparel, Equipment, Accessories and Footwear must be similar to what the Athlete would wear in reality during the Games, or generic and unbranded.

- **On-site:**

When they participate in the Olympic Games, Athletes only represent their National Olympic Team. Therefore, any activation that is visible on-site (see "On-site" section, page 94) must feature the Athlete as they would actually appear at the Olympic Games (NOC apparel sponsor is preferred) or with generic and unbranded Apparel, Equipment, Accessories and Footwear.

### Application

For the possible choice of Athlete's Apparel, Equipment, Accessories and Footwear in activations, we can differentiate between three separate cases:

- Use of Olympic and Paralympic Games archive photographs and footage,
- Use of other existing photographs and footage, including from Third-Party sports events,
- Creation of new images/footage or live Athletes appearances.

#### 1. Olympic and Paralympic Games Archive Images and footage

- Refer to the "Olympic and Paralympic Archive Images and Footage" section, pages 55 ,
- **Always include in the images a reference to the Games edition, e.g., "Rio 2016", unless this is clearly visible within the images themselves (e.g., Games Emblem, Games Signature, Look of the Games).**

#### 2. Third-Party images and footage

- Images and footage must be entirely clean of all Third-Party branding, including on Apparel, Equipment, Accessories and Footwear,
- It is the Partner's responsibility to secure the rights to alter the image, if necessary, to make it unbranded.

#### 3. Creation of new images/footage or live appearances

The table on the next page provides a summary of the options available for the creation of new images/footage or live appearances.

## Use of Games/Sports Related Assets

## Basic Principles of Athletes Use

APPAREL	Activation content			Where the activation is visible
	Lifestyle context	Sporting context (except recreation of the Olympic Games setting)	Recreation of the Olympic Games setting	Visible on-site
Generic and unbranded	✓	✓	✓	✓
TOP Partner branding	✓	✓	✗	✗ <sup>1</sup>
NOC Partner branded	✓	✓ <sup>2</sup>	✓ <sup>2</sup>	✓ <sup>2</sup>
Olympic Games Competition uniform <sup>2</sup>	✗	✗	✓	✓
Athlete's personal apparel sponsor branded <sup>2,3</sup>	✓ <sup>4</sup>	✓ <sup>4</sup>	✓ <sup>4</sup>	✓ <sup>4</sup>

EQUIPMENT AND ACCESSORIES <sup>5</sup>	Activation content			Where the activation is visible
	Lifestyle context	Sporting context (except recreation of the Olympic Games setting)	Recreation of the Olympic Games setting	Visible on-site
Generic and unbranded	✓	✓	✓	✓
TOP Partner branding	✓ <sup>6</sup>	✓ <sup>6</sup>	✗	✗ <sup>1</sup>
NOC Partner branded	✓	✓ <sup>2</sup>	✓ <sup>2</sup>	✓ <sup>2</sup>
Olympic Games Competition Equipment and Accessories <sup>2</sup>	✗	✗	✓	✓
Athletes personal equipment and accessories sponsor branded <sup>2,3</sup>	✓ <sup>4</sup>	✓ <sup>4</sup>	✓ <sup>4</sup>	✓ <sup>4</sup>

FOOTWEAR <sup>5</sup>	Activation content			Where the activation is visible
	Lifestyle context	Sporting context (except recreation of the Olympic Games setting)	Recreation of the Olympic Games setting	Visible on-site
Generic and unbranded	✓	✓	✓	✓
TOP Partner branding	✓	✓	✗	✗ <sup>1</sup>
NOC Partner branded	✓	✓ <sup>2</sup>	✓ <sup>2</sup>	✓ <sup>2</sup>
Olympic Games Competition Footwear <sup>2</sup>	✗	✗	✓	✓
Athletes personal footwear sponsor branded <sup>2,3</sup>	✓ <sup>4</sup>	✓ <sup>4</sup>	✓ <sup>4</sup>	✓ <sup>4</sup>

## Lifestyle

A day-to-day life context in which the Athlete is not practising their sport in a training or competition capacity and which is not an Olympic Venue (e.g. Athlete featured in the street).

- For appearances at the Partner's events (e.g., press conference, motivational speeches, hospitality programmes), Athletes may wear TOP Partner branded apparel on conditions that:
  - Partner branding is limited to 1 element, no bigger than 30 cm<sup>2</sup>
  - Images are not used as part of large advertising campaigns (e.g., TV commercial, out-of-home). Use in PR materials or on social media is allowed.
- Branding no bigger than allowed in the "Authorized Identifications Guidelines". For the details, please contact [olympic@gg.jp.panasonic.com](mailto:olympic@gg.jp.panasonic.com)
- Athlete's personal Apparel/Equipment/Accessory/Footwear sponsor applies only to off-the-shelf products and to brands that are principally used in the business of manufacturing, providing, distributing and selling Apparel/Equipment/Accessory/Footwear and which are (i) not principally used for non-Apparel/Equipment/Accessory/Footwear products, (ii) not confusingly similar or identical to an identification used in another line of business. Such products cannot bear any NOC or country identifier such as flag, colours, symbols, etc. For the avoidance of a doubt, brands such as RedBull cannot be featured in Olympic-themed activations, even if they provide the Athlete with Apparel, Equipment, Accessory or Footwear.
- Only if the Athlete's personal sponsor is the same as the NOC sponsor.
- If the apparel is generic and unbranded, then the Equipment, Accessories and Footwear must be generic and unbranded.
- If the equipment or accessory is in another Olympic Partner's category, TOP Partner branding is not possible (e.g., bicycles).

## Use of Games/Sports Related Assets

**Corporate Ambassadors**

- Partners may decide to build a communication or marketing strategy around individual Athletes. They can use these sponsorships individually or as a group in an Olympic and Paralympic activation, otherwise known as the "Corporate Ambassadors" concept.
- All concepts submitted for approval must include the Athletes' names, concept name, country(ies) of distribution and campaign sketches,
- This group of Athletes can be referred to symbolically in a variety of ways, such as ambassadors, crew, team, etc.
- Partners must include a moniker in all promotions to avoid confusion with the official National Olympic Teams, e.g., "[Athlete name] is a Team [Panasonic] Ambassador, a sponsorship initiative to support Athletes to qualify for and participate in the Olympic Games Paris 2024".

✓ **Acceptable**

- It would however be possible to say [Panasonic] Ambassador or Team [Panasonic],
- Partners can use their standard corporate font and logo,
- Only communications around individual performances is allowed, e.g., "[Athlete], part of [Panasonic] Team has won gold".

✗ **Not Acceptable**

- This reference cannot be combined with any Olympic Properties, or with any national references, such as [Panasonic] Olympic Ambassador, [Panasonic] Olympic Games Team, or [Panasonic] Team [Japan].
- No specific branding or visual identity systems (VIS) may be created specifically for this concept. In addition, Panasonic may not create a logo or a composite logo using Olympic logos specific to this concept.
- No communications around the collective group results is allowed.

## Use of Games/Sports Related Assets

## Medals in Activations



✔ Acceptable



✘ Not Acceptable



A replica of an Official Olympic Games medal is not permitted. Olympic medals may only be used with specific reference to the Athlete who won the medal.

Olympic medals symbolise the pinnacle of athletic achievement at the Olympic Games. As such, all applications in activations by Partners must respect this achievement and preserve this for Athletes.

## Use of actual Olympic medals in activations

**Actual Olympic medals (or their images) from past Olympic Games should be used only with specific reference to the Athlete who won the medal, i.e. the Athlete wearing the medal, or featured in the activation/at the event should be the one who actually won the medal.**

Images of actual Olympic medals from future Olympic Games can be used only in reference to the design release by the OCOG.

They cannot be associated with Athletes or be integrated into an activation recreating an Olympic Games setting.

## Use of generic medal images

Partners can use generic medals in their activations provided:

- They are not representing official Olympic medals, in part or as a whole,
- The design includes the Partner's Composite Logo or corporate logo, but no other Olympic Properties,
- The medal is not represented by a Partner's product(s).

## Use of generic medals as Premiums

Generic medals may be created as Premiums subject to the following conditions:

- They are not made of valuable metal, i.e. gold, silver or bronze,
- They should not create the impression of being actual Olympic medals,
- The activation must be self-contained, e.g. medals cannot be distributed randomly in the street or throughout a whole retail area, instead they may be distributed within a defined perimeter within a street or a retail area, only in relation to a clearly identified Partner activation.

## Use of Games/Sports Related Assets

## Victory Ceremonies



Promotions featuring any element of a victory ceremony and/or podium should not replicate any official Olympic victory ceremony or podium.

When including a podium in an activation, Partners must follow these guidelines:

- Its design must be generic (e.g. it cannot contain any Olympic Look of the Games elements or the Olympic rings or Games LOGOS on their own), even in a recreation of an Olympic Games setting.
- It can feature either a Lock-up Logo, a Partner's logo or no logo at all. A Standalone Logo is not permitted. In a recreation of an Olympic Games setting, no logo/emblem is allowed.

✓ Acceptable



✗ Not Acceptable



In an activation, a podium cannot feature the rings, in order to avoid being perceived as an actual podium used at a victory ceremony at the Olympic Games.

## Use of Games/Sports Related Assets

**Use of Paralympic Property: Basic Concept**

1. An athlete's impairment should not be concealed, but demonstrated in a self-confident and self-evident manner.
2. Ensure the images are balanced in terms of gender, nationality, sport and impairment types, in order to show the diversity of the athlete population.
3. If an athlete has a third-party commercial mark or the Olympic Symbol tattooed on his/her body in a visible position, use an alternative image.
4. Cropping Paralympic properties (including, but not exhaustive to the following: the Paralympic symbol, a Paralympic Games Emblem, an NPC emblem, the word "Paralympic") which appear in the action area is never allowed. However, cropping Paralympic properties which appear incidentally or in the background may be allowed as long as the meaning of the image/story remains the same.
5. If there is a third party branding that is visible on Paralympic archive footage e.g., advert boards/bibs it needs to be removed. This could be done by looking for another image.
6. Do not modify or alter Games images, unless the IOC approves this on an exceptional basis.
7. The presence of alcohol, drugs, religious or political messages is not permitted.
8. Do not use athletes as ambassadors if they are suspended due to a doping or classification violation, criminal record/investigation or other similar matters. Athlete images or footage from suspended NPCs should also not be used.
10. Do not mix photos/footage of third party events with Paralympic Games photos/footage, unless it is about a Paralympic hopeful. In this case, third party LOGOS need to be removed/covered.
11. Do not use any image, footage or statements to claim or imply any endorsement or sponsorship by individual Paralympians or Para athletes, unless there is a separate ambassador or endorsement agreement between the partner and the athlete(s). Where you wish to use athletes in any image or footage use four or more athletes together (preferably from more than one sport and impairment type). The IPC encourages all partners to contact the IPC and discuss their proposals first.



## Use of Games/Sports Related Assets

## Use of Paralympic Images and Footage

✔ Acceptable



Image showing a current TOP Partner

✘ Not Acceptable



Image showing an old OCOG Partner, which is now a competitor of a TOP Partner

✔ Acceptable



Image showing an old OCOG Partner which is not a competitor of a TOP Partner.

Only acceptable in territories where the NOC does not have a Partner for which this old OCOG Partner is a competitor in their product category.

### When including Paralympic images/footage within an Olympic-themed activation, Partners must comply with the following:

1. Partners must clear any applicable rights with the IPC and the relevant Athletes through the NPC.
2. When commercial branding is visible on the Field of Play:
  - The current TOP Partner's branding can remain
  - Third-Party branding (e.g., ex-TOP Partner branding, OCOG Partner branding of past Games, IPC only Partner branding): If it is a non-competitor of an Olympic Partner in the relevant territory, the Third-Party branding can exceptionally remain on a case-by-case basis.
  - If it is a competitor of an Olympic Partner in the relevant territory, the Third-Party branding must be removed. This can be achieved in different ways, including but not limited to not selecting certain footage, cropping the image, removing a particular image or blurring/editing out the branding.
3. There needs to be a sufficient distinction and clear separation between the Olympic Games footage and the Paralympic Games footage.
4. There cannot be mixing of Olympic and Paralympic footage within a sequence in order to respect this need for clarity between the two events and avoid misleading viewers.
5. Ways to achieve such a clear separation between Olympic and Paralympic footage are:
  - A product feature,
  - A transitional element,
  - A sponsor-branded interruption.
6. A moniker/watermark indicating the respective edition of the Olympic or Paralympic Games such as "Olympic Games Rio 2016" needs to be inserted.
7. When selecting event footage, it needs to be evident that the footage is of the Paralympic Games and not another event (this can be achieved through the visible presence of the Look of the Games, the Agitos or a moniker).

## Use of Games/Sports Related Assets

## Use of Panasonic Group-owned Sports Assets

## ✔ Acceptable



The Composite Logo is displayed outside of the framework to ensure clear separation.

## ✘ Not Acceptable



"Olympicises" the Panasonic Group-owned sports asset.

Panasonic Group may want to develop activations using other sports assets (e.g., team, tournament) that they own. They may use Olympic and Paralympic Properties in conjunction with these sports assets only under the following 6 conditions:

1. The activation should not create or suggest any undue direct or indirect association between the Olympic and Paralympic Games and the Panasonic Group-owned sports asset,
2. The Panasonic Group-owned sports asset cannot be associated with any Third-Party branding,
3. The content of the activation must show a clear separation between Olympic and Paralympic Properties and the Panasonic Group-owned sports asset,
4. Such activations can only be developed in order to better exploit Olympic and Paralympic activation opportunities; for clarity, they cannot be used in a way that:
  - Promotes the Panasonic Group-owned sports asset more than what would be done without the use of Olympic and Paralympic Properties,
  - Uses Olympic and Paralympic Properties to give credibility/more appeal to the Panasonic Group-owned sports asset,
  - "Olympicises" the Panasonic Group-owned sports asset.
5. The Panasonic Group-owned sports asset must convey values that are similar to those of the Olympic or Paralympic Movement. Preference is given to sports that are on the programme of the Olympic and Paralympic Games,
6. Evaluation of the suitability of Panasonic Group-owned sports asset is subject to IOC approval on a case-by-case basis.

Use of Games/Sports Related Assets

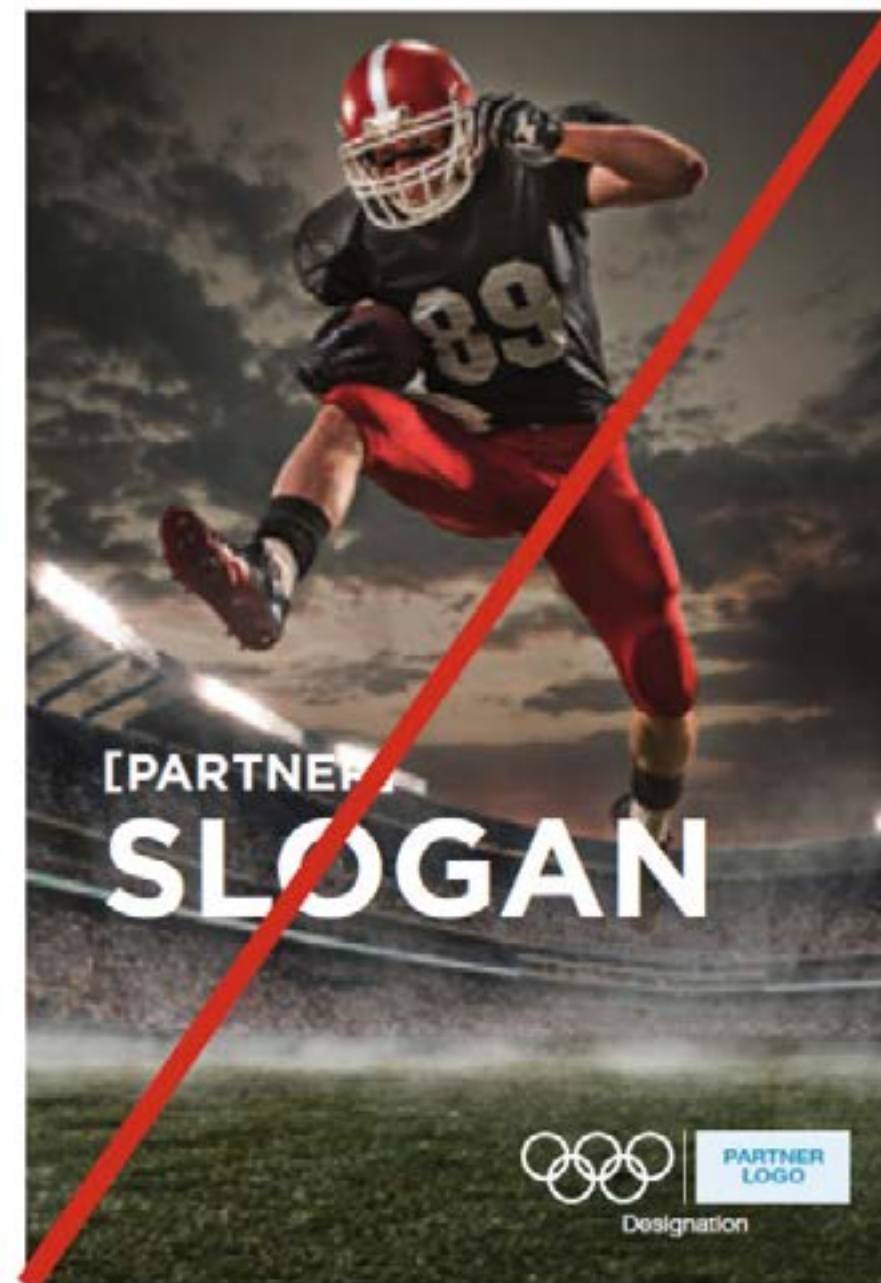
## Use of Sports not on the Programme of the Olympic and Paralympic Games

✓ Acceptable



Swimming is a sport on the programme of the Olympic Games.

✗ Not Acceptable



American football is NOT a sport on the programme of the Olympic Games.

Partners cannot promote any sport which is not on the Olympic and Paralympic Programmes in a way which could imply that it is part of the Olympic and Paralympic Programmes, or in a manner which could be seen as endorsing its inclusion in the Olympic and Paralympic Programmes.

## Use of Games/Sports Related Assets

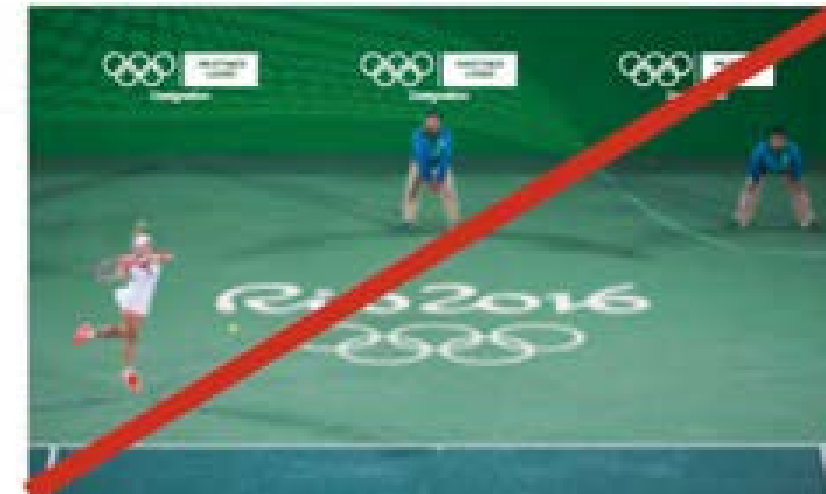
## Use of Sports Venues and Fields of Play

✔ Acceptable



**Olympic Venue**  
Superimposition on a "quiet area", including the Partner branding, is allowed.

✘ Not Acceptable



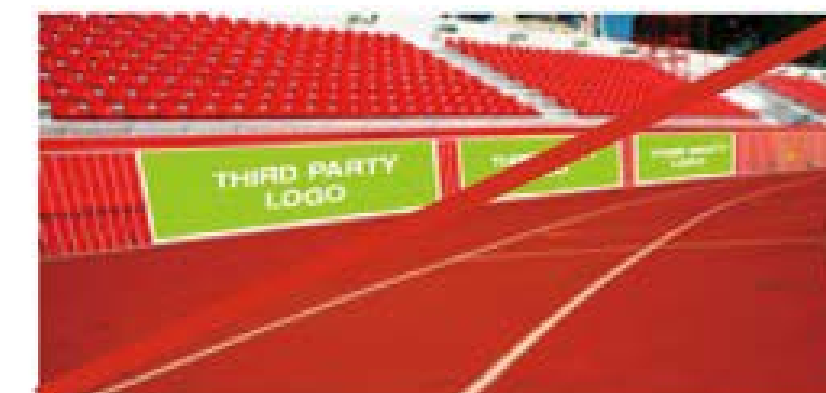
**Olympic Venue**  
No commercial branding may appear anywhere (on an original or recreated Olympic Venue).

✔ Acceptable



**Non-Olympic Venue or event**  
Partner branding is allowed.

✘ Not Acceptable



**Non-Olympic Venue or event**  
Third-Party branding is NOT allowed.

The Olympic Charter mandates that all structures, facilities and areas that are visible to spectators, accredited persons or broadcast cameras at the Olympic Games must be free of commercial advertising.

The Olympic Games are also a unique event, and non-Olympic Events should not be Olympicised.

**Therefore, when using sports venues and/or Field of Plays as part of their activations, Partners must comply with the following principles:**

- When using a sporting venue that is clearly not an Olympic Venue or event in an activation, Partner branding may appear (e.g., on Athletes' uniforms, the Field of Play, etc.), but Third-Party branding is not permitted anywhere.

## Use of Games/Sports Related Assets

## Activations at Third-Party Events

✓ Acceptable



Displayed products are from Partner's product category.

✓ Acceptable



Event programme.

✗ Not Acceptable



Displayed products are from a non-approved Partner's product category or are from a Third-Party.

✗ Not Acceptable



Field of play.

Partners may activate at non-Olympic and Paralympic Events such as the following:

- Non-Olympic and Paralympic sports events, including events recognised by the IOC, any and all sporting events such as (any sport) World Cups, trials, continental Games, etc.
- Other non-Olympic and Paralympic Events such as national day celebrations, trade shows and other commercial fairs, etc.
- In all cases, Partners must ensure that their activations are always self-contained and their activations must not have the effect of "Olympicising" an event or the spectator experience at an event.

It is the Partner's responsibility to secure the Third Party's approval when and where applicable.

#### Application

Kiosks or other contained exhibition spaces should:

- Be used solely for the promotion of the Partner's Olympic and Paralympic sponsorship activation and within their product category,
- Be fully controlled/managed by the Partner,
- Not include any other companies' logos or non-Olympic Event logos near the Olympic and Paralympic logos,
- Not in any way create an Olympic association with the non-Olympic Event. All products within the kiosk or contained exhibition space must be unbranded or sourced from the relevant Olympic and Paralympic Partner(s).

Third-party events' advertising spaces may feature Partners' activations, subject to being self-contained and not creating any undue association with the Third-Party event. However, activations on Third-Party events' Field of Play (or visible from it) are not permitted.

The use of Composite Logos, Olympic and Paralympic logos, Olympic and Paralympic Properties or photographs and footage on Third-Party events is not permitted on the clothing of Athletes, officials, or on sports equipment.



## Usage Rules in Marketing

- Advertising/TV Commercials
- Websites and Apps
- Social Media
- Exhibitions/Events
- Points of Sales
- Catalogs
- Products
- Giveaways

## Usage Rules in Marketing

## Advertising/TV Commercials

TV



Out of home &lt;OOH&gt;/Outdoor advertising



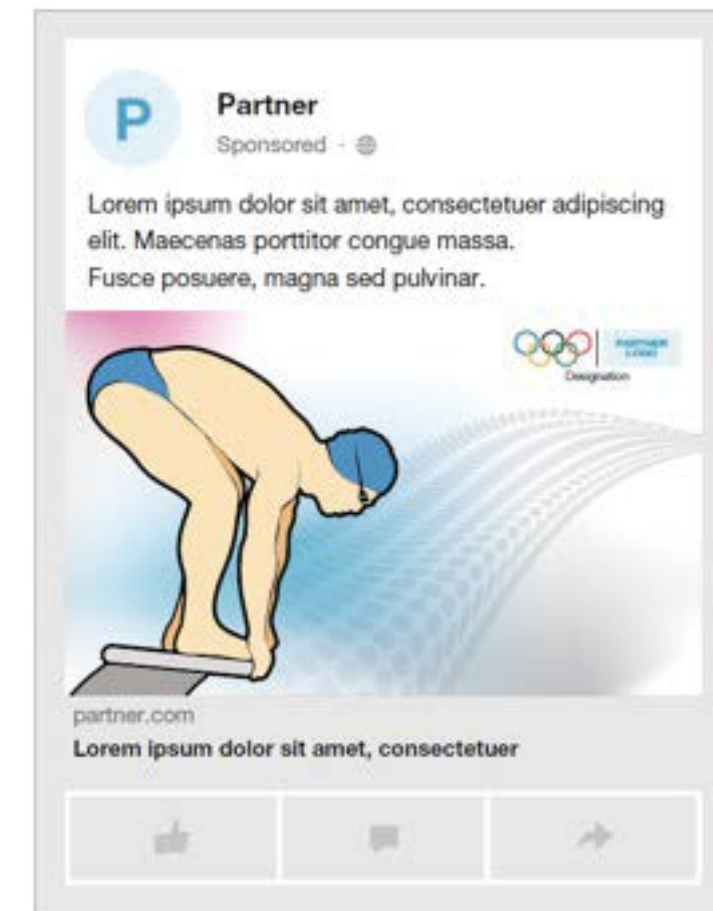
Print advertismetns



Digital



Social media



Partners are encouraged to promote their Olympic and Paralympic Games sponsorship on all advertising platforms.

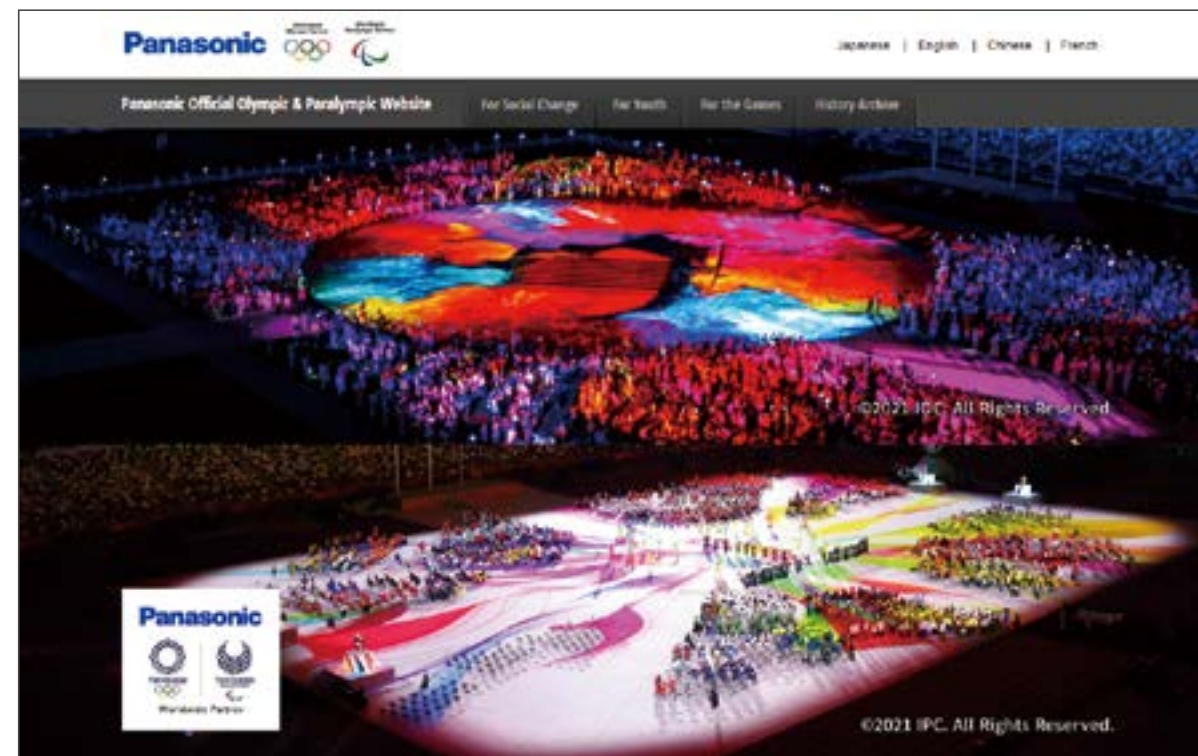
These include, but are not limited to:

- Television and radio commercials,
- Out-of-home (OOH)/Outdoor advertising,
- Print advertisements,
- Digital advertising,
- Social media,
- Direct marketing,
- Points of sales

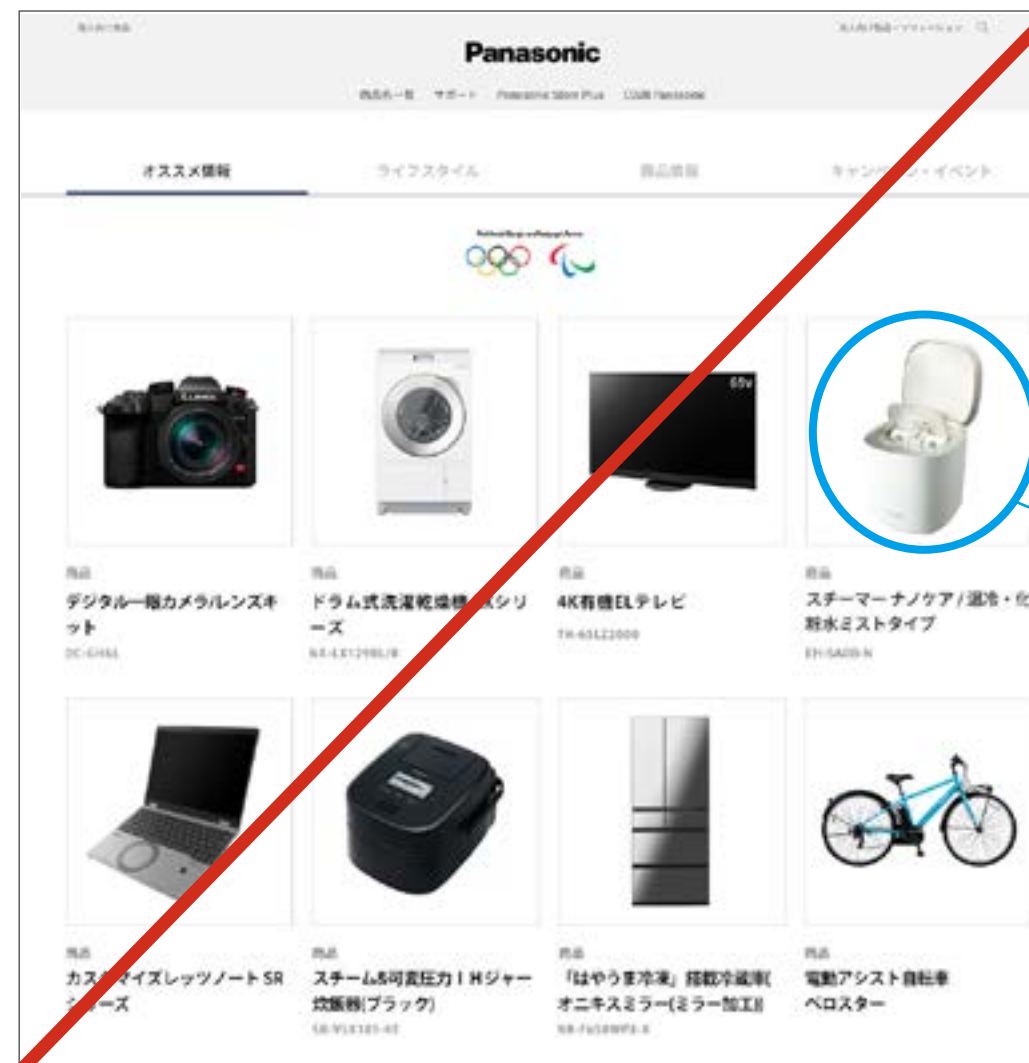
## Usage Rules in Marketing

## Websites and Apps

## ✔ Acceptable



## ✘ Not Acceptable



Beautify product (non-category product) is included.

\*Do not display non-category product.  
Also, do not transition to the non-category product page.

Partners can create dedicated Olympic and Paralympic-related websites, web pages on any website which they control, or apps in accordance with the following principles:

## Content

- Corporate websites or apps can bear Olympic and Paralympic logos only in relation to a Panasonic Group's product categories/brand and/or Olympic and Paralympic-related content,
- Standalone websites or apps should be associated only with a Panasonic Group's product categories/brand and/or ongoing Olympic and Paralympic-related promotions,
- The website or app cannot be used to post Olympic and Paralympic Content that could be perceived as reporting about the Olympic and Paralympic Games or any of their Participants, including the provision of any editorial or informational content regarding the Games (e.g., performances, results).
- Never imply directly endorsement of Panasonic Group products by an IOC/IPC organization.

## Usage Rules in Marketing

## Websites and Apps

✔ Acceptable

Website URLs

[www.partner.com/olympics](http://www.partner.com/olympics)

[www.partner.com/Tokyo2020](http://www.partner.com/Tokyo2020)

[Tokyo2020.partner.com](http://Tokyo2020.partner.com)

[olympics.partner.com](http://olympics.partner.com)

Promotion



Featured device must be unbranded, unless it is from the official Olympic Partner in this category.

✘ Not Acceptable

Website URLs

[www.partner-olympic.com](http://www.partner-olympic.com)

[www.partnerBeijing2022.com](http://www.partnerBeijing2022.com)

Promotion



The device is recognisable from its design (iPhone).

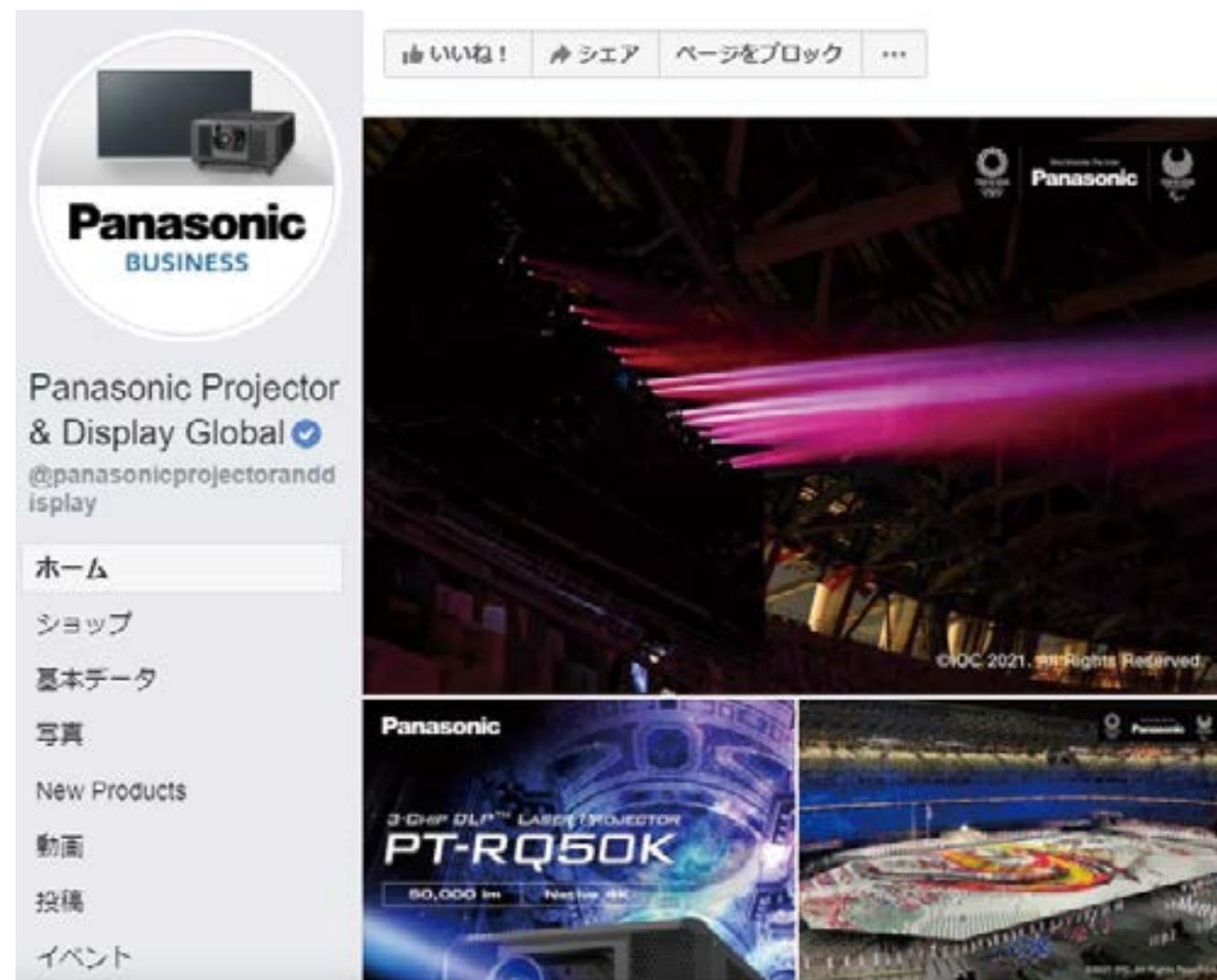
Promotion

- For IP registration and protection reasons, Partners may use Olympic and Paralympic Properties in their website URL, provided that:
  - the Olympic and Paralympic reference is not part of the domain name,
  - the correct Olympic and Paralympic terminology is used (the use of the word "Olympics" is permitted in URLs),
- No brand names, logos and/or images of devices, such as smartphones or tablets, can be featured in a manner whereby the brand of the device is recognisable (either from its branding or design), unless the featured device is from the official Olympic and Paralympic Partner in this category. If any devices are used in any promotion of a Partner's app, the promotion must be focused on the app and not promote the device,
- For promotion on a Third-Party platform, the use of Olympic and Paralympic brand assets is limited to the Partner itself.

Note: IOC encourages Partners to link their websites to the official websites of the Olympic Movement ([www.olympic.org](http://www.olympic.org), [www.olympicchannel.com](http://www.olympicchannel.com)), the Olympic Games editions and/or the NOCs for which they have been granted rights (e.g., [www.tokyo2020.org](http://www.tokyo2020.org), [www.USOC.org](http://www.USOC.org)).

## Usage Rules in Marketing

### Social Media



Partners are encouraged to activate on social media. The approval process still applies.

The principles below aim at ensuring that all social media activations, running prior to or during Games time, are compliant with Partners' contractual rights whilst providing Partners.

#### Overarching principles

- **Official Olympic and Paralympic terminology must be respected in all posts (including hashtags). Special attention must be paid to the tone of all messaging,**
- **Activations must be clearly Partner-led and cannot be confused with being official IOC/IPC posts. Posts must not imply any IOC/IPC (or any other Olympic and Paralympic Parties) endorsement of such content,**
- **The contractual relationship between the Panasonic Group and the IOC and IPC/the Olympic Movement/the Olympic and Paralympic Games must be made clear in each social media activity/post (e.g., by using the Composite Logo and/or official Designation),**
- **Olympic and Paralympic archive footage cannot be made available in a downloadable and/or re-distributable manner,**

- **Partners cannot become a source of journalistic information and must not infringe on the exclusive rights granted to Rights-Holding Broadcasters. In particular:**

- **Partners should not feature medal tallies, recap information or upcoming schedules**
- **Partners may under no circumstances stream in-venue including Field of Play footage or provide news or sports coverage of the Olympic and Paralympic Games,**

- Content creation must always promote Panasonic Group's brands and/or products/services in line with the marketing rights acquired and never position Panasonic Group as a source of Olympic and Paralympic information/footage. Certain editorial activations might be undertaken in a particular territory subject to agreement with the relevant RHB,
- Sharing and re-posting of Olympic Family content is permitted and encouraged when such content is in line with IOC guidelines.

Note: Panasonic Group employees do not need to apply for approval when posting SNS as an individual, but they must use content that focuses on the individual. All communications relating to or including Panasonic Group's Olympic and Paralympic sponsorships, category products and promotions must be approved in advance by the IOC and relevant Organising Committees.

## Usage Rules in Marketing

## Social Media

CASE	ANYTHING THAT CAN BE FORESEEN/PLANNED FOR	ANYTHING THAT CANNOT BE FORESEEN/PLANNED FOR
EXAMPLES OF TOPICS <sup>1</sup>	<ul style="list-style-type: none"> <li>Athlete wins/gets injured/breaks a world record</li> <li>Team Cambodia wins their first Olympic Games medal</li> <li>Viral picture of a fan having fun with a volunteer</li> </ul>	<ul style="list-style-type: none"> <li>Snowboarder wins a skiing event, using another Athlete's skis</li> </ul>
RULE	<ul style="list-style-type: none"> <li>Must be pre-approved on the IOC Approval platform</li> </ul>	<ul style="list-style-type: none"> <li>Can be posted without a pre-approval, under specific conditions detailed below</li> </ul>
PROCESS FOR PARTNERS	<ul style="list-style-type: none"> <li>Complete and submit for approval the "Social Media Questionnaire" (available on the IOC Approval Platform)</li> <li>Submit for approval template messages/posts (template format and level of detail to be discussed with your dedicated RA contact depending on Partner's activation plan)</li> </ul>	<ul style="list-style-type: none"> <li>Complete and submit for approval the "Social Media Questionnaire" (available from the IOC Approval Platform)</li> <li>Partner to remove their post with immediate effect on IOC request in case of any issues</li> <li>In case of recurrent issues (e.g., 3 Partner posts assessed by the IOC as being not compliant), the IOC reserves the right to revoke the Partner's ability to post without pre-approval</li> </ul>

1. These elements are provided merely as examples of particular situations to illustrate events that can/cannot be planned for. Partners can only use these situations in line with their acquired rights.

## Real-time posting\*

Partners carefully plan their activation campaigns and social media is no exception to this.

Therefore, the IOC makes the distinction between two cases:

1. Anything that can be foreseen/planned for must be pre-approved before being posted,
2. Anything that cannot be foreseen/planned for can be posted without a pre-approval, under specific conditions.

Please see the table on the left for more details.

For clarity, please note the following:

- Conversational elements on Partner platforms/pages (e.g., comments on a post) and elements posted by other entities and shared by Partners must follow the rules set out in the column "Anything that cannot be foreseen/planned for",
- Partners are advised to submit for approval a Social Media Questionnaire for their activations prior to the period of the Games and another one for their Games-time activations, as their social media teams and activities will certainly increase for the Games-time period.

\*A post that can be sent in real time (immediately) if certain conditions are met.

## Choice of social media platforms

Each social media platform has its own terms and conditions that may change from time to time. It is therefore imperative that Partners are aware of these terms and conditions and review them on an ongoing basis in order to assess whether any contractual obligation of the Partners is affected:

Partners must always use care to avoid unwanted consequences for which they would remain liable as per their respective agreement with the IOC,

Partners are requested to submit to the IOC all proposed platform details as soon as possible.

## Usage Rules in Marketing

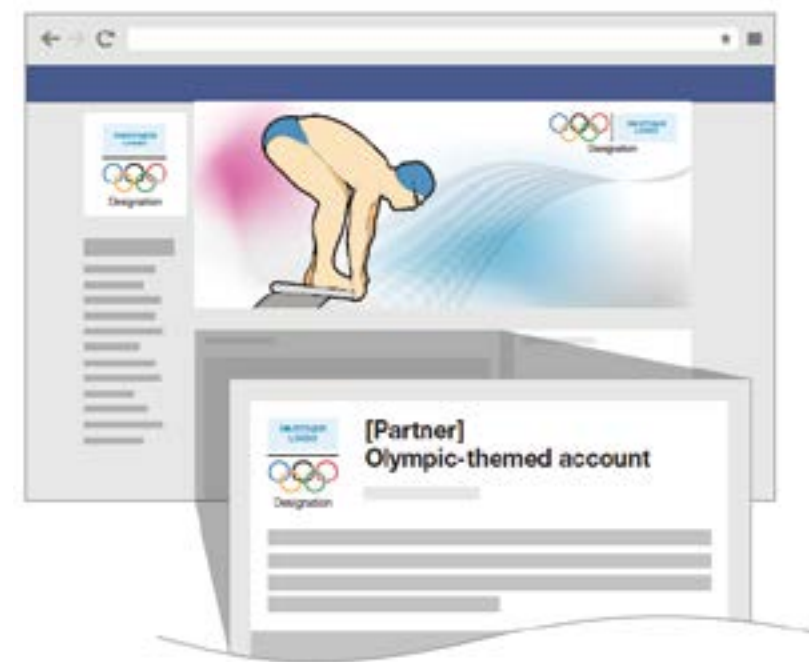
## Social Media

## ✔ Acceptable

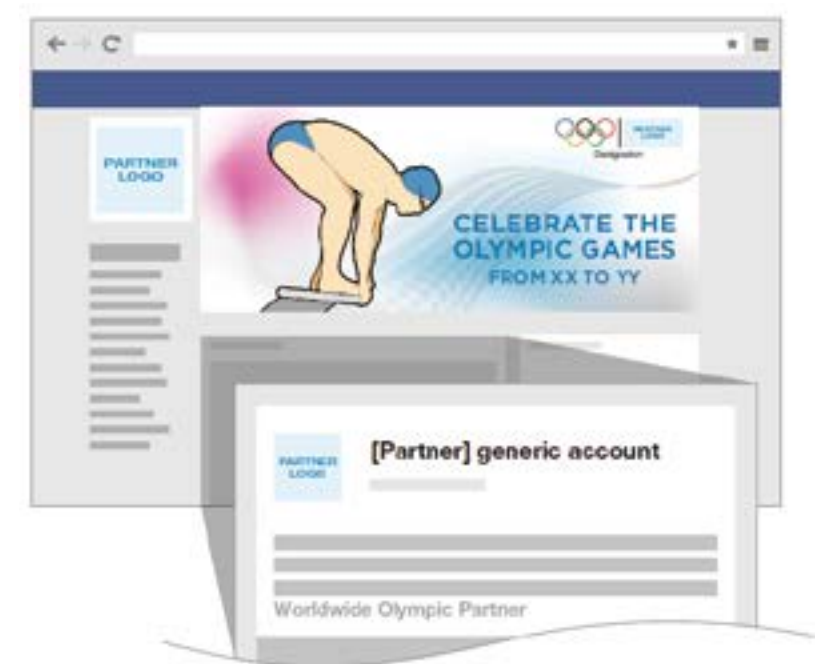
## Hashtags

"#PartnerTokyo2020"

## Logos and Designation



**Olympic-themed account**  
Composite Logo may be used.



**Corporate account**  
A Composite Logo can be included as part of a cover picture on a Partner's account. The contractual relationship is made clear by using the Designation as part of the post.

## ✘ Not Acceptable

## Hashtags

"#PartnerThirdPartyTokyo2020"

## Logos and Designation



**Olympic-themed account**  
Standalone Logos or cropped Composite Logos are not allowed.



**Corporate account**  
Partners must use the Lock-up Logo, not the Standalone Logo.

## Use of hashtags

Partners may create and use hashtags using Olympic Properties in their activations, according to the principles below:

- Official terminology rules still stand for hashtags,
- Hashtags containing Olympic and Paralympic terminologies can be used only as part of Olympic and Paralympic-themed activations,
- Use of Olympic and Paralympic terminologies in hashtags must be in accordance with the Panasonic's rights, e.g., in relation to the respective Games edition, depending on the Panasonic Group's acquisition of Signature Property rights, etc.

Please note that Partners are also encouraged to use the official hashtags created by the IOC (e.g., #olympics) in their own social media posts.

## Use of logos

- In social media activations, only the approved Partner's Composite Logo can be used. Standalone Logos are not permitted,
- Partners must ensure that the Composite Logo is correctly represented in all circumstances and on all types of devices.
- For example, the Olympic rings must never be cropped, even on social media platforms displayed on mobile devices,
- If the Composite Logo cannot be used on some social media posts, the textual Designation must at least be included as part of the post (e.g., within the message itself or within the video/image),
- A Composite Logo may be used as a profile picture on a Panasonic Group's account if this account is dedicated only to Olympic and Paralympic-themed promotions and is strictly compliant with the Panasonic Group's product category. Alternatively, a Composite Logo can be included as part of a cover picture on a Partner's account.

If none of the above, the Partner must ensure that:

- Such cover picture is used only in close proximity to the Olympic and Paralympic Games,
- The cover picture makes reference to the dates of the Olympic and Paralympic Games.

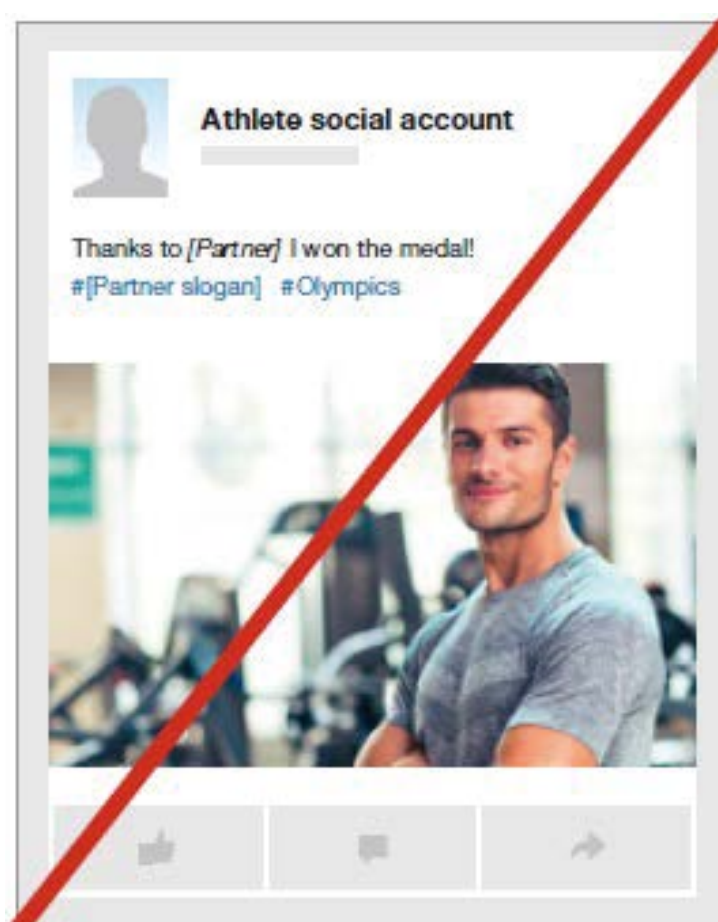
## Usage Rules in Marketing

## Social Media

## ✔ Acceptable



## ✘ Not Acceptable



No performance enhancing statements or product endorsements can be made by either the Partner or the Athlete.

## Use of Athletes on social media

Partners should not use an Athlete's/Participant's image, name, or likeness without the Athlete's/Participant's express written permission. Athlete's Apparel, Equipment, Accessories and Footwear principles apply for all images/video.

Any use of Athletes must go through the regular approval process at any time.

## During the Olympic and Paralympic Games:

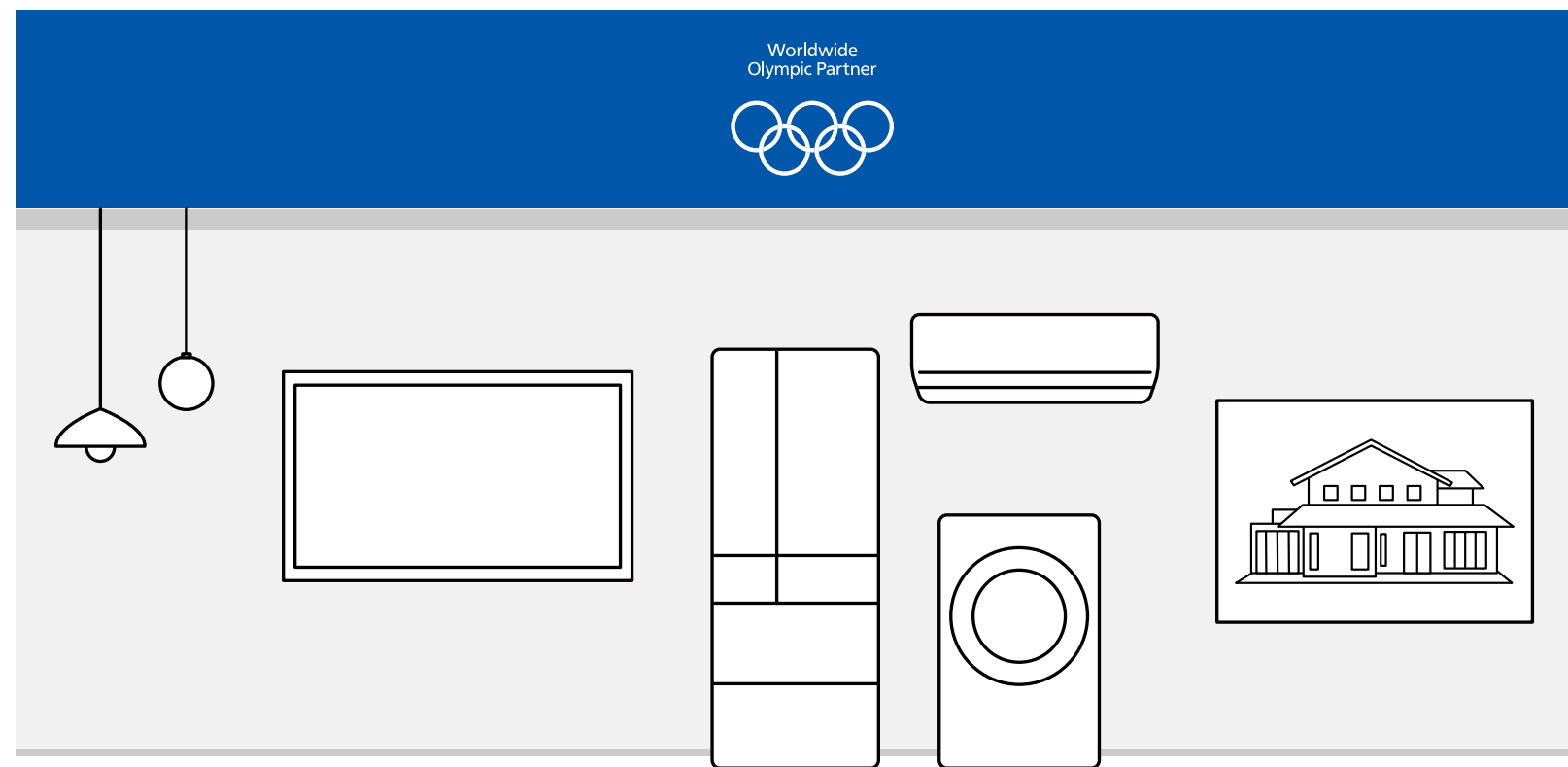
- Participants are bound by the IOC Social and Digital Media Guidelines for accredited persons. Partners must be aware of and not lead any Participant/accredited person into a breach of these separate guidelines.
- Athletes can post Partner messaging subject to the following three points being applied:
  - The Athlete's personal experience is represented,
  - The social media post is not explicitly commercial,
  - The Partner is mentioned naturally within the content.
- Athletes may also share/repost (e.g., retweet, regram) Partner content.

Usage Rules in Marketing

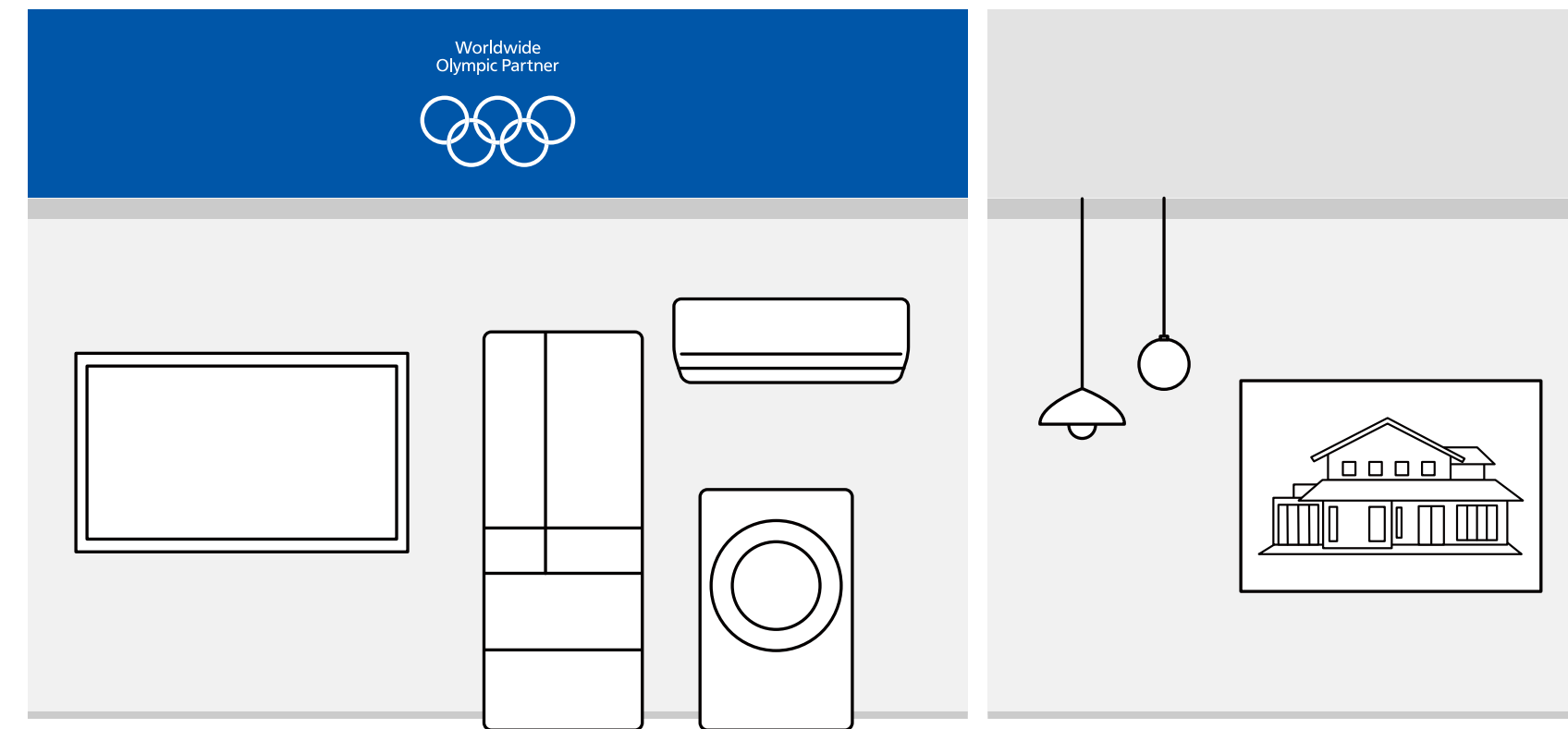
## Exhibitions/Events

An application must be submitted each time even when using approved existing contents.  
(e.g., presentations, speeches, and decorations)

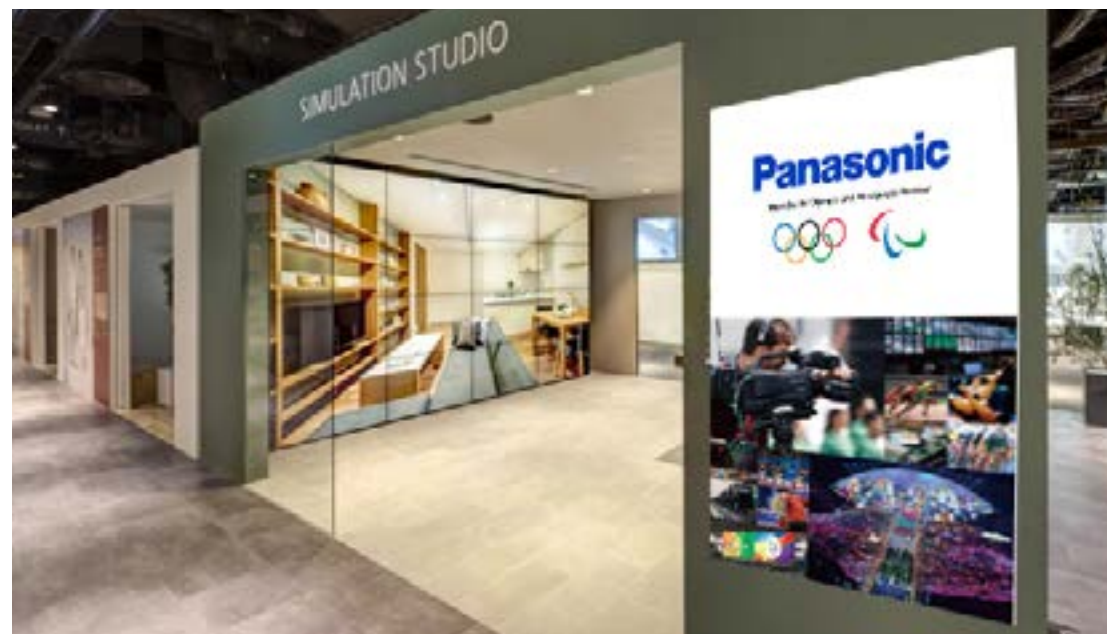
❌ Not Acceptable



✅ Acceptable



Do not exhibit products from a sponsorship category with other products, and clearly separate the exhibit spaces.



When displaying the logo at the entrance, it is not allowed to display non-category products even if exhibit spaces are separated.

Usage Rules in Marketing  
Points of Sales

❌ Not Acceptable



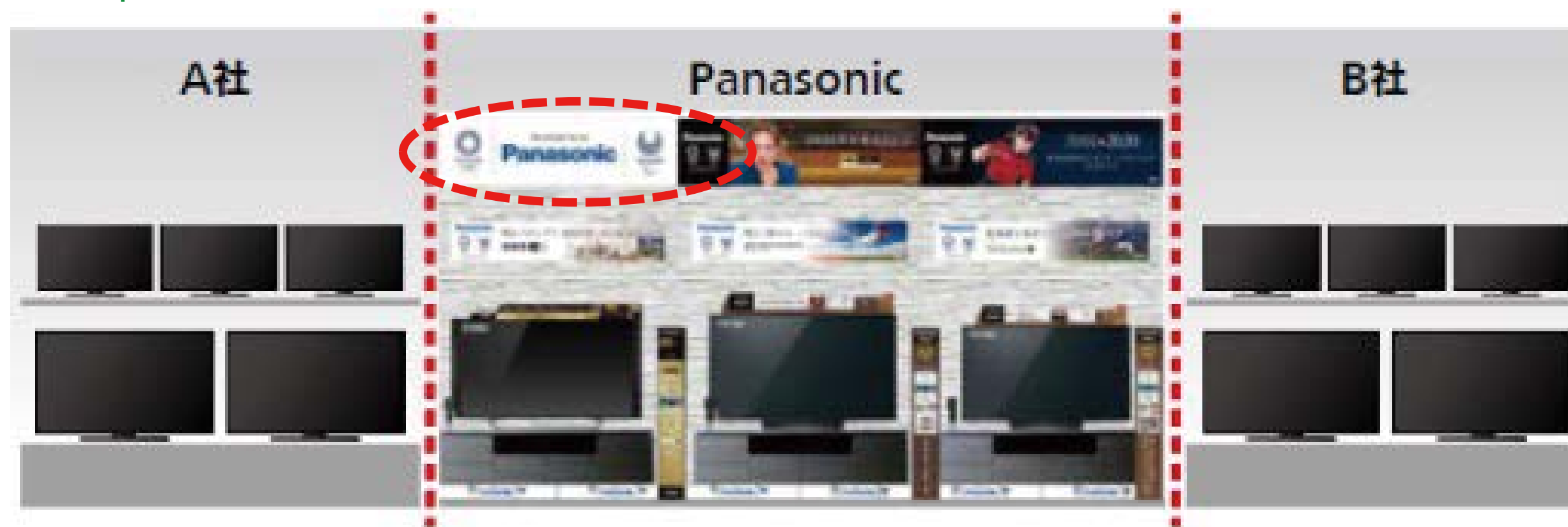
Olympic and Paralympic properties must not be used for non-category products.

❌ Not Acceptable



It is not allowed to display the logo on floor surfaces or other locations that may be stepped on.

✅ Acceptable



When displaying products at mass retailers, it is required to clarify that the promotion is organized by Panasonic Group so as not to create the misunderstanding that it is organized by mass retailers. It is also required to differentiate the display from those of other companies.

Application

Booth or other contained exhibition spaces should:

- Be used solely for the promotion of the Partner's Olympic and Paralympic sponsorship activations and within their product category,
- Be fully controlled/managed by the Partner,
- Not include any other companies' logos or non-Olympic and Paralympic event logos near the Olympic and Paralympic Logos,
- Not in any way create an Olympic and Paralympic association with the non-Olympic and Paralympic events. All products within the booth or contained exhibition space must be unbranded or sourced from the relevant Olympic and Paralympic Partner(s).

Third-party events' advertising spaces may feature Partners' activations, subject to being self-contained and not creating any undue association with the Third-Party event. However, activations on Third-Party events' Field of Play (or visible from it) are not permitted.

The use of Composite Logos, Olympic and Paralympic Logos, Olympic and Paralympic Properties or photographs and footage on Third-Party events is not permitted on the clothing of Athletes, officials, or on sports equipment.

Usage Rules in Marketing  
Catalogs

✔ Acceptable



When using the Olympic and Paralympic logos  
When using the Olympic and Paralympic standalone logos,  
please display the Panasonic logo on the same plane.

✔ Acceptable



When using the OCOG logo  
When using the OCOG standalone logo, please display the  
Panasonic logo on the same plane.

✘ Not Acceptable



In cases where non-category products are included, please display the logo on pages  
displaying products of the sponsorship category, not on the cover page.

- Non-category product must never appear when an Olympic and Paralympic logos are used.
- When displaying the logo on the cover page, non-category products must not be displayed on inside pages.
- In cases where non-category products are included, please display the logo on pages displaying products of the sponsorship category, not on the cover page.
- Never imply direct endorsement of Panasonic Group's products by the IOC.
- All uses must be approved by the IOC or relevant organizing committee.
- When any images or videos from past Olympic and Paralympic Games are used, and in particular any including images of athletes, they must clearly indicate which Olympic and Paralympic Games were the source.

## Usage Rules in Marketing Catalogs

Accessories



Digital Still Cameras



Video Cameras



There are two types of products with the Olympic and Paralympic Logos.

1. Products with composite logo
2. Licensed products

When planning marketing or manufacturing products that display the Olympic and Paralympic Logos, separate application to and approval from the IOC or relevant Organising Committee are necessary.

For the details above, please contact:  
Worldwide Olympic & Paralympic Marketing Section:  
[olympic@gg.jp.panasonic.com](mailto:olympic@gg.jp.panasonic.com)

SD Cards



Washing Machines



Batteries



- Any Olympic and Paralympic 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 USOPC premium sourcing guidelines.

## Usage Rules in Marketing

## Giveaways

Premium



Official Licensed products



When Partners use giveaways in Olympic and Paralympic -themed activations, they can make use of the following options:

1. Premiums
2. Official Licensed Products\*
3. Panasonic branded products
4. Unbranded products

For the avoidance of doubt, Third-Party branded products cannot be distributed as giveaways in Olympic and Paralympic-themed activations.

\* in limited quantities and as approved in advance by the IOC

Panasonic branded product



Unbranded products



## Usage Rules in Marketing

## Giveaways



## 1. Premiums

## Description

Premiums are items that:

- Are given away free of charge or sold at a subsidised price in connection with the promotion or sales of a Partner's products/services,
- Bear a Composite Logo (a Standalone Logo is not permitted in order to protect the IOC/OCOG licensing programmes),
- Cannot be confused with Official Licensed Products, e.g., do not display any Look of the Games elements, OCOG mascot, official pictograms, etc., (refer to P. 86 Official Licensed Products)
- Are limited in number when distributed or purchased by final consumers (B2C promotions). The maximum allowable quantity will be evaluated on a case-by-case basis to avoid jeopardising Olympic licensing programmes. For the final approval, the IOC will take into account the type of products, the distribution (territory and channel), the type of promotion and the availability in the market of similar licensed products.

## Application

- The application of the Composite Logo must comply with the application rules,
- Premium merchandise suppliers/manufacturers are not entitled to any overt brand or corporate identification on Premiums, unless this is specified by law. However, a manufacturer identification on the inside label of a Premium is acceptable,
- If the manufacturer is a TOP, an OCOG or a NOC Partner and the merchandise is distributed in the related territory, branding may be acceptable depending on the corresponding contractual rights,
- Premiums must be referred to as "[Panasonic] Olympic Games Hat" or "[Panasonic] Olympic Games Pin," and not use:
  - "Olympic" as an adjective, such as "[Panasonic] Olympic Hat",
  - A generic reference, like "Olympic Games Pin",

Usage Rules in Marketing

# Giveaways

## 1. Premiums

- Premiums cannot be re-branded,
- Partners are responsible for ensuring that the quality of the Premiums is suitable for an Olympic and Paralympic-themed promotion,
- Premiums supplied by Premium merchandise suppliers/manufacturers may need to bear a hologram, to be sourced from the relevant Olympic Hologram Licensee.

**\*Premium distributed in the US territory must be sourced by a USOPC licensee.**

For the details, contact:  
Worldwide Olympic & Paralympic Marketing Section:  
olympic@gg.jp.panasonic.com

### Sourcing

**Please refer to the table on the right.**

All efforts must be made to identify the most ethical and sustainable sourcing for Premiums.

TYPE OF PREMIUM	OUTSIDE OF ANY TOP PARTNERS' PRODUCT CATEGORY	*WITHIN A TOP PARTNERS' PRODUCT CATEGORY
<p>BEARING IOC/IPC LOGOS</p>	<p>Must be sourced from the relevant IOC Licensee, unless:</p> <ul style="list-style-type: none"> <li>• there is no IOC Licensee in that product category at the time the sourcing order is placed,</li> <li>• the IOC Licensee is unable or unwilling to meet the bid factor requirements: quantity, quality, product specifications, destination and delivery costs, time and location, or is unable or unwilling to comply with the corporate and social responsibility standards.</li> </ul> <p>In that case, however, the chosen manufacturer shall execute an agreement that it will not copy, alter or use any Olympic and Paralympic LOGOS provided for such manufacturer by the Partner for any purpose except on the Premiums manufactured.</p>	
<p>BEARING OCOG AND/OR HOST NOC LOGOS, FOR DISTRIBUTION WITHIN THE HOST TERRITORY</p>	<p>Must be sourced from the relevant OCOG Partner or OCOG/IOC Licensee, unless:</p> <ul style="list-style-type: none"> <li>• there is no OCOG Partner or Licensee in that product category at the time the sourcing order is placed,</li> <li>• the OCOG Partner or Licensee is unable or unwilling to meet the bid factor requirements: quantity, quality, product specifications, destination and delivery costs, time and location, or is unable or unwilling to comply with the corporate and social responsibility standards.</li> </ul> <p>In that case, however, the chosen manufacturer shall execute an agreement that it will not copy, alter or use any Olympic and Paralympic LOGOS provided for such manufacturer by the Partner for any purpose except on the Premiums manufactured.</p>	<p>Must be sourced from the relevant TOP Partner. Please contact Worldwide Olympic &amp; Paralympic Marketing Section to obtain the TOP Partner contact list for Premiums.</p>
<p>BEARING OCOG AND/OR HOST NOC LOGOS, FOR DISTRIBUTION OUTSIDE OF THE HOST TERRITORY</p>	<p>If there is an OCOG Partner or IOC/OCOG Licensee in that product category, Partners agree to make a timely request for written bids to such OCOG Partner or Licensee for the production of Premiums bearing OCOG LOGOS. Such requests for bids must include the Partners' detailed specifications of the same bid factors provided to other manufacturers. However, Partners are free to select the OCOG Partner or Licensee or another manufacturer, with or without regard to price or any of the bid factors.</p>	

## Usage Rules in Marketing

**Giveaways****2. Official Licensed Products****Description**

- Are products that are developed by the Licensees who have signed a Licence agreement with the IOC, an OCOG or a NOC,
- Are distributed and sold in standard retail outlets and/or other distribution channels identified in the Licence agreement,
- Bear one or more Olympic Logos. The Licensee's brand may be featured on licensed products only for customer validation purposes, or if required by law.

**Application****Territory**

Official Licensed Products can be made available to the public only in the territories where they are available on sale (a detailed list of the territories for each licensing agreement signed with the IOC can be provided by contacting Worldwide Olympic & Paralympic Marketing Section).

For example:

- IOC worldwide Official Licensed Products can be made available worldwide,
- OCOG Official Licensed Products can be made available only in the host territory,
- NOC Official Licensed Products can be made available only in the relevant NOC territory.

**Quantities**

Quantities of Official Licensed Products must be kept to a very limited number, in order not to jeopardise IOC, OCOG or NOC Licensing Programmes.

As an indication, quantities inferior to 500 units per type of Official Licensed Products and per activation concept would be acceptable. Any higher number would be evaluated by the IOC on a case-by-case basis.

**Branding**

Official Licensed Products cannot be de-branded or re-branded.

**Terminology**

Official Licensed Products must be referred to as an "Olympic Games Product" or "Olympic branded Product" but not as an "Olympic Product".

**Sourcing**

For any additional information about how to source Official Licensed Products, please contact the Worldwide Olympic & Paralympic Marketing Section.



## Usage Rules in Marketing

**Giveaways****3. Panasonic branded products****Description**

**Panasonic Group can distribute as giveaways low value products that feature Panasonic logo.**

**Application**

Whilst the preferred options for giveaways are to distribute Premiums or Official Licensed Products, Panasonic Group is also permitted to distribute giveaways with Panasonic Group logo.

**Panasonic branded giveaways should not give the impression that they are part of the Panasonic Group's product category if this is not the case.**

Partner branded giveaways should not present a risk of jeopardising IOC, OCOG or NOC Licensing Programmes.

**Sourcing**

Partners are encouraged to make all efforts to identify the most ethical and sustainable sourcing for Partner branded giveaways.

**4. Unbranded products****Description**

**Panasonic Group can distribute as giveaways low value products that do not feature any branding.**

**Application**

Whilst the preferred options for giveaways are to distribute Premiums or Official Licensed Products, Panasonic Group is also permitted to distribute unbranded giveaways.

Unbranded giveaways should not give the impression that they are part of the Panasonic Group's product category if this is not the case.

Unbranded giveaways should not present a risk of jeopardising IOC, OCOG or NOC Licensing Programmes.

**Sourcing**

Panasonic Group is encouraged to make all efforts to identify the most ethical and sustainable sourcing for unbranded giveaways.



## Rules for utilizing the logos in Panasonic Group

- Press releases and related materials
- Stationery
- Employee management

Rules for utilizing the logos in Panasonic Group

## Press releases and related materials

Press Release

**Panasonic**  
パナソニック株式会社  
〒371-8501 大宮区西大宮 4-1-10

July 30th, 2021

Special edition for cycling competition

**Delivery of the Olympic Games Tokyo 2020 Keirin leading bike**  
**Keirin leading bike development by E-bike**

Panasonic Cycle Technology Co., Ltd. will deliver Keirin leading bike for the Olympic Games Tokyo 2020.

Panasonic is promoting efforts toward a carbon-neutral society by reducing the amount of energy used and creating and utilizing more energy to solve global environmental problems.

Panasonic Cycle Technology is working on the environment by promoting the use of bicycles to reduce CO2 emissions, create circular economy-type businesses, and reduce the environmental burden through the manufacturing process.

Among these activities, this time we challenged the development of Keirin leading bike with electric assist bicycle to avoid the wind of Keirin competition at the Olympic Games Tokyo 2020 to bring excitement to the Olympic Games and send a message to reduce CO2.

Keirin, an Olympic Games event of the Cycling sport, originated in Japan and is a competition in which up to seven athletes compete on six laps of the track. Keirin leading bike, which is a pacemaker, gradually increases the speed while acting as a windbreak for the athletes, and the athletes compete for the position behind them. The leading bike increases its speed up to 50 km/h to make the pace and leave after 3 laps. The rest will be a race only for athletes, and a competition to decide the victory or defeat.

In this Keirin, we have developed a Keirin leading bike using a body based on the sports type conventional bike model X111 (BF-EX1144), and after repeated tests at the main venue, [Jy Velodrome, where the Keirin competition is held, we will complete this equipment and deliver it to the Olympic Games Tokyo 2020.

Keirin Leading bike to be delivered has following special specifications only for the Olympic Games Tokyo 2020.

- (1) High-power motor with a maximum speed of 50km / h
- (2) Assist control that enables extremely smooth and stable acceleration that athletes can easily follow
- (3) Frame design that accurately traces lines in all speed ranges to ensure straight-line stability


As a Worldwide Partner of the Olympic Games, Panasonic will support the operation of the Games, share the passion and excitement created by the world's best sporting events with everyone around the world, and contribute to the fostering of the Olympic Movement.

**[Contact]** Press: Panasonic Cycle Technology Co., Ltd. Business Planning Department PR Section Yoshida TEL: 072-976-6621 (Direct)  
Customer: Customer Service Center (free call) TEL: 0120-781-603 (9:00~18:00)  
Bicycle-E-bike URL: <https://cycle.panasonic.com/>

<https://www.panasonic.com/jp> オイフノリヤー・シヨウシツク コヒョウコウ・シヨウシツク 06-6909-7187(大阪) / 03-6216-1186(東京)  
<https://panasonic.co.jp/ifs>

[Reference]


•[Keirin leading bike Photo]



The Olympic Games Tokyo 2020 Keirin leading bike

\* Design is subject to change.

The above product photos can be downloaded from each release page of "Panasonic Newsroom Japan"  
(URL: <https://news.panasonic.com/jp/press/>)



Panasonic is a Worldwide Olympic Partner

In order to clarify the Panasonic Group's relationship with the Olympic and Paralympic Movement, the text of the release should include the Designation and pre-approved Composite Logo, using the Full-colour Olympic and/or Paralympic Symbol.

All quotes from IOC/IPC and OCOG officials (executives) must be sourced from, and approved by, the relevant Organising Committees.

Should any media material refer to a Third Party, such Third Party should be only a secondary reference, and should not appear in the title/headline of the media material. Note that the Third Party cannot conflict with an Olympic and Paralympic Partners (TOP, OCOG or NOC).

Images of Athletes wearing Panasonic Group-branded clothing at a Panasonic Group event may be used in press releases/press kits.

Boilerplates can include all areas of the Partner's business as long as there is no mention of their Olympic and Paralympic sponsorship. Should they wish to mention their Olympic and Paralympic sponsorship, they can do so either by splitting the boilerplate into two paragraphs or by creating a boilerplate focused on their product/service category only.

Rules for utilizing the logos in Panasonic Group

# Stationery

## Business Cards



This page shows activation samples on stationery such as business cards, envelopes and Email signatures.

- All use must be approved by IOC or relevant Organising Committees.

### Logo for business cards

The Company has a Worldwide Partner agreement with the International Olympic Committee (IOC) and the International Paralympic Committee (IPC), and the Olympic and Paralympic logo can be used globally. In order to widely publicize our Partnership, we recommend that you display the Olympic and Paralympic Logos printed on business cards.

As an Olympic and Paralympic Worldwide Partner, the Official Sponsors of the Olympic and Paralympic are limited by product/service category (video/audio equipment, white goods, electric bicycle), so there are restrictions on who can use them. Please check the following.

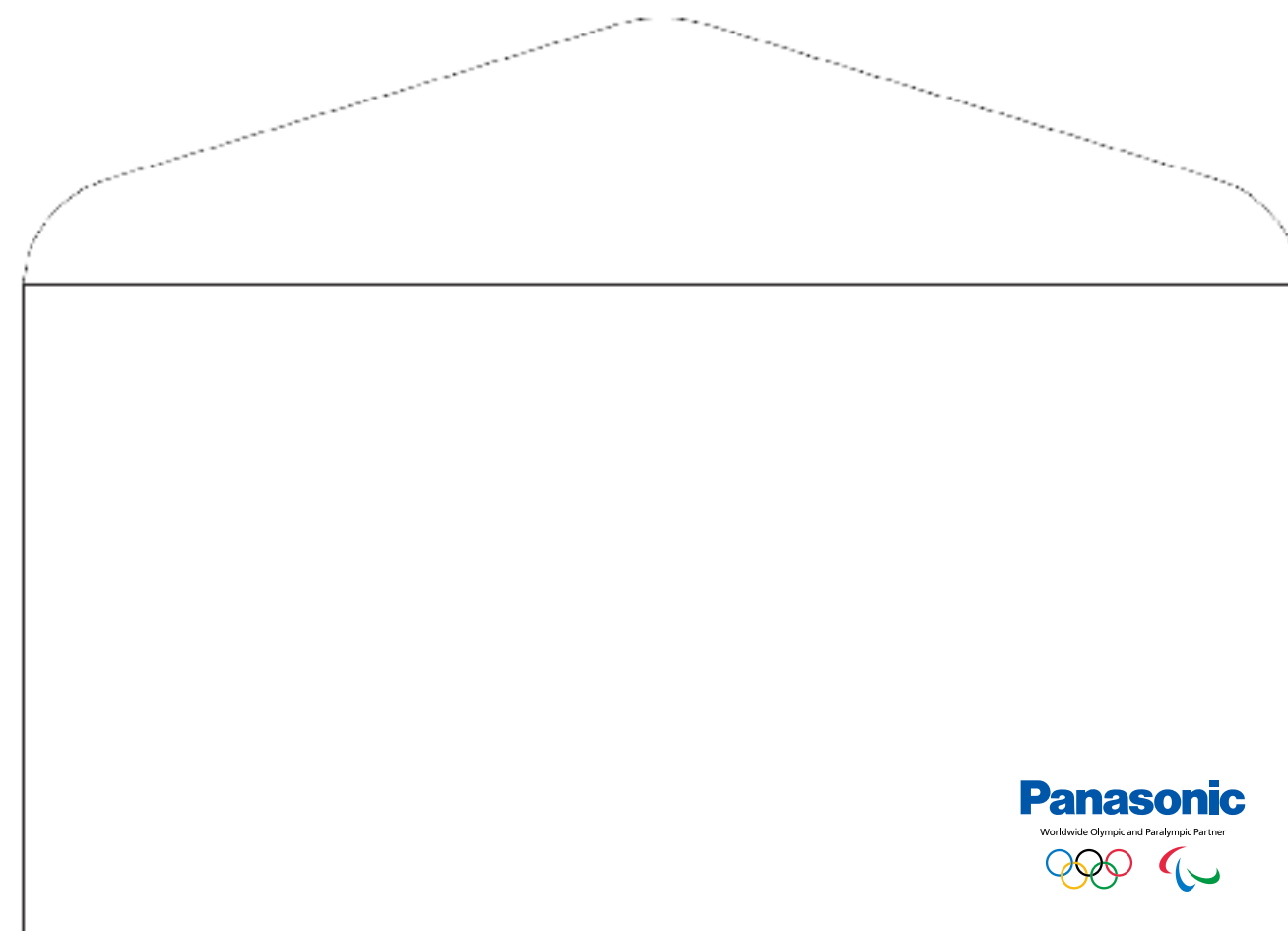
### Who can print the Olympic and Paralympic Logos on business cards

1. Executives/Employees of PHD companies
2. Executives/Employees of PEX and PEX overseas
3. A person who falls under any of the following in operation companies other than the above
  - a. Executives and presidents of operating companies
  - b. Employees in the indirect department (HR/Accounting/Legal)
  - c. Employees in department related to products in Panasonic Group's sponsorship categories (\*)

	Executives/presidents of operating companies	Indirect dept. (HR/Accounting, etc.)	Sales/Tech./ Manufacturing dept
1. PHD	✓	✓	✓
2. PEX/PEX Overseas	✓	✓	✓
3. Operating Company	✓	✓	In charge of category product
			In charge of non-category product NG

\*Refer to P14-P21 for our Sponsorship Product Categories.

## Envelopes



## Email signature



Rules for utilizing the logos in Panasonic Group

## Employee management



Partners are encouraged to develop employee engagement programmes using Olympic and Paralympic Logos, provided that:

- The programme is aligned with Olympic and Paralympic values,
- The programme is an internal-facing activation,
- If giveaways are distributed, Partners must ensure that rules on giveaways are respected.

The Olympic and Paralympic Parties encourage Panasonic Group to develop these types of programmes to generate excitement about their Olympic and Paralympic Partnership and are willing to help and support these activities wherever possible.



## Games-time activations

Games-time activations are defined as any sponsorship activities developed to take place specifically for the Period of the Olympic Games, or for a longer duration which will include Games time.

This period is defined in the lead-up to each Olympic Games edition by the IOC and announced accordingly to the Partners.

During this time period, several rules of the Olympic Charter, specifically Rule 50 will impact marketing activations just as they impact the Organisation of the Olympic Games at every level.

- Rule 50 – Clean-venue principle
- On-site activations
- Uniform Guidelines for Partners

Games-time activations

## Rule 50 – Clean-venue principle



### Description of Rule 50

The Olympic Charter, in Rule 50, stipulates that, "no form of advertising or other publicity shall be allowed in and above the stadia, venues and other competition areas which are considered as Olympic sites". The Bye-law to Rule 50 adds that neither may it "appear on persons, on sportswear, accessories [...] used by all competitors, team officials, other team personnel and all other Participants in the Olympic Games, except for the identification of the manufacturer [...]."

### Purpose of Rule 50

Resulting from Rule 50, the "clean-venue principle" allows the IOC and OCOG to maintain the unique visual presentation of the Olympic Games and enhance the spectator and Athlete experience. It allows only Look of the Games and approved Partners' presence in venues, in compliance with each respective TOP Agreement and the venue branding guidelines.

### What does Rule 50 mean for Partners?

What activations are impacted by Rule 50?

The following types of activations will be impacted by Rule 50 (non-exhaustive list):

1. Recreation of Olympic Games context within activations
2. Athletes uniforms in activations
3. Partner staff and guest uniforms
4. On-site activations:
  - Showcasing
  - In-venue products

### What must Partners do to best manage this process?

This principle has significant planning and operational implications for Partners that can be costly if not properly anticipated. Therefore, Partners should always ensure that all their Games-time activations and activations recreating the Olympic Games are Rule 50 compliant.

For any questions not covered by these Guidelines, please consult with the Worldwide Olympic & Paralympic Marketing Section

olympic@gg.jp.panasonic.com

Games-time activations

## Rule 50 – Clean-venue principle

### Background

Including cases where the Olympic logo or images are not used, all branding onsite and operating activities require the submission of applications to the IOC and other relevant organisations via the approval system to obtain approval.

### Description

"On-site" activation refers to any activation or operation that takes place within any Olympic Venue, both competition and non-competition. It includes stadiums and halls where competitions are held, but also accredited zones, ticketed and/or OCOG controlled areas such as, but not limited to, the Olympic Park, Olympic Village (OLV), International Broadcast Centre (IBC) and Main Press Centre (MPC), and the arrival and departure airport(s). On-site activations have to fit into the event management operations of the Olympic Games and the limited branded environment in which the Olympic Games take place.

To help Partners understand what the IOC considers "on-site" activations and operations, the table on the right classifies on-site activities by category. Note that these are defined within the terms of each specific TOP Agreement.

### General principles

The principles below have been developed in accordance with the Rule 50 of the Olympic Charter and apply to all "on-site" activations:

- On-site branding should solely serve an operational or information function (unless specified otherwise within these guidelines or by the IOC),
- In competition venues, for elements visible on/from the Field of Play, dual branding of IOC and IPC is possible only on staff uniforms,
- No Third-Party branding (e.g., commercial branding, Third-Party sports properties) is allowed,
- Partners must submit all branded "on-site" activities and operations to IOC for approval through the Approval system, even if no Olympic Logo or imagery is used,
- Please note that the on-site location, placement and use of the activation must comply with the clean-venue principles of the Olympic Charter.

ON-SITE CATEGORIES	SUB-CATEGORIES/EXAMPLES (NON-EXHAUSTIVE LIST)
Olympic Village, IBC and MPC	Activities/services (e.g., bank, shipping services)
Olympic Park	Showcasing, live site and other activations in the Park
City Activations	Showcasing, live site and other activations in zones controlled by the OCOG
Host City Airport	Any activations organised at the airport (e.g., out-of-home, events, leaflet distribution)
Uniforms	Staff and guests
Hospitality	All items that may be worn/used/seen in venues (e.g., lollipops, amenities, bus wraps, giveaways)
Food and Beverage/Merchandise Operations	Operations, beverage containers, menu boards, POS material
Timing and Scoring	Branding on Field of Play
Other	All other on-site activities not covered in the above categories and incorporating any Partners' marks, Olympic Logos and/or official Designations

Games-time activations

# Uniform Guidelines for Partners



Panasonic Group may wish to create uniforms for their staff working on site and their guests. Designs are subject to the parameters outlined in the table below, including branding elements, size and frequency.

Notes:

- Staff uniforms cannot be sold before, during or after the Olympic Games, even to employees.
- When submitting uniform designs, all logo measurements must be provided in cm<sup>2</sup>.

FIELD OF PLAY STAFF*	Manufacturer Maximum size of manufacturer identification (Only official apparel partner)	Panasonic Group and Olympic Logos Maximum size and number of Panasonic Group identifications (e.g., Panasonic Group corporate logo, corporate tag line) and Olympic Logos. The (x) represents the number of each logo
<b>CLOTHING</b>	30cm <sup>2</sup>	(1) 60cm <sup>2</sup> Composite Logo or (1) 30cm <sup>2</sup> Standalone Logo & (1) 30cm <sup>2</sup> Panasonic Group's corporate mark or (1) 30cm <sup>2</sup> Panasonic Group's corporate logo
<b>ACCESSORIES</b>	Not permitted	Not permitted
<b>FOOTWEAR</b>	No bigger than any branding used on products sold through the retail trade during the period of 6 months prior to the Games.	Not permitted

OPERATIONS & ACTIVATION STAFF (incl. hospitality staff)	Manufacturer Maximum size of manufacturer identification (Only official apparel partner)	Panasonic Group and Olympic Logos Maximum size and number of Panasonic Group identifications (e.g., Panasonic Group corporate logo, corporate tag line) and Olympic Logos. The (x) represents the number of each logo
<b>CLOTHING</b>	30cm <sup>2</sup>	Up to (3) logos of max 75cm <sup>2</sup> each (total added Panasonic Groups' identification cannot exceed 150cm <sup>2</sup> )
<b>ACCESSORIES</b>	6cm <sup>2</sup>	(1) 12cm <sup>2</sup> standalone & (2) 12cm <sup>2</sup> Panasonic Group identification or (1) 24cm <sup>2</sup> Lock-up Logo & (1) 12cm <sup>2</sup> Panasonic Group identification or 12cm <sup>2</sup> Panasonic Group identifications <small>Notes: Total added Panasonic Groups' identification cannot exceed 24cm<sup>2</sup> On applications where space is limited (e.g., lanyards), some flexibility might be permitted on the maximum number of logos</small>
<b>FOOTWEAR</b>	No bigger than any branding used on products sold through the retail trade during the period of 6 months prior to the Games.	No specific restrictions

HOSPITALITY GUESTS	Manufacturer Maximum size of manufacturer identification (Only official apparel partner)	Panasonic Group and Olympic Logos Maximum size and number of Panasonic Group identifications (e.g., Panasonic Group corporate logo, corporate tag line) and Olympic Logos. The (x) represents the number of each logo
<b>CLOTHING</b>	Uniforms must be developed in a manner that integrates into the Olympic environment.	
<b>ACCESSORIES</b>	The size, frequency and placing of the Panasonic Groups' identification or Olympic Logos must be reasonable, which means not overly prominent in their placement or excessively large in size. When approving the Panasonic Groups' uniform items, the IOC will give consideration to the visual impact of large groups seated in the venues.	
<b>FOOTWEAR</b>		

\*Staff working in the competition venue during the Games period.



## Appendix

- Marketing Support Tools

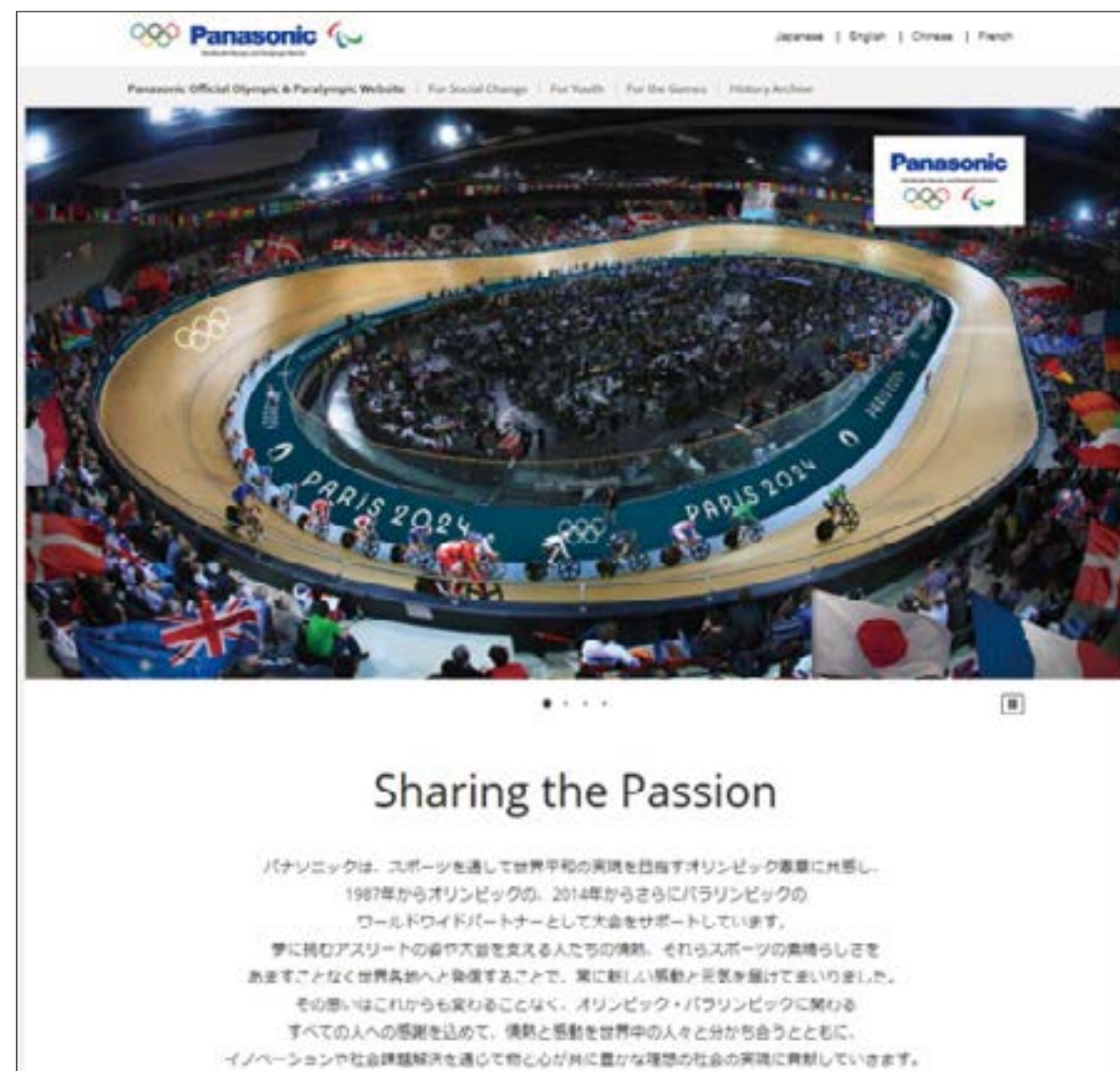
Appendix

# Marketing Support Tools

Overview of marketing support tools for Olympic and Paralympic Games.

## Panasonic Olympic and Paralympic Games official Site

[▶ https://www.panasonic.com/global/olympic/ja](https://www.panasonic.com/global/olympic/ja)



"History archives," which introduces Panasonic Group's history as a Worldwide Partner of the Olympic Games for over 34 years and as a Paralympic equipment providing partner for over 24 years through digital archives, and "For the Games," which introduces the behind the scenes that support the Games, and more can be found here.

## Olympic and Paralympic Games Site (Internal use only)

[▶ http://iweb.mei.co.jp/cc/olympic/jp/](http://iweb.mei.co.jp/cc/olympic/jp/) ★Scheduled to be renewed in April 2023



This Website provides Olympic and Paralympic-related information and source materials. Design Guidelines, advertising materials, and Olympic and Paralympic activity information can be viewed and downloaded here, and a page is included for ordering promotional items

- The following information and materials can be accessed or downloaded.
  - Hospitality programs (During the Games time only)
  - IOC, IPC and OCOG related logos
  - Statements
  - Photo materials (Permission for use from PHOTO KISHIMOTO)

## PHOTO KISHIMOTO photo materials example

[▶ https://www.kishimoto.com/sp-login](https://www.kishimoto.com/sp-login)

PHOTO KISHIMOTO photo materials example



Be sure to apply for approval before using these photos. For obtaining an individual ID/PW to login this site, please email to [olympic@gg.jp.panasonic.com](mailto:olympic@gg.jp.panasonic.com)

## Panasonic Video Library

Videos for promoting the Olympic and Paralympic Games and those introducing the history of Panasonic serving as an Olympic and Paralympic Partner have been uploaded. They can be widely used in showrooms, and for events and exhibitions.

Please refer to the Olympic and Paralympic Images and Archive Footage on p.55.

### Paralympic images

The images of the Paralympic Games can be purchased from Getty Images. Videos can be acquired via IPC's YouTube channel.

If you wish to use videos and images, then please send an email to [olympic@gg.jp.panasonic.com](mailto:olympic@gg.jp.panasonic.com).

If you wish to use other videos and images of the Olympic and Paralympic Games, then you will be able to acquire them from the IOC and IPC. If you wish to use videos and images, then please send an email to [olympic@gg.jp.panasonic.com](mailto:olympic@gg.jp.panasonic.com).

Appendix

## Marketing Support Tools

### External tool

International Olympic Committee (IOC) Official page

<https://olympics.com/ioc>

Japanese Olympic Committee (JOC) Official page

<https://www.joc.or.jp/>

International Paralympic Committee (IPC) Official page

<https://www.paralympic.org/>

Japanese Paralympic Committee (JPC) Official page

<https://www.parasports.or.jp/paralympic/>