

London 2012 Brand Regulations

What is it?

The London 2012 Brand consists of a number of protected emblems, words and fonts that form the official Games Marks for the London 2012 Olympic and Paralympic Games.

The elements of the brand family used in isolation or combined reflect an association London 2012 and must be approved by LOCOG.

What does the brand include?

- London 2012 emblem's
- London 2012 mascots
- London 2012 texts and fonts
- London 2012 pictograms
- Team GB and Paralympics GB logo's
- British Olympic and Paralympic Association logo's
- The Olympic symbol
- The Paralympic symbol
- The Olympic and Paralympic motto's

When can I use the London 2012 brand?

Non-commercial organisations can be granted access to the London 2012 brand through the following initiatives:

- London 2012 Inspire Programme
- Get Set Education Programme
- London 2012 Open Weekend
- Cultural Olympiad

Why are is the brand protected?

All aspects of the London 2012 Games are being paid by agreed public and privately raised funds. A total of **£2 billion** has to be raised through sponsorship, merchandise, ticket sales and broadcast revenues.

Therefore, ensuring that the London 2012 brand has a high value to sponsors is important in reaching this target and can only be achieved by making the brand have an exclusive association with the 2012 Games.

Who can use the London 2012 brand?

The only people entitled to use the London 2012 brand and the Protected Games' Marks are LOCOG, its sponsors and official broadcasters, official merchandise licensees and licensed non-commercial partners through London 2012 programmes and initiatives.

Can I use the Games' Marks in my business?

Commercial use of any London 2012 Games' Marks is only permitted with the authorisation of LOCOG. This means the marks cannot be used on goods, in business names or marketing collateral.

What legal protection does the brand have?

The Games' Marks are legally protected by a combination of registered trade marks, copyright and common law. If you are in breach of this you may be subject to LOCOG taking legal action.

What if I am unsure about using the brand?

If you are in any doubt about whether you have the right to use a particular Games Mark, do not use it. Check with LOCOG for approval in all instances.

Where can I find out more information about the London 2012 brand regulations?

Websites

London 2012:
www.london2012.com/about-us/our-brand

Documentation

London 2012 Commercial and non-commercial brand guidelines:
www.london2012.com/about-us/our-brand

