

TEAM USA

USOC BRAND ASSETS AND USAGE GUIDELINES FOR
NATIONAL GOVERNING BODIES



OPPORTUNITY & STRATEGY



Provide assets and approved guidelines for non commercial use for NGBs which will allow us to build engagement and appeal among Olympic, Paralympic and Pan American sport fans and increase the value and protection of USOC brand marks.

Utilizing USOC marks will:

- Promote and more closely connect NGB sports to the Olympic, Paralympic and Pan American movements.
- Provide marketing platforms to support NGB business objectives
- Increase awareness of Team USA and our athletes achievements in the periods between the Games.

In addition to the Olympic and Paralympic Institutional marks, we are building the Team USA mark as a standalone and separate brand. We have been steadily growing awareness and IP protection and encourage NGBs to utilize both marks, with the appropriate designation indicating NGB membership and participation in the U.S. Olympic and Paralympic Movement.

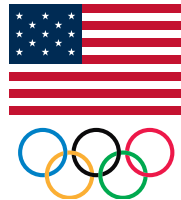
Further, we are proposing guidelines for NGBs to use approved NGB specific Olympic Games-focused marks (e.g., Destination PyeongChang) to help support membership drives and fundraising.

MARKS PORTFOLIO



NGBs can use these approved USOC marks to create meaningful connections to the Olympic, Paralympic or Pan American Movements, and the Games.

Olympic Flag 5-Rings



Paralympic Flag 3-Agitos



Team USA word mark



OVERVIEW



With USOC review and approval, NGBs can use USOC marks for all non-commercial purposes, for promotion of NGB business objectives:

- Business cards and letterhead
- Collateral and displays
- Advertising
- Website
- Signage (events, clubs, HQ and other preapproved locations)

Using USOC marks allows NGBs to:

- Clearly establish that the NGB is the official governing body associated with the United States Olympic Committee to their stakeholders.
- Differentiate the NGB versus other sport organizations as the official partner of the United States Olympic Committee.
- Communicate to the general public that the NGB is the pipeline for future Olympians and Paralympians.

PROCESS/APPROVALS



Proposed use of all USOC marks must be submitted to Olymarcs, the USOC's universal online approval system.

- USOC policy reserves up to 10 business days for a response
- URL: www.olymarcs.org
- For account access please contact:
 - Tammie Liddie
tammie.liddie@usoc.org
 - Samantha Sieracki
samantha.sieracki@usoc.org
- A detailed user-guide on Olymarcs can be emailed that includes a step by step process

NGB BRAND GUIDELINES AND BEST PRACTICES



USOC MARK EXAMPLES

The below illustrate NGB use of a USOC mark, in composite, triposite, and separate form. Please note that all uses include the NGB Emblem and a designation.

Designations that can be used include:

All uses of Olympic marks require an accompanying designation statement clarifying the relationship between the USOC and the organization. It should be PANTONE Cool Gray 7 C and should be used in the Helvetica Neue Extended font.

For Olympic and Paralympic Sports

- Where Olympic Journeys Begin
- Where Olympic and Paralympic Journeys Begin

For all USOC NGB Sports

- National Governing Body for the sport of (X)
- Member, U.S. Olympic Committee

Designation that can be used included for Team USA:

- Every Moment Matters (pending TM)

Composite and Triposite Mark Lock-Up Standards



Where Olympic Journeys Begin



Where Olympic and Paralympic Journeys Begin



Member



Member
U.S. Olympic Committee



Member, U.S. Olympic Committee



NGB BRAND GUIDELINES AND BEST PRACTICES



TEAM USA COMPOSITE LOGO EXAMPLES

These composite logos illustrate the connection between Team USA and the NGB. Please note that all uses include the NGB Emblem and a designation.

Designations that can be used included for Team USA:

- Every Moment Matters (pending TM)

Team USA Composite Mark Lock-Up Standards



Every Moment Matters



Every Moment Matters



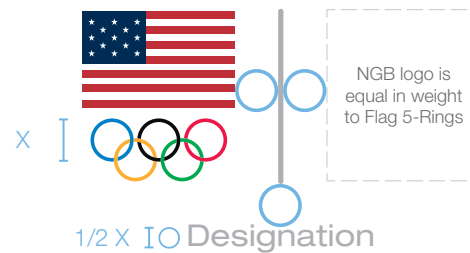
Every Moment Matters

COMPOSITE & TRIPOSITE MARK LOCK-UP SPACING STANDARDS

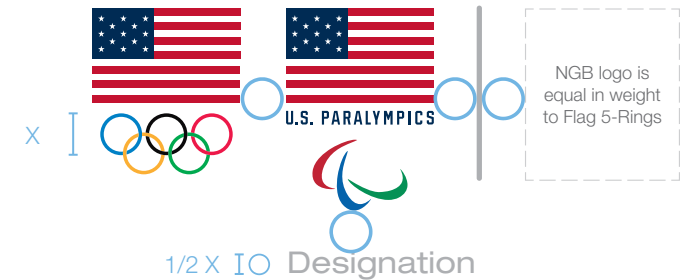


The Flag 5-Rings Mark, Flag 5-Rings/Flag 3-Agitos Lock-up, or Team USA Mark is always on the left side. The two marks are divided by a line. The marks are separated by a Ring or "U" width depending on the Mark. Likewise, the designation below is spaced by a ring "U" width from the bottom of the center line.

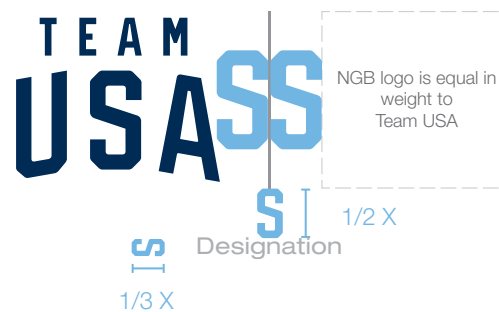
Composite



Triposite



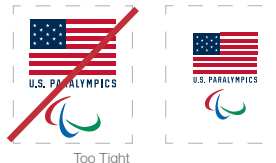
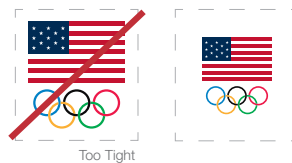
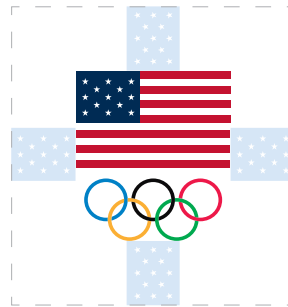
Team USA Composite



EXCLUSION ZONE AND PLACEMENT STANDARDS



The 'exclusion zone' is the perimeter that surrounds the mark. No other element is allowed within this area at any time or for any reason. When applying USOC Marks to background images and textures, ensure that the mark(s) maintains sufficient contrast and legibility. ALL USOC MARKS are subject to these rules. Use of all USOC Marks must be submitted requests through Olymarcs, the USOC's universal online approval system (see page 4).



NGB BRAND GUIDELINES AND BEST PRACTICES



GAMES FOCUSED MARKS

- NGBs may create an Olympic Games focused mark (e.g. Destination PyeongChang).
- Those marks can only be used for non-commercial purposes that include promotion of the NGB, membership drives and fundraising UNLESS the NGB shares a sponsor with the USOC then the mark may be used with that sponsors activation programs.
- Merchandise or licensed product that includes a Games-related mark must be produced by a USOC licensee.
- Merchandise that includes a Games-related mark cannot be sold.
- Games related marks cannot be passed through to NGB sponsors who are not also USOC sponsors because they do not have an official connection to the Olympic Games.
- Only the USOC can own a trademark for any Games-focused mark. The USOC will file for trademark protection for a USOC mark developed by the NGB to promote the Games.
- The OCOG mark (e.g. PyeongChang 2018 or Tokyo 2020) is owned by the Organizing Committee and it is the USOC's responsibility in the United States to protect the usage of these marks.
- Must include designation



NOTE: The IOC ultimately controls the Games marks and the USOC must abide by their rules and these rules may change Games to Games.

STATIONERY GUIDELINES



NGBs can include the USOC Institutional Mark or Team USA and member designations on letterhead, note cards and business cards to indicate the Olympic, Paralympic or Pan American connection to constituents. The NGB's logo should always be larger than the USOC Mark and member designation so it is clear which company issued the letter or card.



Envelopes: The USOC asks that NGBs do not use any USOC Marks on envelopes so as not to cause confusion as to the sender of the mailing.

USAGE EXAMPLES



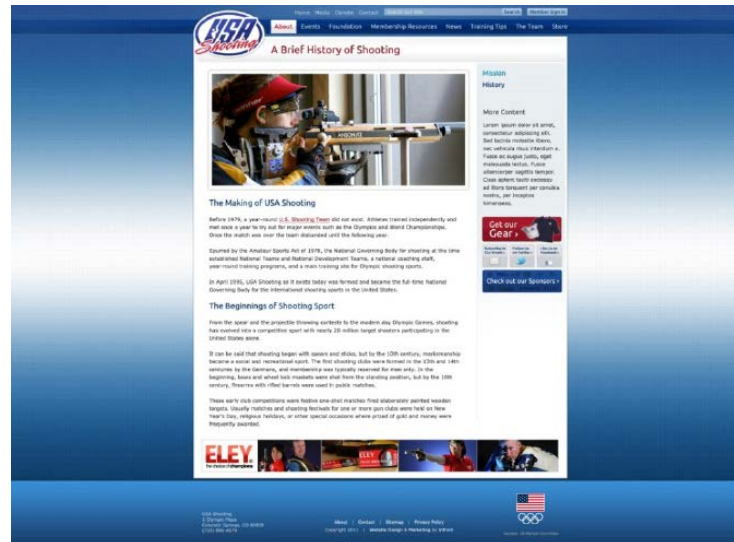
NGBs can utilize USOC marks with designation on collateral items distributed to membership and displayed at events that showcase the USOC – NGB partnership, as well as on NGB websites.

This extends to advertising and promotions that are free of any commercial and/or sponsor conflicts (so as not to imply any connection between NGB partners and the Olympic, Paralympic or Pan American Games, or the U.S. Teams competing in those Games).



Note: Full color Flag 5-Rings and Flag 3-Agitos must ONLY be used on white background. Any other color background, the Flag 5-Rings and Flag 3-Agitos must be in 1-color.

USAGE EXAMPLES



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APPAREL EXAMPLE



FLAG 5-RINGS/FLAG 3-AGITOS

Examples of co-branded USOC/NGB merchandise sourced solely through USOC licensees.

TEAM USA

Examples of co-branded USOC/NGB merchandise sourced solely through USOC licensees.



USOC may waive use of the designation on pins and other products.

MERCHANDISE EXAMPLES



FLAG 5-RINGS/FLAG 3-AGITOS

Examples of co-branded USOC/NGB merchandise sourced solely through USOC licensees.



MERCHANDISE EXAMPLES



GAMES-FOCUSED

Examples of co-branded USOC/NGB merchandise sourced solely through USOC licensees.

This merchandise can only be approved for non-commercial giveaways and promotions, not for retail.



Note: In certain instances, such as when producing related pins for key constituents (and ultimately approved by the USOC), an NGB can utilize the word PyeongChang and 2018 but cannot combine the two.