

USOPP INTELLECTUAL PROPERTY

The United States Olympic & Paralympic Properties owns or has the right to control many trademarks or logos in the United States, including the trademarked words & phrases and the logos below:

Trademarked Words and Phrases

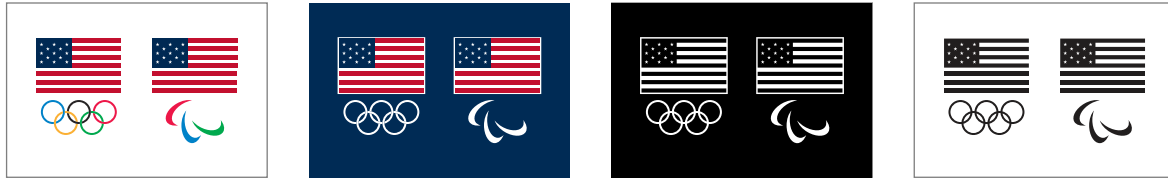
The USOPP owns many trademarks including, but not limited to:

- OLYMPIC, OLYMPIAD, OLYMPIAN and FUTURE OLYMPIAN
- GO FOR THE GOLD and GATEWAY TO GOLD
- LET THE GAMES BEGIN
- OLYMPIANS MADE HERE and PARALYMPIANS MADE HERE
- PARALYMPIC, PARALYMPIAD and PARALYMPIAN
- PAN-AMERICAN
- TOKYO 2020, BEIJING 2022, PARIS 2024, LOS ANGELES 2028, LA 2028, LA28
- ROAD TO TOKYO, ROAD TO BEIJING, ROAD TO PARIS, ROAD TO LA, ROAD TO LOS ANGELES
- TEAM USA

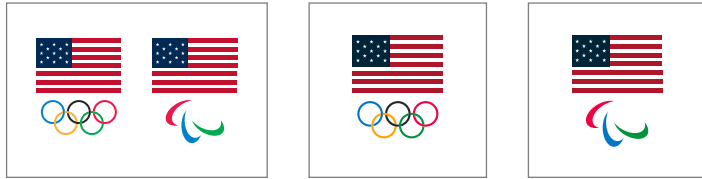
Logos



USOPP AND TEAM USA MARKS



USOPC composite mark color options



USOPC composite

Flag 5-Rings

Flag 3-Agitos

NOTE: Flag 5-Rings and Flag 3-Agitos should be used together for all USOPC related items, except approved circumstances.

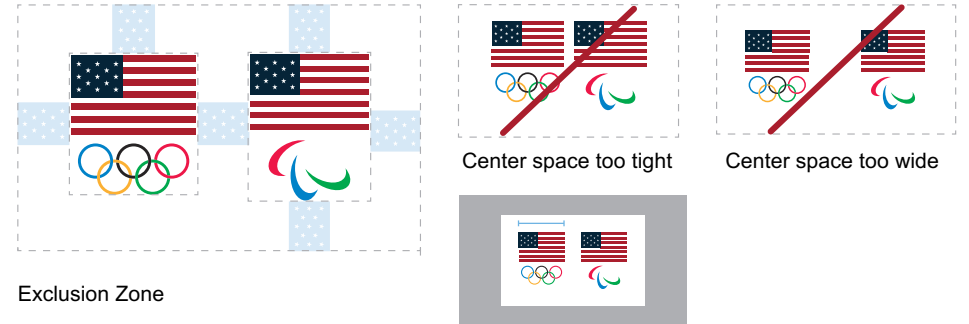


Team USA mark color options



Team USA stacked

Team USA horizontal

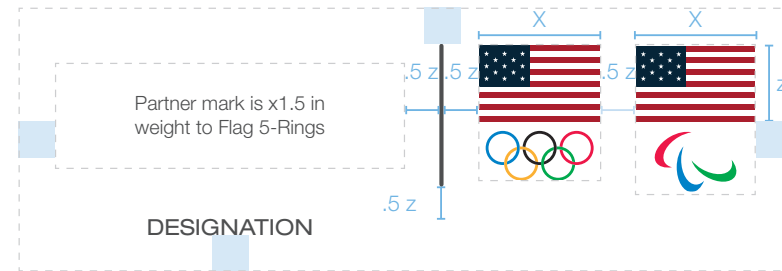


Exclusion Zone

Center space too tight

Center space too wide

Minimum size: Flag width is 0.375" or 50px



Corporate Partner Composite (shown in horizontal format. Vertical format is also available)



Exclusion Zone



Margins too tight

Minimum size:
0.3" or 34px for stacked
0.25" or 60px for horizontal

ONFIELD TEAM AND TEAM USA SHIELD



U.S. Olympic Team mark and available colors



U.S. Paralympic Team mark and available colors



Team USA Shield mark and available colors



Exclusion Zone



Margin space too tight



Minimum size:
0.6" or 54px



Exclusion Zone



Margin space too tight



Minimum size:
0.25" or 30px

MARKS USAGE STANDARDS



Usage Standards

When applying the USOPC marks to background images and textures, use the rules shown on this page to determine appropriate usage.

To ensure the visibility of the USOPC marks for tone-on-tone applications, the monochrome marks must have sufficient contrast against the background used—minimum 50% in value. The only exception to this 50% contrast rule is when the marks are etched on glass or applied as a watermark on pictures or videos. Transparency is also acceptable in some very specific cases such as white TV bugs with 60% transparency.

ALL MARKS

The USOPC marks must always be visible in their entirety and should never be cropped or distorted in any way. If a situation occurs that is not defined on this page, ensure that the mark maintains sufficient contrast and legibility.

The rules defined on this page are applicable to all marks in the USOPC identities suite.

NOTE: These examples are not exhaustive.

Mark on Image



Do not place the mark over a busy image area



Do not use monotone image of near equal color to the monochrome mark



The full-color mark must always appear on a white background



Mark on Solid or Textured Background



Do not place the mark over a dark background color



Do not use background color of near equal color to the mark



The mark can be applied to any USOPC texture only if the correct version of the mark is used to maintain sufficient contrast and legibility around 5-Rings or 3-Agitos



Mark Misuses



Do not add drop shadow



Do not crop



Do not add gradient



Do not modify or alter colors

REQUEST PROCESS



Any and all uses of Olympic and Paralympic Marks, Terminology and Imagery must receive prior written approval by the USOPP or USOPC. The following matrix outlines the relevant approval parties. Please check your USOPC Marks Rights Agreement or Policy for your Marks rights.

<p>USOPC (Including all other Olympic and Paralympic Marks in this guide)</p> 	<p>U.S. Only</p>	<p>USOPC/USOPP</p>	<p>USOPP/USOPC Approval System</p>
<p>IOC</p>  <p>TOKYO</p>  <p>BEIJING</p> 	<p>Multi-Territory Including U.S.</p>	<p>USOPC/USOPP Approval with IOC/TOKYO/BEIJING consent</p>	<p>IOC Approvals System</p>
<p>IPC</p>  <p>TOKYO</p>  <p>BEIJING</p> 	<p>Multi-Territory Including U.S.</p>	<p>USOPC/USOPP Approval with IOC/TOKYO/BEIJING consent</p>	<p>IPC Approvals System</p>