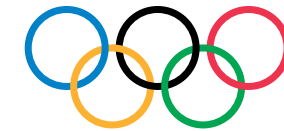


THE OLYMPIC RINGS



The Olympic Charter clearly defines the significance of the Olympic rings as a key Olympic property.

Definition

*“The Olympic symbol consists of five interlaced rings of equal dimensions (the Olympic rings), used alone, in one or in five different colours. When used in its five-colour version, these colours shall be, from left to right, blue, yellow, black, green and red. The rings are interlaced from left to right; the blue, black and red rings are situated at the top, the yellow and green rings at the bottom in accordance with the following graphic reproduction. The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.”*¹

The Olympic symbol, flag, motto, anthem, identifications (including but not limited to “Olympic Games” and “Games of the Olympiad”), designations, emblems, flame and torches, as defined in Rules 8-14 below, and any other musical works, audio-visual works or other creative works or artefacts commissioned in connection with the Olympic Games by the IOC, the NOCs and/or the OCOGs, may, for convenience, be collectively or individually referred to as “Olympic properties. All rights to

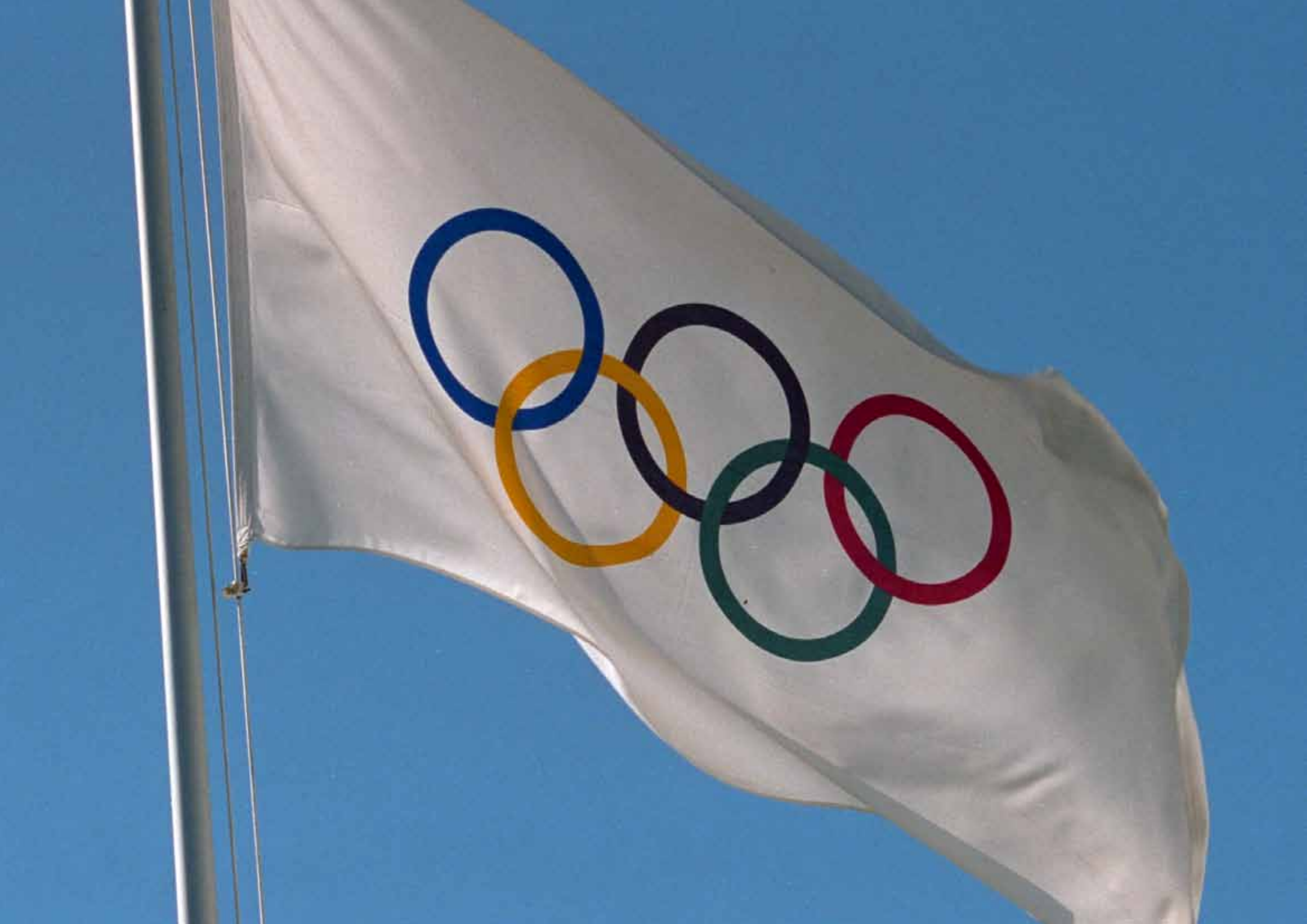
*the Olympic properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to the use for any profit-making, commercial or advertising purposes. The IOC may license all or part of its rights on terms and conditions set forth by the IOC Executive Board.”*²

Maintaining Integrity

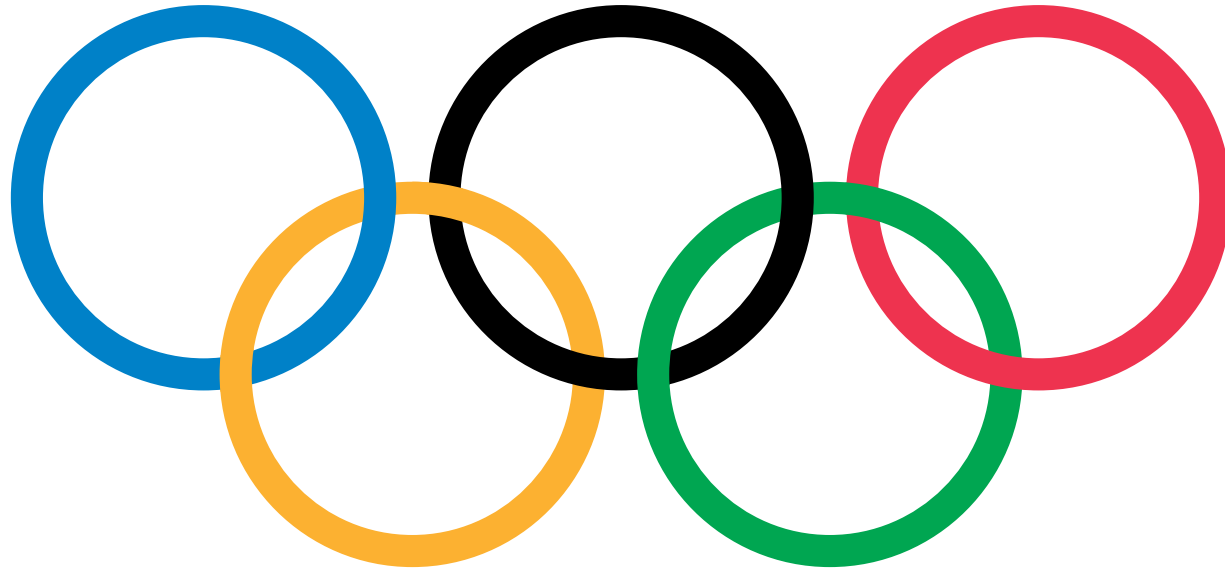
The Olympic rings shown in these guidelines are the exclusive approved version of the Olympic rings. Never alter, distort or in any way compromise the integrity of the Olympic rings.

1. Olympic Charter, Rule 8

2. Olympic Charter, Rule 7, paragraph 4



FULL COLOUR

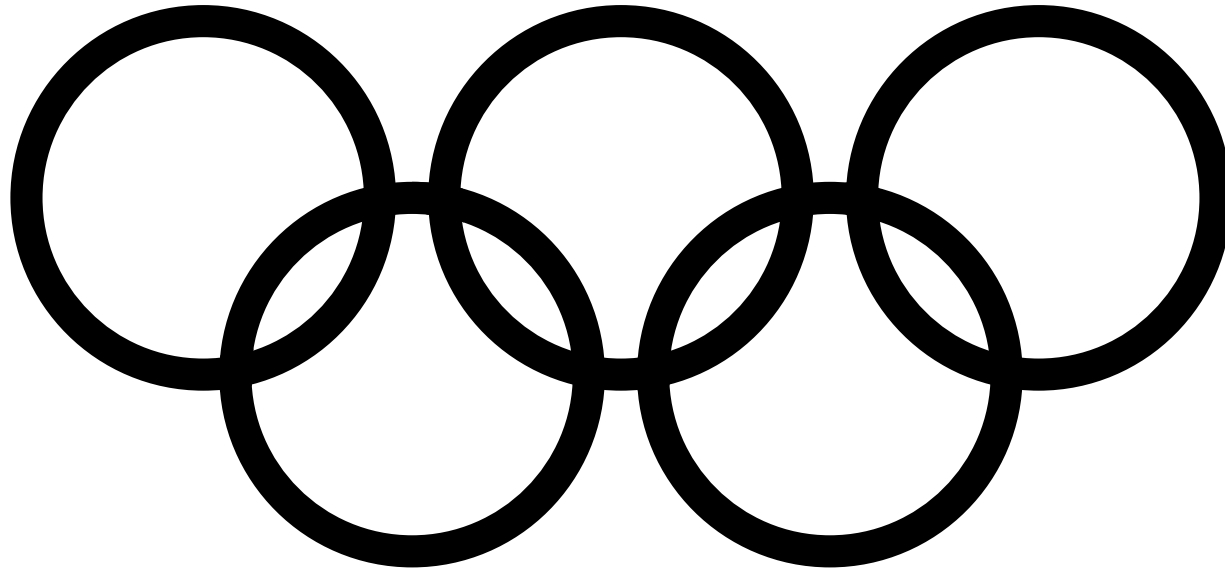


The full colour Olympic rings are the embodiment of Pierre de Coubertin's original vision; "full colour" refers to the six Olympic colours — blue, yellow, black, green and red on a white background — which symbolise Olympism's universality. Therefore, the full colour version on its white background is the preferred version of the Olympic rings.

Five regularly interlaced rings of different colours — blue, yellow, black, green and red — stand out from the white background of the paper. These five rings represent the five parts of the world now won over to the cause of Olympism and ready to accept its fecund rivalries. What is more, the six colours thus combined reproduce those of all nations without exception.

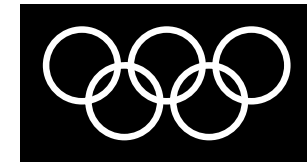
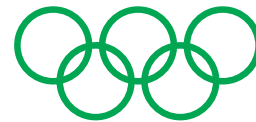
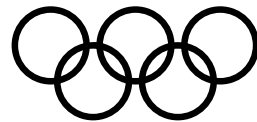
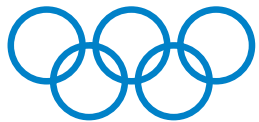
—PIERRE DE COUBERTIN

MONOCHROME



The monochrome Olympic rings provide an alternative to the full colour Olympic rings. The Olympic rings may appear in any of the six official Olympic colours when necessary.

SIX OFFICIAL COLOURS

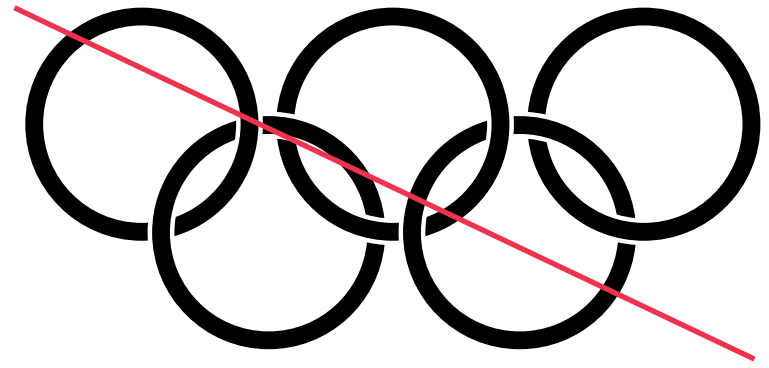
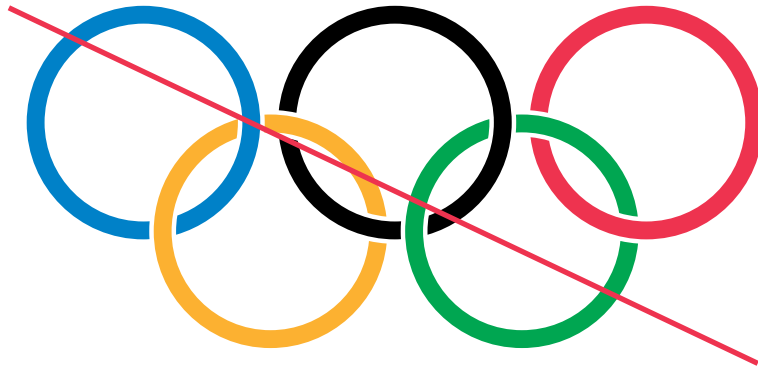
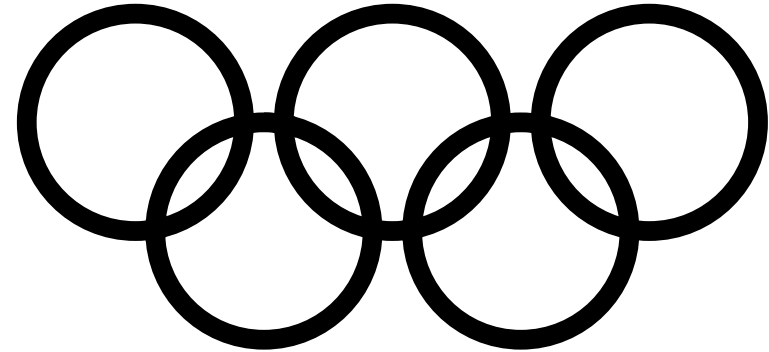
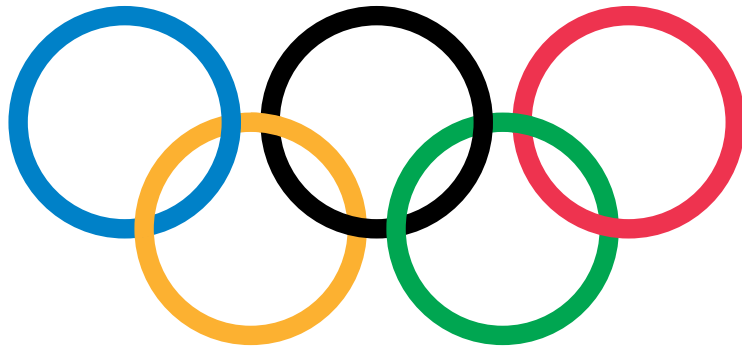


<p>PANTONE 3005</p> <p>cmyk c100 m37 y0 k0</p> <p>rgb r0 g129 b200</p> <p>web safe hex #0081C8</p>	<p>PANTONE 137</p> <p>cmyk c0 m34 y91 k0</p> <p>rgb r252 g177 b49</p> <p>web safe hex #FCB131</p>	<p>PANTONE 426</p> <p>cmyk c0 m0 y0 k100</p> <p>rgb r0 g0 b0</p> <p>web safe hex #000000</p>	<p>PANTONE 355</p> <p>cmyk c100 m0 y100 k0</p> <p>rgb r0 g166 b81</p> <p>web safe hex #00A651</p>	<p>PANTONE 192</p> <p>cmyk c0 m94 y65 k0</p> <p>rgb r238 g51 b78</p> <p>web safe hex #EE334E</p>	<p>WHITE</p> <p>cmyk c0 m0 y0 k0</p> <p>rgb r255 g255 b255</p> <p>web safe hex #FFFFFF</p>
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While reproduction techniques and applications have evolved over the years, the Olympic rings' colour palette has remained constant. To maintain the integrity of the Olympic rings, do not change or in any way alter these official colours.

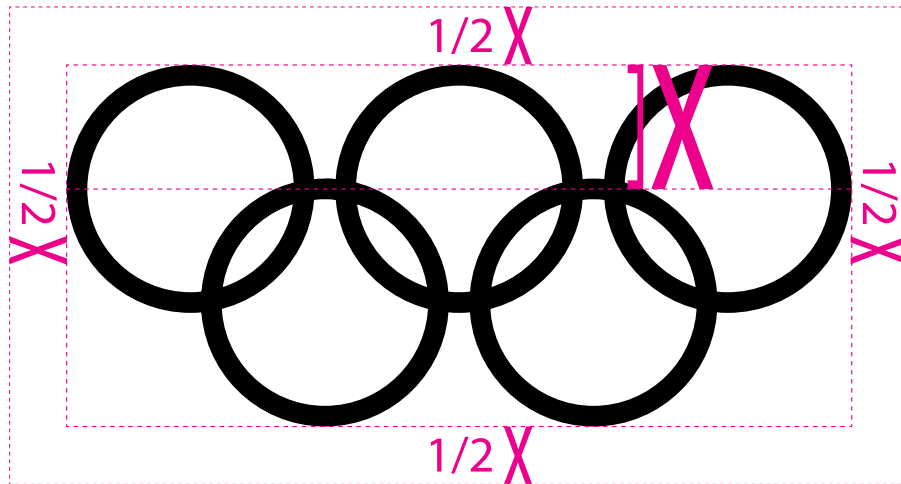
PANTONE®-identified colour reproduction information has been provided for the guidance of the reader. PANTONE® is a registered trademark of Pantone, Inc.

A UNIQUE DESIGN



The version of the Olympic rings shown on this page, distinguished by the “gaps” at the intersection of each of the rings, is no longer to be used. Please delete all versions of this artwork and replace it with the artwork provided in these guidelines. Please refer to pages 16, 18 and 36 for more details.

ISOLATION AREA/MINIMUM SIZE



8mm wide



8mm wide



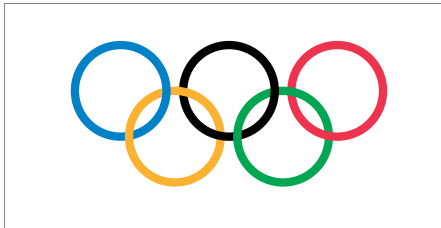
Isolation Area

Due to the inclusiveness and collaborative nature of the Olympic Movement, the Olympic rings are most often associated with the visual identities of various stakeholders. Therefore, an isolation area around the Olympic rings becomes critically important in order to preserve its integrity. No other typography, text, graphic and/or photographic elements may encroach upon the Olympic rings. This area is defined by drawing a rectangle around the edges of the Olympic rings. The minimum distance between the rectangle and any element is a distance of “ $1/2 X$ ”, X being the external radius of a ring. When the Olympic rings are positioned in a composite logo, the distance between the two must equal “ X ”.

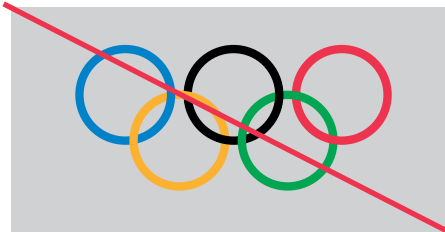
Minimum Size

To ensure the integrity of the Olympic rings for any small-size application, special care must be taken not to reduce the artwork below the minimum size guidelines. Both the full colour and monochrome versions of the Olympic rings should appear no smaller than 8mm wide.

BACKGROUNDS



Correct



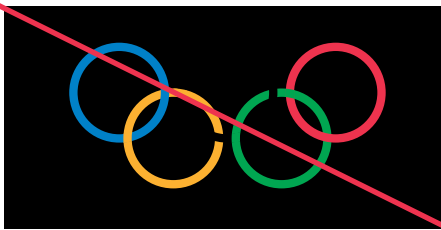
Background for the full colour Olympic rings must be white.



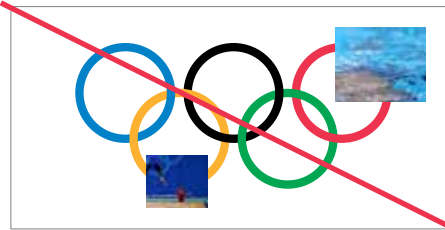
Background for the full colour Olympic rings must be white.



Correct



Background for the full colour Olympic rings must be white.



Do not place images in front of the Olympic rings.



Background for the full colour Olympic rings must be white.



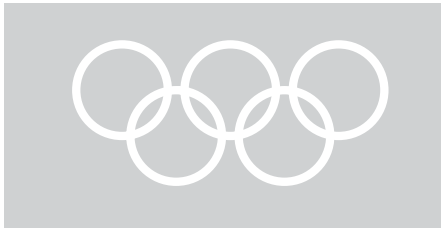
Correct

In order to maintain the integrity of the Olympic rings, it is essential that the backgrounds on which they appear ensure maximum visibility, no matter the application.

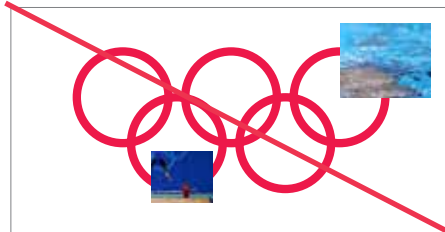
1. The full colour Olympic rings must always appear on a white background.
2. The monochrome Olympic rings may be used in one of the six official colours on a “quiet area”.

Note: The Olympic rings may not be used as anything other than a primary design element or used as a background for other imagery.

BACKGROUNDS (CONTINUED)



Correct



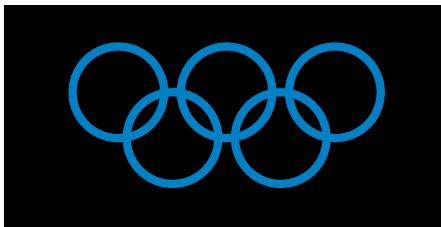
Do not place images in front of the Olympic rings.



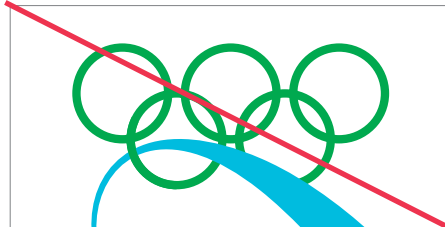
Correct



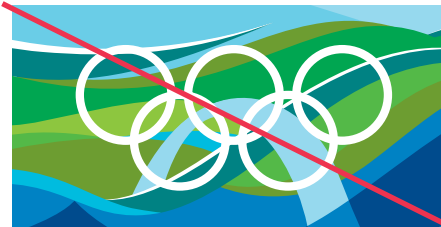
Correct



Correct



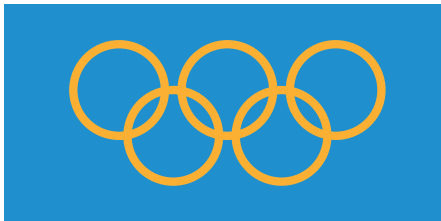
Do not place graphics in front of, through or behind the Olympic rings.



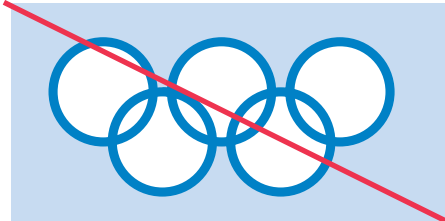
Do not place the monochrome Olympic rings on a graphic background.



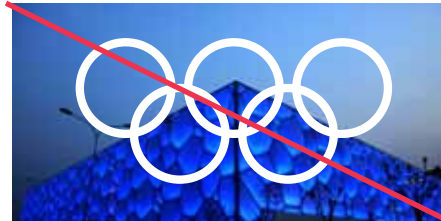
Correct



Correct



Background must be consistent behind the Olympic rings.



Do not place the Olympic rings over an image area.

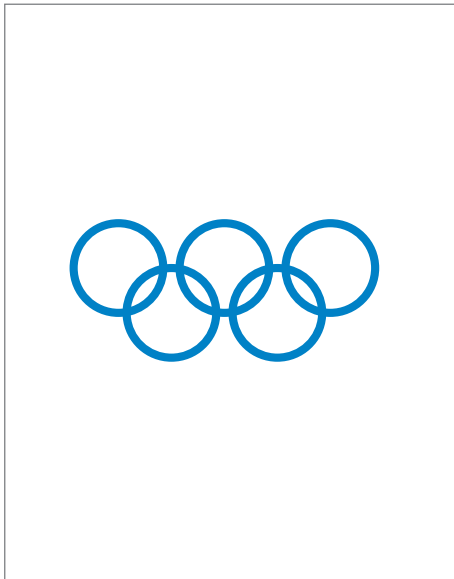


Correct

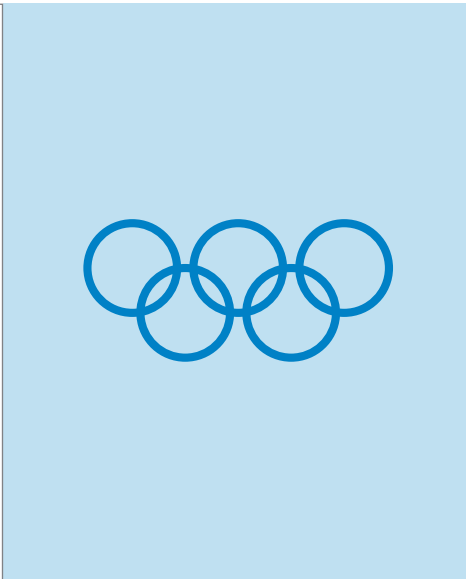
Note: The IOC reserves the right to decline approval of any colour combination.

TONE-ON-TONE

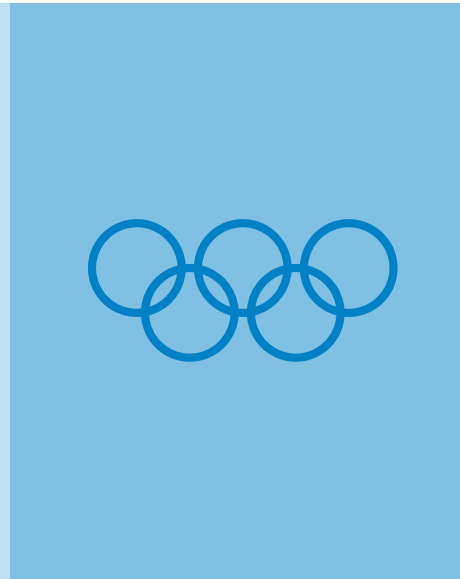
Example: Olympic rings 100% blue, 0% background, 100% contrast.



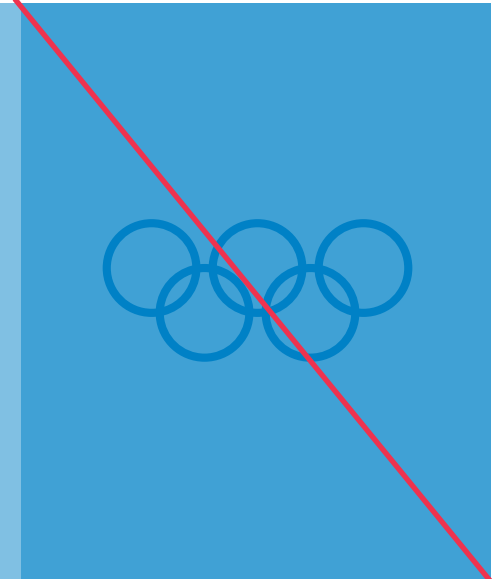
Example: Olympic rings 100% blue, 25% background, 75% contrast.



Example: Olympic rings 100% blue, 50% background, 50% contrast.



Example: Olympic rings 100% blue, 75% background, 25% contrast.



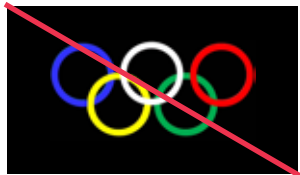
Do not use backgrounds of near equal value to the Olympic rings.

For tone-on-tone applications, the following rules must be followed:

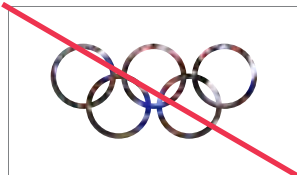
1. When the monochrome Olympic rings share the same colour as their background, there must be sufficient contrast — minimum 50% in value.
2. The only exception to this 50% contrast rule is when the Olympic rings are etched on glass or applied as a watermark on pictures or videos.

COMMON MISUSES

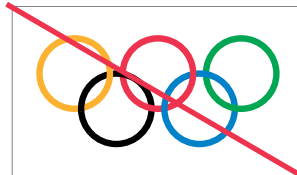
Alterations: The Olympic rings should never be altered in any way, including modifying the official colours or the order of the colours.



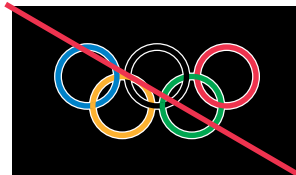
Do not modify colours.



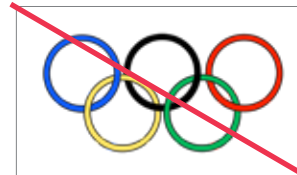
Do not insert imagery.



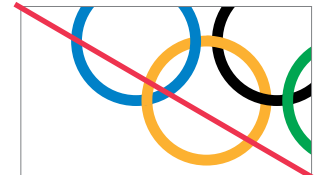
Do not re-order colours.



Do not outline.



Do not outline.

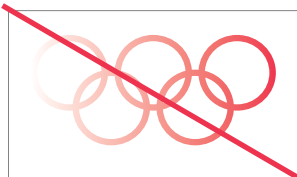


Do not crop.

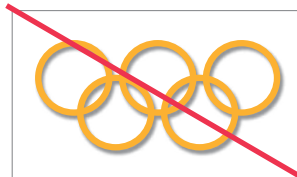
Distortions: The Olympic rings must always be visible in their entirety and should never be distorted in any way.



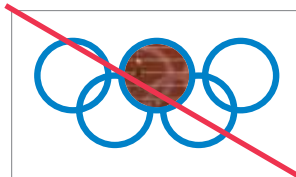
Do not distort width.



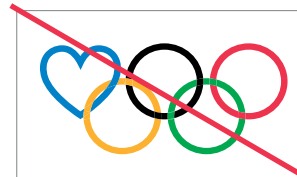
Do not add gradation.



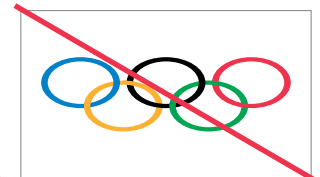
Do not add drop shadow.



Do not insert images.

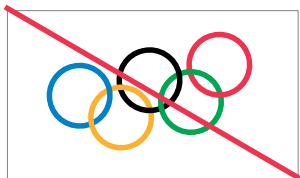


Do not distort the shape of the Olympic rings.

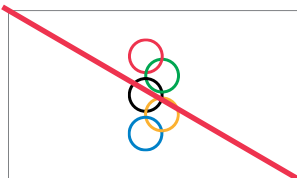


Do not stretch or warp.

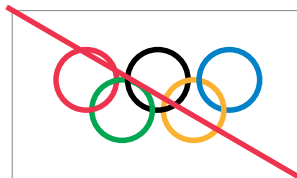
Orientation: The Olympic rings must always be reproduced horizontally, with three rings on top and two on the bottom.



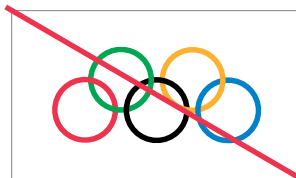
Do not rotate.



Do not rotate.



Do not flip horizontally.



Do not invert.

Note: The above examples are not exhaustive.

BALANCING INTEGRITY AND PRAGMATISM

The purpose of the Olympic rings guidelines is to maintain the integrity and visibility of the Olympic rings. A balance needs to be achieved between the need to protect the Olympic rings in their purest form all whilst providing flexibility in the myriad of applications in which they are likely to be used. The principles of integrity and pragmatism help determine the Olympic rings' proper usage.



Integrity: The full colour version of the Olympic rings is the truest manifestation of Coubertin's original design vision. For this reason, the full colour version of the Olympic rings is the preferred choice whenever possible, and in any event, for all institutional and symbolic applications.



Pragmatism: Flexibility in the use of the Olympic rings is also critical. To this end, the monochrome versions of the Olympic symbol similarly capture the spirit of Olympism, while simplifying its application in cases where use of the full colour version proves challenging.

*These Olympiads are,
par excellence, celebrations
of youth, beauty and strength.*

— PIERRE DE COUBERTIN

SPECIAL APPLICATIONS



The Olympic rings are unique for many reasons. They appear in a variety of applications including print, broadcast and digital media; in environments; and on pins and apparel.

It is critical to continue to inspire excellence in Olympic design while ensuring consistency in all forms and applications. This section establishes guidelines for special applications of the Olympic rings.

ANIMATION

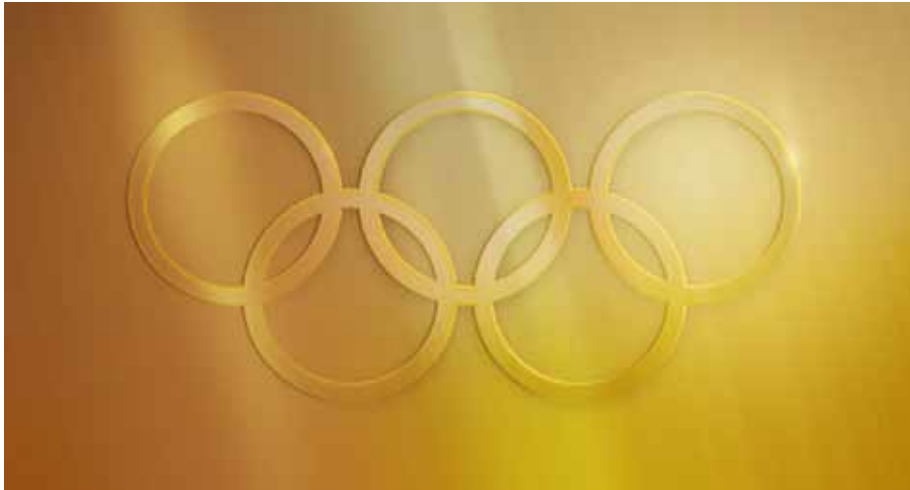


Animation is used in a variety of online and broadcast applications. The following rules for animating the Olympic rings apply across every application:

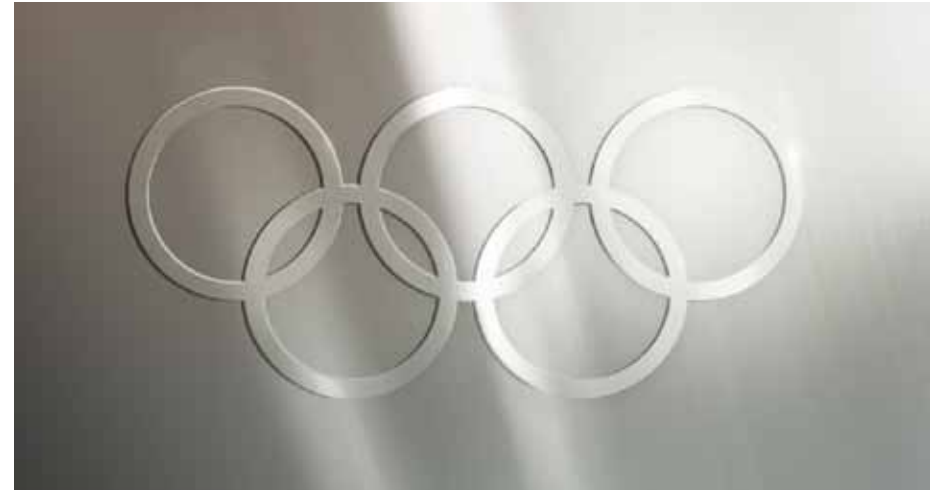
1. Representation of the Olympic rings in animation must always respect the guidelines on form, colour, background, isolation area and size.
2. If an animation is used that separates the individual rings or makes them appear separately, in the end they must come together in their pure interlaced form and remain in that form.
3. Once the rings come together, they must stay together and may not separate again.

Note: The Olympic rings may not appear with added tones, textures or highlights. The Olympic rings may not be animated so they appear to explode. Do not add any visual effects such as fire or sunbeams.

EMBOSSING



Correct application on metal.



Correct application on metal.



Do not bevel or round.

In embossing, debossing and stamping on metals, only the monochrome Olympic rings may be used and must follow the rules below:

1. The raised Olympic rings should have a straight, 90-degree edge and not appear beveled or rounded.
2. Embossed Olympic rings should all appear to be on the same plane.
3. The integrity of the original material upon which the Olympic rings are embossed must be maintained.

Note: The Olympic rings may not appear to weave over and under one another in embossing applications. Never distort, alter or in any way compromise the integrity of the Olympic rings.

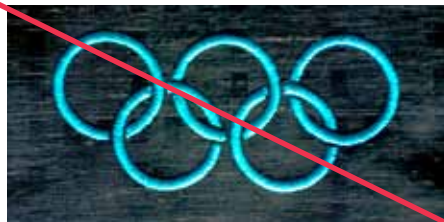
EMBROIDERY



Correct



Correct



Only use official Olympic rings' colours.



Maintain proportions consistent with the official Olympic rings' artwork.

PANTONE 3005	PANTONE 137	PANTONE 426	PANTONE 355	PANTONE 192	WHITE
textile 18-4244 tc	textile 14-1159 tc	textile 19-4205 tc	textile 15-5534 tc	textile 18-1726 tc	textile 11-0601 tc
coats 0615	coats 0109	coats 0900	coats 0519	coats 0344	coats 0100
madeira 1297	madeira 1137	madeira 1007	madeira 1051	madeira 1147	madeira 1001
robison anton 2730	robison anton 2409	robison anton 2296	robison anton 6580	robison anton 2378	robison anton 5597
fufu 374	fufu 525	fufu 900	fufu 233	fufu 156	fufu 800

In all embroidery applications, the following rules must be followed:

1. The full colour Olympic rings may be embroidered only on a white background. For all other background colours, the monochrome version of the Olympic rings in any of the six official colours may be used as long as the background and tone-on-tone rules are followed.
2. Tone-on-tone combinations (see page 24) are allowed on approved, solid colour backgrounds.
3. The minimum size for embroidery is 50mm wide, while the minimum size for patches is 20mm wide. Due to variations in fabric thickness and texture, the embroidery quality may vary, resulting in the need to increase the minimum size of the rings to ensure correct proportions. A production sample should always be reviewed against the official Olympic rings artwork.

Note: Embroidered Olympic rings may never appear with an outline. Always use the artwork provided in these guidelines. Never distort, alter or in any way compromise the integrity of the Olympic rings.

ILLUMINATION



Correct



Correct



Correct



Do not change the black ring to white in internally-lit applications.



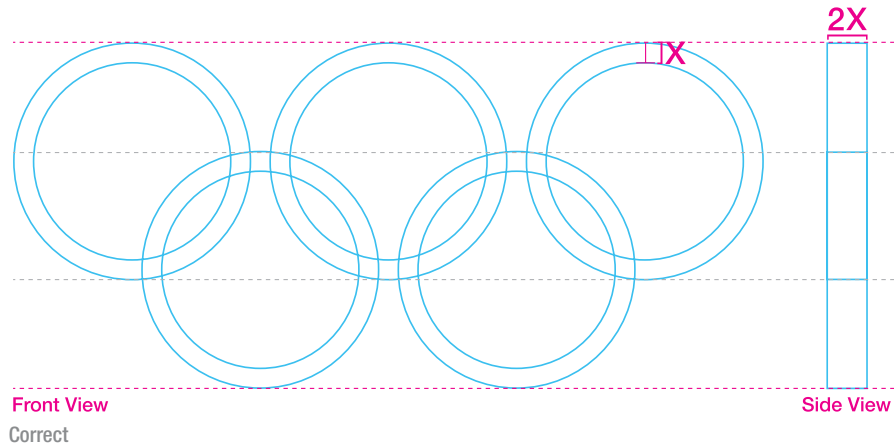
Do not change the colour of the black ring.

In illuminated applications, common during the Olympic Games, the following rules must be followed to ensure the integrity of the Olympic rings and to maximise their visibility:

1. Always use the official artwork supplied in these guidelines.
2. For internally-lit applications, use only the monochrome version of the Olympic rings. In these applications, white is the preferred colour, but blue, yellow, green and red monochrome Olympic rings are also acceptable.
3. For externally-lit applications, the full colour Olympic rings may appear on a white background.
4. When lit, the illuminated Olympic rings must appear as the same thickness as the original artwork.

Note: In illuminated applications, the Olympic rings may not appear with an outline. Always use the artwork provided in these guidelines. Never distort, alter or in any way compromise the integrity of the Olympic rings.

THREE-DIMENSIONAL



Correct



Correct



Do not outline.



Do not reconfigure.

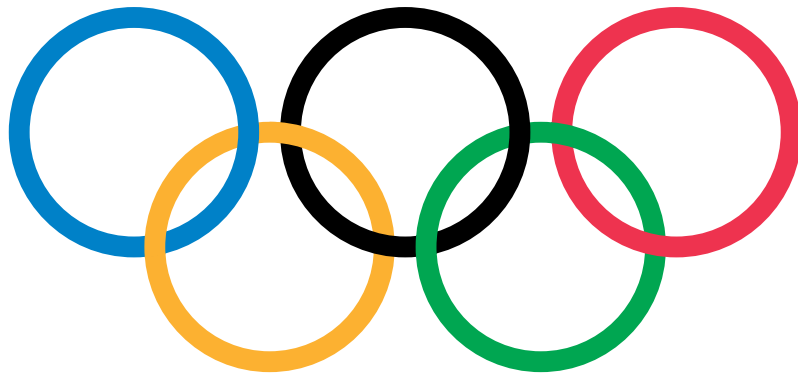
Three-dimensional applications of the Olympic rings can be achieved through the use of a wide range of materials and sizes. The following rules must be followed for the most consistent results:

1. Three-dimensional Olympic rings may be used in full colour and monochrome colour variations created from the artwork supplied in these guidelines.
2. The depth of the Olympic rings should not exceed two times the width of one of the rings. The Olympic rings' emboss or deboss should have a square, 90-degree edge and never appear rounded.
3. Full colour, three-dimensional rings must appear only on a non-transparent background (i.e. they should be visible only from the front and sides). If the Olympic rings are visible from the front and back, they must be monochrome.

Note: Always use the artwork provided in these guidelines. Never distort, alter or in any way compromise the integrity of the Olympic rings.



FULL COLOUR ARTWORK



These files are created for print reproduction:

IOCrings4cPrint.eps
(For printing in 4/c process)

IOCrings5PMSPrint.eps
(For printing in the five Pantone® colours)

These files are created for digital reproduction:

IOCringsColourDigidoc.png
(For use in Word or presentation documents)

IOCringsColourWeb.gif
(For use on the internet or mobile phones)

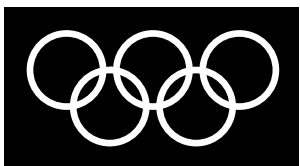
IOCringsColourDigital.jpg
(For use for any other type of onscreen use)

Full colour is the preferred version of the Olympic rings and should be used whenever there is a white background. “Full colour” refers to the five ring colours on a white background and should be used for all four-colour process and five spot-colour print applications.

Note: Always use the artwork provided. Never distort, alter or compromise the integrity of the Olympic rings in any way.

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MONOCHROME ARTWORK



Monochrome White

(For print reproduction)
 IOCringsWhitePrint.eps
 IOCringsWhite4cPrint.eps

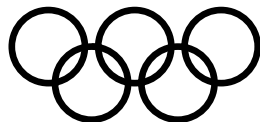
(For digital reproduction)
 IOCringsWhiteDigidoc.png
 IOCringsWhiteWeb.gif



Monochrome Green

(For print reproduction)
 IOCringsGreenPrint.eps
 IOCringsGreen4cPrint.eps

(For digital reproduction)
 IOCringsGreenDigidoc.png
 IOCringsGreenWeb.gif
 IOCringsGreenDigital.jpg



Monochrome Black

(For print reproduction)
 IOCringsBlackPrint.eps
 IOCringsBlack4cPrint.eps

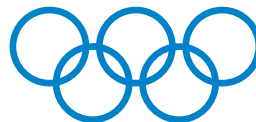
(For digital reproduction)
 IOCringsBlackDigidoc.png
 IOCringsBlackWeb.gif
 IOCringsBlackDigital.jpg



Monochrome Red

(For print reproduction)
 IOCringsRedPrint.eps
 IOCringsRed4cPrint.eps

(For digital reproduction)
 IOCringsRedDigidoc.png
 IOCringsRedWeb.gif
 IOCringsRedDigital.jpg



Monochrome Blue

(For print reproduction)
 IOCringsBluePrint.eps
 IOCringsBlue4cPrint.eps

(For digital reproduction)
 IOCringsBlueDigidoc.png
 IOCringsBlueWeb.gif
 IOCringsBlueDigital.jpg



Monochrome Yellow

(For print reproduction)
 IOCringsYellowPrint.eps
 IOCringsYellow4cPrint.eps

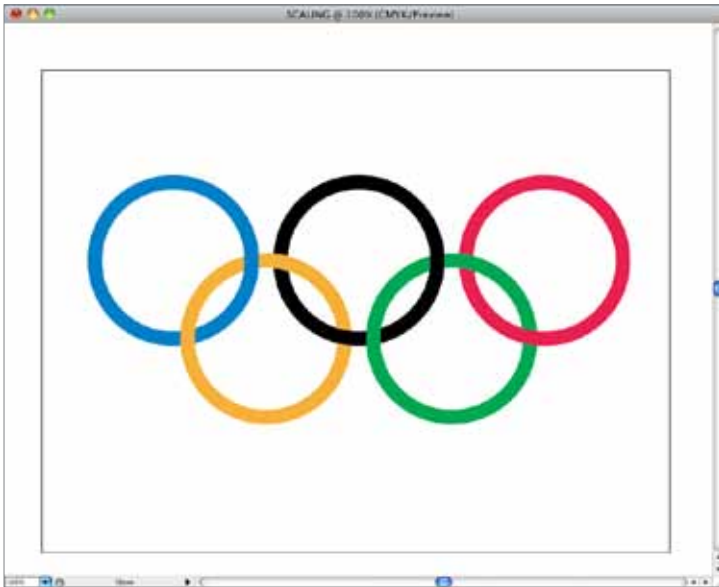
(For digital reproduction)
 IOCringsYellowDigidoc.png
 IOCringsYellowWeb.gif
 IOCringsYellowDigital.jpg

The monochrome Olympic rings provide an alternative to the full colour Olympic rings. White is the preferred monochrome version because of its flexibility on a wide variety of backgrounds. In addition, the Olympic rings may also appear in any of the other official Olympic colours when one colour reproduction is necessary.

Note: Always use the artwork provided. Never distort, alter or compromise the integrity of the Olympic rings in any way.

Please refer to page 36 for more details on file usage.

SCALING



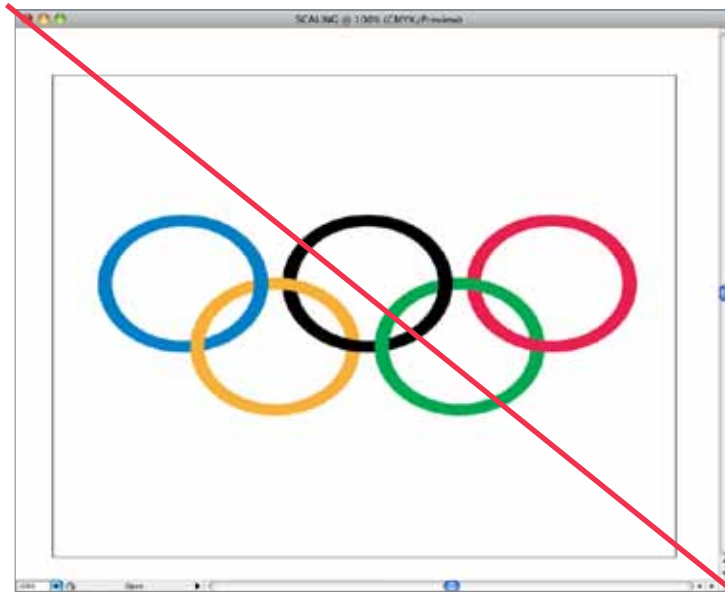
Scaling Considerations

To maintain the integrity of the Olympic rings' proportions, it is critical that the spacing between each individual ring is never altered and that each ring always remains a perfect circle.

When scaling, always select the entire piece of art. Many programs have options to select portions of the artwork. Do not use these options.

Do not manually or visually rescale the artwork. Ratio properties and percentages should be locked when the program allows.

Please refer to page 25 for common misuses.



To properly scale the Olympic rings' art, please follow the following steps:

- Step 1:** Select the entire art. While the art is grouped, never select a portion of the art.
- Step 2:** Select the size tool or scale tool of your program. Make sure the ratio of the artwork is locked. Input the final size of the art or the percentage by which you would like to enlarge or decrease the art.
- Step 3:** Each individual ring should remain a perfect circle. Constrain or lock when scaling to a specific width.

APPROVAL PROCESS

The guidelines for using the Olympic rings are intended to help people working in and with the Olympic Movement make use of the Olympic symbol correctly. All rights to the Olympic symbol and other Olympic properties belong exclusively to the IOC and may be used only with the express prior written consent of the IOC.

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