



Branding during the Olympics

As we gear up to the Olympics and look to promote hockey to new and existing audiences, promotional materials will be key to attracting them through your doors. This guide will take you through a few rules for you to follow to make sure you aren't breaking any ICO IP or copyright of the Olympics games.

- Don't use the International Olympic Committee's (IOC) IP (Including, but not limited to the below)
 - The Olympic rings (or anything similar)
 - Flag
 - Motto
 - Identification (including 'Olympic' or 'Olympic Games')
 - Torches
 - Emblems
 - Posters
 - Mascots
- Don't use Paris 2024 IP at any stage, including logo, pictograms, medal assets etc.
- Don't use Team GB's IP (Including, but not limited to the below)
 - Logo
 - Motto
- Don't use of Paris skyline due to restrictions around Parisian landmarks (Eiffel Tower etc)
- Rights will need to be obtained to use any imagery of Paris during the Games, i.e., through Getty, PA, Reuters
- Rights will also need to be obtained to use any field of play imagery during the Games, including within templated graphics. Team GB's Photoshelter (rights free) or agreeing photo agency subscriptions the best way of obtaining content.
- Avoid creating content using AI or any AI generated outputs. This is within social media guidelines, so something the IOC are likely to be extremely hot on.

More information can be found here:

<https://www.teamgb.com/legal/2gF98htIPgcfO3UgKxphtz>



SUMMER OF HOCKEY 2024

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Head to the marketing portal for ready-made marketing materials for you to use. These are FREE to use and offer you a wide range of assets to suit your needs and help spread the word about your upcoming Pick Up a Stick event.

If you have any questions, please don't hesitate to email us at summerofhockey@englandhockey.co.uk