

2017 OLYMPIC DAY

Start-up kit for key stakeholders of the Olympic Movement

Get active on Olympic Day!

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FOREWORD

by the President of the International Olympic Committee



Dear Friends,

Every year, Olympic Day allows the whole world to share the joy of sport, get involved in sport and to unite behind Olympic values.

Olympic Day was originally started back in 1948 to commemorate the founding of the modern Olympic Movement. In our constantly evolving society today, Olympic Day is an excellent way to encourage all people to lead healthy and active lives and to promote the role of sport in society.

Year after year, all the National Olympic Committees are translating Olympic Day into action around the globe, whether through sporting activities, meet-and-greets with famous athletes, or Olympic-themed concerts and exhibitions.

This is where, as a key stakeholder of the Olympic Movement, you can make an impact by promoting sport and physical activity. In doing so, you are bringing sport and its values closer to more and more people, in particular to the young generation.

Thank you all for your support for bringing the joy of sport to people everywhere around the world. Thank you for keeping the spirit of Olympic Day alive.

A handwritten signature in blue ink that reads "Thomas Bach". The signature is fluid and cursive, written in a professional style.

Thomas Bach
IOC President



United States of America

A BRIEF HISTORY OF OLYMPIC DAY

A DAY FOR THE WORLD TO GET ACTIVE!

23 June 1894

The birth date of the modern Olympic Movement

Delegates from 12 countries assembled in Paris voted unanimously to support Pierre de Coubertin's proposal to revive the Olympic Games.

23 June 1948

The first World Olympic Day

The first World Olympic Day was held with a total of nine National Olympic Committees (NOC) hosting ceremonies in their respective countries: Austria, Belgium, Canada, Great Britain, Greece, Portugal, Switzerland, Uruguay and Venezuela.

1978

Inclusion in the Olympic Charter

The Olympic Charter recommends for the first time that all NOCs organise an Olympic Day to promote the Olympic Movement. The idea of enhancing the celebration by organising events for a whole week was added to the 1990 version of the Olympic Charter.

23 June 1987

The Olympic Day Run

The concept of an Olympic Day Run was launched by the IOC Sport for All Commission. The first Olympic Day Run was held over a distance of 10km, with 45 participating NOCs.

23 June 2008

60th anniversary

The celebration of Olympic Day turned 60! Over the years, it has developed into the only annual worldwide celebration of the Olympic Movement and has helped spread the Olympic values to every corner of the world.

March 2009

"Move, learn and discover"

Introduction of the "Move, learn and discover" pillars to broaden the scope of activities that can be offered on Olympic Day.



Saint Kitts and Nevis



Republic of Korea

SOME KEY FACTS ABOUT THE 2016 EDITION



Turkey

OLYMPIC DAY 2016 WAS PROMOTED VIA
IOC COMMUNICATION SOCIAL MEDIA
CHANNELS AND REACHED OVER

200 MILLION
PEOPLE

OVER

4 MILLION

PARTICIPANTS ON THE FIVE CONTINENTS!



Zambia



Thailand

HUNDREDS

OF OLYMPIANS WHO PARTICIPATED IN THE
OLYMPIC GAMES RIO 2016 WERE INVITED
TO SPEAK ABOUT THEIR LIFE AS AN ATHLETE
IN FRONT OF THOUSANDS OF KIDS!

WHAT THE OLYMPIC CHARTER SAYS



Belize

“Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.”

“The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity.”

“The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.”



Vietnam

MOVE, LEARN AND DISCOVER: THE THREE PILLARS OF OLYMPIC DAY

Olympic Day is much more than just a sports event, it is a day for the world to get active, learn about Olympic values and discover new sports.

Based on the three pillars **move**, **learn** and **discover**, National Olympic Committees (NOCs) together with other stakeholders organise sports, cultural and educational activities and promotions throughout the world.

Some NOCs have incorporated the event into the school curriculum and, in recent years, many of them have added concerts and exhibitions to the celebration.

Other activities have included meetings for children and young people with top athletes and Olympians, and the development of new web sites directing people to programmes in their neighbourhood, making it easier for everybody to become part of Olympic Day.



Canada



Kiribati

**Join NOCs
and the IOC
in the promotion
of Olympic Day**

MOVE

Let's encourage people to get active on Olympic Day. "Move" can refer to all sorts of physical activity for people of all ages and abilities.



Lesotho



Uzbekistan



Hong Kong, China



Zimbabwe

The Olympic Day Run

The Olympic Day Run can be considered as the core activity of Olympic Day Run. Organised by National Olympic Committees (NOCs), it is a manageable and cost-effective way to hold a mass participation event at grassroots level nationwide.

Move beyond the Olympic Day Run

In addition to the Olympic Day Run, NOCs organise many fun and playful activities that can get people out and moving, such as tug-of-war competitions, beach volleyball matches, swimming races or even tango classes!

NOCs use Olympic Day as an opportunity to encourage people to undertake even the simplest of actions to be more physically active. For example, why not cycle to school or walk to work rather than take the car, or use the stairs rather than the lift. Every bit counts!

Physical inactivity is one of the leading risk factors for global mortality and has many implications for the prevalence of non-communicable diseases (such as diabetes, cardiovascular problems, cancers, etc.) and the general health of the population worldwide.

**Help NOCs
in developing
Olympic Day
locally**

LEARN

Educate and learn about the role of sport in society and the Olympic values!



Republic of Belarus

Olympic Day is a great opportunity to look at the contribution of sport to global social issues that affect different parts of the world, such as education, health promotion, HIV prevention, women's and girls' empowerment, environmental protection, peace building and local community development. Being a responsible citizen is also part of the philosophy of Olympism!



British Virgin Islands



People's Republic of China

Olympic values activities can also be organised on Olympic Day by NOCs. Teach people about the values of excellence, respect and friendship and how they can be applied on and off the field of play. NOCs can also offer programmes likely to interest teachers and educators who can then take them into their classrooms to reach children and adolescents.

The Olympic Values Education Programme (OVEP) can help to create an environment that promotes the Olympic Values through learner-centric activities which are: fun, creative, physical, relevant and stimulating.

These individual and team-oriented activities help to instil positive behaviour and resilience in young people to help them face and overcome challenges in their local and cultural contexts.

Olympic values: excellence, respect and friendship



Sri Lanka

Striving for Excellence

Stands for giving our best, on the field of play or in the professional arena. It is not only about winning, but also about participating, making progress towards personal goals, striving to be and to do our best in our daily lives and benefiting from the healthy combination of a strong body, mind and will.

Demonstrating Respect

This value incorporates respect for oneself, for one's body, for others, for the rules and regulations, and for sport and the environment. Related to sport, respect stands for fair play and for the fight against doping and any unethical behaviour.



Bosnia and Herzegovina



Croatia

Celebrating Friendship

This encourages us to consider sport as a tool for mutual understanding among individuals and people from around the world. Olympism inspire humanity to overcome political, economic, gender, racial and religious differences and forge friendships in spite of those differences.

DISCOVER

Discover is all about people trying new sports and activities they have never done before.



Germany



Canada

There are many ways to do this. NOCs could invite Olympians to do demonstrations of their sport or workshops in which participants can try the sport under the Olympian's guidance.

NOCs could also work with local clubs and their members to showcase their sport and allow the general public to try it under their guidance.

Olympic Day is an opportunity for everyone to benefit from the experience of sports coaches and supervisors, meet high-level athletes, even active or retired Olympic champions, and to learn about, and try, their sports.



Uzbekistan



Great Britain

**Support NOCs
in setting up fun
sport activities**



Turkey

HOW CAN YOU GET INVOLVED?

WHILE NATIONAL OLYMPIC COMMITTEES (NOCS) ARE THE ENTITIES RESPONSIBLE FOR ORGANISING EVENTS IN THEIR TERRITORIES, YOU, AS A FELLOW STAKEHOLDER WITHIN THE OLYMPIC MOVEMENT, CAN PLAY AN IMPORTANT ROLE IN PROMOTING THE EVENT AND ENGAGING FURTHER AUDIENCES.



Ecuador

Be it promoting Olympic Day through social media and communication channels or activating national associations, federations or athletes, there are a variety of ways to promote the event, show your support and help people get active.

So whether you represent an International Federation, an Organising Committee for the Olympic or Youth Olympic Games, are part of the World Olympians Association network or are a Young Ambassador – get involved!

Need some inspiration?
Read the relevant section
in the next few pages,
get active and join the
movement!

INTERNATIONAL AND NATIONAL FEDERATIONS

How can I get involved in Olympic Day as an International/National Federation?

International and National Federations (IFs and NFs) can play an important role in inspiring and motivating sports clubs and communities to take part in Olympic Day events. The International Olympic Committee encourages all IFs to support their NFs and then their NFs to support their National Olympic Committee (NOC) with Olympic Day events, and engage local communities to participate in sports and physical activity.

How to participate in Olympic Day as an IF:

- **Reach out to your National Federations:** Your National Federations will have a wide network of fans and supporters in their respective territory, and will be able to help you promote your initiative.
- **Communicate your Olympic Day project** to your network and across all global communications channels, including social media. On the day make sure you post photos of the event (and your NFs' events) using the hashtag **#olympicday** and tagging **@olympics** in your posts so we can share with the wider Olympic Movement.

How to participate in Olympic Day as an NF:

- **Contact your NOC** as soon as possible, and share your ideas about how you could best coordinate your activities with them. The NOC is officially in charge of conducting this day; they receive support from the IOC and are equipped with branding material for Olympic Day.
- **Contact your International Federation:** Your International Federation will have an international network of athletes, fans and supporters, and will be able to help you to promote your initiative on a worldwide scale.

More information for IFs and NFs:

Collect ideas about how your IF and NF can be creative and promote Olympic Day, such as contributing to an Olympic Day run, organising sports initiation activities, meet-and-greet for Olympians in schools, etc. set up by NOCs. Collaborate and explore!

Reporting the event:

Let us know how you got active for Olympic Day.

Share articles, images or videos and/or share ideas for next year's edition by writing to: reporting.olympicday@olympic.org

Be inspired by Pakistan Hockey Federation

Between 18 and 26 June 2016, the Pakistan Olympic Association and the Pakistan Hockey Federation conducted a number of activities to support Olympic Day. Hockey5s competitions took place at the National Hockey Stadium and the Hockey Stadium in Johor Town, Lahore, with Olympic and world champions taking part to inspire young athletes. Summer camps were also organised in Shahdrah town, Shaikhupura city and in Sukkar District. These two initiatives reached approximately 2,000 local citizens.

In addition, Hockey5s tournaments were organized in two rehabilitation facilities (Wazirabad and Karachi) for patients suffering from drug addiction, so as to provide those patients with a healthy perspective in a bid to divert them from drug abuse and, possibly even become sources of inspiration for local citizens.



IOC

Contacting an NOC

Should you wish
to contact an NOC,
you can find
contact details at:
**[www.olympic.org/
national-olympic
-committees](http://www.olympic.org/national-olympic-committees)**

NATIONAL OLYMPIAN ASSOCIATIONS

How can I get involved in Olympic Day as a National Olympian Association?

Olympians can play an important role in inspiring and motivating local communities to take part in Olympic Day events. The World Olympians Association (WOA) encourages all National Olympian Associations (NOAs) to support their National Olympic Committee (NOC) with Olympic Day events, and engage their Olympians network to participate and lead activities.

How to participate in Olympic Day as a NOA:

- **Get creative:** Collect ideas about how your NOA could be active in promoting Olympic Day and contributing to your NOC's activities. For instance, is your NOC organising an Olympic Day run where Olympians could lead the warm-up pre-Run? What about joining sports initiation activities or facilitating the participation of Olympians in meet-and-greets with school students? Explore and collaborate!
- **Contact your NOC:** Connect as soon as possible and share your ideas about how you could best coordinate promotions and activities for Olympic Day, and facilitate the involvement of Olympians. The NOC is officially in charge of conducting this day; they receive support from the IOC and are equipped with branding material for Olympic Day. The WOA can help you communicate with your NOC. If you need any assistance please contact info@thewoa.org.
- **Activate your Olympians:** Involve as many Olympians as you can. Find out who could be available to support your NOC's activities with Olympic Day or help you promote Olympic Day on your channels.
- **Communicate your Olympic Day project** across all communications channels, including social media. On the day make sure you post photos of the event using the hashtag **#olympicday** and tagging **@worldolympians** in your posts so the WOA can share with the wider Olympic Movement.

Reporting the event:

Let us know how you got active for Olympic Day.

Share articles, images or videos and/or share ideas for next year's edition by writing to: reporting.olympicday@olympic.org

Be inspired by Croatia Olympians Club

In 2016, the Croatian Olympians Club collaborated with the Croatian Olympic Committee and national sporting and Olympic bodies to stage a series of 10 separate Olympic Day events in the build up to 23 June. These activities, held in collaboration with the NOC, promoted an active lifestyle and introduced communities to a wide variety of sporting activities. Working with the Croatian Olympic Committee ensured a fruitful partnership was formed. The main Olympic Day event saw 800 primary and high schools students participate in activities promoting fair play, friendship and respect, led by Olympians.



Croatia



Uganda

Uganda Olympians Association

The Uganda Olympians Association (UOA) and the Uganda Olympic Committee (UOC) teamed up to host an Olympic Youth Camp, held in conjunction with the Uganda Police Force. More than 200 participants from over 17 Ugandan schools took part in a range of activities which focused on three elements - body, mind and spirit. Youth leaders took part in football, basketball, volleyball, aerobics, rugby and self-defense workshops.

They were also encouraged to donate blood, build campfires and plant trees for environmental sustainability. The Sport and Environment theme organised by the UOA and UOC is another strong example of how collecting ideas between the NOA and NOC can be beneficial for the event.

Contacting an NOC

Should you wish to contact an NOC, you can find contact details at:

www.olympic.org/national-olympic-committees

ORGANISING COMMITTEES FOR OLYMPIC GAMES (OCOGeS) AND YOUTH OLYMPIC GAMES ORGANISING COMMITTEES (YOGOCs)

How can I get involved in Olympic Day as an OCOGe/YOGOC?

OCOGeS and YOGOCs can play an important role in promoting the Olympic values, activating communities across the Host City and country to take part in Olympic Day events. In addition, it is a chance to build excitement for the Games, showcasing your city and country, as well as encouraging people to get active.

How to participate in Olympic Day as an OCOGe/YOGOC:

- **Partner with the NOC/National federations/Sports organisations:** Connect and explore how you can coordinate activities and promotions, for instance, suggest organising sport initiations that are included in the Olympic sport programme at your Games. The NOC is officially in charge of conducting this day; they receive support from the IOC and are equipped with branding material for Olympic Day. By joining forces, you can strengthen relations and maximise engagement with the public at large, helping increase awareness for the Olympic Games and its values.
- **Youth engagement:** Invite young people to submit ideas, projects or initiatives, in line with the get active message and Olympic Values, which could be executed during Olympic Day celebrations. Put the best initiatives up for a public vote, and consider allocating funding for the implementation of the elected idea(s).
- **Athlete Role Models:** Always involve Olympians, locally popular elite athletes and your Games' ambassadors to participate in some capacity e.g. a chat with Champions; a masterclass; meet-n-greet with participants or just joining in the fun!
- **Communicate your Olympic Day project** across all communications channels, including social media. Recruit influencers or your Games ambassadors to help spread the word. On the day make sure you post photos of the event using the hashtag **#olympicday** and tagging **@olympics** in your posts so we can share with the wider Olympic Movement.

Reporting the event:

Let us know how you got active for Olympic Day.

Share articles, images or videos and/or share ideas for next year's edition by writing to: reporting.olympicday@olympic.org

Be inspired by Buenos Aires 2018 YOGOC

In collaboration with the Argentinian NOC, the Buenos Aires 2018 Organising Committee organised a sport festival in a large public park at the heart of the city. They invited popular Olympians to showcase their sport at the event as well as other sporting professionals to introduce the Argentinian public to lesser known or commonly practiced sports in South America. The CEO of the YOGOC, Leandro Larrosa, was present to lead the event and encourage the youth of Buenos Aires to get active, try new sports, and meet their heroes, building excitement for next year's summer Youth Olympic Games!



Buenos Aires 2018



Rio 2016

Rio 2016 OCOG

A few months away from hosting the Olympic Games, the Rio 2016 Organising Committee partnered with the Brazilian NOC for Olympic Day celebrations, which included the launch of Team Brazil's mascot Ginga! Many former Olympians and athletes vying for a spot at the upcoming Olympic Games were in attendance to engage with the young Cariocas, who were also able to enjoy sports presentations and initiations.

Contacting an NOC

Should you wish to contact an NOC, you can find contact details at:

www.olympic.org/national-olympic-committees

YOUNG AMBASSADORS

How can I get involved in Olympic Day as a Young Ambassador?

As a young Ambassador, you have experienced first-hand what it means to feel the YOG spirit and to be part of a movement that aims to build a better world through sport. Olympic Day is a great opportunity to get active in order to spread this vision and promote the Olympic values to a wider audience, and you can help!

How to participate in Olympic Day as a Young Ambassador:

- **Be social:** In the run-up to, and on, Olympic Day, the IOC will share messages, images and video across their social media platforms. You can help by liking, re-posting and sharing those messages with your own networks using **#olympicday**.
- **Get active:** As Ambassadors, it's important you support Olympic Day by getting active too. Whatever you do on 23 June, take a photo or film a short video of you doing an activity and share it on your social media platform with the **#olympicday**.
- **Contact your NOC:** Your NOC will have plans in place for how they intend to celebrate Olympic Day. Contact them to find out what they have planned and to let them know you are available to support their activities.
- **Organise an event in collaboration with your NOC:** If you want to go one step further why not try and organise an event with your NOC? This can be from small to large scale, but check with your NOC first. You could organise events with the guidance of your NOC, such as:
 - A simple run in the park with friends,
 - An Olympic celebration with your sports club or team,
 - A community event involving a meet-and-greet with local sports heroes and the chance for your neighbourhood to try their hand at a new sport.

Reporting the event:

Let us know how you got active for Olympic Day.

Share articles, images or videos and/or share ideas for next year's edition by writing to: reporting.olympicday@olympic.org

Be inspired by Ana Maria Stratou, Moldova

With the support of her National Olympic Committee, Ana organised an event to celebrate Olympic Day bringing together her passion for karate while providing young people in her community the chance to celebrate the sport. The karate tournament, “Moldova Open”; brought together 120 participants, both as high-level competitors and beginners, aged from 5 to 17 years old and aimed to transmit the values of the Olympic Movement: excellence, respect and friendship. The event also included face painting, fun family contests and a drawing competition for the younger participants to ensure everyone could join in with the festivities.

Ana, who was a Young Ambassador for the Nanjing 2014 Youth Olympic Games and who has since been a successful applicant of the YA+ Gold programme, said: “With minimal financial support but maximum human effort, we managed to balance the spirit of the competition and the festival in one. All those present were actively involved in the event: athletes, parents, volunteers and press. Both the little ones and grown-ups enjoyed the atmosphere and the beauty of the sport and Olympism.”



Republic of Moldova

Contacting an NOC

Should you wish
to contact an NOC,
you can find
contact details at:
**[www.olympic.org/
national-olympic
-committees](http://www.olympic.org/national-olympic-committees)**

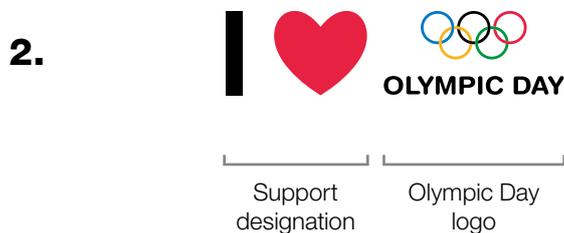
USE OF THE OLYMPIC DAY SUPPORT LOGO AND ITS IMPLE- MENTATION

The Olympic Day support logo

The Olympic Day support logo can be used by all partners of the NOC wishing to contribute to the promotional communication of the event or expressing their support to it.

It is made up of:

- the support designation
- the Olympic Day logo



The following general principles apply to any uses of the Olympic Day support logo:

1. Partners of the NOC may only use the Olympic Day support logo and not the Olympic Day logo on its own.
2. Olympic Day support logo may not be incorporated into or combined with your emblem or other references or marks, such as sponsors', to form a composite logo.
3. The Olympic Day support logo can only be used by parties other than the NOC / IOC.
4. There must never be any commercial association in proximity to the designation.
5. The Olympic Day support logo may never be used in a way that misrepresents the role played by / the involvement of the entity using the designation.
6. All applications must comply with the graphic rules detailed in this chapter. The Olympic Day support logo must never be distorted or altered in any way. This includes the distance between the rings and the text, the fonts as well as the proportions.



Tonga

Full colour

The Olympic Day support logo is made up of the support designation and the Olympic Day logo.

The Olympic Day logo is made of the Olympic symbol in its full colour version and of the designation “Olympic Day” in black. Only one official version of the logo may be used, either in French or in English.

To respect the integrity of the Olympic symbol, the full colour Olympic Day support logo must always be used against a white background.

The support designation is written using **Arial Bold** and using **100% black**. Only the first letter of the support designation should be in upper case. Olympic Day always remains in upper case.

Only the support designation may be translated into your national language provided that the meaning/ intention is not altered. **See Fig 1a**

So that **colour backgrounds** can be used, the full colour Olympic Day support logo can be positioned within one of the white holding shapes. (These are supplied on www.olympic.org/olympicdaydownloads). **See Fig 1b**

Get active on

OLYMPIC DAY

 
OLYMPIC DAY

We are
 swimming on

OLYMPIC DAY

Fig 1a

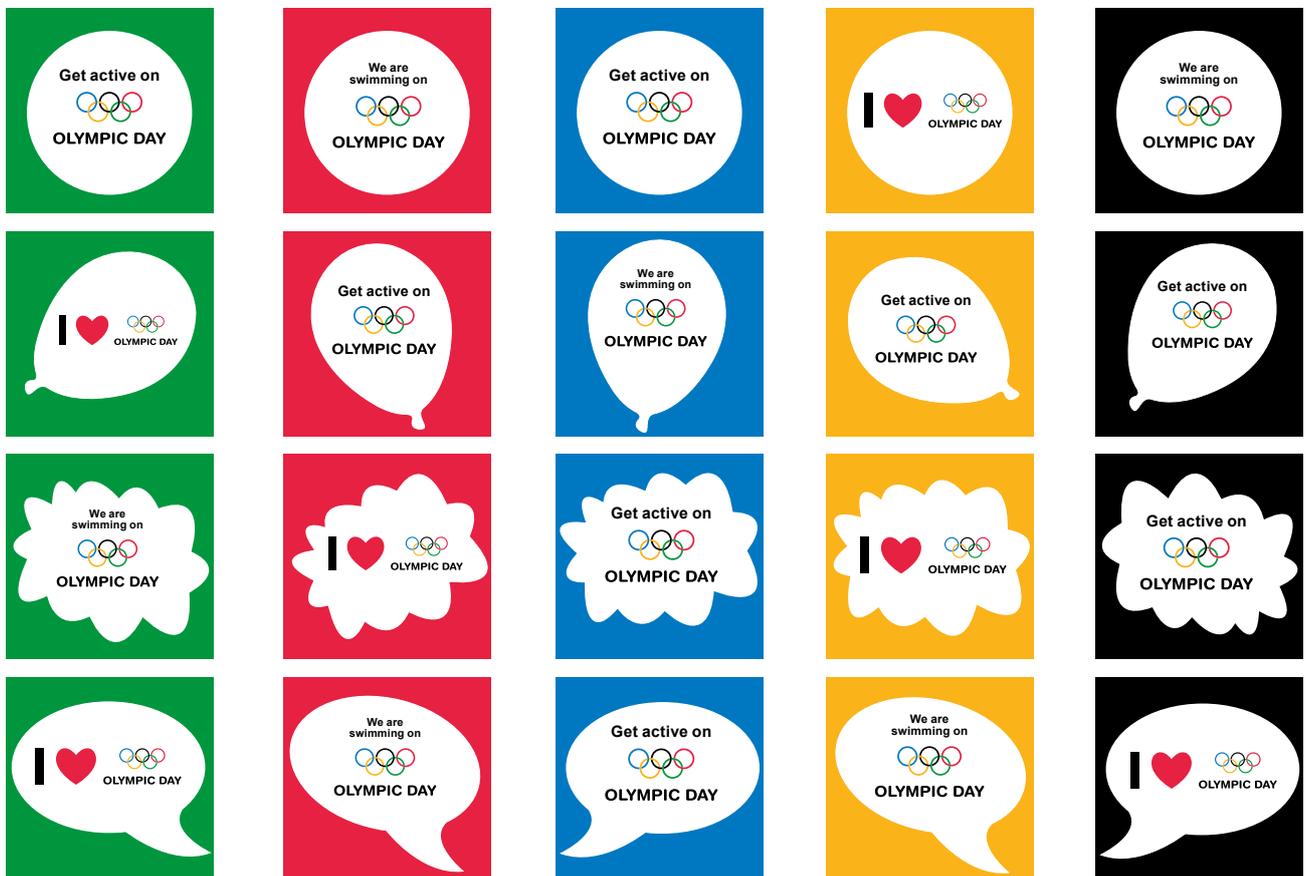


Fig 1b

Monochrome

The Olympic Day support logo can also be used in monochrome versions.
See Fig 2a

The black monochrome version of the Olympic Day support logo can also be used within one of the white holding shapes.

The colour of the holding shape can be any of the 5 pantone Olympic ring colours (and white).
See Fig 2b

In order to maintain the symbolic value of the Olympic symbol, all options allowing the use of the full colour version of the Olympic Day support logo must be considered first.
 (All the files are supplied on www.olympic.org/olympicdaydownloads).



Fig 2a

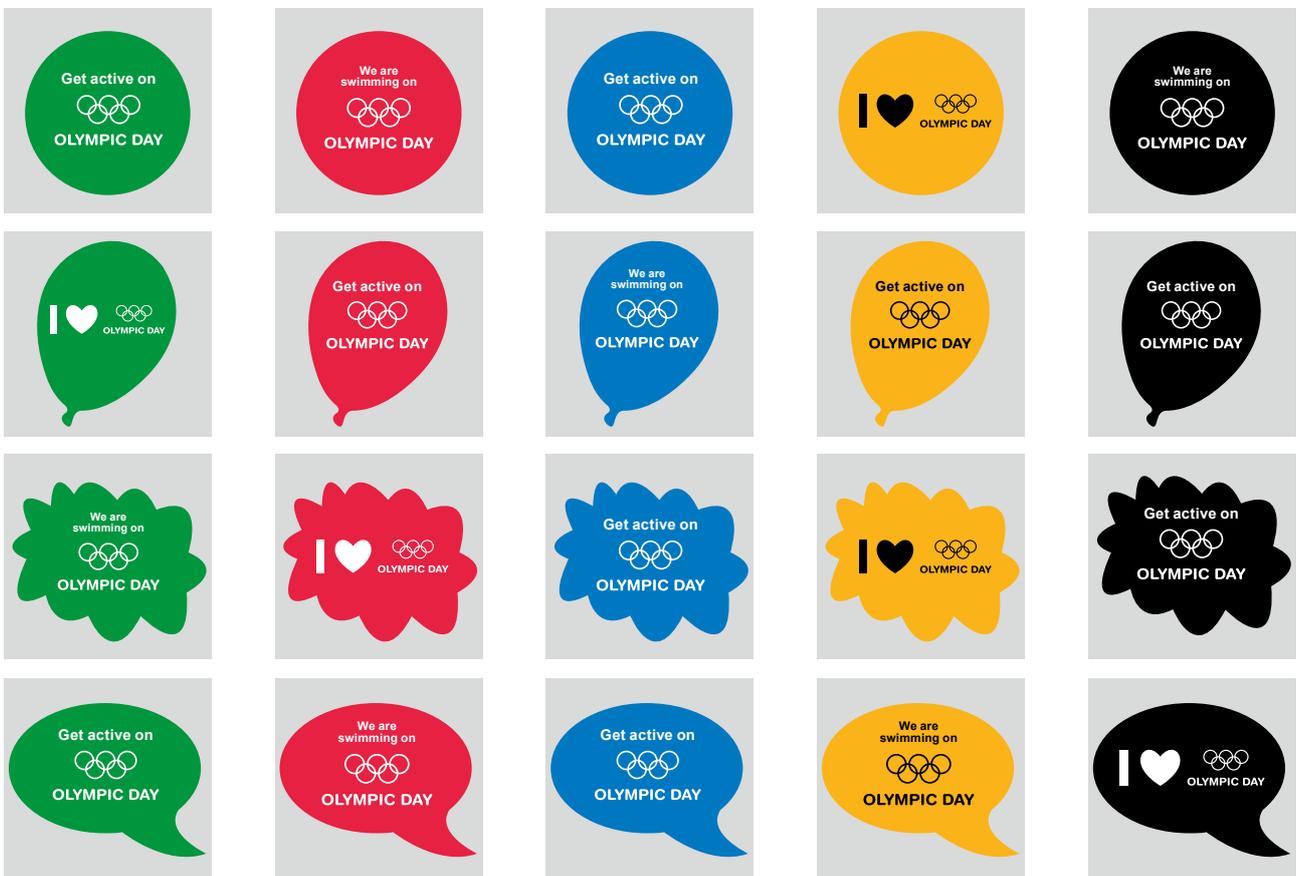


Fig 2b

Isolation area

The isolation area must remain free of any typography, text, graphic and/or photographic elements. It is defined by drawing a rectangle around the edges of the Olympic Day support logo as illustrated below.

The minimum distance between the rectangle and any element is a distance of X, X being the external radius of a ring.

The maximum size of each support designation line is equal to or less than Y, Y being the height of OLYMPIC DAY.

When using the Olympic Day support logo with the white holding shape, the isolation area is simply the boundary of the holding shape.

Isolation of the logo is important to ensure visibility and to preserve its integrity.

See Fig 3

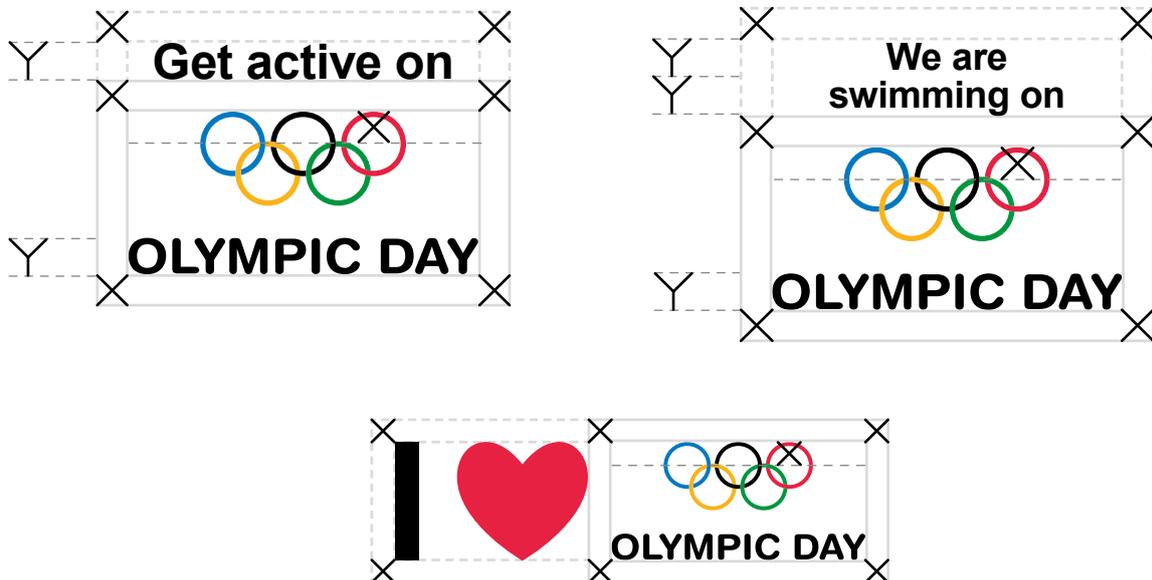


Fig 3

Minimum size

To ensure the rings remain distinctively visible and the text is legible, the minimum size of the Olympic Day logo, measured by the width of the Olympic symbol, must be **at least 17mm wide**.

See Fig 4a



Fig 4a

HOW TO USE THE OLYMPIC DAY SUPPORT LOGO?

Once the overall project has been discussed and agreed by your relevant NOC, here are the three options for communicating your actions on Olympic Day, respecting the following principles:

Banners on website

This is a good way to promote your support for Olympic Day.

How to create your banner:

- ✓ Use one of the 3 Olympic Day support logos to create your banner.
- ✓ You can add a promotional message and/or key information next to the logo.
- ✗ There shouldn't be any commercial partners' in proximity of the banner.

Note: your institutional logo can be inserted in the banner as long as it is not already featured in the header of your website.

Email to mailing list

An email to a mailing list must be considered as an institutional message, so your institutional logo should appear first, on top of your email.

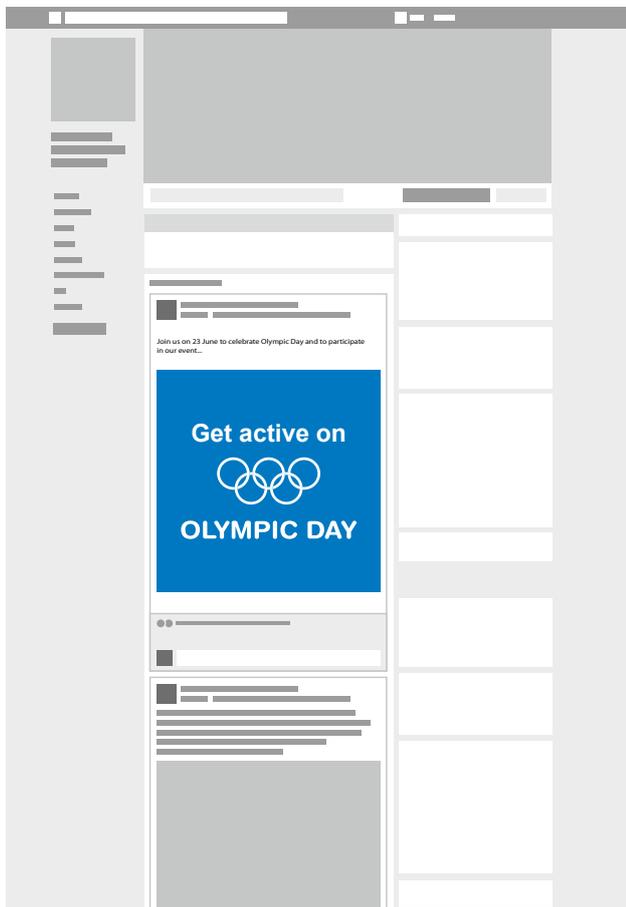
- ✓ The Olympic Day support logo is inserted within the text as editorial content.
- ✗ The Olympic Day support logo may not be used as a header.



Banner on website example

Social media communication

- ✓ The Olympic Day support logo and the promotional message must always be inserted in the feed, never in the header of the page nor in the static content in the margins of the page. It cannot be permanent content.
- ✗ The logo can't be used as a main picture of the page or of the profile.
- ✗ The immediate post (before and after) must not be about sponsors, so that there is no commercial association.



Social media feed example

Flyers distribution to network members

Creating and distributing flyers to your network members has to be considered as an institutional communication, so your institutional logo must be the dominant logo.

It is a good communication tool and it can serve as a factual presentation of your involvement in Olympic Day.

- ✗ There must not be any commercial association with the Olympic Day support logo.
- ✗ There must be no commercial partners included on the flyer (recto/verso).
- ✗ The flyer must only be distributed in a non-commercial environment.

Resources

The following graphic files are available to you on **www.olympic.org/olympicdaydownloads**

- The Olympic Day Start-up kit for key stakeholders of the Olympic Movement
- The Olympic Day support logo
- The Olympic Day logo
- The holding shapes

The Olympic Day support logo

The two versions of the Olympic Day support logo, “Get active on” and “I love”, are available in French and English only.

In case you need to translate the support designation for these two versions of the logo, please use the .ai file (requires a Graphic Design software) or use the Olympic Day logo file to add your text, respecting the guidelines contained in this Toolkit.

1. Get active on Olympic Day

[file: LogoOlympicDaySupport1-CMYK.eps]
[file: LogoOlympicDaySupport1-CMYK.jpg]
[file: LogoOlympicDaySupport1-CMYK.ai]
[fichier: LogoOlympicDaySupport1-PANTONE.eps]
[fichier: LogoOlympicDaySupport1-PANTONE.ai]
[fichier: LogoOlympicDaySupport1-white.eps]
[fichier: LogoOlympicDaySupport1-white.jpg]
[fichier: LogoOlympicDaySupport1-white.ai]
[fichier: LogoOlympicDaySupport1-blackeps]
[fichier: LogoOlympicDaySupport1-black.jpg]
[fichier: LogoOlympicDaySupport1-black.ai]

2. I love Olympic Day

[file: LogoOlympicDaySupport2-CMYK.eps]
[file: LogoOlympicDaySupport2-CMYK.jpg]
[file: LogoOlympicDaySupport2-CMYK.ai]
[fichier: LogoOlympicDaySupport2-PANTONE.eps]
[fichier: LogoOlympicDaySupport2-PANTONE.ai]
[fichier: LogoOlympicDaySupport2-white.eps]
[fichier: LogoOlympicDaySupport2-white.jpg]
[fichier: LogoOlympicDaySupport2-white.ai]
[fichier: LogoOlympicDaySupport2-blackeps]
[fichier: LogoOlympicDaySupport2-black.jpg]
[fichier: LogoOlympicDaySupport2-black.ai]

Use of the Olympic Day logo

The version of the Olympic Day support logo “We are [insert name of sport activity] on Olympic Day” has to be designed by adding your text and the Olympic Day logo (only in English or French), respecting the guidelines contained in this Toolkit.

[file: LogoOlympicDay-CMYK.eps]
[file: LogoOlympicDay-CMYK.jpg]
[file: LogoOlympicDay-PANTONE.eps]
[file: LogoOlympicDay-white.eps]
[file: LogoOlympicDay-white.jpg]
[file: LogoOlympicDay-black.eps]
[file: LogoOlympicDay-black.jpg]

Holding shapes

Please refer to the the guidelines contained in this Toolkit to use the holding shapes properly.

[file: OlympicDay-Circle-black.eps]
[file: OlympicDay-Circle-CMYK.eps]
[file: OlympicDay-Circle-PANTONE.eps]
[file: OlympicDay-Balloon-black.eps]
[file: OlympicDay-Balloon-CMYK.eps]
[file: OlympicDay-Balloon-PANTONE.eps]
[file: OlympicDay-Cloud-black.eps]
[file: OlympicDay-Cloud-CMYK.eps]
[file: OlympicDay-Cloud-PANTONE.eps]
[file: OlympicDay-Speech-black.eps]
[file: OlympicDay-Speech-CMYK.eps]
[file: OlympicDay-Speech-PANTONE.eps]

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