The Camping and Caravanning Club

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Subject:	Marketing for the 2012 Olympics		
То:	As listed below		
From:	Marketing and Commun	nications E	Director
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The purpose of this document is to set and adhered to when promoting any Clul Paralympic Games.			
We cannot stress enough how protects London Organising Committee of the O which is responsible for organising and Games, has the rights and responsibility the United Kingdom. It also looks after tinvestments to use the Olympic branding those organisations that do not exactly a activity is approved at Club Headquarters	Olympic and Paralympics (hosting the London 2012 for protecting the Olympic the interests of key spons I. There are very large final adhere to the guidelines se	Games Lim Olympic a and Paraly ors who m ncial penal	nited (LOCOG), nd Paralympics ympic brands in lake substantial Ities in place for
This document is simply a brief summa document can be viewed via the official v		ished by L	OCOG; the full
http://www.london2012.com/about-us/ou	r-brand/using-the-brand.ph	<u>1p</u>	
http://www.london2012.com/documents/b the-tourism-sector.pdf	brand-guidelines/brand-pro	otection-inf	ormation-for-
September 2011			
	To National Councillors	✓	The The
	To Region Secretaries	\checkmark	Camping and Caravanning
To Secti	ion National Secretaries	✓	Club The Friendly Club
To District	Association Secretaries	✓	THE FREHING CINE

To Section Area Secretaries

Interpreting these complex rules is not straightforward. The main reason for this is that if members of the public could assume from our communication that we are connected or associated with the games in an official capacity, then we have broken the rules. The protected marks that **must not** be used under any circumstances are shown below: (Extracts from: LOCOG Brand Protection: Information for the Tourism Sector March 2010)

The Protected Games' Marks

All of the following names, words, marks, logos and designs relating to London 2012 and/or the Olympic and Paralympic Movements (collectively known as the Protected Games' Marks) are legally protected marks owned by or licensed to The London Organising Committee of the Olympic Games and Paralympic Games Limited (LOCOG).

Protected trade marks and designs:



















The words: London 2012 - 2012 - LOCOG - Javelin - Team GB

All of the above marks and words are protected either as registered trade marks, registered designs and/or by common law. The official emblems of the London 2012 Olympic Games come in a number of colours and can have designs within the emblems, for example with the Union flag as shown above. These variations of the emblems, the bespoke font shown above and other official marks of London 2012 (including Games' mascots and all pictograms) are all, or will be once they are created, legally protected.

Protected by the Olympic Symbol etc (Protection) Act 1995 (OSPA):

The words: Olympic - Olympian - Olympiad - Paralympic - Paralympian - Paralympiad plus their plurals, translations and anything similar to them.

The symbol of The International Olympic Committee (IOC):



The symbol of The International Paralympic Committee (IPC):



The mottos of the IOC: Citius, Altius, Fortius and Faster, Higher, Stronger; and the IPC: Spirit in Motion, plus their translations and anything similar to them.

Protected by the London Olympic Games and Paralympic Games Act 2006:

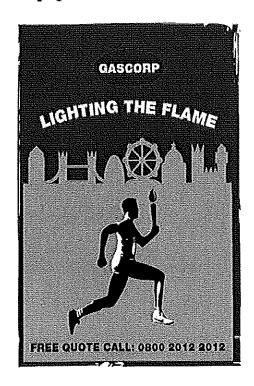
The London Olympic Games and Paralympic Games Act 2006 (the 2006 Act) grants LOCOG the London Olympic Association Right. It allows LOCOG to prevent people from creating an association between a business, goods or services and the London 2012 Olympic Games and/or Paralympic Games, in the course of trade. This prevents, for example, businesses from running any advertising or marketing campaigns which suggest they are associated with London 2012 without LOCOG's authority. An association can be created through the use of ANY representation whether in audio or visual form for example. However, the 2006 Act specifies certain 'Listed Expressions' and states that a court may take these into particular account when determining if an association has been created.

The Listed Expressions are:

– any two of the words: Games, Two Thousand and Twelve, 2012, Twenty-Twelve OR

- any word in the list above with one or more of the words: London, medals, sponsors, summer, gold, silver, bronze

Whether an association has been created with London 2012, or not, will be a question of fact. The 2006 Act specifies the Listed Expressions, and states that a court may take them into particular account when determining if there has been an infringement of LOCOG's rights. But an association can be created by the use of any representation, which may be in any form and may or may not use the Listed Expressions. Although the Listed Expressions are a helpful guide they are not the only thing a court would look at so it shouldn't be assumed that if a Listed Expression is not used, LOCOG's right will not be infringed. For example the following advert illustrates how an infringing association under the 2006 Act may be created.



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Example: An advert which creates an association with London 2012 through use of images and text

Protected by copyright:

All films, musical works, artistic works and designs (e.g. the Games' emblems, mascots and posters) created by LOCOG or other official Olympic and Paralympic bodies (already or in the future) in connection with the Games are (or will be once created) protected by copyright.

Key Principles:

Below are a few key principles for organisations, such as ours within the tourism sector (excluding London 2012 Partners), to bear in mind if they are proposing to provide information to visitors or undertake any activity or promotion in relation to, or which refers to, the Games. Unless otherwise specified, the key principles are relevant to all forms of promotion, marketing, customer information and advertising, in whatever media format.

- LOCOG encourage the tourism industry to inform their customers and clients about the Games and about services that they routinely provide which may be used by visitors to the Games.
- Subject to the following provisos tourism organisations may make statements of fact which refer to the Games in the context of providing relevant information about the facilities or services they offer, or to give necessary information to visitors.
- Provisos: References to the Games should only be made in a way which <u>does</u>
 <u>not suggest or imply that the organisation is associated with the Games.</u> In
 particular statements about the Games must:
 - 1. Be informative rather than promotional
 - 2. Proportionate and in a relevant context
 - Only be made where/when it would be normal and relevant to provide information related to a major event happening in the UK (or as otherwise indicated in the full LOCOG guidelines)

NB To ensure a statement is non-promotional and proportionate, statements about the Games must not be highlighted, or otherwise featured in a way designed to use the Games to draw attention to an advertisement or promotional message.

- Organisations must not use any of the London 2012 Protected Marks (as seen previously within this document)
- Organisations must not undertake or produce any PR, promotions, adverts, products, special offers, websites, or other promotional media which are Games

 themed as these will inevitably create an association with the Games.
- It is acceptable to make promotional use of the words 'summer of 2012', in ways which do not create an association with the Games.

Note: The above Key Principals apply to the Olympic and Paralympic Torch Relays official Test Events (ie sports events at Games venues at which LOCOG will test their operations), London 2012 Live Sites, and all other official Games activities. They also apply in relation to other activities and events where references to the Games are necessary to accurately describe them – an example of this may be informative walkingtours around the perimeter of the Olympic Park.

Club Process for London 2012 activity

As you can appreciate due to the strict nature and monitoring of anything related to the Olympic Branding, The Club will need to approve all promotional activity and under no circumstances should anything relating to the summer of 2012 be issued without approval from Club Headquarters, this is as much to protect yourselves as the Club and covers all types of media. The contacts for advice or requests for approval are via either Julie Barker at julie.barker@thefriendlyclub.co.uk or 02476 475216 or alternatively Jon Dale at jon.dale@thefriendlyclub.co.uk or 02476 475204. Please bear in mind that all requests for approval should be made in writing with four months notice. All requests will have to be approved by the Communications Committee, which meets on a bimonthly basis (hence 4 months notice), before any promotional work can begin.