



Guidelines for editorial use of the European Games properties by Media

These Guidelines have been developed by the EOC to provide guidance to bona fide Media Organisations that wish to use the European Games Properties (EG Properties) in relation to their editorial news reporting on the European Games, subject to the conditions set forth below.

For any use of the EG Properties not expressly permitted in the present document, prior written approval from the EOC is needed. Please contact: legal@eurolympic.org

Any breach of these guidelines will be reviewed by the EOC, and appropriate action will be taken, including, if necessary, the withdrawal of accreditation at the Games.

These guidelines apply to Media Organisations. They do not apply to the EG Partners who are subject to the terms of their respective agreements with the EOC, the MEGOC or the NOCs concerned, as applicable.

Please note that the same terms and conditions contained in these Guidelines that apply to the European Games shall apply to the European Youth Olympic Festival.

For purposes of these Guidelines

“Rights-Holding Broadcasters” (RHBs) means those broadcasters to which the EOC has granted the right to broadcast and exhibit the European Games within a given territory, who, together with EOC and MEGOC Partners, suppliers and supporters that acquired sponsorship, marketing, supply or licensing rights relating to European Games, are referred to as “EG Partners”

“Media Organisations” means accredited and non-accredited written press, photographers, non-rights-holding broadcasters, and any other rights holding media.

“EG Properties” refers to the official emblem of the European Games and other European Games marks, mascots, pictograms and posters, the wordmarks “EUROPEAN GAMES”, “EG”, “MINSK 2019”, the EG motto “Bright Year, Bright You” and any English or other language translations of the same, and other EG-related terminology.



TABLE OF CONTENTS

GENERAL PRINCIPLES

Objective: protection of the EG Properties.....	3
Editorial	4
Photography	5

SPECIFIC APPLICATIONS

Domain names and social media accounts	6
Mastheads/footers.....	7
Sponsorships, advertisements and promotions featured on editorial content page.....	8
European Games features	9
Sharing links	10

NON-RIGHTS HOLDER BROADCASTERS

Specific principles applying to Non-Rights Holding Broadcasters	11
Network bug and/or logo	12
Network branding	13
Studio layout and backdrop.....	14
No Sponsorship.....	15



Objective: protection of the EG Properties

While the EOC fully recognises the essential role played by the Media Organisations in reporting the European Games, it is the responsibility of the EOC to ensure that the integrity and value of the EG Properties are respected.

These are protected by specific legislation and/or trademark registrations on an international level.



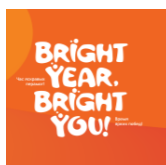
Official logo of the Minsk 2019 European Games



European Olympic Committees Logo



Logo "Vytsinanka" of the Minsk 2019



Motto of the Minsk 2019 European Games



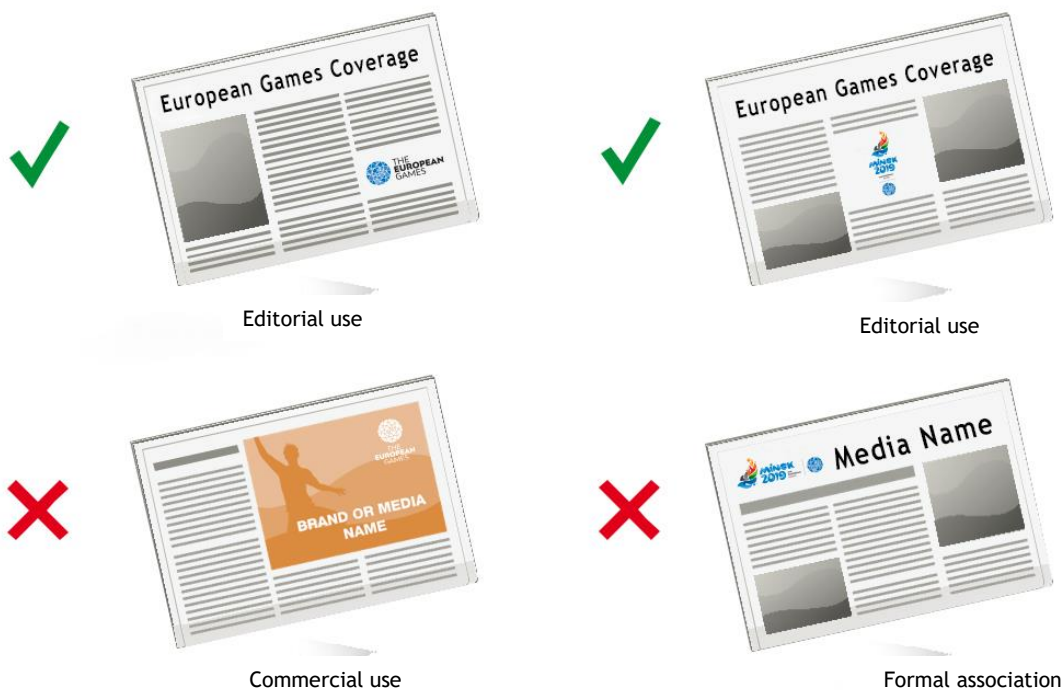
Mascot of the Minsk 2019 European Games

Editorial

Media Organisations may reproduce the EG Properties solely in an editorial context within their publication for legitimate news reporting purposes, thereby providing factual reference and information on the European Games. In particular, the EG Properties may be used to illustrate news stories related to the European Games.

However, the EG Properties must not be used for commercial or corporate purposes, in advertising or otherwise in any form of commercial content or context, to promote any entity, brand, product or service, including that of the Media Organisations or otherwise to create any form of official or non-official association.

The EG Properties must not be used in a way that suggests a formal or official association between the Media Organisations or any third parties, brands, products or services and the EOC, MEGOC, the European Games or other members of the EOC Family¹ (e.g. in advertorials or promotional campaigns for the Media Organisations or any third parties).



¹ EOC Family means EOC officials and staff, officials of the participating National Olympic Committees and officials of the Federations required for the organisation of the sports competitions comprising the European Games 2019 (including without limitation duly authorised representatives of a Federation including without limitation Federation Presidents and General Secretaries, collectively the "Federation Officials").

Photography

Photographs taken by accredited photographers at the European Games which include the EG Properties and which are available from news agencies or aforementioned accredited photographers, may be used by Media Organisations for reporting purposes.

Photographs of the European Games must not be used to create an unauthorised association, in particular for commercial or promotional purposes, aiming at promoting any entities, brands products or services, including that of the Media Organisation.

For the sake of clarity, any use of still images which simulates that of moving imagery, such as gif animations, is strictly prohibited.



Editorial use



Editorial use



Commercial Association



Commercial Association



Domain names and social media accounts

Media Organisations are not allowed to create specific European Games -related websites or social media accounts.

However, they may create a sub-folder dedicated to the European Games within the official website or social media account of the Media Organisation.

Social media

www.socialmedia.com/medianame/europeangames
www.socialmedia.com/medianame/minsk
www.facebook.com/medianame/minsk2019
www.twitter.com/medianame/europeangames
www.twitter.com/medianame/minsk2019



www.socialmedia.com/medianameeuropeangames
www.socialmedia.com/medianameminsk2019
www.facebook.com/medianameeuropeangames
www.facebook.com/medianameminsk2019
www.twitter.com/medianameeuropeangames
www.twitter.com/medianameminsk2019



Website

www.medianame.com/europeangames
www.medianame.com/minsk2019



www.medianameeuropeangames.com
www.minsk2019.com



Mastheads/ Footers

To avoid creating or implying a false association with the EOC, the European Games or the Olympic Movement of Europe in general, the EG Properties must not be incorporated into the mastheads or footers of a publication or screen view page of a website and/or social media account.

However, the use of the EG Properties to illustrate the editorial coverage of the European Games, but separate from the original masthead or footer bar of a publication, a screen view page of a website and/or a social media account, is acceptable.

Print

Digital

Social media



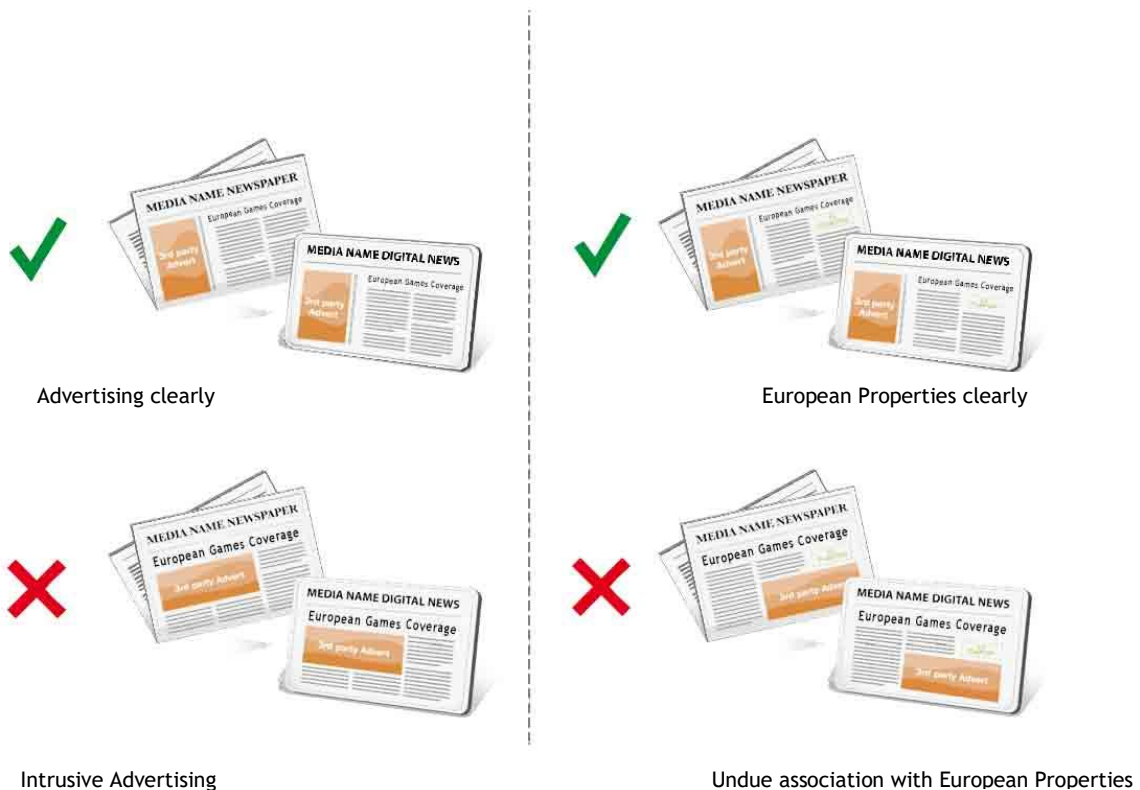
Sponsorship, advertisements and promotions featured on an editorial content page

Third-party advertisements or promotions which feature on an editorial-content page related to the European Games are permitted. Sponsorship of any EG content (e.g. an EG results table) is not permitted unless it is that of an EG Partner with the prior approval of the EOC.

However, third-party advertising should remain clearly distinct and separate from any editorial piece and from any EG Properties to avoid any false association with the EOC or the European Games. This includes, without limitation, any advertising or promotion which overlaps, is intrusive to, or is superimposed on the reproduction or presentation of the editorial piece or the EG Properties.

Media Organisations must not associate or represent themselves as being an official, selected, approved, warranted, preferred or consented partner of the EOC or the European Games, nor serve any advertising, offer or sell any promotional or commercial opportunity, including but not limited to sponsorship, to any third party in relation to EG Properties or the European Games.

Presentation and impression will be key.



European Games Features

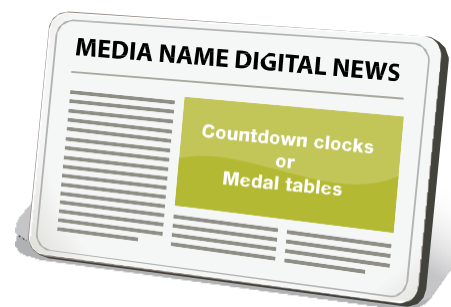
Media Organisations may use unbranded information features, such as countdown clocks, and medal tables, for illustration purposes when reporting on the European Games in publications for editorial purposes.

Their implementation is subject to the principles set out in these Guidelines, including, in the event of any advertisements and sponsorship, the same rules as indicated in previous sections of these Guidelines.

Print use

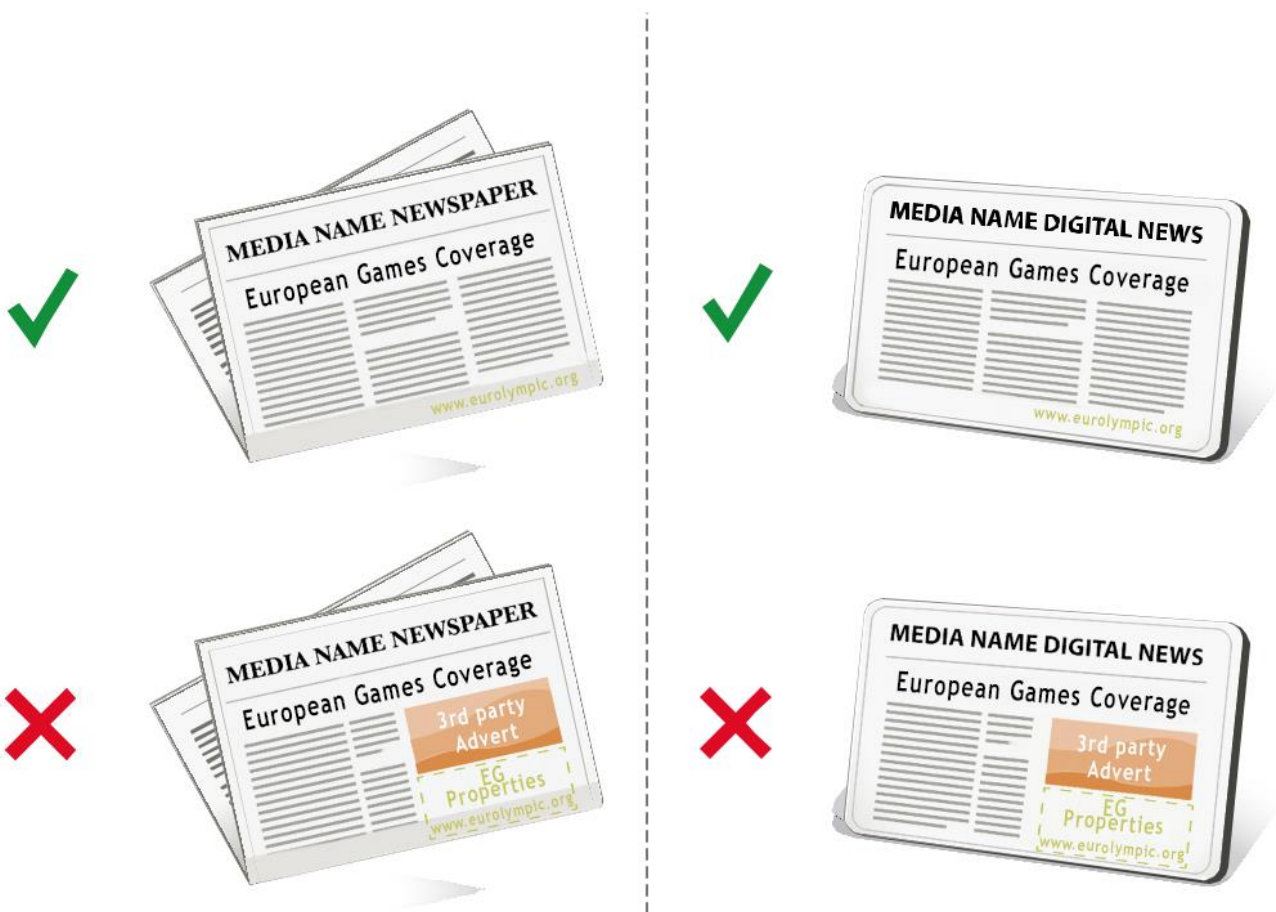


Digital use



Sharing Links

Links to official website of the EOC (e.g. www.eurolympic.org) are accepted subject to the condition that the link must be formatted in plain text only, must not use the EG Properties and must not be associated with any sponsorship, advertising material or otherwise with a third party (including the Media Organisations) and third-party products and services, in accordance with the principles set out in these Guidelines.



Specific principles applying to Non-Rights- Holding Broadcasters

In accordance with these Guidelines, Non-Rights- Holding Broadcasters may use the EG Properties on-screen (whether on television, digital or mobile platforms) for illustration editorial purposes solely while specifically reporting on the European Games (and not in connection with general sports or general news programmes or other programmes or in connection with other sports and/or events) to the extent of the limitations mentioned on the following pages.

Non-Rights-Holding Broadcasters must in all cases comply with all additional applicable EOC guidelines, in particular:

- [EOC News Access Rules \(NARs\) applicable to the 2nd European Games Minsk 2019](#)
- [EOC Social and Digital Media Guidelines for persons accredited to the 2nd European Games Minsk 2019](#)



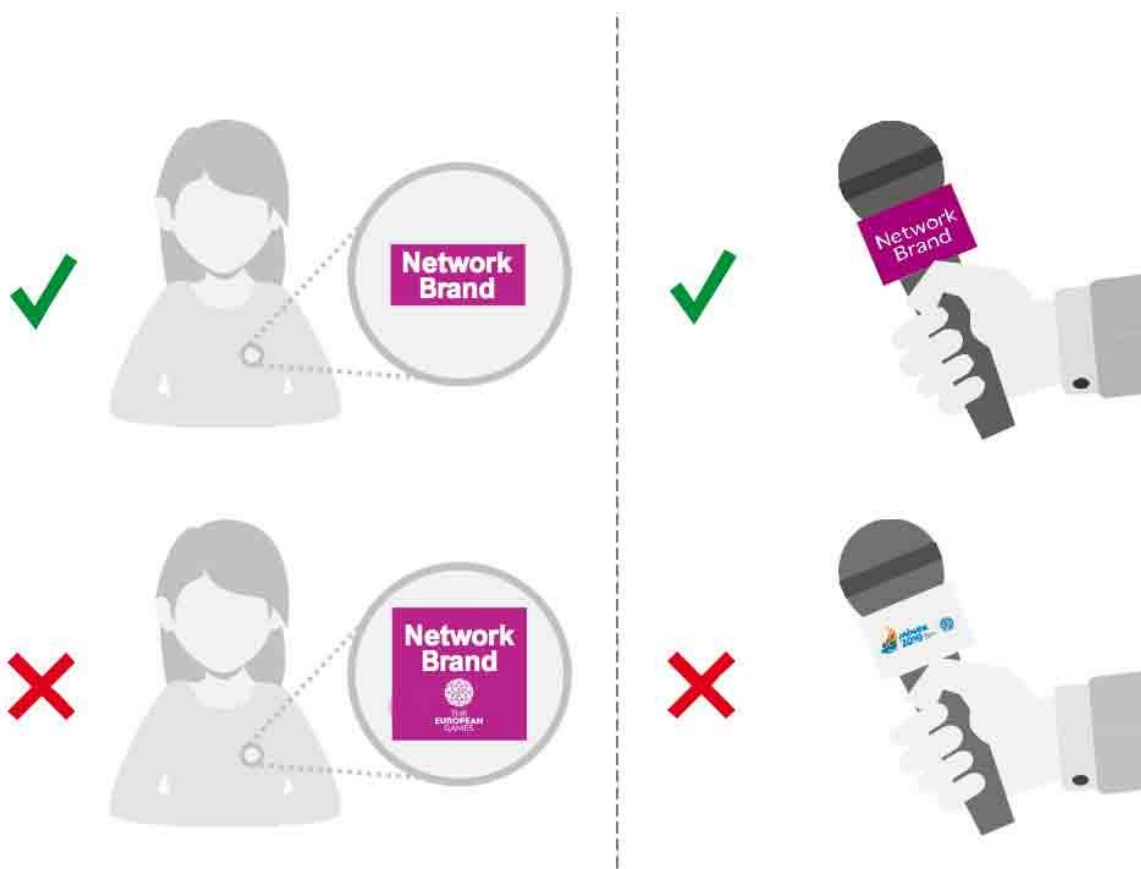
Network bug and /or logo

Non-Rights-Holding Broadcasters must not create a European Games network bug, or create their own composite logo with any EG Property or use EG Properties in a logo.



Network branding

Non-Rights-Holding Broadcasters must not display any EG Properties on network branding (e.g. micro- phones, uniforms or pins) - inside or outside the studio.



Studio layout and backdrop

Non-Rights-Holding Broadcasters must not decorate the studio with EG Properties or create an EG logo. Non-Rights-Holding Broadcasters must not report on the European Games with European Games event or venues footage (whether live or delayed) in the background, as this would give the impression that they are Rights-Holding Broadcasters. As a reminder, use of moving images is subject to the News Access Rules.



Use of still image from outside venue for duration of short reporting segment only



No Sponsorship

In line with the rules set out in these Guidelines, sponsorship of European Games content or its reproduction or presentation is not permitted unless it is an EG Partner subject to the prior written consent of the EOC.

