



**MEDIA GUIDELINES**



The UEFA EURO 2012™ Logo represents the bloom of european football going further than ever before, as Poland and Ukraine join forces to surprise the world. To ensure that the spirit behind the logo is well kept, we ask you to follow the guidelines set out in this document.



FULL COLOUR version\_on white background



FULL COLOUR version\_on black background



HALFTONE version\_on white background



HALFTONE version\_on black background





1 COLOUR version\_on white background



1 COLOUR version\_on black background





## **UEFA EURO 2012™ Media Guidelines**

### **Using the Official Marks**

The following information provides guidelines and answers to some of the questions representatives of the media may have regarding the use of any marks, logos, trophies, mascots and/or symbols in connection with UEFA and/or UEFA EURO 2012™ (“UEFA Marks”).

### **Frequently asked questions**

#### **A. General Guidelines**

##### **1. Who are the Media?**

Media are considered to be press (including website journalists), photographers, radio and television broadcasters who have not been granted rights by UEFA under separate agreement.

##### **2. What are the main UEFA Marks for UEFA EURO 2012™**

For the purposes of these guidelines main UEFA Marks are any marks, logos, trophies, mascots and/or symbols in connection with UEFA and/or marks created and registered by UEFA (whether now or in the future) in connection with UEFA EURO 2012™.

This includes, but is not limited to, word marks such as UEFA, EURO 2012, POLAND UKRAINE 2012, as well as device marks such as the official logo and mascot.

##### **3. How can the Media use UEFA Marks?**

Media representatives are encouraged to use UEFA Marks to provide information to the general public about UEFA EURO 2012™, subject to the following guidelines:

- Any use of UEFA Marks must be solely for editorial purposes, namely for the purpose of identifying articles about or news coverage of UEFA EURO 2012™.
- UEFA Marks must not be adapted or modified in any way and must always be used in full compliance with any and all instructions and guidelines given by or on behalf of UEFA. UEFA Marks must always display a legible legal notice.
- UEFA Marks must not appear in such a way as to suggest an association with any trade name, logo or other mark, or goods and/or services.
- Media representatives should not authorise or attempt to authorise anyone else to use or associate themselves with UEFA Marks and should not publish or broadcast any item in which someone uses or associates itself with UEFA Marks (other than UEFA’s Commercial Affiliates to be communicated by UEFA in due course).
- UEFA Marks cannot be used in any advertising or promotional manner by representatives of the Media including: on any products; in any competition, game, lottery or other type of contest; on the cover of any publication or special section or supplement; in any advertising or sponsored programmes other than for bona fide editorial use as described in point 1 above; or in any broadcast sequences immediately before or after any advertising or sponsored programme.



#### 4. Who are UEFA's Commercial Affiliates and how can they use the UEFA Marks?

UEFA's Commercial Affiliates are well-known entities who make a significant contribution to assist in the organisation of UEFA EURO 2012™, support that is critical to the successful organisation of the competition and which guarantees the principle of solidarity applied by UEFA in support of the smaller and less wealthy football associations in Europe. They include official sponsors and broadcasters, who have been appointed by UEFA under separate agreement. They are the only entities allowed to promote themselves in connection with UEFA EURO 2012™ using UEFA Marks. An updated list of UEFA's Commercial Affiliates will be posted on the UEFA EURO 2012™ section of the Official UEFA website: [www.uefa.com](http://www.uefa.com) as and when such appointments are confirmed.

These media guidelines do not apply to UEFA's Commercial Affiliates. They will be entitled to use UEFA Marks on products and for promotional, advertising and marketing purposes in the media in connection with UEFA EURO 2012™ under the terms and conditions set out in the agreement they have concluded with UEFA separately.

#### 5. Can anyone other than UEFA's Commercial Affiliates use UEFA Marks for promotional purposes?

No, under no circumstances can anyone apart from UEFA and UEFA's Commercial Affiliates use UEFA Marks for promotional purposes. Any person or entity using UEFA Marks (or adapted versions of the UEFA Marks or any combination of words or symbols referring to football, the numerals "2012" and/or the words "EURO", "European Championship" or the names of the host nations in any language) for promotional purposes, without UEFA's prior written authorisation, will be considered to be using "parasite marketing" techniques and/or infringing the intellectual property rights of UEFA.

#### 6. Who can produce official merchandise for UEFA EURO 2012™?

Only the official licensees appointed by UEFA for UEFA EURO 2012™ will have the right to produce official merchandise for the event. The main purpose of the UEFA EURO 2012™ licensing programme is to offer the millions of enthusiastic fans a wide range of high-quality official merchandise to choose from, thus promoting the event and contributing to its funding.

Companies from all over Europe are expected to be appointed by UEFA as official licensees with the right to use and reproduce UEFA Marks on a wide range of products for retail sale including balls, t-shirts, bags, caps, pin badges, toys and many other souvenirs.

#### 7. Who can use official designations related to UEFA EURO 2012™?

Only UEFA's Commercial Affiliates are entitled to use an official designation related to UEFA EURO 2012™, such as 'Official Partner of UEFA EURO 2012™'.

#### 8. Can anyone other than UEFA's Commercial Affiliates run promotions using UEFA EURO 2012™ official merchandise?

No. Only UEFA's Commercial Affiliates can run promotions using official merchandise.

#### 9. Can tickets for UEFA EURO 2012™ be used as a competition prize or gift?

No, only a certain number of UEFA's Commercial Affiliates may use tickets for advertising or promotional purposes (including as a prize in a competition or as an incentive to customers or suppliers) according to the agreement they have concluded with UEFA separately. Under the terms and conditions of sales of tickets for UEFA EURO 2012™, tickets will be for the personal and non-commercial use of the holder. They may not be transferred or used for promotional or advertising purposes, including as a prize in a competition.



### 10. How can unauthorised organisations be prevented from using UEFA Marks, running ticket promotions and conducting other marketing activities related to UEFA EURO 2012™?

UEFA has established a closely controlled marketing programme for the benefit and protection of UEFA and UEFA's Commercial Affiliates and has a wide range of legal remedies available under local and international laws to protect their rights. This applies to 'parasite marketing' where unauthorised companies use the event for promotional purposes (e.g. by using tickets) and also for 'pirate trading' where goods are manufactured using UEFA Marks without a licence to do so from UEFA. UEFA has set up a well developed worldwide rights protection programme to maintain a vigilant scrutiny of the marketplace and to take prompt action whenever anyone tries to benefit unfairly from an unauthorised association with UEFA EURO 2012™.

## B. Internet Guidelines

### 11. Can UEFA Marks be used on a website or via mobile wireless technology?

Yes, but only as part of an editorial article in line with question 3 above and the following specific guidelines.

### 12. Identification of Editorial Article

UEFA Marks may be used only to directly identify a specific, non-recurring, editorial article, or as part of the editorial article. They must not be used on a stand-alone basis.

### 13. No Third Party Association

Third parties (not being one of UEFA's Commercial Affiliates) are prohibited from promoting their business, goods and/or services in association with UEFA Marks. For example, the UEFA Marks must not be used in a proximity to such third parties' corporate names and/or logos which could create the possibility of an association between UEFA Marks and the corporate names/logos.

### 14. URL Identification

Media must not use UEFA Marks in their "domain name" website URL identification. In other words, UEFA Marks may not be incorporated within a top level domain name (e.g. [www.uefaeuro2012news.com](http://www.uefaeuro2012news.com) or [www.uefaeuro2012.ua](http://www.uefaeuro2012.ua) are not permitted).

UEFA Marks may be incorporated in a uniform resource locator beyond the top level domain name: e.g. [www.\[mediaoutlet\].com/uefaeuro2012news](http://www.[mediaoutlet].com/uefaeuro2012news) is permitted.

### 15. Website Structure and Design

UEFA Marks must not be used as part of the structure or design (including any branding, any background or wallpaper for other content, or as a major constituent of a transitional introductory page), and must not be used in the title banner of any website (unless specifically advised otherwise in writing by UEFA).

### 16. Meta Tags

Under no circumstances can UEFA Marks and any other designations referring to UEFA and/or UEFA EURO 2012™ be used in the meta tags or other identifier of a website, which may cause the website to appear when using any search engine.

### 17. Size of UEFA Marks

UEFA Marks must not be animated, enlarged or used disproportionately in size to other marks, logos or indicia appearing on a web page.



### 18. Links to other Websites

UEFA Marks must not be used as a link to any other website, any other part of a website, or any other feature of a website (e.g. multimedia and games). The uefa.com logo may be used, however, as a hyperlink to [www.uefa.com](http://www.uefa.com) or such other uniform resource locator owned or controlled by UEFA in connection with UEFA EURO 2012™ as communicated by UEFA in due course.

### 19. "Official" use of UEFA Marks

UEFA Marks must not be used in relation to news coverage of matches of UEFA EURO 2012™ in such a way as to give the impression that the editorial coverage is in any way "official" or endorsed by UEFA.

### 20. Advertising Banners

The use of UEFA Marks in website advertising banners/advertising space is only permitted with respect to the advertisements of UEFA's Commercial Affiliates. The placement of any authorised advertising containing UEFA Marks must not lead to confusion that the website itself or the website operator has an official association with the event.