



ACTIVATION GUIDELINES
USOC COLLEGIATE SOLIDARITY CAMPAIGN

To ensure integrity of both the USOC and collegiate brands throughout the *Olympians Made Here* campaign, the following activation guidelines will be implemented across all participants (schools/conferences, the USOC, etc.). Questions may be directed to OlympiansMadeHere@usoc.org.

CORE ACTIVATION REQUIREMENTS

1. All usage of the *Olympians Made Here* campaign logo must be non-commercial and editorial.
2. Altering the *Olympians Made Here* campaign logo and IP is prohibited.
3. USOC approval is required for professionally produced videos that involve the campaign marks, and school approval is required for professionally produced videos that include school marks.
4. USOC approval is required for any proposed changes to the pre-approved templates through the [alternative request form](#).
5. Campaign templates and marks cannot be shared with any third parties (*current/graduated student-athletes, current and retired Olympians, alumni, celebrity alumni, etc.*).
6. The *Olympians Made Here* mark and Olympic references may not be used to imply that a current national team athlete is an Olympian if the athlete has not competed in an Olympic Games.

ACTIVATION GUIDELINES

<p>WEB/PRINT <i>Editorial coverage including web stories/printed materials, physical and digital magazines, media guides, newsletters, etc.</i></p>	<p>PLEASE DO</p> <ul style="list-style-type: none">- Celebrate your current and former student-athletes throughout the campaign using editorial coverage on your official athletics department website- Have clear separation of the article from any commercial advertising- Be mindful of pop-up ads, but don't let them inhibit you from adding editorial content to your pages in the spirit of the campaign <p>✓</p> 	<p>PLEASE DO NOT</p> <ul style="list-style-type: none">- Feature direct or indirect commercial advertising or sponsors connected to the campaign article <p>✗</p> 
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**IN-VENUE
DIGITAL/PA READS**

*Scoreboards, video boards,
ribbon boards, PA reads,
etc.*

PLEASE DO

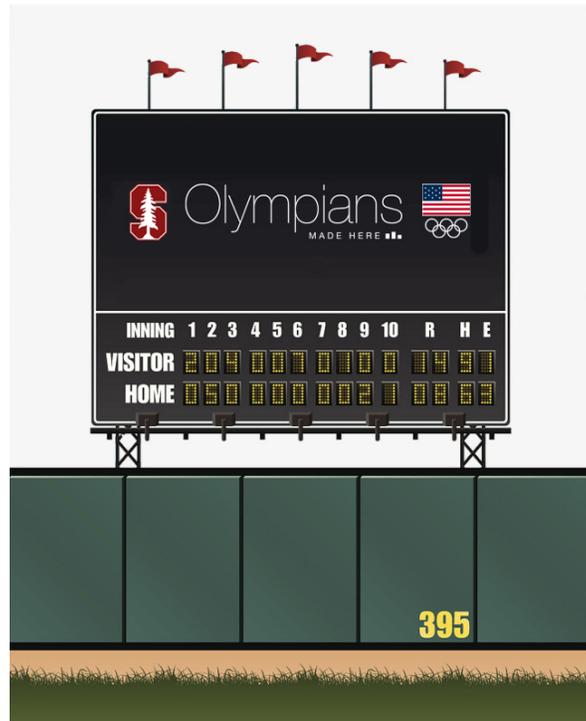
- Display the official campaign logo with your school mark on in-venue digital boards with a minimum of one (1) second of spacing on either side of its display and/or between sponsored breaks or PA reads
- Read the PA script during non-sponsored breaks during competition



“Fans, it’s time for your Tostitos break. Those in section 112, row K will receive a bag of chips.”

**pause one second **

And now, please draw your attention to center court where we are honoring our 1984 Olympians.”



PLEASE DO NOT

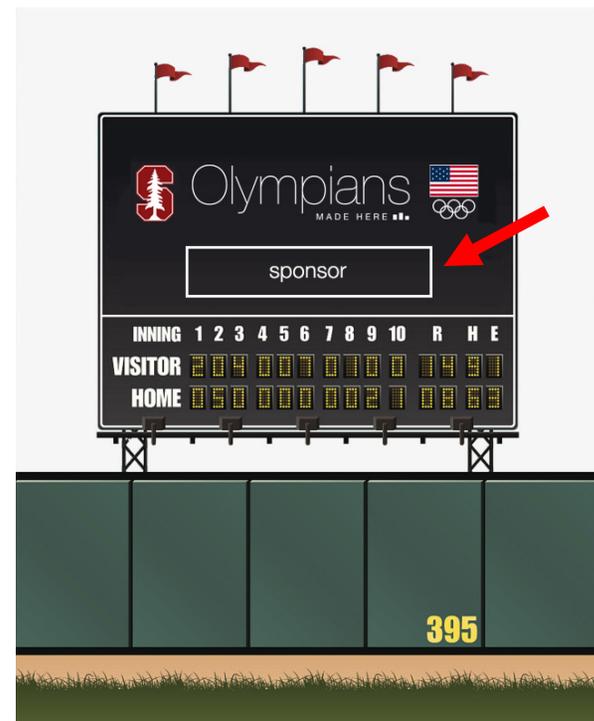
- Display commercial sponsorships in association with the campaign logo while displaying it on your ribbon board, videoboard or scoreboard
- Read the PA script during a sponsored break in competition



“Fans, it’s time for your Tostitos break. Those in section 112, row K will receive a bag of chips.”

**pause one second **

And now, please draw your attention to center court where we are honoring our 1984 Olympians, brought to you by Tostitos.”



<p style="text-align: center;">SOCIAL <i>Digital coverage/ celebrations on Twitter, Instagram, Facebook, Snapchat, etc.</i></p>	<p>PLEASE DO</p> <ul style="list-style-type: none"> - Use the provided templates to participate socially in the campaign - Use #OlympiansMadeHere in all campaign-related social posts - Submit template alterations through the alternative request form <p style="text-align: center;">✓</p> 	<p>PLEASE DO NOT</p> <ul style="list-style-type: none"> - Alter the provided templates without first getting approval from the USOC - Use the posts to imply a commercial sponsorship between the campaign and one of your partners <p style="text-align: center;">✗</p> 
<p style="text-align: center;">ATHLETE SOCIAL ENGAGEMENT <i>Current/graduated student-athletes, current and retired Olympians, celebrity alumni, etc.</i></p>	<p>PLEASE DO</p> <ul style="list-style-type: none"> - Encourage your Olympians to use #OlympiansMadeHere in their social posts that talk about their collegiate experience - Encourage your Olympians to like, repost, retweet or comment on your campaign-related posts - Create and post testimonial videos describing their collegiate experience 	<p>PLEASE DO NOT</p> <ul style="list-style-type: none"> - Share templates or campaign IP with any of your athletes - Ask your Olympians to use campaign IP in the posts they develop in conjunction with the campaign

COLLATERAL
Posters, schedules, signage,
game programs, etc.

PLEASE DO

- Use the campaign logo as part of your Olympic sport schedule cards, posters, signage and game programs
- Ask the USOC for approval prior to developing collateral outside of schedule cards, posters, signage and game programs



PLEASE DO NOT

- Display commercial sponsorships near or around the campaign logo as to imply a correlation with the two entities
- Sell any campaign-related collateral or materials



PHOTOGRAPHY
Content could involve
competitions, preparation,
training, events

PLEASE DO

- Use photos of Olympians in their school-issued or Team USA-issued competition gear (uniforms, warm-ups, practice uniforms, team apparel, etc.)



PLEASE DO NOT

- Intentionally use athlete imagery to imply a commercial sponsorship with the campaign



<p>TESTIMONIAL VIDEOS <i>Organic content generated in relation to the campaign</i></p>	<p>PLEASE DO</p> <ul style="list-style-type: none"> - Generate and post organic testimonial videos outlining why or how Olympians are made on your campus (videos can feature athletes, coaches, athletic directors or presidents) - Capture testimonials of athletes, coaches and administrators in their official school-issued athlete gear and/or in unbranded attire - Include the provided intro/outro slate as part of your testimonial with your logo and the campaign logo without the flag/five rings logo <p>✓</p> 	<p>PLEASE DO NOT</p> <ul style="list-style-type: none"> - Include any inherent commercial sponsorships as part of the testimonial - Include the flag/five rings in the intro/outro slate <p>✗</p> 
<p>PROFESSIONALLY PRODUCED VIDEOS <i>Content produced with lights, b-roll footage, professional photos, voiceover, etc.</i></p>	<p>PLEASE DO</p> <ul style="list-style-type: none"> - Contact OlympiansMadeHere@usoc.org to inquire about footage/photos - Use the PSA script templates found in the toolkit - Share your video and intended channels with the USOC prior to broadcasting - Use the USOC-provided intro/outro slates 	<p>PLEASE DO NOT</p> <ul style="list-style-type: none"> - Broadcast your PSA without sharing your intended channels with the USOC - Imply any commercial partnership as part of your PSA video