

# USE OF UEFA'S MARKS

## MEDIA GUIDELINES

### INTRODUCTION

In these Media Guidelines, "news media" shall include print and digital media press and journalists, editors, photographers as well as radio and television broadcasters who have not been granted rights by UEFA pursuant to a separate agreement with UEFA.

These Media Guidelines provide general guidelines to news media regarding the use of the official names, logos, trophies, mascots, imagery and/or symbols of the UEFA competitions and other events (the "**Official Marks**").

### GENERAL PRINCIPLES

News media are encouraged to use the Official Marks to illustrate editorial coverage of UEFA competitions and other events. Any such editorial use should be 'fair' and in a manner that is consistent and appropriate for news reporting purposes (as more fully described in **paragraph 1** below).

Any use of the Official Marks must comply with the terms of use set out below (including, in particular, the prohibition on use for advertising or promotional purposes set out in **paragraph 3** below and the 'no association/no ambush' requirements set out in **paragraph 4** below).

For the avoidance of doubt, nothing in these guidelines is intended to require any news media to compromise the bona fide journalistic integrity of their reporting.

### TERMS OF USE OF THE OFFICIAL MARKS

News media may use the Official Marks in their editorial coverage of UEFA's activities and/or UEFA's competitions, subject to the guidelines set out below.

UEFA reserves the right to vary, amend or supplement these guidelines from time to time.

#### **1 Editorial use**

The Official Marks may only be used for editorial purposes, namely for the purpose of identifying or illustrating articles about, or news coverage related to, UEFA and/or its competitions. Such editorial use may include use on the front covers of newspapers, newspaper supplements, magazines and other publications for the sole purpose of identifying or illustrating such articles or coverage within the relevant publication.

The Official Marks must not be used as an integral part of the layout of a publication or as elements of the design of a publication (i.e. the Official Marks should never be the dominant element of any publication or section of any publication). In particular, the Official Marks should not form an integral part or otherwise be the dominant element of the front cover of any publication.

The Official Marks must not be used in a way as to create the impression that the relevant publication is officially endorsed by UEFA or is otherwise an 'official' publication.

#### **2 Graphic Guidelines**

News media may obtain the Official Marks at the website UEFA.com (<http://www.uefa.com/uefa/mediaservices/mediadownload/index.html>). News media shall not be entitled to provide any Official Marks supplied to them by UEFA to any third party without UEFA's prior approval.

The Official 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.

### **3 No use for advertising/promotional purposes**

The Official Marks cannot be used by news media for any advertising, marketing or promotional purposes (including in or on any materials for such purposes). This requirement shall apply, for the avoidance of doubt, to all competitions, games, lotteries or other types of contest whether operated (on a free or paid basis) by or on behalf of the relevant news media or for the benefit of any third party.

All use of the Official Marks must be clearly separated from advertisements (whether for the relevant news media or any third party).

For the avoidance of doubt, no third parties (other than official commercial partners of UEFA) may use match tickets for advertising or promotional purposes (including as a prize in a competition or as an incentive to customers or suppliers). News media should promptly notify UEFA if they become aware of any such unauthorised advertising or promotional activity involving match tickets.

### **4 No third party association / No ambush marketing**

The Official Marks must not appear or be used in such a way as to suggest an association with any trade name, logo or other mark, or goods and/or services (other than those of UEFA and relevant UEFA commercial partners).

News media are not authorised to use the Official Marks to associate themselves with UEFA and/or any UEFA competition without UEFA's authorisation.

News media should not authorise or permit any third party (other than a UEFA commercial partner) to use the Official Marks to associate themselves with UEFA and/or any UEFA competition without UEFA's authorisation.

In addition, the Official Marks should not be used in any manner which (in UEFA's opinion) constitutes an ambush marketing activity or otherwise unfairly competes with UEFA's commercial partners).

### **5 Online use**

The Official Marks may not be incorporated within a top level domain name, but only in a uniform resource locator beyond the top level domain name: e.g. [www.\[mediaoutlet\].com/uefaeuro2016news](http://www.[mediaoutlet].com/uefaeuro2016news) is permitted.

The Official 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).

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Under no circumstances can the Official Marks be used in the meta tags or other identifier of a website, which may cause the website to appear when using any search engine.

## **6 Social Media and “Apps”**

The editorial use described in paragraph 1 above shall include use on the various social media and/or smartphone/tablet “apps” used by the relevant news media as part of their usual operations.

The Official Marks must not, however, be used to create a page or channel or “apps” (as the case may be) dedicated to a UEFA competition or otherwise used to give the impression that the relevant communication and/or “app” is “official”.

Although any UEFA competition names comprised with the Official Marks may be used in word format on social media and/or “apps”, news media may not use any other UEFA marks, logos or other UEFA intellectual property comprised within the Official Marks on or through a social media platform, tool or application or any “app” without UEFA’s prior written approval.

## **7 Other UEFA Materials**

If UEFA supplies other materials to news media for use in relation to their news coverage of UEFA competitions (including, for example, match schedules), news media shall comply with UEFA’s instructions in relation to the use of such materials.

In principle, all use of such materials shall be subject to equivalent provisions to those set out in these guidelines (including, in particular, **paragraphs 1, 3 and 4**).

## **8 Official Marks – Intellectual Property Rights**

As between UEFA and the news media, any and all commercial rights and goodwill in and to the UEFA competitions and any and all intellectual property rights relating to the Official Marks shall be owned by UEFA. Any goodwill arising from the use of the Official Marks by news media shall inure to the sole benefit of UEFA.