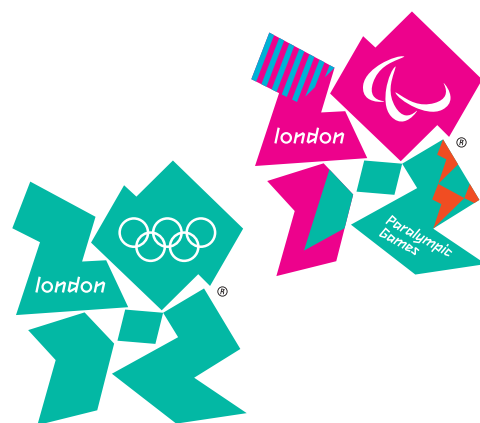


The London Organising Committee of the
Olympic Games and Paralympic Games Limited

Identifying official London 2012 products
August 2011



Identifying official London 2012 products

It is important for us that consumers are able to easily identify official London 2012 merchandise and that they are not duped into purchasing fake products. Fake products not only undermine LOCOG's ability to raise the revenues needed to stage and host the London 2012 Games, but the fake goods themselves are likely to be of inferior quality and not meet the stringent safety and sustainability standards that all official products must meet.

Why is it important to protect the official London 2012 merchandising programme?

The official London 2012 merchandising programme plays an incredibly important part not only in helping to generate LOCOG's privately raised £2 billion operating budget, but also to raise brand awareness.

What are fake products?

Fake products include goods that seek to replicate official London 2012, Team GB and ParalympicsGB merchandise, and other goods which use London 2012, Olympic and Paralympic intellectual property without permission.

Official London 2012 merchandise and the London 2012 hologram:

To protect the exclusivity of our brand and ensure that the public are not duped into purchasing fake goods, which could be of very low quality, we have implemented a secure licensing solution, incorporating holograms (or product labels). All official London 2012 merchandise bears the London 2012 hologram.

How can the London 2012 hologram help me to identify whether a product is fake or official?

Firstly, if a product does not have a hologram anywhere on it (or on a swing-tag at the very least), the product is likely to be fake. Secondly, the holograms have special visual features built into them – if you are unable to see both of these special features (outlined below), then the product is likely to be fake.



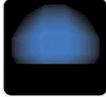

What does the London 2012 hologram look like?



Example of how the London 2012 hologram is attached to official London 2012 merchandise

Reading the London 2012 hologram:

The following is a simple step-by-step guide to 'reading' two key features of the London 2012 hologram. Remember, if you are unable to read both of the key features in any hologram, you should question whether the product you have in hand is official.

What do you need to do to the hologram to check whether the product is official or fake?	What you should see (descriptive):	What you should see (visual):
Tilt the hologram left to right:	The London 2012 Olympic Emblem rotates with a 3D effect, with coloured shards around it.	<div style="display: flex; justify-content: space-around; font-size: small;"> Left view Centre view Right view </div> 
	"XXX OLYMPIAD" appears in blue and green coloured text across the hologram. Blue and green coloured shards appear.	
	A blue/green halo appears in the background of the hologram.	
Tilt the hologram top to bottom.	The London 2012 Paralympic Emblem appears and disappears with shards all around it.	

Are there any other indicators to help me differentiate between official and fake London 2012 products?

The London 2012 Olympic Emblem or the London 2012 Paralympic Emblem (or any other London 2012 intellectual property) should always be correctly reproduced and represented on official products. London 2012 packaging is another good indicator of whether product is fake or official. Official packaging generally comes in two different styles, as shown below. Please note that although the theme is always the same, we change the colours we use.



Core packaging examples



Limited edition collection packaging examples

Some products (such as t-shirts) will not always be packaged. In these instances, the hologram will always be used on swing-tags:



Who should I contact if I come across fake London 2012 products?

If you do think you have seen any fake London 2012 products in a shop, market, online or anywhere else, please contact: brandprotection@london2012.com. Please note in the event that any information is sent to this email address, we will treat your personal details as confidential.

Key Facts:

- All London 2012 official products bear the London 2012 hologram
- When tilting the hologram from left to right, you should be able to see the London 2012 Olympic Games Emblem rotating with a 3D effect
- When tilting the hologram up and down, you should be able to see the London 2012 Paralympic Games Emblem rotating with a 3D effect
- The official London 2012 online shop can be found at: <http://shop.london2012.com>

The London Organising Committee of the
Olympic Games and Paralympic Games Ltd.
One Churchill Place
Canary Wharf
London E14 5LN
Switchboard +44 (0)20 3 2012 000
Fax +44 (0)20 3 2012 001
london2012.com

This publication is available on request in other languages and formats.
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Email info@enquiries.london2012.com
Phone +44 (0)20 3 2012 000

This document can be found in the publications section of london2012.com

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