

**Important Information  
regarding the Design of Emblems  
for the Tokyo 2020 Olympic  
and Paralympic Games**

16th October 2015

The Tokyo Organising Committee of the Olympic and Paralympic Games

In 2020, the Olympic and Paralympic Games will be held in Tokyo. This will be the second time that the Games will be held in Tokyo following the 1964 Games. It will also be the first time that the Paralympic Games will be held for the second time in the same city.

The Games emblems should symbolise the Games that will be held in Tokyo and in Japan. The emblem designs should seek to elicit empathy from and be loved by not only Japan but people all over the world. The emblems should be something that everyone involved in the Games would be proud even after the Games are over.

The Tokyo 2020 Organising Committee has formulated a Games Vision, which will serve as the foundation for the Tokyo 2020 Games. Indicated below are the key concepts that the Tokyo 2020 Organising Committee has incorporated into the Games Vision. We would like all applicants to give full rein to their imagination and creativity and incorporate the following key concepts into the creation of the design of the Games emblems.

Key concepts

**“The power of sport”**

**“Japanese-ness and Tokyo-ness”**

**“World peace”**

**“Personal Best and Utmost Efforts”**

**“Sense of Unity and Inclusion”**

**“Innovativeness and Future-oriented”**

**“Reconstruction and the Power to Rise Up”**

### **The Tokyo 2020 Games Vision**

Sports have the power to change the world and our future. The 1964 Tokyo Games completely transformed Japan. The 2020 Tokyo Games, with the three core concepts of:

- Everyone striving for their personal best (personal best for everyone)
- Each and every person accepting one another (diversity and unity)
- And passing on to the future (connecting to the future)

will be the Games that will be the most innovative in history and bring positive reform to the world

### ● Submission qualification and number of entries

- The competition is open to everyone regardless of experience and awards won.
- Age: Anyone at least 18 years of age as of 1 April 2015.
- Nationality: (i) Japanese nationals, and (ii) foreign nationals residing in Japan (who have Japanese resident cards).
- Entries may be made individually or as a group (up to 10 people). If a group, please have someone who meets the aforementioned age and nationality conditions as the representative. (For example, a person who is under 18 years of age may make a submission with a representative who meets the conditions.)
- Limited to one entry per person (or group). If an individual submits multiple entries, if an individual submits both an individual entry and a group entry, or if an individual is involved in multiple group entries, all entries will be invalid.

### ● Submission method

- Applicants will be led to the entry site from the Tokyo 2020 Games Official Site.
- Details of the entry site will be announced later in October. The entry site will be available from November 24 at noon.
- Entries submitted by email, by mail, or by hand will not be accepted.

### ● Submission format

- Create each of "1. Emblem design proposal" and "2. Design development proposal" below in the 2 formats of a jpg (up to 2MB) and a pdf (up to 1MB) and submit both.
- The works are to be created by drawing software (may be any type), and entries of scanned or photographed hand-drawn works may not be submitted.
- Hard-copy prints or editable data files may be requested at a later date.

#### 1. Emblem design proposal (Olympic emblem and Paralympic emblem)



#### A4 size paper horizontal display (jpg data and pdf data)

- Full colour emblem design proposal (do not include information that can identify the applicant, such as name).
- Please refer to the design submission images on p.08.

#### 2. Design development proposal (please download and use the submission format from the official site)



#### A4 size paper horizontal display (jpg data or pdf data)

- Black and white emblem design proposal (scale down to a width of about 20mm)
- Design development proposals for pin badges, banners (street ornaments), t-shirts, coffee mugs, key holders (do not include information that can identify the applicant, such as name)
- Please refer to the design submission images on p.08.

### ● Entry website

You will be asked to enter the following when submitting the Emblem design proposal and the Design development proposal from the entry website:

1. Title (20 characters or less) and concept (200 characters or less) of the design
2. Name, date of birth, address, contact information (telephone number and email address), etc.  
Information of all members is required for group entries.

### ● Submissions deadline

Please submit your entry through the entry site during the period stated below.

**24 November 2015 (Tuesday) noon ~ 7 December 2015 (Monday) noon**

\* It is anticipated that many applicants will be submitting their entries on or shortly before the closing date, and you may experience difficulties accessing the website during such time. You are therefore advised to submit your entry as early as possible.

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## Terms and Conditions for Emblem Designs

The composition elements of the emblem and the basic rules and important points under the regulations of the International Olympic Committee (IOC) and the International Paralympic Committee (IPC) are indicated. Please comply with the following in producing the emblem design for entry.

### ● Composition elements of the emblem (example: emblems of the Rio Games)



### ● Basic rules

- In order from the top, put the top emblem (1), the word mark (2) and the Olympic Rings and Paralympic Agitos (3) to each.

#### Top emblem

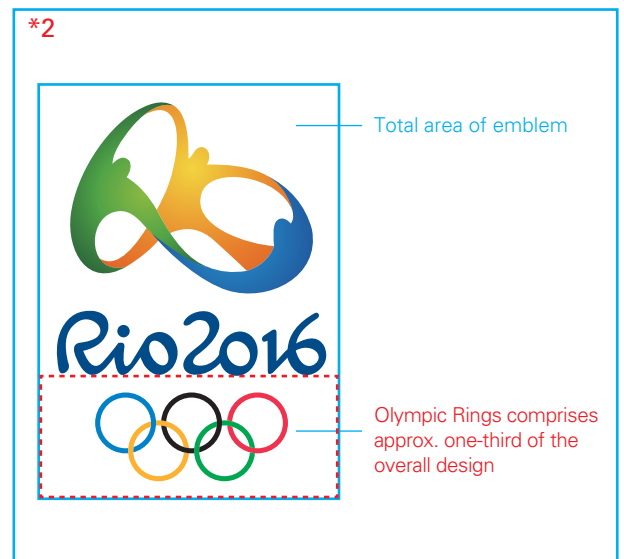
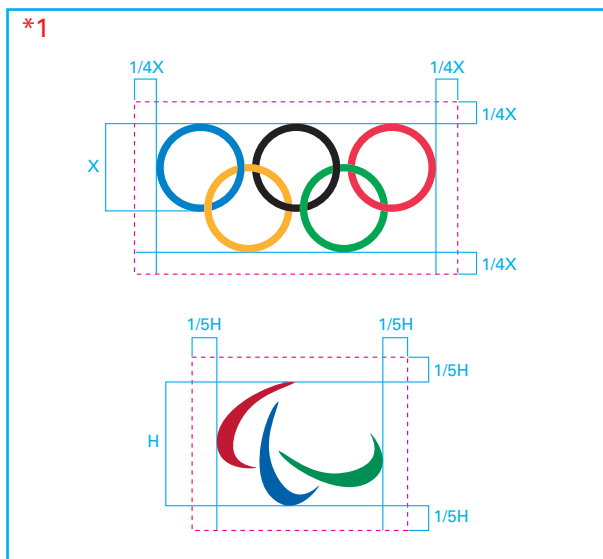
- Please develop each of the top emblems (1) for the Olympics and Paralympics as separate designs while appearing to belong to the same family.

#### Word mark, etc.

- Please ensure that the word mark (2) is in all capital letters as "TOKYO 2020." The typeface design for the Olympics and Paralympics should be the same, and rather than an existing typeface, an original typeface should be developed. Although the use of a generic typeface will be allowed for the entry stage, you may be asked to make modifications for the selection since an original typeface will be ultimately required.
- For the Paralympic emblem, "Paralympic Games" or "PARALYMPIC GAMES" should appear below the word mark (2).

#### Olympic Rings and Paralympic Agitos

- Please maintain the clear space when attaching the Olympic Rings and Paralympic Agitos (3). **\*1**
- The Olympic Rings and the Paralympic Agitos (3) should be about 1/3 of the area of the total area of the emblem. **\*2**
- Please download and use the Olympic Rings and the Paralympic Agitos from the official site.



### ● Important points regarding the creation

**Please note that anything that corresponds to the following will not be subject to evaluation:**

- Designs that lack any of an emblem design proposal and a design development proposal (as outlined on page 2).
- Designs that include information that enable the identification of the applicant on any of the emblem design proposal, emblem development proposal, title and concept
- Designs that lack any of the elements composing the emblem ((1), (2) or (3) of the preceding page).
- Designs where the order of each element composing the emblem ((1), (2) and (3) of the preceding page) are changed or grouped together (see example 1).
- Designs where the Olympic Rings and/or Paralympic Agitos significantly exceed or are significantly less than 1/3 of the total area of the emblem (see examples 2 and 3).
- Designs that are likely to be confused with widely recognised images (e.g. national flags, symbols of international institutions, etc.) (see example 4).
- Designs that are likely to be confused with the marks of the Japanese Olympic Committee (JOC), the Japanese Paralympic Committee (JPC), or other sporting organisations (\*refer to the below diagram)
- Designs that have modified the Olympic Rings and/or Paralympic Agitos.
- Designs that incorporate the Olympic torch or medals (see example 5).
- Designs composed entirely of a single alphabet letter or a general shape or form (see example 6).
- Designs that are likely to infringe on the rights including copyrights, trademark rights, etc. of any third party.
- Designs that are the same or similar to those that have already been publicized (including designs available on the Web).
- Designs that contain a political, religious or commercial message.
- Designs that contain an anti-social element or slander; designs that contravene public order or other laws and regulations.

Example 1



Do not group composition elements together

Example 2



Ensure that the Olympic Rings is not significantly larger than the other design elements

Example 3



Ensure that the Olympic Rings is not significantly smaller than the other design elements

Example 4



Do not include national flags or other widely-recognised symbols in the designs

Example 5



Do not incorporate the Olympic torch or medals in the designs

Example 6

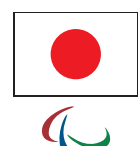


Do not create designs composed entirely of a single alphabet letter or a general shape or form

\*example of marks of sporting organisations, etc.



JOC Emblem



Japanese Paralympic Committee

JPC Emblem

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## Evaluation of submitted designs

The Tokyo 2020 Emblems Selection Committee will conduct evaluations of each submitted entry. The Executive Board of the Tokyo 2020 Organising Committee will make the final decision of the winning entry.

### ● Selection criteria

- Empathy – be able to elicit empathy of many people
- Symbolism – be able to become a symbol of the Tokyo 2020 Games
- Originality – be full of originality and distinctiveness
- Aesthetic sense – be outstanding as a design
- Scalability – be able to be used in various forms of media, including licensed products and Games adornments, etc.
- Reproducibility – there is little change to the design image when reproduced not only in colour but also in monochrome and enlarged or reduced

### ● Tokyo 2020 Emblems Selection Committee Members as of 16 October)

#### Chairperson:

Ryohei MIYATA      President, Tokyo University of the Arts

#### Members:

Hiroshi IMANAKA	President, Social Welfare Foundation SOOHKAI, Creative Director, Atelier Incurve
Ryoichi ENOMOTO	Creative Director, Visiting Professor, Kyoto University of Art and Design
Sadaharu OH	Chairman of the Board, Fukuoka SoftBank Hawks Corp. Chairman, World Children's Baseball Foundation
Hiroshi KASHIWAGI	Professor, Musashino Art University
Mitsuo KATSUI	Graphic Designer
Toshiyuki SHIGA	Member of the Board of Directors and Vice Chairman, Nissan Motor Co., Ltd.
Ai SUGIYAMA	Former tennis professional player TV sports commentator
Aki TAGUCHI	Paralympian, Japanese national shooting team Director, Paralympians Association of Japan
Keiichi TADAKI	Attorney at Law Former Prosecutor General
Risa TANAKA	Executive Vice President and Managing Editor, Sendenkaigi Magazine
Motoo NAKANISHI	Design Consultant, PAOS Group Representative
Takeshi NATSUNO	Guest professor, Graduate School of Media and Governance of Keio University
Mei NISHIZAKI	Member, Narahamirai Association
Yuko HASEGAWA	Professor, Tama Art University Art Science
Izumi HAYASHI	Attorney at Law, SAKURAZAKA LAW OFFICES
Fumi SASADA	President & CEO, Bravis International Limited
Fuyuko MATSUI	Artist
Kei MATSUSHITA	Professor of Visual Communication Design, Tokyo University of the Arts
Mari Christine	Inter-cultural communications specialist and media personality
Hiroshi YAMAMOTO	Professor, Faculty of Sports and Health Studies of Hosei University Former NHK announcer and commentator

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## Announcement of Winning Entries

### ● Announcement of Results

- The results will be announced and posted on the official site around spring 2016.
- Please note that we will consult with the applicant of the winning entry with regard to making a public announcement of the applicant's name, etc.

### ● Prizes and Awards

- Prize for the winning entry: JPY 1,000,000 (including tax)
- Awards: invitations to attend the opening ceremonies of the Tokyo 2020 Olympic Games and Paralympic Games.

Please ensure that you carefully read through and consent to the following important points before submitting your entry. You will need to execute a separate agreement with the Tokyo 2020 Organising Committee ("Tokyo 2020") upon the selection on the winning entry (and the candidate winning entry, and the selected entry, as described below).

### ● Intellectual property rights of submitted entries

1. In the event that an entry is selected as the winning entry, the applicant shall agree to transfer free of charge the copyrights (including the rights provided in Articles 27 and 28 of the Copyright Act of Japan), trademark rights, design rights, proprietary rights, and any other rights, including intellectual property rights, in and to such entry to Tokyo 2020. The applicant consents not to exercise the moral rights of an author concerning such work or any other moral rights against Tokyo 2020 or its designated party, and further consents that Tokyo 2020 or its designated party may apply for or register the trademarks and design. The applicant also consents that, after the conclusion of the Tokyo 2020 Games, all rights to such works shall belong to the IOC or the IPC.
2. In addition to there being candidate winning entries being selected in the process of selecting the winning entry, prizes may be awarded to selected entries other than the winning entry. In such instances, the same treatment as that stated in 1. above will apply.
3. The applicants consent to Tokyo 2020 using all of the submitted entries free of charge for publications, Web, exhibits, etc. for the purposes of promotion, archive, etc.
4. The applicant affirms that the applicant's entry is an original work which has been created by the applicant himself/herself and is not the same or similar to anything already announced (including those posted or published on the Web), and does not infringe on any rights including intellectual property rights such as the copyrights, trademark rights, design rights, etc. of a third party. The applicant also affirms to bear any liability and not cause any trouble to Tokyo 2020, the IOC or the IPC in the event of such violation. Furthermore, in the selection of the winning entry, the candidate winning entry or the selected entry, there may be instances where information concerning the production process and relevant materials, such as sketches, drawings, etc. from the production stage, will be checked.

### ● Use of personal information

Personal information of applicants will only be used for communications regarding the submission and selection and otherwise to the extent necessary for administrative matters for the selection. In addition, personal information may be provided to the IOC and the IPC, and, to the extent necessary, to the Emblems Selection Committee and third parties involved with the administrative matters for the selection. For other treatments of personal information by Tokyo 2020, please confirm the privacy policy of the official site.

### ● Modification of submitted entries

There may be instances where modifications of the design (including the typeface) will be made by the determination of the Emblem Selections Committee, upon consultation with the applicant.

### ● Applicant of the winning entry

Requests for work on development of guidelines for the winning entry and work for the production of various necessary tools for the execution of the Tokyo 2020 Games may be separately made to the applicant of the winning entry. Furthermore, the applicant may also be requested to cooperate with public relations activities, etc. for the Tokyo 2020 Games.

**● Other important points regarding submissions**

1. All costs required for submissions will be borne by the applicant. No responsibility will be borne for losses and damages incurred by the applicant by having made a submission. No responsibility will be borne in the event any problems arise, such as data files not opening due to any impediment or accident, etc. or shipments not arriving.
2. Submitted entries will not be returned. Furthermore, Tokyo 2020 will take the utmost care in its custody of the submitted entries. However, no responsibility will be borne for breakage, loss, etc. due to natural disaster and other unforeseen circumstances, etc.; therefore, please make sure to take measures to back up data, etc. regarding the submitted entry.
3. Any matters concerning submissions, including submissions requirements, shall be governed by and interpreted pursuant to the laws of Japan. Notwithstanding the consent to the submission requirements, if a dispute concerning the submission arises, the Tokyo District Court will be the agreed court with exclusive jurisdiction.
4. A person who is a minor, etc. must obtain the consent of his/her legal representative such as a person with parental authority before making a submission. Upon the selection on the winning entry (and the candidate winning entry, or the selected entry), a consent form of a legal representative such as a person with parental authority will be required again in regards to the transfer of rights such as copyrights and the receipt of any monetary awards, etc.
5. If an applicant is found to have disposed of to a third party, such as by assignment, transfer or provision as security, or is making application or registration procedures, etc., for all or any part of the intellectual property rights or any other rights concerning the submitted entry after the submission, the submission may be made invalid.
6. If a submission is made by a group (10 or less), please register all members involved in the creation of the submitted entry. The group representative will affirm that all of the members have consented to the contents of the submission requirements. If it is found that anyone other than the registered members was involved in the creation of the submitted entry or that any of the members did not consent to the submission requirements, the submission may be made invalid.
7. Matters provided in the submission requirements (schedule, important points, etc.) may be modified or added in the future at the discretion of the Emblem Selections Committee. In such instance, if any person who has made a submission thus far and cannot consent to such modification or addition may withdraw such submission; however, no responsibility will be borne for costs required for submission and other loss or damage, etc.
8. Occasional reports on the selection process is planned to be made on the official site. Please understand that we will be unable to respond to individual inquiries.



# 7

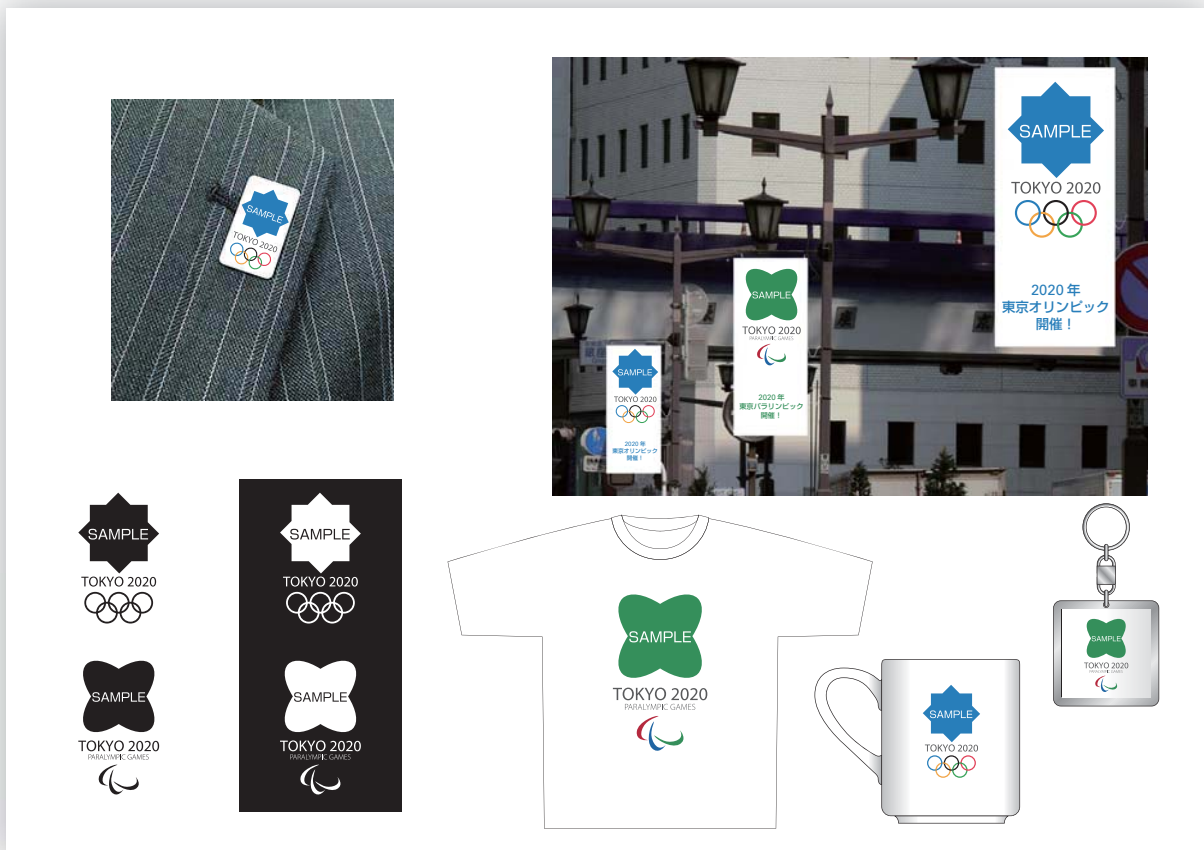
## Images of required submission materials

A4 size paper horizontal display

### 1. Emblem design proposal



### 2. Design development proposal



Please download and use the submission format from the official site.

Applicants will be led to the entry site from  
the Tokyo 2020 Games Official Site.

**tokyo2020.jp**

Submissions deadline

**24 November 2015 (Tuesday) noon ~ 7 December 2015 (Monday) noon**

It is anticipated that many applicants will be submitting their entries on or shortly before the closing date, and you may experience difficulties accessing the website during such time. You are therefore advised to submit your entry as early as possible.

**Further enquiries regarding applications**  
Please call the receptionist below for questions

Tel: **0570-00-3220**

Weekday 9:00~17:00