

Brand Guidelines

Anyone using Olympstar assets must follow these guidelines.

Usage

Only the logos and screenshots (summarized as “content”) provided on Olympstar website may be used.

Making changes to Olympstar content or creating derivative works requires written consent by Olympstar.

If you intend to use Olympstar assets in any broadcast, radio, out-of-home advertising or print larger than the DIN A4 format you need to request permission using the contact form on our website. Requests must be in English and include a mockup of how you’re planning to use the Olympstar content.

Respect the Olympstar brand

Avoid representing the Olympstar brand in a way that:

- makes the Olympstar brand the most prominent or distinctive feature
- implies a partnership, sponsorship or endorsement when there is no written agreement to this end with the Olymp Star GmbH
- puts the Olympstar brand in a negative context as a part of your script or storyline

Use the Olympstar brand correctly

- Keep the letter “O” in Olympstar capitalized and in the same font size as the rest of the word “lympstar”
- Modification, abbreviation or translation of the word Olympstar to a different language or by using characters that are not part of the Latin alphabet (ISO 15924: Latin, 215) is not allowed
- Replacing the word Olympstar with any of our logos is not allowed
- Don’t combine “Olymp” or “Star” or any part of the Olympstar brand with your own brand, a company name, other trademarks, or generic terms

Last updated: Winterthur, 27.01.2020