

**FIVB**<sup>TM</sup>



**VOLLEYBALL**  
**MEN'S WORLD**  
**CHAMPIONSHIP**  
**POLAND 2014**

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## Introduction

The FIVB (Fédération Internationale de Volleyball [www.fivb.org](http://www.fivb.org)) the world governing body of Volleyball and the sole owner of the FIVB Volleyball Men's World Championship Poland 2014. The FIVB granted to Polsat (Poland's largest commercial TV broadcast network with a number of satellite and free-to-air channels [www.polsat.pl](http://www.polsat.pl)) the worldwide TV Broadcasting, Marketing, Commercial, Internet and Mobile rights in relation to the Event. The FIVB is the sole owner of the Marks and in general all FIVB's names, brands, music, mascots, medals, plaques and trophies.

The FIVB has developed a distinct official FIVB Volleyball Men's World Championship Poland 2014 (the Event) branding concept which consists of various elements such as logo, trophy, FIVB mark, volleyball poses as well as the logos for each Host City of the Event. Since the FIVB has redefined itself as a modern and forward-looking organization, it is intended that the World Championship trophies should evolve in a similar manner. The Trophy takes center stage in the overall Event brand identity with its simple but elegant shapes representing the dynamic nature of the sport and the values at its core:

*Purity, Performance, Power, Precision, and Teamwork*

This timeless FIVB trophy, which is easily associated with both the sport and the Event, will be awarded to the winner of the FIVB World Championship as recognition of effort and merit.

In order to promote the Event and the Host Cities in the best possible way, the Host City composite logos have been created to offer the Host Cities their own identity while remaining consistent with the branding programme set up for FIVB Men's World Championship Poland 2014.

The following information provides guidelines and answers to some of the questions representatives of the media may have regarding the use of any marks, logos, and/or symbols in connection with FIVB and/or FIVB Volleyball Men's World Championship ("FIVB Marks"). FIVB reserves the right to revise and update these guidelines at any time.



## FREQUENTLY ASKED QUESTIONS

### A. GENERAL GUIDELINES

#### 1. Who are the Media?

Media are considered to be press (including website journalists), photographers, radio and television broadcasters who have not been granted rights by FIVB under separate agreement.

#### 2. What are the main FIVB Marks for FIVB Volleyball Men's World Championship POLAND 2014?

Below are some of the word marks that have been registered by FIVB:  
**FIVB, FIVB Volleyball World Championship Poland 2014**

#### 3. How can the Media use FIVB Marks?

Media representatives are encouraged to use FIVB Marks to provide information to the general public about the event. The event name / event designation is the official title of the FIVB event property, typically defined by the FIVB. The event name shall be used by all stakeholders consistently in the following manner:

**FIVB Volleyball Men's World Championship Poland 2014** (for international purposes)

**FIVB Mistrzostwa Świata w Piłce Siatkowej Mężczyzn Polska 2014** (for Poland)

The event names are subject to the following guidelines:

1. Any use of FIVB Marks must be solely for editorial purposes, namely for the purpose of identifying articles about or news coverage of FIVB Volleyball Men's World Championship Poland 2014.
2. FIVB Marks must not be adapted or modified in any way and must always be used in full compliance with any instructions and guidelines given by or on behalf of FIVB. FIVB Marks must always display a legible legal notice.
3. FIVB Marks must not appear in such a way as to suggest an association with any trade name, logo or other mark or their goods and/or services.
4. Media representatives should not authorise or attempt to authorise anyone else to use or associate themselves with FIVB Marks and should not publish or broadcast any item in which someone uses or associates itself with FIVB Marks (other than Event Commercial Affiliates to be communicated by FIVB and the Local Organizing Committee (LOC) in due course).
5. FIVB Marks cannot be used in any advertising or promotional manner by representatives or the Media including: on any products; in any competition, game, lottery or other type of contest; on the cover of any publication or special section or



supplement; in any advertising or sponsored programmes other than for bona fide editorial use as described in point 1 above; or in any broadcast sequences immediately before or after any advertising or sponsored programme.

**4. Who are the FIVB Volleyball Men's World Championship Poland 2014 Commercial Affiliates and how can they use the Official Marks?**

FIVB's and Local Organizing Committee's commercial Affiliates are well-known entities who make a significant contribution to assist in the organization of FIVB Volleyball Men's World Championship Poland 2014, support that is critical to the successful organisation of the competition. They include official sponsors and broadcasters, who have been appointed by the FIVB and LOC under separate agreement. They are the only entities allowed to promote themselves in connection with FIVB Volleyball Men's World Championship Poland 2014 and/or FIVB Mistrzostwa Świata w Piłce Siatkowej Mężczyzn Polska 2014 using FIVB Marks. An updated list of FIVB's and LOC Commercial Affiliates will be posted on the FIVB Volleyball Men's World Championship Poland 2014 official website as and when such appointments are confirmed. These media guidelines do not apply to Event Commercial Affiliates. They will be entitled to use FIVB Marks on products and for promotional, advertising and marketing purposes in the media in connection with FIVB Volleyball Men's World Championship Poland 2014 under the terms and conditions set out in the agreement they have concluded with FIVB and LOC separately.

**5. What are the official Marks of the FIVB Volleyball Men's World Championship Poland 2014?**

The FIVB has developed and protected an assortment of logos, Host City Logos and titles which it will use, or allow its Commercial Affiliates to use, in relation to the FIVB Volleyball Men's World Championship Poland 2014.

**6. Can anyone other than the Event Commercial Affiliates use FIVB Marks for promotional purposes?**

Only Event and LOC Commercial Affiliates can use FIVB Marks for promotional purposes, any person or entity using FIVB Marks (or adapted versions of the FIVB Marks or any combination of words or symbols referring to volleyball, the Mark "POLAND 2014" and/or the words "Volleyball Men's World Championships" and/or Mistrzostwa Świata w Piłce Siatkowej Mężczyzn or the names of the host nationals in any language) for promotional purposes, without FIVB prior written authorisation, will be considered to be using "parasite marketing" techniques and/or infringing the intellectual property rights of FIVB. For all editorial and promotional purposes (non-commercial use) with reference to the FIVB Volleyball Men's World Championship Poland 2014 and/or FIVB Mistrzostwa Świata w Piłce Siatkowej Mężczyzn Polska 2014, the mention of 'FIVB' prior to the event name must always be included.



**7. Who can use official designations related to FIVB Volleyball Men's World Championship Poland 2014 and/or FIVB Mistrzostwa Świata w Piłce Siatkowej Mężczyzn Polska 2014?**

Only FIVB's Commercial Affiliates and designated six Host Cities: Katowice, Łódź, Wrocław, Gdańsk, Bydgoszcz and Kraków are entitled to use an official designation related to FIVB for FIVB Volleyball Men's World Championship Poland 2014; e.g. Official Partner and Hosty Cities / Miasto gospodarz mistrzostw świata w piłce siatkowej mężczyzn.

**8. Who can use the composite logos of the Host Cities of the FIVB Volleyball Men's World Championship Poland 2014?**

The FIVB has developed a composite logo for each Host City of the FIVB Volleyball Men's World Championship Poland 2014. Only FIVB's Commercial Affiliates and designated six Host Cities: Katowice, Łódź, Wrocław, Gdańsk, Bydgoszcz and Kraków are entitled to use an official designation related to the Event, e.g. Official Partner and Hosty Cities / Miasto gospodarz mistrzostw świata w piłce siatkowej mężczyzn. **(Refer to Section C of the document to see a list of the Host City composite logos)**

**9. Can anyone other than Event Commercial Affiliates run promotions using FIVB Volleyball Men's World Championship Poland 2014 official merchandise?**

No. Only Event Commercial Affiliates can run promotions using 'Official Premium Products'.

**10. How can unauthorised organisations be prevented from using FIVB Marks, running ticket promotions and conducting other marketing activities related to FIVB Volleyball Men's World Championship Poland 2014?**

FIVB has established a closely controlled marketing programme for the benefit and protection of FIVB and Event Commercial Affiliates and has a wide range of legal remedies available under local and international laws to protect their rights. This applies to 'parasite marketing' where unauthorized companies use the event for promotional purposes (e.g. by using tickets) and also for 'pirate trading' where goods are manufactured using FIVB Marks without a license to do so from FIVB. FIVB has set up a well-developed worldwide rights protection programme to maintain a vigilant scrutiny of the marketplace and to take prompt action whenever anyone tries to benefit unfairly from an unauthorized association with FIVB Men's World Championship Poland 2014.



## B. INTERNET GUIDELINES

### 11. Can FIVB Marks be used on a website or via mobile wireless technology?

Yes, but only as part of an editorial article in line with question 3 above and the following specific guidelines.

### 12. Identification of Editorial Article

FIVB Marks may be used only to directly identify a specific, non-recurring, editorial article, or as part of the editorial article. They must not be used on a stand-alone basis.

### 13. No Third Party Association

Third parties (not being one of Event Commercial Partners) are prohibited from associating or promoting their business, goods and/or services in association with FIVB Marks. For example, FIVB Marks must not be used in a proximity to such third parties' corporate names and/or logos which could create the possibility of an association between FIVB Marks and the corporate names/logos.

### 14. URL Identification

Media must not use FIVB Marks in their "domain name" website URL identification. In other words, FIVB Marks may not be incorporated within a top level domain name (e.g. [www.fivbworldchampionship2014.com](http://www.fivbworldchampionship2014.com) or [www.fivbvolleyballpoland2014.com](http://www.fivbvolleyballpoland2014.com) are not permitted. FIVB Marks may be incorporated in a uniform resource locator beyond the top level domain name: e.g. [www.\[mediaoutlet\].com/fivbmensworldchampionship2014news](http://www.[mediaoutlet].com/fivbmensworldchampionship2014news) is permitted.

### 15. Website Structure and Design

FIVB 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 FIVB).

### 16. Meta Tags

Under no circumstances can FIVB Marks and any other designations referring to FIVB and/or FIVB Volleyball Men's World Championship Poland 2014 be used in the meta tags or other identifier or a website, which may the website to appear when using any search engine.

### 17. Size of FIVB Marks

FIVB marks must not be animated, enlarged or used disproportionately in size to other marks, logos or indicia appearing on a web page.



#### **18. Links to other Websites**

FIVB Marks must not be used as a link to any other website, any other part of a website, or any other feature or a website (e.g. multimedia and games). The fivb.org logo may be used, however, as a hyperlink to [www.fivb.org](http://www.fivb.org) or such other uniform resource locator owned or controlled by FIVB in connection with FIVB Volleyball Men's World Championship Poland 2014 as a communicated by FIVB in due course.

#### **19. "Official" use of FIVB Marks**

FIVB Marks must not be used in relation to news coverage of matches of FIVB Volleyball Men's World Championship Poland 2014 in such a way as to give the impression that the editorial coverage is in any way "official" or endorsed by FIVB.

#### **20. Advertising Banners**

The use of FIVB Marks in website advertising banners/advertising space is only permitted with respect to the advertisements of Event Commercial Partners. The placement of any authorized advertising containing FIVB Marks must not lead to confusion that the website itself or the website operator has an official association with the Event.

For more details or questions, please contact FIVB TV & Marketing Department:

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C. EVENT LOGO VERSIONS

