

Texaco: Managing Olympic graphic standards via a new Web site

Texaco is using the Web to make the most of its U.S. Olympic Team and 2002 Salt Lake City Olympic Games' sponsorships

The Texaco brand community

With operations in some 150 countries around the world, Texaco supports a broad base of people who share responsibility for protecting and strengthening the Texaco brand across business units and various media. Management of graphic standards thus takes on formidable implications within an enterprise as large and diverse as Texaco. In fact, a major challenge has been keeping the size and complexity of the guidelines from becoming intimidating or confusing to those who use them.

Leveraging Olympic sponsorships

As a sponsor of both the U.S. Olympic Team (USOC) and the 2002 Salt Lake City Olympic Games, Texaco is dedicated to leveraging those relationships across every marketing channel and on as many applications as possible. But along with the benefits of the two Olympic sponsorships come responsibilities and complex rules.

For instance, how does Texaco encourage its employees to use Olympic and team logos, while still maintaining graphic guidelines from its own organization, the Olympic Games and the U.S. Olympic Teams?

Enter BrandLogic Group

The answer: BrandLogic Group helped Texaco meet this goal by integrating these sponsorships directly into Texaco's "Brand Community" Web site. This Web site, which was recently designed and implemented by BrandLogic Group, uniquely personalizes the presentation of brand and sponsorship guidelines to the specific needs of each individual user.

Personalized brand . . . and sponsorship . . . guidelines

The "Texaco Brand Community" Web site is organized according to interest areas that include guidelines for advertising, collateral, signage, consumer packaging, retail stations, merchandising, stationery and much more. Once a first-time user completes the simple registration process, the information provided is then used to customize and personalize the content presented.

Visitors can either choose the Olympic sponsorship material as one of their interest areas, or access it from a "Sponsorship" section on the screen. Information is also available on other Texaco sponsorships, such as motor sports. This ability enables specific Olympic guidelines to be positioned conveniently with

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Official Sponsor 2002 U.S. Olympic Team

each application. For example, if a visitor is reviewing the guidelines for designing newsletters, suggestions for how to include the Olympic sponsorships on a newsletter are placed on the Web page.

The Olympic sponsorship information is currently available to visitors who register from the United States only. However, if Texaco expands its sponsorships in the future, new information can be added easily and made available selectively on a country-by-country basis.

Reducing the need for online help desks

One of the more powerful capabilities of the Texaco site is that it automatically places pertinent "Frequently Asked Questions" with the application information that the user is currently referencing. Commonly asked questions that relate to the various ways the Texaco Olympic sponsorships can be applied, for example, appear on the screen alongside the guidelines for these applications. This feature has greatly reduced Texaco's need for online help desks.

Information: Only two clicks away

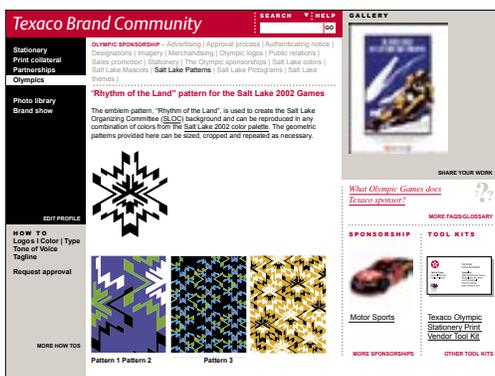
The site continually dips into the database for information, providing only the data that is relevant to each individual's interests and the applications he or she is referencing at the moment. If users need to access more material, everything they need is only two clicks away.

Downloadable "Tool Kits"

In addition, the site automatically loads each page with links to downloadable "Tool Kits" that contain related files, templates, fonts and logos. Users can access kits of the Texaco Olympic letterhead and business cards; line art of Salt Lake City mascots; Texaco/Olympic composite logos for various years; Salt Lake City patterns and color templates; and this year's pictograms from the screen that depicts proper use of these graphics.

Database-driven examples

Users can also visit a Gallery section to see examples of work submitted by their colleagues. This feature is database-driven as well, so the examples presented automatically relate to the subject each user is investigating. For example, if someone is examining



the guidelines for one of Texaco's Olympic sponsorships, the site automatically searches its database for examples that relate directly to sponsorships.

Pertinent information in an easy-to-find format

Likewise, information on the sponsorships is supplied in a manner that is easy to reference, understand and manage. The material supplied on the site includes:

- Information specific to areas such as advertising, merchandising, sales promotion, public relations, and more.
- Background information about when and where the Games are held, which Texaco products are exclusive to the sponsorship, which teams are sponsored, in which territories the sponsorship can be used, what other corporations sponsor the Olympics, how to order official Texaco Olympic merchandise, and direct contact information regarding the sponsorships.
- Salt Lake City themes, color palettes, mascots, patterns and pictograms.
- Proper use of the word "Olympic" and correct use of legally approved phrases such as "Proud sponsor of the U.S. Olympic Team" and "Sponsor of the 2002 Salt Lake Olympic Games"—and when to reference which of the two different sponsorships.
- How to use the image of an athlete or Olympic official.
- Trademarks that must be referenced.
- Proper use of the Olympic logos, such as specifying colors, maintaining enough space around the logos, examples of "Dos and Don'ts" for using the logos, and how to include the Olympic logos on letterheads and business cards.



Official Sponsor XIX Olympic Winter Games

The weight of Olympic sponsorship agreements

The Olympic sponsorship agreements carry an obligation to use the marks and terminology of the Olympics within certain defined boundaries. Each use of the marks or terminology by Texaco or its employees must be submitted to the USOC for approval before a project is produced. Later, a finished copy of the project must be supplied to the USOC, along with one for Texaco's own records.

Creating an easy, efficient submission process

These responsibilities have the potential to intimidate would-be users from effectively leveraging the sponsorships in their projects and can be difficult for Texaco's own sponsorship department to administer. However, using Internet-based technologies, BrandLogic has created a process for easy and efficient submissions to the USOC.

Two forms that mirror those requested by the USOC are supplied on the Texaco site—one form for premium items and the other for non-premium items. This helps ensure compliance with Texaco's legal responsibilities to the USOC by making the process easy to understand, participate in and administer.

Previously, these forms were filled out by a Texaco employee who was responsible for viewing the material and then filling in the information that was requested by the Olympic Committee. Now, users can supply

much of the requested information to the administrator by using the online forms, and the administrator simply can pass it on to the USOC after a brief review. These forms now enable users to easily supply files of their proposed project usage – as Adobe® Acrobat® PDFs, for example.

The “Texaco Brand Community” is just one example of how BrandLogic Group is helping Texaco manage its graphic standards, while reaping the benefits of its Olympic sponsorship. Thanks to the new Web site, users can make the most of their visits, as well.

- 1 When first-time visitors sign on, they fill out a brief registration form. The information provided is then used to customize the presentation to the needs of this particular user. Thus, users are never overwhelmed by a mountain of guidelines, potentially unrelated to their needs. Instead, pages automatically download from a database and present only the information that is relevant to the registered individual.
- 2 As visitors use the site, information specifically targeted to the application at hand is continually being culled from the database – personalizing the content directly to each individual's areas of interest.
- 3 In addition, the site automatically loads each page with links to downloadable “Tool Kits” that contain related files, templates, fonts and logos. Users can access kits of the Texaco Olympic letterhead and business cards; line art of Salt Lake City mascots; Texaco/Olympic composite logos for select years – and much more.
- 4 Users can visit a Gallery section to see examples of work submitted by others. Since this feature is database-driven, the examples presented automatically relate to the subject matter each user is investigating. For example, if someone is reviewing the guidelines for one of Texaco's Olympic sponsorships, the site automatically provides examples that relate to the sponsorships.
- 5 One of the more powerful capabilities of the Texaco site is that it automatically places pertinent “Frequently Asked Questions” with the application information that the user is currently referencing. Commonly asked questions that relate to the various ways the Texaco Olympic sponsorships can be applied, for example, appear on the screen alongside the guidelines for these applications. This feature has greatly reduced Texaco's need for online help desks.

