



INTERNATIONAL
OLYMPIC
COMMITTEE

GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

GAMES OF THE XXX OLYMPIAD, LONDON 2012



INTRODUCTION

One of the key factors that differentiate the Olympic Games from other sporting events is the visual presentation of the Games, which includes the “look” of the venues, the field of play and the athletes. Placing the national and Olympic identity of athletes at the forefront helps to further distinguish the Olympic Games, whilst respecting the significant contribution that sporting goods manufacturers provide.

The International Olympic Committee (IOC) is therefore pleased to present the Guidelines regarding *Authorised Identifications* for the Games of the XXX Olympiad in London 2012. This guide contains the general rules concerning *Authorised Identifications* and the specific details for the different categories (clothing, equipment, accessories and footwear) for the London 2012 Olympic Summer Games.

The purpose of this manual is to clarify the use of *Authorised Identifications* using visual diagrams to illustrate Rule 51 of the Olympic Charter and its bye-laws as well as the “Guidelines regarding Authorised Identifications”, approved by the IOC Executive Board in October 2010. These rules apply to all of the athletes, officials and other persons accredited by the NOC within the Olympic Games venues and sites.

The Guidelines regarding *Authorised Identifications* have been distributed to all NOCs, International Federations (IFs) and sporting goods manufacturers via the IOC and the World Federation of Sporting Goods Industry (WFSGI). We encourage all parties to make use of this reference manual during the design and production of *clothing, equipment, accessories and footwear items* for the Games of the XXX Olympiad, London 2012.

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SUMMARY

Gives direct access to the desired page with a single click on the title or page number, without you having to scroll through all the pages of the document.

NAVIGATION

Five buttons give direct access to specific pages and functions, at all times and always at the top of the page:

-  Home displays the main summary page
-  Part A displays the main page of part A
-  Part B displays the main page of Part B
-  Print automatic print management

CHAPTER TITLE

Indicates where you are in the document's tree directory. This information is always found above the aforementioned icons.

TABLE OF CONTENTS

PART A IN GENERAL 5

1. INTRODUCTION	6
2. DEFINITIONS	7
3. GENERAL PRINCIPLES	8
4. DESIGNS	10
5. USE OF LOCOG EMBLEM AND LOCOG WORDMARK	10
6. RESPONSIBILITY FOR COMPLIANCE	11
7. CONSEQUENCES OF INFRINGEMENT TO THE GUIDELINES	11
8. SUBMISSION PROCESS	11

PART B SPECIFIC IMPLEMENTATION 12

1. MEASURING AUTHORIZED IDENTIFICATIONS	13
2. SPORT-BY-SPORT LIST	15
3. GRAPHICAL ILLUSTRATIONS (AS REFERRED IN SPORT-BY-SPORT LIST)	43

PART A

IN GENERAL

1. INTRODUCTION	6
2. DEFINITIONS	7
3. GENERAL PRINCIPLES	8
4. DESIGNS	10
5. USE OF LOCOG EMBLEM AND LOCOG WORDMARK	10
6. RESPONSIBILITY FOR COMPLIANCE	11
7. CONSEQUENCES OF INFRINGEMENT TO THE GUIDELINES	11
8. SUBMISSION PROCESS	11

1. INTRODUCTION

The prohibition of any advertising and publicity in and above Olympic sites (as expressed in the Olympic Charter) is one of the aspects that differentiate the Olympic Games from other international events.

This is reflected in particular in Bye-Law to Rule 51¹ of the Olympic Charter as follows:

No form of publicity or propaganda, commercial or otherwise, may appear on persons, on sportswear, accessories or, more generally, on any article of clothing or equipment whatsoever worn or used by the athletes or other participants in the Olympic Games, except the identification [...] of the manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes.

These guidelines provide guidance on how this principle is to be implemented, in particular (i) as to when an identification is “marked conspicuously for advertising purposes” (and hence prohibited), (ii) which types of identifications are allowed, (iii) where such identifications may be placed and (iv) how many times such identifications may appear.

These Guidelines are not intended to restrict or otherwise impair new, innovative technological design features of *Items* (as defined below) as long as these are in conformity with the rules and regulations applicable for the sports concerned, the Olympic Charter and these Guidelines.

Notwithstanding the above, these Guidelines are to be used subject to the understanding that:

- (i) in case any term of these Guidelines is in contradiction with the Olympic Charter, the latter shall prevail;
- (ii) the IOC Executive Board shall be the sole authority to finally determine whether the use of a name, designation, trademark, logo or any other distinctive sign complies with the Olympic Charter and these Guidelines; and
- (iii) the IOC reserves the right to further interpret and/or supplement these Guidelines in order to help ensure that the spirit and purposes of Rule 51 are respected.

¹ As of the date of issuance of these guidelines.

2. DEFINITIONS

For the purpose of these Guidelines:

“**Authorised Identification**” means any of the following identification:

NAME	DEFINITION
<i>Identification of the Manufacturer</i>	Means the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an Item, including, in particular, but without limitation, <i>Exclusive Identifiers</i> (as defined below).
<i>NOC Emblem</i>	Means either (i) the institutional or (ii) the commercial emblem of a participating NOC, as approved by the IOC.
<i>IF Identification</i>	Means the official emblem of the IF and/or the official name of the IF.
<i>London 2012 Emblem</i>	Means the official emblem of the Games of the XXX Olympiad, London 2012, as approved by the IOC.
<i>London 2012 Wordmark</i>	Means the words “London 2012”.
<i>Candidate City Emblem</i>	The emblem of a Candidate City for the Olympic Games, as approved by the IOC.

“**Item**” means any piece of clothing, equipment, accessory or any other item used or worn by any person participating in the Olympic Games, appearing on the field of play or within other Olympic Games venues and sites, of which in particular, but without limitation:

NAME	DEFINITION
<i>Accessory</i>	Means any article that is of an accessory nature (e.g. bag, eyewear, headgear, gloves, socks, etc.), worn or used by a Participant.
<i>Clothing</i>	Means any piece of clothing (including, without limitation, competition clothing) worn by a Participant, excluding Accessories and Footwear.
<i>Footwear</i>	Means footwear worn by a Participant.
<i>Sports Equipment</i>	Means any sport-specific and necessary equipment provided to or used principally by an athlete but also any other Participant in the conduct of competition (such as boats, rackets and bicycles).
<i>Technical Gear</i>	Means such installations, equipment and other apparatus not worn or used by Participants (such as timing equipment and scoreboards).

“**Exclusive Identifier(s)**” means any design or sign (or part or variation thereof) used on *Clothing*, *Sports Equipment* or *Accessories* in the preceding edition of, respectively, the Games of the Olympiad and the Olympic Winter Games.

“**Olympic Games**” means the Games of the XXX Olympiad, London 2012.

“**Participant**” means any person participating in the Olympic Games, in particular, but without limitation, athletes, officials, technicians (e.g. equipment technicians) and other accredited personnel.

“**Sport Brand**” means an *Identification of the Manufacturer* principally used in the business of manufacturing, providing, distributing and selling sporting goods and which is (i) not principally used for non sport products, (ii) not confusingly similar or identical to an identification used in another line of business, unrelated to sporting goods.

“**Clothing Brand**” means an *Identification of the Manufacturer* principally used in the business of manufacturing, providing, distributing and selling clothes and which is (i) not principally used for non clothes products, (ii) not confusingly similar or identical to an identification used in another line of business, unrelated to clothes.

For the avoidance of doubt, when referring to a “person participating in the Olympic Games”, these Guidelines refer to any athlete, official and any other accredited person within Olympic Games venues, sites and press areas.

3. GENERAL PRINCIPLES

An *Authorised Identification* may only be used in compliance with the terms of the Olympic Charter, the present Guidelines or as further approved in writing by the IOC.

The IOC reserves the right to prohibit the use of any *Authorised Identification* on any given *Item* in order to ensure the spirit of the principles of the Olympic Charter and these Guidelines are respected.

Unless specifically mentioned otherwise hereinafter (in particular in Part B, “Specific Implementation” section) or unless otherwise indicated in writing by the IOC, **the following general principles shall apply:**

- No use of any *Identification of the Manufacturer* may be made in a conspicuous way and no *Item* may be used for advertising purposes. An *Item* is in particular considered to be used for advertising purposes when the identification on such *Item* is not in relation to sport or is only featured or used for the purpose of conspicuous exposure during the *Olympic Games*.
- No identification other than an *Authorised Identification* may appear on any *Item*.
- Only one *Identification of the Manufacturer* per *Item* shall be permitted¹.
- Where the *Identification of the Manufacturer* is not a *Sports Brand*, such identification shall not be permitted, except for *Clothing*, for which the *Identification of the Manufacturer* may be that of a *Clothing Brand*.

¹ Where one-piece body suits are used in competition, one *Identification of the Manufacturer* shall be permitted above the waist and one below the waist, provided all other principles are respected.

- No third party name, including the names of athletes (unless a technical requirement) designation, trademark, logo, corporate design or colour scheme (including those of sponsors, National Federations and International Federations¹) or any other distinctive sign may appear on any *Item*².
- No *Authorised Identification* may appear on the neck or the collar, on the body (e.g. tattoo) of any person participating in the Games or on any of the following *Items*: contact lenses, earplugs, mouth guards, nose clips, water bottles, umbrellas.
- No *Identification of the Manufacturer* may appear in combination with any other *Authorised Identification*.
- The size of an *Identification of the Manufacturer* shall in general not exceed
 - 6 cm² for gloves, headgear (both as referred to in Bye-Law to Rule 51 of the Olympic Charter), *Accessories*,
 - 20 cm² for *Clothing*,
 - 10% of the surface area (up to a maximum of 60 cm²) for *Sports Equipment*.
- All footwear items may carry the identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.
- *Authorised Identifications* may not appear close or adjacent to each other, in order to avoid a composite logo effect or a repetitive effect. This applies also in case of several layers of *Items* worn by the same person or for one-piece body suits.
- *Authorised Identifications* should as much as possible be placed on the chest or on the sleeve.
- No *Sports Equipment* may be brought to the medal or flower presentation ceremony. This applies also to interviews, with the exception of the mixed zone when used as an exit from the competition area, or if the *Sports Equipment* is worn by the athlete (e.g. shoes).
- No *Item* and *Footwear* may feature any identification that relates to a product, service or in any other way does not comply with the principles of the Olympic Charter.

Specific sizes and display frequency are applicable as per the “Specific Implementation” section hereinafter.

In all instances where the *Item* contains elastic material (such as LYCRA®), the *Authorised Identification* size shall be measured stretched (e.g. as worn by the athlete or once the ball is fully pressurised at official air pressure).

The use of certain *Authorised Identifications* (such as *IF Identifications*, the *LOCOG Emblem* or the *LOCOG Wordmark*) is limited and restricted to certain *Items* only and may not be used otherwise as specifically indicated herein.

All *Items* must be those who are normally worn or used by a participant in the Olympic Games.

¹ With the exception of certain IF representatives, as authorised by the Olympic Charter and as further described in the stakeholder specific list for IF clothing.

² For the avoidance of doubt, this includes but is not limited to technical sport homologation designations (such as “official equipment of...”, “official [IF] size”, etc.), product component (e.g., water resistant fabric, insulation fabric, etc.) identifications and manufacturer product technology identifications, it being understood that product component and manufacturer product technology identifications may only appear (under the same restrictions as any *Authorised Identification*) as stand-alone identifications, i.e. such identifications cannot appear if an *Item* already features an *Authorised Identification*. If any identification is necessary for safety reasons (e.g. “CE” or a similar non-commercial certification logo), such identification must be placed inside the *Item*, out of camera and public sight, while in a location that allows technical verification by officials.

4. DESIGNS

Designs of *Items* must comply with the specifications of these Guidelines. In particular, a design may be used for one Games of the Olympiad and one Olympic Winter Games but must be changed before the following Games of the Olympiad or Olympic Winter Games, as the case may be.

Authorised Identifications or any portion or variations thereof (such as graphic and/or text that serve as concept extensions) cannot be used in designs (e.g., repetitions, extensions, distortions, watermarks, patterns, etc.) of *Items*.

For the avoidance of doubt, drawings, colour schemes, combinations, patterns, prints, letters, numerals, geometric elements, slogans, taglines, words or designs that derive or refer or otherwise create the impression that they are identical or similar to an *Identification of the Manufacturer* (including, in particular, *Exclusive Identifiers*), may not be used in designs of *Items* for the Olympic Games.

Subject to the above, NOCs are encouraged to use their national colours, name, flag and emblems, as well as NOC Emblems, in order to visually enhance the national identity of their *Items*.

The NOC of the country hosting the Olympic Games (in the present case, the British Olympic Association) may not use the “Look of the Games” in any way which creates a confusion between the LOCOG Workforce and the athletes and delegation officials of the British Olympic Team.

5. USE OF LOCOG EMBLEM AND LOCOG WORDMARK

In general, the LOCOG Emblem and the LOCOG Wordmark must:

- be sourced directly from LOCOG and used in accordance with the LOCOG guidelines in this respect;
- not be used for any commercial purposes including, but not limited to, licensed or replica merchandise;
- only be used once per *item of Clothing*, with a maximum size of 20 cm²;
- only be reproduced in its entirety, using the official LOCOG font and colours;
- not be used on any *Item*, except as permitted by the present Guidelines.

In particular:

- The LOCOG Wordmark may be used on *Clothing items*, and when used in conjunction with an NOC Emblem, should be positioned under the NOC Emblem with a distinctive gap or separation between the LOCOG Wordmark and the NOC Emblem or separated by a small dividing line.
- The LOCOG Emblem must not be used on competition clothing and must absolutely appear alone. It is forbidden to associate this emblem with any other *Authorised Identification* (such as an *Identification of the Manufacturer* or an NOC Emblem). Feature of the LOCOG Emblem is subject to LOCOG’s restrictions and approval.



6. RESPONSIBILITY FOR COMPLIANCE

NOCs shall be primarily responsible for ensuring that all *Items* worn or used by the members of their delegation comply with the terms of the Olympic Charter and these Guidelines.

Under the supervision of the IOC and with the support of OCOG personnel, the IFs, in accordance with Paragraph 1.6 to Rule 27 of the Olympic Charter, shall implement a system of enforcing the compliance of Items (such as Sports Equipment) in relation to their respective sport.

7. CONSEQUENCES OF INFRINGEMENT TO THE GUIDELINES

Without prejudice to any other sanctions that the IOC may consider to impose, any *Authorised Identification* or Item used in violation of the terms of the Olympic Charter or these Guidelines shall be removed or covered (as applicable) in accordance with the instructions given by representatives of the IOC, LOCOG or the relevant IF.

Any breach of the terms of the Olympic Charter, these Guidelines or instructions given by authorised representatives in relation to compliance with these Guidelines, may lead to disqualification of the athlete and/or withdrawal of the accreditation of the Participant concerned, as well as other possible sanctions, in accordance with the decision of the IOC, or in accordance with the technical rules of the respective sport.

8. SUBMISSION PROCESS

The IOC has set up a submission procedure for *Items* to be reviewed and shall offer assistance to NOCs through the updated on-line submission tool. Once the new tool is active, the process will be communicated to all stakeholders. The review process for submissions will no longer be on a continual basis, rather, the IOC will accept submissions up to a pre-determined date and in turn, will review all submissions by a pre-determined date.

PART B

SPECIFIC IMPLEMENTATION

This section contains specific and concrete rules on how the above-mentioned general principles are applied to specific cases.

In particular, the following sub-paragraphs will provide extensive information on a given aspect of implementation of these principles:

1. MEASURING AUTHORIZED IDENTIFICATIONS _____ 13
2. SPORT-BY-SPORT LIST _____ 15
3. GRAPHICAL ILLUSTRATIONS (AS REFERRED IN SPORT-BY-SPORT LIST) _____ 43

Furthermore, stakeholder specific lists will be provided (as separate appendices) to each relevant stakeholder by the IOC in due time.

1. MEASURING AUTHORISED IDENTIFICATIONS

Identifications of the Manufacturer will be measured as follows:

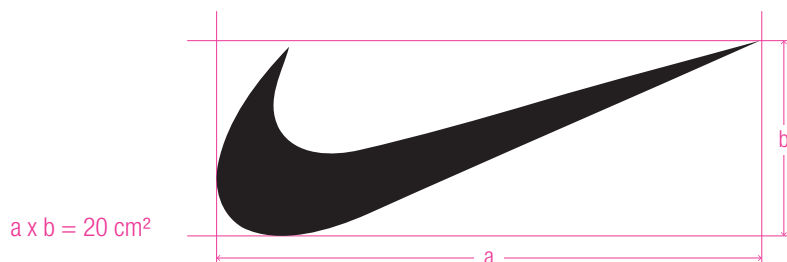
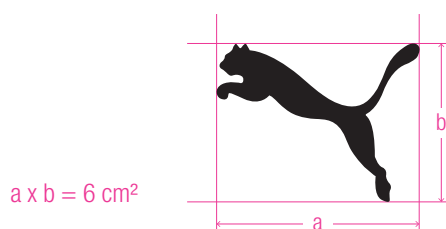
REGULAR SHAPES

Where the *Identification of the Manufacturer* appears as a rectangle or square, the mathematical rules used to calculate the surface area of the shape will be applied.



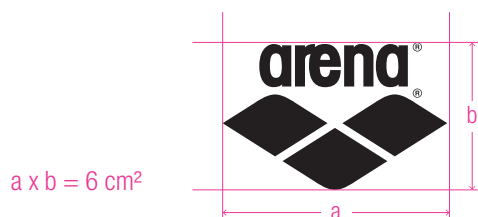
IRREGULAR SHAPES

Where the *Identification of the Manufacturer* is an irregular shape, a rectangle or square will be traced around the identification, and the mathematical rules used to calculate the surface area of the rectangle or square shall be applied.



COMBINED SHAPES

Where the *Identification of the Manufacturer* combines the manufacturer name with the manufacturer logo, a rectangle or square will be traced around the combined identification and the surface area of the rectangle or square shall be calculated in its entirety.



2. SPORT-BY-SPORT LIST

AIBA – BOXING _____	16	IAAF – ATHLETICS _____	29
BWF – BADMINTON _____	17	ICF – CANOE-KAYAK _____	30
FEI – EQUESTRIANS _____	18	IHF – HANDBALL _____	31
FIBA – BASKETBALL _____	19	IJF – JUDO _____	32
FIE – FENCING _____	20	ISAF – SAILING _____	33
FIFA – FOOTBALL _____	21	ISSF – SHOOTING _____	34
FIG – GYMNASTICS _____	22	ITF – TENNIS _____	35
FIH – HOCKEY _____	23	ITTF – TABLE TENNIS _____	36
FILA – WRESTLING _____	24	ITU – TRIATHLON _____	37
FINA – AQUATICS _____	25	IWF – WEIGHTLIFTING _____	38
FISA – ROWING _____	26	UCI – CYCLING _____	39
FITA – ARCHERY _____	27	UIPM – MODERN PENTATHLON _____	41
FIVB – VOLLEYBALL _____	28	WTF – TAEKWONDO _____	42

AIBA – BOXING

ITEM APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES

CLOTHING

Vest	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
Shorts	
Robe	
Tracksuit	
Skirt	

ACCESSORIES

Headgear	One identification of the manufacturer will be permitted, to a maximum size of 6 cm ² and placed upon the back of the head guard.
Gloves	One identification of the manufacturer per glove will be permitted, to a maximum size of 6 cm ² . The identification must be placed on the wrist.
Bandages Socks Towel	One identification of the manufacturer per accessory will be permitted, to a maximum size of 6 cm ² .
Bag Other protective equipment	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .

SHOES/FOOTWEAR

Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.
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BWF – BADMINTON

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
T-shirt Shorts Tracksuit	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
ACCESSORIES	
Armband Socks Towel	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Racket cover Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Racket frame	Exception: May be accepted as commercially available two years before the Olympic Games and permitted in the BWF major events; the manufacturer identification shall not be greater than 10% of the surface area of the item and to be a maximum size of 60 cm ² .
Racket string	Exception: May be accepted as commercially available two years before the Olympic Games and permitted in the BWF major events.
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

FEI – EQUESTRIAN

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Riding jacket Riding breeches Shirt	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
ACCESSORIES	
Gloves Fly bonnets	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear Riding helmet	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed in the front, in the middle and on top of the visor.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Saddle Saddle cloth Horse protective equipment Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² . The identification of the manufacturer on the saddle cloth cannot be on the same side as or adjacent to the identification of the manufacturer on the saddle.
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

FIBA – BASKETBALL

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
T-shirt/Undershirt Shorts Singlet Tracksuit	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Towel Armband Socks	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

FIE – FENCING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Fencing jacket Fencing pants Tracksuit	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
ACCESSORIES	
Towel Gloves Socks	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear Mask	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Fencing weapon Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

FIFA – FOOTBALL

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Shirt	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
Shorts/Pants	
Undergarments	
Tracksuit/Jacket	
ACCESSORIES	
Gloves	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² . Exception: On goalkeeper gloves, one identification of the manufacturer will be permitted, to a maximum size of 12 cm ² .
Socks	
Armband	
Towel	
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

FIG – GYMNASTICS

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Shorts/Pants	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² . Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted on the front of the item only, in accordance with the maximum size noted above.
Shirt/Singlet	
Tracksuit/Jacket	
Leotard	
Leotard with skirt	
Unitard	
ACCESSORIES	
Socks	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² . With regards to the wrist band, wrist protection and grips, the identification of the manufacturer on one of these items cannot be adjacent to the identification of the manufacturer on another.
Wrist band	
Wrist protection	
Grips	
Towel	
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Slippers	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.
Shoes	

FIH – HOCKEY

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
T-shirt	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
Shorts/Skirt	The identification of the manufacturer on the undershorts/underskirt cannot be on the same side as or adjacent to the identification of the manufacturer on the shorts/skirt.
Tracksuit/Jacket	
Chest protection	
Undershorts/Underskirt	
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Outfield player glove	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Socks	
Armband	
Outfield player headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Goalkeeper pads	
Goalkeeper kickers	
Goalkeeper gloves	
Goalkeeper headgear (including neck protector)	
Shin guards	
Hockey stick	Exception: The exception to the rule may be accepted as commercially available two years before the Olympic Games and permitted in FIH World Championships and World Cup Tournaments.
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

FILA – WRESTLING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Singlet Tracksuit/Jacket	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Socks	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

FINA – AQUATICS

ITEM APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES

CLOTHING

Swimsuit	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² when worn.
T-shirt	
Tracksuit	
Jacket	
Sweatshirt	
Shorts	
Bathrobe	
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.

ACCESSORIES

Towel	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Socks	
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears. Exception: For swim caps, the flag or the country code will be permitted to a maximum size of 32 cm ² . An athlete's name will also be permitted, printed on the same side as the flag or the country code, and to a maximum size of 20 cm ² .
Swim cap	
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.

EQUIPMENT

Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
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SHOES/FOOTWEAR

Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.
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FISA – ROWING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
T-shirt/Singlet Shorts/Pants Tracksuit/Warm-up suit	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Gloves/Towel Armband/Socks	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Oars Sculls	Exception: The identification of the manufacturer may appear once on the inboard section of the loom or shaft only, and may be no more than 60 cm ² .
Seats	The identification of the manufacturer may appear only once and may be no more than 6 cm ² .
Riggers or fins	On each rigger or on each side of the fin, the identification of the manufacturer may appear only once and may be no more than 16 cm ² . The identification may only appear on the edge of the rigger facing the bow of the boat.
Swivels (oarlocks)	On each swivel the identification of the manufacturer may appear only once and may be no more than 40 mm in height and 5 mm in width. The identification may only appear on the side of the swivel facing the bow of the boat.
Boats	Two identifications of the manufacturer are permitted, one on each side of the shell of the boat in the section of the boat, occupied by the rower(s). Each identification may be no more than 100 cm ² . In addition, in the first 50 cm from the bow of the boat, the logo of the manufacturer may appear once on each side of the boat and may be no more than 80 cm ² . The logo shall not include text. Note that the first 100 cm of the washboard is reserved for Look of the Games identification and the country code.
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

FITA – ARCHERY

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Shirt Trousers/Pants/Shorts Tracksuit/Jacket	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
ACCESSORIES	
Armband Arm guard Socks Towel	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Quiver Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Arrow	Arrows may carry the Identifications as generally used on products commercially available during the period of 12 months prior to the Games, with a maximum of two Identifications per item, and not be greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Bow Grip Stabiliser	Exception: Identification of the manufacturer identification may appear on both sides of the bow (riser and limbs), of the grip and of the stabiliser , as commercially available the year of the Olympic Games.
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

FIVB – VOLLEYBALL

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Shirt/Singlet	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
Shorts	
Brief (Beach, women)	
Tank top (Beach)	
Tracksuit/Jacket	
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted, to a maximum size of 20 cm ² .
ACCESSORIES	
Armband	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² . Please note that an athlete may not wear both an armband and a wristband on the same arm.
Wristband	
Knee pads	
Towel	
Socks	
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

IAAF – ATHLETICS

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
T-shirt/Singlet	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² . Exception: For shorts and pants, one identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² , and a maximum height of 4 cm.
Jacket	
Tracksuit/Warm-up suit	
Shorts/Pants	
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Gloves	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² . Exception: One identification of the manufacturer per sock may be permitted, to a maximum size of 5 cm ² with a maximum height of 2.5 cm.
Towel	
Armband	
Socks	
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Javelin	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Pole vault	
Bag	Exception: Two identifications of the manufacturer are permitted, one on each side of the bag, to a maximum size of 25 cm ² each
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

ICF – CANOE-KAYAK

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
T-shirt/Singlet Shorts/Pants Life jacket Tracksuit/ Warm-up jacket Spray skirt	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
One-piece body suit Spray skirt – One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Gloves Armband Towel	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear Helmet	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag Paddle	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Boats	Exception: Two identifications of the manufacturer are permitted, one on each side of the shell of the boat, up to 60 cm ² for each identification.
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

IHF – HANDBALL

ITEM APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES

CLOTHING

Shirt	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
Shorts/Pants	
Tracksuits/Jacket	

ACCESSORIES

Armband	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Knee pads	
Socks	
Towel	

Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
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Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
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EQUIPMENT

Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
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SHOES/FOOTWEAR

Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.
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IJF – JUDO

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Judo jacket Judo pants T-shirt/Undershirt Tracksuit/Jacket	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
ACCESSORIES	
Socks Towel	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Belt	One identification of the manufacturer will be permitted at one end of the belt, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

ISAF – SAILING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Jacket	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
Pants/Trousers	
T-shirt/Shirt/ Singlet/Vest	
Life jacket	
ACCESSORIES	
Socks	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Gloves	
Towel	
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Trapeze	
Safety harness	
Sails	<p>Boat class: RS X, Laser Two identifications of the manufacturer are permitted, placed on each side of the sail, to a maximum size of 60 cm² for each identification.</p> <p>Boat class: Finn, 470, 49er Two identifications of the manufacturer are permitted, placed one on each side of the main sail, to a maximum size of 80 cm² for each identification. When applicable, two identifications of the manufacturer are permitted, placed one on each side of the secondary sail(s), to a maximum size of 60 cm² for each identification.</p> <p>Boat class: Star/Elliott 6m Two identifications of the manufacturer are permitted, placed one on each side of the main sail, to a maximum size of 100 cm² for each identification. When applicable, two identifications of the manufacturer are permitted, placed one on each side of the secondary sail(s), to a maximum size of 60 cm² for each identification.</p>

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ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
Boats	<p>Boat class: RS X, Laser Two identifications of the manufacturer are permitted, one on each side of the hull of the boat, up to 60 cm² for each identification.</p> <p>Boat class: Finn, 470, 49er Two identifications of the manufacturer are permitted, one on each side of the hull of the boat, up to 80 cm² for each identification.</p> <p>Boat class: Star/Elliott 6m Two identifications of the manufacturer are permitted, one on each side of the hull of the boat, up to 100 cm² for each identification.</p>

SHOES/FOOTWEAR

Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.
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ISSF – SHOOTING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Jacket/Vest Shirt Skirt Sweat top Sweat pants Underwear Trousers/Shorts	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
ACCESSORIES	
Belt Socks Towel Gloves	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear Shooting glasses Side blinders Ear protection	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms/sides and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm/side and to a maximum size of 3 cm ² each.
EQUIPMENT	
Rifle case Firearm Bag Rifle sling Kneeling roll Spotting Telescope Telescope stand Rifle rest	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

ITF – TENNIS

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Shirt Shorts Skirt Tracksuit/Jacket	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Armband Socks Towel	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Racket cover Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Racket	Exception: May carry the identification as generally used on rackets sold through the retail trade during the period of 24 months prior to the Games and permitted in the ITF events (Grand Slams and other major tennis events); the manufacturer identification shall not be greater than 10% of the surface area of the item and to a maximum size of 60 cm ² .
Racket string	Exception: May carry the identification as generally used on racket string sold through the retail trade during the period of 24 months prior to the Games and permitted in the ITF events (Grand Slams and other major tennis events).
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 24 months prior to the Games and/or permitted in the ITF events (Grand Slams and other major tennis events).

ITTF – TABLE TENNIS

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Shirt Shorts Tracksuit/Jacket	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
ACCESSORIES	
Socks Armband Towel	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Paddle/Racket	Exception: one identification of the manufacturer will be permitted on the blade , and one identification of the manufacturer item will be permitted on each rubber, embossed on the rubber, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

ITU – TRIATHLON

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Tank top Swimsuit Tracksuit/Jacket Wetsuit	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
One-piece body suit	Exception: Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Armband Towel Socks Cooling jacket	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear Swimcap	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears; alternatively, two identifications of the manufacturer will be permitted, placed one above each ear and to a maximum size of 3 cm ² each.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Bicycle	<p>Exception:</p> <p>Frame: One identification of the manufacturer is permitted on each side of the frame, as well as one model name on each side of the frame. Only the identification of the manufacturer of the frame and the name of the frame model are permitted.</p> <p>Fork: One identification of the manufacturer is permitted on each side of the fork IF different from the manufacturer of the frame. Only the identification of the manufacturer of the fork is permitted.</p> <p>Headset: One identification of the manufacturer is permitted on each side of either the stem, the handlebars OR the extensions IF different from the manufacturer of the frame. Only the identification of manufacturer of the stem, respectively handlebars or extensions, is permitted.</p> <p>Seatpost: One identification of the manufacturer is permitted on each side of the seatpost IF different from the manufacturer of the frame. Only the identification of the manufacturer of the seatpost is permitted.</p>
Wheels	Exception: One manufacturer's trademark is permitted on each side of the wheels. The identification of the manufacturer shall not be greater than a maximum of 60 cm ² . Only the identification of the manufacturer of the wheels is permitted.
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

IWF – WEIGHTLIFTING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
T-shirt Robe Tracksuit/Jacket	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Gloves Support belt Socks Towel Kneecaps	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

UCI – CYCLING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
T-shirt/Singlet Pants/ ³ / ₄ pants/ Long pants/Short pants Tracksuit/Warm-up suit	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
Cuffs/pads	Exception: no identifications will be permitted on these articles.
ACCESSORIES	
Armband Gloves Socks BMX elbow protection BMX leg protection Shoe covers	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears; alternatively, two identifications of the manufacturer will be permitted, placed one above each ear and to a maximum size of 3 cm ² each.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .

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ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
BMX, MTB, Road, Track Bicycles	<p>Exception:</p> <p>With regards to the form:</p> <p>Frames & Forks: The label “UCI Frame” on approved frames and forks is permitted and mandatory for new frames and forks in compliance with the <i>UCI Approval Protocol for Frames and Forks</i>.</p> <p>With regards to the branding:</p> <p>Frame: One identification of the manufacturer is permitted on each side of the frame, as well as one model name on each side of the frame. Only the identification of the manufacturer of the frame and the name of the frame model are permitted.</p> <p>Fork: One identification of the manufacturer is permitted on each side of the fork IF different from the manufacturer of the frame. Only the identification of the manufacturer of the fork is permitted.</p> <p>Headset: One identification of the manufacturer is permitted on each side of either the stem, the handlebars OR the extensions IF different from the manufacturer of the frame. Only the identification of manufacturer of the stem, respectively handlebars or extensions, is permitted.</p> <p>Seatpost: One identification of the manufacturer is permitted on each side of the seatpost IF different from the manufacturer of the frame. Only the identification of the manufacturer of the seatpost is permitted.</p>
Wheels	<p>Exception:</p> <p>With regards to the form:</p> <p>Wheels must comply with UCI rules or be listed in the <i>UCI List of non-standard wheels in conformity with Article 1.3.018</i>.</p> <p>With regards to the branding:</p> <p>One identification of the manufacturer is permitted on each side of the wheels. The identification of the manufacturer shall not be greater than a maximum of 60 cm². Only the identification of the manufacturer of the wheels is permitted.</p>
SHOES/FOOTWEAR	
Shoes	<p>All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.</p>

UIPM – MODERN PENTATHLON

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
CLOTHING	
Riding jacket Riding breeches Fencing jacket Fencing pants Robe/Swimsuit Tracksuit Shirt/Jacket Trousers/Shorts	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
One-piece body suit	Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
ACCESSORIES	
Tie/scarves Towel/Armband Gloves/Socks Spurs/ Riding crop	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Headgear Riding helmet Swim cap Fencing mask	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
EQUIPMENT	
Saddle Horse protective equipment Bag Firearm Fencing weapon	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
SHOES/FOOTWEAR	
Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

WTF – TAEKWONDO

ITEM APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES

CLOTHING

Trousers	One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm ² .
Jacket	
Tracksuit	
Chest protection	

ACCESSORIES

Belt	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² .
Towel	

Headgear	One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm ² and placed above either one of the ears.
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Eyewear	One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm ² ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm ² each.
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EQUIPMENT

Bag	One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Shin guard/	
Arm guard/Other protective equipment	

SHOES/FOOTWEAR

Shoes	All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.
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3. GRAPHICAL ILLUSTRATIONS

CLOTHING

This category includes the articles of *clothing* worn by athletes and other participants within accredited Olympic Games venues and sites. Pursuant to Rule 51, Bye-Law 1.4 of the Olympic Charter, one *Identification of the Manufacturer* per clothing item will be permitted, with a maximum size of 20 cm². The specification of clothing articles for each sport is contained in the Sport-by-Sport Section.

Clothing may be divided into the following categories:

Competition Clothing

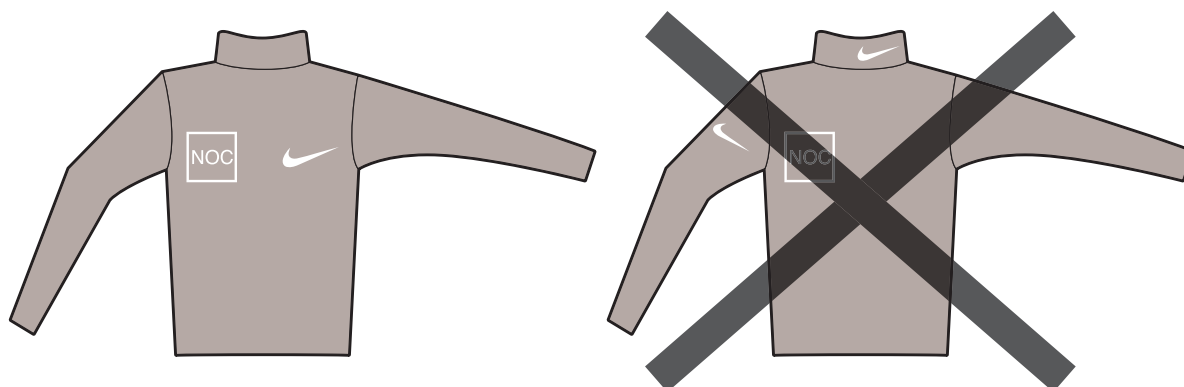
This category includes articles of clothing worn by athletes, officials and other accredited personnel during all training sessions and competitions. Competition clothing is subject to additional IF regulations, specific to the respective sport.

In all instances, where the clothing contains elastic material (e.g. LYCRA®), the *Identification of the Manufacturer* shall be measured as worn by the athlete (i.e. stretched).



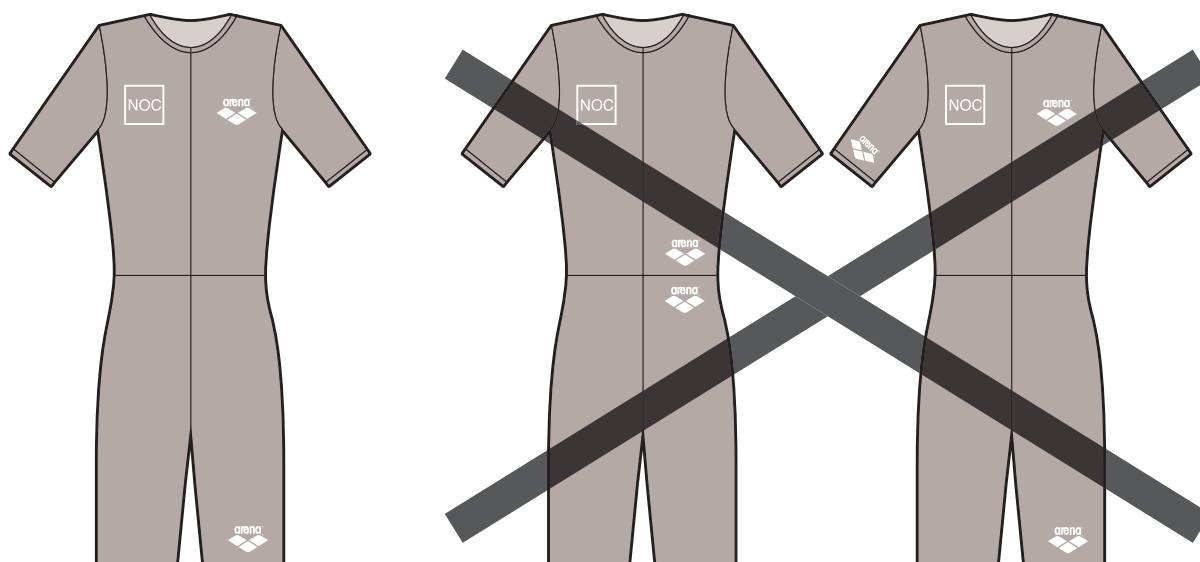
ONE IDENTIFICATION OF THE MANUFACTURER PER CLOTHING ITEM WILL BE PERMITTED, WITH A MAXIMUM SIZE OF 20 CM².

No *Identification of the Manufacturer* may appear on the collar or on the neck.



Exception One-piece body suits

Where one-piece body suits are used in competition, one *Identification of the Manufacturer* shall be permitted above the waist and one below the waist, in accordance with the maximum size noted above. However, these identifications shall not be placed immediately adjacent to each other.



ONE IDENTIFICATION OF THE MANUFACTURER PER CLOTHING ITEM WILL BE PERMITTED, WITH A MAXIMUM SIZE OF 20 CM².

NOC Formal Uniforms & Casual Wear

NOC Formal Uniforms include all articles of clothing worn by athletes, officials and other accredited personnel for all Olympic Ceremonies (Team Welcome Ceremony, Opening, Closing and Flower and Victory Ceremonies). NOC Casual Wear includes any additional articles of clothing worn by athletes, officials and other accredited personnel within Olympic Games venues and sites.



This example is not permitted due to the use of a third party corporate design and colour scheme.



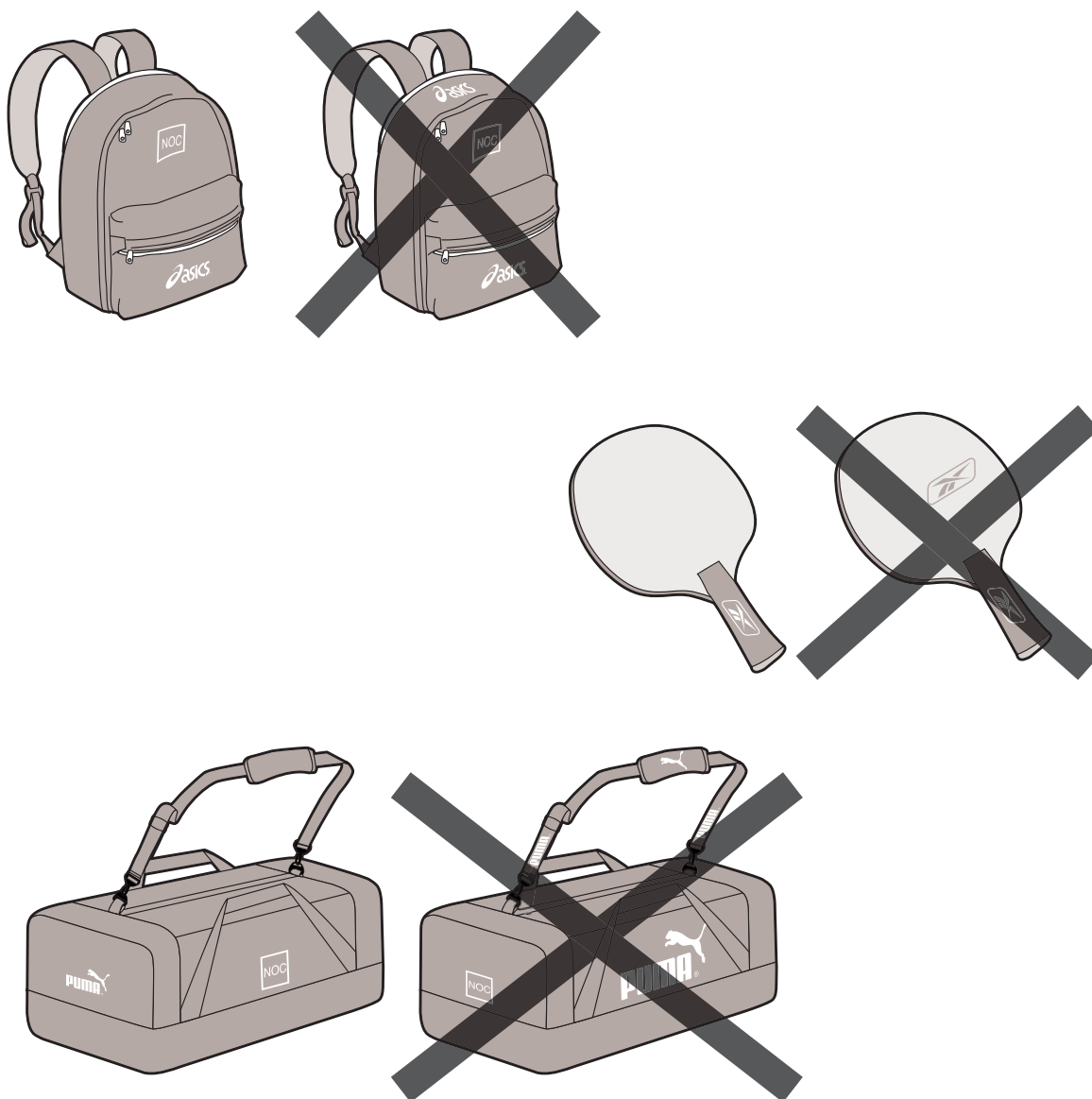
No *Identification of the Manufacturer* may appear on the collar or on the neck.



ONE IDENTIFICATION OF THE MANUFACTURER PER CLOTHING ITEM WILL BE PERMITTED, WITH A MAXIMUM SIZE OF 20 CM².

EQUIPMENT

This category includes the personal, sport-specific equipment provided and used by athletes in the conduct of competition (e.g., boats, rackets and bicycles).



In accordance with the technical requirements of the respective IFs, certain exceptions to equipment are permitted. See the Sport-by-Sport Section for details.

ONE IDENTIFICATION OF THE MANUFACTURER PER ITEM WILL BE PERMITTED, NOT GREATER THAN 10% OF THE SURFACE AREA OF THE ITEM, WITH A MAXIMUM SIZE OF 60 CM².

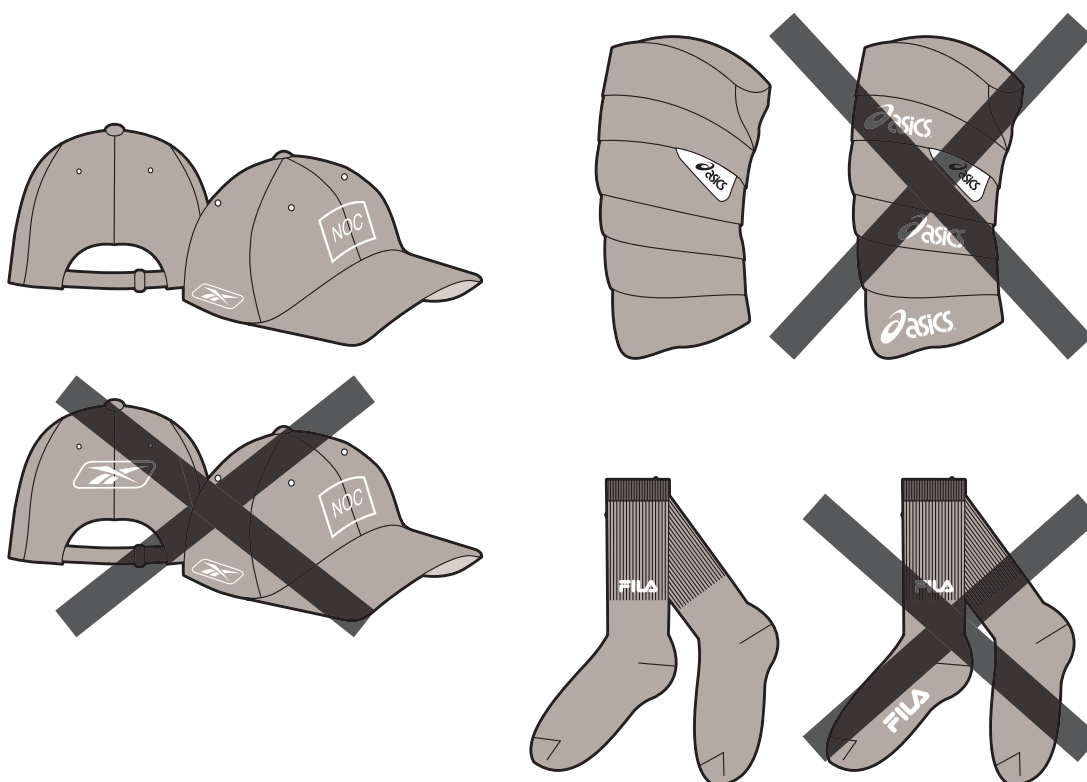
ACCESSORIES

This category includes the articles of an accessory nature, worn or used by athletes and other participants within accredited Olympic Games venues and sites.

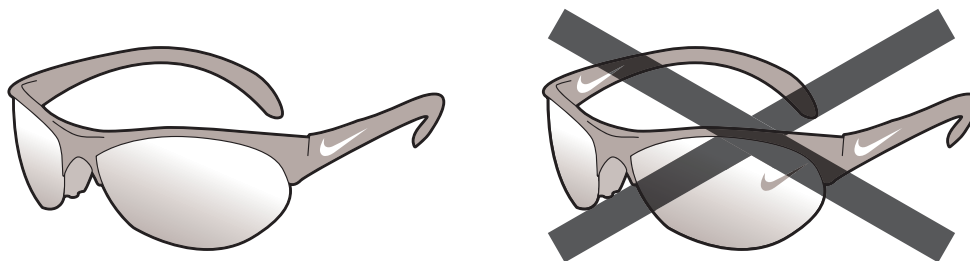
Examples of articles in this category include, but are not limited to, gloves, sunglasses and eyewear, socks, towels, helmets and headgear. Detailed specifications of accessory items for each sport are contained in the Sport-by-Sport Section.

All accessories must actually be worn or used by the athlete, official or accredited personnel and must not be used for advertising purposes.

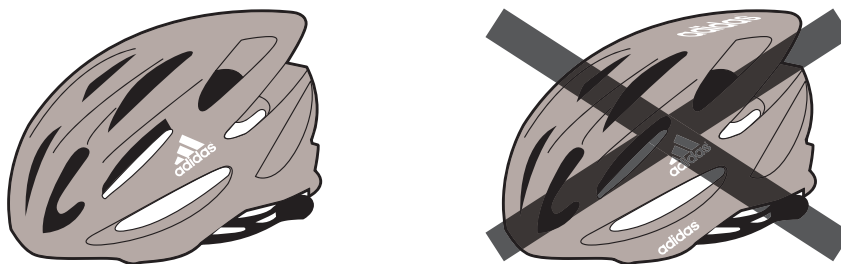
In addition, all personal items (i.e. items not distributed by the NOC) carried, worn or used by athletes, officials and other accredited personnel within Olympic Games venues, sites and press areas are subject to these regulations.



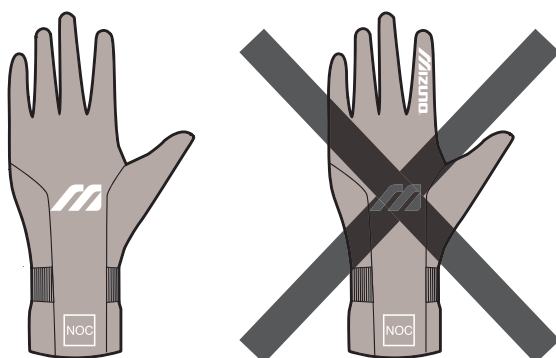
**ONE IDENTIFICATION OF THE MANUFACTURER PER ACCESSORY ITEM WILL BE PERMITTED,
WITH A MAXIMUM SIZE OF 6 CM².**



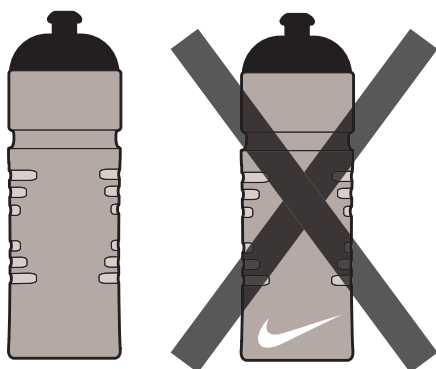
Eyewear: One *Identification of the Manufacturer* per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm²; alternatively, two *identifications of the manufacturer* will be permitted, placed one on each arm and to a maximum size of 3 cm² each.



Headgear: One *Identification of the Manufacturer* per accessory item will be permitted, to a maximum size of 6 cm² and placed above either one of the ears.



ONE IDENTIFICATION OF THE MANUFACTURER PER ACCESSORY ITEM WILL BE PERMITTED, WITH A MAXIMUM SIZE OF 6 CM².



IDENTIFICATIONS OF THE MANUFACTURER ARE PROHIBITED ON AN ATHLETE'S PERSON (EG. TATOOS), AS WELL AS ON CONTACT LENSES, EARPLUGS, MOUTH GUARDS, NOSECLIPS AND WATER BOTTLES.

SHOES/FOOTWEAR

All footwear items may carry the *Identification* as generally used on products sold through the retail trade the period of 12 months prior to the Games.

Manufacturer names, logos and designs remain the property of the respective manufacturer and their affiliates. Identification of the manufacturer sizes used on visual examples are for illustrative purposes only.

Actual sizes are as specified in the Guidelines.

International Olympic Committee

June 2011

Photo credit © Getty Images, Donald Miralle

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