

INTERNATIONAL OLYMPIC COMMITTEE

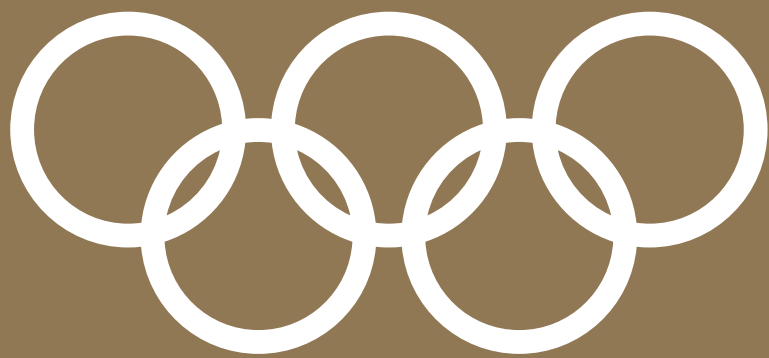
MANUFACTURER

IDENTIFICATION

GAMES OF THE XXIX OLYMPIAD

GUIDELINES

BEIJING 2008





## INTRODUCTION

One of the key factors that differentiates 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 *Manufacturer Identification Guidelines for the Games of the XXIX Olympiad, Beijing 2008*. This guide contains the general rules concerning the *Identification of the Manufacturer* and the specific details for the different categories (clothing, equipment, accessories and footwear) for the Beijing 2008 Olympic Games.

The purpose of this manual is to clarify the use of the *Identification of the Manufacturer* using visual diagrams to illustrate Rule 53 of the Olympic Charter and its bye-laws as well as the 'General Guidelines concerning Identification of the Manufacturer on clothing, equipment and accessories', approved by the IOC Executive Board in November 2006. These rules apply to all the athletes, officials and other persons accredited by the NOC within Olympic Games venues and sites.

The Manufacturer Identification Guidelines have been distributed to all NOCs, International Federations (IFs) and sporting goods manufacturers via the IOC and the World Federation of the 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 XXIX Olympiad, Beijing 2008.



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# GENERAL GUIDELINES CONCERNING IDENTIFICATION OF THE MANUFACTURER ON CLOTHING, EQUIPMENT AND ACCESSORIES GAMES OF THE XXIX OLYMPIAD, BEIJING 2008

## 1. GENERAL PRINCIPLES

Pursuant to the Olympic Charter, 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 for 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 aim at providing certain clarifications on how the *Identification of the Manufacturer* (as defined in Section 1.1) may be used (or not) in general and specific situations. These Guidelines are not intended to restrict or otherwise impair new, innovative technological design features of clothing, equipment and accessories as long as those are in conformity with the rules and regulations applicable for the Olympic sports concerned 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 and (ii) the IOC Executive Board shall be the sole authority to finally determine whether the use by a manufacturer of a name, designation, trademark, logo or any other distinctive sign complies with the Olympic Charter and these Guidelines.

### 1.1 Definitions

For the purpose of these Guidelines, the '*Identification of the Manufacturer*' shall mean the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of the item, including, in particular, but without limitation, *Exclusive Identifiers* (as defined below), whether registered or not.

For the purpose of these Guidelines, '*Exclusive Identifier(s)*' means any design or sign (or part or variation thereof) used by the manufacturer on clothing, equipment or accessories in the preceding edition of, respectively, the Games of the Olympiad and the Olympic Winter Games (i.e., *Exclusive Identifier(s)* can 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).

### 1.2 Identification of the Manufacturer and third party markings

- The *Identification of the Manufacturer* may only appear on clothing, equipment and accessories in accordance with the specifications of these Guidelines.
- No identification other than that of the *Identification of the Manufacturer* may appear on any clothing, equipment and accessories.
- No other third party name, designation, trademark, logo, corporate design or colour scheme (including those of sponsors, National Federations and International Federations, with the exception of IF officials who may wear the uniform and the emblem of their federations as provided in the Olympic Charter) or any other distinctive sign may appear on any clothing, equipment and accessories. For the avoidance of doubt, this includes but is not limited to 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 *Identification of the Manufacturer*) as stand-alone identifications, i.e. such identifications cannot appear if a clothing, equipment or accessory item is already identified with the clothing, accessory or equipment *Identification of the Manufacturer*.



- Where the *Identification of the Manufacturer* is principally the mark of a non-sports product, such identification shall not be permitted.
- NOCs may, subject to the conditions in this manual, use the 'Beijing 2008' emblem or the 'Beijing 2008' wordmark on the NOC's official, formal uniforms used for Team Welcome Ceremony, Opening, Closing and Medal Ceremonies.

### 1.3 Designs

- Designs of clothing, equipment and accessories must comply with the specifications of these Guidelines.
- *Identification of the Manufacturer* (including, in particular, *Exclusive Identifiers*) 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 clothing, equipment and accessories for the Olympic Games.
- 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 similar or identical to an *Identification of the Manufacturer* (including, in particular, *Exclusive Identifiers*), may not be used in designs of clothing, equipment and accessories for the Olympic Games.

### 1.4 National colours, emblems and NOC marks

- The NOC should, where possible, use national colours and emblems, as well as NOC marks throughout all uniforms (as per the Olympic Charter), in order to visually enhance the national identity of the uniforms.

### 1.5 Responsibility for compliance with the Guidelines

- NOCs shall be responsible for ensuring all clothing, equipment and accessories worn or used by the members of their delegation comply with 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 all clothing, equipment and accessories worn or used by athletes and officials in their respective sport.

### 1.6 Action in case of infringement of the Guidelines

- Any *Identification of the Manufacturer* (including, in particular, any usage of *Exclusive Identifiers*) infringing upon these Guidelines shall be removed or covered in accordance with the instructions given by representatives of the IOC, OCOG or IF to the athlete or official.
- Any breach of these Guidelines may lead to disqualification of the athlete and/or official concerned, as well as other possible sanctions, in accordance with the decision of the IOC Executive Board, or in accordance with the technical rules of the respective sport.



## 2. EQUIPMENT

### 2.1 Definition of equipment category

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

### 2.2 General regulation

- Pursuant to Rule 53, Bye-Law 1.2 of the Olympic Charter, one *Identification of the Manufacturer* per item will be permitted, not taking up more than 10% of the surface area of the item, with a maximum size of 60 cm<sup>2</sup>.

### 2.3 Exceptions to the general regulation

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

### 2.4 Ceremonies and press interview areas

- No hardware (equipment) may be taken by any athlete or official to any ceremony (including without limitation, medal presentation and/or flower ceremony) or interview areas, with the exception of the mixed zone where this is used as an egress from the field of play. In no case shall equipment brought into, or through, the mixed zone be deliberately or excessively promoted.

## 3. CLOTHING

### 3.1 Definition of clothing category

- This category includes the articles of clothing worn by athletes and other participants within accredited Olympic Games venues and sites.
- The specification of clothing articles for each sport is contained in the Sport-by-Sport Section.

### 3.2 General regulation

- Pursuant to Rule 53, 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 cm<sup>2</sup>.

### 3.3 Exceptions to the general regulation

- 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.



#### 4. ACCESSORIES

##### 4.1 Definition of accessories category

- 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 headwear. Detailed specifications of accessory items for each sport are contained in the Sport-by-Sport Section.

##### 4.2 General regulation

- Pursuant to Rule 53, Bye-Law 1.3 of the Olympic Charter, one *Identification of the Manufacturer* per accessory item will be permitted, with a maximum size of 6 cm<sup>2</sup>.

##### 4.3 Use of accessories

- All accessories must actually be worn or used by the athlete or official and may not be used for advertising purposes.

#### 5. FOOTWEAR

##### 5.1 Definition of footwear category

- This category includes all footwear worn by athletes and other participants within accredited Olympic Games venues and sites.

##### 5.2 General regulations

- Pursuant to Rule 53, Bye-Law 1.5 of the Olympic Charter, one *Identification of the Manufacturer* per item will be permitted, with a maximum size of 6 cm<sup>2</sup>.
- The normal design pattern (even, in this case, if including an *Exclusive Identifier*) of the manufacturer shall be permitted.
- The *Identification of the Manufacturer* may be incorporated as part of the normal design pattern or independent of the normal design pattern.

#### 6. APPROVAL PROCEDURE

Manufacturers shall submit clothing, equipment and accessory designs to NOCs as well as to the IOC for written approval well in advance of the Olympic Games in accordance with the terms and conditions of the approval procedure which shall be communicated to all parties in 2007.



## MEASURING IDENTIFICATIONS OF THE MANUFACTURER

*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.

$$a \times b = 6 \text{ cm}^2$$



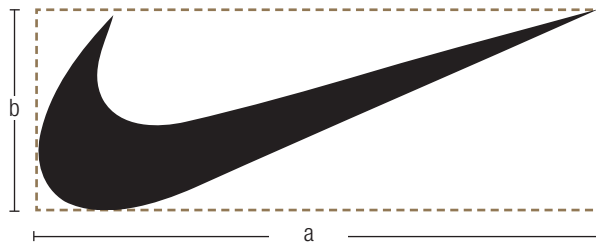
$$a \times b = 6 \text{ cm}^2$$



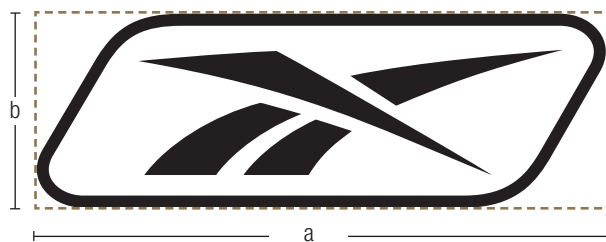
### IRREGULAR SHAPES

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.

$$a \times b = 20 \text{ cm}^2$$



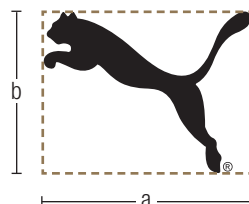
$$a \times b = 20 \text{ cm}^2$$



$$a \times b = 6 \text{ cm}^2$$



$$a \times b = 6 \text{ cm}^2$$



**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.

$$a \times b = 20 \text{ cm}^2$$



$$a \times b = 20 \text{ cm}^2$$



$$a \times b = 6 \text{ cm}^2$$



## APPLYING IDENTIFICATIONS OF THE MANUFACTURER

### CLOTHING

This category includes the articles of clothing worn by athletes and other participants within accredited Olympic Games venues and sites. Pursuant to Rule 53, 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 cm<sup>2</sup>. The specification of clothing articles for each sport is contained in the Sport-by-Sport Section.

Clothing may be divided into the following categories:

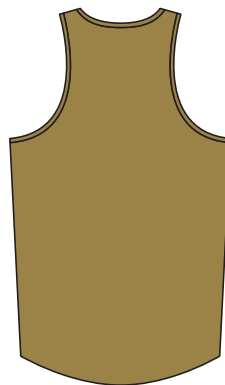
### COMPETITION CLOTHING

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).



FRONT



BACK



FRONT

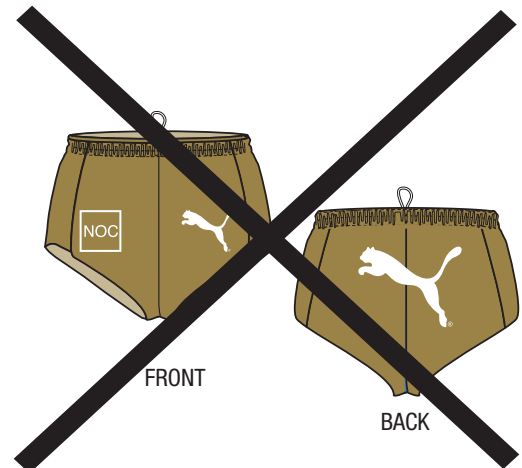
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FRONT



BACK



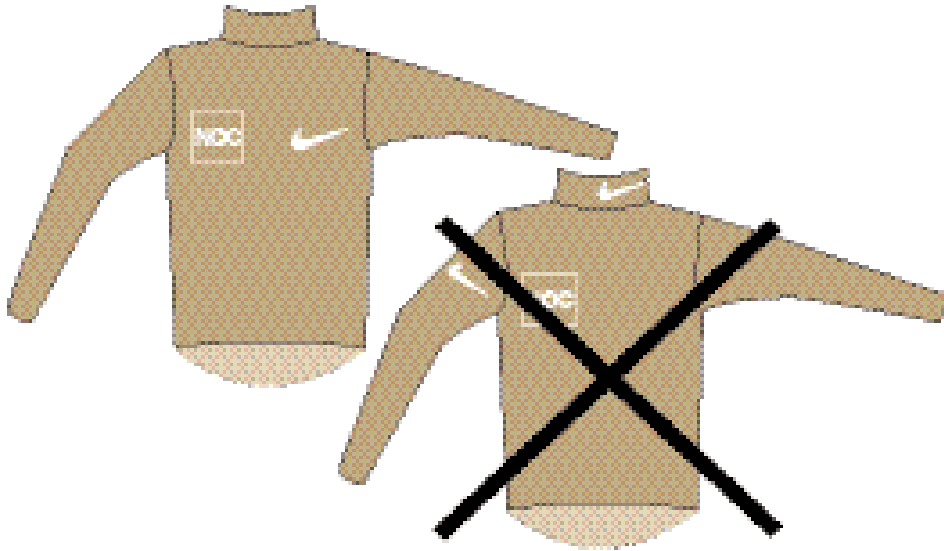
FRONT

BACK



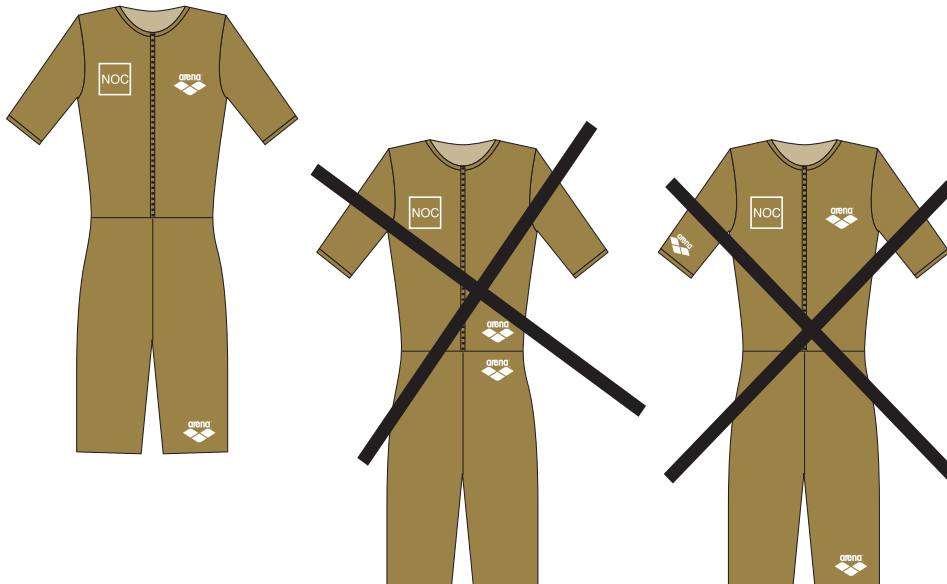
### COMPETITION CLOTHING – continued

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 cm<sup>2</sup>, WHEN WORN.



**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 Medal Ceremonies). NOC Casual Wear includes any additional articles of clothing worn by athletes, officials and other accredited personnel within Olympic Games venues and sites.

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



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



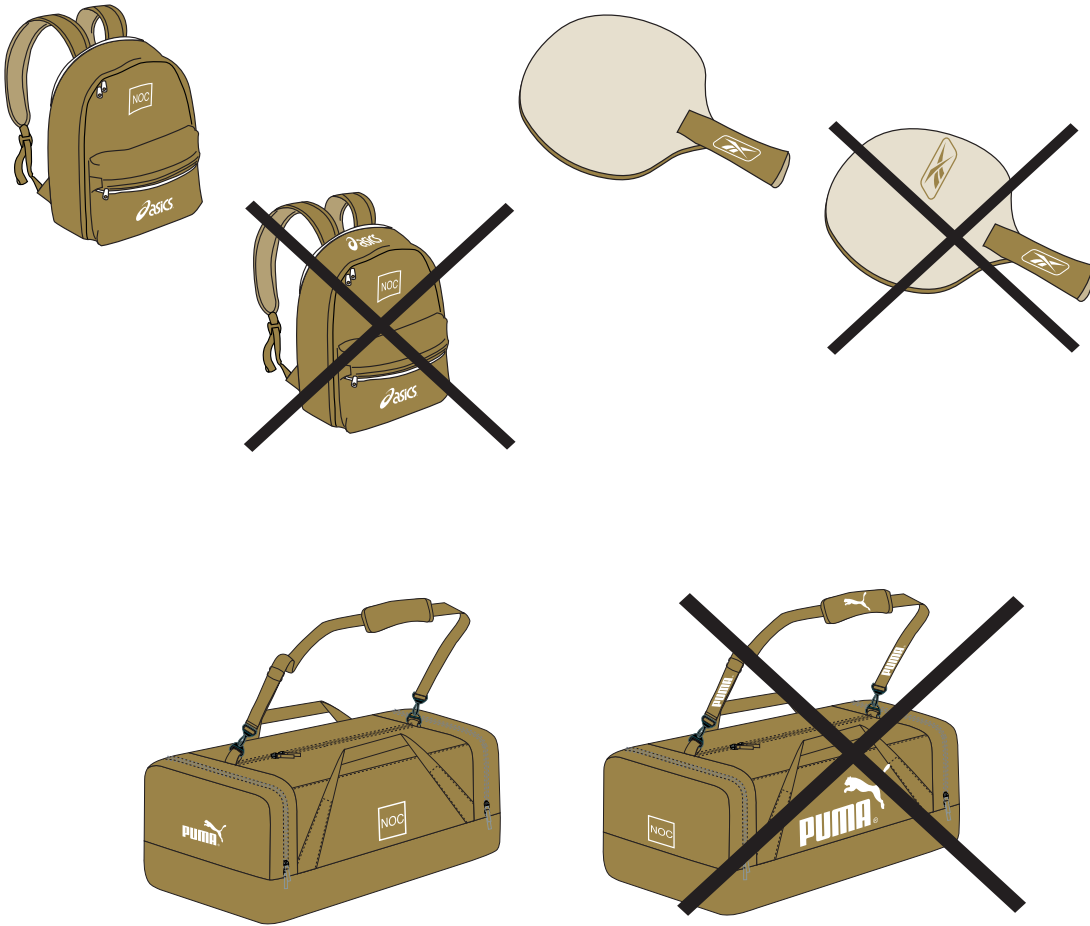
**ONE IDENTIFICATION OF THE MANUFACTURER PER CLOTHING ITEM WILL BE PERMITTED, WITH A MAXIMUM SIZE OF 20 cm<sup>2</sup>, WHEN WORN.**





### 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 TAKING UP MORE THAN 10% OF THE SURFACE AREA OF THE ITEM, WITH A MAXIMUM SIZE OF 60 cm<sup>2</sup>.**

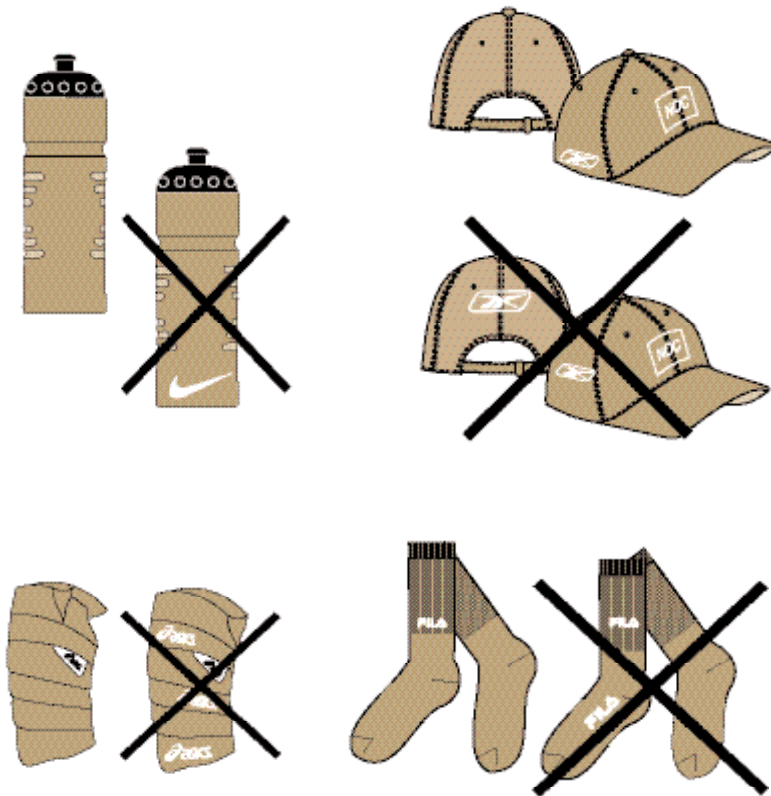
### ACCESSORIES

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 cm<sup>2</sup>.



ACCESSORIES – CONTINUED



**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<sup>2</sup>; ALTERNATIVELY, TWO IDENTIFICATIONS OF THE MANUFACTURER WILL BE PERMITTED, PLACED ONE ON EACH ARM AND TO A MAXIMUM SIZE OF 3 cm<sup>2</sup> EACH



**HEADGEAR:** ONE IDENTIFICATION OF THE MANUFACTURER PER ACCESSORY ITEM WILL BE PERMITTED, TO A MAXIMUM SIZE OF 6 cm<sup>2</sup> AND PLACED ABOVE EITHER ONE OF THE EARS



**GLOVES:** ONE IDENTIFICATION OF THE MANUFACTURER PER ACCESSORY ITEM WILL BE PERMITTED, TO A MAXIMUM SIZE OF 6 cm<sup>2</sup>

**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.**

## FOOTWEAR

This category includes all footwear worn by athletes and other participants within accredited Olympic Games venues and sites.

Pursuant to Rule 53, Bye-Law 1.5 of the Olympic Charter, one *Identification of the Manufacturer* per item will be permitted, with a maximum size of 6 cm<sup>2</sup>.

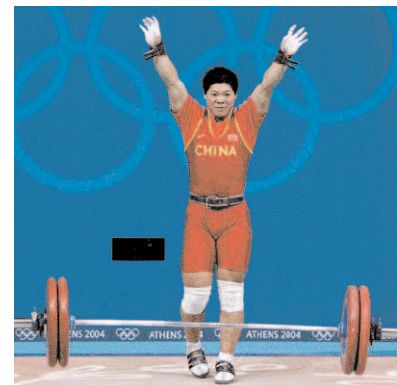
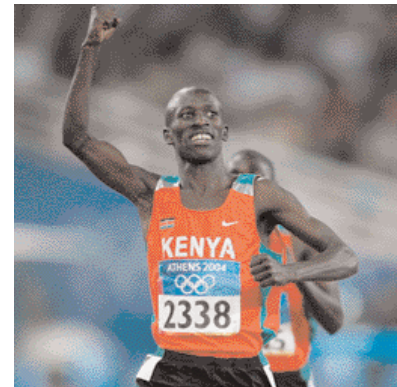
The normal design pattern (even, in this case, if including an Exclusive Identifier) of the manufacturer shall be permitted.

The *Identification of the Manufacturer* may be incorporated as part of the normal design pattern or independent of the normal design pattern.

## MAXIMISING NATIONAL AND OLYMPIC IDENTITY

Wherever possible, NOCs are encouraged to utilise all opportunities to maximise their national and Olympic identity on all Olympic Games clothing, equipment and accessories. This may be achieved through the use of:

- Official national colours;
- Official country name and/or acronym;
- Official national flag;
- Official NOC emblem.





## USING THE BEIJING 2008 EMBLEM OR THE 'BEIJING 2008' TERMINOLOGY

### BEIJING 2008 EMBLEM



#### The Beijing 2008 emblem:

- must absolutely appear alone. It is forbidden to associate this emblem with an *Identification of the Manufacturer* or an NOC emblem.

### 'BEIJING 2008' TERMINOLOGY

**Beijing 2008**<sup>TM ©</sup>

#### 'Beijing 2008' terminology (wordmark)

- should be positioned under the NOC emblem with a distinctive gap between both images or a small dividing line.
- it is forbidden to associate this terminology with an *Identification of the Manufacturer*.
- include a trademark notice - <sup>TM</sup> -



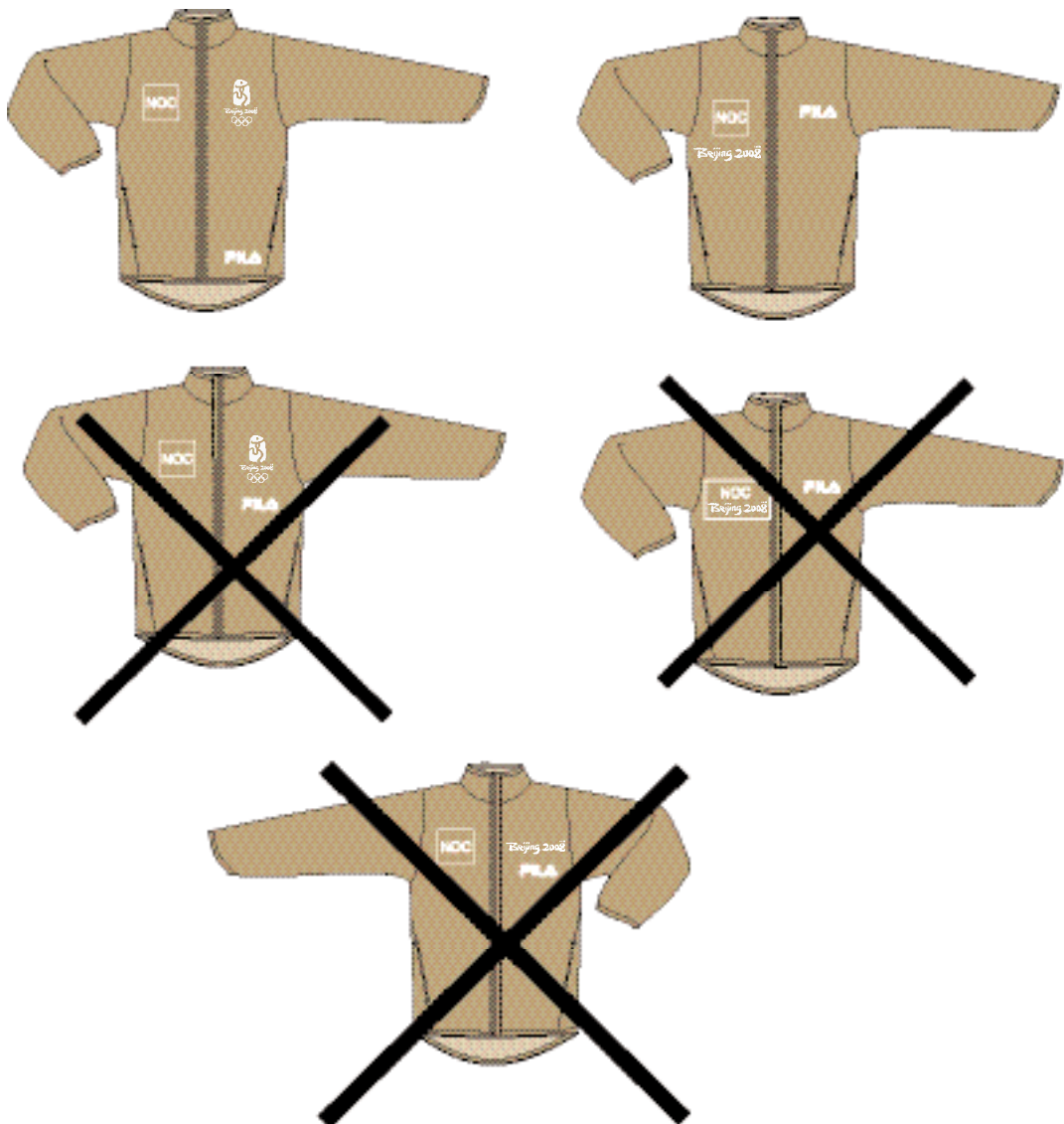
**THE BEIJING 2008 EMBLEM AND THE 'BEIJING 2008' TERMINOLOGY MUST:**

- be sourced directly from the Beijing 2008 Organising Committee (BOCOG);
- 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 cm<sup>2</sup>;
- only be reproduced in its entirety, using the official BOCOG font and colours;
- not be used on equipment, accessories and footwear;
- not be used on casual wear.

NOCs may further enhance the Olympic identity of their formal uniforms by using either the Beijing 2008 emblem or the 'Beijing 2008' terminology.

NOCs may further enhance the Olympic identity of their competition uniforms by using the 'Beijing 2008' terminology. No Beijing 2008 emblem may be used.

On Opening and Closing Ceremonies Uniforms:	emblem or terminology may appear
On team Welcome Ceremony Uniforms:	emblem or terminology may appear
On Medals Ceremonies Uniforms:	emblem or terminology may appear
On Competition Clothing:	terminology only may appear





## SPORT-BY-SPORT

### INTRODUCTION

The following Sport-by-Sport section complements the general principles by illustrating more specifically how they apply for each of the sports and, as the case may be, to detail any sport-specific exceptions. The content of each list has been developed in collaboration with the IF concerned.

In case no specific illustration or exception for a sport is indicated in this Sport-by-Sport section, the general principles outlined in the preceding paragraphs apply.

AIBA - BOXING	
ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Singlet Shorts Robe Tracksuit	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Socks Towel Gloves	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag Other protective equipment	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

## FEI - EQUESTRIAN

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Riding jacket Riding breeches Shirt	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Towel Gloves	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear Riding Helmet	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Saddle Horse protective equipment Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

### FIBA - BASKETBALL

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
T-shirt / Undershirt Shorts Singlet Tracksuit	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Towel Armband Socks	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

### FIE - FENCING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Fencing jacket Fencing pants Tracksuit	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Towel Gloves	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear Mask	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Fencing weapon Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>





## SPORT-BY-SPORT

## FIFA - FOOTBALL

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Shirt Shorts / Pants Tracksuit / Jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Gloves Socks Armband Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Shin guards Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

## FIG - GYMNASTICS

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Shorts / Pants Shirt / Singlet Tracksuit / Jacket Leotard Leotard with skirt	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Towel Armband Socks	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Slippers Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

### FIH - HOCKEY

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
T-shirt Shorts / Skirt Tracksuit / Jacket Chest protection	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Outfield player glove Socks Armband	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Outfield player headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag Goalkeeper pads Goalkeeper kickers Goalkeeper gloves Goalkeeper headgear Shin guards	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Hockey stick	<b>Exception:</b> The exception to the rule may be accepted as commercially available two years before the Olympic Games and permitted in the FIH World Championships and World Cup Tournaments
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

### FILA - WRESTLING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Singlet Tracksuit / Jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Socks	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

### FINA - AQUATICS

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Swimsuit T-shirt Tracksuit Jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup> when worn
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, to a maximum size of 20 cm <sup>2</sup> each when worn. These identifications shall not be placed immediately adjacent to each other
<b>ACCESSORIES</b>	
Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear Swim cap	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

## FISA - ROWING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
T-shirt / Singlet Shorts / Pants Tracksuit / Warm-up suit	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Gloves Towel Armband Socks	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Oars Sculls Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Boats	<b>Exception:</b> Two identifications of the manufacturer are permitted, <b>one on each side of the shell</b> of the boat, up to 60 cm <sup>2</sup> for each identification. Note that the first 100 cm of the washboard is reserved for Look of the Games identification and the country code
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

## FITA - ARCHERY

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Shirt Trousers / pants / shorts Tracksuit / jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Armband Arm guard Socks Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Arrow Quiver Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Bow Grip Stabiliser	<b>Exception:</b> Identification of the manufacturer may appear <b>on both sides of the bow, of the grip and of the stabiliser</b> , as commercially available the year of the Olympic Games
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>





## SPORT-BY-SPORT

## FIVB - VOLLEYBALL

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Shirt / Singlet Shorts Tank top – Women (Beach) Tracksuit / Jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Armband Knee pads Towel Socks	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

## IAAF - ATHLETICS

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
T-shirt / Singlet Shorts / Pants Jacket Tracksuit / Warm-up suit	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Gloves Towel Armband Socks	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag Javelin Pole vault	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

IBAF - BASEBALL	
ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Pants T-shirt / Undershirt Catcher's chest protection	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Towel Armband Socks Gloves	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag Catcher's other protective equipment	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Bat	<b>Exception:</b> 3 identifications of the manufacturer will be permitted <b>on the bat</b> , 120° apart, maximum 28 cm long and 6.5 cm high each
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

IBF - BADMINTON	
ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
T-shirt Shorts Tracksuit	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Armband Socks Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Racket cover Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Racket	<b>Exception:</b> May be accepted as commercially available two years before the Olympic Games and permitted in the IBF major events; the identification of the manufacturer shall not be greater than 10% of the surface area of the item and to a maximum size of 60 cm <sup>2</sup>
Racket string	<b>Exception:</b> May be accepted as commercially available two years before the Olympic Games and permitted in the IBF major events
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

## ICF - CANOE - KAYAK

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
T-shirt / Singlet Shorts / Pants Life jacket Tracksuit / Warm-up jacket Spray skirt	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit Spray skirt - one-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Gloves Armband Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear Helmet	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag Paddle	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Boats	<b>Exception:</b> Two identifications of the manufacturer are permitted, <b>one on each side of the shell</b> of the boat, up to 60 cm <sup>2</sup> for each identification.
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

IHF - HANDBALL	
ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Shirt Shorts / Pants Tracksuits / Jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Armband Knee pads Socks Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

IJF - JUDO	
ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Judo jacket Judo pants T-shirt / Undershirt Tracksuits / Jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Socks Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Belt	One identification of the manufacturer will be permitted <b>at one end of the belt</b> , to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>





## SPORT-BY-SPORT

## ISAF - SAILING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Jacket Pants / Trousers T-shirt / Shirt / Singlet / Vest Life jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Socks Gloves Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag Trapeze Safety harness	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Sails	<b>Exception:</b> Two identifications of the manufacturer are permitted, placed on <b>each side of one sail</b> , to a maximum size of 60 cm <sup>2</sup> for each identification
Boats	<b>Exception:</b> Two identifications of the manufacturer are permitted, <b>one on each side of the hull of the boat</b> , up to a maximum size of 60 cm <sup>2</sup> for each identification
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

## ISF - SOFTBALL

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Team shirt Shorts Tracksuit / Jacket Catcher's chest protection	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Gloves Socks Armband Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag Catcher's other protective equipment	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Bat	<b>Exception:</b> 3 identifications of the manufacturer will be permitted <b>on the bat</b> , 120° apart, maximum 28 cm long and 6.5 cm high each
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

### ISSF - SHOOTING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Jacket / Vest Shirt Skirt Sweat top Sweat pants Underwear Trousers / Shorts	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Belt Socks Towel Gloves Side blinders Ear protection	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear Shooting glasses	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Rifle case Firearm Bag Rifle sling Kneeling roll Telescope stand Rifle rest	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

## ITF - TENNIS

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Shirt Shorts Skirt Tracksuit / Jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Armband Socks Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Racket cover Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Racket	<b>Exception:</b> may be accepted as commercially available two years before the Olympic Games and permitted in the ITF events (Grand Slams and other major tennis events); the identification of the manufacturer shall not be greater than 10% of the surface area of the item and to a maximum size of 60 cm <sup>2</sup>
Racket string	<b>Exception:</b> may be accepted as commercially available two years before the Olympic Games and permitted in the ITF events (Grand Slams and other major tennis events)
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

### ITTF - TABLE TENNIS

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Shirt Shorts Tracksuit / Jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Socks Armband Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Paddle / Racket	<b>Exception:</b> one identification of the manufacturer will be permitted <b>on the blade</b> , and one identification of the manufacturer item will be permitted <b>on each rubber, engraved</b> on the rubber, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

## ITU - TRIATHLON

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Tank top Swimsuit Tracksuit / Jacket Wetsuit	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Armband Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Bicycle	<b>Exception:</b> One identification is permitted <b>on each side of the frame</b> , as commercially available two years before the Olympic Games and permitted in the ITU World Championships and World Cup races
Wheels	<b>Exception:</b> may be accepted as commercially available two years before the Olympic Games and permitted in the ITU World Championships and World Cup races; the identification of the manufacturer shall not be greater than 10% of the surface area of the item and to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

### IWF - WEIGHTLIFTING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
T-shirt Robe Tracksuit / Jacket	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
<b>ACCESSORIES</b>	
Gloves Support belt Socks Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>





## SPORT-BY-SPORT

## UCI - CYCLING

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
T-shirt / Singlet Pants / $\frac{3}{4}$ pants / long pants / short pants Tracksuit / Warm-up suit	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
One-piece body suit	<b>Exception:</b> Where <b>one-piece body suits</b> 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
Cuffs / pads	<b>Exception: no identifications will be permitted</b> on these articles
<b>ACCESSORIES</b>	
Armband Gloves Socks BMX elbow protection BMX leg protection	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear Helmet Integral headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
Bicycle	<b>Exception:</b> One identification of the manufacturer is permitted on <b>each side of the frame</b> as commercially available two years before the Olympic Games and permitted in the UCI World Championships, World Cup races and UCI major stage races. Only the identification of the manufacturer of the frame is permitted
BMX Bicycle	<b>Exception:</b> One identification of the manufacturer is permitted on <b>each side of the frame</b> , as well as one identification on the <b>front fork</b> as commercially available two years before the Olympic Games and permitted in the UCI World Championships, World Cup races and UCI major stage races. Only the identification of the manufacturer of the frame is permitted
Wheels	<b>Exception:</b> may be accepted as commercially available two years before the Olympic Games and permitted in the UCI World Championships, World Cup races and UCI major stage races; the identification of the manufacturer shall not be greater than 10% of the surface area of the item and to a maximum size of 60 cm <sup>2</sup> . Only the identification of the manufacturer of the wheels is permitted
<b>SHOES/FOOTWEAR</b>	
Shoes Shoe covers	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SPORT-BY-SPORT

### 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<sup>2</sup>

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, in accordance with 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<sup>2</sup>

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<sup>2</sup> 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<sup>2</sup>; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm<sup>2</sup> 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<sup>2</sup>

#### SHOES/FOOTWEAR

Shoes

One identification of the manufacturer **per shoe (footwear)** item will be permitted, to a maximum size of 6 cm<sup>2</sup>



## SPORT-BY-SPORT

## WTF - TAEKWONDO

ITEM	APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES
<b>CLOTHING</b>	
Trousers Jacket Tracksuit Chest protection	One identification of the manufacturer <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup>
<b>ACCESSORIES</b>	
Belt Towel	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear	One identification of the manufacturer <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Eyewear	One identification of the manufacturer <b>per accessory</b> item will be permitted, placed on one of the arms and to a maximum size of 6 cm <sup>2</sup> ; alternatively, two identifications of the manufacturer will be permitted, placed one on each arm and to a maximum size of 3 cm <sup>2</sup> each
<b>EQUIPMENT</b>	
Bag Other protective equipment	One identification of the manufacturer <b>per equipment</b> item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm <sup>2</sup>
<b>SHOES/FOOTWEAR</b>	
Shoes	One identification of the manufacturer <b>per shoe (footwear)</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>



## SUMMARY

All parties involved in the design, production and use of clothing, equipment, accessory and footwear items are advised to study the contents of this manual carefully. The IOC, IFs and BOCOG will work diligently prior to, and during, the Olympic Games to implement and enforce these regulations.

Each NOC shall be responsible for ensuring all items worn or used by the members of its delegation comply with the identified regulations. To maintain equity amongst NOCs, IFs and sporting goods manufacturers, any identification infringing upon the regulations identified for the particular articles shall be removed or covered in accordance with the instructions given by representatives of the IOC, BOCOG or IF to the athlete or team official.

Any breach of the guidelines may lead to disqualification of the athlete and/or official concerned, as well as other possible sanctions against the athlete, the NOC or the manufacturer, in accordance with the decision of the IOC Executive Board, or in accordance with the technical rules of the respective sport.

## CONTACT DETAILS

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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.

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