



INTERNATIONAL
OLYMPIC
COMMITTEE

GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

GAMES OF THE XXXI OLYMPIAD, RIO 2016





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A

GENERAL GUIDELINES



GENERAL GUIDELINES

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 50¹ 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.

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 XXXI Olympiad in Rio.

These Guidelines provide guidance on how Olympic Charter Rule 50 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 rules apply to all of the athletes, officials and other accredited persons within the Olympic Games venues and sites.

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 of contradictions between these Guidelines and Rule 50 of 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 50 are respected.

¹ As of the date of issuance of these guidelines.



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2 CHANGES FROM PREVIOUS VERSIONS (LONDON 2012 / SOCHI 2014)

TOPIC	MODIFICATION
Definitions	Updated definitions within the list of “Authorised Identifications” and “Items”.
Size and frequency of Authorised Identifications	<p>Clothing Maximum size of the <i>Identification of the Manufacturer</i> on <i>clothing</i> increased from 20 cm² to 30 cm². One additional Identification allowed on clothing, limited to <i>Product Technology Identifications</i>, with a maximum size of 10 cm².</p> <p>Sport Equipment For any <i>sport equipment</i> supplied by the NOC or athlete, the size and frequency of an <i>Identification of the Manufacturer</i> shall be as featured on <i>sports equipment</i> sold on the retail consumer market six (6) months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport, as long as such identifications are deemed not conspicuous by the IOC.</p> <p>Accessories Previous size limitation of 6 cm² adapted to specific types of accessories, subject to any stricter IF rules which may apply for each sport.</p>
Items that must remain unbranded	Updated list of <i>items</i> which must be unbranded on the field of play.
Third party identifications	Inclusion of additional examples of prohibited third party references.
NOC emblems and national identity	Clarification regarding the frequency of use of National Identifications and examples provided regarding prohibited wording.
International Federation Identifications	Clarification regarding permitted use of <i>IF identifications</i> on clothing.
Homologation marks	Homologation marks permitted on athletes’ <i>clothing</i> and/or <i>sports equipment</i> , subject to prior notification and agreement with the IOC.
Rio Emblem and Wordmark	Size of wordmark and emblem increased from 20 cm ² to 30 cm ² .
Victory ceremonies and interviews	Inclusion of list of personal items which are not permitted on podiums.
Submission process	Update regarding the submission process for items to be reviewed by the IOC.



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TOPIC	MODIFICATION
Sport specific implementation section	Inclusion of additional specifications from IF technical regulations, including: <i>national identification, personal identifications, homologation marks and processes.</i>

3 DEFINITIONS

For the purpose of these Guidelines:

“Authorised Identification” means any of the following identification:

NAME	DEFINITION
Identification of the Manufacturer	Means the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an <i>Item</i> (excluding encrypted or encoded supports, such as barcodes or QR codes, as well as URLs, social media accounts and hashtags), including, in particular, but without limitation, <i>Exclusive Identifiers</i> (as defined below).
NOC Emblem	Means either (i) the institutional or (ii) the commercial emblem of a participating NOC, as approved by the IOC.
IF Identification	Means the official emblem of the IF and/or the official name of the IF.
Rio 2016 Emblem	Means the official emblem of Rio 2016 Olympic Games, as approved by the IOC.
Rio 2016 Wordmark	Means the words “Rio 2016”.
Product Technology Identification	Means the technical identification (which shall not include any Identification of the Manufacturer, or any part thereof) used on Clothing to identify any fabric technology.

“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
Accessory	Means any article that is of an accessory nature (e.g. bag, eyewear, arm bands, gloves, socks, etc.), worn or used by a Participant.
Clothing	Means any piece of attire (including, without limitation, competition clothing as prescribed within the rules of each sport) worn by a Participant, excluding <i>Accessories</i> and <i>Footwear</i> .



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NAME	DEFINITION
Footwear	Means shoes or boots worn by a Participant.
Sports Equipment	Means any sport-specific and necessary equipment used during sports competition (e.g. boats, rackets, bicycles, etc.).
Technical Installations	Means such installations and other apparatus not worn or used by Participants (such as timing equipment and scoreboards) which are necessary to run competitions within venues.

“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 XXXI Olympiad, Rio 2016.

“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” or a “participant”, these Guidelines refer to any athlete, official and any other accredited person within Olympic Games venues, sites and press areas.

4 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 the *Sport 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*.



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- Only one *Identification of the Manufacturer* per *Item* shall be permitted.
- 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*.
- Participants must refrain from contributing to or participating in any conspicuous advertising within Olympic venues and sites, and in particular on the field of play.

5 SIZE AND FREQUENCY OF AUTHORISED IDENTIFICATIONS

The table below outlines the size and frequency an *Identification of the Manufacturer* shall respect, it being understood that unless expressly excluded, the general principles and other principles outlined in these Guidelines apply as well in addition:

NAME	DEFINITION
Accessories	<p>Accessories may carry <i>Identifications of the Manufacturer</i> as per the following, subject to any stricter IF rules which would prevail for each concerned sport, as indicated within the <i>Sport Specific Implementation</i> section and as long as such identifications are deemed not conspicuous by the IOC:</p> <p>Socks One <i>Identification of the Manufacturer</i> per item, with a maximum size of 10 cm².</p> <p>Headgear One <i>Identification of the Manufacturer</i> per item, with a maximum size of 10 cm².</p> <p>Eyewear May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games, with no identification permitted on the lenses.</p> <p>Armbands One <i>Identification of the Manufacturer</i> per item, with a maximum size of 6 cm².</p> <p>Gloves One <i>Identification of the Manufacturer</i> per item, with a maximum size of 8 cm².</p> <p>Bag One <i>Identification of the Manufacturer</i> per item, not greater than 10% of the surface area of the item, to a maximum size of 60 cm². For any accessories not listed above, the size of the <i>Identification of the Manufacturer</i> shall not exceed 6 cm².</p>
Clothing	<p>The size of an <i>Identification of the Manufacturer</i> shall not exceed 30 cm² for <i>Clothing</i>. One additional identification, strictly limited to <i>Product Technology Identifications</i>, shall be permitted per <i>clothing</i> item and shall not exceed 10 cm². Where one-piece body suits are used in competition, such <i>Identifications</i> shall be permitted once above and once below the waist, provided all other principles are respected.</p>

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NAME	DEFINITION
Sports Equipment	<p>For any sport equipment supplied by the NOC or athlete, the size and frequency of an <i>Identification of the Manufacturer</i> shall be as featured on <i>sports equipment</i> sold on the retail consumer market six (6) months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport (as indicated within the <i>Sport Specific Implementation</i> section), as long as such identifications are deemed not conspicuous by the IOC.</p> <p>For any sports equipment supplied by the OCOG, the size of an <i>Identification of the Manufacturer</i> shall not exceed 10% of the surface area (up to a maximum of 60 cm²).</p>
Footwear	<p>All <i>footwear</i> items may carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months prior to the Games, as long as such identifications are deemed not conspicuous by the IOC.</p>

Specific sizes and display frequency are applicable as per the *Sport 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).

6 GUIDANCE ON PLACEMENT

No *Authorised Identification* may appear on the neck or the collar or on the body (e.g. tattoo) of any person participating in the Games.

No *Identification of the Manufacturer* may appear in combination with any other *Authorised Identification*.

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.

7 ITEMS THAT MUST REMAIN UNBRANDED

Certain items, due in particular to their potential for abuse in the context of product placement or advertising on the field of play, should at all times remain unbranded and/or not feature any *Identification* (by covering any existing *Identification*) if brought by the participant on the field of play or in camera view. As a consequence, the following *Items* may not feature any *Identification of the Manufacturer*: headphones, water bottles, umbrellas, towels, bandages, contact lenses, earplugs, mouth guards and nose clips. This list is exemplary and non-exhaustive and may be amended and completed from time to time by the IOC. Any such updates shall be communicated by the IOC to NOCs and IFs.

8 THIRD PARTY IDENTIFICATIONS

No third party reference or name, including the names or nicknames of participants or any other persons (unless listed as a technical requirement in the *Sport Specific Implementation* section), designation, trademark, logo, URL, social media account, hashtags, corporate design or colour scheme (including, but not limited to, those of sponsors, National Federations,



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public or governmental authorities, and clubs) or any other distinctive sign (whether direct or indirect, such as QR codes or barcodes) may appear on any *Item*.

No *Item* 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.

The use of certain *Authorised Identifications* (such as *IF Identifications*, the *Rio 2016 Emblem* or the *Rio 2016 Wordmark*) is limited and restricted to certain *Items* only and may not be used otherwise as specifically indicated herein.

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

9 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.

10 NOC EMBLEMS AND NATIONAL IDENTITY

Subject to the above, NOCs are encouraged to use their national colours, name, flag and emblems, as well as *NOC Emblems* (hereinafter “National Identifications”), in order to visually enhance the national identity of their *Items*. NOCs have the right to choose the National Identification(s) which will be used by their delegations on *Clothing* (for instance, *NOC emblem* or national flag).

No maximum frequency or sizes are applied to National Identifications, unless limitations are imposed within a specific sport’s technical regulations (please refer in particular to the *Sport Specific Implementation* section for more details).

No *Item* may feature the wording or lyrics from national anthems, motivational words, public messaging or slogans related to national identity.

NOCs, in particular the NOC of the country hosting the Olympic Games (in the present case, the Brazilian Olympic Committee), may not use the “Look of the Games” in any way which creates confusion between the Rio 2016 Workforce and the athletes and delegation officials of their national Olympic Team.

11 INTERNATIONAL FEDERATION IDENTIFICATIONS

As per the Olympic Charter, *IF Identifications* are only authorised for use on uniforms worn by IF officials; this includes all categories of IF staff as well as technical officials.

For *Clothing* worn by IF officials, one *IF Identification* per *Item* shall be permitted, with a maximum size of 30 cm².



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12 HOMOLOGATION MARKS

If any identification is necessary for safety reasons and is prescribed within IF rules and regulations (e.g. “CE” or a similar non-commercial certification logo) and included within the *Sport Specific Implementation* section, such identification will be permitted on the *Item*, in a location that allows technical verification by officials.

13 USE OF RIO 2016 EMBLEM AND RIO 2016 WORDMARK

NOCs and IFs may enhance the Olympic Identity of their uniforms (*Clothing* only) by using the *Rio 2016 Emblem* or *Wordmark* on a limited basis, provided the following conditions are observed. In general, the *Rio 2016 Emblem* and the *Rio 2016 Wordmark* must:

- be sourced directly from Rio 2016 and used in accordance with the Rio 2016 Marks Usage Guidelines;
- not be used for any commercial purposes including, but not limited to, licensed and replica merchandise;
- only be used once per item of *Clothing*, with a maximum size of 30 cm²;

In particular,

- When used in conjunction with the *NOC Emblem* or *IF Identification*, the *Rio 2016 Wordmark* should be positioned under the *NOC Emblem* or *IF Identification* with a distinctive gap or separation between the *Rio 2016 Wordmark* and the *NOC Emblem* or *IF Identification* or separated by a small dividing line. It is forbidden to associate the *Rio 2016 Wordmark* with an *Identification of the Manufacturer*. The *Rio 2016 Wordmark* can only be reproduced in its entirety as defined in the Rio Brand Book or in the two following fonts: Trebuchet MS or TheSansRio2016.
- The *Rio 2016 Emblem* must not be used on competition clothing (unless no *Identification of the Manufacturer* appears on the same *Item*) and must absolutely appear alone. It is forbidden to associate the *Rio 2016 Emblem* with any other *Authorised Identification* (such as an *Identification of the Manufacturer* or an *NOC Emblem* or *IF Identification*). The *Rio 2016 Emblem* can only be reproduced in its entirety as defined in the Rio 2016 Marks Usage Guidelines.

14 VICTORY CEREMONIES AND INTERVIEWS

No *Sports Equipment* or *Accessories* may be brought to the victory 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. helmet).

Personal accessories, including but not limited to mobile phones, plush toys, water bottles, national flags and POV camera devices, are not permitted on podiums.

For further information regarding the rules applicable to uniforms worn by athletes during victory ceremonies, please refer to the *Ceremony Uniform Guidelines*.

15 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.



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Under the supervision of the IOC and with the support of OCOG personnel, the IFs, in accordance with Paragraph 1.6 to Rule 46 of the Olympic Charter, shall implement a system of enforcing the compliance of Items (such as *Sports Equipment*) in relation to their respective sport.

16 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, Rio 2016 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.

17 SUBMISSION PROCESS

The IOC has set up a procedure for *Items* to be reviewed and offer assistance to the NOCs and IFs. Submissions should be sent to rule50@olympic.org.

As in previous Games, while the process is not mandatory, it is highly encouraged in order to minimize any possible Games-time issues. Once a submission has been made through the online tool, NOCs will be notified of the “reviewed” or “non-compliant” status of their submitted *Items*.

In addition, several International Federations impose an obligatory submission process and review of uniforms worn by athletes and/or teams for technical and/or homologation reasons. For further information regarding the process followed by each sport, please refer to the *Sport Specific Implementation* section.

18 QUESTIONS

For any questions, please do not hesitate to contact the IOC at rule50@olympic.org.



B

SPECIFIC IMPLEMENTATION

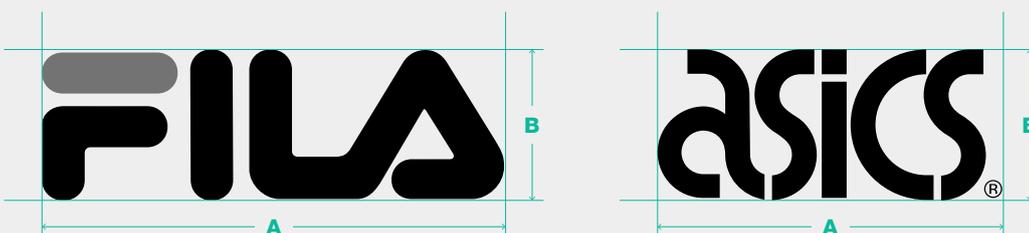
MEASURING AUTHORISED IDENTIFICATIONS

Identifications of the Manufacturer will be measured as follows:

1 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.

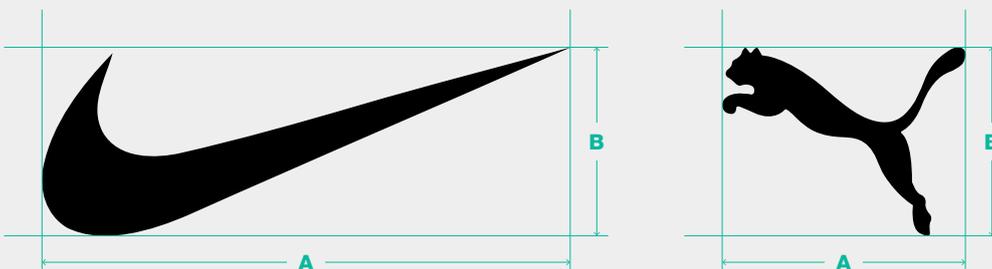
Area = $A \times B$



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.

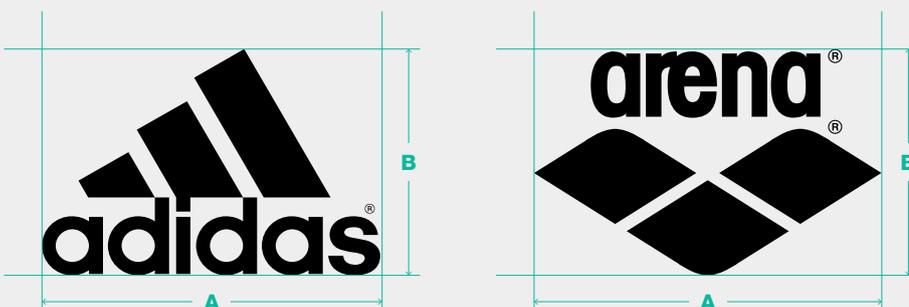
Area = $A \times B$



3 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.

Area = $A \times B$





APPLICATION OF GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

CLOTHING

Vest	<p>One <i>Identification of the Manufacturer</i> is permitted, to be positioned at chest level, on the front right-hand side of the vest, with a maximum size of 30 cm².</p> <p>One additional <i>Product Technology Identification</i> will be permitted per clothing item with a maximum size of 10 cm².</p>
Shorts Skirt	<p>One <i>Identification of the Manufacturer</i> is permitted, to be positioned on the front of the right leg, with a maximum size of 30 cm².</p> <p>One additional <i>Product Technology Identification</i> will be permitted per clothing item with a maximum size of 10 cm².</p>
Robe	<p>One <i>Identification of the Manufacturer</i> is permitted, to be positioned at chest level, on the front right-hand side of the robe, with a maximum size of 30 cm².</p> <p>One additional <i>Product Technology Identification</i> will be permitted per clothing item with a maximum size of 10 cm².</p>
Tracksuit	<p>One <i>Identification of the Manufacturer</i> is permitted on each item of the tracksuit, with a maximum size of 30 cm².</p> <p>One additional <i>Product Technology Identification</i> will be permitted per clothing item with a maximum size of 10 cm².</p>

SPORT EQUIPMENT

Headguard	<p>One <i>Identification of the Manufacturer</i> will be permitted, with a maximum size of 30 cm², and placed upon the back of the headguard in the closing area.</p>
Gloves	<p>One <i>Identification of the Manufacturer</i> per glove will be permitted, with a maximum size of 24 cm², and placed on the thumb area of the gloves.</p>

ACCESSORIES

Bandages Towel	<p>No <i>Identification of the Manufacturer</i> will be permitted.</p>
Socks	<p>One <i>Identification of the Manufacturer</i> per item will be permitted with a maximum size of 10 cm².</p>



ACCESSORIES

Bag One *Identification of the Manufacturer* per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm².

Other protective equipment One *Identification of the Manufacturer* per item will be permitted with a maximum size of 6 cm².

SHOES / FOOTWEAR

Shoes All footwear items may carry the *Identification of the Manufacturer* as generally used on products sold through the retail trade during the period of 6 months prior to the Games.

IF SPECIFIC TECHNICAL REQUIREMENTS

The following IF technical requirements apply in relation to the General Guidelines:

SECTION 8 – THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

No names of athletes allowed on items, section 8 of the General Guidelines applies.

SECTION 10 – NOC EMBLEMS AND NATIONAL IDENTITY

The national flag or NOC emblem is permitted only in one area per vest, shorts and skirt as follows:

Vest

Maximum size of 50cm² at chest level, on the front left-hand side of the vest.

Shorts or Skirt

Maximum size of 50cm² on the front of the left leg.

The country/territory name or NOC code must appear on the back of the vest with a maximum size of 200cm².



SECTION 12 – HOMOLOGATION MARKS

AIBA approval labels must be attached on gloves and on headguards only.

Headguard

The homologation mark should be placed next to the identification of the manufacturer with a maximum size of 4cm².

Gloves

The homologation mark should be placed on the inner side of the gloves, on the opposite side of the thumb and just above the wrist, with the maximum size of 4cm².

SECTION 17 – SUBMISSION PROCESS

Gloves, bandages and headguards

AIBA will designate one supplier for the Olympic Games and check the quality and branding specifications 6 months prior to the competitions. This equipment will then also be checked by the AIBA Official Equipment Manager just before the competitions.

Clothing

During the Games, AIBA will have its Equipment's Check Table with the AIBA Official Equipment Manager checking all branding specifications on boxers' clothing.

NOTE

All General Principles apply unless expressly mentioned otherwise above (in particular in relation to size, frequency, location or Sports Brand requirements).



APPLICATION OF GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

CLOTHING

T-shirt	One <i>Identification of the Manufacturer</i> per clothing item will be permitted, to a maximum size of 30 cm ² .
Shorts	
Tracksuit	One additional <i>Product Technology Identification</i> will be permitted per clothing item, to a maximum size of 10 cm ² .

SPORT EQUIPMENT

Racket frame	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
Racket string	

ACCESSORIES

Armband	One <i>Identification of the Manufacturer</i> per item will be permitted, to a maximum size of 6 cm ² .
Socks	One <i>Identification of the Manufacturer</i> per item will be permitted, to a maximum size of 10 cm ² .
Headgear	
Towel	No <i>Identification of the Manufacturer</i> will be permitted.
Eyewear	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games, with no <i>Identification of the Manufacturer</i> permitted on the lenses.
Racket cover	One <i>Identification of the Manufacturer</i> per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm ² .
Bag	

SHOES / FOOTWEAR

Shoes	All footwear items may carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months prior to the Games.
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IF SPECIFIC TECHNICAL REQUIREMENTS

The following IF technical requirements apply in relation to the General Guidelines:

SECTION 8 – THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

The name of the player on the back of the shirt is mandatory.

For more detailed information please refer to the [BWF Regulations](#).

SECTION 10 – NOC EMBLEMS AND NATIONAL IDENTITY

The name of the player's NOC is mandatory on the back of the shirt.

No IF specific limitations with regard to National Identifications apply.

For more detailed information please refer to the [BWF Regulations](#).

SECTION 12 – HOMOLOGATION MARKS

No homologation marks required by the IF.

SECTION 17 – SUBMISSION PROCESS

An approval and verification process by the BWF is necessary for the following elements:

- Registration and verification of “preferred colours of shirts”. It is mandatory for the opposing players in each match to wear significantly different colours from each other. It is also mandatory for doubles partners to wear the same colour from the start of the main draw onwards and for opposing pairs in each match to wear significantly different colours from each other. Preferred colours of shirts need to be registered before the Games.
- Registration and verification of names on players' shirts to ensure consistency with the names on scoreboards.

For more detailed information please refer to the [BWF Regulations](#).

NOTE

All General Principles apply unless expressly mentioned otherwise above (in particular in relation to size, frequency, location or Sports Brand requirements).