



GUIDELINES REGARDING AUTHORISED IDENTIFICATION ON ATHLETES AND HORSES (Art. 135 FEI GENERAL REGULATIONS)

This document has been prepared to give an overview of the various requirements that apply to logos/advertising etc. across the FEI Disciplines. To the extent there is any discrepancy between the content of this document and the provision of the relevant FEI Sports Rules/General Regulations, the FEI Sports Rules/General Regulations will prevail.

JUMPING

- **Non sponsor manufacturer**
 - ❖ Logo/name not exceeding 3cm² in clothes and equipment (**once** per item)

- **Sponsors** (whether from athlete, team and/or NF)
 - ❖ Logo/name(s) in a surface area not exceeding 200cm² on each side of the **saddle cloth**
 - ❖ Logo/name(s) in a surface area not exceeding 80cm² on each of the two sides of the **jackets/top garments** at the height of the breast pockets
 - ❖ Logo/name(s) in a surface area not exceeding 80cm² (max.20cm long and 4cm wide) only once lengthwise on the **left riding breeches**
 - ❖ Logo/name(s) in a surface area not exceeding 16cm² on both sides of the **shirt collar** and of the **hunting stock**. Alternatively, in the case of **ladies' blouses**, centrally in the middle part of the collar.
 - ❖ Logo/name(s) in a surface area not exceeding 125cm² (max.25cm long and 5cm wide) vertically in the middle part of the **hard hat**. As of 1 January 2023, the name and/or logo may appear horizontally, provided the dimensions are complied with.
 - ❖ Max. 75 cm² for a logo on **ear hoods**

- **Identification of the Athlete's nationality** (either country name or logo, national symbol, national flag, NF logo or name)
 - ❖ Reasonable size on each side of the **jackets** at the height of breast pockets and once on the **collar**
 - ❖ Surface area not exceeding 200cm² on each side of the **saddle cloth**
 - ❖ Surface area not exceeding 200cm² on one of the **jacket sleeves** or, otherwise, 100cm² on each of the sleeves
 - ❖ Surface area not exceeding 80cm² (max.20cm long and 4cm wide) once lengthwise on the left **riding breeches**
 - ❖ Max. 75 cm² for a logo on **ear hoods**
 - ❖ Vertically in the middle part of the **protective headgear**

DRESSAGE

➤ Non sponsor manufacturer

- ❖ Logo/name not exceeding 3cm² in clothes and equipment (once per item)

➤ Sponsors (whether from athlete, team and/or NF)

- ❖ Logo/name(s) in a surface area not exceeding 200cm² on each side of the **saddle cloth**
- ❖ Logo/name(s) in a surface area not exceeding 80cm² on each of the two sides of the **jacket/top garment** at the height of the breast pockets
- ❖ Logo/name(s) in a surface area not exceeding 16cm² on both sides of the **shirt collar** and of the **hunting stock**. Alternatively, in the case of **ladies' blouses**, centrally in the middle part of the collar.
- ❖ Max. 75 cm² for a logo on **ear hoods**

➤ Identification of the Athlete's nationality (either country name or logo, national symbol, national flag, NF logo or name)

- ❖ Reasonable size on each side of the **jackets** at the height of breast pockets and once on the collar
- ❖ Surface area not exceeding 200cm² on each side of the **saddle cloth**
- ❖ Surface area not exceeding 200cm² on one of the **jacket sleeves** or, otherwise, 100cm² on each of the sleeves
- ❖ Max. 75 cm² for a logo on **ear hoods**
- ❖ Vertically in the middle part of the **protective headgear**

EVENTING

- **Non sponsor manufacturer**
 - ❖ Logo/name not exceeding 3cm² in clothes and equipment (**once** per item)

- **Sponsors** (whether from athlete, team and/or NF)
 - ❖ Logo/name(s) in a surface area not exceeding 200cm² on each side of the **saddle cloth**
 - ❖ Logo/name(s) in a surface area not exceeding 80cm² on each of the two sides of the **jackets/top garments** at the height of the breast pockets (*jumping and dressage*)
 - ❖ Logo/name(s) in a surface area not exceeding 80cm² (max.20cm long and 4cm wide) only once lengthwise on the left riding **breeches** (*jumping and cross-country*)
 - ❖ Logo/name(s) in a surface area not exceeding 200cm² on one of the **jacket** sleeves or, otherwise, 100cm² on each of the sleeves (*cross-country*)
 - ❖ Logo/name(s) in a surface area not exceeding 16cm² on both sides of the **shirt** collar and of the hunting stock. Alternatively, in the case of **ladies' blouses**, centrally in the middle part of the collar.
 - ❖ Logo/name(s) in a surface area not exceeding 125cm² (max.25cm long and 5cm wide) vertically in the middle part of the **hard hat** (*jumping and cross-country*). As of 1 January 2023, the name and/or logo may appear horizontally, provided the dimensions are complied with.
 - ❖ Max. 75 cm² for a logo on **ear hoods**

- **Identification of the Athlete's nationality** (either country name or logo, national symbol, national flag, NF logo or name)
 - ❖ Reasonable size on each side of the **jackets** at the height of breast pockets and once on the collar (*jumping and dressage*)
 - ❖ Surface area not exceeding 200cm² on each side of the **saddle cloth**
 - ❖ Surface area not exceeding 200cm² on one of the **jacket sleeves** or, otherwise, 100cm² on each of the sleeves
 - ❖ Surface area not exceeding 80cm² (max.20cm long and 4cm wide) only once lengthwise on the left riding **breeches** (*jumping and cross-country*)
 - ❖ Vertically in the middle part of the **protective headgear**. Additionally, national colours may appear on the entire surface of such protective headgear
 - ❖ Max. 75 cm² for a logo on **ear hoods**

VAULTING

➤ Non sponsor manufacturer

- ❖ Logo/name not exceeding 3cm² in clothes and equipment (once per item)

➤ Sponsors (whether from athlete, team and/or NF)

- ❖ Logo/name(s) in a surface area not exceeding 200cm² on each side of the **saddle cloth**
- ❖ Logo/name(s) in a surface area not exceeding 400cm² on **vaulting back pads**
- ❖ Logo/name(s) in a surface area not exceeding 100cm² only once on the **vaulting outfit**
- ❖ Max. 75 cm² for a logo on **ear hoods**

➤ Identification of the Athlete's nationality (either country name or logo, national symbol, national flag, NF logo or name)

- ❖ Surface area not exceeding 400cm² on **vaulting back pads**
- ❖ Surface area not exceeding 200cm² on each side of the **saddle cloth**
- ❖ Surface area not exceeding 200cm² on one of the **jacket** sleeves or, otherwise, 100cm² on each of the sleeves
- ❖ Max. 75 cm² for a logo on **ear hoods**

DRIVING

➤ Non sponsor manufacturer

- ❖ Logo/name not exceeding 3cm² in **clothes** and **equipment** (once per item)
- ❖ Logo/name not exceeding 50cm² once on each side of the **vehicle** (*obstacle-cone and driven dressage*)
- ❖ Logo/name no longer than 10cm once on each **harness**

➤ Sponsors (whether from athlete, team and/or NF)

- ❖ Logo/name(s) in a surface area not exceeding 200cm² on each side of the **saddle cloth**
- ❖ Logo/name(s) in a surface area not exceeding 400cm² on each side of the **vehicle** (*obstacle-cone and driven dressage*)
- ❖ Logo/name(s) in a surface area not exceeding 80cm² only once in the **jacket/top garment** at the height of the breast pockets (*obstacle-cone and driven dressage*)
- ❖ Logo/name(s) in a surface area not exceeding 16cm² on both sides of the **shirt collar** and of the **hunting stock**. Alternatively, in the case of **ladies' blouses**, centrally in the middle part of the collar.
- ❖ Max. 75 cm² for a logo on **ear hoods**

➤ Identification of the Athlete's nationality (either country name or logo, national symbol, national flag, NF logo or name)

- ❖ Surface area not exceeding 200cm² on each side of the **saddle cloth**
- ❖ Surface area not exceeding 200cm² on one of the **jacket sleeves** or, otherwise, 100cm² on each of the sleeves
- ❖ Surface area not exceeding 80cm² only once in the **jacket/top garment** at the height of the breast pockets (*obstacle-cone and driven dressage*)
- ❖ Max. 75 cm² for a logo on **ear hoods**
- ❖ Surface area not exceeding 400cm² on each side of the **vehicle** (*obstacle-cone and driven dressage*)

ENDURANCE

- **Non sponsor manufacturer**
 - ❖ Logo/name not exceeding 3cm² in **clothes** and **equipment** (once per item)

- **Sponsors** (whether from athlete, team and/or NF)
 - ❖ Logo/name(s) in a surface area not exceeding 200cm² on each side of the **saddle cloth**
 - ❖ Logo/name(s) in a surface area not exceeding 16cm² on both sides of the **shirt collar** and of the **hunting stock**. Alternatively, in the case of **ladies' blouses**, centrally in the **middle part of the collar**.
 - ❖ Logo/name(s) in a surface area not exceeding 200cm² on one of the **jacket sleeves** or, otherwise, 100cm² on each of the **sleeves**
 - ❖ Logo/name(s) in a surface area not exceeding 125cm² (max.25cm long and 5cm wide) vertically in the middle part of the **hard hat**. As of 1 January 2023, the name and/or logo may appear horizontally, provided the dimensions are complied with.

- **Identification of the Athlete's nationality** (either country name or logo, national symbol, national flag, NF logo or name)
 - ❖ Surface area not exceeding 200cm² on each side of the **saddle cloth**
 - ❖ Surface area not exceeding 200cm² on one of the **jacket sleeves** or, otherwise, 100cm² on each of the sleeves
 - ❖ Surface area not exceeding 80cm² (max.20cm long and 4cm wide) once lengthwise on the left riding **breeches**
 - ❖ Vertically in the middle part of the **protective headgear**. Additionally, national colours may appear on the entire surface of such protective headgear

ADDITIONAL SPECIFICATIONS

Regarding the **identification of the athlete**, their **name** may be displayed on a surface area not exceeding 80cm² (max. 20cm long and 4cm wide) only **once lengthwise on the left leg of the riding breeches** during the **Endurance**, **Jumping** and **Eventing** (Jumping and Cross-Country) events.

The aforementioned provisions regarding the **identification of manufacturers, sponsors, nations, NFs and athletes** must be followed **whenever an athlete and/or its horse are in the competition area**, this is, all areas of the relevant event where the athlete is being judged or in which a horse is undergoing a Horse Inspection. The provisions also apply for the entire duration of the **giving-prizes ceremonies**. However, athletes inspecting the course may wear the logo of their sponsor, their team sponsor(s), and/or of their NF's sponsor(s) and/or their nationality within a frame not exceeding 400 cm² on the front and back of their top garments and within a frame not exceeding 50cm² on head gear.

Unless stated otherwise in the Sport Rules, all athletes shall wear the official clothing of their NF throughout all stages of competition (team and individual) during the FEI Championships and/or CIOs. Nevertheless, should the NF not have an official clothing, any athlete of such NF shall be entitled to wear its own clothing, subject to the relevant Discipline Rules and the requirements set out above