Athlete’s Uniforms Guidelines for Equestrian Sports

London 2012 Paralympic Games
Introduction

This document has been drafted according to the equestrian specific section of the "Manufacturer Identification Guidelines" developed by the International Paralympic Committee (IPC) for the upcoming London 2012 Paralympic Games, which are based on Section I, Sub-Section 3 (Paralympic Games Principles) of the IPC Handbook:

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 Paralympic Games, except the identification [...] of the manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes.

These guidelines provide guidance on how the principle mentioned above 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.

The purpose of these guidelines is to clarify the use of trademarks using visual diagrams to illustrate the regulations of the IPC Handbook, Section I, Sub-Section 3 (Paralympic Games Principles) with specific reference to Equestrian sport. These guidelines apply to all persons participating in Equestrian competitions in the Paralympic Games, in particular, but not limited to, athletes, official, technicians (e.g. equipment technicians) and other accredited personnel. For the avoidance of doubt, when referring to a “person participating in the Paralympic Games”, these guidelines refer to any athlete, official and any other accredited person within Paralympic Games venues, sites and press areas.

Please note that the indications related to the size of the manufacturer identifications (logo) included in this document are compulsory and must be respected in all cases in order to comply with the IPC’s “Manufacturer Identification Guidelines”.

Please also note that the indications related to the position of the manufacturer identifications on most of the items shown in the following slides (e.g. riding jackets, riding shirts, breeches, gloves, fly bonnets, saddle and saddle cloth, horse protective equipment and bags) are recommendations based on common practice and therefore flexible, while the same indications related to riding helmets, eyewear, saddle and saddle cloth are based on, and must strictly comply with, the “Manufacturer Identification Guidelines” by the IPC.

Any indication related to the size and placement of NPCs emblems/National Identity elements should be defined by the NPCs in agreement with the IPC (not by the FEI) and they are not defined in these guidelines.

Please find the above mentioned general principles, as well as the detailed provisions related to equestrian, in the following slides.
Definitions

**Authorized Identification** means any of the following identification:

1) **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 Item, including, in particular, but without limitation, *Exclusive Identifiers (as defined below)*.

2) **NPC Emblem** means either (i) the institutional or (ii) the commercial emblem of a participating NPC, as approved by the IPC.

**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 Paralympic Games and Paralympic Winter Games.

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

1) **Accessory** means any article that is of an accessory nature (e.g. bag, eyewear, headgear, gloves, socks, etc.), worn or used by a Participant.

2) **Clothing** means any piece of clothing (including, without limitation, competition clothing) worn by a Participant, excluding Accessories and Footwear.

3) **Footwear** means footwear/boots worn by a Participant.

4) **Sports Equipment** means any sport-specific and necessary equipment provided to or used principally by an athlete but also any other Participant in the conduct of competition (such as boats, rackets and bicycles).
“Manufacturer Identification Guidelines” – London 2012 Paralympic Games

General Principles/1

• 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 Paralympic Games;

• No identification other than an Authorized Identification may appear on any Item;

• Only one Identification of the Manufacturer per Item shall be permitted;

• No third party name, including the designation, trademark, logo, corporate design or colour scheme (including those of sponsors, National Federations and International Federations, with the exception of the International Federations identification as authorized by the IPC) or any other distinctive sign may appear on any Item;

• No Authorized Identification may appear on the neck or the collar, on the body (e.g. tattoo) of any person participating in the Games or on any of the following Items: contact lenses, earplugs, mouth guards, nose clips, water bottles, umbrellas;

• The size of an Identification of the Manufacturer shall in general not exceed:
  - 6 cm$^2$ for gloves, headgear, Accessories;
  - 20 cm$^2$ for Clothing;
  - 10% of the surface area (up to a maximum of 60 cm$^2$) for Mobility Equipment and Sports Equipment.
All footwear items may carry the identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games;

Authorized 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;

On upper body clothing items Authorised Identifications should as much as possible be placed on the chest or on the sleeve;

No Sports Equipment may be brought to any ceremony (including without limitation Opening, Closing and Victory Ceremonies) or interviews areas, with the exception of the mixed zone when used as an exit from the field of play. This rule does not apply for personal mobility equipment (e.g. personal wheelchairs, prosthetics). In no case shall any equipment brought into, or through, the mixed zone be deliberately or excessively promoted.

Personal mobility equipment refers to personal wheelchairs, prosthetics, etc., which are used outside of competition. For inside competition usage of mobility equipment, please refer to the respective Sport-by-Sport list. Personal mobility equipment is accepted in the Paralympic Games venues as commercially available. However, identifications of the manufacturer shall not be greater than 10% of the surface area of the item, to a maximum size of 60cm². In no case shall personal mobility equipment be deliberately or excessively promoted. It remains at the sole discretion of the IPC to decide if a personal mobility equipment is deemed to be marked conspicuously.

No Item and Footwear may feature any identification that relates to a product, service or in any other way does not comply with the principles of the IPC Handbook.

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

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

All Items must be those who are normally worn or used by a participant in the Paralympic Games.
**“Manufacturer Identification Guidelines” – London 2012 Paralympic Games**

**FEI – Equestrian**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES</th>
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</thead>
<tbody>
<tr>
<td><strong>CLOTHING</strong></td>
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</tr>
<tr>
<td>Riding Jacket</td>
<td>One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm².</td>
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<tr>
<td>Riding breeches</td>
<td></td>
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<tr>
<td>Shirt</td>
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<tr>
<td><strong>ACCESSORIES</strong></td>
<td></td>
</tr>
<tr>
<td>Gloves</td>
<td>One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm².</td>
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<tr>
<td>Fly bonnets</td>
<td></td>
</tr>
<tr>
<td>Headgear</td>
<td>One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm² and placed in the front, in the middle and on top of the visor.</td>
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<tr>
<td>Riding helmet</td>
<td></td>
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<tr>
<td>Eyewear</td>
<td>One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm²; alternatively, two identifications of the manufacturer will be permitted, placed once on each arm and to a maximum size of 3 cm² each.</td>
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<tr>
<td><strong>EQUIPMENT</strong></td>
<td></td>
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<tr>
<td>Saddle</td>
<td>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 cm².</td>
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<tr>
<td>Saddle cloth, Horse blanket</td>
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<tr>
<td>Horse protective equipment Bag</td>
<td>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 cm².</td>
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<tr>
<td><strong>SHOES/FOOTWEAR</strong></td>
<td></td>
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<tr>
<td>Shoes</td>
<td>All footwear items may carry the Identification of the manufacturer as generally used on products sold through the retail trade during the period of 12 months prior to the Games.</td>
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<tr>
<td><strong>MOBILITY EQUIPMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Wheelchair</td>
<td>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 cm².</td>
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<tr>
<td>Prosthetics</td>
<td></td>
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</tbody>
</table>
Riding Jacket for Jumping Events, Dressage Events and for Jumping and Dressage tests of Eventing

Recommended position for Manufacturer’s logo (max. size allowed: 20 cm²)

Please refer to relevant FEI Sports rules per discipline with regards to the colours of riding jackets
Riding breeches for Jumping, Dressage and Eventing

Please refer to relevant FEI Sports rules per discipline with regards to the colours of riding breeches.
Riding shirt for Jumping Events, Dressage Events and for Jumping and Dressage tests of Eventing

No Authorised Identification may appear on the neck or the collar

Recommended position for Manufacturer’s logo (max. size allowed: 20 cm²)

Please refer to relevant FEI Sports rules per discipline with regards to the colours of riding shirts
Riding shirt for Jumping Events, Dressage Events and for Jumping and Dressage tests of Eventing

No Authorised Identification may appear on the neck or the collar

Recommended position for Manufacturer’s logo (max. size allowed: 20 cm²)

Please refer to relevant FEI Sports rules per discipline with regards to the colours of riding shirts
Gloves

Recommended position for Manufacturer’s logo (max. size allowed: 6 cm²)
Fly bonnets

Recommended position for Manufacturer’s logo (max. size allowed: 6 cm²)
Riding helmet

Compulsory position of Manufacturer’s logo (max. size allowed: 6 cm²)

One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm² and placed in the front, in the middle and on top of the visor.
Eyewear

One identification of the manufacturer per accessory item will be permitted, placed on one of the arms and to a maximum size of 6 cm².

Alternatively, two identifications of the manufacturer will be permitted, placed once on each arm and to a maximum size of 3 cm² each.
Saddle and saddle cloth

Manufacturer’s logo
(max. size allowed: 60 cm²)

Manufacturer’s logo
(max. size allowed: 60 cm²)
Horse blanket

Recommended position for Manufacturer’s logo (max. size allowed: 60 cm²)
Horse protective equipment:

Hoof boots

Recommended position for Manufacturer’s logo (max. size allowed: 60 cm²)
Horse protective equipment:

Tendon boots

Fetlock boots

Recommended position for Manufacturer’s logo
(max. size allowed: 60 cm²)

Recommended position for Manufacturer’s logo
(max. size allowed: 60 cm²)
Bag

Recommended position for Manufacturer’s logo (max. size allowed: 60 cm²)
Mobility Equipment

Recommended position
for Manufacturer’s logo
(max. size allowed: 60 cm$^2$)
On the back
Thank you for your attention