Athlete’s Uniforms Guidelines for Equestrian Sports

London 2012
Introduction

This document has been drafted according to the equestrian specific section of the “Guidelines Regarding Authorised Identifications” developed by the IOC for the upcoming Games of XXX Olympiad - London 2012, which are based on Rule 50 of 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 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 in Rule 50 of Olympic Charter 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 content of these guidelines focus on the manufacturer identifications allowed to be visible on clothing, accessories, equipment and shoes/footwear worn and/or used by athletes within Olympic 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 IOC’s “Guidelines Regarding Authorised Identifications”.

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, 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 “Guidelines Regarding Authorised Identifications” by the IOC.

Any indication related to the size and placement of NOCs emblems/National Identity elements should be defined by the NOCs in agreement with the IOC (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

Authorised 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) NOC Emblem means either (i) the institutional or (ii) the commercial emblem of a participating NOC, as approved by the IOC.

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.

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:

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

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

Footwear means footwear/boots worn by a Participant.

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).
“Guidelines Regarding Authorised Identifications” Games of XXX Olympiad - London 2012

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 Olympic Games;

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

• 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;

• No third party name, including the names of athletes (unless a technical requirement) designation, trademark, logo, corporate design or colour scheme (including those of sponsors, National Federations and International Federations) or any other distinctive sign may appear on any Item;

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

• No Identification of the Manufacturer may appear in combination with any other Authorised Identification.
"Guidelines Regarding Authorised Identifications" Games of XXX Olympiad - London 2012

General Principles/1

• The size of an Identification of the Manufacturer shall in general not exceed:
  - 6 cm$^2$ for gloves, headgear (both as referred to in Rule 50 of the Olympic Charter), Accessories;
  - 20 cm$^2$ for Clothing;
  - 10% of the surface area (up to a maximum of 60 cm$^2$) for Sports Equipment.

• All footwear items may carry the identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games;

• Authorised Identifications may not appear close or adjacent to each other, in order to avoid a composite logo effect or a repetitive effect. This applies also in case of several layers of Items worn by the same person or for one-piece body suits;

• Authorised Identifications should as much as possible be placed on the chest or on the sleeve;

• No Sports Equipment may be brought to the medal or flower presentation ceremony. This applies also to interviews, with the exception of the mixed zone when used as an exit from the competition area, or if the Sports Equipment is worn by the athlete;

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

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

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

• All Items must be those who are normally worn or used by a participant in the Olympic Games.
**“Guidelines Regarding Authorised Identifications” Games of XXX Olympiad - London 2012 FEI - Equestrian**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES</th>
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<td><strong>CLOTHING</strong></td>
<td></td>
</tr>
<tr>
<td>Riding Jacket</td>
<td>One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm$^2$.</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 cm$^2$.</td>
</tr>
<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 cm$^2$ and placed in the front, in the middle and on top of the visor.</td>
</tr>
<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 cm$^2$; alternatively, two identifications of the manufacturer will be permitted, placed once on each arm and to a maximum size of 3 cm$^2$ each.</td>
</tr>
<tr>
<td><strong>EQUIPMENT</strong></td>
<td></td>
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</table>
| Saddle        | One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm$^2$.  
The identification of the manufacturer on the saddle cloth cannot be on the same side as or adjacent to the identification of the manufacturer on the saddle. |
| Saddle cloth  |                                                                                                                         |
| Horse protective equipment |                                                                                                           |
| Bag           | One identification of the manufacturer per equipment item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60 cm$^2$. |
| **SHOES/FOOTWEAR** |                                                                                                          |
| Shoes         | All footwear items may carry the Identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games. |
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 cm$^2$)

Please refer to relevant FEI Sports rules per discipline with regards to the colours of riding shirts
Riding shirt for Cross-Country 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.
Riding helmet (Cross-Country tests of Eventing)

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 cm$^2$.

OR

Alternatively, two identifications of the manufacturer will be permitted, placed once on each arm and to a maximum size of 3 cm$^2$ each.
The identification of the manufacturer on the saddle cloth cannot be on the same side as or adjacent to the identification of the manufacturer on the saddle.
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)
Bag

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