GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

CLOTHING

General Clothing
One Identification of the Manufacturer per clothing item will be permitted. The size of an Identification of a Manufacturer shall not exceed 30cm² for clothing.

No Identification of the Manufacturer may appear on the collar or on the neck (National Identification – i.e. flags, country names – will be permitted on the collar or the neck).

One piece body suits
Where one-piece body suits are used in competition, one Identification of the Manufacturer and one Product Technology Identification shall be permitted above the waist and below the waist, in accordance with the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.

Socks
One Identification of the Manufacturer per accessory item will be permitted to a maximum size of 10 cm².

Eyewear
May carry the Identifications of the Manufacturer as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games, with no Identifications permitted on the lenses.

Gloves
One Identification of the Manufacturer per item, with a maximum size of 8 cm².

ACCESSORIES

One additional identification, strictly limited to Product Technology Identifications, as shown below, shall be permitted per clothing item and shall not exceed 10cm². (look for on the illustrations)

Headgear
One Identification of the Manufacturer per item, with a maximum size of 10 cm².

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

Armbands
One Identification of the Manufacturer per item, with a maximum size of 6 cm².

For any accessories not listed above, the size of the Identification of the Manufacturer shall not exceed 6 cm².

SPORTS EQUIPMENT

For any sports equipment supplied by the NOC or athletes, the size and frequency of an Identification of the Manufacturer shall be as featured on sports equipment sold on the retail consumer market 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.

ITEMS THAT MUST REMAIN UNBRANDED

Identifications of the Manufacturer are prohibited on any athlete's person; as well as on contact lenses, earplugs, mount guards, nose clips and water bottles. This list is exemplary and non-exhaustive.

Athletes should have the flexibility to use their own water bottles and headphones in training, warm-up and competition, however all items with visible branding should be covered beforehand.

Specific water (Crystal) and sports-drink (Powerade) branded products are permitted, and headphones (Panasonic) are to be reviewed on a case-by-case basis.

THIRD PARTY IDENTIFICATIONS

No third party references or names, including the names or nicknames of participants or any other person unless a technical requirement in the sport; designation, trademark, logo, social media account, hashtags, corporate designs or colour scheme.

The use of sponsor logos, National Federations and International Federations logos is also not permitted on athletes clothing.

NATIONAL IDENTIFICATION

NOCs are encouraged to use their national colours, names, flags and emblems, as well as NOC emblems, 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).

NB: There are however sport by sport exceptions based on IF technical regulations and it is up to the IF and NOCs to ensure that these exceptions are adhered to.

Note
These designs are generic illustrations. They do not necessarily represent all products available in the market place.