Athlete’s Uniforms Guidelines for Equestrian Sports
Rio 2016
Updated on 11 July 2016
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 XXXI Olympiad – Rio 2016, which are based on the Bye-Law to 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.

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.

These guidelines provide guidance on how the 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.

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.

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”.

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).

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 size and/or placement of NOCs emblems/National Identity elements should be checked with the relevant NOC.

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:

- **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 (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, Exclusive Identifiers (as defined below).

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

- **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:

- **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 Accessories and Footwear.

- **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.).

**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.
An Authorised Identification may only be used in compliance with the terms of the Olympic Charter, the “IOC’s Guidelines Regarding Authorised Identifications – Rio 2016” 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 those 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.

- 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.

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.
“Guidelines Regarding Authorised Identifications”  Games of XXXI Olympiad - Rio 2016

General Principles/2

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.

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, 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.

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).

Maximum frequency or sizes are applied to National Identifications, as mentioned within the Equestrian specific sport’s technical regulations (please see it in the following slides 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.
## Application of Manufacturer Identification Guidelines

**Games of XXXI Olympiad - Rio 2016**  
**FEI - Equestrian**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>APPLICATION OF MANUFACTURER IDENTIFICATION GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CLOTHING</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Riding jacket  
Riding breeches  
Shirt | One Identification of the Manufacturer per clothing item will be permitted, to a maximum size of 30\(\text{cm}^2\).  
One additional Product Technology Identification will be permitted per clothing item, to a maximum size of 10\(\text{cm}^2\). |
| **SPORT EQUIPMENT** | |
| Saddle  
Saddle Cloth  
Sport Equipment | 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\(\text{cm}^2\).  
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. |
| Protective headgear  
Riding helmet | One Identification of the Manufacturer will be permitted, to a maximum size of 10\(\text{cm}^2\) and placed in the front, in the middle and on top of the visor. |
| **ACCESSORIES** | |
| Gloves | One Identification of the Manufacturer per item will be permitted, to a maximum size of 8\(\text{cm}^2\). |
| Fly bonnets | One Identification of the Manufacturer per item will be permitted, to a maximum size of 6\(\text{cm}^2\). |
| Tendon and Fetlock Boots  
Eyewear | May carry the Identification 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.  
May carry the Identification 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 Identification of the Manufacturer permitted on the lenses. |
| 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\(\text{cm}^2\). |
| **SHOES/FOOTWEAR** | |
| Athletes' Riding Boots | 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 or more prior to the Games. |
The following IF technical requirements apply in relation to the General Guidelines:

SECTION 8 — THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

The athlete’s name may appear, but is not mandatory, on a surface area not exceeding:
- 80 cm² (maximum 20 cm long and 4 cm wide) only once lengthwise on the left leg of the riding breeches during the Jumping Events and the Jumping and Cross-Country tests of Eventing.

SECTION 10 — NOC EMBLEMS AND NATIONAL IDENTITY

The name or logo of the athlete’s country/territory, its national symbol and/or its national flag, and/or the athlete’s NOC logo or name may appear on a surface area not exceeding:
- A reasonable size on each of the two sides of riding jackets, at the height of breast pockets for Jumping Events, Dressage Events and for Jumping and Dressage tests of Eventing.
- 200 cm² on each side of saddle cloth;
- Either 200 cm² on one arm of jackets or top garment or 100 cm² on each arm of jackets or top garment for the Cross-Country tests of Eventing and/or 400cm² on the back of jackets;
- Vertically in the middle part of the hard hat for the Jumping Events, Dressage Events, Eventing Dressage and Eventing Jumping Events;
- Vertically in the middle part of the protective headgear of Eventing, Cross Country test. National colors may appear on the entire surface of such protective headgear;
- 80 cm² (maximum 20 cm long and 4 cm wide) only once lengthwise on the left leg of the riding breeches during the Jumping Events, Dressage Events and Eventing Events;
- 75 cm² for the logo on fly bonnets in Jumping Events, Dressage Events, Eventing Events.

SECTION 12 — HOMOLOGATION MARKS

All riding helmets worn by Equestrian athlete must comply with any of the European (EN), British (PAS), North American (ASTM), Australian/New Zealand tested standards and display the related homologation marks.
Measuring Authorised Identifications

Identifications of the Manufacturer will be measured as follows:

• 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.

• 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.
Measuring Authorised Identifications

*Identifications of the Manufacturer* will be measured as follows:

- **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.
“Application of Guidelines Regarding Authorised Identifications”
Games of XXXI Olympiad - Rio 2016
FEI – Equestrian

CLOTHING
Riding jacket for Jumping, Dressage events and for Jumping and Dressage tests of Eventing

Recommended position for Identification of the Manufacturer (max. size allowed: 30 cm²)

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

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

Recommended position for Identification of the Manufacturer (max. size allowed: 30 cm²)

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

Athlete’s National Identification
(max. size allowed: 80^2 cm)

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

Please refer to relevant FEI Sports rules per discipline with regards to the colours of riding breeches.

Athlete’s Name
(max. size allowed: 80cm)
Riding shirt for Jumping, Dressage events and for Jumping and Dressage tests of Eventing

No Authorised Identification may appear on the neck or the collar

Recommended position for Identification of the Manufacturer (max. size allowed: 30 cm²)

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

No Authorised Identification may appear on the neck or the collar

Recommended position for Identification of the Manufacturer (max. size allowed: 30 cm²)

Please refer to relevant FEI Sports rules per discipline with regards to the colours of riding shirts
Jacket/top garment for Cross-Country test of Eventing

No Authorised Identification may appear on the neck or the collar

Recommended position for Identification of the Manufacturer (max. size allowed: 30 cm²)

Please refer to relevant FEI Sports rules per discipline with regards to the colours of riding shirts
Jacket/top garment for Cross-Country test of Eventing

Please refer to relevant FEI Sports rules per discipline with regards to the colours of jackets.
Jacket/top garment for Cross-Country test of Eventing

Athlete’s National Identification
(max. size allowed: 200 cm²)
and/or 400 cm² on the back of jackets

Please refer to relevant FEI Sports rules per discipline with regards to the colours of jackets
“Application of Guidelines Regarding Authorised Identifications”
Games of XXXI Olympiad - Rio 2016
FEI – Equestrian

SPORT EQUIPMENT
Identification of the manufacturer cannot be greater than 10% of the surface area of the item

Where possible, 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.
NOC emblems and national identification 200cm² on each side of the saddle cloth
One Identification of the Manufacturer will be permitted, to a maximum size of 10 cm² and placed in the front, in the middle and on top of the visor.
Protective headgear / Riding helmet – Jumping, Dressage and Jumping and Dressage tests of Eventing

Athlete’s National Identification (vertically in the middle part)

NOC emblems and national identity to appear vertically in the middle part of the hard hat
Protective headgear / Riding helmet – Cross-Country test of Eventing

NOC emblems and national identity vertically in the middle part of the protective headgear

National colours may appear on the entire surface of such protective headgear

Compulsory position of Identification of the Manufacturer (max. size allowed: 10 cm²)

One Identification of the Manufacturer will be permitted, to a maximum size of 10 cm² and placed in the front, in the middle and on top of the visor
Gloves

Recommended position for Identification of the Manufacturer (max. size allowed: 8 cm$^2$)

One Identification of the Manufacturer per item will be permitted, to a maximum size of 8 cm$^2$ (i.e. both gloves may be branded)
Fly bonnets

Recommended position for Identification of the Manufacturer (max. size allowed: 6 cm²)
Fly bonnets

Athlete’s National Identification
(max. size allowed: 75 cm²)
Recommended position for Identification of the Manufacturer (max. size allowed: 60 cm²)