



INTERNATIONAL
OLYMPIC
COMMITTEE

GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

XXIII WINTER OLYMPIC GAMES, PYEONGCHANG 2018





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A

GENERAL GUIDELINES

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1 INTRODUCTION

The prohibition of any advertising and publicity in and above Olympic sites (as expressed in the Olympic Charter) is one of the aspects that differentiate the Olympic Games from other international events.

This is reflected in particular in Bye-Law to Rule 50¹ of the Olympic Charter as follows:

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.

The International Olympic Committee (IOC) is therefore pleased to present the Guidelines regarding Authorised Identifications for the XXIII Winter Olympic Games, PyeongChang 2018.

These Guidelines provide guidance on how 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. These rules apply to all of the athletes, officials and other accredited persons within the Olympic Games venues and sites.

These Guidelines are not intended to restrict or otherwise impair new, innovative technological design features of Items (as defined below) as long as these are in conformity with the rules and regulations applicable for the sports concerned, the Olympic Charter and these Guidelines.

Notwithstanding the above, these Guidelines are to be used subject to the understanding that:

- (i) in case of contradictions between these Guidelines and Rule 50 of the Olympic Charter, the latter shall prevail;
- (ii) the IOC Executive Board shall be the sole authority to finally determine whether the use of a name, designation, trademark, logo or any other distinctive sign complies with the Olympic Charter and these Guidelines; and
- (iii) the IOC reserves the right to further interpret and/or supplement these Guidelines in order to help ensure that the spirit and purposes of Rule 50 are respected.

¹ As of the date of issuance of these Guidelines.

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2 CHANGES FROM PREVIOUS VERSIONS (LONDON 2012 / SOCHI 2014)

TOPIC	MODIFICATION
Definitions	Updated definitions within the list of “Authorised Identifications” and “Items”.
Size and frequency of Authorised Identifications	Clothing Maximum size of the Identification of the Manufacturer on clothing increased from 20cm² to 30cm². One additional Identification allowed on clothing, limited to Product Technology Identifications, with a maximum size of 10cm². Sport Equipment For any <i>sport equipment</i> supplied by the NOC or athlete, the size and frequency of an <i>Identification of the Manufacturer</i> shall be as featured on <i>sports equipment</i> sold on the retail consumer market six (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. Accessories Previous size limitation of 6cm² adapted to specific types of accessories, subject to any stricter IF rules which may apply for each sport.
Items that must remain unbranded	Updated list of items which must be unbranded on the field of play.
Third party identifications	Inclusion of additional examples of prohibited third party references.
NOC emblems and national identity	Clarification regarding the frequency of use of National Identifications and examples provided regarding prohibited wording.
International Federation Identifications	Clarification regarding permitted use of IF identifications on clothing.
Homologation marks	Homologation marks permitted on athletes’ clothing and/or sports equipment, subject to prior notification and agreement with the IOC.
PyeongChang Emblem and Wordmark	Size of wordmark and emblem increased from 20cm ² to 30cm ² .
Victory ceremonies and interviews	Inclusion of list of personal items which are not permitted on podiums.
Submission process	Update regarding the submission process for items to be reviewed by the IOC.

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TOPIC	MODIFICATION
Sport specific implementation section	Inclusion of additional specifications from IF technical regulations, including: national identification, personal identifications, homologation marks and processes.

3 DEFINITIONS

For the purpose of these Guidelines:

“Authorised Identification” means any of the following identification:

NAME	DEFINITION
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 <i>Item</i> (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, <i>Exclusive Identifiers</i> (as defined below).
NOC Emblem	Means either (i) the institutional or (ii) the commercial emblem of a participating NOC, as approved by the IOC.
IF Identification	Means the official emblem of the IF and/or the official name of the IF.
PyeongChang 2018 Emblem	Means the official emblem of PyeongChang 2018 Olympic Games, as approved by the IOC.
PyeongChang 2018 Wordmark	Means the words “PyeongChang 2018”.
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:

NAME	DEFINITION
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.

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NAME	DEFINITION
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 (such as snowboard, skis, ski poles, helmets, etc.).
Technical Installations	Means such installations and other apparatus not worn or used by Participants (such as timing equipment and scoreboards) which are necessary to run competitions within venues.

“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 XXIII Winter Olympic Games, PyeongChang 2018.

“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.

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.

4 GENERAL PRINCIPLES

An *Authorised Identification* may only be used in compliance with the terms of the Olympic Charter, the present Guidelines 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 these 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*.

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- 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.

5 SIZE AND FREQUENCY OF AUTHORISED IDENTIFICATIONS

The table below outlines the size and frequency an *Identification of the Manufacturer* shall respect, it being understood that unless expressly excluded, the general principles and other principles outlined in these Guidelines apply as well in addition:

ITEM	MAXIMUM SIZE AND FREQUENCY
Accessories	Accessories may carry identifications as per the following, subject to any stricter IF rules which would prevail for each concerned sport, as indicated within the <i>Sport Specific Implementation</i> section and as long as such identifications are deemed not conspicuous by the IOC: Socks One identification of the manufacturer per item, with a maximum size of 10cm². Headgear One identification of the manufacturer per item, with a maximum size of 10cm². 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, with no identifications permitted on the lenses. Armbands One identification of the manufacturer per item, with a maximum size of 6cm². Scarves One identification of the manufacturer per item, with a maximum size of 6cm². Gloves One identification of the manufacturer per item, with a maximum size of 8cm². Bag One identification of the manufacturer per item, not greater than 10% of the surface area of the item, to a maximum size of 60cm². For any accessories not listed above, the size of the Identification of the Manufacturer shall not exceed 6cm².

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ITEM	MAXIMUM SIZE AND FREQUENCY
Clothing	The size of an Identification of the Manufacturer shall not exceed 30cm² for Clothing. One additional identification, strictly limited to Product Technology Identifications, shall be permitted per clothing item and shall not exceed 10cm². Where one-piece body suits are used in competition, such Identifications shall be permitted once above and once below the waist, provided all other principles are respected. One identification of the manufacturer will be permitted on Zippers and Buttons, and should appear in the same colour as the concerned item (i.e. tone on tone), as long as such identifications are deemed not conspicuous by the IOC.
Sports Equipment	For any sport equipment supplied by the NOC or athlete, the size and frequency of an <i>Identification of the Manufacturer</i> shall be as featured on <i>sports equipment</i> sold on the retail consumer market six (6) months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport (as indicated within the <i>Sport Specific Implementation</i> section), as long as such identifications are deemed not conspicuous by the IOC. For any sports equipment supplied by the OCOG, the size of an Identification of the Manufacturer shall not exceed 10% of the surface area (up to a maximum of 60cm²).
Footwear	All footwear items may carry the identification as generally used on products sold through the retail trade during the period of 6 months prior to the Games, as long as such identifications are deemed not conspicuous by the IOC.

Specific sizes and display frequency are applicable as per the “*Sport 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).

6 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.

7 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 (FOP), should at all times remain unbranded and/or not feature any Identification (by covering any existing Identification) if brought by the participant on the FOP 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,

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mouth guards and nose clips. This list is an exemplary and non-exhaustive list and may be amended and completed when necessary by the IOC. Any such updates shall be communicated by the IOC to NOCs and IFs.

8 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 *PyeongChang 2018 Emblem* or the *PyeongChang 2018 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.

9 DESIGNS

Designs of *Items* must comply with the specifications of these Guidelines. In particular, a design may be used for one Games of the Olympiad and one Olympic Winter Games but must be changed before the following Games of the Olympiad or Olympic Winter Games, as the case may be.

Authorised Identifications or any portion or variations thereof (such as graphic and/or text that serve as concept extensions) cannot be used in designs (e.g., repetitions, extensions, distortions, watermarks, patterns, etc.) of *Items*.

For the avoidance of doubt, drawings, colour schemes, combinations, patterns, prints, letters, numerals, geometric elements, slogans, taglines, words or designs that derive or refer or otherwise create the impression that they are identical or similar to an Identification of the Manufacturer (including, in particular, Exclusive Identifiers), may not be used in designs of *Items* for the Olympic Games.

10 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).

No maximum frequency or sizes are applied to National Identifications, unless limitations are imposed within a specific sport’s technical regulations (please refer in particular to the *Sport Specific Implementation* section for more details).

No *Item* may feature the wording or lyrics from national anthems, motivational words, public/political messaging or slogans related to national identity.

NOCs, in particular the NOC of the country hosting the Olympic Games (in the present case, the Korean Olympic Committee), may not use the “Look of the Games” in any way which creates confusion between the PyeongChang 2018 Workforce and the athletes and delegation officials of their national Olympic Team.



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11 INTERNATIONAL FEDERATION IDENTIFICATIONS

As per the Olympic Charter, IF Identifications are only authorised for use on uniforms worn by IF officials; this includes all categories of IF staff as well as technical officials.

For Clothing worn by IF officials, one IF Identification per *Item* shall be permitted, with a maximum size of 30cm².

12 HOMOLOGATION MARKS

If any identification is necessary for safety reasons and is prescribed within IF rules and regulations (e.g. “CE” or a similar non-commercial certification logo) and included within the *Sport Specific Implementation* section, such identification will be permitted on the *Item*, in a location that allows technical verification by officials.

13 USE OF PYEONGCHANG 2018 EMBLEM AND PYEONGCHANG 2018 WORDMARK

NOCs and IFs may enhance the Olympic Identity of their uniforms (Clothing only) by using the PyeongChang 2018 Emblem or Wordmark on a limited basis, provided the following conditions are observed. In general, the PyeongChang 2018 Emblem and the PyeongChang 2018 Wordmark must:

- be sourced directly from PyeongChang 2018 and used in accordance with the PyeongChang 2018 Marks Usage Guidelines;
- not be used for any commercial purposes including, but not limited to, licensed and replica merchandise;
- only be used once per item of Clothing, with a maximum size of 30cm²;

In particular,

- When used in conjunction with the NOC Emblem or IF Identification, the PyeongChang 2018 Wordmark should be positioned under the NOC Emblem or IF Identification with a distinctive gap or separation between the PyeongChang 2018 Wordmark and the NOC Emblem or IF Identification or separated by a small dividing line. It is forbidden to associate the PyeongChang 2018 Wordmark with an Identification of the Manufacturer. The PyeongChang 2018 Wordmark can only be reproduced in its entirety as defined in the Marks Usage Guidelines or in a generic font (i.e. Arial, Helvetica, etc.).
- The PyeongChang 2018 Emblem may be used on competition and NOC clothing and must absolutely appear alone. It is forbidden to associate the PyeongChang 2018 Emblem with any other *Authorised Identification* (such as an *Identification of the Manufacturer* or an *NOC Emblem* or *IF Identification*). The PyeongChang 2018 Emblem can only be reproduced in its entirety as defined in the PyeongChang 2018 Marks Usage Guidelines.

14 VICTORY CEREMONIES AND INTERVIEWS

No *Sports Equipment* or *Accessories* may be brought to the flower or victory 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 (e.g. helmet).

No personal accessories, including but not limited to mobile phones, water bottles, national flags and POV camera devices, are permitted on podiums.

For further information regarding the rules applicable to uniforms worn by athletes during flower and victory ceremonies, please refer to the *Ceremony Uniform Guidelines*.

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15 RESPONSIBILITY FOR COMPLIANCE

NOCs shall be primarily responsible for ensuring that all *Items* worn or used by the members of their delegation comply with the terms of the Olympic Charter and these Guidelines.

Under the supervision of the IOC and with the support of OCOG personnel, the IFs, in accordance with Paragraph 1.6 to Rule 46 of the Olympic Charter, shall implement a system of enforcing the compliance of *Items* (such as Sports Equipment) in relation to their respective sport.

16 CONSEQUENCES OF INFRINGEMENT TO THE GUIDELINES

Without prejudice to any other sanctions that the IOC may consider to impose, any *Authorised Identification* or *Item* used in violation of the terms of the Olympic Charter or these Guidelines shall be removed or covered (as applicable) in accordance with the instructions given by representatives of the IOC, PyeongChang 2018 or the relevant IF.

Any breach of the terms of the Olympic Charter, these Guidelines or instructions given by authorised representatives in relation to compliance with these Guidelines, may lead to disqualification of the athlete and/or withdrawal of the accreditation of the Participant concerned, as well as other possible sanctions, in accordance with the decision of the IOC, or in accordance with the technical rules of the respective sport.

17 SUBMISSION PROCESS

The IOC has set up a procedure for *Items* to be reviewed and offer assistance to the NOCs and IFs. Submissions should be sent to rule50@olympic.org.

As in previous Games, while the process is not mandatory, it is highly encouraged in order to minimise any possible Games-time issues. Once a submission has been made through the online tool, NOCs will be notified of the “reviewed” or “non-compliant” status of their submitted *Items*.

Several International Federations impose an obligatory submission process and review of uniforms worn by athletes and/or teams for technical and/or homologation reasons. For further information regarding the process followed by each sport, please refer to the *Sport Specific Implementation* section.

18 QUESTIONS

For any questions, please do not hesitate to contact the IOC at rule50@olympic.org.

B

SPECIFIC IMPLEMENTATION

MEASURING AUTHORISED IDENTIFICATIONS

Identifications of the Manufacturer will be measured as follows:

1 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.



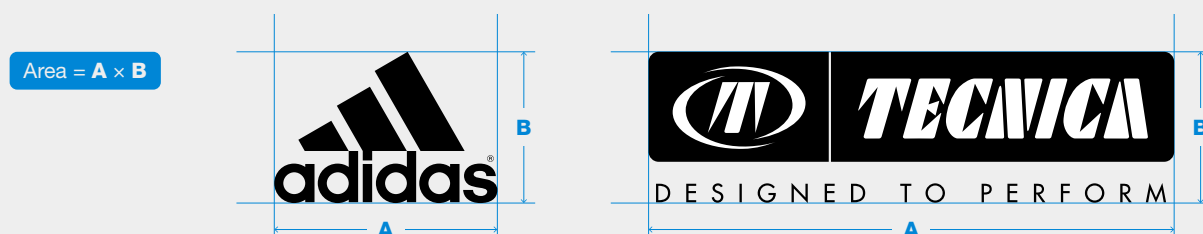
2 IRREGULAR SHAPES

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.



3 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

CLOTHING

Competition clothing	One <i>Identification of the Manufacturer</i> per clothing item will be permitted, to a maximum size of 30cm ² .
Warm-up & Training suits	One additional <i>Product Technology Identification</i> will be permitted per clothing item, to a maximum size of 10cm ² .
Collars and roll necks	If a roll neck or polo shirt is worn, no identification of the manufacturer may appear on the collar or on the neck. Only one <i>Identification of the Manufacturer</i> will be allowed; it may be situated on the chest, with a maximum size of 30cm ² .
One-piece bodysuit	One <i>Identification of the Manufacturer</i> and one <i>Product Technology Identification</i> shall be permitted above the waist and below the waist, in accordance with the maximum sizes noted above; however, these identifications shall not be placed immediately adjacent to each other.

SPORT EQUIPMENT

Sled	Two <i>Identification of the Manufacturer</i> per sled will be permitted on each side, with each covering no more than 10% of the surface, to a maximum size of 60cm ² , so long as the manufacturer is deemed a sports brand.
Helmet	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
Gloves	One <i>Identification of the Manufacturer</i> per accessory item will be permitted, and may be split to two parts, with a maximum size of 15cm ² per glove.

ACCESSORIES

Socks	One identification of the Manufacturer per accessory item will be permitted, to a maximum size of 10cm ² .
Headgear	Two <i>Identifications of the Manufacturer</i> per accessory item will be permitted, to a maximum size of 10cm ² each, placed above each ear.



ACCESSORIES

Gloves	One <i>Identification of the Manufacturer</i> per accessory item will be permitted, with a maximum size of 8cm ² per glove.
Goggles / Eyewear Plexiglas	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
Bag	One <i>Identification of the Manufacturer</i> per bob will be permitted, covering no more than 10% of the surface, to a maximum size of 60cm ² .

SHOES / FOOTWEAR

Shoes	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
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ADDITIONAL IF SPECIFICATIONS

SECTION 8 – THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

Athlete's name	The athletes name may be displayed twice on the back of the helmet and shall not exceed more than 15mm. Athletes may also have their names on their Steel protectors to allow for easy identification during the Olympic Winter Games.
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SECTION 10 – NOC EMBLEMS AND NATIONAL IDENTITY

National flags/ emblems/ codes	Race suits No IF Specific regulations with regards to National Identifications, section 10 of the General Guidelines applies. Helmets The national flag and/or NOC emblem is permitted to on the helmet to a max 30cm².
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SECTION 12 – HOMOLOGATION MARKS

Required homologation marks	No homologation marks required by IF.
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SECTION 17 – SUBMISSION PROCESS

Mandatory IF verification process	No additional obligatory submission process required by the IF, section 17 of the General Guidelines applies.
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All General Principles apply unless expressly mentioned otherwise above (in particular in relation to size, frequency, location or Sports Brand requirements).



APPLICATION OF GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

CLOTHING

Competition clothing	One <i>Identification of the Manufacturer</i> per clothing item will be permitted, to a maximum size of 30cm ² .
Warm-up suit	One additional product Technology Identification will be permitted per clothing item, to a maximum size of 10cm ² .
Collars and roll necks	If a roll neck or polo shirt is worn, no <i>Identification of the Manufacturer</i> may appear on the collar or on the neck. Only one <i>Identification of the Manufacturer</i> will be allowed; it may be situated on the chest, with a maximum size of 30cm ² .
One-piece bodysuit	One <i>Identification of the Manufacturer</i> and one <i>Product Technology Identification</i> shall be permitted above the waist and below the waist, in accordance with the maximum sizes noted above; however, these identifications shall not be placed immediately adjacent to each other.

SPORT EQUIPMENT

Skis	The <i>Identification of the Manufacturer</i> may be carried as generally used on products sold though the retail trade during the period of 6 months prior to the Games.
Bindings	
Poles	
Helmet / Headwear	Helmets and headwear may carry two <i>Identifications of the Manufacturer</i> with a maximum size of 15cm ² , one on each side, placed over the ears.

ACCESSORIES

Socks	One <i>Identification of the Manufacturer</i> per accessory item will be permitted, to a maximum size of 10cm ² .
Ski straps	
Waist bag	
Bottle belts	
Scarves / Neck warmers	No identification of the manufacturer will be permitted.



ACCESSORIES

Arm and leg protection	One <i>Identification of the Manufacturer</i> per arm and leg protection is permitted, to a maximum size of 12cm². An <i>Identification of the Manufacturer</i> on the hand protector of ski poles is permitted. The <i>Identification of the Manufacturer</i> may be divided into two parts per individual hand protector. The total surface area of the commercial markings per hand protector is limited to 12cm².
Gloves	One <i>Identification of the manufacturer</i> per accessory item will be permitted. The <i>Identification of the Manufacturer</i> may be divided into two parts per individual glove, with a maximum size of 15cm² per glove.
Goggles / Eyewear	Goggle-straps may carry two <i>Identifications of the Manufacturer</i>, no larger than 15cm² each in an unstretched position. A moulded <i>Identification of the Manufacturer</i> may appear on the frame centrally on the forehead. This logo must be the same colour as the frame. Straps shall not measure more than 4cm in width. In case of double straps only one strap may carry the <i>Identification of the Manufacturer</i>. Lenses must be free of advertising. Straps (without goggles) with the <i>Identification of Manufacturer</i> of goggle suppliers may not be worn.
Bag	One <i>Identification of the Manufacturer</i> per item will be permitted, covering no more than 10% of the surface, to a maximum size of 60cm².

SHOES / FOOTWEAR

Boots / Shoes	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
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ADDITIONAL IF SPECIFICATIONS

SECTION 8 – THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

Athlete's name	Helmets and headgear worn in competition may carry the name of an athlete. The athletes name with a maximum size of 20cm² must be placed at the back of the helmet or on the rear of a hat/headband for Cross-Country, Nordic Combined, namely when a helmet is not worn. The athletes name can only consist of the full name of the athlete in a standard font and size defined by FIS which is the same for all athletes.
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SECTION 10 – NOC EMBLEMS AND NATIONAL IDENTITY

National flags/emblems/codes	No specific regulations with regards to National Identifications, section 10 of the General Principles apply.
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SECTION 12 – HOMOLOGATION MARKS

Required homologation marks	A homologation mark/sticker must appear on the Alpine Skis (marking of radius on skis), on suits (printed marking), and on Ski Jumping & Nordic Combined – “Plomb” (metal button) on the jumping suits.
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SECTION 17 – SUBMISSION PROCESS

Mandatory IF verification process	No additional obligatory submission process required by the IF, section 17 of the General Guidelines applies. Pre Competition All Ski Jumping competition and Nordic Combined suits are controlled at the start platform. There is no mandatory pre competition control for Alpine Skiing, Freestyle Skiing, and Snowboarding, but is freely available to athletes. Post Competition All Ski Jumping and Nordic Combined competition equipment will go through a post-competition control of the competition equipment at the exit gate of the Field of Play. An immediate post-competition control of skis/binding, boots and suits for Alpine skiing, Freestyle Skiing, and Snowboard Cross, and is compulsory.
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APPLICATION OF GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

CLOTHING

Competition clothing	One <i>Identification of the Manufacturer</i> per clothing item will be permitted, to a maximum size of 30cm ² .
Warm-up suit	One additional <i>Product Technology Identification</i> will be permitted per clothing item, to a maximum size of 10cm ² .
Collars and roll necks	If a roll neck or polo shirt is worn, no <i>Identification of the Manufacturer</i> may appear on the collar or on the neck. Only one identification of the manufacturer will be allowed; it may be situated on the chest, with a maximum size of 30cm ² .
One-piece bodysuit	One <i>Identification of the Manufacturer</i> and one <i>Product Technology Identification</i> shall be permitted above the waist and below the waist, in accordance with the maximum sizes noted above; however, these identifications shall not be placed immediately adjacent to each other.

SPORT EQUIPMENT

Bob / Sled	One <i>Identification of the Manufacturer</i> per bob/sled will be permitted, covering no more than 10% of the surface, to a maximum size of 60cm ² , so long as the manufacturer is deemed a sports brand.
Helmet	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through speciality shops during the period of 6 months or more prior to the Games. No aerodynamic elements may be attached to the helmet.

ACCESSORIES

Socks	One <i>Identification of the Manufacturer</i> per accessory item will be permitted, to a maximum size of 10cm ² .
Headgear	Two <i>Identifications of the Manufacturer</i> per accessory item will be permitted, to a maximum size of 10cm ² each, placed above each ear.
Gloves	One <i>Identification of the Manufacturer</i> per accessory item will be permitted, with a maximum size of 8cm ² per glove.



IBSF BOBSLEIGH / SKELETON 2/2

ACCESSORIES

Goggles / Eyewear Plexiglas	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
Bag	One <i>Identification of the Manufacturer</i> per bag will be permitted, covering no more than 10% of the surface, to a maximum size of 60cm ² .

SHOES / FOOTWEAR

Shoes	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
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ADDITIONAL IF SPECIFICATIONS

SECTION 8 – THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

Athlete's name	No names of athletes allowed on items, section 8 of the General Guidelines applies.
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SECTION 10 – NOC EMBLEMS AND NATIONAL IDENTITY

National flags/emblems/codes	No specific regulations with regards to National Identifications, section 10 of the General Guidelines applies.
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SECTION 12 – HOMOLOGATION MARKS

Required homologation marks	No homologation marks required by the IF.
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SECTION 17 – SUBMISSION PROCESS

Mandatory IF verification process	No obligatory submission process required by the IF, section 17 of the General Guidelines applies.
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All General Principles apply unless expressly mentioned otherwise above (in particular in relation to size, frequency, location or Sports Brand requirements).



APPLICATION OF GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

CLOTHING

Competition clothing	One <i>Identification of the Manufacturer</i> per clothing item will be permitted, to a maximum size of 30cm ² .
Warm-up suit	One additional <i>Product Technology Identification</i> will be permitted per clothing item, to a maximum size of 10cm ² .
Collars and roll necks	If a roll neck or polo shirt is worn, no <i>Identification of the Manufacturer</i> may appear on the collar or on the neck. Only one Identification will be allowed; it may be situated on the chest, with a maximum size of 30cm ² .
Competition suit	One-piece bodysuit One <i>Identification of the Manufacturer</i> and one <i>Product Technology Identification</i> shall be permitted above the waist and below the waist, in accordance with the maximum sizes noted above; however, these identifications shall not be placed immediately adjacent to each other. Two-piece body suit One Identification of the manufacturer per clothing item will be permitted, to a maximum size of 30cm².

SPORT EQUIPMENT

Skis	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
Bindings	
Poles	
Firearm (including rifle stock)	One <i>Identification of the Manufacturer</i> per item will be permitted, to a maximum size of 6cm ² at the front end of the rifle barrel.
Carrying harness	One <i>Identification of the Manufacturer</i> per item will be permitted, to a maximum size of 6cm ² underneath the fixation of the carrying harness system.
Shooting sling	One <i>Identification of the Manufacturer</i> per item will be permitted, to a maximum size of 6cm ² .



ACCESSORIES

Socks	One <i>Identification of the Manufacturer</i> per item will be permitted, to a maximum size of 10cm ² .
Headgear / Headband	Two <i>Identification of the Manufacturer</i> per item will be permitted, to a maximum size of 15cm ² .
Gloves	One <i>Identification of the Manufacturer</i> per item will be permitted, to a maximum size of 15cm ² or divided in two areas of a total of 15cm ² .
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 Identification of the manufacturer permitted on the lenses.
Bag / Backpack Drinking belt	One <i>Identification of the Manufacturer</i> per item will be permitted, covering no more than 10% of the surface, to a maximum size of 50cm ² .
Rifle case / Rifle bag	One <i>Identification of the Manufacturer</i> per item will be permitted, covering no more than a maximum total dimensions of 50cm to 15cm.
Arm loop	One <i>Identification of the Manufacturer</i> per accessory item will be permitted, to a maximum size of 30cm ² .
Telescope	Two <i>Identification of the Manufacturer</i> per item will be permitted per side, to a maximum area of 50cm ² .
Stand	May carry the <i>Identification of the Manufacturer</i> with a maximum size of 15cm ² per leg.
Carrying strap	One <i>Identification of the Manufacturer</i> will be permitted on carrying straps, to a maximum size of 30cm ² .

SHOES / FOOTWEAR

Shoes	All footwear items may carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months prior to the Games.
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ADDITIONAL IF SPECIFICATIONS

SECTION 8 – THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

Athlete's name	No names of athletes allowed on items, section 8 of the General Guidelines applies.
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SECTION 10 – NOC EMBLEMS AND NATIONAL IDENTITY

National flags/emblems/codes	No IF specific regulations with regards to National Identifications, section 10 of the General Guidelines applies.
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SECTION 12 – HOMOLOGATION MARKS

Required homologation marks	A double-sided rifle control sticker may be placed on rifle stocks, each in the size of 12×4cm. It is to be placed on the 15×4cm large, even surface in such a way that it is not covered or cut off in any place. A free space of 1cm is to be left on all sides of the sticker, in which no other logo may be placed, nor any other symbol or sticker.
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SECTION 17 – SUBMISSION PROCESS

Mandatory IF verification process	Pre Competition
	Before the Games the RD/ TD, and IBU Material Referee will conduct a preliminary inspection of equipment to confirm that the materials, equipment and clothing to be used by teams are permitted by the rules.
	The check will normally be done at least two days before the first competition. The preliminary examination does not relieve competitors of the obligation to pass equipment inspection at the start and finish.



APPLICATION OF GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

CLOTHING

Jersey Warm-up jersey	One <i>Identification of the Manufacturer</i> per clothing item will be permitted, to a maximum size of 30cm ² . One additional <i>Product Technology Identification</i> will be permitted per clothing item, to a maximum size of 10cm ² .
Pants	One <i>Identification of the Manufacturer</i> per clothing item will be permitted, to a maximum size of 30cm ² . One additional <i>Product Technology Identification</i> will be permitted per clothing item, to a maximum size of 10cm ² .
Hockey socks Sock tape	No <i>Identification of the Manufacturer</i> may appear on these items.
Collar and roll necks	If a roll neck or polo shirt is worn, no identification of the manufacturer may appear on the collar or on the neck. Only one Identification will be allowed; it may be situated on the chest, with a maximum size of 30cm ² .

SPORT EQUIPMENT

Player and goalkeeper helmet Head protector (full face mask)	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
Player and goalkeeper facial protection	One <i>Identification of the Manufacturer</i> per item will be permitted on each side, with a maximum size of 6cm ² on player facial protection or one centrally placed on goalkeeper facial protection.
Player and goalkeeper neck protection	No <i>Identification of the Manufacturer</i> may appear on these items.
Player gloves	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.



SPORT EQUIPMENT

Player and goalkeeper hockey stick	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.
Goalkeeper leg pads	
Goalkeeper blocker and trapper	

ACCESSORIES

Towel	No <i>Identification of the Manufacturer</i> may appear on these items.
Player and goalkeeper bags	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.

SKATES / FOOTWEAR

Skates	All footwear items may carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months prior to the Games.
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ADDITIONAL IF SPECIFICATIONS

SECTION 8 – THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

Athlete's name	Each player shall wear his/her name on the upper portion of the back of his/her sweater printed in 10cm high, block capital Roman letters.
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SECTION 10 – NOC EMBLEMS AND NATIONAL IDENTITY

National flags/emblems/codes	One flag/NOC emblem and one country/territory name or NOC code is permitted on the helmet.
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SECTION 12 – HOMOLOGATION MARKS

Required homologation marks	IIHF Homologation labels may appear on helmets and other items where safety tests have been carried out.
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SECTION 17 – SUBMISSION PROCESS

Mandatory IF verification process	All goalie mask and helmet designs are to be submitted to the IIHF and the IOC for review prior to the Olympic Winter Games.
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All General Principles apply unless expressly mentioned otherwise above (in particular in relation to size, frequency, location or Sports Brand requirements).



APPLICATION OF GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

CLOTHING

Competition clothing and warm-up suits (incl. one-piece body suit) for Speed Skating and Short Track Speed Skating

One *Identification of the Manufacturer* per clothing item will be permitted, to a maximum size of 30cm².

One additional *Product Technology Identification* will be permitted per clothing item, to a maximum size of 10cm².

One-piece bodysuit

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.

Competition clothing (costumes) for Figure Skating (incl. Figure Skating exhibition)

No *Identification of the Manufacturer* will be permitted on the Competition Clothing (costumes).

Warm-up suit and “Kiss & Cry area” clothing for Figure Skating

During the official Warm-Up phase before the competition performance, during practice sessions and other off-ice activities in the “Kiss-and-Cry area”, TV interviews and the off-ice victory ceremonies, the following Identifications will be permitted: One *Identification of the Manufacturer* per clothing item, to a maximum size of 30cm².

Collar and roll necks

If a roll neck or polo shirt is worn, no identification of the manufacturer may appear on the collar or on the neck. Only one *Identification of the Manufacturer* will be allowed; it may be situated on the chest, with a maximum size of 30cm².

SPORT EQUIPMENT

Helmets for Speed Skating and Short Track Speed Skating

Two *Identifications of the Manufacturer* will be permitted on the helmet, to a total maximum size of 20cm².

The helmet may include the Skater’s own name and/or national country flag, as well as individual decorations according to ISU rules.

ACCESSORIES

Tights Overshoes Socks

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



ACCESSORIES

Gloves	One <i>Identification of the Manufacturer</i> per accessory item will be permitted, with a maximum size of 8cm ² per glove.
Headgear	Two <i>Identifications of the Manufacturer</i> per accessory item will be permitted, with a maximum size of 8cm ² each and placed above each ear.
Eyewear	May carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games
Bag	One <i>Identification of the Manufacturer</i> per bag will be permitted, covering no more than 10% of the surface, to a maximum size of 60cm ² .

SKATES / FOOTWEAR

Skates for Speed Skating and Short Track Speed skating (incl. boots, blades, blade guards and blade connections)	The <i>Identification of the Manufacturer</i> shall reflect standard commercial practices and not exceed 20cm² per piece of equipment, with the following exception: one engraved identification or trademark of the manufacturer with a maximum of 6cm² is permitted on each connecting construction. The Skater's own name may be engraved on pieces of equipment, with the same size restrictions as for trademarks.
Skates for Figure Skating (incl. boots, blades and blade guards)	No markings are permitted on boots or blades, except for the boot manufacturer's name on the boot heel not larger than 10cm ² and 1 engraved identification of the manufacturer not larger than 20cm ² on each blade and each blade guard.

ADDITIONAL IF SPECIFICATIONS

SECTION 8 – THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

Athlete's name	Athletes may display their own names on their warm-up, kiss and cry area clothing and off the ice clothing and equipment.
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SECTION 10 – NOC EMBLEMS AND NATIONAL IDENTITY

National flags/emblems/codes for Speed Skating and Short Track Speed Skating

The racing and warm-up suits of the Skaters must display the name of the country or its official NOC abbreviation (letters of minimum 5cm and maximum 15cm high).

In Speed Skating the country name or abbreviation shall be placed on the back of the upper body.

In Short Track Speed Skating the country name or abbreviation shall be placed on the external part of both lower legs, the size of the characters not to be smaller than 5cm high.

National flags/emblems/codes for Figure Skating

The Name and/or logo of NOC or NOC country abbreviation with letters of maximum 15cm high.

SECTION 12 – HOMOLOGATION MARKS

Required homologation marks

No homologation marks required by IF.

SECTION 17 – SUBMISSION PROCESS

Mandatory IF verification process

Markings may be measured by the Officials onsite for compliance while being worn.

COACHES' CLOTHING

Regulations regarding coaches' uniforms

Coaches' are to adhere to the same rules as indicated above for skaters.



APPLICATION OF GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

CLOTHING

Competition clothing	One <i>Identification of the Manufacturer</i> per clothing item will be permitted, to a maximum size of 30cm ² .
Warm-up suit	One additional <i>Product Technology Identification</i> will be permitted per clothing item, to a maximum size of 10cm ² .
Collars and roll necks	If a roll neck or polo shirt is worn, no Identification may appear on the collar or on the neck. Only one <i>Identification of the Manufacturer</i> will be allowed; it may be situated on the chest, with a maximum size of 30cm ² .

SPORT EQUIPMENT

Brush / Broom	Each brush/broom may carry the <i>Identifications of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months prior to the Winter Olympic Games. No markings are allowed on the part of the brush which touches the ice. Each brush/broom may also carry the name of the Country.
Delivery aid gripper / Anti-slider	<i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months prior to the Games.

ACCESSORIES

Socks	One <i>Identification of the Manufacturer</i> per accessory item will be permitted, to a maximum size of 8cm ² .
Headgear	Two identifications of the manufacturer per accessory item will be permitted, to a maximum size of 10cm ² each, placed above each ear.
Gloves	One <i>Identification of the Manufacturer</i> per accessory item will be permitted, with a maximum size of 8cm ² per glove.
Bag	One <i>Identification of the Manufacturer</i> per item will be permitted, covering no more than 10% of the surface, to a maximum size of 60cm ² . The location of the Identification must be on the larger side of the bag.



SHOES / FOOTWEAR

Curling shoes	All footwear items may carry the <i>Identification of the Manufacturer</i> as generally used on products sold through the retail trade during the period of 6 months prior to the Games.
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ADDITIONAL IF SPECIFICATIONS

SECTION 8 – THIRD PARTY IDENTIFICATIONS (ATHLETE NAMES)

Athlete's name	On each competition jacket/sweater/playing shirt, the surname of the athlete appears across the upper back of the garment.
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SECTION 10 – NOC EMBLEMS AND NATIONAL IDENTITY

National flags/emblems/codes	The NOC code must be printed across the back above the waist. The NOC emblem may be worn on the back between the NOC Code and the athlete's name.
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SECTION 12 – HOMOLOGATION MARKS

Required homologation marks	Each brush/broom must carry a WCF product code.
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SECTION 17 – SUBMISSION PROCESS

Mandatory IF verification process	Pre Competition Equipment may be subject to checking by the Technical Officials during practice or competition.
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COACHES' CLOTHING

Regulations regarding coaches' uniforms	Coaches clothing must follow the regulations in relation to the National Identification and Personal Identification – except in addition to the surname the word “Coach” or “National Coach” can be used as an alternative.
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All General Principles apply unless expressly mentioned otherwise above (in particular in relation to size, frequency, location or Sports Brand requirements).

GRAPHICAL ILLUSTRATIONS

1 INTRODUCTION

This section provides visual illustrations regarding the placement and size of the *Identification of the Manufacturer* on *Clothing* and *Accessories*.

2 CLOTHING

This category includes 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*.

One *Identification of the Manufacturer* per clothing item will be permitted, and shall not exceed 30cm².

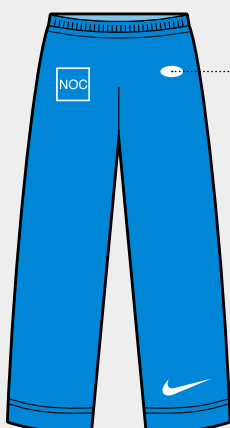
Precise sizing specifications for *Clothing* items in each sport are contained in the *Sport Specific Implementation* section.

One additional identification, strictly limited to *Product Technology Identifications*, shall be permitted per clothing item and shall not exceed 10cm².

Please find below examples of *Product Technology Identifications* (non-exhaustive):



Visual examples



Product Technology Identification



GRAPHICAL ILLUSTRATIONS



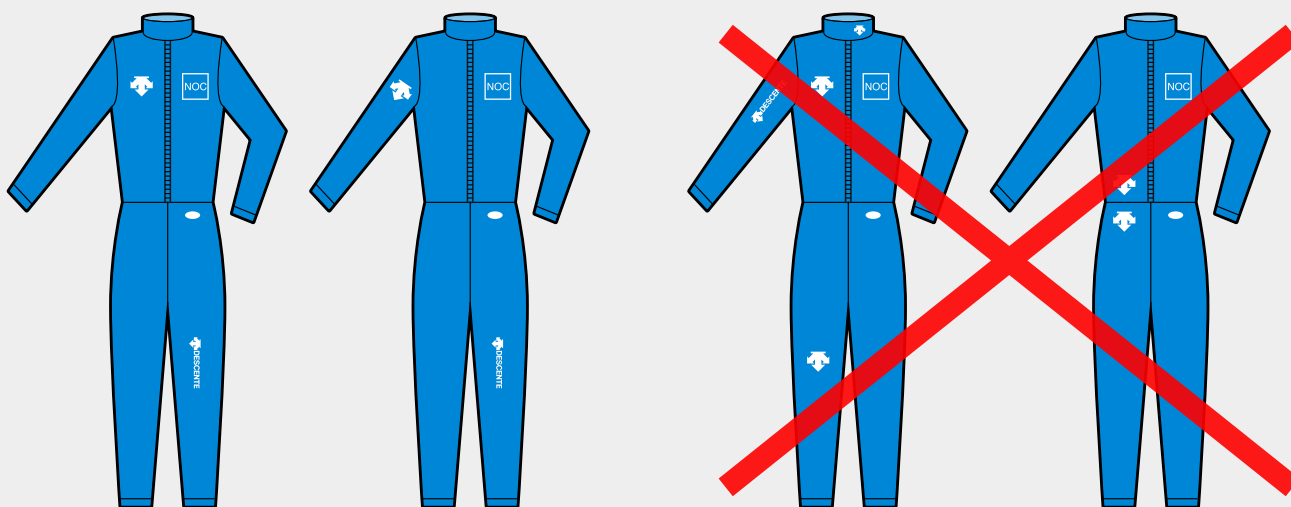
This example is not permitted
due to the use of a third party
corporate design and colour scheme.

No Identification of the Manufacturer may appear on the collar or on the neck.



GRAPHICAL ILLUSTRATIONS

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.



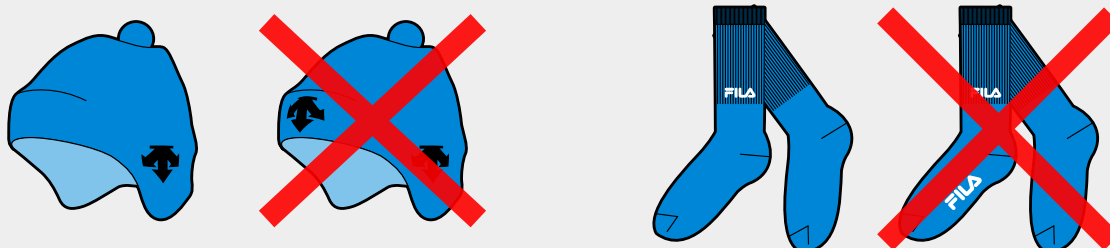
3 ACCESSORIES

This category includes all articles of an accessory nature, worn or used by athletes, officials and other participants within accredited Olympic Games venues and sites. Examples of *Accessories* include, but are not limited to, socks, headgear, armbands, gloves, bags.

Accessories are subject to the General Principle dimensions unless deemed necessary for competition, at which point, IF rules will prevail for each concerned sports, as indicated in the *Sport Specific Implementation* section.

Socks and Headgear

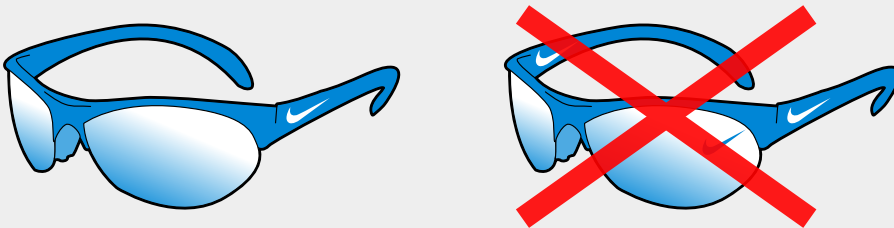
One Identification of the Manufacturer will be permitted per item, with a maximum size of 10cm².



GRAPHICAL ILLUSTRATIONS

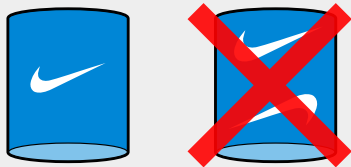
Eyewear

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, with no identification permitted on the lenses.



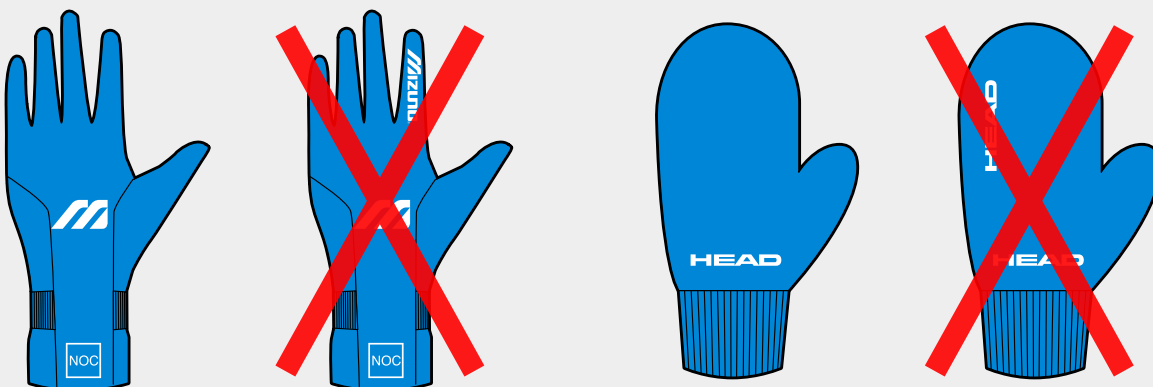
Armbands

One *Identification of the Manufacturer* will be permitted per item, with a maximum size of 6cm².



Gloves

One *Identification of the Manufacturer* will be permitted per item, with a maximum size of 8cm².



GRAPHICAL ILLUSTRATIONS

Bags

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

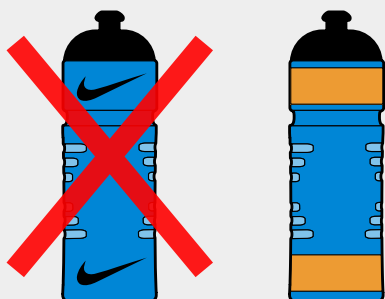


All Other Accessories

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

Non Branded Items

Certain items may not feature any *Identification of the Manufacturer*: headphones, water bottles, umbrellas, towels, bandages, contact lenses, earplugs, mouth guards and nose clips.



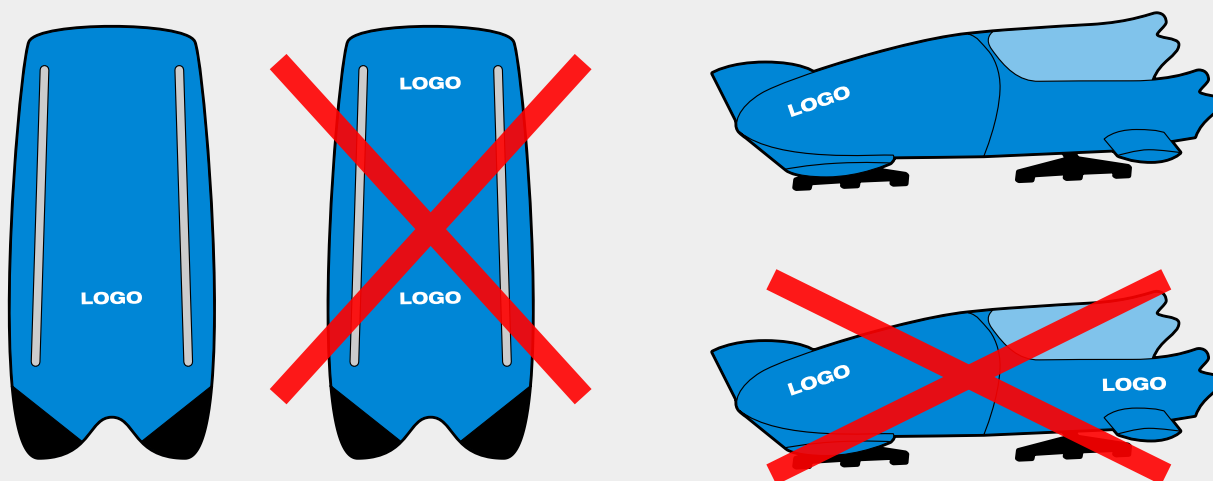
GRAPHICAL ILLUSTRATIONS

4 SPORT EQUIPMENT

As the rule regarding *Sport Equipment* which is supplied by the NOC or athlete has been modified to allow the size and frequency of an *Identification of the Manufacturer* to be as featured on *Sport Equipment* sold on the retail consumer market six (6) months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport, please refer to the *Sport Specific Implementation* section for specific details regarding *Sport Equipment* items in each sport.

Bob and Sled

One *Identification of the Manufacturer* per bob/sled will be permitted, covering no more than 10% of the surface, to a maximum size of 60cm², so long as the manufacturer is deemed as a sports brand.



Luge

Two *Identifications of the Manufacturer* per sled will be permitted on each side, with each covering no more than 10% of the surface, to a maximum size of 60cm², so long as the manufacturer is deemed a sports brand.

