

# INTERNATIONAL OLYMPIC COMMITTEE

## GUIDELINES REGARDING AUTHORIZED IDENTIFICATIONS

### AT THE

### XXI OLYMPIC WINTER GAMES, VANCOUVER 2010

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#### A. IN GENERAL

##### 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 51<sup>1</sup> 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”*.

These guidelines provide guidance on how this principle 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 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 any term of these Guidelines is in contradiction with 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 51 are respected.

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<sup>1</sup> As of the date of issuance of these guidelines.

## 2. DEFINITIONS

For the purpose of these Guidelines:

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

Name	Definition
<b>Identification of the Manufacturer</b>	means the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an <i>Item</i> , including, in particular, but without limitation, <i>Exclusive Identifiers</i> (as defined below)
<b>NOC Emblem</b>	means either (i) the institutional or (ii) the commercial emblem of a participating NOC, as approved by the IOC.
<b>IF Identification</b>	means the official emblem of the IF and/or the official name of the IF.
<b>Vancouver 2010 Emblem</b>	means the official emblem of the XXI Olympic Winter Games, Vancouver 2010, as approved by the IOC.
<b>Vancouver 2010 Wordmark</b>	means the words “Vancouver 2010”.
<b>Candidate City Emblem</b>	an emblem featuring the emblem of a Candidate City for the Olympic Games, as approved by the IOC.

**“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
<b>Accessory</b>	means any article that is of an accessory nature (e.g. bag, eyewear, headgear, gloves, etc...), worn or used by a Participant.
<b>Clothing</b>	means any piece of clothing (including competition clothing and commercial clothing) worn by a Participant, excluding Accessories and Footwear.
<b>Footwear</b>	means footwear worn by a Participant.
<b>Sports Equipment</b>	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 skis, ski poles, helmet, etc..).
<b>Technical Gear</b>	means such installations, equipment and other apparatus not worn or used by Participants (such as timing equipment and scoreboards)

**“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 XXI Olympic Winter Games, Vancouver 2010.

**“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”, these Guidelines refer to any athlete, official and any other accredited person within Olympic Games venues, sites and press areas.**

### 3. GENERAL PRINCIPLES

An *Authorized 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 *Authorized 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 “*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 *Authorized Identification* may appear on any *Item*.
- Only one *Identification of the Manufacturer* per *Item* shall be permitted<sup>2</sup>.
- 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, designation, trademark, logo, corporate design or colour scheme (including those of sponsors, National Federations and International Federations, except for International Federations identification as authorised by the Olympic Charter and as further described in hereof) or any other distinctive sign may appear on any *Item*<sup>3</sup>.
- No *Authorized Identification* may appear on or near 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, noseclips, water bottles, umbrellas.
- No *Identification of the Manufacturer* may appear in combination with any other *Authorised Identification*.
- The size of an *Identification of the Manufacturer* shall in general not exceed
  - 6 cm<sup>2</sup> for gloves, headgear (both as referred to in Bye-Law to Rule 51 of the Olympic Charter), *Accessories* and *Footwear*,
  - 20 cm<sup>2</sup> for *Clothing* and
  - 10% of the surface area (up to a maximum of 60 cm<sup>2</sup>) for *Sports Equipment*.
- *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-body suits.

<sup>2</sup> Where one-piece body suits are used in competition, one *Identification of the Manufacturer* shall be permitted above the waist and one below the waist, provided all other principles are respected.

<sup>3</sup> For the avoidance of doubt, this includes but is not limited to technical sport homologation designations (such as “official equipment of..”, “official [IF] size, etc...”), product component (e.g., water resistant fabric, insulation fabric, etc.) identifications and manufacturer product technology identifications, it being understood that product component and manufacturer product technology identifications may only appear (under the same restrictions as any *Authorized Identification*) as stand-alone identifications, i.e. such identifications cannot appear if an *Item* already features an *Authorized Identification*. If any identification is necessary for safety reasons (e.g. “CE” or a similar non-commercial certification logo), such identification must be placed inside the *Item*, out of camera and public sight, while in a location that allows technical verification by officials.

- *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 (e.g. shoes).
- 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.

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).

The use of certain *Authorized Identifications* (such as *IF Identifications*, the *VANOC Emblem* or the *VANOC Wordmark*) is limited and restricted to certain *Items* only and may not be used otherwise as specifically indicated herein.

All *Items* must be those who are normally worn or used by a participant in the Olympic Games.

#### 4. 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.

*Authorized 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.

Subject to the above, NOCs are encouraged to use their national colours, name, flag and emblems, as well as NOC Emblems, in order to visually enhance the national identity of their *Items*.

The NOC of the country hosting the Olympic Games (in the present case, the Canadian Olympic Committee) may not use the “Look of the Games” in any way which creates a confusion between the VANOC Workforce and the athletes and delegation officials of the Canadian Olympic Team.

#### 5. USE OF VANOC EMBLEM AND VANOC WORDMARK

In general, the VANOC Emblem and the VANOC Wordmark must:

- be sourced directly from VANOC;
- not be used for any commercial purposes including, but not limited to, licensed or replica merchandise;
- only be used once per item of Clothing, with a maximum size of 20 cm<sup>2</sup>;
- only be reproduced in its entirety, using the official VANOC font and colours;
- not be used on any Item, except as permitted by the present Guidelines.

The VANOC Wordmark (or, if approved by VANOC, the VANOC Emblem) may be used on Clothing items, under the following strict conditions:

- The VANOC Emblem must absolutely appear alone. It is forbidden to associate this emblem with any other *Authorized Identification* (such as an *Identification of the Manufacturer* or an *NOC Emblem*). Feature of the VANOC Emblem is subject to VANOC’s restrictions and approval.
- When used in conjunction with an NOC Emblem, the VANOC Wordmark should be positioned under the NOC Emblem with a distinctive gap or separation between the VANOC Wordmark and the NOC Emblem or separated by a small dividing line..

## **6. 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 27 of the Olympic Charter, shall implement a system of enforcing the compliance of Items (such as Sports Equipment) in relation to their respective sport.

## **7. 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, VANOC 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.

## **8. SUBMISSION PROCESS**

The IOC may set up a submission procedure for *Items* to be reviewed. Once created, the process will be communicated to all stakeholders in a timely manner. The review process for submissions no longer will be on a continual basis, rather, the IOC will accept submissions up to a pre-determined date and in turn, will review all submissions by a pre-determined date.

## **B. SPECIFIC IMPLEMENTATION**

This section contains specific and concrete rules on how the above-mentioned general principles are applied to specific cases.

In particular, the following sub-paragraphs will provide extensive information on a given aspect of implementation of these principles:

1. Measuring Authorized Identifications
2. Sport-by-Sport List
3. Graphical Illustrations (as referred in Sport-by-Sport List)
4. Stakeholder specific Lists:
  - IF Clothing
  - VANOC Workforce
  - Workforce of OCOGS other than VANOC

**MEASURING AUTHORISED IDENTIFICATIONS**

[text and shapes from previous guidelines to be inserted]

## SPORT BY SPORT LIST

## FIS – Skiing

Item	AUTHORISED IDENTIFICATION
<b>Clothing</b>	
Competition clothing Warm-up suit Picture of reference = n°1	<b>One identification</b> of the manufacturer (hereafter, identification) <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup> .
Collars and roll necks Picture of reference = n°5	If a <b>roll neck or polo shirt</b> is worn, no identification may appear on the collar or on the neck.
One-piece bodysuit Picture of reference = n°10	Where <b>one-piece body suits</b> are used during training sessions and in competition, one identification shall be permitted above the waist (e.g. sleeve) and one below the waist, in accordance with the maximum size noted above; however, these identifications shall not be placed immediately adjacent to each other.
<b>Accessories</b>	
Socks, Picture of reference = n°22 Towel, Picture of reference = n°23 Scarves / Neck warmer Picture of reference = n°24 Arm and leg protection Picture of reference = n° Ski straps Picture of reference = n° Waist bag Picture of reference = n° Water bottle Picture of reference = n° Bottle belts Picture of reference = n°	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Helmet Picture of reference = n°25	Two identifications will be authorised, with a maximum size of 15 cm <sup>2</sup> each, one on each side, above the ears.
Headgear / Headband Picture of reference = n°26	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Gloves Picture of reference = n°30	One identification <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> per glove.



<p style="text-align: center;">Eyewear / Goggles Picture of reference = n°35/36</p>	<p style="text-align: center;">Two identifications <b>per accessory</b> item will be permitted, with a maximum size of 6cm<sup>2</sup> each, one on each side, above the ears, on the elastic band when applicable.</p>
<p style="text-align: center;">Bag Picture of reference = n°45</p>	<p style="text-align: center;">One identification <b>per item</b> will be permitted, to a maximum size of 60 cm<sup>2</sup>. Location of the identification must be on the larger side of the bag.</p>
<b>Boots / Footwear</b>	
<p>Boots, Picture of reference = n°185 Shoes, Picture of reference = n°181</p>	<p style="text-align: center;">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.</p>
<b>Equipment</b>	
<p style="text-align: center;">Skis Picture of reference = n°271 Bindings Picture of reference = n°272 Poles Picture of reference = n°273</p>	<p style="text-align: center;">The identification can be carried as generally used on products sold through the retail trade during the period of <b>12 months prior to the Games.</b></p>

## IIHF – Ice Hockey

Item	AUTHORISED IDENTIFICATION
<b>Clothing</b>	
Jersey Warm-up jersey Picture of reference = n°1	<b>One identification</b> of the manufacturer (hereafter, identification) <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup> , either on the right side of the chest – if the NOC emblem is on the left side, or vice-versa.
Pants Picture of reference = n°	<b>One identification per item</b> will be permitted, to a maximum size of 20 cm <sup>2</sup> .
Hockey socks Sock tape Picture of reference = n°	No identification may appear on these items.
Roll neck shirt Picture of reference = n°5	No identification may appear on the collar or on the neck.
<b>Accessories</b>	
Towel Picture of reference = n°23 Water bottles and bottle carrier Picture of reference = n°24	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
<b>Skates / Footwear</b>	
Skates Picture of reference = n°191	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.
<b>Equipment</b>	
Player or Goalkeeper Helmet or Goalkeeper Head Protector Picture of reference = n°25	Two identifications will be authorised, with a maximum size of 15 cm <sup>2</sup> each, one on each side, above the ears.
Player or Goalkeeper Facial Protection Picture of reference = n°35	One identification <b>per</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> .
Player Gloves Picture of reference = n°30	One identification <b>per</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> per glove.

Player & Goalkeeper Hockey Stick  
Picture of reference = n°241

Goalkeeper Leg Pads  
Picture of reference = n°245

Goalkeeper Blocker & Trapper  
Picture of reference = n°246 & 247

Player & Goalkeeper Equipment bags  
Picture of reference = n°248

Equipment may carry the identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.

## FIBT – Bobsleigh / Skeleton

Item	AUTHORISED IDENTIFICATION
<b>Clothing</b>	
Competition clothing Warm-up suit Picture of reference = n°1	<b>One identification</b> of the manufacturer (hereafter, identification) <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup> , either on the right side of the chest – if the NOC emblem (if any) is on the left side, or vice-versa.
Collars and roll necks Picture of reference = n°5	If a <b>roll neck or polo shirt</b> is worn, no identification 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 20cm <sup>2</sup> as presented on picture n°1.
One-piece bodysuit Picture of reference = n°10	Where <b>one-piece body suits</b> are used during training sessions and in competition, one identification shall be permitted above the waist (same location as on Picture 1) and one below the waist, in accordance with the maximum size noted above; however, these identifications shall not be placed immediately adjacent to each other.
<b>Accessories</b>	
Socks, Picture of reference = n°22 Towel, Picture of reference = n°23	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Helmet Picture of reference = n°25	Two identifications will be authorised, with a maximum size of 15 cm <sup>2</sup> each, one on each side.
Headgear Picture of reference = n°26	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears.
Gloves Picture of reference = n°30	One identification <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> per glove.
Goggles / Eyewear Picture of reference = n°35	Two identifications <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> each, one on each side.
Bag Picture of reference = n°45	One identification <b>per item</b> will be permitted, to a maximum size of 60 cm <sup>2</sup> . Location of the identification must be on the larger side of the bag.
<b>Shoes / Footwear</b>	
Shoes Picture of reference = n°151	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.

## FIL - Luge

Item	AUTHORISED IDENTIFICATION
<b>Clothing</b>	
Competition clothing Warm-up suit Picture of reference = n°1	<b>One identification</b> of the manufacturer (hereafter, identification) <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup> , either on the right side of the chest – if the NOC emblem (if any) is on the left side, or vice-versa.
Collars and roll necks Picture of reference = n°5	If a <b>roll neck or polo shirt</b> is worn, no identification 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 20cm <sup>2</sup> as presented on picture n°1.
One-piece bodysuit Picture of reference = n°10	Where <b>one-piece body suits</b> are used during training sessions and in competition, one identification shall be permitted above the waist (same location as on Picture 1) and one below the waist, in accordance with the maximum size noted above; however, these identifications shall not be placed immediately adjacent to each other.
<b>Accessories</b>	
Socks, Picture of reference = n°22 Towel, Picture of reference = n°23	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Helmet Picture of reference = n°25	Two identifications will be authorised, with a maximum size of 15 cm <sup>2</sup> each, one on each side.
Headgear Picture of reference = n°26	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears.
Gloves Picture of reference = n°30	One identification <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> per glove.
Eyewear / Goggles / Plexiglas Picture of reference = n°35	Two identifications <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> each, one on each side.
Bag Picture of reference = n°45	One identification <b>per item</b> will be permitted, to a maximum size of 60 cm <sup>2</sup> . Location of the identification must be on the larger side of the bag.
<b>Skates / Footwear</b>	
Shoes Picture of reference = n°171	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.
<b>Equipment</b>	
Sled Picture of reference = n°	One identification per sled will be permitted, covering no more than 10% of the surface, to a maximum size of 60 cm <sup>2</sup> .

## IBU - Biathlon

Item	AUTHORISED IDENTIFICATION
<b>Clothing</b>	
Competition clothing Warm-up suit Picture of reference = n°1	<b>One identification</b> of the manufacturer (hereafter, identification) <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup> , either on the right side of the chest – if the NOC emblem (if any) is on the left side, or vice-versa.
Collars and roll necks Picture of reference = n°5	If a <b>roll neck or polo shirt</b> is worn, no identification 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 20cm <sup>2</sup> as presented on picture n°1.
One-piece bodysuit Picture of reference = n°10	Where <b>one-piece body suits</b> are used during training sessions and in competition, one identification shall be permitted above the waist (same location as on Picture 1) and one below the waist, in accordance with the maximum size noted above; however, these identifications shall not be placed immediately adjacent to each other.
<b>Accessories</b>	
Socks, Picture of reference = n°22 Towel, Picture of reference = n°23	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear / Headband Picture of reference = n°26	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Gloves Picture of reference = n°30	One identification <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> per glove.
Eyewear Picture of reference = n°35	Two identifications <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> each, one on each side, above the ears.
Bag Picture of reference = n°45	One identification <b>per item</b> will be permitted, to a maximum size of 60 cm <sup>2</sup> . Location of the identification must be on the larger side of the bag.
<b>Footwear</b>	
Shoes Picture of reference = n°171	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.
<b>Equipment</b>	
Skis, Picture of reference = n°271 Bindings, Picture of reference = n°272	The identification can be carried as generally used on products sold though the retail trade during the period of <b>12 months prior to the Games</b> .

Poles, Picture of reference = n°273	
Firearm, Picture of reference = n°211 Rifle sling, Picture of reference = n°212	One identification <b>per item</b> will be permitted, to a maximum size of 6 cm <sup>2</sup> .
Rifle case, Picture of reference = n°213	One identification per item will be permitted, covering no more than 10% of the surface, to a maximum size of 60 cm <sup>2</sup> .

## WCF - Curling

Item	AUTHORISED IDENTIFICATION
<b>Clothing</b>	
Competition clothing Warm-up suit Picture of reference = n°1	<b>One identification</b> of the manufacturer (hereafter, identification) <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup> , either on the right side of the chest – if the NOC emblem (if any) is on the left side, or vice-versa.
Collars and roll necks Picture of reference = n°5	If a <b>roll neck or polo shirt</b> is worn, no identification 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 20cm <sup>2</sup> as presented on picture n°1.
<b>Accessories</b>	
Overshoes, Picture of reference = n°21 Socks, Picture of reference = n°22 Towel, Picture of reference = n°23 Delivery Aid Picture of reference = n° Gripper Picture of reference = n°	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear Picture of reference = n°26	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Gloves Picture of reference = n°30	One identification <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> per glove.
Eyewear Picture of reference = n°35	Two identifications <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> each, one on each side.
Bag Picture of reference = n°45	One identification <b>per item</b> will be permitted, to a maximum size of 60 cm <sup>2</sup> . Location of the identification must be on the larger side of the bag.
<b>Equipment</b>	
Broom Picture of reference = n°231	Brooms may carry the identification as generally used on products sold through the retail trade during the period of 12 months prior to the Games.
<b>Footwear</b>	
Shoes Picture of reference = n°161	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.



## ISU – Skating

Item	AUTHORISED IDENTIFICATION
<b>Clothing</b>	
Competition clothing for Speed Skating and Short Track Speed Skating Warm-up suit Picture of reference = n°1	<b>One identification</b> of the manufacturer (hereafter, identification) <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup> , either on the right side of the chest – if the NOC emblem (if any) is on the left side, or vice-versa.
Competition clothing (costumes) for Figure Skating	<b>No identification</b> on skaters' costumes is allowed.
Warm-up suit for Figure Skating Picture of reference = n°1	<b>One identification</b> of the manufacturer (hereafter, identification) <b>per clothing</b> item will be permitted, to a maximum size of 20 cm <sup>2</sup> , either on the right side of the chest – if the NOC emblem (if any) is on the left side, or vice-versa.
Collars and roll necks Picture of reference = n°5	If a <b>roll neck or polo shirt</b> is worn, no identification 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 20cm <sup>2</sup> as presented on picture n°1.
One-piece bodysuit Picture of reference = n°10	Where <b>one-piece body suits</b> are used during training sessions and in competition, one identification shall be permitted above the waist (same location as on Picture 1) and one below the waist, in accordance with the maximum size noted above; however, these identifications shall not be placed immediately adjacent to each other.  This does not apply to Figure Skating competition clothing.
<b>Accessories</b>	
Tights, Picture of reference = n°20 Overshoes, Picture of reference = n°21 Socks, Picture of reference = n°22 Towel, Picture of reference = n°23	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup>
Headgear Picture of reference = n°26	One identification <b>per accessory</b> item will be permitted, to a maximum size of 6 cm <sup>2</sup> and placed above either one of the ears
Gloves Picture of reference = n°30	One identification <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> per glove.
Eyewear Picture of reference = n°35	Two identifications <b>per accessory</b> item will be permitted, with a maximum size of 6cm <sup>2</sup> each, one on each side.
Bag Picture of reference = n°45	One identification <b>per item</b> will be permitted, to a maximum size of 60 cm <sup>2</sup> . Location of the identification must be on the larger side of the bag.
<b>Skates / Footwear</b>	

<p>Skates Picture of reference = n°191</p>	<p>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.</p>
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**Note: All General Principles apply unless expressly mentioned otherwise above (in particular in relation to size, frequency, location or Sports Brand requirement)**

**GRAPHICAL ILLUSTRATIONS**

Graphical illustrations (as referred in Sport-by-Sport List)

## IF CLOTHING

Participant Type	Type of Item	Authorized Identification (AI)			Frequency for each AI	Placement of AI
		Identification of the Manufacturer's size (IM)	IF Identification Size (IF)	VANOC Emblem (VI)		
Field of Play Officials	Clothing	20 cm <sup>2</sup>	20 cm <sup>2</sup>	At VANOC's discretion	One per <i>Item</i> , for each <i>Authorised Identification</i> permitted	IM - Sleeve only IF - On chest <u>or</u> on sleeve opposite IM VI - At OCOG's discretion
	Hat, Eyewear, Socks, Footwear	6 cm <sup>2</sup>	12 cm <sup>2</sup>	At VANOC's discretion		IM - Side only IF - On side or back VI - At OCOG's discretion
Judges, Referees	Clothing	20 cm <sup>2</sup>	20 cm <sup>2</sup>	Permitted if manufacturer is VANOC's sponsor and subject to Games uniform design strategy		IM - Sleeve only IF - On chest <u>or</u> on sleeve opposite VI VI - At OCOG's discretion
	Hat, Eyewear, Socks, Footwear	6 cm <sup>2</sup>	12 cm <sup>2</sup>	Permitted if manufacturer is VANOC's sponsor and subject to Games uniform design strategy		IM - Side only IF - On side <u>or</u> on back VI - At OCOG's discretion
General Staff / IF Members	Clothing	20 cm <sup>2</sup>	20 cm <sup>2</sup>	At VANOC's discretion		IM - Sleeve only IF - On chest <u>or</u> on sleeve opposite IM
	Hat, Eyewear, Socks, Footwear	6 cm <sup>2</sup>	12 cm <sup>2</sup>	At VANOC's discretion		IM - Side only IF - On side <u>or</u> on back VI - At OCOG's discretion

**VANOC WORKFORCE**

As per detailed instructions given by the IOC in due time.

**WORKFORCE OF OTHER OCOGs**

As per detailed instructions given by the IOC in due time.

