



## **World Para Athletics**

### **Uniform and Equipment Advertising Regulations**

5 June, 2013

#### **World Para Athletics**

Adenauerallee 212-214  
53113 Bonn, Germany  
[www.WorldParaAthletics.org](http://www.WorldParaAthletics.org)

Tel. +49 228 2097-217  
Fax +49 228 2097-209  
[kelly.berndt@paralympic.org](mailto:kelly.berndt@paralympic.org)



## Table of Contents

1	Definition .....	3
2	General Principles .....	5
2.1	Integrity of the Sport.....	5
2.2	Safety.....	5
2.3	Maximizing National and Para-sport Identity.....	5
2.4	Prohibited Advertising Content .....	5
2.5	Specific Competition Approval.....	6
2.6	Duration and Place.....	6
2.7	National Sponsor.....	7
3	Advertising on Clothing.....	7
3.1	Clothing of Athletes .....	7
3.2	Vests/Leotards .....	7
3.3	Tops, T-Shirts, Sweatshirts, Rain jackets.....	11
3.4	Lower Body Attire .....	13
3.5	Socks .....	14
3.6	Shoes.....	15
3.7	Accessories.....	15
3.8	Measurement.....	15
3.9	Clothing of Team Officials.....	15
4	Advertising on Equipment.....	16
4.1	General Regulation.....	16
4.2	Sport Equipment .....	16
4.3	Mobility Equipment .....	16
5	Measuring Identification.....	18
5.1	Regular Shapes .....	18
5.2	Irregular Shapes .....	18
5.3	Combined Shapes .....	18

## 1 Definition

Athlete	Any athlete and his/her accompany guide-runner(s) participating in a Competition.
Team Officials	Including but not limited to coaches, trainers, guides, team staff of the NPC, National Athletics Federation or the National Team etc.
Bib	The number card worn by an Athlete during the Competition and at victory or other Competition ceremonies. Bibs will be provided at the competition by the organizers.
Competitions	Athletics meetings held under World Para Athletics Regulations 1.1 (b) and (c).
National Governing Body (NGB)	The NGB refers to the authorized body responsible for sending the Athletes to the respective event. This could be a National Paralympic Committee or the National Athletics Federation or the body responsible for para-athletics in the country.
Rules	World Para Athletics Competition Rules.
Advertising	Any advertising and display of a promotional nature.
Logo	Any symbol, name, design or other graphical identification or catch-phrase, slogan or tagline denoting a manufacturer, sponsor or any other company, and/or the name of any product of such an entity.
Design Mark	A graphic or figurative logo, trade mark of the manufacturer (not including name or any text).
Manufacturer	Any company, whose principal business is the manufacture of any kind of equipment, apparel or other products for use by an Athlete or otherwise, which has manufactured any kind of equipment, apparel or other products whatsoever for use by an Athlete or otherwise at a Competition.

National Sponsors	Companies which are granted sponsorship and/or other commercial rights of association with the NGB including suppliers of any product or services to the NGB including but not limited to drinks, copiers, cars, timing, computer, telecommunications etc.
Accessories	Any article that is of an accessory nature (e.g., Eye masks, headgear, hats, headbands, helmets, gloves, glasses, sunglasses, wristbands, etc.) worn or used by an Athlete during the course of the Competition.

## **2 General Principles**

### **2.1 Integrity of the Sport**

To protect the integrity of the sport of athletics, any advertising at the Competition must be in accordance with these regulations and must not adversely interfere with the technical conduct of the Competition.

World Para Athletics 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 World Para Athletics and these guidelines are respected.

### **2.2 Safety**

All advertising must comply with the applicable safety regulations of a Competition.

### **2.3 Maximizing National and Para-sport Identity**

Wherever possible, NGBs are encouraged to utilize all opportunities to maximize their national and Para-sport identity on all clothing, equipment and accessories. This may be achieved through the use of the NGB emblem, the official national colours, the official country name and/or acronym, the official national flag (as approved by World Para Athletics) and the Championships trademarks (Organizing Committees approval necessary).

### **2.4 Prohibited Advertising Content**

#### **2.4.1 General**

Any advertising which is, in the opinion of World Para Athletics, tasteless, distracting, offensive, defamatory or unsuitable is prohibited.

#### **2.4.2 Political/Religious Advertising**

Both political (i.e. the promotion of any political parties, associations, movements, ideas or any other political cause) and religious advertising are prohibited in respect of Competitions.

#### **2.4.3 Alcohol**

Advertising of alcohol products with an alcohol content of up to 20% by volume is permitted in respect of Competitions, except for drink mixes or cocktails where the base alcohol is more than 20% by volume. Advertising of any other alcohol products in respect of Competitions is prohibited.

#### **2.4.4 Tobacco Products**

Advertising of tobacco products in respect of Competitions is prohibited.

#### **2.4.5 Food Supplements**

Advertising of food supplements products in respect of Competitions is prohibited, unless specifically agreed by World Para Athletics.

#### **2.4.6 World Para Athletics Name/Logo**

The name/Logo of World Para Athletics may not be displayed on the clothing.

#### **2.4.7 Olympic Marks**

NGB must not use the any Olympic marks (e.g. Olympic Rings, NOC emblem, National Olympic Committee of the country).

### **2.5 Specific Competition Approval**

NGB will have to submit visual examples in .jpeg or .pdf format of the details of any national sponsor and of the manufacturer to World Para Athletics at [ipcathletics@paralympic.org](mailto:ipcathletics@paralympic.org) for pre-inspection not later than 30 days before the start of the Competitions.

- 2.5.1** World Para Athletics' decision regarding the approval or otherwise of any advertising or manufacturers identity shall be communicated to NGB in writing. Any clothing approved by World Para Athletics and worn by an Athlete during the particular Competition shall be deemed to be in compliance with these regulations.
- 2.5.2** A request to have a decision under these regulations reviewed may be lodged by an NGB in writing to World Para Athletics within 10 days of the decision being issued. World Para Athletics will take a final decision on whether the clothing can be approved or not, and on what terms if World Para Athletics feels that conditions should be applied.
- 2.5.3** Designated Technical Officials may visually inspect all clothing, equipment and accessories before and/or during the Championships.
- 2.5.4** If an athlete's clothing is not in compliance with these regulations, or the visual files submitted by the NGB, the athlete may be required either cover the infringing items or wear plain attire or adopt such other reasonable accommodation as World Para Athletics shall require.

### **2.6 Duration and Place**

The following regulations apply for the whole duration of the Competition, including the event itself, all ceremonies (victory, opening and closing), interviews and press conferences. Furthermore, the regulations refer to all venues and sites of the Competition.

## **2.7 National Sponsor**

World Para Athletics allows the NGBs to have national sponsor recognition on clothing. However in any case there can be only one such national sponsor permitted on all the clothing. Different national sponsors are not permitted on different items of clothing, other apparel, equipment or accessories.

## **3 Advertising on Clothing**

### **3.1 Clothing of Athletes**

#### **3.1.1 General**

The Competition attire and the warm-up attire of the Athletes may only have advertising as permitted under these regulations.

Should an athlete wear two pieces of clothing of the same nature during the Competition, e.g., T-shirt under a Vest and/or leggings under a pair of shorts, the under garment, if visible, must be clean and free of any markings.

#### **3.1.2 Logo of the manufacturer and the national sponsor**

The logos of the manufacturer of the attire and the national sponsor may be displayed once on the front of the garment. Such display shall be rectangular in shape, with a maximum size of 30cm<sup>2</sup> and the lettering a maximum height of 4cm and the total logo a maximum height of 5cm.

#### **3.1.3 Location**

The logos of the manufacturer or the national sponsor under any circumstances cannot be adjacent and/or close to national identity of the NGB (NGB emblem, national colours, country name and/or acronym, national flag of the team).

### **3.2 Vests/Leotards**

In accordance with Rule 6, athletes' (vests/leotards) should have the same colour on the front and back.

Advertising or other identification displayed on vests and leotards must comply with 3.1.2 above and the following requirements in respect of all Championships (unless specified otherwise by the World Para Athletics).

Leotards (one piece, including upper body and lower body)

The logo may be displayed as follows:

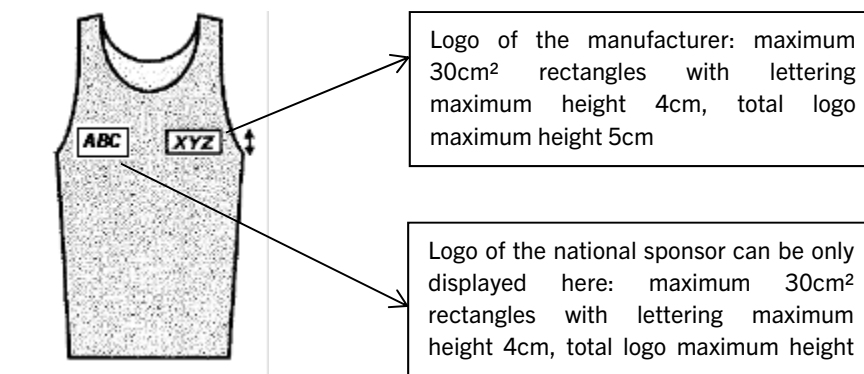
- One logo of each the manufacturer and a sponsor on the front of the leotard. Such display shall be in a rectangular form with a maximum size of 30cm<sup>2</sup> and with the lettering a maximum height of 4cm and the total logo a maximum height of 5cm.

Or

- Two logos of each the manufacturer and a sponsor on the front of the leotard: once above and once below the waist, but not immediately adjacent to each other. Such displays shall be identical, in rectangular form with a maximum size of 20cm<sup>2</sup> and with the lettering a maximum height of 3cm and the total logo a maximum height of 4cm.

Vests

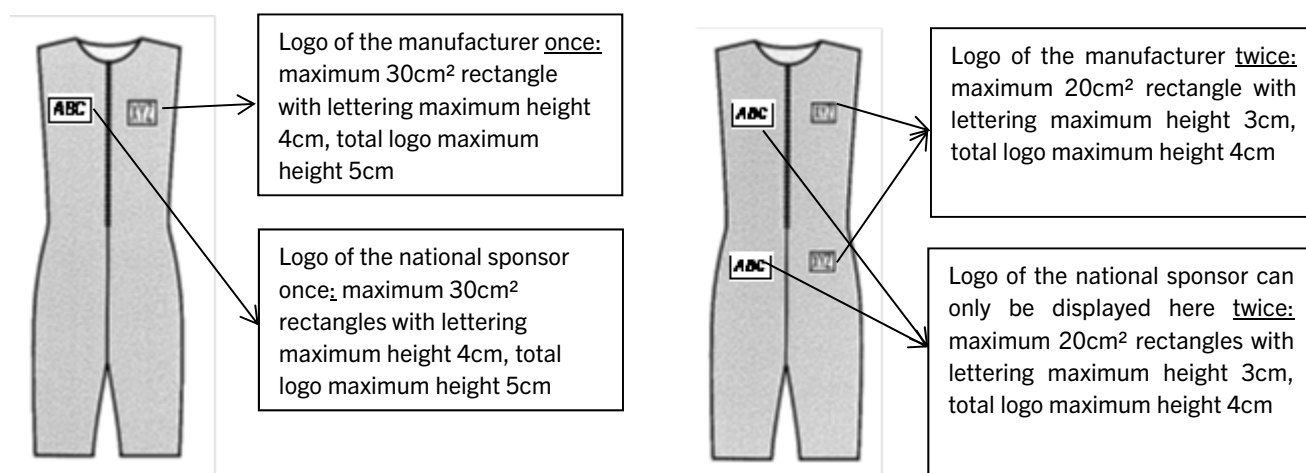
Example of the logos usage



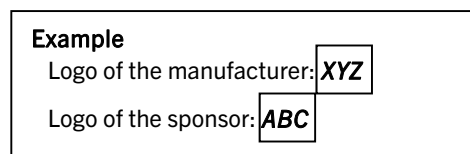


## Leotards

Examples of the logos:



The above examples are for illustrative purposes only and are not exhaustive.



## Vests/Leotards

In addition, a design mark of only the manufacturer may be used once or repeatedly as a strip not exceeding 10cm in width. The below examples can be used as a reference on the usage of design mark provided such use does not, in the opinion of World Para Athletics, in its discretion, dominate or unduly detract from the appearance of the garment.





The design mark can be placed in the following locations

- Across the bottom of the sleeves
- On the outer seam of the sleeves
- Down the outer seams of the garment

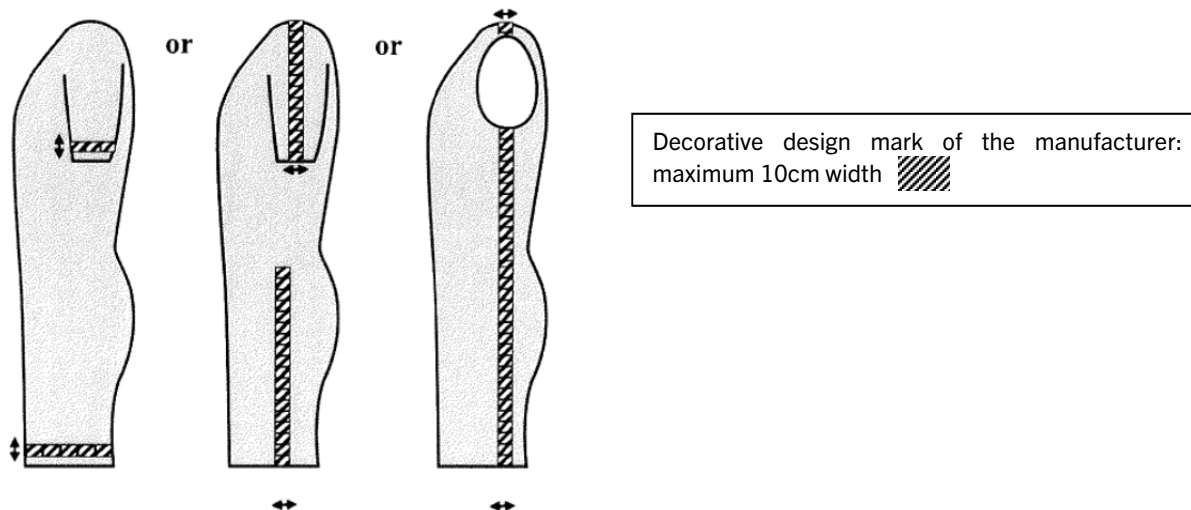
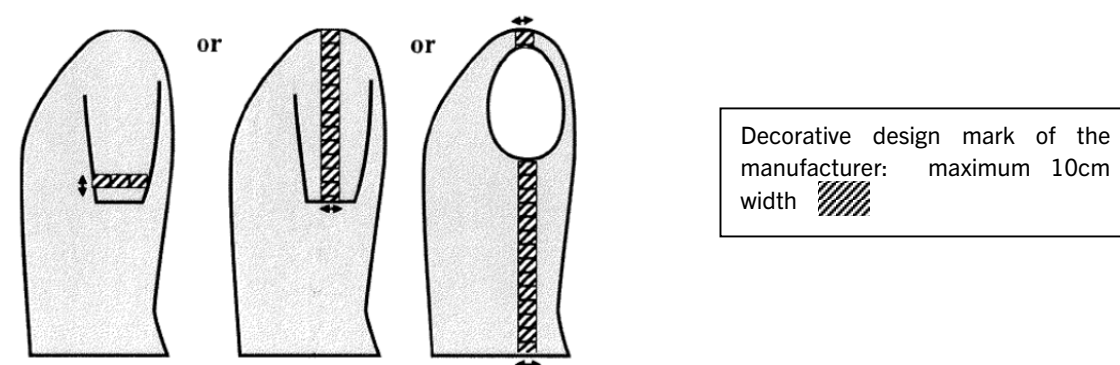
Examples of permitted decorative design mark of the manufacturer used as a strip:

ADIDAS	ASICS	MIZUNO	NIKE	PUMA	REEBOK
					

Examples including text not permitted as decorative design mark of the manufacturer used as a strip:

ADIDAS	ASICS	MIZUNO	NIKE	PUMA	REEBOK
					

Examples of usage of 'design marks' of the manufacturer



### 3.2.1 Athlete's Name

The name of the Athlete may be displayed on the front and/or the back of the vest/leotard. The maximum height of such display shall be 4cm.

### 3.2.2 Country Name

The name of the country of the Athlete and/or its official three-letter code may be displayed once on the back and/or the front of the vest/leotard.

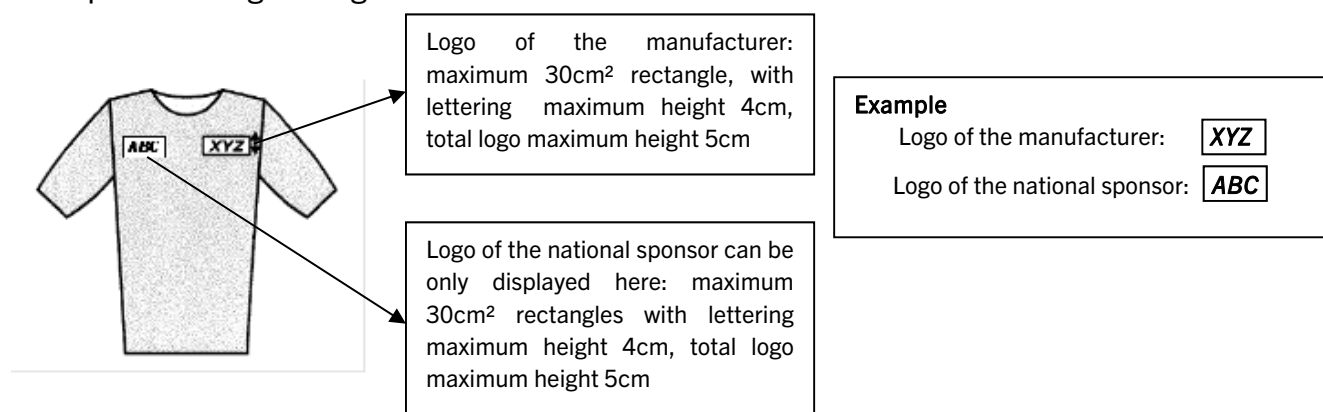
### 3.2.3 National Team or NGB Logo or Flag

The national team or NGB logo, flag or national symbol may be displayed above the waist on the vest/leotard.

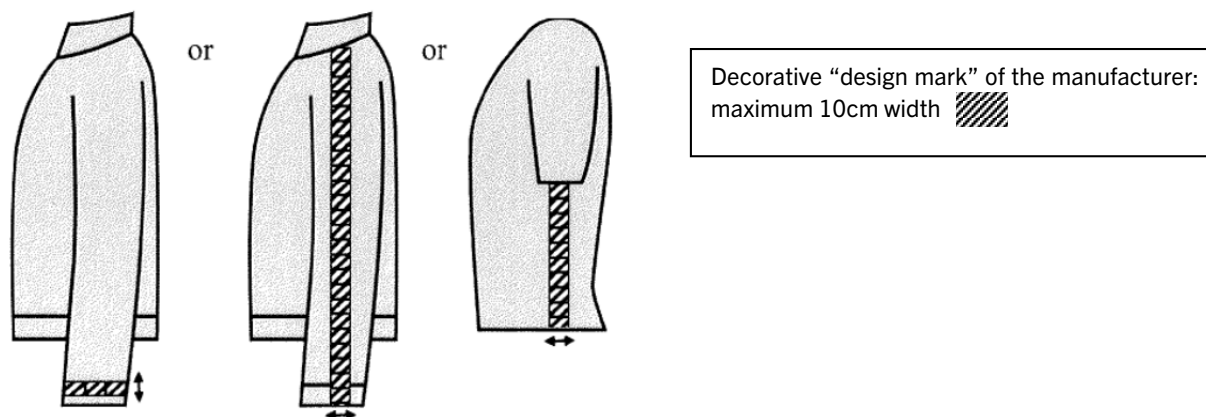
## 3.3 Tops, T-Shirts, Sweatshirts, Rain jackets

The advertising or other identification displayed on tops, t-shirts, sweatshirts and rain jackets must comply with the following requirements, in respect of all Competitions (unless otherwise specified).

Example of the logos usage



Examples of usage of 'design marks' of the Manufacturer



### **3.3.1 Athlete's Name**

The name of the Athlete may be displayed on the front and/or the back of the garment. The maximum height of such display shall be 4cm.

### **3.3.2 Country Name**

The name of the Athlete's country and/or its official three-letter code may be displayed once on the back and/or the front of the garment.

### **3.3.3 National Team or NGB Identity or Flag**

The national team or NGB Identity or flag may be displayed on each garment.

### 3.4 Lower Body Attire

Advertising or other identification being displayed on lower body attire (e.g. shorts, tights, but excluding leotards) must comply with the following requirements:

#### 3.4.1 Logos of the manufacturer and the national sponsor

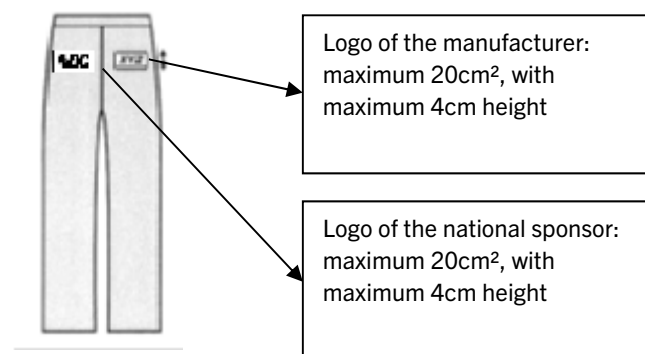
The logos of the manufacturer and the national sponsor of the attire may be displayed once. The maximum size of such display shall be 20cm<sup>2</sup>, with a maximum height of 4cm.

Design mark of only the manufacturer may be used once or repeatedly as a strip not exceeding 10cm in width in one of the following positions, provided such use does not, in the opinion of World Para Athletics, in its discretion, dominate or unduly detract from the appearance of the garment:

- Across the bottom of the legs
- Down the outer seams of the legs

#### Example

##### Logo Usage



#### Example

Logo of the manufacturer:

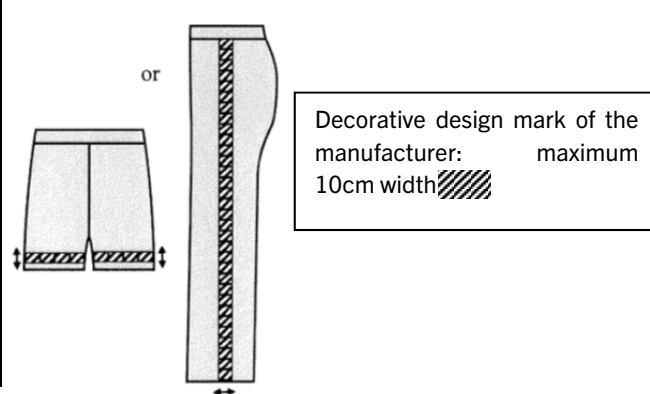
XYZ

Logo of the National Sponsor:

ABC

#### Examples

##### Design mark of the manufacturer



### 3.4.2 Country Name

The name of the country of the Athlete and/or its three-letter code may be displayed once on the back and/or the front of the lower body attire.

### 3.4.3 National Team or NGB Identity or Flag

The National Team or NGB Identity, flag or national symbol may be displayed on the lower body attire.

## 3.5 Socks

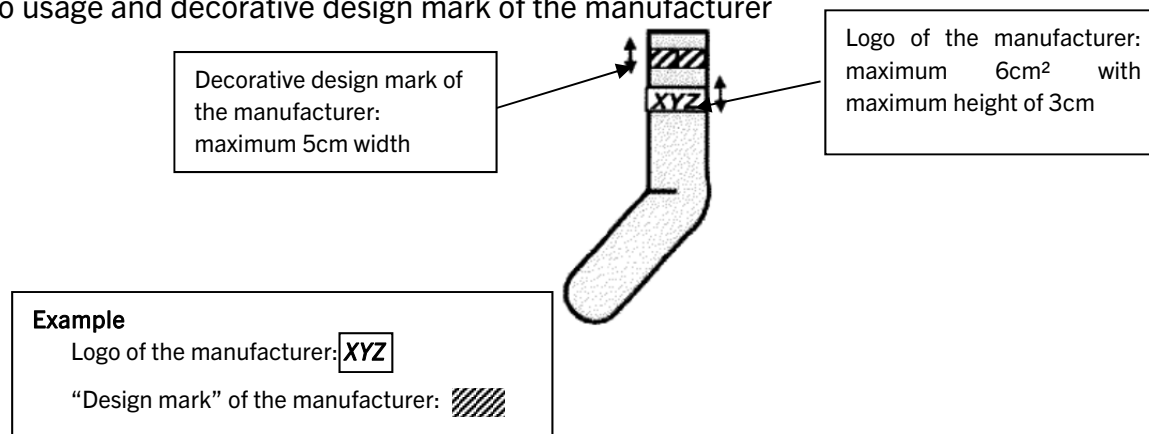
The logo of the manufacturer of the socks may be displayed once on each sock. The maximum size of such display shall be 6cm<sup>2</sup>, with a maximum height of 3cm.

The name of the Athlete may be displayed once on each sock. The maximum height of such display shall be 2cm.

A design mark of the manufacturer (not including name or any text) may also be used on socks once or repeatedly as a strip not exceeding 5cm in width across the top edge of each sock, provided such use does not, in the opinion of World Para Athletics, in its discretion, dominate or unduly detract from the appearance of the socks.

### Example Socks

Logo usage and decorative design mark of the manufacturer



### **3.6 Shoes**

The size of the logos of the manufacturer of shoes used by an Athlete is not restricted in size.

### **3.7 Accessories**

The logo of the manufacturer of the accessory may be displayed once on the accessory. The maximum size of such display shall be 6cm<sup>2</sup>.

Other than as provided for in these regulations, no advertising or manufacturers identification (be it the trade mark logo or design device) shall appear on apparel, accessories or equipment used by an Athlete during the course of the Competition (such as tethers, tie down straps, personal start blocks and pads) be displayed.

### **3.8 Measurement**

The size of the advertising or other identification displayed on the Athletes' clothing shall be measured while the clothing is worn.

### **3.9 Clothing of Team Officials**

All Regulations where applicable shall also apply to team officials.

## **4 Advertising on Equipment**

### **4.1 General Regulation**

The Competition equipment of the Athletes may only have advertising as permitted under these Regulations.

### **4.2 Sport Equipment**

#### **4.2.1 Shots, Discus, Javelins, Club, Relay Batons, Crossbars, Uprights, Lap Bells, Starting Blocks and Lane Boxes**

The logo of the supplier or manufacturer may be displayed twice on shots, discus, javelins, club, relay batons, crossbars, uprights, lap bells, starting blocks and lane boxes used at a Competition. The maximum height of such display shall be 4cm.

#### **4.2.2 Throwing Frame**

Throwing frame (i.e., Sports Classes F32-34 & F51-58) shall be regarded as one piece of equipment.

In all Competitions, the logo of the manufacturer may be displayed once on each item. The size can be used as it is commercially available (as supplied by manufacturer at the point of sale).

### **4.3 Mobility Equipment**

Mobility equipment refers to personal wheelchairs, racing wheel chairs, and prosthetics etc. which are used either inside or outside the competition.

#### **4.3.1 General**

One identification of the manufacturer per item will be permitted and can have the maximum size as specified below for each kind of mobility equipment.

#### **4.3.2 Racing Wheelchair**

Racing wheelchair (i.e., Sports Classes T32-34 & T51-54) shall be regarded as three (3) pieces of equipment (two large wheels and a frame).

In all Competitions, the logo of the manufacturer may be displayed once on each item of equipment as commercially available (as supplied by manufacturer at the point of sale).



#### **4.3.3 Daily Wheelchair**

Daily wheelchair (i.e., Sports Classes F32-34 & F51-58) shall be regarded as two (2) pieces of equipment (i.e. two large wheels).

In all Competitions, the logo of the manufacturer can be displayed as commercially available (as supplied by manufacturer at the point of sale).

#### **4.3.4 Prosthetics and Orthotics**

Each item of prosthetics and Orthotics (i.e., Sports Classes T/F35-38, T/F42-46, and F51-58) shall be regarded as one (1) piece of equipment.

In all Competitions, the logo of the manufacturer may be displayed once on each item. The size can be used as commercially available (as supplied by manufacturer at the point of sale).

## 5 Measuring Identification

### 5.1 Regular Shapes

Where the identification of the manufacturer/sponsor appears as a rectangle or square, the mathematical rules used to calculate the surface area of the shape will be applied.



$a \times b$  equals the whole size of the identification.

### 5.2 Irregular Shapes

Where the identification of the manufacturer/ sponsor is an irregular shape, a rectangle or square will be traced around the trademark, and the mathematical rules used to calculate the surface area of the rectangle or square shall be applied.



$a \times b$  equals the whole size of the identification.

### 5.3 Combined Shapes

Where the identification of the manufacturer/ sponsor combines the manufacturer/ sponsors name with the manufacturer/ sponsors logo, a rectangle or square will be traced around the combined trademark and the surface area of the rectangle or square shall be calculated in its entirety.



$a \times b$  equals the whole size of the identification.

For any questions and submission of the visual designs please contact:  
[ipcathletics@paralympic.org](mailto:ipcathletics@paralympic.org)