



International  
Olympic  
Committee

# IDENTIFICATIONS ON NOC TEAM APPAREL

## PRACTICAL GUIDELINES — PARIS 2024



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## 01 INTRODUCTION

The Olympic Charter restricts advertising at Olympic venues. This helps differentiate the Olympic Games from other international events and places the national and Olympic identity of athletes at the forefront. The following guidelines summarise how the Olympic Charter principles apply to uniforms and apparel to be produced by NOCs for their teams and other Participants at the Olympic Games Paris 2024.

If any part of these NOC Apparel Guidelines are inconsistent with the Olympic Charter, the relevant Olympic Charter provision(s) will prevail.

The IOC Executive Board will have the sole authority to finally determine compliance with the Olympic Charter and these NOC Apparel Guidelines.

The IOC may supplement these NOC Apparel Guidelines: in particular, they may be superseded by the *Authorised Identification* Guidelines for the Olympic Games Paris 2024, if the IOC Executive Board determine that to be necessary.

These NOC Apparel Guidelines apply to **Apparel**, meaning **Clothing** (any piece of attire worn by a Participant, including, without limitation, competition clothing as prescribed within the rules of each sport), **Footwear** (shoes or boots worn by a Participant) and **Clothing accessories** (any article that is of an accessory nature, worn by a Participant but which are not essential to the participation in the event).

The guidelines applicable to non-clothing accessories, sports equipment and other items shall be set out in due course, in the *Authorised Identification* Guidelines for the Olympic Games Paris 2024.

## 02 AUTHORISED IDENTIFICATIONS

*Authorised Identifications* include:

### Manufacturer Identification

The normal display of the name, designation, trademark, or logo or any other distinctive sign of the apparel manufacturer. Manufacturer Identifications do not include encrypted or encoded supports, such as barcodes or QR codes, or URLs, social media accounts or hashtags.

### NOC Emblem

Either (i) the institutional or (ii) the commercial emblem of a participating NOC, as approved by the IOC.

### Paris 2024 Emblem and Paris 2024 Wordmark

The official emblem of Olympic Games Paris 2024, as approved by the IOC, and the words “Paris 2024”, respectively.

### Product Technology Identification

The technical identification used on clothing or footwear to identify any fabric technology (which shall not include any Manufacturer Identification or any part thereof).



## 03 GENERAL PRINCIPLES

Unless specifically mentioned otherwise hereinafter (in particular in the “Sport Specific Implementation” section, to be provided in 2023 at the latest) or unless otherwise indicated in writing by the IOC, the following general principles shall apply:

- No use of any Manufacturer Identification may be made in a conspicuous way. No Apparel may be used for advertising purposes. In particular, Apparel will be considered to be used for advertising purposes when the identification on such Apparel is not in relation to sport or is only featured or used for the purpose of conspicuous exposure during the Olympic Games.
- No identification other than an *Authorised Identification* may appear on any apparel.
- Only one Manufacturer Identification per piece of Apparel shall be permitted except as provided in these NOC Apparel Guidelines.
- Apparel designed for, and used at, the Olympic Games should be consistent with the relevant item of Apparel which is normally worn or used by a Participant in the Olympic Games.

- The general presumption is that, where the Manufacturer Identification is not a Clothing Brand, such identification constitutes conspicuous advertising and so shall not be permitted on apparel. A **Clothing Brand** is a brand 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.
- Participants must not contribute to or participate in any conspicuous advertising within Olympic venues and sites, and, in particular, on the field of play.
- An *Authorised Identification* may only be used in compliance with the terms of the Olympic Charter, these NOC Apparel Guidelines or as further approved in writing by the IOC.
- The IOC may further prohibit the use of any *Authorised Identification* on any apparel item in order to ensure the spirit of the principles of the Olympic Charter and these NOC Apparel Guidelines are respected.

## 04 NOC EMBLEMS & NATIONAL IDENTITY

Subject to the General Principles above, NOCs are encouraged to use their national colours, name, flag and emblems, as well as NOC Emblems (together, National Identifications), in order to visually enhance the national identity of their Apparel. NOCs may choose the National Identification(s) which will be used by their delegations on Clothing.

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).

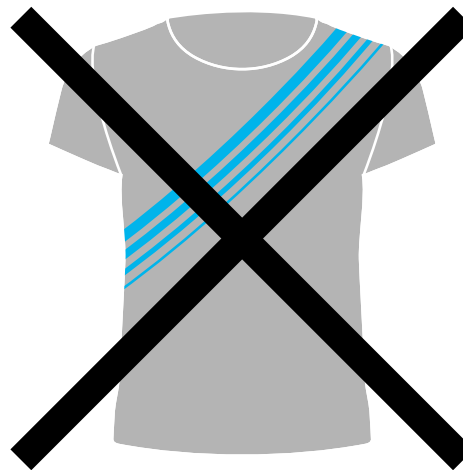
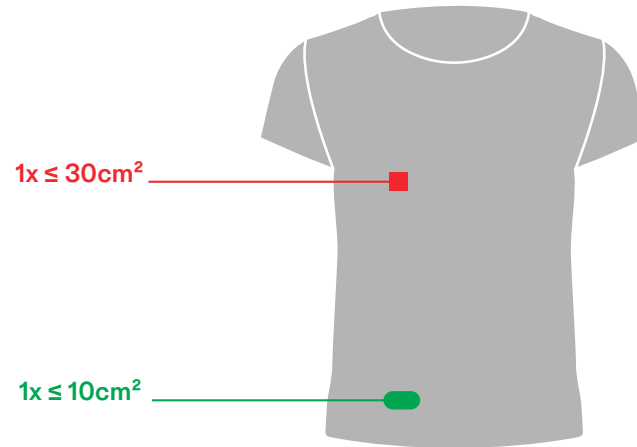
No item of Apparel may feature the wording or lyrics from national anthems, motivational words, public/ political messaging or slogans related to national identity.

NOCs, in particular the NOC of the country hosting the Olympic Games (in this case, the National Olympic Committee of France), may not use the “Look of the Games” in any way which creates confusion between the Paris 2024 workforce and the athletes and delegation officials of their national Olympic team.

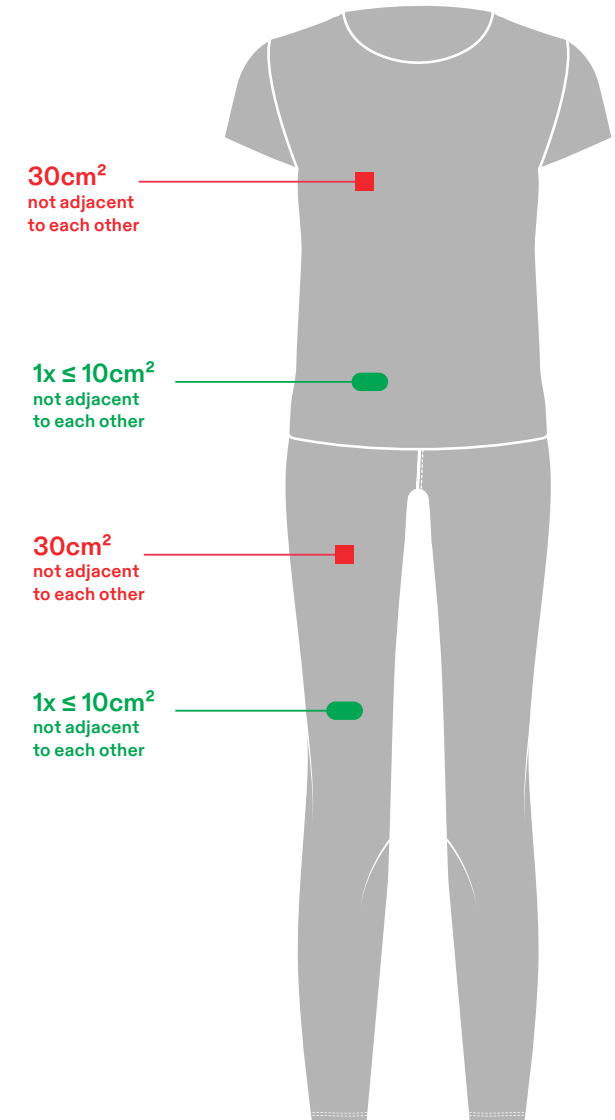


# 05 CLOTHING

- The size of an Manufacturer Identification shall not exceed 30cm<sup>2</sup> for Clothing.
- One additional identification, strictly limited to Product Technology Identifications, shall be permitted per Clothing item and shall not exceed 10cm<sup>2</sup>.
- Where one-piece body suits are used in competition, each of the Manufacturer Identification and the Product Technology Identification shall be permitted once above and once below the waist, provided all other principles are respected.
- One Manufacturer Identification 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 not otherwise conspicuous.
- 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).



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



## 06 FOOTWEAR

All Footwear Items may carry the Manufacturer Identification as displayed on products sold on the retail consumer market at least six (6) months before the Olympic Games, provided that such identifications are not otherwise conspicuous.

In principle, athletes' names are not allowed on Footwear unless listed as a technical requirement in the Sport Specific Implementation section or as displayed on Footwear sold on the retail consumer market at least six (6) months before the Olympic Games. Accordingly, personalised Footwear is not permitted as this is not deemed to be general design and/or identification as displayed on products sold on the retail consumer market.

## 07 CLOTHING ACCESSORIES

Clothing 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 Sport Specific Implementation section and in each case provided that such identifications are not otherwise conspicuous:

### Armbands

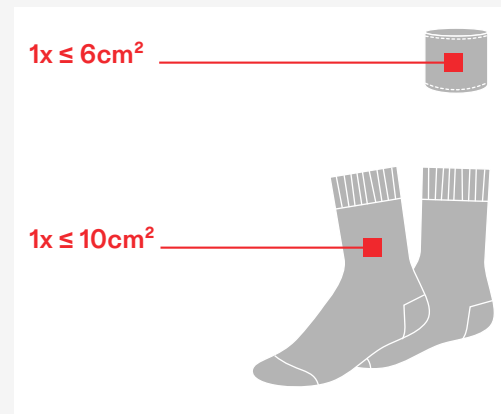
One Manufacturer Identification per item, with a maximum size of 6cm<sup>2</sup>.

### Socks

One Manufacturer Identification per item, with a maximum size of 10cm<sup>2</sup>.

### Gloves

One Manufacturer Identification per item, with a maximum size of 8cm<sup>2</sup>.



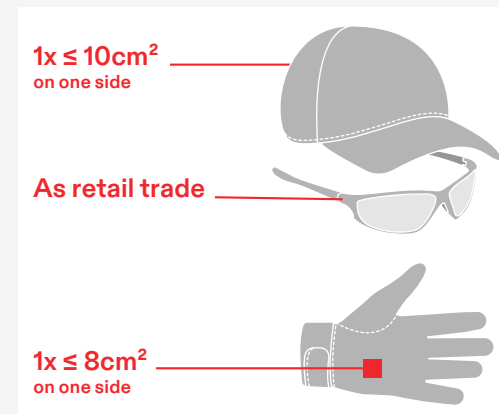
### Headgear

One Manufacturer Identification per item, with a maximum size of 10cm<sup>2</sup> or two Manufacturer Identifications per item to a maximum size of 5cm<sup>2</sup> each, placed above each ear.

### Eyewear

May carry the Manufacturer Identification as displayed on products sold on the retail consumer market at least six (6) months before the Olympic Games, with the identifications permitted on the lenses provided that such identifications are engraved into the lens.

For any accessories not listed above, the size of the Manufacturer Identification shall not exceed 6cm<sup>2</sup>.



## 08 GUIDANCE ON PLACEMENT

No Manufacturer Identification may appear in combination with any other *Authorised Identification*.

Manufacturer Identifications may not appear close or adjacent to other *Authorised Identifications*, 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.

## 09 THIRD PARTY IDENTIFICATIONS

No third-party reference or name may appear on any item of Apparel, including:

- the names or nicknames of Participants or any other persons (unless listed as a technical requirement in the Sport Specific Implementation section),
- any designation, trademark, logo, 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).

The use of URL, social media accounts, and hashtags is not permitted on any item of Apparel worn during the Olympic Games.

No item of Apparel 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.

## 10 DESIGNS

Designs of Apparel 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 Manufacturer Identification (including, in particular, Exclusive Identifiers), may not be used in designs of Items for the Olympic Games.

## 11 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.

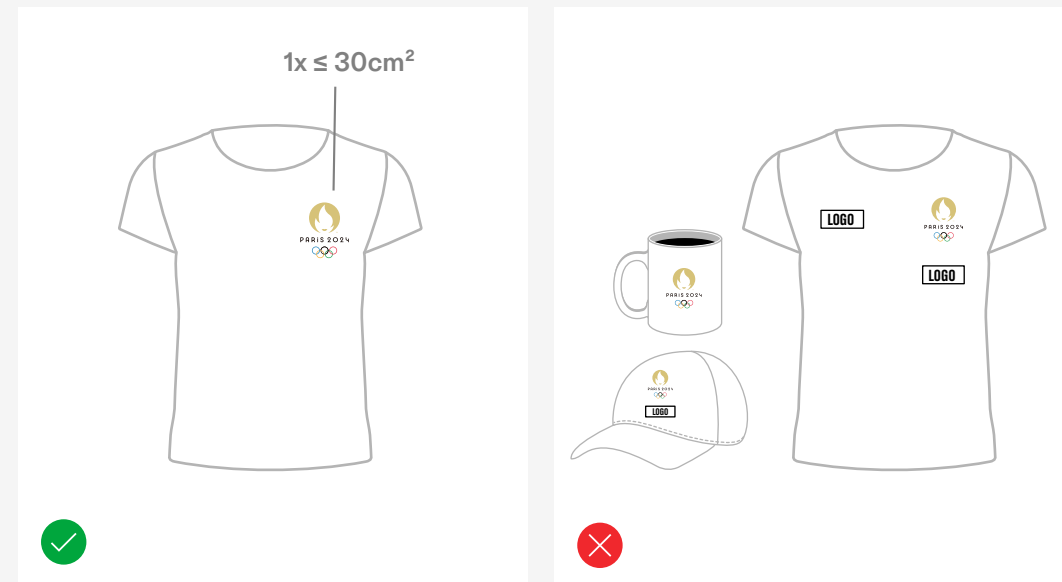
# 12 USE OF PARIS 2024 EMBLEM AND WORDMARK

NOCs may enhance the Olympic identity of their Apparel (Clothing only) by using the Paris 2024 Emblem or Wordmark on a limited basis, in accordance with the following conditions are observed. In general, the Paris 2024 Emblem and Wordmark must:

- be sourced directly from Paris 2024 and used in accordance with the Paris 2024 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 30cm<sup>2</sup>.

### In particular:

- It is forbidden to associate the Paris 2024 Wordmark with an Manufacturer Identification.
- When used in conjunction with the NOC Emblem, the Paris 2024 Wordmark should be positioned under the NOC Emblem with a distinctive gap or separation between the Paris 2024 Wordmark and the NOC Emblem or separated by a small dividing line.
- The Paris 2024 Wordmark can only be reproduced in its entirety as defined in the Marks Usage Guidelines or in a generic font (i.e. Arial, Helvetia, etc.).
- The Paris 2024 Emblem may be used on both competition (Field of Play) and NOC clothing and must absolutely appear alone.
- It is forbidden to associate the Paris 2024 Emblem with any other *Authorised Identification* (such as an Manufacturer Identification or an NOC Emblem or IF Identification).
- The Paris 2024 Emblem can only be reproduced in its entirety as defined in the Paris 2024 Marks Usage Guidelines.





# 13 MEASURING AUTHORISED IDENTIFICATIONS

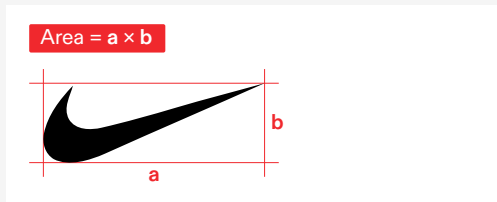
## Regular shapes

Where the *Identification of the Manufacturer* appears as a rectangle or square, the mathematical rules used to calculate the surface area of the shape will be applied.



## Irregular shapes

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



## 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.

