

International Olympic Committee (IOC) Guidelines

Authorised Identifications for the

BUENOS AIRES 2018
YOUTH OLYMPIC GAMES



**BUENOS
AIRES
2018**





Olympic Charter #50

By-Law 1



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.**



Rules apply to

Who?

- Athletes
- Team Officials / Coaches
- Other Team Personnel
- Other **accredited persons** (= TOs also!!)

Where?

- **Within the YOG venues and sites**



Buenos Aires 2018 Authorised Identifications

- Identification of the Manufacturer
- NOC Emblem
- IF Identification
- Buenos Aires 2018 Emblem
- Buenos Aires 2018 Wordmark
- Product Technology Identification





Details for Authorised Identifications



- **NOC Emblem:** NOC can choose Emblem / Flag but no wording or messaging, No maximum frequency / size
- **IF Identification:** Only for IF Officials / TOs, once per item, max 30cm²
- **Buenos Aires 2018 Emblem / Wordmark:** Only for Clothing worn by Team / IF, once per item, max. 30cm², if Emblem it must be absolutely alone (See more details)
- **Identification of the Manufacturer:** See more details
- **Product Technology Identification:** See more details



Details for Buenos Aires 2018 Emblem / Wordmark



- For both **Team / IF, Closing only, once per item, max. 30cm²**
- When used in conjunction with the NOC Emblem or IWF logo, **Buenos Aires 2018 Wordmark should be positioned under the NOC Emblem / IWF logo, with a distinctive gap or separation between the images or separated by a small dividing line.**
- It is **forbidden** to associate the Buenos Aires 2018 Wordmark with an Identification of the Manufacturer.
- **Emblem**: not on the competition clothing (unless no Identification of Manufacturer appears on the same item) and **must absolutely appear alone.**
- Be sourced directly from **BAYOGOC / NOCnet**



YOUTH
OLYMPIC
GAMES

Wordmark



BUENOS AIRES 2018

If close each other,
**a small dividing
line** is needed.



NOC logo

Identification of the
Manufacturer cannot to be
associated with Wordmark
(= **Separation** is necessary)

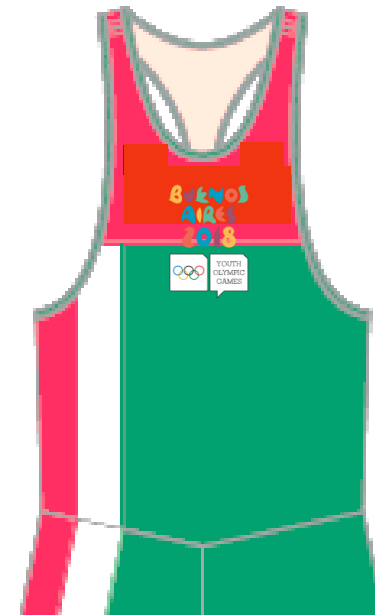
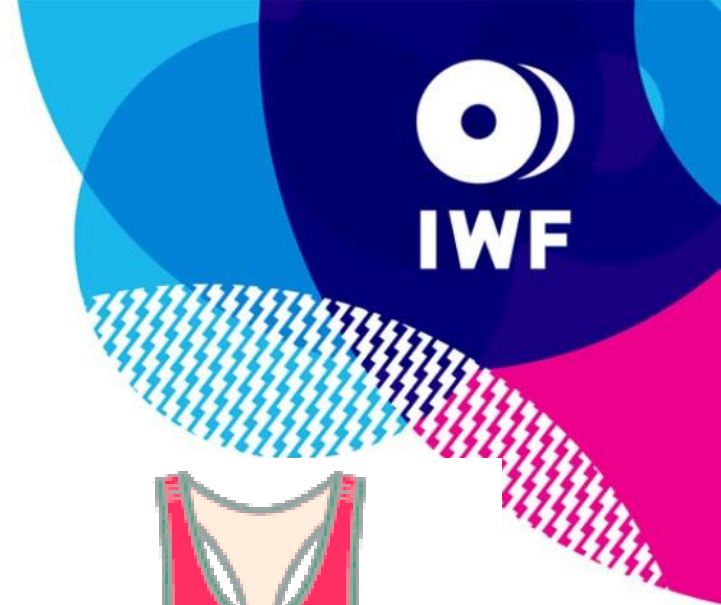
BUENOS AIRES 2018

Wordmark must be
under the NOC /
IWF logo



YOUTH
OLYMPIC
GAMES

Emblem on Competition Clothing

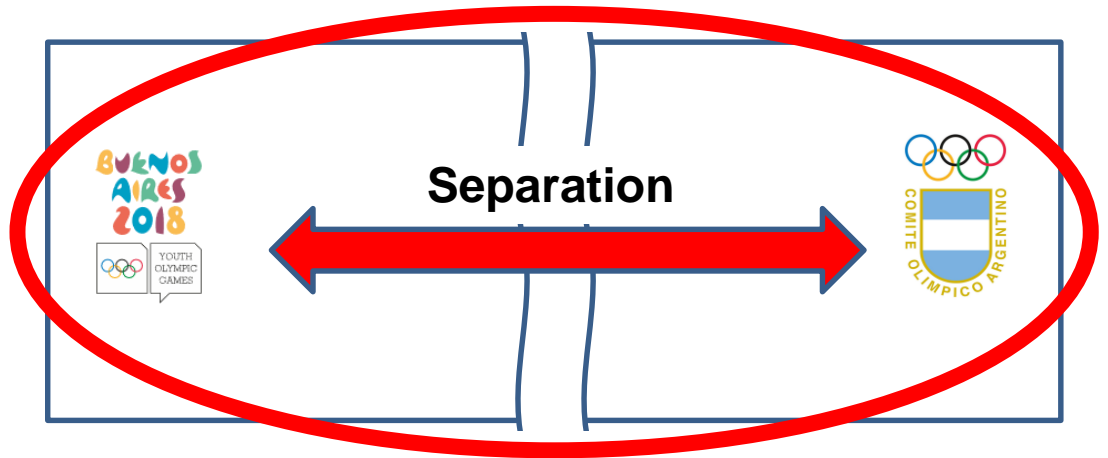


Emblem must not be used on competition clothing having an Identification of the Manufacturer, and the Flag is too close

This is possible because there is no Identification of the Manufacturer



Emblem on the Clothing other than Competition Clothing





Item

■ Clothing



■ Accessory



■ Footwear



■ Sports Equipment Barbell, Platform etc.

■ Technical Installations Clock, Scoreboard etc.



Important difference between IWF TCRR



Identification of the Manufacturer in Olympic Charter includes;

- Name of manufacturer
- Designation
- Trademark
- Logo
- Any other **distinctive design**

= All of those are counted into number/size



NOTE:

The item contains elastic material (such as LYCRA), the authorized Identification size shall be measured stretched (e.g. as worn by the athlete).

Be careful !!

- Costume
- T-shirt
- Bandage
- Knee caps etc.



For example...

adidas



ASICS



TIGER

Mizuno



Nike



JUST DO IT.

PUMA



PUMA



For example...

“**Three Stripes**” is distinctive design of adidas.

➔ **Not permitted** to appear more than the size regulated at the Olympic Games and the YOG.



Can not be worn if such big !!





Clothing (1)

- T-shirt
- Undershirt
- Tracksuit / Jacket

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



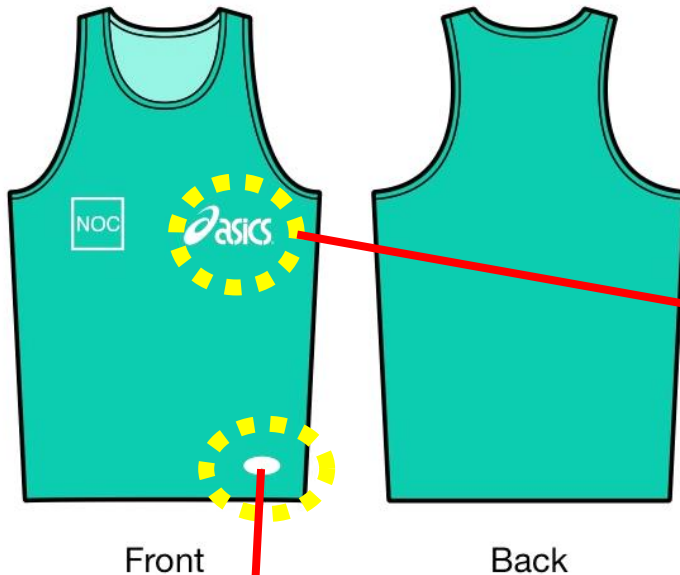
One **additional Product Technology Identification** will be permitted **per clothing item** with a maximum size of **10cm²**.





It means...

At the Olympic Games and YOG,

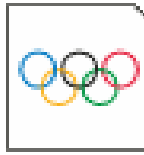


Only 1 Identification of
Manufacturer per item
e.g. 5 x 6 (≤ 30)

and

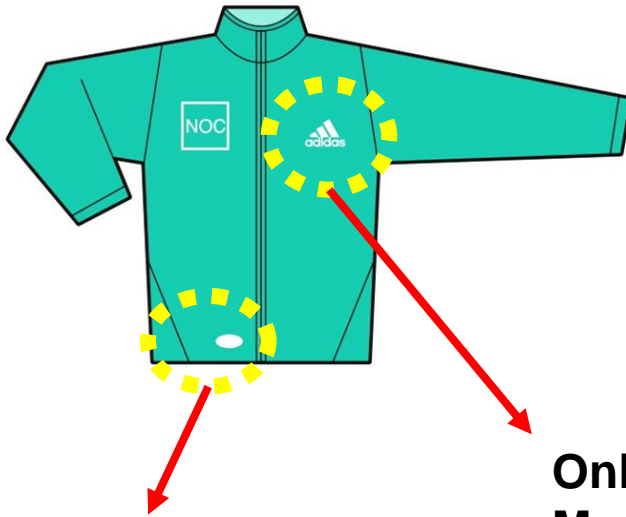
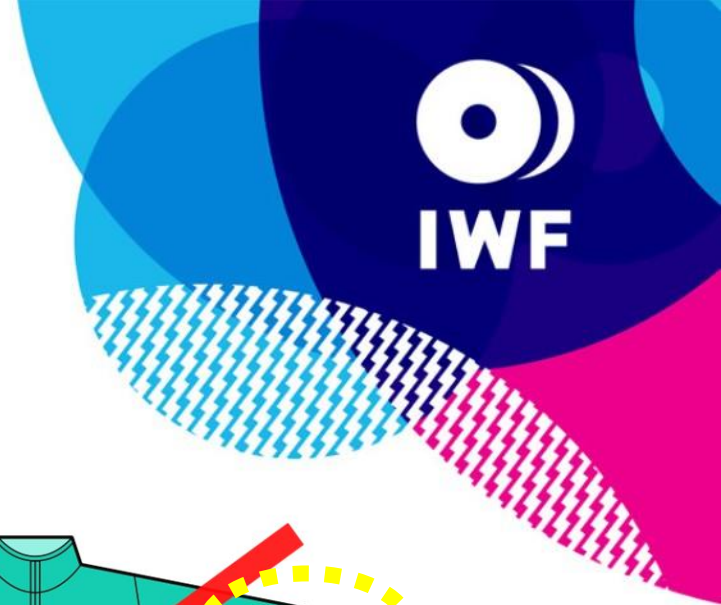


Only 1 additional Product Technology
Identification per item
e.g. 2 x 5 (≤ 10)



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GAMES

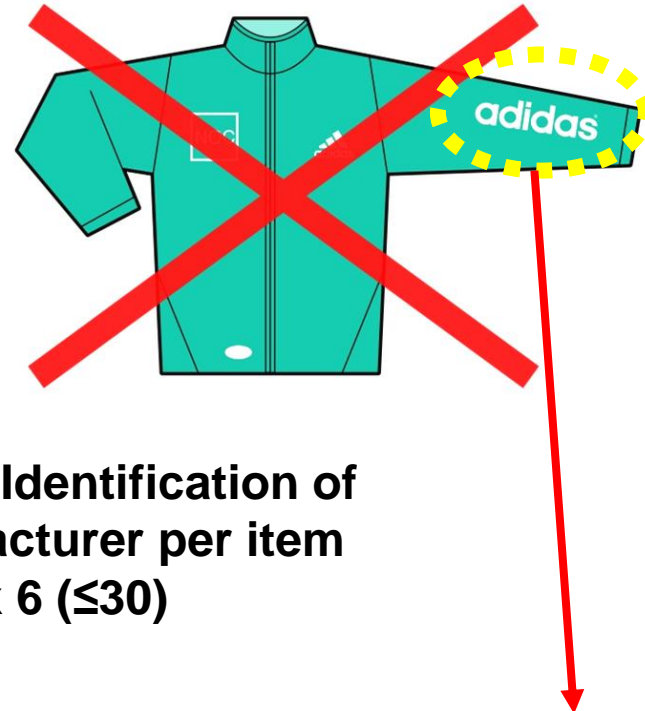
It means...



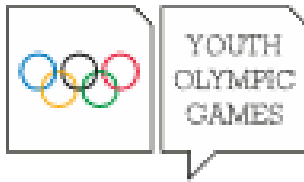
B BREATH THERMO

Only 1 additional Product
Technology Identification per
item e.g. 2 x 5 (≤ 10)

Only 1 Identification of
Manufacturer per item
e.g. 5 x 6 (≤ 30)



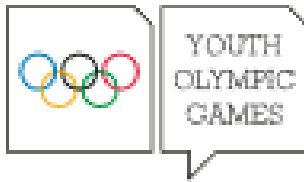
**Additional "Adidas"
and it's too big**



NOTE:

Authorised Identification may **NOT** appear on the neck or the collar or on the body (ex. Tattoo)





Clothing (2)

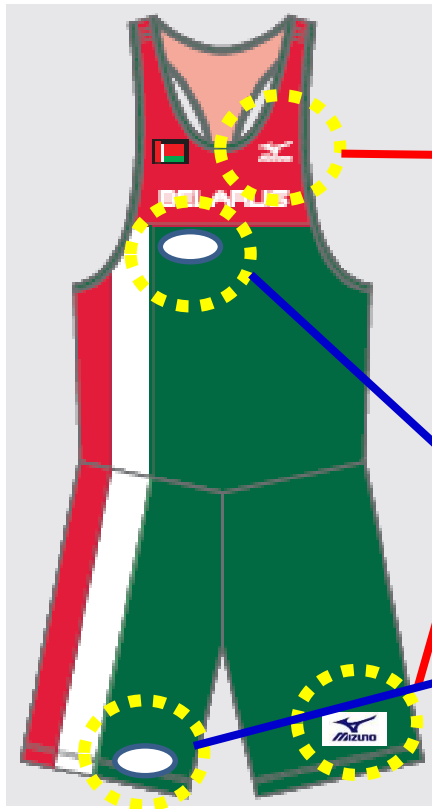
- **One-piece body suit**

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 for other closing.

However these identifications shall not be placed immediately adjacent to each other.



It means...



Costume: 2 Identifications of Manufacturer are possible, one is above the waist and the other is below the waist.

e.g. 5 x 6 (≤ 30) per Identification

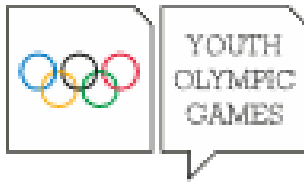
and

2 additional Product Technology Identifications are possible, one is above the waist and the other is below the waist.

e.g. 2 x 5 (≤ 10) per Identification

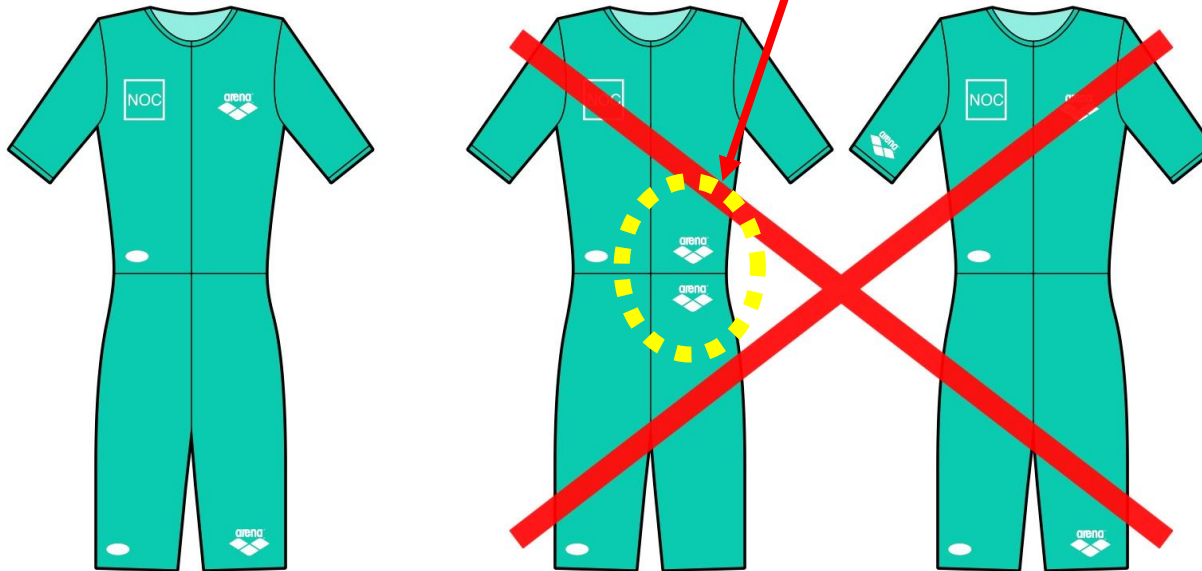


Sponsor's logo is not permitted !!



NOTE:

Identifications on above/below waist shall **NOT** be placed immediately adjacent to each other.



This rule applies also when athletes wear shorts on costume



Important difference between IWF TCRR



No third party reference or name, including the names or nicknames of participants or any other persons, designation, trademark, logo, URL, social media account, hashtags, corporate design or colour scheme or any other distinctive sign may appear on any item.

= No Sponsor's identification !!



= No Athletes' names on Costume !!

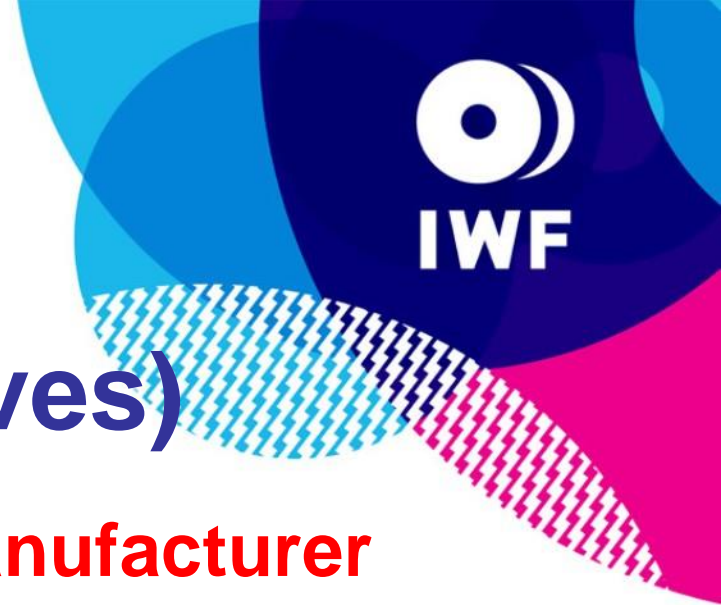


= No URL / No SNS account / No hashtag / No QR Code

= No NF / No governmental authority



Accessories (Belt, Kneecaps, Gloves)



One **Identification of the Manufacturer** per item will be permitted, to a maximum size of **12cm²**.



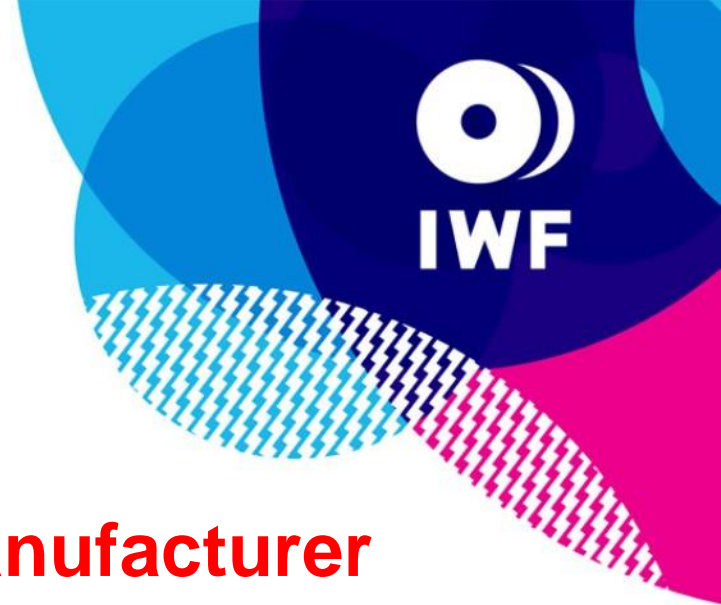
e.g. 3 x 4 (≤ 12)



Too big!!

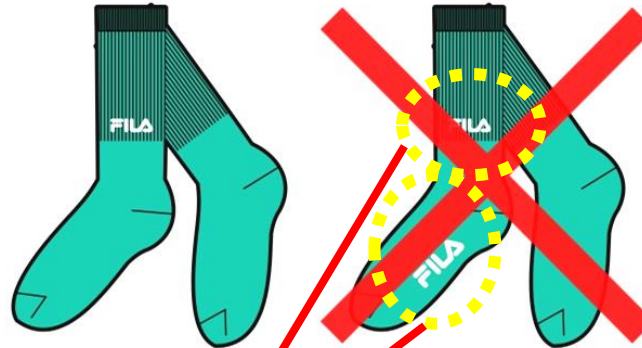


Accessories (Head gear, Socks)



One Identification of the Manufacturer per item will be permitted, to a maximum size of **12cm²**.

e.g. 3 x 4 (≤ 12)



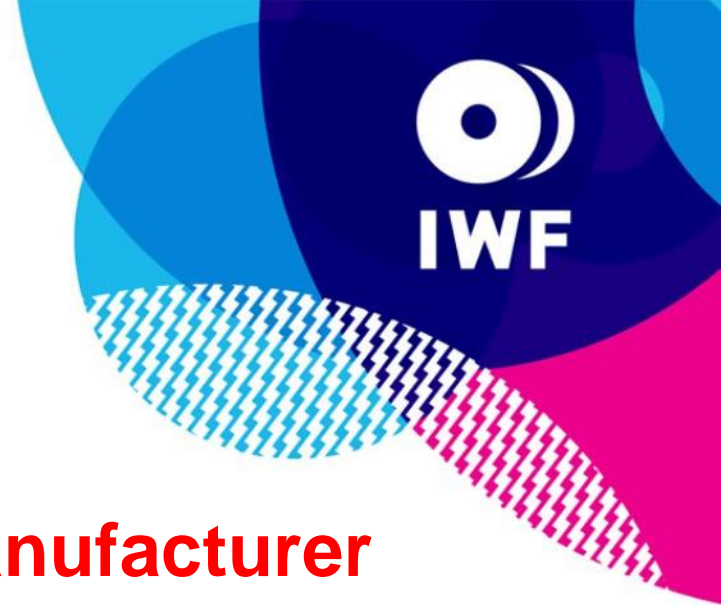
Having 2 "FILA"



**Too big 3 stripes
2 Identifications ("3 stripes" + Logo)**



Accessories (Bag)



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



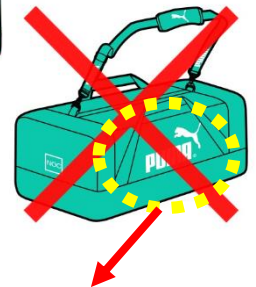
Nation's name

e.g. 6 x 10
(≤ 60)

NOC Emblem



Having 2 "ASICS"



Too big "PUMA"



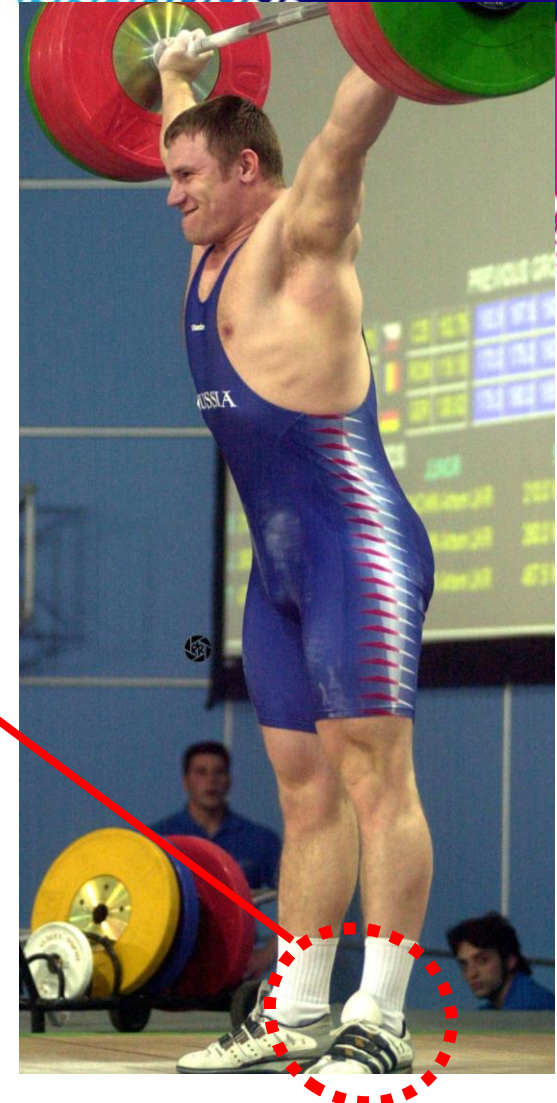
Shoes/Footwear

All footwear items **may** carry the Identification as generally used on products sold through the retail trade during the period of 6 months (or more) prior to the YOG

Possible



NOTE: Same rule applies on Eyewear frame (nothing should be on the lenses).





Non Branded Items

Certain items may **NOT** feature any Identification of the Manufacturer.

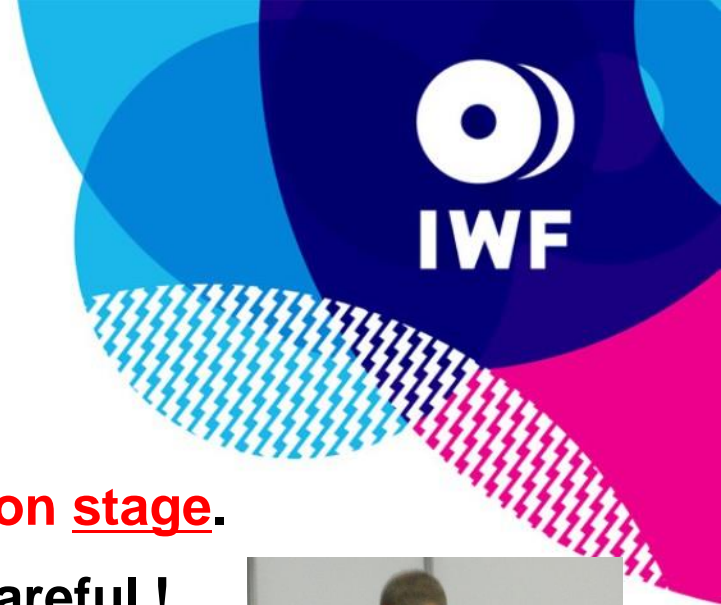
- Headphones
- Water bottles
- Umbrellas
- Towels
- Bandages
- Earplugs



No !!



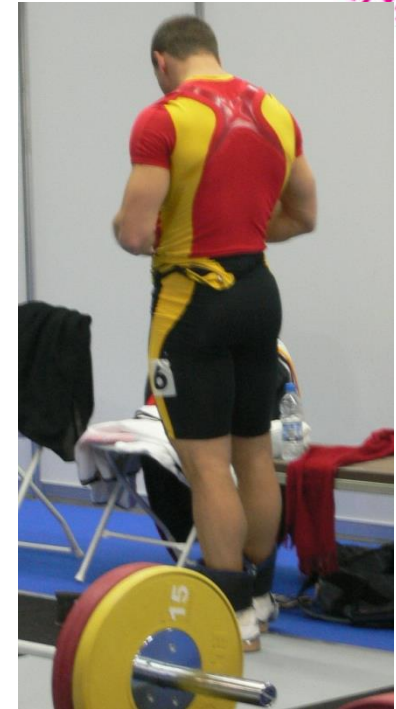
Be careful in W-up Room (can be televised!)



Reminder

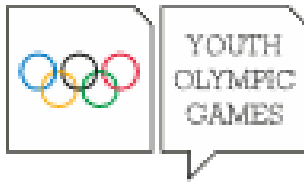
Rule applies **not only for athletes, not only on stage.**

Any **accredited Officials**, in **W-up area**, be careful !



NO !!

OK !!



Flower / Victory Ceremony

Not allowed on podiums for personal accessories, including but not limited to;

- **Mobile phones**
- **Plush toys**
- **Water bottles**
- **National flags**
- **POV camera devices**



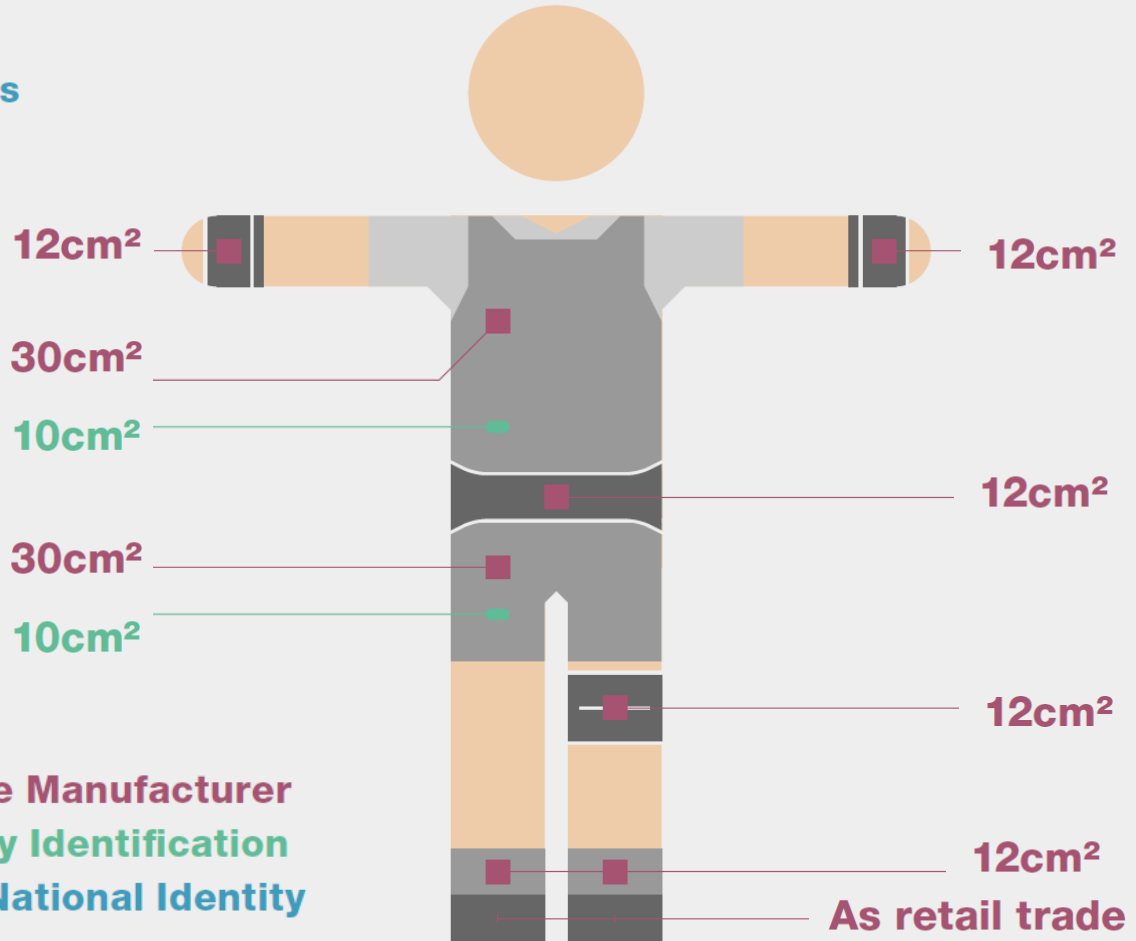
This applies also to **interviews** with the exception of the mixed zone



Summary for Athletes in FOP (W-up / Stage)



Although no specific IF regulations with regard to National Identifications apply, the use of NOC emblems and national identity are encouraged.






- | Floating | Precise | |
|----------|---------|------------------------------------|
| | | Identification of the Manufacturer |
| | | Product Technology Identification |
| | | NOC Emblem and National Identity |
| | | Homologation Marks |



Guidelines for Officials, TOs, If Staff and other representatives



Participant Type	Type of Item	Max size of Identification of			Product Technology Information	Frequency
		 Manufacturer	 IWF Logo	 Buenos Aires 2018 Emblem/Wordmark		
FOP Officials	Clothing	30cm ²	30cm ²	30cm ²	10cm ²	One / item for each Authorized Identification
	Accessories	As per detailed in General Guideline	30cm²	At BAYOGOC's discretion	N/A	
TOs	Clothing	30cm ²	30cm ²	30cm ²	10cm ²	
	Accessories	As per detailed in General Guideline	30cm²	At BAYOGOC's discretion	N/A	
IF Staff and other representatives	Clothing	30cm ²	30cm ²	30cm ²	10cm ²	
	Accessories	As per detailed in General Guideline	30cm²	At BAYOGOC's discretion	N/A	

Larger size (30cm²) than in Rio 2016 is allowed for IWF logo on accessories !!

For further clarification



Please make a contact with



Your NOC

See you in Buenos Aires !!

**BUENOS
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2018**

