

International Olympic Committee (IOC) Guidelines
Authorised Identifications for the Olympic Games
of **TOKYO 2020**





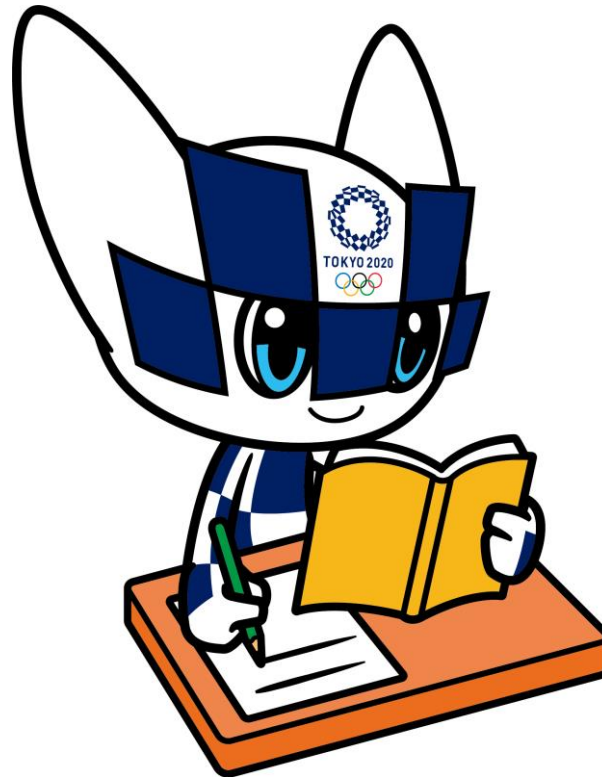
Attention for past Olympic Games participants!!



- The permitted sizes for authorised identification of many items have become **much smaller** than **London 2012, Rio 2016 and Buenos Aires 2018 YOG.**
- **Bandage cannot bear** any identification.
- **Elastic material** (including costume, T-shirt) - the authorized Identification **size shall be measured stretched** (e.g. as worn by the athlete). Many identifications were **masked** (= covered by tapes) during **Buenos Aires 2018 YOG.**



Authorised identifications for Tokyo 2020





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 Olympic Games venues and sites**



Tokyo 2020 Authorised Identifications

- Identification of the Manufacturer  
- NOC Emblem 
- IF Identification 
- Tokyo 2020 Emblem 
- Tokyo 2020 Wordmark 
- Product Technology Identification    





Details for Authorised Identifications



- **National Identifications:** NOCs are encouraged to use their national colours / name / flag / as well as NOC emblem but no wording or messaging, no maximum frequency / size
- **IF Identification:** Only for IF Officials / TOs, once per item, max 30cm²
- **Tokyo 2020 Emblem / Wordmark:** Only for Clothing worn by NOCs / 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 Tokyo 2020 Emblem / Wordmark



- For both **NOCs / IF**, **Closing only**, once per item, max. 30cm²
- When used in conjunction with the NOC Emblem or IWF logo, **Tokyo 2020 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 Tokyo 2020 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 **the Tokyo 2020 Marks Usage Guidelines**



Wordmark



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

TOKYO 2020



NOC logo

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

TOKYO 2020

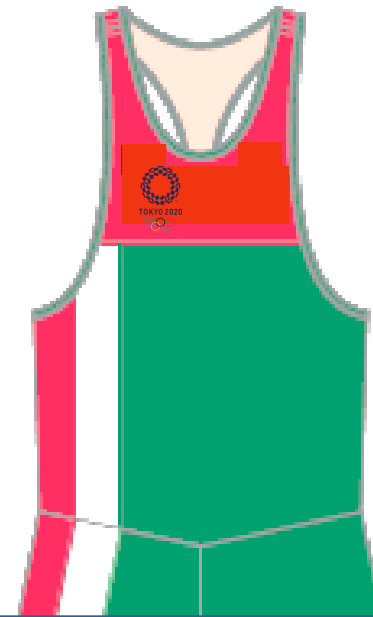
Wordmark must be
under the NOC /
IWF logo



Emblem on Competition Clothing



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

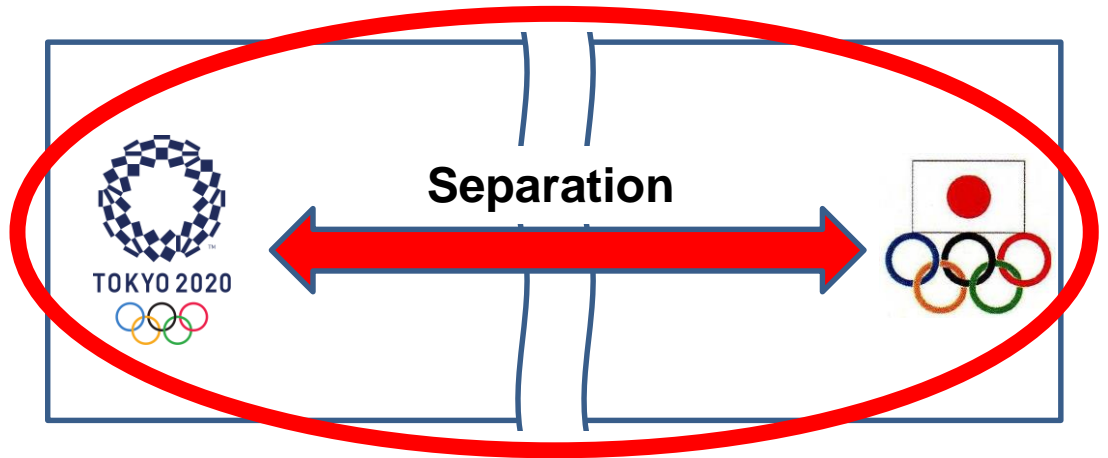


This is possible because there is no Identification of the Manufacturer





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
- Knee caps etc.



Examples; Manufacturer Identification



adidas



ASICS



TIGER

Mizuno



Nike



JUST DO IT.

PUMA



PUMA



It means ...

“**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**.



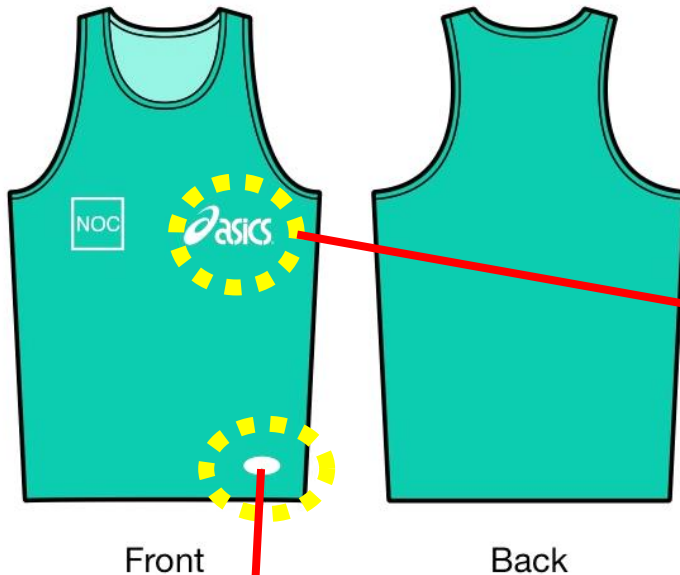
One **additional Product Technology Identification** will be permitted per clothing item with a maximum size of **10cm²**.





It means...

At the Olympic Games and YOG,



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

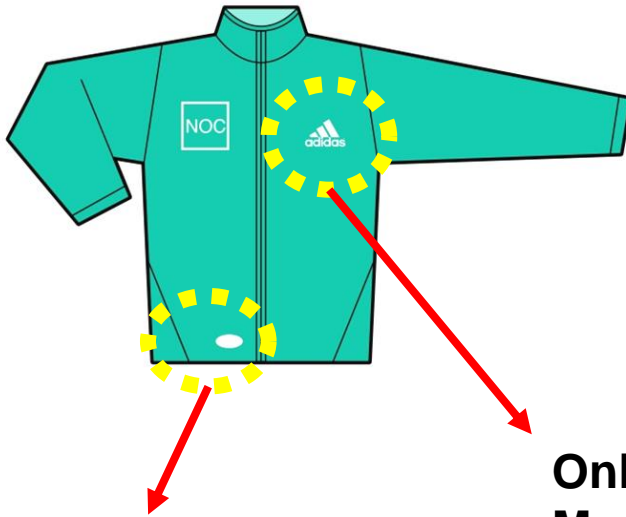
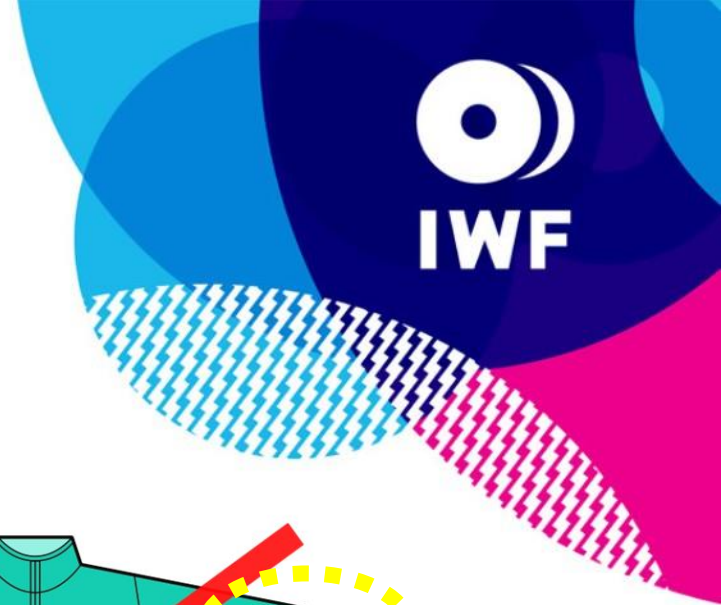
and

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





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)

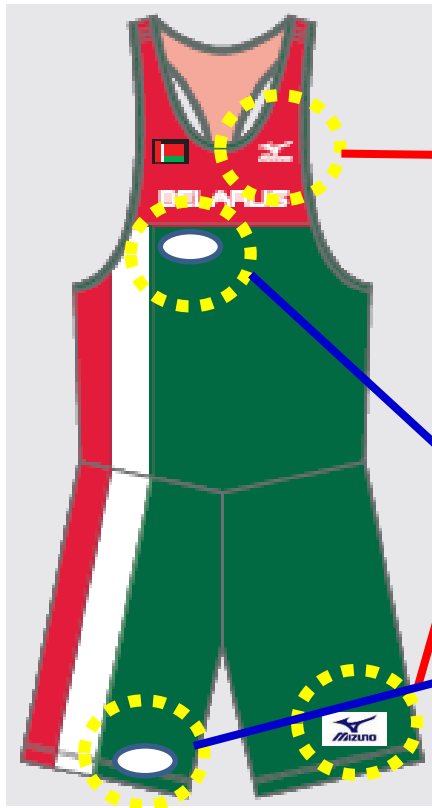
- One-piece body suit

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

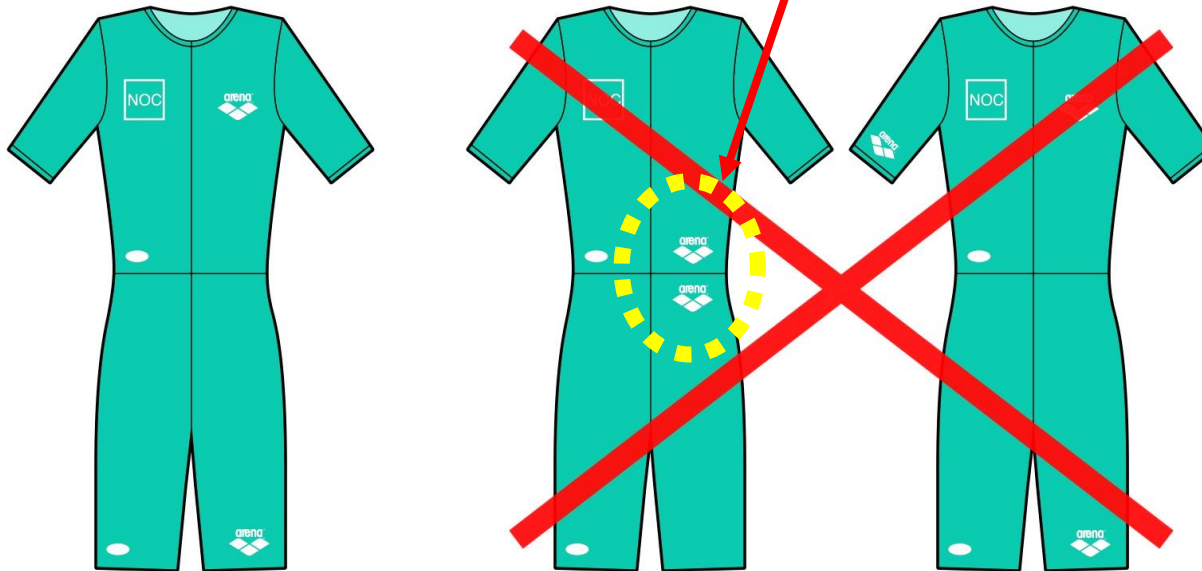


Sponsor's logo is not permitted !!



NOTE:

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



Rule applies also when athletes wear unitard under the 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



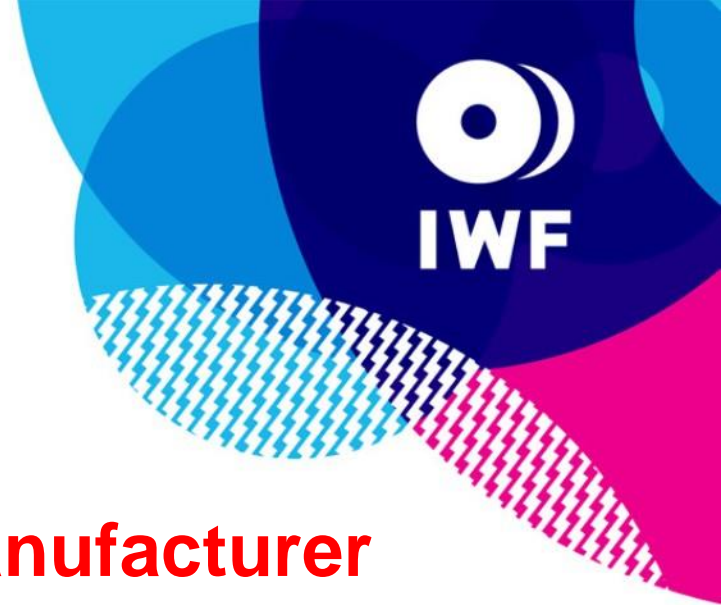
NOTE:

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

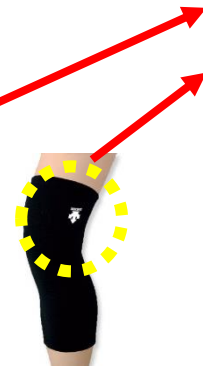




Accessories (Belt, Kneecaps)



One **Identification of the Manufacturer** per item will be permitted, to a maximum size of **6cm²**. (It was 12cm² before).



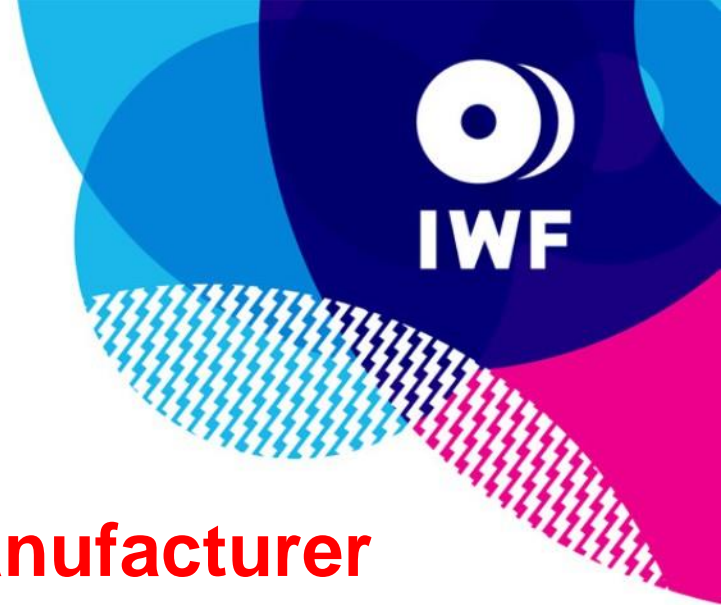
e.g. 2 x 3 (≤6)



Too big!!

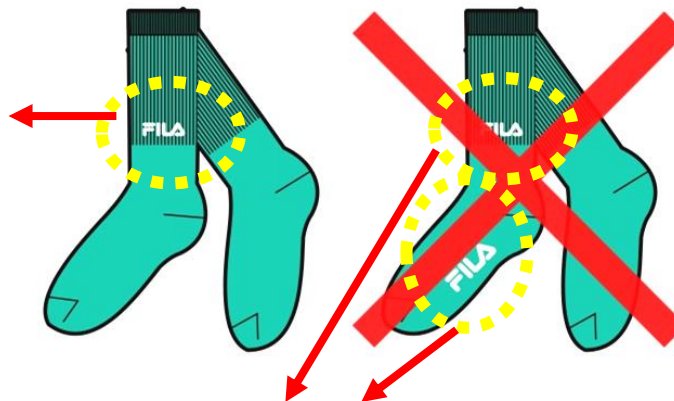


Accessories (Socks)



One **Identification of the Manufacturer** per item will be permitted, to a maximum size of **10cm²**. (It was 12cm² before).

e.g. 2 x 5 (≤ 10)



Having 2 "FILA"



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



Accessories (Head gear)

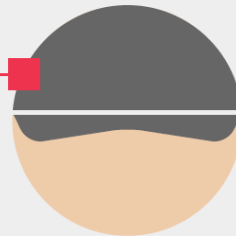


One Identification of the Manufacturer per item will be permitted, to a maximum size of **10cm²** or **two Identifications of the Manufacturer per accessory item** will be permitted, to a maximum size of **5cm²** each, placed above each ear.

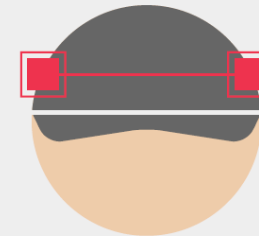
(It was 12cm² before).



10cm²
on one side



or



5cm²
on one side
above the ear

e.g. 2.5 x 4 (≤ 10), on one side, above the ear

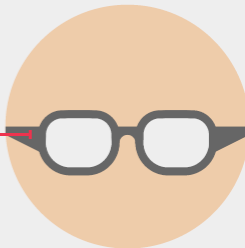


Accessories (Eyewear)

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.

Lenses - the Identifications permitted so long as such identifications are tone-on-tone.

As retail trade



Not tone-on-tone



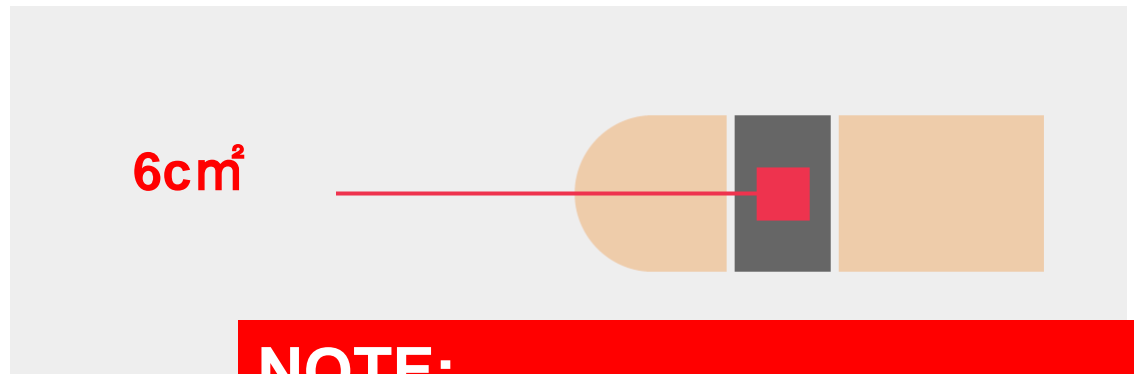


Accessories (Armbands)

One Identification of the Manufacturer will be permitted per item, with a maximum size of 6cm².
(It was 12cm² before).



e.g. 2 x 3 (≤ 6)



NOTE:

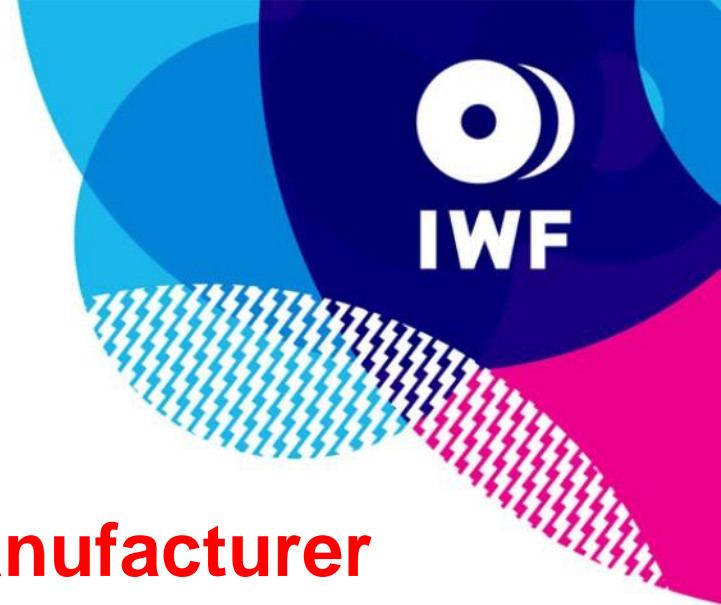
If arm band, 6cm².

If bandage, no identification.





Accessories (Gloves)



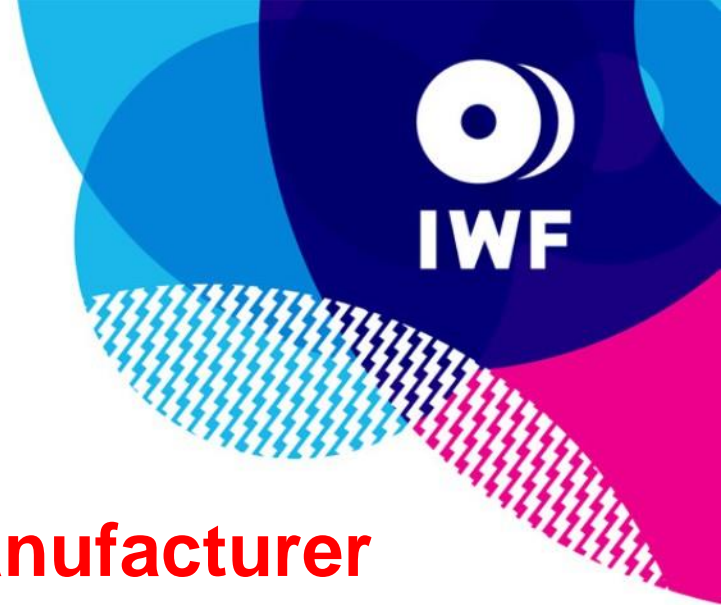
One Identification of the Manufacturer per item will be permitted, to a maximum size of **8cm²**. (It was 12cm² before).



e.g. 2 x 4 (≤8)



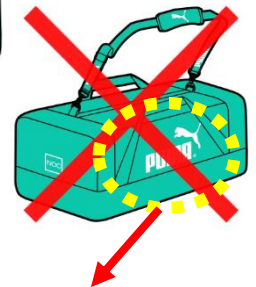
Accessories (Bag)



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.



Having 2 "ASICS"



Too big "PUMA"



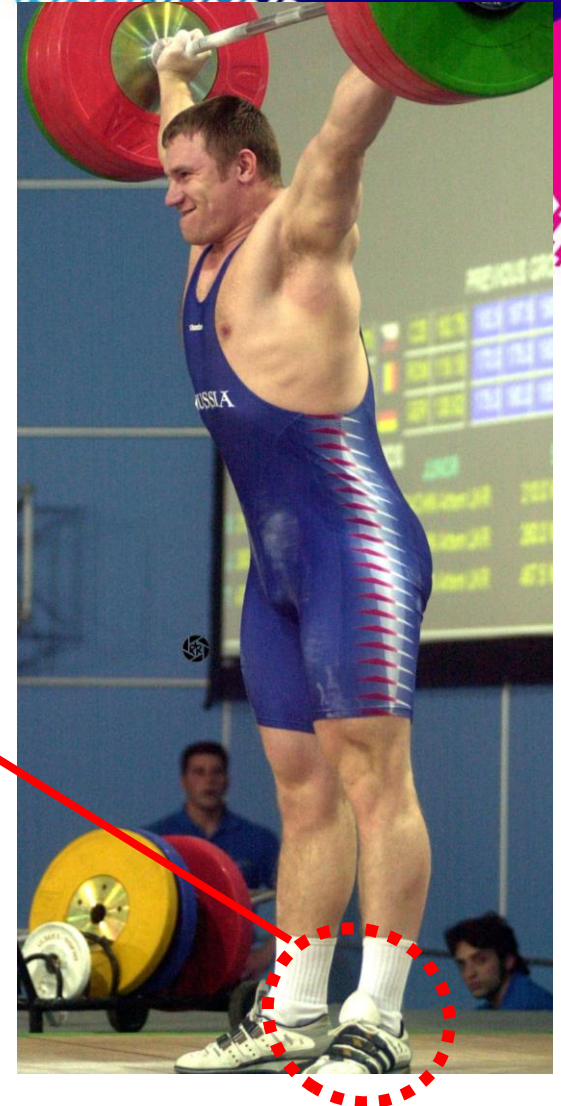
Shoes/Footwear

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 Games.

Possible



NOTE: Shoes / Footwear cannot bear the name of the athlete

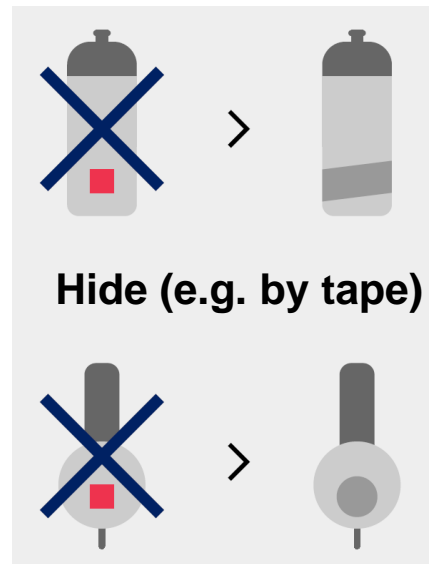




Non Branded Items

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

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



No !!

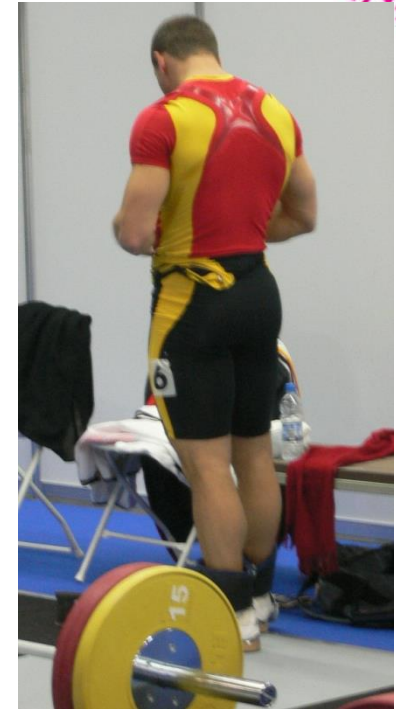
Be careful in W-up Room (can be televised!)



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 (Point Of View) camera devices**



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













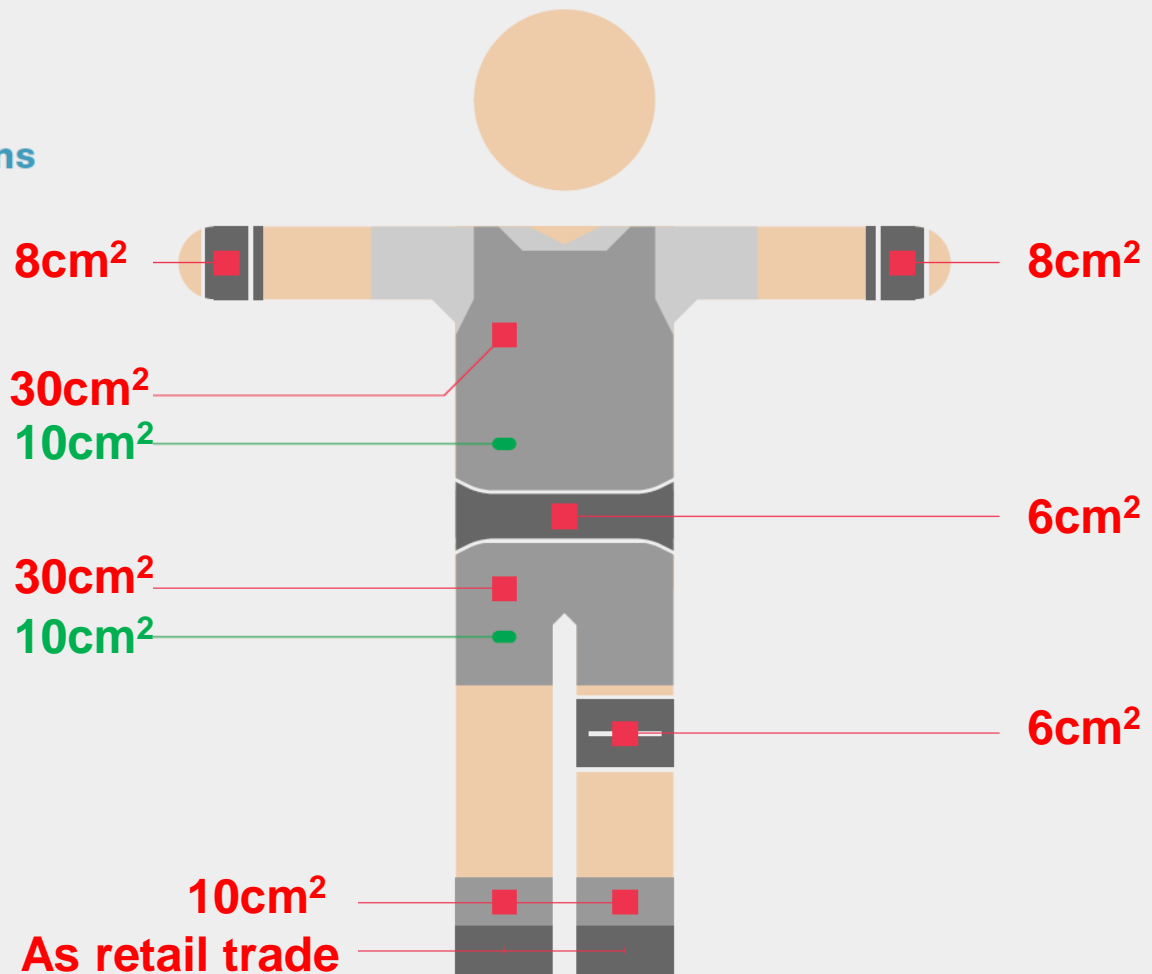
Summary for Athletes in FOP (W-up / Stage)



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	 Tokyo 2020 Emblem/Wordmark		
FOP Officials	Clothing	30cm ²	30cm²	30cm ²	10cm ²	One / item for each Authorized Identification
	Accessories	As per detailed in General Guideline	30cm²	N/A	N/A	
TOs	Clothing	30cm ²	30cm²	30cm ²	10cm ²	
	Accessories	As per detailed in General Guideline	30cm²	N/A	N/A	
IF Staff and other representatives	Clothing	30cm ²	30cm²	30cm ²	10cm ²	
	Accessories	As per detailed in General Guideline	30cm²	N/A	N/A	



Review; Reduced permitted sizes

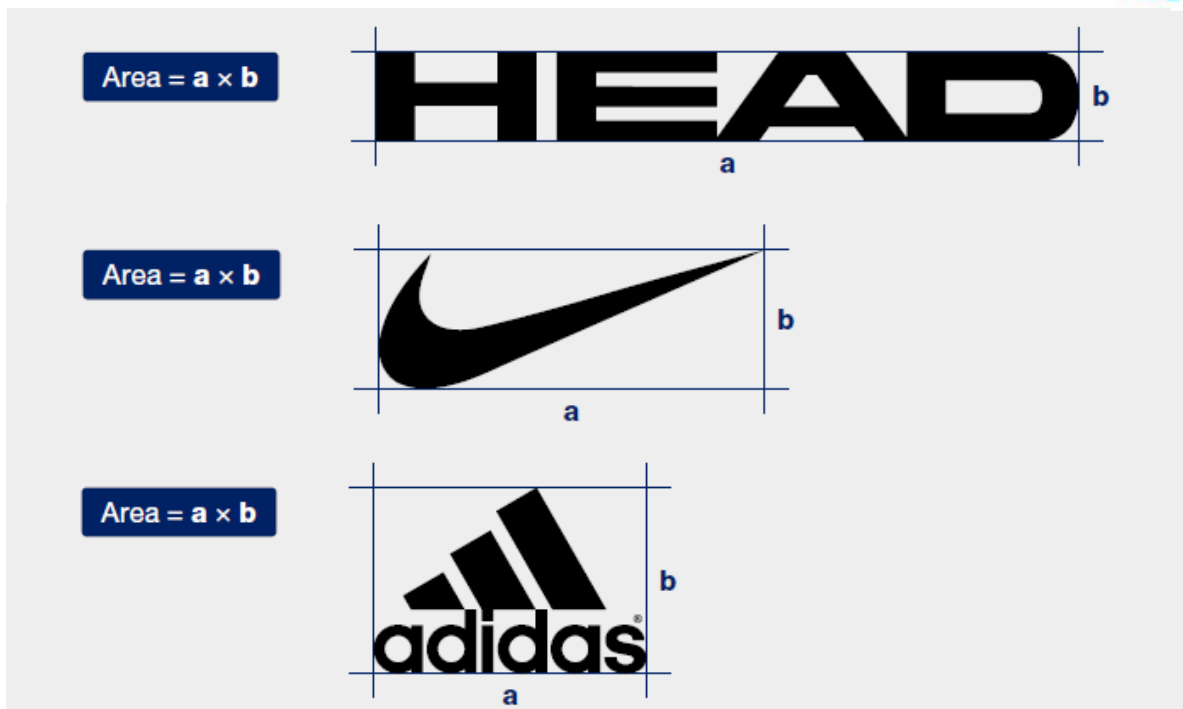
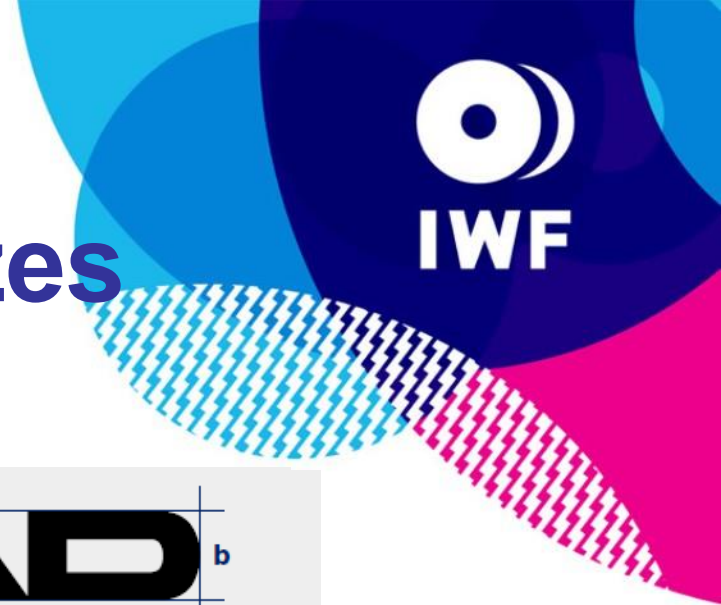


Items	Until Buenos Aires YOG	Tokyo 2020
Head gear	12cm ²	10cm ² (one side) 5cm ² (both sides)
Arm band *	12cm ²	6cm ²
Gloves	12cm ²	8cm ²
Belt	12cm ²	6cm ²
Kneecap	12cm ²	6cm ²
Socks	12cm ²	10cm ²

*** Bandage must be unbranded**



Be aware how the sizes to be measured



Mind the size of your athletes: Elastic material (costume, T-shirt etc.) - the authorized Identification **size shall be measured stretched** (as worn by the athlete).

NOTE:

IWF will request Teams / TOs for certain elements to be covered in case considered conspicuous, however, the IOC will reserve the final right to do so.

These slides are reference material for the “Guidelines Regarding Authorised Identifications” of the IOC.



Therefore, in case of discrepancy, above guidelines and/or the Olympic Charter prevail.



For further clarification



Please make a contact with



Your NOC



**See you in
Tokyo !!**

