



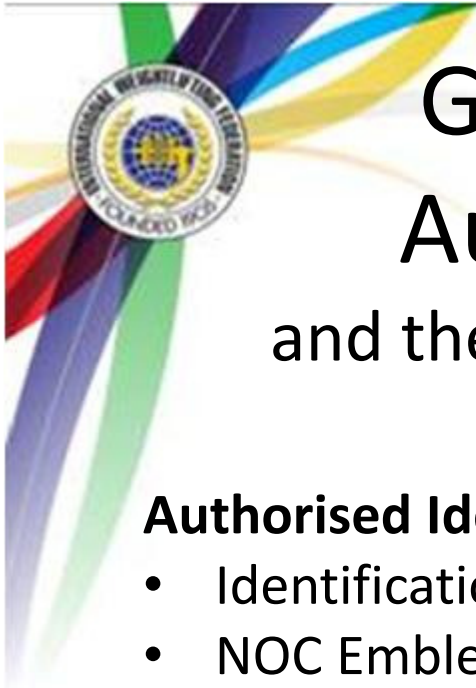
International Olympic Committee (IOC) Guidelines

Authorised Identifications
for the
London 2012 Olympic Games

Rule 50 of the Olympic Charter:

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.

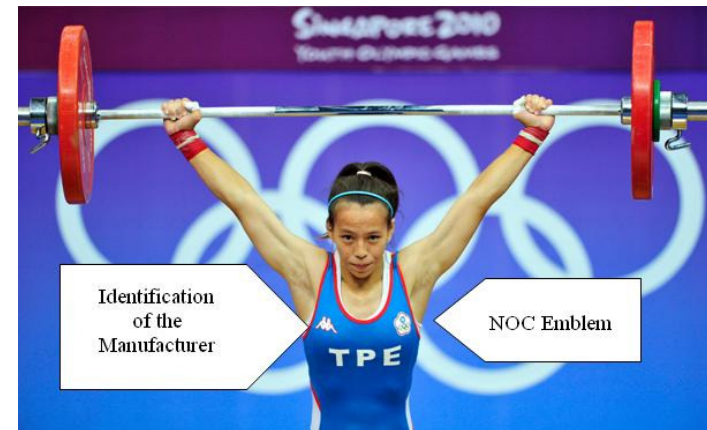




General rules concerning Authorised Identifications and the specific details for the different items

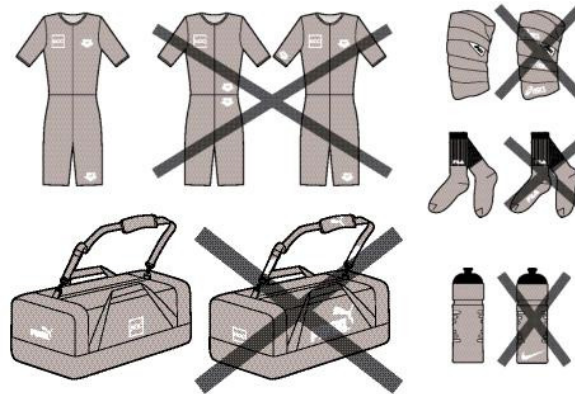
Authorised Identification:

- Identification of the Manufacturer
- NOC Emblem
- IF Identification
- London 2012 Emblem



Item:

- Accessory
- Clothing
- Footwear
- Sports Equipment
- Technical Gear





Rules apply to

- Athletes
- Coaches
- Officials
- Other persons



accredited by the NOC within the Olympic Games venues and sites.

Clothing

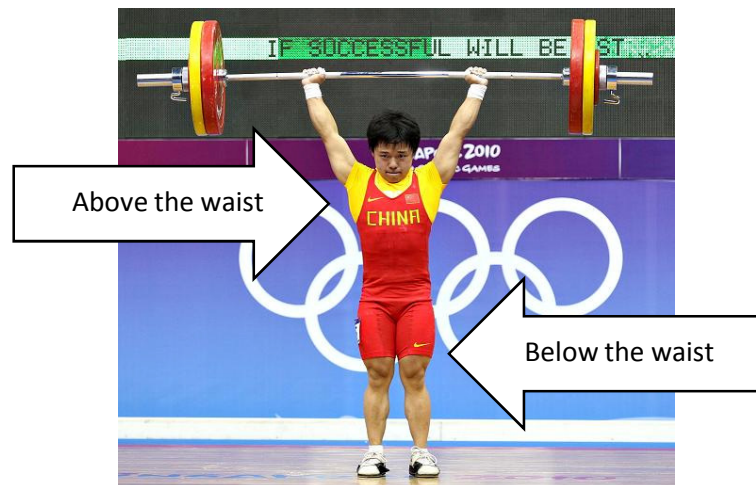
Competition Clothing

- **T-shirt**
- **Robe**
- **Tracksuit/Jacket**

One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm². No Identification of the Manufacturer may appear on the collar or on the neck.

- **One-piece body suit**

One identification of the manufacturer shall be permitted above the waist and one below the waist, each to be no larger than the maximum size noted above. However these identifications shall not be placed immediately adjacent to each other.



Clothing

NOC Formal Uniforms & Casual Wear

NOC Formal Uniforms include all articles of clothing worn by athletes, officials and other accredited personnel for all Olympic Ceremonies (Flower and Victory Ceremonies).

NOC Casual Wear includes any additional articles of clothing worn by athletes, officials and other accredited personnel within Olympic Games venues and sites.

One identification of the manufacturer per clothing item will be permitted, to a maximum size of 20 cm². No Identification of the Manufacturer may appear on the collar or on the neck.



Accessories

Includes the articles of an accessory nature, worn or used by athletes and other participants within accredited Olympic Games venues and sites.

All accessories must actually be worn or used by the athlete, official or accredited personnel and must not be used for advertising purposes.

In addition, all personal items (i.e. items not distributed by the NOC) carried, worn or used by athletes, officials and other accredited personnel within Olympic Games venues, sites and press areas are subject to these regulations.

- Gloves
- Support belt
- Socks
- Towel
- Kneecaps
- Headgear



One identification of the manufacturer per accessory item will be permitted, to a maximum size of 6 cm².



Equipment

- **Bag**

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



Shoes/Footwear

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.



See you in London!

For detailed and specific information check our website!

