

# International Olympic Committee (IOC) Guidelines

## Authorised Identifications for the **Rio 2016 Olympic Games**





# 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**



# Rio2016

## Authorised Identifications

- Identification of the Manufacturer

- NOC Emblem

- IF Identification

- Rio 2016 Emblem

- Rio 2016 Wordmark

- Product Technology Identification



Rio2016





# Item

## ■ Clothing



## ■ Accessory



## ■ Footwear



■ Sports Equipment ..... Barbell, Platform etc.

■ Technical Installations ..... Clock, Scoreboard etc.



# Important difference between IWF TCRR

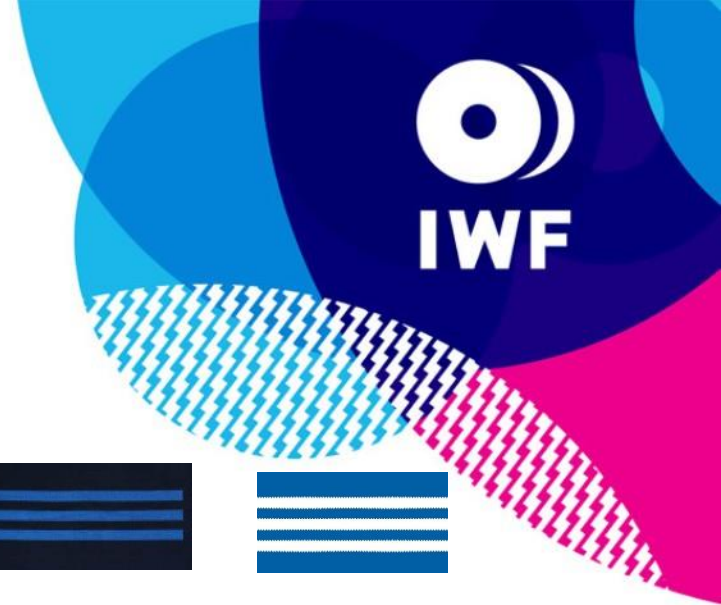


**Identification of the Manufacturer in Olympic Charter includes;**

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

**= All of those are counted into number/size**





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
- Robe
- Tracksuit / Jacket

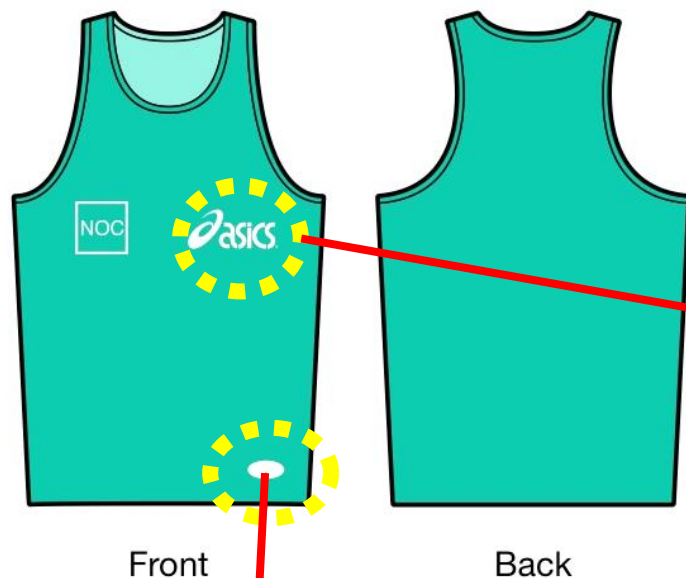
One **Identification of the Manufacturer** per closing item will be permitted, to a maximum size of **30cm<sup>2</sup>**.

One **additional Product Technology Identification** will be permitted **per clothing item** with a maximum size of **10cm<sup>2</sup>**.



# It means...

At the Olympic Games and YOG,



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

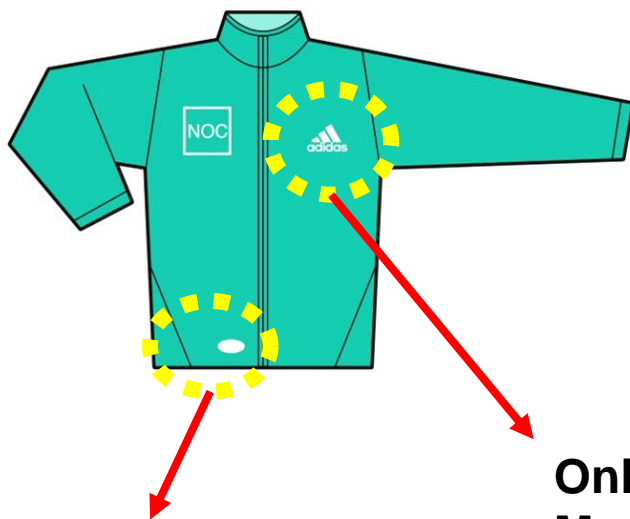
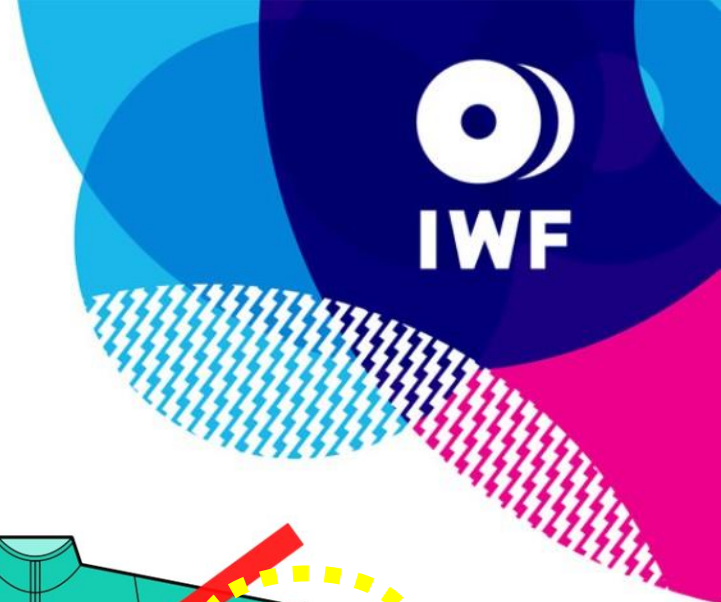
**and**

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





# It means...



**B** BREATH THERMO

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



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

**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

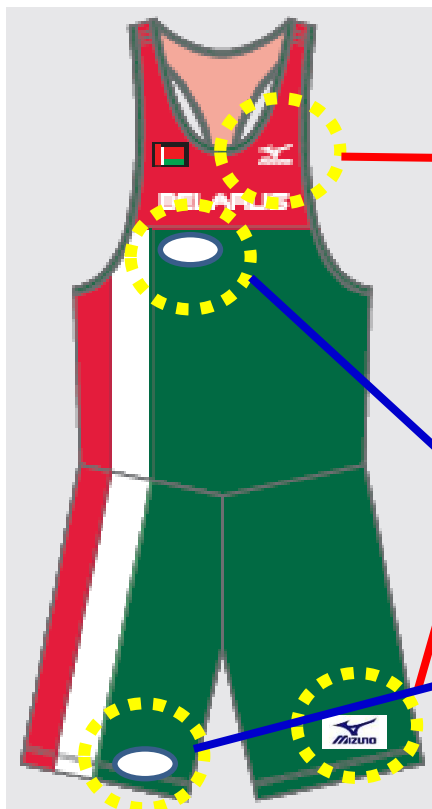
Where one-piece body suits are used in competition, **one Identification of the Manufacturer** and **one Product Technology Identification** shall be permitted above the waist and below the waist, in accordance **with the maximum size noted for other closing**.

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 ( $\leq 30$ ) 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 ( $\leq 10$ ) per Identification**

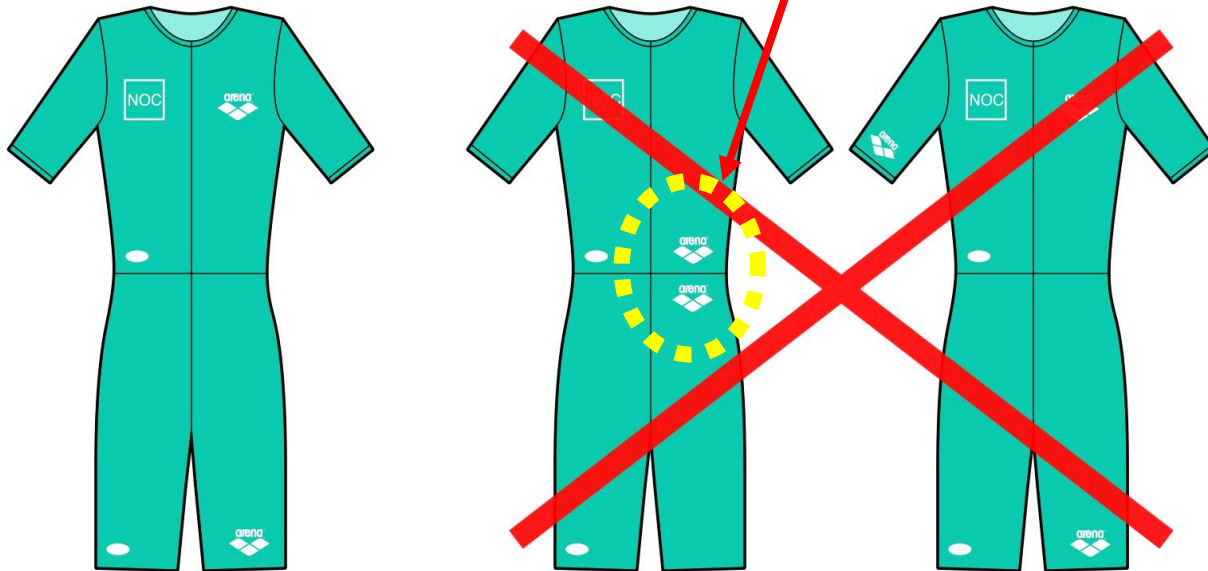


**Sponsor's logo is not permitted !!**



## 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 !!**

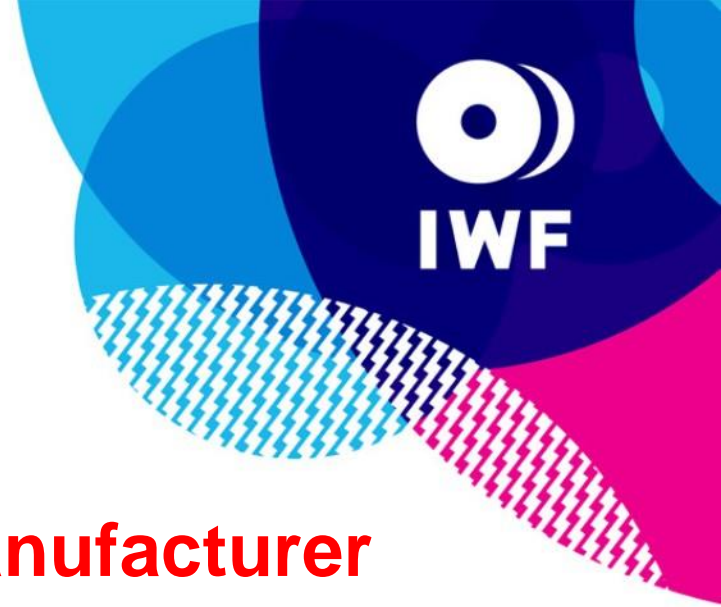


**= No Athletes' names on Costume !!**





# Accessories (Belt, Kneecaps)



**One Identification of the Manufacturer**  
**per item** will be permitted, to a maximum  
size of **6cm<sup>2</sup>**.



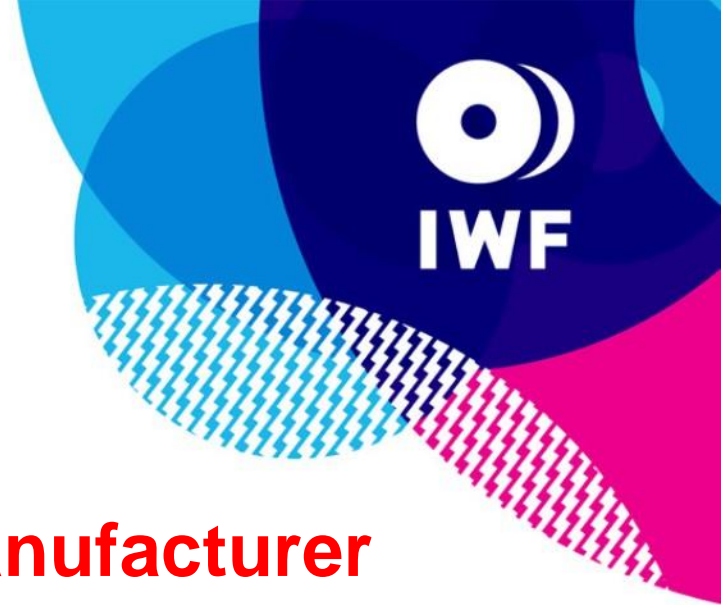
e.g. 2 x 3 ( $\leq 6$ )



**Too big!!**

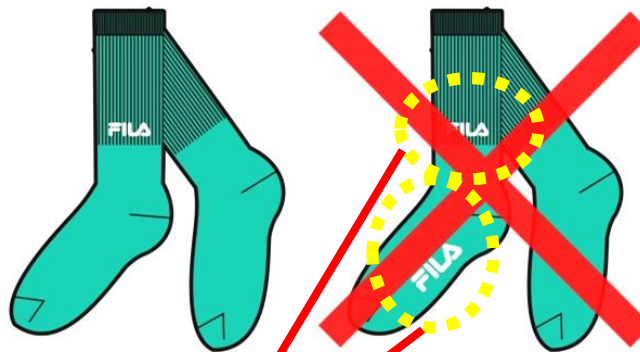


# Accessories (Head gear, Socks)



One **Identification of the Manufacturer** per item will be permitted, to a maximum size of **10cm<sup>2</sup>**.

e.g. 2.5 x 4 ( $\leq 10$ )



Having 2 "FILA"

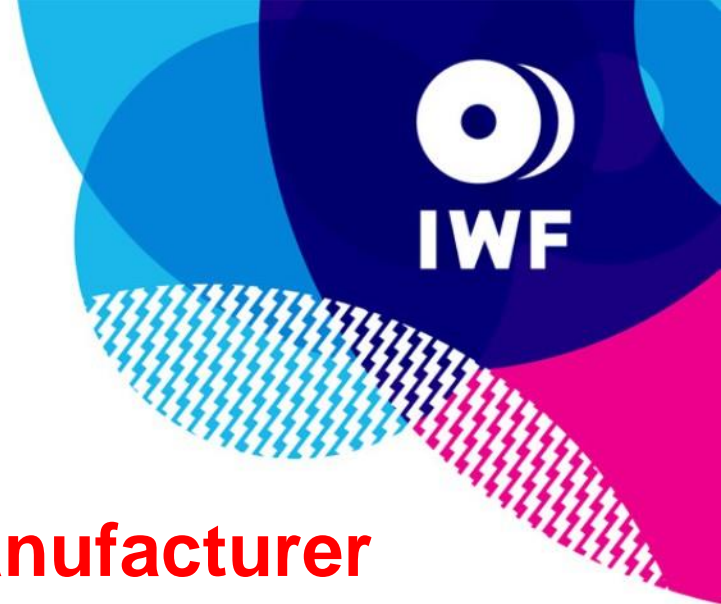


Too big 3 stripes  
2 Identifications ("3 stripes" + Logo)





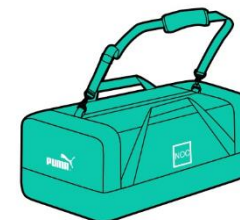
# Accessories (Bag)



**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 60cm<sup>2</sup>.



Having 2 "ASICS"



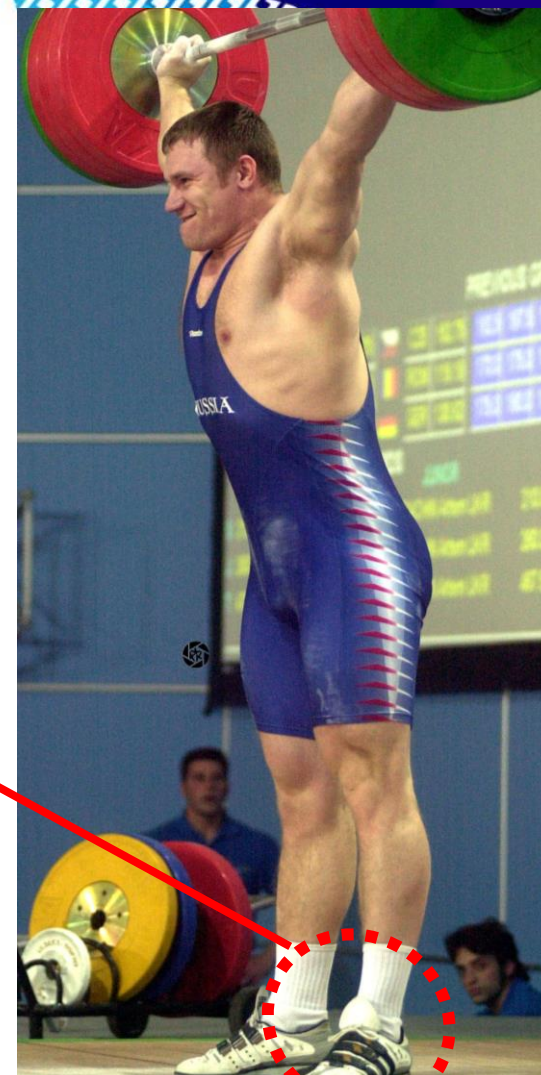
Too big "PUMA"



# Shoes/Footwear

All footwear items **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

**Possible**





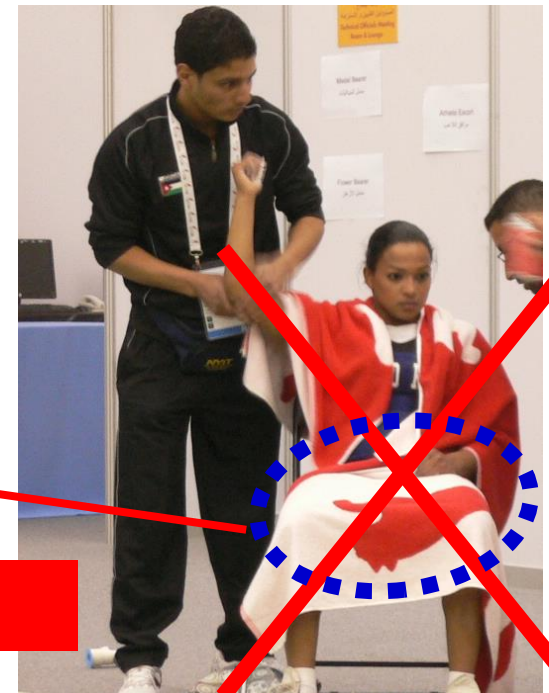
# Non Branded Items

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

- Headphones
- Water bottles
- Umbrellas
- Towels
- Bandages



No !!



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





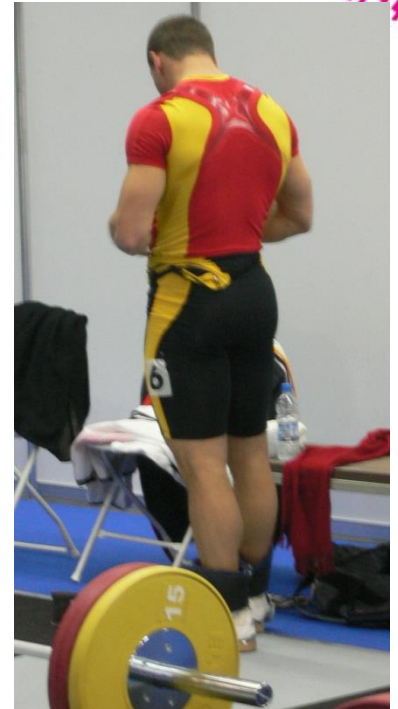
# Reminder

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

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



**NO !!**



**OK !!**



# 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






**Large watch  
over the uniform**





# Guidelines for Officials, TOs, If Staff and other representatives

Participant Type	Type of Item	Max size of Identification of			Frequency
		 Manufacturer	 IWF Logo	 Rio2016 Emblem	
FOP Officials	Clothing	30cm <sup>2</sup>	30cm <sup>2</sup>	30cm <sup>2</sup>	One / item, for each permitted Authorised Identification
	Accessories	As per detailed in General Guideline	<b>12cm<sup>2</sup></b>	At Rio2016's discretion	
TOs	Clothing	30cm <sup>2</sup>	30cm <sup>2</sup>	30cm <sup>2</sup>	
	Accessories	As per detailed in General Guideline	<b>12cm<sup>2</sup></b>	At Rio2016's discretion	
IF Staff and other representatives	Clothing	30cm <sup>2</sup>	30cm <sup>2</sup>	30cm <sup>2</sup>	
	Accessories	As per detailed in General Guideline	<b>12cm<sup>2</sup></b>	At Rio2016's discretion	

**Larger size (12cm<sup>2</sup>) is allowed for IWF logo on accessories !!**

# For further clarification



## Please make a contact with



**Your NOC**

## See you in Rio !!

