Guidelines Regarding Authorised Identifications
Games of the XXXII Olympiad
Tokyo 2020

Please be aware of the complementary document General Guidelines to perfectly handle purpose of Authorised Identifications.

International Federations
Documents direct access coming soon

National Olympic Committees
Documents direct access coming soon
ICF Canoe

Front

see Section 10

NOC

Identification of the Manufacturer

Product Technology Identification

NOC Emblem and National Identity

Homologation Marks

8cm²

30cm²

30cm²

10cm²

12cm²

12cm²

As retail trade

10cm²
Guidelines Regarding Authorised Identifications
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ICF Canoe

Boat

Identification of the Manufacturer
Product Technology Identification
NOC Emblem and National Identity
Homologation Marks

Top view
Side view

provided by OGOC
see Section 8
provided by OGOC
see Section 10
provided during boat control
see Section 12

60cm²
60cm²

NOC NAME
### Application of Guidelines regarding Authorised Identifications

#### Clothing

<table>
<thead>
<tr>
<th>Item</th>
<th>Identification Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirt/Singlet, Shorts/Pants</td>
<td>One Identification of the Manufacturer [■] per clothing item will be permitted, to a maximum size of 30cm².</td>
</tr>
<tr>
<td>Life jacket</td>
<td>One additional Product Technology Identification [●] will be permitted per clothing item, to a maximum size of 10cm².</td>
</tr>
<tr>
<td>Tracksuit/Warm-up jacket</td>
<td></td>
</tr>
<tr>
<td>Spray skirt</td>
<td></td>
</tr>
<tr>
<td>One-piece body suit</td>
<td>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 above, however these identifications shall not be placed immediately adjacent to each other.</td>
</tr>
<tr>
<td>Spray skirt/One-piece body suit</td>
<td></td>
</tr>
</tbody>
</table>

#### Sport Equipment

<table>
<thead>
<tr>
<th>Item</th>
<th>Identification Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boats</td>
<td>Two Identifications of the Manufacturer [■] are permitted, one on each side of the shell of the boat, up to 60cm² for each identification.</td>
</tr>
<tr>
<td>Paddle</td>
<td>One Identification of the Manufacturer [■] per item will be permitted, to a maximum size of 60cm².</td>
</tr>
<tr>
<td>Helmet</td>
<td>One Identification of the Manufacturer [■] per item will be permitted, to a maximum size of 12cm².</td>
</tr>
</tbody>
</table>

All General Principles apply unless expressly mentioned otherwise above (in particular in relation to size, frequency, location or Sports Brand requirements).
### Accessories

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Armband</td>
<td>One Identification of the Manufacturer per item will be permitted, to a maximum size of 8cm².</td>
</tr>
<tr>
<td>Gloves</td>
<td>One Identification of the Manufacturer per item will be permitted, to a maximum size of 12cm².</td>
</tr>
<tr>
<td>Eyewear</td>
<td>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, with the Identifications permitted on the lenses so long as such identifications are tone-on-tone, engraved into the lens, and is not deemed as conspicuous by the IOC.</td>
</tr>
<tr>
<td>Towel</td>
<td>No Identification of the Manufacturer will be permitted.</td>
</tr>
<tr>
<td>Bag</td>
<td>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.</td>
</tr>
</tbody>
</table>

### Shoes/Footwear

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoes</td>
<td>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.</td>
</tr>
</tbody>
</table>
Additional IF Specifications

The following IF technical requirements apply in relation to the General Guidelines:

Section 8 · Third Party Identifications (athlete names)

The athletes surname and initials will be visible on both sides of the boat. These will be provided by the OCOG at time of competition.

Section 10 · NOC Emblems and National Identity

The NOC code may appear on the helmet and should be visible on both sides of the boat. NOC codes will be provided by the OCOG at time of competition.

Flags, emblems and NOC codes can be displayed on paddle blades. Olympic rings may appear on the shaft of the paddle (optional) and the NOC code may be displayed on the helmet. For clothing, no IF specific limitations with regard to National Identifications apply.

Section 12 · Homologation Marks

A homologation mark/sticker [非凡] on Canoe equipment will be provided by ICF officials at the time of boat control, as per ICF regulations for competition.

Section 17 · Submission Process

A mandatory pre-competition verification process by ICF officials for competition clothing and equipment will take place during boat control, as per ICF regulations for competition.