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
Guidelines Regarding
Authorised Identifications
Games of the XXXII Olympiad
Tokyo 2020

ITU
Triathlon

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

10cm² on one side
or
5cm² on each side

6cm²

5cm × 12-15cm
see Section 8
5cm × 6-10cm
see Section 10

30cm²
not adjacent to each other

10cm²
not adjacent to each other

10cm²
As retail trade

8cm²

5cm × 10cm
see Section 10

NAME
NOC

10cm²
on one side
or
5cm² on each side

As retail trade

NAME

Cycling & Running

Front

Floating
Precise

Identification of
the Manufacturer
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- **5cm × 6-10cm**
  - see Section 10

- **5cm × 12-15cm**
  - see Section 8

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**NAME**

**NOC**

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**Identification of the Manufacturer**

**Product Technology Identification**

**NOC Emblem and National Identity**

**Homologation Marks**
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ITU

Triathlon

Front
Swimming

20cm² or 10cm² on each side

80cm² on both front & back
see Sport Equipment

Identification of the Manufacturer
Product Technology Identification
NOC Emblem and National Identity
Homologation Marks
### Application of Guidelines regarding Authorised Identifications

#### Clothing

<table>
<thead>
<tr>
<th>Item</th>
<th>Identification Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tank top</td>
<td>One Identification of the Manufacturer per clothing item will be permitted, to a maximum size of 30cm².</td>
</tr>
<tr>
<td>Swimsuit</td>
<td></td>
</tr>
<tr>
<td>Tracksuit</td>
<td>One additional Product Technology Identification will be permitted per clothing item, to a maximum size of 10cm².</td>
</tr>
<tr>
<td>Jacket</td>
<td></td>
</tr>
<tr>
<td>One-piece body suit (Trisuit)</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>
</tbody>
</table>

#### Sport Equipment

<table>
<thead>
<tr>
<th>Item</th>
<th>Identification Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wetsuit</td>
<td>The Identification of the Manufacturer [■] will be permitted, on the front and back, to a maximum size of 80cm². This space is allowed both on the inside and outside of the wetsuit. Should there be two or more Identifications of the Manufacturer [■] on the front or back, the combined total size must not exceed 80cm². Identifications of the Manufacturer [■] appearing on the side panel must be included within either the maximum of 80cm² on the back or the maximum of 80cm² on the front.</td>
</tr>
</tbody>
</table>
**Guidelines Regarding Authorised Identifications**

**Games of the XXXII Olympiad**

**Tokyo 2020**

**ITU Triathlon**

<table>
<thead>
<tr>
<th><strong>Sport Equipment</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bicycle</strong></td>
<td>May carry the <em>Identification of the Manufacturer</em> as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.</td>
</tr>
<tr>
<td><strong>Wheels</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Helmet</strong></td>
<td></td>
</tr>
</tbody>
</table>

| **Swim cap**        | One *Identification of the Manufacturer* will be permitted, to a maximum size of 20cm². Alternatively, two *Identifications of the Manufacturer* with a maximum size of 10cm² will be permitted, if one is placed on each side. |

<table>
<thead>
<tr>
<th><strong>Accessories</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Armband</strong></td>
<td>One <em>Identification of the Manufacturer</em> per item will be permitted, to a maximum size of 6cm².</td>
</tr>
<tr>
<td><strong>Cooling jacket</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Arm warmer/cover</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Leg warmer/cover</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Neck band</strong></td>
<td></td>
</tr>
</tbody>
</table>

| **Gloves** | One *Identification of the Manufacturer* per item will be permitted, to a maximum size of 8cm². |
| **Socks**  | One *Identification of the Manufacturer* per item will be permitted, to a maximum size of 10cm². |

All General Principles apply unless expressly mentioned otherwise above (in particular in relation to size, frequency, location or Sports Brand requirements).
## Guidelines Regarding Authorised Identifications
Games of the XXXII Olympiad
Tokyo 2020

### ITU Triathlon

<table>
<thead>
<tr>
<th>Accessories</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hats/Visors</strong></td>
<td>One Identification of the Manufacturer [ ] per item will be permitted,</td>
</tr>
<tr>
<td></td>
<td>to a maximum size of 10cm² or two Identifications of the Manufacturer,</td>
</tr>
<tr>
<td></td>
<td>to a maximum size of 5cm² each, placed above each ear.</td>
</tr>
<tr>
<td><strong>Towel</strong></td>
<td>No Identification of the Manufacturer will be permitted on any item.</td>
</tr>
<tr>
<td><strong>Water bottle</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Eyewear/ Goggles</strong></td>
<td>May carry the Identification of the Manufacturer as generally used on</td>
</tr>
<tr>
<td></td>
<td>products sold through the retail trade during the period of 6 months</td>
</tr>
<tr>
<td></td>
<td>or more prior to the Games, with the Identifications permitted on the</td>
</tr>
<tr>
<td></td>
<td>lenses so long as such identifications are tone-on-tone, engraved into</td>
</tr>
<tr>
<td></td>
<td>the lens, and is not deemed as conspicuous by the IOC.</td>
</tr>
<tr>
<td><strong>Bag</strong></td>
<td>One Identification of the Manufacturer per item will be permitted, not</td>
</tr>
<tr>
<td></td>
<td>greater than 10% of the surface area of the item, to a maximum size</td>
</tr>
<tr>
<td></td>
<td>of 60cm².</td>
</tr>
<tr>
<td><strong>Shoes/Footwear</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Shoes</strong></td>
<td>All footwear items may carry the Identification of the Manufacturer as</td>
</tr>
<tr>
<td></td>
<td>generally used on products sold through the retail trade during the</td>
</tr>
<tr>
<td></td>
<td>period of 6 months or more prior to the Games.</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).
Additional IF Specifications

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

Section 8 · Third Party Identifications (athlete names)

The family name must be placed on the upper front of the uniform and also on the buttocks. The initial of the first name may be added before the family name; athletes with the same family name are encouraged to add the initial of the first name.

The athlete’s full name(s) or family name(s) or initial of the first name and family name(s), may appear once on the bike, either on the horizontal bar of the bike or on the shaft of the seat, with a maximum size of 10cm².

The representation of the family name must meet the following criteria:

- **Font**: The font type must be Arial. Letters for the family name must be in upper case, unless the name is more than 9 letters, in which case lower case letters should be used following the first capital letter.

- **Colour**: If the uniform is a dark colour, the letters must be white. If the uniform is a light colour, the letters must be black.

- **Position**: The athlete’s family name must be positioned above the NOC code both on the front and back of the uniform. The position on the back must be below the waistline to ensure it is clearly visible when the athlete is on the bike.

- **Size**: The letters of the family name must measure 5cm in height and between 12 and 15cm in length.

Section 10 · NOC Emblems and National Identity

The NOC code must be placed on the upper front of the uniform and also on the buttocks. NOC flags, country code or country name are allowed on the bike of the athlete.
The representation of the NOC code must meet the following criteria:

- **Font**: The font type must be *Arial*.
- **Colour**: If the uniform is a dark colour, the letters must be white. If the uniform is a light colour, the letters must be black.
- **Position**: The NOC code must be positioned below the athlete’s family name on the front and back of the uniform.
- **Size**: The letters of the NOC code must measure 5cm in height and between 6 and 10cm in length.

**Section 12 · Homologation Marks**

No homologation marks required by the IF.

**Section 17 · Submission Process**

The design of the competition uniform (Trisuit) and the wetsuit should be submitted to the ITU in writing by 10 June 2020 to the following address: *sport@triathlon.org*.