

# ITU Competition Uniform Rules for the Beijing 2008 Olympic Games

## 1. Overview

- a) The “ITU Competition Uniform Rules for the Beijing 2008 Olympic Games” is a specific addition to the “Manufacturer Identification Guidelines of the International Olympic Committee” and “Rule 51 of the Olympic Charter”. [Click here](#) for the full text of the IOC Manufacturer Identification Guidelines. [Click here](#) for the Olympic Charter and Rule 51.
- b) Athletes participating in the Beijing 2008 Olympic Games Triathlon competition must abide by the ITU rules and the “Olympic Charter”.
- c) Failure to comply with these rules will result in an athlete having to wear a BOCOG supplied triathlon suit with no branding or covering the non-complying logos.

## 2. The purpose of the ITU Competition Uniform Rules for the Beijing 2008 Olympic Games is to:

- a) Provide a clean and professional image of our sport to local and international media.
- b) Ensure that the “bare torso” rule is respected in all segments of the triathlon.

## 3. General Requirements:

- a) Athlete competition uniforms will be completely clean of any logo or images other than those described below.
- b) All descriptions apply to competition uniforms, including any outer wear for cold weather.
- c) In all instances, where the clothing contains elastic material (e.g. LYCRA®), the identification of the manufacturer shall be measured as worn by the athlete (i.e. stretched).
- d) One piece competition uniforms are preferred. If a two piece competition uniform is used, the space between the top and the bottom may not be visible. Therefore, the two pieces will overlap. Athletes must cover their torso for the duration of the competition.
- e) Zippers must be on the back and will be a maximum of 30cm in length. Zippers on the front are not allowed.
- f) Competition uniforms must be attached at both shoulders for the duration of the competition.
- g) Competition uniforms should be in the official national colours.
- h) The logo of the International Triathlon Union will NOT appear on the athletes’ competition uniform.

**Logos: Size and Placement**

**Competition Uniform Front**



**Competition Uniform Back**



- i) **Family Name:** Athletes and NOCs must understand the importance of having the athlete's family name properly positioned on the competition uniform. It is very important for athlete identification during the competition for television, media and spectators. The family name needs to be on the upper front and the buttock. Both positions must meet the following criteria:
- (i) **Font Type:** The font type must be "Arial" and exactly 6cm in height. Letters should be upper case unless the family name is more than 9 letters when lower case letters should be used for spacing purposes.
  - (ii) **Colour:** If the competition uniform is a dark colour the font must be white. If the competition uniform is a light colour the letters must be black. Coloured letters should not be used.
  - (iii) **Position:**
    - **Front:** The position on the front is below the NOC logo or the "Beijing 2008" terminology and Manufacturer logo. It is above the athlete's country code.
    - **Back:** The position on the back is on the buttock so that it is clearly visible when the athlete is on the bike.
  - (iv) **Vertical Dimension of the Family Name:** The family name must be 6 cm vertical regardless of the number of letters in the name.

- (v) **Horizontal Dimension of the Family Name:** The width is a minimum of 12 cm and a maximum of 15 cm. A family name with few letters must still be a minimum of 12 cm wide. See “MAY” below where the height is 6cm and the width is 12 cm.

MAY

For longer names such as Polikarpenko below, the height is still 6cm but the name should take up the full 15 cm.

Polikarpenko

- j) **Country Code:** The athlete’s country code must be on the upper front. The font must be “Arial” and in upper case. The vertical dimension is a minimum of 6 cm. The colour of the letters should be white on dark colours and black on white or light colours.
- k) **Space A: NOC Logo:** An NOC logo can appear (not mandatory) on the upper right shoulder. The dimension is described in the IOC’s “Manufacturer Identification Guidelines”.
- l) **Space B: Manufacturer Logo:** This space is for the manufacturer of the competition uniform. The dimension is described in the IOC’s “Manufacturer Identification Guidelines”.
- m) **Space C: “Beijing 2008” terminology:** This space can be used (not mandatory) for the “Beijing 2008” terminology. The dimension is described in the IOC’s “Manufacturer Identification Guidelines.”

#### 4. **HEADWEAR:**

- a) **Swim:** All athletes must wear the official event swim cap provided by BOCOG during the swim section of each event. If an athlete chooses to wear two caps, the official cap must be on the outside. The specification of the second swim cap is described in the IOC’s “Manufacturer Identification Guidelines”. No athlete sponsorship identification may appear on the swim cap. Athletes should not alter the swim caps in any manner. Athletes failing to wear the official swim caps or altering the official swim caps will be subject to disqualification.

- b) **Cycle:** All athletes must wear helmets on the bicycle section as described in the ITU Competition Rules.
  - (i) Athletes must place race number stickers as provided by BOCOG on the front and both sides of the helmet without any alteration.
  - (ii) No identification may impair the official BOCOG decals on the helmets.
  - (iii) The helmet manufacturer's logo may appear on the helmet, as described in IOC's "Manufacturer Identification Guidelines". No other sponsor logo or colour should appear on the helmet.
- c) **Run:** Athletes may wear hats or visors on the run section. The manufacturer's logo may appear on the hat or visor, as described in IOC's "Manufacturer Identification Guidelines".

**5. WETSUITS:**

- a) All wetsuit models must have prior approval from ITU. Athletes can include only the logo of the wetsuit manufacturer on their wetsuits as described in IOC's "Manufacturer Identification Guidelines". This space includes both the inside and outside of the wetsuit. No other sponsors logo may appear on the wetsuit.

**6. RACE NUMBERS:**

- a) Traditional race numbers will not be used for the athletes on the Olympic Games. BOCOG will provide each athlete with 4 sets of body number decals to be applied prior to the event.
- b) For numbers with more than one digit, decals must be applied in a vertical manner, not side by side. For example,
 

23 should be applied  $\begin{matrix} 2 \\ 3 \end{matrix}$  not 23
- c) The four sets of body number decals are to be applied as follows: one set on each arm and each leg.

**7. BICYCLE:**

- a) Only logos of bicycle related products may appear on the athlete's bicycle as described in IOC's "Manufacturer Identification Guidelines". BOCOG will provide the athlete with a bike number that they must put on their bicycle without any alteration.

**8. TEMPORARY TATTOOS:**

- a) Athletes are not allowed to place any temporary tattoo other than the race numbers provided by BOCOG on their body during the Olympic Games.

**9. OTHER:**

- a) The IOC Manufacturer Identification Guidelines applies for all the other athletes' competition equipments such as wheels, bags, shoes (footwear), eyewear, armband towels.

**For more information contact:**

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