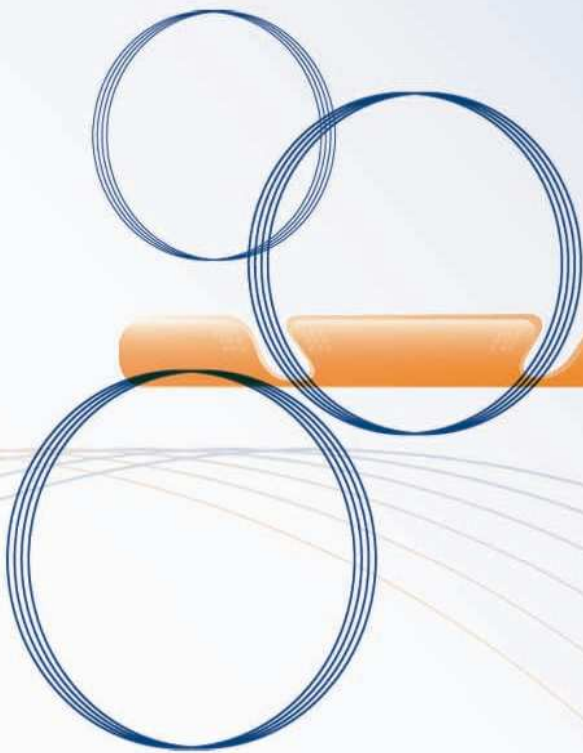




# ITU Uniform Rules

## Juniors – U23 – Elite Athletes





## ITU Uniform Rules

Applies to all ITU Events for Junior, U23 and Elite athletes

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## 1. Overview:

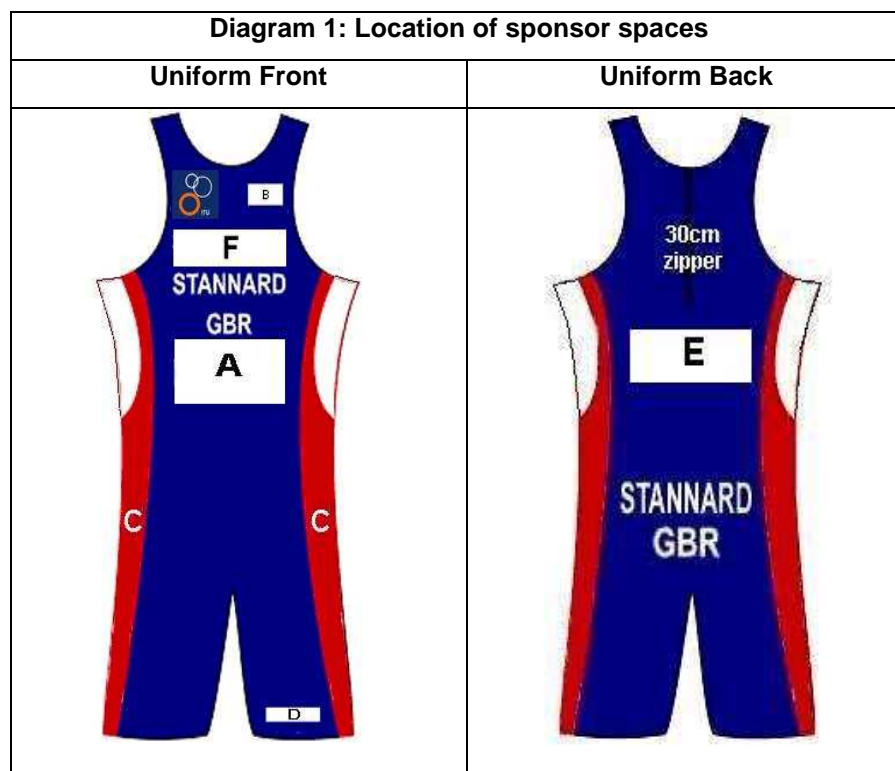
- 1.1. To compete in ITU events, athletes must comply with the ITU Uniform Rules.
- 1.2. Failure to comply with the ITU Uniform Rules may result in an athlete having to wear a triathlon suit supplied by ITU or covering any logos on the uniform not allowed by the rules.
- 1.3. The images in this document are intended to show a typical triathlon uniform. For winter triathlon, and in some cases in triathlon, duathlon and aquathlon, long sleeves and pants are allowed. This rule applies in the same way in all cases.

## 2. Purpose:

- 2.1. Provide a clean and professional image of our sport to local and global spectators and media.
- 2.2. Provide sponsors with reasonable space for viable exposure.
- 2.3. Provide a framework for ITU member National Federations (NFs) and athletes to enable both parties to have a mutually beneficial relationship with respect to rights and responsibilities, as per Appendix A attached.

## 3. General Requirements:

- 3.1. Uniforms will be completely clean of any logos or images other than those described below.
- 3.2. These rules apply to uniforms worn during competition and any podium ceremonies, including any outer wear for cold weather.
- 3.3. Logos will be measured on a flat surface when the athlete is not wearing the uniform. The "ITU Logo Measurement Template" will be used to measure the logo sizes.
- 3.4. There is no restriction on the type of logo used in the sponsor spaces other than those representing tobacco, spirits and products containing any substance on the WADA Prohibited List.



- 3.5. One piece uniforms are preferred. If a two piece uniform is used, the space between the top and the bottom may not be visible, so the two pieces overlap. The athlete must cover their torso for all aspects of the race.
- 3.6. Zippers must be on the back and will be a maximum of 30cm. long. Front zippers are not allowed.
- 3.7. The uniform must be attached at both shoulders for the duration of the competition.
- 3.8. There must be a minimum clearance space of 1.5cm around all marks including:
  - a) The ITU logo;
  - b) The family name;
  - c) The country code;
  - d) All sponsor logos

#### 4. Uniform Colour and Design:

- 4.1. Uniforms must be in the colours chosen by the National Federation (NF) for ITU World Championship Grand Final, ITU World Championship Series, ITU Continental Championships and ITU Multisport World Championships events. For all other ITU events the uniform colors have no restrictions.
- 4.2. The colour and design of the uniform and podium apparel must be distinct to that country and should be approved by ITU in advance.
- 4.3. It is intended to give the country uniforms a distinct look. However the design definition should not impact on technical requirements that athletes might have due to body shape or size.
- 4.4. The approval process for the uniform colour and design is outlined in Appendix C. The goal of the approval process is to ensure different countries do not have the same uniform colour and design.
- 4.5. ITU reserves the right to establish a specific rule, till 30th of January of the competition year, regarding the colour of the uniform the actual leader of ITU World Championship Series has to wear.

#### 5. Family Name and Country Code/Name:

- 5.1. The family name and the IOC country code must be placed on the upper front of the uniform and also on the buttocks. The representation of both the family name and country code must meet the following criteria:
  - a) **Font Type:**
    - The font type must be "Arial".
    - Letters for the family name and country code 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. (See Diagram 2: Family Name Layout).
  - b) **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.
  - c) **Position:**
    - Front: The position on the front is below the ITU logo and Sponsor Spaces B and F. The athlete's family name is **above** the country code and Sponsor Space A.

- Back: The position on the back is below the waistline so that it is clearly visible when the athlete is on the bike.
- Height: The family name and the country code must be 5cm in height, regardless of the number of letters in the name.
- Width: The width for the family name is a minimum of 12cm and a maximum of 15cm. A family name with few letters must still be a minimum of 12 cm wide. (See Diagram 2: Family Name Layout) The width for the country code must be 8cm in length.



## 6. ITU Logo:

- 6.1. The official ITU logo will appear on the upper **right** shoulder.
- 6.2. It will conform to the official ITU rings with the letters ITU on the bottom right.
- 6.3. The horizontal dimension will be 4cm.
- 6.4. The white version should be applied to dark coloured uniforms, the blue and orange version should be applied to light coloured uniforms (see 6.6, 6.7, Diagram 3).
- 6.5. Click [here](#) for the print version of the ITU logo.

**Diagram 3. ITU Logo Layout**



6.6. Diagram 3 above shows the correct layout for the ITU Logo.

- a) ITU Orange:
  - Pantone 144C (Coated papers)
  - CMYK conversion (four-colour process) - C: 0%, M: 49%, Y: 100%, K: 0%
- b) ITU Blue
  - Pantone 2955C (Coated papers)
  - CMYK conversion (four-colour process) - C: 100%, M: 45%, Y: 0%, K: 37%

## **7. Sponsor Spaces:**

### **7.1. Sponsor Space A:**

- a) This space is directly below the country code (See Diagram 1. Sponsor Logos: size and space).
- b) The maximum height is 20cm.
- c) The maximum length is 15cm.
- d) Up to 3 sponsor logos may be positioned in this space.
- e) The athlete may have 1, 2 or 3 logos in this space. Each of the logos must represent a different sponsor.

### **7.2. Sponsor Space B: upper left front:**

- a) This space is for the manufacturer of the uniform or for another sponsor.
- b) The maximum height is 4cm.
- c) The maximum length is 5cm.
- d) The space must be on the left hand shoulder of the uniform – not the middle.

### **7.3. Sponsor Spaces C: side panels:**

- a) Sponsor logos may appear on the side panel.
- b) The maximum width is 5cm.
- c) The maximum length 15cm.
- d) Only one sponsor logo is allowed on each side and it must be the same sponsor logo.
- e) This space must be visible from the side of the body. If, due to the athlete body, this space is partly visible from the front, it has to be visible also from the back.

### **7.4. Sponsor Space D: lower front:**

- a) The maximum height is 4cm.

- b) The maximum length is 5cm.
- c) This space can be on the lower left or right side of the uniform but not both.

**7.5. Sponsor Space E: upper back:**

- a) One logo of any sponsor may appear above the family name on the back.
- b) The maximum height is 10cm.
- c) The maximum length is 15cm.

**7.6. Sponsor Space F: upper front:**

- a) One logo of any sponsor may appear above the family name on the front.
- b) The maximum height is 5cm.
- c) The maximum length is 15cm.

**8. Headwear:**

**8.1. Swim:**

- a) All athletes must wear the official event swim cap during the swim segment.
- b) Swim caps are provided by ITU or the LOC.
- c) If an athlete chooses to wear two caps, the official cap must be on the outside.
- d) No sponsor logos are allowed on the swim Cap other than as prescribed by the ITU / LOC.
- e) Athletes may not alter the swim caps in any manner.
- f) Failure to wear the official swim cap, or altering the official swim cap, may result in a penalty up to and including disqualification.

**8.2. Cycle:**

- a) Athletes must wear helmets on the bicycle segment, as described by the ITU Competition Rules.
- b) Helmet race number stickers, provided by ITU or the LOC, must be placed on the front and both sides of the helmet, without any alteration. No other stickers are allowed.
- c) There must be a clearance around the official helmet number sticker of 1.5cm to ensure the number is clearly visible.
- d) The helmet manufacturer's logo may appear on the helmet, either by one 30cm<sup>2</sup> location on the front, or one 20cm<sup>2</sup> on each side. No other sponsor logo may appear on the helmet, and to cover these unacceptable logos with stickers is not allowed.
- e) The helmet can be in any colour.

**8.3. Run:**

- a) Athletes may wear hats or visors on the run section.
- b) Only 1 sponsor logo can be placed on the hat or visor.
- c) The maximum height is 4cm.
- d) The maximum total area is 20cm<sup>2</sup>.

**9. Bicycle:**

- a) Only logos of bicycle related products may appear on the athlete's bicycle.

- b) Logos may not interfere with, or hinder the placement of, the bicycle race number on the bicycle frame.
- c) Bike race number stickers, provided by ITU or the LOC, must be placed on the bike as instructed, without any alteration.

## 10. Wetsuits:

10.1. **Model Approval:** All wetsuit models must have prior written approval from ITU.

### 10.2. Logos:

- a) Only the wetsuit manufacturer's logo may appear on the wetsuits.
- b) The maximum size is 80cm<sup>2</sup> on the front and back. This space is allowed both on the inside and outside of the wetsuit.
- c) If the manufacturer wishes to have two or more logos on the front or back, the combined total must not exceed 80cm<sup>2</sup>.
- d) Logos on the side panel must be included within either the 80cm<sup>2</sup> for the back or the 80cm<sup>2</sup> for the front.

## 11. Race Numbers:

11.1. **Traditional race numbers:** will not be used for elite athletes in ITU Triathlon and Multisport World Championships (excluding Winter Triathlon) or World Cup Events.

### 11.2. Body Decals:

- a) ITU will provide body number decals and each elite athlete will apply them prior to the event.
- b) One set of body number decals are to be applied to each arm and each leg.
- c) For double digit numbers, decals must be applied one above the other, not side by side.

For example the number 23 should appear like **2** Not like this... **23**  
 this **3**

## 12. Temporary Tattoos:

12.1. Athletes are not allowed to place any temporary tattoo, other than the race numbers provided by ITU, on their body during ITU events.

## 13. Podium Apparel:

13.1. All sponsor spaces and design colors indicated in paragraphs 3 to 7, 8.3 and 12 also apply to the podium apparel.

### For more information contact:

International Triathlon Union (ITU) at email: [events@triathlon.org](mailto:events@triathlon.org)

Website: [www.triathlon.org](http://www.triathlon.org)

## APPENDIX A: RIGHTS AND RESPONSIBILITIES

	World Championships Grand Final	World Championships Series Events	World Cup Events	Continental Championships	Continental Cup Events	Multisport Championships	Multisport Events
Uniform Colour / Design	●	●	●	●	●	●	●
Family Name	●	●	●	●	●	●	●
Country Code / Name	●	●	●	●	●	●	●
ITU Logo	●	●	●	●	●	●	●
Sponsorship A	●	●	●	●	●	●	●
Sponsorship B	●	●	●	●	●	●	●
Sponsorship C	●	●	●	●	●	●	●
Sponsorship D	●	●	●	●	●	●	●
Sponsorship E	●	●	●	●	●	●	●
Sponsorship F	●	●	●	●	●	●	●
<b>Legend:</b>	●	<ul style="list-style-type: none"> <li>• There is no negotiation on these areas.</li> <li>• Must be as outlined in the ITU Uniform Rules.</li> </ul>		●	<ul style="list-style-type: none"> <li>• Negotiate in good faith</li> </ul>		

## APPENDIX B: LOGO MEASUREMENT TEMPLATE

### FAMILY NAME and COUNTRY CODE

**Front:** The position on the front is below the ITU logo and Sponsor Spaces B and F. The athlete's family name is above the country code and Sponsor Space A.

**Back:** The position on the back is below the waistline so that it is clearly visible when the athlete is on the bike.

**Height:** The family name and the country code must be a minimum of 5cm in height, regardless of the number of letters in the name.

**Width:** The width for the family name and country name is a minimum of 12cm and a maximum of 15cm. A family name with few letters must still be a minimum of 12 cm wide.

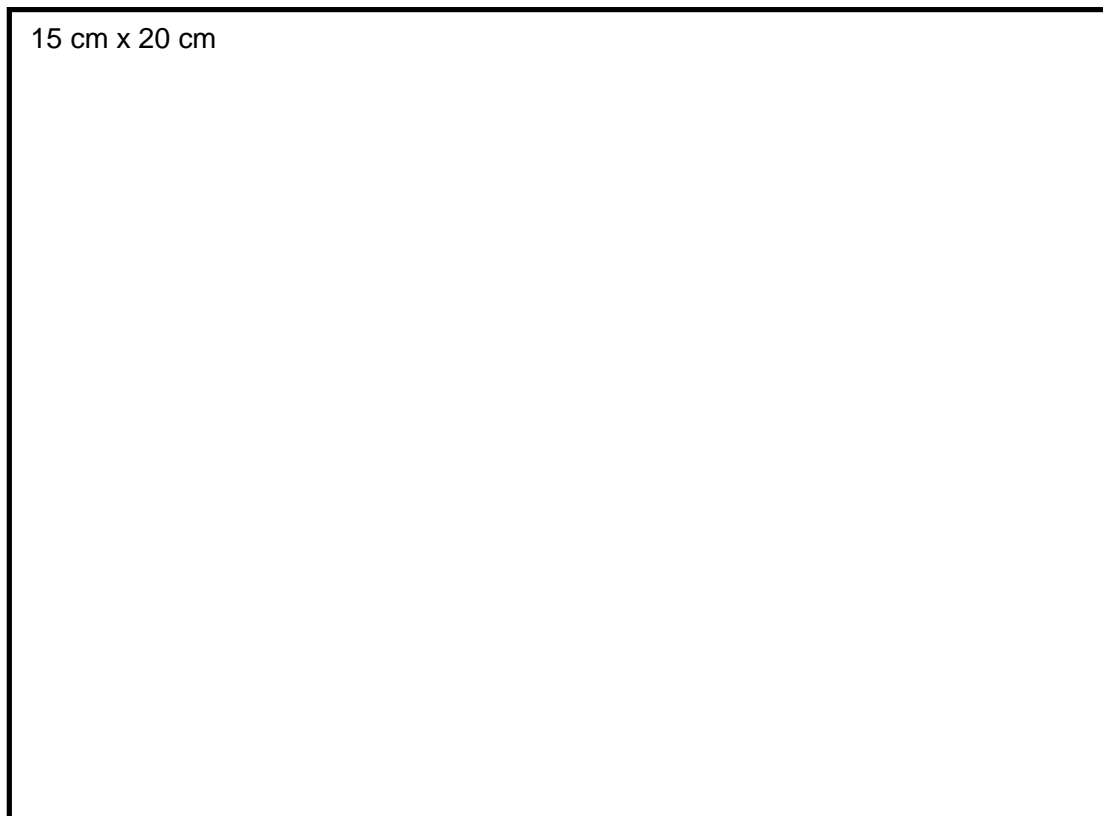
FAMILY NAME (5 cm height – 15 cm horizontal length)

FAMILY NAME (5 cm height – 12 cm horizontal length)

**SPONSOR SPACE “A”**

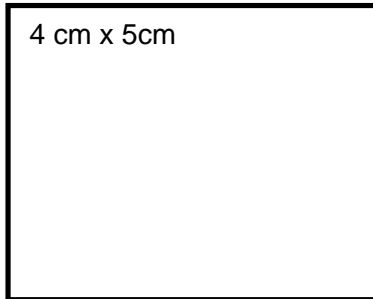
This space is directly below the country code. Up to 3 sponsor logos may be positioned in this space. The athlete may have 1, 2 or 3 logos in this space. Each of the logos must represent a different sponsor.

The maximum height is 20cm and the maximum length is 15cm.



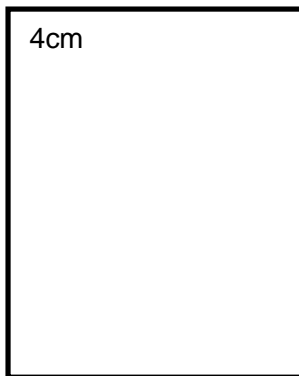
### **SPONSOR SPACE B**

This space is for the manufacturer of the uniform or for another key sponsor. The space must be on the left hand shoulder of the uniform – not the middle. This logo can be the same as one of the sponsor logos in Sponsor Space A. The vertical height will be 4cm and the horizontal dimension will be 5cm.



### **ITU LOGO**

The official ITU logo will appear on the upper **right** shoulder. It will conform to the official ITU rings with the letters ITU on the bottom right. The white and orange version should be applied to dark coloured uniforms, the blue and orange version should be applied to light coloured uniforms. The horizontal dimension will be 4cm.

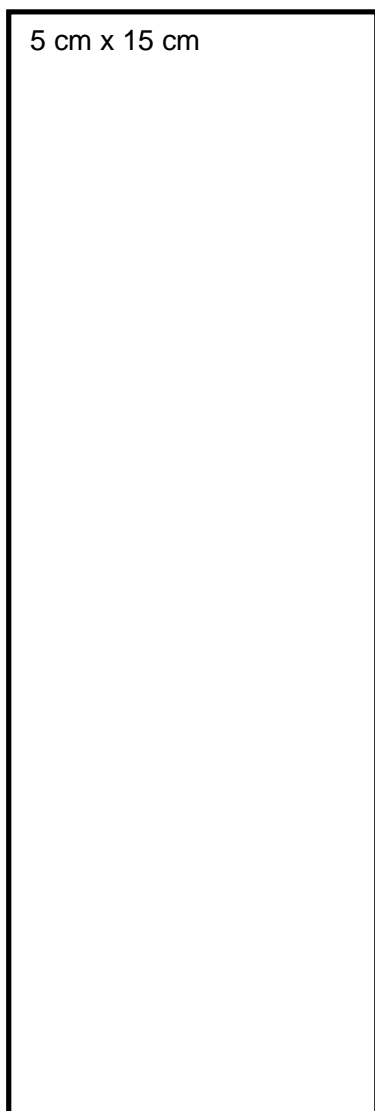


### **SPONSOR LOGO C**

Sponsor logos may appear on the side panel. Only one sponsor logo is allowed on each side and it



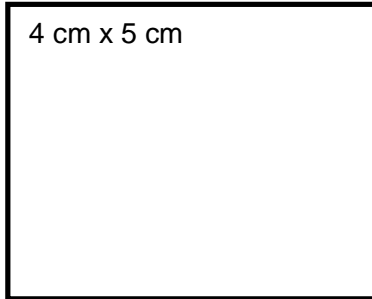
must be the same sponsor logo. This space must be visible from the side of the body. If, due to the athlete body, this space is partly visible from the front, it has to be visible also from the back. The maximum width is 5cm and the maximum length 15cm.



**SPONSOR LOGO D**

This space can be on the lower left or right side of the uniform but not both.

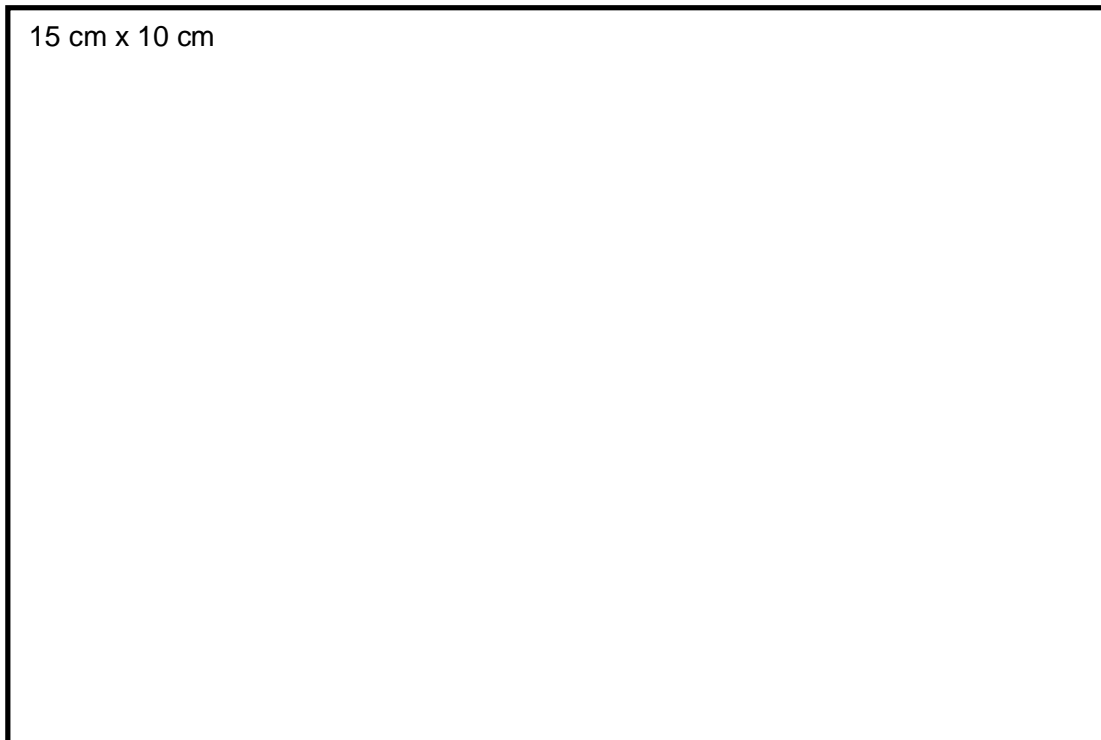
The maximum height is 4cm and the maximum total area is 20cm<sup>2</sup>.



**SPONSOR LOGO E**

One logo of any sponsor may appear on the upper back.

The maximum height is 10cm and the maximum length is 15cm.



**SPONSOR LOGO F**

One logo of any sponsor may appear above the family name on the front.



The maximum height is 5cm and the maximum length is 15cm.



## APPENDIX C: ITU COMPETITION UNIFORM APPROVAL PROCESS

### 1. Overview:

- 1.1 This process is part of the ITU Uniform Rules and is a specific addition to the ITU Competition Rules.

### 2. Purpose:

- 2.1 The process was created to regulate the ITU's approval of the design of each NF's competition uniform to be used by their athletes in all ITU competitions according with the ITU Uniform Rules.

### 3. General Requirements:

- 3.1 Every NF uniform has to be different from any other NF uniform, according to the ITU Uniform Rules. The difference will be significant to avoid confusion between two different NFs.
- 3.2 Artistic or creative elements are acceptable provided the ITU Competition Rules are followed. Specifically, if the design contains recognisable commercial logos or trade marks which exceed the surface limits, it will not be approved.
- 3.3 The same design applies to all types of uniforms: men, women, triathlon style, duathlon style, summer, winter, etc.
- 3.4 Every NF can request the approval of a different uniform design for every different multisport, and two different uniforms for triathlon, indicating which is the 1<sup>st</sup> option and which is the 2<sup>nd</sup> option. However, all athletes from the same NF, competing in the same event, will wear the NF's same distinctive design.

### 4. Timeline for Approval:

- 4.1 Each year, prior to October 15<sup>th</sup>, NFs will submit a proposed design of their Competition Uniform for the following year, according to these specifications:
  - a) A pattern provided by ITU will be used, (see Diagram 1, ITU Competition Rules.)
  - b) Sponsor spaces and dimensions, as outlined the ITU Uniform Rules. The athlete's family name and NF code positions (front and back) and dimensions of both.
  - c) The position and dimensions of the ITU logo. The colour(s) used in the design, including the pantone. The proposed design may be submitted in .jpg .gif .bmp or .tif format.
- 4.2 Once approved, the Uniform approval can be extended to a second year upon written approval by the NF.

### 5. Approval:

- 5.1 On November 1<sup>st</sup> of the preceding year, ITU will inform each NF in writing about the approval or disapproval of their NFs uniform if the design is:
  - a) Compliant with all the ITU Uniform Rules.
  - b) Distinct from other NF designs.
- 5.2 If the request is not approved ITU will:

- a) Ask the NF for a new design if the submitted one did not comply with the ITU rules, or
  - b) Ask the NFs that submitted similar requests to agree to modifying their proposed designs in order to have different uniforms.
  - c) If the NFs do not get an agreement ITU will decide on which NF can use the proposed design according with these priorities.
    - The NF that used the proposed uniform in the past will be given preference.
    - If both NFs are proposing new uniforms, a draw will be conducted to choose which NF will use the submitted design and which NF(s) will have to submit a new one.
- 5.3 On November 15<sup>th</sup> ITU will produce an electronic catalogue of approved NF's competition uniforms, which will be used during 2011. This catalogue will be updated monthly with the new proposals, starting in December.
- 5.4 Requests for uniform approval received after October 15<sup>th</sup>, will be considered on a monthly basis starting on December 1<sup>st</sup>. NFs requesting approval at this later stage will choose designs that are different from those already approved. In the case of similar designs, approval will be based on the time of submission, i.e., 'First come, first serve`.

## **6. Approval Panel:**

- 6.1 All decisions on uniform approval will be made by a panel composed of:
- a) An ITU Technical Committee member.
  - b) A representative of the ITU Sport Department.
  - c) A member of the ITU World Championships Series Commission.
  - d) A representative of the ITU Media and Television Department.
  - e) A representative of the ITU Coaches Commission.
- 6.2 The decisions of the Approval Panel can be appealed to the ITU Executive Board. This appeal does not suspend the decision of the Approval Panel, but rather the decision will stay in place during the time the Executive Board takes to make a decision on the appeal.