

## 28. APPENDIX F: WORLD TRIATHLON GUIDELINES REGARDING AUTHORISED IDENTIFICATION

### 1. Overview:

- 1.1. To compete in World Triathlon Events, athletes must comply with the World Triathlon Guides Regarding Authorised Identification and the reference to the Uniform at 2.8 of the Competition Rules;
- 1.2. The images on this document are reproducing a typical triathlon uniform. For winter triathlon and, in some cases, in triathlon, duathlon and aquathlon, the long sleeves and lower leg covering are allowed. This appendix applies in the same way for all the 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 enabling World Triathlon member National Federations and athletes to have a mutually beneficial relationship with respect to rights and responsibilities, as per Section 12.

### 3. General Requirements:

- 3.1. Uniforms will be completely clean of any logos or images other than those described below;
- 3.2. Logos will be measured on a flat surface when the athlete is not wearing the uniform. The “World Triathlon Logo Measurement Template” will be used to measure the logo sizes;
- 3.3. 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;
- 3.4. There must be a minimum clearance space of 1.5cm around all marks including:
  - a.) The World Triathlon 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 as indicated in the chart of point 13. Rights and responsibilities as the following:
  - a.) Elite: World Triathlon Championship Finals, World Triathlon Championship Series, Continental Championships and World Triathlon Multisport Championships events;
  - b.) Junior, U23: World Triathlon Championships and Continental Championships;
  - c.) Para triathlon: World Triathlon Para Championships, World Triathlon Para Series and Continental Championships;
  - d.) Youth: Continental Championships.

- 4.2. For all other World Triathlon Events the uniform colours have no restrictions;
- 4.3. The colour and design of the uniform and podium apparel must be distinct to that country and must be approved by World Triathlon in advance;
- 4.4. Country uniforms must have a distinct look, however the design requirements should not impact on technical requirements athletes might have due to body shape or size;
- 4.5. The approval process for the uniform colour and design is outlined in Appendix F. The goal of the approval process is to ensure countries do not have the same uniform colour and design;
- 4.6. For Elite athletes, World Triathlon reserves the right to establish a specific rule till 30th of January of the given calendar year, regarding the colour of the uniform of the actual leader of World Triathlon Championship Series has to wear:

Diagram 1: Location of sponsor spaces



## 5. Family Name and Country Code:

- 5.1. The family name (not applicable for Age-Group athletes) and the NOC country code 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 representation of both the family name and country code must meet the following criteria:

a.) Font Type:

- (i) The font type must be “Arial”;
- (ii) 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. Symbols such as '-. and space are considered as characters (See Diagram 2: Family Name Layout).

b.) Colour:

- (i) 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:

- (i) Front: The position on the front is below the World Triathlon logo and Sponsor Spaces B and F. The athlete's family name is above the country code and Sponsor Space A;
- (ii) Back: The position on the back is below the waistline so that it is clearly visible when the athlete is on the bike. The athlete's family name is above the country code;
- (iii) Height: The family name and the country code must be 5cm in height, regardless of the number of letters in the name;
- (iv) Width: The length 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 length of 12 cm. (See Diagram 2: Family Name Layout) **The width for the country code must be 6cm to 10 cm;**



## 6. World Triathlon Logo:



- 6.1. The official World Triathlon logo will appear on the upper right shoulder;
- 6.2. It will conform the proportion of the official World Triathlon logomark and logotype;
- 6.3. The horizontal dimension will be 4cm;
- 6.4. The white version should be applied to dark coloured uniforms, the blue version should be applied to light coloured uniforms (see this appendix 6.5, 6.6, Diagram 3);
- 6.5. Click [here](#) for the print version of the World Triathlon logo:

Diagram 3. World Triathlon Logo Layout 4 cm



- 6.6. Diagram 3 above shows the correct layout for the World Triathlon Logo:
  - a.) World Triathlon White:
  - b.) World Triathlon Blue:
    - (i) Pantone 2728C;
- 6.7. The Elite individual World Champions are allowed to add below the World Triathlon Logo the design element of the WTCS recognizing this honour. Graphic details will be published separately.

## 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 is 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. Wetsuits:**

- 8.1. Only the wetsuit manufacturer's logo may appear on the wetsuits;
- 8.2. 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;
- 8.3. 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>;
- 8.4. 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.

**9. Arm covers:**

9.1. Arm covers must be plain or match the national uniform without any logos.

**10. Temporary Tattoos:**

10.1. Athletes are not allowed to place any temporary tattoo, other than the race numbers and logos provided by World Triathlon, on their body during World Triathlon Events.

**11. Podium apparel:**

11.1. All the sponsor spaces and design colours indicated in this document apply as well to the podium apparel.

**12. Specific rules for PTVI Sport Class:**

12.1. The uniform of the Guide must comply with the rules above and use the same sponsors' logos and spaces as on the Para triathlete's uniform;

12.2. The uniform of the Guide must display the word "GUIDE" in the Family Name space;

12.3. The font type must be "Arial", the height 5cm and the width 12 cm.

**13. Rights and responsibilities:**

	<b>World Triathlon Championship Series (Elite)</b> <b>World Triathlon Championship Finals (Elite)</b> <b>World Triathlon Championships</b> <b>Continental Triathlon Championships</b> <b>World Triathlon Multisport Championships</b> <b>Continental Triathlon Multisport Championships</b> <b>World Triathlon Para Series</b>	<b>All World Triathlon and Continental events not specified in this table</b>
<b>Uniform Colour and Design</b>	As per the catalogue	To be agreed in good faith between Athlete and National Federation
<b>Family Name</b>	Optional for Age-Group athletes Mandatory for all other categories	
<b>Country Code</b>	Mandatory as per World Triathlon Competition Rules	
<b>World Triathlon Logo</b>	Mandatory as per World Triathlon Competition Rules	
<b>Sponsor Spaces A to F</b>	To be agreed in good faith between Athlete and National Federation	

**WORLD TRIATHLON COMPETITION UNIFORM APPROVAL PROCESS**

**1. Overview:**

1.1. This process is part of the World Triathlon Guides Regarding Authorised Identification and is a specific addition to the World Triathlon Competition Rules.

## **2. Purpose:**

- 2.1. The process was created to regulate the World Triathlon's approval of the design of each National Federation's competition uniform to be used by their athletes in all World Triathlon competitions according to the World Triathlon Guides Regarding Authorised Identification.

## **3. General Requirements:**

- 3.1. Every National Federation uniform has to be different from any other National Federation uniform, according to the World Triathlon Guides Regarding Authorised Identification. The difference will be significant to avoid confusion between two different National Federations;
- 3.2. Artistic or creative elements are acceptable provided that the World Triathlon Competition Rules are followed. Specifically, if the design contains recognisable commercial logos or trademarks 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 National Federation can request the approval of one different uniform design for every different multisport. Two uniform options can be requested for the Age-Group athletes, indicating which is the 1st option and which is the 2nd option. Athletes can wear any of the approved options.

## **4. Timeline for Approval:**

- 4.1. National Federations will submit a proposed design of their Competition Uniform for the following year, according to these specifications:
  - a.) A pattern provided by World Triathlon will be used;
  - b.) Sponsor spaces and dimensions, as outlined in the World Triathlon Guides Regarding Authorised Identification. The athlete's family name and National Federation code positions (front and back) and dimensions of both;
  - c.) The position and dimensions of the World Triathlon logo. The colour(s) used in the design, including the pantone. The proposed design may be submitted in .jpg .pdf, png or .tif format;
  - d.) Once approved, the Uniform approval is extended till the National Federation must seek approval for a new design.

## **5. Approval:**

- 5.1. World Triathlon will inform each National Federation in writing about the approval or disapproval of their National Federations uniform if the design is:
  - a.) Compliant with all the World Triathlon Guides Regarding Authorised Identification;
  - b.) Distinct from other National Federation designs.
- 5.2. If the request is not approved World Triathlon will:
  - a.) Ask the National Federation for a new design if the submitted one did not comply with the World Triathlon rules, or;

- b.) Ask the National Federations that submitted similar requests to agree to modifying their proposed designs in order to have different uniforms;
- c.) If the National Federations do not get an agreement World Triathlon will decide on which National Federation can use the proposed design according with these priorities:
  - (i) The National Federation that used the proposed uniform in the past will be given preference;
  - (ii) If both National Federations are proposing new uniforms, a draw will be conducted to choose which National Federation will use the submitted design and which National Federation(s) will have to submit a new one.

5.3. World Triathlon will produce an electronic catalogue of approved National Federation's competition uniforms. This catalogue will be updated monthly;

5.4. Requests for uniform approval received will be considered on a monthly basis. National Federations requesting approval will choose designs that are different from those already approved.

## **6. Approval Panel:**

6.1. All decisions on uniform approval will be made by a panel composed of:

- a.) A member of the World Triathlon Technical Committee;
- b.) A representative of the World Triathlon Sport Department;
- c.) A representative of the World Triathlon Marketing Department;

6.2. The decisions of the Approval Panel can be appealed to the World Triathlon Tribunal. This appeal does not suspend the decision of the Approval Panel, but rather the decision will stay in place during the time the World Triathlon Tribunal takes to make a decision on the appeal.