

Application of new World Triathlon logo on athlete uniforms

Dear friends,

As you may know, World Triathlon officially launched its new brand identity on 1 October. This new identity has been developed to reinforce World Triathlon's place at the centre of the global triathlon community, the new brand providing fresh impetus to its mission to continue growing the sport across the globe.

As you can see, the new brand is being rolled out in different phases via our communications, website, documents and many other ways. The World Triathlon emblem on the athletes' uniform has always been a very strong presence for our brand. Thousands of athletes wear it with pride no matter if they are competing internationally or nationally. It is our hope that the new brand will only strengthen this connection.

We are fully aware that uniforms are not for a single use, which we fully support from the sustainability point of view. Uniforms were ordered for this year that were never worn due to the cancellation or postponement of many events. In order to allow athletes and federations to make the best use of existing uniforms, we have been working with our various committees on a transition period for the different levels of events and categories of athletes as per the following table. Such a proposal was recently approved by the World Triathlon Executive Board.

	Level of event	Elite	Junior/U23	Para triathlon	Age-Group
Triathlon	WTS / WPS / World Championships	2021	2022	2021	2023
Triathlon	World Cup / Para World Cup	2022	N/A	2022	N/A
Triathlon	Continental Championships	2022	2022	2022	2023
Triathlon	Continental Cup	2022	2022	N/A	N/A
Triathlon	Other (Regional, Development, etc.)	2022	2022	N/A	2023
Multisport	World Championships	2022	2022	2022	2023
Multisport	World Cup	2022	N/A	N/A	N/A
Multisport	Continental Championships	2022	2022	2022	2023
Multisport	Continental Cup	2022	N/A	N/A	N/A

The years in the table indicate from 1 January of the year that the application of the new logo needs to be applied. Of course, all athletes and federations are invited to apply it before these deadlines if they have the possibility to cover the old one, or if new uniforms will be ordered in the meantime.

According to the table, we are expecting that all elite triathletes and para triathletes are competing in a uniform with the new logo in the World Triathlon Series and World Paratriathlon Series events, as well as the World Championships. All the elite, junior, u23 and para triathletes competing in lower level events or multisport events still have the option to compete wearing a uniform with the three rings on it in 2021. Age-Group athletes have this option for 2021 and 2022.

National Federations are expected to submit the new uniform designs – even if it is only the World Triathlon logo that is different – to the World Triathlon uniform panel. The applicable version of the [logo](#) and the [rules](#) can be found on the World Triathlon website. In case of any questions, National Federation representatives may contact [David Bonilla](#) at World Triathlon.