

## APPENDIX F: ITU GUIDELINES REGARDING AUTHORISED IDENTIFICATION

### 1. Overview:

- 1.1. To compete in ITU Events, athletes must comply with the **ITU 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 ITU member National Federations and athletes to have a mutually beneficial relationship with respect to rights and responsibilities, as per Section 12.

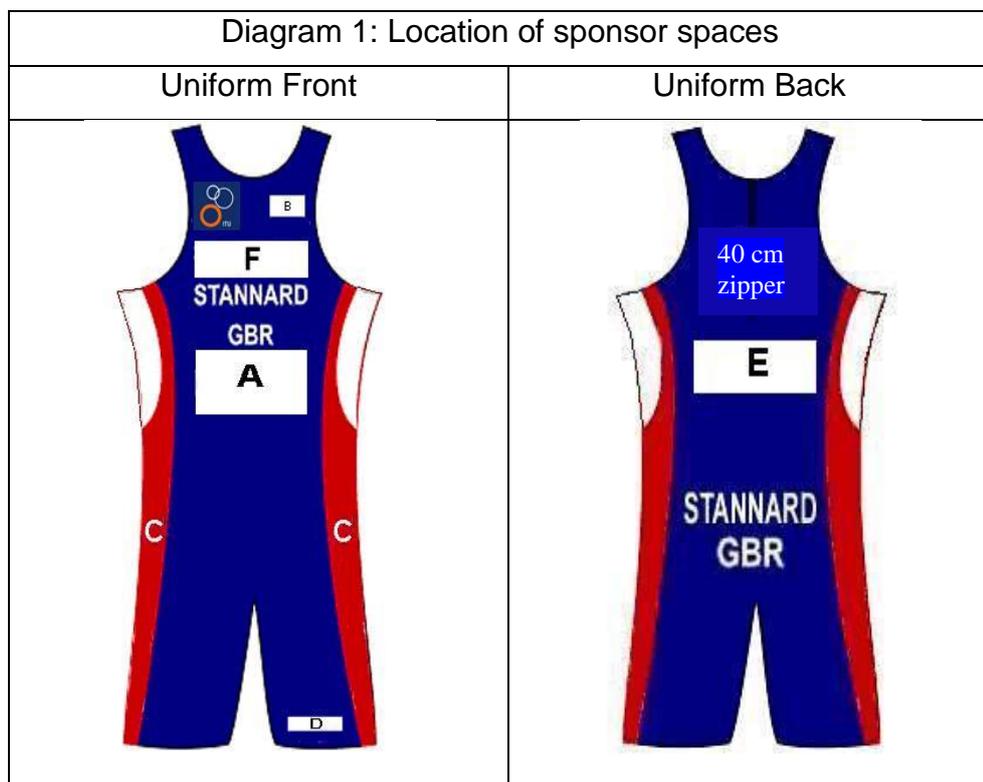
### 3. General Requirements:

- 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 "ITU 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 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 as the following:
  - a) Elite: ITU World Triathlon Series Grand Final, ITU World Triathlon Series, Continental Championships and ITU Multisport World Championships events;
  - b) Junior, U23: ITU World Championships and Continental Championships;
  - c) Paratriathlon: ITU World Championships, ITU World Paratriathlon Series and Continental Championships;
  - d) Youth: Continental Championships.

- 4.2. For all other ITU Events the uniform colors 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 ITU 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 F7. The goal of the approval process is to ensure countries do not have the same uniform colour and design;
- 4.6. For Elite athletes, ITU reserves the right to establish a specific rule till 30<sup>th</sup> of January of the given calendar year, regarding the color of the uniform of the actual leader of ITU World Triathlon Series has to wear:



## 5. Family Name and Country Code:

- 5.1. The family name (not applicable for Age Group athletes) and the IOC 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 ITU 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;

Diagram 2. Family Name Layout



For family names such as “MAY” above, the height is 5cm and the width is 12cm. For longer names such as “Polikarpenko” below, the height is still a minimum 5cm but the name should take up the full 15cm.



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/orange** version should be applied to dark coloured uniforms, the blue/orange 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 ITU logo:

Diagram 3. ITU Logo Layout



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

a) ITU Orange:

- i. Pantone 144C (Coated papers);
- ii. CMYK conversion (4 colour process) - C:0%, M:49%, Y:100%, K:0%.

b) ITU Blue:

- i. Pantone 2955C (Coated papers);
- ii. CMYK conversion (4 colour process) - C:100%, M:45%, Y:0%, K:37%.

6.7. The Elite individual World Champions are allowed to add below the ITU Logo the design element of the WTS recognizing this honor. 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. Temporary Tattoos:
- 9.1. Athletes are not allowed to place any temporary tattoo, other than the race numbers and logos provided by ITU, on their body during ITU Events.
10. Podium apparel:
- 10.1. All the sponsor spaces and design colors indicated in this document applies as well to the podium apparel.
11. Specific rules for PTVI Sport Class:
- 11.1. The uniform of the Guide must comply with the rules above and use the same sponsors' logos and spaces as on the Paratriathlete's uniform;
  - 11.2. The uniform of the Guide must display the word "GUIDE" in the Family Name space;
  - 11.3. The font type must be "Arial", the height 5cm and the width 12 cm.

12. Rights and responsibilities:

	<b>World Triathlon Series (Elite)</b> <b>World Triathlon Grand Final (Elite)</b> <b>Triathlon World Championships</b> <b>Triathlon Continental Championships</b> <b>Multisport World Championships</b> <b>Multisport Continental Championships</b> <b>World Paratriathlon Series</b>	<b>All ITU 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 ITU Competition Rules	
<b>ITU Logo</b>	Mandatory as per ITU Competition Rules	
<b>Sponsor Spaces A to F</b>	To be agreed in good faith between Athlete and National Federation	

### ITU COMPETITION UNIFORM APPROVAL PROCESS

1. Overview:

- 1.1. This process is part of the **ITU Guides Regarding Authorised Identification** 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 National Federation's competition uniform to be used by their athletes in all ITU competitions according with the **ITU 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 **ITU 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 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 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. However, all athletes from the same National Federation, competing in the same event, will wear the National Federation's same distinctive design.

#### 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 ITU will be used;
- b) Sponsor spaces and dimensions, as outlined the **ITU 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 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;
- d) Once approved, the Uniform approval is extended till the the National Federation must seek approval for a new design.

#### 5. Approval:

5.1. ITU 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 **ITU Guides Regarding Authorised Identification**;
- b) Distinct from other National Federation designs.

5.2. If the request is not approved ITU will:

- a) Ask the National Federation for a new design if the submitted one did not comply with the ITU 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 ITU 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. ITU 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 ITU Technical Committee;
- b) A representative of the ITU Sport Department;
- c) A representative of the ITU Marketing Department;

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