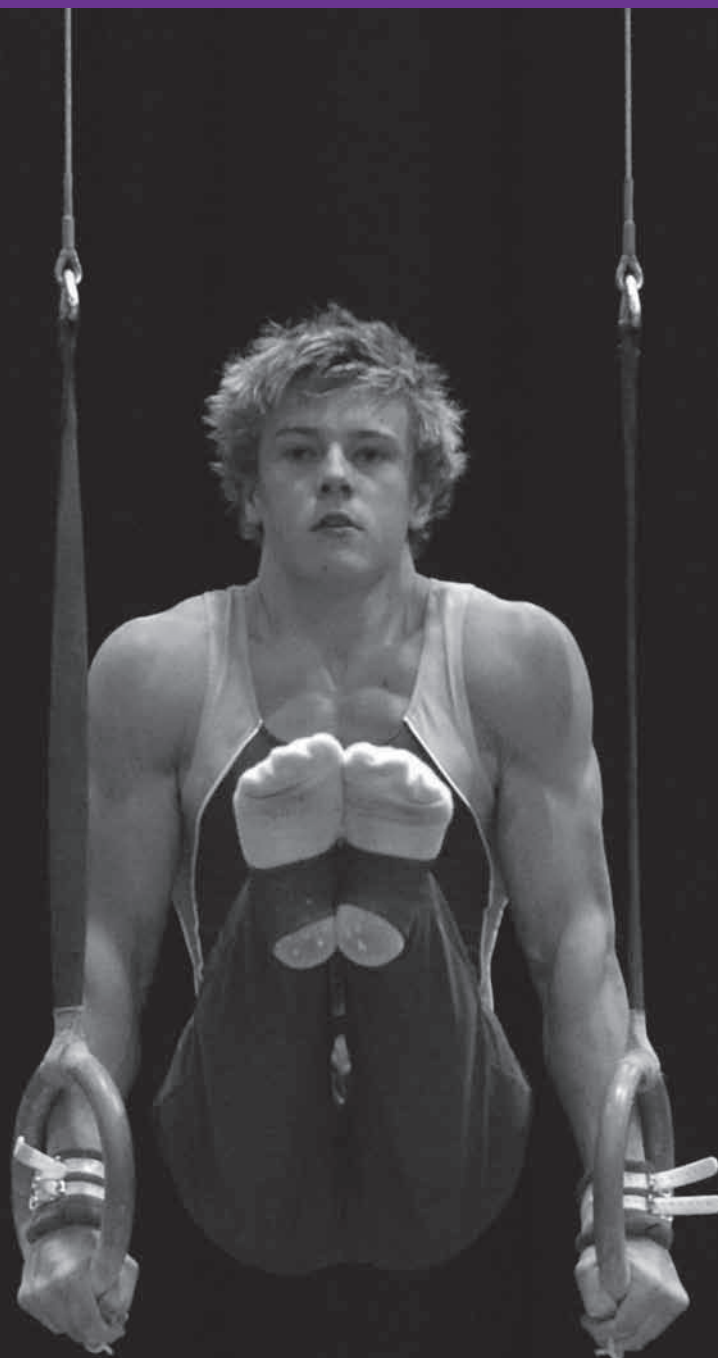




INTERNATIONAL  
OLYMPIC  
COMMITTEE

# GUIDELINES REGARDING AUTHORISED IDENTIFICATIONS

YOUTH OLYMPIC GAMES - SINGAPORE 2010





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## A. IN GENERAL

### 1. INTRODUCTION

The prohibition of any advertising and publicity in and above Youth Olympic Games (YOG) sites (as expressed in the Olympic Charter) is one of the aspects that differentiate the YOG from other international events.

This is reflected in particular in the Bye-Law to Rule 51<sup>1</sup> of the Olympic Charter, which the IOC has determined applies mutatis mutandis to the YOG. The following rules and Guidelines applicable to the YOG are based on Rule 51, which states in its byelaw that: *“No form of publicity or propaganda, commercial or otherwise, may appear on persons, on sportswear, accessories or, more generally, on any article of clothing or equipment whatsoever worn or used by the athletes or other participants [...], except the identification [...] of the manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes”*.

These Guidelines provide guidance on how Rule 51 is to be applied, in particular (i) as to when an identification is *“marked conspicuously for advertising purposes”* (and hence prohibited), (ii) which types of identifications are allowed, (iii) where such identifications may be placed and (iv) how many times such identifications may appear.

These Guidelines are not intended to restrict or otherwise impair new, innovative technological design features of Items (as defined below) as long as these are in conformity with the rules and regulations applicable for the sports concerned, the Olympic Charter and these Guidelines.

Notwithstanding the above, these Guidelines are to be used subject to the understanding that:

- (i) in case any term of these Guidelines is in contradiction with the Olympic Charter, the latter shall prevail;
- (ii) the IOC Executive Board shall be the sole authority to finally determine whether the use of a name, designation, trademark, logo or any other distinctive sign complies with the Olympic Charter and these Guidelines; and
- (iii) the IOC reserves the right to further interpret and/or supplement these Guidelines in order to help ensure that the spirit and purposes of Rule 51 are respected.

## 2. DEFINITIONS

For the purpose of these Guidelines:

**“Authorised Identification”** means any of the following identification:

NAME	DEFINITION
<b>Identification of the Manufacturer</b>	means the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an <i>Item</i> , including, in particular, but without limitation, <i>Exclusive Identifiers</i> (as defined below).
<b>NOC Emblem</b>	means either (i) the institutional or (ii) the commercial emblem of a participating NOC, as approved by the IOC.
<b>IF Identification</b>	means the official emblem of the IF and/or the official name of the IF.
<b>Singapore 2010 Emblem</b>	means the official emblem of the Singapore 2010 Youth Olympic Games, as approved by the IOC.
<b>Singapore 2010 Wordmark</b>	means the words “Singapore 2010”.
<b>Candidate City Emblem</b>	The emblem of a Candidate City for the Olympic Games or the YOG, as approved by the IOC.

**“Item”** means any piece of clothing, equipment, accessory or any other item used or worn by any person participating in the Olympic Games, appearing on the field of play or within other Olympic Games venues and sites, of which in particular, but without limitation:

NAME	DEFINITION
<b>Accessory</b>	means any article that is of an accessory nature (e.g. bag, eyewear, headgear, gloves, etc...), worn or used by a Participant.
<b>Clothing</b>	means any piece of clothing (including, without limitation, competition clothing) worn by a Participant, excluding Accessories and Footwear.
<b>Footwear</b>	means footwear worn by a Participant.
<b>Sports Equipment</b>	means any sport-specific and necessary equipment used principally by an athlete but also any other Participant in the conduct of competition.
<b>Technical Gear</b>	means such installations, equipment and other apparatus not worn or used by Participants (such as timing equipment and scoreboards).

**“Exclusive Identifier(s)”** means any design or sign (or part or variation thereof) used on Clothing, Sports Equipment or Accessories in the previous edition of the Games of the Olympiad or Olympic Winter Games.

**“SYOGOC”** means the organising committee of the Singapore 2010 Youth Olympic Games.

**“Youth Olympic Games”** means the Singapore 2010 Youth Olympic Games.



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**“Participant”** means any person participating in the Youth Olympic Games, in particular, but without limitation, athletes, officials, technicians (e.g. equipment technicians) and other accredited personnel.

**“Sport Brand”** means an *Identification of the Manufacturer* principally used in the business of manufacturing, providing, distributing and selling sporting goods and which is (i) not principally used for non sport products, (ii) not confusingly similar or identical to an identification used in another line of business, unrelated to sporting goods.

**“Clothing Brand”** means an *Identification of the Manufacturer* principally used in the business of manufacturing, providing, distributing and selling clothes and which is (i) not principally used for non clothes products, (ii) not confusingly similar or identical to an identification used in another line of business, unrelated to clothes.

For the avoidance of doubt, when referring to a “person participating in the Youth Olympic Games”, these Guidelines refer to any athlete, official and any other accredited person within Youth Olympic Games venues, sites and press areas.

### 3. GENERAL PRINCIPLES

An *Authorised Identification* may only be used in compliance with the terms of the Olympic Charter, the present Guidelines or as further approved in writing by the IOC.

The IOC reserves the right to prohibit the use of any *Authorised Identification* on any given *Item* in order to ensure the spirit of the principles of the Olympic Charter and these Guidelines are respected.

Unless otherwise indicated in writing by the IOC, the following general principles shall apply:

- No use of any *Identification of the Manufacturer* may be made in a conspicuous way and no *Item* may be used for advertising purposes. An *Item* is in particular considered to be used for advertising purposes when the identification on such *Item* is not in relation to sport or is only featured or used for the purpose of conspicuous exposure during the *Olympic Games*.
- No identification other than an *Authorised Identification* may appear on any *Item*.
- Only one *Identification of the Manufacturer* per *Item* shall be permitted<sup>2</sup>.
- Where the *Identification of the Manufacturer* is not a *Sports Brand*, such identification shall not be permitted, except for *Clothing*, for which the *Identification of the Manufacturer* may be that of a *Clothing Brand*.
- No third party name, designation, trademark, logo, corporate design or colour scheme (including those of sponsors, National Federations and International Federations) or any other distinctive sign may appear on any *Item*<sup>3</sup>.
- No *Authorised Identification* may appear on or near the neck or the collar, on the body (e.g. tattoo) of any person participating in the Games or on any of the following *Items*: contact lenses, earplugs, mouth guards, nose clips, water bottles, umbrellas.

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<sup>2</sup> Where one-piece body suits are used in competition, one *Identification of the Manufacturer* shall be permitted above the waist and one below the waist, provided all other principles are respected.

<sup>3</sup> For the avoidance of doubt, this includes but is not limited to technical sport homologation designations (such as “official equipment of..”, “official [IF] size, etc...), product component (e.g., water resistant fabric, insulation fabric, etc.) identifications and manufacturer product technology identifications, it being understood that product component and manufacturer product technology identifications may only appear (under the same restrictions as any *Authorised Identification*) as stand-alone identifications, i.e. such identifications cannot appear if an *Item* already features an *Authorised Identification*. If any identification is necessary for safety reasons (e.g. “CE” or a similar non-commercial certification logo), such identification must be placed inside the *Item*, out of camera and public sight, while in a location that allows technical verification by officials.



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- *Authorised Identifications* should as much as possible be placed on the chest or on the sleeve.
- No *Identification of the Manufacturer* may appear in combination with any other *Authorised Identification*.
- *Authorised Identifications* may not appear close or adjacent to each other, in order to avoid a composite logo effect or a repetitive effect. This applies also in case of several layers of *Items* worn by the same person or for one-body suits.
- The size of an *Identification of the Manufacturer* shall in general not exceed
  - 12 cm<sup>2</sup> for *Accessories*
  - 20 cm<sup>2</sup> for *Clothing* and
  - 10% of the surface area (up to a maximum of 60 cm<sup>2</sup>) for *Sports Equipment*.
- No *Sports Equipment* may be brought to the medal or flower presentation ceremony. This applies also to interviews, with the exception of the mixed zone when used as an exit from the competition area, or if the *Sports Equipment* is worn by the athlete (e.g. shoes).
- No *Item* may feature any identification that relates to a product, service or in any other way does not comply with the principles of the Olympic Charter.

In all instances where the *Item* contains elastic material (such as LYCRA®), the *Authorised Identification* size shall be measured stretched (e.g. as worn by the athlete or once the ball is fully pressurised at official air pressure).

The use of certain *Authorised Identifications* (such as *IF Identifications*, the Singapore Youth Olympic Games Organising Committee (SYOGOC) Emblem or the SYOGOC Wordmark) is limited and restricted to certain *Items* only and may not be used otherwise as specifically indicated herein.

All *Items* must be those which are normally worn or used by a participant in the Youth Olympic Games.

## 4. DESIGNS

Designs of *Items* must comply with the specifications of these Guidelines. In particular, a design may be used for the Youth Olympic Games but must be changed before the following edition, as the case may be.

*Authorised Identifications* or any portion or variations thereof (such as graphic and/or text that serve as concept extensions) cannot be used in designs (e.g., repetitions, extensions, distortions, watermarks, patterns, etc.) of *Items*.

For the avoidance of doubt, drawings, colour schemes, combinations, patterns, prints, letters, numerals, geometric elements, slogans, taglines, words or designs that derive or refer or otherwise create the impression that they are identical or similar to an *Identification of the Manufacturer* (including, in particular, *Exclusive Identifiers*), may not be used in designs of *Items* for the Youth Olympic Games.

Subject to the above, NOCs are encouraged to use their national colours, name, flag and emblems, as well as NOC Emblems, in order to visually enhance the national identity of their *Items*.

The NOC of the country hosting the Youth Olympic Games (in the present case, the Singapore National Olympic Council) may not use the “Look of the Games” in any way which creates a confusion between the SYOGOC Workforce and the athletes and delegation officials of the Singapore Olympic Team.

## 5. USE OF SYOGOC EMBLEM AND SYOGOC WORDMARK

In general, the SYOGOC Emblem and the SYOGOC Wordmark must:

- be sourced directly from SYOGOC;
- not be used for any commercial purposes including, but not limited to, licensed or replica merchandise;
- only be used once per item of Clothing, with a maximum size of 30 cm<sup>2</sup>;
- only be reproduced in its entirety, using the official SYOGOC font and colours;
- not be used on any Item, except as permitted by the present Guidelines.

The SYOGOC Wordmark (or, if approved by SYOGOC, the SYOGOC Emblem) may be used on Clothing items, under the following strict conditions:

- The SYOGOC Emblem must absolutely appear alone. It is forbidden to associate this emblem with any other *Authorised Identification* (such as an *Identification of the Manufacturer* or an *NOC Emblem*). Feature of the SYOGOC Emblem is subject to SYOGOC's restrictions and approval.
- When used in conjunction with an NOC Emblem, the SYOGOC Wordmark should be positioned under the NOC Emblem with a distinctive gap or separation between the SYOGOC Wordmark and the NOC Emblem or separated by a small dividing line.

## 6. RESPONSIBILITY FOR COMPLIANCE

NOCs shall be primarily responsible for ensuring that all *Items* worn or used by the members of their delegation comply with the terms of the Olympic Charter and these Guidelines.

Under the supervision of the IOC and with the support of SYOGOC personnel, the IFs, in accordance with Paragraph 1.6 to Rule 27 of the Olympic Charter, shall implement a system of enforcing the compliance of Items (such as Sports Equipment) in relation to their respective sport.

## 7. CONSEQUENCES OF INFRINGEMENT TO THE GUIDELINES

Without prejudice to any other sanctions that the IOC may consider to impose, any *Authorised Identification* or *Item* used in violation of the terms of the Olympic Charter or these Guidelines shall be removed or covered (as applicable) in accordance with the instructions given by representatives of the IOC, SYOGOC or the relevant IF.

Any breach of the terms of the Olympic Charter, these Guidelines or instructions given by authorised representatives in relation to compliance with these Guidelines, may lead to disqualification of the athlete and/or withdrawal of the accreditation of the Participant concerned, as well as other possible sanctions, in accordance with the decision of the IOC, or in accordance with the technical rules of the respective sport.

## 8. TECHNICAL ASSISTANCE

For any questions related to the interpretation of these guidelines, NOCs can request assistance through the following email address: [rule51@olympic.org](mailto:rule51@olympic.org)

## B. MEASURING AUTHORISED IDENTIFICATIONS

Identifications of the Manufacturers will be measured as follows:

### 1. REGULAR SHAPES

When the identification of the Manufacturer appears as a rectangle or square, the mathematical rules used to calculate the surface area of the shape will be applied

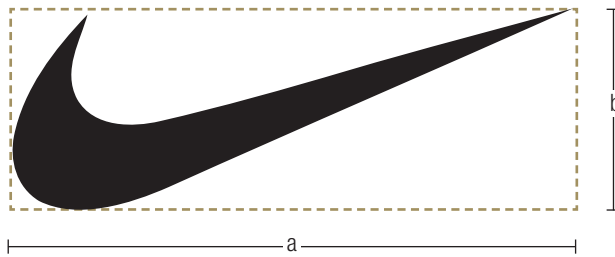




## 2. IRREGULAR SHAPES

When the identification of the manufacturer is an irregular shape, a rectangle or square will be traced around the identification and the mathematical rules used to calculate the surface area of the rectangle or square shall be applied.

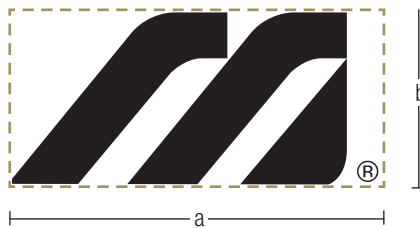
$$a \times b = 20 \text{ cm}^2$$



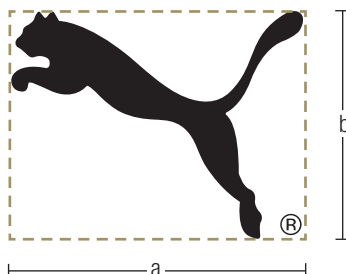
$$a \times b = 20 \text{ cm}^2$$



$$a \times b = 12 \text{ cm}^2$$



$$a \times b = 12 \text{ cm}^2$$



### 3. COMBINED SHAPES

When the identification of the Manufacturer combines the manufacturer name with the manufacturer logo, a rectangle or square will be traced around the combined identification and the surface area of the rectangle or square shall be calculated in its entirety.

$$a \times b = 20 \text{ cm}^2$$



$$a \times b = 20 \text{ cm}^2$$



$$a \times b = 12 \text{ cm}^2$$



Manufacturer names, logos and designs remain the property of the respective manufacturer and their affiliates. Identification of the manufacturer sizes used on visual examples are for illustrative purposes only. Actual sizes are as specified in the Guidelines.

International Olympic Committee

October 2009

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