



**UEFA Kit Regulations**  
**Edition 2012**

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In these regulations, the masculine form shall be interpreted as referring to either sex.

## **Preamble**

In accordance with Article 50 of the *UEFA Statutes*, the UEFA Executive Committee adopted the following regulations at its meetings on 4 October 2010 and 16 June 2011. They constitute the legal basis for the use of kit in UEFA competitions and ensure equal treatment of clubs, member associations, manufacturers and sponsors in the spirit of fair play. Kit manufacturers have the possibility to use their creativity and the sponsors to have certain exposure. These regulations thereby contribute to the positive image and enhanced attractiveness of the sport of football and to rapid and unambiguous identification of the players by referees and spectators.

## **I Scope of Application and Approval Process**

### **Article 1**

#### **Scope of application**

- 1.01 These regulations apply whenever expressly referred to by specific regulations governing a competition to be played under the auspices of UEFA.
- 1.02 These regulations govern the authorisation of kit worn by the players and officials of a team, by the referee team, as well as other persons in the controlled stadium area (Annex A), and cover all references to the club, the member association, the sponsor, the manufacturer or any other third party appearing on any kit item.
- 1.03 Where no provision of these regulations is applicable, the corresponding UEFA competition regulations apply and the UEFA administration may take the relevant *Laws of the Game* (Annex A) and the *FIFA Equipment Regulations* into account before taking a decision.

### **Article 2**

#### **Kit (sports equipment)**

- 2.01 Kit includes all garments and equipment (Annex A) worn by the following persons involved in a UEFA competition match or used by those persons in the controlled stadium area:
  - a) outfield players;
  - b) goalkeepers;
  - c) substitutes;
  - d) referee team (Annex A);
  - e) coaching team (head coach, assistant coaches etc.);

- f) medical staff (doctor, physiotherapist, etc.);
  - g) other team officials in the technical area;
  - h) ball boys, player escorts and flag bearers.
- 2.02 The aforementioned persons are subject to the provisions of these regulations at all times when they are on official duty for a UEFA competition match in the controlled stadium area as a representative of a club, a member association or UEFA.
- 2.03 The provisions of these regulations apply on the match day from the moment the persons concerned enter the controlled stadium area until they leave it.
- 2.04 Football boots are excluded from the provisions of these regulations.

### **Article 3**

#### **Principle**

- 3.01 These regulations govern the authorisation of any kit. Such authorisation is subject to the following provisions:
- a) The use of any kit that is not regulated by the terms of these regulations is strictly prohibited.
  - b) Authorisation to use kit for a UEFA competition must be endorsed by the UEFA administration in writing.
  - c) The corresponding UEFA competition regulations may also contain additional specific kit-related provisions.
- 3.02 No item falling under the scope of these regulations may offend common decency or transmit political, religious or racial messages. Commercial messages are only allowed in accordance with Chapter V of these regulations in the form of sponsor advertising.
- 3.03 As regards choice of colour, kit worn on the field of play is subject to the referee's authority, as stipulated in the relevant *Laws of the Game*.
- 3.04 If a club or member association does not use an approved kit, the UEFA administration may order a club or member association to wear a kit provided or approved by UEFA.

### **Article 4**

#### **Approval procedure**

- 4.01 The UEFA administration is responsible for kit approval.
- 4.02 The club or member association, as the case may be, is responsible for compliance with the requirements to submit kit to the UEFA administration.
- 4.03 The club or member association, as the case may be, is also solely responsible for the conduct of its players, coaches, officials etc. as far as the correct implementation of these provisions in UEFA competition matches is concerned.



- 4.04 A manufacturer, club or member association may at any time submit any kit to the UEFA administration for preliminary examination. A preliminary decision taken in such cases does not release the club or member association from the obligation to comply with the approval procedure.
- 4.05 By the deadline stipulated in the corresponding UEFA competition regulations, the club or member association must submit a complete sample set of the following kit items to the UEFA administration for approval:
- a) first-choice kit (shirt, shorts and socks);
  - b) second-choice kit (shirt, shorts and socks);
  - c) any additional kit(s) (shirt, shorts and socks).
- 4.06 For final rounds of UEFA national team competitions, a kit approval day may be organised by the UEFA administration. The participating member associations must provide samples of all kit of outfield players and goalkeepers for approval.
- 4.07 The approval of any kit is at the discretion of the UEFA administration, taking into account all the relevant provisions.
- 4.08 The decision of the UEFA administration will be explained and communicated to the club or member association in writing. It is valid for the duration of the competition or competition phase specified and/or the corresponding season. A copy will also be sent to the manufacturer.
- 4.09 If, following UEFA's approval, any kit item is subsequently altered in any way, UEFA's decision will be considered null and void with immediate effect.

## **Article 5**

### **Use for other UEFA competitions**

- 5.01 An approved kit item can be authorised for use in other UEFA competitions without samples being submitted to the UEFA administration again for approval (see Article 4).
- 5.02 In such a case, a written request must be submitted to the UEFA administration, declaring that kit items identical to that already approved by UEFA will be used for the competition in question. The request must include a copy of UEFA's letter of approval.
- 5.03 The decision of the UEFA administration will be explained and communicated in writing.
- 5.04 Paragraph 4.09 is also applicable.

## **Article 6**

### **Monitoring of kit provisions**

- 6.01 The UEFA match delegate is responsible for monitoring compliance with these regulations at the match venue.

- 6.02 He may make spot checks before the match or in conjunction with the organisational meeting and may even confiscate questionable kit items after the match in return for a receipt. He will submit these items to the UEFA administration for re-examination.
- 6.03 The UEFA match delegate will report any incident to the UEFA administration, which will then take appropriate measures.

## **II Basic Provisions**

### **Article 7**

#### **Kit material**

- 7.01 No item of the playing attire or material used may be reflective or change its colour or appearance due to any external influence (pressure, light, water, etc.). The reflective effect is measured as described in Annex D.
- 7.02 Any material used for numbers, player names or badges or to identify the club, member association, sponsor, manufacturer or any third party, must also comply with paragraph 7.01.

### **Article 8**

#### **Colours**

- 8.01 No item of the playing attire worn by outfield players (shirt, shorts and socks) may consist of more than four colours. This provision does not apply to the colours used for lettering (number, player's name, sponsor, etc.). If three or more colours are used, one must be clearly dominant on the surface of the shirt, shorts and socks respectively, and the remaining colours must clearly be minor colours. For hooped, banded, striped or checked socks, a further colour is considered as a decorative colour and may not be dominant or affect the distinctiveness of the socks.
- 8.02 A fifth colour is allowed as a decorative colour, provided that it corresponds to the colour used for lettering, is one of the colours in the club/member association emblem or national flag, covers only a very small area of the garment, and is used purely for decorative purposes. Such decorative colour must not dominate or affect the distinctiveness of the garment.
- 8.03 For outfield players, the main (dominant) colour must be visible to the same extent on the back and front of the garment in question excluding the number zone (see Article 10).
- 8.04 At least one of the colours used to create a hooped, banded, striped or checked shirt on the back must be the dominant colour on the back of the shirt if the same pattern (e.g. stripes) is not used on the back.

8.05 Both sleeves must be identical in terms of colour and appearance (e.g. pattern or design), except for hooped, banded, striped and checked shirts, on which one sleeve may be composed of one of the two main colours and the other sleeve of the other main colour.



8.06 Small horizontal or vertical lines covering the whole length or breadth of the shirt that do not exceed 2mm in width (pin stripes) do not constitute a striped shirt. However such pin stripes must be spaced at least 5cm apart, otherwise the shirt is considered striped.

8.07 In order to clearly identify each colour of which a kit is made up, UEFA may measure the colours with a spectrophotometer according to Annex D.

8.08 The UEFA administration uses the measured values to verify whether:

- a) two colours are different or not;
- b) the contrast between the shirt colours used and the number is sufficient to ensure the legibility of the number.

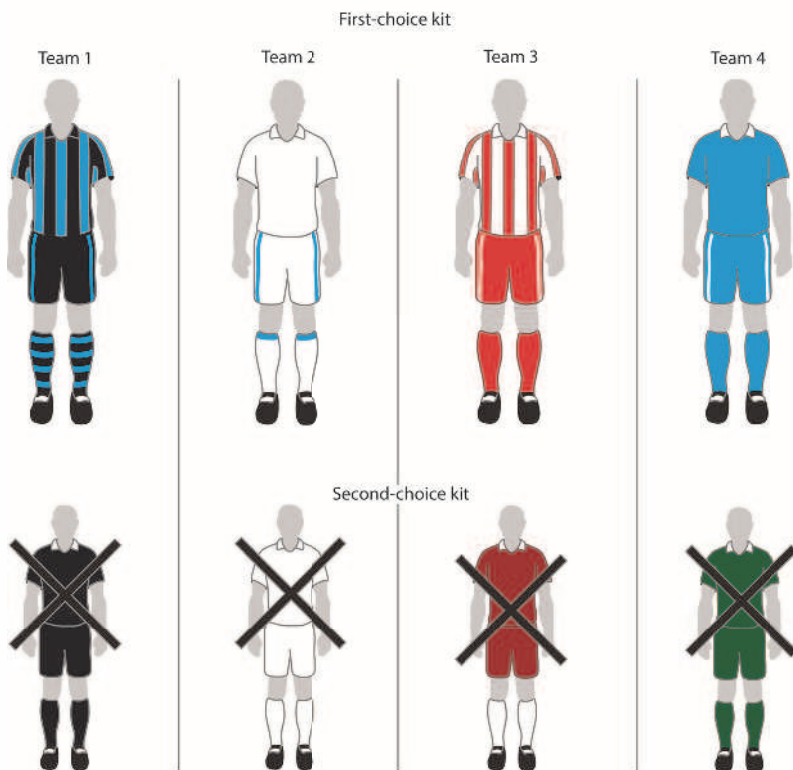
8.09 Outfield players may wear items such as underwear, T-shirts and thermal shorts under their playing attire. Such items worn under the playing attire may be separate from, or permanently attached to, the shirt or shorts. Any such visible item worn under the playing attire must be of the same colour group as the corresponding part (e.g. sleeves or legs) of the playing attire. In the event that an outfield player is wearing a short-sleeved playing shirt, any long-sleeved T-shirt worn underneath must be of the same visual appearance as the team's long-sleeved playing shirts. The same applies by analogy to outfield players wearing undershorts and thermal underwear.

8.10 Tape used to fix socks and/or shinguards must be of the same main colour as the socks. For hooped, banded, striped or checked socks of two colours in equal proportion, the tape must be in one of these two colours. Such tape must be free of any manufacturer identification, sponsor advertising, decorative or other elements.

### Article 9

#### Colour clashes of teams

9.01 In order to minimise colour clashes, a team's first-choice and second-choice kit must differ visibly and contrast with each other and with the colours of its goalkeeper's kits so that they could be worn by opposite teams in a match. Teams may be requested to mix the first and second-choice kits (shirt, shorts and socks) in order to create a visible contrast with the other team.



- 9.02 The home team should always wear the official first-choice kit announced to the UEFA administration on the entry form, unless the teams concerned agree otherwise in due time, in which case details should be submitted to the UEFA administration in writing.
- 9.03 If the referee decides on the spot that the colours of the two teams could lead to confusion, the home team must wear other colours for practical reasons.
- 9.04 For a final, both teams may wear their first-choice kits. However, if there is a colour clash, the designated “away team” must wear its second-choice kit. If a colour clash still exists and the team officials are unable to agree on the colours to be worn by their teams, the UEFA administration will decide in consultation with the referee.

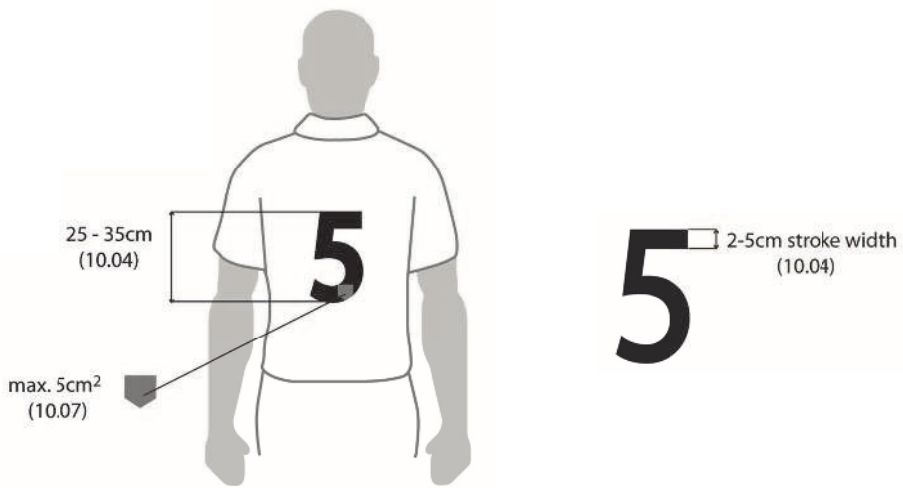
### **Article 10**

#### **Numbers**

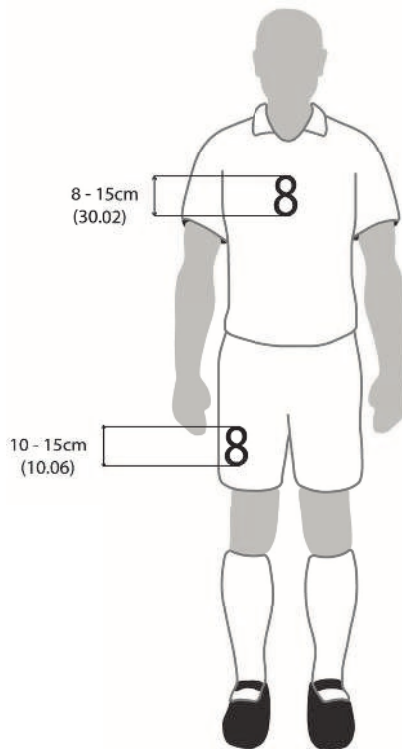
- 10.01 A number must appear on the back of the shirt. It must be centred.
- 10.02 The number must be of a single colour with the required minimum contrast with the background colour according to Annex D.
- 10.03 Around the figure(s), there must be a zone (Annex C) free from any item and comprising a single-colour background if so required, according to Annex D (Number zone).



- 10.04 The number must be clearly legible and:
- a) 25–35cm high (20–35cm for women’s competitions);
  - b) the stroke width of the figure must be 2–5cm,



- 10.05 The number must be clearly legible from at least 50 metres. Legibility must be ensured in daylight and under floodlights for the referee team, UEFA match delegate and spectators in the stadium as well as for the TV viewers.
- 10.06 A number must also appear on the front of the shorts, on either leg, in any position. This number must be between 10cm and 15cm in height and clearly legible.
- 10.07 The bottom of each figure comprising the number may contain the emblem of the club, the member association or the UEFA competition badge (see paragraph 48.03), which may be incorporated up to a maximum size of 5cm<sup>2</sup>.
- 10.08 Numbers may contain breathing holes within the number as long as they do not exceed 2mm in width. The number may be divided into no more than three parts; however the distance between the divisions must not exceed 2mm.
- 10.09 For the sake of legibility, numbers may be surrounded by a shadow outline or a contrasting key line with a decorative colour. They must be free of manufacturer identification, sponsor advertising, decorative or other elements.
- 10.10 In national team competitions, the player's number may in addition be placed on the front of the shirt in accordance with Article 30.



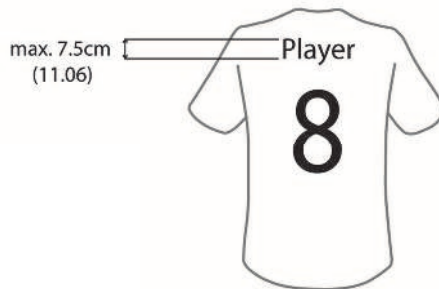
10.11 The numbers used for shirts and shorts for each single player in UEFA club competitions must be fixed and be whole numbers from 1 to 99. For UEFA representative team competitions, consecutive numbers must be used, from 1 to the maximum number of players eligible for the competition phase in question. The number 1 must always be used by a goalkeeper.

### **Article 11**

#### **Player shirt names**

- 11.01 Players may be identified on their shirts by means of their surname and/or first name or a UEFA-approved nickname.
- 11.02 The player's shirt name must correspond with the name on the player list.
- 11.03 The competition regulations may stipulate the use of the player's name as mandatory (see UEFA competition regulations).

11.04 If a player's name is used, it must be placed on the back of the shirt, above the number.



11.05 The letters must be in the Latin alphabet, in one single colour and free of manufacturer identification, sponsor advertising, decorative or other elements.

11.06 The height of the letters must not exceed 7.5cm.

11.07 The letters may be upper and/or lower case and, for the sake of legibility, be surrounded by a shadow outline or a contrasting key line in a decorative colour. They must be free of manufacturer identification, sponsor advertising, decorative or other elements.

11.08 Players' names must be clearly distinguishable from the colours of the kit. They must contrast (light on dark or vice versa) with the colour of the shirt as specified in Article 8.

## **Article 12**

### **Decorative elements**

12.01 Any representation on kit that is not authorised by these regulations is considered as a decorative element (Annex B). The UEFA administration takes the final decision in this respect. Furthermore, the view of the club or member association may be taken into account, in writing and/or orally.

12.02 The following representations are considered to be decorative elements:

- a) pictures/images;
- b) illustrations; or
- c) any other symbol.

12.03 Decorative elements may form part of a manufacturer's generic product line, provided these decorative elements do not produce the visual impression of a manufacturer's, sponsor's or third party's identification, a country or a religious or comparable symbol by displaying, stylising or by any other means giving the impression of registered trademarks or recognisable, but unregistered designs.



- 12.04 No letter or number may be used as a decorative element. The same applies to any messages forbidden under Articles 3 and 32.
- 12.05 If a national court rules in a final judgment that an object used as a decorative element represents a duly registered trademark or duly registered design of a sponsor, manufacturer or a third party, the UEFA administration may prohibit the corresponding club/member association from using this object in any UEFA competition for at least one subsequent season.
- 12.06 A decorative element may only be incorporated by means of the following technical solutions:
- a) jacquard weave;
  - b) tonal print;
  - c) embossing or
  - d) any other technical solution subject to prior written approval of the UEFA administration.
- 12.07 There is no limitation as to the number, position or size of a decorative element as long as it does not compromise the distinctiveness of the kit colours or the legibility of the number.
- 12.08 The colour(s) of a decorative element may only contrast with the (background) colours of the corresponding item within the given limits of Annex D.

### **III Club Identification**

#### **Article 13**

##### **Types**

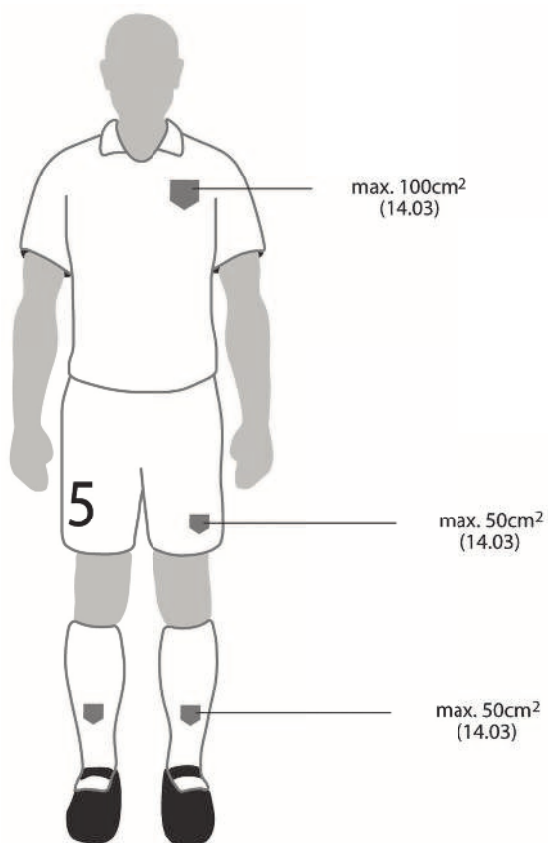
- 13.01 The club may use the following types of identification on playing attire (Annex A):
- a) club emblem;
  - b) club name;
  - c) club's official mascot;
  - d) club's official symbol (including UEFA-approved nickname);
  - e) national flag (including official national symbol);
  - f) coat of arms or flag of town or region.

- 13.02 Only duly registered types of club identification are authorised for use on playing attire. They must have official status, either through registration as a trademark, through other granted intellectual property rights according to the national legislation applicable, where the club is registered or through official registration with the member association. The same applies to the national flag (including official national symbol) and the coat of arms and flag of town or region, where the club must provide evidence of having been given permission to use it by the member association and the town or region concerned.
- 13.03 Evidence to this effect must be presented to the UEFA administration in one of UEFA's official languages (English, French, German) on request. Such evidence must prove that the club has successfully registered its identifications and that such rights already belonged to the club 20 days before the first match in the corresponding UEFA competition.
- 13.04 Such types of club identification may not touch each other or any other element appearing on the playing attire (number, lettering, badge, etc.).
- 13.05 Such types of club identification must be free of manufacturer identification, sponsor advertising, decorative or other elements. They may also not incorporate any kind of commercial messages and must be approved by the UEFA administration.

#### **Article 14**

##### **Club emblem**

- 14.01 The UEFA-approved club emblem may appear once on the shirt, shorts and each sock in printed, woven or sewn form. Any other technical solution is also possible, subject to the prior written approval of the UEFA administration.
- 14.02 There are no restrictions as to the shape of the club emblem.
- 14.03 The size and positioning of the club emblem is authorised as follows:
- a) shirt: maximum of 100cm<sup>2</sup>, front of the shirt at chest height, above any sponsor's horizontal lettering;
  - b) shorts: maximum of 50cm<sup>2</sup>, front of the left or right leg;
  - c) socks: maximum of 50cm<sup>2</sup> on each brand-new (unworn) sock; free choice of position. Alternatively, only part of the club emblem may be incorporated into the socks.

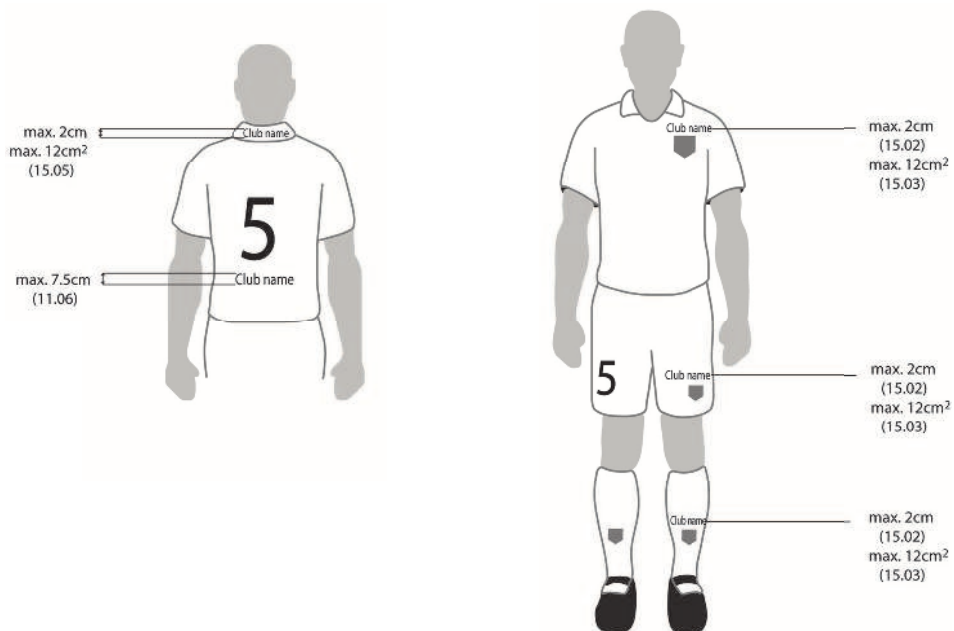


- 14.04 The club emblem may also be incorporated at the bottom of each single figure of the player's number in accordance with paragraph 10.07.
- 14.05 The club emblem (or part thereof) may appear once on the back of the shirt, centred on the collar zone as defined in Annex C and measuring no more than 12cm<sup>2</sup>.
- 14.06 Subject to the approval of the UEFA administration, a club celebrating its 25th anniversary or a multiple thereof may commemorate such jubilee by using a special club emblem on its shirt instead of its usual one. Such special emblem may be surrounded by letters, numbers and other decorative elements (e.g. laurels). The total surface used may not exceed 100cm<sup>2</sup> and the emblem may not contain any commercial, religious or political messages.

## Article 15

### Club name

- 15.01 The UEFA-approved club name (or abbreviation thereof) may appear once in any position on the front of the shirt and anywhere on the shorts and on each sock.
- 15.02 The choice of script is free and the height of the letters must not exceed 2cm. The provisions of paragraph 11.05 apply.
- 15.03 The club name (or abbreviation thereof) must not exceed 12cm<sup>2</sup> on the shirt, shorts and socks.
- 15.04 Instead of the club emblem, the club name (or abbreviation thereof) may appear on the shirt, short and socks in the size and position stipulated in paragraph 14.03. The letters must not exceed 5cm in height.
- 15.05 The club name (or abbreviation thereof) may, in addition, appear once within the collar zone as defined in Annex C. The lettering must not exceed 2cm in height and the surface area must not exceed 12cm<sup>2</sup>.
- 15.06 The club name (or abbreviation thereof) may, in addition, appear once on the back of the shirt, below the number. Paragraphs 11.05 to 11.08 apply by analogy.



## **Article 16**

### **Official mascot**

- 16.01 The UEFA-approved official club mascot may appear once within the collar zone of the shirt instead of the emblem, name or official symbol of the club, in accordance with paragraph 15.05.

## **Article 17**

### **Official symbol (including UEFA-approved nickname)**

- 17.01 The UEFA-approved official club symbol (including UEFA-approved nickname of the club) may appear once within the collar zone instead of the emblem, name or official mascot of the club, in accordance with paragraph 15.05.

## **Article 18**

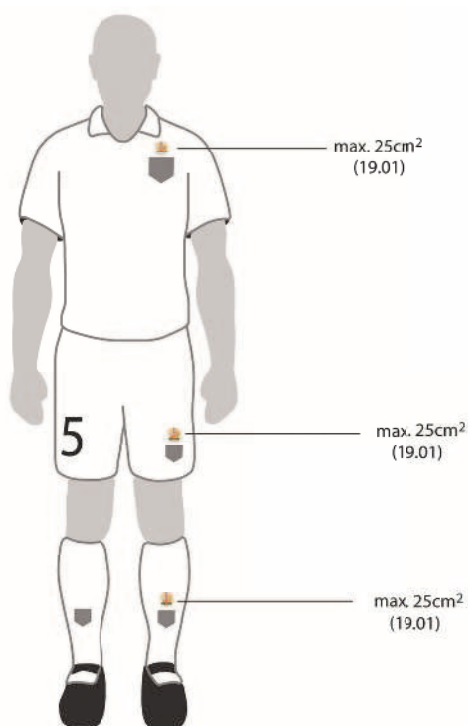
### **National flag (including official national symbol)**

- 18.01 The national flag or an official national symbol may appear on the shirt, shorts and socks in accordance with paragraphs 25.01 to 25.05.

## **Article 19**

### **Coat of arms and flag of town or region**

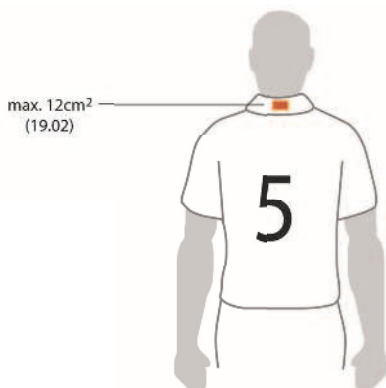
- 19.01 Instead of the national flag (including official national symbol), an unaltered representation of the coat of arms or flag of the town or region to which the club belongs may be used on the shirt, shorts and socks, positioned in accordance with paragraph 25.02 and not exceeding 25cm<sup>2</sup> each.



Close-up view  
flag of town



19.02 The coat of arms or flag of the town or region may be used instead of the club emblem once on the back of the shirt, centred on the collar zone as defined in Annex C and measuring no more than 12cm<sup>2</sup>.



Close-up view  
flag of town



- 19.03 Any coat of arms or flag of the town or region must be approved by the member association as well as the competent authorities of the town or region. The competent local authorities must also agree to the club in question using the coat of arms or flag.

## **Article 20**

### **Other club identification elements**

- 20.01 Other elements using the club emblem (or part thereof) or club name (or abbreviation thereof) are permitted as follows:
- a) Loop on shirt collar:  
Shirt collars can have a loop, provided that it does not exceed 12cm<sup>2</sup> and is not attached in such a way that it could cause injury.
  - b) Belt loops on shorts:  
Shorts can have belt loops, provided that they do not exceed 12cm<sup>2</sup> and are not attached in such a way that they could cause injury.
  - c) Buttons on shirt collar openings:  
Buttons on shirt collar openings are permitted, provided that they are designed so as not to cause injury.
  - d) Fastening item (e.g. zippers):  
Such items, which must be designed so as not to cause injury, may contain one tonal club identification or a tonal manufacturer identification.
- 20.02 All the elements referred to in paragraph 20.01 a) to c) must be free of manufacturer identification, sponsor advertising, decorative or other elements.
- 20.03 All the elements referred to in paragraph 20.01 d) must be free of sponsor advertising, decorative or other elements.

## **Article 21**

### **Jacquard weave, tonal print or embossing**

- 21.01 The club may incorporate one of its types of club identification (see paragraph 13.01), or parts thereof, in jacquard weave form, as tonal print or by embossing the shirt and/or shorts. There is no limitation as to the number, size and positioning of the type of club identification chosen.
- 21.02 The jacquard weave must be incorporated in the main colour and/or in one of the minor colours. It must not dominate, contain a contrasting colour, or affect the distinctiveness of the kit. For tonal prints or embossing Annex D applies.
- 21.03 Any other technical solution is also possible, subject to the prior written approval of the UEFA administration.

## **IV Identification of Member Association**

### **Article 22**

#### **Types**

- 22.01 The member association may use the following types of identification on playing attire (Annex A):
- a) emblem of the member association
  - b) name of the member association
  - c) national flag (including official national symbol)
  - d) official mascot
  - e) official symbol (including UEFA-approved nickname)
- 22.02 Paragraphs 13.02 to 13.05 apply by analogy.
- 22.03 These types of identification may appear on each item of the playing attire in printed, woven or sewn form. Any other technical solution is also possible, subject to the prior written approval of the UEFA administration.
- 22.04 In addition to the name of the member association, a maximum of two other types of member association identification may also be used on the front of the shirt as defined below.

### **Article 23**

#### **Emblem of the member association**

- 23.01 Article 14 applies by analogy.

### **Article 24**

#### **Name of the member association**

- 24.01 Article 15 applies by analogy.
- 24.02 If the name of the member association is not used on the shirt, shorts and socks, the name of the country may appear in the size and position stipulated in Article 15 instead.

### **Article 25**

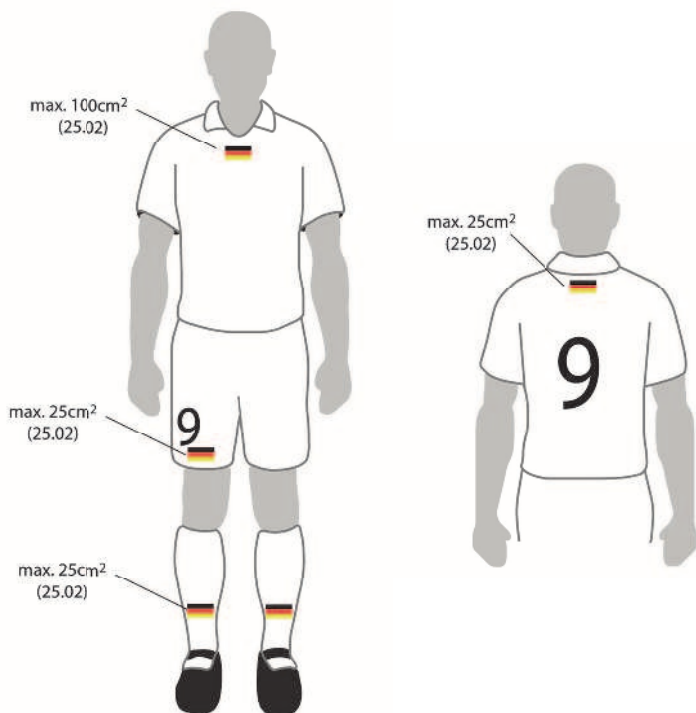
#### **National flag (including official national symbol)**

- 25.01 The national flag (including official national symbol) may only be used in its geometrical form and in its correct proportions.



25.02 The member association may use either the national flag or the official national symbol as follows:

- a) On the shirt:  
once on the back, above the number, not exceeding 25cm<sup>2</sup>, and once on the front, at chest height, not exceeding 100cm<sup>2</sup>.
- b) On the shorts:  
once on the front of the shorts, not exceeding 25cm<sup>2</sup>.
- c) On the socks:  
once on each brand-new (unworn) sock, not exceeding 25cm<sup>2</sup>; free choice of position.



25.03 The national flag or the official national symbol may appear on each garment (shirt, shorts, socks) in printed, woven, or sewn form. Any other technical solution is also possible, subject to the prior written approval of the UEFA administration.

25.04 The national flag or official national symbol must be free of manufacturer identification, sponsor advertising, decorative or other elements.

25.05 If no emblem of the member association (Article 23) is used on the shirt, shorts and socks, the national flag or official national symbol may appear in the size and position stipulated in paragraph 14.03 instead.

#### **Article 26**

##### **Official mascot**

26.01 Article 16 applies by analogy.

26.02 In addition, the official mascot of the member association may be used once on the front of the shirt at chest height. There are no restrictions as to the shape of the official mascot, but it must not exceed 100cm<sup>2</sup>.

#### **Article 27**

##### **Official symbol**

27.01 Article 17 applies by analogy.

27.02 In addition, the official symbol of the member association may be used once on the front of the shirt at chest height. There are no restrictions as to the shape of the official symbol, but it must not exceed 100cm<sup>2</sup>.

#### **Article 28**

##### **Other elements of member association identification**

28.01 Article 20 applies by analogy.

#### **Article 29**

##### **Jacquard weave, tonal print or embossing**

29.01 Article 21 applies by analogy.

#### **Article 30**

##### **Additional player number**

30.01 A number may also be placed on the front of the shirt at chest height.

30.02 The number must be between 8cm and 15cm in height, be easily legible and contrast clearly with the colours of the kit (see Articles 8 and 10).

30.03 UEFA competition regulations may stipulate that player numbers on the front of the shirt are mandatory.

## V Sponsor Advertising

### Article 31

#### Principle

31.01 No sponsor advertising (Annex A) is allowed on shorts and socks.

31.02 Sponsor advertising on the shirt of the playing attire is only allowed in the following competitions:

<b>Competition</b>	<b>Shirt sponsorship allowed</b>
UEFA Champions League	All matches
UEFA Europa League	All matches
UEFA Super Cup	Yes
UEFA Futsal Cup	All matches
UEFA Women's Champions League	All matches
UEFA Regions' Cup	All matches

In all other UEFA competitions, sponsor advertising on the shirt of the playing attire is prohibited.

31.03 Sponsor advertising on equipment defined in Articles 60 and 61 is only allowed in the different UEFA competitions as follows:

a) UEFA club competitions

<b>Competition</b>	<b>Sponsorship allowed</b>
UEFA Champions League	Qualifying matches
UEFA Europa League	Qualifying and play-off matches
UEFA Super Cup	No
UEFA Futsal Cup	All matches
UEFA Women's Champions League	All matches except the final

b) UEFA representative team competitions

<b>Competition</b>	<b>Sponsorship allowed</b>
UEFA European Football Championship	Qualifying matches
UEFA European Under-21 Championship	Qualifying matches
UEFA European Under-19 Championship	Qualifying matches
UEFA European Under-17 Championship	Qualifying matches
UEFA European Women's Championship	Qualifying matches
UEFA European Women's Under-19 Championship	Qualifying matches
UEFA European Women's Under-17 Championship	Qualifying matches
UEFA European Futsal Championship	Qualifying matches
All European qualifying competitions organised by UEFA for FIFA	Qualifying matches
UEFA Regions' Cup	All matches

In all other UEFA competitions, sponsor advertising on equipment defined in Articles 60 and 61 is prohibited.

31.04 Further restrictions may be set in the respective UEFA competition regulations.

### **Article 32**

#### **Advertising restrictions**

- 32.01 The advertising of tobacco, strong alcoholic beverages, as well as, slogans of a political, religious or racial nature, or for other causes that offend common decency, are prohibited.
- 32.02 Any bans or restrictions stemming from the national legislation of the country in which, a UEFA competition match is taking place, also apply.
- 32.03 Clubs and member associations must obtain the written authorisation of the UEFA administration for sponsor advertising (see Article 4). In principle, such authorisation is given with the kit approval, provided that the necessary sponsor information has been submitted to the UEFA administration.

### **Article 33**

#### **Number of sponsors on the shirt**

- 33.01 In UEFA club competitions, a club may advertise for one single sponsor on the shirt of the playing attire.

- 33.02 The club may only use a sponsor approved beforehand by the member association and which is also in use in one of the domestic competitions as the main shirt sponsor.
- 33.03 The above provisions are subject to paragraph 32.02.

### **Article 34**

#### **Use of sponsor advertising on the shirt**

- 34.01 The club may advertise for the approved sponsor for all home and away matches during the same UEFA season.
- 34.02 Clubs playing qualifying matches in one of the UEFA club competitions may change sponsor no more than twice during the same UEFA season. All other clubs may change sponsor only once during the same UEFA season. The UEFA administration may grant, at its own discretion, exceptions if the sponsor becomes bankrupt. The UEFA competition regulations may contain further restrictions.
- 34.03 A change regarding the content of the sponsor advertising is considered to be a change of sponsor, even if the sponsor remains the same.
- 34.04 A change of sponsor may be allowed if the club submits a written request to the UEFA administration at least ten working days before the respective match day together with the following items:
- a) copy of the approval of the member association;
  - b) confirmation from the old and new main sponsors; and
  - c) sample of the new shirt.
- 34.05 The UEFA administration may ask to see the sponsor contracts. Refusal to comply with this request may result in the case being submitted to the UEFA Organs for the Administration of Justice.
- 34.06 Sponsor advertising may be worn for away matches provided that it does not conflict with any of the prohibitions referred to in paragraph 32.02. When it is possible that such a prohibition may apply, the member association of the away club must contact the member association of the home club at least 12 working days before the date of the match and provide an exact description of the sponsor advertising involved. If the home association advises that the sponsor advertising in question is prohibited, it must notify the UEFA administration immediately and provide written evidence to that effect.
- 34.07 If the national legislation applicable at the match venue prevents the away club from using its approved sponsor advertising, the club may ask the UEFA administration at least five working days before the match in question to replace it by a UEFA-endorsed programme (e.g. Respect campaign).

## Article 35

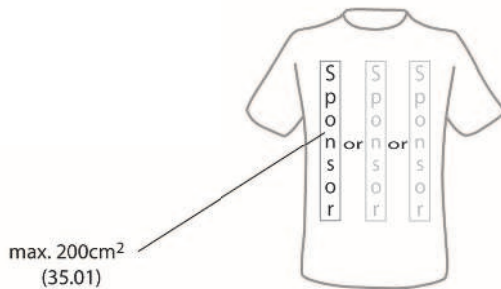
### Sponsor advertising surface on the shirt

- 35.01 The total area used for sponsor advertising on the shirt of the playing attire must not exceed 200cm<sup>2</sup>.
- 35.02 The form of sponsor advertising is unrestricted.
- 35.03 The measurement procedure is set out in Article 66.

## Article 36

### Position of the advertising surface on the shirt

- 36.01 The advertising surface may be placed on the front of the shirt either:
- horizontally, across the chest; or
  - vertically, on the right or left side, or in the centre of the torso.



- 36.02 The choice of script and colour of the lettering is free, but no manufacturer identification, decorative or other elements may be incorporated.

## VI Manufacturer Identification

### Article 37

#### Manufacturer definition

37.01 A manufacturer is a company that designs, produces (directly or through a non-branded licensee) and sells products bearing its own registered trademarks for use in the sports market.















37.02 Distributors of such products are not considered as manufacturers.

### Article 38

#### Types of manufacturer identification

38.01 The manufacturer may use the following types of registered trademark on kit (Annex B):

- a) name (“word mark”)
- b) logo (“design mark”)
- c) product line (“combined word/design mark”)
- d) figurative logo (“combined word/design mark”)
- e) script

a	ADIDAS	NIKE	PUMA	UMBRO	DIADORA
b					
c					
d					
e					

38.02 A registered trademark corresponds to any mark registered by a manufacturer, irrespective of whether it is used as a name, logo, product line, figurative logo or script.

38.03 A mark is considered duly registered if it is in the official register of one of UEFA's member association states.

### **Article 39**

#### **Submission of samples to the UEFA administration**

39.01 To enable the UEFA administration to inspect items of kit (see Article 4), each manufacturer must submit a sample of the types of identification (registered trademarks) used on kit items in accordance with Article 38 to the UEFA administration at least six months before the start of the competition in question.

39.02 Samples must be submitted in their original version (size, form, etc.), together with a description in one of the official UEFA languages (English, French, German) and may be used in UEFA competitions as long as they are legally valid and not withdrawn or replaced by the manufacturer.

### **Article 40**

#### **Use of manufacturer identification**

40.01 The types of manufacturer identification listed in paragraph 38.01 must not touch other elements (emblem, number, lettering, etc.) on the kit item in question.

### **Article 41**

#### **Position, quantity and dimension of manufacturer identification**

41.01 The five types of manufacturer identification referred to in paragraph 38.01 are allowed in the following positions and quantities:

a) Shirt:

One of these five types of manufacturer identification may be used once on the shirt, on the chest, above the position of any sponsor lettering. However the outside of the collar zone (the part that is visible when the shirt is worn) must be free of any manufacturer identification.

b) Shorts:

One of these five types of manufacturer identification may be used once in a free position on either the right or left leg.

c) Socks:

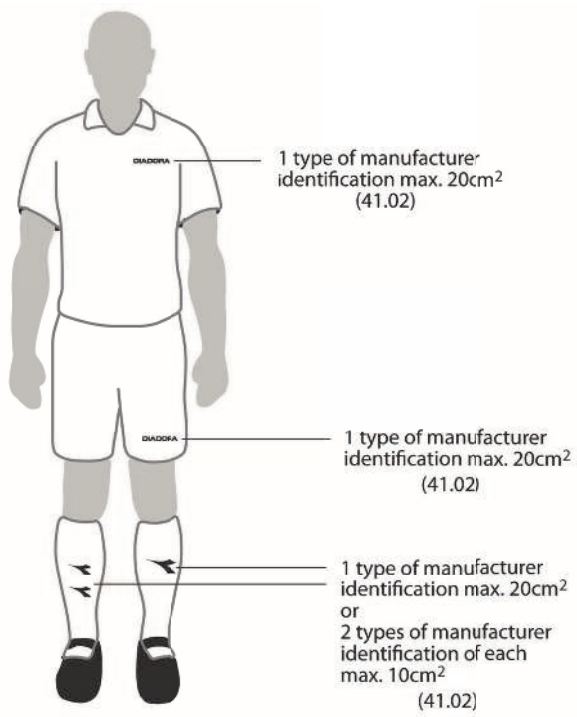
i) One of these five types of manufacturer identification may be used either once or twice, positioned horizontally between the ankle and the top edge of each sock.

ii) In addition, one other type of manufacturer identification (paragraph 38.01) is allowed on the foot part of each sock (beneath the ankle, not visible when the boots are worn over the sock).



41.02 The types of manufacturer identification mentioned in paragraph 38.01 must not exceed the following dimensions when positioned as per paragraph 41.01:

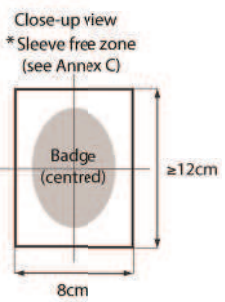
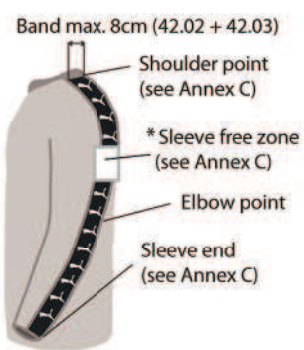
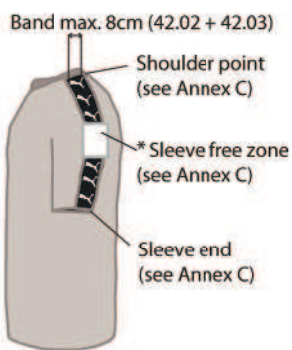
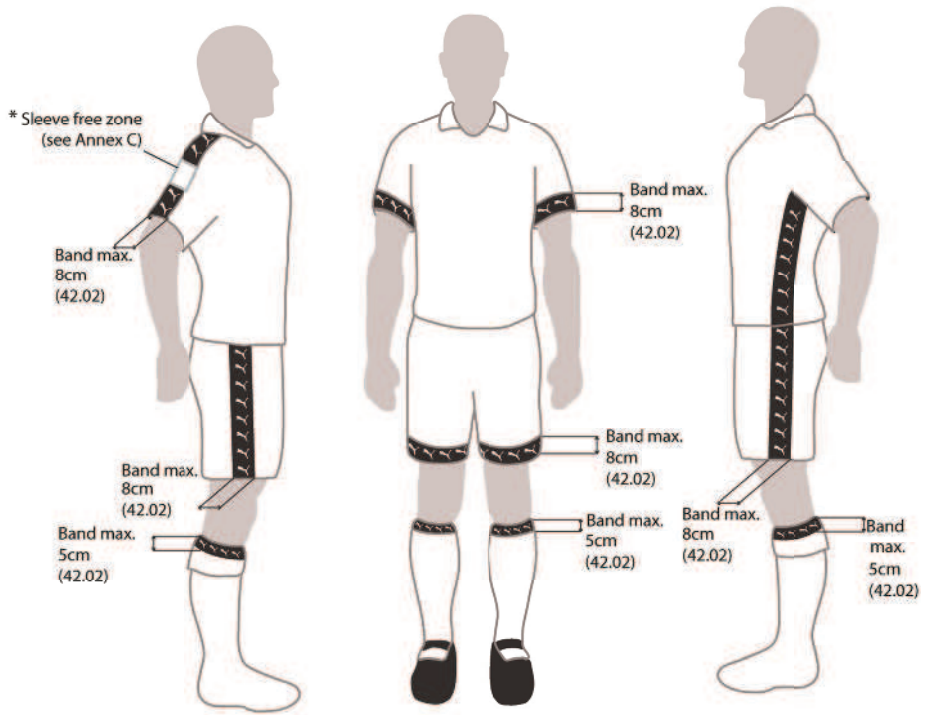
- a) shirt: 20cm<sup>2</sup>
- b) shorts: 20cm<sup>2</sup>
- c) socks:
  - i) 20cm<sup>2</sup> for one single item or 10cm<sup>2</sup> for each of two items on each of the brand-new (unworn) socks if positioned horizontally between the ankle and the top edge of the sock;
  - ii) 20cm<sup>2</sup> on each of the brand-new (unworn) socks if positioned on the foot part of the sock.



## **Article 42**

### **Band**

- 42.01 A single logo (“design mark”; see paragraph 38.01 b) may be used by the manufacturer once or repeatedly on a band in one of the following positions:
- a) Shirt:
    - i) centred across the end of the sleeve (right and left sleeves), or
    - ii) centred down the outer seam of each sleeve (from the collar to the bottom of the sleeve excluding the free zone), or
    - iii) centred down the outer seam of the shirt (armhole to the bottom of the shirt).
  - b) Shorts:
    - i) across the hem (right and left legs), or
    - ii) centred down the outer seam (right and left legs).
  - c) Socks:
    - across the top edge of each sock.
- 42.02 The band on which a logo (“design mark”) is placed once or repeatedly in accordance with paragraph 42.01 must not exceed the following widths:
- a) shirt: 8cm
  - b) shorts: 8cm
  - c) socks: 5cm on brand-new (unworn) socks.
- 42.03 Each logo (“design mark”) which appears once or repeatedly on a band, must not exceed the width of the band on the shirt/shorts and socks.
- 42.04 Each sleeve (long or short, left and right) must have a free zone, where no manufacturer identification may be placed. This zone is used for badges. This free zone on each sleeve must be at least 12cm long and 8cm wide, positioned between the shoulder point and the elbow point on long-sleeved shirts and between the shoulder point and the sleeve end on short-sleeved shirts (Annex C). The distance between the top edge of the free zone and the shoulder point must be identical for short-sleeved and long-sleeved shirts produced for the same team.



## **Article 43**

### **Jacquard weave**

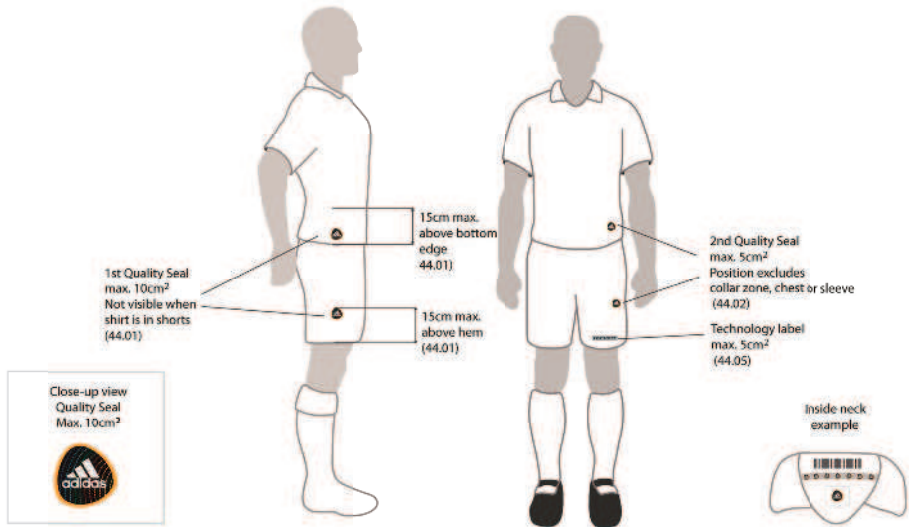
- 43.01 In addition to the club/member association identification (see paragraphs 13.01 and 22.01), the manufacturer may incorporate one of its types of identification as defined in paragraph 38.01 in jacquard weave form in the shirt and/or shorts. The type of manufacturer identification chosen must not exceed 20cm<sup>2</sup>. There is no limitation as to the number and positioning of the type of manufacturer identification chosen.
- 43.02 The jacquard weave must be incorporated in the main colour and/or one of the minor colours. It must neither dominate nor affect the distinctiveness of the kit.
- 43.03 Any other technical solution is also possible, subject to the prior written approval of the UEFA administration.

## **Article 44**

### **Quality seal and technology label**

- 44.01 A manufacturer's seal of quality (Annex B) (stamp of quality) may appear once on the front or back of the right or left side of the shirt and shorts. However, it may not exceed 10cm<sup>2</sup> in size. The top edge of the seal of quality must not be positioned more than 15cm above the bottom edge of the shirt or the hem of the shorts and must not be visible on the shirt when tucked into the shorts.
- 44.02 A second smaller seal of quality (label, tag, etc.) not exceeding 5cm<sup>2</sup> is allowed as follows:
- a) once on the shirt, anywhere other than on the collar zone, chest or sleeves;
  - b) once on the shorts, in any position.
- 44.03 On the skin side of the collar, where it joins the main part of the shirt, the manufacturer may place a type of identification as defined in paragraph 38.01 and the name of the club/member association (or an abbreviation thereof) in the form of a label and/or narrow band. This type of manufacturer identification, be it a label and/or such a narrow band, must not be visible when the shirt is worn. The outside of the collar zone (the part that is visible when the shirt is worn) must be free of any manufacturer identification.
- 44.04 One or more types of club/member association identification (see Articles 13 and 22) may also appear on the quality seals and/or labels defined in paragraphs 44.01 to 44.03.
- 44.05 A technology label of the manufacturer may appear once on the shirt and once on the shorts. The top edge of the technology label must be positioned no higher than 15cm above the bottom edge of the shirt and no higher than 5cm above the hem of the shorts or not lower than 5cm below the top of the shorts. The size of the technology label must not exceed 10cm<sup>2</sup> on the shirt and 5cm<sup>2</sup> on the shorts.

44.06 Other labels (e.g. care instructions, anti-counterfeiting labels) and manufacturer identifications are allowed on the skin side as long as they are not visible when the item is worn.



## VII Charity logos

### Article 45

45.01 A club participating in a UEFA club competition may use one single logo of a charity organisation on its players' shirts.

45.02 The club must provide a duly signed declaration in which the charity organisation concerned confirms that it:

- is a not-for-profit organisation duly registered in any country;
- is an apolitical organisation pursuing its objectives regardless of political affiliation and does not openly take any political stance;
- pursues its objectives without any discrimination on account of politics, gender, religion, race or any other reason;
- has a financial report audited and published in accordance with the international standards;
- will not offer or give to the club any financial or other form of compensation or recompense for allowing its charity logo to appear on the players' shirts;

- f) has duly registered its charity logo in an official state register and allows the club to use it;
- g) has concluded a written agreement with the club defining all the rights and duties of each party;
- h) agrees to provide relevant information to the UEFA administration upon request.

45.03 The same declaration must contain a confirmation by the club that it:

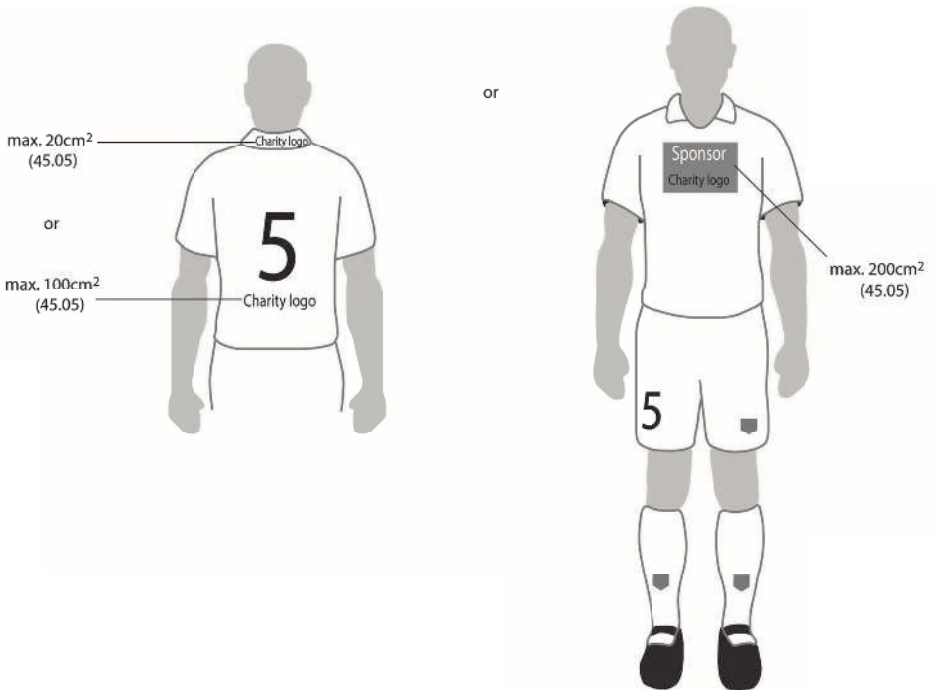
- a) has assessed the charity organisation concerned according to paragraph 45.02 a) to d) above and come to the conclusion that it fulfils all these requirements;
- b) will not receive any financial or other form of compensation or recompense for allowing the registered logo of the charity organisation to appear on the players' shirts;
- c) has concluded a written agreement with the charity organisation defining all the rights and duties of each party;
- d) will immediately update the UEFA administration about any change to the written agreement with the charity organisation.

45.04 At any time the UEFA administration may ask the club to provide the statutes of the charity organisation and/or a copy of the written agreement of both parties in order to assess whether the aforementioned criteria are met during the UEFA season. Should such an assessment reveal that one or more of these criteria is not met, the UEFA administration may decide at any time that the charity logo may no longer appear on the players' shirts of the club concerned.

45.05 The charity logo may only be used in one of the following positions:

- a) as an alternative to the club name within the collar zone on the back of the shirt (maximum size of 20cm<sup>2</sup>);
- b) as an alternative to the club name below the number on the back of the shirt (maximum size of 100cm<sup>2</sup>);
- c) in the space reserved for the main club sponsor, alone or in combination with a club sponsor logo (maximum cumulative size of 200cm<sup>2</sup>).

45.06 Any decision taken in this respect by the UEFA administration is final.

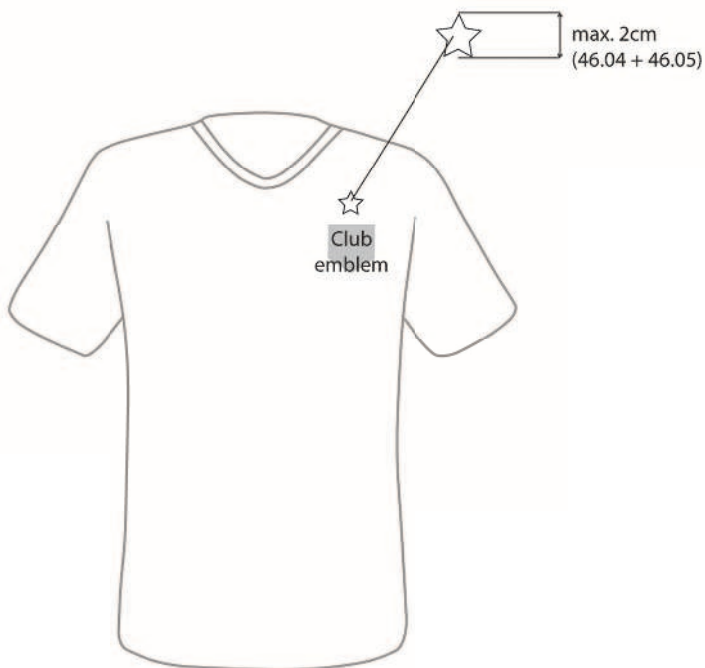


## VIII Football-related Representations on the Shirt

### Article 46

#### Domestic titles and stars

- 46.01 A current or former holder of a domestic title is entitled to wear the corresponding representation approved by its member association.
- 46.02 It may only be used once, at chest height.
- 46.03 This representation must not exceed 10cm<sup>2</sup>.
- 46.04 Stars for multiple winners of a domestic championship may be used immediately adjacent to the club emblem. The height of each star must not exceed 2cm.
- 46.05 As winner of the FIFA World Cup the A-senior national team may, for each World Cup title, wear one star immediately next to the member association's emblem. The height of each star must not exceed 2cm.



#### **Article 47**

##### **UEFA Respect badge**

- 47.01 UEFA competition regulations may stipulate that the UEFA Respect badge must be worn. If so, it must appear once on the free zone of the left sleeve of the shirt.
- 47.02 The UEFA administration will provide the clubs or member associations with UEFA Respect badges.

#### **Article 48**

##### **UEFA competition badges**

- 48.01 Clubs or member associations may use a UEFA competition badge as specified in the respective UEFA competition regulations and subject to a signed agreement with the UEFA administration, which also provides official badges.
- 48.02 Such a badge must be centred on the free zone of the right shirt sleeve and must not exceed 50cm<sup>2</sup>.
- 48.03 A UEFA logo or mark and/or UEFA competition mark may be incorporated at the bottom of each figure of the number in accordance with paragraph 10.07.



## **Article 49**

### **Titleholder and multiple winner badges**

- 49.01 Reigning titleholders of a UEFA club competition may use the titleholder badge in the respective UEFA competition matches during the season following their UEFA competition victory in accordance with an agreement with the UEFA administration.
- 49.02 Clubs which have won the same UEFA club competition at least three times in a row or five times in total may wear a multiple-winner badge in the respective UEFA competition matches in accordance with an agreement with the UEFA administration.
- 49.03 Such badges are provided by the UEFA administration. Any such badge must be placed once on the free zone of the left sleeve of the shirt and must not exceed 50cm<sup>2</sup>. Should a club be entitled to wear both badges, the multiple – winner badge prevails.
- 49.04 The member association which won the last European Football Championship may wear the titleholder badge provided by UEFA. Such a badge may be worn exclusively by the corresponding senior national team (A team) during the next European Football Championship qualifying competition and the final tournament.
- 49.05 The national A team of the reigning FIFA World Cup winner, may wear the FIFA World Cup winner's badge during the subsequent UEFA European Football Championship qualifying competition.
- 49.06 Such badges may exclusively be used by the corresponding winning teams (senior A team) and not by other representative teams of the same club or member association.

## **Article 50**

### **Match-related representations and other visible marks or insignia**

- 50.01 Match information comprising the date, town and the names or logos of the participating teams may be placed on the shirt by the clubs concerned for the final match of a UEFA club competition and by UEFA representative team qualifying or final tournament matches.
- 50.02 Any such information must appear at chest height on the torso or in the free zone of the left sleeve. The surface area of such information must not exceed 50cm<sup>2</sup> and the lettering must not exceed 2cm in height.
- 50.03 No other visible mark or insignia of the club, member association, sponsor, manufacturer or third party will be permitted without the prior written consent of the UEFA administration.



## IX Goalkeeper Equipment

### Article 51

#### Playing attire

- 51.01 For the goalkeeper playing attire (shirt, shorts and socks) and all items worn under the playing attire, chapters II to VIII of these regulations apply by analogy.
- 51.02 According to the *Laws of the Game*, the combination of colours worn by the goalkeeper (shirt, shorts, socks) must distinguish with those worn by outfield players and the referee team.
- 51.03 If the first or second-choice goalkeeper shirt is black, a third-choice goalkeeper shirt of another colour must be provided.

### Article 52

#### Goalkeeper gloves

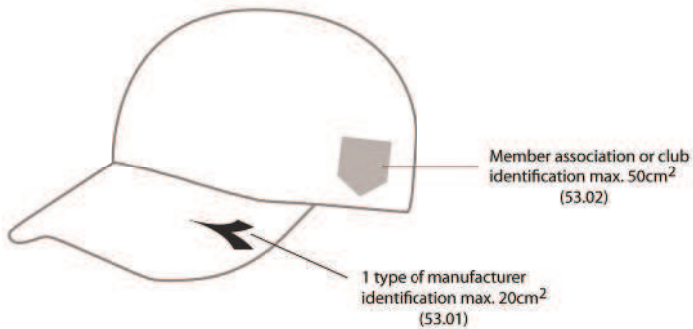
- 52.01 One type of manufacturer identification as defined in paragraph 38.01 may appear once on each goalkeeper glove. Such manufacturer identification must not exceed 20cm<sup>2</sup>.
- 52.02 The name of the goalkeeper may appear in upper and/or lower case. The lettering must not exceed 2cm in height on either glove.
- 52.03 A quality seal or technology label may be used once on each goalkeeper glove in any position, but not exceeding 10cm<sup>2</sup>.

- 52.04 The national flag may appear once on each goalkeeper glove in any position, but not exceeding 10cm<sup>2</sup>.
- 52.05 Sponsor advertising is prohibited on goalkeeper gloves.



### Article 53 Goalkeeper cap

- 53.01 One type of manufacturer identification as defined in paragraph 38.01 may appear on the goalkeeper cap, provided that the type used does not exceed 20cm<sup>2</sup>. The positioning of this identification is unrestricted.
- 53.02 Club or member association identification as defined in paragraphs 13.01 and 22.01 may appear on the goalkeeper cap. The total surface of such member association or club identification(s) must not exceed 50cm<sup>2</sup>.
- 53.03 The national flag may also appear once on the goalkeeper cap but must not exceed 10cm<sup>2</sup>.
- 53.04 Sponsor advertising is prohibited on the goalkeeper cap.



## **Article 54**

### **Further kit items**

54.01 For all other kit items used by the goalkeeper, chapter X applies by analogy.

## **Article 55**

### **Approval procedure**

55.01 Articles 4 to 6 apply for the approval procedure.

55.02 UEFA may organise an approval day for goalkeeper equipment on an annual basis.

## **X Special Equipment used on the Field of Play**

## **Article 56**

### **Special equipment**

56.01 The following provisions apply to kit used by players on the field of play which does not form part of the playing attire (shirt, shorts, socks) (point 3 of Annex A).

56.02 UEFA competition regulations may stipulate deviations from these provisions.

## **Article 57**

### **Use of manufacturer identification**

57.01 The manufacturer may use one of its types of identification, as defined in paragraph 38.01, on such items.

57.02 The quantity, position and size must comply with the following provisions:

- a) Thermal shorts/trousers:
  - i) One single type of manufacturer identification is allowed.
  - ii) The type of identification chosen may be positioned anywhere on the right or left leg, but must not exceed 20cm<sup>2</sup>.
  - iii) The thermal shorts/trousers must be the same colour as the main colour of the shorts worn.
- b) Gloves and wristbands:
  - i) One single type of manufacturer identification is allowed on each glove and wristband.
  - ii) The type of identification chosen must not exceed 20cm<sup>2</sup>.
  - iii) The choice of position is free.
- c) Headgear (headbands, caps):
  - i) One single type of manufacturer identification is allowed on such items.
  - ii) The type of identification chosen must not exceed 20cm<sup>2</sup>.
  - iii) The choice of position is free.
- d) T-shirt worn under the shirt:
  - i) The manufacturer may use up to two of its identifications on a T-shirt, one on the front and one on the back not within the collar zone.
  - ii) The type of identification chosen must not exceed 20cm<sup>2</sup>.
  - iii) The choice of position is free.
- e) Captain's armband:
  - i) No manufacturer identification is allowed.
  - ii) The armband must be single-coloured.
  - iii) The armband must be free of any advertising, decorative or other elements, except for the word "captain" or an abbreviation thereof, or the emblem of the club or member association.
  - iv) The choice of position is free.

## **Article 58**

### **Further restrictions**

58.01 Sponsor advertising and political and/or other messages are prohibited on special equipment used on the field of play.

58.02 Club or member association identification may appear only on the T-shirt worn under the shirt and in accordance with chapters III and IV.

58.03 Article 44 applies.

## **XI Special Equipment used in the Technical Area**

### **Article 59**

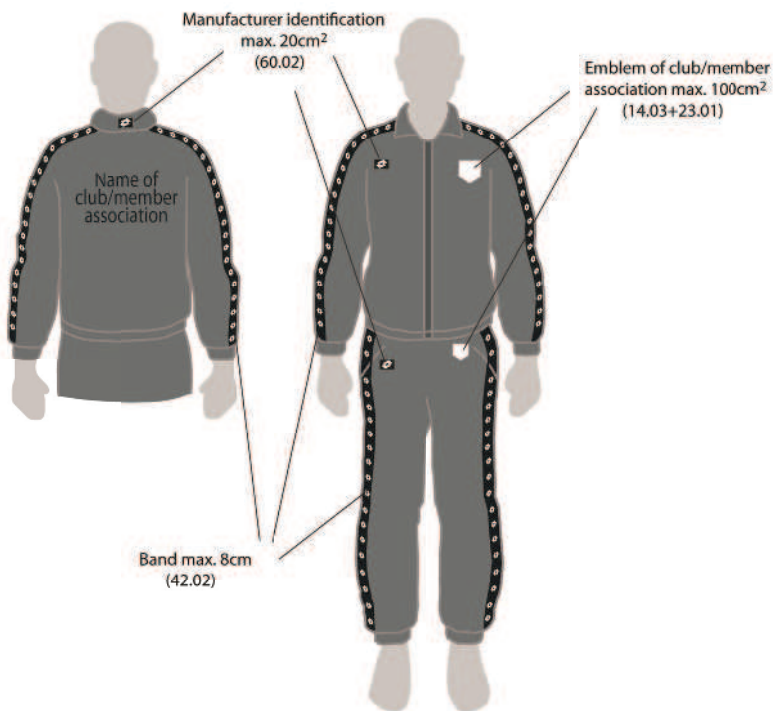
#### **Equipment in the technical area**

- 59.01 All substitutes, coaches, doctors and club/member association officials, etc. who are in the technical area must comply with the following provisions as regards equipment used in addition to the playing attire (shirt, shorts, socks) and the special equipment used on the field of play as defined in Article 56.
- 59.02 No political and/or other messages are allowed on these kit items.
- 59.03 Article 44 applies.
- 59.04 UEFA competition regulations may stipulate further restrictions on equipment used in the technical area.

### **Article 60**

#### **Tops**

- 60.01 The manufacturer may use a maximum of five of its types of identification as defined in paragraph 38.01 on tops (tracksuit jackets, rain jackets, stadium jackets, coats, T-shirts, sweatshirts, etc.). This includes a maximum of two bands of logos ("design marks") as per Article 42. In addition, the band(s) may be used as follows:
- a) across the end of each sleeve, or
  - b) down the outer seam of each sleeve (from the collar to end of sleeve).
- 60.02 The size of each type of manufacturer identification must not exceed 20cm<sup>2</sup>, subject to paragraph 42.03. The positioning is free, with the exception of the collar zone. The manufacturer identification must be centred on the back of the outside collar zone. No such identification is allowed on the front or sides of the collar zone.
- 60.03 The width of the band must not exceed 8cm and the length of the band must not exceed the length of the torso.
- 60.04 Sponsor advertising is only allowed in accordance with paragraph 31.03.
- 60.05 Club or member association identification may appear on tops in accordance with chapters III and IV. There are no restrictions as to the position and size of the club name, the name of the member association and/or the country name.



## Article 61

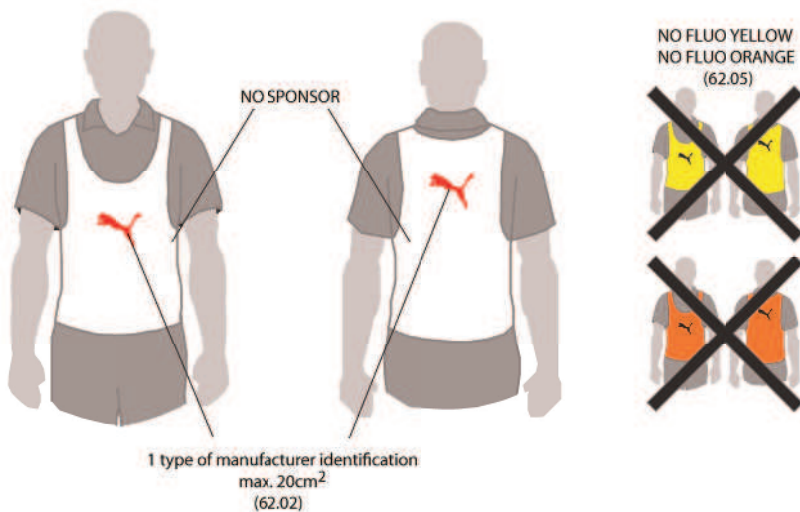
### Bottoms

- 61.01 The manufacturer may use a maximum of five of its types of identification as defined in paragraph 38.01 on bottoms (tracksuit bottoms, rainwear bottoms, winter trousers, etc.). This includes a maximum of two bands of logos (“design marks”) as per Article 42.
- 61.02 The size of each type of manufacturer identification must not exceed 20cm<sup>2</sup>, subject to paragraph 42.03. The positioning is free.
- 61.03 The width of the band must not exceed 8cm and the length of the band must not exceed the length of the trousers.
- 61.04 Sponsor advertising is only allowed in accordance with paragraph 31.03.
- 61.05 Club or member association identification may appear on bottoms in accordance with chapters III and IV. There are no restrictions as to the position and size of the club name, the name of the member association and/or the country name.

## Article 62

### Warm-up bibs

- 62.01 The manufacturer may use one of its types of identification as defined in paragraph 38.01 once on the front and once on the back of warm-up bibs. The choice of position is free.
- 62.02 The size must not exceed 20cm<sup>2</sup>.
- 62.03 Sponsor advertising is prohibited on warm-up bibs.
- 62.04 This provision is also applicable during warm-up outside the technical area.
- 62.05 Fluorescent yellow or orange on warm-up bibs is prohibited.



## XII Refereeing

### Article 63

#### Kit

- 63.01 The *FIFA Equipment Regulations* apply to kit worn by the referee team by analogy.
- 63.02 UEFA may allow sponsor advertising on the shirt worn by referee team in UEFA competition matches.
- 63.03 Only UEFA may conclude agreements regarding sponsor advertising on this shirt.



- 63.04 Sponsor advertising may appear on the shirt sleeves provided that the total surface area used on each sleeve does not exceed 100cm<sup>2</sup>. The front of the shirt is reserved for official badges and the FIFA or member association emblem. Article 32 applies by analogy.
- 63.05 The manufacturer may use its types of identification on kit worn by the referee team in accordance with chapter VI.
- 63.06 The UEFA Respect badge may appear once on the left sleeve of the shirt.
- 63.07 Articles 4 to 6 apply for the approval procedure.

### **XIII Ball Boys, Player Escorts, Flag Bearers**

#### **Article 64**

- 64.01 Sponsor advertising on kit used by ball boys, player escorts and flag bearers is allowed in the form of a specific badge relating to ball boy, player escort or flag bearer programmes and subject to a signed agreement with UEFA. Such a badge must be centred on the free zone of the left shirt sleeve and must not exceed 50cm<sup>2</sup>.
- 64.02 Manufacturer identification may be used in accordance with chapter VI.
- 64.03 Clubs or member association identification may be used in accordance with chapters III and IV.
- 64.04 UEFA has the right to place its marks, logos and/or the UEFA competition marks on the kit used by ball boys, player escorts and flag bearers.

### **XIV Balls**

#### **Article 65**

- 65.01 The provisions of the relevant *Laws of the Game* apply for the footballs used in UEFA competitions.
- 65.02 Out of its five identifications (see paragraph 38.01) the football manufacturer may use either:
- a) One type, not exceeding 50cm<sup>2</sup> or
  - b) Two types, neither exceeding 25cm<sup>2</sup>.
- 65.03 The name of the football may be used once and must not exceed 30cm<sup>2</sup>.
- 65.04 The name and emblem of the competition may each appear twice but neither must exceed 50cm<sup>2</sup>.

- 65.05 For final matches and final tournaments the following items may also each appear twice on a football but must not exceed 30cm<sup>2</sup>:
- a) the indication “final” or stage of tournament (e.g. semi-final);
  - b) the final identity logo;
  - c) the match details, including date, town and the names or logos of the participating teams.
- 65.06 UEFA may also add its own marks, logos and symbols.

## **XV Measurement Procedure**

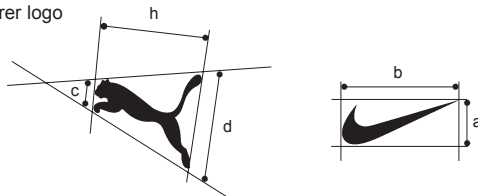
### **Article 66**

- 66.01 Items on kit will be measured according to their smallest geometric form (square, rectangle, triangle, circle etc.) and the dimensions calculated using the usual mathematical formula.
- 66.02 To calculate the surface area, the widest part of the item will be measured from edge to edge. Exceptionally, items may be divided into several individual geometric forms for the purpose of calculating the surface area.
- 66.03 The manufacturer may submit a concrete proposal as to how to measure its types of identification to the UEFA administration. The UEFA administration will communicate its approval in writing.
- 66.04 The identification of the manufacturer’s product line and figurative logo, as defined in paragraph 38.01, will be calculated as several individual geometric forms when the distance between the various elements does not exceed 0.5cm.
- 66.05 The player’s number and name are measured without any shadow outline or contrasting key line.
- 66.06 The sponsor advertising surface will be calculated as several individual geometric forms when the distance between the various elements does not exceed 5cm.
- 66.07 Furthermore, one of the following surfaces, whichever is the larger, will be taken into consideration for approval purposes:
- a) surface of the single-coloured patch used for sponsor advertising; or
  - b) surface of the lettering used for sponsor advertising if the sponsor advertising is based on the shirt colours.
- 66.08 On a shirt with a chest ring (structural part) in one of the official colours of the club, the surface of the lettering used for sponsor advertising is measured and not the chest ring.

## Measurement procedure

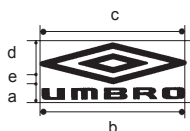
### A. Manufacturer identification

#### a) manufacturer logo



1. The "Puma" logo is measured by the following formula:  $\frac{c + d}{2}$  multiplied by "h".
2. The "Nike" logo is measured by multiplying "a" and "b".

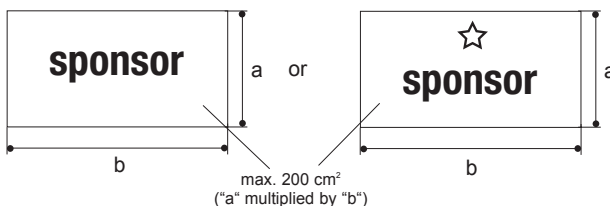
#### b) manufacturer figurative logo / product line (66.04)



1. The "Umbro" script is measured separately by multiplying "a" and "b".
2. The "Umbro" logo is measured separately by multiplying "c" and "d".
3. The distance between the "Umbro" script and logo ("e") may not exceed 0.5 cm.

### B. Sponsor advertising

#### a) sponsor advertising on neutral-coloured patch



#### b) sponsor advertising based on shirt colours

\* only 1 item:



1. The lettering (name) "sponsor" will be measured as a rectangle ("a" multiplied by "b") and may not exceed 200 cm².
2. "a" may not exceed 10 cm.

\* more than 1 item:



1. The sponsor advertising is divided into 2 items: name and logo.
2. The lettering (name) "sponsor" will be measured as a rectangle ("a" multiplied by "b").
3. The logo (star) will be measured as a circle ("c").
4. The total area of the name and logo may not exceed 200 cm².
5. The distance between the name and logo ("d") may not exceed 5 cm.

## **XVI Unforeseen Cases**

### **Article 67**

#### **UEFA general secretary**

- 67.01 Any cases not provided for in the present regulations will be dealt with by the UEFA general secretary.
- 67.02 Such decisions are final.

## **XVII Disciplinary Provisions**

### **Article 68**

#### **Disciplinary measures**

- 68.01 If a club, a member association or an individual violates any of the present regulations, the UEFA Organs for the Administration of Justice may impose sanctions or measures, in accordance with the *UEFA Disciplinary Regulations*.

## **XVIII Closing Provisions**

### **Article 69**

#### **Entry into force**

- 69.01 These regulations were adopted by the UEFA Executive Committee at its meetings on 4 October 2010 and 16 June 2011.
- 69.02 They come into force on 1 June 2012.
- 69.03 Any decision taken by the UEFA administration based on previous UEFA regulations does not apply under the current regulations or form a precedent.

### **Article 70**

#### **Abrogation and transitional provision**

- 70.01 These regulations replace the *UEFA Kit Regulations (2008 edition)*.

70.02 However, the *UEFA Kit Regulations (2008 edition)* apply after the present regulations have come into force whenever UEFA competition regulations expressly refer to them.

For the UEFA Executive Committee:

Michel Platini  
President

Gianni Infantino  
General Secretary

Nyon, 16 June 2011

## **ANNEX A: Kit-related terms and explanatory notes**

Kit: includes the following garments and articles which are worn or used in the controlled stadium area before, during and after a football match:

1. Playing attire
  - 1.1. shirt or jersey (“shirt” in the present regulations)
  - 1.2. shorts
  - 1.3. socks (or stockings) (“socks” in the present regulations)
2. Goalkeepers’ equipment
  - 2.1. gloves
  - 2.2. cap
  - 2.3. glove bag
  - 2.4. bottle
  - 2.5. towel
3. Special equipment used on the field of play
  - 3.1. underwear
  - 3.2. thermal underwear (short or long, warm, insulated, worn under the shorts/trousers)
  - 3.3. T-shirt/vest
  - 3.4. socks
  - 3.5. gloves
  - 3.6. sweatband
  - 3.7. hat/cap
  - 3.8. headband
  - 3.9. captain’s armband
  - 3.10. support bandages or splints
  - 3.11. shinguards
4. Special equipment used in the technical area
  - 4.1. tracksuit (top and bottom)
  - 4.2. coat
  - 4.3. jacket (stadium jacket, etc.)
  - 4.4. waterproof garments (rain jacket, etc.)
  - 4.5. sweatshirt
  - 4.6. T-shirt
  - 4.7. bags (medical bag, etc.)
  - 4.8. bottle
  - 4.9. towel
5. Further equipment
  - 5.1. any other items worn on the person or kit items used

“Left” and “right”	The description “left” or “right” refers to the side of the body as viewed by the person wearing the item of kit in question.
Laws of the Game	The Laws of the Game as issued by the International Football Association Board or by the FIFA Executive Committee for specific categories of football (e.g. Futsal).
Playing attire (including goalkeepers)	Consists of shirt, shorts and socks.
Complete sample set	A complete sample set consists of one shirt, one pair of shorts and one pair of socks in the version used for the competition match. All elements which are mandatory for the competition in question must appear on all three items which constitute the sample. In particular, the number and the name of the player (if applicable) as well as the sponsor advertising (if applicable) must appear.
First-choice (home) kit	The kit that the whole club or national team usually wears for its football matches.
Second-choice (away) kit	The kit that the whole club or national team wears if its first-choice kit cannot be worn on account of the <i>Laws of the Game</i> (clash of colours, etc.) or if it chooses not to wear it for some other reason.
Official mascot of club/member association	A UEFA-approved and duly registered mascot of the club/member association (e.g. red devil for 1. FC Kaiserslautern).
Official symbol or nickname of the club/member association	A UEFA-approved and duly registered symbol or nickname of the club/member association (e.g. cannon and “Gunners” for Arsenal FC).
Coat of arms and flag of town or region	Representation as registered and officially used by the town (i.e. also village or city concerned) or region where the club has its headquarters. May only be used in an unaltered form and may not contain any commercial, religious or political messages.
Sponsor advertising	Any type of kit advertising (message, statement, sponsor’s trademark, etc.) agreed upon by a club/member association and a third party either for a fee or free of charge.

Controlled stadium area	The controlled stadium area means the stadium and the surrounding areas (including, without limitation, field of play, the technical area, dressing rooms, grandstands, hospitality areas, media areas and parking places) under the control of the stadium owner.
Referee team	The following persons make up the referee team in charge of controlling a match: <ul style="list-style-type: none"> <li>a) the referee;</li> <li>b) two assistant referees;</li> <li>c) the fourth official; and</li> <li>d) any other official appointed for this purpose.</li> </ul>
Embossing	A method of adding structure to the surface of a fabric using pressure and/or heat, generally resulting in a combination of raised and flat areas. Fabrics are engraved (pattern applied) with the use of heated rollers under pressure to produce a raised design on the fabric surface. Normally, the flat part of the design would look shiny and have a glazed appearance. The technical term is calendaring, which means the application of heat using rollers and pressure.
Jacquard weave	A weaving method which incorporates a specific pattern, intrinsic to its formation, and created by integrating different yarns and/or structures. The term jacquard actually refers to a type of knitting machine. This device individually controls needles and small groups of needles on the machines that allows complex and highly patterned knits to be created. A pattern can be repeated every centimetre or more, as often as desired, depending on the complexity of the machine.
Tonal print	Printing technique for incorporating coloured elements, patterns etc. into kit.
Strong alcohol	UEFA considers strong alcoholic beverages to be drinks which are more than 15% proof (see paragraph 32.01). National law also applies in respect of this definition.



## **ANNEX B: Terms related to manufacturer identifications (articles 37 to 44)**

Registered trademark	Trademark which is registered in an official state register. A trademark only has to be registered in one of UEFA's member association states. Includes all types of advertising, such as name, logo, product line, figurative logo and script.
Name	Name of the manufacturer in block letters. Corresponds to a "word mark".
Logo	Symbol which is linked with a manufacturer. Manufacturer's identification. Corresponds to a "design mark".
Product line	Products (clothes, shoes, etc.) which are all from a same "brand" and have a specific name. Corresponds to a "combined mark".
Figurative logo	Combination of name and logo in one single representation. Corresponds to a "combined mark".
Decorative element	Elements, which are pictures/images, illustrations or any other symbol and are incorporated using the following techniques: a) jacquard weave; b) tonal print; c) embossing or d) any other technical solution subject to prior written approval of the UEFA administration. e) Trademarks or designs duly registered under the national law of the club's/member association's country cannot be used as decorative elements.
Word mark	A word or fantasy word in block letters.
Design mark	Any sign which can be represented graphically and does not include any letters.
Combined mark	Combination of a word mark and a design mark.
Script	The particular script of a trade name.

Band

Manufacturer design mark used in a repeated form in a clearly defined position and size for each single design mark used.

Quality seal

Tag, label or comparable element of the manufacturer, which is designed to protect against counterfeiting. It is composed of no more than one manufacturer identification that must not exceed 2cm<sup>2</sup>.



Technology label

An identification label used by the manufacturer to communicate a material used in the manufacturing of a kit item or a manufacturing method.



## ANNEX C: Garment-related terms

### Number zone

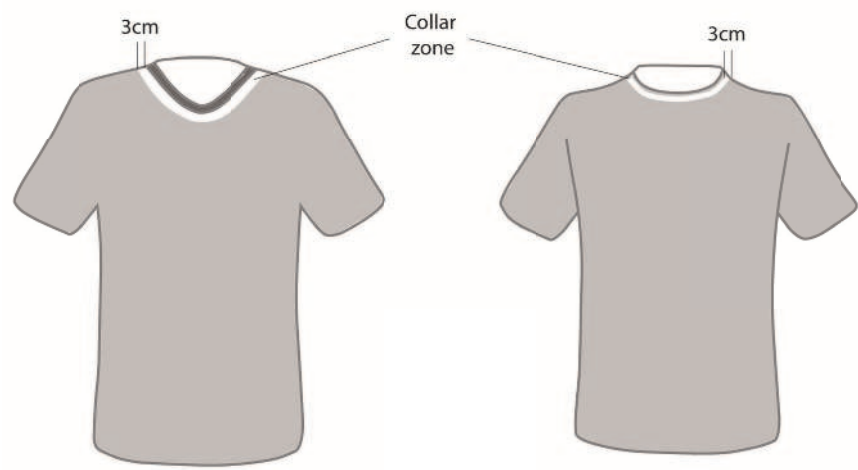
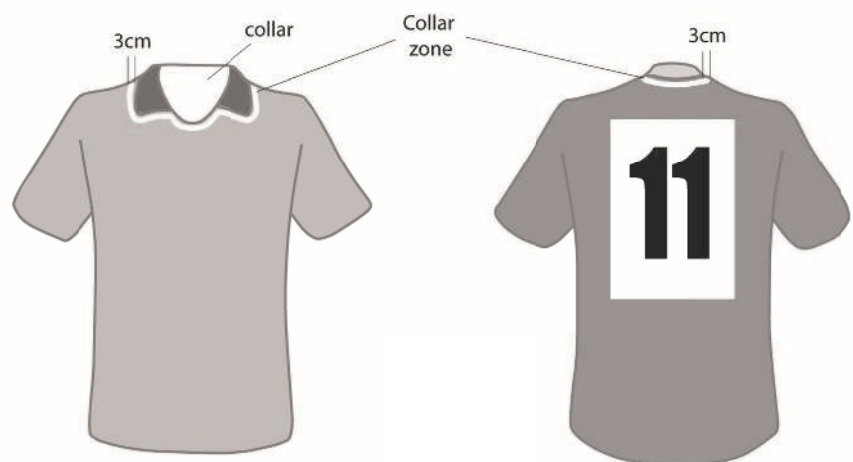
The number zone contains one single colour. Its surface is defined by the height and width of a two-digit number (e.g. 11) used on the back of the shirt. Its vertical boundaries are 2cm above the highest point and 3cm below the lowest point of the two digits. Its horizontal boundaries are 3cm from the left edge of the left-hand digit and 3cm from the right edge of the right-hand digit.



### Collar zone

The collar zone is defined as being a band of 3cm wide around the neck of the shirt starting at the neck opening (where no actual collar is presented) or at the base of clearly defined structural collar.

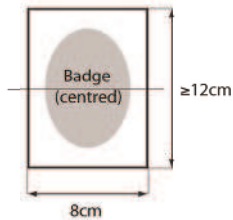
In accordance with Article 42, the band may start at the bottom of the structural collar.



## Sleeve free zone

Close-up view

\* Sleeve free zone



Each sleeve must have a free surface of at least 12cm long and 8cm wide along the outer seam of the sleeve and between the shoulder point and the elbow point on long-sleeved shirts and between the shoulder point and the sleeve end for short-sleeved shirts. This zone is exclusively reserved for specified badges and no manufacturer identification may be placed there. The vertical positioning of the free zone on the sleeve must be identical for short and long-sleeved shirts so that any badges are positioned and visible at the same height on all sleeves.

## Shoulder point

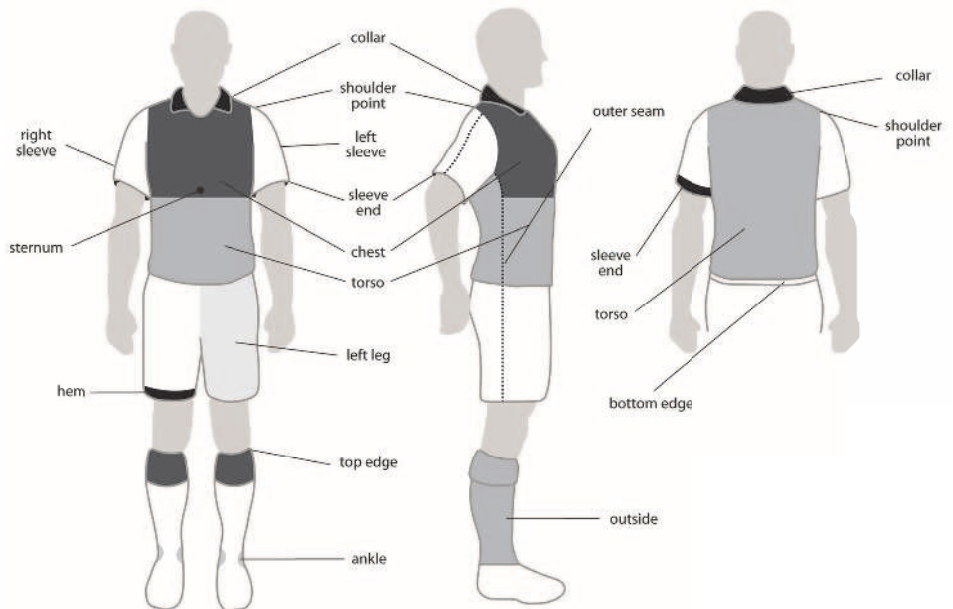
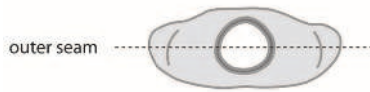
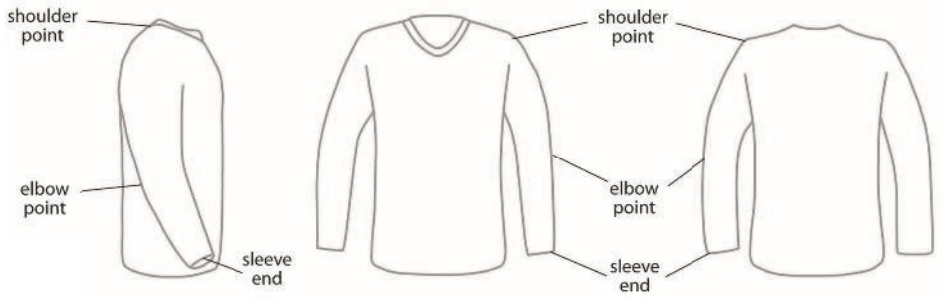
Position, where the shoulder ends and the upper arm starts.

## Elbow point

Position, where the upper arm ends and the forearm starts at the elbow.

## Outer seam

Vertical line along the outer sleeves and torso of the shirt when ironed. On the shorts the vertical line along the outer legs when ironed. Such line may also be a virtual one. Reference is made also to the corresponding illustration.



## ANNEX D: Colour and contrast-related terms

Using a spectrophotometer UEFA may measure the values of the colour, the reflectivity and the contrast of the various colours used on a kit. This method helps to ensure better legibility of the numbers against the background colours and to avoid reflectivity of colours, and also provides an objective means of decision-making.

1. Spectrophotometer                      An instrument that measures the spectral reflectance.
2. Measurement method                      The measurements are to be recorded using a spherical spectrophotometer with an aperture of 6.6 mm and a measurement area of 4mm on a white-point of D65 and Standard Observers Angle of 10°. All sample measurements are an average of three readings, 0°, 90° and 45°. A spectrally neutral 18% Reflectance Grey Card must be placed under the single layer of fabric to be measured.
3. Delta E                                      Delta E is a formula to calculate the difference between a pair of measured colour samples. The Delta E CMC 2:1 equation is used by UEFA to determine the colours of decorative elements.
4. Delta L                                      Delta L is a formula used to calculate the difference in light between a pair of measured colour samples. UEFA may use it to determine the contrast of colour.
5. Number-zone colours                      In order to be approved, the contrast between shirt colours in the number zone must be less than or equal to a Delta L of 25. Colour combinations with a Delta L value greater than 25 are considered as contrast colours and require a neutral patch on the back of the shirt.
6. Contrast to player numbers                      In order to be approved, a player number must contrast with its background colour(s) in the number zone. A number must contrast by a Delta L value equal to or higher than 30.
7. Decorative elements                      In order to be approved, a decorative element as defined in Article 12 has to differ from the shirt colour(s) by a Delta E CMC 2:1 value of up to 10 maximum. The background colour will be measured before the decorative element.

8. Reflective effect

No kit item (including player numbers) must be too reflective.

In order to be approved, the spectral gain of a material used must be less than 0.009 (representing as "spectral Gain x 100" being lower than 0.9).

Spectral gain is defined as the average positive difference of the specular-excluded subtracted from the specular-including readings, within the range of 400 to 700 nanometers at 10 nanometer intervals.



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