

General Guidelines



Guidelines Regarding Authorised Identifications Games of the XXXII Olympiad Tokyo 2020

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Please refer to Sport Specific Implementation documents for any items and Sport Equipment regarding specifically your sport.

International Federations
Documents direct access coming soon

National Olympic Committees
Documents direct access coming soon



1 Introduction

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

This is reflected in particular in Bye-Law to Rule 50¹ of the Olympic Charter as follows:

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 in the Olympic Games, except the identification [...] of the manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes.

Placing the national and Olympic identity of athletes at the forefront helps to further distinguish the Olympic Games, whilst respecting the significant contribution that sporting goods manufacturers provide.

The International Olympic Committee (IOC) is therefore pleased to present the Guidelines regarding Authorised Identifications for the Games of the XXXII Olympiad, Tokyo 2020.

These Guidelines provide guidance on how Olympic Charter Rule 50 is to be implemented, in particular but not limited to (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 rules apply to all the athletes, officials and other accredited persons within the Olympic Games venues and sites.

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

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¹ As of the date of issuance of these Guidelines.



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

- (i) in case of contradictions between these Guidelines and Rule 50 of 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 to help ensure that the spirit and purposes of Rule 50 are respected.

2 Changes from Previous Versions (Rio 2016/PyeongChang 2018)

| Topic | Modification |
|---|--|
| Definitions | Updated definitions within the list of “Authorised Identifications” and “Items”. |
| Size and frequency of Authorised Identifications | Clothing One identification of the manufacturer will be permitted on Zippers and Buttons, and should appear in the same colour as the concerned item (i.e. tone on tone), as long as such identifications are deemed not conspicuous by the IOC. |
| Eyewear | Eyewear may carry the identification of the manufacturer as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games, with the Identifications permitted on the lenses so long as such identifications are tone-on-tone, engraved into the lens, and is not deemed as conspicuous by the IOC. |

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| Topic | Modification |
|--|--|
| Headgear | Additional option – Two Identifications of the Manufacturer per accessory item will be permitted, to a maximum size of 5cm ² each, placed above each ear. |
| Footwear | In principle, athletes' names are not allowed on the footwear unless listed as a technical requirement in the sport specific implementation section or are found on shoes sold on the retail consumer market six (6) months prior to the Games. |
| Submission process | Update regarding the submission process for items to be reviewed by the IOC. |
| Sport specific implementation section | Inclusion of illustrative specifications from IF technical regulations <ul style="list-style-type: none">• National identifications• Personal identifications• Homologation marks and processes• Coaches clothing |

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3 Definitions

For the purpose of these Guidelines:

“Authorised Identification” means any of the following identification:

| Name | Definition |
|---|--|
| Identification of the Manufacturer | Means the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an <i>Item</i> (excluding encrypted or encoded supports, such as barcodes or QR codes, as well as URLs, social media accounts and hashtags), including, in particular, but without limitation, <i>Exclusive Identifiers</i> (as defined below). |
| NOC Emblem | Means either (i) the institutional or (ii) the commercial emblem of a participating NOC, as approved by the IOC. |
| IF Identification | Means the official emblem of the IF and/or the official name of the IF. |
| Tokyo 2020 Emblem | Means the official emblem of Olympic Games Tokyo 2020, as approved by the IOC. |
| Tokyo 2020 Wordmark | Means the words “Tokyo 2020”. |
| Product Technology Identification | Means the technical identification (which shall not include any Identification of the Manufacturer, or any part thereof) used on Clothing to identify any fabric technology. |

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“Item” means any piece of clothing, 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 |
|-------------------------|--|
| Accessory | Means any article that is of an accessory nature (e.g. bag, eyewear, arm bands, gloves, socks, etc.), worn or used by a Participant. These articles are not essential to the participation in the event. |
| Clothing | Means any piece of attire (including, without limitation, competition clothing as prescribed within the rules of each sport) worn by a Participant, excluding Accessories and Footwear. |
| Footwear | Means shoes or boots worn by a Participant. |
| Sports Equipment | Means any sport-specific and necessary equipment used during sports competition (such as rackets, bicycles, rifles, etc.). These articles are essential to the participation in the event. |

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

“Olympic Games” means the Games of the XXXII Olympiad, Tokyo 2020.

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

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“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 Olympic Games” or a “participant”, these Guidelines refer to any athlete, official and any other accredited person within Olympic Games venues, sites and press areas.

4 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 specifically mentioned otherwise hereinafter (in particular in the “*Sport Specific Implementation*” section) or 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.



- 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*.
- Participants must refrain from contributing to or participating in any conspicuous advertising within Olympic venues and sites, and in particular on the field of play.

5 Size and Frequency of Authorised Identifications

The table below outlines the size and frequency an *Identification of the Manufacturer* shall respect, it being understood that unless expressly excluded, the general principles and other principles outlined in these Guidelines apply as well in addition:

| Item | Maximum size and frequency |
|--------------------|---|
| Accessories | <p>Accessories may carry identifications as per the following, subject to any stricter IF rules which would prevail for each concerned sport, as indicated within the <i>Sport Specific Implementation</i> section and as long as such identifications are deemed not conspicuous by the IOC:</p> <p>Socks: One identification of the manufacturer per item, with a maximum size of 10cm².</p> <p>Headgear: One identification of the manufacturer per item, with a maximum size of 10cm² or two Identifications of the Manufacturer per accessory item will be permitted, to a maximum size of 5cm² each, placed above each ear.</p> <p>Eyewear: May carry the identification of the manufacturer as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games, with the Identifications permitted on the lenses so long as such identifications are engraved into the lens and is not deemed as conspicuous by the IOC.</p> |

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| Item | Maximum size and frequency |
|--------------------|--|
| Accessories | <p>Armbands: One identification of the manufacturer per item, with a maximum size of 6cm².</p> <p>Gloves: One identification of the manufacturer per item, with a maximum size of 8cm².</p> <p>Bag: One identification of the manufacturer per item, not greater than 10% of the surface area of the item, to a maximum size of 60cm².</p> <p>For any accessories not listed above, the size of the Identification of the Manufacturer shall not exceed 6cm².</p> |
| Clothing | <p>The size of an Identification of the Manufacturer shall not exceed 30cm² for Clothing.</p> <p>One additional identification, strictly limited to Product Technology Identifications, shall be permitted per clothing item and shall not exceed 10cm².</p> <p>Where one-piece body suits are used in competition, such Identifications shall be permitted once above and once below the waist, provided all other principles are respected.</p> <p>One identification of the manufacturer will be permitted on Zippers and Buttons, and should appear in the same colour as the concerned item (i.e. tone on tone), as long as such identifications are deemed not conspicuous by the IOC.</p> |

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| Item | Maximum size and frequency |
|---|--|
| Sports Equipment provided by the NOC or Athletes | <p>For any sport equipment supplied by the NOC or athlete, the size and frequency of an <i>Identification of the Manufacturer</i> shall be as featured on <i>sports brand (as per the IOC definition) equipment</i> sold on the retail consumer market six (6) months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport (as indicated within the <i>Sport Specific Implementation</i> section), as long as such identifications are deemed not conspicuous by the IOC.</p> <p>In principle, athletes' names are not allowed on sports equipment unless listed as a technical requirement in the sport specific implementation section or found on equipment sold on the retail consumer market six (6) months prior to the Games. This includes personalized equipment as this is not deemed as the general design and/or identification used on Products sold through the retail trade.</p> |
| Sports Equipment provided by the OCOG | <p>For any sports equipment supplied by the OCOG, the size of an Identification of the Manufacturer shall not exceed 10% of the surface area (up to a maximum of 60cm²).</p> |
| Footwear | <p>All footwear items may carry the identification as generally used on products sold through the retail trade during the period of 6 months prior to the Games, as long as such identifications are deemed not conspicuous by the IOC.</p> <p>In principle, athletes' names are not allowed on footwear unless listed as a technical requirement in the sport specific implementation section or found on shoes sold on the retail consumer market six (6) months prior to the Games. This includes personalized shoes as this is not deemed as the general design and/or identification used on Products sold through the retail trade.</p> |

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Specific sizes and display frequency are applicable as per the “*Sport Specific Implementation*” section hereinafter.

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).

6 Guidance on Placement

No *Identification of the Manufacturer* may appear on the neck or the collar or on the body (e.g. tattoo) of any person participating in the Games.

No *Identification of the Manufacturer* may appear in combination with any other *Authorised Identification*.

Identifications of the Manufacturer may not appear close or adjacent to other *Authorised Identifications*, 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-piece body suits.

7 Items That Must Remain Unbranded

Certain items, due in particular to their potential for abuse in the context of product placement or advertising on the Field of Play (FOP), should at all times remain unbranded and/or not feature any *Identification* (by covering any existing *Identification*) if brought by the participant on the FOP or in camera view. Consequently, the following *Items* may not feature any *Identification of the Manufacturer*: headphones, water bottles, coolers, umbrellas, towels, bandages (i.e. kinesio tape), contact lenses, earplugs, mouth guards and nose clips. This list is an exemplary and non-exhaustive list and may be amended and completed when necessary by the IOC. Any such updates shall be communicated by the IOC to NOCs and IFs.

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8 Third Party Identifications

No third party reference or name, including the names or nicknames of participants or any other persons (unless listed as a technical requirement in the *Sport Specific Implementation* section), designation, trademark, logo, corporate design or colour scheme (including, but not limited to, those of sponsors, National Federations, public or governmental authorities, and clubs) or any other distinctive sign (whether direct or indirect, such as QR codes or barcodes) may appear on any *Item*.

The use of URL, social media accounts, and hashtags is not permitted on any items worn during the Olympic Games.

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.

The use of certain Authorised Identifications (such as *IF Identifications*, *the Tokyo 2020 Emblem* or *the Tokyo 2020 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 Olympic Games.

9 Designs

Designs of *Items* must comply with the specifications of these Guidelines. In particular, a design may be used for one Games of the Olympiad and one Olympic Winter Games but must be changed before the following Games of the Olympiad or Olympic Winter Games, 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

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Manufacturer (including, in particular, Exclusive Identifiers), may not be used in designs of Items for the Olympic Games.

10 NOC Emblems and National Identity

Subject to the above, NOCs are encouraged to use their national colours, name, flag and emblems, as well as NOC Emblems (hereinafter “National Identifications”), in order to visually enhance the national identity of their *Items*. NOCs have the right to choose the National Identification(s) which will be used by their delegations on Clothing (for instance, NOC emblem or national flag).

No maximum frequency or sizes are applied to National Identifications, unless limitations are imposed within a specific sport’s technical regulations (please refer in particular to the *Sport Specific Implementation* section for more details).

No *Item* may feature the wording or lyrics from national anthems, motivational words, public/political messaging or slogans related to national identity.

NOCs, in particular the NOC of the country hosting the Olympic Games (in the present case, the Japanese Olympic Committee), may not use the “Look of the Games” in any way which creates confusion between the Tokyo 2020 Workforce and the athletes and delegation officials of their national Olympic team.

11 International Federation Identifications

As per the Olympic Charter, IF Identifications are only authorised for use on uniforms worn by IF officials; this includes all categories of IF staff as well as technical officials.

For Clothing worn by IF officials, one IF Identification per *Item* shall be permitted, with a maximum size of 30cm².

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12 Homologation Marks

If any identification is necessary for safety reasons and is prescribed within IF rules and regulations (e.g. “CE” or a similar non-commercial certification logo) and included within the *Sport Specific Implementation* section, such identification will be permitted on the Item, in a location that allows technical verification by officials.

13 Use of Tokyo 2020 Emblem and Tokyo 2020 Wordmark

NOCs and IFs may enhance the Olympic Identity of their uniforms (Clothing only) by using the Tokyo 2020 Emblem or Wordmark on a limited basis, provided the following conditions are observed. In general, the Tokyo 2020 Emblem and the Tokyo 2020 Wordmark must:

- be sourced directly from Tokyo 2020 and used in accordance with the Tokyo 2020 Marks Usage Guidelines;
- not be used for any commercial purposes including, but not limited to, licensed and replica merchandise;
- only be used once per item of Clothing, with a maximum size of 30cm²;

In particular,

- It is forbidden to associate the Tokyo 2020 Wordmark with an Identification of the Manufacturer.
- When used in conjunction with the NOC Emblem or IF Identification, the Tokyo 2020 Wordmark should be positioned under the NOC Emblem or IF Identification with a distinctive gap or separation between the Tokyo 2020 Wordmark and the NOC Emblem or IF Identification or separated by a small dividing line. The Tokyo 2020 Wordmark can only be reproduced in its entirety as defined in the Marks Usage Guidelines or in a generic font (i.e. Arial, Helvetia, etc.).
- The Tokyo 2020 Emblem may be used on both competition, IF Technical Delegates (Field of Play) and NOC clothing and must absolutely appear alone. It is forbidden to associate the Tokyo 2020 Emblem with any other *Authorised Identification* (such as an *Identification*

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of the Manufacturer or an NOC Emblem or IF Identification). The Tokyo 2020 Emblem can only be reproduced in its entirety as defined in the Tokyo 2020 Marks Usage Guidelines.

14 Victory Ceremonies

No *Sport Equipment* or *Accessories* may be brought to the flower or victory 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 *Sport Equipment* is worn by the athlete (e.g. helmet).

No personal accessories, including but not limited to mobile phones, watches, water bottles, national flags and Point Of View (POV) camera devices, are permitted on podiums.

For further information regarding the rules applicable to uniforms worn by athletes during flower and victory ceremonies, please refer to the *Ceremony Uniform Guidelines*.

15 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 OCOG personnel, the IFs, in accordance with Paragraph 1.6 to Rule 46 of the Olympic Charter, shall implement a system of enforcing the compliance of *Items* (such as Sports Equipment) in relation to their respective sport.

16 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, Tokyo 2020 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.

17 Submission Process

The IOC has set up a procedure for Items to be reviewed and offer assistance to the NOCs and IFs. Submissions should be sent to rule50@olympic.org.

As in previous Games, while the process is not mandatory, it is highly encouraged in order to minimise any possible Games-time issues. Once a submission has been made through the online tool, NOCs and IFs will be notified of the “reviewed” or “non-compliant” status of their submitted *Items*.

Several International Federations impose an obligatory submission process and review of uniforms worn by athletes and/or teams for technical and/or homologation reasons. For further information regarding the process followed by each sport, please refer to the *Sport Specific Implementation* section.

18 Questions

For any questions, please do not hesitate to contact the IOC at rule50@olympic.org.

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Measuring Authorised Identifications

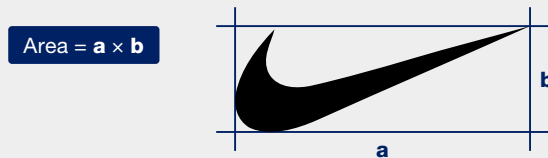
Regular shapes

Where 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.



Irregular shapes

Where 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.



Combined shapes

Where 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.



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Common Items

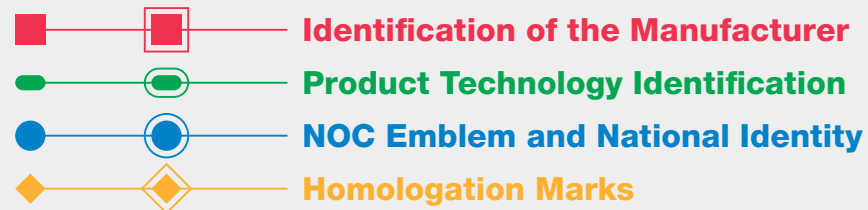
Introduction

This section provides visual illustrations regarding the placement and size of the *Identification of the Manufacturer* on items of *Clothing* and *Accessories* that are common across all sports.

Please refer to the *Sport Specific Implementation* section for any items not illustrated below and specifications regarding *Sport Equipment*.

Each type of identification mark is represented by a shape and colour, as indicated in the coding below. It is also specified if the identification must be placed in the precise location indicated on the illustration [Precise ■ ● ◆] or if the placement is not specified in the guidelines [Floating ■ ● ◆].

Floating Precise



Please find below examples of *Product Technology Identifications* (non-exhaustive):



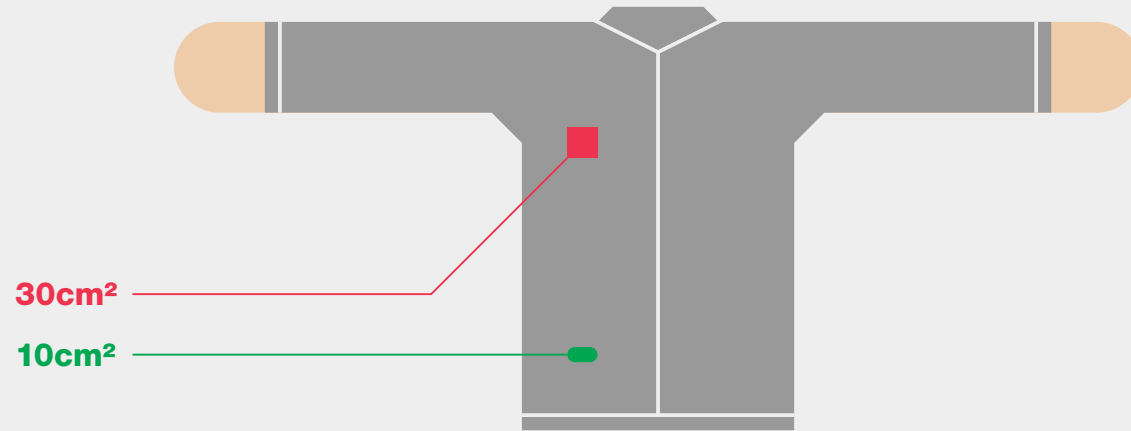
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Clothing

Tracksuit



This example is not permitted due to the use of a third party corporate design and colour scheme.



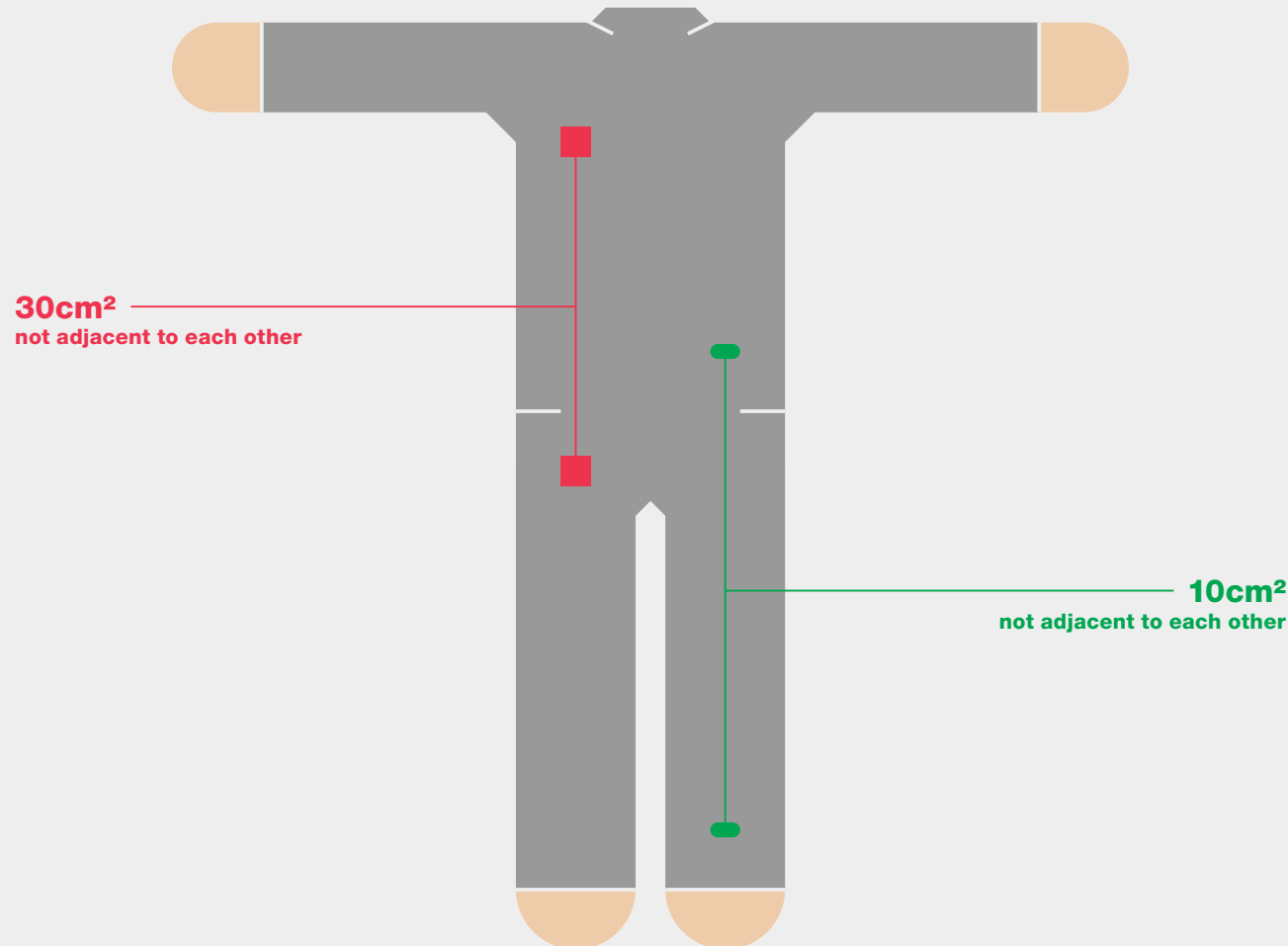
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One-piece body suit

Where one-piece body suits are used in competition, one *Identification of the Manufacturer* and one *Product Technology Identification* shall be permitted above the waist and below the waist, in accordance with the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.



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Accessories

Socks

One *Identification of the Manufacturer* will be permitted per item, with a maximum size of 10cm².



Headgear

One *Identification of the Manufacturer* will be permitted per item, with a maximum size of 10cm² or two *Identifications of the Manufacturer* per accessory item will be permitted, to a maximum size of 5cm² each, placed above each ear.



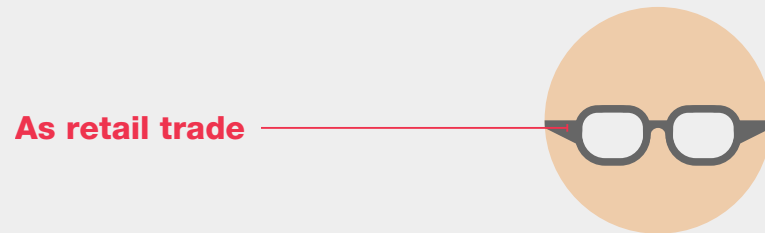
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Eyewear

Eyewear may carry the *Identification of the Manufacturer* as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games, with the Identifications permitted on the lenses so long as such identifications are tone-on-tone, engraved into the lens, and is not deemed as conspicuous by the IOC.



Armbands

One *Identification of the Manufacturer* will be permitted per item, with a maximum size of 6cm².



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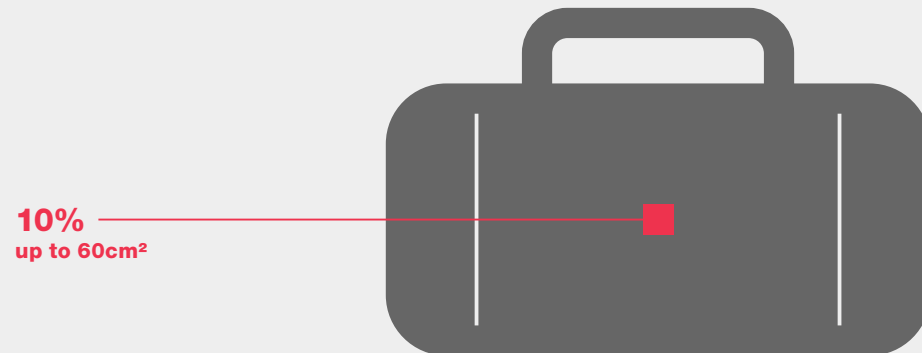
Gloves

One *Identification of the Manufacturer* will be permitted per item, with a maximum size of 8cm².



Bags

One *Identification of the Manufacturer* will be permitted per item, not greater than 10% of the surface area of the item, to a maximum size of 60cm².



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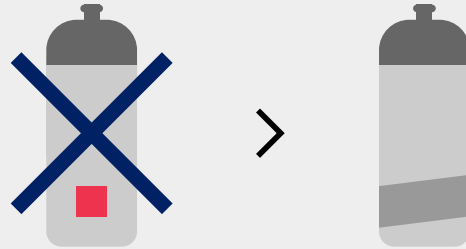
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Non Branded Items

Certain items may not feature any *Identification of the Manufacturer*: headphones, water bottles, umbrellas, towels, bandages, contact lenses, earplugs, mouth guards, nose clips and kinesiology tape.

Bottles

Hide identification
(e.g. using tape)



Headphones

Hide identification
(e.g. using tape)



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