Attention for past Olympic Games participants!!

- The permitted sizes for authorised identification of many items have become much smaller than London 2012, Rio 2016 and Buenos Aires 2018 YOG.
- Bandage cannot bear any identification.
- Elastic material (including costume, T-shirt) - the authorized Identification size shall be measured stretched (e.g. as worn by the athlete). Many identifications were masked (= covered by tapes) during Buenos Aires 2018 YOG.
Authorised identifications for Tokyo 2020
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.
Rules apply to

Who?

- Athletes
- Team Officials / Coaches
- Other Team Personnel
- Other accredited persons ( = TOs also!! )

Where?

- Within the Olympic Games venues and sites
Tokyo 2020 Authorised Identifications

- Identification of the Manufacturer
- NOC Emblem
- IF Identification
- Tokyo 2020 Emblem
- Tokyo 2020 Wordmark
- Product Technology Identification
Details for Authorised Identifications

**National Identifications:** NOCs are encouraged to use their national colours / name / flag / as well as NOC emblem but no wording or messaging, **no maximum frequency / size**

**IF Identification:** Only for IF Officials / TOs, **once per item, max. 30cm²**

**Tokyo 2020 Emblem / Wordmark:** Only for Clothing worn by NOCs / IF, **once per item, max. 30cm²**, if Emblem it must be absolutely alone  (See more details)

**Identification of the Manufacturer:** See more details

**Product Technology Identification:** See more details
Details for Tokyo 2020 Emblem / Wordmark

- For both NOCs / IF, Closing only, once per item, max. 30cm²
- When used in conjunction with the NOC Emblem or IWF logo, Tokyo 2020 Wordmark should be positioned under the NOC Emblem / IWF logo, with a distinctive gap or separation between the images or separated by a small dividing line.
- It is forbidden to associate the Tokyo 2020 Wordmark with an Identification of the Manufacturer.
- Emblem: not on the competition clothing (unless no Identification of Manufacturer appears on the same item) and must absolutely appear alone.
- Be sourced directly from the Tokyo 2020 Marks Usage Guidelines
If close each other, a small dividing line is needed.

Identification of the Manufacturer cannot be associated with Wordmark (= Separation is necessary)

Wordmark must be under the NOC / IWF logo
Emblem must not be used on competition clothing having an Identification of the Manufacturer, and the Flag is too close.

This is possible because there is no Identification of the Manufacturer.
Emblem on the Clothing other than Competition Clothing
Item

- Clothing
- Accessory
- Footwear
- Sports Equipment
- Technical Installations

<table>
<thead>
<tr>
<th>Clothing</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="shirt.png" alt="Shirt" /></td>
</tr>
<tr>
<td><img src="longsleeve.png" alt="Longsleeve" /></td>
</tr>
<tr>
<td><img src="shorts.png" alt="Shorts" /></td>
</tr>
<tr>
<td><img src="pants.png" alt="Pants" /></td>
</tr>
<tr>
<td><img src="wrestling.png" alt="Wrestling Singlet" /></td>
</tr>
<tr>
<td><img src="tracksuit.png" alt="Tracksuit" /></td>
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</table>

<table>
<thead>
<tr>
<th>Accessory</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="belts.png" alt="Belts" /></td>
</tr>
<tr>
<td><img src="knee_pads.png" alt="Knee Pads" /></td>
</tr>
<tr>
<td><img src="headgear.png" alt="Headgear" /></td>
</tr>
<tr>
<td><img src="gloves.png" alt="Gloves" /></td>
</tr>
<tr>
<td><img src="socks.png" alt="Socks" /></td>
</tr>
<tr>
<td><img src="bag.png" alt="Bag" /></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Footwear</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="shoes.png" alt="Shoes" /></td>
</tr>
<tr>
<td><img src="crossfit.png" alt="Crossfit Shoes" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sports Equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="barbell.png" alt="Barbell" /></td>
</tr>
<tr>
<td><img src="platform.png" alt="Platform" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Technical Installations</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="clock.png" alt="Clock" /></td>
</tr>
<tr>
<td><img src="scoreboard.png" alt="Scoreboard" /></td>
</tr>
</tbody>
</table>
Important difference between IWF TCRR

Identification of the Manufacturer in Olympic Charter includes;

- Name of manufacturer
- Designation
- Trademark
- Logo
- Any other distinctive design

= All of those are counted into number / size
The item contains elastic material (such as LYCRA), the authorized Identification size shall be measured stretched (e.g. as worn by the athlete).

- Costume
- T-shirt
- Knee caps etc.

Be careful !!
Examples; Manufacturer Identification

adidas

ASICS

Mizuno

Nike

PUMA
It means …

“Three Stripes” is distinctive design of adidas.

Not permitted to appear more than the size regulated at the Olympic Games and the YOG.

Can not be worn if such big !!
Clothing (1)

- T-shirt
- Undershirt
- Tracksuit / Jacket

One Identification of the Manufacturer per closing item will be permitted, to a maximum size of 30cm².

One additional Product Technology Identification will be permitted per clothing item with a maximum size of 10cm².
It means…

At the Olympic Games and YOG,

Only 1 Identification of Manufacturer per item e.g. 5 x 6 (≤30) and

Only 1 additional Product Technology Identification per item e.g. 2 x 5 (≤10)
It means…

Only 1 Identification of Manufacturer per item
e.g. 5 x 6 (≤30)

Only 1 additional Product Technology Identification per item
e.g. 2 x 5 (≤10)

Additional “Adidas” and it’s too big
NOTE:

Authorised Identification may NOT appear on the neck or the collar or on the body (ex. Tattoo)
Clothing (2)

- 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 for other closing.

However these identifications shall not be placed immediately adjacent to each other.
It means…

Costume: 2 Identifications of Manufacturer are possible, one is above the waist and the other is below the waist.

e.g. $5 \times 6 \ (\leq 30)$ per Identification

and

2 additional Product Technology Identifications are possible, one is above the waist and the other is below the waist.

e.g. $2 \times 5 \ (\leq 10)$ per Identification

Sponsor’s logo is not permitted !!
NOTE:

**Identifications on above/below waist** shall **NOT** be placed immediately adjacent to each other.

Rule applies also when athletes wear **unitard under the costume**
Important difference between IWF TCRR

No third party reference or name, including the names or nicknames of participants or any other persons, designation, trademark, logo, URL, social media account, hashtags, corporate design or colour scheme or any other distinctive sign may appear on any item.

= No Sponsor’s identification !!

= No Athletes’ names on Costume !!

= No URL / No SNS account / No hashtag / No QR Code

= No NF / No governmental authority
NOTE:

This example is not permitted due to the use of a third party corporate design and colour scheme.
Accessories (Belt, Kneecaps)

One Identification of the Manufacturer per item will be permitted, to a maximum size of 6cm². (It was 12cm² before).

e.g. 2 x 3 (≤6)  
Too big!!
Accessories (Socks)

One Identification of the Manufacturer per item will be permitted, to a maximum size of 10cm². (It was 12cm² before).

e.g. 2 x 5 (≤10)

Too big 3 stripes
2 Identifications ("3 stripes" + Logo)
Accessories (Head gear)

One Identification of the Manufacturer per item will be permitted, to 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. (It was 12cm² before).

10cm² on one side

5cm² on one side above the ear

or

e.g. 2.5 x 4 (≤10), on one side, above the ear
Accessories (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.

Lenses - the Identifications permitted so long as such identifications are tone-on-tone.

As retail trade  

Not tone-on-tone
One Identification of the Manufacturer will be permitted per item, with a maximum size of 6cm². (It was 12cm² before).

NOTE:
If arm band, 6cm².
If bandage, no identification.
Accessories
(Gloves)

One Identification of the Manufacturer per item will be permitted, to a maximum size of $8\text{cm}^2$. (It was $12\text{cm}^2$ before).

e.g. $2 \times 4 \ (\leq 8)$
Accessories (Bag)

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

- Nation’s name
- e.g. 6 x 10 (≤60)
- NOC Emblem

- Having 2 “ASICS”
- Too big “PUMA”
Shoes/Footwear

All footwear items *may* carry the Identification as generally used on products sold through the retail trade during the period of 6 months (or more) prior to the Games.

Possible

NOTE: Shoes / Footwear cannot bear the name of the athlete
Non Branded Items

Certain items may **NOT** feature any Identification of the Manufacturer.

- **Headphones**
- **Water bottles**
- **Umbrellas**
- **Towels**
- **Bandages**
- **Earplugs**

Be careful in W-up Room (can be televised!)
Reminder

Rule applies not only for athletes, not only on stage.

Any accredited Officials, in W-up area, be careful!

NO !!

OK !!
Flower / Victory Ceremony

Not allowed on podiums for personal accessories, including but not limited to;

- Mobile phones
- Plush toys
- Water bottles
- National flags
- POV (Point Of View) camera devices

This applies also to interviews with the exception of the mixed zone
Although no specific IF regulations with regard to National Identifications apply, the use of NOC emblems and national identity are encouraged.
## Guidelines for Officials, TOs, IF Staff and other representatives

<table>
<thead>
<tr>
<th>Participant Type</th>
<th>Type of Item</th>
<th>Max size of Identification of Manufacturer</th>
<th>IWF Logo</th>
<th>Tokyo 2020 Emblem/Wordmark</th>
<th>Product Technology Information</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOP Officials</strong></td>
<td>Clothing</td>
<td>30cm²</td>
<td>30cm²</td>
<td>30cm²</td>
<td>10cm²</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accessories</td>
<td>As per detailed in General Guideline</td>
<td>30cm²</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td><strong>TOs</strong></td>
<td>Clothing</td>
<td>30cm²</td>
<td>30cm²</td>
<td>30cm²</td>
<td>10cm²</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accessories</td>
<td>As per detailed in General Guideline</td>
<td>30cm²</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td><strong>IF Staff and other representatives</strong></td>
<td>Clothing</td>
<td>30cm²</td>
<td>30cm²</td>
<td>30cm²</td>
<td>10cm²</td>
<td>One / item for each Authorized Identification</td>
</tr>
<tr>
<td></td>
<td>Accessories</td>
<td>As per detailed in General Guideline</td>
<td>30cm²</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>
Review; Reduced permitted sizes

<table>
<thead>
<tr>
<th>Items</th>
<th>Until Buenos Aires YOG</th>
<th>Tokyo 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head gear</td>
<td>12cm²</td>
<td>10cm² (one side)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5cm² (both sides)</td>
</tr>
<tr>
<td>Arm band *</td>
<td>12cm²</td>
<td>6cm²</td>
</tr>
<tr>
<td>Gloves</td>
<td>12cm²</td>
<td>8cm²</td>
</tr>
<tr>
<td>Belt</td>
<td>12cm²</td>
<td>6cm²</td>
</tr>
<tr>
<td>Kneecap</td>
<td>12cm²</td>
<td>6cm²</td>
</tr>
<tr>
<td>Socks</td>
<td>12cm²</td>
<td>10cm²</td>
</tr>
</tbody>
</table>

* Bandage must be unbranded
Be aware how the sizes to be measured

Mind the size of your athletes: Elastic material (costume, T-shirt etc.) - the authorized Identification size shall be measured stretched (as worn by the athlete).
NOTE:

IWF will request Teams / TOs for certain elements to be covered in case considered conspicuous, however, the IOC will reserve the final right to do so.

These slides are reference material for the “Guidelines Regarding Authorised Identifications” of the IOC.

Therefore, in case of discrepancy, above guidelines and/or the Olympic Charter prevail.
For further clarification

Please make a contact with Your NOC

See you in Tokyo !!