1 INTRODUCTION

This section provides visual illustrations regarding the placement and size of the *Identification of the Manufacturer* on *Clothing* and *Accessories*.

As the rule regarding *Sport Equipment* which is supplied by the NOC or athlete has been modified to allow the size and frequency of an *Identification of the Manufacturer* to be as featured on *Sport Equipment* 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, please refer to the *Sport Specific Implementation* section for specific details regarding *Sport Equipment* items in each sport.

2 CLOTHING

This category includes 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*.

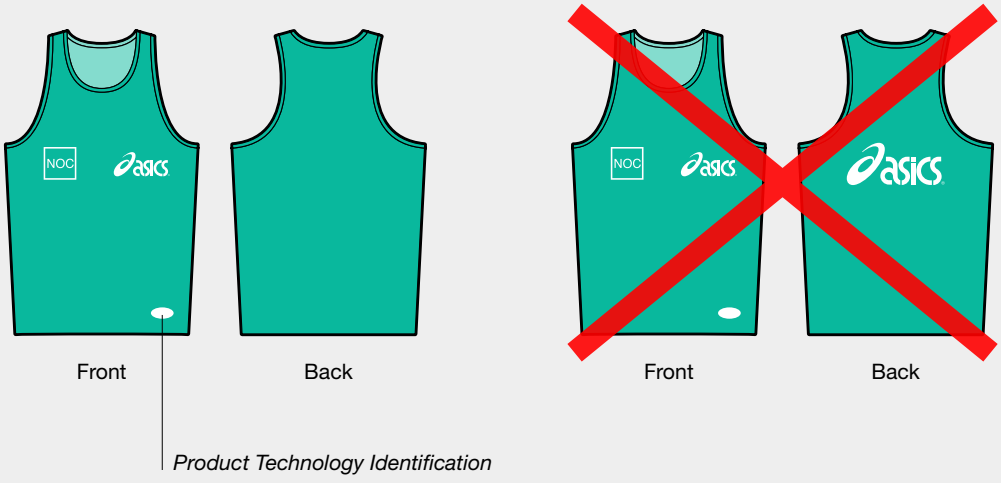
One *Identification of the Manufacturer* per clothing item will be permitted, and shall not exceed 30 cm².

Precise sizing specifications for *Clothing* items in each sport are contained in the *Sport Specific Implementation* section.

One additional identification, strictly limited to *Product Technology Identifications*, shall be permitted per clothing item and shall not exceed 10 cm².

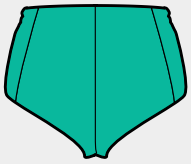
Please find below examples of *Product Technology Identifications* (non-exhaustive):

Visual examples

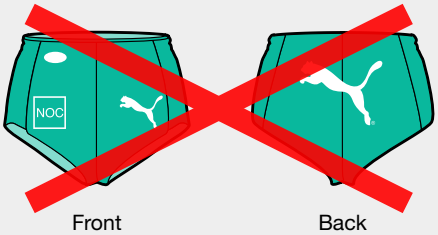




Front



Back



Front

Back







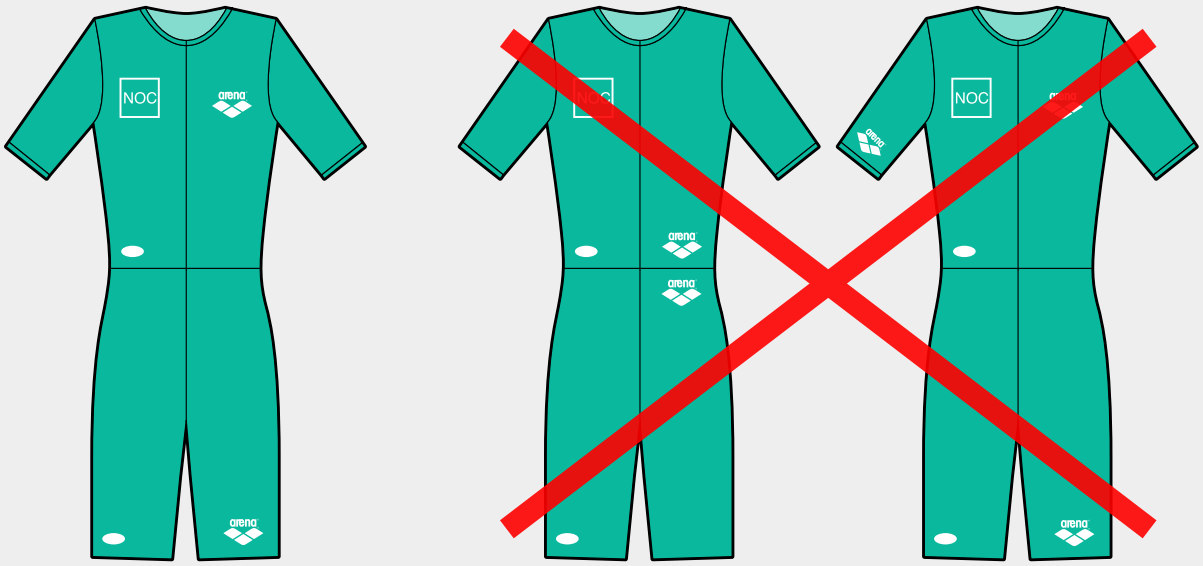
This example is not permitted due to the use of a third party corporate design and colour scheme.

No *Identification of the Manufacturer* may appear on the collar or on the neck.





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.



3 ACCESSORIES

This category includes all articles of an accessory nature, worn or used by athletes, officials and other participants within accredited Olympic Games venues and sites. Examples of *Accessories* include, but are not limited to, socks, headgear, armbands, gloves, bags.

Accessories are subject to any stricter IF rules which would prevail for each concerned sport, as indicated within the *Sport Specific Implementation* section.

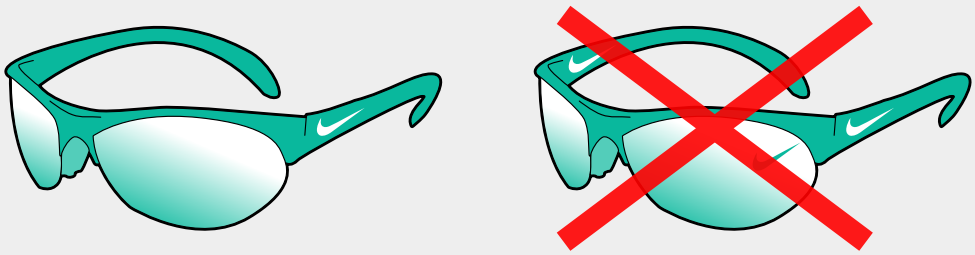
Socks and Headgear

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



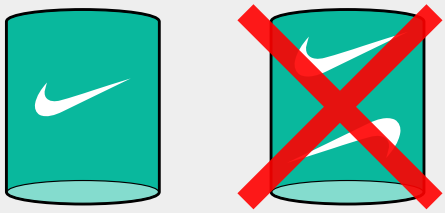
Eyewear

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 no identification permitted on the lenses.



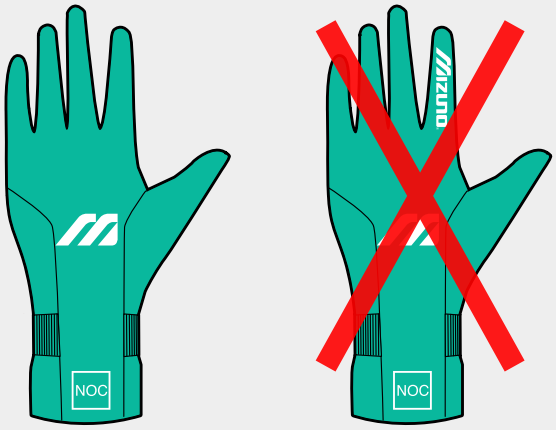
Armbands

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



Gloves

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



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 60 cm².



All Other Accessories

For any accessories not illustrated above, the size of the *Identification of the Manufacturer* shall not exceed 6 cm².

Non Branded Items

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

