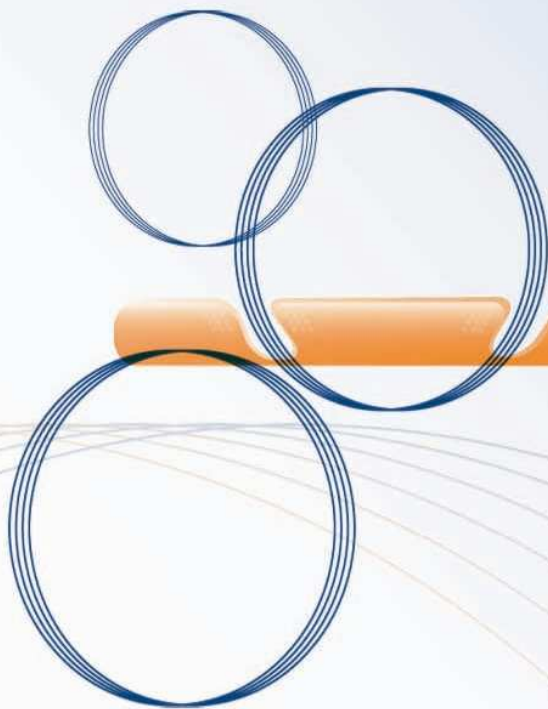




2010 ITU Uniform Rules





2010 ITU Uniform Rules
Applies to all ITU Events for Junior, U23 and Elite athletes

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1. Overview:

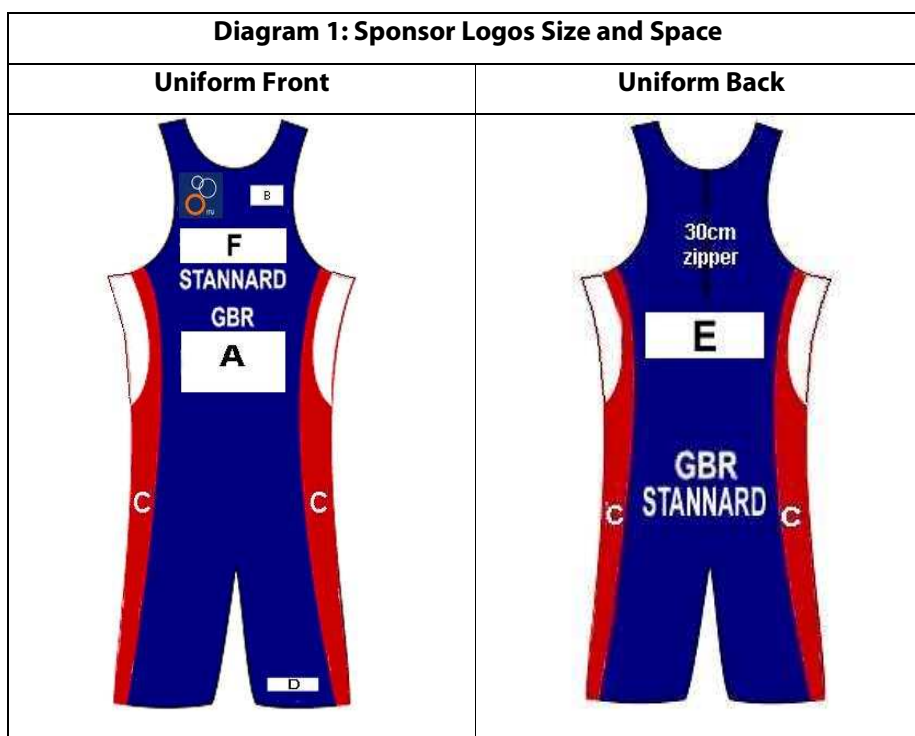
- 1.1. To compete in ITU events in 2010, athletes must comply with the 2010 ITU Uniform Rules.
- 1.2. Failure to comply with the 2010 ITU Uniform Rules may result in an athlete having to wear a triathlon suit supplied by ITU (see section 8) or covering any logos on the uniform not allowed by the rules.

2. Purpose:

- 2.1. Provide a clean and professional image of our sport to local and global spectators and media.
- 2.2. Provide sponsors with reasonable space for viable exposure.
- 2.3. Provide a framework for ITU member National Federations and athletes to enable both parties to have a mature relationship with respect to rights and responsibilities, as per Appendix "A" attached.

3. General Requirements:

- 3.1. Uniforms will be completely clean of any logos or images other than those described below.
- 3.2. These rules apply to uniforms worn during competition, including any outer wear for cold weather.
- 3.3. Logos will be measured on a flat surface when the athlete is not wearing the uniform. The "ITU Logo Measurement Template" will be used to measure logo sizes.
- 3.4. There is no restriction on the type of logo used in the sponsor spaces other than those representing tobacco, spirits and products containing any substance on the WADA Prohibited List. (See Diagram 1 for location of sponsor spaces).



- 3.5. One piece uniforms are preferred. If a two piece uniform is used, the space between the top and the bottom may not be visible, so the two pieces overlap. The athlete must cover their torso for all aspects of the race.
- 3.6. Zippers must be on the back and will be a maximum of 30cm. Front zippers are not allowed.
- 3.7. The uniform must be attached at both shoulders for the duration of the competition.
- 3.8. There must be a minimum clearance space of 1.5cm around all marks including:
 - a) The ITU logo;
 - b) The family name and country code;
 - c) All sponsor spaces

4. Uniform Colour and Design:

- 4.1. Uniforms must be in the colours chosen by the country for ITU World Championship Grand Final, ITU World Championship Series, ITU Continental Championships and ITU Multisport World Championships events.
- 4.2. The colour and design of the uniform and podium apparel should be distinct to that country and should be approved by ITU in advance.
- 4.3. The term "design" will be clarified throughout the 2010 season and fully implemented in 2011. It is intended to give the country uniforms a "distinct" look. However the "design" definition should not impact on technical requirements that athletes might have due to body shape or size.
- 4.4. An "approval process" for the uniform colour and design will be developed in collaboration with stakeholders for approval by the 2010 ITU Congress and fully implemented in 2011. The goal of the approval process will be to ensure countries do not have the same uniform colour and design, i.e., the red, white and blue countries.

5. Family Name and Country Code/Name:

- 5.1. **Importance of Family Name and Country Code/Name:** Athletes and National Federations (NFs) must understand the importance of athlete identification for television, media and spectators. The family name and country code / name (optionally in the language of the country) must be placed on the upper front of the uniform and also on the buttocks. In case the country name is used, the wording and design must be approved by ITU by 1st March 2010. The representation of both the family name and country code / name must meet the following criteria:
 - a) **Font Type:**
 - The font type must be "Arial".
 - Letters for the family name and country code must be in upper case, unless the name is more than 9 letters, in which case lower case letters should be used following the first capital letter. (See Diagram 2: Family Name Layout).
 - b) **Colour:**
 - If the uniform is a dark colour, the letters must be white. If the uniform is a light colour, the letters must be black, if the uniform is a dark colour the letters must be white.

c) **Position:**

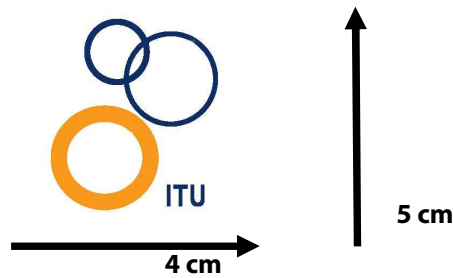
- Front: The position on the front is below the ITU logo and Sponsor Spaces B and F. The athlete's family name is above the country code and Sponsor Space A.
- Back: The position on the back is below the waistline so that it is clearly visible when the athlete is on the bike.
- Height: The family name and the country code must be a minimum of 5cm in height, regardless of the number of letters in the name.
- Width: The width for the family name and country name is a minimum of 12cm and a maximum of 15cm. A family name with few letters must still be a minimum of 12 cm wide. (See Diagram 2: Family Name Layout)



6. ITU Logo:

- 6.1. The official ITU logo will appear on the upper **right** shoulder.
- 6.2. It will conform to the official ITU rings with the letters ITU on the bottom right.
- 6.3. The vertical height will be 5cm.
- 6.4. The horizontal dimension will be 4cm.
- 6.5. The white and orange version should be applied to dark coloured uniforms, the blue and orange version should be applied to light coloured uniforms (see 6.6, 6.7, Diagram 3).
- 6.6. Click [here](#) for the print version of the ITU logo.

Diagram 3. ITU Logo Layout



6.7. Diagram 3 above shows the correct layout for the ITU Logo.

- a) ITU Orange:
 - Pantone 144C (Coated papers)
 - CMYK conversion (four-colour process) - C: 0%, M: 49%, Y: 100%, K: 0%
- b) ITU Blue
 - Pantone 2955C (Coated papers)
 - CMYK conversion (four-colour process) - C: 100%, M: 45%, Y: 0%, K: 37%

7. Sponsor Spaces:

7.1. Sponsor Space A:

- a) This space is directly below the country code (See Diagram 1. Sponsor Logos: size and space).
- b) The maximum height is 20cm.
- c) The maximum length is 15cm.
- d) Up to 3 sponsor logos may be positioned in this space.
- e) The athlete may have 1, 2 or 3 logos in this space. Each of the logos must represent a different sponsor.

7.2. Sponsor Space B: upper right front:

- a) This space is for the manufacturer of the uniform or for another key sponsor.
- b) The maximum height is 3cm.
- c) The maximum total area is 15cm².
- d) The space must be on the left hand shoulder of the uniform – not the middle.
- e) This logo can be the same as one of the sponsor logos in Sponsor Space A.

7.3. Sponsor Spaces C: side panels:

- a) Sponsor logos may appear on the side panel.
- b) The maximum width is 4cm.
- c) The maximum length 15cm.
- d) Only one sponsor logo is allowed on each side and it must be the same sponsor logo.
- e) The sponsor logo can be the same as any of the 3 logos in Sponsor Space A or the manufacturer's logo (Sponsor Space B) or the logo in Sponsor Space D/E/F, or it can be a different logo.

7.4. **Sponsor Space D: lower front:**

- a) The maximum height is 4cm.
- b) The maximum total area is 20cm².
- c) This space can be on the lower left or right side of the uniform but not both.

7.5. **Sponsor Space E: upper back:**

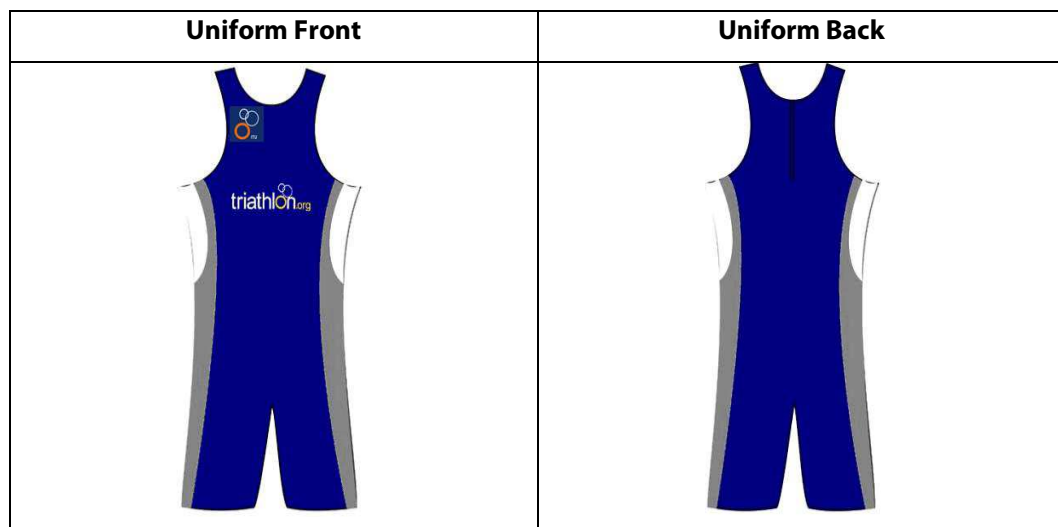
- a) One logo of any sponsor may appear on the upper back.
- b) The maximum height is 10cm.
- c) The maximum length is 15cm.

7.6. **Sponsor Space F: upper front:**

- a) One logo of any sponsor may appear above the family name on the front.
- b) The maximum height is 5cm.
- c) The maximum length is 15cm.

8. ITU Uniform:

- 8.1. If an athlete's uniform does not comply with these rules he/she will be expected to wear an ITU uniform, which will be on hand. ITU Uniforms will be available from the Technical Delegate.



9. Headwear:

9.1. **Swim:**

- a) All athletes must wear the official event swim cap during the swim section.
- b) Swim caps are provided by ITU or the LOC.
- c) If an athlete chooses to wear two caps, the official cap must be on the outside.
- d) No sponsor logos are allowed on the swim Cap other than as prescribed by the ITU / LOC.
- e) Athletes may not alter the swim caps in any manner.
- f) Failure to wear the official swim cap, or altering the official swim cap, may result in a penalty up to and including disqualification.

9.2. **Cycle:**

- a) Athletes must wear helmets on the bicycle section, as described by the ITU Competition Rules.
- b) Helmet race number stickers, provided by ITU or the LOC, must be placed on the front and both sides of the helmet, without any alteration. No other stickers are allowed.
- c) There must be a clearance around the official helmet number sticker of 1.5cm to ensure the number is clearly visible.
- d) The helmet manufacturer's logo may appear on the helmet, either by one 30cm² location on the front, or one 20cm² on each side. No other sponsor logo may appear on the helmet, and to cover these unacceptable logos with stickers is not allowed.
- e) The helmet can be in any colour.

9.3. **Run:**

- a) Athletes may wear hats or visors on the run section.
- b) Only 1 sponsor logo can be placed on the hat or visor.
- c) The maximum height is 4cm.
- d) The maximum total area is 20cm².

10. **Bicycle:**

- a) Only logos of bicycle related products may appear on the athlete's bicycle.
- b) Logos may not interfere with, or hinder the placement of, the bicycle race number on the bicycle frame.
- c) Bike race number stickers, provided by ITU or the LOC, must be placed on the bike as instructed, without any alteration.

11. **Wetsuits:**

11.1. **Model Approval:** All wetsuit models must have prior written approval from ITU.

11.2. **Logos:**

- a) Only the wetsuit manufacturer's logo may appear on the wetsuits.
- b) The maximum size is 80cm² on the front and back. This space is allowed both on the inside and outside of the wetsuit.
- c) If the manufacturer wishes to have two or more logos on the front or back, the combined total must not exceed 80cm².
- d) Logos on the side panel must be included within either the 80cm² for the back or the 80cm² for the front.

12. **Race Numbers:**

12.1. **Traditional race numbers:** will not be used for elite athletes in ITU Triathlon and Multisport World Championships (excluding Winter Triathlon) or World Cup Events.

12.2. **Body Decals:**

- a) ITU will provide body number decals and each elite athlete will apply them prior to the event.
- b) One set of body number decals are to be applied to each arm and each leg.

- c) For double digit numbers, decals must be applied one above the other, not side by side.

For example the number 23 should appear like this $\begin{matrix} 2 \\ 3 \end{matrix}$ Not like this... **23**

13. Temporary Tattoos:

- 13.1. Athletes are not allowed to place any temporary tattoo, other than the race numbers provided by ITU, on their body during ITU events.

For more information contact:

International Triathlon Union (ITU) at email: events@triathlon.org

Website: www.triathlon.org

APPENDIX A: RIGHTS AND RESPONSIBILITIES

	World Championships Grand Final	World Championships Series Events	World Cup Events	Continental Championships	Continental Cup Events	Multisport Championships	Multisport Events
Uniform Colour / Design							
Family Name							
Country Code / Name							
ITU Logo							
Sponsorship A							
Sponsorship B							
Sponsorship C							
Sponsorship D							
Sponsorship E							
Sponsorship F							
Legend:		<ul style="list-style-type: none"> • There is no negotiation on these areas. • Must be as outlined in the ITU Uniform Rules. 			<ul style="list-style-type: none"> • ¹Negotiate in good faith 		

1. ¹ The term "Good Faith" in relation to negotiated items will be defined for approval by the 2010 ITU Congress. The definition will be based on the assumptions of best practice and governance including continual learning and the nuances of negotiation and problem solving. Collaboration with key stakeholders will take place.

APPENDIX B: LOGO MEASUREMENT TEMPLATE

Measurement template

FAMILY NAME and COUNTRY CODE

Front: The position on the front is below the ITU logo and Sponsor Spaces B and F. The athlete's family name is above the country code and Sponsor Space A.

Back: The position on the back is below the waistline so that it is clearly visible when the athlete is on the bike.

Height: The family name and the country code must be a minimum of 5cm in height, regardless of the number of letters in the name.

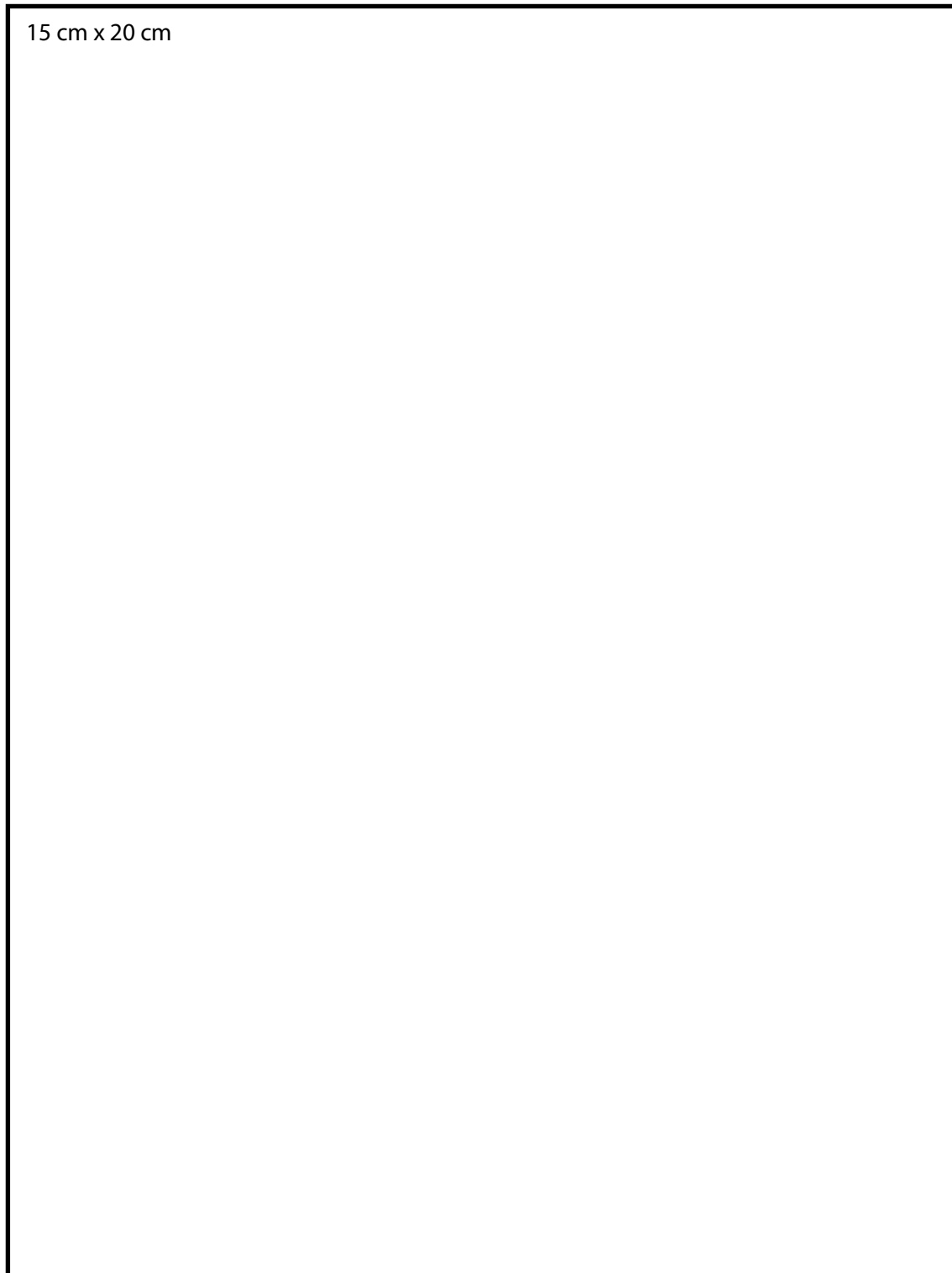
Width: The width for the family name and country name is a minimum of 12cm and a maximum of 15cm. A family name with few letters must still be a minimum of 12 cm wide.

FAMILY NAME (6 cm height – 15 cm horizontal length)

FAMILY NAME (6 cm height – 12 cm horizontal length)

SPONSOR SPACE "A"

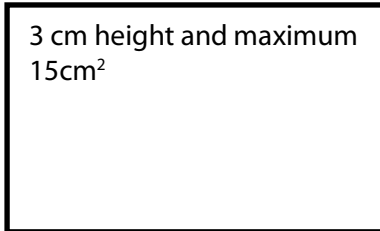
This space is directly below the country code. Up to 3 sponsor logos may be positioned in this space. The athlete may have 1, 2 or 3 logos in this space. Each of the logos must represent a different sponsor. The maximum height is 20cm and the maximum length is 15cm.



SPONSOR SPACE B

This space is for the manufacturer of the uniform or for another key sponsor. The space must be on the left hand shoulder of the uniform – not the middle. This logo can be the same as one of the sponsor logos in Sponsor Space A.

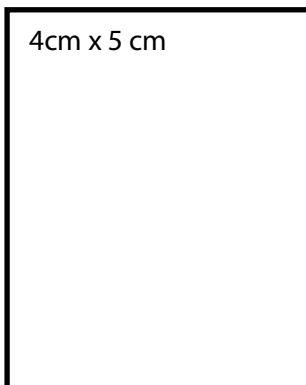
The maximum height is 3cm and the maximum total area is 15cm².



ITU LOGO

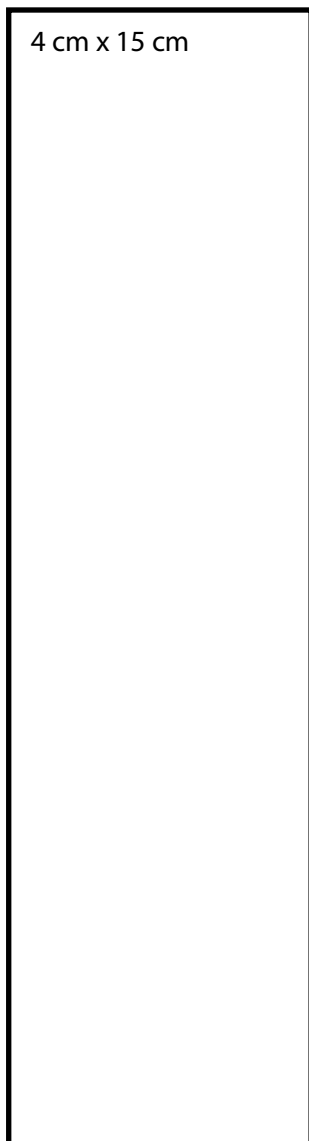
The official ITU logo will appear on the upper **right** shoulder. It will conform to the official ITU rings with the letters ITU on the bottom right. The white and orange version should be applied to dark coloured uniforms, the blue and orange version should be applied to light coloured uniforms.

The vertical height will be 5cm and the horizontal dimension will be 4cm.



SPONSOR LOGO C

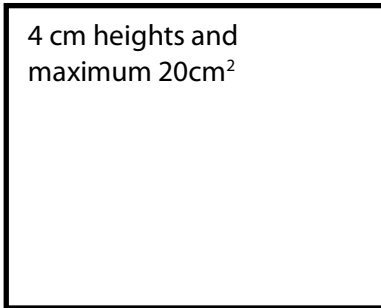
Sponsor logos may appear on the side panel. Only one sponsor logo is allowed on each side and it must be the same sponsor logo. The sponsor logo can be the same as any of the 3 logos in Sponsor Space A or the manufacturer's logo (Sponsor Space B) or the logo in Sponsor Space D/E/F, or it can be a different logo. The maximum width is 4cm and the maximum length 15cm.



SPONSOR LOGO D

This space can be on the lower left or right side of the uniform but not both.

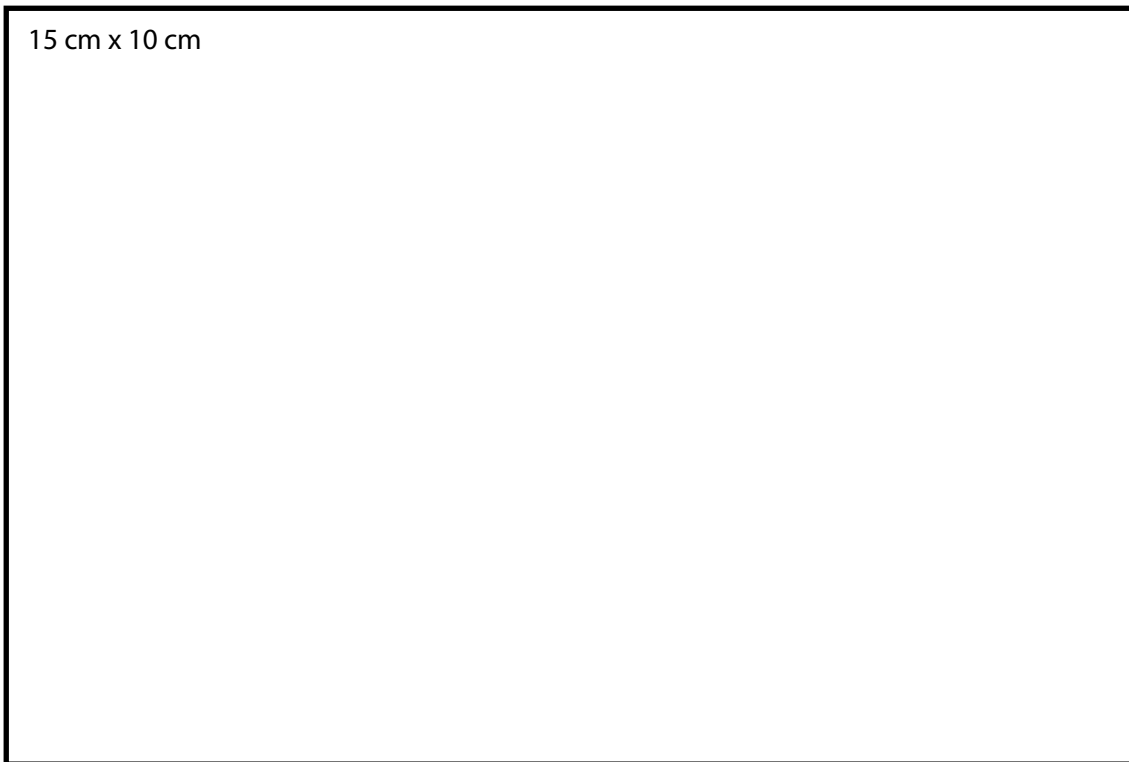
The maximum height is 4cm and the maximum total area is 20cm².



SPONSOR LOGO E

One logo of any sponsor may appear on the upper back.

The maximum height is 10cm and the maximum length is 15cm.



SPONSOR LOGO F

One logo of any sponsor may appear above the family name on the front.
The maximum height is 5cm and the maximum length is 15cm.

