



## ITU Uniform Rules for the London 2012 Olympic Games

### 1. Overview:

- 1.1. This rule is a specific addition to the ITU Competition Rules (chapter 2.7) and the Guidelines Regarding Authorised Identification of the International Olympic Committee (IOC) and its by-laws.
- 1.2. To compete on the triathlon competitions of the London 2012 Olympic Games, athletes must comply with this ITU Uniform Rules for the London 2012 Olympic Games, the ITU Competition Rules (chapter 2.7) and the Guidelines Regarding Authorised Identification of the International Olympic Committee and its by-laws.
- 1.3. Failure to comply with the ITU Uniform Rules for the London 2012 Olympic Games and the Guidelines Regarding Authorised Identification of the International Olympic Committee and its by-laws will result in an athlete having to wear an LOCOG supplied blank triathlon suit or covering the non-complying logos.
- 1.4. The Guidelines Regarding Authorised Identification of the IOC applies for all the other athletes' competition equipments (not specified below) such as podium apparel, bicycle, wheels, bags, shoes (footwear), eyewear, armband towels, etc.

### 2. Purpose:

- 2.1. Provide a clean and professional image of our sport.

### 3. General Requirements:

- 3.1. Competition uniforms will be completely clean of any logos or images other than those described below.
- 3.2. Logos will be measured as the competition uniform is worn by the athlete.

### 4. Uniform Colour and Design:

- 4.1. Uniforms must be in the colours chosen by the National Olympic Committee (NOC).
- 4.2. The colour and design of the competition uniform must be distinct to that country and must be approved by ITU in advance.
- 4.3. Competition uniforms must have a distinct look, however the design requirements should not impact on technical requirements athletes might have due to body shape or size.

### 5. Family Name and Country Code/Name:

- 5.1. The family name and the NOC country code must be placed on the upper front of the uniform and also on the buttocks. The representation of both the family name and country code 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.

c) **Position:**

- Front: The position on the front is below the Spaces A, B and C. The athlete's family name is above the country code.
- 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 5cm in height, regardless of the number of letters in the name.
- Width: The length for the family name is a minimum of 12cm and a maximum of 15cm. A family name with few letters must still be a minimum length of 12 cm. (See Diagram 2: Family Name Layout) The width for the country code must be 8cm in length.



**Diagram 2. Family Name Layout**

**MAY**

- For family names such as “MAY” above, the height is 5cm and the width is 12cm.
- For longer names such as “Polikarpenko” below, the height is still a minimum 5cm but the name should take up the full 15cm

**Polikarpenko**

## **6. Logo Spaces:**

### **6.1. Space A - NOC Emblem:**

- a) An NOC emblem can appear (not mandatory) on the upper right shoulder. The dimension is at the NOC’s discretion.

### **6.2. Space B – Manufacturer identification:**

- a) This spaces is for the manufacturer of the competition uniform. The dimension is described in the Guidelines Regarding Authorised Identification of the IOC.

### **6.3. Space C – “London 2012” wordmark:**

- a) This space can be used (not mandatory) for the “London 2012” wordmark. The dimension is described in the Guidelines Regarding Authorised Identification of the IOC.
- b) When used in conjunction with an NOC Emblem, should be positioned under the NOC Emblem with a distinctive gap or separation between the LOCOG Wordmark and the NOC Emblem or separated by a small dividing line.
- c) The LOCOG Emblem must not be used on competition clothing.

### **6.4. Space D – National identity:**

- a) It is allowed for NOCs to enhance the national identity of the items. No maximum size applies to NOC marks; therefore it is possible for an NOC to display country names on the side panel of the suits.

## **7. Headwear:**

### **7.1. Swim:**

- a) All athletes must wear the official event swim cap provided by LOCOG during the swim section of each event.
- b) If an athlete chooses to wear two caps, the official cap must be on the outside. The specification of the second swim cap is described in the Guidelines Regarding Authorised Identification of the IOC.

### **7.2. Cycle:**

- a) Athletes must wear helmets on the bicycle segment, as described by the ITU Competition Rules.
- b) Helmet race number stickers, provided by LOCOG, 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 identification may appear on the helmet, according to the Guidelines Regarding Authorised Identification of the IOC.

### **7.3. Run:**

- a) Athletes may wear hats or visors on the run section.
- b) The hat/visor manufacturer identification may appear on the hat/visor, according to the Guidelines Regarding Authorised Identification of the IOC.

## **8. Wetsuits:**

- 8.1. The wetsuit manufacturer identification may appear on the wetsuit, according to the Guidelines Regarding Authorised Identification of the IOC.
- 8.2. This space includes both the inside and outside of the wetsuit.
- 8.3. It is allowed for NOCs to enhance the national identity of the items. No maximum size applies to NOC marks; therefore it is possible for an NOC to display country names on the wetsuits.

## **9. Race Numbers:**

- 9.1. Traditional race numbers will not be used for the athletes London 2012 Olympic Games.

### **9.2. Body Decals:**

- a) LOCOG will provide body number decals and each 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.

## **10. Temporary Tattoos:**

- 10.1. Athletes are not allowed to place any temporary tattoo, other than the race numbers provided by LOCOG.

