

Team Uniform Branding

18th July – 23rd July 2017





At-a-glance

GFS10 applies at the Commonwealth Youth Games, just like the Commonwealth Games.

The competition clothing and uniforms of the athletes and officials **must include the official Commonwealth Games emblem of the CGA** (and not a NOC emblem).

The use of the **Bahamas 2017 logo is optional** and subject to the Bahamas 2017 OC's approval.

Advertising or publicity, in the form of commercial brands, wordmarks or symbols (including Olympic rings), are **not permitted** on Team uniforms.

If existing uniforms are to be used, commercial emblems, National Federation or Governing Body emblems, and/or brands featuring the Olympic rings **must be covered up**. Find a local supplier of sew-on or iron-on patches to ensure a professional appearance for your athletes at Games Time.

The **apparel manufacturer's logo may appear**, according to the criteria set out in this document.

Please send a photograph or image of your proposed uniform design **for approval** to Ann-Louise Morgan at the CGF (a.morgan@thecgf.com) no later than Friday 2 June.

Kit with non-approved logos may be covered up with a temporary solution at Games Time before your athletes enter the Field of Play.

The GFS10 rules apply to the Field of Play, Medal Ceremonies, Opening and Closing Ceremonies, Team Welcome Ceremonies and Back of House at Competition Venues.





Team Uniform Branding at the Commonwealth Youth Games

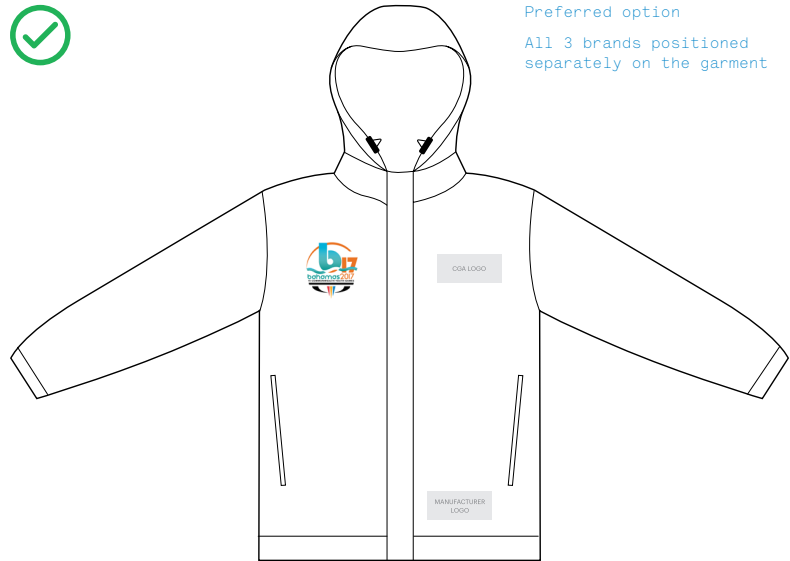
The GFS10 rule states that there shall be **no advertising or publicity on personal equipment and competition clothing** used or worn at the Commonwealth Youth Games. Identification of the manufacturer (name and/or logo) of the equipment and/or clothing may appear, subject to the following criteria.

- The **manufacturer's identification** – meaning the normal display of the name, designation, trademark, logo or any other distinctive sign of the item manufacturer – can **only appear once per item**.
- The maximum area of the manufacturer's identification on each article of clothing worn by athletes, officials or judges, shall not exceed 20 square centimetres. No other form of advertising, branding or sponsorship on clothing shall be permitted.
- On **equipment**, the manufacturer's identification shall not exceed 10 per cent of the visible surface area, up to a **maximum of 60 square centimetres**.
- Any identification of the manufacturer of **gloves and headgear** (goggles, hats, helmets, sunglasses, swimming caps etc) shall **not exceed 6 square centimetres**.
- For **shoes**, the normal distinctive design pattern of the manufacturer is permitted. The manufacturer's name and/or logo may also appear, up to a **maximum of 6 square centimetres**.

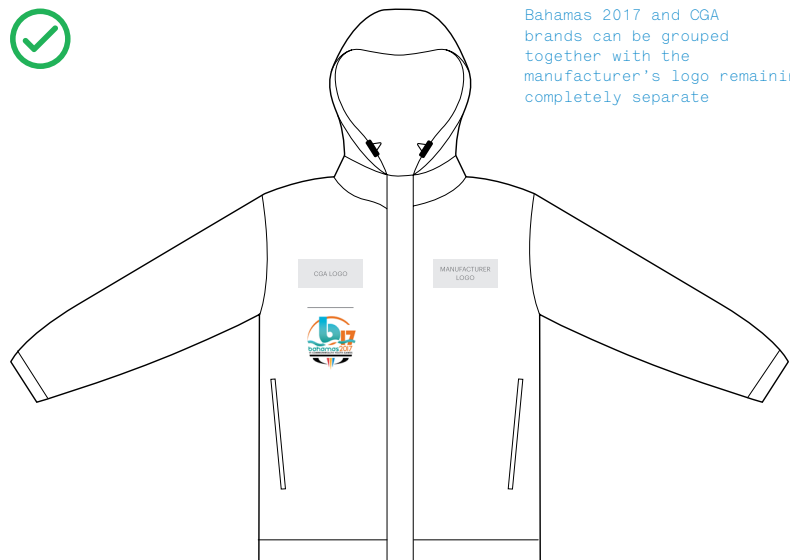




Team Uniform Branding at the Commonwealth Youth Games Correct usage



Preferred option
All 3 brands positioned
separately on the garment



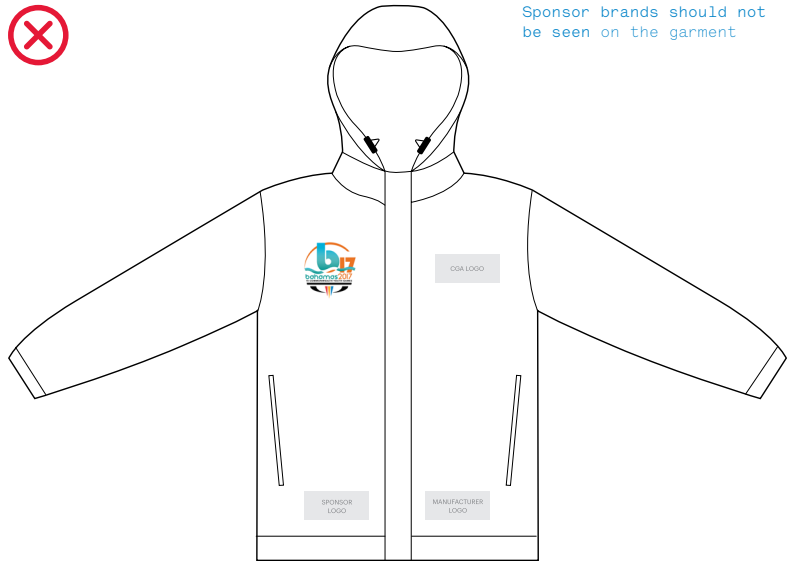
Bahamas 2017 and CGA
brands can be grouped
together with the
manufacturer's logo remaining
completely separate



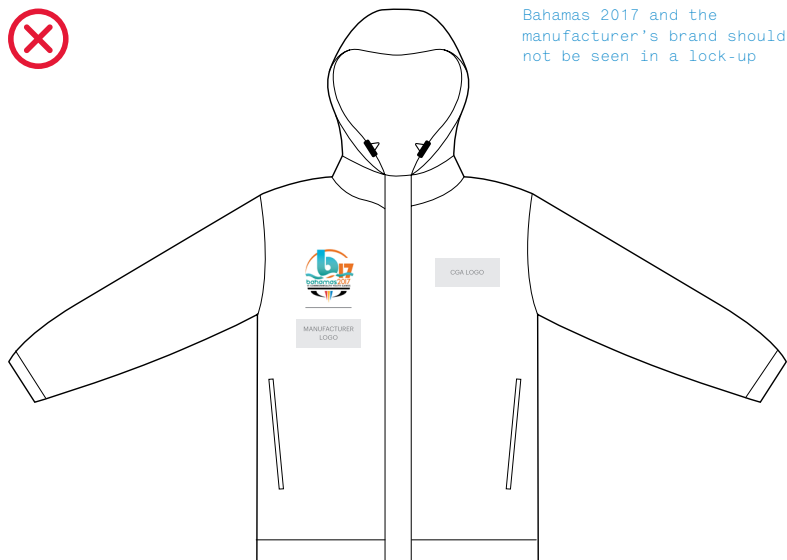
Team Uniform Branding at the Commonwealth Youth Games Incorrect usage



Sponsor brands should not be seen on the garment



Bahamas 2017 and the manufacturer's brand should not be seen in a lock-up





Uniforms at Commonwealth Youth Games Ceremonies



All athletes participating in Medal Ceremonies must wear their official CGA team tracksuit, appropriate footwear, and must not wear headwear or sunglasses.

All athletes participating in the Opening and Closing Ceremonies must wear their official Team uniform.