



## CGF Policy

<b>Document Title:</b>	<i>Policy on Branding on Competition Clothing and Equipment (formerly GFS10 Policy)</i>
<b>Document Type:</b>	<i>Policy</i>
<b>Document Owner:</b>	<i>CGF</i>
<b>Document Publish Date:</b>	<i>25.06.2021</i>
<b>Document Audience:</b>	<i>Games Family CGAs Athletes</i>
<b>Impacted Venues:</b>	<i>All Competition venues, Athletes' Village</i>
<b>Impacted Partners:</b>	<i>OC, CGFP, IFs</i>

### 1. General Principles

Unless specifically mentioned otherwise (in particular in any published Sport specific rules) or unless otherwise indicated in writing by the CGF Executive Board, the following rules and general principles shall apply:

- The competition clothing and uniforms of the athletes and officials must include either:
  - the official emblem of the CGA (and not a NOC/NPC emblem), or
  - the official emblem of the CGA used in conjunction with the Games wordmark.
- The use of the Commonwealth Sport emblem (as supplied but the CGF), the Games emblem (as supplied by the Organising Committee) in addition to the CGA emblem is optional and subject to the OC's approval and guidelines.
- There shall be no advertising or publicity on personal equipment and clothing used or worn at the Commonwealth Games or Commonwealth Youth Games.
- Identification of the manufacturer (name and/or logo) of the equipment and/or clothing may appear, if not marked conspicuously or prominently for advertising purposes as set out in this document.

The word 'identification' means the normal display of the name, designation, trademark, logo or any other distinctive sign of the manufacturer of the item, appearing not more than once per item.

For the avoidance of doubt, when referring to a "person participating in the Commonwealth Games" or a "participant", this Policy refers to any athlete or CGA official within Commonwealth Games venues, sites and press areas.

The rules will be applied to all team uniform, clothing, accessories and equipment that the participant wears, and for the avoidance of doubt includes the following areas and activities at the Commonwealth Games and Commonwealth Youth Games:

- Back of House at a Competition Venue
- Medal/Victory Ceremonies



- On the Field of Play
- In Mixed Zones or other press areas in Venues
- Athletes' Village
- Opening & Closing Ceremonies, i.e., back of house and on the Field of Play
- Team Welcome Ceremonies

## 2. Size and Frequency of Manufacturer's Identification

The requirements below outline the size and frequency of the Manufacturer's Identification, subject to any stricter International Federation (IF) rules which would prevail for each concerned sport, as indicated in any published Sport specific rules and as long as such identifications are deemed not conspicuous or prominent by the CGF:

- **Clothing:**

One identification of the manufacturer (logo, name or combination) may appear on each article of clothing worn by athletes and team officials (vest, shorts, track-pants etc), the maximum area of which shall be 30 square centimetres (eg 5cm x 6cm or 3cm x 10cm).

One identification of the manufacturer will be permitted on zippers and buttons, and should appear in the same colour as the item concerned (i.e. tone on tone), as long as such identifications are deemed not conspicuous or prominent by the CGF.

One additional identification, strictly limited to Product Technology Identifications (eg DRI-FIT®), shall be permitted per clothing item and shall not exceed 10 square centimetres (eg 5cm x 2cm). Where one-piece body suits are used in competition, such identifications shall be permitted once above and once below the waist, provided all other principles are respected.

- **Accessories:**

- **Armbands:** One identification of the manufacturer permitted per item, with a maximum size of 6 square centimetres.
- **Bag:** One identification of the manufacturer permitted per item, not greater than 10% of the surface area of the item, to a maximum size of 60 square centimetres.
- **Eyewear (eg sunglasses):** 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 the manufacturers identification permitted on the lenses so long as such identifications are engraved into the lens and are not deemed as conspicuous or prominent by the CGF.
- **Gloves:** One identification of the manufacturer permitted per item and shall not exceed 8 square centimetres.
- **Headwear (eg caps):** One identification of the manufacturer permitted per item and shall not exceed 10 square centimetres, or two identifications of the manufacturer permitted per accessory item, to a maximum size of 5 square centimetres placed above each ear.
- **Socks:** One identification of the manufacturer permitted per item and shall not exceed 10 square centimetres.

For any accessories not listed above, such as facemasks, the size of the Identification of the Manufacturer shall not exceed 6 square centimetres.



- **Sport Equipment** (provided by the CGA or Athlete, such as rackets, bicycles, hockey sticks, etc.) The size and frequency of the identification of the manufacturer may be as featured on sports equipment sold on the retail consumer market 6 months prior to the Games, subject to any stricter IF rules which would prevail for each sport concerned, as long as such identification is deemed not conspicuous or prominent by the CGF. In principle, athletes' names are not allowed on sports equipment unless listed as a technical requirement by the IF or found on equipment sold on the retail consumer market 6 months prior to the Games.
- **Mobility equipment** (Provided by the CGA or Athlete): For any mobility equipment supplied by the CGA or athlete, the size and frequency of an identification of the manufacturer shall be as featured on mobility equipment sold on the retail consumer market 6 months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport (as indicated within the any published Sport specific rules), as long as such identification are deemed not conspicuous or prominent by the CGF.
- **Footwear:** 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, as long as such identifications are deemed not conspicuous or prominent by the CGF. In principle, athletes' names are not allowed on footwear unless listed as a technical requirement in the Sport specific rules or found on shoes sold on the retail consumer market 6 months prior to the Games.

In all instances where the item contains elastic material (such as LYCRA®), the Authorised Identification size shall be measured stretched (e.g. as worn by the athlete, or once the item is fully extended as used during competition).

### 3. Guidance on Placement

No identification of the Manufacturer may appear on the neck or the collar or on the body (eg tattoo) of any person participating in the Games. On upper body clothing items, the Manufacturer's Identification should as much as possible be placed on the chest or on the sleeve.

No identification of the Manufacturer may appear in combination with any other Authorised Identification. No Identification of the Manufacturer may appear close or adjacent to other Authorised Identifications, in order to avoid a composite logo effect or a repetitive effect. This applies also in the case of several layers of items worn by the same person, or for one-piece body suits.

### 4. Items That Must Remain Unbranded

Certain items, due in particular to their potential for abuse in the context of product placement or advertising on the Field of Play, should at all times remain unbranded and/or not feature any Identification (by covering any existing identification) if brought by the participant on the Field of Play or in camera view. Consequently, the following items may not feature any Manufacturer's Identification: headphones, water bottles, coolers, umbrellas, towels, bandages (eg kinesio tape), contact lenses, ear plugs, mouth guards and nose clips. This list is non-exhaustive and may be updated as necessary by the CGF Executive Board.

### 5. Third Party Identifications

No Third Party reference or name, including the names or nicknames of participants or any other persons (unless listed as a technical requirement in any published Sport Specific rules),



designation, trademark, logo, corporate design or colour scheme or any other distinctive sign (whether direct or indirect, such as QR codes or barcodes) may appear on any Item, unless agreed through the Birmingham 2022 Sponsorship programme.

The use of URL, social media accounts, and hashtags is not permitted on any items worn during the Commonwealth Games and Commonwealth Youth Games.

The use of certain Authorised Identifications (such as the Games Emblem or the Games Wordmark) is only permitted as per the relevant OC brand guidelines or any published Sport specific rules.

## **6. Designs**

Designs of items must comply with the specifications of this policy. Authorised Identifications or any portions or variations thereof cannot be used in designs (eg repetitions, extensions, distortions, watermarks, patterns etc). For the avoidance of doubt, drawings, colour schemes, combinations, patterns, prints, letters, numerals, geometric elements, slogans, taglines, words or designs that derive or refer or otherwise create the impression that they are identical or similar to a Manufacturers Identification may not be used.

## **7. CGA Emblems and National Identity**

Subject to the above, CGAs are encouraged to use their national colours, name, flag and emblems, as well as CGA Emblems (hereinafter “National Identifications”), in order to visually enhance the national identity of their Items. CGAs have the right to choose the National Identification(s) which will be used by their delegations on Clothing (for instance, CGA emblem or national flag).

No maximum frequency or sizes are applied to National Identifications, unless limitations are imposed within a specific sport’s technical regulations (as published in any Sport specific rules).

No Item may feature the wording or lyrics from national anthems, motivational words, public/political messaging or slogans related to national identity.

CGAs, in particular the host CGA of a particular Games, may not use the “Look of the Games” in any way which creates confusion between the Games Workforce and the athletes and delegation officials of their national team.

## **8. Homologation Marks**

Homologation marks are safety-related “CE” or a similar non-commercial certification logo. If any identification is necessary for safety reasons and is prescribed within IF rules and regulations and included within any published Sport specific rules, such identification will be permitted on the Item, in a location that allows technical verification by officials.

## **9. Use of Commonwealth Sport Emblem, Games Emblem and Games Wordmark**

CGAs are encouraged to enhance the identity of their uniforms (Clothing only) by using the Commonwealth Sport Emblem and/or the OC’s Games Emblem or Wordmark on a limited basis, provided the following conditions are observed. This supports and reinforces mutually-beneficial awareness of the Commonwealth Sport Movement, helping the Games and the Movement reach a wider global audience. In general, the Commonwealth Sport emblem, Games Emblem and the Games Wordmark must:



- be sourced directly from the Organising Committee or Commonwealth Games Federation and used in accordance with their Brand Guidelines;
- not be used for any commercial purposes including, but not limited to, licensed and replica merchandise, unless by separate agreement with CGF Partnerships;
- only be used once per item of Clothing, with a maximum size of 30 square centimetres;

In particular,

- It is forbidden to associate the Commonwealth Sport Emblem, Games Emblem or Wordmark with an Identification of the Manufacturer;
- When used in conjunction with the CGA Emblem or IF Identification, the Games Wordmark should be positioned under the CGA Emblem or IF Identification. The Games Wordmark can only be reproduced in its entirety as defined in the Brand Guidelines or in a generic font (i.e. Arial, Helvetica, etc.);
- The Games Emblem may be used on both competition (Field of Play), village/leisurewear and CGA clothing and must absolutely appear alone. It is forbidden to associate the Games Emblem with any other Authorised Identification (such as an Identification of the Manufacturer or a CGA Emblem). The Games Emblem can only be reproduced in its entirety as defined in the Organising Committee's Brand Guidelines.

## **10. Medal Ceremonies**

No Sport Equipment or Accessories may be brought to the medal ceremony. This applies also to interviews, with the exception of the mixed zone when used as an exit from the competition area, or if the Sport Equipment is worn by the athlete (e.g. helmet).

No personal accessories, including but not limited to mobile phones, watches, water bottles, national flags and Point Of View (POV) camera devices, are permitted on podiums.

## **11. Media Interviews**

No Sport Equipment or Accessories may be brought to interviews, with the exception of the mixed zone when used as an exit from the competition area, or if the Sport Equipment is worn by the athlete (e.g. helmet).

## **12. Responsibility for Compliance**

CGAs shall be primarily responsible for ensuring that all Items worn or used by the members of their delegation comply with this Policy. Under the supervision of the CGF, and with the support of OC personnel, the IFs shall implement a system of enforcing the compliance of Items (such as Sports Equipment) in relation to their respective sport.

## **13. Consequences of Infringement to this Policy**

Without prejudice to any other sanctions that the CGF may consider to impose, any Authorised Identification or Item used in violation of the terms of these Policy shall be removed or covered (as applicable) in accordance with the instructions given by representatives of the CGF, Organising Committee or the relevant IF.

Any breach of the terms of these Policy or instructions given by authorised representatives in relation to compliance with these Policy, may lead to disqualification of the athlete and/or withdrawal of the accreditation of the Participant concerned, as well as other possible sanctions,



in accordance with the decision of the CGF, or in accordance with the technical rules of the respective sport.

#### 14. Submission Process

The CGF has set up a procedure for Items to be reviewed and offer assistance to the CGAs and IFs. Submissions should be sent to **B2022 Regional Managers in the first instance:**

<a href="mailto:lyndsey.tetlow@birmingham2022.com">lyndsey.tetlow@birmingham2022.com</a>	Americas and Caribbean
<a href="mailto:carli.bill@birmingham2022.com">carli.bill@birmingham2022.com</a>	Europe and Oceania
<a href="mailto:gina.dawson@birmingham2022.com">gina.dawson@birmingham2022.com</a>	Africa and Asia

Once a submission has been made via email, CGAs will be notified of the “reviewed” or “non-compliant” status of their submitted Items.

Several International Federations impose an obligatory submission process and review of uniforms worn by athletes and/or teams for technical and/or homologation reasons. For further information regarding the process followed by each sport, please refer to the published Sport specific rules.

#### 15. Questions

For any questions, please do not hesitate to contact: [info@thecgf.com](mailto:info@thecgf.com)

#### APPENDIX ONE DEFINITIONS

For the purpose of this Policy:

***For the avoidance of doubt, when referring to a “person participating in the Commonwealth Games” or a “participant”, this Policy refers to any athlete and CGA official within Commonwealth Games venues, sites and press areas.***

**“Authorised Identification”** means any of the following identification:

Name	Definition
<b>Identification of the Manufacturer</b>	Means the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an <i>Item</i> (excluding encrypted or encoded supports, such as barcodes or QR codes, as well as URLs, social media accounts and hashtags), including, in particular, but without limitation, <i>Exclusive Identifiers</i> (as defined below).
<b>CGA Emblem</b>	Means the emblem of a participating CGA, as approved by the CGF.
<b>IF Identification</b>	Means the official emblem of the IF and/or the official name of the IF.
<b>Commonwealth Sport Emblem</b>	Means the official Commonwealth Sport emblem and/or the Commonwealth Games Celebration Mark
<b>Games Emblem</b>	Means the official emblem of the relevant edition of the Commonwealth Games or



**Games Wordmark**

Commonwealth Youth Games, as approved by the CGF.

Means the name of the relevant edition of the Commonwealth Games or Commonwealth Youth Games eg “Birmingham 2022”.

**Product Technology Identification**

Means the technical identification (which shall not include any Identification of the Manufacturer, or any part thereof) used on Clothing to identify any fabric technology (eg Dri-Fit ® or Therma ®).

**“Item”** means any piece of clothing, accessory or any other item used or worn by any person participating in the Commonwealth Games or Commonwealth Youth Games, appearing on the field of play or within other Games venues and sites, as listed in Section 1, of which in particular, but without limitation:

**Name**

**Definition**

**Accessory**

Means any article that is of an accessory nature (e.g. bag, eyewear, arm bands, gloves, socks, etc.), worn or used by a Participant. These articles are not essential to the participation in the event.

**Clothing**

Means 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.

**Footwear**

Means shoes or boots worn by a Participant.

**Sports Equipment**

Means any sport-specific and necessary equipment used during sports competition (such as rackets, bicycles, hockey sticks, etc.). These articles are essential to the participation in the event.

**“Sport Brand”** means an *Identification of the Manufacturer* principally used in the business of manufacturing, providing, distributing and selling sporting goods and which is (i) not principally used for non-sport products, (ii) not confusingly similar or identical to an identification used in another line of business, unrelated to sporting goods.

**“Clothing Brand”** means an *Identification of the Manufacturer* principally used in the business of manufacturing, providing, distributing and selling clothes and which is (i) not principally used for non-clothes products, (ii) not confusingly similar or identical to an identification used in another line of business, unrelated to clothes.