



IPC Manufacturer Identification Guidelines London 2012 Paralympic Games

General Principles



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International Paralympic Committee

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Note: Sport-by-Sport Section will follow shortly

INTRODUCTION

The International Paralympic Committee (IPC) is pleased to present the IPC Manufacturer Identification Guidelines for the London 2012 Paralympic Games. This guide contains the general rules concerning the manufacturer identification and the specific details for the different categories (equipment, clothing, accessories and footwear) for the London 2012 Paralympic Games.

The Paralympic Games place the national and Paralympic identity of athletes at the forefront which helps to further distinguish the Paralympic Games, whilst respecting the significant contribution that sporting goods manufacturers and sponsors provide. Founded on the approach followed by the International Olympic Committee (IOC) for the Olympic Games, one of the key factors that differentiate the Paralympic Games from other sporting events is the visual presentation of the Games, which includes the 'look' of the participants, the venues and the field of play.

The purpose of these guidelines is to clarify the use of trademarks using visual diagrams to illustrate the regulations of the IPC Handbook, Section I, Sub-Section 3 (Paralympic Games Principles). These guidelines apply to all persons participating in the Paralympic Games.

These guidelines aim at providing certain clarifications on how the identification of the manufacturer may be used (or not) in general and specific situations. They are not intended to restrict or otherwise impair new, innovative technological design features of clothing, equipment and accessories as long as those are in conformity with the rules and regulations applicable for the Paralympic sports concerned and these guidelines.

Notwithstanding the above, these guidelines are to be used subject to the understanding that (i) in case any term of these guidelines is in contradiction with the IPC Handbook, the latter shall prevail and (ii) the IPC Governing Board shall be the sole authority to finally determine whether the use of a manufacturer name, designation, trademark, logo or any other distinctive sign complies with the IPC Handbook and these guidelines.

The IPC Manufacturer Identification Guidelines have been distributed to all NPCs and International Paralympic Sport Federations (IPSFs). We encourage all parties to make use of this reference manual during the design and production of clothing, equipment, accessories and footwear items for the London 2012 Paralympic Games.

1 DEFINITIONS

Participant: Any person participating in the Paralympic Games, in particular, but not limited to, athletes, officials, technicians (e.g., equipment technicians) and other accredited personnel. For the avoidance of doubt, when referring to a “person participating in the Paralympic Games”, these guidelines refer to any athlete, official and any other accredited person within Paralympic Games venues, sites and press areas.

For the purpose of these guidelines “**Authorized Identification**” means any of the following identification:

| Name | Definition |
|---|---|
| Identification of the Manufacturer | <p>The normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an item, including, in particular, but not limited to, Exclusive Identifiers.</p> <p>Exclusive Identifier(s) means any design or sign (or part or variation thereof) used by the manufacturer on clothing, equipment or accessories in the preceding edition of, respectively, the Paralympic Games and Paralympic Winter Games. (i.e., Exclusive Identifier(s) can be used for one Summer and one Paralympic Winter Games, but must be changed before the following Summer or Winter Games, as the case may be).</p> <p>The identified manufacturer of the item must be in the principal business of manufacturing, providing, distributing and selling respective items.</p> |
| NPC Emblem | Either (i) the institutional or (ii) the commercial emblem of a participating NPC, as approved by the IPC. |
| IPSF Identification | The official emblem of the IPSF and/or the official name of the IPSF. |
| London 2012 Emblem | The official emblem of the London 2012 Paralympic Games, as approved by the IPC. |
| London 2012 Wordmark | The words “London 2012”. |

Please note that any Olympic marks are not authorized identifications.

“Item” means any piece of clothing, equipment, accessory or any other item used or worn by any person participating in the Paralympic Games, appearing on the field of play or within other Paralympic Games venues and sites, of which in particular, but without limitation:

| Name | Definition |
|---------------------------|--|
| Accessory | Any article that is of an accessory nature (e.g., bag, eyewear, headgear, gloves, etc.), worn or used by a participant. |
| Clothing | <p>This category includes the articles of clothing worn by a participant within Paralympic Games venues and sites. Clothing may be divided in the following categories:</p> <p>(a) Competition clothing This category includes articles of clothing worn by a participant during all training sessions and competitions. Competition clothing is subject to additional IPSF regulations, specific to the respective sport.</p> <p>(b) Formal uniforms Formal uniforms include all articles of clothing worn by a participant for all Paralympic Ceremonies (e.g., Team Welcome Ceremony, Opening, Closing and Victory Ceremonies).</p> <p>(c) Casual wear Casual wear includes any additional articles of clothing worn by a participant within Paralympic Games venues and sites.</p> |
| Footwear | Footwear worn by a participant. |
| Sports Equipment | Any sport-specific and necessary equipment provided to or used principally by an athlete but also any other participant in the conduct of competition (such as boats, rackets, bicycles, etc.). |
| Mobility Equipment | Any equipment used by a participant for mobility purposes (e.g., wheelchair, prosthetics). |
| Technical Gear | Such installations, equipment and other apparatus not worn or used by participants (such as timing equipment and scoreboards). |

2 GENERAL PRINCIPLES

Pursuant to the IPC Handbook, Section I, Sub-Section 3 (Paralympic Games Principles), no form of publicity or propaganda, commercial or otherwise, may appear on persons, sportswear, accessories or, more generally, on any article of clothing or equipment whatsoever worn or used by persons participating in the Paralympic Games, except for the identification of the manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes.

An authorized identification may only be used in compliance with the terms of the IPC Handbook, the present guidelines or as further approved in writing by the IPC.

The IPC reserves the right to prohibit the use of any authorized identification on any given item in order to ensure the spirit of the principles of the IPC Handbook and these guidelines are respected.

Unless specifically mentioned otherwise hereinafter (in particular in the “Sport-By-Sport list”) or unless otherwise indicated in writing by the IPC, the following general principles shall apply:

- No use of any identification of the manufacturer may be made in a conspicuous way and no item may be used for advertising purposes. An item is in particular considered to be used for advertising purposes when the identification on such item is not in relation to sport or is only featured or used for the purpose of conspicuous exposure during the Paralympic Games.
- No identification other than an authorized identification may appear on any item.
- Only one identification of the manufacturer per item shall be permitted unless explicitly indicated in the Sport-by-Sport list.

Exception: Where one-piece body suits are used in competition, one identification of the manufacturer shall be permitted above the waist and one below the waist, provided all other principles are respected.

- No third party name, designation, trademark, logo, corporate design or colour scheme (including those of sponsors, National Federations and International Federations, with the exception of International Federations identification as authorized by the IPC) or any other distinctive sign may appear on any item.

Please note: For the avoidance of doubt, this includes but is not limited to technical sport homologation designations (such as “official equipment of...”, “official [IPSF] size”, etc.), product component identifications (e.g., water resistant fabric, insulation fabric, etc.) and manufacturer product technology identifications, it being understood that product component and manufacturer product technology identifications may only appear (under the same restrictions as any authorized identification) as stand-alone identifications, i.e., such identifications cannot appear if an item already features an authorized identification. If any identification is necessary for safety reasons (e.g., “CE” or a similar non-commercial certification logo), such identification must be placed inside the item, out of camera and public sight, while in a location that allows technical verification by officials.

- No manufacturer identification may appear on or near the neck or the collar, on the body (e.g., tattoo) of any person participating in the Games or on any of the following items including but not limited to contact lenses, earplugs, mouth guards, nose clips, water bottles, umbrellas.
- On upper body clothing items manufacturer identifications should as much as possible be placed on the chest or on the sleeve.
- **The size of a manufacturer identification shall in general not exceed:**

| Maximum Size | Item |
|---|---|
| 6 cm ² | Gloves, headgear, accessories |
| 20 cm ² | Clothing |
| 10% of the surface area (up to a maximum of 60cm ²) | Mobility Equipment and Sports Equipment unless stated otherwise in the Sport-by-Sport section |

- All footwear items may carry the identification of the manufacturer as generally used on products sold through the retail trade during the period of 12 months prior to the Games.
- Authorized identifications may not appear close or adjacent to each other, in order to avoid a composite logo effect or a repetitive effect. This applies also in case of several layers of items worn by the same person or for one-piece body suits. Please refer to chapter 6 for further details on using the LOCOG trademarks.
- No equipment may be brought to any ceremony (including without limitation Opening, Closing and Victory Ceremonies) or interview areas, with the exception of the mixed zone when used as an exit from the field of play. This rule does not apply for personal mobility equipment (e.g., personal wheelchairs, prosthetics,). In no case shall any equipment brought into, or through, the mixed zone be deliberately or excessively promoted.

- Personal mobility equipment refers to personal wheelchairs, prosthetics, etc., which are used outside of competition. For inside competition usage of mobility equipment, please refer to the respective Sport-By-Sport list. Personal mobility equipment is accepted in the Paralympic Games venues as commercially available. However, identifications of the manufacturer shall not be greater than 10% of the surface area of the item, to a maximum size of 60cm². In no case shall personal mobility equipment be deliberately or excessively promoted. It remains at the sole discretion of the IPC to decide if a personal mobility equipment is deemed to be marked conspicuously.
- No item may feature any identification that relates to a product, service or in any other way does not comply with the principles of the IPC Handbook.

Specific sizes and display frequency are applicable as per the Sport-By-Sport list hereinafter. In all instances where the item contains elastic material (such as LYCRA®), the authorized identification size shall be measured stretched (e.g., as worn by the athlete or once the item is fully extended as used during competition).

The use of certain authorized identifications (such as IPSF Identifications, the LOCOG emblem or the LOCOG wordmark) is limited and restricted to certain items only and may not be used otherwise as specifically indicated herein.

All items must be those who are normally worn or used by a participant in the Paralympic Games.

3 DESIGNS

Designs of items must comply with the specifications of these guidelines. In particular, a design may be used for one Paralympic Summer and one Paralympic Winter Games, but must be changed before the following Summer or Winter Games, as the case may be).

Authorized identifications or any portion or variations thereof (such as graphic and/or text that serve as concept extensions) cannot be used in designs (e.g., repetitions, extensions, distortions, watermarks, patterns, etc.) of items.

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 an identification of the manufacturer (including, in particular, Exclusive Identifiers), may not be used in designs of items for the Paralympic Games.

Subject to the above, NPCs are encouraged to use their national colours, name, flag and emblems, as well as NPC Emblems, in order to visually enhance the national identity of their items. Please refer to chapter 5 for further details.

The NPC of the country hosting the Paralympic Games (in the present case, the British Paralympic Association) may not use the “Look of the Games” in any way which creates confusion between the OCOG workforce and the participants of the host country delegation.

4 MAXIMISING NATIONAL AND PARALYMPIC IDENTITY

Wherever possible, NPCs are encouraged to utilize all opportunities to maximize their national and Paralympic identity on all Paralympic Games clothing, equipment and accessories. This may be achieved through the use of:

- The NPC emblem
- The official national colours
- The official country name and/or acronym
- The official national flag (as approved for Paralympic Ceremonies)
- The LOCOG trademarks (LOCOG approval necessary).

NPCs **MUST NOT** use:

- Any Olympic marks (e.g., Olympic Rings, NOC emblem, “National Olympic Committee of COUNTRY”)
- International or National Sport Federation Emblems
- IPC marks (e.g., Paralympic Symbol) as a stand-alone element
- Any form of publicity or propaganda (commercial or otherwise).

5 USING THE LONDON 2012 TRADEMARKS



London 2012

In general, the LOCOG emblem and the LOCOG wordmark must:

- Be sourced directly from LOCOG
- Not be used for any commercial purposes including, but not limited to, licensed or replica merchandise
- Only be used once per item of clothing (the emblem with a maximum size of 20 cm²; the wordmark no longer than the width of the wordmark, positioned beneath the NPC emblem and centred to it). Please visit the London 2012 Brand Centre at <http://brand.london2012.com> to access the LOCOG trademarks and the “London 2012 wordmark guidelines for NPCs” for more detailed information and visual guidance.
- Only be reproduced in its entirety, using the official LOCOG font and colours
- Not be used on any item, except as permitted by the present guidelines.

| Type of Clothing | LOCOG Mark/s Available |
|--|-------------------------------|
| Non-Competition Formal Wear (Opening and Closing Ceremonies, Team Welcome, Flower & Victory Ceremonies), Casual Wear, Other (Accessories such as luggage etc.) | Emblem or wordmark may appear |
| Competition Training, Field of Play | Wordmark only may appear |

The LOCOG wordmark (or, if approved by LOCOG, the LOCOG emblem) may be used on clothing items, under the following strict conditions:

- The **LOCOG emblem** must absolutely appear alone. It is forbidden to associate this emblem with any other Authorized Identification (such as an identification of the manufacturer or an NPC emblem). Feature of the LOCOG emblem is subject to LOCOG’s restrictions and approval.
- When used in conjunction with an NPC Emblem, the **LOCOG wordmark** should be positioned under the NPC Emblem with a distinctive gap or separation between the LOCOG wordmark and the NPC emblem or separated by a small dividing line.

Examples:



6 MEASURING THE IDENTIFICATION OF THE MANUFACTURER

Identifications of the manufacturer may be divided into the following categories:

- The manufacturer name; or
- The manufacturer logo; or
- A combination of the manufacturer name and the manufacturer logo
- Exclusive identifier(s).

Identification of the manufacturer will be measured as follows:

6.1 Regular Shapes

Where the Identification of the Manufacturer appears as a rectangle or square, the mathematical rules used to calculate the surface area of the shape will be applied.

$$a \times b = 6\text{cm}^2$$



$$a \times b = 20\text{cm}^2$$



6.2 Irregular Shapes

Where the identification of the manufacturer is an irregular shape, a rectangle or square will be traced around the trademark, and the mathematical rules used to calculate the surface area of the rectangle or square shall be applied.

$$a \times b = 6\text{cm}^2$$



$$a \times b = 20\text{cm}^2$$



6.3 Combined Shapes

Where the identification of the manufacturer combines the manufacturer name with the manufacturer logo, a rectangle or square will be traced around the combined trademark and the surface area of the rectangle or square shall be calculated in its entirety.

$$a \times b = 6\text{cm}^2$$



$$a \times b = 20\text{cm}^2$$



7 RESPONSIBILITY FOR COMPLIANCE

It is the NPC's responsibility to comply with the rules and regulations of the IPC Handbook including but not limited to the IPC Manufacturer Identification Guidelines. NPCs shall be primarily responsible for ensuring that all items worn or used by the members of their delegation comply with these guidelines.

Under the supervision of the IPC and with the support of OCOG personnel, the IPSFs, shall implement a system of enforcing the compliance of items (such as sports equipment) in relation to their respective sport.

8 CONSEQUENCES OF INFRINGEMENT TO THE GUIDELINES

The IPC and LOCOG will remain vigilant throughout the Paralympic Games. At anytime, those not in compliance with the IPC rules and regulations may be subject to sanction. According to the IPC Handbook Section I, Sub-Section 3, Paralympic Games Principles, any violation of these rules could lead to disqualification or withdrawal of the accreditation of the person concerned as well as other possible sanctions, in accordance with the decision of the IPC Governing Board, or in accordance with the technical rules of the respective sport.

Any identification of the manufacturer (including, in particular, any usage of Exclusive Identifiers) infringing upon these guidelines shall be removed or covered (as applicable) in accordance with the instructions given by representatives of the IPC, LOCOG or the relevant IPSF to the participant.

9 SUBMISSION PROCESS

The submission process will be co-ordinated via the Para-Sport Information and Data Services internet platform (PIDAS). To upload any visual examples for IPC pre-inspection, please visit <http://www.paralympic.org/pidas>. In order to access PIDAS, please follow the instructions to create an account. For this process a code is required which NPCs receive in a separate communication.

Specific information and assistance is available through the IPC Marketing and Commercial Department. The IPC welcomes and encourages all NPCs to consult with Carolin Jansen, Brand & Creative Services Manager at carolin.jansen@paralympic.org or +49-228-2097-110 for any further assistance.



International Paralympic Committee
Adenauerallee 212-214
53113 Bonn, Germany

Tel. +49-228-2097-200
Fax. +49-228-2097-209
E-mail: info@paralympic.org

www.paralympic.org
www.ParalympicSport.TV

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