



INTERNATIONAL TRIATHLON UNION

ELITE, UNDER23, AND JUNIOR UNIFORM RULES

1. Overview:

- 1.1. To compete in ITU events, athletes must comply with the ITU Uniform Rules.
- 1.2. The images on this document are reproducing a typical triathlon uniform. For winter triathlon and in some cases in triathlon, duathlon and aquathlon, the long sleeves and pants are allowed. This rule applies in the same way for all the cases.

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 enabling ITU member National Federations (NFs) and athletes to have a mutually beneficial relationship with respect to rights and responsibilities, as per Appendix F.2.

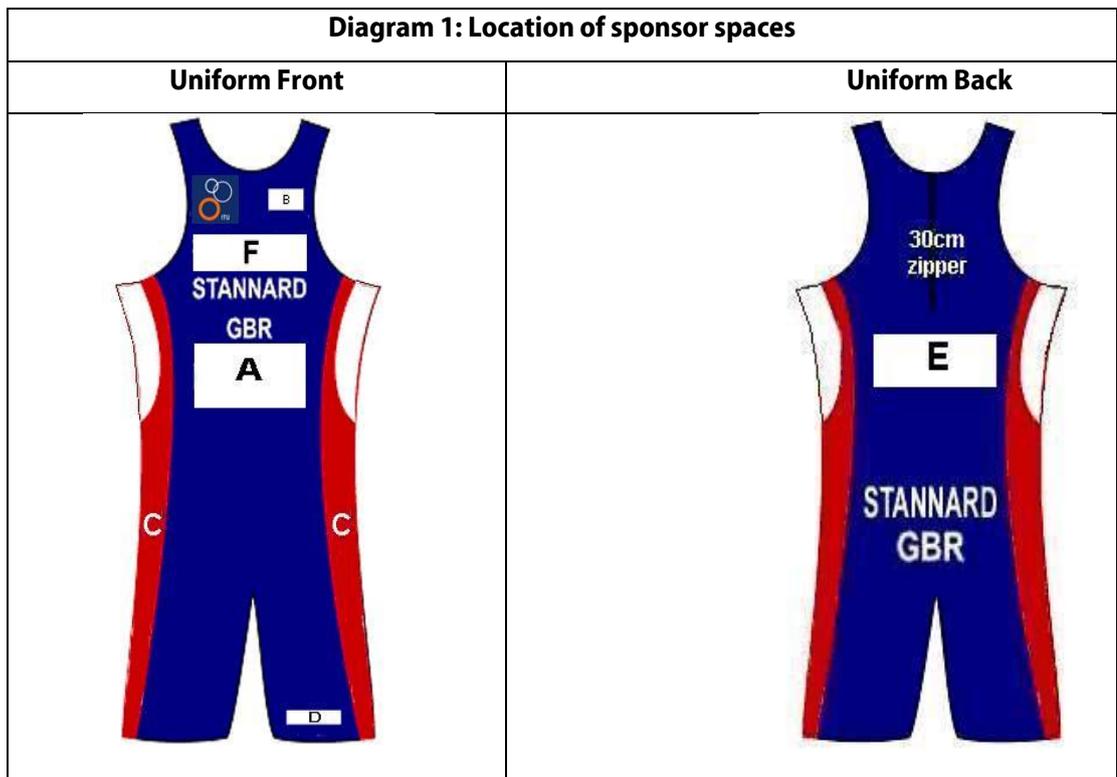
3. General Requirements:

- 3.1. Uniforms will be completely clean of any logos or images other than those described below.
- 3.2. 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 the logo sizes.
- 3.3. 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.
- 3.4. There must be a minimum clearance space of 1.5cm around all marks including:
 - a) The ITU logo;
 - b) The family name
 - c) The country code;
 - d) All sponsor logos

4. Uniform Colour and Design:

- 4.1. Uniforms must be in the colours chosen by the National Federation (NF) for ITU World Triathlon Series Grand Final, ITU World Triathlon Series, ITU Continental Championships and ITU Multisport World Championships events. For all other ITU events the uniform colors have no restrictions.
- 4.2. The colour and design of the uniform and podium apparel must be distinct to that country and must be approved by ITU in advance.
- 4.3. Country 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.
- 4.4. The approval process for the uniform colour and design is outlined in Appendix F.8. The goal of the approval process is to ensure countries do not have the same uniform colour and design.
- 4.5. ITU reserves the right to establish a specific rule till 30th of January 2011 regarding the color of the uniform of the actual leader of ITU World Triathlon Series has to wear.





5. Family Name and Country Code/Name:

5.1. The family name and the IOC 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 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 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. 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 horizontal dimension will be 4cm.
- 6.4. The white version should be applied to dark coloured uniforms, the blue and orange version should be applied to light coloured uniforms (see 6.5, 6.6, Diagram 3).
- 6.5. Click [here](#) for the print version of the ITU logo.

Diagram 3. ITU Logo Layout



- 6.6. 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 left front:

- a) **This space is for the manufacturer of the uniform or for another sponsor.**
- b) **The maximum height is 4cm.**
- c) **The maximum length is 5cm.**
- d) **The space must be on the left hand shoulder of the uniform – not the middle.**

7.3. Sponsor Spaces C: side panels:

- a) **Sponsor logos may appear on the side panel.**
- b) **The maximum width is 5cm.**
- c) **The maximum length 15cm.**
- d) **Only one sponsor logo is allowed on each side and it must be the same sponsor logo.**
- e) **This space must be visible from the side of the body. If, due to the athlete body, this space is partly visible from the front, it has to be visible also from the back.**

7.4. Sponsor Space D: lower front:

- a) **The maximum height is 4cm.**
- b) **The maximum length is 5cm.**
- 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 above the family name on the 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. Headwear:

8.1. Swim:

- a) **No sponsor logos are allowed on the swim cap other than as prescribed by ITU/LOC**

8.2. Cycle:

- a) **Athletes must wear helmets on the bicycle segment, as described by the ITU Competition Rules.**

- b) **Helmet race number stickers, provided by 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.**

8.3. 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.**

9. Wetsuits:

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

9.2. 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.**

10. Race Numbers:

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

10.2. 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

11. Temporary Tattoos:

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

12. Podium apparel.

12.1. All the sponsor spaces and design colors indicated in this appendix, apply as well to the podium apparel.



RIGHTS AND RESPONSIBILITIES (Elite, U23 and Junior athletes)

	World Triathlon Series incl. Grand Final	Triathlon World Cup Events	Continental Championships	Continental Cup Events	Multisport Championships	Other ITU Events
Uniform Colour and Design	No	Yes	No	Yes	No	Yes
Family Name	No	No	No	No	No	No
Country Code / Name	No	No	No	No	No	No
ITU Logo	No	No	No	No	No	No
Sponsorship A	Yes	Yes	Yes	Yes	Yes	Yes
Sponsorship B	Yes	Yes	Yes	Yes	Yes	Yes
Sponsorship C	Yes	Yes	Yes	Yes	Yes	Yes
Sponsorship D	Yes	Yes	Yes	Yes	Yes	Yes
Sponsorship E	Yes	Yes	Yes	Yes	Yes	Yes
Sponsorship F	Yes	Yes	Yes	Yes	Yes	Yes

Legend:

- **No:** There is no negotiation on these areas. Must be as outlined in the ITU Uniform Rules.
- **Yes:** Negotiate in good faith.

ITU COMPETITION UNIFORM APPROVAL PROCESS

1. **Overview:**
 - 1.1 This process is part of the ITU Uniform Rules and is a specific addition to the ITU Competition Rules.
2. **Purpose:**
 - 2.1 The process was created to regulate the ITU's approval of the design of each NF's competition uniform to be used by their athletes in all ITU competitions according with the ITU Uniform Rules.
3. **General Requirements:**
 - 3.1 Every NF uniform has to be different from any other NF uniform, according to the ITU Uniform Rules. The difference will be significant to avoid confusion between two different NFs.
 - 3.2 Artistic or creative elements are acceptable provided the ITU Competition Rules are followed. Specifically, if the design contains recognisable commercial logos or trade marks which exceed the surface limits, it will not be approved.
 - 3.3 The same design applies to all types of uniforms: men, women, triathlon style, duathlon style, summer, winter, etc.
 - 3.4 Every NF can request the approval of a different uniform design for every different multisport, and two different uniforms for triathlon, indicating which is the 1st option and which is the 2nd option. However, all athletes from the same NF, competing in the same event, will wear the NF's same distinctive design.
4. **Timeline for Approval:**
 - 4.1 NFs will submit a proposed design of their Competition Uniform for the following year, according to these specifications:
 - a) A pattern provided by ITU will be used, (see Diagram 1, ITU Competition Rules.)
 - b) Sponsor spaces and dimensions, as outlined the ITU Uniform Rules. The athlete's family name and NF code positions (front and back) and dimensions of both.
 - c) The position and dimensions of the ITU logo. The colour(s) used in the design, including the pantone. The proposed design may be submitted in .jpg .gif .bmp or .tif format.
 - 4.2 Once approved, the Uniform approval is extended till the the NF must seek approval for a new design.
5. **Approval:**
 - 5.1 ITU will inform each NF in writing about the approval or disapproval of their NFs uniform if the design is:
 - a) Compliant with all the ITU Uniform Rules.
 - b) Distinct from other NF designs.
 - 5.2 If the request is not approved ITU will:
 - a) Ask the NF for a new design if the submitted one did not comply with the ITU rules, or
 - b) Ask the NFs that submitted similar requests to agree to modifying their proposed designs in order to have different uniforms.

- c) **If the NFs do not get an agreement ITU will decide on which NF can use the proposed design according with these priorities.**
- **The NF that used the proposed uniform in the past will be given preference.**
 - **If both NFs are proposing new uniforms, a draw will be conducted to choose which NF will use the submitted design and which NF(s) will have to submit a new one.**

5.3 ITU will produce an electronic catalogue of approved NF's competition uniforms. This catalogue will be updated monthly.

5.4 Requests for uniform approval received will be considered on a monthly basis. NFs requesting approval will choose designs that are different from those already approved.

6. Approval Panel:

6.1 All decisions on uniform approval will be made by a panel composed of:

- An ITU Technical Committee member.**
- A representative of the ITU Sport Department.**
- A member of the ITU World Championships Series Commission.**
- A representative of the ITU Media and Television Department.**
- A representative of the ITU Coaches Commission.**

6.2 The decisions of the Approval Panel can be appealed to the ITU Executive Board. This appeal does not suspend the decision of the Approval Panel, but rather the decision will stay in place during the time the Executive Board takes to make a decision on the appeal.