



World Cup – World Championships Uniform Rules 2007

1. Overview

- a) The ITU Uniform Rules apply to elite athletes competing in ITU Triathlon World Cup events; junior, U23 and age group athletes participating in the ITU Triathlon and Duathlon World Championship events at all distances. All athletes wishing to participate must abide by these 2007 Uniform Specifications.
- b) Failure to comply with these Specifications will result in an athlete having to wear an ITU supplied triathlon suit. (See below)
- c) Paragraphs 3 to 8 below apply to 2007 ITU World Cup events. Specifications for the 2007 ITU World Championship events are listed in 9 and 10.
- d) These rules also apply to all categories at the ITU Duathlon and Long Distance Triathlon World Championships

2. The purpose of the Uniform Rules is to:

- a) Provide a clean and professional image of our sport to local and international media.
- b) Provide athletes with a reasonable space to accommodate their own sponsors.
- c) Ensure that the “bare torso” rule is respected in all segments of the triathlon.

All dimensions are measured when the athlete is not wearing the uniform.
Measurements will be made on a flat surface with an ITU Logo Measurement Template
(See ITU Event Manual for details)

3. TRIATHLON WORLD CUP EVENTS:

- a) **General Requirements:**
 - (i) Athlete uniforms will be completely clean of any logo, or images other than those described below.
 - (ii) All descriptions apply to uniforms worn during competition, including any outer wear for cold weather.
 - (iii) Logos will be measured on a flat surface when the uniform is **off** the athlete. The ITU Logo Measurement template will be used to measure logo size.
 - (iv) Athletes are allowed to use up to four logos on the front of their uniform. There is no restriction on the type of logo used in these spaces. (See diagram for location of Sponsor Spaces)

- (v) One piece uniforms are preferred. If a two piece uniform is used, the space between the top and the bottom may not **be visible. Therefore, the two pieces should overlap.** The athlete must cover their torso for all aspects of the race.
- (vi) Zippers are to be located in the back and will be a maximum of 30cm. Front zippers are not allowed.
- (vii) The uniform must be attached at the shoulders for the duration of the competition.



Sponsor Logos: Size and Placement



- b) **Family Name:** Athletes and National Federations must understand the importance of having the athlete's family name properly positioned on the uniform. It is very important for athlete identification during the competition for television, media and spectators. The family name needs to be on the upper front and the buttock. Both positions must meet the following criteria:
 - (i) **Font Type:** The font type must be "Arial" and exactly 6cm in height. Letters should be upper case unless the family name is more than 9 letters when lower case letters should be used for spacing purposes.
 - (ii) **Colour:** If the uniform is a dark colour the font must be white. If the uniform is a light colour the letters must be black. Coloured letters do not show up as well as the contrast of black on a light colour or white on a dark colour and therefore should not be used.

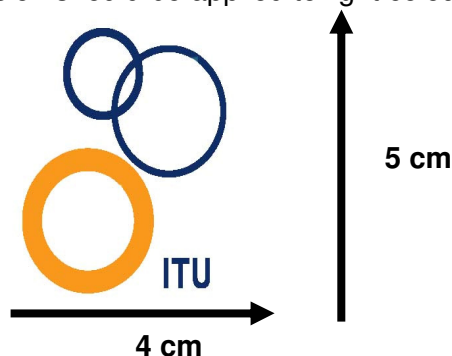
- (iii) **Position:**
 - **Front:** The position on the front is below the ITU logo and Sponsor position B. It is above the athlete's country code and Sponsor position A
 - **Back:** The position on the back is on the buttock so that it is clearly visible when the athlete is on the bike.
- (iv) **Vertical Dimension of the Family Name:** The family name must be **6 cm** vertical regardless of the number of letters in the name.
- (v) **Horizontal Dimension of the Family Name:** The width is a minimum of **12 cm** and a maximum of **15 cm**. A family name with few letters must still be a minimum of **12 cm** wide. See "MAY" below where the height is 6cm and the width is **12 cm**.

MAY

For longer names such as Polikarpenko below, the height is still 6cm but the name should take up the full 15 cm.

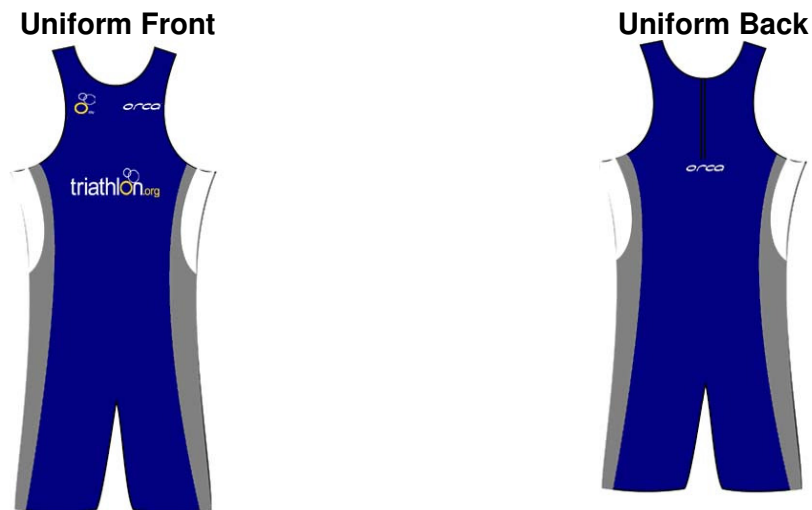
Polikarpenko

- c) **ITU Logo:** An ITU logo will appear on the upper right shoulder. It will be the official ITU rings (see ITU Logo Usage Guide). The logo size will be 5cm vertical and 4cm horizontal. A white and orange version should be applied to dark coloured uniforms, a blue and orange version should be applied to light coloured uniforms.



- d) **Country Code:** The athlete's country code must be on the upper front. The font must be "Arial" and in upper case. The vertical dimension is a minimum of 6 cm. The colour of the letters should be white on dark colours and black on white or light colours.
 - e) **Sponsor Space A:** This space is directly below the country code. The maximum dimensions are horizontal: 15cm and vertical: 10 cm. Up to 3 sponsor logos may be positioned in this space. The maximum height of any one logo in this space is 6cm. The athlete may have 1, 2 or 3 logos in this space. Each of the logos must be from a different sponsor.
 - f) **Sponsor Space B upper right front:** This space is for the manufacturer of the uniform. The vertical dimension of this space is a maximum of 3cm with a total area of 15 cm². This logo can be the same as one of the sponsor logos in Sponsor Space A.
 - g) **Sponsor Space C: side panels:** Sponsor logos may appear on the side panel. The maximum dimensions are: horizontal 4 cm, vertical 15cm. There can be only one sponsor logo on each side, and it must be the same sponsor logo. The sponsor logo can be the same as any of the 3 logos in Sponsor Space A or the manufacturer's logo (Sponsor Space B).
 - h) **Sponsor Space D lower front:** The maximum dimension of this logo is vertical 4cm with the total area 20 cm². The sponsor logo may be the same as one of the sponsors in Sponsor Space A or the manufacturer's logo or it can be a different logo. Sponsor Space D may be on the lower left side of the uniform or right, but not both.
 - i) **Sponsor Space E: upper back:** one logo of any sponsor may appear on the upper back. The maximum dimensions are vertical: 4cm with a total area of 20 cm².
4. **ITU Uniform:** ITU will have on hand a number of triathlon suits provided by our global merchandise sponsor. In the event that an athlete's uniform does not comply with these rules they will be expected to wear one of the ITU uniforms.

ITU Uniform



5. **HEADWEAR:**

- a) **Swim:** All athletes must wear the official event swim cap provided by the ITU during the swim section of each event. If an athlete chooses to wear two caps, the official cap must be on the outside. No athlete sponsorship identification may appear on the swim cap. Athletes may not alter the swim caps in any manner. Athletes failing to wear the official swim caps or altering the official swim caps may be subject to disqualification.
- b) **Cycle:** All athletes must wear helmets on the bicycle section as described by the ITU Competition Rules.
 - (i) Athletes must place race number stickers with the Event Presenting Sponsor, as provided by ITU, on the front and both sides of the helmet.
 - (ii) No identification may impair the official ITU decals on the helmets.
 - (iii) The helmet manufacturer's logo may appear on the helmet, either by one 30 cm² location on the front, or one 20 cm² on each side. No other sponsor logo may appear on the helmet.
- c) **Run:** Athletes may wear hats or visors on the run section. One sponsor logo may be located on the hat or visor. The maximum dimensions are: vertical height 4cm, total area 20cm².

6. **WETSUITS:**

- a) All wetsuit models must have prior approval from ITU. Athletes may include only the logo of the wetsuit manufacturer on their wetsuits with the maximum size of 80cm² on the front and back. This space is allowed both on the inside and outside of the wetsuit. No other sponsors logo may appear on the wetsuit. If the manufacturer wishes to have two or more logos on the front or back the combined total must not exceed 80cm².
- b) Logos on the side panel must be included within either the 80cm² for the back or the 80cm² for the front.

7. **RACE NUMBERS:**

- a) Traditional race numbers will not be used for elite athletes in ITU Events. ITU will provide each athlete with 4 sets of body number decals to be applied prior to the event.
- b) For numbers with more than one digit, decals must be applied in a vertical manner, not side by side. For example,

23 should be applied $\begin{matrix} 2 \\ 3 \end{matrix}$ not 23

- c) The four sets of body number decals are to be applied as follows: one set on each arm and each leg.

8. **BICYCLE:**

- a) Only logos of bicycle related products may appear on the athlete's bicycle. Such logos may not interfere with or hinder the placement of the bicycle race number on the bicycle frame. ITU will provide the athlete with a bike number that they must put on their bicycle.

ITU WORLD CHAMPIONSHIP EVENTS: (ALL DISCIPLINES / DISTANCES)

9. ELITE, U/23 AND JUNIOR CATEGORIES:

- a) All elements of the ITU Uniform Specifications described above apply to ITU Triathlon World Championships of all distances. In addition, uniforms must be in Country colours. The format for the country colours and name (language, spelling, abbreviation, etc.) are at the discretion of the National Federation. The country name must be the most dominant feature on the front of the uniform.

10. AGE GROUP CATEGORIES:

- a) Age Group athletes participating at ITU World Championships at any distance may wear any uniform style, provided that their Country name appears on the front upper chest in a size three (3) times larger than any other sponsor logo.
- b) There is no limitation on the number or position of sponsor logos for Age Group Athletes, provided they do not obscure the Country name.
- c) The format for the Country name (language, spelling, abbreviation, etc.) is at the discretion of the National Federation. Arial is the preferred type face.
- d) Age Group athletes may wear traditional race numbers that must be pinned to their uniform. Race belts may be used provided that the numbers are visible to Officials on the back during the bicycle section and on the front during the run section.
- e) The athlete's torso must be covered for all aspects of the race.

Upcoming Rule Changes for the 2009 Age Group World Championships:

There will be a two year grace period for the following items. Therefore, they will be mandatory for the 2009 Age Group World Championships but National Federations are encouraged to implement these changes as soon as possible.

- a) Age Group athletes participating at ITU World Championships at any distance may wear any uniform style, provided that if they wear a 2 piece then there is not more than 10 cm separating the top and bottom.
- b) The athlete's name must be on the front and the back of the uniforms as in 3.b above.
- c) The athlete's uniform must include the ITU logo as in 3.c. above.

For more information contact:

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