



## Uniforms, Commercial Markings, Logos and Logo Placement Club Guidelines

In 2012 Special Olympics updated its branding policies and materials. The logo itself did not change but the font for 'Special Olympics' and the accepted colours changed.

Accredited programmes were given a two year period to align their branding with new guidelines – this period ended on 3 September 2014.

Therefore from now on all accredited programmes (including Clubs) must only be using their updated logos and all collateral (uniforms and banners) must meet the guidelines below.

The Special Olympics logo is a universal expression of the Movement that transcends language. It should be recognizable and consistent in all parts of the world.

### **General Rules**

In accordance with our Accreditation Licence to operate as an international programme under Special Olympics Incorporated there are a number of standards with which we must comply. A number of these refer to issues around uniforms, the use of logos, the display of commercial brands, and the way in which the Special Olympics logo can be used. ***Failure to adhere to these rules can result in the disqualification of athletes and teams from competition.***

To assist Clubs to make the correct choices when arranging new uniforms, we have put together the following information.

Please note that all new uniforms must now be approved prior to production by Special Olympics New Zealand – please send enquiries to [Sport@specialolympics.org.nz](mailto:Sport@specialolympics.org.nz)

## The display of Commercial Markings (Company Brands)

### There shall be no advertising on the competition uniform.

Please refer to General Rules Section 5.08(a) – (Amended General Rules 2013)

### Commercial Messages on Athlete Uniforms and Competition Numbers.

In order to avoid commercial exploitation of persons with intellectual disabilities, **no uniforms, and no bibs or other signs bearing competition numbers, which are worn by Special Olympics athletes during any competition or during any Opening or Closing ceremonies of any Games may be emblazoned with commercial names or commercial messages.**

The only commercial markings which may be displayed on athletes' uniforms during Games competitions and opening and closing ceremonies are the normal commercial markings of the manufacturer, i.e. Nike, adidas. For purposes of this Section 5.08(a), "normal commercial markings" are limited to the following:

- "The only commercial markings which may be displayed on Athletes' uniforms during competitions are the **normal commercial markings of the manufacturer.**

On larger clothing items, such as shirts, jackets, pants, jerseys, and sweatshirts, one manufacturers' commercial marking per clothing item is permissible, if that name or logo display does not exceed an area of six square inches or 38.7 square centimetres (such as a display measuring 2" x 3" or 5.08 cm x 7.62 cm).

On small clothing items, such as caps, socks, hats, gloves and belts, one manufacturers' commercial marking per clothing item is permissible, if that name or display does not exceed an area of three square inches or 19.35 square centimetres; and on athletic shoes, no logos or commercial names are permissible except for names or logos which are included by the manufacturer on athletic shoes which are sold to the general public".

### Commercial Markings on Other Athlete Apparel or Accessories

Special Olympics athletes who are not engaged in competition or in Opening/Closing ceremonies may wear, carry or use at Games venues other than the sites of competition (such as at training or practice sessions) clothing and/or non-apparel items which are not part of their sports equipment (such as tote bags), which contain small and attractively designed identifications of corporate or organizational sponsors.

### The use of the Silver Fern

**The Silver Fern is not to be used under any circumstances.** It is a known New Zealand patented brand and as such is seen as an additional logo on the garments.

## The use of the Special Olympics New Zealand logo

Only logos approved by Special Olympics New Zealand may be used on Club uniforms.

The following list summarises the principal rules concerning use of the Special Olympics logo.

**Please refer to Special Olympics Incorporated's [Branding Resources and Guidelines](#) for more information.**

- The two elements that make up the logo—the seal and the logotype—must be used together, without altering their relative size and position.
- The logo must always include the registered trademark symbol—®.
- Special Olympics font of choice is Ubuntu (can be downloaded at no cost).
- Special Olympics region and Programme logos must incorporate the name of the region or programme below the logotype. The use of the logo without a region or Programme name is reserved for Special Olympics, Inc.
- The Special Olympics primary colour palette consists of Special Olympics Red (Pantone 186) and Special Olympics Grey (Pantone 418). These two colours are supported by Black, Biscuit and White for core applications of the brand visual identity such as stationery and signage.

**Please note, the teal colour is no longer used.** Reverse logos may appear against an appropriate contrasting solid colour and dark value, low-contrast imagery.

- **Logo Colours**
  - On a white background : the preferred logo colour is red and grey or red and black.
  - On a dark background, i.e black or similar the logo must be white
  - Clubs are welcome to use a coloured logo that is in line with their Club colours as long as the contrast and visibility of the logo follows the guidelines in the next bullet point.
- Avoid using positive logos on backgrounds darker than a 35 percent value of black or reverse logos on backgrounds that are lighter than a 60 percent value of black.
- The minimum size is 1/3 inch or 8mm in height.
- To preserve its legibility and visual integrity, the Special Olympics logo should always be surrounded by sufficient clear space.
- When creating shirts for Clubs or teams, a logo placement can be used that gives primacy to the actual team name, this acknowledges the importance of local teams within Special Olympics and facilitates creation of distinct team identities for games within a program.
- The name of the team has primacy on the shirt ensuring team or Club recognition, the choice of typeface and design of this element is at the discretion of the Club.
- The name of the Club is to be in font Ubuntu Bold.

## Sport Specific Guidelines for Uniform and Logo Placement

### Aquatics

Athletes are required to wear swimsuits which are within the guidelines prescribed by the Fédération Internationale de Natation Amateur (FINA). Referees have the authority to exclude any competitor whose swimsuit does not comply with FINA guidelines.

- Suits should not be transparent, even when wet.
- The competitor must wear only one swimsuit in one or two pieces.
- No additional items, like arm bands or leg bands shall be regarded as parts of a swimsuit.
- Swimwear for men shall not extend above the navel nor below the knee, and for women, shall not cover the neck, extend past the shoulder, nor shall extend below knee. All swimsuits shall be made from textile materials.
- *Open water swimmers:* Each participant shall be permitted to wear a wetsuit or technical swimsuit from any manufacturer without penalty in the 1.5-kilometer open water swimming event as long as the wetsuit does not exceed five millimeters in thickness and abides by all other Special Olympics regulations, including General Rules Section 4.08 governing the use of commercial markings on Athletes' uniforms.

The placement of the logo onto swim clothing can be challenging and needs to be carefully considered to minimise possible embarrassment to the wearer.

Suggestions for logo placement on female swim suits include mid chest, mid back just below the "waist band" and on the hip either on the front or back of the side seam. Placement must take account of where the commercial brand is located and avoid any clashes which compromise the Special Olympics logo.

Placement on male swim suits are even more limited but include mid back just below the "waist band" and on the hip either on the front or back of the side seam.

### Athletics

Competitors must wear clothing which is clean, designed and worn so as not to be objectionable.

- The clothing must be made of a material which is non transparent even when wet.
- The competitors must not wear clothing which could impede the view of the judges.

The best placement of the logo on athletics tops for both males and females is on front chest top right or left depending on where any commercial markings are located and trying to avoid the logo being completely covered when the athletics bib is attached during competition. Consideration may also be given to placement on the back centre to avoid it being covered during racing.

It is not necessary to place the logo on athletics shorts but if doing so placement on the front at the side seam is reasonable.

## Basketball

Clothing must conform to Fédération Internationale de Basketball Amateur (FIBA) Regulations regarding competition clothing.

- The uniforms (jerseys/shirt and shorts) must be the same colours and designs for all team members.
- All players must tuck their shirts into their playing shorts. 'All-in-ones' are permitted.
- Striped jerseys/shirts are not permitted.
- It is required that each team has two sets of solid coloured jerseys/shirts: a light-coloured set when designated "home team," and a dark-coloured set when designated "visiting team."
- The numbers must appear on front and back of jersey/shirt.
- The numbers on front and back should be clearly visible (plain Arabic numbers) at least 20cm high on back and 10cm on the front with the numbers made of material at least 2cm wide.
- **Teams shall use numbers 0 and 00 and from 1 to 99.**
- Players on the same team shall not wear the same number.
- The name of the Club or athlete may also be placed on the backs of the athlete's jersey/shirt. The name of the Club may be placed on the front of the jersey/shirt.
- Shorts of the same dominant colour front and back, but not necessarily of the same colour as the shirts. The shorts must end above the knee.
- Socks of the same dominant colour for all players of the team.
- Undershirts, if worn, must match the colour of the body of the uniform (not the trim) and must be identical in colour. Undershirts may be worn by some or all of the players, and may be short sleeve or tank top (no cut or ragged edges are allowed).

Consideration should also be given to the placement of the logos, names and numbers so that they are clearly visible during play when the shirt must be tucked into the shorts.

## Bocce

- White is the traditional colour, with a collared shirt in the sport of Bocce. Other colours are acceptable.
- Team members should wear the same uniform. This should be a team shirt and shorts/light cotton pants/skirts.
- Court shoes are required. Tennis shoes or smooth-soled athletic shoes are recommended. Running shoes or spiked-sole shoes are not permitted.

Placement of the logo is recommended for front chest left or right side depending upon any other commercial markings on the shirt and consideration should be given to placement of the club name or logo at top centre on the back.

## Bowling

- Attire should consist of neat and clean outfits.
- Team members should wear the same uniform.
- Bowling shirts or tee-shirts with collars are required.
- The bottoms should consist of long pants or dress/walking shorts (knee length). Skirts may be worn by females.

Placement of the logo is recommended for front chest left or right side depending upon any other commercial markings on the shirt and consideration should be given to placement of the logo at top centre on the back (since most of the view of a bowler is of their back). Alternatively, placing the athlete's name or the Club name on the back looks very professional.

## Equestrian

- Clothing should be workmanlike and neat.
- Athletes should wear a short, dark-coloured riding coat.
- A conservative colour, preferably white, riding shirt.
- A tie, stock, or choker.
- Gloves are optional.
- Breeches or jodhpurs.

Placement of the logo is recommended for front chest left or right side depending upon any other commercial markings on the shirt and jacket. Removing the pocket (if any) on the garments and having the logo stitched onto the pocket and reapplied is a good solution too.

## Football

- The basic compulsory attire of a player shall consist of 2 different colour sets of: a jersey/shirt, shorts, stockings (socks), shin guards and appropriate footwear for sport.
- The goalkeepers shall wear colours contrasting with those of the two teams and the referee.
- Each player shall wear a number. The colour of the numbers must contrast clearly with the outfits (light on dark or vice versa) and be legible from a distance for spectators in the stadium and television viewers. This applies especially in the case of striped jerseys/shirts. A plain coloured background (either entirely light or dark, depending on the colour of the numbers) affords better legibility. These numbers shall be between 25cm and 35cm in height in the center of the back of the jersey/shirt, between 10cm and 15cm in height on the front of the jersey/shirt in any position at chest level, and between 10cm and 15cm in height in any position on the front of either leg of the shorts. None of the numbers may contain advertising, design features or other elements.
- In an effort to be consistent with Olympic standards, teams are encouraged to also include numbers on the front of the shorts, on the bottom of the right leg. This number should be 10cm in height and the colour of the numbers should contrast with

- the colour of the jerseys/shirts and shorts.
- A captain's armband can also be included as a clothing requirement to clearly identify the team's captain.

## Golf

- Athletes should wear appropriate golf attire. Jeans and athletic shorts are not permitted.
- Male shirt must be collared (button down or other). Males' bottoms should consist of dress shorts or long dress pants.
- Females dress attire should consist of a collared shirt (button-down or other) and shorts of Bermuda length, long dress pants or skirts of appropriate length.

Placement of the logo is recommended for front chest left or right side depending upon any other commercial markings on the shirt and consideration should be given to placement of the club name or logo at top centre on the back.

## Powerlifting

### Lifting Suit

- The lifting costume shall consist of a one-piece, full-length lifting suit of one-ply stretch material without any patches or padding. A non-supportive weightlifting/wrestling-type suit is also a legal suit. The straps of the suit must be worn over the shoulders at all times while lifting in competition.

The lifting suit shall also be subject to the following requirements:

- It may be of any colour or colours.
- Seams and hems must not exceed 3 centimetres in width and 0.5 centimetres in thickness.
- Only non-supportive suits may have seams and hems exceeding 3 centimetres in width.
- Seams may be protected or strengthened by narrow gauge webbing or stretch material not exceeding 2 centimetres in width and 0.5 centimetres in thickness.
- It must have legs, and the length of the leg must be a minimum of 3 centimetres and must not exceed 15 centimetres from the middle of the crotch measured down the inside of the leg from the crotch. Non-supportive weightlifting-type suits may have legs longer than 15 centimetres as long as they do not reach the knee and do not touch any knee wrap or knee-cap supporter.
- Only non-supportive type suits may have a double crotch.
- Long pants may not be worn.
- At Special Olympics World and Regional Games powerlifting competitions, all competitors must wear a lifting suit which conforms to the above stated specifications, the only exception being the full-length aerobic suit worn in the bench press by athletes with physical disabilities.

## Undershirt

- An undershirt (commonly known as a “T-shirt”) of any colour or colours must be worn under the lifting suit by all competitors during the performance of the squat and the bench press. It is optional for men, but mandatory for women to wear a T-shirt during the performance of the dead lift. The T-shirt is subject to the following conditions:
- Is not ribbed.
- Does not consist of any rubberized or similar stretch material. Specialized “Bench” shirts are not permitted.
- Does not have reinforced seams or seams which might tend to assist the lifter in competition
- Must have sleeves, which do not terminate below the elbow or up at the deltoid.

## Briefs

- A standard commercial “athletic supporter” or standard commercial briefs of any mixture of cotton, nylon or polyester (but not swimming trunks or any other garment of rubberized or similar stretch) material shall be worn under the lifting suit. Specialized “Squat Briefs” shall not be worn. Women competitors shall wear non-supportive protective briefs or panties.

## Footgear

- Long socks (up to the knee) must be worn for the dead lift. Sports type shoes e.g. trainers, powerlifting or weightlifting boots ONLY must be worn. No hiking or work boots allowed. The height of the heels shall not exceed 5 centimetres.

## Belt

- A belt made of leather, vinyl, nylon or other similar non-stretch or non-metal (other than buckle and stud attachments material) may be worn on the outside of the suit. Dimensions: Width — a maximum of 10 centimetres; thickness — a maximum of 13 millimetres. The belt may not encircle the body more than once. Belts shall not have additional padding.

## Wraps

- Wrist wraps of a maximum width of 8 centimetres and a maximum length of 1 metre may be worn. A wrist wrap shall not extend beyond 10 centimetres above or 2 centimetres below the centre of the wrist.

In lieu of wrist wraps, wristbands not exceeding 10 centimetres in width may be worn. If wrist wraps are wrap-around style, with or without stitching, to form a sleeve, they may have Velcro patches not exceeding 30 centimetres in total length and 8 centimetres in width as well as a thumb loop. The total length of a wristband shall not exceed 50 centimetres. The thumb loop shall not be over the thumb during the competitive lift.

- Knee wraps – wraps not exceeding 2 metres in length and 8 centimetres in width may be used. When worn, wraps should not be in contact with the socks or the lifting suit.
- Supportive wraps – Only IPF approved wraps shall be permitted for use in

- powerlifting competitions.
- Non supportive wraps: Wraps made of medical crepe or bandage and sweatbands do not require IPF approval.

The suggested placement of the logo is at front centre of the chest so it is the most visible during lifts when the lifter is facing the audience.

## **Table tennis**

The dress code must comply with International Table Tennis Federation (ITTF) rules.

- Players and coaches must wear approved attire whenever they are in the playing area.
- The players of a team taking part in a team match, and players of the same team forming a doubles pair, shall be dressed uniformly, with the possible exception of socks and shoes.
- Playing attire with a badge or lettering on the front or side must be contained within a total area of 64 sq. cm.
- Playing attire may have numbering or lettering on the back to identify a player.
- Shirts, skirts and shorts cannot be white.

Placement of the logo is recommended for front chest left or right side depending upon any other commercial markings on the shirt and consideration should be given to placement of the club name or logo at top centre on the back.

Please contact [Sport@specialolympics.org.nz](mailto:Sport@specialolympics.org.nz) with any further enquiries