



General Guidelines on **Authorised Identifications** at The World Games

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General Guidelines on Authorised Identifications at TWG

1. INTRODUCTION

These rules apply to all the athletes, officials and other accredited persons within The World Games venues and sites. These Guidelines are not intended to restrict or otherwise impair new, innovative technological design features of Items (as defined below) if these are in conformity with the rules and regulations applicable for the sports concerned and these Guidelines.

Notwithstanding the above, these Guidelines are to be used subject to the understanding that:

- (i) the IWGA Executive Board shall be the sole authority to finally determine whether the use of a name, designation, trademark, logo or any other distinctive sign complies with these Guidelines; and
- (ii) the IWGA reserves the right to further interpret and/or supplement these Guidelines.

2. DEFINITIONS

For the purpose of these Guidelines, "Authorised Identification" means any of the following identification:

Identification of the Manufacturer

Means the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an Item (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, Exclusive Identifiers (as defined below).

NOC/NSO

Means the National Olympic Committee, National Sports Organisation, National Federation or any other entity responsible for sending the athletes to participate in The World Games.

NOC/NSO Emblem or Identification

Means either (i) the institutional or (ii) the commercial emblem or identification of a participating NOC/NSO, as approved by the IWGA.

IF Identification

Means the official emblem of the IFs and/or the official name of the IFs.

The World Games

Means The World Games, TWG Series and any other event governed by the IWGA.

The World Games Emblem

Means the official emblem of The World Games, TWG Series or other event governed by the IWGA, as approved by the IWGA.

The World Games Wordmark

Means the words "The World Games XX".

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.

Approved Mark

Means any other identification that has been approved by the IWGA and LOC, and follows the regulation of the IFs

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

Accessory

Means any article that is of an accessory nature, worn or used by a Participant which are not essential to the participation in the event (such as bags).

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 which are essential to the participation in the event (such as skis, snowboards, bobsleds, etc.).

Exclusive Identifier(s)

Means any design or sign (or part or variation thereof) used on Clothing, Sport Equipment or Accessories in the preceding edition of The World Games.

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Participant

Means any person participating in The World Games, in particular but without limitation, athletes, officials, technicians (e.g. equipment technicians) and other accredited personnel.

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.

3. GENERAL PRINCIPLES

The IWGA reserves the right to prohibit the use of any Authorised Identification on any given Item in order to ensure the spirit of the principles of these Guidelines are respected.

Unless specifically mentioned otherwise hereinafter (in particular in the "Sport Specific Implementation" section) or unless otherwise indicated in writing by the IWGA, the following general principles shall apply:

- The Identification of the Manufacturer should follow standard equipment manufacturer branding as would be expected to be found on commercially available items. It should not be increased in size, or made more conspicuous in other ways, and no Item may be used for advertising purposes. An Item is 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 World Games.
- No identification other than an Authorised Identification may appear on any Item.
- Only one Identification of the Manufacturer per Item shall be permitted.
- Any TWG participant who wishes to display sponsors' logos on their personal equipment or clothing must submit a request for approval for each sponsor and logo to the LOC except for the manufacturer. If approval is granted, they must follow their own IF's regulations on the size of logos and restrictions on the number of sponsors permitted in accordance with the CI Guidelines.

Participants must refrain from contributing to or participating in any conspicuous advertising within The World Games venues and sites, and in particular on the field of play.

4. SIZE AND FREQUENCY OF AUTHORISED IDENTIFICATIONS

This section outlines the size and frequency an Identification of the Manufacturer shall respect, it being understood that:

- unless expressly excluded, the general principles and other principles outlined in these Guidelines apply as well, and
- a particular Item may be subject to specific size and identification display frequency in accordance with the relevant sport specific implementation requirements.

The size restrictions of the surface areas listed below shall be calculated by tracing a rectangle or a square around the identification and applying standard mathematical rules.

Accessories

Accessories may carry identifications as per the following, subject to any stricter IF rules which would prevail for each concerned sport, as indicated within the Sport Specific Implementation section and as long as such identifications are deemed not conspicuous by the IWGA:

Armbands

One Identification of the manufacturer per item, with a maximum size of 6cm².

Bag

One Identification of the manufacturer per item, not greater than 10% of the surface area of the item, to a maximum size of 60cm².

Socks

One Identification of the manufacturer per item, with a maximum size of 10cm².

Gloves

One Identification of the manufacturer per item, with a maximum size of 8cm².

Headgear

One Identification of the Manufacturer per Item, with a maximum size of 10cm² or two Identifications of the Manufacturer per Accessory Item will be permitted, to a maximum size of 5cm² each, placed above each ear.

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Eyewear

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 The World Games, with the identifications permitted on the lenses so long as such identifications are engraved into the lens and are not deemed as conspicuous by the IWGA.

For any accessories not listed above, the size of the Identification of the Manufacturer shall not exceed 6cm².

Clothing Unless provided otherwise in this section, the size of an Identification of the Manufacturer shall not exceed 30cm² for Clothing.

One additional identification, strictly limited to Product Technology Identifications, shall be permitted per Clothing item and shall not exceed 10cm².

Where one-piece body suits are used in competition, each of the Identification of the Manufacturer and the Protect Technology Identification shall be permitted once above and once below the waist, provided all other principles are respected.

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

Sports Equipment provided by the IFs, NOCs/NSOs or individual athletes

For any Sports Equipment supplied by the IFs, NOCs/NSOs or individual athletes, the size and frequency of an Identification of the Manufacturer shall be as featured on Sports Brand equipment sold on the retail consumer market six (6) months prior to The World Games, subject to any stricter IF rules which would prevail for each concerned sport (as indicated within the Sport Specific Implementation section), as long as such identifications are deemed not conspicuous by the IWGA.

Sports Equipment provided by the LOC

For any Sports Equipment supplied by the LOC, the size of an Identification of the Manufacturer shall not exceed 10% of the surface area (up to a maximum of 60cm²).

If any IF and/or The World Games identification is necessary for safety reasons and is prescribed within IF rules and regulations and included within the Sport Specific Implementation section, such identification will be permitted on the Sports Equipment in a location and size permitted accordingly.

Footwear

All Footwear Items may carry the Identification of the Manufacturer as generally used on products sold through the retail trade during the period of 6 months prior to The World Games, as long as such identifications are deemed not conspicuous by the IWGA.

5. GUIDANCE ON PLACEMENT

No Identification of the Manufacturer may appear in combination with any other Authorised Identification.

Identifications of the Manufacturer may not appear close or adjacent to other Authorised Identifications, 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.

6. THIRD PARTY IDENTIFICATIONS

No third party reference or name, designation, trademark, logo, corporate design or colour scheme (including, but not limited to, those of sponsors, National Federations, public or governmental authorities, and clubs) or any other distinctive sign (whether direct or indirect, such as QR codes or barcodes) other than Authorised Identifications may appear on any Item.

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 IWGA Constitution.

The use of certain Authorised Identifications (such as IF Identifications, The World Games Emblem or The World Games Wordmark) is limited and restricted to certain Items only and may not be used otherwise as specifically indicated herein.

All Items must be those which are normally worn or used by a Participant in The World Games.

7. DESIGNS

Designs of Items must comply with the specifications of these Guidelines. In particular, a Games -specific design created for one edition of The World Games may not be used at the following edition of The World Games.

Authorised 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 World Games.

8. NOC/NSO EMBLEMS AND NATIONAL IDENTITY

Subject to the above, NOCs/NSOs are encouraged to use their national colours, name, flag and emblems, as well as NOC/NSO Emblems (hereinafter "National Identifications"), in order to visually enhance the national identity of their Items. NOCs/NSOs have the right to choose the National Identification(s) which will be used by their delegations on Clothing (for instance, NOC/NSO 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 (please refer in particular to the Sport Specific Implementation section for more details).

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

NOCs/NSOs, in particular the NOC/NSO of the country hosting The World Games, may not use the "Look of the Games" in any way which creates confusion between The World Games workforce and the athletes and delegation officials of their national team.

9. INTERNATIONAL FEDERATION IDENTIFICATIONS

IF Identifications are only authorised for use on uniforms worn by IF officials; this includes all categories of IF staff as well as technical officials.

For Clothing worn by IF officials, one IF Identification per Item shall be permitted.

10. HOMOLOGATION MARKS

If any identification is necessary for safety reasons and is prescribed within IF rules and regulations (e.g. "CE" or a similar non-commercial certification logo) and included within the Sport Specific Implementation section, such identification will be permitted on the Item, in a location that allows technical verification by officials.

11. USE OF THE WORLD GAMES EMBLEM AND THE WORLD GAMES WORDMARK

IFs or NOCs/NSOs may enhance The World Games Identity of their uniforms (Clothing only) by using The World Games Emblem or Wordmark on a limited basis, provided the following conditions are observed. In general, The World Games Emblem and The World Games Wordmark must:

- be sourced directly from the IWGA or The World Games Organising Committee and used in accordance with The World Games Marks Usage Guidelines;
- not be used for any commercial purposes including, but not limited to, licensed and replica merchandise;
- only be used once per Item of Clothing;
- In particular,
 - It is forbidden to associate The World Games Wordmark with an Identification of the Manufacturer.
 - When used in conjunction with the IF or NOC/NSO Emblem or Identification, The World Games Wordmark should be positioned underneath, with a distinctive gap or separation between The World Games Wordmark and the IF or NOC/NSO Emblem or Identification or separated by a small dividing line. The World Games Wordmark can only be reproduced in its entirety as defined in the Marks Usage Guidelines or in a generic font (i.e. Arial, Helvetica, etc.).
- The World Games Emblem may be used on both competition, IF Technical Delegates (Field of Play) and NOC/NSO clothing and must absolutely appear alone. It is forbidden to associate The World Games Emblem with any other Authorised Identification (such as an Identification of the Manufacturer or an IF or NOC/NSO Emblem or Identification). The World Games Emblem can only be reproduced in its entirety as defined in The World Games Marks Usage Guidelines.

12. VICTORY CEREMONIES

No Sport Equipment or Accessories may be brought to the victory 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.

For further information regarding the rules applicable to uniforms worn by athletes during IF ceremonies, please refer to the Ceremony Uniform Guidelines.

13. RESPONSIBILITY FOR COMPLIANCE

IFs and NOCs/NSOs shall be primarily responsible for ensuring that all Items worn or used by the members of their delegation comply with the terms of these Guidelines, and implement the Guidelines under the supervision of the IWGA and with the support of LOC personnel.

On the Field of Play and during sports competitions, the IFs shall implement a system of enforcing the compliance of Items (such as Sports Equipment and uniforms) in relation to their respective sport.

Outside of the sports competition and during opening, closing and victory ceremonies, NOCs/NSOs shall implement a system of enforcing compliance of Items (such as ceremonies uniforms) in relation to their respective delegations.

14. CONSEQUENCES OF INFRINGEMENT TO THE GUIDELINES

Without prejudice to any other sanctions that the IWGA may consider to impose, any Authorised Identification or Item used in violation of the terms of the IWGA Constitution or these Guidelines shall be removed or covered (as applicable) in accordance with the instructions given by representatives of the IWGA, The World Games or the relevant IF.

Any breach of the terms of the IWGA Constitution, these Guidelines or instructions given by authorised representatives in relation to compliance with these Guidelines, 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 IWGA, or in accordance with the technical rules of the respective sport.

15. SUBMISSION PROCESS

The LOC shall set up a procedure for Items to be reviewed according to the criteria set by the IWGA and offer assistance to the IFs and NOCs/NSOs.

This process is highly encouraged in order to minimise any possible Games-time issues. Once a submission has been made, IFs and NOCs/NSOs 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 Sport Specific Implementation section.

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