



WORLD PARA SWIMMING UNIFORM AND EQUIPMENT ADVERTISING REGULATIONS

Version February 2026

World Para Swimming reserves the right at its sole discretion to update this document from time-to-time as required.

The following document outlines the World Para Swimming (WPS) Uniform and Equipment Advertising Regulations for World Para Swimming competitions as outlined in Regulation 3.6.2. All visuals within this document are for visual purposes only and not to scale.

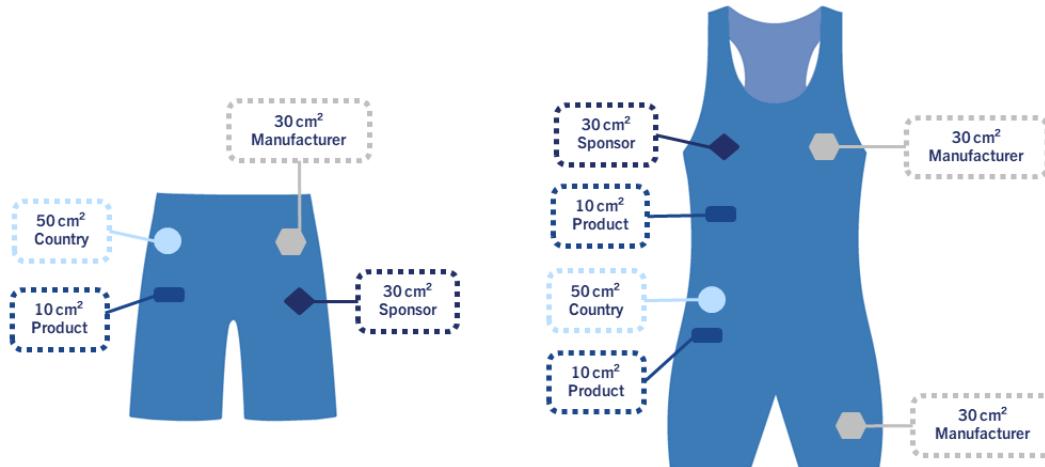
Advertising means the display of the name, designation, trademark, logo or any other distinctive sign of the manufacturer, organisation or corporation other than World Para Swimming. Advertising in the form of logos appearing on swimwear, i.e. swimsuit, cap and goggles, and pool deck apparel, i.e. track suits, official's uniforms, footwear, towels and bags, at World Para Swimming competitions is permitted as follows:

1. Swimsuits:

- One (1) manufacturer's logo of a maximum size of 30 cm² when worn. Where one-piece body suits are used, two (2) logos of the manufacturer shall be permitted, one above the waist and one below the waist of a maximum size of 30 cm² each when worn. These two (2) logos of the manufacturer shall not be placed immediately adjacent to each other. Where two-piece body suits are used, the two (2) logos of the manufacturer shall be placed on one part each. The manufacturer's logo has to be calculated taking into consideration the entire surface area of the logo, as shown below:



- One (1) sponsor's logo of a maximum of 30 cm² when worn.
- One (1) flag and one (1) country name or code of a maximum of 50 cm² each when worn. Repetition of the national flag, elements thereof or, the colours of the national flag, included as a design element of the swimsuit shall not be considered under this rule.
- Product Identification Logo as per Regulation 3.



MEN

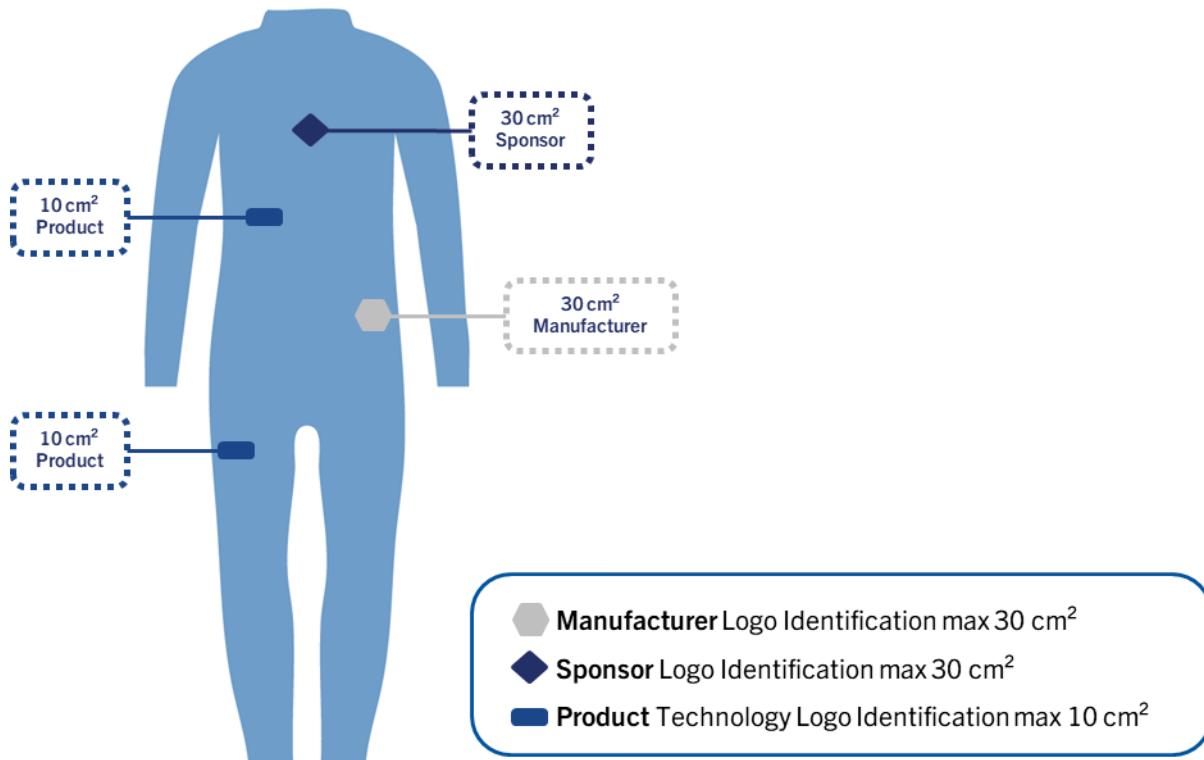
WOMEN

- Manufacturer Logo Identification max 30 cm²
- Sponsor Logo Identification max 30 cm²

- Product Technology Logo Identification max 10 cm²
- Country Flag and/or Country name or Code max 50 cm²

2. Wetsuits

- The manufacturer's logo may appear on the front, and/or back, and/or sides of the wetsuit, of a maximum of 30 cm² (if more than one logo is used a maximum combined size of 80 cm²) when being worn. This manufacturer's logo space is allowed both on the inside and outside of the wetsuit. If the manufacturer wishes to have two or more logos on the front, back or sides, the combined total area must not exceed 80 cm². The size of the logo(s) shall be calculated taking into consideration the entire surface of the logo(s), as shown in the examples in 1. Swimsuits
- One (1) sponsor's logo (may appear on the front of the wetsuit) of a maximum of 30 cm² when worn.
- There must be a minimum clearance space of 1.5cm around all marks on the wetsuits, including any manufacturer's logo(s) and/or sponsor logo. There shall be no marks or design/graphic elements on the upper arm or shoulder articulation area of the wetsuits, to allow for the clear application of the competitor race number.
- Product Identification Logo as per Regulation 3.



3. Product Technology Identification

- Where one-piece suits (swimsuits or wetsuits) are used in competition, two (2) Product Technology Identifications shall be permitted, one above the waist and one below the waist, of a maximum size of 10 cm² each when worn, however these identifications shall not be placed immediately adjacent to each other, nor immediately adjacent to any manufacturer's logo. Where two-piece suits are used, one Product Technology Identification may be placed on each piece.
- Other clothing: One additional identification allowed on clothing, limited to Product Technology Identifications, with a maximum size of 10 cm².
- Product Technology Identifications 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.

4. Caps:

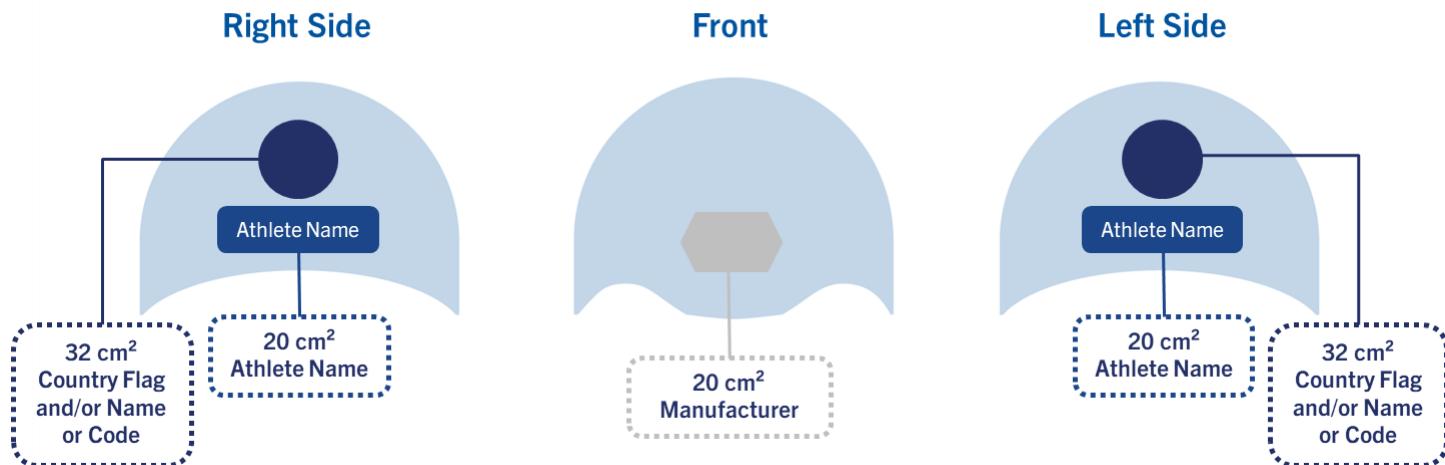
For all sanctioned competitions, the below applies unless otherwise stated as per Regulation 3.6.2:

- One (1) manufacturer's logo of a maximum of 20 cm² on the front.
- The left and right sides of the cap can be branded with one of the following options.

You may use the same or different options on both sides.

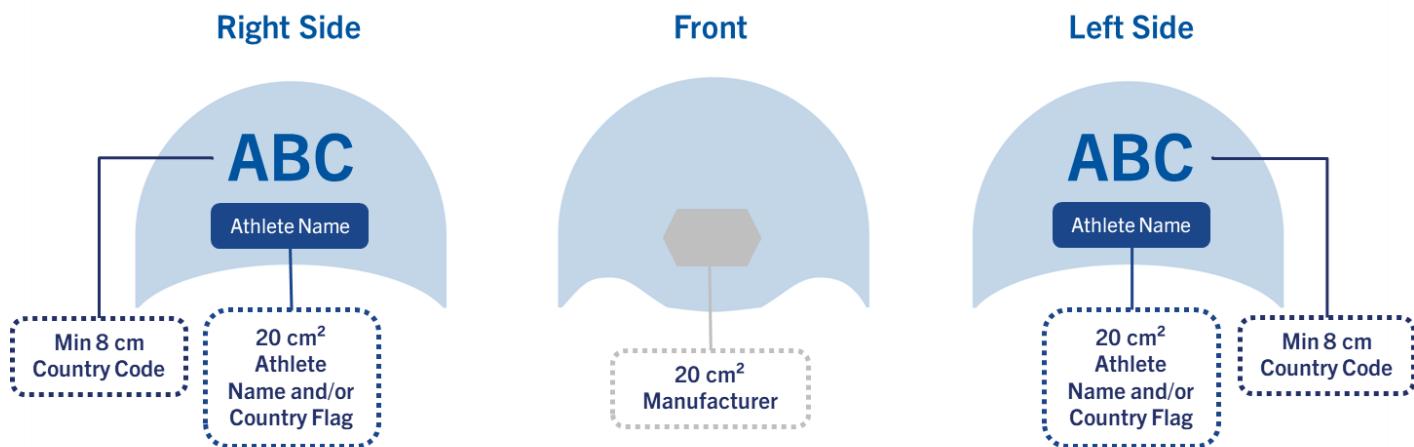
1. Flag and/or country name (code) of the size of 32 cm².
2. Flag and /or country name (code) of the size of 32 cm² and Athlete's name of the size of 20 cm². The athlete's name shall be printed on the same side as the flag and country name (code).
3. World Para Swimming logo of the size of 32 cm².
4. Blank

- In the event World Para Swimming have a Cap advertisement partner, the partners logo position will be decided by World Para Swimming.
- It is permissible to wear two (2) caps. Both caps must comply with the advertising rules.



5. Open Water Caps

- In all Open Water events it is mandatory for the cap to display on each side the "national-three-letter code" and may display the swimmer's national flag and/or the swimmer's name. The country code shall be a minimum of 8cm in height. Caps meeting the specifications of 4. are not acceptable except for one (1) manufacturer's logo of a maximum size of 20cm² on the front.
- Athlete's name of a maximum size of 20cm²: The competitor's name shall be printed under the country name (three letter code). Displaying the competitor's name is not compulsory



5. Goggles

- Two (2) manufacturer logos of a maximum 6 cm² are allowed on goggles but only on the spectacle frame or band.
- In the event World Para Swimming have a goggles partner, the WPS logo may be permitted on the goggles in addition to the Two (2) Manufacturers and will be decided by World Para Swimming on a case-by-case basis.

6. Pool deck apparel

A maximum of Three (3) advertising identifications of which one shall be of the manufacturer logo with a maximum size of 40 cm² each when worn for any of the clothing items listed below, and a maximum of two (2) advertising identifications (including manufacturer logo) with a maximum size of 6cm² each for any of the accessories and equipment items listed below:

Clothing items:

- Windbreaker
- T-shirt
- Polo Shirt
- Casual Shirt
- Sweatshirt
- Bath robe
- Tracksuit top
- Trousers/Pants
- Shorts
- Skirts

Accessories:

- Towels
- Baseball Caps
- Hats
- Socks
- Footwear

Bags:

- Not greater than 10% of the surface area of the item, to a maximum size of 60 cm²

Additionally, one (1) NPC or NF logo identification per item with a maximum size of 40 cm² for clothing items and 6 cm² for accessories may be displayed.

The placement of advertising on clothing and accessories is at the NPC or NFs discretion, however placing must be so that if Bibs are requested by World Para Swimming, they will not cover the identification.

Body advertisements, in particular displayed on the Athlete's body, are not permitted in any way whatsoever.



Any advertising identifications which are not indicated in these regulations are not permitted. In the event that any clothing or items of equipment contravenes these regulations, the athlete must immediately remove the offending item(s) and replace it/them with clothing that complies with World Para Swimming Rules and Regulations. In the event that the breach is not immediately remedied the athlete may be requested to wear attire provided by the Organising Committee.

World Para Swimming reserves the right to request NPCs or NFs taking part in World Para Swimming competitions to present any advertising identification in this rule for examination and approval of World Para Swimming prior to the competition in question.