IPC Manufacturer Identification Guidelines

Tokyo 2020 Paralympic Games

General Guidelines

December 2018
1 Introduction

The International Paralympic Committee (IPC) is pleased to present the IPC Manufacturer Identification Guidelines for the Tokyo 2020 Paralympic Games. This guide contains the general rules concerning the manufacturer identification and the specific details for the different categories (equipment, clothing, accessories and footwear) for the Tokyo 2020 Paralympic Games.

The Paralympic Games place the national and Paralympic identity of athletes at the forefront, which helps to further distinguish the Paralympic Games, whilst respecting the significant contribution that sporting goods manufacturers provide. Founded on the approach followed by the International Olympic Committee (IOC) for the Olympic Games, one of the key factors that differentiate the Paralympic Games from other sporting events is the visual presentation of the Games, which includes the ‘look’ of the participants, the venues and the field of play.

The purpose of these guidelines is to clarify the use of trademarks using visual diagrams to illustrate the regulations of the IPC Handbook, Section I, Sub-Section 3 (Paralympic Games Principles). These guidelines apply to all persons participating in the Paralympic Games.

These guidelines aim at providing certain clarifications on how the Identification of the manufacturer may be used (or not) in general and specific situations. They are not intended to restrict or otherwise impair new, innovative technological design features of clothing, equipment and accessories as long as those are in conformity with the rules and regulations applicable for the Paralympic sports concerned and these guidelines.

Notwithstanding the above, these guidelines are to be used subject to the understanding that (i) in case any term of these guidelines is in contradiction with the IPC Handbook, the latter shall prevail and (ii) the IPC Governing Board shall be the sole authority to finally determine whether the use of a manufacturer name, designation, trademark, logo or any other distinctive sign complies with the IPC Handbook and these guidelines.

The IPC Manufacturer Identification Guidelines have been distributed to all National Paralympic Committees (NPCs) and International Federations (IFs). We encourage all parties to make use of this reference manual during the design and production of clothing, equipment, accessories and footwear items for the Tokyo 2020 Paralympic Games.
## Changes from previous versions (Rio 2016 / PyeongChang 2018)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Modification</th>
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<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>Updated definitions within the list of &quot;Authorised Identifications&quot; and &quot;Items&quot;.</td>
</tr>
</tbody>
</table>
| **Size and frequency of Authorised Identifications** | **Clothing**  
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 IPC. |
| **Eyewear**                                | Eyewear may carry the identification of the manufacturer as generally used on products sold through the retail trade during the period of six (6) months or more prior to the Games, with the identifications permitted on the lenses so long as such identifications are tone-on-tone, engraved into the lens, and is not deemed as conspicuous by the IPC. |
| **Headgear**                               | Additional option – Two identifications of the manufacturer per accessory item will be permitted, to a maximum size of 5cm² each, placed above each ear. |
| **Footwear**                               | In principle, athletes' names are not allowed on the footwear unless listed as a technical requirement on the sport-by-sport list or are found on shoes sold on the retail consumer market six (6) months prior to the Games. |
| **Sport-by-sport list**                    | Inclusion of illustrative specifications from IF technical regulations, including:  
- National identifications  
- Personal identifications  
- Homologation marks and processes  
- Coaches clothing |
3 Definitions

For the purpose of these Guidelines:

“Authorised Identification” means any of the following identification:

<table>
<thead>
<tr>
<th>Name</th>
<th>Definition</th>
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</table>
| Identification of the Manufacturer             | Means the normal display of the name, designation, trademark, 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).  

**Exclusive Identifier(s)** means any design or sign (or part or variation thereof) used by the manufacturer on clothing, equipment or accessories in the preceding edition of, respectively, the Paralympic Games and Paralympic Winter Games. (i.e. Exclusive Identifier(s) can be used for one Summer and one Paralympic Winter Games, but must be changed before the following Summer or Winter Games, as the case may be).

The identified manufacturer of the item must be in the principal business of manufacturing, providing, distributing and selling respective items. |
| NPC Emblem                                      | Either (i) the institutional or (ii) the commercial emblem of a participating NPC, as approved by the IPC.                                                                                                                     |
| IF Identification                               | Refers to the official emblem of the International Federation (IF) and/or the official name of the IF.                                                                                                                      |
| Tokyo 2020 Emblem                               | The official emblem of the Tokyo 2020 Paralympic Games, as approved by the IPC.                                                                                                                                         |
| Tokyo 2020 Wordmark                             | The words “Tokyo 2020”.                                                                                                                                                                                                  |
| Product Technology Identification               | The technical identification (which shall not include any Identification of the Manufacturer, or any part thereof) used on clothing to identify any fabric technology.                                                       |
“Item” means any piece of clothing, equipment, accessory or any other item used or worn by any person participating in the Paralympic Games, appearing on the field of play or within other Paralympic Games venues and sites, of which in particular, but without limitation:

<table>
<thead>
<tr>
<th>Name</th>
<th>Definition</th>
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<tr>
<td>Accessory</td>
<td>Any article that is of an accessory nature (e.g. bag, eyewear, arm bands, gloves, socks, etc.), worn or used by a participant. These articles are not essential to the participation in the event.</td>
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</tbody>
</table>
| Clothing           | This category includes any piece of attire worn by a participant within Paralympic Games venues and sites. Clothing may be divided in the following categories:  
                          a) **Competition clothing**  
                             Includes articles of clothing worn by a participant during all training sessions and competitions. Competition clothing is subject to additional IF regulations, specific to the respective sport.  
                          b) **Formal uniforms**  
                             Formal uniforms include all articles of clothing worn by a participant for all Paralympic Ceremonies (e.g. Team Welcome Ceremony, Opening, Closing and Victory Ceremonies).  
                          c) **Casual wear**  
                             Any additional articles of clothing worn by a participant within Paralympic Games venues and sites. |
| Footwear           | Any footwear (e.g. shoes, boots, etc.) worn by a participant.                                                                                                                                               |
| Sports equipment   | Any sport-specific and necessary equipment used during sports competition (e.g. rackets, bicycles, rifles, etc.). These articles are essential to the participation in the event.                                   |
| Mobility equipment | Any equipment used by a participant for mobility purposes (e.g. wheelchair, prosthetics).                                                                                                                   |
| Technical gear     | Such installations, equipment and other apparatus not worn or used by participants (e.g. timing equipment and scoreboards).                                                                               |

“Participant” refers to any person participating in the Paralympic Games, in particular, but not limited to, athletes, officials, technicians (e.g. equipment technicians) and other accredited personnel within Paralympic Games venues, sites and press areas.
For the avoidance of doubt, when referring to a “person participating in the Paralympic Games”, these guidelines refer to any athlete, official and any other accredited person within Paralympic Games venues, sites and press areas.

“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.

Please note that any Olympic marks are not authorised identifications.

4 General Principles

Pursuant to the IPC Handbook, Section I, Sub-Section 3 (Paralympic Games Principles), no form of publicity or propaganda, commercial or otherwise, may appear on persons, sportswear, accessories or, more generally, on any article of clothing or equipment whatsoever worn or used by persons participating in the Paralympic Games, except for the Identification of the Manufacturer of the article or equipment concerned, provided that such identification shall not be marked conspicuously for advertising purposes.

An authorised identification may only be used in compliance with the terms of the IPC Handbook, the present guidelines or as further approved in writing by the IPC.

The IPC 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 the IPC Handbook and these guidelines are respected.

Unless specifically mentioned otherwise hereinafter (in particular in the “Sport-by-Sport list”) or unless otherwise indicated in writing by the IPC, the following general principles shall apply:

- No use of any Identification of the Manufacturer may be made in a conspicuous way and no item may be used for advertising purposes. An item is in particular 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 Paralympic Games.

- No identification other than an Authorised Identification may appear on any item.
- Only one Identification of the Manufacturer per item shall be permitted unless explicitly indicated in the Sport-by-Sport list.

<table>
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<tr>
<th>Exception: Where one-piece body suits are used in competition, one Identification of the Manufacturer shall be permitted above the waist and one below the waist, provided all other principles are respected.</th>
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</table>

- Where the Identification of the Manufacturer is not a sports brand, such identifications shall not be permitted, except for clothing, for which the Identification of the Manufacturer may be that of a clothing brand.
- Participants must refrain from contributing to or participating in any conspicuous advertising within Paralympic venues and sites, and in particular on the field of play.

Personal mobility equipment refers to personal wheelchairs, prosthetics, etc., which are used outside of competition. For usage of mobility equipment inside competition, please refer to the respective Sport-by-Sport list. Personal mobility equipment is accepted in the Paralympic Games venues as commercially available.

### 5 Size and frequency of Authorised Identifications

The table below 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 in addition:

<table>
<thead>
<tr>
<th>Item</th>
<th>Maximum size and frequency</th>
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| Accessory   | Accessories may carry Identifications of the Manufacturer as per the following, subject to any stricter IF rules which would prevail for each concerned sport, as indicated within the Sport-by-Sport list and as long as such identifications are deemed not conspicuous by the IPC:  
  **Socks:** One Identification of the Manufacturer per item, with a maximum size of 10cm².  
  **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 5cm$^2$ each, placed above each ear.

**Eyewear:** May carry the *Identification of the Manufacturer* as generally used on products sold through the retail trade during the period of six (6) months or more prior to the Games, with no identification permitted on the lenses so long as such identifications are engraved into the lens and is not deemed as conspicuous by the IPC.

**Armbands:** One *Identification of the Manufacturer* per item, with a maximum size of 6cm$^2$.

**Gloves:** One *Identification of the Manufacturer* per item, with a maximum size of 8cm$^2$.

**Bag:** One *Identification of the Manufacturer* per item, not greater than 10 per cent of the surface area, to a maximum size of 60cm$^2$.

For any accessories not listed above, the size of the *Identification of the Manufacturer* shall not exceed 6cm$^2$.

| **Clothing** | The size of an *Identification of the Manufacturer* shall not exceed 30cm$^2$ for clothing.  
One additional identification, strictly limited to *Product Technology Identifications*, shall be permitted per clothing item and shall not exceed 10cm$^2$.  
Where one-piece body suits are used in competition, such identifications shall be permitted once above and once below the waist, provided all other principles 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 IPC. |
| **Sports equipment** | For any sport equipment supplied by the NPC or athlete, the size and frequency of an *Identification of the Manufacturer* shall be as featured on sports equipment sold on the retail consumer market six (6) months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport (as indicated within the *Sport-by-Sport list*), as long as such identification are deemed not conspicuous by the IPC. |
In principle, athletes’ names are not allowed on sports equipment unless listed as a technical requirement in the *Sport-by-Sport list* or found on equipment sold on the retail consumer market six (6) months prior to the Games. This includes personalised equipment as this is not deemed as the general design and/or identification used on products sold through the retail trade.

For any sports equipment supplied by the OCOG, the size of an *Identification of the Manufacturer* shall not exceed 10 per cent of the surface area (up to a maximum of 60cm²).

<table>
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<tr>
<th><strong>Mobility equipment</strong></th>
<th>For any mobility equipment supplied by the NPC or athlete, the size and frequency of an <em>Identification of the Manufacturer</em> shall be as featured on mobility equipment sold on the retail consumer market six (6) months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport (as indicated within the <em>Sport-by-Sport list</em>), as long as such identification are deemed not conspicuous by the IPC.</th>
</tr>
</thead>
</table>
| **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 six (6) months prior to the Games, as long as such identifications are deemed not conspicuous by the IPC.  
  In principle, athletes’ names are not allowed on footwear unless listed as a technical requirement in the *Sport-by-Sport list* or found on shoes sold on the retail consumer market six (6) months prior to the Games. This includes personalised shoes as this is not deemed as the general design and/or identification used on products sold through the retail trade. |

Specific sizes and display frequency are applicable as per the *Sport-by-Sport list* hereinafter.

In all instances where the item contains elastic material (such as LYCRA®), the *Authorised Identification* size shall be measured stretched (e.g. as worn by the athlete or once the item is fully extended as used during competition).

### 6 Guidance on placement

No *Authorised Identification* may appear on the neck or the collar, on the body (e.g., tattoo) of any person participating in the Games or on any of the following items including but not limited
to headphones, water bottles, coolers, umbrellas, towels, bandages (e.g. kinesiology tape), contact lenses, earplugs, mouth guards and nose clips. This list is exemplary and non-exhaustive and may be amended and completed from time to time by the IPC. Any such shall be communicated by the IPC to the NPCs and IFs.

On upper body clothing items Identifications of the Manufacturer should as much as possible be placed on the chest or on the sleeve.

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 each other, 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.

Please refer to chapter 12 for further details on using the Tokyo 2020 trademarks.

7 Third party identification

No third party reference including the names or nicknames of the participants or any other persons (unless listed as a technical requirement in the Sport-by-Sport list), designation, trademark, logo, URL, social media account, hashtags, corporate design or colour scheme (including, but not limited to, those of sponsors, National Federations, International Federations, public or governmental authorities, and clubs, with the exception of International Federations identification as authorised by the IPC) or any other distinctive sign (whether direct or indirect, such as QR codes or barcode) may appear on any item.

Please note: For the avoidance of doubt, this includes but is not limited to technical sport homologation designations (such as “official equipment of...”, “official [IF] size”, etc.)

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 IPC Handbook.

The use of certain Authorised Identifications (such as IF Identifications, the Tokyo 2020 emblem or the Tokyo 2020 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 Paralympic Games.
8 Designs

Designs of items must comply with the specifications of these guidelines. In particular, a design may be used for one Paralympic Summer and one Paralympic Winter Games, but must be changed before the following Summer or Winter Games, as the case may be.

*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 Paralympic Games.

9 Maximising national and Paralympic identity

Subject to the above, NPCs are encouraged to use their national colours, name, flag and emblems, as well as NPC Emblems (hereinafter “National Identifications”), in order to visually enhance the national identity of their items. NPCs have the right to choose the National Identification(s) which will be used by their delegations on clothing (for instance, NPC 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-by-Sport list* 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.

NPCs, in particular the NPC of the country hosting the Paralympic Games (in the present case, the Japanese Paralympic Committee), may not use the “Look of the Games” in any way which creates confusion between the Tokyo 2020 workforce and the participants of the host country delegation.

Wherever possible, NPCs are encouraged to utilise all opportunities to maximise their national and Paralympic identity on all Paralympic Games clothing, equipment and accessories. This may be achieved through the use of:

- The NPC emblem
The official national colours
The official country name and/or acronym
The official national flag (as approved for Paralympic Ceremonies)
Tokyo 2020 trademarks (Tokyo 2020 approval is necessary).

NPCs **MUST NOT** use:
- Any Olympic marks (e.g., Olympic Rings, NOC emblem, “National Olympic Committee of COUNTRY”)
- International or National Sport Federation emblems
- IPC marks (e.g., Paralympic Symbol) as a stand-alone element
- Any form of publicity or propaganda (commercial or otherwise)
- National anthems, motivational words, public/political messaging or slogans.

**10 International Federation identifications**

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

For clothing worn by the IF officials, one IF identification per item shall be permitted with a maximum size of 30cm².

**11 Homologation marks**

If any identification is necessary for safety reasons and is prescribed within IF rules and regulations (e.g. “CE” or similar non-commercial certification logo) and included within the Sport-by-Sport list, such identification will be permitted on the item, in a location that allows technical verification by officials.
12 Using the Tokyo 2020 emblem and Tokyo 2020 wordmark

NPCs may enhance the Paralympic identity of their uniforms (clothing only) by using the Tokyo 2020 emblem or wordmark on a limited basis, provided the following conditions are observed. In general, the Tokyo 2020 emblem and the Tokyo 2020 wordmark must:

- be sourced directly from Tokyo 2020 and used in accordance with the Tokyo 2020 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, with a maximum size of 30cm².

In particular,

- it is forbidden to associate the Tokyo 2020 wordmark with an Identification of the Manufacturer
- when used in conjunction with the NPC emblem or IF identification, the Tokyo 2020 wordmark should be positioned under the NPC emblem or IF identification with a distinctive gap or separation between the Tokyo 2020 wordmark and the NPC emblem or IF identification or separated by a small dividing line. The Tokyo 2020 wordmark can only be reproduced in its entirety as defined in the Marks Usage Guidelines or in a generic font (i.e. Arial, Helvetia, etc.).
- the Tokyo 2020 emblem may be used on both competition, IF technical delegates (field of play) and NPC clothing, and must absolutely appear alone. It is forbidden to associate the Tokyo 2020 emblem with any other Authorised Identification (such as an Identification of the Manufacturer or a NPC emblem or IF identification). The Tokyo 2020 emblem can only be reproduced in its entirety as defined in the Marks Usage Guidelines.
13 Victory ceremonies

No Sports Equipment or Accessories may be brought to the flower or 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 Sports Equipment is worn by the athlete (e.g. helmet, eyewear, etc.).

No personal accessories, including but not limited to mobile phones, plush toys, water bottles, national flags and point of view camera devices, are permitted on podiums.

14 Responsibility for compliance

It is the NPCs responsibility to comply with the rules and regulations of the IPC Handbook including but not limited to the IPC Manufacturer Identification Guidelines. NPCs shall be primarily responsible for ensuring that all items worn or used by the members of their delegation comply with these guidelines. Under the supervision of the IPC and with the support of OCOG personnel, the IFs, shall implement a system of enforcing the compliance of items (e.g. sports equipment) in relation to their respective sport.

15 Consequences of infringement to the Guidelines

The IPC and OCOG will remain vigilant throughout the Paralympic Games. At any time, those, which are not in compliance with the IPC rules and regulations, may be subject to sanction. According to the IPC Handbook Section I, Sub-Section 3, Paralympic Games Principles, any violation of these rules could lead to disqualification or withdrawal of the accreditation of the person concerned as well as other possible sanctions, in accordance with the decision of the IPC Governing Board, or in accordance with the technical rules of the respective sport. Any Identification of the Manufacturer (including, in particular, any usage of Exclusive Identifiers) infringing upon these guidelines shall be removed or covered (as applicable) in accordance with the instructions given by representatives of the IPC, OCOG or the relevant IF to the participant.

16 Submission process and questions

The submission process will be co-ordinated via a specific module of the Sport Data Management System (SDMS). To upload any visual examples for IPC pre-inspection, please visit https://www.paralympic.org/sdms, entering the access codes used by the NPC Primary User for SDMS. If you want to apply for an additional account, please follow the steps described in the IPC

Specific information and assistance is available through the IPC Marketing & Communications Department. The IPC welcomes and encourages all NPCs to consult with Yosof Rohesh, IPC Design Services Manager at yosof.rohesh@paralympic.org or +49 228 2097-215 for any further assistance.
17 Measuring Authorised Identifications

17.1 Regular shapes
Where the Identification of the Manufacturer appears as a rectangle or square, the mathematical rules used to calculate the surface area of the shape will be applied.

\[
\text{Area} = a \times b
\]

17.2 Irregular shapes
Where the Identification of the Manufacturer is an irregular shape, a rectangle or square will be traced around the identification, and the mathematical rules used to calculate the surface area of the rectangle or square shall be applied.

\[
\text{Area} = a \times b
\]

17.3 Combined Shapes
Where the Identification of the Manufacturer combines the manufacturer name with the manufacturer logo, a rectangle or square will be traced around the combined identification and the surface area of the rectangle or square shall be calculated in its entirety.

\[
\text{Area} = a \times b
\]
18 Common items

18.1 Introduction

This section provides visual illustrations regarding the placement and size of the Identification of the Manufacturer on items of clothing and accessories that are common across all sports. Please refer to the Sport-by-Sport list for any items not illustrated below and specifications regarding sport equipment.

Each type of identification mark is represented by a shape and colour, as indicated in the coding below. It is also specified if the identification must be placed in the precise location indicated on the illustration [ Precise ] or if the placement is not specified in the guidelines [ Floating ].

18.2 Clothing

This category includes articles of clothing worn by athletes, officials and other accredited personnel during all training sessions and competitions. Competition clothing is subject to additional IF regulations, specific to the respective sport. In all instances, where the clothing contains elastic material (e.g. LYCRA®), the Identification of the Manufacturer shall be measured as worn by the athlete (i.e., stretched).

One Identification of the Manufacturer per clothing item will be permitted, with a maximum size of 30cm². No Identification of the Manufacturer may appear on the collar or on the neck.
One-piece body suits

**Exception:** Where one-piece body suits are used in competition, one *Identification of the Manufacturer* shall be permitted above the waist and one below the waist, in accordance with the maximum size noted above. However, these identifications shall not be placed immediately adjacent to each other.
18.3 Accessories

This category includes the articles of an accessory nature, worn or used by athletes and other participants within accredited Paralympic Games venues and sites. All accessories must actually be worn or used by the athlete, official or accredited personnel and must not be used for advertising purposes. Detailed specifications of accessory items for each sport are contained in the Sport-by-Sport list.

18.3.1 Socks

One Identification of the Manufacturer will be permitted per item, with a maximum size of 10cm².

18.3.2 Headgear

One Identification of the Manufacturer will be permitted 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.

18.3.3 Eyewear

Eyewear may carry the Identification of the Manufacturer as generally used on products sold through the retail trade during the period of six (6) months or more prior to the Games, with the identifications permitted on the lenses so long as such identifications are tone-on-tone, engraved into the lens, and is not deemed as conspicuous by the IPC.
18.3.4 Armbands
One Identification of the Manufacturer will be permitted per item, with a maximum size of 6cm².

18.3.5 Gloves
One Identification of the Manufacturer will be permitted per item, with a maximum size of 8cm².

18.3.6 Bags
One Identification of the Manufacturer will be permitted per item, not greater than 10 per cent of the surface area of the item, to a maximum size of 60cm².

18.3.7 Shoes/footwear
All footwear items may carry the identification as generally used on products sold through the retail trade the period of six (6) months prior to the Games.
18.4 Non-branded items

Certain items may not feature any Identification of the Manufacturer: headphones, water bottles, umbrellas, towels, bandages, contact lenses, earplugs, mouth guards, nose clips and kinesiology tape.

**Bottles**

[Image of bottles with a note to hide identification (e.g., using tape)]

**Headphones**

[Image of headphones with a note to hide identification (e.g., using tape)]