



ITU World Cup – World Championship 2004 Uniform Rules

Overview

The ITU Uniform Rules apply to elite athletes competing in ITU World Cup events, junior, and age group competitors participating in the 2003 ITU Triathlon World Cup and ITU Triathlon and Duathlon World Championship events at all distances. All competitors wishing to participate must abide by these 2004 Uniform Specifications. Failure to comply with these Specifications will be grounds for penalties.

The purpose of the Uniform Rules is to:

1. provide a clean, professional image of our sport to local, international and global media
2. provide athletes with a reasonable amount of space to present their own sponsors
3. ensure that the “bare torso” rule is respected at all segments of the triathlon.

Paragraphs 1 through 6 below apply to 2004 ITU Triathlon World Cup events. Specifications for World Championship events are listed in Paragraphs 7 and 8.

All dimensions are measured when the competitor is wearing the uniform.

TRIATHLON WORLD CUP EVENTS



1. UNIFORMS :

- Competitor uniforms will be completely clean of any logo, or images other than those described below.
- All descriptions apply to all uniforms worn during competition, including any outer wear for cold weather.
- Logos will be measured while **on** the competitor.
- Competitors are allowed to include up to three logos on the front of their uniform. There is no restriction on the type of logo used in these spaces. See diagrams above for location of the Sponsor Spaces.
- One piece uniforms are preferred. If a two piece uniform is used, the space between the top and the bottom may not exceed **10 cm**
- Zippers are to be located in the back. If the uniform has a front zipper it must remain closed.
- The uniform must be attached at the shoulder for the duration of the competition.

UNIFORM FRONT:

- A. **ITU Logo:** a 5cm x 5cm square ITU logo will appear on the upper right shoulder. An iron-on patch will be provided to each World Cup competitor. If the logo is not provided to the athlete, this requirement is nullified.
- B. **Country Code:** The competitor's country code must appear on the front. The font for both should be "arial" and should be at least 6cm in height. The colour of the letters should be in sharp contrast to the colour of the uniform.

Family Name: In 2004, the competitor's family name **should** appear on the front and should be at least 5 centimetres in height. The colour of the letters should be in sharp contrast to the colour of the uniform. **Note:** Media attention will be greater for athletes who have their family name on the front of their uniform, as well as the back.

- C. **Primary Logo location:** The competitor's primary sponsor will be located below the family name and country code. It will be a maximum of 7 cm in height, with no width limitation.
- D. **Secondary Logo Space – lower front:** one logo of any sponsor logo may appear on the lower front. The maximum size is 20 cm² and a maximum height of 4cm.
- E. **Secondary Logo Space – front left shoulder:** one logo of any sponsor may appear on the upper back area. The maximum size is 20 cm² and a maximum height of 4cm.

UNIFORM BACK AND SIDES

- F. **Secondary Logo Space – upper back:** one logo of any sponsor logo may appear on the upper back. The maximum size is 20 cm² and a maximum height of 4cm.
- G. **Secondary Logo Space – uniform sides:** Both sides of the uniform may be used for sponsor logos. The space will be a maximum of 5cm wide and may extend from the highest point under the arm to the lowest point of the uniform. In the case of two piece

uniforms, the image may be on both the top and bottom. Logos and sponsor names may appear on the sides of the uniforms.

- H. **Family Name:** The competitor's family name must appear on the lower back. The font will be "arial". The family name should be at least 5 centimetres in height. The colour of the letters should be in sharp contrast to the colour of the uniform. The name should be clearly visible to spectators and television. No other images may appear in this area.

2. **Headwear:**

- a) **Swim:** All competitors must wear the official event swim cap provided by ITU during the swim section of each event. If a competitor chooses to wear two caps, the official cap must be on the outside. No competitor sponsorship identification may appear on the swim cap. Competitors may not alter the swim caps in any manner. Competitors failing to wear the official swim caps or altering the official swim caps may be subject to disqualification.
- b) **Cycle:** All competitors must wear helmets on the bicycle section as described by the ITU Competition Rules. Competitors must place race number stickers with the Event Presenting Sponsor, as provided by ITU, on the front and both sides of the helmet. No identification may impair the official ITU decals on the helmets.

The helmet manufacturer's logo may appear on the helmet, either by one 40 square cm location on the front, or one 20 square cm on each side. No other sponsor logo may appear on the helmet.

- c) **Run:** Competitors may wear hats or visors on the run section. One sponsor logo of a maximum 20²cm may be affixed to the hat or visor.

3. **Wetsuits:** All wetsuit models must have prior approval from ITU. Competitors may include only the logo of the wetsuit manufacturer on their wetsuits with the maximum size of 80cm² on the front and 80cm² on the 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's wishes to have two or more logos on the front or back, the combined total must not exceed 80cm². Logos on the side panel must be included within either the 80cm² for the back or the front.
4. **Race Numbers:** Traditional race numbers will not be used for elite athletes in ITU Events. ITU will provide each competitor with 4 sets of body number decals to be applied prior to the event.
5. **Bicycle:** Only logos of bicycle related products may appear on the competitor's bicycle. Such logos may not interfere with or hinder the placement of the bicycle race number on the bicycle frame.

ITU World Championships Events: (All Disciplines / Distances)

6. **Elite U/23 and Junior Categories:** All elements of the ITU Uniform Specifications described in paragraphs 1 through 5 above apply to ITU Triathlon World Championships of all distances. The format for the country name (language, spelling, abbreviation, etc.) is at the discretion of the National Federation. The country name must be the most dominant feature of the front of the uniform.

7. **Age Group Categories:** Age Group competitors 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. There is no limitation on the number or position of sponsor logos for Age Group Competitors, provided they do not obscure the Country name. The format for the country name (language, spelling, abbreviation, etc.) is at the discretion of the National Federation. Arial is the preferred type face.

Age Group competitors 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.

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