



IDENTIFICATIONS ON NPC TEAM APPAREL

PRACTICAL GUIDELINES - PARIS 2024

MAY 2023

INTERNATIONAL PARALYMPIC COMMITTEE

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1 INTRODUCTION

The International Paralympic Committee (IPC) is pleased to present the Identifications on NPC Team Apparel - Practical Guidelines for the Paris 2024 Paralympic Games. These Guidelines contain the general rules concerning the manufacturer identification and apply to all Apparel, meaning Clothing (any piece of attire worn by a Participant, including, without limitation, competition clothing as prescribed within the rules of each sport), Footwear (shoes or boots worn by a Participant) and Clothing Accessories (any article that is of an accessory nature, worn by a Participant but which are not essential to the participation in the event).

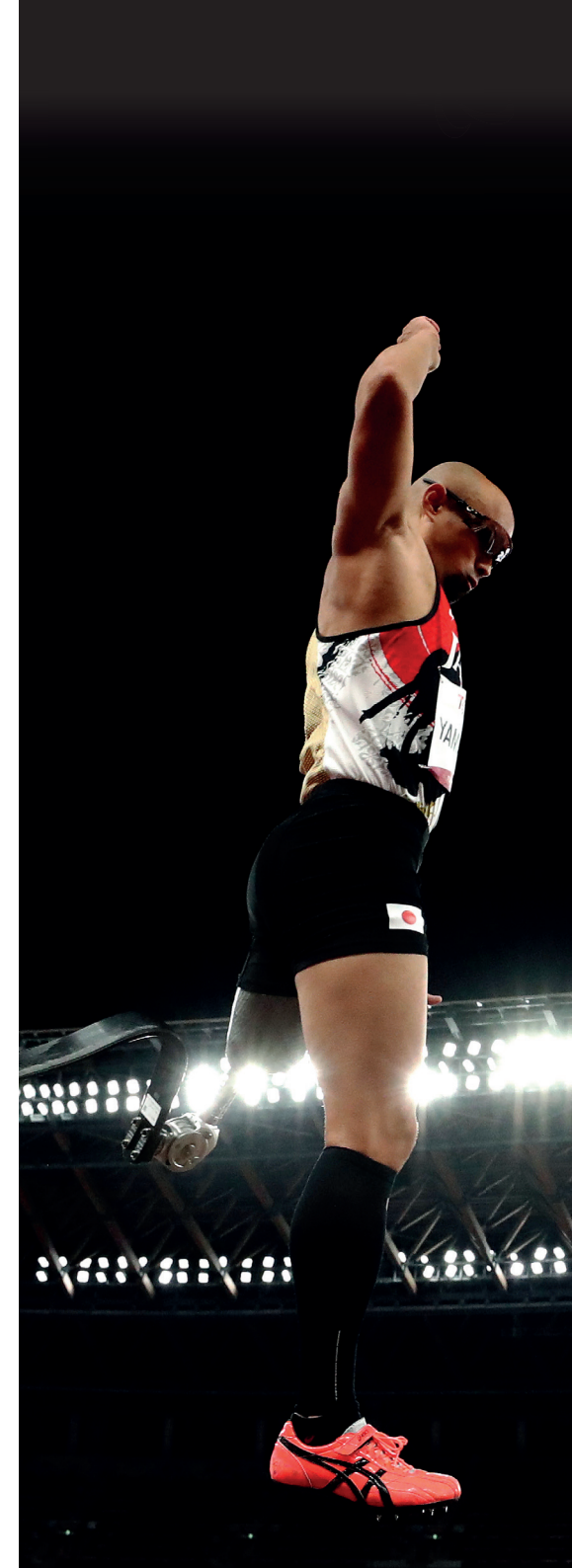
The rules applicable to non-clothing accessories, sports equipment and other items shall be set out in due course in the Authorised Identification Guidelines for the Paris 2024 Paralympic Games.

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.

Furthermore, the 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 and 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 the Guidelines.

Notwithstanding the above, the Guidelines shall 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 the Guidelines. The Guidelines will be 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 Games.





2 DEFINITIONS

Authorised Identifications include:

Topic	Modification
Manufacturer Identification	The normal display of the name, designation, trademark, or logo or any other distinctive sign of the apparel manufacturer. Manufacturer Identifications do not include encrypted or encoded supports, such as barcodes or QR codes, or URLs, social media accounts or hashtags.
NPC Emblem	Either (i) the institutional or (ii) the commercial/team emblem of a participating NPC, as approved by the IPC.
Paris 2024 Emblem and Paris 2024 Wordmark	The official emblem of the Paris 2024 Paralympic Games, as approved by the IPC, and the words “Paris 2024”, respectively.
Product Technology Identification	The technical identification used on clothing or footwear to identify any fabric technology (which shall not include any Manufacturer Identification or any part thereof).

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2 DEFINITIONS

Accessories include:

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.

Clothing includes:

Any piece of attire worn by a participant within Paralympic Games venues and sites. Clothing may be divided in the following categories:

- **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.
- **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).
- **Casual wear** Any additional articles of clothing worn by a participant within Paralympic Games venues and sites.

Footwear includes:

Any footwear (e.g. shoes, boots, etc.) worn by a participant.

Sports equipment includes:

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 includes:

Any equipment used by a participant for mobility purposes (e.g. wheelchair, prosthetics).

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2 DEFINITIONS

Technical gear includes:

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.



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- Definitions



3 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 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 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 Manufacturer Identification may be made in a conspicuous way. No Apparel may be used for advertising purposes. In particular, Apparel will be considered to be used for advertising purposes when the Identification on such Apparel 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.



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- General Guidelines**
- General Principles



3 GENERAL PRINCIPLES

- Only one Manufacturer Identification per piece of Apparel shall be permitted except as provided in these Guidelines.
- 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.
- Where the Manufacturer Identification is not a Clothing Brand, such identification constitutes conspicuous advertising and so shall not be permitted on apparel. A Clothing Brand is a brand 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. For Clothing Items, the Manufacturer Identification may be that of a clothing brand.
- Participants must not contribute to or participate in any conspicuous advertising within the Games venues and sites, and, in particular, on the field of play.
- An Authorised Identification may only be used in compliance with the terms of the IPC Handbook, these NPC Apparel Guidelines or as further approved in writing by the IPC.
- The IPC may further prohibit the use of any Authorised Identification on any apparel item in order to ensure the spirit of the principles of the IPC Handbook and these Guidelines are respected.



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- General Guidelines**
- General Principals



4 NPC EMBLEMS AND NATIONAL IDENTITY

Subject to the General Principles (pages 7-8), 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 Apparel. NPCs have the right to choose the National Identification(s) which will be used by their delegations on Clothing (i.e. 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 specific implementation section for more details).

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

NPCs, in particular the NPC of the country hosting the Paralympic Games (in this case, France Paralympic and Sports Committee), may not use the "Look of the Games" in any way which creates confusion between the Paris 2024 workforce and the athletes and delegation officials of the host country delegation.

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.



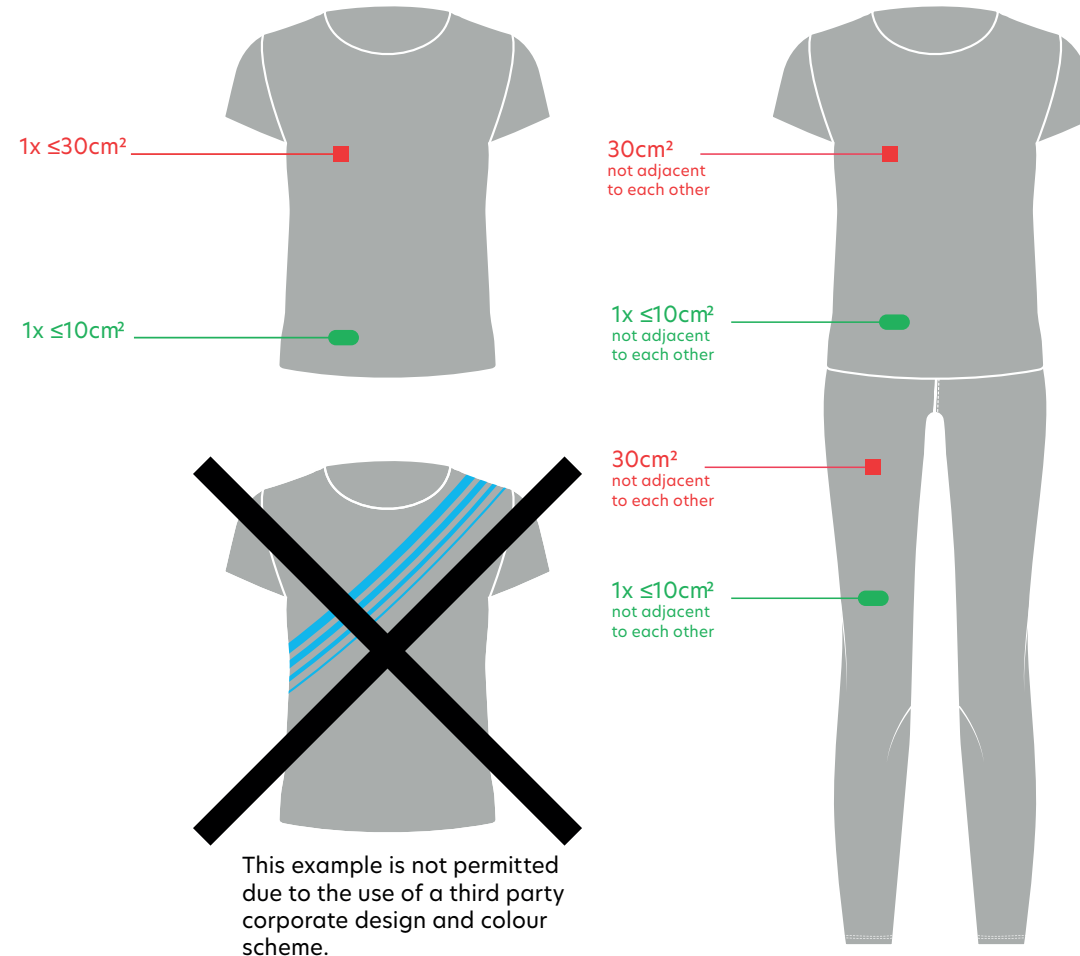
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General Guidelines

- NPC Emblems and National Identity

5 CLOTHING

- The size of a Manufacturer Identification 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 Manufacturer Identification and the Product Technology Identification shall be permitted once above and once below the waist, provided all other principles are respected.
- One Manufacturer Identification 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 not otherwise conspicuous.
- 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).



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General Guidelines

- Clothing

■ Identification of the Manufacturer
■ Product Technology Identification

6 FOOTWEAR

All Footwear Items may carry the Manufacturer Identification as displayed on products sold on the retail consumer market at least six (6) months before the Games, provided that such identifications are not otherwise conspicuous.

In principle, athletes' names are not allowed on Footwear unless listed as a technical requirement in the Sport Specific Implementation section or as displayed on Footwear sold on the retail consumer market at least six (6) months before the Games. Accordingly, personalised Footwear is not permitted as this is not deemed to be general design and/or identification as displayed on products sold on the retail consumer market.



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- Footwear

7 ACCESSORIES

Clothing 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 in each case provided that such identifications are not otherwise conspicuous:

Armbands

One (1) Manufacturer Identification per item, with a maximum size of 6cm².

Socks

One (1) Manufacturer Identification per item, with a maximum size of 10cm².

Gloves

One (1) Manufacturer Identification per item, with a maximum size of 8cm².

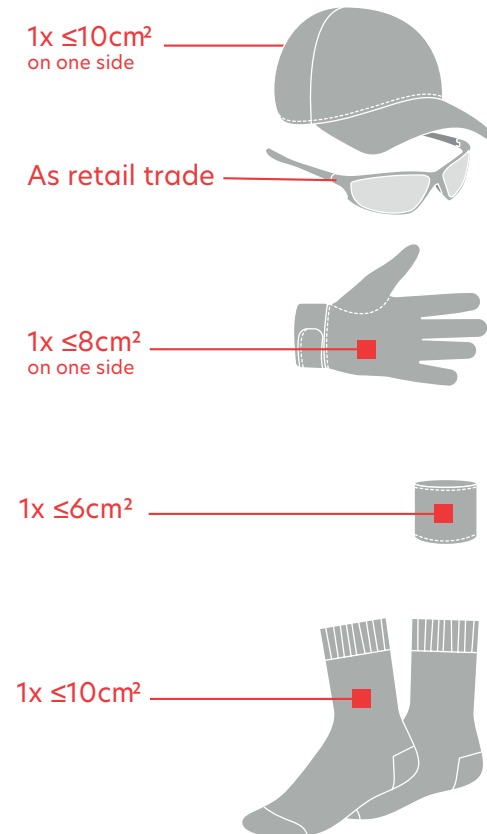
Headgear

One (1) Manufacturer Identification per item, with a maximum size of 10cm² or two (2) Manufacturer identifications per item to a maximum size of 5cm² each, placed above each ear.

Eyewear

May carry the Manufacturer Identification as displayed on products sold on the retail consumer market at least six (6) months before the Games, with the identifications permitted on the lenses provided that such identifications are engraved into the lens and are not deemed as conspicuous by IPC.

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



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- Accessories



8 GUIDANCE ON PLACEMENT

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

Manufacturer Identifications 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.

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, Manufacturer Identifications should as much as possible be placed on the chest or on the sleeve.

9 THIRD PARTY IDENTIFICATIONS

No third-party reference or name may appear on any item of Apparel, including:

- the names or nicknames of Participants or any other persons (unless listed as a technical requirement in the Sport Specific Implementation section),
- any designation, trademark, logo, corporate design and/or colour scheme (including, but not limited to, those of sponsors, National Federations, IFs, public or governmental authorities, and clubs); or
- any other distinctive sign (whether direct or indirect, such as QR codes or barcodes).

The use of URL, social media accounts, and hashtags is not permitted on any item of Apparel worn during the Paralympic Games.

No item of Apparel 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 Paris 2024 emblem or the Paris 2024 wordmark) is limited and restricted to certain items only and may not be used otherwise as specifically indicated herein.

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- Guidance on Placement
- Third Party Identifications



10 DESIGNS

Designs of Apparel 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 Paralympic Summer or Paralympic 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 and/or designs that derive or refer or otherwise create the impression that they are identical or similar to a Manufacturer Identification (including, in particular, *Exclusive Identifiers**), may not be used in designs of Items for the Paralympic Games.

** 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).*

11 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.

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- General Guidelines**
- Designs
 - Homologation Marks

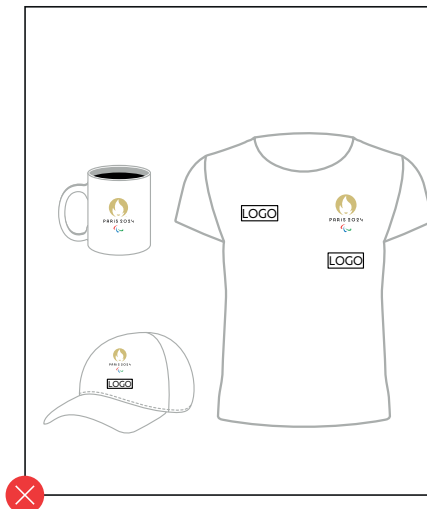
12 USE OF PARIS 2024 EMBLEM AND WORDMARK

NPCs may enhance the Paralympic identity of their Apparel (Clothing only) by using the Paris 2024 Emblem or Wordmark on a limited basis, provided the following conditions are observed. In general, the Paris 2024 Emblem and Wordmark must:

- be sourced directly from Paris 2024 and used in accordance with the Paris 2024 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 Paris 2024 Wordmark with a Manufacturer Identification.
- When used in conjunction with the NPC Emblem, the Paris 2024 Wordmark should be positioned under the NPC Emblem with a distinctive gap or separation between the Paris 2024 Wordmark and the NPC Emblem or separated by a small dividing line.
- The Paris 2024 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 Paris 2024 Emblem may be used on both competition (Field of Play) and NPC clothing and must absolutely appear alone.
- It is forbidden to associate the Paris 2024 Emblem with any other Authorised Identification (such as a Manufacturer Identification or an NPC Emblem or IF Identification).
- The Paris 2024 Emblem can only be reproduced in its entirety as defined in the Paris 2024 Marks Usage Guidelines.



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- Use of Paris 2024 Emblem and Wordmark



13 MEASURING AUTHORISED IDENTIFICATIONS

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.

Irregular shapes

Where the Identification of the Manufacturer is an irregular shape, a rectangle or a 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.

Combined shapes

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

14 VICTORY CEREMONIES

No Sports 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 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, banners (of any type) and point of view camera devices, are permitted on podiums.

Area = a x b



Area = a x b



Area = a x b



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- Measuring Authorised Identifications
- Victory Ceremonies



15 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.

16 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.

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General Guidelines

- Responsibility for compliance
- Consequences of infringement to the Guidelines



17 SUBMISSION PROCESS AND QUESTIONS

The submission process will be co-ordinated via a specific module of the InMotion. To upload any visual examples for IPC pre-inspection, please visit <https://db.ipc-services.org/inMotion/app/login>, entering the access codes used by the NPC Primary User for InMotion. If you want to apply for an additional account, please follow the steps on the website after pressing the “[Register new account](#)” link.

Specific information and assistance is available through the IPC Brand and Communications Department. For any further assistance the IPC welcomes and encourages all NPCs to consult with

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- Submission Process and Questions