

# AUTHORISED IDENTIFICATIONS

## GENERAL GUIDELINES — MILANO CORTINA 2026



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# 1. INTRODUCTION

The prohibition of any advertising and publicity in and above Olympic sites (as expressed in the Olympic Charter) is one of the aspects that differentiate the Olympic Games from other international events.

This is reflected in particular in:

- Rule 50 paragraph 1 of the Olympic Charter as follows:

*Except as may be authorised by the IOC Executive Board on an exceptional basis, no form of advertising or other publicity shall be allowed in and above the stadia, venues and other competition areas which are considered as part of the Olympic sites. Commercial installations and advertising signs shall not be allowed in the stadia, venues or other sports grounds.*

- Bye-Law 1 to Rule 50 paragraph 1 of the Olympic Charter as follows:

*No form or publicity, commercial or otherwise, may appear on persons, on sportswear, accessories or, more generally, on any article or equipment whatsoever worn or used by all competitors, team officials, other team personnel and all other participants in the Olympic Games, except the identification [...] of the manufacturer of the article or equipment concerned,*

*provided that such identification shall not be marked conspicuously for advertising purposes [...].*

These Guidelines provide guidance on how Olympic Charter Rule 50 paragraph 1 and its related Bye-Laws are to be implemented, in particular but not limited to:

- as to when an identification is “marked conspicuously for advertising purposes” (and hence prohibited);
- which types of identifications are allowed;
- where such identifications may be placed; and
- how many times such identifications may appear.

These Guidelines apply to all the athletes, officials, other accredited persons and, where relevant, to *Marketing Partners* within the *Olympic 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, the Olympic Charter and these Guidelines.

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

- in case of contradictions between these Guidelines and Rule 50 of the Olympic Charter, the latter shall prevail;
- the IOC 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 the Olympic Charter and these Guidelines; and
- the IOC reserves the right to further interpret and/or supplement these Guidelines respecting the spirit and purpose of Rule 50 paragraph 1.



## 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).

### IF Identification

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

### Milano Cortina 2026 Emblem

Means the official emblem of Olympic Winter Games Milano Cortina 2026, as approved by the IOC.

### Milano Cortina 2026 Wordmark

Means the words “Milano Cortina 2026”.

### NOC Emblem

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

### 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.

“**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.

“**Exclusive Identifiers**” means any design or sign (or part or variation thereof) used on *Clothing*, *Sports Equipment* or *Accessories* in the preceding edition of, respectively, the Games of the Olympiad and the Olympic Winter Games.

“**Item**” means any pieces of clothing, accessory or any other item used or worn by any *Participant*, appearing on the field of play or within other *Olympic 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.).

“**Milano Cortina 2026**” means the Organising Committee for the Milano Cortina 2026 Winter Olympic and Winter Paralympic Games.

“**Milano Cortina 2026 Partners**” means any company selected by *Milano Cortina 2026* to acquire and exercise highest level sponsorship and marketing rights relating to the *Olympic Games* in Italy pursuant to the Milano Cortina 2026 commercial programme.

“**Olympic Games**” means the Olympic Winter Games Milano Cortina 2026.

“**Participant**” means any person participating in the *Olympic 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 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.

“**Sport Specific Guidelines**” means the guidelines issued by the relevant IF for its sport(s) on the basis of and in addition to these Guidelines.

### 3. GENERAL PRINCIPLES

An *Authorised Identification* may only be used in compliance with the terms of the Olympic Charter, the present Guidelines or as further approved in writing by the IOC.

The IOC 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 Olympic Charter and these Guidelines are respected.

Unless specifically mentioned otherwise hereinafter (in particular in the *Sport Specific Guidelines*) or unless otherwise indicated in writing by the IOC, **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 *Olympic Games*.
- No identification other than an *Authorised Identification* may appear on any *Item*.
- Only one *Identification of the Manufacturer* per *Item* shall be permitted.

- The general presumption is that, where the *Identification of the Manufacturer* is not a *Sport Brand* (or, in the case of *Clothing*, a *Clothing Brand*), such identification constitutes conspicuous advertising and so shall not be permitted.
- Participants must refrain from contributing to or participating in any conspicuous advertising within Olympic 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 in addition, and
- a particular *Item* may be subject to specific sizes and identification display frequencies in accordance with the relevant *Sport Specific Guidelines*.

### Accessories

*Accessories* may carry identifications as per the following, subject to Section 7 below and any IF rules which would prevail for each concerned sport, as indicated within the *Sport Specific Guidelines* and as long as such identifications are deemed not conspicuous by the IOC:

**Armbands:** One *Identification of the Manufacturer per Item*, with a maximum size of 6 cm<sup>2</sup>.

**Bag:** One *Identification of the Manufacturer per Item*, not greater than 10% of the surface area of the *Item*, to a maximum size of 60cm<sup>2</sup>.

**Socks:** One *Identification of the Manufacturer per Item*, with a maximum size of 10 cm<sup>2</sup>.

**Gloves:** One *Identification of the Manufacturer per Item*, with a maximum size of 8 cm<sup>2</sup>.

**Headgear:** One *Identification of the Manufacturer per Item*, with a maximum size of 10 cm<sup>2</sup> or two *Identifications of the Manufacturer per Accessory Item* will be permitted, to a maximum size of 5 cm<sup>2</sup> each, placed above each ear.

**Eyewear:** May carry the *Identification of the Manufacturer* as displayed on products sold on the retail consumer market at least six (6) months before the *Olympic Games*, with the identifications permitted on the lenses so long as such identifications are engraved into the lens and not otherwise conspicuous.

For any accessories not listed above, the size of the *Identification of the Manufacturer* shall not exceed 6 cm<sup>2</sup>.

### Clothing

Unless provided otherwise in this Section, the size of an *Identification of the Manufacturer* shall not exceed 30 cm<sup>2</sup> for *Clothing*.

One additional identification, strictly limited to *Product Technology Identifications*, shall be permitted per *Clothing item* and shall not exceed 10 cm<sup>2</sup>.

Where one-piece body suits are used in competition, each of the *Identification of the Manufacturer* and the *Product 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 not otherwise conspicuous.

### Sports Equipment provided by the NOC or Athletes

For any *Sports Equipment* supplied by the NOC or athlete, the size and frequency of an *Identification of the Manufacturer* shall be as displayed on *Sport Brand* equipment sold on the retail consumer market at least six (6) months before the *Olympic Games*, subject to any IF rules which would prevail for each concerned sport (as indicated within the *Sport Specific Guidelines*), as long as such identifications are not otherwise conspicuous.

In principle, athletes' names are not allowed on *Sports Equipment* unless listed as a technical requirement in the *Sport Specific Guidelines* or as displayed on equipment sold on the retail consumer market at least six (6) months before the *Olympic Games*. Accordingly, personalised equipment 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.



## 4. SIZE AND FREQUENCY OF AUTHORISED IDENTIFICATIONS

### Footwear

All *Footwear Items* may carry the *Identification of the Manufacturer* as displayed on products sold on the retail consumer market at least six (6) months before the *Olympic 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 Guidelines* or as displayed on *Footwear* sold on the retail consumer market at least six (6) months before the *Olympic 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.

Specific sizes and display frequency are applicable as per the *Sport Specific Guidelines*.

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).



## 5. GUIDANCE ON PLACEMENT

No *Identification of the Manufacturer* may appear on the neck or the collar or on the body (e.g. tattoo) of any *Participant*.

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. ITEMS THAT MUST REMAIN UNBRANDED

With regard to the prohibition of use of *Identification of Manufacturers* that constitute conspicuous advertising under Bye Law 1 to paragraph 1 of Rule 50, certain items should at all times remain unbranded and/or not feature any *Identification of the Manufacturer* (by covering any existing *Identification of the Manufacturer*) if brought by the *Participant* on the field of play or in camera view.

The following *Items* may not feature any *Identification of the Manufacturer*: head-phones, water bottles, coolers, umbrellas, towels, bandages (i.e. kinesio tape), contact lenses, earplugs, mouth guards, nose clips, face masks and face shields. This list may be amended and completed, when necessary, by the IOC.

Any such updates shall be communicated by the IOC to NOCs and IFs in good time.

## 7. THIRD PARTY IDENTIFICATIONS

No third party reference or name, including the names or nicknames of *Participants* or any other persons (unless listed as a technical requirement in the *Sport Specific Guidelines*), designation, trademark, logo, corporate design or color 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) may appear on any *Item*.

The use of URL, social media accounts, and hashtags is not permitted on any *Items* worn during the *Olympic Games*.

The use of certain *Authorised Identifications* (such as IF *Identifications*, the *Milano Cortina 2026 Emblem* or the *Milano Cortina 2026 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*.

## 8. DESIGNS

Designs of *Items* must comply with the specifications of these Guidelines. In particular, a design may be used for one Games of the Olympiad and one Olympic Winter Games but must be changed before the following Games of the Olympiad or Olympic 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 *Olympic Games*.



## 9. NOC EMBLEMS AND NATIONAL IDENTITY

Subject to the above, NOCs are encouraged to use their national colours, name, flag and emblems, as well as NOC Emblems (hereinafter “*National Identifications*”), in order to visually enhance the national identity of their *Items*. NOCs have the right to choose the *National Identification(s)* which will be used by their delegations on *Clothing* (for instance, NOC 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 Guidelines* 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, in particular the NOC of the country hosting the *Olympic Games* (in the present case, the Italian Olympic Committee), may not use the “*Look of the Games*” in any way which creates confusion between the *Milano Cortina 2026* workforce and the athletes and delegation officials of their national Olympic team.

## 10. INTERNATIONAL FEDERATION IDENTIFICATIONS

As per the Olympic Charter, 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, with a maximum size of 30 cm<sup>2</sup>.

## 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 Guidelines*, such identification will be permitted on the *Item*, in a location that allows technical verification by officials.



## 12. USE OF MILANO CORTINA 2026 EMBLEM AND MILANO CORTINA 2026 WORDMARK

NOCs and IFs may enhance the Olympic identity of their uniforms (*Clothing only*) by using the *Milano Cortina 2026 Emblem* or *Wordmark* on a limited basis, provided the following conditions are observed.

- In general, the *Milano Cortina 2026 Emblem* and the *Milano Cortina 2026 Wordmark* must:
  - be sourced directly from *Milano Cortina 2026* and used in accordance with the *Milano Cortina 2026 Marks Usage Guidelines*;
  - not be used for any commercial purposes including, but not limited to, licensed and replica merchandise; and
  - only be used once per *Item of Clothing*, with a maximum size of 30 cm<sup>2</sup>.
- In particular, it is forbidden to associate the *Milano Cortina 2026 Wordmark* with an *Identification of the Manufacturer*.
- When used in conjunction with the *NOC Emblem* or *IF Identification*, the *Milano Cortina 2026 Wordmark* should be positioned under the *NOC Emblem* or *IF Identification* with a distinctive gap or separation between the *Milano Cortina 2026 Wordmark* and the *NOC*

*Emblem* or *IF Identification* or separated by a small dividing line.

The *Milano Cortina 2026 Wordmark* can only be reproduced in its entirety as defined in the *Milano Cortina 2026 Marks Usage Guidelines* or in a generic font (i.e. Arial, Helvetia, etc.).

- The *Milano Cortina 2026 Emblem* may be used on competition, IF technical delegates (field of play) and *NOC Clothing* and must absolutely appear alone. It is forbidden to associate the *Milano Cortina 2026 Emblem* with any other *Authorised Identification* (such as an *Identification of the Manufacturer* or an *NOC Emblem* or *IF Identification*). The *Milano Cortina 2026 Emblem* can only be reproduced in its entirety as defined in the *Milano Cortina 2026 Marks Usage Guidelines*.



## 13. VICTORY CEREMONIES

No *Sports Equipment* or *Accessories* may be brought to the flower or victory ceremony (whether held in venues or at celebrations sites), except as permitted by this Section 14. These rules also apply 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).

As a general principle, athletes participating in ceremonies are required to wear appropriate and compliant NOC uniforms (including face masks, if applicable). For specific sports uniform requirements, please refer to the Victory Ceremony Guidelines.

With regard to *Accessories* brought to the flower or victory ceremonies:

- a) personal *Accessories* normally worn on a daily basis (such as watches or jewellery) may be worn during ceremonies, but not if they are worn for advertising, product placement or endorsement purposes; and
- b) other *Accessories* must not be taken to, or must not be visible during, the relevant ceremony. For example, mobile phones must be kept out of

sight throughout the entire duration of the relevant ceremony (whether in the athlete's pockets or otherwise). Other items, such as headphones, flags and point-of-view (POV) camera devices, should not be taken to the ceremony.

For further information regarding the rules applicable to uniforms worn by athletes during flower and victory ceremonies, please refer to the Ceremony Uniform Guidelines found on *NOCnet*.



## 14. RESPONSIBILITY FOR COMPLIANCE

NOCs shall be primarily responsible for ensuring that all *Items* worn or used by the members of their delegation comply with the terms of the Olympic Charter and these Guidelines.

Under the supervision of the IOC and with the support of OCOG personnel, the IFs, in accordance with Bye-Law 1.6 to Rule 46 of the Olympic Charter, shall implement a system of enforcing the compliance of *Items* (such as *Sports Equipment*) in relation to their respective sport.

## 15. CONSEQUENCES OF INFRINGEMENT OF THE GUIDELINES

Without prejudice to any other sanctions that the IOC may consider to impose, any *Authorised Identification* or *Item* used in violation of the terms of the Olympic Charter or these Guidelines shall be removed or covered (as applicable) in accordance with the instructions given by representatives of the IOC, *Milano Cortina 2026* or the relevant IF.

Any breach of the terms of the Olympic Charter, these Guidelines or instructions given by authorised representatives in relation to compliance with these Guidelines, may (in the most severe cases) lead to disqualification of the athlete and/or withdrawal of the accreditation of the *Participant* concerned, as well as other proportionate sanctions, including non-sporting sanctions, in accordance with the decision of the IOC or the technical rules of the respective sport, and subject to the relevant provisions of the Olympic Charter.



## 16. SUBMISSION PROCESS

The IOC has set up a procedure for *Items* to be reviewed and offer assistance to the NOCs and IFs. Submissions should be made via the “RELAY” submission tool, details of which shall be notified to the NOCs and IFs by the IOC through the Milano Cortina 2026 Authorised Identifications page on *NOCnet*.

Opening and Closing Ceremony uniform submission is mandatory, whereas general NOC team apparel uniform submission is not mandatory. However, it is highly encouraged to submit uniforms to minimise any possible Games-time issues. Once a submission has been made through the online tool, NOCs and IFs will be notified of the “reviewed” or “non-compliant” status of their submitted *Items*.

Several IFs 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 Guidelines*.



## 17. QUESTIONS

For any questions, please do not hesitate to contact the IOC at [authorisedidentifications@olympic.org](mailto:authorisedidentifications@olympic.org)



# 18. MEASURING AUTHORISED IDENTIFICATIONS

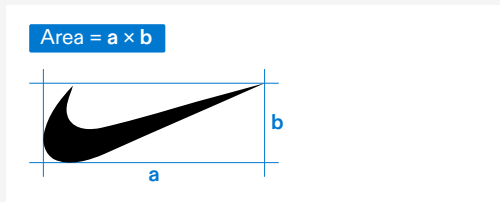
## Regular shapes

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 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 square will be traced around the combined identification and the surface area of the rectangle or square shall be calculated in its entirety.

