



ITU triathlon
INTERNATIONAL TRIATHLON UNION

2009 UNIFORM RULES



2009 ITU Uniform Rules
Applies to all ITU Events

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1. Overview:

- 1.1. To compete in ITU events, athletes must comply with the 2009 ITU Uniform Rules.
- 1.2. Sections 3 to 8 apply to all 2009 ITU World Championships Series Events, 2009 ITU Triathlon World Cup events and 2009 ITU Triathlon Continental Cup events.
- 1.3. Sections 3 to 9 apply to 2009 ITU World Championships Final and 2009 ITU Continental Championships (in all distances and disciplines) for elite, u23 and junior athletes.
- 1.4. Section 10 applies to 2009 ITU World Championships Grand Final and 2009 ITU Continental Championships (in all distances and disciplines) for age-group athletes.
- 1.5. Failure to comply with the 2009 ITU Uniform Rules may result in an athlete having to wear an ITU supplied triathlon suit (see section 4) or covering any logos on the uniform not allowed by the rules.

2. Purpose:

- 2.1. Provide a clean and professional image of our sport to local and global spectators and media.
- 2.2. Provide athletes with reasonable space to provide their own sponsors viable exposure.

3. General Requirements:

- 3.1. Athlete uniforms will be completely clean of any logos or images other than those described below.
- 3.2. These rules apply to uniforms worn during competition, including any outer wear for cold weather.
- 3.3. Logos will be measured on a flat surface when the uniform is off the athlete. The "ITU Logo Measurement Template" will be used to measure logo sizes.
- 3.4. Athletes are allowed to have up to four logos on the front of their uniforms. There is no restriction on the type of logo used in these spaces. (See Diagram 1 for location of sponsor spaces).
- 3.5. One piece uniforms are preferred. If a two piece uniform is used, the space between the top and the bottom may not be visible, so the two pieces overlap. The athlete must cover their torso for all aspects of the race.
- 3.6. Zippers must be on the back and will be a maximum of 30cm. Front zippers are not allowed.
- 3.7. The uniform must be attached at both shoulders for the duration of the competition.
- 3.8. There must be a minimum clearance space of 1.5cm around the entire ITU logo and above and below the family name and country code.
- 3.9. There must be a minimum clearance space of 1cm around logos in sponsor space A if more than one logo is in this space.

All dimensions are measured when the athlete is not wearing the uniform.

Measurements will be made on a flat surface with an ITU Logo Measurement Template (See ITU Event Manual for details)

4. Family Name and Country Code:

- 4.1. **Importance of Family Name and Country Code:** Athletes and National Federations (NFs) must understand the importance of athlete identification for television, media and spectators. The family name and country code need to be on the upper front and the family name on the buttock. Both must meet the following criteria:
- 4.2. **Font Type:**
 - a) The font type must be "Arial" and minimum of 5cm in height.
 - b) Letters for the family name should be upper case unless it is more than 9 letters when lower case letters should be used for spacing purposes. (See Diagram 2: Family Name Layout).

4.3. **Colour:**

- a) If the uniform is a dark colour the letters must be white. If the uniform is a light colour the letters must be black.
- b) Coloured letters do not have the same impact as black on a light colour or white on a dark colour - avoid coloured letters.

4.4. **Position:**

- a) **Front:** The position on the front is below the ITU logo and Sponsor Spaces B and F. The athlete's family name is above the country code and Sponsor Space A.
- b) **Back:** The position on the back is on the buttock so that it is clearly visible when the athlete is on the bike.
- c) **Height:** The family name and the country code must be a minimum of 5cm in height regardless of the number of letters in the name.
- d) **Width:** The width for the family name is a minimum of 12cm and a maximum of 15cm. A family name with few letters must still be a minimum of 12 cm wide. (See Diagram 2: Family Name Layout)

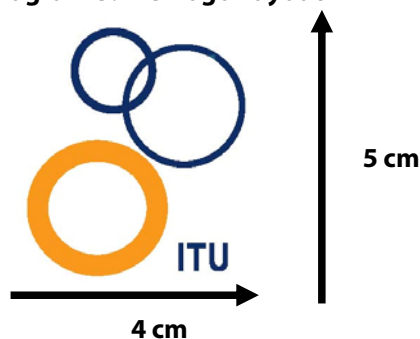


5. **ITU Logo:**

- 5.1. An ITU logo will appear on the upper **right** shoulder.
- 5.2. It will be the official ITU rings with the letters ITU on the bottom right.
- 5.3. The vertical height will be 5cm.
- 5.4. The horizontal height will be 4cm.
- 5.5. The white and orange version should be applied to dark coloured uniforms, a blue and orange version should be applied to light coloured uniforms.
- 5.6. Click [here](#) for the print version of the ITU logo.

- 5.7. There must be a minimum clearance space of 1.5cm around the entire ITU logo. (See Diagram 3: ITU Logo Layout on page over)

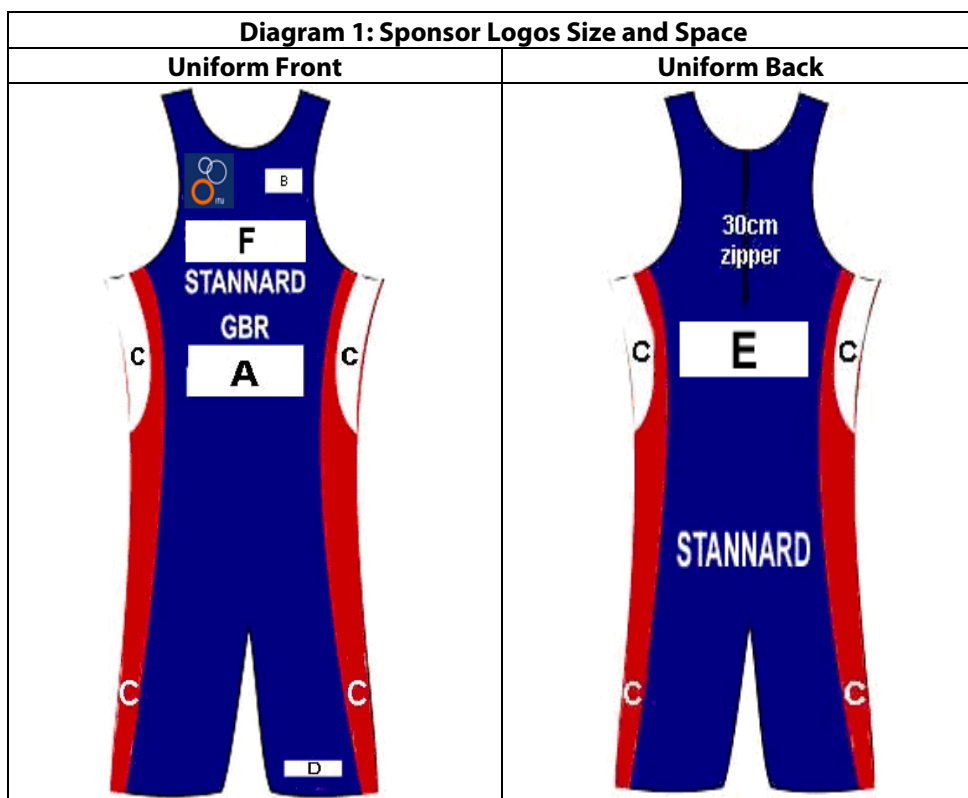
Diagram 3. ITU Logo Layout



6. Sponsor Spaces:

6.1. Sponsor Space A:

- This space is directly below the country code (See Diagram 1. Sponsor Logos: size and space).
- The maximum height is 20cm.
- The maximum length is 15cm.
- Up to 3 sponsor logos may be positioned in this space.
- The maximum height of any one logo in this space is 6cm.
- The athlete may have 1, 2 or 3 logos in this space. Each of the logos must be a different sponsor.



6.2. Sponsor Space B: upper right front:

- This space is for the manufacturer of the uniform.
- The maximum height is 3cm.
- The maximum total area of 15cm².

- d) The space must be on the left hand shoulder of the uniform – not the middle.
 - e) This logo can be the same as one of the sponsor logos in Sponsor Space A.
- 6.3. **Sponsor Space C: side panels:**
- a) Sponsor logos may appear on the side panel.
 - b) The maximum height is 4cm.
 - c) The maximum length 15cm.
 - d) Only one sponsor logo is allowed on each side and it must be the same sponsor logo.
 - e) The sponsor logo can be the same as any of the 3 logos in Sponsor Space A or the manufacturer's logo (Sponsor Space B).
- 6.4. **Sponsor Space D: lower front:**
- a) The maximum height is vertical 4cm.
 - b) The total area is a maximum of 20 cm².
 - c) The sponsor logo may be the same as one of the sponsors in Sponsor Space A or the manufacturer's logo or it can be a different logo.
 - d) This space can be on the lower left or right side of the uniform but not both.
- 6.5. **Sponsor Space E: upper back: ★ New in 2008**
- a) One logo of any sponsor may appear on the upper back.
 - b) The maximum height is 15cm.
 - c) The maximum length is 10 cm.
- 6.6. **Sponsor Space F: upper front: ★ New in 2008**
- a) One logo of any sponsor may appear above the family name on the front.
 - b) The maximum height is 15cm.
 - c) Maximum length is 5 cm.

7. **ITU Uniform:**

- 7.1. If an athlete's uniform does not comply with these rules he/she will be expected to wear an ITU uniform which will be on hand.



8. **Headwear:**

8.1. **Swim:**

- a) All athletes must wear the official event swim cap during the swim section.
- b) Swim caps are provided by ITU or the LOC.
- c) If an athlete chooses to wear two caps, the official cap must be on the outside.
- d) No athlete sponsorship identification may appear on the swim cap.
- e) Athletes may not alter the swim caps in any manner.

- f) Failure to wear the official swim cap or altering the official swim cap may result in a penalty up to and including disqualification.

8.2. Cycle:

- a) Athletes must wear helmets on the bicycle section as described by the ITU Competition Rules.
- b) Helmet race number stickers, provided by ITU or the LOC, must be placed on the front and both sides of the helmet without any alteration.
- c) No logos or branding can be within 1.5cm of the official helmet number stickers, to ensure the number is clearly visible.
- d) The helmet manufacturer's logo may appear on the helmet, either by one 30cm² location on the front, or one 20cm² on each side. No other sponsor logo may appear on the helmet.
- e) The helmet can be any colour including the athlete's sponsor.

8.3. Run:

- a) Athletes may wear hats or visors on the run section.
- b) Only 1 sponsor logo can be on the hat or visor.
- c) The maximum height is 4cm.
- d) The maximum total area 20cm².

9. Wetsuits:

9.1. **Model Approval:** All wetsuit models must have prior written approval from ITU.

9.2. **Logos:**

- a) Only the wetsuit manufacturer's logo may appear on the wetsuits.
- b) The maximum size is 80cm² on the front and back. This space is allowed both on the inside and outside of the wetsuit.
- c) No other sponsor logo may appear on the wetsuit.
- d) If the manufacturer wishes to have two or more logos on the front or back the combined total must not exceed 80cm².
- e) Logos on the side panel must be included within either the 80cm² for the back or the 80cm² for the front.

9.3. **Family Name:** By 1 January 2010 the athlete's family name must be on the upper front and the buttock of the wetsuits as in 3.b above.

10. Race Numbers:

10.1. **Traditional race numbers:** will not be used for elite athletes in ITU Events.

10.2. **Body Decals:**

- a) For most elite events ITU will provide each athlete with 4 sets of body number decals to be applied prior to the event.
- b) One set of body number decals are to be applied to each arm and each leg.
- c) For double digit numbers decals must be applied up and down, not side by side.

For example the number 23 should appear like **2** Not like this... **23**
this **3**

11. Bicycles:

11.1. **Logos:**

- a) Only logos of bicycle related products may appear on the athlete's bicycle.
- b) Logos may not interfere with or hinder the placement of the bicycle race number on the bicycle frame.

11.2. Bike Numbers:

- a) ITU or the LOC will provide a bike number that must be put on as instructed, without alteration.

12. Temporary Tattoos:

- 12.1. Athletes are not allowed to place any temporary tattoo other than the race numbers provided by ITU on their body during ITU events.

13. ITU Triathlon World Championships Grand Final and All Other Disciplines / Distances:

13.1. Elite, Under23 and Junior Categories:

- a) All elements of the ITU Uniform Rules described above apply to ITU Triathlon World Championships Grand Final and ITU World Championships of all other disciplines and distances.
- b) Uniforms must be in the colours of the country. The format for the country colours and wording (language, spelling, abbreviation, etc.) are at the discretion of the National Federation. The country name must be the most dominant feature on the front of the uniform.

13.2. Age Group Categories:

- a) The athlete's name and country code as described in section 4 above are required.
- b) The ITU logo as in section 5 above is required.
- c) There is no limitation to the number or position of sponsor logos for Age-Group athletes, provided they do not obscure the family name, country code or ITU logo.
- d) Age Group athletes may wear traditional race numbers that must be pinned to their uniforms. Race belts may be used provided the numbers are visible to officials on the back during the bicycle section and on the front during the run section.
- e) The athlete's torso must be covered for all aspects of the race.
- f) Any uniform style is allowed. If the uniform has two pieces top and bottom must have a maximum separation of 10cm.
- g) The athlete's name must be on the front and the back of the uniforms as in 3.b above.

For more information contact:

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