

INTERNATIONAL SKATING UNION



**ADVERTISING MARKINGS AND
MANUFACTURER'S TRADEMARK
GUIDELINES**

FOR THE CORRECT USE ON SPEED SKATING
AND SHORT TRACK SPEED SKATING
RACING SUITS AND UNIFORMS

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INTRODUCTION

The International Skating Union is pleased to present to all its Members the application of advertising markings and manufacturer's trademark guidelines for Speed Skating and Short Track Speed Skating uniforms and racing suits.

This guide contains the general information and the specific details for the correct use of advertising markings and manufacturer's trademarks and its measurements.

The purpose of this document is to clarify the use of advertising markings and manufacturer's trademarks as per ISU Rule 102, paragraph 6 and Communication No. 1514 which applies to all ISU Members, athletes and team officials.

The ISU recommends all Members to refer to this document for the application of advertising markings and manufacturer's trademarks in order to avoid misunderstandings and misinterpretation regarding the number, sizes, layouts and measurement of the advertising markings and manufacturer's trademarks.

In the case of contradiction the relevant ISU rule(s) prevails. The interpretation of the rule(s) will be done by the ISU Council



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GENERAL PRINCIPLES

ISU rule 102, paragraph 6 b) as adopted by the 2008 ISU Congress in Monaco reads as follows and is the only specific reference regarding the application and sizes of the advertising markings and manufacturer's trademarks for team uniforms and racing suits:

- b) *In all ISU Championships and all other competitions in Speed Skating or Short Track Speed Skating organized under the auspices of the ISU, team officials, Coaches, service personnel and competitors of the same national team (entered by the same ISU Member) must wear identical uniforms while within the premises of the arena or ice track during the whole period of the Championships or competition including official practice sessions, which clearly identify their country, with a design, as prescribed by the Members which enter the Skaters for competition. The Members have the obligation to submit the design to the ISU for approval.*
- The team officials, Coaches, service personnel and Skaters may display on their clothing and on technical equipment advertising markings (tobacco and alcohol excluded) in the competition area, in the television interview area and during the award ceremonies, in accordance with the following:*
- i) *the total maximum surface area of all advertising markings (excluding manufacturer trademarks as per sub-paragraph ii) below) on clothing shall not exceed six hundred and fifty (650) cm². The maximum number of advertising markings shall not exceed six (6) on the clothing on the upper body (above the waist) and two (2) on the clothing on the lower body (below the waist) and shall be dignified.*
- Arms are to be excluded from any advertising markings in Speed Skating.*
- The maximum surface area for a single marking is 45 cm² for the upper body and 30 cm² on the cap for Speed Skating.*
- The maximum surface area for a single advertising marking on the lower body is two hundred and fifty (250) cm²;*
- (ii) *No advertising markings other than manufacturer's trademarks as stated below are allowed on the technical equipment such as skates/boots, glasses, gloves, helmets (without covers).*
- One manufacturer's trademark may appear on each piece of equipment and clothing. Skin suits are considered as two pieces; one piece upper body and one piece lower body. Skates are considered as consisting of 4 pieces namely 2 boots and 2 blades. The manufacturer's trademarks shall reflect standard commercial practices and not exceed 20 cm² per piece of equipment.*
- (iii) *Armbands and helmet covers are not considered as technical equipment. Advertising markings on armbands and helmet covers in ISU Events (ISU Championships & World Cup competitions) and the Olympic Winter Games are reserved to ISU sponsors. For other international competitions advertising markings of maximum thirty (30) cm² per armband or helmet cover may be authorized by the organizing ISU Member.*
- (iv) *The determination of the design, without any commercial images or registered trademarks, and advertising markings on the clothing of competitors and team officials, Coaches and service personnel of the same national team is the sole right and responsibility of the national associations as Members of the ISU to ensure compliance with this Rule. It is recommended that the Members consider providing the use of advertising markings to the athletes or personnel;*
- (v) *trademarks and advertising markings may be measured by the Officials for compliance while being worn;*

- (vi) *the racing and warm-up suits of the Skaters must display the name of the country or its official ISU abbreviation (letters of maximum 15 cm high).
In Speed Skating the country name or abbreviation should be placed on the back of the upper body.
In Short Track Speed Skating the country name or abbreviation shall be placed on the external part of both lower legs, the size of the characters not to be smaller than 5 cm high.*

Note: The underlined text refers to ISU Congress 2008 updates

The aim of this guide is to provide certain clarifications on how advertising markings and manufacturer's trademarks may be used in general and specific situations.

This guide is not intended to restrict sizes and applications of advertising markings and manufacturer's trademarks. The examples presented have the sole purpose of clarifying the rule to avoid misunderstandings.

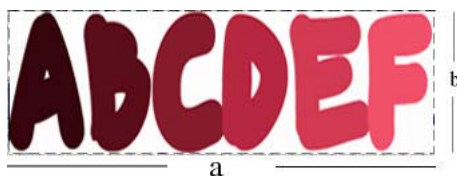
The examples of advertising markings and manufacturer's trademarks shown are used purely to illustrate the different shapes of the markings and trademarks possible without the intention of referencing a specific company and/or country.

MEASUREMENT OF ADVERTISING MARKINGS AND MANUFACTURER'S TRADEMARKS

Advertising markings and manufacturer's trademarks will be measured and controlled by the respective Speed Skating and Short Track Speed Skating Technical Committee Members, or other appointed Official, as follows:

REGULAR SHAPES

Where the advertising markings or manufacturer's trademark appears as a rectangle or square, the mathematical rules used to calculate the surface area of the shape will be applied as per the following examples:



$$a \times b = 30 \text{ cm}^2$$

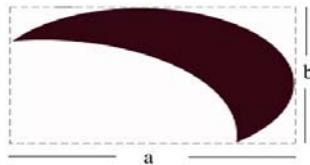


$$a \times b = 30 \text{ cm}^2$$

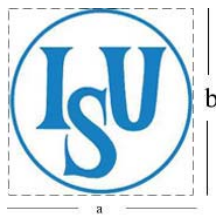
NOTE: please consider that ® and ™ will be included in tracing the rectangle or square for measurement.

IRREGULAR SHAPES

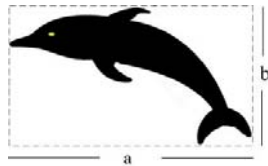
Where the advertising markings or manufacturer's trademark is an irregular shape, an oval or a circle, a rectangle or square will be traced around the advertising markings or manufacturer's trademark and the mathematical rules used to calculate the surface area of the rectangle or square shall be applied as follows:



$$a \times b = 30\text{cm}^2$$



$$a \times b = 30 \text{ cm}^2$$



$$a \times b = 30 \text{ cm}^2$$

COMBINED SHAPES

Where the manufacturer's trademark combines the manufacturer name with the manufacturer logo, a rectangle or square will be traced around the combined trademark and the surface area of the rectangle or square shall be calculated in its entirety as follows:



$$a \times b = 45 \text{ cm}^2$$



$$a \times b = 45 \text{ cm}^2$$



$$a \times b = 45 \text{ cm}^2$$

BACKGROUND SHAPES

Where the advertising markings or manufacturer's trademark is combined with a background color, a rectangle or square will be traced around the background advertising markings/manufacturer's trademark to its entire surface although the real advertising markings/manufacturer's trademark might be of smaller size compared to the total surface of the background color. The mathematical rules to calculate the surface area of the rectangle or square shall apply as follows:



$$a \times b = 45 \text{ cm}^2$$

SPECIALY DESIGNED SHAPES

Where the advertising markings or manufacturer's trademark is surrounded by a full line and/or parts of lines, circles, etc. either with or without background color, a rectangle or square will be traced around the perimeter and the surface area of the rectangle or square shall be calculated in its entirety as follows:



$$a \times b = 45 \text{ cm}^2$$



$$a \times b = 45 \text{ cm}^2$$



MEASUREMENT PROCEDURES

The ISU Speed Skating Technical Committee and ISU Short Track Speed Skating Technical Committee is entitled to conduct investigations and control the use of advertising markings and manufacturer's trademarks on racing suits and team uniforms for participating skaters and team officials.

The purpose of the investigation is to check whether the advertising markings and manufacturer's trademarks on the racing suits and team uniforms are in compliance with the ISU General Regulations, Rule 102, paragraph 6 b).

Skaters will be selected for this investigation at the discretion of the Technical Committees, and the advertising markings and manufacturer's trademarks on their racing uniforms **will be measured while being worn** (see Rule 102, paragraph 6 b) subpar. v). The skaters will be informed that they have been selected for having their advertising markings and manufacturer's trademarks checked before they leave the competition track after having finished their races of the day. The selected skaters should be accompanied by a team official (similar procedure as for anti-doping control). The investigation will be completed immediately as they leave the competition track in a specifically assigned room.

The cooperation of team officials and athletes is very important so that this investigation may be performed smoothly with minimum disturbance to the competitors and the competition. The cooperation of athletes and teamleaders is greatly appreciated.

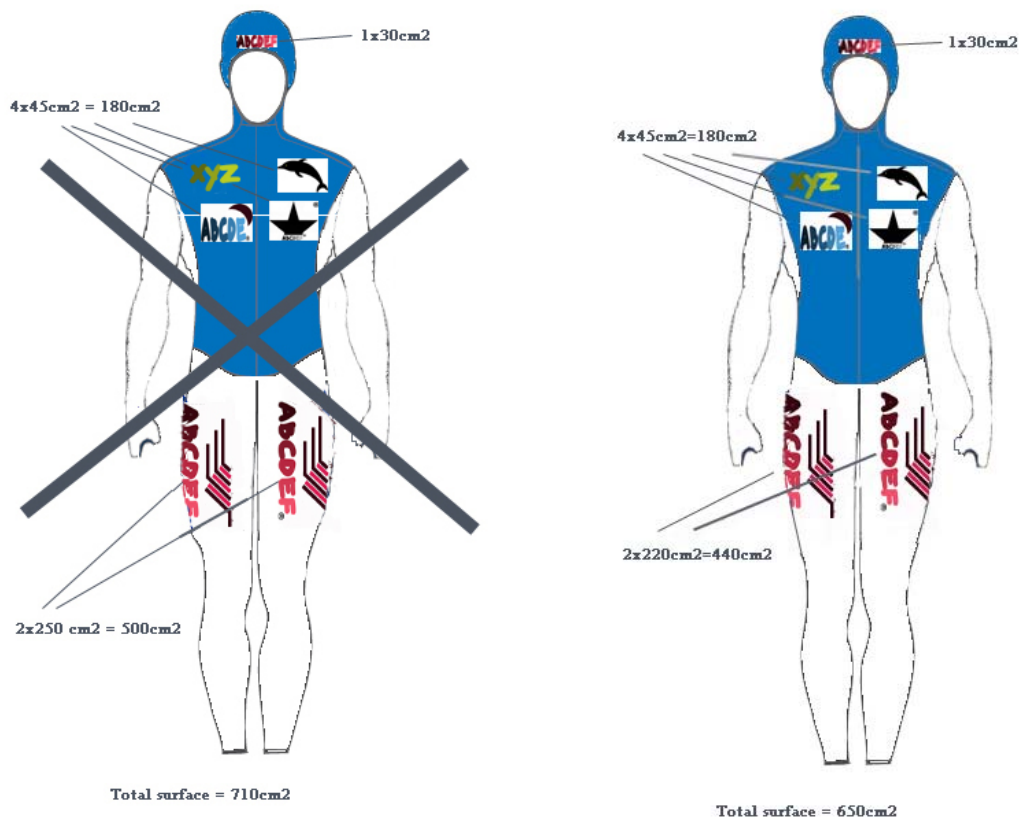
APPLICATION OF ADVERTISING MARKINGS AND MANUFACTURER'S TRADEMARKS

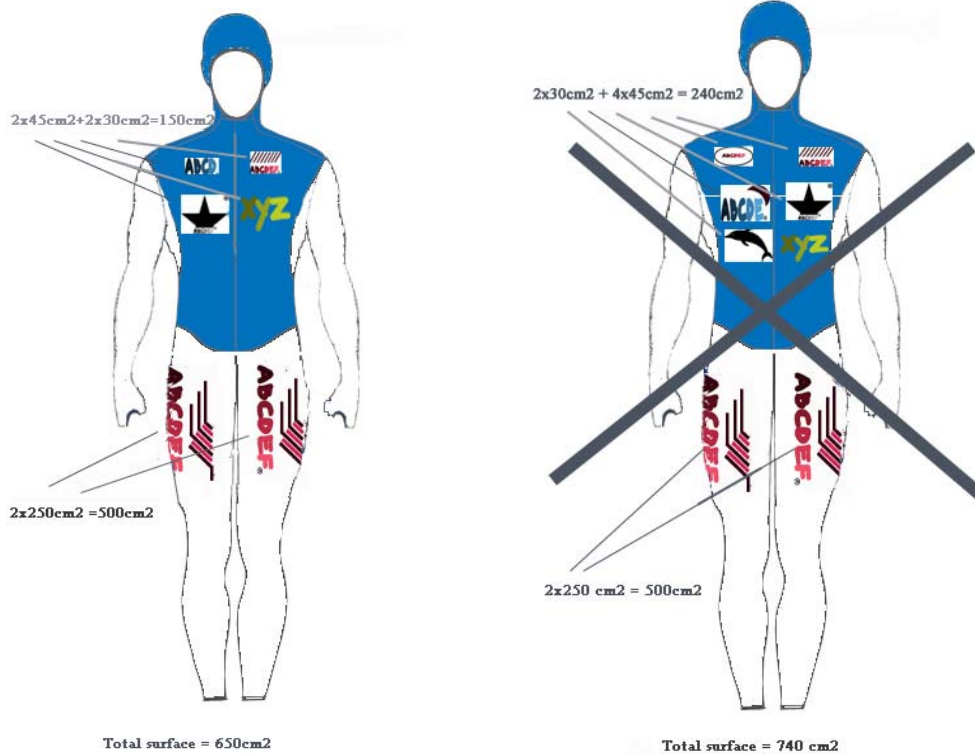
A Rule 102, paragraph 6 b) subparagraph (i) printed above specifies the total surface area and the number and locations of applying advertising markings.

Particular attention is needed in order not to exceed the total maximum allowed surface of 650 cm². You cannot use the maximum size of each of the 8 allowed advertiings and at the same time the maximum allowed number (i.e. 6 on the upper body and 2 on the lower body) since in that case the total surface area would exceed 650 cm², (i.e. $6 \times 45\text{cm}^2 + 2 \times 250\text{cm}^2 = 770\text{cm}^2$).

Therefore the correct placement and sizes of each single advertising marking need to be carefully designed and/or reduced by its numbers or dimension in order to fit with the total maximum surface area of all advertising markings.

For clarification some simple examples are illustrated below:





USE OF TEAM UNIFORMS AND RACING SUITS AT PRIZE GIVING CEREMONIES

All accessories worn or used by the athletes, coaches and team officials must not be used for advertising purposes.

Athletes may attend prize giving ceremonies with the racing suits, but the official team jacket has to be worn. A decent behaviour and presentation of the athletes wearing their appropriate team uniform prior to, during and after the prize giving ceremonies should apply.

Towels, drink bottles and other items shall not be carried by the athlete during the prize giving ceremony.



INFRINGEMENTS AND PENALTIES

As already outlined in previous ISU Communications (1428 and 1452) and current Communication 1514, the ISU Council herewith reiterates that Members are responsible to ensure compliance of their skaters with the ISU Regulations relating to trademarks as defined in Rule 102, paragraph 6. The Council decided that non-compliance with Rule 102 paragraph 6 will have the following consequences:

- a) If the non-compliance is being detected on site of a competition before the start or in between parts of a competition, the concerned skater(s) may start or continue the participation in the competition (including practice/training sessions) only if the cause for non-compliance has been removed, for example by covering the relevant advertising markings/manufacturer trademarks with a tape or by changing the uniform/clothing. The relevant decision will be taken by the ISU Representative (for ISU Championships) and the Referee for the ISU World Cups and International Competitions.
- b) In case of evidence of non-compliance, regardless whether the skater was able to compete or not as per sub-paragraph a) above, a warning will be issued to the Member of the concerned skater(s) and a penalty fine of CHF 1'000 per skater concerned will be imposed upon the Member.
- c) Skaters of Members having been subject to paragraph b) above will not be allowed to participate in subsequent ISU Events or International Competitions until the ISU Representative (for ISU Championships) or the Representative of the Technical Committee (for ISU World Cups) or the Referee for International Competitions in attendance at such subsequent competition(s) ascertains that the skater(s) uniform/clothing is in compliance with the ISU General Regulations and ISU Communications.

SUMMARY

All ISU Members are advised to review the contents of this document carefully. Reference is made to rule 102, paragraph.6 b), subparagraph (iv):

The determination of the design, without any commercial images or registered trademarks, and advertising markings on the clothing of competitors and team officials, Coaches and service personnel of the same national team is the sole right and responsibility of the national associations as Members of the ISU to ensure compliance with this Rule. It is recommended that the Members consider providing the use of advertising markings to the athletes or personnel;

Any breach of rule 102, paragraph 6 b) as referenced in Communication 1514 may lead to sanctions for athletes and member federations.



CONTACT DETAILS

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All the example of logos, advertising markings and/or manufacturer's trademarks shown in this guideline are fictitious and created for illustrative purposes only
Any reference or similarity to existing advertising markings and/or manufacturer's trademarks is purely coincidental
Sizes of the examples of advertising markings and manufacturer's trademarks in this guideline are not actual sizes

Prepared by:
Speed Skating Sports Director in collaboration with Speed Skating and Short TrackSpeed Skating Technical Committees