FINA Advertising Rules
FINA World Championships Budapest (HUN) 2022

All competitors of the Championships shall abide by the relevant FINA Rules and regulations pertaining to swimwear and advertising.

- GR 5 SWIMWEAR
- GR 6 ADVERTISING
- BL 7 ADVERTISING AT FINA WORLD CHAMPIONSHIPS AND FINA COMPETITIONS
- BL 8 SWIMWEAR
- BL 9 OLYMPIC GAMES, WORLD CHAMPIONSHIPS AND WORLD SWIMMING CHAMPIONSHIPS (25M)

Swimming only

These rules are based on the FINA Rules BL 7.1.4 (caps) of the FINA Handbook (http://fina.org/content/fina-rules):

- One (1) manufacturer’s logo of a maximum size of 20cm² (when the cap is not being worn) on the front.
- The FINA Partner logo from Yakult shall be printed on the right side of the cap.
- The FINA Partner logo from Yakult shall be of 20cm² (H22.5mm x W90mm) in size (when is not being worn). Whenever the swimming cap is white, the Yakult logo should measure exceptionally H15mm x W90.5mm.
- The FINA Partner logo from Yakult shall be printed in red (Pantone:199C) on a white background (box)
- One (1) flag and country name (code) of the size of 32cm² may be printed on the left side of the cap when worn.
- The athlete’s name of the size of 20cm² may also be printed on the left side of the cap.

Any athletes wishing to wear two caps, both caps must comply with the FINA Rules.
CURRENT FINA SWIM CAP RULES

VISUAL PURPOSES ONLY - NOT TO SCALE

RIGHT SIDE

22.5mm x 35mm = 26cm²

M100%+ Y70%
PANTONE:199C

FINA PARTNER'S LOGO (Yakult) Size 20cm²

YAKULT LOGO (4:1 ratio)
FINA GENERIC CAP
(colored cap)

22.5 mm

90 mm

YAKULT LOGO
FINA GENERIC CAP
(When used on white cap only)

15.0 mm

95 mm

M100%+ Y70%
PANTONE:199C

MANUFACTURER'S LOGO CENTRE FRONT Size 20cm²

FLAG + COUNTRY NAME (Code) Size 32cm²

ATLHETE'S NAME Size 20cm²

LEFT SIDE

32mm x 61mm = 20cm²

32mm x 61mm = 20cm²

COUNTRY FLAG NATIONAL FLAG

ATHLETE'S NAME

a x b = 20cm²
Deadline to submit the design template (swimwear, uniform and other equipment): 13 May 2022

Note: the final approval of all swim caps, swimsuits, goggles and pool deck equipment is always made at the Championships itself by the technical officials, in the call room prior to each competition swim.

Any questions? Please do not hesitate to address your queries directly to the FINA Marketing Department, by sending your correspondence to Jordi Miro (jordi.miro@fina.org).