

AMENDMENTS TO ADVERTISING IDENTIFICATION

-In force as of 1st October 2023-

PART ONE: RULES APPLICABLE TO ALL AQUATIC SPORTS, Section 8**8. ADVERTISING IDENTIFICATION**

8.1 Advertising identification appearing on swimwear, pool deck equipment and official's uniforms at World Aquatics Championships and World Aquatics Competitions, with exception for World Aquatics Masters Championships, is permitted as mentioned under in this Section.

8.2 Swimsuits

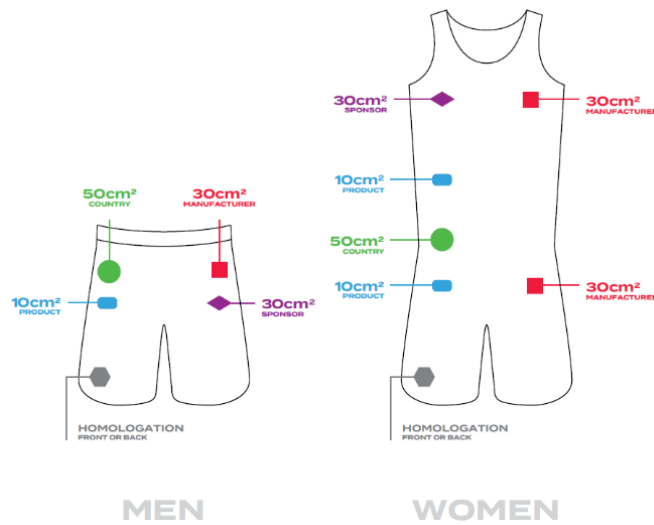
One (1) manufacturer's logo of a maximum size of 30cm² when worn. Where one-piece suits are used, two (2) logos of the manufacturer shall be permitted, one above the waist and one below the waist of a maximum size of 30cm² each when worn. These two (2) logos of the manufacturer shall not be placed immediately adjacent to each other. Where two-piece suits are used, the two (2) logos of the manufacturer shall be placed on one piece each. The manufacturer's logo has to be calculated taking into consideration the entire surface of the logo, as shown below:





One (1) sponsor's logo of a maximum of 30cm² when worn.

One (1) flag and one (1) country name or code of a maximum size of 50cm² when worn. Repetitions of the national flag, elements thereof or, the colours of the national flag, included as a design element of the swimsuit, shall not be considered under this rule.

VISUAL PURPOSES ONLY – NOT TO SCALE



<ul style="list-style-type: none"> ■ MANUFACTURER LOGO IDENTIFICATION ■ PRODUCT TECHNOLOGY LOGO IDENTIFICATION ◆ SPONSOR LOGO IDENTIFICATION 	<ul style="list-style-type: none"> ● COUNTRY FLAG AND/OR COUNTRY NAME OR CODE 	<p>HOMOLOGATION</p> <p>REFERENCE SIZES:</p> <p>a) 35x20mm (Height X Width)</p> <p>b) 35x27mm (Height X Width)</p>	<p>a) </p> <p>b) </p>
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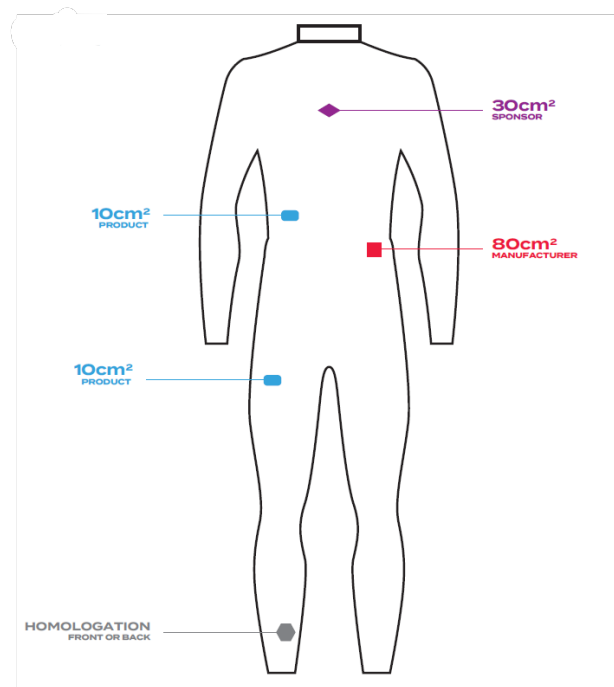
8.3 Wetsuits

The manufacturer's logo may appear on the front, and/or back, and/or sides of the wetsuit, of a maximum combined size of 80cm² when being worn. This manufacturer's logo space is allowed both on the inside and outside of the wetsuit. If the manufacturer wishes to have two or more logos on the front, back or sides, the combined total area must not exceed 80cm². The size of the logo(s) shall be calculated taking into consideration the entire surface of the logo(s), as shown in the examples below:



One (1) sponsor's logo (may appear on the front of the wetsuit) of a maximum of 30cm² when being worn.

There must be a minimum clearance space of 1.5cm around all marks on the wetsuits, including any manufacturer's logo(s) and/or sponsor logo. There shall be no marks or design/graphic elements on the upper arm or shoulder articulation area of the wetsuits, to allow for the clear application of the competitor race number.



 MANUFACTURER LOGO IDENTIFICATION	 COUNTRY FLAG AND/OR COUNTRY NAME OR CODE
 PRODUCT TECHNOLOGY LOGO IDENTIFICATION	
 SPONSOR LOGO IDENTIFICATION	

 **HOMOLOGATION**
 REFERENCE SIZES:
 a) 35x20mm (Height X Width)
 b) 35x27mm (Height X Width)





8.4 Product Technology Identification

Where one-piece suits (swimsuits or wetsuits) are used in competition, two (2) Product Technology Identifications shall be permitted, one above the waist and one below the waist, of a maximum size of 10 cm² each when worn, however these identifications shall not be placed immediately adjacent to each other, nor immediately adjacent to any manufacturer's logo. Where two-piece suits are used, one Product Technology Identification may be placed on each piece.

Other clothing: One additional identification allowed on clothing, limited to Product Technology Identifications, with a maximum size of 10 cm².

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.

8.5 Swimming Caps

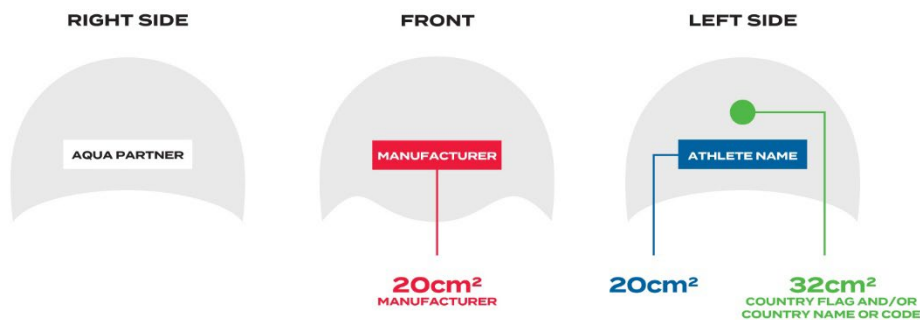
One (1) manufacturer's logo of a maximum size of 20cm² on the front.

One (1) flag and/or country name (code) of a maximum size of 32cm². The side on which the flag and country name (code) shall be printed will be advised by World Aquatics.

For World Aquatics Championships one (1) World Aquatics Partner's logo on the right side of the size decided by World Aquatics on a case-by-case basis.

Note: Caps for Open Water Swimming are defined under Rule I.8.6

VISUAL PURPOSES ONLY – NOT TO SCALE



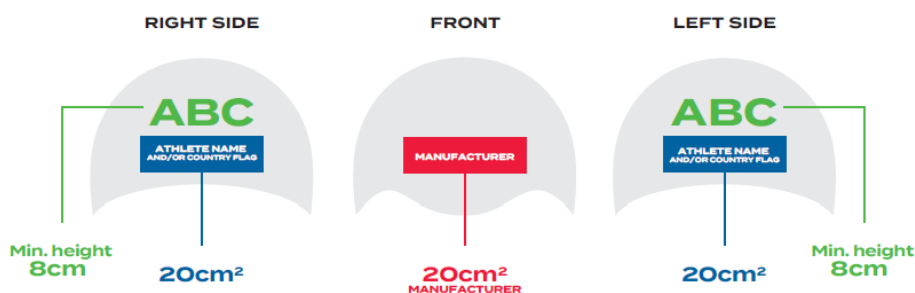
For World Aquatics competition, one (1) flag and/or country name (code) of a maximum size of 32cm² can be printed twice (meaning that the flag and country name can appear on both sides of the cap). This to be advised by World Aquatics whenever applicable. Competitor's name of a maximum size of 20cm². The competitor's name shall be printed on the same side as the flag and country name (code). Printing the competitors' name isn't compulsory.

It is permissible to wear two (2) caps. Both caps must comply with the advertising rules.

8.6 Open Water Swimming Caps

In all Open Water events it is mandatory for the cap to display on each side the "national-three letter code" and may display the swimmer's national flag or the swimmer's name. The country code shall be a minimum of 8cm in height. Caps meeting the specifications of 1.8.5 are not acceptable except for one (1) manufacturer's logo of a maximum size of 20cm² on the front.

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Athlete's name of a maximum size of 20cm²: The competitor's name shall be printed under the country name (three-letter code). Displaying the competitor's name is not compulsory.

8.7 Water Polo Caps

One (1) country code of a maximum height of 4cm on the front side of the cap.

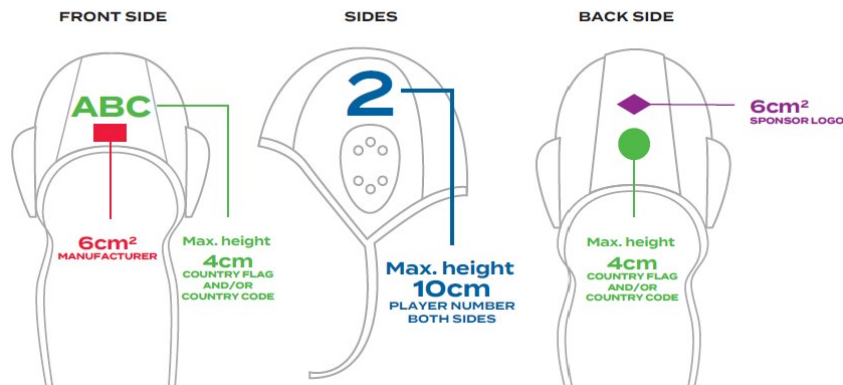
One (1) manufacturer's logo of a maximum size of 6cm² on the front, back or side.

One (1) player number of a maximum height of 10cm on both sides of the cap.

One (1) country flag of a maximum height of 4cm on the back side of the cap.

One (1) sponsor logo (at the discretion of the NF) of a maximum size of 6cm² on the back side.

VISUAL PURPOSES ONLY – NOT TO SCALE



In addition to the above, please refer to Rule VI. APPENDIX B.4.

8.8 Goggles

Two (2) manufacturer logos of a maximum size of 6cm² each are allowed on goggles but only on the spectacle frame or band.

8.9 Competitors Bibs

The maximum size of the Bibs shall be 24cm (width) x 20cm (height).

The height of the digits on the Bibs shall be no less than 6cm and no more than 10cm.

The maximum height of the identification above the digits shall be 6cm.

The identification may display the name/ World Aquatics Partner's logo.

The maximum height of the identification below the digits shall be 4cm.

The identification may display the name/logo of the Host City and the year.

The Bibs shall be printed in suitable colours in order to ensure maximum visibility of the digits.

The Bibs must be worn fully visible during Competitors' introduction and award ceremonies.

A Competitor removing the Bib before being presented at the start of an event or before completion of the medal ceremony may be disqualified.

Only one World Aquatics Sponsor may be displayed on Bibs. However, there may be one sponsor for men and another for women at the same Championships.

VISUAL PURPOSE ONLY – NOT TO SCALE



Bib	Presentation Semi-Final	Presentation Final	Award
SW	Yes	Yes (+ Relay)	Yes
DV	Yes	Yes	Yes
HD	Yes	Yes	Yes
AS	Yes	Yes	Yes
WP	N/A	N/A	Yes
OVS	N/A	N/A	Yes

Each competitor at World Aquatics Championships and World Aquatics competitions must wear on the chest over their tracksuit such advertising as supplied by World Aquatics when being introduced prior to the start of each event and during the victory ceremony.

8.10 Pool deck equipment

A maximum of three (3) advertising identifications (including manufacturer logo) with a maximum size of 40cm² each when worn for any of the clothing items listed below, and a maximum of two (2) advertising identifications (including manufacturer logo) with a maximum size of 6cm² each for any of the accessories and equipment items listed below:

Clothing items:

- Windbreaker
- T-shirt
- Polo shirt
- Casual shirt
- Sweat shirt
- Bath robe
- Pants
- Shorts
- Skirts

Accessories:

- Towels
- Baseball caps
- Hats
- Headphones
- Facemasks
- Jewellery
- Socks
- Footwear

Bags:

- Not greater than 10% of the surface area of the item to a maximum of 60 cm².

Additionally, one (1) National Federation or NOC logo identification per item with a maximum size of 40 cm² for clothing items and 6 cm² for accessories may be displayed.

The placement of advertising identification on clothing and accessories is at National Federation's discretion, except for the designated bib area specified below and subject to World Aquatics' approval.

VISUAL PURPOSE ONLY – NOT TO SCALE



8.11 Any body advertisement, in particular displayed on the competitor's body, is forbidden in any way whatsoever.

8.12 Advertising for hard alcohol (greater than 15% alcohol), tobacco-based products, vapor-based smoking and sport gambling is prohibited. However, advertising for soft alcohol (less than 15% alcohol) and games of chance (e.g. state-sponsored lotteries) are allowed.

8.13 Any advertising identifications which are not indicated in these regulations are not permitted. In the event that any clothing or other items of equipment contravenes these regulations, the competitor must immediately remove the offending item(s) and replace it/them with clothing that complies with World Aquatics Rules. In the event that the breach is not immediately remedied the competitor may be requested to wear attire provided by the event organizer.

8.14 World Aquatics reserves the right to request Federations taking part in World Aquatics Championships and World Aquatics Competitions to present any advertising identification in this rule for examination and approval of World Aquatics prior to the event in question.