



## **LEN ADVERTISING REGULATIONS**

(March 2019)

### **PREAMBLE:**

Advertising identification at LEN Events and Competitions, where the athlete is representing his/her federation, in the form of logos on swimwear, i.e. swimsuit, cap and goggles, and pool deck equipment, i.e. track suits, official's uniforms, footwear, towels and bags, is permitted in accordance with these regulations.

Advertising identification means the normal display of the name, designation, trademark, logo or any other distinctive sign of the manufacturer of the item or of any other advertiser permitted in accordance with these regulations.

### **AR 1            General**

- AR 1.1      Measurements of advertising sizes, areas, spaces are always intended "when worn" (swimsuits only and according to FINA BL 7.1.1).
- AR 1.2      There must be a minimum clearance space of 1.5 cm around all marks.
- AR 1.3      There is no restriction on the type of logo/brands used in the sponsor areas/spaces other than those representing tobacco, spirits and/or products containing any substance on the WADA prohibited list.
- AR 1.4      Body advertising is not allowed in any manner whatsoever.

### **AR 2            Advertising Regulations to be applied at LEN Events**

#### **AR 2.1        Swimsuits:**

- AR 2.1.1    Two (2) manufacturer's logo of a maximum size of 30 cm<sup>2</sup> each, when worn, are permitted. These two (2) logos of the manufacturer shall not be placed immediately adjacent to each other. When one-piece body suits are used, the two (2) permitted logos of the manufacturer shall be placed one above the waist and one below the waist, each of a maximum size of 30 cm<sup>2</sup> when worn. When two-piece body suits are used, only one (1) logo of the manufacturer of a maximum size of 30 cm<sup>2</sup> when worn is permitted on each piece of the two-piece body suit.
- AR 2.1.2    Two (2) sponsor's logos of a maximum size of 30 cm<sup>2</sup> each, when worn. The two (2) sponsor's logos can be for the same sponsor or different sponsors.



- AR 2.1.3 One (1) flag and one (1) country name or code of a maximum size of 50 cm<sup>2</sup> each, when worn. Repetitions of the national flag, elements thereof or, the colors of the national flag, included as a design element of the swimsuit, shall not be considered under this rule.

## **AR 2.2 Goggles**

- AR 2.2.1 Two (2) manufacturer logos of a maximum size of 6 cm<sup>2</sup> each are allowed on goggles, but only on the spectacle frame or band.

## **AR 2.3 Athletes bibs**

- AR 2.3.1 The maximum size of the Bibs shall be 24 cm (width) x 20 cm (height).
- AR 2.3.2 The height of the digits on the Bibs shall be no less than 6 cm and no more than 10 cm.
- AR 2.3.3 The maximum height of the identification above the digits shall be 6 cm. The identification may display the name/ LEN Partner's logo.
- AR 2.3.4 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.
- AR 2.3.5 The Bibs shall be printed in suitable colours in order to ensure maximum visibility of the digits.
- AR 2.3.6 The Bibs must be worn fully visible during Athletes' introduction and award ceremonies.

An athlete removing the Bib before being presented at the start of an event or before completion of the victory ceremony may be disqualified.

Two LEN Sponsors may be displayed on Bibs. However, men and women may have different sponsors at the same Championships.

## **AR 2.4 Swimming caps**

- AR 2.4.1 One (1) manufacturer's logo of a maximum size of 20 cm<sup>2</sup> may be placed on the front.
- AR 2.4.2 One (1) LEN Partner's logo of the size decided by LEN on a case by case basis. The side on which the Partner's logo shall be printed will be advised by LEN.
- AR 2.4.3 One (1) flag and/or country name (code) of a maximum size of 32cm<sup>2</sup>. The side on which the flag and country name (code) shall be printed will be

advised by LEN.

- AR 2.4.4 For LEN Events one (1) flag and/or country name (code) of a maximum size of 32cm<sup>2</sup> can be printed twice (meaning that the flag and country name can appear on both sides of the cap). This to be advised by LEN whenever applicable.
- AR 2.4.5 Athlete's name of a maximum size of 20cm<sup>2</sup>. The athlete's name shall be printed on the same side as the flag and country name (code). Printing the athletes' name isn't compulsory.
- AR 2.4.6 It is permissible to wear two (2) caps. Both caps must comply with the advertising rules.

## **AR 2.5 Water Polo caps**

- AR 2.5.1 One (1) country code of a maximum height of 4 cm on the front side of the cap.
- AR 2.5.2 One (1) manufacturer's logo of a maximum size of 6 cm<sup>2</sup> on the front, back or side
- AR 2.5.3 One (1) player number of a maximum height of 10 cm on both side of the cap
- AR 2.5.4 One (1) country flag of a maximum height of 4 cm on the back side of the cap
- AR 2.5.5 One (1) sponsor logo (at NF's discretion) of a maximum size of 6cm<sup>2</sup> on the back side

## **AR 2.6 Pool deck equipment**

- AR 2.6.1 Up to four (4) sponsor identifications of which one (1) shall be the manufacturer's logo are permitted with a maximum size of 40 cm<sup>2</sup> each when worn for any of the clothing items listed below:

T-shirt (40cm<sup>2</sup>)

Polo Shirt (40cm<sup>2</sup>)

Casual Shirt (40cm<sup>2</sup>)

Sweat Shirt (40cm<sup>2</sup>)

Bath Robe (40cm<sup>2</sup>)

Tracksuit top (40cm<sup>2</sup>)

Pants (40cm<sup>2</sup>)



Shorts (40cm<sup>2</sup>)

Windbreaker (40cm<sup>2</sup>)

Identification on clothing must be placed on the top breast side so that Bibs requested by LEN may be worn well visible below.

For upper-body clothing items only, the manufacturer's logo (being a design mark of maximum of 8 cm in width) may additionally be displayed in the form of a strip in one of the following positions:

- a) around the bottom of both sleeves; or
- b) centered down the outer seam of both sleeves (from the collar across the top of the shoulders down to the bottom of the sleeve).

For lower-body clothing items only, the manufacturer's logo (being a design mark of maximum of 8cm in width) may additionally be displayed in the form of a strip centered down the outer seam of both legs (from the waistband down to the bottom of the leg).

- AR 2.6.2 Up to two (2) sponsor identifications of which one (1) shall be the manufacturer's logo are permitted with a maximum size of 6 sq cm each for any of the accessories and equipment listed below:

Baseball caps (6cm<sup>2</sup>)

Hats (6cm<sup>2</sup>)

Socks (6cm<sup>2</sup>)

Footwear (6cm<sup>2</sup>)

- AR 2.6.3 Up to four (4) sponsor identifications out of which one (1) shall be the manufacturer's logo are permitted on Bags and Towels with a maximum size not greater than 30% of the surface area of the item, to a maximum size of 60 cm<sup>2</sup>.

## **AR 2.7 Wetsuits**

- AR 2.7.1 The manufacturer's logo may appear on the front, and/or back, and/or sides of the wetsuit, of a maximum combined size of 80 cm<sup>2</sup> 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 80cm<sup>2</sup>. The size of the logo(s) shall be calculated taking into consideration the entire surface of the logo(s).



AR 2.7.2 Two (2) sponsor's logos of a maximum size of 30 cm<sup>2</sup> each, when worn.

AR 2.7.3 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.

AR 2.7.4 There shall be no marks or design elements on the upper arm or shoulder articulation area of the wetsuits, to allow for the clear application of the competitor race number.

**AR 3 Exclusivity**

Any advertising identification not described in these regulations is not permitted.

In the event that any clothing contravenes these regulations, the competitor must immediately remove the offending item(s) and replace it/them with clothing that complies with these regulations.

**AR 4 Approval**

LEN reserves the right to request Federations taking part in LEN Championships and/or LEN Events to present any advertising identification mentioned in these regulations for examination and approval by LEN prior to the event in question.