



INVICTUS GAMES TORONTO 2017 UNIFORM GUIDELINES

Version 3
Updated: 23 January 2017
(changes to previous version shown underlined)

Introduction

This document has been created to provide guidance regarding uniforms for the teams participating in the 2017 Invictus Games. Please read these guidelines carefully and ensure that you submit a design proof of your uniform to the Invictus Games Foundation (IGF) for approval prior to manufacture. Full details of the approvals process are set out in section 7 of this document.

1. General principles

Team uniform should comprise the following items:

Team tracksuit made up of a jacket and bottoms, to be worn:

- At the Opening and Closing Ceremonies
- At medal ceremonies
- During any other non-competition events (e.g. team receptions)

Team polo shirt to be worn with the tracksuit:

- At the Opening and Closing Ceremonies
- At medal ceremonies
- During any other non-competition events (e.g. team receptions)

Technical sportswear to be worn:

- During competition
- During training

Other items of uniform and accessories are permitted subject to the branding requirements set out in this document.

2. National identification

- 2.1. All items of team uniform must represent the nation through the use of nationally recognisable colours.
- 2.2. Team tracksuits must display the nation's name in capital letters across the back of the tracksuit jacket. The inclusion of the national flag on the tracksuit is optional. Other national emblems are also permitted (e.g. Canadian maple leaf).
- 2.3. Team polo shirts must display the nation's name and/or flag on the front or back of the shirt.
- 2.4. Competition shirts and vests must be nationally recognisable so that each country can be easily identified during competition. Competition shirts and vests must include the nation's name in capital letters and/or the national flag on the back of the shirt.
- 2.5. Swimming caps must include the national flag and the nation's name in capital letters on each side of the cap.

- 2.6. National identification on any other items of clothing or accessories is optional. If included, it should be consistent across all uniform.

3. Invictus Games Toronto 2017 logo

- 3.1. The Invictus Games Toronto 2017 logo must be displayed on the following items of apparel, and must be positioned on the left chest:
- Team tracksuit jacket
 - Team polo shirt
 - Competition t-shirt
 - Competition vest
 - Rain jacket (if provided)
- 3.2. The inclusion of the Invictus Games Toronto 2017 logo on any other items of clothing or accessories is optional.
- 3.3. In all cases, please comply with the following:
- The logo should be used as provided and must not be cropped, re-sized, re-coloured or altered in any way;
 - The logo must always include the words "TORONTO 2017" beneath the "INVICTUS GAMES" wordmark as per the supplied artwork;
 - The logo must be placed on a solid colour background;
 - The minimum size of the logo is 30mm / 1.2 inches measured across the base, and the logo should not be larger than 52 sq. cm / 8 sq. inches; and
 - The logo must not be used other than on uniform without prior approval.
- 3.4. The Invictus Games Toronto 2017 logo can be accessed [here](#).
- 3.5. Use of the "I AM" icon is not permitted.

4. Manufacturer's identification

- 4.1. Standard manufacturer's identification (e.g. the Nike tick) is permitted on sportswear. The size and placement of this should be as per the manufacturer's standard branding on sportswear and as a guide should be no greater than:
- 39 sq. cm / 6 sq. inches for clothing worn on the upper body (tracksuit jacket, polo shirt, t-shirt, vest, rain jacket); and
 - 26 sq. cm / 4 sq. inches for all other items.
- 4.2. Please refer to Appendix A for further details of permitted sizes.
- 4.3. The manufacturer's identification must not be placed directly adjacent to the Invictus Games Toronto 2017 logo.

5. Sponsor logos

- 5.1. In the event that a team has a sponsor(s) (whether a commercial sponsor or a non-commercial sponsor/partner), sponsor logos are permitted on certain items as detailed below.
- 5.2. The permitted sizing of sponsor logos is in line with branding for other international sporting events and should be no greater than:
- 39 sq. cm / 6 sq. inches for polo shirts, t-shirts, vests, rain jackets; and
 - 26 sq. cm / 4 sq. inches for hats, caps and headbands.
- 5.3. Sponsor logos are not permitted on any other items of clothing. Please note that commercial logos are not permitted on team tracksuits.
- 5.4. Please refer to Appendix A for further details of permitted logo sizes.
- 5.5. Sponsor logos must not be placed directly adjacent to the Invictus Games Toronto 2017 logo, unless the sponsor is also a sponsor of the 2017 Games.

- 5.6. Sponsor straplines or slogans are not permitted on uniform.
- 5.7. Nations are not permitted to appoint a sponsor in the car category.

6. Branding on technical equipment (competition chairs, bikes, rackets etc)

- 6.1. Apart from the standard manufacturer's identification, technical equipment should be unbranded. IGF will consider exceptional cases where:
 - additional branding represents the organisation that donated the technical equipment to the team and does not conflict with the 2017 Games' sponsors; and
 - the branding is not excessive.
- 6.2. This will be reviewed by IGF on a case-by-case basis.

7. Approvals

- 7.1. All nations are required to submit their proposed uniform designs to IGF for approval. **Please submit your designs before manufacture.** This will avoid incurring additional costs in the event that uniform has to be amended to comply with these guidelines or to avoid clashes with other team uniforms. You should submit designs as early as possible to allow time for amendments to be made (if needed) prior to manufacture.
- 7.2. Designs should be sent to Malgorzata Grzyb at malgorzata.grzyb@invictusgames.org
- 7.3. Any questions should be directed to Malgorzata Grzyb at malgorzata.grzyb@invictusgames.org

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APPENDIX A BRANDING ON UNIFORM

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	National identification	Invictus Games Toronto 2017 logo	Manufacturer's identification	Sponsor/partner logo
Tracksuit jacket	Mandatory: nation's name in capital letters on the back Optional: national flag and/or other national emblem on front or back	On left chest	No greater than 39 sq. cm / 6 sq. inches	Commercial: not permitted Non-commercial: maximum one logo per sleeve, no greater than 39 sq. cm / 6 sq. inches
Tracksuit bottoms	Optional	Optional	No greater than 26 sq. cm / 4 sq. inches	Not permitted
Team polo shirt	Mandatory: nation's name and/or flag on front or back	On left chest	No greater than 39 sq. cm / 6 sq. inches	Maximum one logo per sleeve, no greater than 39 sq. cm / 6 sq. inches
Competition t-shirt (with sleeves)	Mandatory: nation's name in capital letters on the back or national flag	On left chest	No greater than 39 sq. m / 6 sq. inches	Maximum one logo per sleeve, no greater than 39 sq. cm / 6 sq. inches
Competition shirt (without sleeves i.e. vest/singlet)	Mandatory: nation's name in capital letters or national flag on the back	On left chest	No greater than 39 sq. cm / 6 sq. inches	Maximum one logo on front of shirt, no greater than 39 sq. cm / 6 sq. inches <u>in addition to maximum one logo on back of shirt no greater than 39 sq. cm / 6 sq. inches</u>
Competition shorts, trousers/pants, leggings	Optional	Optional	No greater than 26 sq. cm / 4 sq. inches	Not permitted
Compression shorts/sleeves, base layers	Optional	Optional	No greater than 26 sq. cm / 4 sq. inches	Not permitted
Hats, caps, headbands	Optional	Optional	No greater than 26 sq. cm / 4 sq. inches	Maximum one logo on the side, no greater than 26 sq. cm / 4 sq. inches
Swimming trunks, swimsuits	Optional	Optional	No greater than 26 sq. cm / 4 sq. inches	Not permitted
Swimming cap	Mandatory: nation's name in capital letter and national flag	No	Not permitted	Not permitted

	National identification	Invictus Games Toronto 2017 logo	Manufacturer's identification	Sponsor/partner logo
Wristbands	Optional	Optional	No greater than 26 sq. cm / 4 sq. inches	Not permitted
Shoes and socks	Optional	Optional	No greater than 26 sq. cm / 4 sq. inches	Not permitted
Rain jacket	Mandatory: nation's name and/or flag on front or back	On left chest	No greater than 39 sq. cm / 6 sq. inches	Maximum one logo per sleeve, no greater than 39 sq. cm / 6 sq. inches
Bags, backpacks	Optional	Optional	No greater than 26 sq. cm / 4 sq. inches	Maximum two logos, no greater than 39 sq. cm / 6 sq. inches each