

NATIONAL TEAM KIT GUIDELINES FOR WORLD ATHLETICS SERIES EVENTS

SPECIFICATIONS

UPPER BODY

TOTAL MAX 3 LOGOS

1x Country Emblem

2x Commercial Sponsors (includes sports manufacturer)

5cm height, 10cm width, max 40cm²

Sports manufacturer logo can only appear on front.

All other positions are optional, and can appear on sleeves and reverse

Country/Athlete Name or 3 Letter Code

Front or Reverse

Vertical max width 10cm; Horizontal max height 10cm

LOWER BODY

TOTAL MAX 2 LOGOS

1x Country Emblem

1x Commercial Sponsor (includes sports manufacturer)

5cm height, 10cm width, max 40cm²

Sports manufacturer logo can only appear on front.

All other positions are optional, and can appear on front or reverse

Country/Athlete Name or 3 Letter Code

Front or Reverse

Vertical max width 5cm; Horizontal max height 5cm

For any decorative marks on upper or lower body: max 10cm width

ALL OTHER APPAREL / ACCESSORIES

TOTAL MAX 2 LOGOS

1x Country Emblem/Name

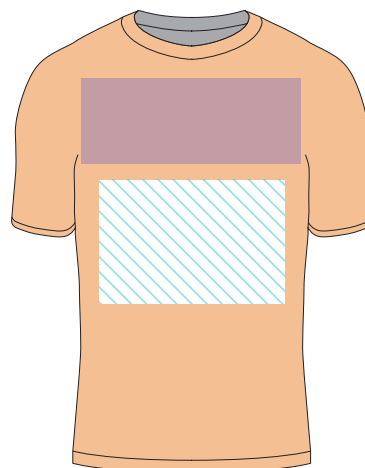
1x Sports Manufacturer

Country Emblem/Name max 5cm height

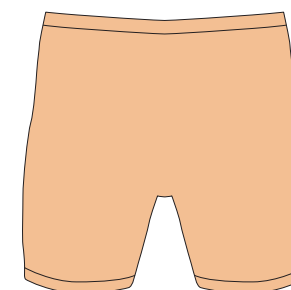
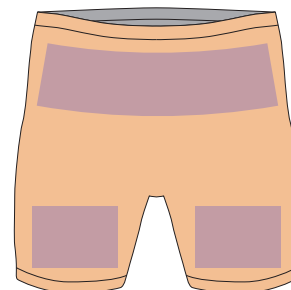
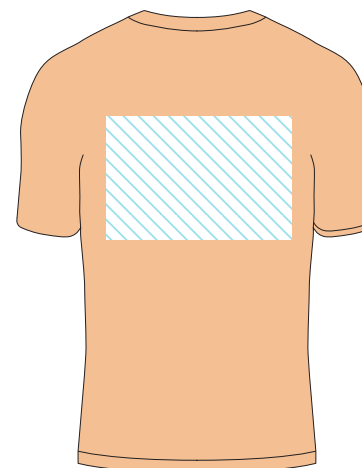
Sports manufacturer logo 4cm height or width, max 10cm²

PLACEMENT

FRONT




REVERSE




KEY FOR POSITIONS

All positions depend on the type/style of the individual competition kit e.g. if it has sleeves, zips, vests, crop tops, leotards etc.

 Designated areas for: Sports Manufacturer Logo

 Designated areas for: Country Emblem
Commercial Sponsor
Country/Athlete Name or 3 Letter Code

 Bib positioning

 Designated areas for: Country Emblem/Name
Sports Manufacturer Logo

