

Team Uniform Brand Guidelines and Manufacturers Marks



Message from CGF – 23 March 2010

Dear All,

At the Chefs de Mission Seminar in Delhi I highlighted the importance of the CGF Rule GFS10 relating to manufacturers marks on personal competition clothing and equipment for the Commonwealth Games. The key points from this presentation that you should be familiar with are outlined below:

Manufacturers Marks

- Only one manufacturers mark can appear on each article of clothing or equipment
- The mark must appear with the official logo of the CGA
- No other advertising is allowed on the clothing or equipment

Size of the Manufacturers Marks

- Competition Clothing - Maximum area 15 sq cm and maximum height 4 cm
- Equipment - Maximum area 60 sq cm or 10% of the surface area
- Headgear - Maximum area 6 sq cm
- Shoes - Maximum area 6 sq cm

GFS10 Rules are applied on team uniform when the athlete/official is:

- Back of House and on the Field of Play at competition venues
- Opening and Closing Ceremonies
- Medal Ceremonies

Please, also be aware of the relevant IF technical rules and that the CGF rules take precedence on all logos.

Kind regards,

Rachel Simon
Marketing Projects Manager
Commonwealth Games Federation



Team Uniform Guidelines

- CGF Brand Standards Manual 2008
- CGF Games Family Services Manual - Rule GFS10
- Delhi 2010's Logo Usage Guidelines

CGF Rule GFS10



Commonwealth Games Federation Games Family Services Games Manual



Code	Obligation
CGA Services	
GFS10	<p>Rules Relating to Identification on Personal Competition Clothing and Personal Equipment</p> <p>There shall be no advertising or publicity on personal equipment and competition clothing used or worn at the Games. Identification of the manufacturer (name and/or logo) of the equipment and or clothing may appear, if not marked conspicuously for advertising purposes as follows:</p> <ul style="list-style-type: none">• Manufacturer's Identification: The identification of the manufacturer shall not appear more than once per item of clothing and equipment.• Equipment: Manufacturers identification shall not exceed 10 per cent of the surface area of the equipment that is exposed during competition and shall not be more than 60 square centimetres.• Headgear (hats, helmets, sunglasses, goggles etc) and gloves: Any identification of the manufacturer shall not exceed 6 square centimetres.• Clothing: One identification of the manufacturer (logo, name or combination) may appear on each article of clothing worn by athletes, officials or judges (vest, shorts, track-suits etc), the maximum area of which shall be 15 square centimetres with a maximum height of 4 centimetres together with the official logo of the CGA (as approved from time to time by the Executive Board) and country name. No other form of advertising or sponsorship on clothing shall be permitted.• Shoes: The normal distinctive design pattern of the manufacturer is permitted. The manufacturer's name and/or logo may also appear, up to a maximum of 6 square centimetres, either as part of the normal distinctive design pattern or independent of the normal distinctive design pattern. <p>Any variation of the above rules shall be subject to approval of the Executive Board.</p>

CGF Rule GFS10

Manufacturers Marks - Clothing

- One manufacturers mark on each article of clothing
- Must appear with the official logo of the CGA
- No other advertising allowed, e.g. CGA Sponsor Logo
- Maximum area 15 sq cm and maximum height 4 cm



Rule GFS10

Manufacturers Marks - Equipment

- Equipment - Maximum area 60 sq cm or 10% of surface area during competition
- Headgear - Maximum area 6 sq cm
- Shoes - Maximum area 6 sq cm



GFS10 - Rules are applied

- Back of House and on the Field of Play at Competition Venues
- Opening and Closing Ceremonies
- Medal Ceremonies

Also Note

- IF Technical Rules - Sports Manual
- CGF Rules takes precedence on all logos

How to avoid brand problems...

Don't use Olympic or other non Commonwealth Games brands on team uniforms or equipment



How to avoid brand problems...

Involve the CGF in brand development

Four colour version is preferred and only variations in black, white, red, yellow or blue single colours are allowed



Size of CGA Logo

- No exact measurements
- In proportion with D2010 and Manufacturers logo
- Aesthetic look





CGF Approvals Process

- Involve CGF early in brand development
- Seek sign-off well in advance of uniform manufacturers deadlines
- Send artwork electronically or I can see your samples here
- Final Check - DRM!

THANK YOU

