



Lima  
2019  
PAN AMERICAN GAMES



# *Competition uniform and sport equipment guidelines*

*National  
Olympic  
Committees*

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# **PURPOSE OF THE COMPETITION UNIFORMS AND SPORT EQUIPMENT GUIDELINES**

The Organizing Committee of Lima 2019 Pan American and Parapan American Games (COPAL) presents the Competition Uniform and Sport Equipment Guidelines.

These guidelines contain the general rules for the manufacturer's identification and the specific details of the various categories (equipment, clothing, accessories and footwear) for the Lima 2019 Pan American Games.

The Lima 2019 Pan American Games attach great importance to the national identity of all athletes who are a part of the Olympic Movement in order to raise awareness of the Games, while respecting the major contributions of sponsors and manufacturers of sporting goods.

The purpose of these guidelines is to clarify the use of the trademarks with visual diagrams to illustrate the regulations.

These guidelines apply equally to all people participating in the Lima 2019 Pan American Games.

Additionally, this document aims to make as clear as possible how each manufacturer's identification may or may not be used in both general and specific situations. These guidelines are not intended to restrict or hinder the features of new and innovative technological clothing designs, equipment and accessories, provided that they comply with the rules and regulations applicable to each Olympic sport and the guidelines set out in this document.

## **GENERAL PRINCIPLES**

No type of advertising or publicity, either for commercial or non-commercial purposes, may appear on any athlete, clothing, accessories, team officials, IF/CF officials, accredited staff and product manufacturers. More specifically, no clothing or equipment used by Lima 2019 Pan American Games athletes may contain advertising, with the exception of the identification of the manufacturer of the item or equipment, provided it does not reflect a form of conspicuous advertising.

An authorized identification can only be used according to the terms set out in these guidelines.

COPAL reserves the right to prohibit the use of any authorized identification on a specific item, in order to ensure the compliance with these guidelines.

Unless otherwise specified in this document, the following general principles will apply.

It is prohibited to display any manufacturer's identification flagrantly or for commercial purposes in any clothing item, equipment or accessory. An item has commercial purposes when its identification is not related to the sport, or when it is used or displayed only to gain greater visibility during Lima 2019 Pan American Games.

Non-authorized identification may not appear on any item.

Only one manufacturer's identification can appear per item.

Exception: When single-piece suits are used during competition, one manufacturer's identification is allowed above the waist and below the waist, provided that all other principles are complied with.

No name, trademark, logo, corporate element or color scheme (including those belonging to sponsors or national and international federations) nor any distinctive symbol may appear on any item.

Consider that: To avoid any confusion, this includes, although not exclusively, designations of sports and technical approval (such as, "official equipment of ...", "[IF] official size", etc.), identifications of product components (e.g., water-resistant fabric, insulating fabric, etc.) and technological identifications of the manufacturer's product, so the identifications of the product components and the manufacturer's product technologies may only appear (with the same restrictions as any other authorized identification) as separate identifications; that is, these types of identifications may not appear on an item if it already has an authorized identification.

If an identification is required due to security reasons (e.g., "CE" or another similar non-commercial certification logo), it must be placed inside the item, out of sight of the cameras and general public, but in a place that allows it to be technically verified by officials.

The manufacturer's identification may not appear on the neck or body (e.g., a tattoo) of any Lima 2019 Pan American Games athlete, or on any item including, contact lenses, earplugs, mouthpieces, nose clips, water bottles and umbrellas, etc.

As for upper-body items of clothing, manufacturer's identifications must be placed at the height of the chest or on the sleeve.

The size of the manufacturer's identification must not exceed the following dimensions:

<b><i>Item</i></b>	<b><i>Maximum size</i></b>
Gloves, headwear, accessories	10 cm <sup>2</sup>
Clothing	30 cm <sup>2</sup>
Mobility and sport equipment, unless otherwise stated.	A single manufacturer's identification will be allowed per item. It cannot measure more than 10% of the item's surface area or larger than 60 cm <sup>2</sup> .
Footwear	Footwear can show the manufacturer's identification, which is usually used in retail products during a period of twelve months prior to the Games.

Authorized identifications cannot be placed one next to each other, in order to avoid a compound or repetitive effect of the logo. This will also apply to single-piece suits or to people wearing many layers of clothing. Please check the Lima 2019 Commercial Guidelines and Lima 2019 Graphic Standards for National Olympic Committees.

Taking equipment to a ceremony (including Opening, Closing and Award Ceremonies) or to interview zones is not permitted, except in mixed zones that are used to exit the field of play. Under no circumstance can personal equipment be taken into or carried through the mixed zone to intentionally or excessively advertise it.

Items must not have an identification related to a product or service, or that does not comply with the principles of these guidelines in some way.

For all items containing elastic fabric, such as Lycra, authorized identification size will be measured when the fabric is stretched (i.e. as it will look when placed on the athlete's body during competition).

The use of some authorized identifications (such as the IF's identifications, the Lima 2019 emblem or the "Lima 2019" wordmark) is limited to certain items and may not be used contrary to the provisions specifically stated in this document or in the Lima 2019 Pan American and Parapan American Games Commercial Guidelines for the National Olympic Committees and National Paralympic Committees.

All items must be frequently worn or used by Lima 2019 Pan American athletes.

## **DESIGNS**

All item designs must comply with the guidelines hereby presented. It is prohibited to use authorized identifications or any part or variation of them (i.e. graphic elements and/or texts used to broaden concepts) in the designs (e.g., replicas, extensions, distortions, watermarks, patterns, etc.).

In order to avoid confusion, it is prohibited to use drawings, color schemes, combinations, patterns, prints, letters, numbers, geometric elements, slogans, words or any design that derives from the manufacturer's identification referring to it. It is also prohibited to use items that seem identical or similar to the manufacturer's identification (especially exclusive identifiers) in the item designs for the Lima 2019 Pan American Games.

Without prejudice to the aforementioned, NOCs should use their names, flags, national colors and emblems, as well as their emblems, in order to visually highlight the national identity of their items. Please read the next section for more information.

The NOC of the Pan American Games host country may not use the visual identity of the Games, in order to avoid confusions between the Organizing Committee's workforce (in this case, Lima 2019) and the host country's delegation.

# **MAXIMIZATION OF THE PAN AMERICAN AND NOC IDENTITY**

- As long as it is possible, NOCs should use their corresponding national identities in all Pan American Games clothing, uniforms, equipment and accessories.
- This may be done using the following elements:
  - Official national colors
  - Official country name and/or acronym
  - Official national flag (as approved for official ceremonies)
  - NOC's official emblem

## **NOCS MUST NOT USE**

- Any Olympic or Pan American brand (for example: Olympic rings, Pan American medals, Pan American emblems.)
- National or international sport federations emblems.
- Any form of publicity or advertising (commercial or of any other kind).

# USE OF THE LIMA 2019 PAN AMERICAN GAMES BRAND

Only NOCs can use the Lima 2019 Pan American Games brand if its use complies with the requirements established in the Lima 2019 Graphic Standards Manual, in the Lima 2019 Pan American Games and Parapan American Games Commercial Guidelines for National Olympic Committees and National Paralympic Committees, and in this document.

## PAN AMERICAN EMBLEM

### Athletes

Silhouettes of three athletes representing the three Americas.



### Amancaes flower

Symbol of life in a harsh environment.



**Lima**  
**2019**

PAN AMERICAN GAMES

### Meeting point

Since pre-Hispanic times, Lima has been a meeting point between cultures. It will fulfill this role once more during the Pan American Games.

### Huacas

The trapezoidal "heads" of athletes represent Lima's huacas.

## USE OF THE LIMA 2019 WORDMARK

NOCs can promote the use of the Pan American identity brand in their national delegations, provided that they comply with the following considerations without exception. All image and identity material must be obtained directly from Lima 2019.



Specific guidelines for the correct use of the Lima 2019 wordmark are included in the Lima 2019 Graphic Standards Manual and the Lima 2019 Pan American and Parapan American Games Commercial Guidelines for the National Olympic Committees and the National Paralympic Committees.

## LIMA 2019 WORDMARK

- It must not be used for commercial purposes, including among others, licensed products or replicas.
- It must be clearly separated from the manufacturer's trademark and the NOC emblem.
- It may only be used once per clothing item.
- It must not be used on competition equipment, accessories, footwear or clothing.

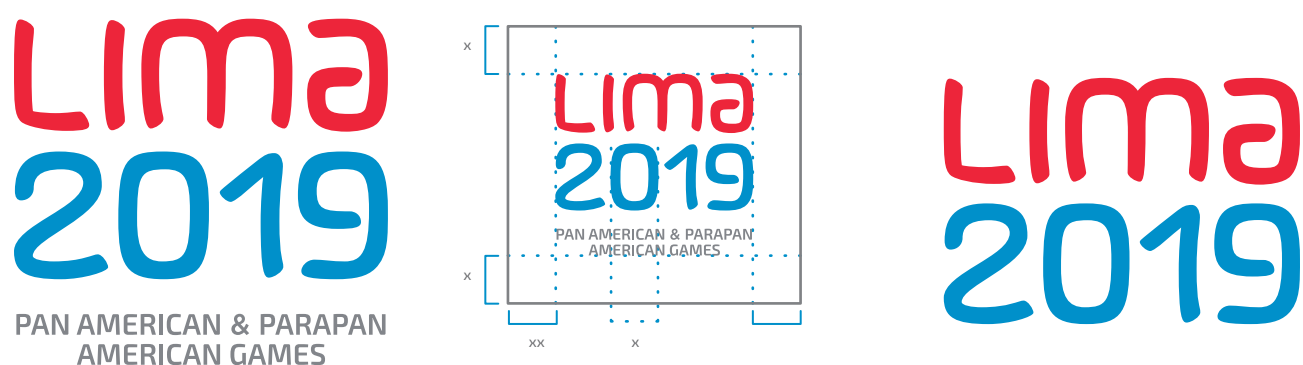


The logo specified in the Lima 2019 Graphic Line Handbook must be used every time competition uniforms require the Lima 2019 identification.

## NAME WITH DESCRIPTION

This version is specific for those cases where format does not allow using the full emblems and where it is necessary to represent both Games.

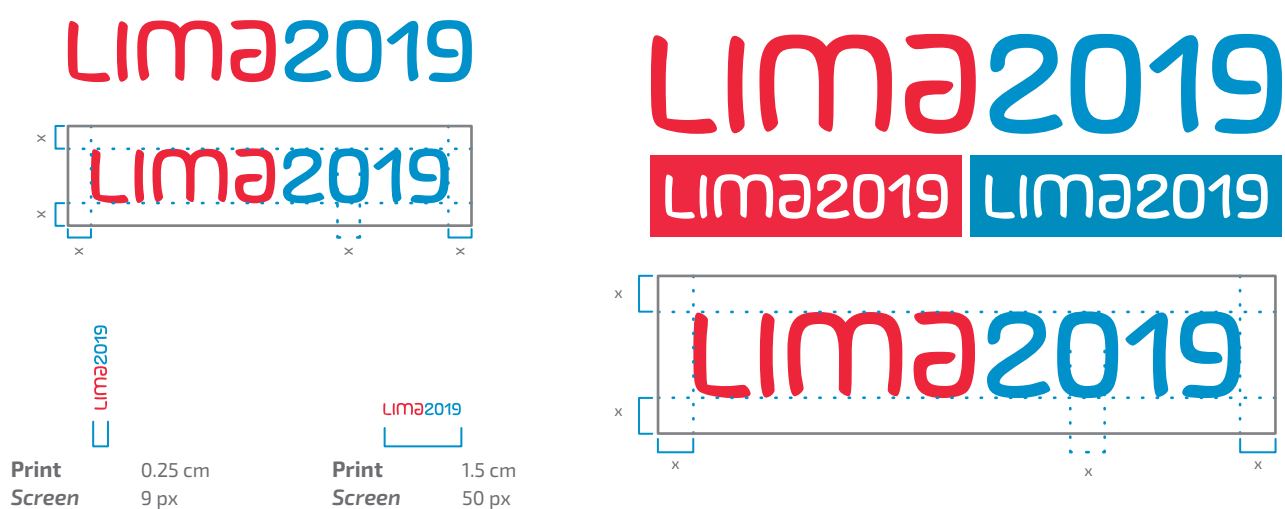
A specific example of this use is the "Lima 2019 Flag". The protection area and maximum reduction size are specified.



Both versions of the logo can be used, depending on the space on which it will be displayed.

## ISOLATED NAME

This special version with the event name may be used when the space for emblems is too long, both in vertical or horizontal format. The protection area and maximum reduction dimensions are specified.



# TYPOGRAPHY

A custom design was created with the Lima 2019 text for the emblems. The letter endings are the same as those of the athlete figures on the emblems.

LIMA 012345  
2019 6789

This typography is exclusive for the Lima 2019 logo, any other text must use the font Exo 2:

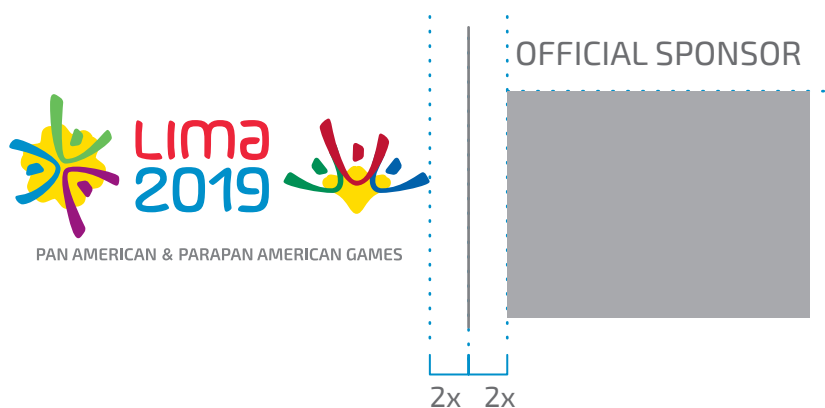
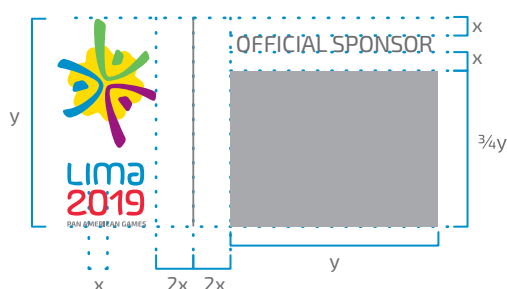
Exo 2 Thin + Italic	ABÇDÈFGHIJKLMNÑOPQRSTÜVWXYZ <i>abçdèfghijklmñopqrstüvwxyz</i>
Exo 2 Light + Italic	ABÇDÈFGHIJKLMNÑOPQRSTÜVWXYZ <i>abçdèfghijklmñopqrstüvwxyz</i>
Exo 2 Extra Light + Italic	ABÇDÈFGHIJKLMNÑOPQRSTÜVWXYZ <i>abçdèfghijklmñopqrstüvwxyz</i>
Exo 2 Regular + Italic	ABÇDÈFGHIJKLMNÑOPQRSTÜVWXYZ <i>abçdèfghijklmñopqrstüvwxyz</i>
Exo 2 Medium + Italic	ABÇDÈFGHIJKLMNÑOPQRSTÜVWXYZ <i>abçdèfghijklmñopqrstüvwxyz</i>
Exo 2 Semibold + Italic	ABÇDÈFGHIJKLMNÑOPQRSTÜVWXYZ <i>abçdèfghijklmñopqrstüvwxyz</i>
Exo 2 Bold + Italic	ABÇDÈFGHIJKLMNÑOPQRSTÜVWXYZ <i>abçdèfghijklmñopqrstüvwxyz</i>
Exo 2 Extra Bold + Italic	ABÇDÈFGHIJKLMNÑOPQRSTÜVWXYZ <i>abçdèfghijklmñopqrstüvwxyz</i>
Exo 2 Black + Italic	ABÇDÈFGHIJKLMNÑOPQRSTÜVWXYZ <i>abçdèfghijklmñopqrstüvwxyz</i>

If any other logos accompany the Lima 2019 logo, they must be placed in the gray area and they shouldn't exceed it.

## EMBLEMS AND SPONSOR LOGOS

The logos of companies sponsoring the events must be placed in the gray area shown on page 16. This area was designed to not compete with the size or position of the Games emblems.

In the example, the OFFICIAL SPONSOR text is in Exo 2 font. This can be replaced if there were another sponsorship category, but a larger size must not be used.












































# SPACES AND SUITABLE VERSION

This chart shows the most suitable emblem version according to the space available in the design pieces.

The suitable and prohibited versions for each space are specified.

Versions without description or with another background color as shown on previous pages should be taken into account.

SPACES	CIRCLE	SQUARE	HORIZONTAL RECTANGLE	VERTICAL RECTANGLE	EXTENDED HORIZONTAL RECTANGLE	EXTENDED VERTICAL RECTANGLE
VERSIONS						
						
						
						
						
						 *90° ROTATION

 SUITABLE FOR THE SPACE

 PROHIBITED FOR THE SPACE

# **MANUFACTURER'S TRADEMARKS**

The manufacturer's trademark is defined as the standard identification of the name, logo or any other element, either graphic or not, that is used to identify it on any clothing item, such as uniforms, sports footwear, accessories or sport equipment.

Basic principles defined by Lima 2019 for the use of the manufacturer's trademark are outlined below:

Only one (1) manufacturer's trademark is allowed per item, complying with the specific dimensions stipulated in this manual.

The name, logo, design element or color scheme of third parties (including those of sponsors, International Federations, or any other entity) cannot appear on any sport equipment, accessory or clothing item.

Other symbols, logos or commercial trademarks that do not belong to the manufacturer may not appear on any sport equipment, accessory or clothing item.

The use of trademarks are expressively prohibited in non-sport products on any item, unless previously approved by Lima 2019.

The aforementioned guidelines apply to all sport equipment, accessories and clothing items. Therefore, all Lima 2019 athletes, team officials, IFs, accredited participants and product manufacturers must apply and comply with these guidelines. The examples used in this manual are for illustration purposes and are neither limiting nor exhaustive. These guidelines can be modified at discretion of Lima 2019.

# MEASUREMENT OF THE MANUFACTURER'S IDENTIFICATION

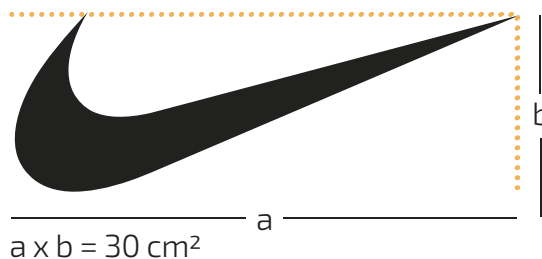
Manufacturer's trademarks may be classified in the following categories and can only have a dimension of up to 60 cm<sup>2</sup> on sport equipment (or maximum 10% of the item), 30 cm<sup>2</sup> on competition uniforms and 10 cm<sup>2</sup> (or maximum 10% of the item) on accessories.

A rectangular or square trace will be made around the identification to calculate the surface area of the manufacturer's trademark.

Manufacturer's name

Manufacturer's logo

Combination of manufacturer's name and logo



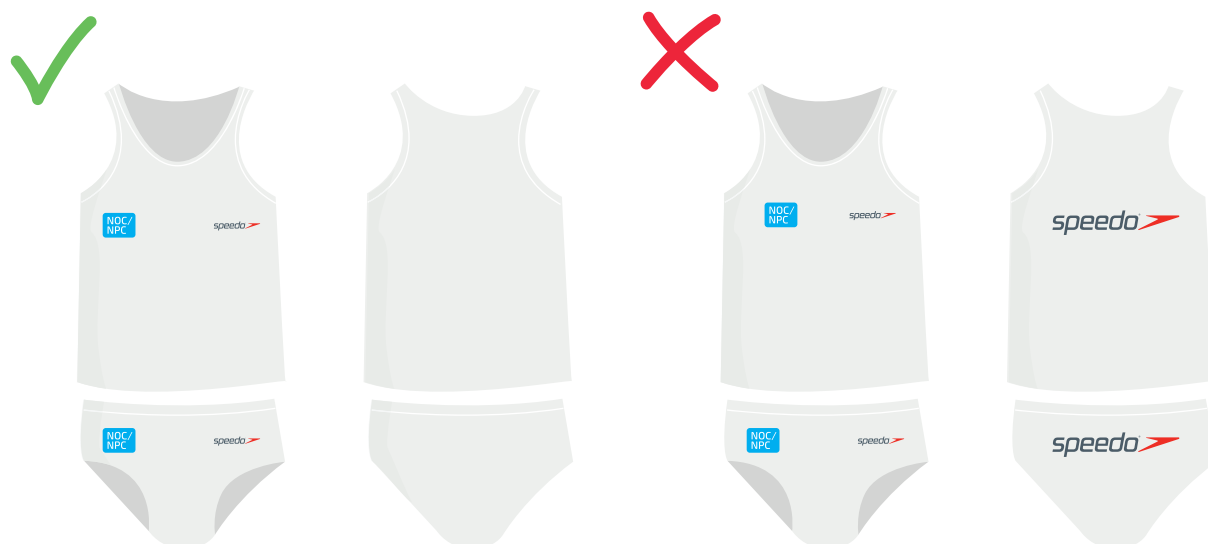
Previous manufacturers' names, logos and graphic elements used as examples are property of the corresponding manufacturers and their affiliates.

# APPLICATION OF THE MANUFACTURER'S TRADEMARK

## EMBLEMS AND SPONSOR LOGOS

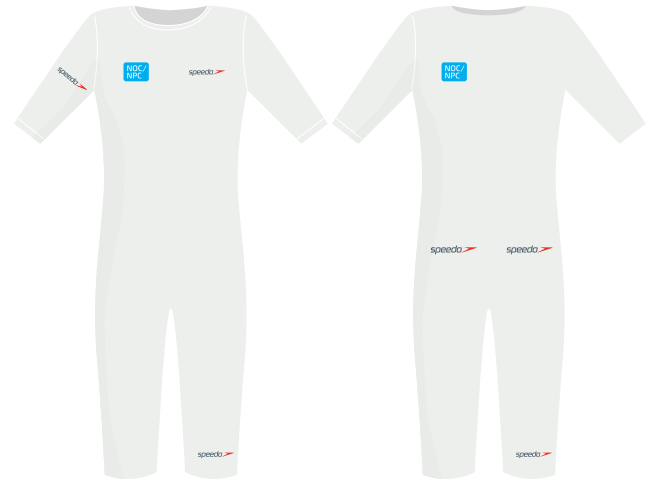
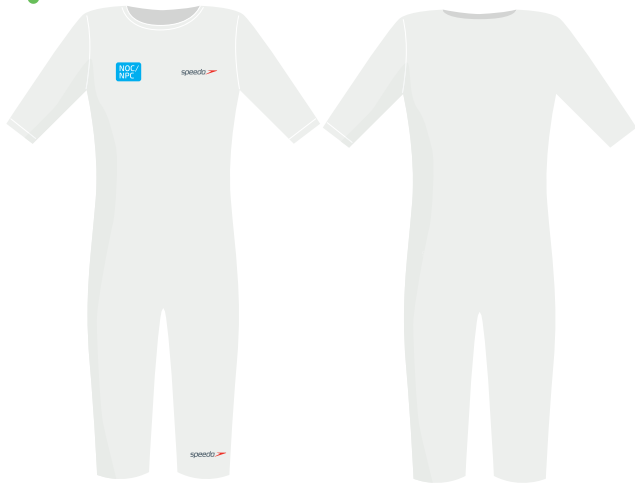
Competition uniforms are subject to the specific rules established by the IFs of each sport.

In single-piece suits (for training and competition), the manufacturer's trademark may appear on up to two parts of the clothing item, with a maximum size of 30 cm<sup>2</sup>, provided that they are not next to each other. As a general reference, one trademark can appear above the waist and the other one below it.



One manufacturer's trademark and application per item. Maximum size of the application: 30 cm<sup>2</sup>.

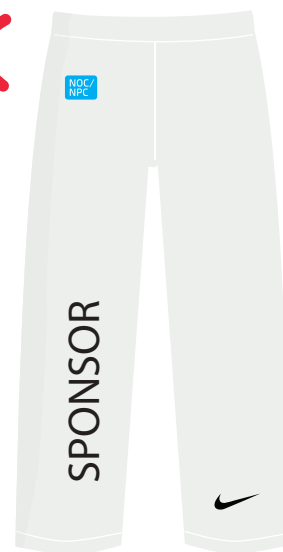




One manufacturer's trademark and up to two applications per item (one above the waist and the other below it). Maximum size of the application: 30 cm<sup>2</sup>.

## ***SPONSOR AND THIRD-PARTY BRANDS***

Athletes, team officials, IF officials or other accredited staff are not allowed to wear competition uniforms, training equipment, warm-up apparel or sport equipment containing any sponsor or third-party trademarks (logos, names or others). International technical officials uniforms may include their IF/CF logo.



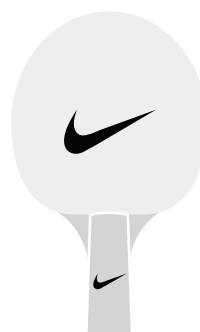
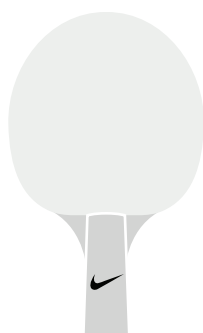
## FOOTWEAR

Footwear can show the manufacturer's identification, which is usually used in retail products during a period of twelve months prior to the Games.



## SPORT EQUIPMENT

One (1) manufacturer's trademark will be allowed per item. It cannot measure more than 10% of the item's surface area or larger than 60 cm<sup>2</sup>. There may be some exceptions in the application criteria of the trademark.



One manufacturer's trademark and only one application per equipment. Maximum size of the application: 10% of the item's surface area; maximum size permitted: 60 cm<sup>2</sup>.

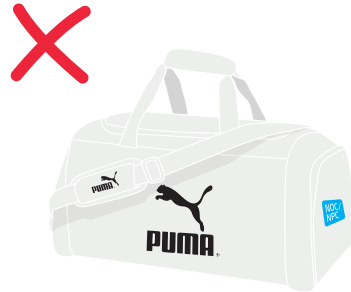
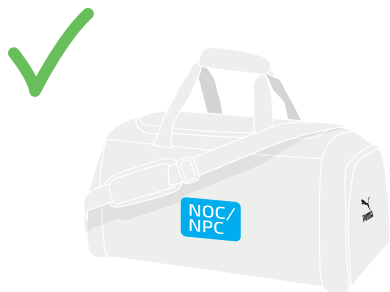
## ACCESSORIES

This category includes accessories used by athletes, judges, team officials and other accredited staff inside Lima 2019 facilities and competition venues. For example, glasses (eyeshade, etc.), headwear, towels, bags, among others.

Additionally, all personal items (that is, articles not distributed by the NOC) worn, used or carried by athletes, team officials, judges and other staff accredited for Lima 2019 Pan American Games are subject to these rules.

Only one (1) manufacturer's trademark of up to 10 cm<sup>2</sup> is permitted and it must be applied on the chosen area only once. Using accessories for advertising purposes is strictly prohibited.





## LIMA 2019 APPROVAL

Unless otherwise specified, NOCs must submit all graphic material for competition uniforms and sport equipment to their services representatives at [noc@lima2019.pe](mailto:noc@lima2019.pe), six weeks prior to the production deadline for its approval. Lima 2019 will communicate the approval or necessary modifications within ten business days after the submission date.

# **RESPONSIBILITY FOR COMPLIANCE WITH THE GUIDELINES**

NOCs are responsible for ensuring that all items used by the members of their delegations fully comply with these guidelines. Under Lima 2019 supervision, IFs will apply a system to ensure the compliance of all items (such as sport equipment) based on their corresponding sport.

# **CONSEQUENCES OF NON-COMPLIANCE WITH THE GUIDELINES**

Lima 2019 will stay alert during the Lima 2019 Pan American Games. Anyone who does not comply with the guidelines may be subject to suspension at any time.

According to these guidelines, non-compliance of these rules may lead to disqualification or accreditation removal, as well as other potential sanctions, as determined by the NOC Executive Board or in accordance with the technical sport rules.

Any manufacturer's identification (including the use of any exclusive identifier) that does not comply with these guidelines will be removed (as appropriate), according to the instructions provided to the athlete by Lima 2019 or the corresponding IF.

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