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

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
- Country Emblem
- Commercial Sponsor
- Country/Athlete Name or 3 Letter Code
- Bib positioning