

01

All General Principles apply unless expressly mentioned otherwise hereafter (in particular in relation to size, frequency or location). Please refer to the “Identifications on NOC Team Apparel Practical Guidelines”, and General Guidelines (released Summer 2023) to obtain the general principles of Authorised Identifications on NOC uniforms at the Olympic Games. This section provides visual illustrations regarding the placement and size of Sport Specific Implementation for any items.

## SUBMISSION PROCESS

Before any swimwear (this includes swim caps and goggles) which includes a new design, construction or material is used in competition, the manufacturer of such swimwear must submit the swimwear to World Aquatics to obtain its approval.

## 01 POOL SWIMMING & MARATHON SWIMMING MEN

### Identification of the Manufacturer

#### Clothing

- Swimsuit | Two-piece body suits | T-shirt/Polo | Tracksuit | Jacket/Coat | Sweatshirt | Shorts/Skirts | Pants | Bathrobe | Windbreaker**  
 One *Identification of the Manufacturer* [■] per clothing item will be permitted, when worn, to a maximum size of 30cm<sup>2</sup>.
- One-piece body suit**  
 Where one-piece body suits are used in competition, one *Identification of the Manufacturer* [■] shall be permitted above the waist and below the waist, in accordance with the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
- Costumes (Artistic Swimming)**  
 No *Identification of the Manufacturer* will be permitted on the Competition Clothing (costumes).

#### Sport Equipment

- Swim cap**  
 One *Identification of the Manufacturer* [■] to a maximum size of 20cm<sup>2</sup> – when worn – and placed on the front of the cap. It is permissible to wear two (2) swim caps. Both caps must comply with the above rule.
- Goggles**  
 Two *Identifications of the Manufacturer* [■] will be permitted, to a maximum size of 6cm<sup>2</sup> each, but only on spectacle frame or band.

#### Accessories

- Socks**  
 One *Identification of the Manufacturer* per item will be permitted, to a maximum size of 6cm<sup>2</sup>.

- Towel | Bottle**  
 One *Identification of the Manufacturer* per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60cm<sup>2</sup>.
- Bag**  
 One *Identification of the Manufacturer* per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60cm<sup>2</sup>.

#### Shoes | Footwear

- Shoes**  
 All footwear items may carry the *Identification of the Manufacturer* as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.

### Product Technology Identification

#### Clothing

- Swimsuit | Two-piece body suits | T-shirt/Polo | Tracksuit | Jacket/Coat | Sweatshirt | Shorts/Skirts | Pants | Bathrobe | Windbreaker**  
 One additional *Product Technology Identification* [■] will be permitted per clothing item, to a maximum size of 10cm<sup>2</sup>.

### NOC Emblem and National Identity

#### Additional IF Specifications

##### Section 05

#### Third Party Identifications (athlete names)

##### Swimming caps

Athlete's name can be printed only on the swimming caps used at the pool swimming competitions.

The athlete's name, which must have a maximum size of 20cm<sup>2</sup>, may be featured on both sides of the cap. Should the athlete's name feature on one side only, it shall be printed on the same side as the national flag or NOC emblem and country/territory name (or NOC code).

##### Section 07

#### NOC Emblems and National Identity

##### Swimsuits

One flag/NOC emblem [●] and one country/territory name or NOC code [●] of a maximum size of 50cm<sup>2</sup> will be permitted on swimsuits. Repetitions of the national flag, elements thereof or, the colours of the national flag, which are included as a design element of the swimsuit, shall not be considered under this rule.

##### Swimming caps

One flag/NOC emblem and/or country/territory name (or NOC code) [●] of a maximum size of 32cm<sup>2</sup> will be permitted on both sides of the cap.

### Homologation Marks

#### Additional IF Specifications

##### Section 09

#### Homologation Marks

All swimwear (for swimming and Marathon Swimming competitions) used at Olympic Games must be approved by World Aquatics in accordance with the rules and procedures set forth in the World Aquatics Technical & Approval Implementing Rules for Swimwear issued by the World Aquatics bureau and valid on the date of approval. In addition, all sport and pool-deck equipment will go through World Aquatics approval in the call room by the Technical Officials directly on site.

#### Notice of Approval

World Aquatics will provide Manufacturers with a World Aquatics Homologation Label [◆] for each approved Product.

#### World Aquatics Homologation Label

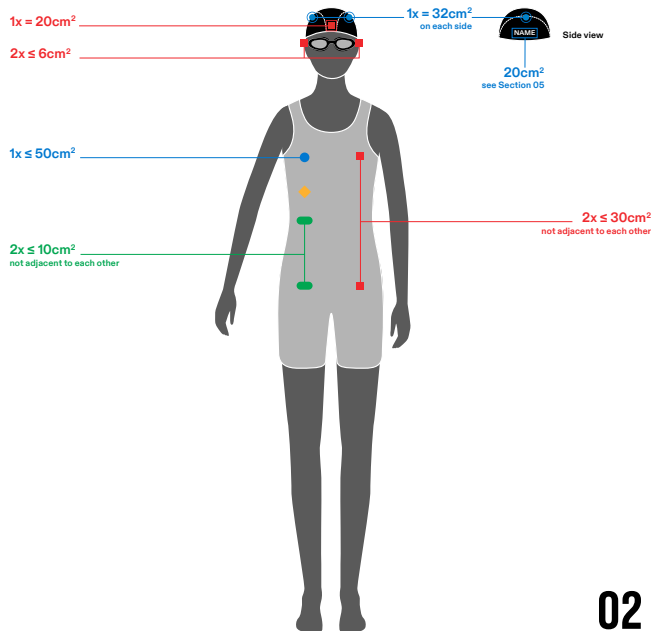
The Manufacturer must use the World Aquatics Homologation Label [◆] for indicating that the Product in use has been approved. The notice shall be placed in a position allowing control when worn.

#### Swimsuits

All swimsuits approved by the World Aquatics shall bear the World Aquatics Homologation Label [◆]. If the swimsuit is in two pieces, each piece shall bear a label. The labels should be printed or affixed to the swimsuits in a manner ensuring that they cannot be removed without destroying the label (to prevent transfers).

#### Note

Size and location of the World Aquatics Homologation Label is clarified in the World Aquatics Technical & Approval Implementing Rules for Swimwear.



## 02



All General Principles apply unless expressly mentioned otherwise hereafter (in particular in relation to size, frequency or location). Please refer to the “Identifications on NOC Team Apparel Practical Guidelines”, and General Guidelines (released Summer 2023) to obtain the general principles of Authorised Identifications on NOC uniforms at the Olympic Games. This section provides visual illustrations regarding the placement and size of Sport Specific Implementation for any items.

## 02 POOL SWIMMING & MARATHON SWIMMING WOMEN

### Identification of the Manufacturer

#### Clothing

- **Swimsuit | Two-piece body suits | T-shirt/Polo | Tracksuit | Jacket/Coat | Sweatshirt | Shorts/Skirts | Pants | Bathrobe | Windbreaker**  
One *Identification of the Manufacturer* [■] per clothing item will be permitted, when worn, to a maximum size of 30cm<sup>2</sup>.
- **One-piece body suit**  
Where one-piece body suits are used in competition, one *Identification of the Manufacturer* [■] shall be permitted above the waist and below the waist, in accordance with the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.
- **Costumes (Artistic Swimming)**  
No *Identification of the Manufacturer* will be permitted on the Competition Clothing (costumes).

#### Sport Equipment

- **Swim cap**  
One *Identification of the Manufacturer* [■] to a maximum size of 20cm<sup>2</sup> – when worn – and placed on the front of the cap. It is permissible to wear two (2) swim caps. Both caps must comply with the above rule.
- **Goggles**  
Two *Identifications of the Manufacturer* [■] will be permitted, to a maximum size of 6cm<sup>2</sup> each, but only on spectacle frame or band.

#### Accessories

- **Socks**  
One *Identification of the Manufacturer* per item will be permitted, to a maximum size of 6cm<sup>2</sup>.
- **Towel | Bottle**  
One *Identification of the Manufacturer* per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60cm<sup>2</sup>.
- **Bag**  
One *Identification of the Manufacturer* per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60cm<sup>2</sup>.

### Shoes | Footwear

- **Shoes**  
All footwear items may carry the *Identification of the Manufacturer* as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.

### Product Technology Identification

#### Clothing

- **Swimsuit | Two-piece body suits | T-shirt/Polo | Tracksuit | Jacket/Coat | Sweatshirt | Shorts/Skirts | Pants | Bathrobe | Windbreaker**  
One additional *Product Technology Identification* [●] will be permitted per clothing item, to a maximum size of 10cm<sup>2</sup>.

### NOC Emblem and National Identity

#### Additional IF Specifications

##### Section 05

#### Third Party Identifications (athlete names)

##### Swimming caps

Athlete's name can be printed only on the swimming caps used at the pool swimming competitions.

The athlete's name, which must have a maximum size of 20cm<sup>2</sup>, may be featured on both sides of the cap. Should the athlete's name feature on one side only, it shall be printed on the same side as the national flag or NOC emblem and country/territory name (or NOC code).

##### Section 07

#### NOC Emblems and National Identity

##### Swimsuits

One flag/NOC emblem [●] and one country/territory name or NOC code [●] of a maximum size of 50cm<sup>2</sup> will be permitted on swimsuits. Repetitions of the national flag, elements thereof or, the colours of the national flag, which are included as a design element of the swimsuit, shall not be considered under this rule.

##### Swimming caps

One flag/NOC emblem and/or country/territory name (or NOC code) [●] of a maximum size of 32cm<sup>2</sup> will be permitted on both sides of the cap.

### Homologation Marks

#### Additional IF Specifications

##### Section 09

#### Homologation Marks

All swimwear (for swimming and Marathon Swimming competitions) used at Olympic Games must be approved by World Aquatics in accordance with the rules and procedures set forth in the World Aquatics Technical & Approval Implementing Rules for Swimwear issued by the World Aquatics bureau and valid on the date of approval. In addition, all sport and pool-deck equipment will go through World Aquatics approval in the call room by the Technical Officials directly on site.

#### Notice of Approval

World Aquatics will provide Manufacturers with a World Aquatics Homologation Label [◆] for each approved Product.

#### World Aquatics Homologation Label

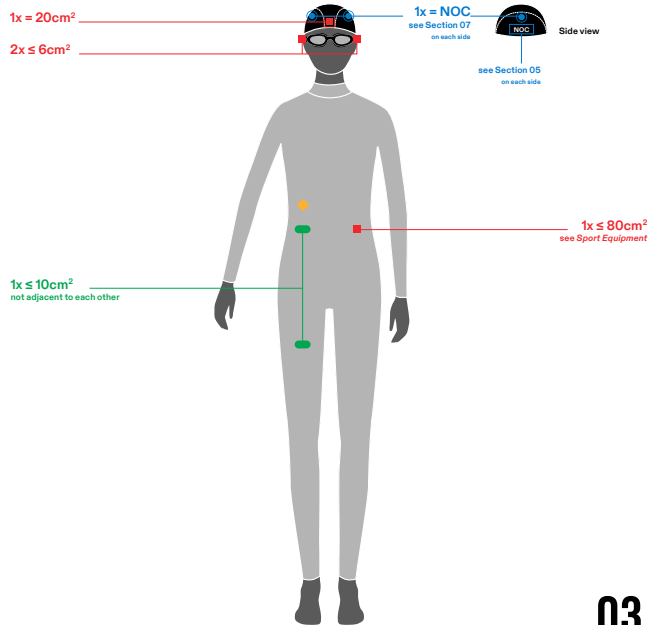
The Manufacturer must use the World Aquatics Homologation Label [◆] for indicating that the Product in use has been approved. The notice shall be placed in a position allowing control when worn.

#### Swimsuits

All swimsuits approved by the World Aquatics shall bear the World Aquatics Homologation Label [◆]. If the swimsuit is in two pieces, each piece shall bear a label. The labels should be printed or affixed to the swimsuits in a manner ensuring that they cannot be removed without destroying the label (to prevent transfers).

#### Note

Size and location of the World Aquatics Homologation Label is clarified in the World Aquatics Technical & Approval Implementing Rules for Swimwear.



## 03

All General Principles apply unless expressly mentioned otherwise hereafter (in particular in relation to size, frequency or location). Please refer to the “Identifications on NOC Team Apparel Practical Guidelines”, and General Guidelines (released Summer 2023) to obtain the general principles of Authorised Identifications on NOC uniforms at the Olympic Games. This section provides visual illustrations regarding the placement and size of Sport Specific Implementation for any items.

## 03 MARATHON SWIMMING

### Identification of the Manufacturer

#### Clothing

##### • Wetsuit

The *Identification of the Manufacturer* [■] will be permitted, on the front and back, to a maximum size of 80cm<sup>2</sup>. This space is allowed both on the inside and outside of the wetsuit. Should there be two or more Identifications of the Manufacturer on the front or back, the combined total size must not exceed 80cm<sup>2</sup>. *Identifications of the Manufacturer* appearing on the side panel must be included within either the maximum of 80cm<sup>2</sup> on the back or the maximum of 80cm<sup>2</sup> on the front. There must be a minimum clearance space of 1.5cm around all marks on the wetsuits, including any *Identification of the Manufacturer*. There shall be no marks or design elements on the upper arm or shoulder articulation area of the wetsuits, to allow for the clear application of the competitor race number.

#### Sport Equipment

##### • Marathon Swimming cap

One *Identification of the Manufacturer* [■] will be permitted, to a maximum size of 20cm<sup>2</sup> – when worn – and placed on the front of the cap.

##### • Goggles

Two *Identifications of the Manufacturer* [■] will be permitted, to a maximum size of 6cm<sup>2</sup> each, but only on spectacle frame or band.

#### Accessories

##### • Socks

One *Identification of the Manufacturer* per item will be permitted, to a maximum size of 6cm<sup>2</sup>.

##### • Towel | Bottle

One *Identification of the Manufacturer* per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60cm<sup>2</sup>.

##### • Bag

One *Identification of the Manufacturer* per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60cm<sup>2</sup>.

### Shoes | Footwear

##### • Shoes

All footwear items may carry the *Identification of the Manufacturer* as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.

### Product Technology Identification

#### Clothing

##### • Wetsuit

One *Product Technology Identification* [●] shall be permitted above the waist and below the waist, in accordance with the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other. There must be a minimum clearance space of 1.5cm around all marks on the wetsuits, including any *Identification of the Manufacturer*. There shall be no marks or design elements on the upper arm or shoulder articulation area of the wetsuits, to allow for the clear application of the competitor race number.

### NOC Emblem and National Identity

#### Additional IF Specifications

##### Section 05

##### Third Party Identifications (athlete names)

##### Marathon Swimming caps

The swimmer’s name, which must have a maximum size of 20cm<sup>2</sup>, may be featured on both sides of the cap.

##### Section 07

##### NOC Emblems and National Identity

##### Swimming caps

It is mandatory for the cap to display on each side the “national-three letter code” [●] and the country code shall be a minimum of 8cm in height. The cap may display the swimmer’s national flag or the swimmer’s name to a maximum size of 20cm<sup>2</sup>.

### Homologation Marks

#### Additional IF Specifications

##### Section 09

##### Homologation Marks

All swimwear (for swimming and Marathon Swimming competitions) used at Olympic Games must be approved by World Aquatics in accordance with the rules and procedures set forth in the World Aquatics Technical & Approval Implementing Rules for Swimwear issued by the World Aquatics bureau and valid on the date of approval. In addition, all sport and pool-deck equipment will go through World Aquatics approval in the call room by the Technical Officials directly on site.

##### Notice of Approval

World Aquatics will provide Manufacturers with a World Aquatics Homologation Label [◆] for each approved Product. The label carries a unique identification number which includes a reference to the year from which the approval will be valid.

##### World Aquatics Homologation Label

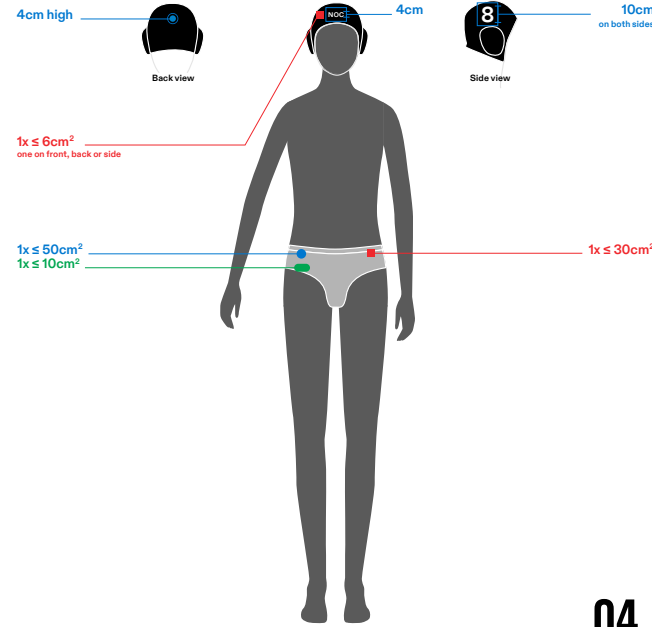
The Manufacturer must use the World Aquatics Homologation Label [◆] for indicating that the product in use has been approved. The notice shall be placed in a position allowing control when worn.

##### Swimsuits

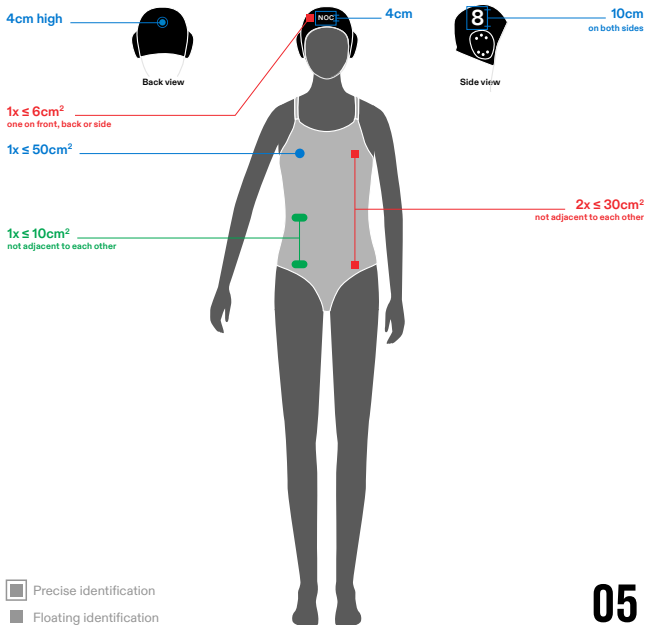
All swimsuits approved by the World Aquatics shall bear the World Aquatics Homologation Label [◆]. If the swimsuit is in two pieces, each piece shall bear a label. The labels should be printed or affixed to the swimsuits in a manner ensuring that they cannot be removed without destroying the label (to prevent transfers).

##### Note

Size and location of the World Aquatics Homologation Label is clarified in the World Aquatics Technical & Approval Implementing Rules for Swimwear.



04



05

■ Precise identification  
■ Floating identification

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## 04 WATER POLO & DIVING MEN

### Identification of the Manufacturer

#### Clothing

- **Swimsuit | Two-piece body suits | T-shirt/Polo | Tracksuit | Jacket/Coat | Sweatshirt | Shorts/Skirts | Pants | Bathrobe | Windbreaker**  
One *Identification of the Manufacturer* [■] per clothing item will be permitted, when worn, to a maximum size of 30cm<sup>2</sup>.
- **One-piece body suit**  
Where one-piece body suits are used in competition, one *Identification of the Manufacturer* [■] shall be permitted above the waist and below the waist, in accordance with the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.

#### Sport Equipment

- **Water Polo cap**  
One *Identification of the Manufacturer* [■] will be permitted, to a maximum size of 6cm<sup>2</sup> and placed on the front, back or the side of the cap.
- **Goggles**  
Two *Identifications of the Manufacturer* [■] will be permitted, to a maximum size of 6cm<sup>2</sup> each, but only on spectacle frame or band.

#### Accessories

- **Socks**  
One *Identification of the Manufacturer* per item will be permitted, to a maximum size of 6cm<sup>2</sup>.
- **Towel | Bottle**  
No *Identification of the Manufacturer* will be permitted.
- **Bag**  
One *Identification of the Manufacturer* per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60cm<sup>2</sup>.

#### Shoes | Footwear

- **Shoes**  
All footwear items may carry the *Identification of the Manufacturer* as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.

### Product Technology Identification

#### Clothing

- **Swimsuit | Two-piece body suits | T-shirt/Polo | Tracksuit | Jacket/Coat | Sweatshirt | Shorts/Skirts | Pants | Bathrobe | Windbreaker**  
One additional *Product Technology Identification* [●] will be permitted per clothing item, to a maximum size of 10cm<sup>2</sup>.

#### NOC Emblem and National Identity

Additional IF Specifications

##### Section 05

Third Party Identifications (athlete names)

##### Water Polo caps

One NOC code of a maximum height of 4cm will be permitted on the front side of the cap.  
One country flag/NOC emblem [●] of a maximum height of 4cm will be permitted on the back side of the cap.  
One player number of a maximum height of 10cm must be featured on both sides of the cap.

## 05 WATER POLO & DIVING WOMEN

### Identification of the Manufacturer

#### Clothing

- **Swimsuit | Two-piece body suits | T-shirt/Polo | Tracksuit | Jacket/Coat | Sweatshirt | Shorts/Skirts | Pants | Bathrobe | Windbreaker**  
One *Identification of the Manufacturer* [■] per clothing item will be permitted, when worn, to a maximum size of 30cm<sup>2</sup>.
- **One-piece body suit**  
Where one-piece body suits are used in competition, one *Identification of the Manufacturer* [■] shall be permitted above the waist and below the waist, in accordance with the maximum size noted above, however these identifications shall not be placed immediately adjacent to each other.

#### Sport Equipment

- **Water Polo cap**  
One *Identification of the Manufacturer* [■] will be permitted, to a maximum size of 6cm<sup>2</sup> and placed on the front, back or the side of the cap.

- **Goggles**  
Two *Identifications of the Manufacturer* [■] will be permitted, to a maximum size of 6cm<sup>2</sup> each, but only on spectacle frame or band.
- #### Accessories
- **Socks**  
One *Identification of the Manufacturer* per item will be permitted, to a maximum size of 6cm<sup>2</sup>.
  - **Towel | Bottle**  
No *Identification of the Manufacturer* will be permitted.
  - **Bag**  
One *Identification of the Manufacturer* per item will be permitted, not greater than 10% of the surface area of the item, to a maximum size of 60cm<sup>2</sup>.

#### Shoes | Footwear

- **Shoes**  
All footwear items may carry the *Identification of the Manufacturer* as generally used on products sold through the retail trade during the period of 6 months or more prior to the Games.

### Product Technology Identification

#### Clothing

- **Swimsuit | Two-piece body suits | T-shirt/Polo | Tracksuit | Jacket/Coat | Sweatshirt | Shorts/Skirts | Pants | Bathrobe | Windbreaker**  
One additional *Product Technology Identification* [●] will be permitted per clothing item, to a maximum size of 10cm<sup>2</sup>.

#### NOC Emblem and National Identity

Additional IF Specifications

##### Section 05

Third Party Identifications (athlete names)

##### Water Polo caps

One NOC code of a maximum height of 4cm will be permitted on the front side of the cap.  
One country flag/NOC emblem [●] of a maximum height of 4cm will be permitted on the back side of the cap.  
One player number of a maximum height of 10cm must be featured on both sides of the cap.