

# Commonwealth Sport Policy

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<b>Impacted Partners:</b>	<i>Organising Company (OC), International Federations (IFs)</i>

## 1. Introduction

This Policy outlines the general rules for the different categories of clothing, accessories and equipment for the Commonwealth Games and is to be used in conjunction with the Commonwealth Sport Guidelines for Branding on Team Uniform, Competition Clothing and Equipment. Compliance with this Policy is a condition of the Entry and Eligibility Conditions Form for Glasgow 2026.

Commonwealth Sport requires that there shall be no advertising or publicity on competition clothing and personal equipment used or worn at the Commonwealth Games or Commonwealth Youth Games. The purpose of this Policy is to clarify how the Identification of the Manufacturer and other authorised identifications may be used in general and specific situations.

Commonwealth Sport shall be the sole authority to finally determine whether the use of a manufacturer name, designation, trademark, logo or other distinctive sign complies with this Commonwealth Sport Policy.

## 2. Definitions

Name	Definition
<b>Commonwealth Sport</b>	Means the brand name of the Commonwealth Games Federation used to describe the activities of the CGF.
<b>Participant</b>	Means any athlete, official and any other accredited person within the Commonwealth Sport venues, site or press areas

<b>Authorised Identification</b>	Means any of the following identifications:
<b>Identification of the Manufacturer</b>	Means the normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an <i>Item</i> (excluding encrypted or encoded supports, such as barcodes or QR codes, as well as URLs, social media accounts and hashtags), including, in particular, but without limitation, <i>Exclusive Identifiers</i> (as defined below).
<b>CGA Logo</b>	Means the official symbol of a participating CGA, as approved by Commonwealth Sport.
<b>Commonwealth Sport Logo</b>	Means the official Commonwealth Sport Logo.
<b>Games Logo</b>	Means the official Logo of the relevant edition of the Commonwealth Games or Commonwealth Youth Games, as approved by Commonwealth Sport.
<b>Games Wordmark</b>	Means the name of the relevant edition of the Commonwealth Games or Commonwealth Youth Games eg "Glasgow2026".
<b>Logo</b>	Means the official symbol, emblem or graphic design which identifies an organisation or product
<b>Non-Commercial Logo</b>	Means the official logo of a non-commercial brand or organisation that is providing additional revenue in support of a Team or CGA
<b>Product Technology Identification</b>	Means the technical identification (which shall not include any Identification of the Manufacturer, or any part thereof) used on Clothing to identify any fabric technology (eg Dri-Fit® or Therma®).
<b>Item</b>	Means any piece of clothing, accessory or any other item used or worn by any person participating in the Commonwealth Games or Commonwealth Youth Games, appearing on the field of play or within other Games venues and sites, including but without limitation to the following:

<b>Accessory</b>	Means any article that is of an accessory nature (e.g. bag, towel, eyewear, arm bands, gloves, socks, etc.), worn or used by a Participant. These articles are not essential to the participation in the event.
<b>Clothing</b>	Means any piece of attire (including, without limitation, team uniform and competition clothing as prescribed within the rules of each sport) worn by a Participant, excluding Accessories and Footwear.
<b>Footwear</b>	Means shoes or boots worn by a Participant.
<b>Sports Equipment</b>	Means any sport-specific and necessary equipment used during sports competition (such as rackets, bicycles, hockey sticks, etc.). These articles are essential to the participation in the event.
<b>Mobility Equipment</b>	Means any equipment used by a participant for mobility purposes (e.g. wheelchair, prosthetics).

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**Sport Brand**

Means an *Identification of the Manufacturer* principally used in the business of manufacturing, providing, distributing and selling sporting goods and which is (i) not principally used for non-sport products, (ii) not confusingly similar or identical to an identification used in another line of business, unrelated to sporting goods.

**Clothing Brand**

Means an *Identification of the Manufacturer* principally used in the business of manufacturing, providing, distributing and selling clothes and which is (i) not principally used for non-clothes products, (ii) not confusingly similar or identical to an identification used in another line of business, unrelated to clothes.

### 3. General Principles

Unless specifically mentioned otherwise (in particular in any published Sport specific rules) or unless otherwise indicated in writing by the Commonwealth Sport Executive Board, the following rules and general principles shall apply:

- The competition clothing and team uniforms of the athletes and officials must include either:
  - the official Logo of the CGA (and not a NOC/NPC Logo), or
  - the official Logo of the CGA used in conjunction with the Games wordmark.
- The use of the Commonwealth Sport Logo (as supplied by Commonwealth Sport), the Games Logo (as supplied by the Organising Company) in addition to the CGA Logo is optional and subject to Commonwealth Sport's approval and the OC's guidelines.
- The use of a Non-Commercial Logo may be permitted as a benefit extended to a non-commercial organisation that provides additional revenue in support of a CGA. This permission will be subject to written approval by Commonwealth Sport.
- There shall be no advertising or publicity on personal equipment and clothing used or worn at the Commonwealth Games or Commonwealth Youth Games.
- Identification of the manufacturer (name and/or logo) of the equipment and/or clothing may appear, if not marked conspicuously or prominently for advertising purposes as set out in this document.
- No Identification other than an Authorised Identification may appear on any Item and no use of any Identification of the Manufacturer or Item may be used for advertising purposes.
- Participants must refrain from contributing to or participating in any conspicuous advertising within Commonwealth Games or Commonwealth Youth Games venues and sites, and in particular on the field of play.

The word 'identification' means the normal display of the name, designation, trademark, logo or any other distinctive sign of the manufacturer of the item, appearing not more than once per item.

For the avoidance of doubt, when referring to a "person participating in the Commonwealth Games" or a "participant", this Policy refers to any accredited athlete or CGA official within Commonwealth Games venues, sites and press areas.

The rules will be applied to all team uniform, competition clothing, accessories and equipment that the participant wears, and for the avoidance of doubt includes the following areas and activities at the Commonwealth Games and Commonwealth Youth Games:

- Back of House at a Competition Venue
- Medal/Victory Ceremonies
- On the Field of Play
- In Mixed Zones or other press areas in Venues
- Athletes' Village
- Opening & Closing Ceremonies, i.e., back of house and on the Field of Play
- Team Welcome Ceremonies

#### **4. Size and Frequency of Manufacturer's Identification**

The requirements below outline the size and frequency of the Manufacturer's Identification, **subject to any stricter International Federation (IF) rules** which would prevail for each concerned sport, as indicated in any published Sport specific rules and the Commonwealth Sport Guidelines for Branding on Team Uniform, Competition Clothing and Equipment, and as long as such identifications are deemed not conspicuous or prominent by Commonwealth Sport:

- **Clothing:**

One identification of the manufacturer (logo, name or combination) may appear on each article of clothing worn by athletes and team officials (vest, shorts, track-pants etc), the maximum area of which shall be 30 cm<sup>2</sup> (e.g. 5cm x 6cm or 3cm x 10cm).

One identification of the manufacturer will be permitted on zippers and buttons and should appear in the same colour as the item concerned (i.e. tone on tone), as long as such identifications are deemed not conspicuous or prominent by Commonwealth Sport.

One additional identification, strictly limited to Product Technology Identifications (e.g. DRI-FIT ®), shall be permitted per clothing item and shall not exceed 10 square centimetres (e.g. 5cm x 2cm). Where one-piece body suits are used in competition, such identifications shall be permitted once above and once below the waist, provided all other principles are respected.

- **Accessories:**

- **Armbands:** One identification of the manufacturer permitted per item, with a maximum size of 6 cm<sup>2</sup>.
- **Bag:** One identification of the manufacturer permitted per item, not greater than 10% of the surface area of the item, to a maximum size of 60 cm<sup>2</sup>.
- **Eyewear (e.g. sunglasses):** May carry the identification of the manufacturer as displayed on products sold through the retail trade during the period of 6 months or more prior to the Games, with the manufacturer's identification permitted on the lenses so long as such identifications are engraved into the lens and are not deemed as conspicuous or prominent by Commonwealth Sport.
- **Gloves:** One identification of the manufacturer permitted per item and shall not exceed 8 cm<sup>2</sup>.
- **Headwear (e.g. caps):** One identification of the manufacturer permitted per item and shall not exceed 10 cm<sup>2</sup>, or two identifications of the manufacturer permitted per accessory item, to a maximum size of 5 cm<sup>2</sup> placed above each ear.
- **Socks:** One identification of the manufacturer permitted per item and shall not exceed 10 cm<sup>2</sup>.

For any accessories not listed above, such as facemasks, the size of the Identification of the Manufacturer shall not exceed 6 cm<sup>2</sup>.

- **Sport Equipment** (provided by the CGA or Athlete): such as rackets, bicycles, hockey sticks, etc.) The size and frequency of the identification of the manufacturer may be as featured on sports equipment sold on the retail consumer market at least 6 months prior to the Games, **subject to any stricter IF rules** which would prevail for each sport concerned, as long as such identification is deemed not conspicuous or prominent by Commonwealth Sport. In principle, athletes' names are not allowed on sports equipment unless listed as a technical requirement by the IF or found on equipment sold on the retail consumer market at least 6 months prior to the Games.
- **Mobility equipment** (Provided by the CGA or Athlete): For any mobility equipment supplied by the CGA or athlete, the size and frequency of an identification of the manufacturer shall be as featured on mobility equipment sold on the retail consumer market at least 6 months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport (as indicated within the any published Sport specific rules and the Commonwealth Sport

Guidelines for Branding on Team Uniform, Competition Clothing and Equipment,), as long as such identification are deemed not conspicuous or prominent by Commonwealth Sport.

- **Footwear:** May carry the identification of the manufacturer as generally used on products sold through the retail trade during the period of at least 6 months or more prior to the Games, as long as such identifications are deemed not conspicuous or prominent by Commonwealth Sport. In principle, athletes' names are not allowed on footwear unless listed as a technical requirement in the Sport specific rules or found on shoes sold on the retail consumer market 6 months prior to the Games.

In all instances where the item contains elastic material (such as LYCRA®), the Authorised Identification size shall be measured stretched (e.g. as worn by the athlete, or once the item is fully extended as used during competition).

## 5. Guidance on Placement

No identification of the Manufacturer may appear on the neck or the collar or on the body (e.g. tattoo) of any person participating in the Games. On upper body clothing items, the Manufacturer's Identification should as much as possible be placed on the chest or on the sleeve.

No identification of the Manufacturer may appear in combination with any other Authorised Identification. No Identification of the Manufacturer may appear close or adjacent to other Authorised Identifications, in order to avoid a composite logo effect or a repetitive effect. This applies also in the case of several layers of items worn by the same person, or for one-piece body suits.

## 6. Items That Must Remain Unbranded

Certain items, due in particular to their potential for abuse in the context of product placement or advertising on the Field of Play, should at all times remain unbranded and/or not feature any Identification (by covering any existing identification) if brought by the participant on the Field of Play or in camera view. Consequently, the following items may not feature any Manufacturer's Identification: headphones, water bottles, coolers, umbrellas, towels, bandages (e.g. kinesis tape), contact lenses, ear plugs, mouth guards and nose clips, face masks and face shields. This list is non-exhaustive and may be updated as necessary by the Commonwealth Sport Executive Board.

## 7. Third Party Identifications

No Third Party reference or name, including the names or nicknames of participants or any other persons (unless listed as a technical requirement in any published Sport Specific rules or the Commonwealth Sport Guidelines for Branding on Team Uniform, Competition Clothing and Equipment), designation, trademark, logo, corporate design or colour scheme or any other distinctive sign (whether direct or indirect, such as QR codes or barcodes) may appear on any Item, unless agreed through the Glasgow 2026 Sponsorship programme.

The use of URL, social media accounts, and hashtags is not permitted on any items worn during the Commonwealth Games and Commonwealth Youth Games.

The use of certain Authorised Identifications (such as the Games Logo or the Games Wordmark) is only permitted as per the relevant OC brand guidelines or any published Sport specific rules.

## 8. Designs

Designs of items must comply with the specifications of this policy and the Commonwealth Sport Guidelines for Branding on Team Uniform, Competition Clothing and Equipment. Authorised Identifications or any portions or variations thereof cannot be used in designs (eg repetitions, extensions, distortions, watermarks, patterns etc). For the avoidance of doubt, drawings, colour schemes, combinations, patterns, prints, letters, numerals, geometric elements, slogans, taglines, words or designs that derive or refer or otherwise create the impression that they are identical or similar to a Manufacturers Identification may not be used.

## 9. CGA Logos and National Identity

Subject to the above, CGAs are encouraged to use their national colours, name, flag and emblems, as well as CGA Logos (hereinafter “National Identifications”), in order to visually enhance the national identity of their Items. CGAs have the right to choose the National Identification(s) which will be used by their delegations on Clothing (for instance, CGA Logo or national flag).

No maximum frequency or sizes are applied to National Identifications, unless limitations are imposed within a specific sport’s technical regulations (as published in any Sport specific rules and the Commonwealth Sport Guidelines for Branding on Team Uniform, Competition Clothing and Equipment).

No Item may feature the wording or lyrics from national anthems, motivational words, public/political messaging or slogans related to national identity.

CGAs, in particular the host CGA of a particular Games, may not use the “Look of the Games” in any way which creates confusion between the Games Workforce and the athletes and delegation officials of their national team.

## 10. Use of Non-Commercial Logo

CGAs are permitted to include an additional Non-Commercial Logo on their Team Uniform, provided it is approved in advance in writing by Commonwealth Sport and complies with the requirements outlined below and throughout this document. The Non-Commercial Logo can only be included as a benefit extended to a non-commercial organisation that provides additional revenue in support of a CGA. This must be a non-commercial organisation and is subject to written case-by-case approval by Commonwealth Sport. The process for submission and approval is outlined in section 17 of these Guidelines. Additional information can also be found in the “Guideline for Additional Branding on Games Uniform – a special ‘right’ for Glasgow 2026 Commonwealth Games”

### Guidance on Placement of Non-Commercial Logo on Team Uniform:

- **One placement only** on the garment (it can only appear **once** on each top or shirt);
- This placement must either be on the **back of the neck of the garment**, or in another location on the back of the garment (e.g. on the lower back of your garment), **or on the sleeve of a garment** – to be approved by Commonwealth Sport; and
- It must be no greater than the maximum size of the Identification of the Manufacturer, i.e. **30cm<sup>2</sup>**

A Non-Commercial Logo may be permitted on certain sport specific competition garments. The requirements and guidelines for these are included in the sport specific sections of these Guidelines.

## 11. Homologation Marks

Homologation marks are safety-related “CE” or a similar non-commercial certification logo. If any identification is necessary for safety reasons and is prescribed within IF rules and regulations and included within any published Sport specific rules (and the Commonwealth Sport Guidelines for Branding on Team Uniform, Competition Clothing and Equipment), such identification will be permitted on the Item, in a location that allows technical verification by officials.

## 12. Use of Commonwealth Sport Logo, Games Logo and Games Wordmark

CGAs are encouraged to enhance the identity of their team uniforms and competition clothing (Clothing only) by using the Commonwealth Sport Logo and/or the OC’s Games Logo or Wordmark on a limited basis, provided the following conditions are observed. This supports and reinforces mutually-beneficial awareness of the Commonwealth Sport Movement, helping the Games and the Movement reach a wider global audience. In general, the Commonwealth Sport Logo, Games Logo and the Games Wordmark must:

- be sourced directly from the Organising Company or Commonwealth Sport and used in accordance with their Brand Guidelines.
- not be used for any commercial purposes including, but not limited to, licensed and replica merchandise, unless by separate agreement with Commonwealth Sport.
- only be used once per item of Clothing, with a maximum size of 30cm<sup>2</sup>.

In particular,

- It is forbidden to associate the Commonwealth Sport Logo, Games Logo or Wordmark with an Identification of the Manufacturer.
- When used in conjunction with the CGA Logo, the Games Wordmark should be positioned under the CGA Logo. The Games Wordmark can only be reproduced in its entirety as defined in the Glasgow 2026 Brand Guidelines.
- The Games Logo may be used on both competition (Field of Play), village/leisurewear and CGA clothing and must absolutely appear alone. It is forbidden to associate the Games Logo with any other Authorised Identification (such as an Identification of the Manufacturer or a CGA Logo). The Games Logo can only be reproduced in its entirety as defined in the Organising Company’s Brand Guidelines.

## 13. Medal Ceremonies

Commonwealth Sport is supportive of freedom of expression and understands an athlete’s right to make positive expressions within the scope of the Glasgow 2026 Charter of Good Conduct.

No Sport Equipment or Accessories may be brought to the medal ceremony.

Personal accessories if worn on a daily basis (such as religious or cultural items, watches or jewellery) may be worn during ceremonies, but not if they are worn for advertising, product placement or endorsement purposes. Mobile phones must be kept out of sight throughout the entire duration of the ceremony (whether in the athlete’s pocket or otherwise). Other items, including but not limited to headphones, water bottles, national flags and Point Of View (POV) camera devices, are not permitted on podiums.

## 14. Media Interviews

Commonwealth Sport is supportive of freedom of expression and understands an athlete’s right to make positive expressions within the scope of the Glasgow 2026 Charter of Good Conduct.

No Sport Equipment or Accessories may be brought to interviews, with the exception of the mixed zone when used as an exit from the competition area, or if the Sport Equipment is worn by the athlete (e.g. helmet). Athletes may bring hydration bottles and other items essential for comfort and recovery, providing they adhere to this Policy and the Commonwealth Sport Guidelines for Branding on Team Uniform, Competition Clothing and Equipment.

## **15. Responsibility for Compliance**

CGAs shall be primarily responsible for ensuring that all Items worn or used by the members of their delegation comply with this Policy and the Commonwealth Sport Guidelines for Branding on Team Uniform, Competition Clothing and Equipment. Under the supervision of Commonwealth Sport, and with the support of OC personnel, the IFs shall implement a system of enforcing the compliance of Items (such as Sports Equipment) in relation to their respective sport.

## **16. Consequences of Infringement to this Policy**

Without prejudice to any other sanctions that Commonwealth Sport may consider to impose, any Authorised Identification or Item used in violation of the terms of these Policy shall be removed or covered (as applicable) in accordance with the instructions given by representatives of Commonwealth Sport, Organising Company or the relevant IF.

Any breach of the terms of these Policy or instructions given by authorised representatives in relation to compliance with these Policy, may lead to disqualification of the athlete and/or withdrawal of the accreditation of the Participant concerned, as well as other possible sanctions, in accordance with the decision of Commonwealth Sport, or in accordance with the technical rules of the respective sport.

## **17. Submission Process & Questions**

For Non-Commercial Logo approvals please contact [Commercial@commonwealthsport.com](mailto:Commercial@commonwealthsport.com)

All Glasgow 2026 team uniform, competition clothing and equipment submissions should be sent to [BrandApprovals@commonwealthsport.com](mailto:BrandApprovals@commonwealthsport.com) for approval

Once a submission has been made via email, CGAs will be notified of the “reviewed” or “non-compliant” status of their submitted Items. Several International Federations impose an obligatory submission process and review of uniforms worn by athletes and/or teams for technical and/or homologation reasons. For further information regarding the process followed by each sport, please refer to the sport-by-sport section and the published sport specific rules.