

British Triathlon Competition Uniform & Branding Guidelines

Purpose and application

The purpose of these guidelines is to:

- Provide clarity to athletes, staff and stakeholders regarding branding and uniform usage which may be applied to the British Triathlon Competition Uniform worn during World Triathlon and Europe Triathlon Championships
- Project a clean and professional image of our sport
- Allow sponsors to have reasonable space for viable exposure
- Ensure athletes representing British Triathlon adhere to the World Triathlon uniform rules.

These rules apply to all athletes who represent Great Britain (GBR) at international events governed by the rules of World Triathlon and / or Europe Triathlon (“WT / ET Events”).

These rules cover any branding to be applied to “GBR Competition Uniform”, including tri-suits and apparel that an athlete wears during WT / ET Events and any associated podium presentations.

Athletes who are nominated to represent either the British Olympic Association, British Paralympic Association or Commonwealth Games (all Home Nations) teams will be subject to specific uniform requirements and these will be managed by the designated team leader for their team.

Guidelines

All GBR Competition Uniform worn at WT / ET Events must comply with these rules and also the World Triathlon Competition Rules which can be found on the World Triathlon website.

The GBR tri-suit which is part of the British Triathlon Competition Uniform must be in the design approved by World Triathlon. The World Triathlon Elite & Para Triathlon, Elite Multisport and Age Group catalogues for approved National Federation Uniforms can be found on the World Triathlon Website.

Where British Triathlon's official apparel partner supplies a competition tri-suit to an athlete, this must be worn when they are representing GBR at WT / ET Championships and Events as described in the table below.

Athletes must comply with the relevant uniform branding requirements which are specific to their event as set out in Table 1.

Athletes are not allowed to place any temporary tattoo, other than the race numbers and logos provided by World Triathlon, on their body during World Triathlon or Europe Triathlon Events.

It is prohibited to add logos to any of British Triathlon's official apparel partner training apparel that athletes have been provided by British Triathlon.

Logos representing tobacco, spirits and products containing any substance on the WADA Prohibited List are strictly prohibited.

For Elite Multisport athletes, British Triathlon reserves the right to refuse any logos for any reason and will inform the affected athlete in good time before their race.

Approval process for adding logos (where required, as set out in Table 1)

British Triathlon reserves the right to refuse or approve all sponsor logos as set out in Table 1.

Sponsor logos must not conflict with British Triathlon partners and British Triathlon reserves the right to prohibit, retract and refuse to allow any logo at any time, even where previously authorised.

To obtain approval, logos and full details of the nature of the sponsor's business must be sent to the approved British Triathlon staff member at least eight weeks prior to the date of the event, unless pre-agreed with the British Triathlon staff member. British Triathlon will use all reasonable endeavours to respond by the date which is four weeks before the event at which the logo is to be worn, but in the event that British Triathlon have not responded by this date the logo is deemed to have been refused.

Table 1 –GBR Competition Uniform Branding Guidelines By Event

	World Triathlon Championship Finals (Elite) / World Triathlon Championships/ Mixed Relay Events/ Continental Triathlon Championships/ (Includes Elite; Para, Under 23, Junior and Youth)	World Triathlon Multisport Championships Continental Triathlon Multisport Championships (referred to as Elite Multisport)	World Triathlon Para Series / World Triathlon Para Championship Series (Elite)	British Triathlon Age Group Team
GBR Competition Uniform	British Triathlon Elite partner apparel & partner uniform	British Triathlon Elite partner apparel & partner uniform or approved GBR Elite tri-suit -where available	British Triathlon Elite partner apparel & partner uniform or approved GBR Elite tri-suit	British Triathlon approved Age Group uniform
Family Name	Mandatory as per World Triathlon Competition Rules			Optional
Country Code	Mandatory as per World Triathlon Competition Rules			
World Triathlon Logo	Mandatory as per World Triathlon Competition Rules			
Personal Sponsor Spaces A to F (as detailed in the WT Guidelines)	Not permitted	Not permitted on British Triathlon Elite partner apparel partner uniform. Not permitted on British Triathlon Elite tri-suits unless approved in advance by British Triathlon acting in its absolute discretion. Process-Athletes add their logos to their event nomination. Once athletes are selected the logos are sent to the Commercial Team for approval and the athlete should expect an answer no later than 1 month prior to the event.	Not permitted on British Triathlon Elite partner apparel partner uniform. Permitted on approved British Triathlon Elite tri-suits in line with World Triathlon uniform guidelines	No approval is required for any logos within the spaces for branding indicated on the British Triathlon Age Group website as long as the logos are permitted under World Triathlon uniform rules.

Restrictions		Multisport elite athletes are only permitted to wear GBR Competition Uniform when representing Great Britain at World Triathlon Multisport Championships and Continental Triathlon Multisport Championships events.		There are no restrictions on when and where an Age Group athlete can wear their British Triathlon approved Age Group uniform.
Post Event	Athletes are prohibited from making changes (e.g., adding new logos) to their tri-suit post event. Any kit or apparel damaged during the event will not be replaced.	Any kit or apparel damaged during or after the event will not be replaced.	Any kit or apparel damaged during the event will not be replaced.	No restrictions