



**World Para Powerlifting**

**Appendix 4: Uniform Advertising Guidelines**

Version 1.3

# 1 Introduction

The World Para Powerlifting (WPPO) Uniform Advertising Guidelines contain the general rules concerning the uniform advertising and the specific details for the different items for each of the following WPPO Competitions\*: (together the “Championships and Cups”):

- 2022 to 2024 World Cups
- 2022 Regional Championships
- 2023 World Championships

\*Please note that these Guidelines may not apply to the Paralympic Games or other Regional and Sub-regional Para Games, where the Organising Committee’s Guidelines may supersede these.

The purpose of these Guidelines is to provide National Paralympic Committees (NPCs), National Federations (NFs) and Suppliers clarity of the permitted sizes and locations of different identifications, including sponsor logos to ensure viable exposure and a professional image to spectators and media.

These Guidelines apply to all NPCs/NFs, their Athletes and Team Officials participating in the WPPO Competitions.

**According to the WPPO Rules and Regulations, all Athletes must wear lifting suits and use bench straps exclusively from WPPO Approved Suppliers at Recognised Competitions, effective from 1 June 2022.**

We encourage all NPCs and NFs to make use of the Guidelines during the design and production of Competition items.

## 2 Definitions

Name	Acronym	Definition
Approved Supplier	-	A manufacturer recognised by WPPO that manufacturers items compliant with the WPPO Rules and Regulations.
Exclusive Identifier	-	The design or sign (or part or variation thereof) used by a manufacturer on clothing, equipment or accessories. The identified manufacturer of the item must be in the principle business of manufacturing, providing, distributing and selling such items.
International Federation Identification	IFID	The logo/wordmark of WPPO ( <b>Appendix 4</b> ).
Manufacturer Identification	MID	<p>The normal display of the name, designation, trademark and/or logo or any other distinctive sign of the manufacturer of an item, including, in particular, but without limitation, Exclusive Identifiers (as defined above).</p> <p>It is excluding encrypted or encoded supports and/or slogans, such as barcodes or QR codes, as well as URLs, social media accounts and hashtags, which are not permitted..</p>
National Identification	NID	<p>The institutional or commercial emblem of a participating NPC/NF.</p> <p>The country's name, country code, flag and insignia can appear beyond the defined limits.</p> <p>No item may feature the wording or lyrics from national anthems, motivational words, public/political/slogans related to national identity.</p>
Product Technology Identification	PTID	The technical identification used on items to identify any fabric technology. It cannot include any MID.
Sponsor	-	<p>A commercial sponsor arranged by WPPO and/or the NPC/NF.</p> <p>A sponsor is not permitted to be of a commercial company related to tobacco, alcohol, gambling or supplements.</p> <p>Each sponsor area identified in these Guidelines can be permitted to be a different logo.</p>

### 3 Item and Equipment Advertising Policy

#### 3.1 WPPO Exclusive Rights

WPPO holds the exclusive right to exploit the following commercial opportunities in relation to items and equipment to be used during the Championships and Cups (in all accredited areas, including press areas, and on the field of play) by Athletes and Officials (Technical Officials, Classifiers and Instructors):

<p><b>Lifting Suit</b></p>	<ul style="list-style-type: none"> <li>▪ One (1) IFID is required to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ If WPPO has selected a sponsor whose logo needs to appear on the lifting suit, all Athletes (or NPCs/NFs on behalf of their respective Athletes) must comply with the instructions provided by WPPO.</li> </ul>
<p><b>Approved Supplier/Homologation Marks</b></p>	<ul style="list-style-type: none"> <li>▪ If WPPO has recognised an Approved Supplier, all items produced by that manufacturer must include the Approved Supplier Mark (as set out in Appendix 4) to a maximum size of 30 cm<sup>2</sup> on the inside of the item as a homologation mark for the Kit Check Process and Technical Officials.</li> </ul>
<p><b>Bench Strap</b></p>	<ul style="list-style-type: none"> <li>▪ WPPO holds the exclusive right to exploit the bench straps to a maximum size of 60 cm<sup>2</sup>.</li> </ul>
<p><b>Sleeves</b></p>	<ul style="list-style-type: none"> <li>▪ If WPPO has selected a sponsor whose logo needs to appear on the sleeves, all Athletes (or NPCs/NFs on behalf of their respective Athletes) must comply with the instructions provided by WPPO.</li> </ul>
<p><b>Officials' Uniform</b></p>	<p><u>Top Front</u></p> <ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) IFID is required to a maximum size of 30 cm<sup>2</sup>.</li> </ul> <p><u>Top Back</u></p> <ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> </ul> <p><u>Bottoms Front</u></p> <ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> </ul> <ul style="list-style-type: none"> <li>▪ If WPPO has arranged any additional sponsors for the uniforms of the officials, they must wear such uniforms in accordance with the instructions provided by WPPO.</li> </ul>

### 3.2 NPC/NF Concede Rights

Unless directed otherwise by WPPO, WPPO will grant each NPC/NF the right to exploit the following sponsor opportunities on items to be worn by their respective Athletes and Team Officials (coaches, medical staff, administrative staff, support staff, etc.) during each Championship and Cup (in all accredited areas, including press areas, and on the field of play), subject to approval (using **Appendix 2**) of WPPO in accordance to these Guidelines at least four (4) weeks ahead:

T-shirt	<ul style="list-style-type: none"><li>One (1) sponsor logo is permitted to a maximum size of 30 cm<sup>2</sup>.</li></ul>
Lifting Suit/Tracksuit Jacket	<p><u>Front Upper</u></p> <ul style="list-style-type: none"><li>One (1) sponsor logo is permitted to a maximum size of 300 cm<sup>2</sup></li></ul> <p><u>Front Lower</u></p> <ul style="list-style-type: none"><li>One (1) sponsor logo is permitted to a maximum size of 30 cm<sup>2</sup>.</li></ul> <p><u>Back</u></p> <ul style="list-style-type: none"><li>One (1) sponsor logo is permitted to a maximum 300 cm<sup>2</sup> .</li></ul> <p><u>Back Lower</u></p> <ul style="list-style-type: none"><li>One (1) sponsor logo is permitted to a maximum size of 30 cm<sup>2</sup>.</li></ul>

For application of these Guidelines refer to **Appendix 1**.

Non-compliance with the Guidelines and requirements the athlete will not be able to compete.

WPPO reserves the right to grant waivers and/or exemptions to these Guidelines.

## Appendix 1: Application of the Uniform Advertising Guidelines

All uniform items must comply with the Branding Guidelines set out in terms sizes, locations and colours.

T-shirt	<ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) NID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) sponsor logo is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) PTID is permitted to a maximum size of 10cm<sup>2</sup>.</li> </ul>
Lifting Suit/Tracksuit Jacket	<p><u>Front Upper</u></p> <ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) IFID is required to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) NID is permitted to a maximum size of 30cm<sup>2</sup>.</li> <li>▪ One (1) sponsor logo is permitted to a maximum size of 300 cm<sup>2</sup>.</li> <li>▪ One (1) PTID is permitted to a maximum size of 10cm<sup>2</sup>.</li> </ul> <p><u>Front Lower</u></p> <ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) sponsor logo is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) PTID is permitted to a maximum size of 10cm<sup>2</sup>.</li> </ul> <p><u>Back Upper</u></p> <ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) NID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) sponsor logo is permitted to a maximum size of 300 cm<sup>2</sup>.</li> <li>▪ One (1) PTID is permitted to a maximum size of 10cm<sup>2</sup>.</li> </ul> <p><u>Back Lower</u></p> <ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) sponsor logo is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) PTID is permitted to a maximum size of 10cm<sup>2</sup>.</li> </ul>
Pants/Shorts/Tracksuit Pants	<p><u>Front</u></p> <ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) NID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> </ul>
Other Outfit (Unitard or Sleeves)	<ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> </ul>
Sport Shoes/Socks	<ul style="list-style-type: none"> <li>▪ The MID is permitted to an extent generally used on products sold through the retail trade.</li> </ul>

<b>Sport Bra</b>	<ul style="list-style-type: none"> <li>▪ The MID is permitted to an extent generally used on products sold through the retail trade.</li> </ul>
<b>Head Item</b>	<ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 10 cm<sup>2</sup>.</li> </ul>
<b>Bench Straps</b>	<ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 60cm<sup>2</sup>.</li> </ul>
<b>Belt</b>	<ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 60 cm<sup>2</sup>.</li> </ul>
<b>Wrist Wraps</b>	<ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 10 cm<sup>2</sup> on each wrap.</li> </ul>
<b>Wheelchair/Prosthetic</b>	<ul style="list-style-type: none"> <li>▪ The MID is permitted to an extent generally used on products sold through the retail trade.</li> <li>▪ One (1) NID is permitted to a maximum size of 300 cm<sup>2</sup>.</li> </ul>
<b>Head Item (Non-Technical)</b>	<ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) NID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> </ul>
<b>Towel</b>	<ul style="list-style-type: none"> <li>▪ One (1) MID is permitted to a maximum size of 10 cm<sup>2</sup>.</li> </ul>
<b>Eyewear</b>	<ul style="list-style-type: none"> <li>▪ The MID is permitted to an extent generally used on products sold through the retail trade.</li> </ul>
<b>Bag</b>	<ul style="list-style-type: none"> <li>▪ The MID is permitted to an extent generally used on products sold through the retail trade.</li> <li>▪ One (1) NID is permitted to a maximum size of 30 cm<sup>2</sup>.</li> <li>▪ One (1) sponsor logo is permitted to a maximum size of 60 cm<sup>2</sup>.</li> </ul>

## Appendix 2: Approval Form

In accordance to these Guidelines, each NPC/NF must complete and submit their Uniform Approval through the IPC SDMS on the IPC Team Uniform Inspection section, and receive approval from WPP0 to exploit sponsor opportunities on items.

## Appendix 3: Visual Application of Guidelines

All uniform items must comply with the Branding Guidelines set out in terms sizes and colours. Specifically for lifting suits, the locations must also comply.

The following applies to the IFID:

- If the uniform colour is white, the red logo must be used.
- If the uniform colour is any other colour, the white or black logo must be used (whichever provides the best contrast against the colour).

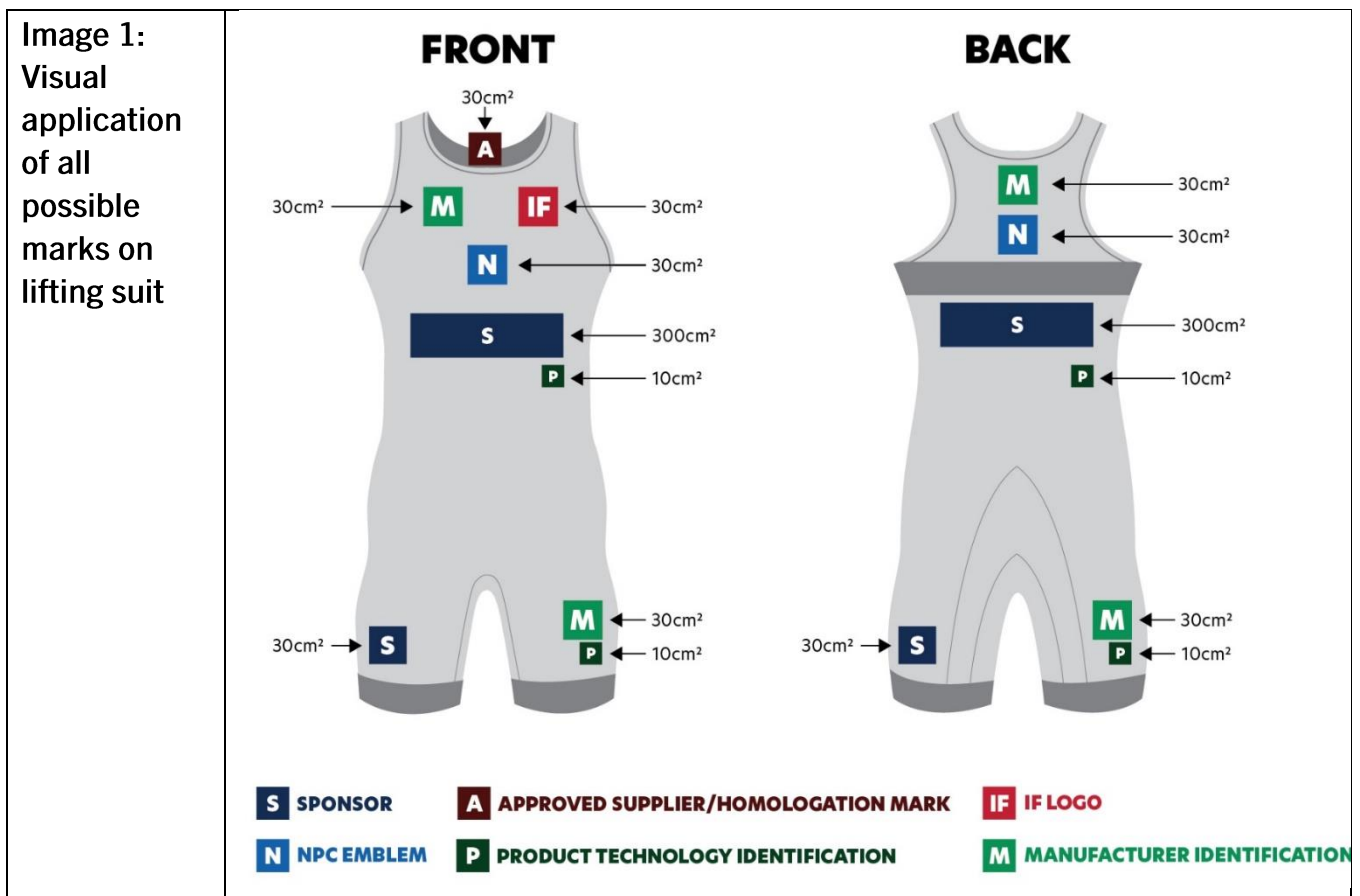
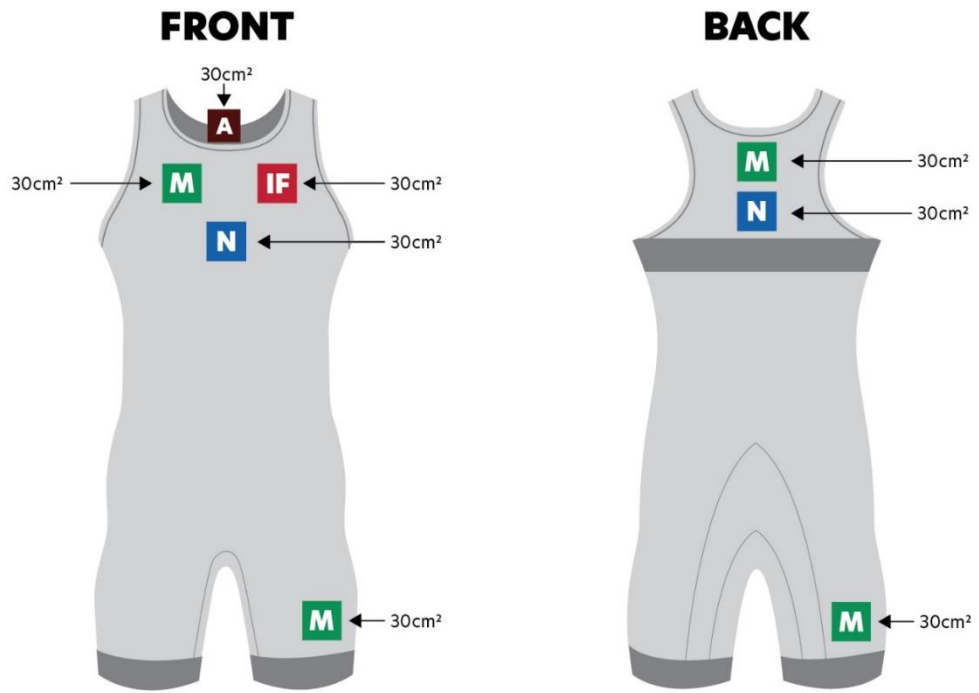


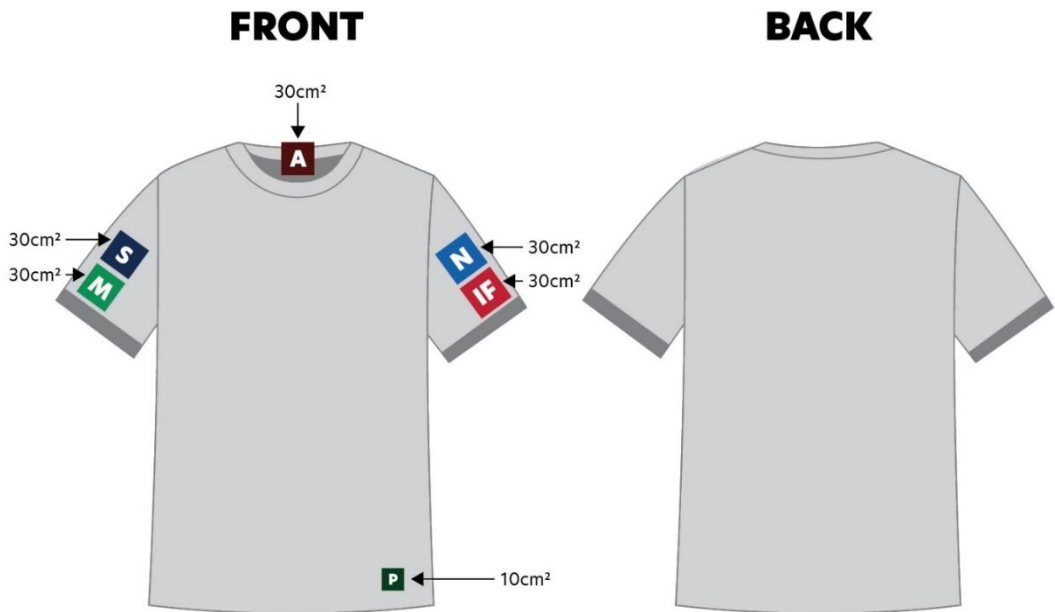


Image 2:  
Visual  
application  
of main  
marks on  
lifting



- |                     |  |                                      |
|---------------------|--|--------------------------------------|
| <b>S</b> SPONSOR    | <b>A</b> APPROVED SUPPLIER/HOMOLOGATION MARK | <b>IF</b> IF LOGO                    |
| <b>N</b> NPC EMBLEM | <b>P</b> PRODUCT TECHNOLOGY IDENTIFICATION   | <b>M</b> MANUFACTURER IDENTIFICATION |

Image 3:  
Visual  
application  
of all  
possible  
marks on t-  
shirt



- |                     |  |                                      |
|---------------------|--|--------------------------------------|
| <b>S</b> SPONSOR    | <b>A</b> APPROVED SUPPLIER/HOMOLOGATION MARK | <b>IF</b> IF LOGO                    |
| <b>N</b> NPC EMBLEM | <b>P</b> PRODUCT TECHNOLOGY IDENTIFICATION   | <b>M</b> MANUFACTURER IDENTIFICATION |

Image 4:  
Visual  
application  
of all  
possible  
marks on  
Technical  
Official t-  
shirt

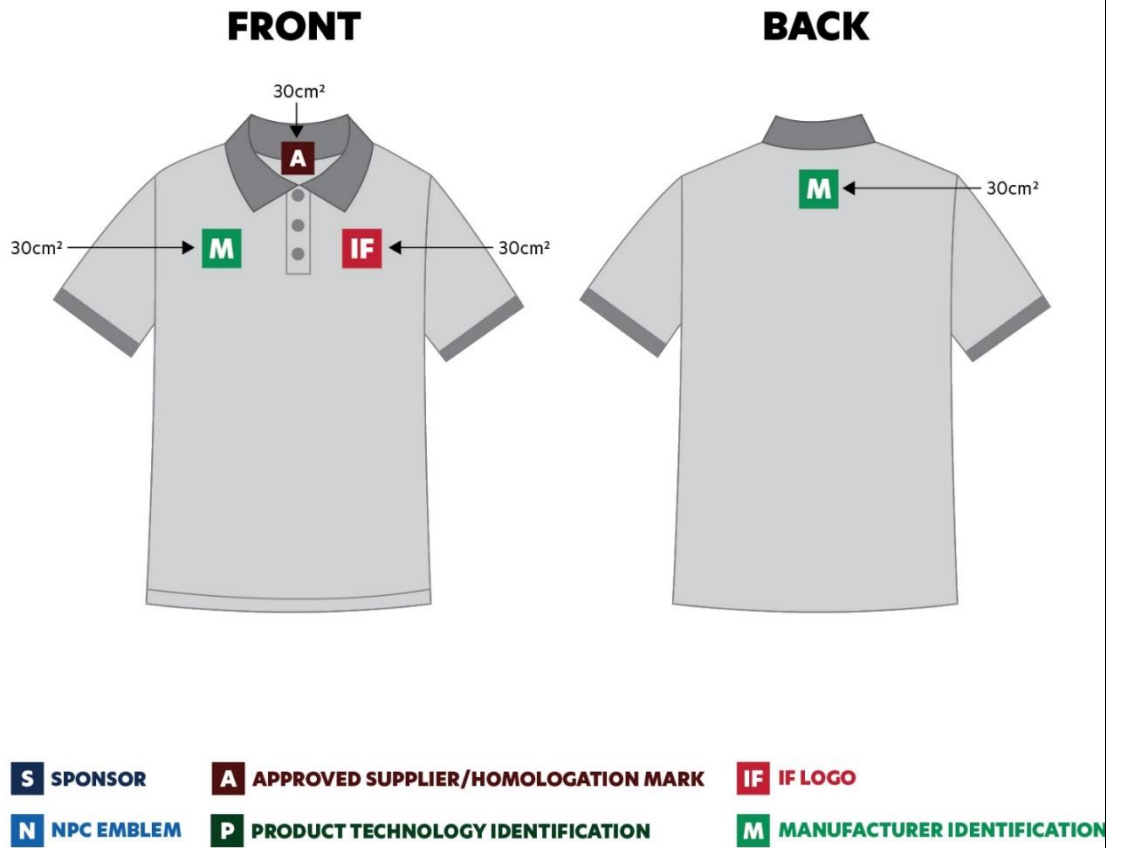


Image 5:  
Visual  
application  
of all  
possible  
marks on  
Technical  
Official  
bottoms

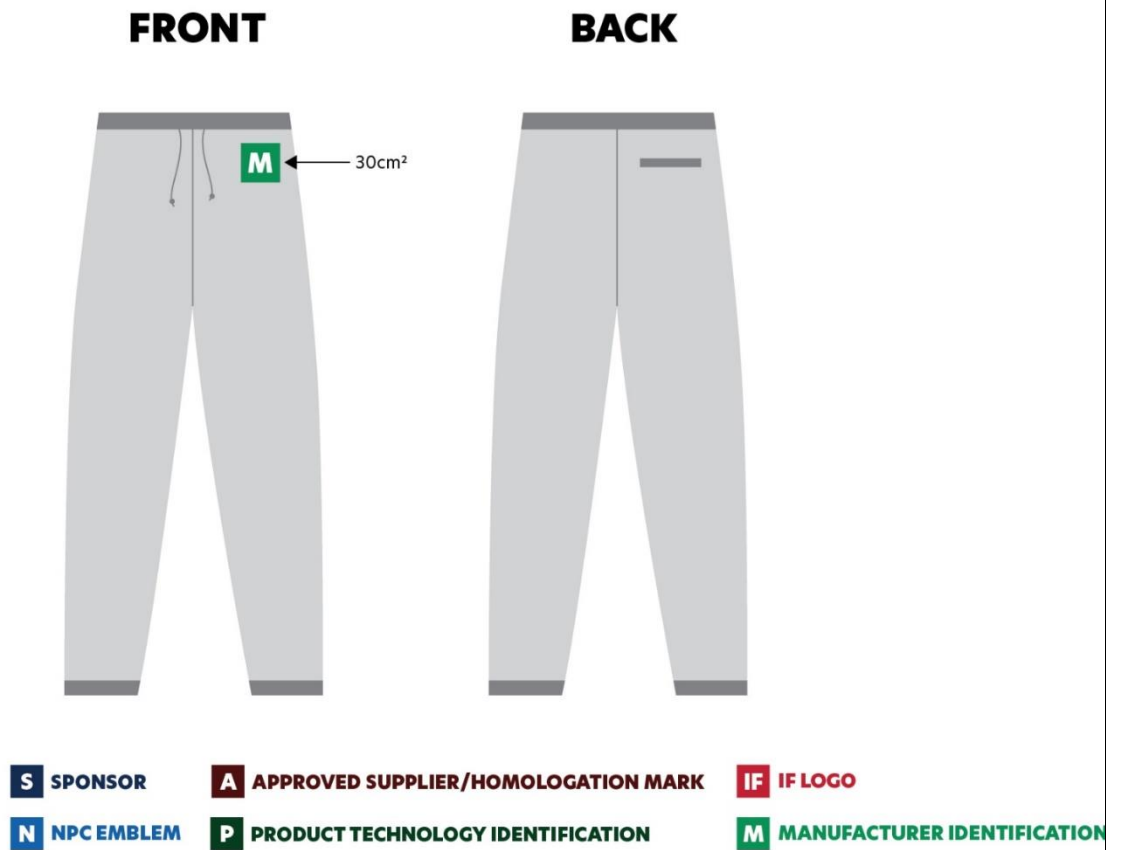


Image 6:  
Visual  
example of  
main marks  
on lifting suit  
– Approved  
Supplier A

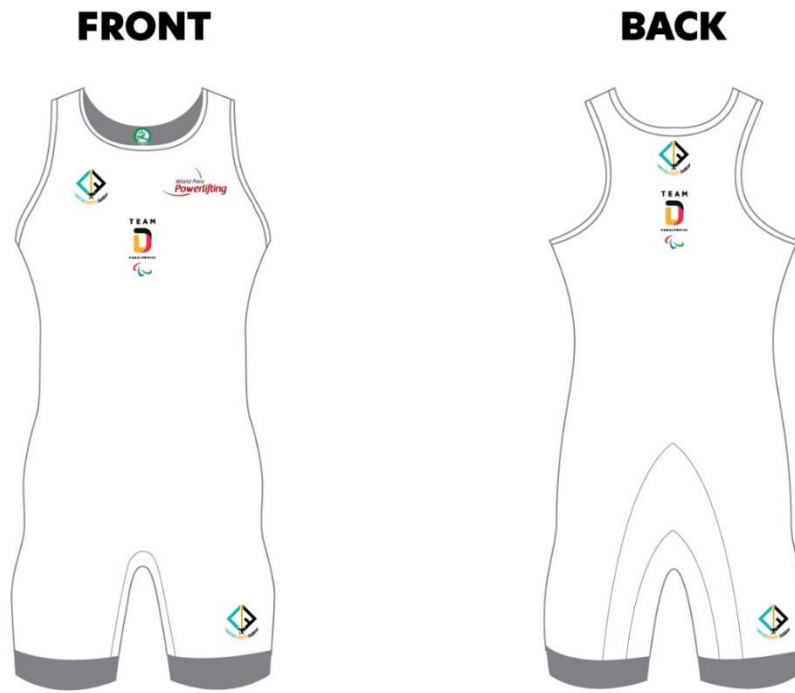


Image 7:  
Visual  
example of  
main marks  
on lifting suit  
– Approved  
Supplier B

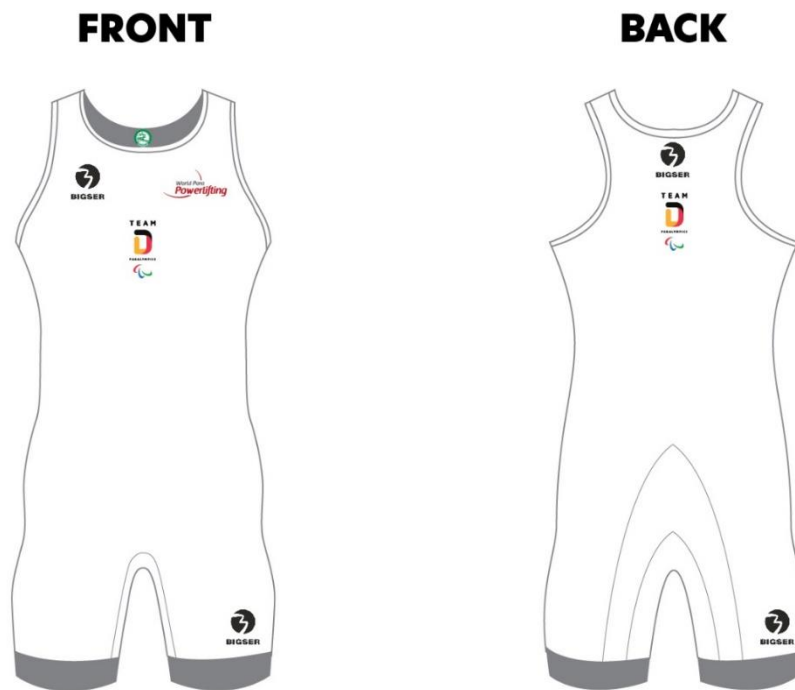
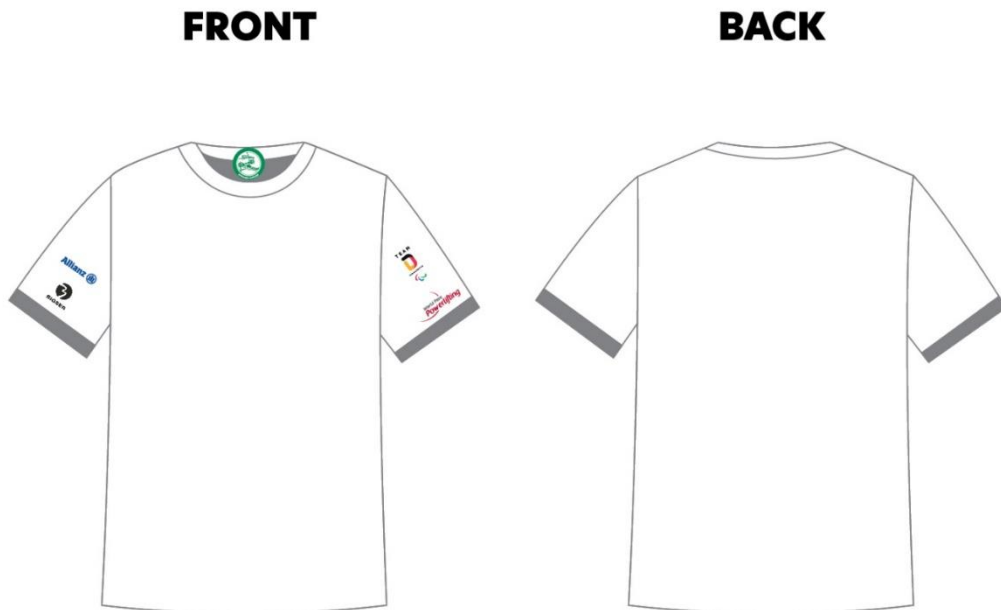


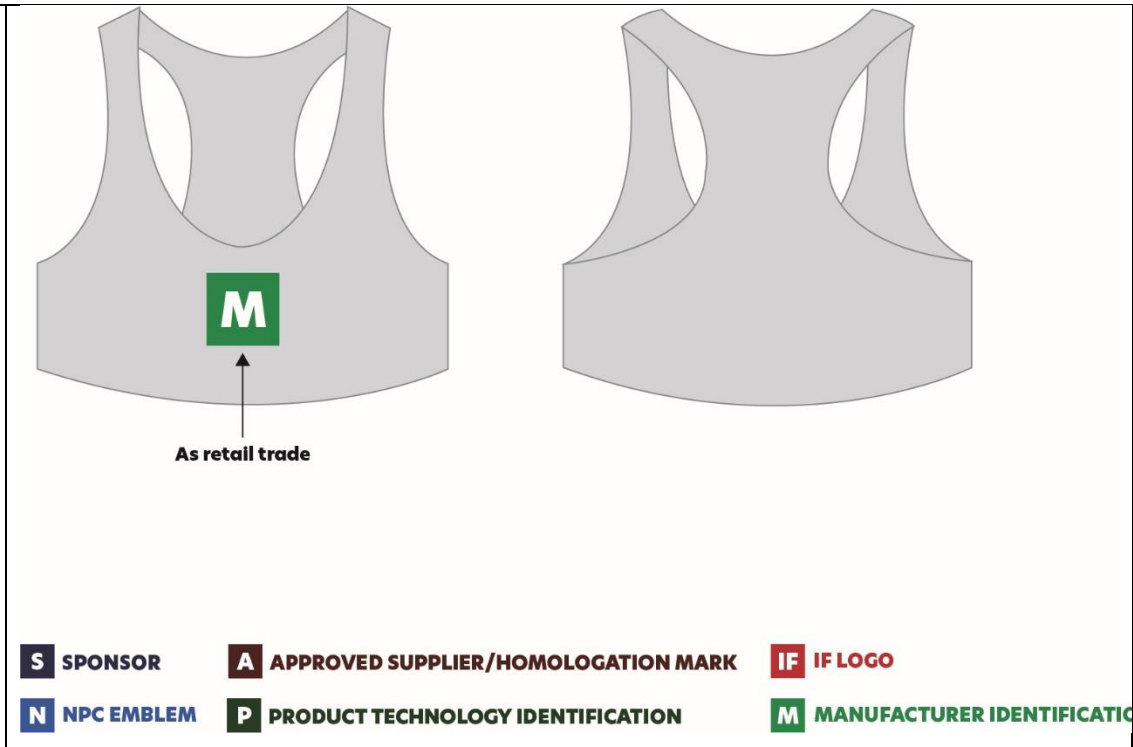
Image 8:  
Visual  
example of  
marks with  
sponsors on  
lifting suit



Image 9:  
Visual  
example of  
marks with  
sponsors on  
t-shirt



**Image 10:**  
Visual  
application  
of all  
possible  
marks on bra



**Image 11:**  
Visual  
example of  
marks with  
manufacture  
r on bra

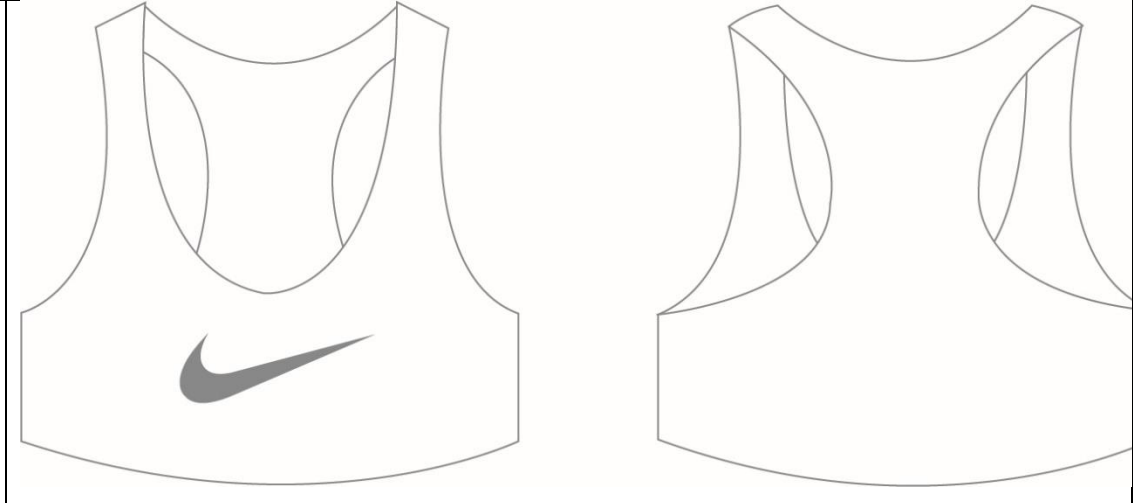


Image 12:  
Visual  
application  
of all  
possible  
marks on  
socks

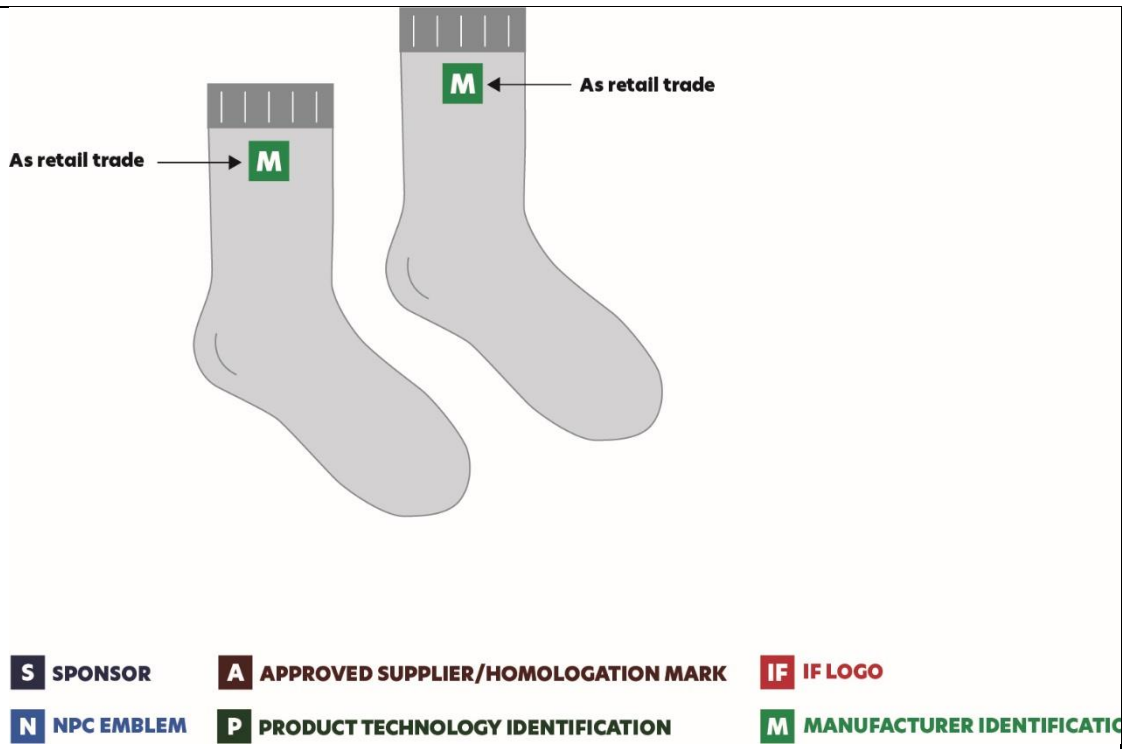
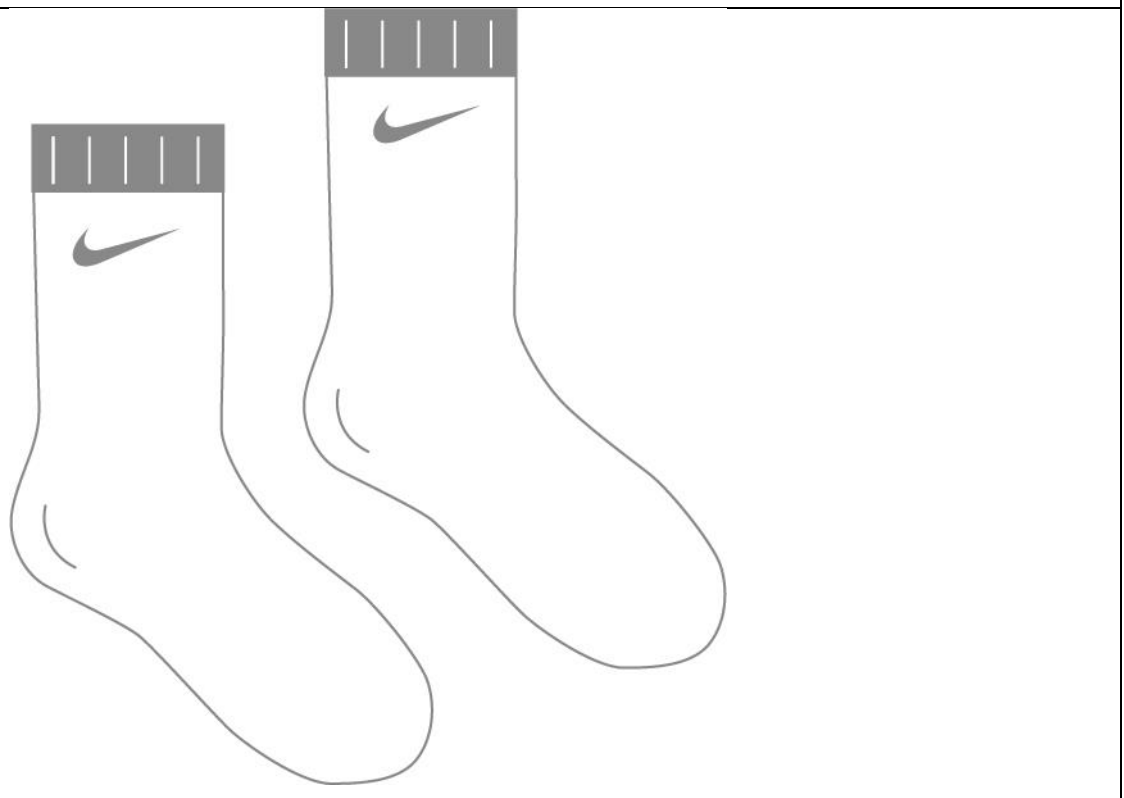
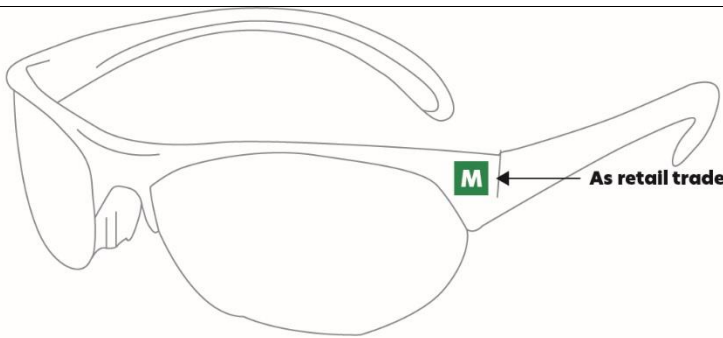
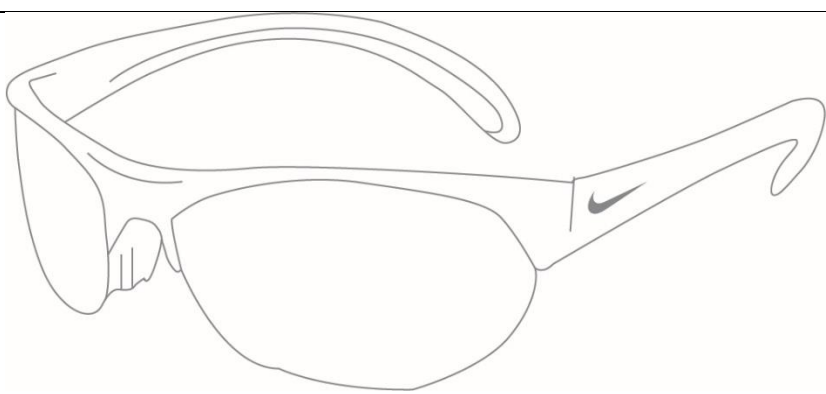
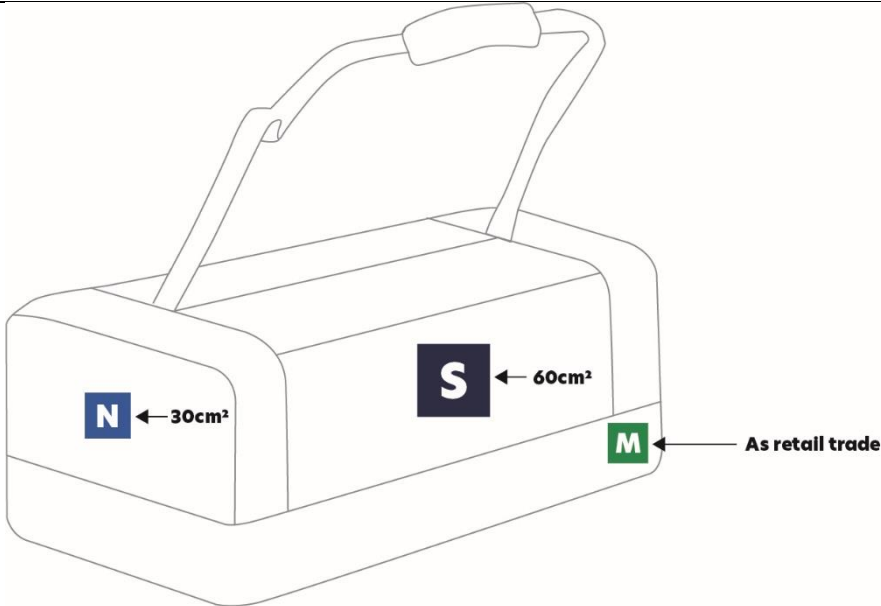





Image 13:  
Visual  
application  
of all  
possible  
marks on  
socks



<p><b>Image 14:</b> Visual application of all possible marks on glasses</p>	 <p><b>S</b> SPONSOR      <b>A</b> APPROVED SUPPLIER/HOMOLOGATION MARK      <b>IF</b> IF LOGO  <b>N</b> NPC EMBLEM      <b>P</b> PRODUCT TECHNOLOGY IDENTIFICATION      <b>M</b> MANUFACTURER IDENTIFICATION</p>
<p><b>Image 15:</b> Visual application of all possible marks on glasses</p>	
<p><b>Image 16:</b> Visual application of all possible marks on bag</p>	 <p><b>S</b> SPONSOR      <b>A</b> APPROVED SUPPLIER/HOMOLOGATION MARK      <b>IF</b> IF LOGO  <b>N</b> NPC EMBLEM      <b>P</b> PRODUCT TECHNOLOGY IDENTIFICATION      <b>M</b> MANUFACTURER IDENTIFICATION</p>

<p><b>Image 17:</b> Visual application of all possible marks on bag</p>	
<p><b>Image 18:</b> Visual application of all possible marks on towel</p>	 <p style="text-align: center;"> <span style="background-color: black; color: white; padding: 2px 5px;"><b>S</b></span> SPONSOR     <span style="background-color: black; color: white; padding: 2px 5px;"><b>A</b></span> APPROVED SUPPLIER/HOMOLOGATION MARK     <span style="background-color: red; color: white; padding: 2px 5px;"><b>IF</b></span> IF LOGO  <span style="background-color: blue; color: white; padding: 2px 5px;"><b>N</b></span> NPC EMBLEM     <span style="background-color: black; color: white; padding: 2px 5px;"><b>P</b></span> PRODUCT TECHNOLOGY IDENTIFICATION     <span style="background-color: green; color: white; padding: 2px 5px;"><b>M</b></span> MANUFACTURER IDENTIFICATION </p>
<p><b>Image 19:</b> Visual application of all possible marks on towel</p>	



## Appendix 4: WPPPO Logos

The isolation area should have a clear space surrounding the wordmark with the size of at least one grid unit.

NPCs, NFs and Approved Suppliers can request the full Brand Guidelines and logo vector files from WPPPO.



## Appendix 5: Approved Supplier Wordmark

To be used only for manufacturers recognised by WPPPO as a Approved Suppliers as identification as well as a homologation mark.



## Version History

Version	Date	Comments
1.0	2022-02-21	Initial document creation.
1.1	2022-05-12	Update related to definition of National Identity.
1.2	2022-07-01	Removal Approved Supplier t-shirt requirement and addition of bench straps.
1.3	2022-10-14	Added additional visual applications.