

# Asian Beach Games, Phuket - Branding Guidelines

These games incorporate 'Olympic style' branding rules. They are NOT NEGOTIABLE.

This document contains a Branding Guidelines presentation made by Phuket Asian Beach Games Organizing Committee (PABGOC) on 8 September 2014 to the Technical Delegates of all c.32 sports participating at 4 ABG.

If you have clothing, equipment or apparel which does not meet these rules then you will NOT be able to enter the 'field of play' until you have removed the illegal marks or changed it for something else which does meet the rules.

**Please be aware this includes Paraglider canopies. You will NOT be able to fly in the ABG Powered Paraglider or Paragliding Accuracy competitions with a canopy which does not meet these branding guidelines.**

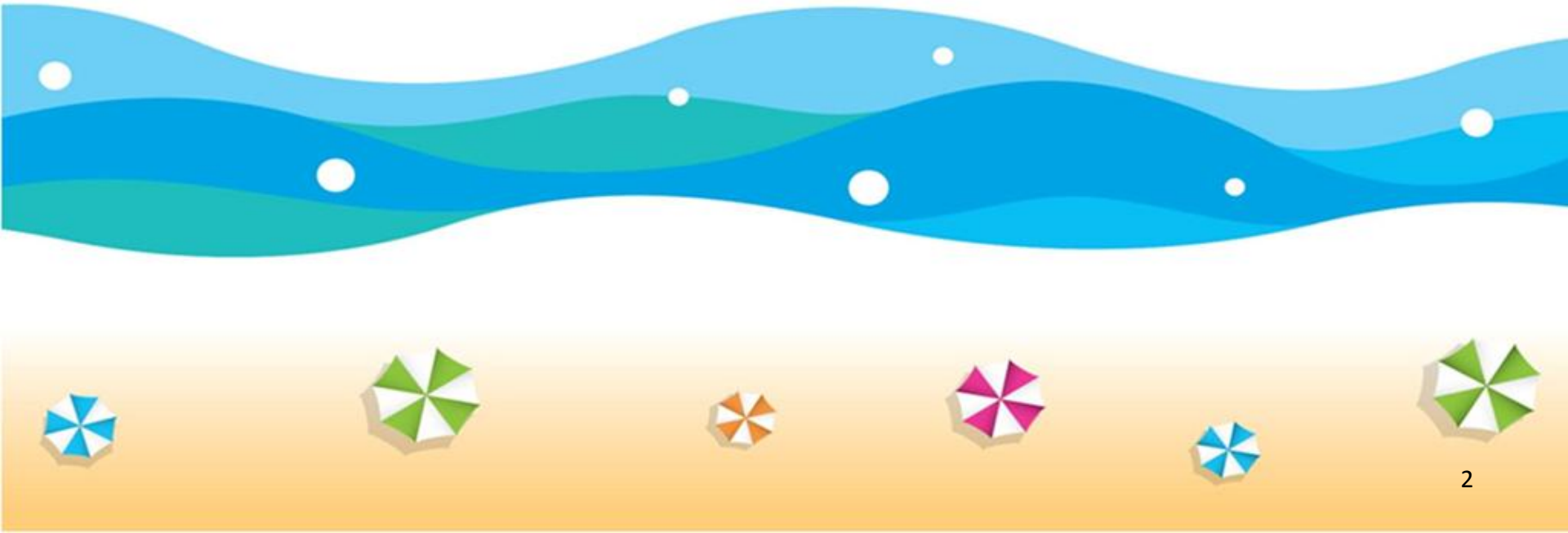
Basically this means:

- Legally required marks such as aircraft registration numbers are OK.
- Games logo and/or your National flag are OK.
- Standard canopy manufacturer name and logos are OK, but if you have a particularly large one please send a photo to [r.mh@flymicro.com](mailto:r.mh@flymicro.com) who will check with the appropriate authority.
- No other commercial logos of any kind are permitted on your canopy.

*You have been warned!*

# **NOC Branding Guidelines**

Ms. Kyle Principe



## MANUFACTURER'S IDENTIFICATION GUIDELINES

- OCA's Commercial Guidelines - prohibit all types of commercial branding, advertising and publicity at the official Games sites, except for Games Sponsors.
- NOC's sponsors, individual athlete's sponsors and third parties - are not permitted to have any branding on any items. Exceptions are made which must comply with set provisions in these Guidelines.
- Ruling must be adhered to by all NOCs, athletes, officials, accredited personnel, AFs, IFs and manufacturers.



## MANUFACTURER'S IDENTIFICATION GUIDELINES

- Any identification in violation of these criteria – shall be removed or covered in accordance with the instructions by the OCA.
- Violation of the provisions - could result in the disqualification of an athlete or any other penalty/sanction as deemed fit by the OCA Executive Board.
- OCA Commercial Guidelines may be provided by the Director of International and NOC Relations



## GUIDELINES FOR CLOTHING

- All articles of clothing worn by athletes (competition and non-competition), officials and accredited personnel
- T-shirts, shorts, sweat tops, sweat pants, formal attire and team uniforms.

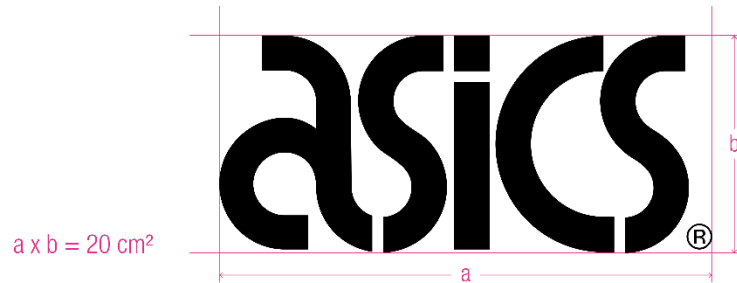


## GUIDELINES FOR CLOTHING - PROVISIONS

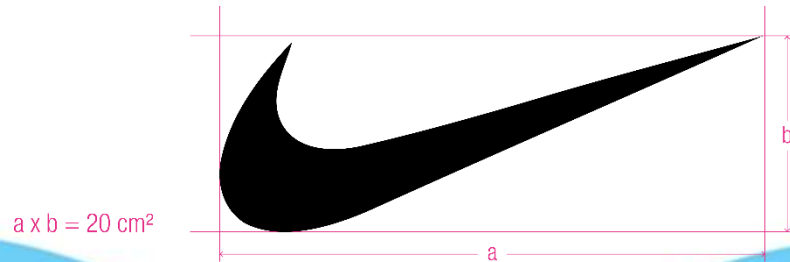
ITEM	MANUFACTURER LOGO		PHUKET 2014 LOGO	
	Usage	Frequen cy	Usage	Frequen cy
Clothing	20cm <sup>2</sup>	1	Allowed	1



# GUIDELINES FOR CLOTHING – LOGO MEASUREMENTS



**Regular Shape**

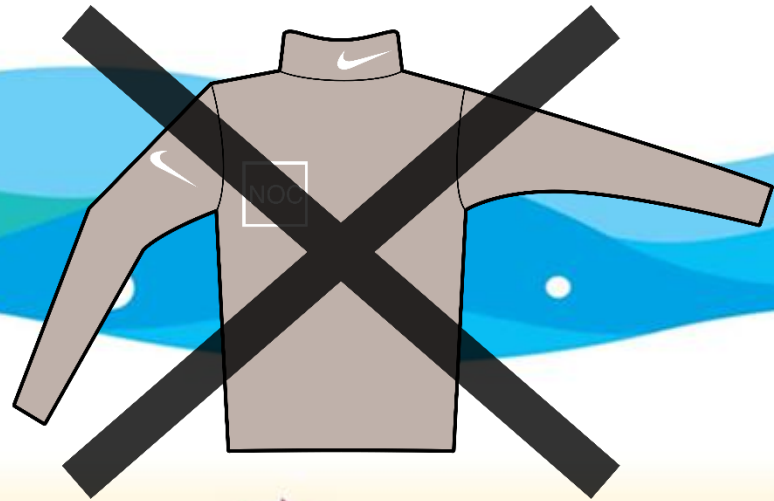


**Irregular Shape**



**Combined Shapes**

## GUIDELINES FOR CLOTHING – JACKET, LONG SLEEVES

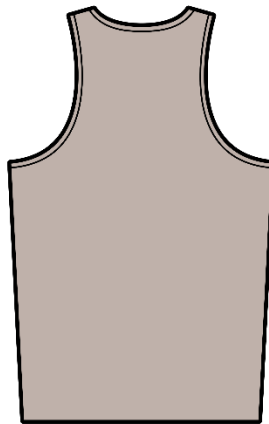




# GUIDELINES FOR CLOTHING – COMPETITION



FRONT

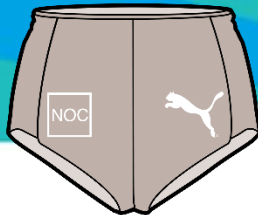


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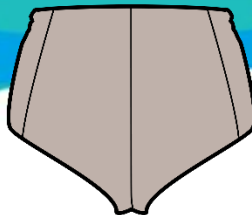


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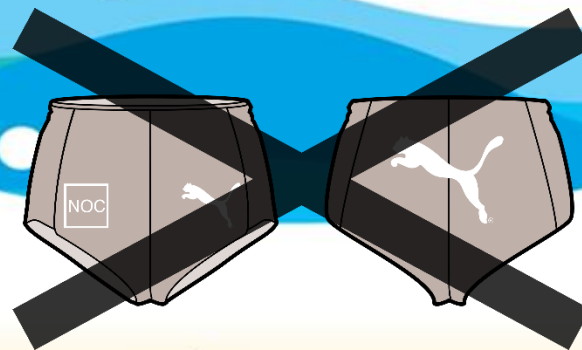
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FRONT



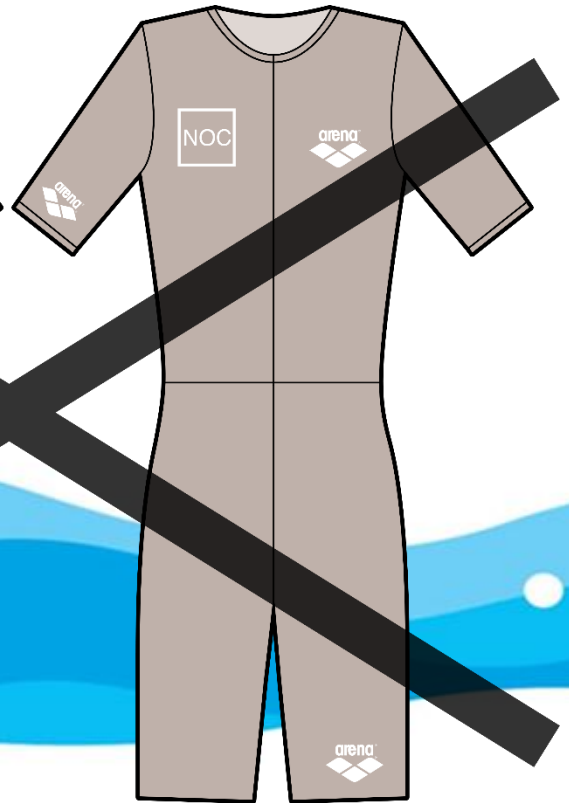
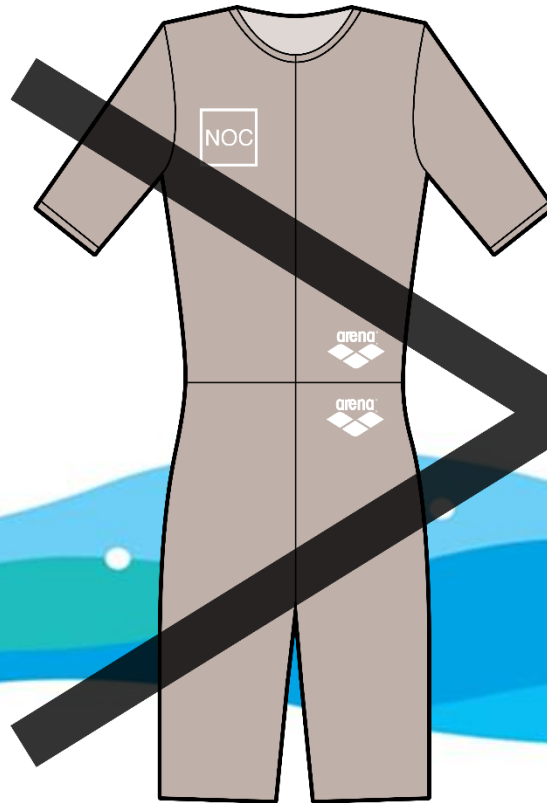
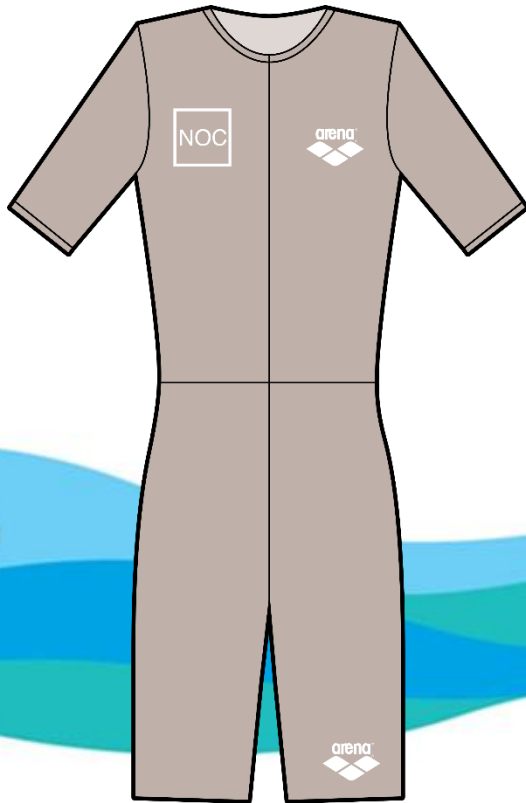
BACK



FRONT

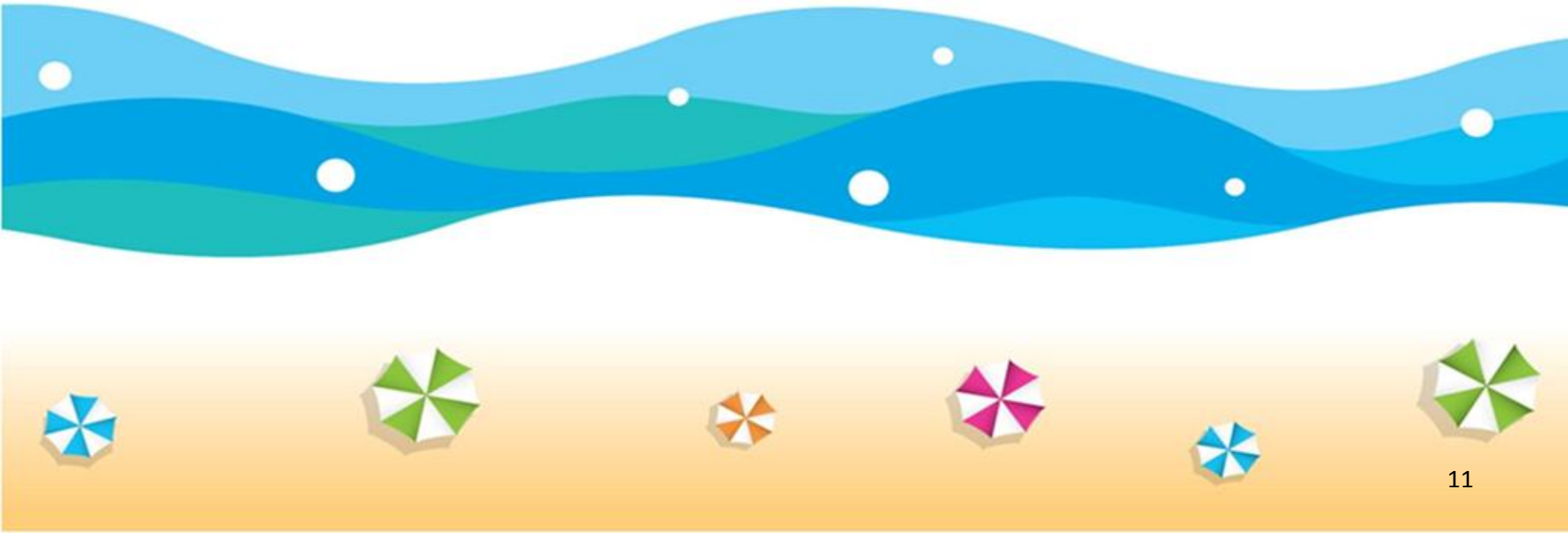
BACK

# GUIDELINES FOR CLOTHING – ONE-PIECE SUIT



## GUIDELINES FOR EQUIPMENT

- All personal, sport specific equipment provided and used by athletes during a certain competition.
- Boards, boats, paddles, sports bags etc.

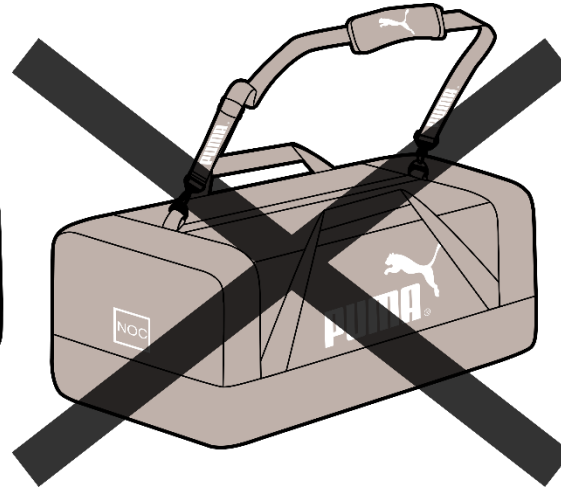
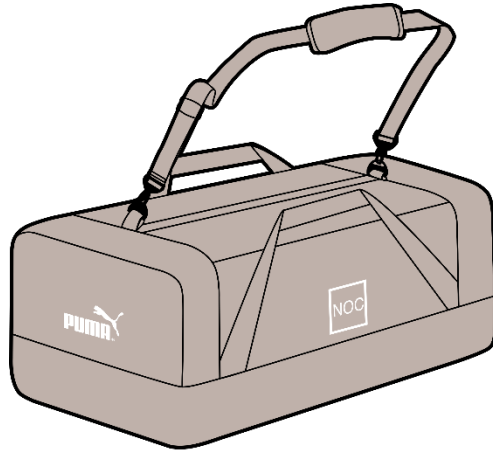


## GUIDELINES FOR EQUIPMENT - PROVISIONS

ITEM	MANUFACTURER LOGO		PHUKET 2014 LOGO	
	Usage	Frequency	Usage	Frequency
<b>Equipment</b>	10% of exposed surface area (Not larger than 60cm <sup>2</sup> )	1	Allowed	1
<b>Sports Bag</b>	25cm <sup>2</sup>	1	Allowed	1



## GUIDELINES FOR EQUIPMENT - BAGS

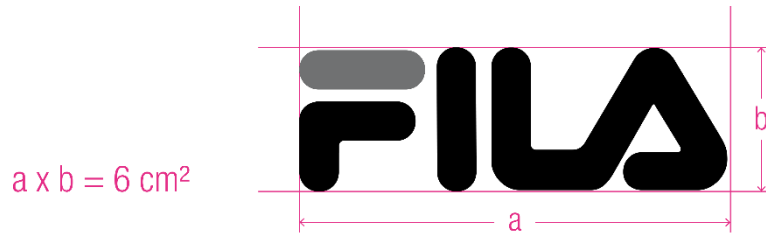


## GUIDELINES FOR ACCESSORIES - PROVISIONS

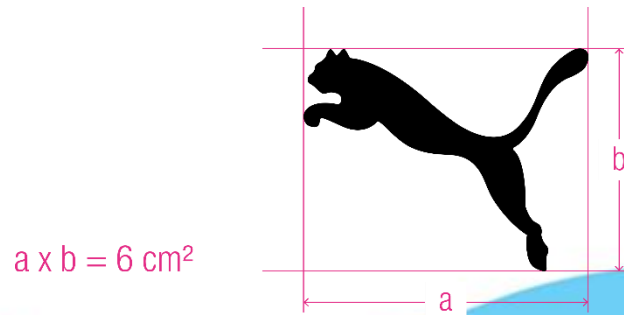
ITEM	MANUFACTURER LOGO		PHUKET 2014 LOGO	
	Usage	Frequency	Usage	Frequency
<b>Headgear</b>	6cm <sup>2</sup>	1	Allowed	1
<b>Footwear</b>	6cm <sup>2</sup>	1	Allowed	1
<b>Accessories</b>	Not allowed	0	Allowed	1
<b>Commemorative Items</b>	Not allowed	0	Allowed	1



# GUIDELINES FOR FOOTWEAR, HEADGEAR, ACCESSORIES



**Regular Shape**



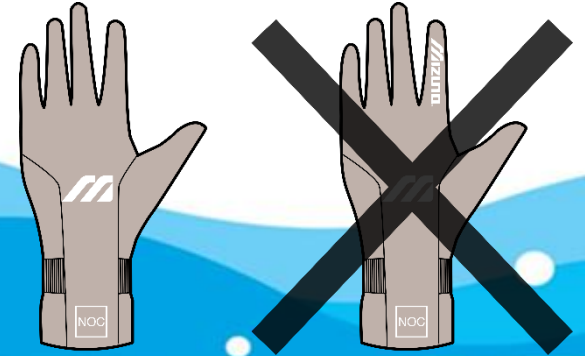
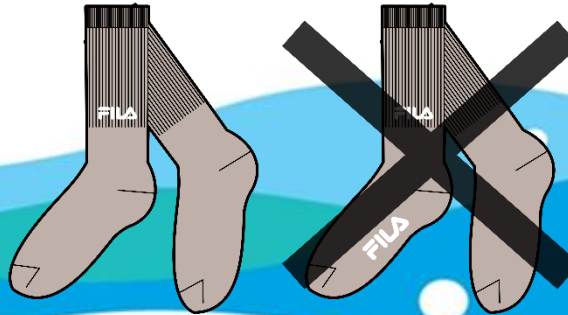
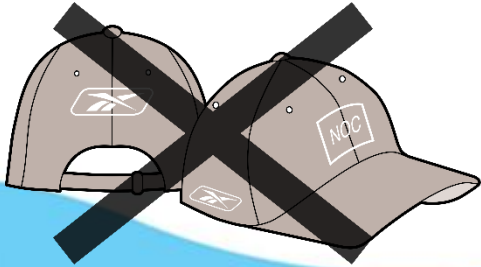
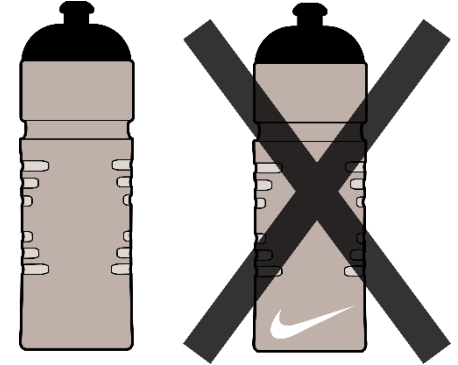
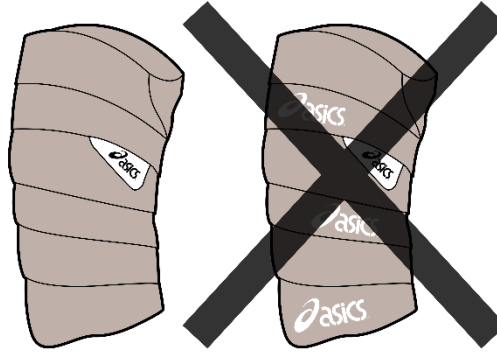
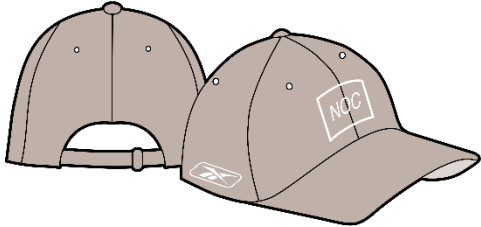
**Irregular Shape**



**Combined Shapes**

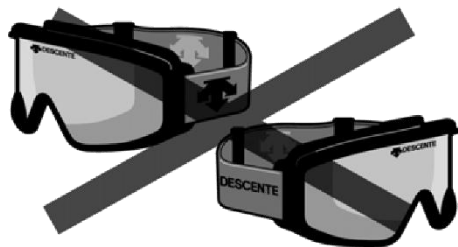
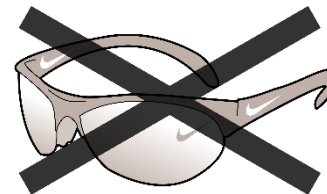
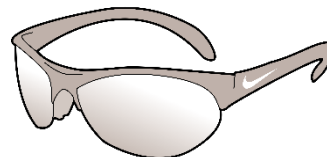
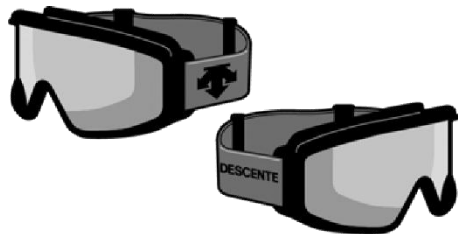


# GUIDELINES FOR FOOTWEAR, HEADGEAR, ACCESSORIES





# GUIDELINES FOR FOOTWEAR, HEADGEAR, ACCESSORIES



## PHUKET 2014 LOGO USAGE

- NOCs can use the Phuket 2014 logo on clothing, equipment, uniforms and formal team attire
  - ✓ NOT for sale, for distribution only;
  - ✓ Phuket 2014 logo cannot be placed near the manufacturer's name/logo;
  - ✓ Phuket 2014 logo cannot be placed on the same facing side where the manufacturer's name/logo appears;
  - ✓ In accordance with PABGOC's logo guidelines.



# PHUKET 2014 LOGO USAGE



## OTHER NON-SPORT MATERIALS

- NOCs can use the Phuket 2014 logo on non-sport commemorative items and materials
  - ✓ All non-sport materials proposed by NOCs are subject to PABGOC and OCA approval;
  - ✓ in accordance with PABGOC's logo guidelines; as Limited editions; NOT for sale, for distribution only; No manufacturer or sponsor branding



## UNIFORM DESIGNS AND APPROVALS

- NOCs maximize their national identity on all 4th ABG clothing and equipment (use of national colors, official country name, national flag and NOC emblem)
- Phuket 2014 logo - contact your representative in the NOC Services Program at PABGOC
- Designs should be submitted to PABGOC and OCA

