

WE CARE ABOUT FOOTBALL



UEFA Kit Regulations

Edition 2004

TABLE OF CONTENTS

I	Basic Principles	4
	Art.1 Scope of application	4
	Art.2 Kit (sports equipment)	4
	Art.3 Principle	5
	Art.4 Approval procedure	5
	Art.5 Use for other UEFA competitions	6
	Art.6 Monitoring of kit provisions	6
II	Colours, Numbers and Player Names	7
	Art.7 Colours	7
	Art.8 Numbers	9
	Art.9 Player names	9
III	Club Identification	11
	Art.10 Types	11
	Art.11 Club emblem	11
	Art.12 Club name	11
	Art.13 Official mascot	12
	Art.14 Official symbol	12
	Art.15 National flag	12
	Art.16 Other club identification elements	13
	Art.17 Jacquard weave	13
IV	Identification of National Teams	15
	Art.18 Types	15
	Art.19 Emblem of the national association	15
	Art.20 Name of the national association	15
	Art.21 National flag	15
	Art.22 Official mascot	16
	Art.23 Official symbol	16
	Art.24 Other elements of national association identification	16
	Art.25 Jacquard weave	16
	Art.26 Additional player number	16
V	Sponsor Advertising	17
	Art.27 Principle	17
	Art.28 Advertising restrictions	19
	Art.29 Number of sponsors on the shirt	19
	Art.30 Use of sponsor advertising on the shirt	19
	Art.31 Sponsor advertising surface on the shirt	21
	Art.32 Position of the advertising surface on the shirt	21
VI	Manufacturer Identification	23
	Art.33 Manufacturer definition	23
	Art.34 Types of manufacturer identification	23
	Art.35 Submission of samples to the UEFA Administration	23
	Art.36 Use of manufacturer identification	23
	Art.37 Position, quantity and dimension of manufacturer identification	25
	Art.38 Band	27
	Art.39 Jacquard weave	28

	Art.40 Design element	28
	Art.41 Position of design elements	29
	Art.42 Quality seal and label	29
VII	Other Representations on the Shirt	31
	Art.43 Football-related representations	31
	Art.44 Fair Play logo, other representations and insignia	31
	Art.45 UEFA competition logos	31
VIII	Goalkeepers' Equipment	33
	Art.46 Playing attire	33
	Art.47 Goalkeeper's gloves	33
	Art.48 Goalkeeper's cap	33
	Art.49 Further kit items	33
	Art.50 Approval procedure	33
IX	Special Equipment used on the Field of Play	34
	Art.51 Special equipment	34
	Art.52 Use of manufacturer identification	34
	Art.53 Further restrictions	35
X	Special Equipment used in the Technical Area	37
	Art.54 Equipment in the technical area	37
	Art.55 Tops	37
	Art.56 Bottoms	37
	Art.57 Warm-up bibs	39
XI	Refereeing	39
	Art.58 Kit	39
XII	Ball Boys, Player Escorts, Flag Bearers	39
	Art.59	39
XIII	Measurement Procedure	41
	Art.60	41
XIV	Unforeseen Cases	42
	Art.61 UEFA CEO	42
XV	Disciplinary Provisions	42
	Art.62 Disciplinary measures	42
XVI	Closing Provisions	42
	Art.63 Entry into force	42
Annexe A	Kit-related terms and explanatory notes	44
Annexe B	Terms related to manufacturer identifications	46
Annexe C	Garment-related terms	47

UEFA Kit Regulations

In these regulations, the masculine form shall be interpreted as referring to either sex.

Preamble

In accordance with Article 50 of the UEFA Statutes, the UEFA Executive Committee adopted the following regulations at its meeting on 5 February 2004. They constitute the legal basis for the use of kit in UEFA competitions and ensure equal treatment of clubs, national associations, manufacturers and sponsors in the spirit of fair play. Kit manufacturers have the possibility to use their creativity and the sponsors to have certain exposure. These regulations thereby contribute to the positive image and enhanced attractiveness of the sport of football and to rapid and unambiguous identification of the players by referees and spectators.

I Basic Principles

Article 1

Scope of application

- 1.01 These regulations apply to all club and national team competitions played under the auspices of UEFA.
- 1.02 These regulations govern the authorisation of kit worn by the players and officials of a team, by the match officials, as well as other persons in the controlled stadium area (cf. Annexe A), and cover all references to the club, the national association, the sponsor, the manufacturer or any other third party appearing on any kit item.
- 1.03 Where no provision of these regulations is applicable, the corresponding UEFA competition regulations, the *Laws of the Game of the International Football Association Board (IFAB)* (hereafter: IFAB Laws) and the *FIFA Equipment Regulations* (hereafter: FIFA Regulations) apply.

Article 2

Kit (sports equipment)

- 2.01 Kit includes all garments and equipment (cf. Annexe A) worn by the following persons involved in a UEFA competition match or used by those persons in the controlled stadium area:
 - a) outfield players
 - b) goalkeepers
 - c) substitutes
 - d) match officials (referee, assistant referees and fourth official)
 - e) coaches
 - f) medical staff (doctor, physiotherapist, etc.)
 - g) other team officials in the technical area
 - h) ball boys, player escorts and flag bearers

- 2.02 The aforementioned persons are subject to the provisions of these regulations at all times when they are on official duty for a UEFA competition match in the controlled stadium area as a representative of a club, a national association or UEFA.
- 2.03 The provisions of these regulations apply on the match day from the moment the persons concerned enter the controlled stadium area until they leave it.
- 2.04 Football boots and footballs (cf. FIFA regulations) are excluded from the provisions of these regulations.

Article 3

Principle

- 3.01 These regulations govern the authorisation of any kit. Such authorisation is subject to the following provisions:
 - a) The use of any kit that is not permitted by the terms of these regulations is strictly prohibited.
 - b) Authorisation to use kit for a UEFA competition must be endorsed by the UEFA Administration in writing.
 - c) The corresponding UEFA competition regulations may also contain additional specific kit-related provisions.
- 3.02 As regards choice of colour, kit worn on the field of play is subject to the referee's authority, as stipulated in the IFAB Laws.

Article 4

Approval procedure

- 4.01 The UEFA Administration is responsible for kit approval.
- 4.02 The club or national association, as the case may be, is responsible for compliance with the requirements to submit kit to the UEFA Administration.
- 4.03 The club or national association, as the case may be, is also solely responsible for the conduct of its players, coaches, officials etc. as far as the correct implementation of these provisions in UEFA competition matches is concerned.
- 4.04 The manufacturer may at any time submit any kit to the UEFA Administration for preliminary examination. A preliminary decision taken in such cases does not release the club or national association from the obligation to comply with the approval procedure.
- 4.05 By the deadline stipulated in the corresponding UEFA competition regulations, the club or national association must submit a complete set of the following kit items to the UEFA Administration for approval:
 - a) first-choice kit (shirt, shorts and socks)
 - b) second-choice kit (shirt, shorts and socks)
 - c) any additional kit(s) (shirt, shorts and socks)
- 4.06 For final rounds of UEFA national team competitions, a kit approval day may be organised by the UEFA Administration in order to approve all kit (cf. Annexe A) to be used during the event. The participating national associations must

- provide samples of all kit of outfield players and goalkeepers for approval.
- 4.07 The approval of any kit is at the discretion of the UEFA Administration, taking into account all the relevant provisions.
- 4.08 The motivated decision of the UEFA Administration is final. It will be communicated to the club or national association in writing and be valid for the duration of the competition in question and/or the corresponding season. A copy will also be sent to the manufacturer.
- 4.09 If any kit item is altered in any way subsequent to UEFA approval, UEFA's decision will be considered null and void with immediate effect.

Article 5

Use for other UEFA competitions

- 5.01 An approved kit item can be authorised for use in other UEFA competitions without samples being submitted to the UEFA Administration again for approval (cf. Article 4).
- 5.02 In such a case, a written request must be submitted to the UEFA Administration, declaring that kit items identical to that already approved by UEFA will be used for the competition in question. The request must include a copy of UEFA's letter of approval.
- 5.03 The motivated and final decision of the UEFA Administration will be communicated in writing.
- 5.04 Paragraph 4.09 is also applicable.

Article 6

Monitoring of kit provisions

- 6.01 The UEFA delegate is responsible for monitoring compliance with these regulations at the match venue.
- 6.02 He may make spot checks before the match or in conjunction with the organisational meeting and may even confiscate questionable kit items after the match in return for a receipt. He will submit these items to the UEFA Administration for re-examination.
- 6.03 The UEFA delegate will report any incident to the UEFA Administration, which will then take appropriate measures.
- 6.04 Chapter XV is also applicable.

II Colours, Numbers and Player Names

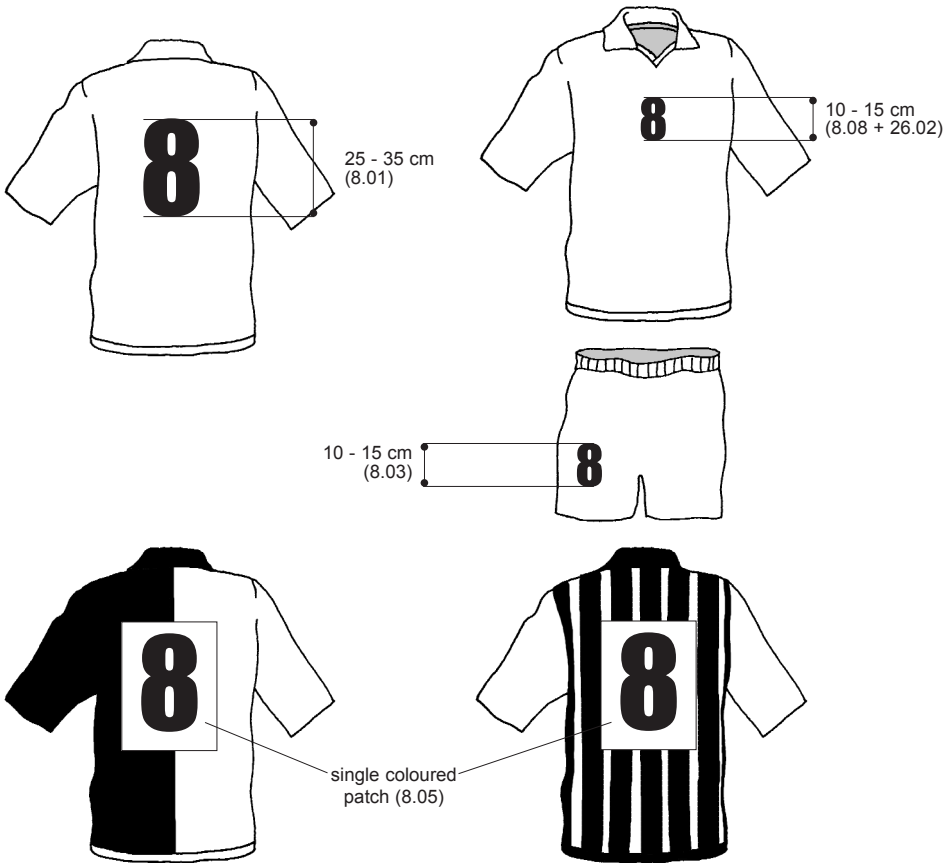
Article 7

Colours

- 7.01 No item of the playing attire worn by outfield players (shirt, shorts and socks) may consist of more than four colours. This provision does not apply to the colours used for lettering (number, player's name, sponsor, etc.). If three or more colours are used, one must be clearly dominant on the surface of the shirt, shorts and socks respectively, and the other three colours must clearly be minor colours.
- 7.02 A fifth colour is allowed as a decorative colour, provided that it corresponds to the colour used for lettering, is one of the colours in the club/national association emblem or national flag, covers only a very small area of the garment, and is used purely for decorative purposes. Such decorative colour must not dominate or affect the distinctiveness of the garment.
- 7.03 For outfield players, the main (dominant) colour must be visible to the same extent on the back and front of the garment in question.
- 7.04 The first-choice, second-choice and any other kits must be visibly different and contrasting.
- 7.05 The home team should always wear the official first-choice kit announced to the UEFA Administration on the entry form, unless the teams concerned agree otherwise in due time, in which case details should be submitted to the UEFA Administration in writing.
- 7.06 If the referee decides on the spot that the colours of the two teams could lead to confusion, the home team must wear other colours for practical reasons.
- 7.07 If such a situation of potential confusion of team colours arises for a final, both teams must wear different colours. If the team officials are unable to agree on the colours to be worn by their teams, the UEFA Administration will decide in consultation with the referee.

Article 8

Numbers



Article 9

Player names



Article 8

Numbers

- 8.01 A number must appear on the back of the shirt. This number must be between 25 cm and 35 cm in height, clearly legible and positioned in the centre of the back of the shirt. The number on the back of the shirt used in women's competitions must be between 20 cm and 35 cm in height.
- 8.02 The number must be legible to the match officials, UEFA delegate and spectators in the stadium from a considerable distance, as well as to the TV viewer.
- 8.03 A number must also appear on the front of the shorts, on either leg, in any position. This number must be between 10 cm and 15 cm in height and clearly legible.
- 8.04 The colour of these numbers must be noticeably different from that of the players' kit and must either be a contrast colour or appear on a single-coloured patch. It must contrast (light on dark or vice versa) with the colour of the shirt.
- 8.05 The number on a striped, hooped, banded or checked shirt must appear on a single-coloured patch.
- 8.06 The bottom of each figure comprising the number may contain the emblem of the club, the national association or the UEFA competition logo (cf. paragraph 45.03) and may be incorporated up to a maximum size of 5 cm².
- 8.07 Numbers must be of one single colour. For the sake of legibility, they may be surrounded by a neutral outline, shadow outline or key line. They must be free of manufacturer identification, sponsor advertising, design or other elements.
- 8.08 In national team competitions, the player's number may in addition be placed on the front of the shirt in accordance with article 26.

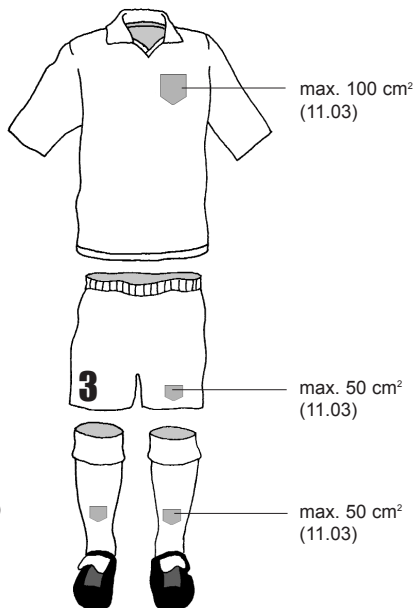
Article 9

Player names

- 9.01 Players may be identified on their shirts by means of their surname and/or first name or an abbreviation (e.g. a nickname).
- 9.02 The player's name must correspond with the name on the player list.
- 9.03 The competition regulations may stipulate the player's name as mandatory (cf. UEFA competition regulations).
- 9.04 The player's name must be placed on the back of the shirt, above the number.
- 9.05 The height of the letters must not exceed 7.5 cm.
- 9.06 The letters may be upper and/or lower case.
- 9.07 For ease of legibility, the letters may be surrounded by a neutral outline, shadow outline or key line.
- 9.08 Players' names must be clearly distinguishable from the colours of the kit. They must contrast (light on dark, or vice versa) with the colour of the shirt.
- 9.09 The letters used must be of one single colour and must be free of manufacturer identification, sponsor advertising, design features or other elements.

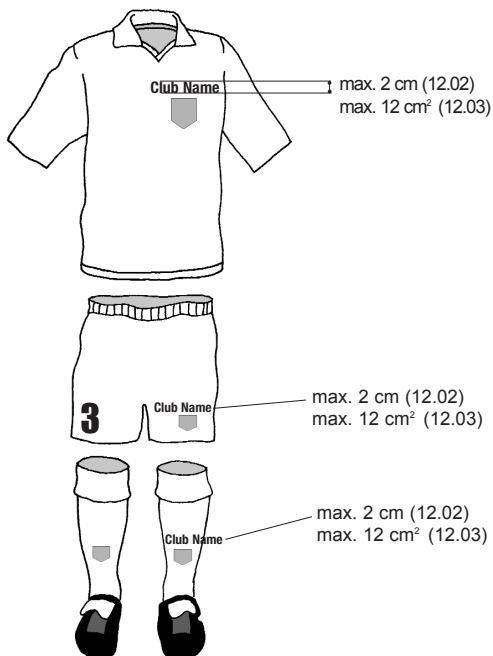
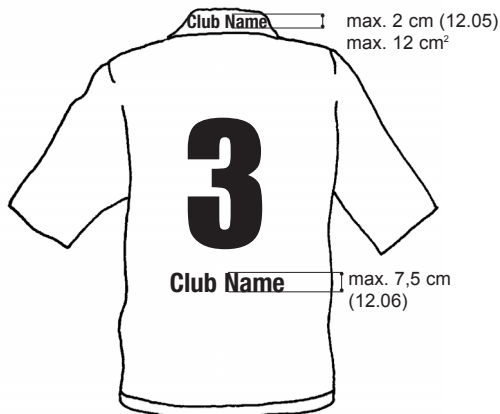
Article 11

Club emblem



Article 12

Club name



III Club Identification

Article 10

Types

- 10.01 The club may use the following types of identification on playing attire (cf. Annexe A):
 - a) club emblem
 - b) club name
 - c) club's official mascot
 - d) club's official symbol
 - e) national flag
- 10.02 Only officially registered types of club identification are authorised for use on playing attire. They must have official status, either through registration as a trademark or through registration with the national association and/or be registered with the appropriate national authority in the form used.
- 10.03 Evidence to this effect must be presented to the UEFA Administration in one of UEFA's official languages (English, French, German) on request.
- 10.04 Such types of club identification may not touch each other or any other element appearing on the playing attire (number, lettering, badge, etc.).
- 10.05 Such types of club identification must be free of manufacturer identification, sponsor advertising, design or other elements.

Article 11

Club emblem

- 11.01 The club emblem may appear once on the shirt, shorts and each sock in printed, woven or sewn form. Any other technical solution is also possible, subject to the prior written approval of the UEFA Administration.
- 11.02 There are no restrictions as to the shape of the club emblem.
- 11.03 The size and positioning of the club emblem is authorised as follows:
 - a) shirt: maximum of 100 cm², front of the shirt at chest height, above any sponsor's horizontal lettering;
 - b) shorts: maximum of 50 cm², front of the left or right leg;
 - c) socks: maximum of 50 cm² on each brand-new (unworn) sock; free choice of position.
- 11.04 The club emblem may in addition be incorporated at the bottom of the number in accordance with paragraph 8.06.

Article 12

Club name

- 12.01 The club name (or abbreviation thereof) may appear once on the shirt, shorts and each sock.
- 12.02 The choice of script is free and the height of the letters must not exceed 2 cm. The provisions of paragraph 9.09 also apply.

- 12.03 The size and positioning are subject to the following restrictions:
- a) shirt: maximum of 12 cm² on the front of the shirt, at chest height, immediately adjacent to the club emblem;
 - b) shorts: maximum of 12 cm² on the front of the left or right leg, immediately adjacent to the club emblem;
 - c) socks: maximum of 12 cm² on each brand-new (unworn) socks; free choice of position.
- 12.04 If no club emblem appears on the shirt, shorts or socks, the name of the club may appear in the size and position stipulated in paragraph 11.03 instead. The letters must not exceed 5 cm in height.
- 12.05 The club name (or abbreviation thereof) may, in addition, appear once on the inside or outside of the collar. The lettering must not exceed 2 cm in height and the surface area must not exceed 12 cm².
- 12.06 The club name (or abbreviation thereof) may, in addition, appear once on the back of the shirt, below the number. Paragraphs 9.05 to 9.09 apply by analogy.

Article 13

Official mascot

- 13.01 The official mascot of the club may appear once on the inside or outside of the shirt collar as an alternative to the name of the club or official symbol, in accordance with paragraph 12.05.

Article 14

Official symbol

- 14.01 The official symbol of the club may appear once on the inside or outside of the shirt collar as an alternative to the name of the club or official mascot, in accordance with paragraph 12.05.

Article 15

National flag

- 15.01 The national flag may appear on the shirt, shorts or socks in accordance with paragraphs 21.01 to 21.04.

Article 16
Other club identification elements

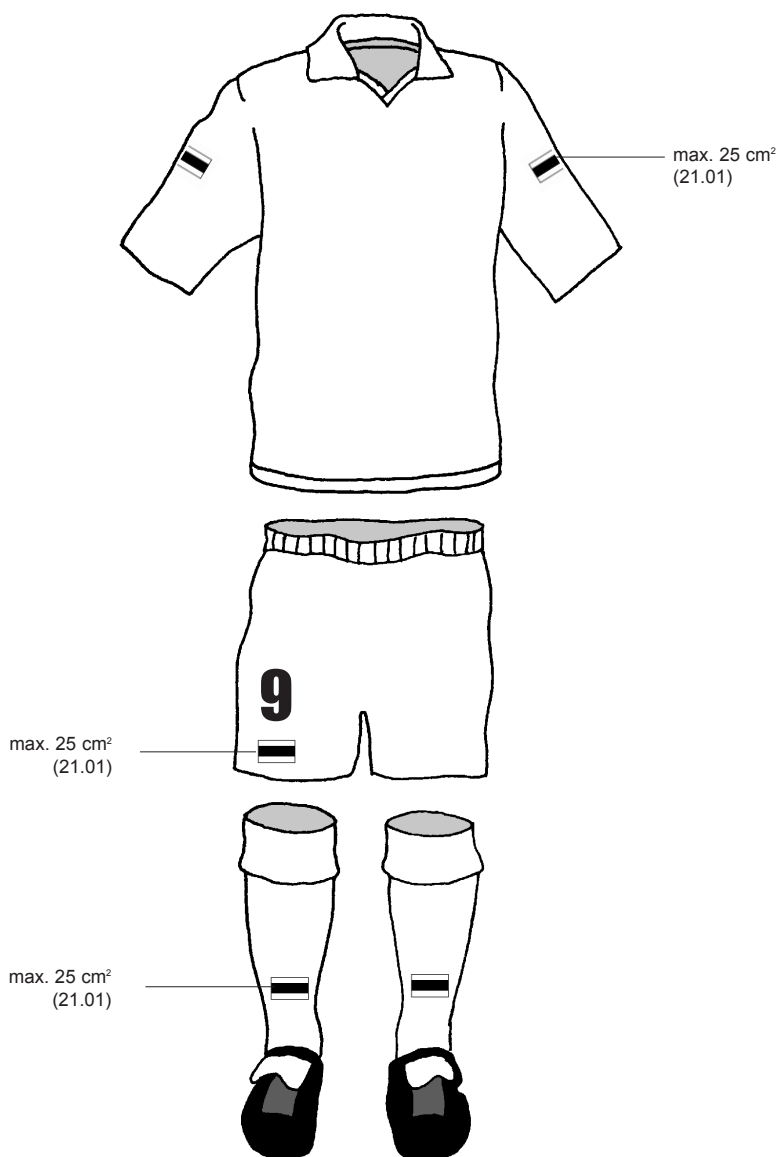
- 16.01 Other elements using the club emblem (or part thereof) or club name (or abbreviation thereof) are permitted as follows:
- a) Loop on shirt collar:
 - Shirt collars can have a loop, provided that it does not exceed 12 cm² and is not attached in such a way that it could cause injury.
 - b) Belt loops on shorts:
 - Shorts can have belt loops, provided that they do not exceed 12 cm² and are not attached in such a way that they could cause injury.
 - c) Buttons on shirt collar openings:
 - Buttons on shirt collar openings are permitted, provided that they are designed so as not to cause injury.
- 16.02 All the elements referred to in paragraph 16.01 must be free of manufacturer identification, sponsor advertising, design or other elements.

Article 17
Jacquard weave

- 17.01 The club may incorporate one of its types of club identification (cf. paragraph 10.01), or parts thereof, in jacquard weave form in the shirt and/or shorts. There is no limitation as to the number, size and positioning of the type of club identification chosen.
- 17.02 The jacquard weave must be incorporated in the main colour and/or in one of the minor colours. It must not dominate, contain a contrasting colour, or affect the distinctiveness of the kit.
- 17.03 Any other technical solution is also possible, subject to the prior written approval of the UEFA Administration.

Article 21

National Flag



IV Identification of National Teams

Article 18

Types

- 18.01 The national association may use the following types of identification on playing attire (Annexe A):
- a) emblem of the national association
 - b) name of the national association
 - c) national flag
 - d) official mascot
 - e) official symbol
- 18.02 Paragraphs 10.02 to 10.05 apply by analogy.

Article 19

Emblem of the national association

- 19.01 Article 11 applies by analogy.

Article 20

Name of the national association

- 20.01 Article 12 applies by analogy.
- 20.02 If the name of the national association is not used on the shirt, shorts and socks, the name of the country may appear in the size and position stipulated in article 12 instead.

Article 21

National flag

- 21.01 The national association may use the national flag as follows:
- a) On the shirt:
 - once on the right and once on the left sleeve, not exceeding 25 cm²; or
 - once on the back, above the number, and once on the front, at chest height, not exceeding 25 cm².
 - b) On the shorts:
 - once on the front of the shorts, not exceeding 25 cm².
 - c) On the socks:
 - once on each brand-new (unworn) sock, not exceeding 25 cm²; free choice of position.
- 21.02 No restrictions are placed on its shape.
- 21.03 The national flag may appear on each garment (shirt, shorts, socks) in printed, woven, or sewn form. Any other technical solution is also possible, subject to the prior written approval of the UEFA Administration.
- 21.04 The national flag must be free of manufacturer identification, sponsor advertising, design or other elements.
- 21.05 If no emblem of the national association (Article 19) is used on the shirt, shorts and socks, the national flag may appear in the size and position stipulated in paragraph 11.03 instead.

Article 22
Official mascot

- 22.01 Article 13 applies by analogy.
- 22.02 In addition, the official mascot of the national association may be used once on the front of the shirt at chest height. There are no restrictions as to the shape of the official mascot, but it must not exceed 100 cm².

Article 23
Official symbol

- 23.01 Article 14 applies by analogy.
- 23.02 In addition, the official symbol of the national association may be used once on the front of the shirt at chest height. There are no restrictions as to the shape of the official symbol, but it must not exceed 100 cm².

Article 24
Other elements of national association identification

- 24.01 Article 16 applies by analogy.

Article 25
Jacquard weave

- 25.01 Article 17 applies by analogy.

Article 26
Additional player number

- 26.01 A number may also be placed on the front of the shirt at chest height.
- 26.02 The number must be between 10 cm and 15 cm in height, be easily legible and contrast clearly with the colours of the kit (cf. Articles 7 and 8).
- 26.03 The competition regulations may stipulate that player numbers on the front of the shirt are mandatory (cf. relevant UEFA competition regulations).

V Sponsor Advertising

Article 27

Principle

- 27.01 No sponsor advertising (cf. Annexe A) is allowed on shorts and socks.
- 27.02 Sponsor advertising on the shirt of the playing attire is only allowed in the following competitions:

Competition	Shirt sponsorship allowed
UEFA Champions League	All matches
UEFA Cup	All matches
UEFA Intertoto Cup	All matches
UEFA Futsal Cup	All matches
UEFA Super Cup	Yes
European/South American Cup	Yes
UEFA Women's Cup	All matches
UEFA Regions' Cup	All matches

In all other UEFA competitions, sponsor advertising on the shirt of the playing attire is prohibited.

27.03 Sponsor advertising on equipment defined in Articles 55 and 56 is only allowed in the different UEFA competitions as follows:

a) UEFA club competitions

Competition	Sponsorship allowed
UEFA Champions League	Qualifying matches
UEFA Cup	Qualifying matches until and including semi-finals
UEFA Intertoto Cup	All matches
UEFA Super Cup	No
European/South American Cup	No
UEFA Futsal Cup	All matches
UEFA Women's Cup	All matches

b) UEFA representative team competitions

Competition	Sponsorship allowed
UEFA European Football Championship	Qualifying matches
UEFA European Under-21 Championship	Qualifying matches
UEFA European Women's Championship	Qualifying matches
UEFA European Under-19 Championship	All matches
UEFA European Under-17 Championship	All matches
UEFA European Women's Under-19 Championship	All matches
UEFA European Futsal Championship	All matches
UEFA Regions' Cup	All matches

In all other UEFA competitions, sponsor advertising on equipment defined in Articles 55 and 56 is prohibited.

27.04 Further restrictions may be set in the respective UEFA competition regulations.

Article 28

Advertising restrictions

- 28.01 The advertising of tobacco or strong alcoholic beverages (cf. Annexe A), as well as slogans of a political, religious or racist nature, or for other causes that offend common decency, are prohibited.
- 28.02 Any bans or restrictions stemming from the national legislation of the country of the venue of a UEFA competition match also apply.
- 28.03 Clubs and national associations must obtain the written authorisation of the UEFA Administration for sponsor advertising (cf. Article 4). In principle, such authorisation is given with the kit approval, provided that the necessary sponsor information has been submitted to the UEFA Administration.

Article 29

Number of sponsors on the shirt

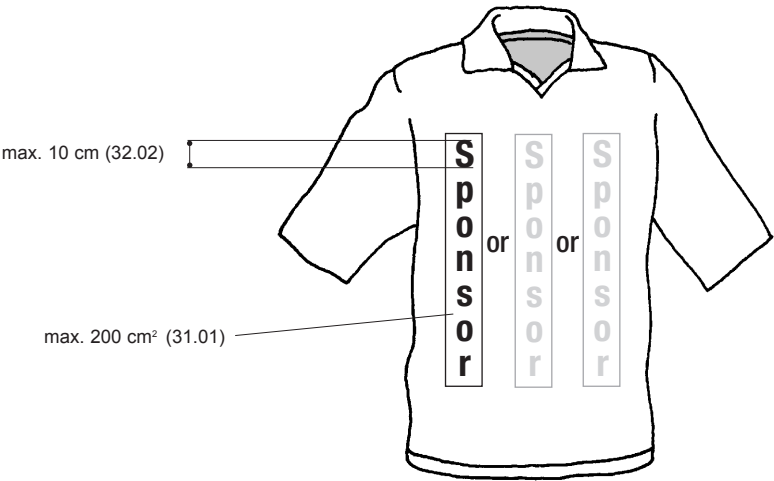
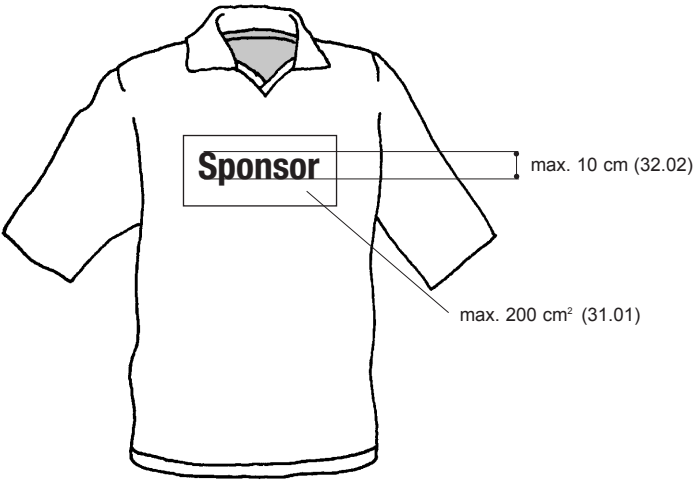
- 29.01 In UEFA club competitions, a club may advertise for one single sponsor on the shirt of the playing attire.
- 29.02 The club may only use a sponsor approved beforehand by the national association and used also in one of the domestic competitions as shirt sponsor.
- 29.03 The above provisions are subject to paragraph 28.02.

Article 30

Use of sponsor advertising on the shirt

- 30.01 The club may advertise for the approved sponsor for all home and away matches during the same UEFA season.
- 30.02 Clubs playing qualifying matches in one of the UEFA club competitions may change sponsor no more than twice during the same UEFA season. All other clubs may change sponsor only once during the same UEFA season. The UEFA Administration may grant, at its own discretion, exceptions if the sponsor becomes bankrupt. The UEFA competition regulations may contain further restrictions.
- 30.03 A change regarding the content of the sponsor advertising is considered to be a change of sponsor, even if the sponsor remains the same. Cases falling under paragraph 30.09 are exempt from this rule.
- 30.04 A change of sponsor may be allowed if the club submits a written request to the UEFA Administration at least ten working days before the respective match day together with the following items:
 - a) copy of the approval of the national association;
 - b) confirmation from the old and new sponsors; and
 - c) sample of the new shirt.
- 30.05 The UEFA Administration may ask to see the sponsor contracts. Refusal to comply with this request may result in the case being submitted to the UEFA Organs for the Administration of Justice.
- 30.06 For clearly defined UEFA club competition qualifying matches, the

Articles 31/32
Sponsor advertising



- corresponding UEFA competition regulations may allow a club to wear the shirt approved by its national association for use in one of the domestic competitions. In such cases, no more than three different sponsors are allowed on the shirt. The corresponding approval of the national association has to be submitted to the UEFA Administration if so requested.
- 30.07 Sponsor advertising may be worn for away matches provided that it does not conflict with any of the prohibitions referred to in paragraph 28.02. When it is possible that such a prohibition may apply, the national association of the club playing away must contact the national association of the home club at least 12 working days before the date of the match and provide an exact description of the sponsor advertising involved. If the home association advises that the sponsor advertising in question is prohibited, it must notify the UEFA Administration immediately and provide written evidence to that effect.
- 30.08 No more than two clubs per national association may advertise for the same sponsor (including its products) in the same UEFA competition. In the event of conflict, the longest-standing advertising contract takes precedence.
- 30.09 Cases where the two clubs involved in a match advertise for the same shirt sponsor ("clash of shirt sponsor") are regulated in the respective UEFA competition regulations.

Article 31

Sponsor advertising surface on the shirt

- 31.01 The total area used for sponsor advertising on the shirt of the playing attire must not exceed 200 cm².
- 31.02 The form of sponsor advertising is unrestricted.
- 31.03 The measurement procedure is set out in Article 60.



Article 32

Position of the advertising surface on the shirt

- 32.01 The advertising surface may be placed on the front of the shirt either:
a) horizontally, across the chest; or
b) vertically, on the right or left side, or in the centre of the torso.
- 32.02 The height of the letters must not exceed 10 cm. The choice of script and colour of the lettering is free, but no manufacturer identification, design or other elements may be incorporated.

Article 34

Types of manufacturer identification

a	ADIDAS	LOTTO	NIKE	PUMA	UMBRO
b					
c					
d					
e	adidas		<i>nike</i>	PUMA	UMBRO

VI Manufacturer Identification

Article 33

Manufacturer definition

- 33.01 A manufacturer is a company that designs, produces (directly or through a non-branded licensee) and sells products bearing its own registered trade marks for use in the sports market.
- 33.02 Distributors of such products are not considered as manufacturers.

Article 34

Types of manufacturer identification

- 34.01 The manufacturer may use the following types of registered trademark on kit (cf. Annexe B):
 - a) name ("word mark")
 - b) logo ("design mark")
 - c) product line ("combined word/design mark")
 - d) figurative logo ("combined word/design mark")
 - e) script
- 34.02 A registered trademark corresponds to any mark registered by a manufacturer, irrespective of whether it is used as a name, logo, product line, figurative logo or script.
- 34.03 A mark is considered duly registered if it appears in the official register of one of UEFA's member association states.

Article 35

Submission of samples to the UEFA Administration

- 35.01 To enable the UEFA Administration to inspect items of kit (cf. Article 4), each manufacturer must submit a sample of the types of identification (registered trademarks) used on kit items in accordance with Article 34 to the UEFA Administration at least six months before the start of the competition in question.
- 35.02 Samples must be submitted in their original version (size, form, etc.), together with a description in one of the official UEFA languages (English, French, German).

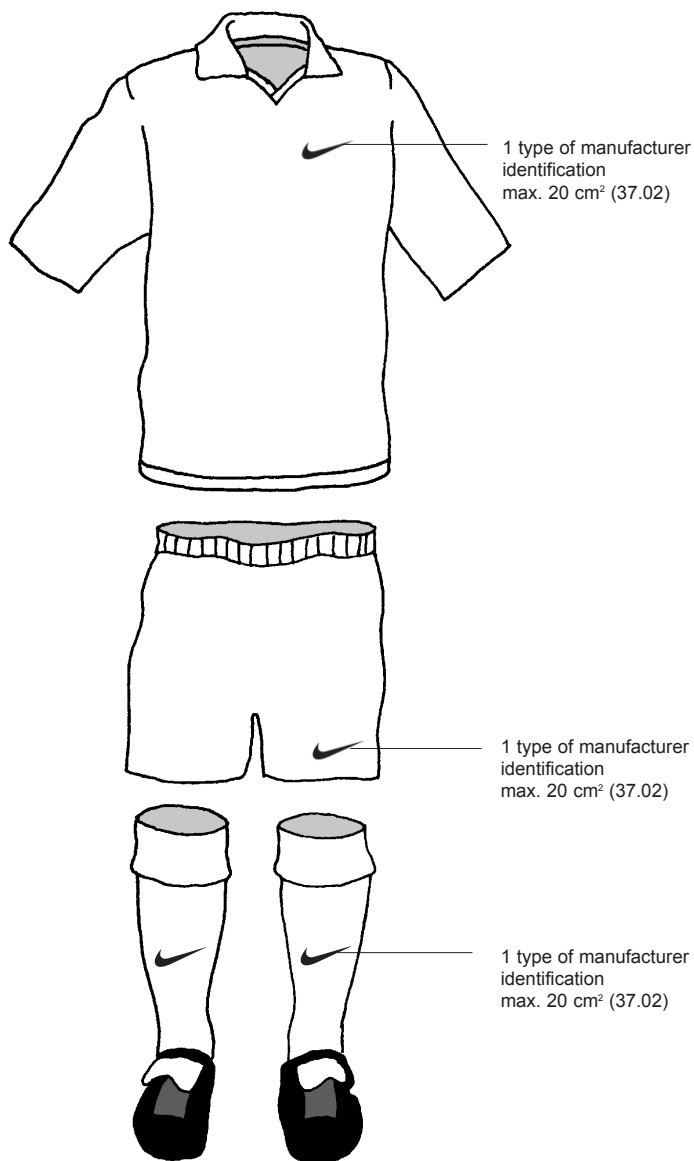
Article 36

Use of manufacturer identification

- 36.01 The types of manufacturer identification listed in paragraph 34.01 must not touch other elements (emblem, number, lettering, etc.) on the kit item in question.

Article 37

Manufacturer Identification

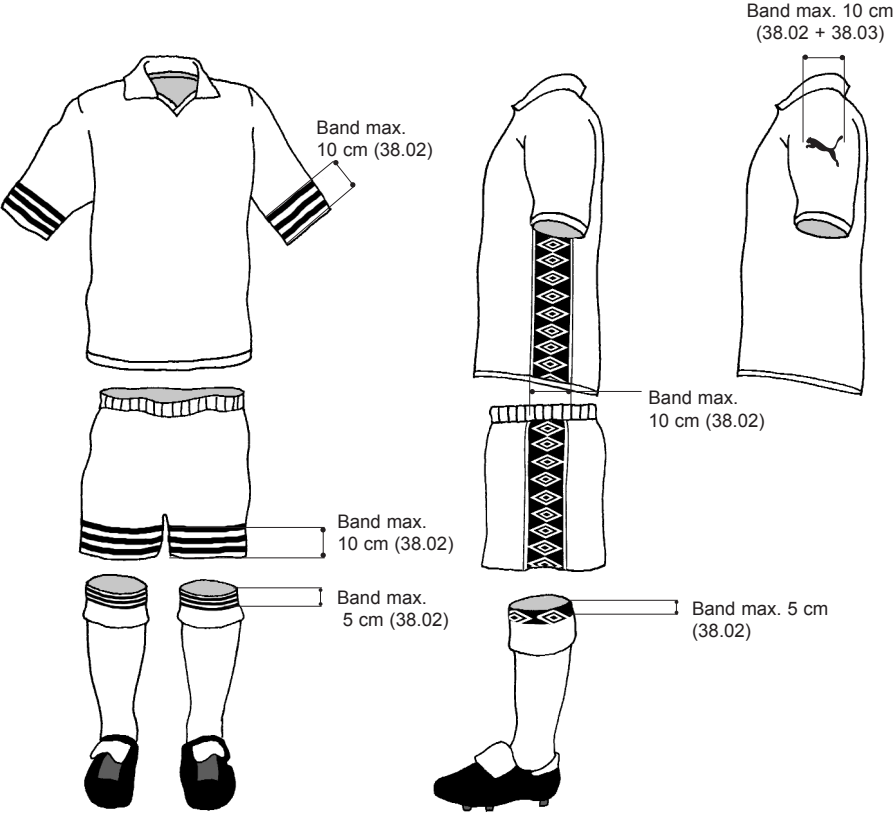


Article 37
***Position, quantity and dimension of
manufacturer identification***

- 37.01 The five types of manufacturer identification referred to in paragraph 34.01 are allowed in the following positions and quantities:
- a) Shirt:
 - One of these five types of manufacturer identification may be used once on the shirt, on the chest, above the position of any sponsor lettering.
 - b) Shorts:
 - One of these five types of manufacturer identification may be used once in a free position on either the right or left leg.
 - c) Socks:
 - One of these five types of manufacturer identification may be used either once or twice, positioned horizontally between the ankle and the top edge of each sock.
 - In addition, one other type of manufacturer identification (paragraph 34.01) is allowed on the foot part of each sock (beneath the ankle, not visible when the boots are worn over the sock).
- 37.02 The types of manufacturer identification mentioned in paragraph 34.01 must not exceed the following dimensions when positioned as per paragraph 37.01:
- a) shirt: 20 cm²
 - b) shorts: 20 cm²
 - c) socks:
 - 20 cm² for one single item or 10 cm² for each of two items on each of the brand-new (unworn) socks if positioned horizontally between the ankle and the top edge of the sock;
 - 20 cm² on each of the brand-new (unworn) socks if positioned on the foot part of the sock.

Article 38

Band



Article 38

Band

- 38.01 The logo ("design mark", cf. paragraph 34.01 b) may be used by the manufacturer once or repeatedly on a band in one of the following positions:
- a) Shirt:
 - across the bottom of the sleeve (right and left sleeves), or
 - down the outer seam of each sleeve (collar to bottom of sleeve) or
 - down the outer seam of the shirt (armhole to the bottom of the shirt).
 - b) Shorts:
 - across the bottom edge (right and left legs), or
 - down the outer seam (right and left legs).
 - c) Socks:
 - across the top edge of each sock.
- 38.02 The band on which a logo ("design mark") is placed once or in a repeated form in accordance with paragraph 38.01 must not exceed the following widths:
- a) shirt: 10 cm
 - b) shorts: 10 cm
 - c) socks: 5 cm on brand-new (unworn) socks
- 38.03 Each logo ("design mark") which appears once or in a repeated form on a band, and/or the background on which such logo is placed, must not exceed the width of the band.

Article 39

Jacquard weave

- 39.01 In addition to the club identification (cf. paragraphs 10.01 and 17.01), the manufacturer may incorporate one of its types of identification as defined in paragraph 34.01 in jacquard weave form in the shirt and/or shorts. The type of manufacturer identification chosen must not exceed 20 cm². There is no limitation as to the number and positioning of the type of manufacturer identification chosen.
- 39.02 The jacquard weave must be incorporated in the main colour and/or one of the minor colours. It must neither dominate nor affect the distinctiveness of the kit.
- 39.03 Any other technical solution is also possible, subject to the prior written approval of the UEFA Administration.

Article 40

Design element

- 40.01 Any other representation on kit, unless otherwise authorised, shall be considered as a design element (cf. Annexe B). Such design elements are also to be considered as a form of manufacturer identification and must neither dominate the kit nor affect its distinctiveness.
- 40.02 A registered trademark cannot be used as a design element. If a national court adjudicates in a final judgment that an object used as a design element represents a registered trademark, the UEFA Administration may forbid the corresponding club/national association to use this object in all UEFA competitions for at least one subsequent season.
- 40.03 The UEFA Administration will decide whether a representation on kit corresponds to manufacturer identification in the sense of paragraph 34.01, a design element according to paragraph 40.01 or another authorised element. In this respect, the view of the manufacturer may be sought in advance, in writing and/or orally. UEFA's decision is final.

Article 41

Position of design elements

- 41.01 Manufacturer identification in the form of a design element (Article 40) is allowed in the following positions and quantities:
- a) Shirt:
 - A maximum of two design elements are allowed on the shirt. There are no restrictions on the positioning and dimensions of these design elements.
 - b) Shorts:
 - A maximum of two design elements are allowed on the shorts. There are no restrictions on the positioning and dimensions of these design elements.
 - c) Socks:
 - One design element is allowed on each sock. There are no restrictions on the positioning and dimensions of this design element.

Article 42

Quality seal and label

- 42.01 A manufacturer's seal of quality (stamp of quality) may appear once on the front or back of the right or left side of the shirt and shorts. However, it may not exceed 20 cm² in size. The top edge of the seal of quality must not be positioned more than 15 cm above the hem of the shirt or shorts and must not be visible on the shirt when tucked into the shorts.
- 42.02 A second smaller seal of quality (label, tag, etc.) not exceeding 15 cm² is allowed as follows:
- a) once on the shirt, anywhere other than on the collar, chest or sleeves;
 - b) once on the shorts, in any position.
- 42.03 On the inside of the collar, where it joins the main part of the shirt, the manufacturer may place a type of identification as defined in paragraph 34.01 in the form of a label and/or narrow band. This type of manufacturer identification, be it a label and/or such a narrow band, must not be visible when the shirt is worn. The outside of the collar (the part that is visible when the shirt is worn) must be free of any manufacturer identification.
- 42.04 One or more types of club/national association identification (cf. Articles 10 and 18) may also appear on the quality seals and/or labels defined in paragraphs 42.01, 42.02 and 42.03.

Article 43

Football-related representations



VII Other Representations on the Shirt

Article 43

Football-related representations

- 43.01 A football-related representation that a current or former holder of a domestic title is entitled to wear may be used once. It must appear on the left sleeve of the shirt, between the shoulder seam and the elbow. Alternatively, it may be put in the club emblem position (cf. paragraph 11.03).
- 43.02 The size of this representation must not exceed 50 cm².
- 43.03 If the position of the club emblem is used, the name and/or the emblem of the club may be put on the left sleeve, between the shoulder seam and the elbow. The maximum dimensions of the elements are not affected.
- 43.04 Stars for multiple winners of a domestic championship may be used immediately adjacent to the club emblem. The height of each star must not exceed 2 cm.

Article 44

Fair Play logo, other representations and insignia

- 44.01 The UEFA Fair Play logo may appear once on the left sleeve of the shirt, between the shoulder seam and the elbow.
- 44.02 In national-team competitions, information concerning the date, venue and the participating teams may appear on the shirt used for a particular match. The lettering must not exceed 2 cm in height and the total surface area must not exceed 50 cm².
- 44.03 No other visible mark or insignia of the club, national association, sponsor, manufacturer or third party will be permitted without the prior written consent of the UEFA Administration.

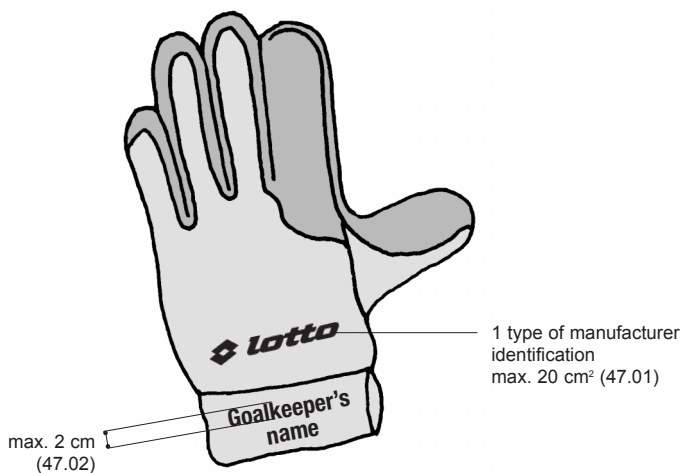
Article 45

UEFA competition logos

- 45.01 The UEFA Administration may allow clubs or national teams to use the logo of a UEFA competition according to the respective UEFA competition regulations.
- 45.02 This UEFA competition logo must appear on the right sleeve of the shirt, between the shoulder seam and the elbow, and must not exceed 50 cm². UEFA provides the teams with approved samples.
- 45.03 A further UEFA competition logo may be incorporated at the bottom of the number in accordance with paragraph 8.06.
- 45.04 The UEFA Administration may also allow clubs or national teams which are current or multiple winners of a UEFA competition to use a UEFA-approved logo.
- 45.05 Reigning titleholders of a UEFA competition may wear the UEFA-approved title logo in the respective UEFA competition matches during the season following their UEFA competition victory.
- 45.06 Clubs or national teams which have won the same UEFA competition at

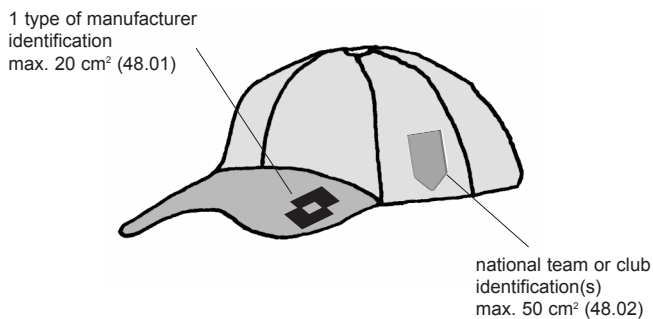
Article 47

Goalkeeper's gloves



Article 48

Goalkeeper's cap



least three times in a row or five times in total may wear a multiple-winner logo in the respective UEFA competition matches. This logo must be placed once on the right or left sleeve of the shirt and must not exceed 50 cm².

VIII Goalkeepers' Equipment

Article 46

Playing attire

- 46.01 For the playing attire (shirt, shorts and socks) worn by the goalkeeper, Chapters II to VII of these regulations apply by analogy.
- 46.02 According to the IFAB Laws, the colours worn by the goalkeeper (shirt, shorts, socks) must be noticeably different from those worn by outfield players.

Article 47

Goalkeeper's gloves

- 47.01 One type of manufacturer identification as defined in paragraph 34.01 may appear once on each of the goalkeeper's gloves. Such manufacturer identification must not exceed 20 cm².
- 47.02 The name of the goalkeeper may appear in upper and/or lower case. The lettering must not exceed 2 cm in height on either glove.
- 47.03 Sponsor advertising is prohibited on goalkeepers' gloves.

Article 48

Goalkeeper's cap

- 48.01 One type of manufacturer identification as defined in paragraph 34.01 may appear on the goalkeeper's cap, provided that the type used does not exceed 20 cm². The positioning of this identification is unrestricted.
- 48.02 National team or club identification as defined in paragraphs 10.01 and 18.01 may appear on the goalkeeper's cap. The total surface area of such national team or club identification(s) must not exceed 50 cm².
- 48.03 Sponsor advertising is prohibited on the goalkeeper's cap.

Article 49

Further kit items

- 49.01 For all other kit items used by the goalkeeper, Chapter IX applies by analogy.

Article 50

Approval procedure

- 50.01 Articles 4 to 6 apply for the approval procedure.

IX Special Equipment used on the Field of Play

Article 51

Special equipment

- 51.01 The following provisions apply to kit used by players on the field of play (Annexe A) which does not form part of the playing attire (shirt, shorts, socks).
- 51.02 The relevant UEFA competition regulations may stipulate deviations from these provisions.

Article 52

Use of manufacturer identification

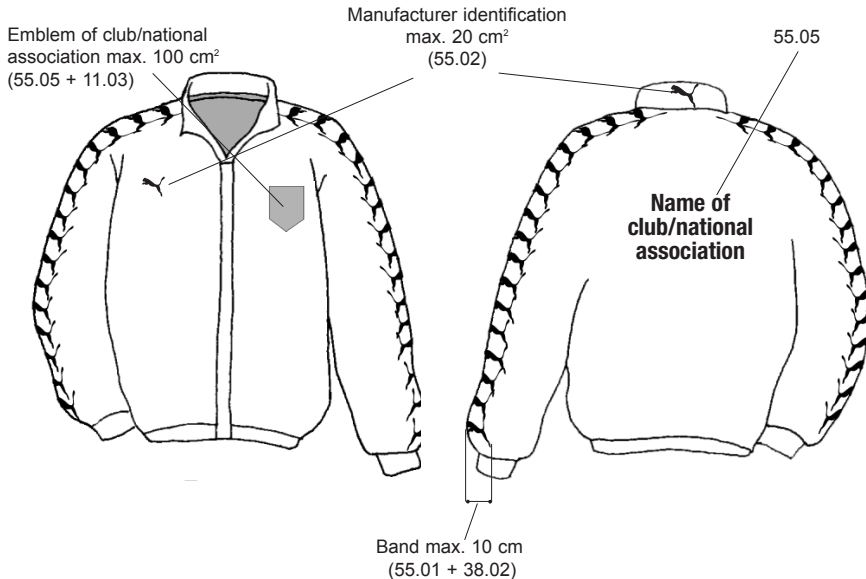
- 52.01 The manufacturer may use one of its types of identification, as defined in paragraph 34.01, on such items.
- 52.02 The quantity, position and size must comply with the following provisions:
- a) Thermal shorts/trousers:
 - One single type of manufacturer identification is allowed.
 - The type of identification chosen may be positioned anywhere on the right or left leg, but must not exceed 20 cm².
 - The thermal shorts/trousers must be the same colour as the main colour of the shorts worn.
 - b) Gloves and sweatbands:
 - One single type of manufacturer identification is allowed on each glove and on the sweatband.
 - The type of identification chosen must not exceed 20 cm².
 - The choice of position is free.
 - c) Headgear (headbands, caps):
 - One single type of manufacturer identification is allowed on such items.
 - The type of identification chosen must not exceed 20 cm².
 - The choice of position is free.
 - d) T-shirt worn under the shirt:
 - One single type of manufacturer identification is allowed once on the front and once on the back of the T-shirt.
 - The type of identification chosen must not exceed 20 cm².
 - The choice of position is free.
 - e) Captain's armband:
 - No manufacturer identification is allowed.
 - The armband must be free of any advertising, design or other elements, except for the word «captain» or an abbreviation thereof, or the emblem of the club or national association.
 - The choice of position is free.

Article 53
Further restrictions

- 53.01 Sponsor advertising and political and/or other messages are prohibited on special equipment used on the field of play.
- 53.02 National team or club identification as defined in paragraphs 10.01 and 18.01 may appear on the T-shirt worn under the shirt and on headgear. On headgear, the total surface area of such national team or club identification(s) must not exceed 50 cm².

Article 55

Tops



Article 56

Bottoms



X Special Equipment used in the Technical Area

Article 54

Equipment in the technical area

- 54.01 All substitutes, coaches, doctors and club/national association officials, etc. who are in the technical area (Law 3 of the IFAB Laws) must comply with the following provisions as regards equipment used in addition to the playing attire (shirt, shorts, socks) and the special equipment used on the field of play as defined in Article 51.
- 54.02 No political and/or other messages are allowed on these kit items.
- 54.03 The relevant UEFA competition regulations may stipulate further restrictions on equipment used in the technical area.

Article 55

Tops

- 55.01 The manufacturer may use a maximum of five of its types of identification as defined in paragraph 34.01 on tops (tracksuit jackets, rain jackets, stadium jackets, coats, T-shirts, sweatshirts, etc.). This includes a maximum of two bands of logos ("design marks") as per Article 38.
- 55.02 The size of each type of manufacturer identification must not exceed 20 cm², subject to paragraph 38.03. The positioning is free, with the exception of the collar. The manufacturer identification must be positioned on the back of the collar, across the neck. No such identification is allowed on the front or sides of the collar.
- 55.03 The width of the band must not exceed 10 cm and the length of the band must not exceed the length of the torso.
- 55.04 Sponsor advertising is only allowed in accordance with paragraph 27.03.
- 55.05 National team or club identification may appear on tops in accordance with Chapters III and IV. There are no restrictions as to the position and size of the club name, the name of the national association and/or the country name.

Article 56

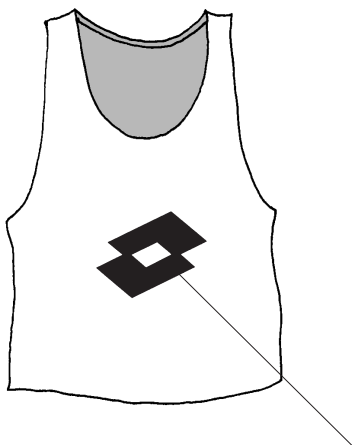
Bottoms

- 56.01 The manufacturer may use a maximum of five of its types of identification as defined in paragraph 34.01 on bottoms (tracksuit bottoms, rainwear bottoms, winter trousers, etc.). This includes a maximum of two bands of logos ("design marks") as per Article 38.
- 56.02 The size of each type of manufacturer identification must not exceed 20 cm², subject to paragraph 38.03. The positioning is free.
- 56.03 The width of the band must not exceed 10 cm and the length of the band must not exceed the length of the trousers.
- 56.04 Sponsor advertising is only allowed in accordance with paragraph 27.03.
- 56.05 National team or club identification may appear on bottoms in accordance with Chapters III and IV. There are no restrictions as to the position and size of the club name, the name of the national association and/or the country name.

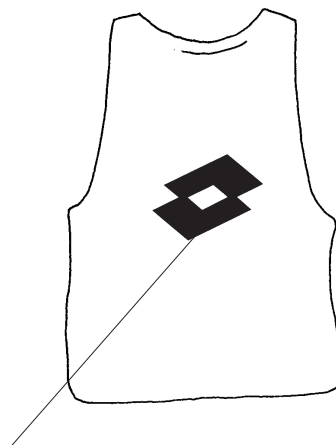
Article 57

Warm-up bibs

1) front



2) back



1 type of manufacturer identification
max. 100 cm² (57.02)

Article 57
Warm-up bibs

- 57.01 The manufacturer may use one of its types of identification as defined in paragraph 34.01 once on the front and once on the back of warm-up bibs. The choice of position is free.
- 57.02 The size must not exceed 100 cm².
- 57.03 Sponsor advertising is prohibited on warm-up bibs.
- 57.04 This provision is also applicable during warm-up outside the technical area.

XI Refereeing
Article 58
Kit

- 58.01 The FIFA Regulations apply to kit worn by match officials (referee, assistant referees, fourth official) by analogy.
- 58.02 UEFA may allow sponsor advertising on the shirt worn by match officials in UEFA competition matches.
- 58.03 Only UEFA may conclude agreements regarding sponsor advertising on this shirt.
- 58.04 Sponsor advertising may appear on the shirt sleeves, provided that the total surface does not exceed 200 cm². The front of the shirt is reserved for official badges and the FIFA or national association emblem. Article 28 applies by analogy.
- 58.05 The manufacturer may use its types of identification on kit worn by match officials in accordance with Chapter VI.
- 58.06 The UEFA Fair Play logo may appear once on the left sleeve of the shirt.
- 58.07 Articles 4 to 6 apply for the approval procedure.

XII Ball Boys, Player Escorts, Flag Bearers
Article 59

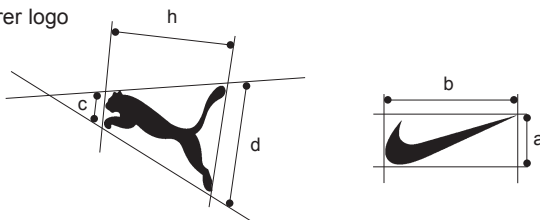
- 59.01 Sponsor advertising on kit used by ball boys, player escorts and flag bearers is prohibited, unless otherwise stipulated in the respective competition regulations.
- 59.02 Manufacturer identification may be used in accordance with Chapter VI.
- 59.03 Clubs or national association identification may be used in accordance with Chapters III and IV.
- 59.04 UEFA has the right to place its marks and/or the UEFA competition marks on the kit used by ball boys, player escorts and flag bearers.

Article 60

Measurement procedure

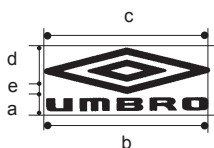
A. Manufacturer identification

a) manufacturer logo



1. The "Puma" logo is measured by the following formula: $\frac{c + d}{2}$ multiplied by "h".
2. The "Nike" logo is measured by multiplying "a" and "b".

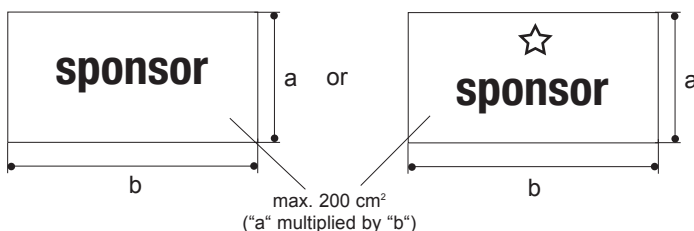
b) manufacturer figurative logo / product line (60.04)



1. The "Umbro" script is measured separately by multiplying "a" and "b".
2. The "Umbro" logo is measured separately by multiplying "c" and "d".
3. The distance between the "Umbro" script and logo ("e") may not exceed 0.5 cm.

B. Sponsor advertising

a) sponsor advertising on neutral-coloured patch



b) sponsor advertising based on shirt colours

* only 1 item:



1. The lettering (name) "sponsor" will be measured as a rectangle ("a" multiplied by "b") and may not exceed 200 cm².
2. "a" may not exceed 10 cm.

* more than 1 item:



1. The sponsor advertising is divided into 2 items: name and logo.
2. The lettering (name) "sponsor" will be measured as a rectangle ("a" multiplied by "b").
3. The logo (star) will be measured as a circle ("c").
4. The total area of the name and logo may not exceed 200 cm².
5. The distance between the name and logo ("d") may not exceed 5 cm.

XIII Measurement Procedure

Article 60

- 60.01 Items on kit will be measured according to their smallest geometric form (square, rectangle, triangle, circle etc.) and the dimensions calculated using the usual mathematical formula.
- 60.02 To calculate the surface area, the widest part of the item will be measured from edge to edge. Exceptionally, items may be divided into several individual geometric forms for the purpose of calculating the surface area.
- 60.03 The manufacturer may submit a concrete proposal as to how to measure its types of identification to the UEFA Administration. The UEFA Administration will communicate its approval in writing.
- 60.04 The identification of the manufacturer's product line and figurative logo, as defined in paragraph 34.01, will be calculated as several individual geometric forms when the distance between the various elements does not exceed 0.5 cm.
- 60.05 The sponsor advertising surface will be calculated as several individual geometric forms when the distance between the various elements does not exceed 5 cm.
- 60.06 Furthermore, one of the following surfaces, whichever is the larger, will be taken into consideration for approval purposes:
 - a) surface of the neutral-coloured patch used for sponsor advertising; or
 - b) surface of the lettering used for sponsor advertising if the sponsor advertising is based on the shirt colours.

XIV Unforeseen Cases

Article 61

UEFA CEO

- 61.01 Any cases not provided for in the present regulations will be dealt with by the UEFA Chief Executive.
- 61.02 Such decisions are final.

XV Disciplinary Provisions

Article 62

Disciplinary measures

- 62.01 If a club, a national association or an individual violates any of the present regulations, the UEFA Organs for the Administration of Justice may impose sanctions or measures, in accordance with the UEFA Disciplinary Regulations.

XVI Closing Provisions

Article 63

Entry into force

- 63.01 These regulations were adopted by the UEFA Executive Committee at its meeting on 5 February 2004.
- 63.02 They come into force on 27 May 2004 and replace the version approved on 23 April 1999.

For the UEFA Executive Committee:

Lennart Johansson
The President

Lars-Christer Olsson
The Chief Executive

Nyon, February 2004

Annexe A

Kit-related terms and explanatory notes

Kit: includes the following garments and articles which are worn or used in the controlled stadium area before, during and after a football match:

1. Playing attire:
 - 1.1. shirt or jersey ("shirt" in the present regulations)
 - 1.2. shorts
 - 1.3. socks (or stockings) ("socks" in the present regulations)
2. Goalkeepers' equipment
 - 2.1. gloves
 - 2.2. cap
 - 2.3. glove bag
 - 2.4. bottle
 - 2.5. towel
3. Special equipment used on the field of play
 - 3.1. underwear
 - 3.2. thermal underwear (short or long, warm, insulated, worn under the shorts/trousers)
 - 3.3. T-shirt/vest
 - 3.4. socks
 - 3.5. gloves
 - 3.6. sweatband
 - 3.7. hat/cap
 - 3.8. headband
 - 3.9. captain's armband
 - 3.10. support bandages or splints
 - 3.11. shinguards
4. Special equipment used in the technical area
 - 4.1. tracksuit (top and bottom)
 - 4.2. coat
 - 4.3. jacket (stadium jacket, etc.)
 - 4.4. waterproof garments (rain jacket, etc.)
 - 4.5. sweatshirt
 - 4.6. T-shirt
 - 4.7. bags (medical bag, etc.)
 - 4.8. bottle
 - 4.9. towel
5. Further equipment
 - 5.1. any other items worn on the person or kit items used

"Left" and "right"	The description "left" or "right" refers to the side of the body as viewed by the person wearing the item of kit in question.
Playing attire (including goalkeepers)	Consists of shirt, shorts and socks.
Complete sample set	A complete sample set consists of one shirt, one pair of shorts and one pair of socks in the version used for the competition match. All elements which are mandatory for the competition in question must appear on all three items which constitute the sample. In particular, the number and the name of the player (if applicable) as well as the sponsor advertising (if applicable) must appear.
First-choice (home) kit	The kit that the whole club or national team usually wears for its football matches.
Second-choice (away) kit	The kit that the whole club or national team wears if its first-choice kit cannot be worn on account of the <i>IFAB Laws</i> (clash of colours, etc.) or if it chooses not to wear it for some other reason.
Official club/national association mascot	For example: "Red Devils" for 1. FC Kaiserslautern.
Official symbol of the club/national association	For example: "cannon" for Arsenal FC.
Sponsor advertising	Any type of kit advertising (message, statement, sponsor's trademark, etc.) agreed upon by a club/national association and a third party either for a fee or free of charge.
Controlled stadium area	The controlled stadium area means the stadium and the surrounding areas (including, without limitation, field of play, the technical area, dressing rooms, grandstands, hospitality areas, media areas and parking places) under the control of the stadium owner.
Match officials	The following four persons make up the match officials: a) the referee b) two assistant referees c) the fourth official
Strong alcohol	UEFA considers strong alcoholic beverages to be drinks which are more than 15% proof (cf. paragraph 28.01). National law also applies in respect of this definition.

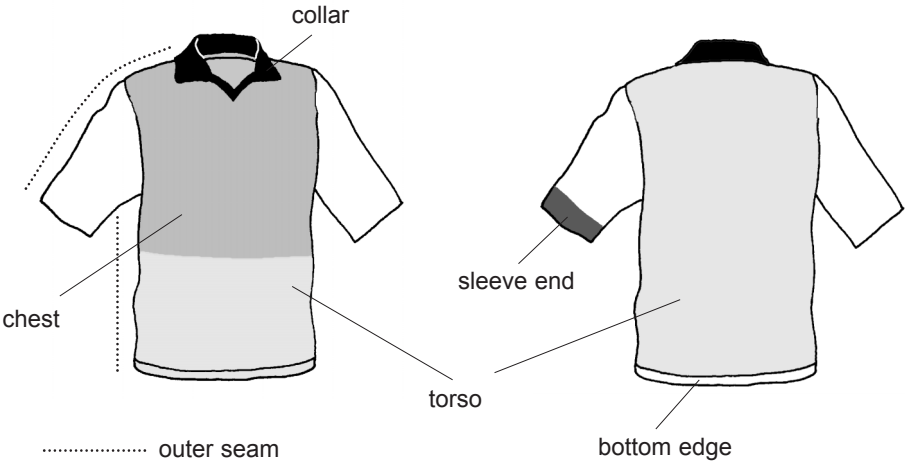
Annexe B

Terms related to manufacturer identifications (Articles 33 to 42)

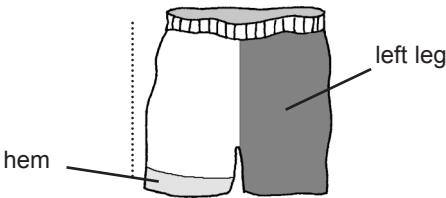
Registered trademark	Trademark which is registered in an official state register. A trademark only has to be registered in one of UEFA's member association states. Includes all types of advertising, such as name, logo, product line, figurative logo and script.
Name	Name of the manufacturer in block letters. Corresponds to a "word mark".
Logo	Symbol which is linked with a manufacturer. Manufacturer's identification. Corresponds to a "design mark".
Product line	Products (clothes, shoes, etc.) which are all from a same "brand" and have a specific name. Corresponds to a "combined mark".
Figurative logo	Combination of name and logo in one single representation. Corresponds to a "combined mark".
Design element	Any other representation on kit which: <ul style="list-style-type: none">- does not correspond to any registered trademark,- can therefore be used by any manufacturer,- is attributed to "fashion" (short-term and changeable).
Word mark	A fantasy word in block letters.
Design mark	Any sign which can be represented graphically and does not include any letters.
Combined mark	Combination of a word mark and a design mark.
Script	The particular script of a trade name.
Band	Manufacturer design mark used in a repeated form in a clearly defined position and size for each single design mark used.

Annexe C
Garment-related terms:

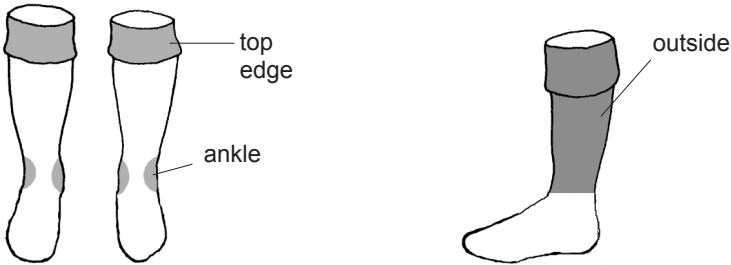
Shirt



Shorts



Socks



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