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UEFA Kit Regulations

Annexes

A. Kit-related terms and definitions

B. Brand-related terms

C. Garment-related terms (illustration)

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UEFA Kit Regulations

In accordance with Article 6 of the UEFA Statutes, the UEFA Executive Committee adopted the following regulations at its meeting of 23 April 1999.

I. Basic principles

Article 1 Scope of application

- ¹ These regulations apply to all club competitions and national representative team competitions for which UEFA invites entries and which are staged by UEFA.
- ² The provisions contained in these regulations govern the authorisation of kit worn by players, referees, assistant referees and team officials, as well as the advertising of the manufacturers of such kit, of clubs, national associations, sponsors, or of any other persons or objects.
- ³ Where no provision of these regulations is applicable, the corresponding competition regulations, or other UEFA or FIFA regulations, apply, and in particular the current version of the Laws of the Game promulgated by the International FA Board (IFAB) (hereafter: IFAB Laws of the Game).

Article 2 Kit

- ¹ Kit includes all garments and equipment (see Annexe A) worn by the following persons involved in a UEFA competition match:
 - a) Referee
 - b) Assistant referees
 - c) Fourth official (substitute referee)
 - d) Outfield players
 - e) Goalkeepers
 - f) Substitutes
 - g) Coaches
 - h) Medical staff (doctor, physiotherapist, etc.)
 - i) Other team officials
- ² The aforementioned persons are subject to the provisions of these regulations when on official duty for a competition match with a club, national association or UEFA, either on the field of play or at the edge of the field.
- ³ Football boots and footballs are excluded from the provisions of these regulations.

Article 3 Principle

- ¹ Subject to the provisions of these regulations, which regulate the authorisation of items of kit, the wearing of kit that is not permitted by the terms of these regulations is strictly prohibited.

² Authorisation to wear kit for a UEFA competition must be endorsed by the UEFA secretariat in writing.

³ These regulations do not affect the decision-making power of the referee regarding kit to be worn for a UEFA competition match.

Article 4 Approval procedure

¹ The relevant UEFA competition regulations provide information on the procedure for the authorisation of kit and sponsor advertising.

² A complete set of first-choice (see Annexe A) and second-choice kit (shirt, shorts and socks) must be submitted to the UEFA secretariat for approval within the deadline stipulated in the relevant competition regulations.

³ The authorisation to wear both these sets of kit is at the discretion of the relevant competition department of the UEFA secretariat, taking into account the relevant UEFA and/or FIFA regulations. Its decision will be communicated to the club or national association in writing.

⁴ In the event of a negative decision, a justified appeal may be lodged in writing with the committee responsible for the competition in question within 10 days of the decision being issued. This committee will take a final decision on whether the kit concerned can be authorised or not. Its decision will be valid only for the competition and/or season in question, and will be issued in writing and signed by the UEFA general secretary or his deputy.

II. Outfield players and goalkeepers

Article 5 Colours

¹ No item of kit worn by an outfield player (shirt, shorts and socks) may consist of more than three colours. This provision does not apply to the colours used for lettering (number, player's name, sponsor, etc.). If three colours are used, one must be clearly dominant on the surface of the shirt, shorts and socks respectively, and the other two colours must clearly be minor colours.

² A fourth colour is allowed as a decorative colour, provided it corresponds to the colour used for lettering, one of the colours in the club emblem or national flag, covers only a very small area of the garment, and is used purely for decorative purposes. Such a decorative colour must not dominate or affect the distinctiveness of the garment.

³ The main (dominant) colour must be visible to the same extent on the back and front of the garment in question.

⁴ The first-choice and second-choice kits must be visibly different and contrasting. The same colours are allowed, provided they cover clearly different percentages of the surface area of the first and second-choice garments in question.

⁵ The colours worn by the goalkeeper (shirt, shorts and socks) must be noticeably different from those worn by the outfield players of his own team. The provisions of the IFAB Laws of the Game also apply.

Article 6 Numbers

¹ Numbers must appear on the backs of all shirts. These numbers must be between 25 cm (twenty-five centimetres) and 35 cm (thirty-five centimetres) in height, clearly legible, and located in the centre of the back of the shirt.

² Numbers must also appear on the front of the shorts, on either leg, in any position. These numbers must be between 10 cm (ten centimetres) and 15 cm (fifteen centimetres) in height and clearly legible.

³ The colour of these numbers must be noticeably different from, and contrast with the colours of the players' kit, or appear on a neutral-coloured patch. They must contrast (light on dark, or vice versa) with the colour of the shirt, and be clearly legible to the spectators in the stadium, as well as TV viewers.

⁴ Numbers must be of one single colour. To ensure better legibility, they may be surrounded by a border or shadow outline. They must be free of advertising, design features or other elements.

Article 7 Players' names

¹ Players may be identified by means of their surname or an abbreviation (including nickname) on their shirts, subject to the special implementing regulations of the relevant competition regulations, which may determine that player identification on shirts is compulsory. The player's name must correspond with the name on the players' list.

² Players' names must be placed on the back of the shirt, above the number.

³ The letters used for the names must not exceed 7.5 cm (seven and a half centimetres) in height. To ensure better legibility, they may be surrounded by a border or shadow outline.

⁴ Players' names must be clearly distinguishable from the colours of the kit, and be in a contrasting colour or placed against a neutral background. They must contrast (light on dark, or vice versa) with the colour of the shirt.

⁵ The letters used must be of one single colour, and must be free of advertising, design features or other elements.

III. Referees, assistant referees and fourth officials

Article 8 Kit

¹ The IFAB Laws of the Game apply, in principle, for kit worn by referees, assistant referees and fourth officials.

² Advertising is strictly prohibited on kit worn by match officials for UEFA competition matches.

³ In accordance with Article 12 below and the dimensions (measurements) defined therein, the manufacturer of the referees' kit may advertise itself or its products on the shirt, shorts and socks.

⁴ The manufacturer must submit a sample of the referees' kit to the UEFA secretariat for approval before the start of each season (see Article 4 above).

IV. Substitutes, coaches, medical staff and team officials

Article 9 Kit

¹ The relevant competition regulations apply in terms of restrictions concerning kit worn by substitutes, coaches, medical staff and other team officials of a club or national association in the technical area (see Article 3 of the IFAB Laws of the Game).

² Article 15 also applies for such persons.

V. Advertising provisions for club competitions

Article 10 Club emblem and club name

¹ The club emblem may appear only once on the shirt, once on the shorts, and once on each sock.

² The emblem must be registered with UEFA and must not contain any advertising.

³ The club emblem may be printed, woven or sewn on as a badge on each garment (shirt, shorts and socks).

⁴ There are no restrictions on the shape of the club emblem, but the following measurements and positioning must be observed:

- a) Shirt: maximum of 100 cm² (one hundred square centimetres) front of the shirt, at chest height, above any sponsor's horizontal lettering
- b) Shorts: maximum of 50 cm² (fifty square centimetres) front of right or left leg
- c) Socks: maximum of 25 cm² (twenty-five square centimetres) on brand-new (unworn) socks. Free choice of position.

⁵ The club emblem (or part thereof) or name (or abbreviation thereof) may also be printed on the shirt and/or shorts like the advertising of the manufacturer (see Article 12, paragraph 9), or incorporated in jacquard weave. The form used 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.

⁶ The club name (or abbreviation thereof), official mascot or official symbol of the club, which have to be submitted to the UEFA secretariat, may also be sewn or printed once on the inside or outside of the collar. The lettering must not exceed 2 cm (two centimetres) in height, and the surface area must not exceed 12 cm² (twelve square centimetres).

⁷ The club name (or abbreviation thereof), official mascot or official symbol must be free of advertising, design features or other elements. Moreover, the club name, official mascot or official symbol must not interfere with other elements of the corresponding item of kit (number, lettering, badge, etc.). The same also applies for the club emblem.

⁸ The club name (or abbreviation thereof) may appear on each sock instead of the club emblem, but must not exceed 25 cm² (twenty-five square centimetres) on brand-new (unworn) socks.

⁹ Other elements using the club emblem (or part thereof) or name (or abbreviation thereof) are allowed as follows:

a) Loops on shirt collars:

Shirt collars can have a loop, provided it does not exceed 15 cm² (fifteen square centimetres) and is not attached in such a way that it could cause injury.

b) Belt loops on shorts:

Shorts can have a belt loop, provided it does not exceed 15 cm² (fifteen square centimetres) and is not attached in such a way that it could cause injury.

c) Buttons on shirt collars:

Buttons on shirt collars are allowed, provided they cannot cause injury.

Elements a) to c) inclusive must be free of advertising, design features or other elements.

Article 11 Sponsor advertising

¹ The advertising of tobacco or strong alcoholic beverages, as well as slogans of a political, religious or racist nature, or for other causes that offend common decency, are prohibited. Any prohibitions stemming from the national legislation of the country of the venue of a UEFA competition match also apply.

² Clubs must acquire the written authorisation of the UEFA secretariat for sponsor advertising (see Article 4). Provided the regulations of the competition in question do not lay down any restrictions in this respect, clubs may choose one of the three following sponsorship options for the whole season, announcing their choice to the UEFA secretariat by the required deadline:

a) Advertising for the same sponsor.

b) Advertising for two different products which can be directly assigned to the same sponsor.

c) Advertising for one sponsor for home matches and for another for away matches.

³ The form of sponsor or product advertising is unrestricted, but is allowed only on the front of the shirt, in either of the following two positions:

- a) horizontally across the chest
- b) vertically on the right or left side of the torso

⁴ The surface used to advertise a sponsor or product must not exceed 200 cm² (two hundred square centimetres). Any lettering used must not exceed 10 cm (ten centimetres) in height. Lettering can be in any colour, but must be free of advertising, design features or other elements.

⁵ Subject to Article 11, paragraph 1, above, a club may not register a sponsor or sponsors for approval unless it advertises for the same sponsor(s) in its domestic championship with the approval of its national association. Changing sponsors in the course of a season is in principle not allowed. The UEFA secretariat may grant exceptions if the circumstances emanate from the sponsor, not the club. UEFA may ask to see advertising contracts. Refusal to comply with this request may result in the case being submitted to UEFA's Control & Disciplinary body.

⁶ No more than two clubs per national association may advertise for the same sponsor (including its products) in the same competition. In the event of conflict, the longest-standing advertising contract will take precedence.

⁷ If two clubs with the same sponsor (including its products) meet in the course of the same competition, only the home club may wear the advertising in question. The visiting club must play without advertising.

⁸ Sponsor advertising may be worn for away matches provided it does not conflict with any of the prohibitions referred to in Article 11, paragraph 1, above. When it is possible that any such prohibition could apply, the national association of the club playing away must contact the national association of the home club at least 12 days before the date of the match, and provide an exact description of the advertising involved. If the home association advises that the advertising in question is prohibited, it must notify the UEFA secretariat immediately, and provide a reasoned explanation.

Article 12 Manufacturer advertising

¹ The manufacturer may advertise on kit with the following forms of registered trademark (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

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. A mark is considered duly registered if it appears on the official register of one of UEFA's member associations.

² Any other representations on the kit, unless otherwise authorised, will be considered as design elements (cf. Annexe B). These are also to be considered as a form of advertising and may neither dominate the kit nor affect its distinctiveness. A registered trademark cannot be used as a design element. If a state court adjudicates that an object used as a design element represents a registered trademark, the UEFA secretariat may forbid the corresponding club/national association to use this object for at least one subsequent season, in all UEFA competitions.

³ The relevant competition department of the UEFA secretariat will decide whether a representation on kit corresponds to advertising by the manufacturer, in the sense of Article 12, paragraph 1, as a design element, in the sense of Article 12, paragraph 2, or as another authorised element. On this point, the view of the manufacturer may be sought in advance, in writing and/or verbally.

⁴ To enable UEFA to inspect items of kit (Article 4, paragraph 2), each manufacturer must submit a sample of the forms of advertising (= registered trademarks) used on items of kit in accordance with Article 12, paragraph 1, above to the UEFA secretariat at least six months before the start of the competition in question.

⁵ Samples must be submitted in their original version (size, form, etc.), together with a written description in one of UEFA's official languages (English, French or German).

⁶ The aforementioned forms of advertising (see Article 12, paragraphs 1 and 2 above) may be either embroidered, printed or sewn onto the kit. With the exception of the badge, they must not touch other elements (emblem, number, lettering, etc.) on the item of kit in question.

⁷ The same form of advertising of the logo (= design mark – Article 12, paragraph 1b) may be used by the manufacturer once or repeatedly in one of the following positions:

- a) On the 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) On the shorts:
 - across the bottom edge (right and left legs), or
 - down the outer seam (right and left legs).
- c) On the socks:
 - across the top edge of each sock, or
 - across the top of the ankle.

⁸ The logo (design mark) positioned as described in Article 12, paragraph 7, must not exceed the following widths down the outer seam or edge, etc.:

- a) shirt and shorts: 10 cm (ten centimetres)
- b) socks: 5 cm (five centimetres) on brand-new (unworn) socks

⁹ The other forms of advertising referred to in Article 12, paragraphs 1 and 2, are allowed in the following positions and quantities:

a) Shirt:

- A maximum of two design elements (Article 12, paragraph 2) are allowed on the torso of the shirt, to be positioned as one design element on the front and one on the back of the shirt, or as one on the right and one on the left side of the body, on either the front or back of the shirt.
- If the sleeve forms part of the torso design element, only two design elements in total are allowed on the shirt as a whole. There are no restrictions on the positioning and dimensions of these two design elements.
- Only one of the remaining forms of advertising (see Article 12, paragraph 1, above) may be chosen and positioned once only, on the chest, above the lettering of any sponsor.

b) Shorts:

- Only one design element (see Article 12, paragraph 2) is allowed on the shorts. There are no restrictions on the positioning and dimensions of this element.
- Only one of the remaining forms of advertising (see Article 12, paragraph 1, above) may be chosen to be positioned at will on either leg.

c) Socks:

- No design elements (Article 12, paragraph 2) are allowed on the socks.
- Only one of the remaining forms of advertising (see Article 12, paragraph 1, above) may be chosen and positioned horizontally between the ankle and the top edge.
- In addition, two other forms of advertising of the manufacturer (Article 12, paragraph 1) are allowed on the foot part of the sock (= beneath the ankle, not visible when the boots are worn over the sock). Neither form must exceed 25 cm² (twenty-five square centimetres) on brand-new (unworn) socks.

¹⁰ In addition to the club emblem or name, the manufacturer may also include another form of advertising (Article 12, paragraph 1 or 2), in jacquard weave form only (cf. Article 10, paragraph 5), on the shirt and/or shorts. The jacquard weave must be incorporated in the main colour and/or in one of the minor colours. It must neither dominate nor affect the distinctiveness of the kit.

¹¹ The forms of manufacturer advertising described in Article 12, paragraph 1, above must not exceed the following dimensions when positioned as per Article 12, paragraph 9:

- a) Shirt: 20 cm² (twenty square centimetres)
- b) Shorts: 12 cm² (twelve square centimetres)
- c) Socks: 12 cm² (twelve square centimetres)

¹² A logo (= design mark) and the name (= word mark) of the manufacturer is allowed on each of the goalkeeper's gloves. Such a logo must not exceed 25 cm² (twenty-five square centimetres). In addition, the goalkeeper's name is allowed in capital letters, provided the lettering does not exceed 2 cm (two centimetres) in height. A form of advertising as per Article 12, paragraph 1, is allowed

on the goalkeeper's cap, provided the form used does not exceed 25 cm² (twenty-five square centimetres). The positioning of these elements is unrestricted.

¹³ A seal of quality (stamp of quality) of the manufacturer may be sewn or embroidered once onto the front or back of the right or left side of the shirt. It must, however, not exceed 25 cm² (twenty-five square centimetres) in dimension. The top edge of the seal of quality must not be positioned more than 12 cm (twelve centimetres) above the bottom hem of the shirt.

¹⁴ A second, smaller seal of quality in the form of a 'label' or 'tag', etc., not exceeding 12 cm² (twelve square centimetres), is allowed as follows:

- a) Once down the outer seam of the torso of the shirt. The top edge of such a 'label' must not be positioned more than 25 cm (twenty-five centimetres) above the bottom hem of the shirt.
- b) Once anywhere down one of the outer seams of the shorts.

¹⁵ On the inside of the collar, where it joins the main part of the shirt, the manufacturer may put a form of advertising as per Article 12, paragraph 1, and the name of the club (or an abbreviation thereof), in the form of a label and/or narrow band. The form of advertising, be it a label and/or such a narrow band, must not be visible when the shirt is worn. Subject to the provisions of Article 10, paragraph 6, the outside of the collar (= part which is visible when the shirt is worn) must be free of advertising.

Article 13 Badges

¹ There is no restriction on the shape of badges, but they must be free of advertising and approved by the UEFA secretariat in advance.

² The UEFA competition badge must be sewn, embroidered or printed onto the right arm of the shirt, between the shoulder seam and the elbow, and must not exceed 45 cm² (forty-five square centimetres).

³ Any other badge or football-related emblem must be sewn, embroidered or printed onto the left arm of the shirt between the shoulder seam and elbow or in place of the club emblem (Article 10, paragraph 4), and must not exceed 45 cm² (forty-five square centimetres). If the place of the club emblem is used, the club emblem can be put in either of the two sleeve positions. The maximum dimensions of the elements are not affected.

Article 14 Other representations, insignia or UEFA competition marks

¹ No other marks or insignia of the club, national association, sponsor, manufacturer or third parties visible on the kit will be permitted without the written consent of the UEFA secretariat.

² Such representations include those corresponding to a UEFA competition title won the previous season, or a UEFA competition mark.

³ During a current UEFA competition, reigning title-holders of a UEFA competition may put a title motif approved by the UEFA secretariat, and not exceeding 100 cm² (one hundred square centimetres), once on the chest of the shirt, provided they qualify for a UEFA competition.

⁴ A UEFA competition mark can be incorporated into the shirt and shorts in jacquard weave form, provided a corresponding rights contract is concluded with the UEFA secretariat.

Article 15 Other kit items (excluding playing attire)

¹ Unless the relevant UEFA competition regulations lay down restrictions regarding other kit items (Annexe A), which do not form part of the playing attire (shirt, shorts and socks), the following provisions apply.

² Advertising by the sponsor (Annexe A) is not allowed on the kit items listed hereafter. The manufacturer alone may use one of the forms of advertising as per Article 12, paragraph 1, once only on such items, respecting the dimensions and positions stipulated below:

a) Thermal shorts/trousers:

The form of advertising chosen may be positioned anywhere on the right or left leg, but must not exceed 12 cm² (twelve square centimetres). Thermal shorts/trousers must be the same colour as the main colour of the shorts worn.

b) Gloves and sweatbands for outfield players:

The form of advertising chosen may be positioned anywhere on each glove and sweatband, but must not exceed 12 cm² (twelve square centimetres).

c) Headgear for outfield players (headbands, caps):

The form of advertising chosen may be positioned anywhere, but must not exceed 12 cm² (twelve square centimetres).

d) Warm-up bibs:

The form of advertising chosen may be positioned anywhere on the front and back of warm-up bibs, but must not exceed 100 cm² (one hundred square centimetres).

e) T-shirts (= vests):

The form of advertising chosen may be positioned anywhere on the front and back of T-shirts, but must not exceed 20 cm² (twenty square centimetres).

³ On tracksuits (tops and bottoms), jackets (stadium jackets, coats) and rainwear (jackets and trousers), advertising by the sponsor and manufacturer is allowed without restriction, subject to the provisions of the relevant competition regulations in force.

⁴ The captain's armband must be free of advertising, design features or other elements, except for the word 'captain' or an abbreviation thereof, or the emblem of the club/national association.

⁵ Any political or other messages are not allowed on the items of kit mentioned in this Article.

VI. Advertising provisions for national representative team competitions

Article 16 Parallel application of the club competition provisions

¹ All the above provisions also apply for representative team competition matches, unless the provisions hereafter, or the relevant UEFA competition regulations, stipulate otherwise.

² The emblem of the national association is also subject to the provisions of Article 10 (club emblem and name).

³ In addition to the emblem of the national association, the emblem of the national flag can be used as follows:

a) On the shirt:

- once on the right and once on the left sleeve, not exceeding 12 cm² (twelve square centimetres), or
- once on the back, above the number, and once on the front, at chest height, not exceeding 25 cm² (twenty-five square centimetres).

b) On the shorts:

- once on the front of the shorts, not exceeding 25 cm² (twenty-five square centimetres).

c) On the socks:

- once, anywhere, on each sock (unworn), not exceeding 25 cm² (twenty-five square centimetres).

⁴ The emblem of the national flag must be registered with UEFA. It must be free of advertising, design features or other elements. No restrictions are placed on its shape.

⁵ The emblem of the national flag may be printed, woven or sewn on as a badge on each garment (shirt, shorts and socks).

⁶ The name of the national association may be used once on the shirt and once on the shorts, in connection with the emblem of the national association. The capital letters used for the name must not exceed 2 cm (two centimetres) in height, and the surface area used must not exceed 25 cm² (twenty-five square centimetres). The name must be placed immediately adjacent to the emblem of the national association.

⁷ Either the emblem of the national association or the emblem of the national flag may be placed on each sock (cf. Article 10).

⁸ Advertising by the manufacturer is subject to the provisions of Article 12.

⁹ Advertising for sponsors on playing attire and kit used in the match by outfield players and goalkeepers is strictly prohibited in national representative team competition matches, subject to the provisions of the relevant UEFA competition regulations in force.

¹⁰ A number may also be placed on the front of the shirt at chest height. The number must be between 10 cm (ten centimetres) and 15 cm (fifteen centimetres) in height, be easily legible and contrast clearly with the colours of the kit (cf. Article 6).

VII. Measurement procedure

Article 17 Measurement procedure

¹ Items of kit will be measured according to their geometric form (square, rectangle, triangle, circle, etc.), and calculated using the usual mathematical formula.

² 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.

VIII. Unforeseen cases

Article 18 UEFA competition committees

¹ Any cases not provided for in the present regulations will be dealt with by the UEFA committee responsible for the competition in question.

² The decisions of the committees concerned will be final.

IX. Disciplinary provisions

Article 19 Disciplinary measures

¹ If a club or national association violates any of the present regulations, UEFA may pronounce sanctions or measures, in accordance with its disciplinary regulations.

² Clubs (for club competitions) or national associations (for representative team matches) bear responsibility for the submission of kit to the UEFA secretariat by the manufacturer as required by the regulations in force. They are also solely responsible for the conduct of their players, coaches, officials, etc. concerning the correct implementation of these provisions in UEFA competition matches.

X. Closing provisions

Article 20 Effective date

These regulations were approved by the UEFA Executive Committee on 23 April 1999, and come into immediate effect. They fully replace the version approved on 23 September 1997.

Nyon, 30 April 1999

Lennart Johansson
UEFA President

Gerhard Aigner
UEFA General Secretary

Annexe A

The following terms contained in the present regulations are defined as follows:

Kit-related terms and definitions:

Kit:

Kit includes the following garments and articles which are worn on the person at or in a football match:

- a) underwear
- b) vest/T-shirt
- c) socks
- d) shirt or jersey ('shirt' in the present regulations)
- e) shorts
- f) socks or footless socks ('socks' in the present regulations)
- g) thermal underwear (short or long; warm, insulated trousers worn under shorts/trousers)
- h) shinguards
- i) sweatband
- j) headband
- k) cap
- l) goalkeeping gloves
- m) gloves
- n) support bandages or splints
- o) tracksuit
- p) coat
- q) jacket
- r) waterproof garments
- s) captain's armbands
- t) other articles worn on the person

'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.

Players' kit (including goalkeepers):

Consists of shirt, shorts and socks.

First-choice kit:

The kit that the whole club or national representative team usually wears at football matches.

Second-choice kit:

The kit that the whole club or national representative team wears if their first-choice kit cannot be worn on account of the IFAB Laws of the Game (clash of colours, etc.), or chooses not to wear for some other reason.

Official club/national association mascot:

e.g. 'red devil' for 1. FC Kaiserslautern.

Official symbol of the club/national association:

e.g. 'cannon' for Arsenal FC.

Manufacturer:

Company that manufactures the kit itself and/or distributes it.

Sponsor advertising:

Any form of kit advertising (message, statement, etc.) agreed upon by a club/national association and a third party either for a fee or free of charge. This also includes any advertising which cannot be attributed to the kit manufacturer.

Annexe B

Brand-related terms (Article 12):

Registered trademark:

Trademark which is registered in an official register. Just has to be registered in one of UEFA's member association states. Includes all forms of advertising such as name, logo, product line, figurative logo and script.

Name:

Name of the manufacturer in block letters (= capital 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 the kit which:

- 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.

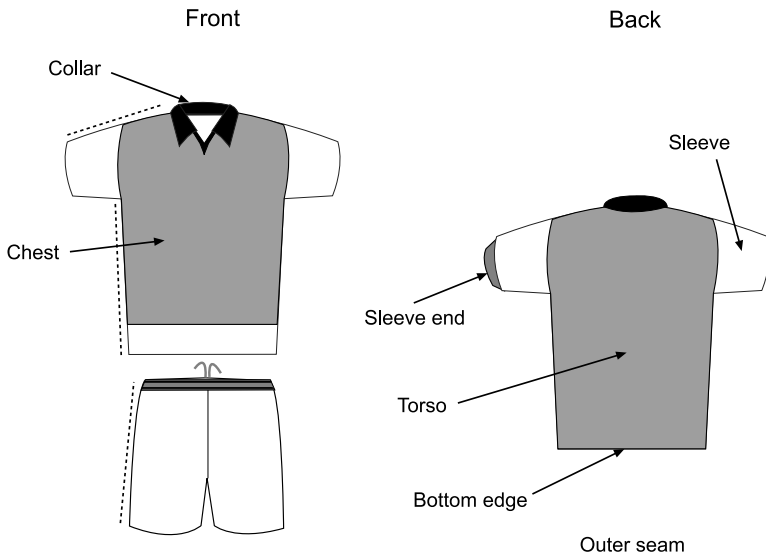
Script:

The particular script of a trade name.

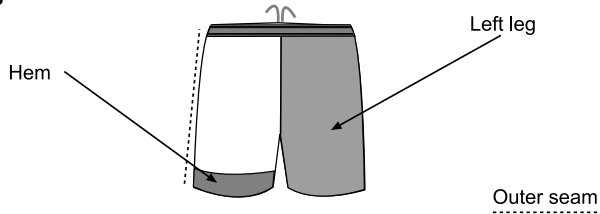
Annexe C

Garment-related terms:

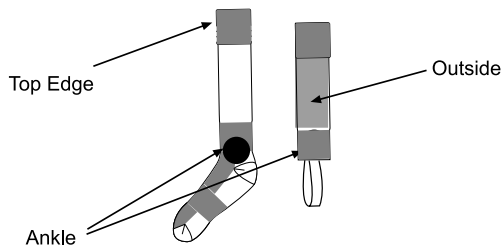
Shirt



Shorts



Socks



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