

UNIFORM POLICY 2023-2024

World Curling Federation

This Uniform Policy refers to the **Rules of Curling and Rules of Competition**.

Only approved clothing, footwear, sport and mobility equipment, and accessories are permitted at any time in the field of play, in the media mixed zone during an official pre-event photo session, post/pre-game WCF media/WCTV interview, or during the medal ceremony. No personal accessories, including but not limited to; mobile phones, water bottles, national flags, and camera devices, are permitted on podiums.

For all uniform designs the 70/30 rule applies. Light-coloured uniforms must be predominantly white or yellow in colour with a minimum of 70% of white or yellow on both the front and back of the uniform. **Any other colour is considered a dark colour. Dark-coloured uniforms must have 70% of the dark colour/colours on both front and back of the uniform.**

Upper playing garments of all team members must be the same colour during the competition.

Base layers and compression sleeves must be compliant with the 70/30 rule.

- a) White or the same colours as the light colour uniform when playing light coloured stones.
- b) Black or the same colours as the dark colour uniform when playing dark coloured stones.

Team members can wear different styles of headgear. Caps must be worn with the peak forward. The headgear should be a continuation of the uniform design or neutral and must be submitted for approval together with uniforms. Headgear worn for religious or cultural reasons (such as hijabs, turbans, or yarmulkes), are permitted, and are excluded from the uniform colour/design regulations but must follow this policy regarding identification marks.

No item falling under the scope of this policy may offend common decency or transmit political, religious, or racial messages or create barriers to inclusion.

APPROVAL PROCESS

All Member Associations must register the design of the jackets, sweaters, shirts, vests/gilets, headgear to be used at least **8 weeks** prior to the start of the event. All customized designs or custom-made items used in the Athlete Field of Play **must** be registered for approval.

Designs may also be registered at the start of a season for multiple events.

The uniform colour/design approval does NOT automatically include sponsor identification mark approval. These must be applied for separately even if the sponsor identification marks are shown on the uniform picture that was submitted.

Member Associations **must** register sponsor names, business category and position on uniform with the WCF no later than **one week before the event. A photograph or diagram in actual size must be included.** The WCF will confirm approval in writing. Sponsor names registered later, or not registered, will not be approved by the WCF.

- There will be no on-site identification mark approval at any WCF event.
- Sponsor identification marks that are not approved or are non-compliant must be removed or covered.
- No previous event identification marks and/or event sponsor identification marks are allowed.
- Approval of sponsor identification marks must be sought and / or renewed for every event

DEFINITIONS

Name	Definition
Accessory	Any article that is worn or used by a team member which is not essential to the participation in the event. e.g., bags, backpacks, wristbands, headgear, scarves, compression sleeves, undergarment, gloves.
Clothing	Any piece of competition clothing worn by a team member, excluding accessories and footwear.
Event Identification Mark	The official identification mark of the event.
Event Sponsor Identification Mark	The World Curling Federation or Local Organising Committee event sponsor or partner identification mark.
Field of Play	The combined area of the Athlete Field of Play and the Team Official Field of Play.
Athlete Field of Play	The area between the scoreboards at each end and extending to the outside edge of each walkway beside the outermost sheets. * The area may be specified based on the type of the venue.
Team Official Field of Play	The area behind the scoreboards as well as including a coach bench where available.
Footwear	Shoes, sliders, and grippers.
Headgear	Any item worn on the head by any team member such as hats, baseball caps, scarfs, headbands, helmets, or any other form of head protection.
Manufacturer Identification Mark	The normal display of the name, designation, trademark, or logo or any other distinctive sign of the manufacturer of an item (excluding encrypted or encoded supports, such as barcodes or QR codes, as well as URLs, social media accounts and hashtags).
Item	Any piece of clothing, accessory or any other item used or worn by any person participating in the World Curling Federation event, appearing on the field of play or within the media mixed zone and/or medal ceremony podiums.
Member Association Identification	The institutional or the commercial emblem of the Member Association and/or the official name of the Member Association.
Mobility Equipment	Any equipment used by a participant for mobility purposes (e.g., wheelchair, prosthetics).

National Emblem	An emblem or seal that is reserved for use by a nation state or multi-national state as a symbol of that nation.
National Flag	National flag that represents and symbolizes a given nation.
Three Letter Country Code	The ISO 3166 three letter code (alpha-3)
Playing Uniform	Clothing of the team members which is subject to rule C3.
Product Technology Identification	The technical identification (which shall not include any Identification of the Manufacturer, or any part thereof) used on clothing to identify any fabric technology.
Team Sponsor Identification Mark	The display of the name, designation, trademark, or logo or any other distinctive sign of the sponsor of a team or Member Association (excluding encrypted or encoded supports, such as barcodes or QR codes, as well as URLs, social media accounts and hashtags).
Sports Equipment	Any sport-specific and necessary equipment used during a WCF event which is essential to the participation in the event (e.g., brooms and brushes, delivery sticks, and delivery aids).
Team Member	All players and team officials with Field of Play accreditation.
Technical Gear	Technical equipment used by team members such as timing equipment, computers, tablets, cameras, tactical boards, and speed traps used in the field of play.

CLOTHING

Manufacturer Identification

Two clothing manufacturer's identification marks are permitted on one playing uniform item to a maximum size of 30 cm² (4.65 square inches) each.

One clothing manufacturer's identification mark is permitted on gloves, socks and compression sleeves to a maximum size 8 cm² (1.24 square inches). *For the 2XU branded sleeve, the X is considered a manufacturer identification mark.*

One identification of the manufacturer is permitted per headgear, with a maximum size of 10 cm² or two identifications with a maximum size of 5cm² placed above the ear or on the back.

Footwear may carry the identification of the manufacturer as generally used on products sold through the retail trade.

Glasses may carry the identification of the manufacturer as generally used on products sold through the retail trade.

One identification of the manufacturer is permitted per wristband, with a maximum size of 6 cm².

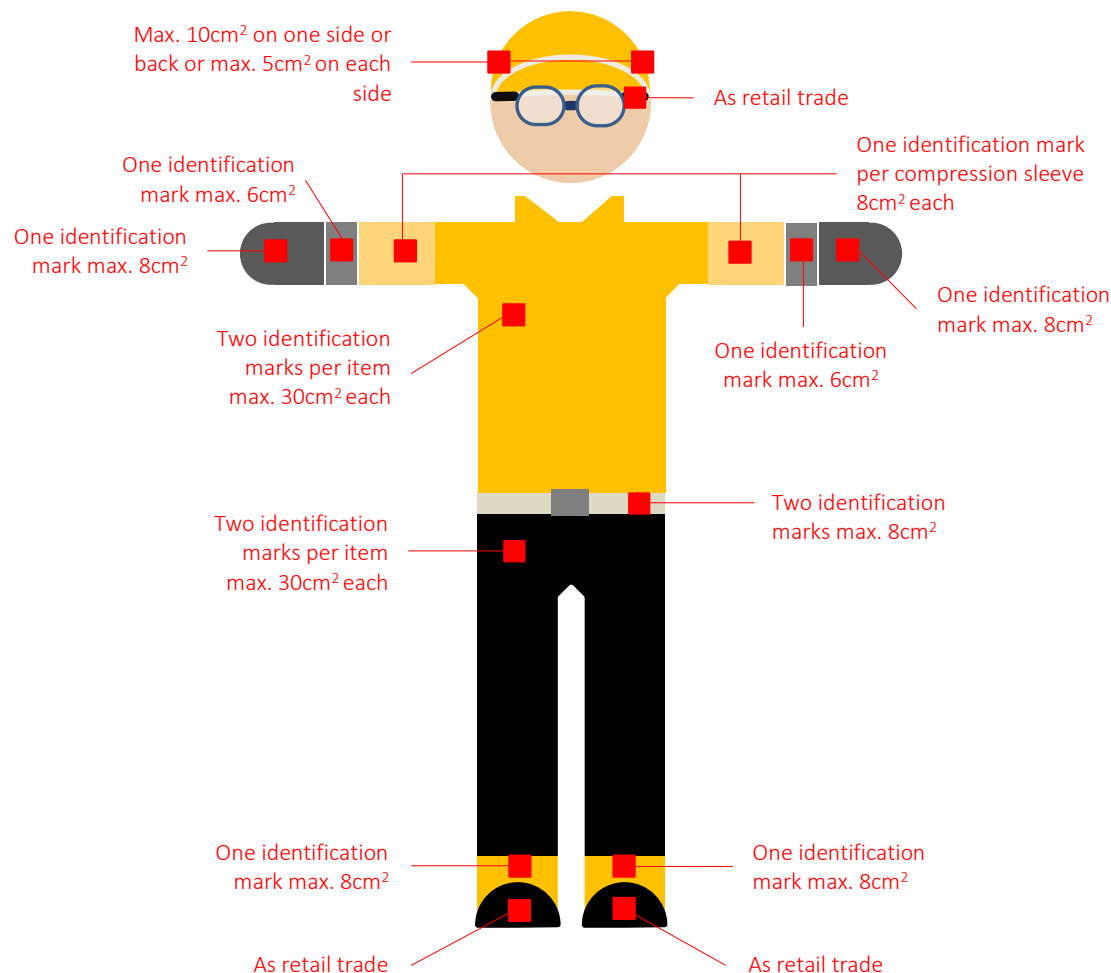
Two identifications of the manufacturer per belt (including the buckle) or trousers braces, with a maximum size of 8 cm² each is permitted.

No Identification of the manufacturer may appear in combination with any other authorised identification. Identifications of the manufacturer may not appear close or adjacent to other authorised identifications, to avoid a composite logo effect or a repetitive effect. This applies also in case of several layers of items worn by the same person.

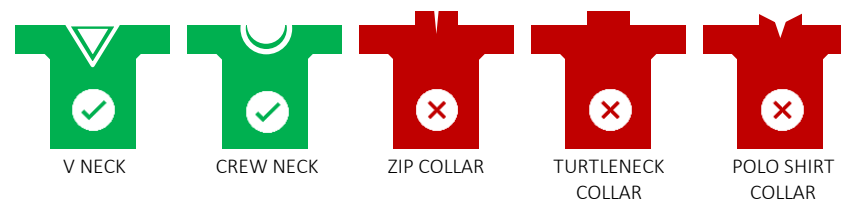
Any identification of the manufacturer must be displayed as generally used on products sold through the retail trade.

Manufacturer identification on collars

No identification of the manufacturer is permitted on collars, i.e., zip collar, turtleneck collar, or polo-shirt collar.



Manufacturer identification on collars.

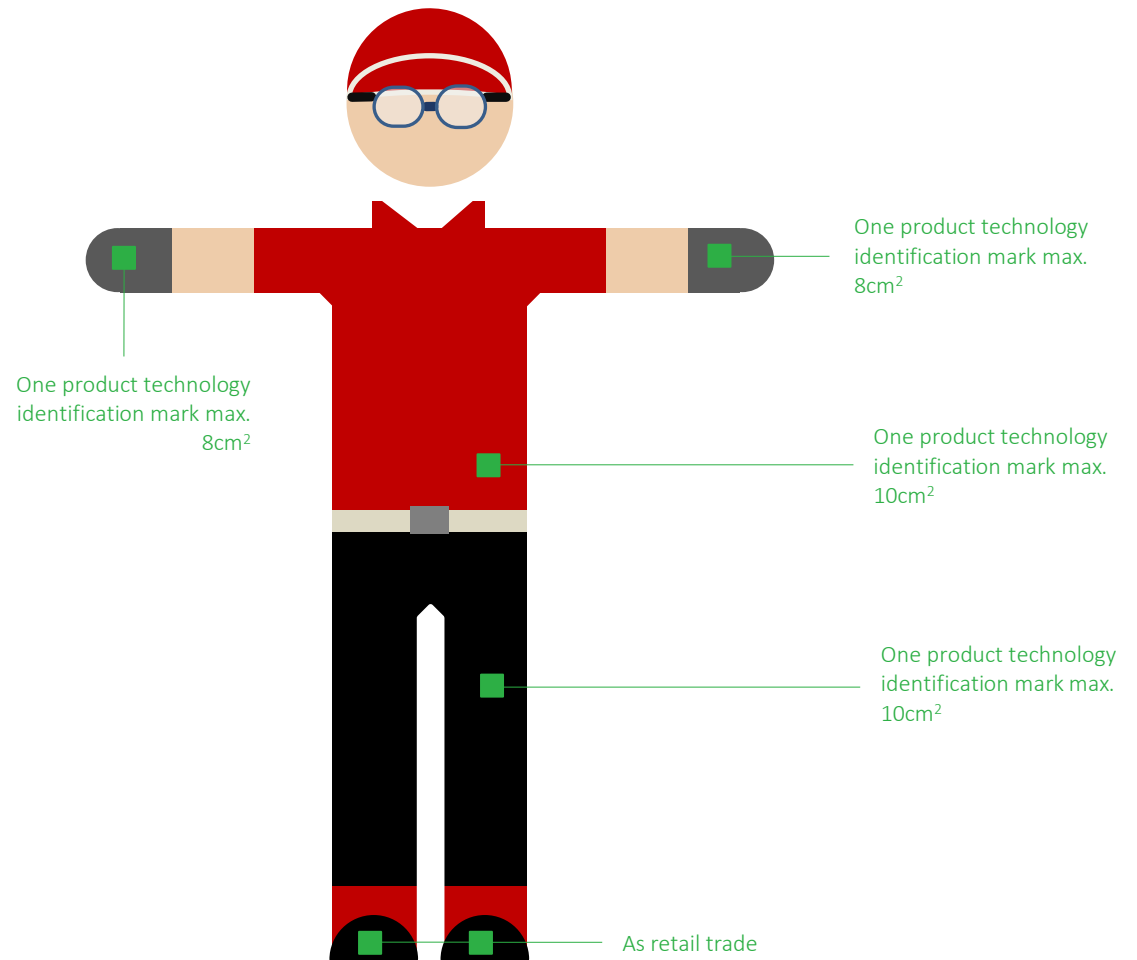


Third party identification

No reference is permitted including nicknames of the participants or any other persons, URL, social media accounts, hashtags, or any other distinctive sign (whether direct or indirect, such as QR codes or barcode) may appear on clothing, equipment, accessory, or any other item used or worn by any player or a team official on the field of play, during media interview, or during the medal ceremony.

Product technology identification

One additional product technology identification is permitted per clothing item.



Team Sponsor Identification/ Event Identification

Team sponsor & Event Identification mark placement must be the same for all team members on all playing garments. No identification marks are permitted in any other position other than those detailed in this policy, or on other items of clothing or curling equipment without prior application to, and approval of, the World Curling Federation. Identification marks cannot be changed during the course of an event.

Field of play accredited team officials working with more than one team must have either matching team uniforms with each team, including all team sponsor and event identification marks or without any team sponsor identification marks.

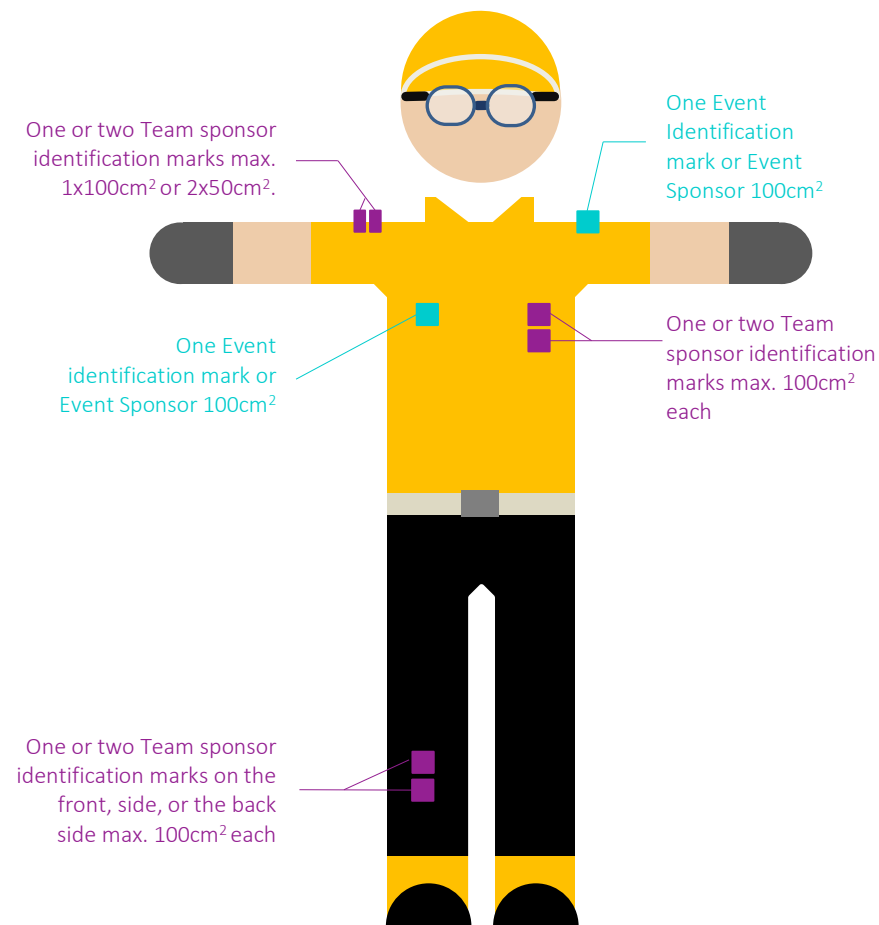
Team Sponsor Identification

Team sponsor identification marks are permitted only if they advertise companies or organisations which carry out business which does not conflict with any World Curling Federation sponsor or event partners or are not prohibited by the World Curling Federation such as Tobacco, unlicensed gambling, and Pornography. Alcohol sponsors are only allowed in certain circumstances and are not allowed in any junior event.

All team members do not have to wear the Team sponsor identification marks on the same leg, but they must be at the same height and location on the trousers.

Team sponsor identification marks are not permitted on trousers or leg covers of wheelchair athletes or team officials who are wheelchair users.

Team sponsor identification mark Options a & b.



Positions where Team sponsor identification marks can be placed:

1. left chest (3 options)

- a. 1 Team sponsor identification mark covering a total area of not more than 10cm in width and 10cm in height.
- b. up to 2 Team sponsor identification marks covering a total area of not more than 10cm in width and 20cm in height, none may exceed a height of 10cm, there should be a minimum of 1cm between them.
- c. up to 3 Team sponsor identification marks covering a total area of not more than 10cm in width and 20 cm in height, no one may exceed a height of 5cm. There should be a minimum of 1cm between them.

2. upper right arm (1 option)

- a. up to 2 Team sponsor identification marks covering a total area of not more than 10cm in width and 10cm in height, there should be a minimum of 1cm between them. In case space only used for one single Team sponsor identification mark, it may not exceed a height of 10cm.

3. leg (1 option)

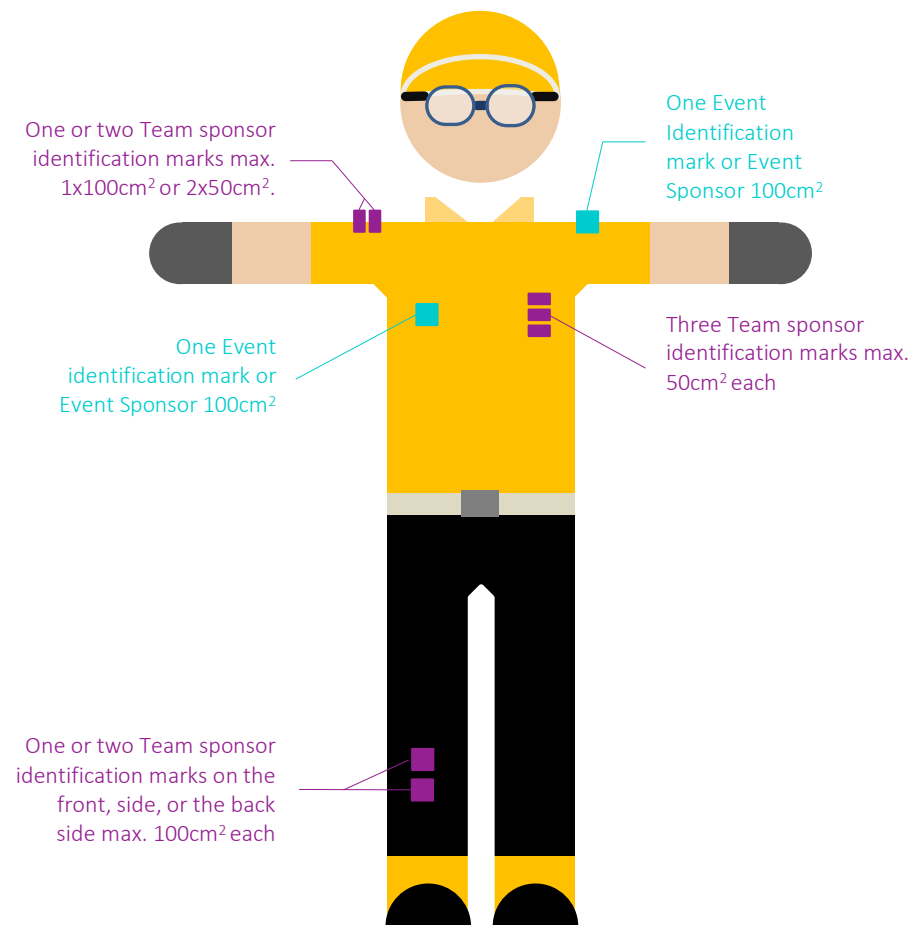
- a. up to 2 Team sponsor identification marks covering a total area of not more than 10cm in width and 20cm in height, no one may exceed a height of 10cm, there should be a minimum of 1cm between them.

The World Curling Federation reserves the right to have Team sponsor identification marks removed or covered in the case they are not applied according to this policy.

Event Identification/ Event Sponsor Identification

One position on the right chest and one on the upper left arm are reserved for the Event identification mark or an Event sponsor identification mark. No Event or Sponsor identification marks from other or previous events are permitted and must be removed.

Team sponsor identification mark Option c.



National Identity

Each upper garment of the playing uniform must have the team member's surname in 5 cm (2-inch) or larger letters across the upper back of the garment, and the country name (or three letter country code) in 5cm (2-inch), or larger letters, across the back above the waist. **Writing can be in the language of that country but must be written using Latin script.** A National or Member Association identification mark may also be displayed on the back, but only in addition to the country name and must be placed between the player's name and the country name/code.

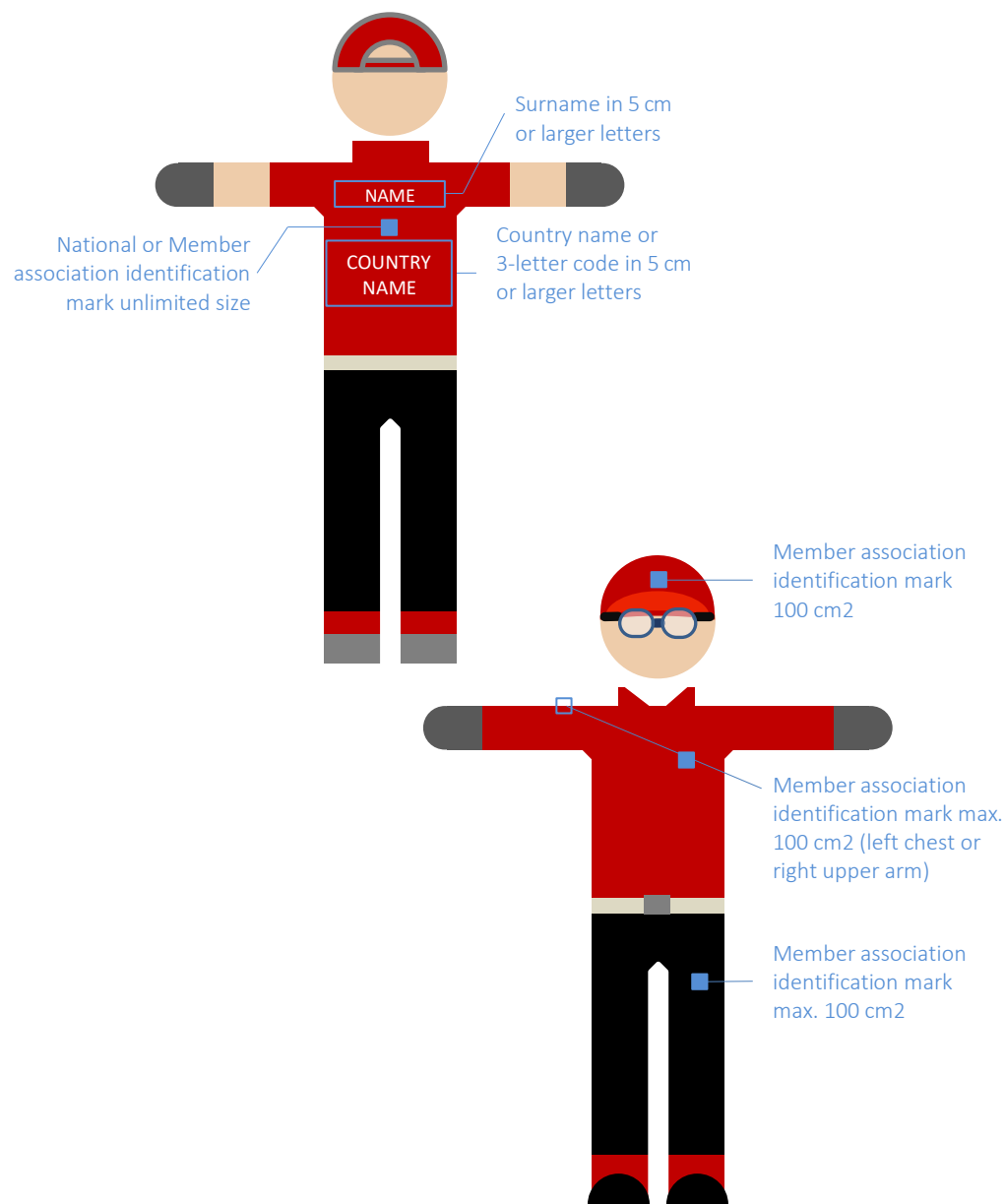
All team officials with field of play accreditation must also adhere to the above-mentioned, except that their team position name can be used as an alternative to the name e.g., Coach, National Coach, **Physiotherapist, Translator, Team Leader.**

Two Member Association identification marks are permitted per upper garment. One can be on the left chest or the upper right arm in place of one of the Team Sponsor identification marks but must remain within the size restrictions of the Sponsor identification mark option chosen, the other can be on the back of the uniform (between the name and country name) with unlimited size.

One Member Association identification mark is permitted per other clothing item with a maximum size of 100 cm² (16 square inches) per item.

National emblems, and national flags are allowed and are not limited by size or number. Country name (or three letter country code) can be displayed on other places as an addition to the required placement.

None of the above-mentioned may be placed on any position reserved for Event identification or Event sponsors marks.



SPORT EQUIPMENT/MOBILITY EQUIPMENT

Brushes/Brooms/Delivery Sticks

One Team sponsor identification mark or Team name is permitted per one handle with a maximum size of 100 cm² (16 square inches).*

Each brush/broom/delivery stick may carry the Identification of the Manufacturer as generally used on products sold through the retail trade.

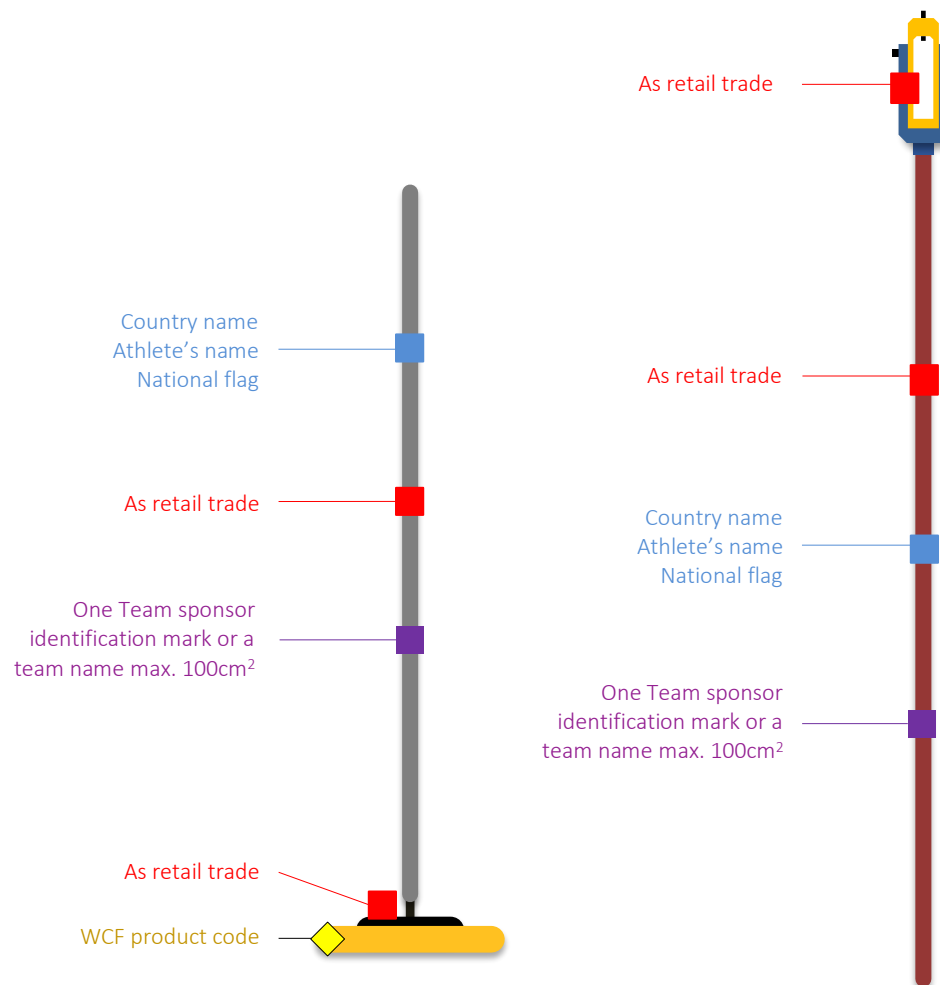
They may also carry:

- Country name (or three letter country code) country flag
- Player's full name or the name as on the back of their upper garments.*

Note:

- Third Party Identification rules applies for the sport equipment.
- No markings are allowed on the part of the brush which touches the ice.
- Each brush/broom pad must carry a WCF product code.

* These markings are not allowed at the Olympic, Paralympic, Universiade, and Youth Olympic Games.



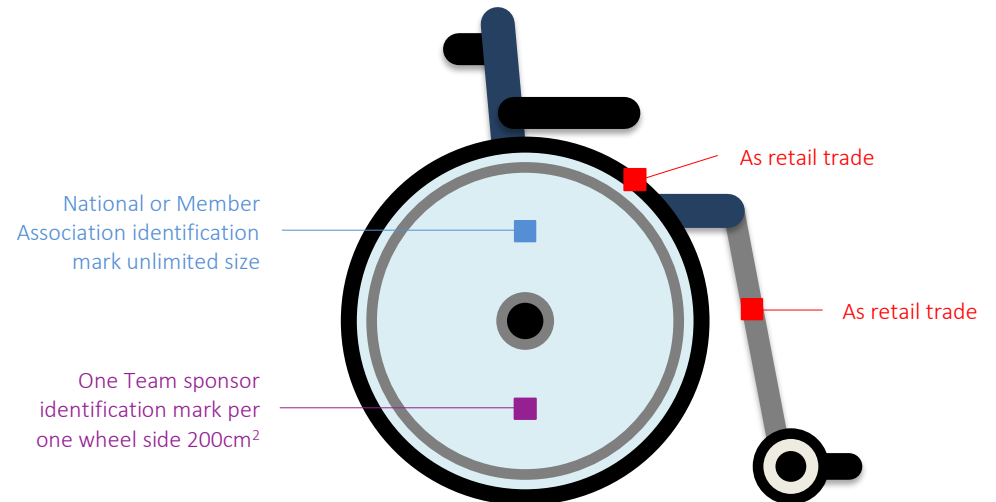
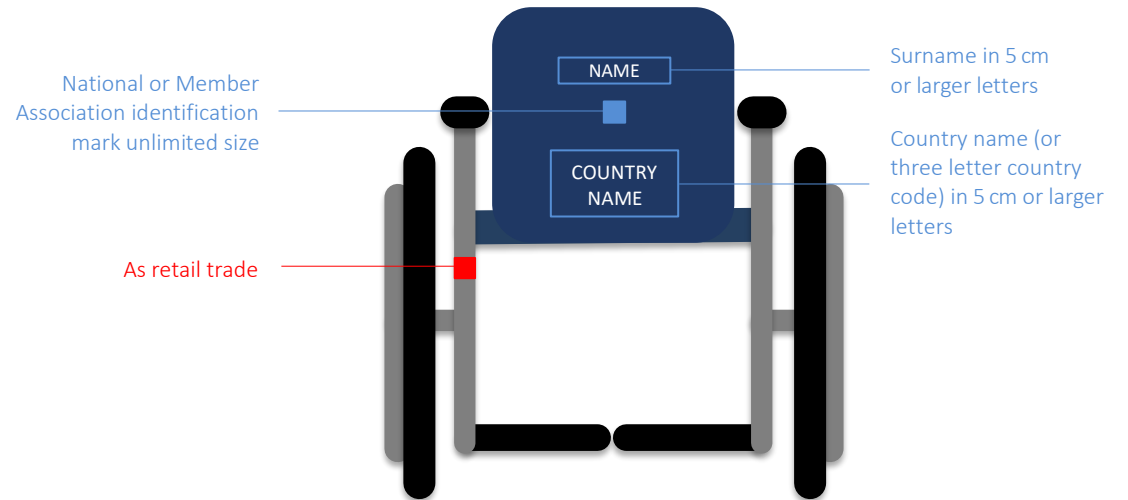
Wheelchairs

Team member's surname in 5 cm (2-inch) or larger letters may be displayed on the back of the seat, and the country name (or three letter country code) in 5cm (2-inch), or larger letters. A national or Member Association identification mark may also be displayed, but only in addition to the country name and must be placed between the surname and the country name.

A National or Member Association identification mark and/or country name (or three letter country code) may be displayed on each wheel and may be in addition to a Team sponsor's identification mark. There are no size restrictions for the Member Association name or Country/Member Association identification marks on wheels.

One Team sponsor's identification mark may be displayed on each wheel (may be different sponsors), with the total crest size per wheel not greater than 200 cm² (31 square inches).

Each wheelchair may carry the identification of the manufacturer as generally used on products sold through the retail trade.



OTHER EQUIPMENT

Bags & Backpacks

Any bag or backpack in the Athlete Field of Play, or attached to a wheelchair during the games, practices, or ceremonies, may carry one identification of the manufacturer covering not more than 10% of the surface and not greater than 60 cm² (9.3 square inches). The location of the identification must be on the larger side of the bag. **All team bags or backpacks positioned on the back of the wheelchairs in the athlete field of play must be the same.**

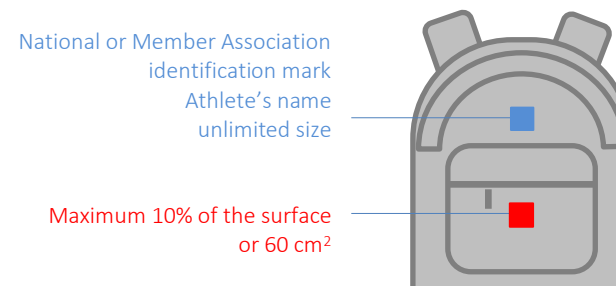
Water bottles

Water bottle in the field of play, may carry an identification of the manufacturer of the bottle, or a sports drink, as generally used on products sold through retail trade. A bottle may also carry a national or Member Association identity mark, country name or three letter code, and the player's name as is on the playing uniform.

NON-BRANDED ITEMS

Certain items **must not** feature any identification of the manufacturer if brought to the Athlete Field of Play: headphones, towels, bandages, contact lenses, earplugs, nose clips, face masks, face shields and kinesiology/sports tape.

1x100cm² or 2x50cm²



BRANDING GUIDELINES SUMMARY

ITEM	Submit for Approval	Manufacturer Identification	Product Technology Identification	Member Association Identification	National emblem or flag	Athlete's Name	Country Name or Country Code	Team Sponsor	Event Sponsor	Event Identification Mark	WCF Product Code
Submission Approval Deadline		8 Weeks	8 Weeks	8 Weeks	8 Weeks	8 Weeks	8 Weeks	1 Week	No	No	No
Jacket	Yes	2 x 30cm ²	1 x 10 cm ²	Max 2x Optional	Unlimited Optional	1x	1x Optional more	1x 100cm ² or 2x 100cm ² or 3x 50cm ² Upper arm: 1x 100cm ² or 2x 50cm ²	1 x 100cm ²	1 x 100cm ²	x
T-shirt	Yes	2 x 30cm ²	1 x 10 cm ²	Max 2x Optional	Unlimited Optional	1x	1x Optional more	1x 100cm ² or 2x 100cm ² or 3x 50cm ² Upper arm: 1x 100cm ² or 2x 50cm ²	1 x 100cm ²	1 x 100cm ²	x
Other top layer of the uniform (Body warmer, Vest, Gilet)	Yes	2 x 30cm ²	1 x 10 cm ²	Max 2x Optional	Unlimited Optional	1x	1x Optional more	1x 100cm ² or 2x 100cm ² or 3x 50cm ²	1 x 100cm ²	1 x 100cm ²	x
Headgear	Yes	2 x 5cm ² or 1 x 10 cm ²	x	1x Optional	Unlimited Optional	x	1x Optional	x	x	x	x
Trousers/Skirt	Recommended	2 x 30cm ²	1 x 10 cm ²	1x Optional	Unlimited Optional	x	1x Optional	2 x 100cm ² x for wheelchair athletes and wheelchair team officials	x	x	x
Brush/Broom/Delivery Stick	Recommended for customised items	Retail	x	1x Optional	Unlimited Optional	1x Optional	1x Optional	1x 100cm ²	x	x	1x Brush-pad
Gloves	Optional	1 x 8cm ²	1 x 8 cm ²	1x Optional	Unlimited Optional	x	1x Optional	x	x	x	x
Undergarment	Optional	1 x 8cm ²	x	1x Optional	Unlimited Optional	x	1x Optional	x	x	x	x
Footwear	Optional	Retail	Retail	1x Optional	Unlimited Optional	x	1x Optional	x	x	x	x
Wheelchair	Optional	Retail	x	1x Optional	Unlimited Optional	1x Optional	1x Optional	2 x 200cm ² one per wheel	x	x	xx
Other Non-listed Equipment/Accessories	Optional	1 per item or Retail <small>See specifications</small>	x	1x Optional	Unlimited Optional	x	1x Optional	x	x	x	x

MEASURING AUTHORISED IDENTIFICATIONS AND SPONSORS

Regular Shapes

Where the Identification of the Manufacturer or Sponsor appears as a rectangle or square, the mathematical rules used to calculate the surface area of the shape will be applied.

$$\text{Area} = A \times B$$



Irregular Shapes

Where the Identification of the Manufacturer or Sponsor is an irregular shape, a rectangle or square will be traced around the identification and the mathematical rules used to calculate the surface area of the rectangle or square shall be applied.

$$\text{Area} = A \times B$$



Combined Shapes

Where the Identification of the Manufacturer or Sponsor combines the manufacturer/sponsor's name with the manufacturer/sponsor identification mark, a rectangle or square will be traced around the combined identification and the surface area of the rectangle or square shall be calculated in its entirety.

$$\text{Area} = A \times B$$



In all instances where the Item contains elastic material (such as LYCRA®), the Authorised Identification size shall be measured stretched (e.g., as worn by the athlete).

PENALTIES FOR UNIFORM VIOLATIONS

All fines will be issued to the concerned Member Association. The penalties apply for all WCF events.

The financial fines apply for every violation by one or more team members during an event. Repeated violations may result in additional sanctions as per the rules (C3 (d)).

Along with the above fine, any identification marks on clothing or shoes that violate this uniform policy need to be covered or removed for the entire event. Taping of accessories is not permitted. **Any accessories that violate the Uniform policy will not be allowed in the field of play.**

Example fine

One or more player(s) or team official(s) present with event identification mark missing + unapproved team sponsor. (One team is violating two rules).

The total financial fine for Tier one classified event is 200 (event identification mark missing) + 750 (unapproved team sponsor) = 950 USD.

Not meeting submission deadlines

- Member Association submits uniforms design approval after deadline.
- Member Association submits sponsor identification mark approval after deadline.

Major violations during events

- Team shows up in an unapproved uniform.
- Unapproved Team sponsor (a fine for each unapproved sponsor crest)

Minor violations during events (including but not limited to)

- Team sponsor identification mark wrong position, number, or size over limit
- Event identification mark or Event sponsor identification mark missing, wrong size, wrong position.
- Previous event identification mark or Event sponsor identification mark visible
- Manufacturer identification mark wrong position, number, or size over limit
- Country sign or player's name wrong position, missing or outside limits.
- Wrong colour of the upper garment
- Wrong colour of the base layer or (compression) sleeves

Note: If a team commits any further uniform violations during an event, **each** violation will incur a fine (financial penalty) as above.

PENALTIES APPLIED

Competition Tier	Competition	Not Meeting Deadlines	Major Violations	Minor Violations
Tier 1	WMCC PCCC-A WWCC OQE WMDCC OWG ECC-A PWG	300	750	200
Tier 2	WJCC YOG WWhCC WUG WWhMDCC	300	300	150
Tier 3	WJBCC PCCC-B WWhBCC WMDQE ECC-B OQE-1	300	200	100
Tier 4	WMxCC ECC-C WSCC	300	150	50