



# COMMERCIAL MARKINGS ON CLOTHING AND EQUIPMENT – A VISUAL GUIDE

This document is a supplement to the *Specifications for Commercial Markings on Equipment*, following the same numbering in the table of contents

## INTERNATIONAL SKI AND SNOWBOARD FEDERATION

Blochstrasse 2  
CH-3653 Oberhofen am Thunersee  
Switzerland

Phone: +41 33 244 61 61  
E-Mail: [katharina.zobrist@fis-ski.com](mailto:katharina.zobrist@fis-ski.com)  
Website: [fis-ski.com](http://fis-ski.com)

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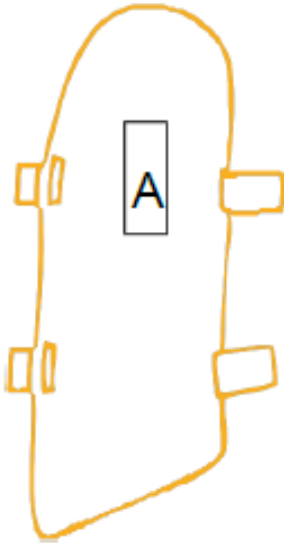
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**2.1.2 ARM AND LEG PROTECTION**

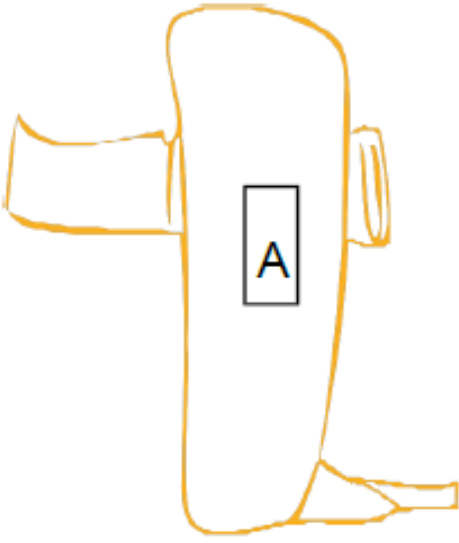
One commercial marking of the manufacturer of maximum surface area of 12 cm<sup>2</sup> per piece may be displayed on the leg and arm protections.

Markings may not be divided into two smaller ones.

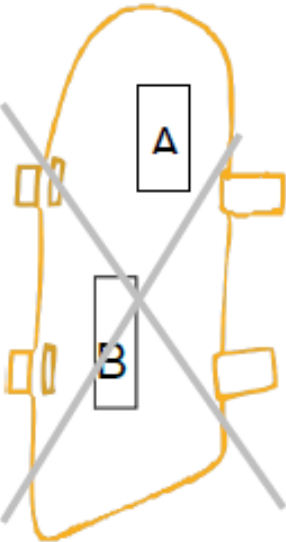
Sponsor markings on the arm and leg protection are permitted if those protections are part of the clothing and are within the overall commercial marking of clothing.



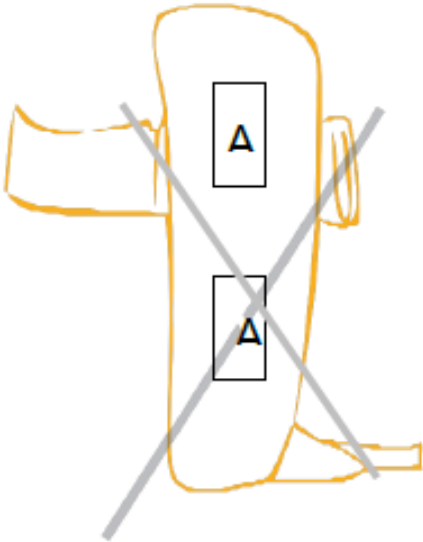
Leg protection



Arm protection



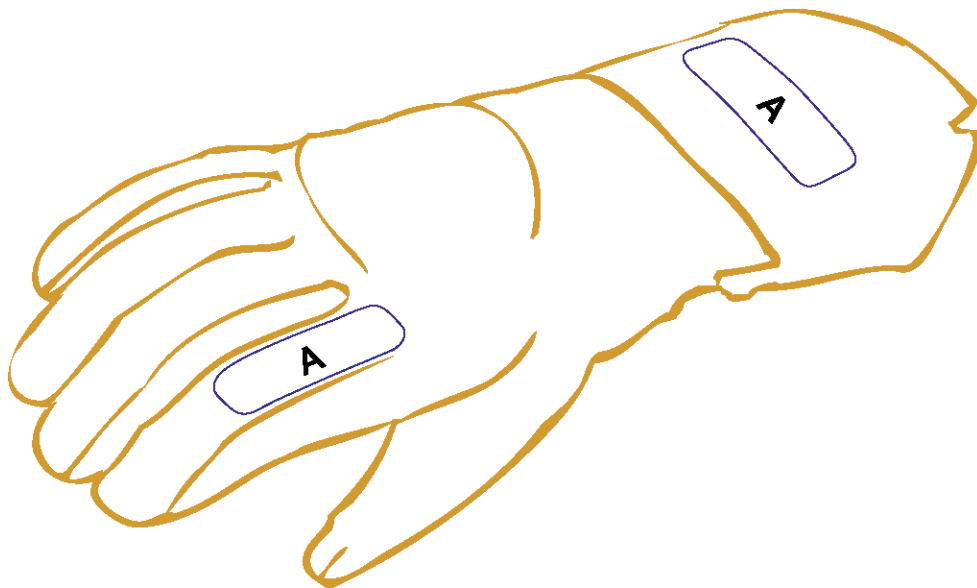
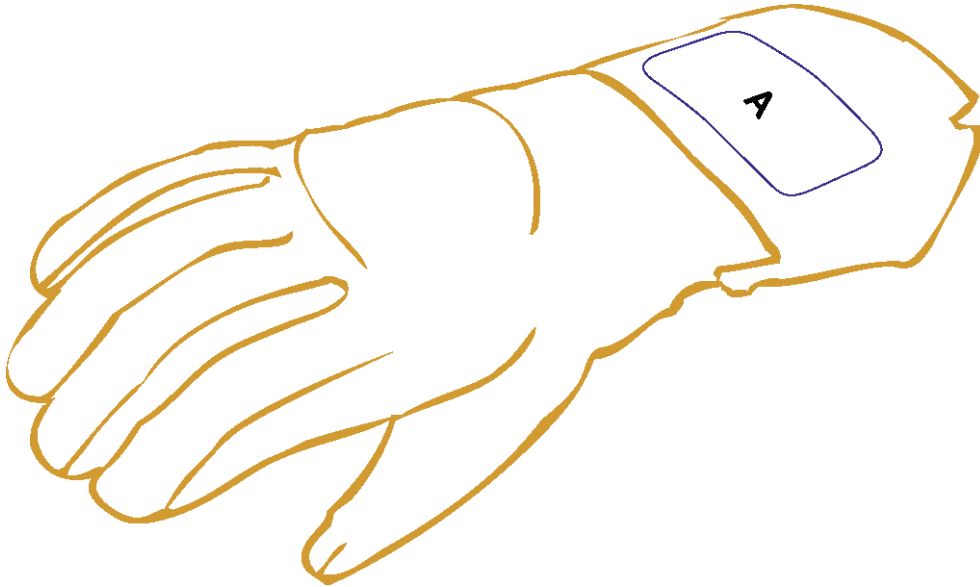
Leg protection - wrong



Arm protection - wrong

## 2.2 GLOVES

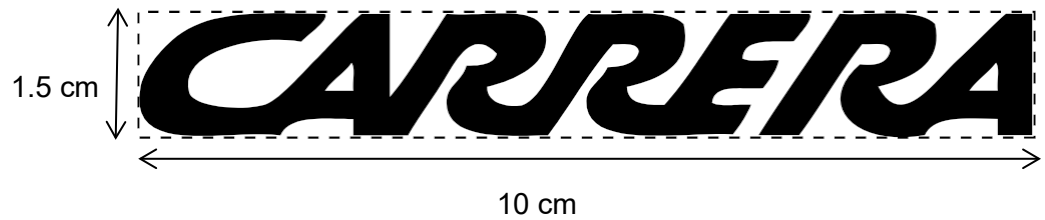
**A** = One marking of the glove manufacturer with a maximum surface of 15 cm<sup>2</sup> per glove or two markings of the glove manufacturer with a combined surface area of 15 cm<sup>2</sup> per glove.



## 2.3 GOGGLES

**A** = Two commercial markings of the manufacturer with a maximum surface area of 15 cm<sup>2</sup> in an unstretched position.

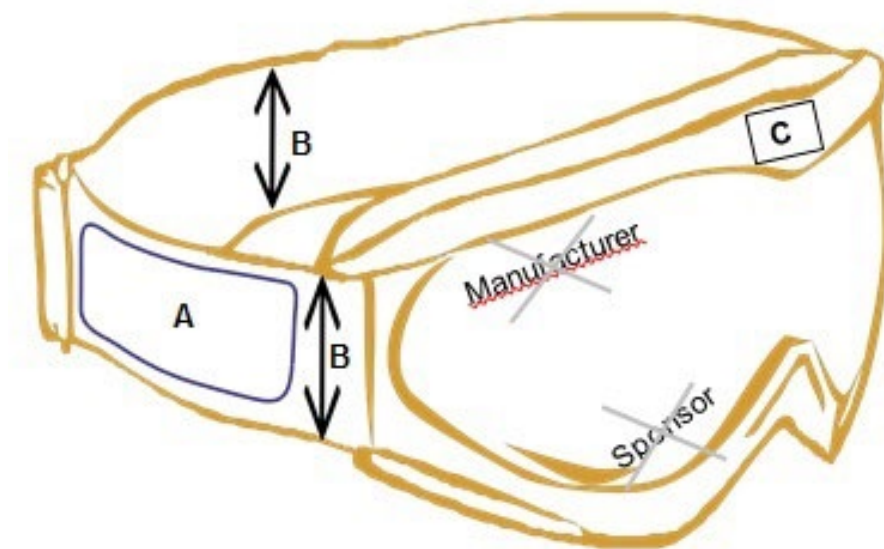
Example: 1.5 cm x 10 cm = 15 cm<sup>2</sup>



**B** = Straps no wider than 5 cm.

**C** = A moulded logo may appear on the frame centrally on the forehead.

In the case of frameless goggles (with reduced frame thickness), the brand name may appear on the lenses in a similar position and size as on the frame and a technical identification relating to goggle lenses is accepted.

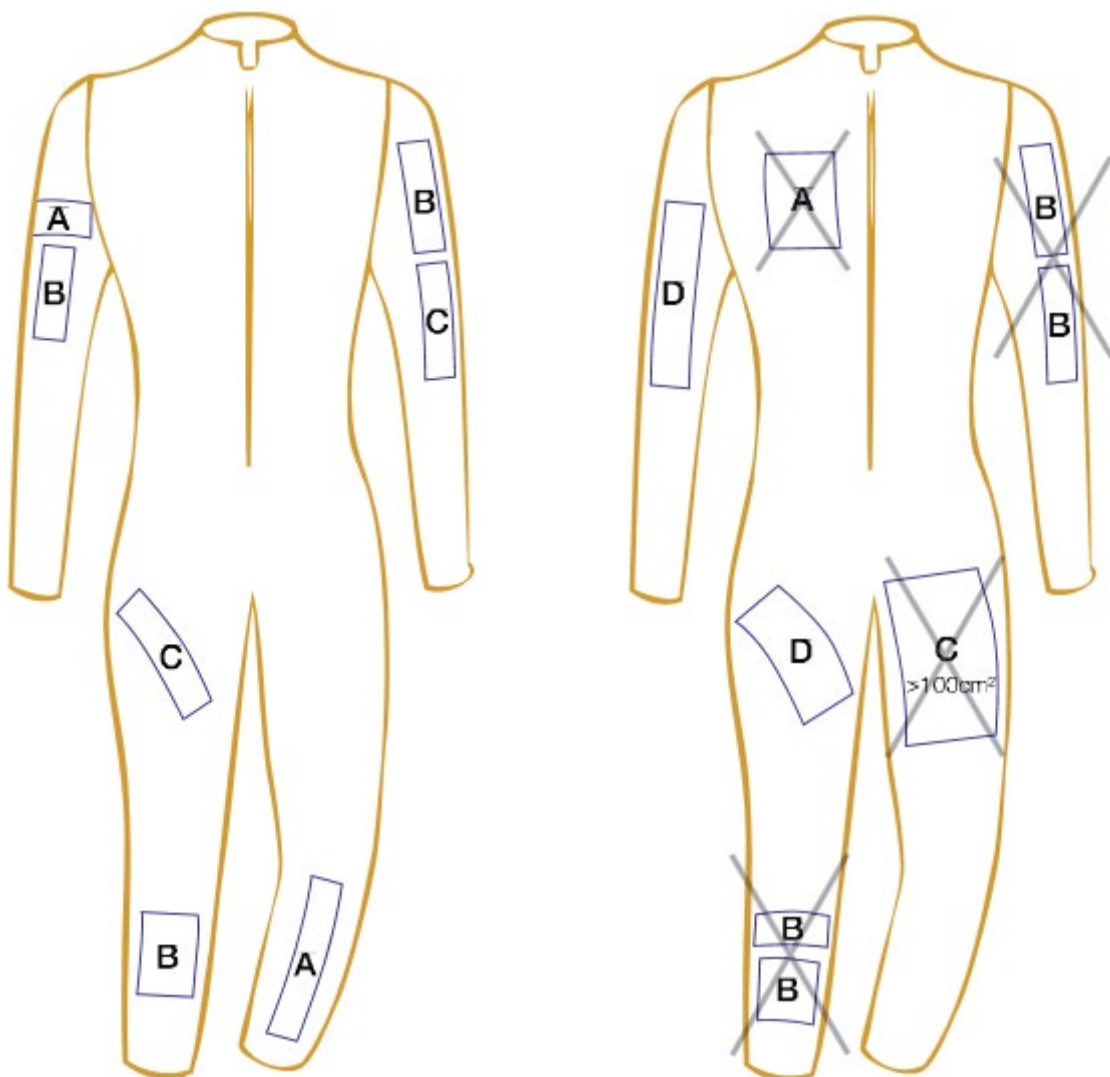


## 2.4. RACING SUIT

The following rules apply for commercial markings on the racing suit:

- The number of markings is not restricted
- The maximum surface area for a single marking is  $100 \text{ cm}^2$  (= **C**)
- The total maximum surface of all markings must not exceed  $500 \text{ cm}^2$
- No markings in the bib area (= **A**)
- No markings of the same sponsor above, or beside each other (= **B**)

**A** = Sponsor 1 / **B** = Sponsor 2 / **C** = Sponsor 3



### 2.4.3 ROLLNECK OR NECKWARMER

Markings on the rollneck **or** neck warmer (not both!) are in addition to the 500 cm<sup>2</sup>.

A military symbol (emblem), indicating the national military organisation and similar organisations may be displayed on warm-up suits (not on headgear or race suits), with a maximum size of 20 cm<sup>2</sup>. This symbol is not included within the 500 cm<sup>2</sup> total surface area of the commercial markings. This applies also to markings of charitable organisations.

#### *Rollneck:*

may display the manufacturer's trademark and/or the name of a sponsor with one or two identifications, with a maximum **total** surface area of 20 cm<sup>2</sup>.



#### *Neck warmer:*

may display the manufacturer's trademark and/or the name of a sponsor with one or two identifications, **each** with a maximum surface area of 20 cm<sup>2</sup>. Logos must not be positioned above the neck or cover the face of the athlete.



Logos must not be positioned above the neck or cover the face of the athlete.

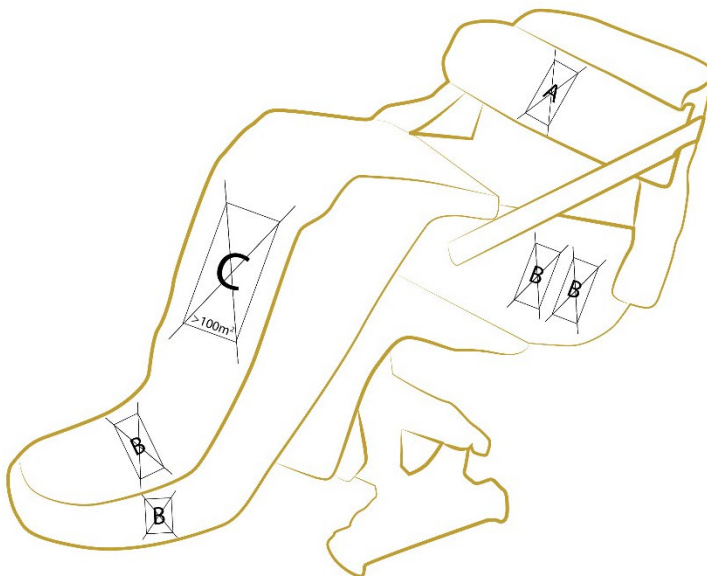
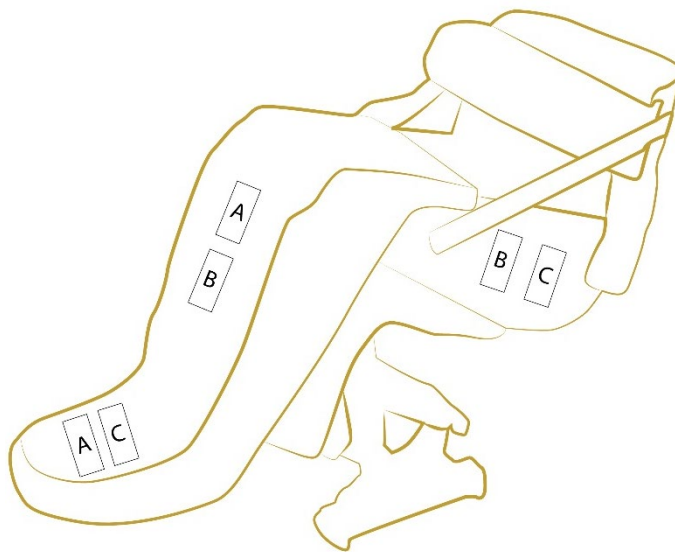
may display the manufacturer's trademark and/or the name of a sponsor with one or two identifications, **each** with a maximum surface area of 20 cm<sup>2</sup>.

## 2.5 SIT SKI (PARA ALPINE SKIING AND PARA CROSS-COUNTRY)

Commercial markings on a sit ski are considered to be part of the racing suit and are counted towards the total surface area allowed. The same regulations that apply to the racing suit are applicable to sit skis:

- The number of markings is not restricted
- The maximum surface area for a single marking is 100 cm<sup>2</sup> (= **C**)
- The total maximum surface of all markings must not exceed 500 cm<sup>2</sup>
- No markings in the bib area (= **A**)
- No markings of the same sponsor above, or beside each other (= **B**)

**A** = Sponsor 1 / **B** = Sponsor 2 / **C** = Sponsor 3





## 2.7 MASK / MOUTH-NOSE COVER

Only the national flag or the logo and design of the NSA is allowed with no limitation of size.

### 2.8.3 HELMETS AND HEADWEAR

The following rules apply for markings on helmets and headwear:

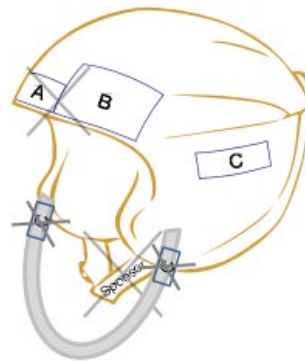
- The number of sponsors (in addition to the manufacturer) is limited to 2.
- The total surface of all markings (excluding manufacturer) must not exceed 100 cm<sup>2</sup>
- The NSA identification must be a minimum of 6 cm<sup>2</sup> (= **A**)
- Two commercial markings of the manufacturer, max. area 15 cm<sup>2</sup> each, placed above or below the ears (= **C**)
- 1 cm gap between NSA identification and sponsor/manufacturer markings
- No advertisement on chin strap and face guard
- The name/nickname (incl. hashtag) is limited to 20 cm<sup>2</sup> (at the back of the helmet)

**A** = NSA identification

**B** = Sponsor 1

**C** = com. marking manufacturer

**D** = Sponsor 1 or 2

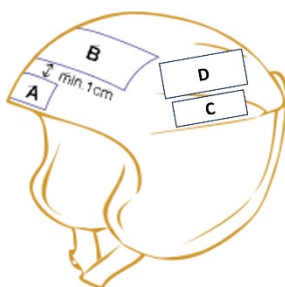


3 Examples for the positioning of the commercial markings on helmets:

#### Example 1

**B** = Sponsor 1, 50cm<sup>2</sup>, front

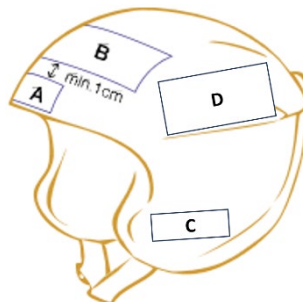
**D** = Sponsor 1 or 2, 25 cm<sup>2</sup>, on both sides of the helmet



#### Example 2

**B** = Sponsor 1, 50 cm<sup>2</sup>, front

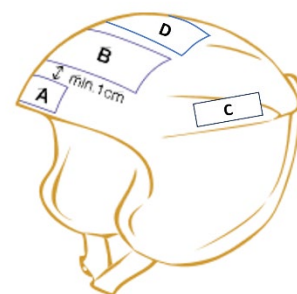
**D** = Sponsor 1 or 2, 50 cm<sup>2</sup> on one side



#### Example 3

**B** = Sponsor 1, 50 cm<sup>2</sup>, front

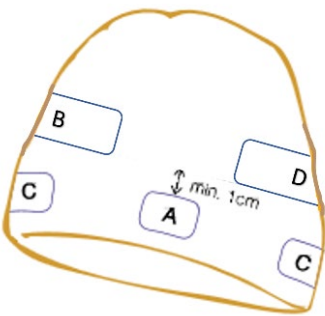
**D** = Sponsor 2, 50 cm<sup>2</sup>, front (above B)



3 Examples for the positioning of the commercial markings on headwear:

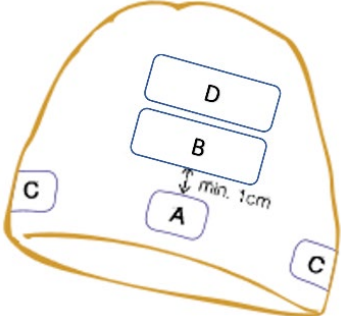
Example 1

**B** = Sponsor 1, 50cm<sup>2</sup>, on one side  
**D** = Sponsor 1 or 2, 50 cm<sup>2</sup>, on one side



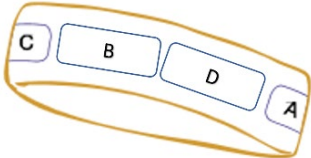
Example 2

**B** = Sponsor 1, 50 cm<sup>2</sup>, front  
**D** = Sponsor 1 or 2, 50 cm<sup>2</sup>, front (above B)



Example 3

**B** = Sponsor 1, 50 cm<sup>2</sup>, front  
**D** = Sponsor 2, 50 cm<sup>2</sup>, front

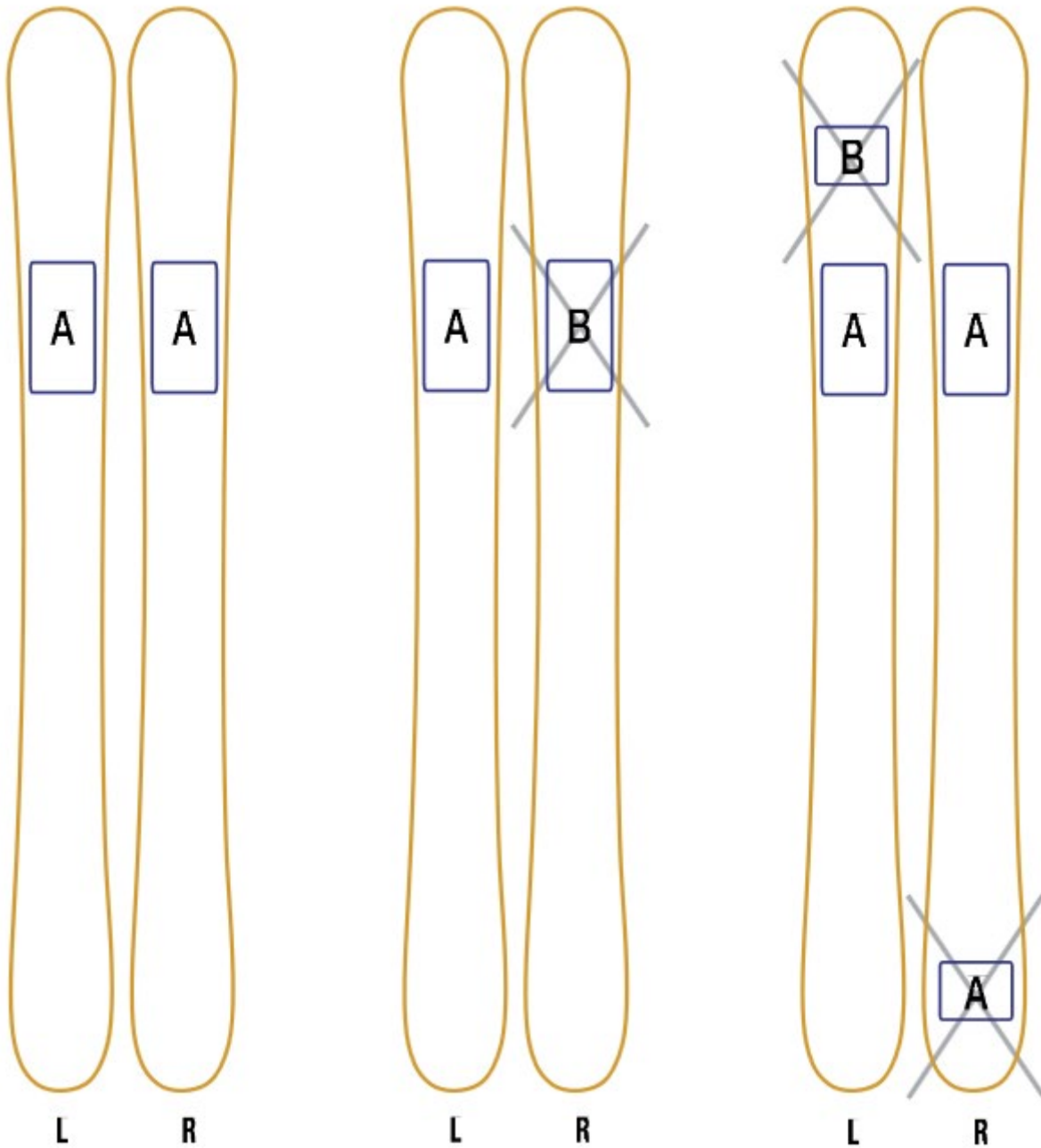


Please note: These visualizations are just a few possible examples of the many possibilities for positioning the markings.

### 2.8.4 JUMPING SKIS

The maximum sponsor area per ski is limited to one marking of 200 cm<sup>2</sup>.

The marking must be identical on both skis.



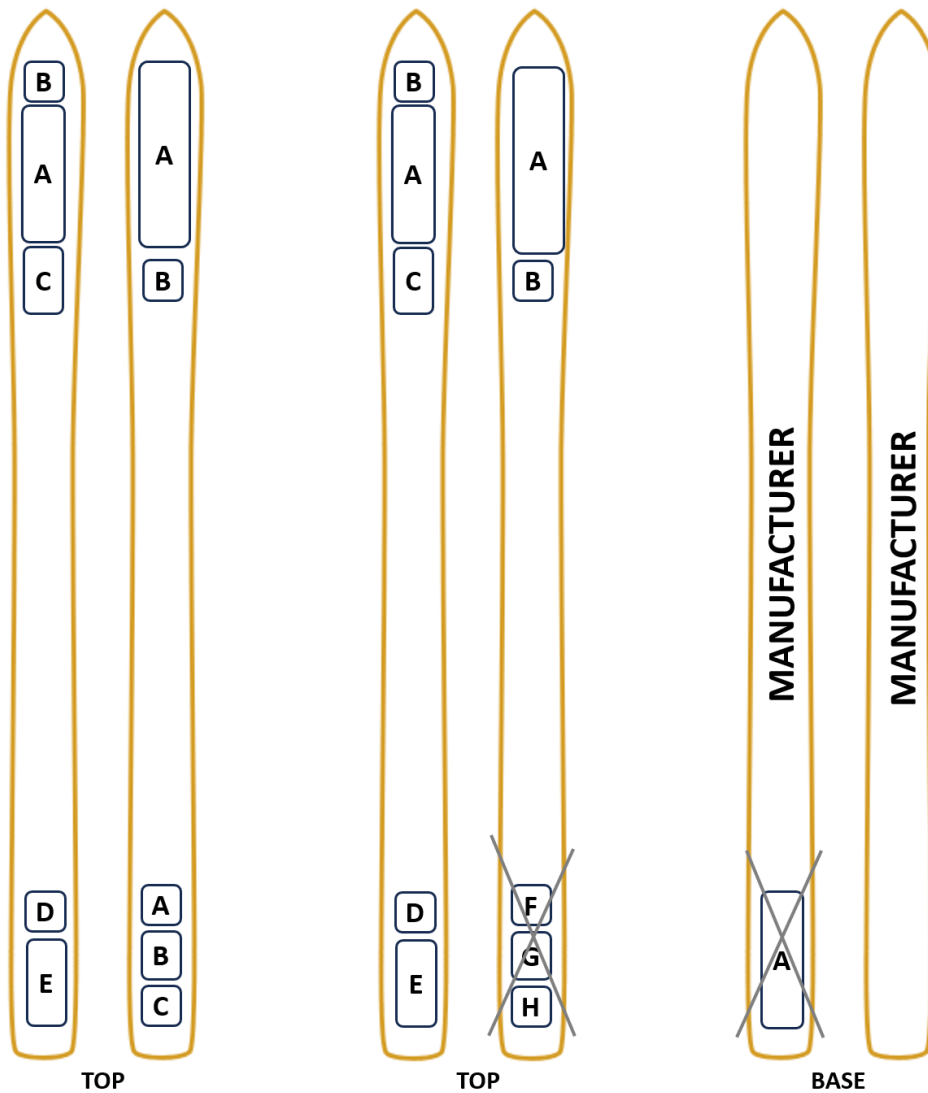
### 2.8.5 AERIAL SKIS / BIG AIR / HALFPIPE / SLOPESTYLE / MOGULS

The **TOP** of the ski may carry:

- The commercial marking of the manufacturer
- up to five sponsor markings with a total surface area of 160 cm<sup>2</sup> per ski
- up to a total number of five sponsors across both skis

The **BASE** of the ski may only carry the commercial markings of the manufacturer.

Sponsor markings are not permitted on the base of the ski.



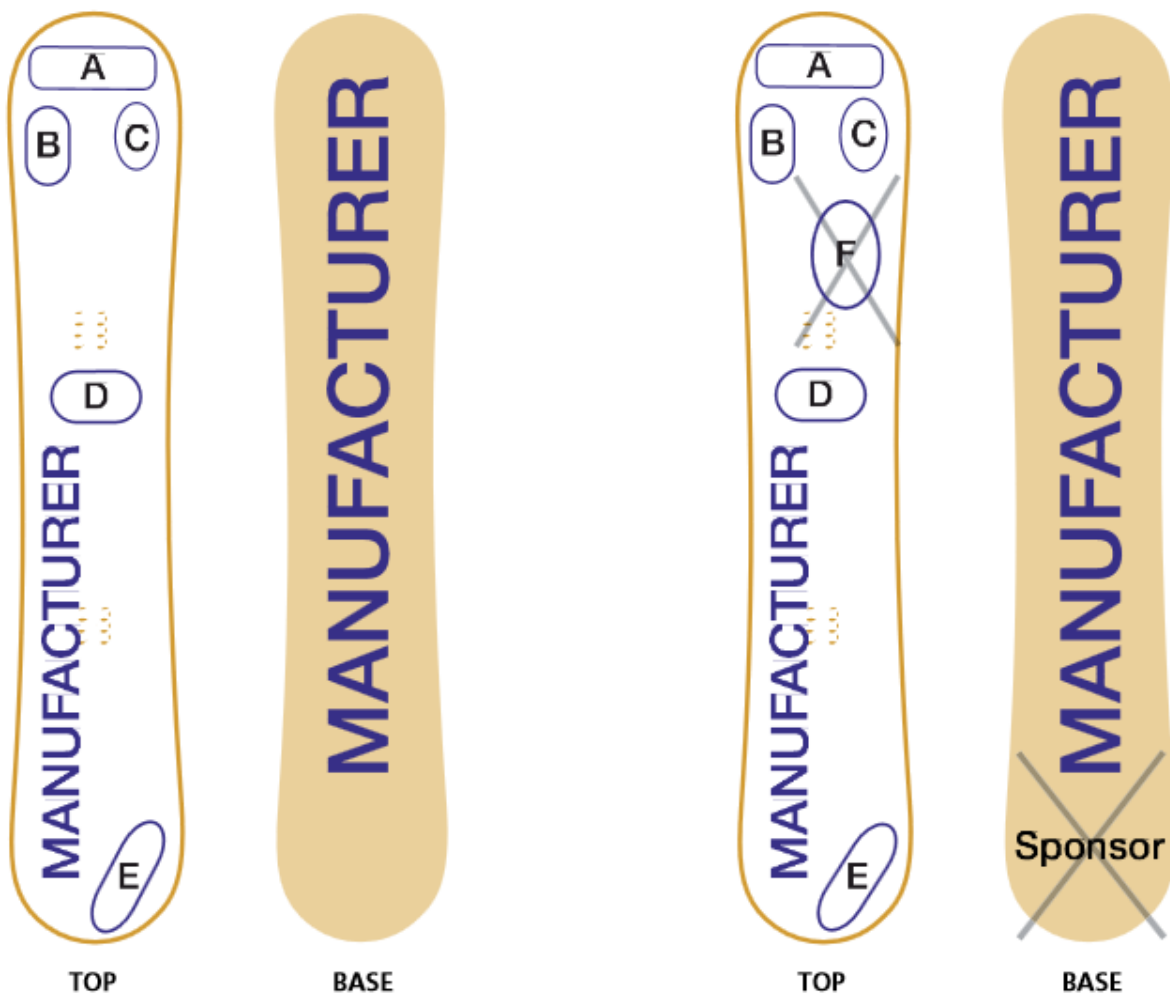
## 2.8.6 SNOWBOARDS

The **TOP** of the snowboard may carry:

- the commercial marking of the manufacturer
- up to five sponsor markings with a total surface area of 500 cm<sup>2</sup>, but none bigger than 200 cm<sup>2</sup>.

The **BASE** of the snowboard may only carry the commercial markings of the manufacturer.

Sponsor markings are not permitted on the base of the snowboard.



### 3.1 EXAMPLE MARKING MEASURING

The commercial markings must be measured in an unstretched shape, with the boxing measurement system, where the box must frame the whole commercial marking:



If the marking is contained within an area of different colour, the total surface area of the different colour is to be measured.

