COMMERCIAL MARKINGS ON CLOTHING AND EQUIPMENT – A VISUAL GUIDE

valid from June 2022, replacing all earlier versions

INTERNATIONAL
SKI AND SNOWBOARD
FEDERATION

INTERNATIONAL
SKI AND SNOWBOARD
FEDERATION

Blochstrasse 2
CH-3653 Oberhofen am Thunersee
Switzerland

Phone: +41 33 244 6161
E-mail: buehrer@fisski.com
Website: fis-ski.com

Oberhofen, May 2022

TABLE OF CONTENTS

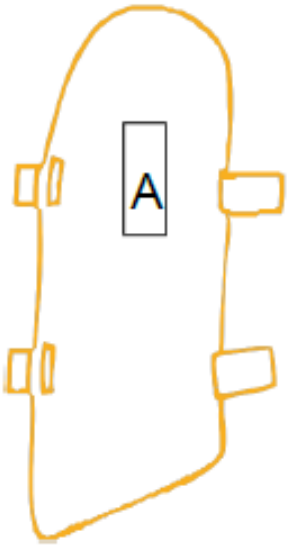
2.1.2 ARM AND LEG PROTECTION 1
2.2 GLOVES 1
2.3 GOGGLES 3
2.4.2 RACING SUIT 4
2.4.3 ROLLNECK OR NECKWARMER 5
2.4.4 MASK / MOUTH-NOSE COVER 5
2.5.1 HELMETS AND HEADGEAR 6
2.6.3 JUMPING SKIS 7
2.6.4 AERIAL SKIS / BIG AIR / HALFPIPE / SLOPESTYLE / MOGULS 8
2.6.5 SNOWBOARDS 9
A.3.1 EXAMPLE MARKING MEASURING 10

2.1.2 ARM AND LEG PROTECTION

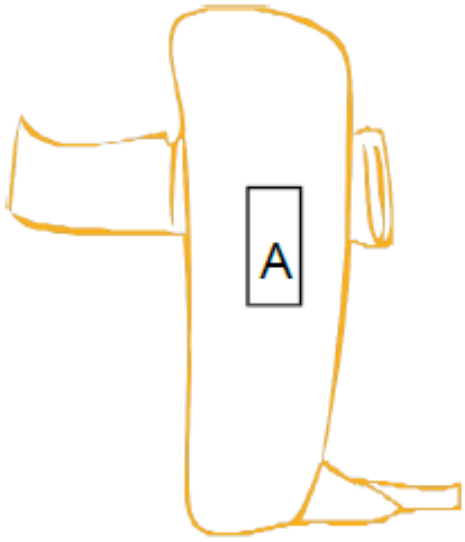
One commercial marking of the manufacturer of maximum surface area of 12cm² per piece may be displayed on the leg and arm protections.

Markings may not be divided into two smaller ones.

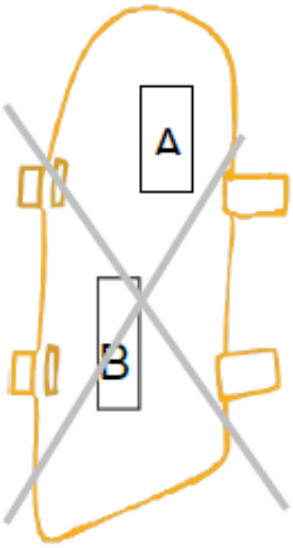
Sponsor markings on the arm and leg protection are permitted if those protections are part of the clothing and are within the overall commercial marking of clothing.



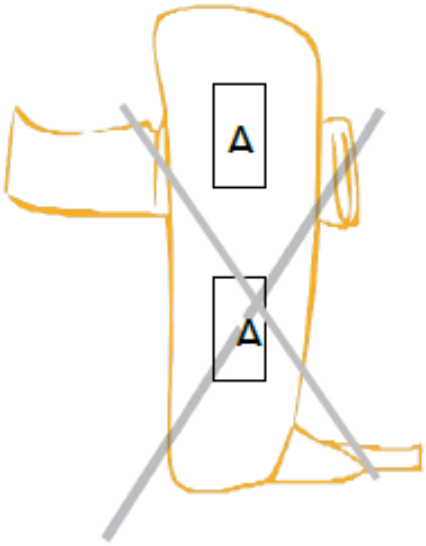
Leg protection



Arm protection



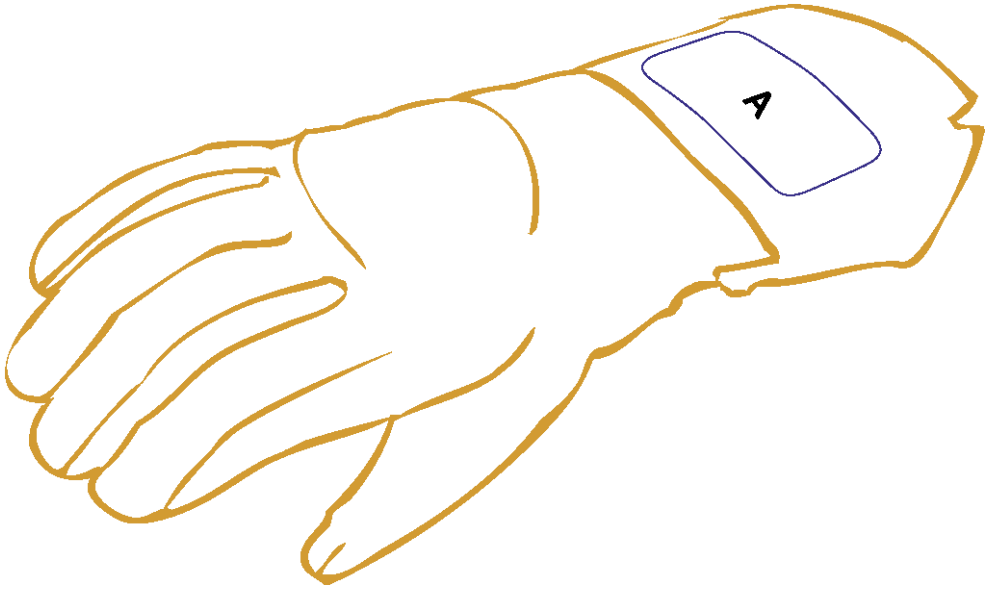
Leg protection - wrong

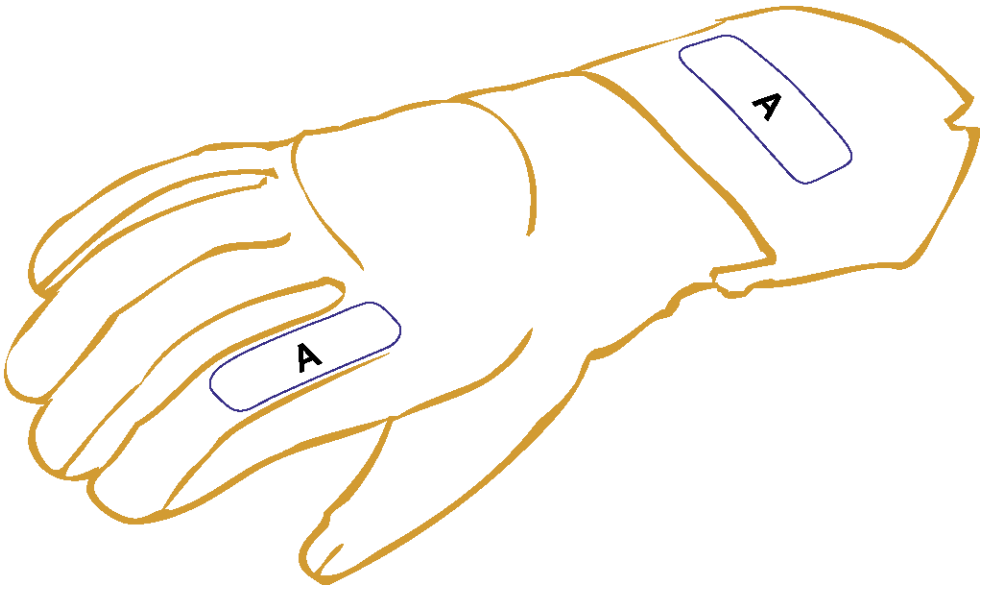


Arm protection - wrong

2.2 GLOVES

A = One marking of the glove manufacturer with a maximum surface of 15cm² per glove or two markings of the glove manufacturer with a combined surface area of 15cm² per glove.





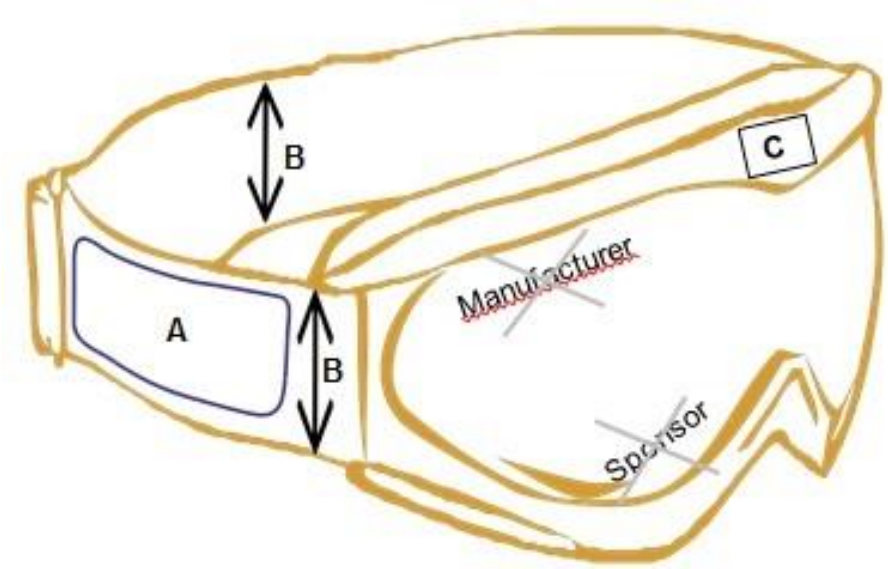
2.3 GOGGLES

A= Two commercial markings of the manufacture with a maximum surface area of 15cm² in an unstretched position.

B= Straps no wider than 5cm.

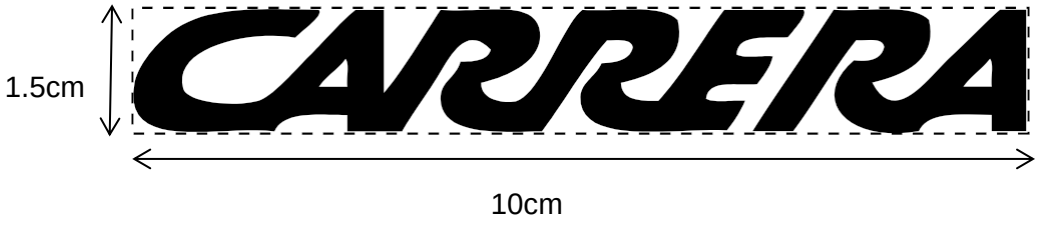
C= A moulded logo may appear on the frame centrally on the forehead.

In the case of using 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 in accepted.



Example marking

a= 1.5cm
b= 10cm



2.4.2 RACING SUIT

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

The number of markings is not restricted.

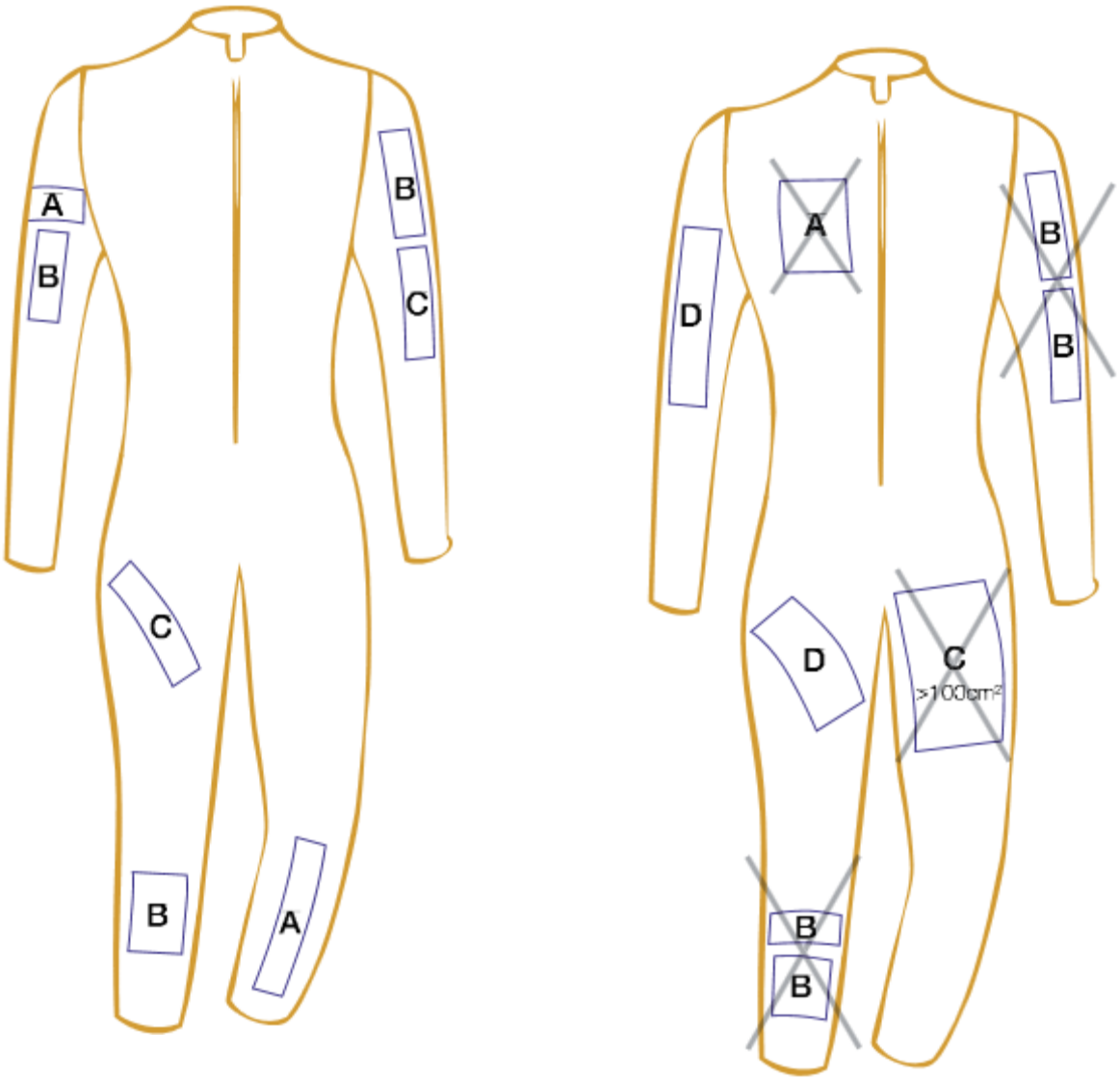
The maximum surface area for a single marking is 100cm².

The total surface area of all markings shall not exceed 450cm².

No markings in the bib area **(A)**

No markings of the same sponsor above or beside each other **(B)**

No single marking shall exceed 100cm² **(C)**



2.4.3 ROLLNECK OR NECKWARMER

Markings on the rollneck **or** neckwarmer (not both!) are in addition to the 450cm².

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 20cm². This symbol is not included within the 450 cm² 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 cm2

Neckwarmer:
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 cm2. 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 cm2.

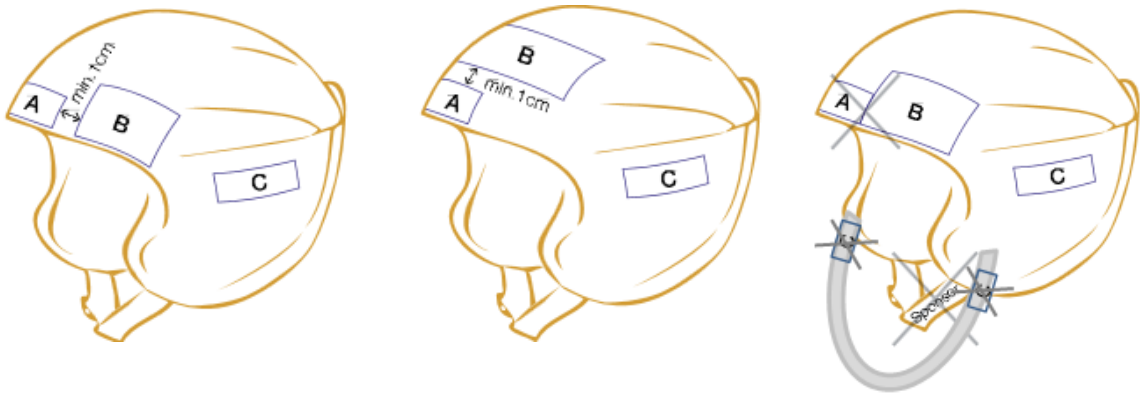
2.4.4 MASK / MOUTH-NOSE COVER

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

2.5.1 HELMETS AND HEADGEAR

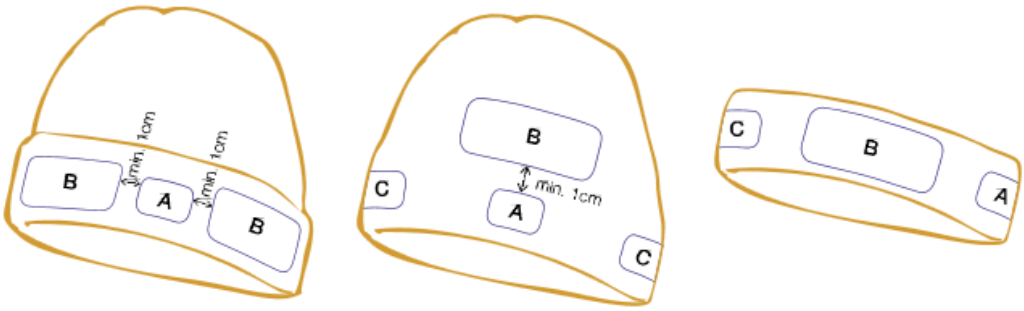
OPTION ONE	OPTION TWO	
A= NSA identification minimum 6cm².	**A**= NSA identification minimum 6cm².	No advertisement on chin straps.
B= Two identical sponsor markings max. area 25cm² each.	**B**= One sponsor marking max. area 50cm².	No advertisement on face guard.
C= Two commercial markings of the manufacturer max. area 15cm² each, placed above or below the ears.	**C**= Two commercial markings of the manufacturer max. area 15cm² each, placed above or below the ears.	1cm gap between NSA identification and sponsor marking.

D= One time the full name of the athlete. Max. size 20cm² at the back of the helmet in standard font (Arial).



FRONT VIEW	FRONT VIEW
A= NSA identification minimum 6cm².	**A**= NSA identification minimum area 6cm².
B= Two identical sponsor markings max. area 25cm² each or one sponsor marking above the NSA ID max. 50cm².	**B**= One sponsor marking max. area 50cm².
C= Two commercial markings of the manufacturer above the ears max. area 15cm² each.	**C**= Commercial marking of the manufacturer max. area 15cm².

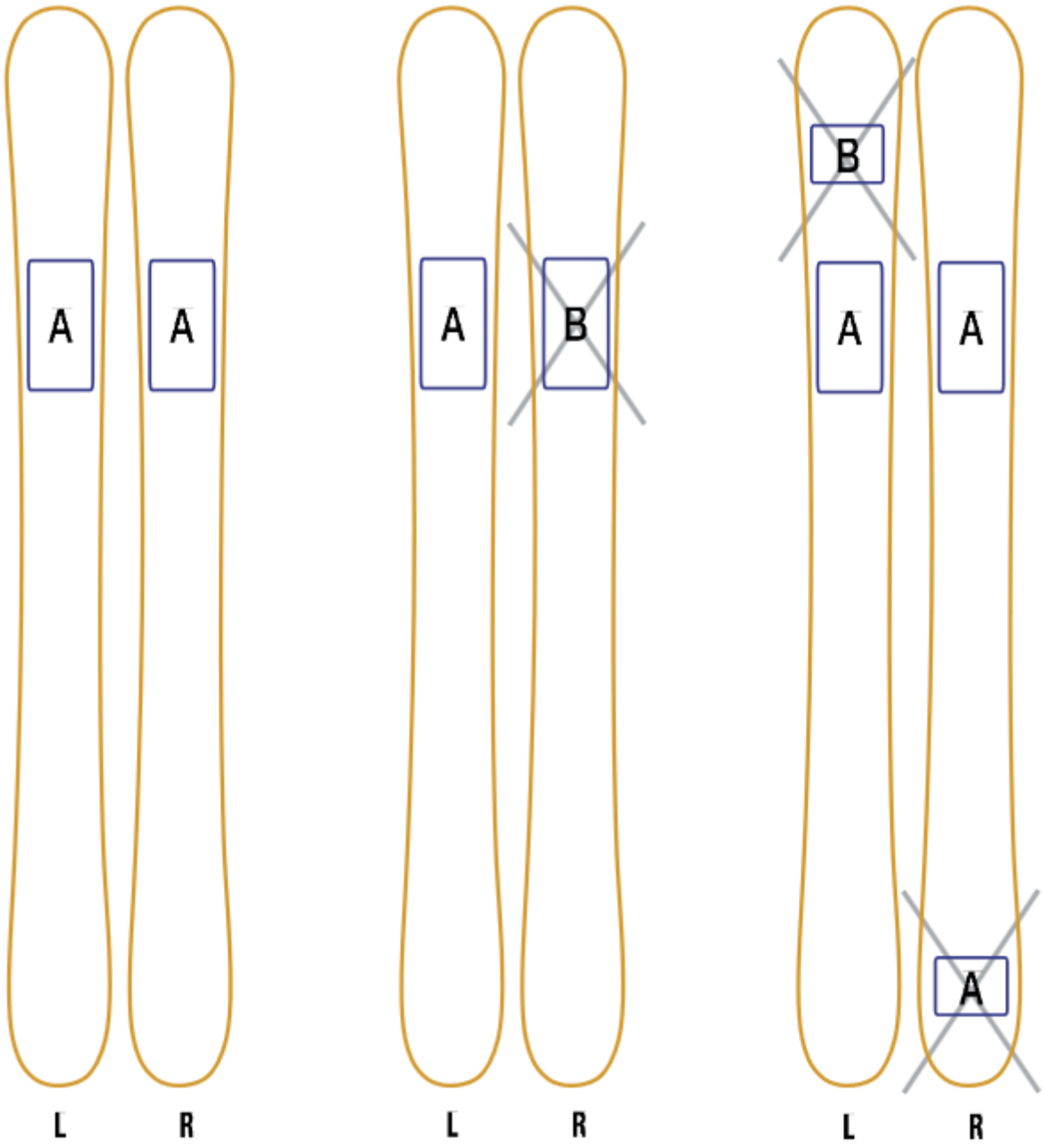
D= One time the full name of the athlete. Max. size 20cm² at the rear of the hat/headband in standard font (Arial).



2.6.3 JUMPING SKIS

The maximum sponsor area per ski is limited to one marking of 200cm².

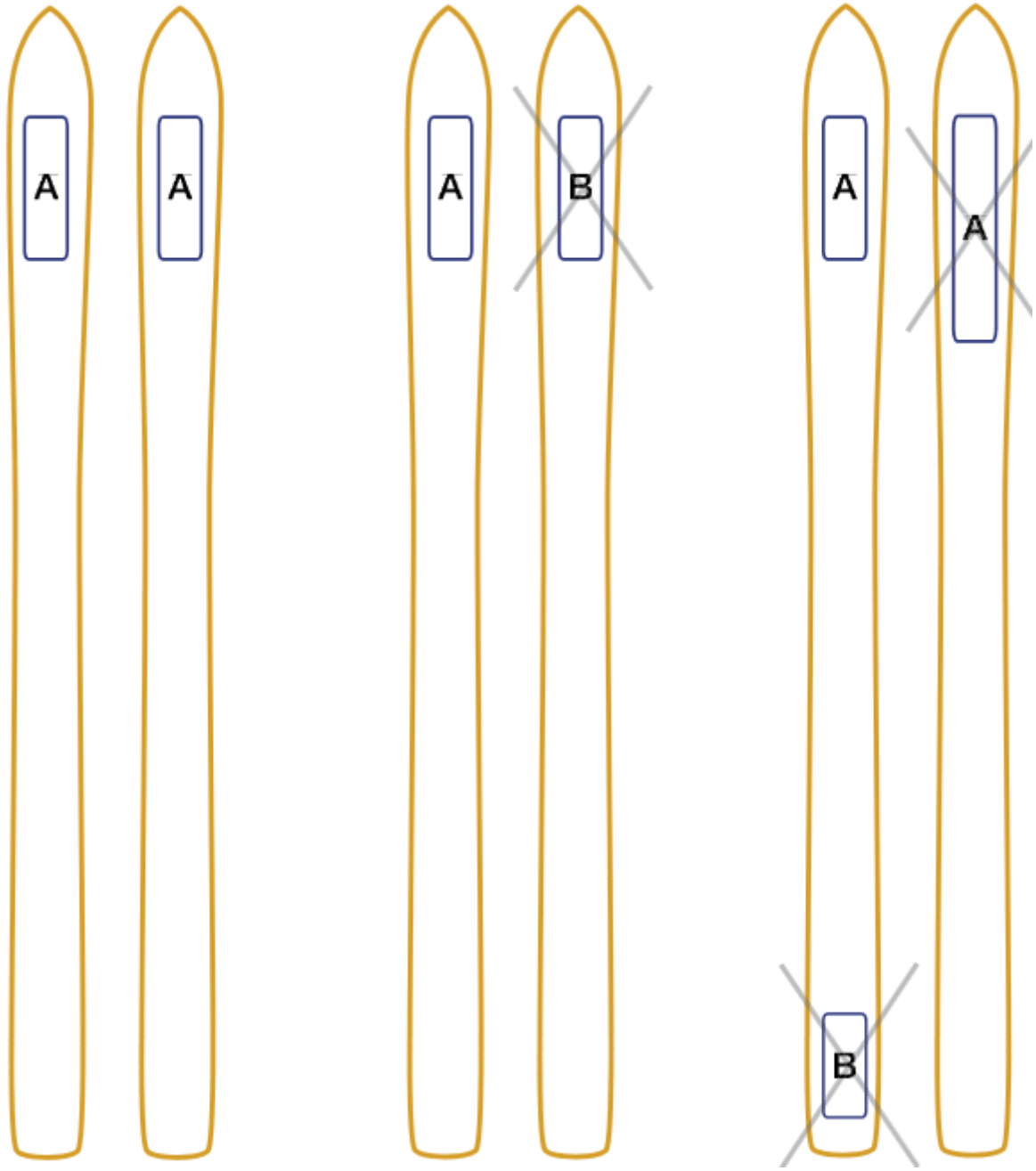
The marking must be identical on both skis.



2.6.4 AERIAL SKIS / BIG AIR / HALFPIPE / SLOPESTYLE / MOGULS

The maximum sponsor area per ski is limited to one marking of 160cm².

The marking must be identical on both skis.



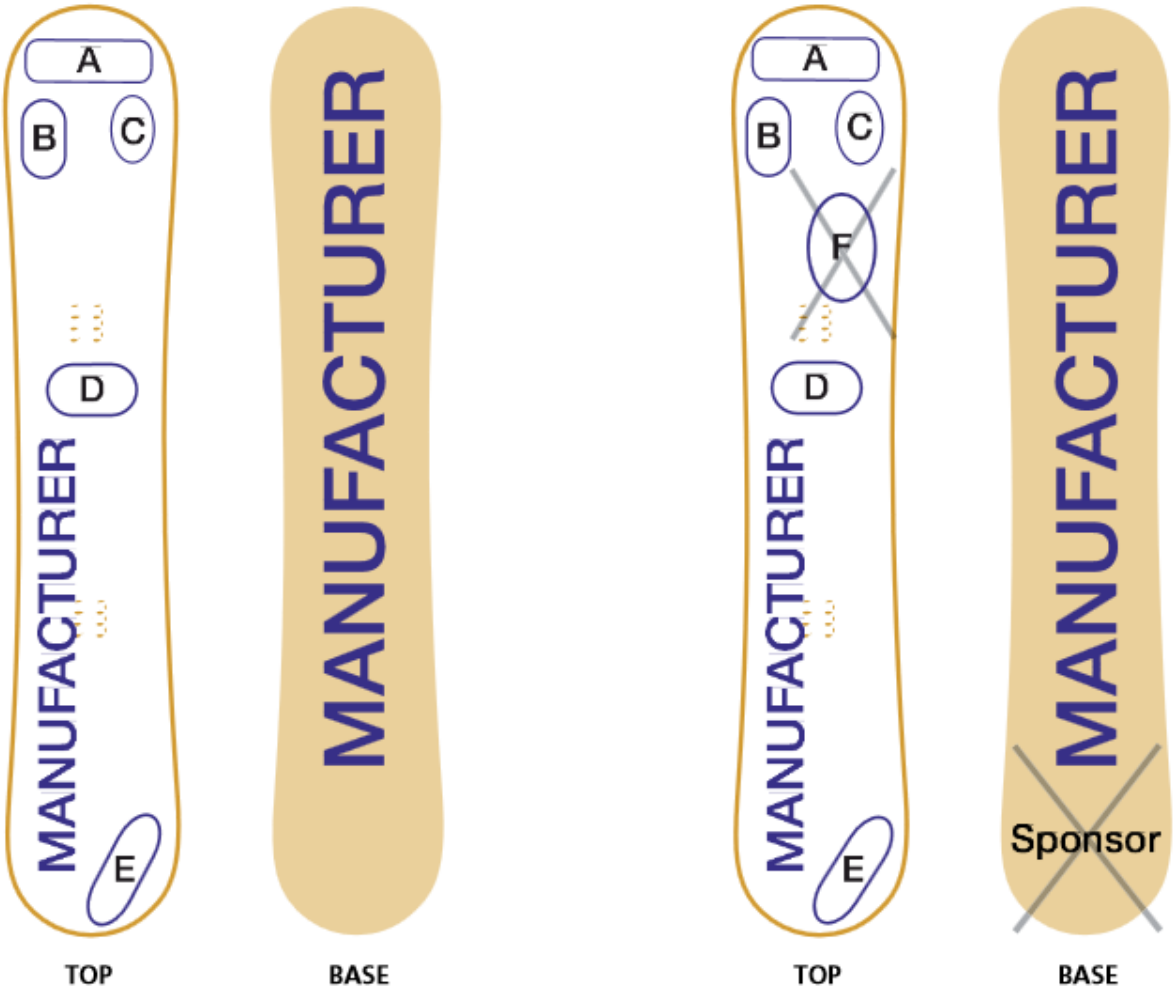
2.6.5 SNOWBOARDS

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

- the commercial marking of the manufacturer
- up to five sponsor markings with a total surface area of 500cm², but none bigger than 200cm².

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.



A.3.1 EXAMPLE MARKING MEASURING

The size of the commercial marking is the surface within the actual outline of the marking.

The measuring is done in an unstretched shape.

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

The rules for SPECIFICATIONS FOR COMPETITION EQUIPMENT AND COMMERCIAL MARKINGS can be downloaded from the FIS Website with the following link:

http://www.fis-ski.com/inside-fis/document-library/marketing/

For questions regarding commercial markings on clothing and equipment please contact:

INTERNATIONAL SKI FEDERATION
FEDERATION INTERNATIONALE DE SKI
INTERNATIONALER SKI VERBAND

Blochstrasse 2; 3653 Oberhofen / Thunersee; Switzerland

Telephone:	+41 (33) 244 61 61
Fax:	+41 (33) 244 61 71
E-mail:	buehrer@fisski.com
Website:	fis-ski.com

Oberhofen, June 2021