

## FINA Advertising Rules FINA World Swimming Championships (25m) Abu Dhabi (UAE) 2020

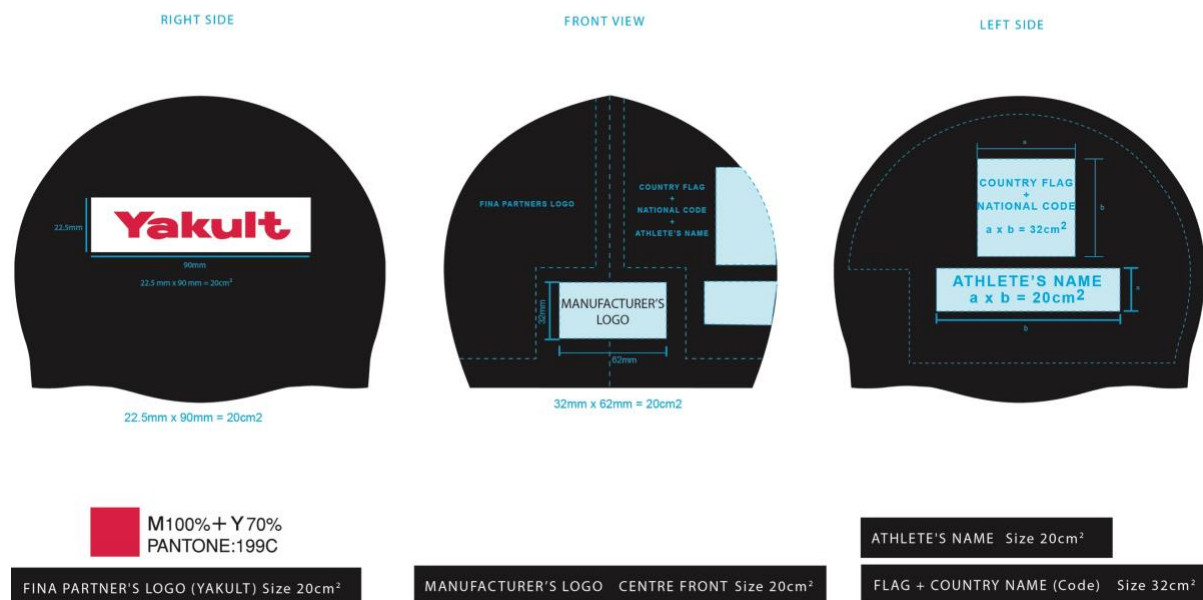
These rules are based on the FINA Rules BL 7.1.4 (caps) of the FINA Handbook (<http://fina.org/content/fina-rules>):

- One (1) manufacturer's logo of a maximum size of 20cm<sup>2</sup> (**when the cap is not being worn**) on the front.
- The FINA Partner logo from **Yakult** shall be printed on the **right side** of the cap.
- The FINA Partner logo from **Yakult** shall be of **20cm<sup>2</sup>** (H22.5mm x W90mm) in size (when is not being worn). Whenever the swimming cap is white, the Yakult logo should measure exceptionally H15mm x W90.5mm.
- The FINA Partner logo from **Yakult** shall be printed in **red** (Pantone:199C) on a **white background (box)**
- One (1) flag and country name (code) of the size of 32cm<sup>2</sup> may be printed on the **left side** of the cap when worn.
- The athlete's name of the size of 20cm<sup>2</sup> may also be printed on the **left side** of the cap.

**Any athletes wishing to wear two caps, both caps must comply with the FINA Rules.**

### CURRENT FINA SWIM CAP RULES

### VISUAL PURPOSES ONLY - NOT TO SCALE



**YAKULT LOGO (1:4 ratio)  
FINA GENERIC CAP**



**YAKULT LOGO (1:4 ratio)  
FINA GENERIC CAP  
\*When used on white cap only**



**Deadline to submit the design template (swimwear, uniform and other equipment): 1 October 2020**

Note: the final approval of all swim caps, swimsuits, goggles and pool deck equipment is always made at the Championships itself by the technical officials, in the call room prior to each competition swim

Any questions? Please do not hesitate to address your queries directly to the FINA Marketing Department, by sending your correspondence to Greta Avola ([greta.avola@fina.org](mailto:greta.avola@fina.org)).