UNIFORM & CRESTING POLICY

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Cresting

Cresting: General Principles

Team or Member Association’s sponsor crests will only be permitted if they advertise companies or organisations who carry out business in the country represented by the team concerned and do not conflict with any sponsor of WCF events.

Cresting placement must be the same for all team members on all playing garments. No cresting shall be permitted in any other area, or on other items of clothing or curling equipment without prior application to, and approval of, the World Curling Federation.

When two players have the same surname, the first letter of their given name shall be added to the player’s name on the garment. If the first letter is also the same either another initial should be added, or the full or abbreviated given names shown.

All members of team support staff with on-ice accreditation must also adhere to the stated cresting policy, except the word ‘Coach’ or ‘National Coach’ can be used as an alternative to the surname. Team support staff with multiple teams must have team matching jackets or no sponsorship cresting.

Only approved cresting on any piece of clothing, equipment, accessory, or any other item used or worn by any player or a team official any time in the field of play or in the media mixed zone during an official pre-event photo session, post/ pre-game WCF media /WCTV interview, or during the medal ceremony is permitted.

National flag or emblem are allowed and are not limited by size or number on clothing, footwear and grippers, sport equipment and accessories

No reference including the 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 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, in order 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.

No personal accessories, including but not limited to mobile phones, water bottles, national flags and Point of View (POV) camera devices, are permitted on podiums.
Clothing

There are six (6) positions for crests and badges for all events except for wheelchair curling, where there are five (5) positions for crests and badges.

- **THE RIGHT CHEST (1) AND UPPER LEFT ARM (1):** will be reserved for the event sponsor or an event crest of the Host Committee.

- **THE LEFT CHEST AND UPPER RIGHT ARM (total of 3):** reserved for team sponsor’s crests or Member Association’s logo:
  - Option 1: The left chest (1), and upper right arm (2), for a maximum of 3 crests, OR
  - Option 2: The left chest (2) and upper right arm (1), for a maximum of 3 crests

- **ON THE TROUSERS (1):** will be reserved for one team sponsor’s crest. All team members need not wear the crest on the same leg (depends on right or left-handed), but the crests must be at the same height and location on the trouser. **Sponsor crests are not permitted on trousers in wheelchair curling.**

  Total crest size (edge to edge) shall not be greater than 100 square centimetres (16 square inches). All team sponsors’ cresting must have the approval of the team’s Member Association. Two clothing manufacturer’s identification marks may be displayed per item of clothing, provided they are not greater than 30 square centimetres each (4.65 square inches) on jackets, sweaters, shirts, vests and trousers and not greater than 8 square centimetres each (1.24 square inches) on any other item of clothing excluding headgear.

  **Base Layer** (including compression sleeves) must be either:
  - a) white or match the light colour uniform when playing light coloured stones
  - b) black or match the dark colour uniform when playing dark coloured stones.

  All brand logos on the sleeve must meet the requirements above. For the 2XU branded sleeve, the X is considered a brand logo.

  **Headgear:** The only logo permitted on headgear is that of the event or the athlete’s Member Association logo. Two identifications of the manufacturer per accessory item will be permitted, to a maximum of 10 square centimetres each (1.55 square inches), placed above the ear or on the back.

  **Gloves:** One identification of the manufacturer per accessory item will be permitted and not greater than 8 square centimetres (1.24 square inches).

  **Socks:** One identification of the manufacturer per accessory item will be permitted, to a maximum size of 10cm².

  **Eyewear:** Two identifications of the manufacturer per accessory item, one on each side, will be permitted and not greater than 6 square centimetres (1 square inch) each.

Shoes/footwear

**Grippers / Anti-sliders**

Identification of the manufacturer as generally used on products sold through the retail trade.

**Curling shoes**

All footwear items may carry the Identification of the manufacturer as generally used on products sold through the retail trade.
Sport Equipment

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

No markings are allowed on the part of the brush which touches the ice. Each brush/broom may also carry the name of the Country.

**Delivery sticks**
Each delivery stick may carry the Identification of the Manufacturer as generally used on products sold through the retail trade. Each delivery stick may also carry the name of the Country.

**Accessories**

**Face Masks:** Masks are not allowed to have any sponsor or manufacturer logos, text prints, hashtags, graphics, etc. (except the certification logos and national design).

**Bags & Backpacks:** If a bag or backpack enters the field of play, only one identification of the manufacturer per item will be permitted, covering not more than 10% of the surface and not greater than 60 square centimetres (9.3 square inches). The location of the identification must be on the larger side of the bag. All team bags or back packs positioned on the back of the wheelchairs during a game must be the same.

**Wheelchairs:** One sponsor’s crest on each wheel (may be different sponsors), with the total crest size per wheel not greater than 200 square centimetres (31 square inches) is permitted. The Member Association logo and/or country name and emblem may be displayed on each wheel and may be in addition to a sponsor’s crest. There are no size restrictions for the MA name or logo. They may also be displayed along with the player’s surname on the back of the seat in the same dimensions as shown below for uniforms in the following order: top: player’s surname, middle: emblem, bottom: country. A wheelchair manufacturer’s trademark may be displayed on each wheel and on the back of the seat, provided each logo is not greater than 60 square centimetres (9.3 square inches).

**Timescale for WCF Approval**

Member Associations shall register sponsor names and business category with a photograph or diagram in actual size 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. Every effort will be made to facilitate the acceptance of team sponsor requests. Sponsor names registered later, or not registered, will not be approved by the WCF. **There is no on-site crest approval at any WCF event.** Sponsor crests that are not approved or any non-compliant logos on any item must be removed or covered.

Under the WCF Cresting Policy, no previous event crests are allowed, and approval of sponsor crests must be sought and / or renewed for every event.

The *uniform colour/design approval does NOT automatically include sponsor crest approval!* These must be applied for separately even if the crest(s) was shown on the uniform picture that was submitted.
Uniforms

Uniforms: General Principles

Each team member shall wear identical uniforms for all games. Each garment that will be seen, (jacket, sweater, shirt, and vest/gilet) shall have the player’s surname in 2-inch (5cm) letters across the upper back of the garment, and the country name in 2-inch (5cm), or larger letters, across the back above the waist. If desired, a national emblem may also be worn on the back, but only in addition to the country name and must be displayed between the player’s surname and the country name. The members of a team shall wear light-coloured shirts and playing jackets when delivering stones with light-coloured handles and dark-coloured shirts and playing jackets when delivering stones with dark handles. Upper playing garments of all team members must be the same colour during the competition.

Unless otherwise approved by the WCF, a light-coloured uniform will be predominantly white or yellow in colour. There must be a minimum of 70% of white or yellow on both the front and back of the uniform. Approval for any alternative colour must be requested at least 8 weeks prior to an event or may be requested at the start of a season for multiple events. Grey may be considered as a light-coloured uniform only if the grey shade is no more than 10% black.

Trousers must be the same colour but can be different brands. Wheelchair curling: One or more athletes can wear leg cover. The leg covers must be the same colour as the trousers.

One or more players can wear headgear. If more than 1 all must be the same, peaks forward. This applies to the team and persons on the coach bench.

Exception for Wheelchair Curling: If more than 1, all must be the same colour, peaks forward, but can be of different styles. Hats (styles and colour) must be submitted to WCF for approval 8 weeks prior to a championship.

Under the WCF Dress Code, in the FOP and the coaches’ bench, hoods on jackets and sweaters cannot be showing, but must be rolled up or tucked inside.

Timescale for WCF Approval

All Member Associations must register the design of the jerseys, outer garments, jackets, and sweaters to be used at least 8 weeks prior to the start of the event. Designs may also be registered at the start of a season for multiple events.

Wheelchair curling: Hats (styles and colour) must also be registered for WCF approval at least 8 weeks prior to any event or at the start of a season for multiple events.
Graphic Representation

Positioning of logos, names, and advertising

Jackets, Sweaters, Shirts and Vests – option one

Shirts can be long or short sleeved. **If a garment has a collar, sponsor crests or manufacturer logos are NOT permitted on the collar.** Proper cresting is required on vests to show all elements visible on jackets, sweaters, or shirts.
Jackets, Sweaters, Shirts and Vests – option two

Shirts can be long or short sleeved. If a garment has a collar, sponsor crests or manufacturer logos are NOT permitted on the collar. Proper cresting is required on vests to show all elements visible on jackets, sweaters, or shirts.
Trousers* – examples

All team members need not wear the crest on the same leg (depends on right or left-handed), but the crests must be at the same height and location on the leg.

* Sponsor Crests are not permitted on trousers or on leg covers in wheelchair curling.
Headgear

Two identifications of the manufacturer per accessory item will be permitted, to a maximum of 10 square centimetres (1.55 square inches) each, placed above the ear or on the back.
Gloves

Manufacturers Logo

Eyewear

Manufacturers Logo

Manufacturers Logo
Bags & Backpacks

*A wheelchair manufacturer’s trademark may be displayed on each wheel and on the back of the seat, provided each logo is not greater than 60 square centimetres (9.3 square inches).
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.

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.

Combined Shapes
Where the Identification of the Manufacturer or Sponsor combines the manufacturer/sponsor name with the manufacturer/sponsor logo, 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.
Penalties for Uniform and Cresting Policy Violations

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

Types of violations and penalties

Not meeting submission deadlines USD 300
- Member Association submits uniforms design approval after deadline
- Member Association submits sponsor cresting approval after deadline

Major violations during events USD 500 each
- Team shows up in an unapproved uniform
- Unapproved Team sponsor crest (500 USD for each unapproved sponsor)

Minor violations during events USD 100 each (including but not limited to)
- Team sponsor crest wrong position, number or size over limit
- Event crest or Event sponsor crest missing, wrong size, wrong position
- Previous event crest or Event sponsor crest visible
- Manufacturer logo 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 the (compression) sleeves

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)).

Any crests that violate any rules still need to be covered or removed for the entire event.

Example

One or more player(s) or team official(s) present with event crest missing + unapproved team sponsor crest. (One team is violating two cresting rules)
The total financial fine is 100 (event crest missing) + 500 (unapproved team sponsor crest(s)) = 600 USD.

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