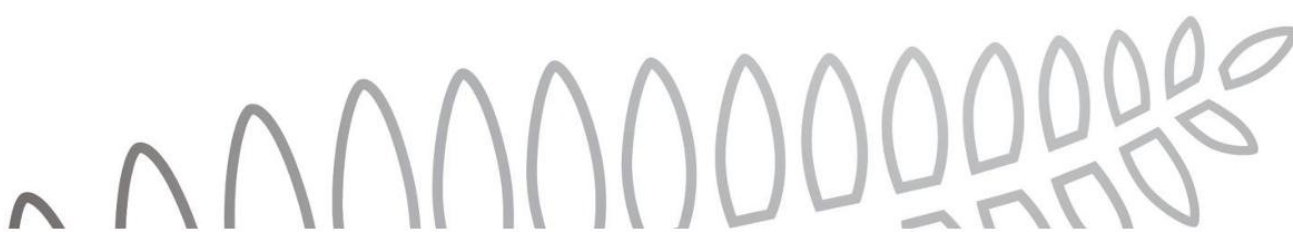




New Zealand Commonwealth Committee
Performance Wear and Sports Equipment
Guidelines
Glasgow 2026 Commonwealth Games

Dated: July 2025
Subject to updates.

Version: 1





INTRODUCTION

Purpose

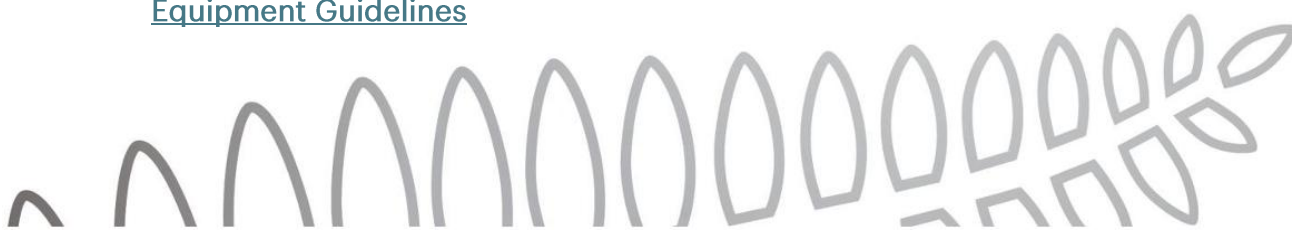
The purpose of these guidelines is to highlight the key aspects of [Commonwealth Sport's Branding on Team Uniform, Competition Clothing & Equipment Guidelines](#) and outline the New Zealand-specific rules regarding performance wear and sports equipment (including competition and sport-specific training requirements) worn and used at the Glasgow 2026 Commonwealth Games.

These guidelines are separated into seven sections:

- A. **Commonwealth Sport's Branding on Team Uniform, Competition Clothing & Equipment Guidelines:** This section provides an explanation of the Guidelines, and how they impact what Participants wear and use during the Commonwealth Games.
- B. **Team Uniform:** This section outlines the Team Uniform and when it is to be worn.
- C. **National Sport Organisation Responsibilities:** This section outlines what National Sport Organisations (NSOs) are responsible for providing their athletes for the Glasgow 2026 Commonwealth Games and managing the submission process with the NZOC.
- D. **Design and our National Identity:** This section contains guidelines around how NSOs can design their performance wear and equipment to maximise our national identity.
- E. **Manufacturer Identifications:** This section outlines the rules around the display of the manufacturer's trademark or logo on uniform and equipment.
- F. **Approval Process:** This section provides the process on the NZOC approvals required.
- G. **Consequences of Infringement:** This section outlines the possible sanctions of any breach of the terms.

These guidelines should be read and actioned in conjunction with the Sports-Specific Guidelines outlined at the end of the below document:

- [Commonwealth Sport's Branding on Team Uniform, Competition Clothing & Equipment Guidelines](#)



Should you have any queries or concerns, please do not hesitate to contact the NZOC at brand@olympic.org.nz



A. COMMONWEALTH SPORT GUIDELINES

1. Commonwealth Sport's Branding on Team Uniform, Competition Clothing & Equipment Guidelines:

This Policy outlines the general rules for the different categories of clothing, accessories and equipment for the Commonwealth Games and is to be used in conjunction with these Commonwealth Sport Guidelines for Branding on Team Uniform, Competition Clothing and Equipment. Compliance with the Policy and these Guidelines is a condition of the Entry and Eligibility Conditions Form for Glasgow 2026.

Commonwealth Sport provides rules around advertising on competition clothing and personal equipment used or worn at the Commonwealth Games and have the right to update their guidelines.

The purpose of this Policy is to clarify how the Identification of the Manufacturer and other authorised identifications may be used in general and specific situations.

A. TEAM UNIFORM

1. Team Uniform

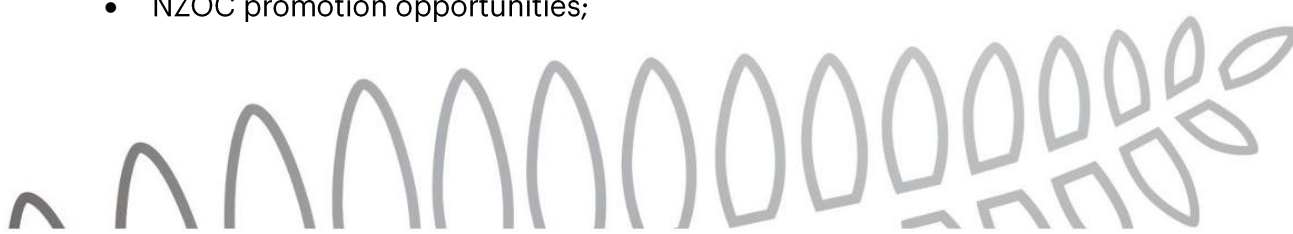
The NZOC will provide non-specific training, casual and ceremony wear for all team members.

NZOC does not provide sport-specific performance (competition) wear.

All New Zealand Team uniform issued by the NZOC will be compliant with the Commonwealth Sport Guidelines.

In accordance with the provisions in the Athlete Agreement and Team Support Agreement respectively, Participants must wear the New Zealand Commonwealth Games Team uniform issued to them at all official activities, including, but not limited to:

- Glasgow 2026 Commonwealth Games selection announcements;
- recognition of Commonwealth Games milestones;
- NZOC promotion opportunities;





- press conferences and other media activities prior to and at the Commonwealth Games that are organised by, or associated with, the NZOC;
- travel to and from the Commonwealth Games;
- in the Games Village;
- at all Games venues;
- travel between the Games Village and venues;
- medal ceremonies; and
- opening and closing ceremonies.

Exceptions to the above are when:

- NZOC has given approval for specific performance wear to be worn by athletes on the 'field of play' at training and competition venues;
- medals are awarded at the venue immediately following competition and Commonwealth Sport has mandated that performance wear must be worn on the podium and the NZOC has given approval; or
- New Zealand Team apparel has not yet been issued to the Participant.

B. NATIONAL SPORT ORGANISATION RESPONSIBILITIES

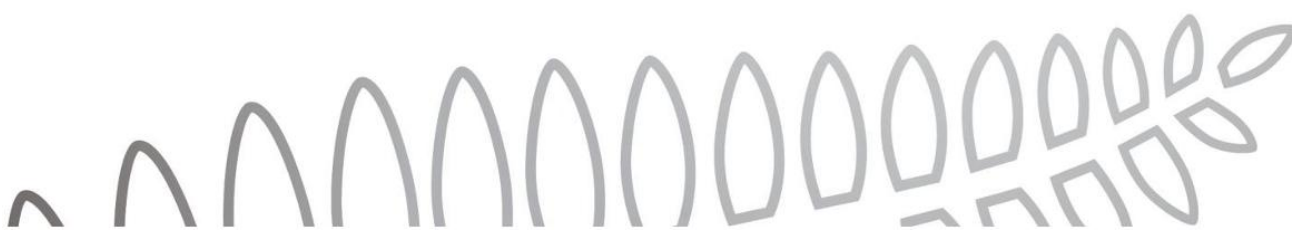
1. Performance Wear

For Glasgow 2026, NSOs are responsible for the provision of specified items for their athletes' competition and sport-specific training uniform. The NZOC will have the sole right to determine what clothing constitutes "performance wear" for each sport.

The items covered include:

- Clothing
- Footwear
- Accessories

All items must meet the guidelines as laid out in this document and receive approval from the NZOC.





a. Sport-specific training items

Sport-specific training items are those technically specific to your sport that are not supplied by the NZOC in the delegation wear.

b. When items can be worn

Performance wear can only be worn at Games training or competition venues by athletes, and as agreed with the NZOC.

If a pre-approved performance wear item is required for preparation or recovery (e.g. compression garments) and needs to be worn on Games transport and/or at the Games Village, it must be worn under the New Zealand Commonwealth Games Team uniform supplied by Kathmandu and have no visible 'Identification/s of the Manufacturer'.

Team Support cannot wear performance wear and must wear New Zealand Commonwealth Games Team uniform at all times at Games training and competition venues.

2. Sports Equipment

An athlete/NSO has the right to select special equipment for use in the Commonwealth Games as per their sport-specific rules. The NZOC will have the sole right to determine what equipment constitutes "Sports Equipment" and should be provided by the athlete/NSO for each sport.

In addition, the NZOC may require an athlete to cover sponsor logos on Sports Equipment and/or adjust in order to comply with Commonwealth Sport logo requirements.

C. DESIGN AND OUR NATIONAL IDENTITY

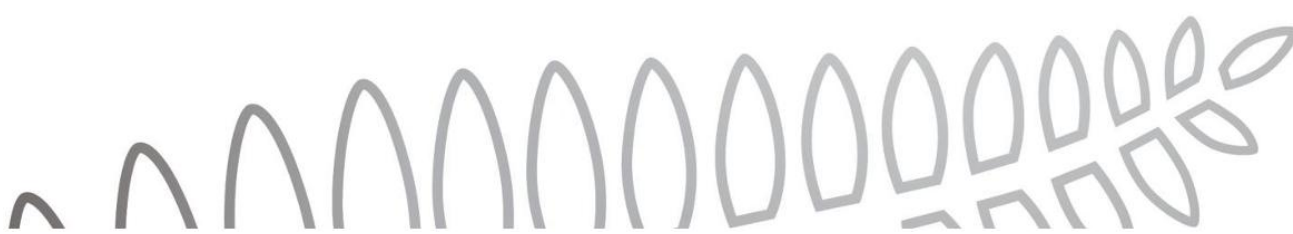
NZOC strongly encourages NSOs to design their competition uniform, equipment and accessories to maximise New Zealand's national identity.

To achieve consistency, designs for competition uniform should include the following elements:

- National colours
- Fern emblem with 'Glasgow 2026' wordmark
- NZOC fern as a design feature (if appropriate)

Designs for sport-specific training uniform may not use:

- NZOC emblem with 'Glasgow 2026' wordmark
- NZOC fern as a design feature



1. National Colours

All uniforms should be predominantly black and may have white or grey / silver features, unless sport- specific rules require a different colour scheme.

This applies to competition uniform, sport-specific training uniform and alternative strips.



Primary colour – Black (K100)



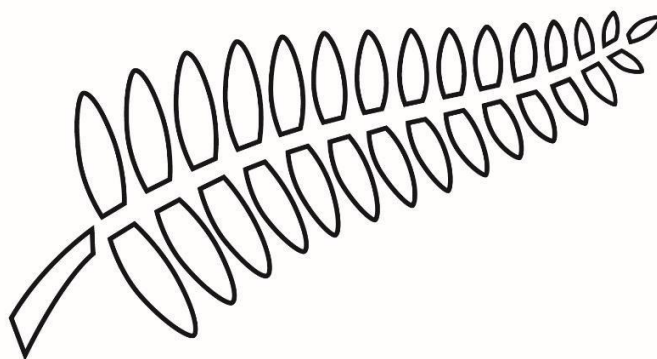
Secondary colour – White



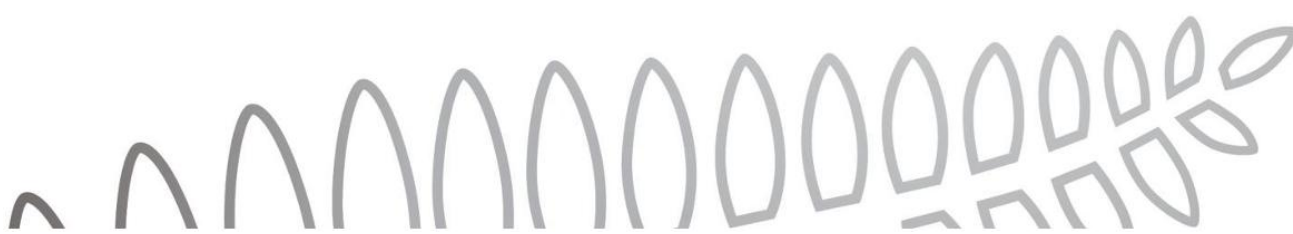
Tertiary colour – Grey / Silver (PMS877C or close match)

2. Embellishment

If an NSO wishes to incorporate a design feature in their competition uniform, they should use the silver fern from the NZOC emblem:



The fern can be white, silver or black depending on the colour of the item. It may also be cropped or shown in its entirety. Artwork files for the fern can be sourced from brand@Commonwealth.org.nz



3. Emblem and Wordmark

Unless otherwise specified in sport-specific rules, the fern emblem combined with the 'Glasgow 2026' wordmark ('composite emblem') is to be positioned once per garment on the left chest (as worn) on 'upper garments' and right leg (as worn) on 'lower garments'.

This composite emblem should measure no more than 30cm² when worn (/stretched). This design is available in two colourways – full colour and inverse:

Full colour for use only on white uniforms:

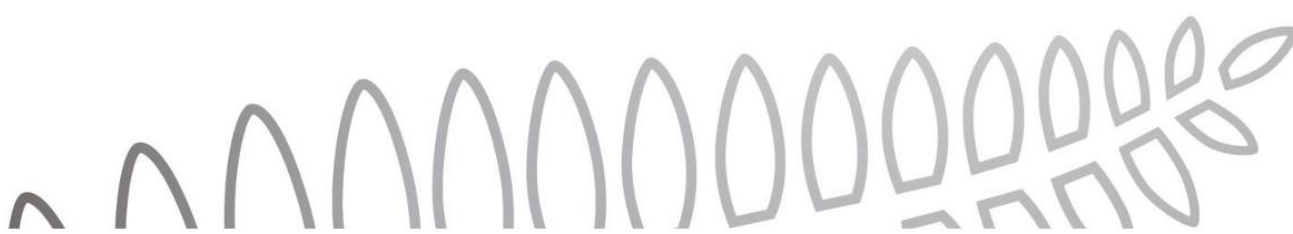


Inverse for use on black and coloured uniforms:



Colours for the Commonwealth Games mark on white uniforms are:

Commonwealth Red	Commonwealth Yellow	Commonwealth Blue
C0 M93 Y79 K0 R230 G42 B50 #e62a32 Pantone - 185C	C0 M25 Y87 K0 R254 G195 B59 #fec33b Pantone - 129C	C72 M17 Y0 K0 R44 G165 B222 #2ca5de Pantone - 2171C



The emblem and wordmark must sit against a plain, solid colour background.



Artwork files of the emblem and wordmark can be sourced from brand@olympic.org.nz

Please note – the fern emblem and Glasgow 2026 wordmark are both protected by law, therefore any use must be approved by NZOC in writing prior to production.

4. Font

You may include (if sport-specific rules allow or require):

- Country name
- Country code (NZL)
- Athlete's name

The font to be used is the **Helvetica Neue family**

5. Prohibited Design Features

You may not use any other third party reference or name / nickname, designation, trademark, logo, URL, social media account, hashtags, corporate design or colour scheme (including those of sponsors, NSOs or International Federations, public or Governmental authorities, and clubs) or any other distinctive sign (whether direct or indirect, such as QR codes or barcodes).

No item of Apparel may feature any identification that relates to a product, service or in any other way does not comply with the principles of the Commonwealth Sport Guidelines.

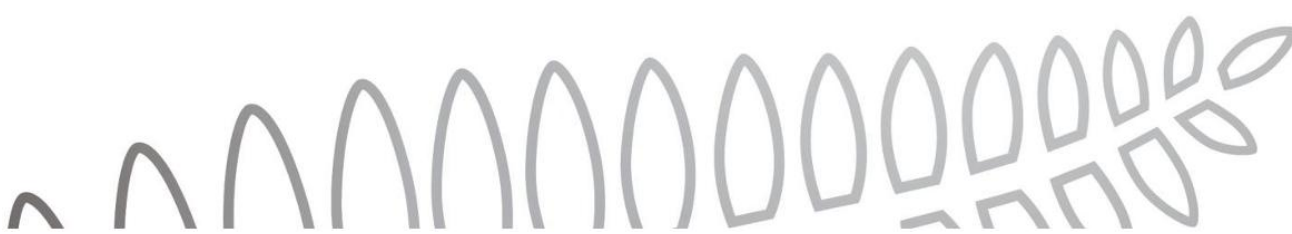
Authorised Identifications or any portion or variations thereof (such as graphic and/or text that serve as concept extensions) cannot be used in designs (e.g., repetitions, extensions, distortions, watermarks, patterns, etc.) of items.

For the avoidance of doubt, drawings, colour schemes, combinations, patterns, prints, letters, numerals, geometric elements, slogans, taglines, words or designs that derive or refer or otherwise create the impression that they are identical or similar to an Manufacturer Identification (including, in particular, Exclusive Identifiers), may not be used in designs of Items for the Commonwealth Games.

D. MANUFACTURER IDENTIFICATIONS

1. Definition

The 'Manufacturer Identification' is 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).



No use of any 'Manufacturer Identification' may be made in a conspicuous way and no piece of clothing, equipment, accessory or any other item used or worn by any person participating in the Commonwealth Games may be used for advertising purposes.

Where the 'Manufacturer Identification' is not a sports brand, such identification shall not be permitted, except for clothing, for which the 'Manufacturer Identification' may be that of a clothing brand.

2. Use of Manufacturer Identification

a. Clothing

One 'Manufacturer Identification' per item shall be permitted.

The size of this 'Manufacturer Identification' shall not exceed 30cm² on clothing.

One 'Manufacturer Identification' will be permitted on zippers and buttons and should appear in the same colour as the concerned item (i.e. tone on tone), as long as such identifications are deemed not conspicuous by Commonwealth Sport.

One additional identification, limited to Product Technology Identifications (technical identification used to identify any fabric technology), shall be permitted per clothing item and shall not exceed 10cm². It cannot be adjacent to the identification of the manufacturer.

All logos shall be measured stretched (e.g. as worn by the athlete).

b. Footwear

All footwear items may carry the 'Identification of the Manufacturer' as displayed on products sold on the retail consumer market at least 6 months before the Commonwealth Games, as long as such identifications are deemed not conspicuous by Commonwealth Sport.

In principle, athletes' names are not allowed on footwear unless listed as a technical requirement in the sport specific guidelines or found on shoes sold on the retail consumer market at least 6 months before the Commonwealth Games. This includes personalised shoes as this is not deemed as the general design and/or identification used on products sold on the consumer market.

c. Accessories

Accessories may carry 'Manufacturer Identifications' as per the following, subject to any stricter International Federation rules which would prevail for each concerned sport and as long as such identifications are deemed not conspicuous by Commonwealth Sport:





- Armbands: One Identification of the Manufacturer permitted per item, with a maximum size of 6cm².
- Bag: One Identification of the Manufacturer permitted per item, not greater than 10% of the surface area of the item, to a maximum size of 60cm².
- Eyewear (e.g. sunglasses): May carry the Identification of the Manufacturer as displayed on products sold through the retail trade during the period of 6 months or more prior to the Games, with the manufacturer's identification permitted on the lenses so long as such identifications are engraved into the lens and are not deemed as conspicuous or prominent by Commonwealth Sport.
- Gloves: One Identification of the Manufacturer permitted per item and shall not exceed 8cm².
- Headwear (e.g. caps): One Identification of the Manufacturer permitted per item and shall not exceed 10cm², or two identifications of the manufacturer permitted per accessory item, to a maximum size of 5cm² placed above each ear.
- Socks: One Identification of the Manufacturer permitted per item and shall not exceed 10cm².

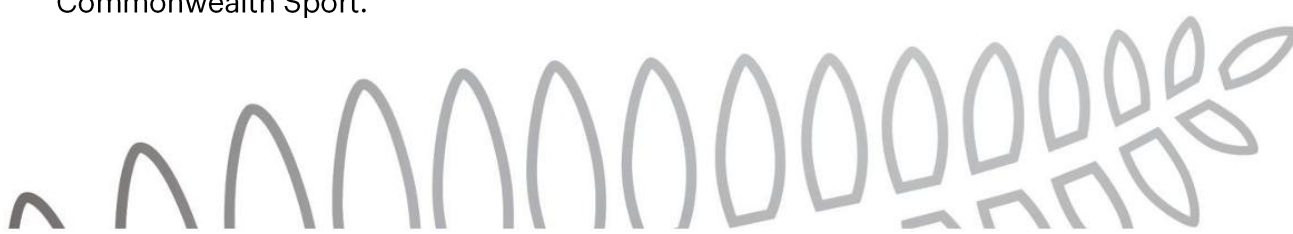
d. Sports Equipment

For any sports equipment supplied by the athlete, the size and frequency of a 'Manufacturer Identification' shall be as featured on sports equipment sold on the retail consumer market 6 months prior to the Commonwealth Games, subject to any stricter International Federation rules which would prevail for each concerned sport and as long as such identifications are deemed not conspicuous by Commonwealth Sport.

In principle, athletes' names are not allowed on sports equipment unless listed as a technical requirement in the sport-specific guidelines or found on equipment sold on the retail consumer market six (6) months prior to the Games. This includes personalised equipment as this is not deemed as the general design and/ or identification used on products sold on the retail consumer market.

e. Mobility Equipment

For any mobility equipment supplied by the CGA or athlete, the size and frequency of an identification of the manufacturer shall be as featured on mobility equipment sold on the retail consumer market at least 6 months prior to the Games, subject to any stricter IF rules which would prevail for each concerned sport (as indicated within the any published Sport specific rules, as long as such identification are deemed not conspicuous or prominent by Commonwealth Sport.





For any accessories not listed above, the size of the Identification of the Manufacturer shall not exceed 6cm².

3. Guidance on Placement

All logos shall be measured stretched (e.g. as worn by the athlete).

No logos may appear on the neck or the collar, or on the body (e.g. tattoo) of any person participating in the Games.

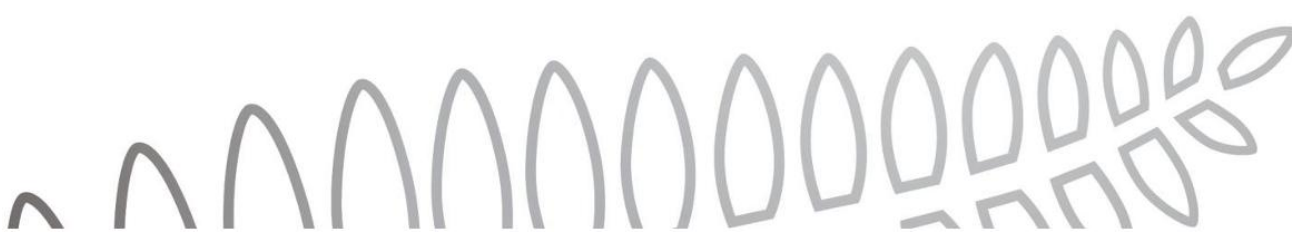
Logos may not appear close or adjacent to each other, in order to avoid a composite logo or repetitive effect. This applies also in the case of several layers of items worn by the same person and/or one-piece bodysuits.

4. Unbranded Items

Certain items, due in particular to their potential for abuse in the context of product placement or advertising on the Field of Play (FOP), should at all times remain unbranded and/or not feature any Identification (by covering any existing Identification) if brought by the participant on the FOP or in camera view.

Consequently, the following items may not feature any Manufacturer Identification: headphones, water bottles, coolers, umbrellas, towels, bandages (i.e. kinesio tape), contact lenses, earplugs, face masks, face shields, mouth guards and nose clips.

This list is an exemplary and non-exhaustive list and may be amended and completed when necessary by Commonwealth Sport.





E. APPROVAL PROCESS

1. Approval Required

Details of all performance wear (competition and sport-specific training wear) being produced by NSOs for use during the Commonwealth Games must be submitted to the NZOC for approval before manufacture.

Every uniform submission **must** come via the NSO, or supported by written NSO approval. All NSO uniforms should be submitted together so they can be reviewed as a suite. Every submission must have been checked against the Sport-Specific Guidelines in: [Commonwealth Sport's Branding on Team Uniform, Competition Clothing & Equipment Guidelines](#)

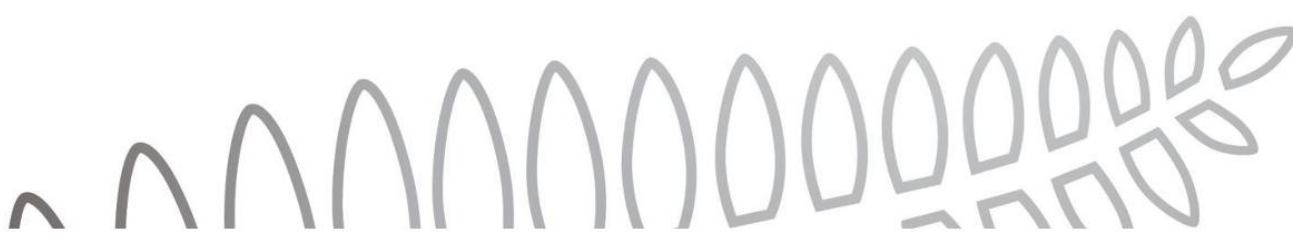
All equipment that is proposed for use during the Commonwealth Games must also be submitted for approval.

2. Submission

When submitting details to the NZOC, the NSO must include the following:

- List of all items to be produced by the NSO
- Description of use for each item
- Images or sketches of all items
- Garment colours
- Size, location and colours of all logos and/or marks

All submissions are to be sent to brand@olympic.org.nz to allow for approval before manufacture and no later than **15 April 2026**. The NZOC may at times refer this approval to Commonwealth Sport, so a minimum of ten working days should be allowed for in NSO's production timelines.





F. CONSEQUENCES OF INFRINGEMENT

Any identification or item used in violation of the terms of the Commonwealth Charter or the Commonwealth Sport Guidelines shall be removed or covered (as applicable) in accordance with the instructions given by representatives of the NZOC, Commonwealth Sport, Glasgow 2026 or the relevant International Federation.

Any breach of the terms of the Commonwealth Sport Guidelines or instructions given by authorised representatives may lead to disqualification and/or withdrawal of the accreditation of the Participant concerned, as well as other possible sanctions, in accordance with the decision of Commonwealth Sport, or in accordance with the technical rules of the respective sport.

CONTACT

For all submissions, queries and logo requests, please contact: brand@olympic.org.nz

APPENDICES

- [Commonwealth Sport's Branding on Team Uniform, Competition Clothing & Equipment Guidelines](#)

