

**MEMORANDUM**

2017-2021

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CORNEL MARCULESCU

**TO: ALL FINA MEMBERS NATIONAL FEDERATIONS**

**CC: Swimwear manufacturers**

**FROM: FINA Office, Lausanne**

**DATE: 06 December 2019**

**RE: IOC GUIDELINES ON AUTHORISED IDENTIFICATIONS  
GAMES OF THE XXXII OLYMPIAD, TOKYO 2020**

Dear Sir/Madam,

Following the receipt of various enquiries from the FINA members National Federations in relation to the advertising rules to be applied at the Olympic Games in Tokyo 2020, we have the pleasure to inform you that the complete document the Guidelines regarding Authorised Identifications for the Games of the XXXII Olympiad in Tokyo is now available from the FINA website under the following link:

[https://www.fina.org/sites/default/files/ioc\\_rule\\_50\\_tokyo\\_2020\\_fina\\_aquatics.pdf](https://www.fina.org/sites/default/files/ioc_rule_50_tokyo_2020_fina_aquatics.pdf)

These Guidelines provide guidance on how Olympic Charter Rule 50 is to be implemented, in particular (i) as to when an identification is "marked conspicuously for advertising purposes" (and hence prohibited), (ii) which types of identifications are allowed, (iii) where such identifications may be placed and (iv) how many times such identifications may appear. These rules apply to all of the athletes, officials and other accredited persons within the Olympic Games venues and sites.

Please note that the IOC has set up a procedure for items to be reviewed and offer assistance to the NOCs and IFs. Submissions should be sent [rule50@olympic.org](mailto:rule50@olympic.org).

As in previous Games, while the process is not mandatory, it is highly encouraged in order to minimize any possible Games-time issues.

The IOC has already sent the document to all the NOCs, however we consider that it will also help you in preparing your National Federation's official outfits for the competitions at the Games in Rio.

Yours sincerely,



Cornel Marculescu  
FINA Executive Director