

# UEFA Equipment Regulations

WE CARE ABOUT FOOTBALL

Edition 2018

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## Preamble

The following regulations have been adopted on the basis of Article 50(1) of the *UEFA Statutes*.

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## I – General provisions

Article 1	Scope of application
1.01	These regulations apply whenever expressly referred to by specific regulations governing a competition to be played under the auspices of UEFA.
1.02	These regulations apply to the following persons: <ul style="list-style-type: none"><li>a. outfield players;</li><li>b. goalkeepers;</li><li>c. substitutes;</li><li>d. referee team;</li><li>e. technical team staff (head coach and assistant coaches, equipment manager, etc.);</li><li>f. medical team staff (team doctor, physiotherapist, etc.);</li><li>g. other team officials with access to the technical area;</li><li>h. ball kids, player and referee escorts, centre circle carriers and flag bearers.</li></ul>
1.03	They apply to: <ul style="list-style-type: none"><li>a. all equipment items which may be worn or used by the aforementioned persons (except for football boots and shinguards);</li><li>b. all references to teams, sponsors, manufacturers and any other third parties appearing on any equipment items;</li><li>c. all additional items that may be used on the field of play or in the controlled stadium area, such as medical equipment, medical bags or match balls.</li></ul>
1.04	They apply to the aforementioned persons during all official activities in conjunction with a match or tournament, such as press conferences and training sessions, irrespective of their location, and at all times in the controlled stadium area on the day of the match.

Article 2	Purpose
2.01	The aim of these regulations is to regulate the use of equipment in UEFA competitions by ensuring equal treatment of clubs, UEFA member associations, manufacturers and sponsors in a spirit of fair play and support the rapid and unambiguous identification of players by the referees, spectators and TV viewers.

Article 3	Relationship to other rules and regulations
3.01	The relevant UEFA competition regulations may contain further equipment-related requirements that add to or supersede the provisions of these regulations.
3.02	For any UEFA competition, the equipment-related requirements set out in the <i>Laws of the Game</i> must be adhered to.

- 3.03 In the event of a discrepancy between the *Laws of the Game* and these and/or the relevant UEFA competition regulations, the *Laws of the Game* take precedence.

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## Article 4 Definition of terms

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- 4.01 For the purpose of these regulations, the following definitions apply:

### Additional special equipment

Any special equipment items worn or used by players or staff other than the special equipment worn on the field of play, e.g.:

- a. warm-up bibs;
- b. bags (equipment bags, medical bag, etc.);
- c. bottles;
- d. towels.

### Alternative playing attire

Third-choice, fourth-choice, etc. playing attire approved for use by a team during the season.

### Anthem jacket

The specific jacket or top worn on the field of play by a team's players for opening ceremonies and player line-ups.

### Attire

All the items of playing attire and non-playing attire worn by a team's players and staff.

### Coat of arms and flag of town or region

A symbol or emblem officially registered and used by the city, town, village or region where the team has its headquarters.

### Collar zone

A 5cm-wide band around the neck of the shirt (where no actual collar is presented) or around the base of a clearly defined structural collar.

### Complete sample set

A set of playing attire consisting of one shirt, one pair of shorts and one pair of socks as used for competition matches including a sample shirt number and, if relevant, name, as well as the team and manufacturer identifications, sponsor advertising and charity logos that the team intends to use on its playing attire.

### Controlled stadium area

The stadium and surrounding areas (including the field of play, technical area, dressing rooms, grandstands, hospitality areas, media areas and parking places) under the control of the stadium owner.

### Country name

The official name of the country that a team is representing.



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### Decorative element

Any visual representation (including but not limited to pictures, images, illustrations and symbols) that appears on or is incorporated into an equipment item and which is not defined elsewhere within these regulations.

### Delta L

The formula used to calculate the contrast between a pair of colour samples.

### Elbow point

The part of a sleeve that covers the elbow, i.e. the outer part of the joint between the upper arm and the forearm.

### Electronic performance and tracking systems

Equipment worn by players to record technical information during the course of a training session and/or match.

### Embossing

Method of adding texture to the surface of a fabric using heated rollers under pressure to produce a combination of raised and flat areas. Also known as calendaring.

### Equipment

All attire, special equipment worn on the field of play and additional special equipment worn or used in the context of a UEFA competition match.

### First-choice goalkeeper attire

The goalkeeper attire that the goalkeeper usually wears (sometimes referred to as "home" goalkeeper attire).

### First-choice outfield player attire

The playing attire that the outfield players usually wear for football matches (sometimes referred to as "home" outfield player attire).

### Goalkeeper attire

The specific playing attire worn by goalkeepers.

### Jacquard

A type of knitting machine that allows complex and highly detailed patterned knits to be created and repeated every centimetre or more, depending on the complexity of the machine.

### Jacquard weave

A method of weaving which incorporates a specific pattern into a fabric using threads of the same colour as the surrounding fabric.

### Laws of the Game

The *Laws of the Game* as issued by the International Football Association Board (IFAB) or by the FIFA Council for specific categories of football (e.g. futsal).

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## Left & Right

Refers to the side of the body (left or right) as viewed by the person wearing the item of attire in question.

## Manufacturer

A company that designs, produces (directly or through a non-branded licensee) and sells products bearing its own manufacturer trademarks for use in the sports market. Suppliers and other entities that distribute such products are not considered manufacturers.

## Manufacturer composite mark

Any sign, device or logo made up of a combination of a manufacturer word mark and a manufacturer design mark in one single representation.

## Manufacturer design mark

A sign, device or logo linked with a manufacturer, represented graphically and without any letters.

## Manufacturer product line

Products (clothes, equipment items etc.) which are all from the same collection or use the same technology in respect of which a manufacturer trademark is used.

## Manufacturer slogan

A marketing, advertising or promotional slogan (comprised only of words) used by the manufacturer.

## Manufacturer trademark

Collectively and individually, (a) the manufacturer design mark, (b) manufacturer composite mark, (c) manufacturer name (i.e. the corporate name of the manufacturer), (d) manufacturer slogan, (e) manufacturer word mark, and (f) any other word, sign or device that amounts to an indication of manufacturing origin (i.e. it allows a reasonable person to identify the manufacturer of the item containing the word, sign or device).

## Manufacturer word mark

A word-only trademark (registered or unregistered) that represents the brand name of the manufacturer, appearing in any typeface.

## National flag

The official flag of the country that a team is representing.

## National symbol

The UEFA-approved official symbol of the country that a team is representing.

## Non-playing attire

Any clothing worn by a team's players before or after a match, as well as by the team's staff, officials and players not on the field of play during the match, e.g.:

- a. tracksuits (tops and bottoms);

- b. coats;
- c. jackets (stadium jacket, etc.);
- d. anthem jackets;
- e. waterproof garments (rain jacket, etc.);
- f. sweatshirts;
- g. T-shirts.

#### Number zone

An area on the back of a playing shirt reserved exclusively for the shirt number, of a uniform size based on the required dimensions of a two-digit number (e.g. 10).

#### Outer seam

A real or virtual vertical line along the outer sleeves and torso of a shirt as ironed flat, or along the outer legs of shorts as ironed flat.

#### Outfield player attire

The specific playing attire worn by outfield players.

#### Playing attire

The core attire items worn by each of a team's players on the field of play during a match, i.e.:

- a. shirt or jersey ("shirt" in the present regulations);
- b. shorts;
- c. socks.

#### QR code

A Quick Response code, in the form of a matrix barcode that provides a link to information about the item to which it is attached.

#### Quality seal

A tag, label or similar used by a manufacturer to protect against counterfeiting.

#### Referee attire

The core attire items worn by the referee team during a match, i.e.:

- a. shirt;
- b. shorts;
- c. socks.

#### Second-choice goalkeeper attire

Alternative goalkeeper attire that a team's goalkeeper wears if the first-choice goalkeeper attire cannot be worn on account of the Laws of the Game (e.g. because of a colour clash) or for any other reason (sometimes referred to as "away" goalkeeper attire).

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## Second-choice outfield player attire

Alternative playing attire that all of a team's outfield players wear if the first-choice playing attire cannot be worn on account of the Laws of the Game (e.g. because of a colour clash) or for any other reason (sometimes referred to as "away" outfield player attire).

## Shoulder point

The part of a sleeve that covers the shoulder, i.e. the joint between the neck and the upper arm.

## Sleeve free zone

An area at least 12cm long and 8cm wide, positioned symmetrically along the outer seam of each sleeve, between the shoulder point and the elbow point on long-sleeved shirts and between the shoulder point and the sleeve end on short-sleeved shirts, and at an identical distance from the shoulder point on both short-sleeved and long-sleeved shirts.

## Special equipment worn on the field of play

Any items worn by outfield players and/or goalkeepers on the field play in addition to the playing attire, e.g.:

- a. undershirts;
- b. undershorts/trousers (short or long, worn under the playing shorts);
- c. undersocks and ankle guards;
- d. tape and strapping;
- e. outfield player gloves and wristbands;
- f. goalkeeper gloves;
- g. headgear (sweatbands, headbands, thermal hats and goalkeeper caps);
- h. captain's armbands;
- i. medical equipment;
- j. player tracking systems.

## Spectrophotometer

An instrument that measures spectral reflectance in order to determine the level of contrast between the various colours used on playing attire items and therefore the legibility of numbers against background colours.

## Sponsor advertising

Any type of advertising (message, statement, trademark, etc.) other than charity logos or manufacturer identification, displayed by a team on behalf of a third party either for a fee or free of charge.

## Sponsor trademark

The element of sponsor advertising that is either (a) registered as a trademark at a national or supranational trademark registry within the territory of a UEFA member association, or (b) amounts to an indication of sponsorship origin (i.e. it allows a reasonable person to identify the sponsor as the business responsible for the sponsor advertising).

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### Supplier

Any company or entity other than a manufacturer that provides, distributes or in any other way supplies equipment to a team.

### Team

A club team or representative team registered to participate in a UEFA competition.

### Team emblem

A team's UEFA-approved logo, including any part thereof, of which each team may have more than one.

### Team mascot

A team's UEFA-approved mascot.

### Team name

A team's UEFA-approved name, including any abbreviations thereof.

### Team nickname

A team's UEFA-approved nickname, including any abbreviations thereof, which must be strongly associated with the team in order to be approved.

### Team slogan

A team's UEFA-approved slogan, which must be strongly associated with the team in order to be approved.

### Team symbol

A team's UEFA-approved symbol.

### Team trademark

Collectively and individually, the team name, team mascot, team nickname, team slogan and team symbol.

### Technology label

A tag, label or similar used by a manufacturer to communicate a material or manufacturing method used to produce an item of equipment.

### Tonal print

A printing technique used to incorporate elements, patterns, etc. of a similar colour into equipment.

### Trademark

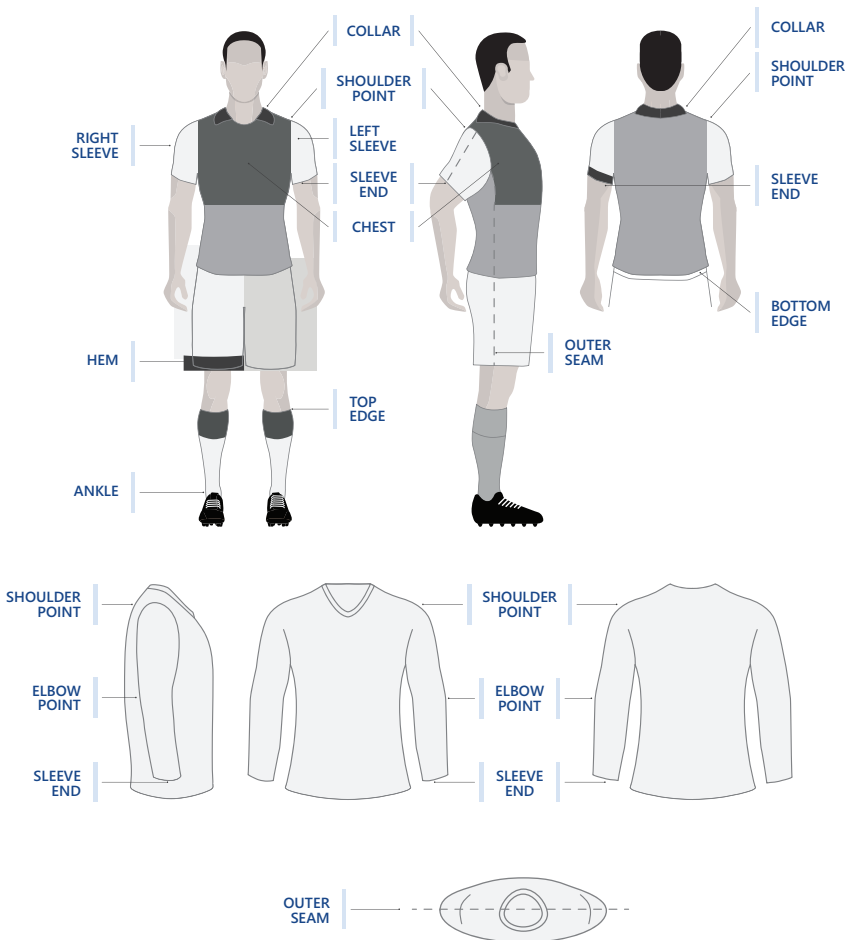
Collectively and individually, the manufacturer trademarks, sponsor trademarks and team trademarks.

### Winners' T-shirt

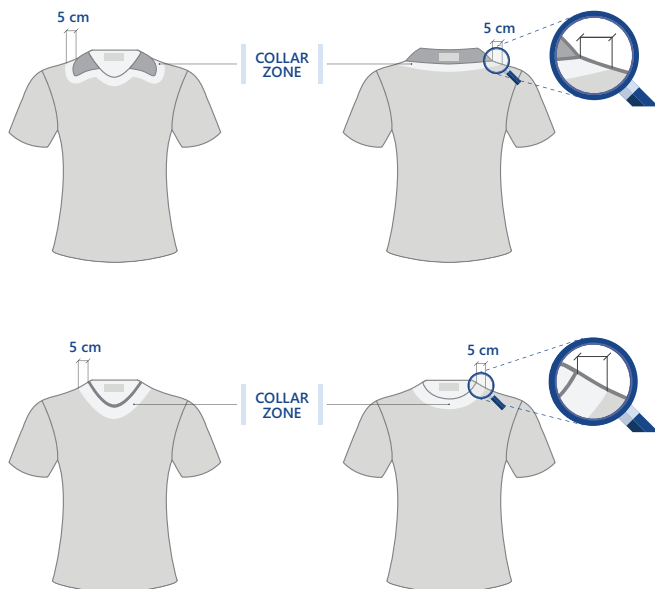
A specific T-shirt worn by a team's players and/or staff to celebrate victory in a competition final.

For the purpose of these regulations, the following diagrams apply:

a. Reference points for shirt structure



## b Collar zone



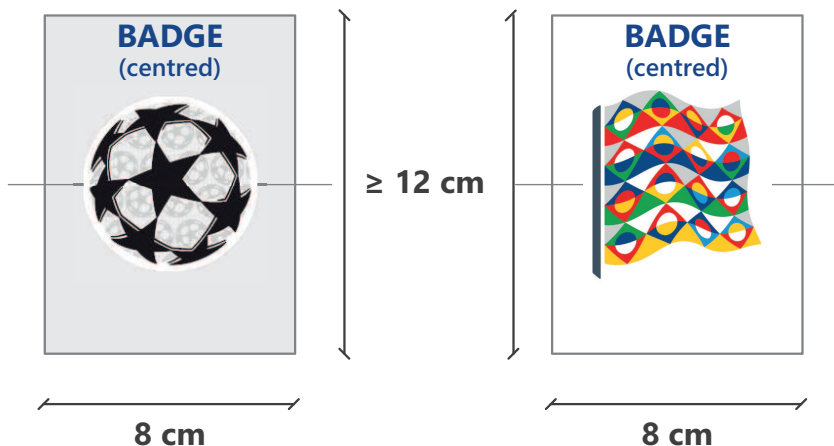
## c. Number zone



d. Sleeve free zone

**CLOSE-UP VIEW**

**\*Sleeve free zone**



- 4.02** In the context of these regulations, any phrase introduced by the terms "including", "include", "in particular", "for example" or any similar expression is illustrative and does not limit the sense of the words preceding those terms.

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**Article 5 Guiding principles**

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- 5.01** No item falling under the scope of these regulations may offend common decency or transmit political, religious or racial messages.
- 5.02** Commercial messages are allowed only in the form of sponsor advertising as set out in these regulations.
- 5.03** For each individual match, the referee has the final decision on the playing attire to be worn by each team's outfield players and goalkeepers, as stipulated in the *Laws of the Game*.
- 5.04** If a team's outfield players and/or goalkeepers do not bring an approved playing attire to a match, the UEFA administration may order them to wear a neutral or alternative playing attire provided or approved by the UEFA administration.

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**Article 6 Equipment approval procedure**

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- 6.01** Each team is responsible for:
- submitting all equipment that falls within the scope of these regulations to the UEFA administration for approval in accordance with these and the relevant competition regulations;



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- b. sending, upon request, samples of specific equipment items to the UEFA administration at any time, free of charge, for examination;
  - c. the proper implementation of these regulations by its players, staff and officials.
- 6.02** A team or manufacturer may submit equipment to the UEFA administration for a preliminary examination at any time, but this in no way releases the team from its obligations to comply with the standard approval procedure.
- 6.03** Each team must submit, free of charge and by the deadline stipulated in the relevant competition regulations, a complete sample set of the following equipment items to the UEFA administration for approval:
- a. first-choice outfield player attire;
  - b. second-choice outfield player attire;
  - c. first-choice goalkeeper attire;
  - d. second-choice goalkeeper attire;
  - e. any additional alternative playing attire or playing attire items (shirt(s), shorts and/or socks).
- In addition to these items, teams participating in the final tournaments of UEFA representative team competitions must submit for approval samples of any additional equipment requested by UEFA in advance, including all special equipment worn on the field of play and all items of non-playing attire that may be worn by players and/or staff in the controlled stadium area and/or for any official activities.
- 6.04** Approved equipment may be used in UEFA competitions other than the one for which it was approved, subject to the relevant competition regulations and the explicit authorisation of the UEFA administration. To obtain authorisation, a written request must be submitted to the UEFA administration, declaring the equipment to be identical to that which has already been approved. New samples do not need to be submitted.
- 6.05** If any approved equipment item is subsequently altered in any way, it must be resubmitted to the UEFA administration for approval prior to use.
- 6.06** The UEFA administration's decisions are communicated and explained to the respective teams in writing. For club teams, such decisions are valid for the duration of the competition, competition phase or season specified. For representative teams, such decisions are valid for the period of use of the equipment in question.
- 6.07** The UEFA administration may consider written or oral submissions made by the teams in the equipment approval procedure.
- 6.08** All decisions taken by the UEFA administration in the equipment approval procedure are final.

# II – Base colours and elements of playing attire

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## Article 7    Shirt structure

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- 7.01** Each playing shirt must include the following defined areas, which must be reserved as follows:
- a. Collar zone: this area may only contain team identification in accordance with Paragraph 19.01. The collar zone must be free of any manufacturer identifications or sponsor advertising.
  - b. Number zone: the area on the back of a playing shirt reserved exclusively for the shirt number. The number zone is based on a two-digit number, and must extend 2cm above the highest point and 3cm below the lowest point of the two digits, and horizontally 3cm from the left edge of the left-hand digit and 3cm from the right edge of the right-hand digit. The number zone must be free of any team, manufacturer or other identification or advertising.
  - c. Sleeve free zone: this area on each sleeve is reserved exclusively for the badges described in Chapter IX. The sleeve free zone must be free of any team, manufacturer or other identification or advertising.

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## Article 8    Colours and patterns

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- 8.01** If a playing attire item comprises three or more colours, one must be clearly dominant on the surface of that item. For hooped, banded, striped or checked items (i.e. with two dominant colours), any use of a third colour must not dominate or affect the distinctiveness of the shirt or socks.
- 8.02** The dominant colour (or colours in the case of hooped, banded, striped or checked items) must be equally visible on the back and front of each item of playing attire, excluding the number zone on the back of shirts (see Paragraph 7.01(b)).
- 8.03** The colours used to create a hooped, banded, striped or checked shirt on the front must both be clearly visible on the back of the playing attire if the same pattern (e.g. stripes) is not used on the back of the playing shirt.



**8.04** No material used in the construction of playing attire may be reflective or change its colour or appearance under any external influence (pressure, light, water, etc.). This includes material used for numbers, player names or sponsor or charity logos.

**8.05** Both the sleeves on shirts must be identical in colour and appearance (e.g. pattern or design), except in the case of hooped, banded, striped and checked shirts, on which each sleeve may be one of the two main colours.



**8.06** Shirts that comprise small horizontal or vertical lines that cover the whole length or breadth of the shirt, do not exceed 2mm in width (pin stripes) and are spaced at least 5cm apart do not constitute striped shirts.

**8.07** Colours and their contrast are measured in accordance with Article 53 to ensure compliance with the above provisions.

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- 8.08** Any clothing or accessories that may be worn under, over or in addition to playing attire and may be visible on the field of play is considered special equipment worn on the field of play, for which specific rules are set out in Chapter X.
- 8.09** The choice of pattern is unrestricted with the following exceptions (to be assessed at the sole discretion of the UEFA administration):
- a. the pattern must be non-pictorial, e.g. it must not contain any images, illustrations or any other symbols (any pattern that does not satisfy this requirement will be considered as a decorative element);
  - b. the pattern must not allow a reasonable person to identify a manufacturer or sponsor relevant to the equipment (any pattern that does not satisfy this requirement will be considered a trademark).

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## **Article 9    Colour choices and combinations**

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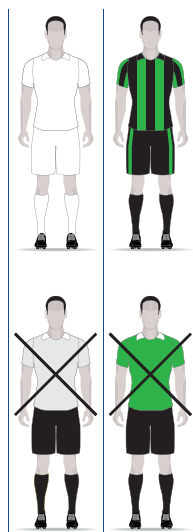
- 9.01** In order to minimise colour clashes, there must be a clear contrast between each team's first-choice and second-choice outfield player attires, to the extent that they could be worn by opposing teams in a match.
- 9.02** If one playing attire comprises predominantly dark colours, the other must comprise predominantly light colours, or if one of the playing attires is hooped, banded, striped or checked, the other must not contain either of the colours of the hoops/bands/stripes/checks.
- 9.03** Teams must have at least two goalkeeper attires which clearly contrast with each other and with the first-choice and second-choice outfield player attires.
- 9.04** A team may be requested to combine items from more than one its approved outfield player and/or goalkeeper attires (shirt, shorts or socks), in order to create a visible contrast with the other team.

## FIRST-CHOICE OUTFIELD PLAYER ATTIRE



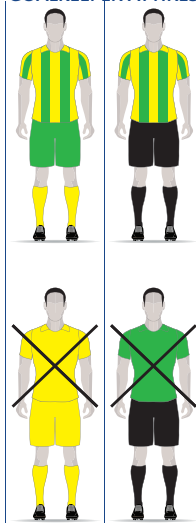
## SECOND-CHOICE OUTFIELD PLAYER ATTIRE

### OUTFIELD PLAYER ATTIRE



### GOALKEEPER ATTIRES

### FIRST-CHOICE GOALKEEPER ATTIRES



### SECOND-CHOICE GOALKEEPER ATTIRES

**9.05** The order of priority for the selection of colours for a match is as follows:

- a. home team outfield player attire;
- b. away team outfield player attire;
- c. home team goalkeeper attire;
- d. away team goalkeeper attire;
- e. referee team attire.

However if there is a clash for one of the above participants that cannot be resolved (i.e. none of the approved attires offer the required level of colour contrast) then other participants may have to change (in reverse order) until a suitable contrast can be found.

**9.06** If the referee decides on the spot that the two teams' selected colours could lead to confusion, the home team must change playing attire, for practical reasons.

**9.07** For a final, both teams should wear their first-choice outfield player attire. If this would create a colour clash, the designated away team must wear its second-choice (or other approved alternative) outfield player attire. If that too would create a colour clash, the UEFA administration decides on the playing attire to be worn by each team in consultation with the referee.

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## Article 10 Numbers

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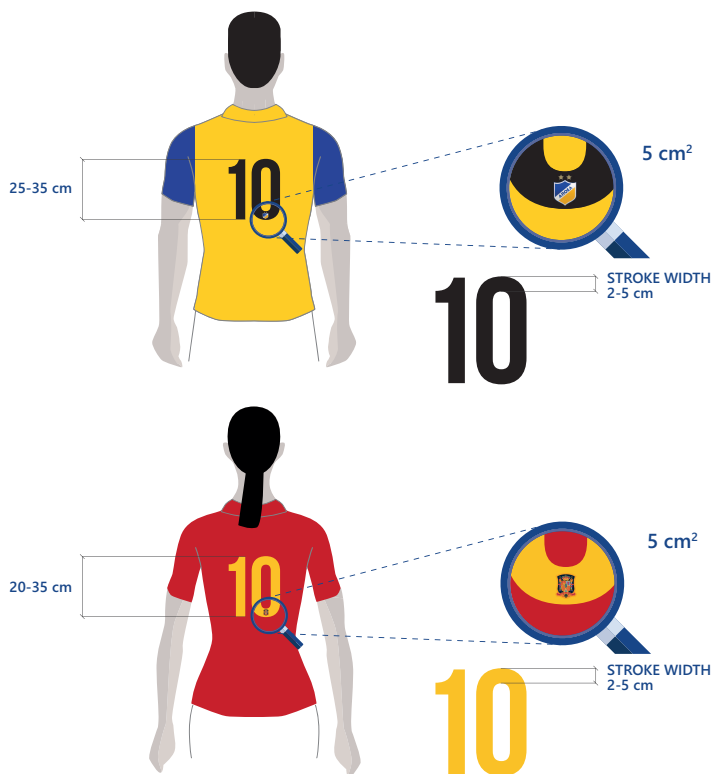
**10.01** A number must be centred on the back of each shirt. Only whole numbers may be used, no number higher than 99 may be used and the number 1 may only be used by a goalkeeper.

**10.02** Numbers must be of a single colour that contrasts with the number zone in accordance with Article 53.



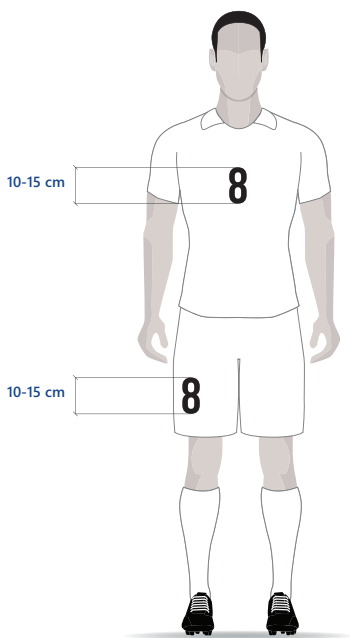
**10.03** Numbers must be clearly legible. The stroke width of each digit must be 2–5cm and the digits themselves must be:

- a. 25–35cm high on men's shirts;
- b. 20–35cm high on women's shirts.



- 10.04 Numbers must be clearly legible to the referee team, commentators, spectators and TV viewers, in daylight and under floodlights, from at least 50m away.
- 10.05 Numbers must also appear on the front of shorts, on either leg and in any position. Short numbers must be between 10cm and 15cm high, be clearly legible and clearly contrast with the colour of the shorts.
- 10.06 Numbers may contain a team emblem (or part thereof) of no more than 5cm<sup>2</sup> in the bottom of each digit.
- 10.07 Numbers must be free of manufacturer identification, sponsor advertising and decorative elements.
- 10.08 Numbers may contain breathing holes or lines up to 2mm wide and they may be divided into up to three parts, provided the divisions do not exceed 2mm.
- 10.09 For the sake of legibility, digits may be surrounded by a shadow outline, 3D effect or contrasting key line of a decorative colour. Key lines may be around the outside of the number or just inside. Shadow outlines, 3D effects or contrasting key lines are however not taken into account when measuring number height.

- 10.10** Numbers may also be placed on the front of shirts for representative team competitions, and they may be mandatory under certain competition regulations. Numbers on the front of shirts must be between 10cm and 15cm high, be clearly legible and clearly contrast with the colour(s) of the shirt.



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## Article 11 Player shirt names

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- 11.01** Players may be identified on their shirts by means of their surname and/or first name, or a UEFA-approved nickname.
- 11.02** The name by which a player is identified on their shirt must correspond with the name entered on the player list.
- 11.03** When player names are displayed on shirts, they must be placed on the back of the shirt, above the number.
- 11.04** Names must be written in a single colour, using the Latin alphabet (upper and/or lower case).
- 11.05** Names must be free of manufacturer identification, sponsor advertising and decorative elements.
- 11.06** Each letter must be no more than 7.5cm high.





- 11.07** For the sake of legibility, letters may be surrounded by a shadow outline, 3D effect or contrasting key line of a decorative colour. Key lines may be around the outside of the letter or just inside. Shadow outlines, 3D effects or contrasting key lines are however not taken into account when measuring letter height.
- 11.08** The letters must clearly contrast with the background colour(s) of the shirt.

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## Article 12 Decorative elements

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- 12.01** Decorative elements appearing on playing attire must:
- a. not include a number or letter, or any combination of numbers and/or letters;
  - b. not amount to, give the impression of being, or attempt to fulfil any of the functions of being (in the UEFA administration's sole discretion) a trademark;
  - c. not compromise the distinctiveness of the playing attire or its colours or the legibility of the player numbers or names;
  - d. be incorporated using one of the following techniques:
    - i. jacquard weave;
    - ii. tonal print;
    - iii. embossing;
    - iv. any other technique approved in writing by the UEFA administration;
  - e. adhere to the colour contrast requirements as stipulated in Article 53.
- 12.02** Provided that the above requirements are adhered to, decorative elements that appear within the manufacturer's generic product line are permitted to be used on playing attire.
- 12.03** There are no restrictions as to the number, position or size of decorative elements.

# III – Team identification

## Article 13 Types

IDENTIFICATION	NATIONAL ASSOCIATION TEAM EXAMPLE	CLUB TEAM EXAMPLE
Team Emblem	 Spain	 APOEL FC
Team Mascot	 Netherlands	 Sporting Clube de Portugal
Team Symbol	 Belgium	 Arsenal FC
National Flag	 Republic of Ireland	
National Symbol	 Russia	
Coat of Arms or Flag of Town or Region		 Malmö FF
Team/country Name	<b>ISRAEL</b>	<b>Beşiktaş JK</b>
Team Nickname	LES BLEUS France	NERAZZURRI FC Internazionale Milano
Team Slogan	<b>EN DEL AF NOGET STØRRE</b> Denmark	<i>Mia sam mia</i> FC Bayern München

- 
- 13.01** Teams may use the following types of identification on playing attire:
- a. Graphic identifications:
    - i. team emblem;
    - ii. team mascot;
    - iii. team symbol;
    - iv. national flag or national symbol;
    - v. coat of arms or flag of town or region.
  - b. Written/text identifications:
    - i. team/country name;
    - ii. team nickname;
    - iii. team slogan;
    - iv. team's foundation year.
- 13.02** Team identifications may be submitted for authorisation for use on playing attire only if they are held on the UEFA administrative database, and have official status through registration with the team's national association. Team emblems and team names may only be submitted for authorisation for use on playing attire if they are also approved by the UEFA administration for use in the relevant UEFA competition. Teams that request authorisation to use a national flag or national symbol and/or the coat of arms or flag of their town or region may be required to submit evidence of having been granted permission by the country, town or region concerned.
- 13.03** In addition to Paragraph 13.02, each team emblem (in its full form, including word elements) must be registered as a trademark with either (a) the national trademark office located in the country in which the relevant team is incorporated, or (b) the European Union Intellectual Property Office.
- 13.04** Only one version of a team nickname or team slogan may be used during a single season.
- 13.05** Evidence of the registration of identifications under Paragraph 13.02 and Paragraph 13.03 above must be presented to the UEFA administration in one of UEFA's official languages (English, French or German) on request, including evidence that the team has the necessary registrations and permissions at least 20 days before the first match in the relevant competition.
- 13.06** Team identification may be printed, woven or sown into equipment. Any other technique is subject to the prior written approval of the UEFA administration.
- 13.07** Team identifications must not touch each other or any other element displayed on playing attire (e.g. number, lettering or badge).
- 13.08** Team identifications must be free of manufacturer identification, sponsor advertising and decorative elements.

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## Article 14 Team emblem

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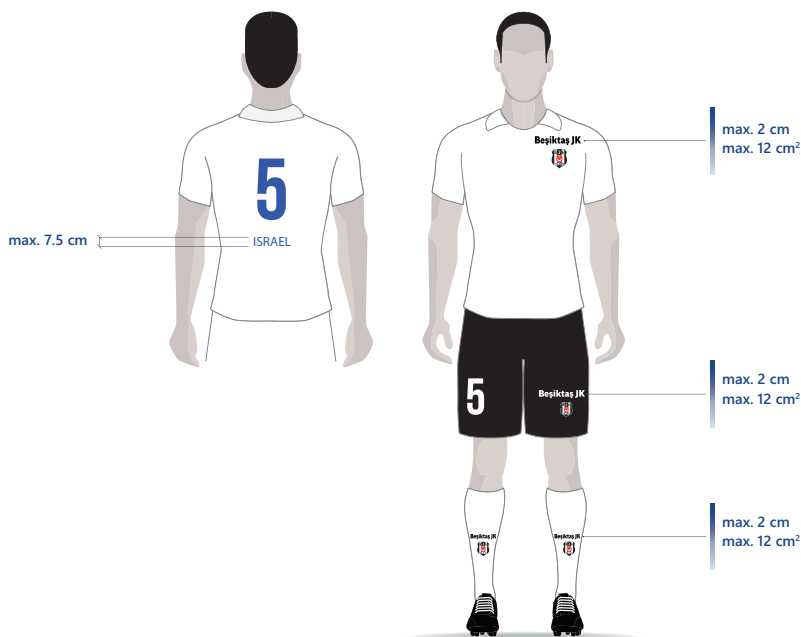
- 14.01 A team emblem may be displayed once on each item of playing attire (i.e. the shirt, shorts and each sock).
- 14.02 Teams may register more than one emblem and different registered emblems may be used on different items of playing attire, provided they have been authorised by the UEFA administration in writing in accordance with Article 13.
- 14.03 There are no restrictions as to the shape of team emblems, which must, however, be sized and positioned as follows:
- On shirts: maximum of  $100\text{cm}^2$ , on the front of the shirt, at chest height, above sponsor advertising (if any).
  - On shorts: maximum of  $50\text{cm}^2$ , on the front of the left or right leg.
  - On socks: maximum of  $50\text{cm}^2$ , in any position on each brand-new (unworn) sock. Socks within a pair may contain different team identifications, e.g. the left sock may feature the team name and the right sock the team emblem, as long as this does not affect the distinctiveness of either sock.



- 14.04 Subject to the approval of the UEFA administration, a team celebrating or commemorating a jubilee or other significant event may create a special team emblem for use on its playing attire in place of its usual emblem. Such special team emblems may be surrounded by letters, numbers and/or decorative elements (e.g. laurels) but the total surface used may not exceed  $100\text{cm}^2$ .

## Article 15 Team/country name

- 15.01** The team or country name may be displayed on playing attire once in any position on the front of the shirt and anywhere on the shorts and on each sock.
- 15.02** The choice of script is unrestricted but the height of the letters must not exceed 2cm and the overall name must not exceed 12cm<sup>2</sup>.
- 15.03** The team or country name may be used in place of the team emblem, in which case the stipulations of Paragraph 14.03 apply and the height of the letters must not exceed 5cm.
- 15.04** The team or country name may also be displayed once on the back of the shirt, below the player number, subject to the following provisions:
- The letters may be upper and/or lower case but must be in one single colour and free of manufacturer identification, sponsor advertising and decorative elements.
  - The height of the letters must not exceed 7.5cm.
  - For the sake of legibility, letters may be surrounded by a shadow outline, 3D effect or contrasting key line of a decorative colour. Key lines may be around the outside of the letter or just inside. Shadow outlines, 3D effects or contrasting key lines are however not taken into account when measuring letter height.
  - The letters must clearly contrast with the background colour(s) of the playing attire.

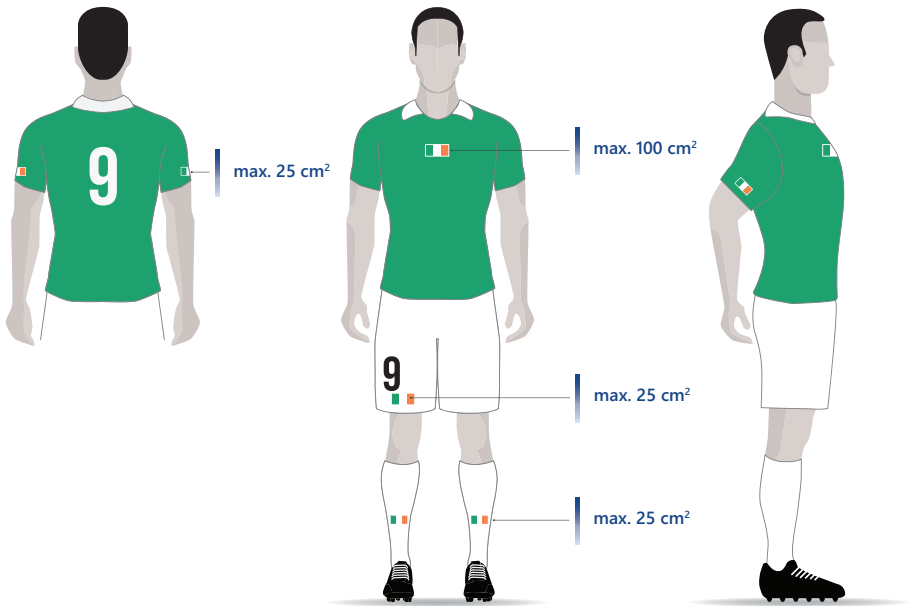


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## Article 16 National flag or national symbol

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- 16.01** The national flag or national symbol may be used only in its official shape and proportions (if such proportions are governed by any relevant laws or regulations).
- 16.02** Either the national flag or the national symbol may be displayed on playing attire as follows:
- On shirts: once on the front, at chest height, not exceeding 100cm<sup>2</sup>, and once on each sleeve, not exceeding 25cm<sup>2</sup> per sleeve and positioned outside the sleeve free zone.
  - On shorts: once on the front of the shorts, not exceeding 25cm<sup>2</sup>.
  - On socks: once in any position on either or both brand-new (unworn) sock(s), not exceeding 25cm<sup>2</sup> on each sock.



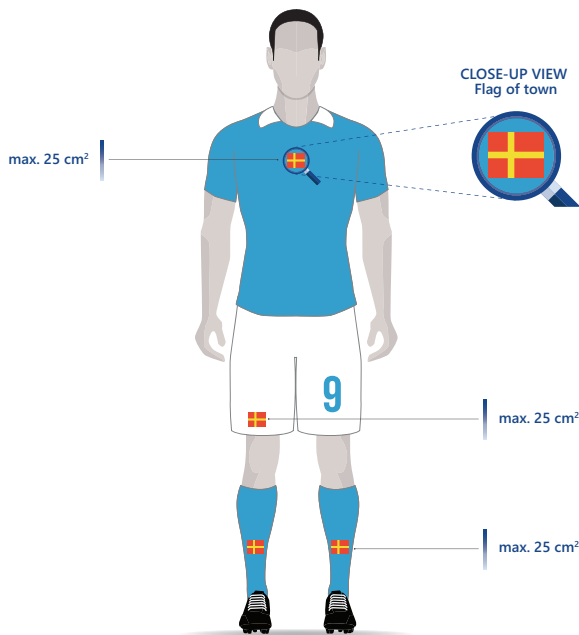
- 16.03** National flags and national symbols must be free of manufacturer identification, sponsor advertising and decorative elements.
- 16.04** The national flag or national symbol may be used in place of the team emblem, in which case the stipulations of Paragraph 14.03 apply.

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## Article 17 Coat of arms or flag of town or region

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- 17.01 An unaltered representation of the coat of arms or flag of a team's town or region may be used in place of the national flag or national symbol on any item of playing attire, in which case the stipulations of Paragraph 16.02 apply and the representation must not exceed 25cm<sup>2</sup> on each item.



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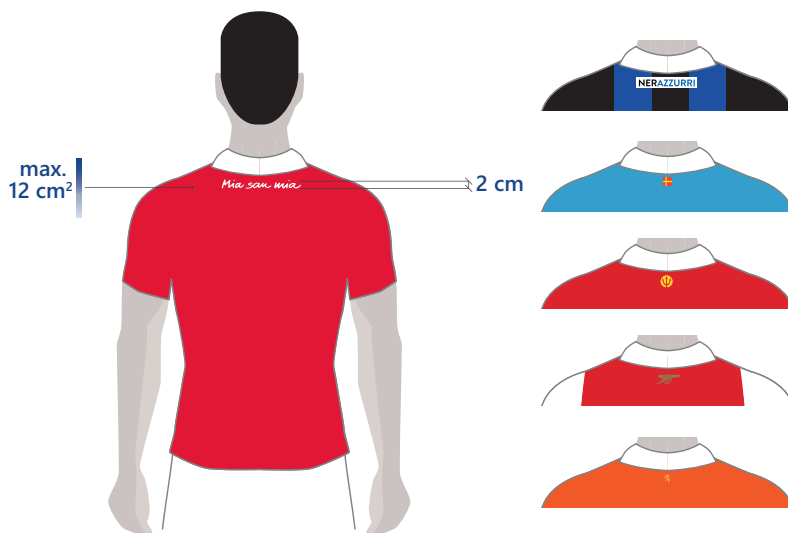
## Article 18 Jacquard weave, tonal print or embossing

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- 18.01 One type of team identification, or a part thereof, may also be incorporated into playing attire using one of the following techniques:
- jacquard weave;
  - tonal print;
  - embossing; or
  - any other technique approved in writing by the UEFA administration.
- 18.02 There are no restrictions as to the number, size or positioning of the team identification chosen.
- 18.03 For tonal prints and jacquard weave, the stipulations of Article 53 apply

## Article 19 Additional use of team identifications on playing attire

- 19.01 In addition to the uses of team identification set out in Article 14 to Article 18, teams may display up to two team identifications in the shirt collar zone, however each identification chosen may only be used once and must not exceed  $12\text{cm}^2$ . Lettering must not exceed 2cm in height.



- 19.02 One tonal team or manufacturer identification may also appear on each of the following collar elements and shirt fastenings, provided they pose no risk of injury and are free of sponsor advertising and decorative elements:
- shirt collar loops;
  - buttons on shirt collar openings;
  - other shirt fastenings (e.g. zippers).



## IV – Manufacturer identification

### Article 20 Types

**20.01** A manufacturer may use the following manufacturer trademarks on playing attire:

- a manufacturer word mark
- a manufacturer design mark;
- a manufacturer composite mark;
- a manufacturer product line
- a manufacturer slogan.

Examples:

a)	ADIDAS	NIKE	PUMA	UMBRO	MACRON	NEW BALANCE
b)						
c)						
d)		<i>DRI-FIT</i>				
	CLIMACHILL	NIKE VAPORKNIT				
e)	HERE TO CREATE	<b>JUST DO IT</b>			WORK HARD, PLAY HARDER.	

**20.02** Use of manufacturer trademarks on equipment is subject to the following restrictions:

- Each manufacturer trademark must be validly registered as a live trademark with the European Union Intellectual Property Office (this restriction may be waived by the UEFA administration in exceptional circumstances where such a trademark is shown to UEFA as being unobtainable);
- Manufacturer trademarks may not be used as decorative elements.

### Article 21 Submission of samples to the UEFA administration

**21.01** To enable the UEFA administration to approve each team's equipment under Article 6, each manufacturer must submit a sample of all the types of manufacturer identification such equipment contains to the UEFA administration at least six months before the start of the competition in question.

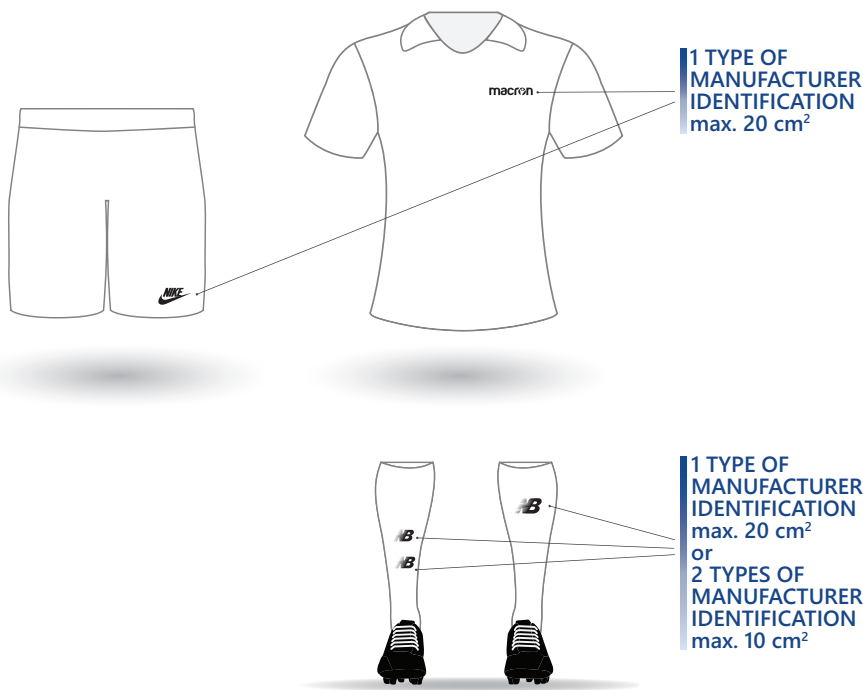
- 21.02** Samples must be submitted in their original size, form, etc., together with a description in one of UEFA's official languages (English, French or German), and if approved the corresponding identification may be used as approved, as long as it remains legally valid and is not withdrawn or replaced by the manufacturer.

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## **Article 22 Position, quantity and dimensions**

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- 22.01** Manufacturer identifications must not touch each other or any other element displayed on playing attire (number, lettering, badge, etc.).
- 22.02** The manufacturer identifications referred to in Paragraph 20.01 a) – d) may be displayed as follows:
- a. On shirts: one manufacturer identification not exceeding 20cm<sup>2</sup>, on the chest, above any sponsor advertising. The collar zone (including both sides of folded collars) must be free of manufacturer identification.
  - b. On shorts: one manufacturer identification not exceeding 20cm<sup>2</sup>, in any position on either the right or left leg.
  - c. On socks:
    - i. One manufacturer identification used once (maximum 20cm<sup>2</sup>) or twice (maximum 10cm<sup>2</sup> each), or two different manufacturer identifications used once each (maximum 10cm<sup>2</sup> each), may be positioned between the ankle and the top edge of each sock.
    - ii. One manufacturer identification not exceeding 20cm<sup>2</sup> on the foot part of each brand-new (unworn) sock (beneath the ankle and not visible when boots are worn over the socks).



## Article 23 Manufacturer playing attire bands

**23.01** A manufacturer design mark may be displayed once or repeatedly on one or more items of playing attire in the form of a band (a "playing attire band"). The playing attire band must be identical on all items on which it is displayed, and must be positioned symmetrically on each item as follows:

- a. On shirts:
  - i. around the end of each sleeve (right and left); or
  - ii. centred down the outer seam of each sleeve (right and left, from the collar to the bottom of the sleeve, excluding the sleeve free zone); or
  - iii. centred down the outer seam on both sides of the shirt (armhole to the bottom of the shirt).
- b. On shorts:
  - i. across the hem (right and left legs); or
  - ii. centred down the outer seam (right and left legs).
- c. On socks: across the top edge of each sock.

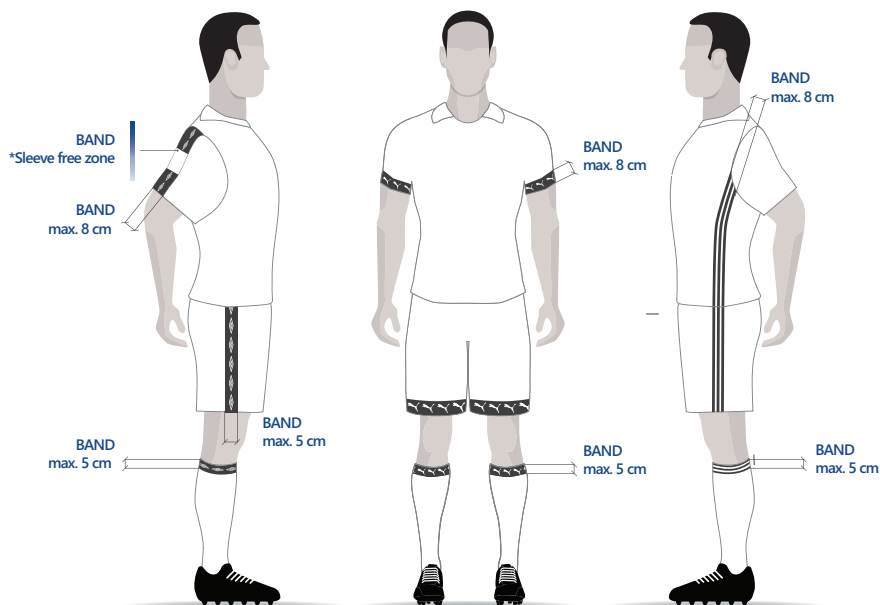
**23.02** A playing attire band must not exceed the following widths:

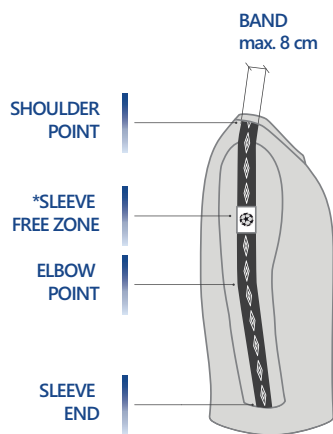
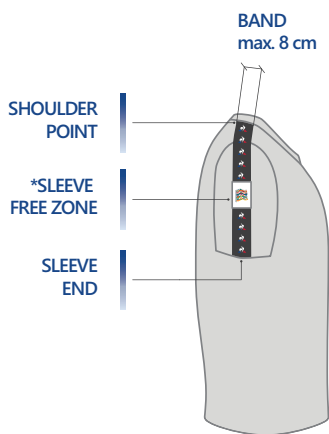
- a. On shirts: 8cm,

- b. On shorts: 8cm,
- c. On socks: 5cm on brand-new (unworn) socks.

**23.03** Subject to Article 12, playing attire bands may include decorative elements.

**23.04** Only one version of the relevant manufacturer design mark may be used in the playing attire band, and these marks must not exceed the width of the playing attire band.





## Article 24 Jacquard weave or embossing

- 24.01** One type of manufacturer identification not exceeding 20cm<sup>2</sup> may also be incorporated into shirts and/or shorts using embossing, or jacquard weave in accordance with the provisions of Article 53, with no restrictions as to the number or positioning of the identification chosen.
- 24.02** Other techniques may be used, subject to the prior written approval of the UEFA administration.

## V – Quality seals and technology labels

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### Article 25 Quality seals and technology labels on playing attire

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- 25.01** A quality seal may appear on playing attire once on the front or back of the shirt and shorts, on the right or left side. It must not exceed 10cm<sup>2</sup> and the top edge must be positioned no more than 15cm above the bottom edge of the shirt or the hem of the shorts.
- 25.02** A second smaller quality seal not exceeding 5cm<sup>2</sup> may appear on playing attire as follows:
- a. once on the shirt, anywhere other than the collar zone, chest or sleeves; and
  - b. once on the shorts, in any position.
- 25.03** Quality seals may contain one or more types of team identification and/or manufacturer identification.
- 25.04** A technology label may appear once on the shirt and once on the shorts. A technology label may be displayed as follows:
- a. once on the shirt, not exceeding 10cm<sup>2</sup>, positioned with the top edge no more than 15cm above the bottom edge of the shirt; and
  - b. once on the shorts, not exceeding 5cm<sup>2</sup>, positioned with the top edge no more than 5cm above the hem or the shorts or no lower than 5cm below the top of the shorts.
- 25.05** Other labels (e.g. care instructions and anti-counterfeiting labels) and manufacturer identifications are allowed on the skin side of playing attire, as long as they are not visible when the item is worn.
- 25.06** QR codes and/or matrix barcodes are not permitted as forms of quality seal or technology label and may therefore only be used on the inside of playing attire.



# VI – Sponsor advertising

## Article 26 Principles

- 26.01 No sponsor advertising is allowed on shorts or socks.
- 26.02 Sponsor advertising on playing shirts is only allowed in UEFA club competitions, and in the UEFA Regions' Cup in the case of teams that use playing attire other than national team playing attire (e.g. regional association playing attire). In all other UEFA competitions, sponsor advertising on playing attire is prohibited.
- 26.03 Sponsor advertising on non-playing attire is permitted in UEFA competitions as follows:
  - a. UEFA club competitions – all stages but on non-playing attire tops only.
  - b. UEFA representative team competitions:

Competition	Sponsorship allowed
UEFA European Football Championship	Qualifying matches
UEFA Nations League	League phase only
UEFA European Championship - all youth ages (under 21, under 19, under 17)	Qualifying matches
UEFA European Women's Championship	Qualifying matches
UEFA European Women's Championship - all youth ages (under 19, under 17)	Qualifying matches
UEFA European Futsal Championship	Qualifying matches
UEFA European Women's Futsal Championship	Qualifying matches
UEFA European Futsal Under-19 Championship	Qualifying matches
All European qualifying competitions organised by UEFA for FIFA (incl. Women's World Cup, Futsal World Cup and Olympic Tournaments)	All stages
UEFA Regions' Cup	All stages

## Article 27 Advertising restrictions

- 27.01 All advertising of tobacco and strong alcohol, (i.e. any beverage with an alcohol content of more than 15% abv unless the applicable domestic legislation sets a lower limit) is prohibited.
- 27.02 Any bans or restrictions imposed by the domestic legislation of the country in which a UEFA competition match is taking place also apply.



- 27.03** Teams must obtain written authorisation from the UEFA administration for all sponsor advertising in accordance with Article 6.

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### Article 28 Sponsor advertising on playing attire

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- 28.01** Subject to Article 27 a team may advertise one single playing attire sponsor only, which may be displayed on the shirt.
- 28.02** A team may display sponsor advertising that has been approved beforehand by its national association and that it also advertises on its shirts in at least one official domestic competition.
- 28.03** The total area used for sponsor advertising on the shirt must not exceed 200cm<sup>2</sup>, in accordance with the measurement procedures set out in Article 52, and it must be positioned on the front of the shirt, in the centre of the torso.
- 28.04** The form of sponsor advertising is unrestricted, except for the obligations under Article 27.
- 28.05** The choice of script and colour of any lettering is unrestricted, but no manufacturer identification or decorative elements may be incorporated.



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### Article 29 Sponsor advertising on non-playing attire in UEFA club competitions

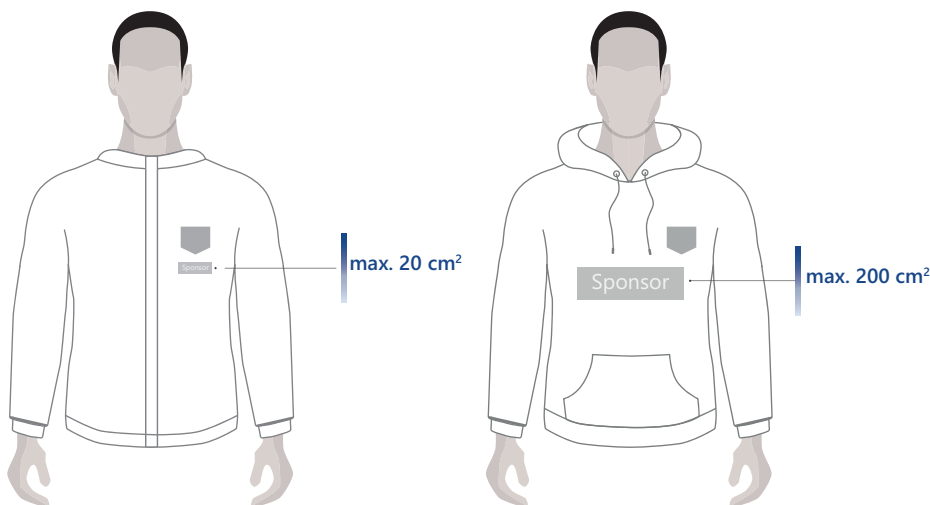
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- 29.01** In UEFA club competitions, sponsor advertising is permitted on non-playing attire tops, subject to the provisions of Article 27 and according to the following principles:
- a. A team may advertise for one single non-playing attire sponsor only.

- b. A team may advertise for the approved sponsor for all home and away matches during the same UEFA season.
- c. The non-playing attire sponsor used must be either:
  - i. sponsor advertising approved beforehand by the member association and which is also in use by that team in one of the official domestic competitions as a specific non-playing attire sponsor; or
  - ii. the UEFA-approved sponsor advertising used on the playing shirt.

**29.02** Only one single element of sponsor advertising is permitted, in the following maximum sizes:

- a. 20cm<sup>2</sup> on anthem jackets;
- b. 200cm<sup>2</sup> on all other non-playing attire tops.




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### Article 30 Sponsor advertising on non-playing attire in UEFA representative team competitions

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**30.01** In UEFA representative team competitions, when sponsor advertising is permitted on non-playing attire by Article 26, there are no restrictions as to the number, position or size of sponsor logos other than the provisions of Article 27.

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### Article 31 Use of sponsor advertising

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**31.01** Where permitted under Article 26 to Article 30, teams may advertise approved sponsors at all their home and away matches during the same UEFA season, subject to Paragraph 27.02.

**31.02** Teams playing in UEFA club competitions may change sponsor only in accordance with the relevant competition regulations. The UEFA administration may grant, at its own discretion, exceptions in cases of particular hardship.

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- 31.03** Changes of any nature to the content of sponsor advertising are treated as changes of sponsor, even if the sponsor remains the same.
- 31.04** A change of sponsor may be allowed if the team submits a written request to the UEFA administration at least seven working days before the first match in which they wish to use the new sponsor advertising, together with the following items:
- a. A copy of the approval of the team's national association.
  - b. Confirmation of the change from the old and new sponsor.
  - c. A sample shirt containing the new sponsor logo.
- 31.05** UEFA reserves the right to consult the relevant sponsorship contracts.
- 31.06** Sponsor advertising may be worn for away matches subject to the restrictions of Paragraph 27.02. When it is possible that such a restriction may apply, the national association of the visiting team must contact the national association of the home team at least 12 working days before the date of the match (or as soon as possible after the relevant draw if within this deadline) and provide an exact description of the sponsor advertising in question. If the host association advises that the sponsor advertising in question is prohibited, it must provide written notice to that effect to the visiting team, and also notify the UEFA administration immediately.
- 31.07** If the domestic legislation applicable at the match venue prevents the visiting team from using its approved sponsor advertising, the team may ask the UEFA administration at least two working days before the match in question for authorisation to replace it with a sub-product of the approved sponsor, a UEFA-endorsed programme (e.g. UEFA Respect or #EqualGame), or a charity logo in accordance with Article 32.

## VII – Charity logos

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### Article 32 Charity logos on attire

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- 32.01** A team participating in a UEFA club competition may display one single logo of a charitable organisation on its playing shirts and/or non-playing attire tops.
- 32.02** The team must provide a duly signed declaration in which the charitable organisation concerned confirms that it:
- a. is a not-for-profit organisation duly registered in any country;
  - b. is an apolitical organisation and does not openly take any political stance;
  - c. pursues its objectives without any discrimination on account of politics, gender, religion, race or any other reason;
  - d. has a financial report audited and published in accordance with international standards;
  - e. will not offer or give to the team any financial or other form of compensation or recompense for allowing its charity logo to appear on the playing shirts;
  - f. has duly registered its charity logo in an official state register and allows the team to use it;
  - g. has concluded a written agreement with the team defining the rights and duties of each party;
  - h. agrees to provide relevant information to the UEFA administration upon request.
- 32.03** The same declaration must contain a confirmation by the team that it:
- a. has assessed the charitable organisation concerned and come to the conclusion that it fulfils the requirements of Paragraph 32.02 a) to d);
  - b. will not receive any financial or other form of compensation or recompense for allowing the registered logo of the charitable organisation to appear on its playing shirts;
  - c. has concluded a written agreement with the charitable organisation defining the rights and duties of each party;
  - d. will immediately update the UEFA administration about any change to the written agreement with the charitable organisation.
- 32.04** The UEFA administration may at any time ask the team to provide it with the statutes of the charitable organisation and/or a copy of its written agreement with the charitable organisation in order to assess for itself whether the aforementioned criteria are met. Should such an assessment reveal that one or more of these criteria is not met, the UEFA administration may decide at any time that the charity logo may no longer appear on the playing shirts of the team concerned.

**32.05** Charity logos may be used on the playing shirt in one of the following positions only:

- as an alternative to the team name within the collar zone on the back of the shirt (maximum size of 20cm<sup>2</sup>);
- as an alternative to the team name below the number on the back of the shirt (maximum size of 100cm<sup>2</sup>);
- in the space reserved for the shirt sponsor, alone or in combination with a shirt sponsor logo (maximum cumulative size of 200cm<sup>2</sup>).

**32.06** Charity logos may be used on non-playing attire tops in one of the following positions only:

- as an alternative to a sponsor logo on anthem jackets (maximum size of 20cm<sup>2</sup>);
- as an alternative to a sponsor logo on all other playing attire tops (maximum size of 200cm<sup>2</sup>).



# VIII – Football-related representations

## Article 33 Domestic titles and stars

- 33.01 A team that is the current or former holder of a domestic title is entitled to display on its playing shirts the corresponding representation, as regulated and approved by its national association.
- 33.02 The representation may be used once only, at chest height, and it must not exceed 10cm<sup>2</sup>.
- 33.03 Stars representing multiple domestic titles may be displayed immediately adjacent to the team emblem on each item of playing attire, subject to the approval of the team's national association. The height of each star must not exceed 2cm.
- 33.04 All of an association's men's or women's representative teams may wear one star on their playing attire for each FIFA World Cup title won by the association's corresponding (i.e. men's or women's) senior national team. The star(s) must be positioned immediately adjacent to the team emblem on the shirt and/or shorts, and may be positioned anywhere on the socks. The height of each star must not exceed 2cm.



## Article 34 Match-related representations and other visible marks or insignia

- 34.01 For club competition finals and representative team qualifying or final tournament matches, match-specific information comprising the date of the match, the town in which it is played and a team identification of each of the two participating

teams may be placed on the shirts of the teams involved in the match in question. The same match information may also be included on training tops and/or anthem jackets for the corresponding match.

**34.02** Any such match-related representations must be positioned at chest height on the torso, with a surface area not exceeding 50cm<sup>2</sup> and lettering not exceeding 2cm in height.

**34.03** No other visible mark or insignia of a team, sponsor, manufacturer or third party is permitted without the prior written approval of the UEFA administration.



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## IX – UEFA badges

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### Article 35 Principles

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- 35.01 When the competition regulations determine the use of a specific UEFA badge to be mandatory, a sufficient number of badges (as determined by the UEFA administration) will be provided by the UEFA administration for the playing shirts.
- 35.02 Badges for retail, if available, may only be sourced from the competition licensed badge partner, in accordance with the relevant licensing agreement. The use of these badges must be in accordance with the relevant conditions provided by the licensed badge partner.

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### Article 36 UEFA Respect badge

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- 36.01 When provided by the UEFA administration, the UEFA Respect badge must be displayed in the sleeve free zone on the left sleeve of the shirt.

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### Article 37 UEFA competition badges

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- 37.01 When provided by the UEFA administration, the UEFA competition badge must be centred in the sleeve free zone on the right sleeve of the shirt and must not exceed 50cm<sup>2</sup>.

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### Article 38 Titleholder and multiple winner badges

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- 38.01 When provided by the UEFA administration, the titleholder badge must be worn in place of the competition badge by the reigning titleholder of a UEFA competition throughout the following season of the corresponding competition. Such badges must not exceed 50cm<sup>2</sup>.
- 38.02 Multiple-winner badges may be worn in UEFA club competition by teams which have won the same UEFA club competition at least three times in a row or five times in total, in the sleeve free zone on the left sleeve of the shirt above the UEFA Respect badge, and in accordance with the terms agreed with the UEFA administration. Such badges must not exceed 50cm<sup>2</sup>.

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### Article 39 National Team competition winner badges

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- 39.01 The reigning UEFA European Football Championship titleholder may wear the UEFA European Football Championship winner badge provided by UEFA during:
- a. the following FIFA World Cup qualifying competition;
  - b. the following UEFA European Football Championship qualifying competition and final tournament; and
  - c. the following UEFA Nations League for the league phase and finals.



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- 39.02** The reigning UEFA European Women's Championship titleholder may wear the UEFA European Women's Championship winner badge provided by UEFA during:
- a. the following FIFA Women's World Cup qualifying competition;
  - b. the following UEFA European Women's Championship qualifying competition and final tournament.
- 39.03** The reigning UEFA Nations League titleholder may wear the UEFA Nations League winner badge provided by UEFA during:
- a. the following UEFA Nations League for the league phase and finals;
  - b. the following European Football Championship qualifying competition and final tournament.
- 39.04** The reigning men's or women's FIFA World Cup titleholder may wear the FIFA World Cup winner's badge during the qualifying competition and final tournament of the subsequent UEFA European Football Championship or UEFA European Women's Championship as applicable, as well as in the following UEFA Nations League (league phase and finals).
- 39.05** Competition winner badges may be worn only by the corresponding winning team and not by any other representative teams of the national association concerned.

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#### **Article 40 UEFA We Play Strong badge**

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- 40.01** The UEFA We Play Strong badge must be worn in the sleeve free zone on the left sleeve, above the UEFA Respect badge, by all teams competing in UEFA women's competitions, with the exception of teams eligible to wear multiple-winner badges, which may be worn in place of the UEFA We Play Strong badge, subject to the prior written approval of the UEFA administration.

## X – Special equipment worn on the field of play

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### Article 41 Clothing and accessories

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- 41.01** The following provisions apply to special equipment worn on the field of play, subject to the applicable Laws of the Game and the relevant competition regulations:
- a. Undershirts (separate from or permanently attached to playing shirt)
    - i. Team identifications may be used in accordance with Chapter III, which applies by analogy.
    - ii. Up to two manufacturer identifications not exceeding 20cm<sup>2</sup> each are allowed once on the front and once on the back, but not within the collar zone.
    - iii. Quality seals and/or technology labels may be used in accordance with Chapter V, which applies by analogy.
    - iv. Long-sleeved undershirts must be the same colour as the main colour of the shirt sleeve. In the case of shirts with striped sleeves or shirts with different coloured sleeves, either colour may be used for undershirts but the same colour must be used by all players on the team using such items.
  - b. Undershorts/trousers
    - i. Team identifications may be used in accordance with Chapter III, which applies by analogy.
    - ii. One manufacturer identification not exceeding 20cm<sup>2</sup> is allowed anywhere on the right or left leg.
    - iii. Quality seals and/or technology labels may be used in accordance with Chapter V, which applies by analogy.
    - iv. Undershorts/trousers must be the same colour as the main colour of the players' shorts or the lowest part of the shorts, and the same colour must be used by all players on the team using such items.
  - c. Undersocks and ankle-guards
    - i. Team and/or manufacturer identifications are allowed, but the total number and size of visible identifications, including those visible on the playing socks, must not exceed those normally permitted on playing socks, as stipulated in Chapters III and IV.
    - ii. Visible undersocks or ankle-guards must be the same colour as the corresponding part of the playing sock.
  - d. Tape and strapping
    - i. Tape, strapping and/or any other material used over playing socks to hold socks in place must be transparent, or of the same colour as the part of the sock to which it is applied, and must be free of team and manufacturer identification and decorative elements.
    - ii. The same applies by analogy to tape or strapping applied over any other item of playing attire.

- 
- e. Outfield player gloves and wristbands
    - i. One team identification is allowed on each glove and wristband.
    - ii. One manufacturer identification is allowed on each glove and wristband.
    - iii. There are no restrictions as to position but each identification must not exceed 20cm<sup>2</sup>.
  - f. Goalkeeper gloves
    - i. One team identification not exceeding 20cm<sup>2</sup> is allowed in any position on each goalkeeper glove.
    - ii. One manufacturer identification not exceeding 20cm<sup>2</sup> is allowed in any position on each goalkeeper glove.
    - iii. A quality seal, technology label or second manufacturer identification is allowed in any position on each goalkeeper glove. Whichever is used, it must not exceed 10cm<sup>2</sup>.
    - iv. The name of the goalkeeper may be written in upper and/or lower case on either/both glove(s), in lettering no more than 2cm high.
  - g. Headgear (sweatbands, headbands, thermal hats and goalkeeper caps)
    - i. Team identifications are allowed anywhere on headgear but the total size must not exceed 50cm<sup>2</sup>.
    - ii. One manufacturer identification not exceeding 20cm<sup>2</sup> is allowed anywhere on headgear.
  - h. Captain's armbands
    - i. A captain's armband must be worn by the captain identified as such on the match sheet.
    - ii. The armband may contain one team identification not exceeding 50cm<sup>2</sup>.
    - iii. The armband must be free of any decorative elements, except for the word "captain" or an abbreviation thereof.
    - iv. No manufacturer identification is allowed.
    - v. UEFA may provide captain's armbands for certain competition matches in support of UEFA campaigns.
  - i. Medical equipment (e.g. head protection, face-masks, casts, kneepads or knee braces, elbow pads)
    - i. Medical equipment worn on the field of play must be a single colour and free of team and manufacturer identification.
    - ii. Items worn on legs and arms should be the same colour as the corresponding playing attire item (e.g. elbow pads or tape used on the arm the same colour as shirt sleeves and kneepads the same colour as shorts).



- 41.02** Sponsor advertising is prohibited on all items of special equipment worn on the field of play.

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## Article 42 Electronic performance and tracking systems

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- 42.01** Electronic performance and tracking systems may be worn by players on the field of play subject to the approval of the referee. In order to be approved, player tracking systems must comply with the following requirements:
- The system must be safe for players and must not pose any danger to anyone on the field of play.
  - The system must be marked with the International Match Standard certification as set out in the *Laws of the Game*.
  - The items worn by players must be free of team and manufacturer identification and sponsor advertising.



## XI – Non-playing attire

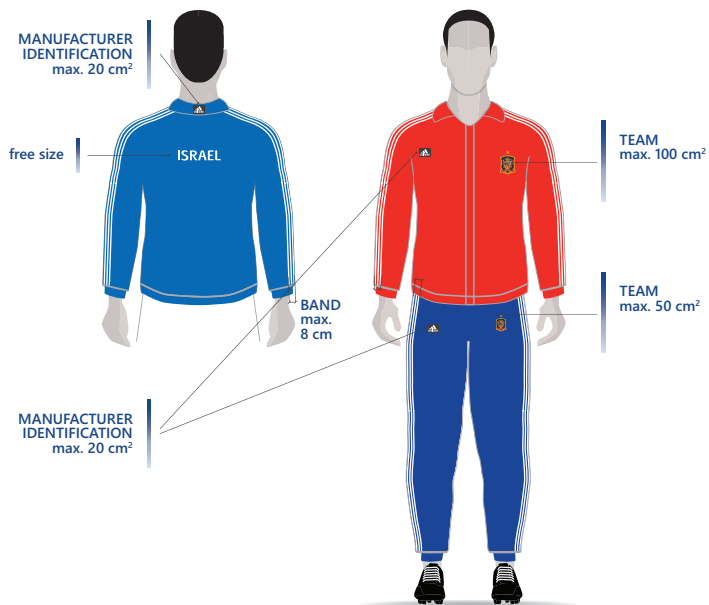
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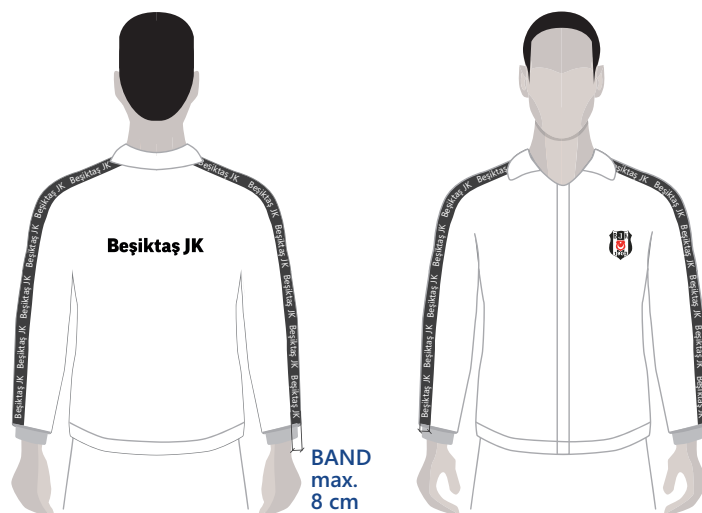
### Article 43 Non-playing attire tops

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- 43.01** Team identification as set out in Chapter III may appear on non-playing attire tops as follows:
- One team emblem not exceeding 100cm<sup>2</sup> is allowed on the front of the top.
  - The national flag or national symbol or the coat of arms or flag of the team's town or region is allowed once at chest height on the front of the top, not exceeding 100cm<sup>2</sup>, and once on each sleeve, not exceeding 25cm<sup>2</sup> on each sleeve.
  - One written/text identification is allowed in any position or size.
- 43.02** Up to two more team identifications are allowed in any position, but each one must not exceed 20cm<sup>2</sup> and any lettering must be no more than 2cm high.
- 43.03** One type of team identification may also be incorporated into non-playing attire tops in accordance with Article 18, which applies by analogy.
- 43.04** One additional team identification may be used alone or in combination with a manufacturer design mark in one of the positions reserved for the non-playing attire top band described in Paragraph 43.05 below, in which case the provisions of Paragraph 43.05 and Paragraph 43.06 apply. The maximum width of any team identification in this position is 8cm.
- 43.05** Up to five manufacturer identifications are allowed, including up to two bands of manufacturer design marks ("non-playing attire top band"), which may be used as follows:
- around the end of each sleeve, or
  - down the outer seam of each sleeve (from the collar to end of sleeve), or
  - centred down the outer seam of the top (armhole to the lowest edge of the hem at base of the top).
- Non-playing attire top bands may include decorative elements, subject to Article 12.
- 43.06** Manufacturer identifications must not exceed 20cm<sup>2</sup>, except for in the non-playing attire top band where the size of the manufacturer design marks may not exceed the width of the band (maximum 8cm).
- 43.07** Any manufacturer identifications in the collar zone must be centred on the back of the outside collar zone. No manufacturer identification is allowed on the front or sides of the collar zone.
- 43.08** One type of manufacturer identification may also be incorporated using jacquard weave, with no restrictions as to the number or positioning of the identification chosen but each individual identification may not exceed 20cm<sup>2</sup>.
- 43.09** Any team or manufacturer identification used on zippers or buttons must be tonal in accordance with Article 19, which applies by analogy.

- 43.10 Quality seals and/or technology labels may be used in accordance with Chapter V, which applies by analogy.
- 43.11 Sponsor advertising is only allowed in accordance with Chapter VI .
- 43.12 The branded apparel partner of a competition may display the corresponding competition logo on non-playing attire tops subject to the prior written approval of the UEFA administration, and provided the training tops contain no sponsor advertising. Such competition logos may not exceed 100cm<sup>2</sup> and may not appear on attire used in any other competition (UEFA or otherwise).






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## Article 44 Non-playing attire bottoms

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- 44.01** Team identification as set out in Chapter III may appear on non-playing attire bottoms as follows:
- One team emblem not exceeding 50cm<sup>2</sup> is allowed on the front of the bottoms.
  - The national flag or national symbol or the coat of arms or flag of the team's town or region is allowed once on the front of the bottoms, not exceeding 25cm<sup>2</sup>.
  - One written/text identification is allowed in any position or size.
- 44.02** One type of team identification may also be incorporated into non-playing attire bottoms in accordance with Article 18, which applies by analogy.
- 44.03** One additional team identification may be used alone or in combination with a manufacturer design mark in one of the positions reserved for the non-playing attire bottoms band described in Paragraph 44.04 below, in which case the provisions of Paragraph 44.04 and Paragraph 44.05 apply. The maximum width of any team identification in this position is 8cm.
- 44.04** Up to five manufacturer identifications are allowed, including up to two bands of manufacturer design marks ("non-playing attire bottoms band"), which may be used as follows:
- across the hem (right and left legs), or
  - centred down the outer seam (right and left legs).

Non-playing attire bottoms bands may also include decorative elements, subject to Article 12.

- 
- 44.05** Manufacturer identifications must not exceed 20cm<sup>2</sup>, except for in the non-playing attire bottoms band where the size of the manufacturer design marks may not exceed the width of the band (maximum 8cm).
- 44.06** One type of manufacturer identification not exceeding 20cm<sup>2</sup> may also be incorporated using jacquard weave, with no restrictions as to the number or positioning of the identification chosen.
- 44.07** Quality seals and/or technology labels may be used in accordance with Chapter V, which applies by analogy.
- 44.08** Sponsor advertising is only allowed in accordance with Chapter VI .
- 44.09** The branded apparel partner of a competition may display the corresponding competition logo on non-playing attire bottoms subject to the prior written approval of the UEFA administration, and provided the training bottoms contain no sponsor advertising. Such competition logos may not exceed 50cm<sup>2</sup> and may not appear on attire used in any other competition (UEFA or otherwise).

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#### **Article 45    Winners' T-shirts**

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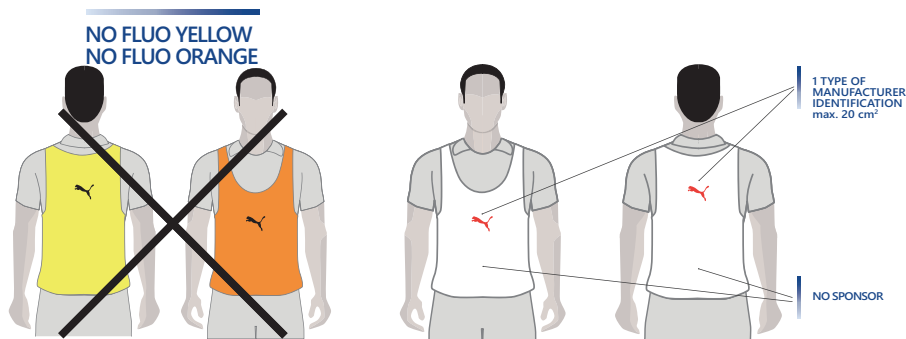
- 45.01** Teams may prepare winners' T-shirts to be worn in the event of victory in a competition final, subject to prior written approval from the UEFA administration.
- 45.02** A sample winners' T-shirt must be submitted to the UEFA administration for approval at least 48 hours before the final and must be approved in writing before use.
- 45.03** Winners' T-shirts may be produced in the following way:
- a. UEFA's branded apparel partner of the relevant competition may produce branded winners' T-shirts referencing the competition or using its marks, logo or name.
  - b. UEFA's unbranded apparel partner of the relevant competition may produce unbranded winners' T-shirts referencing the competition or using its marks, logo or name.
  - c. Any T-shirts produced by other manufacturers may not use official competition marks, logo or name, and must be unbranded if any reference to the competition is made.
- 45.04** Approved winners' T-shirts may be worn on the pitch only after all official activities have been completed. The following provisions therefore apply:
- a. The trophy handover must be done in the official playing shirt.
  - b. The winner photo must be done in the official playing shirt.
  - c. The winners' T-shirt may be used only once these activities are completed, and can therefore be used for any lap of honour, celebrating on the pitch etc.



## XII – Additional special equipment

### Article 46 Warm-up bibs

- 46.01** One manufacturer identification is allowed on warm-up bibs worn for the official training sessions the day before the match, for pre-match warm-ups on and around the pitch, and by substitutes when on the bench and warming up during the match.
- 46.02** The manufacturer identification must not exceed 20cm<sup>2</sup> but may be positioned once on the front and once on the back, in any position.
- 46.03** Sponsor advertising is prohibited on warm-up bibs.
- 46.04** Fluorescent yellows and oranges are prohibited on warm-up bibs.



### Article 47 Bags

- 47.01** Bags used in the technical area (e.g. medical bags, equipment bags, ball nets) may contain the following:
- One team identification not exceeding 100cm<sup>2</sup>.
  - One manufacturer identification not exceeding 20cm<sup>2</sup>.
- 47.02** Sponsor advertising is prohibited on bags.
- 47.03** Any bags such as ball nets and/or medical bags provided by the UEFA administration may include the UEFA logo and/or the relevant competition logo, and ball nets may also include the logo of the official match ball supplier of the relevant competition (maximum 20cm<sup>2</sup>).



MANUFACTURER IDENTIFICATION  
max. 20 cm<sup>2</sup>

ONE TEAM IDENTIFICATION  
max. 100 cm<sup>2</sup>

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## Article 48 Other additional special equipment

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- 48.01** The relevant competition regulations determine the restrictions on branding on any additional special equipment other than that described above (e.g. bottles, towels, blankets).

## XIII – Referee team

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### Article 49 Referee attire

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- 49.01** The *FIFA Equipment Regulations* apply by analogy to attire worn by the referee team.
- 49.02** The UEFA administration may allow sponsor advertising on the shirts worn by referee team in UEFA competition matches, but only UEFA may conclude such sponsorship agreements.
- 49.03** Any such sponsor advertising may appear on the shirt sleeves provided that the total surface area used on each sleeve does not exceed 100cm<sup>2</sup>. The front of the shirt is reserved for official badges, the FIFA emblem or the emblem of the referee's national association.
- 49.04** Manufacturer identification may be used on attire worn by the referee team in accordance with Chapter IV, which applies by analogy.
- 49.05** The UEFA Respect badge must appear once on the left sleeve of the shirt.
- 49.06** Referee team attire must be approved in advance by the UEFA administration.

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## XIV – Ball kids, player escorts, flag bearers

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### Article 50 Attire worn by ball kids, player escorts and flag bearers

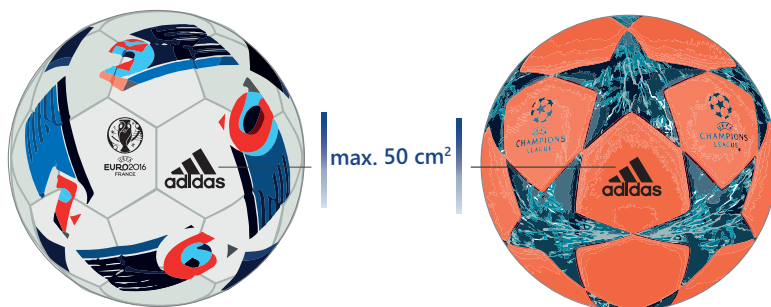
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- 50.01 Sponsor advertising on attire worn by ball kids, player escorts and flag bearers is prohibited unless expressly approved by the UEFA administration.
- 50.02 UEFA-concluded sponsorship programmes relating to the competition may include a sleeve badge that must be centred in the sleeve free zone on the left sleeve of the shirt. Such badges must not exceed the size of the sleeve free zone, and in any case may not exceed 100cm<sup>2</sup>.
- 50.03 Manufacturer and team identifications may be used on the attire worn by ball kids, player escorts and flag bearers in accordance with the relevant provisions of Chapter XI related to non-playing attire, which apply by analogy.
- 50.04 UEFA reserves the right to add its own marks, logos and/or the UEFA competition marks as well as UEFA campaign messages or charitable programmes on the attire used by ball boys, player escorts and flag bearers.
- 50.05 If player escorts wear replica playing attire, the same provisions apply as for playing attire.

## XV – Balls

### Article 51 Rules governing balls

- 51.01** The applicable *Laws of the Game* govern the footballs used in UEFA competitions.
- 51.02** Manufacturer identification is allowed as follows:
- One type, not exceeding  $50\text{cm}^2$ ; or
  - Two types, neither exceeding  $25\text{cm}^2$ .
- 51.03** The name of the football may be displayed once and must not exceed  $30\text{cm}^2$ .
- 51.04** The name and logo of the competition may each appear twice but neither may exceed  $50\text{cm}^2$ .
- 51.05** UEFA reserves the right to add its own marks and logos and/or the UEFA competition marks.
- 51.06** The host team must ensure the availability of a sufficient number of brightly coloured "winter" balls if the climatic conditions indicate their use may be necessary (e.g. should snow, fog be forecast).



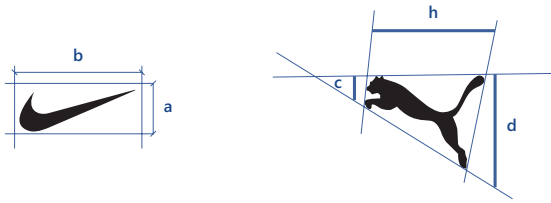
## XVI – Measurement procedures

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### Article 52 Measurement of identifications and representations

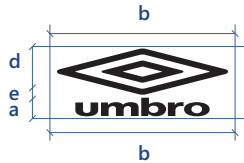
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- 52.01** All items incorporated into equipment are measured in the smallest possible geometric form (square, rectangle, triangle, circle etc.) and their dimensions calculated using the usual mathematical formula.
- 52.02** To calculate the surface area, the widest part of the item is measured from edge to edge. Exceptionally, items may be divided into several individual geometric forms for the purpose of calculating the surface area.
- 52.03** Manufacturers may submit specific proposals as to how to measure specific items submitted to the UEFA administration.
- 52.04** Manufacturer design marks and product line identifications are measured as individual geometric forms when the distance between the various elements does not exceed 0.5cm.
- 52.05** Player numbers and names are measured without including any shadow outlines, 3D effects or contrasting key lines.
- 52.06** One of the following surface areas, whichever is the larger, is used for measuring sponsor advertising:
- The surface of a single-coloured patch used for sponsor advertising if the patch is not the same colour as the underlying shirt colour.
  - The surface of the sponsor advertising used if the advertising is printed directly on the shirt, or on a patch of the same colour as the underlying shirt colour (if two main shirt colours are used, patches used for sponsor advertising may be either of the two shirt colours and only the sponsor advertising itself will be measured for approval). This is measured as several individual geometric forms when made up of more than one separable line of text or consisting of a logo and text separately, however the distance between the various elements must not exceed 5cm.
- 52.07** On shirts with chest rings (as a minimum from seam to seam across the front of the shirt), the surface of the sponsor advertising is measured and not the chest ring.
- 52.08** The following diagrams and related descriptions provide examples of the measurement procedure:
- Manufacturer design mark
    - The Nike logo size is calculated using the formula: "a" x "b"
    - The Puma logo size is calculated using the formula: ("c" + "d")/2 x "h"



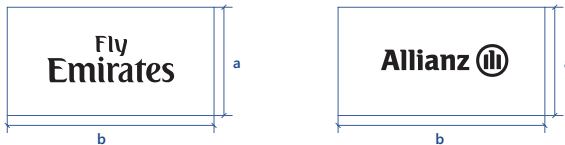
b. Manufacturer composite mark

- i. The total size is calculated by adding the size of the two separate areas measured as follows:
  - The word mark size which is calculated using the formula: "a" x "b"
  - The design mark size which is calculated using the formula: "b" x "d"
- ii. The distance between the design mark and the word mark in a composite mark may not exceed 0.5cm (otherwise they will be considered as two separate identifications)



c. Sponsor advertising on a neutral coloured patch

- i. The sponsor advertising size is calculated using the formula of the neutral patch: "a" x "b"



d. Sponsor advertising applied on the shirt colours or on a patch of one of the shirt colours

- i. The size of a single item of sponsor advertising is calculated using the formula: "a" x "b"



- ii. The size of sponsor advertising containing more than one item is measured by adding together the size of the two separate areas, measured as follows:
  - Two words calculated as ("a" x "b") + ("c" x "d")
  - Word and logo calculated as ("a" x "b") + (area of the circle "c")
  - The distance ("d") between the word and the logo may not exceed 5cm




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## Article 53 Measurement of colour contrast

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- 53.01 The UEFA administration measures the contrast of colours used on playing attire using a spectrophotometer to provide an objective means of decision-making.
- 53.02 Measurements are taken using a spherical spectrophotometer with an aperture of 6.6mm and a measurement area of 4mm on a white-point of D65 and a Standard Observers Angle of 10°. A spectrally neutral 18% Reflectance Grey Card is placed under the single layer of fabric to be measured, and each final measurement is calculated from the average of three readings, at 0°, 90° and 45°.
- 53.03 The contrast between shirt colours in the number zone must be less than or equal to a Delta L of 25. Colour combinations with a Delta L difference value greater than 25 require a single-colour patch on the back of the shirt to serve as the number zone.
- 53.04 Player numbers must contrast with the background colour(s) in the number zone by a Delta L value equal to or higher than 30.
- 53.05 Tonal prints must be included in a tonal variation of the (background) colour(s) of the item of playing attire into which they are incorporated, with a contrast that is less than or equal to a Delta L value of 10. Background colours are measured before the associated tonal print.
- 53.06 Jacquard weave thread must be included in a thread that must be the same colour as the fabric into which it is woven. The jacquard weave must not dominate, contain a colour that contrasts with, or otherwise affect the distinctiveness of the item of playing attire into which it is incorporated. When measured, the contrast between the two weaves must be less than or equal to a Delta L value of 5. Background colours are measured before the associated jacquard weave thread.



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## XVII – Closing Provisions

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### Article 54 Monitoring

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- 54.01** UEFA monitors compliance with these regulations, may make spot checks and may confiscate questionable equipment for further examination.
- 54.02** The UEFA match delegate reports any non-compliance with these regulations to the UEFA administration, which will then take appropriate measures.
- 54.03** Any breach of these regulations may be penalised by UEFA in accordance with the *UEFA Disciplinary Regulations*.

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### Article 55 Annexes, diagrams and illustrations

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- 55.01** Annexes to the present regulations as well as diagrams and illustrations contained in these regulations form an integral part thereof.

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### Article 56 Implementation

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- 56.01** The UEFA administration is entitled to adopt the detailed provisions (in the form of guidelines, directives, manuals or any other tools deemed appropriate) necessary for implementing these regulations.

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### Article 57 Unforeseen circumstances

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- 57.01** The UEFA administration decides on any cases not provided for in the present regulations.
- 57.02** Where no provision of these regulations is applicable, the UEFA administration shall take into account the relevant provisions of the *Laws of the Game* and/or the *FIFA Equipment Regulations*.
- 57.03** Such decisions are final.

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### Article 58 Authoritative version

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- 58.01** If there is any discrepancy in the interpretation of the English, French or German versions of these regulations, the English version prevails.

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### Article 59 Adoption, entry into force and abrogation

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- 59.01** These regulations were adopted by the UEFA Executive Committee at its meeting on 24 May 2018.
- 59.02** They come into force on 1 June 2018.

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59.03 They replace the UEFA Kit regulations (2012 edition).

For the UEFA Executive Committee:

Aleksander Čeferin  
President

Theodore Theodoridis  
General Secretary

Kyiv, 24 May 2018



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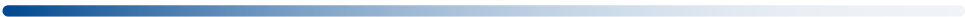
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