

As we prepare for the upcoming academic year, it is important when ordering new game and/or practice uniforms/apparel that the logo restriction is adhered to in the ordering process. All logo size restrictions apply to apparel as it is worn by the student-athlete and not as it is prior to being worn. The following interpretation was recently issued to address the logo restrictions on apparel that is worn by student-athletes:

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2002 Column No. 9 -NCAA Bylaw 12.5.4 - Use of Logos on Equipment, Uniforms and Apparel

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Date Issued: Apr 29, 2002

Type: LA Col.

Item Ref: 2002 Column No. 9

Interpretation:

NCAA Division I institutions should note that NCAA Bylaw 12.5.4 stipulates that an institution's official uniform and all other items of apparel (e.g., socks, head bands, t-shirts, wrist bands, visors or hats, swim caps and towels) shall bear only a single manufacturer's or distributor's normal label or trademark, not to exceed 2 1/4 square inches in area (i.e., rectangle, square, parallelogram) including any material (e.g., patch) surrounding the normal trademark or logo. The student-athlete's institution 's official uniform and all other items or apparel shall not bear a design element similar to the manufacturer's trademark/logo that is in addition to another trademark/logo that is contrary to the size restriction. Further, Bylaw 12.5.4.2 applies the size restriction of the trademark or logo to ALL apparel worn by student-athletes during the conduct of the institution's competition, which includes pregame or postgame activities (e.g., postgame celebrations on the court, pregame or postgame press conferences) involving student-athletes. Institutions should note that the logo size restrictions apply to a trademark or logo as it appears on uniforms and apparel when worn by a student-athlete for competition. For example, the trademark or logo on socks worn during the conduct of the institution's competition cannot exceed 2 1/4 square inches when stretched over the student-athlete's leg.

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If you have any questions regarding this matter, please contact the compliance office.