

# CLOTHING CODE

To present an attractive image and enhance the presentation and promotion of badminton, all clothing worn by players at events organised or sanctioned by Badminton New Zealand shall be required to conform to the standards set out below.

It is recommended that all badminton associations and clubs adopt this clothing code to ensure a uniform standard in the sport throughout New Zealand.

**Note:** any international events held in New Zealand are subject to BWF clothing regulations. The regulations for each event should be checked as there are differences from the regulations below.

It is highly recommended that Associations/Teams who are purchasing new uniforms should have the design checked and approved by the Technical Officials Committee of New Zealand prior to the final production of the uniform to ensure that they meet all regulations. The Technical Officials Committee is also available to view individual player shirt lettering, advertising, and designs on request before printing.

## 1. DEFINITION

- (a) For the purposes of these regulations, articles of clothing shall be defined as:  
“Anything worn or carried by the player(s) during play, except the racket and including, but not limited to, pullovers, jackets, shirts, shorts, skirts, dresses, socks, shoes, towels, wristbands, bandages, medical supports and headbands”.

## 2. ACCEPTABLE TYPES OF CLOTHING

- (a) All the major items of clothing listed above must be of a type and style intended for use in racket sports. Clothing designed and intended for use primarily in other activities, e.g. running, cycling, triathlons, surfing, football, etc. is not acceptable.
- (b) In all events the wearing of tracksuits is permitted only until play starts.
- (c) Where required for cultural, religious, or medical reasons, garments with long sleeves and/or trousers which otherwise comply with this code, are permitted.

## 3. COLOUR

- (a) Each article of clothing may be of any colour or combination of colours.

#### **4. DESIGNS ON PLAYERS' CLOTHING**

- (a) Each article of clothing may only bear a design as provided in Regulation 4.
- (b) Abstract designs are permitted when devoid of advertising, commercial or promotional content. It is not acceptable to tape over nor to pin on advertising nor in any other way to modify such clothing to comply with advertising or other regulations.
- (c) The shirt may carry on the front the emblem of a badminton club, association, country, or other badminton body up to 20cm<sup>2</sup> in size, and this is considered an advertisement.
- (d) A design is allowed when it forms part of an advert permitted by Regulation 6 and falls wholly within the permitted dimensions.
- (e) Clothing produced and sold by Badminton New Zealand will be considered acceptable playing wear.

#### **5. LETTERING ON PLAYERS' CLOTHING**

- (a) Each article of clothing may only have visible lettering as provided in Regulation 5.
- (b) The name of the player and/or player's Club, Association or Country may appear on the back of the shirt, in accordance with Regulations 5(c) to 5(f).
- (c) Lettering shall be in capital letters in the Roman alphabet.
- (d) If there is a pattern on the back of the shirt, the lettering shall be on a contrasting panel.
- (e) Lettering for the name and/or Club, Association or Country must be in a single colour and significantly different to the shirt colour. The Referee has the final say as to significantly different colours.
- (f) In order that lettering be legible from a distance for spectators in the stadium and television viewers, lettering of the name must be a minimum height of 6 centimetres and a maximum height of 10 centimetres. The lettering of the club, association or country must be 5 centimetres high.
- (g) Where both the name of the player and that player's Club, Association or Country appear on the shirt, the name shall be above the Club, Association or Country.
- (h) Lettering should be horizontal, or as close as practically possible, and placed near the top of the shirt.

#### **6. ADVERTISING ON PLAYERS' CLOTHING**

- (a) Articles of clothing may only have advertising as provided in Regulation 6.
- (b) The shirt may carry advertising as follows:
  - i) Adverts may appear on the following locations: left sleeve, right sleeve, left shoulder, right shoulder, left collar, right collar, right chest, left chest. Each advert, including National Flags or Association logos must be 20

- square centimetres or less, and there must be no more than five in total and only one per location; and
- ii) Advertising contained in a band of uniform width not exceeding 10 centimetres on the front of the shirt and 5cm on the back of the shirt. A band may not travel from the front to the back of the shirt or vice versa. Such a band may be at any angle. Both bands may be used on a single shirt. Advertising bands shall be below the advertisements as per 6(b)(i) and any lettering as per 5(a) to 5(h).
  - iii) If, in the Referee's sole judgement, there is a clash between the content of the advertising in 6(b)(ii) and the event sponsors or the TV broadcasters, or if the content of the advertising would infringe local laws or be considered offensive, then the Referee may limit advertising on the shirt to 6(b)(i).
- (c) Other clothing may carry advertising as follows:
- i) Each player's lower leg can carry two adverts on clothing provided they are 20 square centimetres or less (regardless of the number of clothing items).
  - ii) Each shoe may carry two adverts provided they are 20 square centimetres or less.
  - iii) Each other article of clothing may carry one advert of 20 square centimetres or less.
  - iv) Clothing worn under players shirts, shorts, skirts, or dresses, shall be known as 'underclothing' and not categorised as 'articles of clothing'. If visible, underclothing must not display advertising.
- (d) Association advertising on shorts, skirts, or the lower part of skirts or dresses may be carried as follows:
- i) Each article of clothing may carry one advert of 50 square centimetres or less.
  - ii) The advert must be one of the approved Association logos detailed in Schedule 1.
  - iii) Any Association wishing to use this type of advertising must submit their Association logo to Badminton New Zealand for approval, upon which it shall be included in Schedule 1.
  - iv) An Association may have a maximum of two Association logos included in Schedule 1, whereafter a subsequently approved logo will result in the oldest logo being removed from Schedule 1.
  - v) The area cannot be utilised for any other advert.
- (e) The adverts in 6(b) and 6(c) may be the clothing manufacturer's emblem, or that of any sponsor, or an approved Association logo.
- i) Each advertisement shall only be of one organisation or product.

- ii) Players may not display any tattoos, paints, transfers or similar (which are not on clothing) which are illegal, defamatory, or commercial in content.

## **7. ASSOCIATION/TEAM UNIFORMS**

- (a) All teams competing in Badminton New Zealand Inter Association competitions must wear an Association/Team uniform. All uniforms must comply with regulations 1-6.
- (b) All members of the team must wear the same Association/Team uniform for all matches in a tie. The 'same uniform' is defined as matching shirts and substantially similar design and colour for shorts or skirts, as determined by the referee. Failure to comply with this regulation will incur a financial penalty as per 7(c).
- (c) Each player who does not wear team uniform will be subject to a penalty of \$50 plus GST per tie, with a maximum fine of \$200 plus GST per team, per tie. The Association which the player is representing at the time of the penalty will incur the penalty and is responsible for the payment of it.
- (d) All penalties will be issued based on the Referee's report and supporting photographic evidence.
- (e) Dispensation may be given on the regulations for minor changes to Association uniforms only – this is at the discretion of New Zealand Technical Officials Committee or Badminton New Zealand.

## **8. REFEREE**

- (a) In applying these regulations, the decision of the Referee at each event shall be final. In the absence of the Referee, the responsible official shall have the power of the Referee.

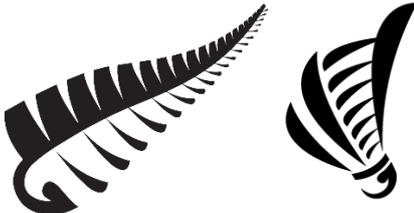
## **9. TRANSITIONAL ARRANGEMENTS**

- (a) The following alternate regulations may be substituted to replace the regulations listed above, for competition taking place prior to 31 December 2025:
  - i) 5(e) Deleted.
  - ii) 5(f) In order that lettering be legible from a distance for spectators in the stadium and television viewers, lettering must be a minimum height of 6 centimetres and a maximum height of 10 centimetres.
  - iii) 5(g) Deleted.
  - iv) 6(b)(ii) Advertising contained in a band of uniform width not exceeding 10 centimetres on the front and 5cm on the back. Such a band may be at any angle and may be on the front of the shirt, the back of the shirt, or both.

## SCHEDULE 1

Submissions for Association logos to be approved may be sent anytime to Badminton New Zealand at [office@badminton.org.nz](mailto:office@badminton.org.nz).

List of approved logos as per Regulation 6(d) of the Badminton New Zealand Clothing Code:

| No. | Association           | Logo Specifications | Approved Logo on Shorts/Skirts/Skorts/Dresses   |
|-----|-----------------------|---------------------|---|
| 1   | Badminton New Zealand |                     |  <p><b>BADMINTON<br/>NEW ZEALAND</b></p>  |
| 2   | Auckland              |                     |    |
| 3   | Eastland              |                     |   |
| 4   | Wellington North      |                     |    |

|   |               |  |   |
|---|---------------|--|---|
| 5 | Waikato       |  |   |
| 6 | Bay of Plenty |  |   |