

Advertising Insignia Regulations

First Class Cricket

1 General

1.1 These Advertising Insignia Regulations (in these regulations, the 'Regulations') set out the rules of the ECB governing, and the procedures applicable to, the control of insignia on the equipment and clothing of Cricketers who play in matches authorised and designated by the ECB as Competitive County Cricket, with the exception of the Norwich Union League the regulations for which are set out separately in The Advertising Insignia Regulations for the Norwich Union League.

1.2 In these Regulations the following terms shall have the meanings here attributed to them:

Insignia means Commercial Logo, Manufacturer's Logo and County Insignia.

County Insignia means the trade mark, logo or name owned by a Member of the ECB and used as its emblem and/or for marketing purposes.

Commercial Logo means the trade mark, logo or name of:

- (a) a company or commercial organisation (for example, a sponsor) other than the trade mark, logo, name or house colours of the manufacturer of the cricket clothing or equipment concerned; or
- (b) the manufacturer of the cricket clothing or equipment concerned only where that manufacturer itself is acting as a sponsor.

Manufacturer is an entity which is carrying on a business engaged in both manufacturing or procuring the manufacture of cricket equipment and or cricket clothing of the type in question and supplying it on a commercial basis for sale to members of the public. An

entity not otherwise within this definition shall not be a Manufacturer for the purposes of these Regulations by reason of its being associated in business with or a company in the same group of companies as a Manufacturer.

Manufacturers Logo is the trade mark, symbol or name used by a Manufacturer to identify to members of the public the article of cricket equipment or cricket clothing in question as an article which has been supplied by that Manufacturer for sale as stated above.

Model Logo means the name or logo used by the manufacturer to describe a particular brand or range of products

2 Offences

- 2.1 A Cricketer shall commit an offence under the Regulations if he fails to comply strictly with the criteria for permitted use of Insignia laid down in relation to clothing and equipment in Regulation 3 below or otherwise wears clothing and/or uses equipment upon which Insignia are displayed without the prior written consent of the ECB.
- 2.2 It shall also be an offence under the Regulations for any official or employee of a Member of the ECB (including a Cricketer) to assist, incite or encourage any Cricketer to commit a breach of Regulation 2.1 above.
- 2.3 A Cricketer (or an official or employee of a Member of the ECB in respect of any offence under Regulation 2.2) who commits any offence under any of the Regulations is liable to have disciplinary proceedings taken against him in which event the provisions of the Discipline Regulations shall apply. The Summary Panel or the Discipline Committee shall be entitled to fine the County or side for which the relevant Cricketer in breach is registered or was otherwise playing at the time when the alleged offence was committed up to a maximum of £500 for the first offence and £1,000 for the second offence. For any subsequent offence or for flagrant

breach of the Regulations the Summary Panel or the Discipline Committee may order such fines as it thinks fit in accordance with the Discipline Regulations.

- 2.4 It is the responsibility of each Member of the ECB and Scotland, Ireland, Holland, Oxford, Cambridge, Combined Universities and, in a First Class match, the M.C.C. to ensure that its Cricketers' clothing and/or equipment complies with the Regulations.
- 2.5 All Insignia must be approved by the ECB prior to use.

3 Parameters of Permitted Advertising and Design

- 3.1 The following are the Regulations applicable to the stated items of clothing or equipment:

3.1.1 Playing Shirts:

The only permissible colour for shirts will be white.

Coloured piping or trim can be applied to playing shirts, under the following restrictions:

- (a) Piping is restricted to 0.5cm in width.
- (b) Only one colour of piping is permitted on any shirt.
- (c) Piping is restricted to two of the following areas of the shirt:
 - collar edge
 - shirt seams (to a maximum length of 4ft)
 - shirt cuff (short or long-sleeve)
 - shirt bottoms
- (d) Piping on the inside of the collar may include the manufacturer's name or logo.
- (e) The inside of the shirt's placket may be manufactured in a solid colour other than white.

A maximum of two identical Commercial Logos plus one County Insignia is permitted. The County Insignia must appear on the chest. Commercial Logos may appear in any two of three available positions on shirts (chest, sleeve, collar) provided that no more than two logos are visible when sweaters are worn. The maximum aggregate area for each Insignia shall not exceed 10 square inches or the following external dimension:

Rectangle: 5 inches x 2 inches

One Manufacturer's logo may appear on the non-leading arm of cricketers' shirts to a maximum aggregate area of 6 square inches. In calculating the area of advertising permissible, any lines or box surrounding the logo will be considered part of the area.

All cricketers in a team subject to these regulations playing in any match shall, save where the ECB otherwise directs, wear identical Insignia.

- 3.1.2 **Sweaters:** Only one Commercial Logo and one County Insignia are permitted. Each permitted Insignia must appear on the chest only on sleeveless sweaters. The single commercial logo permissible on long sleeved sweaters may appear either on the chest or leading arm. The maximum aggregate area for each Insignia shall not exceed 10 square inches or the dimension set out in Regulation 3.1.1.

All cricketers in a team subject to these regulations playing in any match shall, save where the ECB otherwise directs, wear identical Insignia.

- 3.1.3 **Trousers:** Only one Manufacturer's Logo (or one autograph of a cricketer or former cricketer) is permitted. The Manufacturer's Logo or autograph must appear on the hip pocket or thigh only. The Manufacturer's Logo or autograph shall not exceed 2 square inches in area.

- 3.1.4 **Shoes and Boots:** Shoes and boots must have predominantly plain white uppers, tongues (inside and

out) and laces. On each shoe or boot a maximum of two Manufacturer's Logos, each no larger than 2 square inches, is permitted and one of the Manufacturer's Logos must be on the tongue. Stripes are permitted on shoes and boots only on the back two-thirds of each shoe or boot with a maximum of two colours and three stripes, each stripe being a maximum of 1/4 inch wide.

3.1.5 **Socks:** Socks must be all white or light grey only. 'Manufacturers Logo' may appear on each sock to a maximum size of one square inch.

3.1.6 **Pads:** Pads must be predominantly white. No coloured piping is permitted above the ankle strap of the pad. Only one manufacturer's logo is permitted on each pad in any one of the following positions: instep, knee roll (outside), or above the knee roll. The logo shall not exceed 4 square inches in area. The manufacturer's name must not appear in writing on the pads.

Straps: Discreet use of house colours are permitted on each pad strap. The manufacturer's logos may also appear on pad straps where all branding involving the logos and house colours must appear to a maximum width of 2". Where pad straps exceed 2" in width, the straps must be edged white.

3.1.7 **Batting Gloves:** Must be predominantly white on the protective area of the glove. Discreet use of house colours is permitted. One manufacturer's logo and one Model logo may appear on each glove, each logo may be up to a maximum of 2 square inches in area. Use of house colours on wrist bands is also permitted providing wrist bands must not exceed 2" in width upon which discreet use of house colours is permitted.

3.1.8 **Wicket-keeping Gloves:** Only one Manufacturer's Logo and discreet use of the brand name of the glove each up to a maximum of 2 square inches in area is permitted on each glove. The gloves must be coloured identically with a maximum of two main colours on the back.

3.1.9 **Thighpads:** Thighpads must be white. In no circumstances must any Insignia or house colours show through the trousers.

- 3.1.10 **Headbands Wristlets and Armguards:** These items must be plain white only. No Insignia are permitted.
- 3.1.11 **Helmets:** The helmet must be of single base colour. The County or International Insignia is permitted on the front of the helmet. Only one Manufacturer's Logo is permitted up to a maximum of 2 square inches at the back of the helmet only. In no circumstances are Insignia (other than County Insignia) permitted on the earpieces.
- 3.1.12 **Bats:** Only the Manufacturer's Logo of a cricket bat manufacturer officially approved by the ECB is permitted on a bat. The Manufacturer's Logo and all colours must be restricted to the top 9 inches on the face of the blade of the bat. There are no restrictions to the use of logos or house colours on the back or edge of bats. Grips must be of a single non-fluorescent colour.
- 3.1.13 **Caps and Sunhats:** A manufacturer's logo may appear to a maximum aggregate area of 2 square inches.
- 3.1.14 **Stumps:** Advertising may appear on stumps as follows:

Event	Commercial logos	Manufacturing logos
npower	2 psps	4 lps
Test Series		
Cheltenham & Gloucester Trophy	2 psps	4 lps
County Championship	2 psps	4 lps
Vodafone Challenge Series	2 psps	4 lps
Benson & Hedges Cup	2 psps	4 lps
Norwich Union League	2 psps	4 lps

psps - per sponsor per stump

lps - per logo per stump

Notes

- (a) All logos to be approved by the ECB.
 - (b) Commercial logos to be 9" x 1.5" in two colour only. One logo to be placed at the front and one at the back of each stump. Such logos may include company name or brand and corporate or cricket logo. All commercial logos to be identical.
 - (c) All commercial logos to be negotiated by the ECB's Commercial Department.
 - (e) Each County or Ground Authority should place orders for stumps with their preferred stump manufacturer, bearing in mind the need to have at least one set (plus spares) for any event requiring commercial logos as these logos will be attached professionally and not removed. Subject to a suitable arrangement with a stump manufacturer, involving discounted or free supply of stumps then manufacturers' logos may be allowed by the Counties or Ground Authorities (as stipulated above), such logos to measure not more than 2" x 1" vertically in black lettering or house colours and to be placed near the top of the stumps where there are no commercial logos and at the base of the stumps, where commercial logos apply.
 - (f) The ECB's Marketing Department will send sponsor logos to either the relevant stump manufacturer or the County or Ground Authority so that these logos can be properly applied.
 - (g) When it is agreed to use stump cameras, the Marketing Department will liaise with the County/Ground Authority concerned to ensure that television technicians have time to install the necessary equipment as required.
- 3.2 Cricketers are not permitted to wear training clothing (including tracksuits, sweatshirts and tee-shirts) on the field during hours of play. This rule extends to any Cricketer acting as a substitute fielder or twelfth man. Physiotherapists wearing official club clothing are

excluded from this restriction. Cricketers are expected to wear white cricket clothing or official County clothing for any pre-match, post-match or end of day's play presentations and/or televised interviews. For the toss of coin at all televised matches Captains must wear their County blazer.