

## Use of the rainbow stripes, the UCI marks and the UCI event marks

### Protected marks

The UCI and its appointed Organizing Committees take the protection of their rights, assets and interests, as well as those of their respective partners and licensees, very seriously.

The following assets are protected by means of intellectual property rights:

- The rainbow stripes. The UCI rainbow colour chart reproduced below is a registered Trade Mark of the UCI. It is protected in numerous countries around the World. It is internationally known as the stripes of colors blue, red, black, yellow and green that are associated with the UCI events and the Cycling World Champions.

The use of the rainbow stripes is reserved exclusively to the partners and licensees of the UCI. Visual identification of the rainbow stripes:



- The UCI marks i.e. the UCI name and logo, are the exclusive property of the UCI. Partners of the UCI receive the rights to use the UCI marks and display them in public as per the specific usage guidelines of the UCI.

A selection of the UCI marks include:



- The event marks comprise all logos, names, official mascots, emblems or designations that identify or refer to a UCI World Championship event in particular. Event marks are the property of the concerned UCI-appointed Organizing Committee. The Organizing Committee receives a license from the UCI to use the acronym "UCI" and/or the UCI logo in order to combine these UCI properties with the event-specific identities. Any use of the full event logos (examples shown below) requires the prior authorization or consent of the UCI and/or of the UCI-appointed Organizing Committee.



The rule is simple: if you are not expressly authorized to use any of the aforementioned assets, don't use them! The UCI and the UCI-appointed Organizing Committee will systematically take the necessary steps to make sure that their rights are being respected and that unauthorized use, if any, will be stopped.

For further enquiry about the use of the marks above, please contact [legal@uci.ch](mailto:legal@uci.ch).

### Ambush Marketing

In order to protect the assets listed herein as well as the rights and interests of the official event partners and licensees, the UCI and its appointed Organizing Committees work hand-in-hand during and out of event-time to identify and then prevent third party entities from attempting to unduly exploit the goodwill of the UCI and/or of its activities and events, or from taking undue advantage of the notoriety of the UCI and/or of its activities and events.

This measure applies worldwide and across all platforms.

Similarly, any commercial or promotional activity on the competition venue - i.e. any area used in relation to the competition, including but not limited to the sport circuit, the hospitality area, the podium, the commercial partners' area and any other locations, areas and/or facilities in connection with the competition, including catering licensees – is strictly forbidden unless conducted with express prior consent of the UCI or of the UCI-appointed Organizing Committee.

For more information, please contact [legal@uci.ch](mailto:legal@uci.ch).