



Brand logo differences: Why do American arena tech suits have smaller logos?

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A brand logo can go a long way in the swimming world. In our case, the word “arena” stands out on every tech suit we manufacture. But, if you compare an American arena suit and to an International arena suit, you will find the International suit’s logo is much bigger. This holds true for both men’s and women’s tech suits. You will also notice that the women’s suits have two logos – one on the chest and one on the left thigh.

This begs the question, why the different logos? The answer lies within both American high school and college sports.

Both the National Federation of State High School Associations (NFHS) and the National Collegiate Athletic Association (NCAA) have strict rules and regulations regarding the size and number of logos on sports uniforms. These restrictions not only apply to swimming, but to all participating sport disciplines. Failure to comply with these regulations can result in major consequences.

According to the NFHS, a brand's logo cannot be, "more than 2¼ square inches, with no dimension more than 2¼, inches." This applies to both the suits and caps. Any other type of advertising is also prohibited, which rules out more than one brand logo on each suit. This excludes the white FINA approval mark located on the back of each suit.

One thing to note – the size of the logo is measured as applied, not while the swimmer is wearing the suit.

Similar rules are listed in the NCAA handbook that limit the placement of logos. College athletes can only have one brand logo on both their training and racing suits. One impermeable marking, like a school logo, may be placed on these suits, so long as it that does not exceed 9 square inches.

Any violations of these rules will result in the immediate disqualification of the swimmer wearing the illegal suit.

There is one point we want to make clear to swimmers. The logo restrictions, both the NCAA and the NFHS's, do not apply for USA Swimming meets. USA Swimming abides by regulations put in place by FINA, which allows a total of two separate logos of a maximum size of 3.1 square inches each.

To avoid any uncertainties or disqualifications, all suits purchased on the **Arena North America website** or at **authorized arena North America retailers, like Toad Hollow Athletics** will automatically fall within acceptable brand logo parameters for NFHS and NCAA.

However, if a suit is purchased from a dealer who is based out of the United States, (or through EBAY or Amazon) we cannot guarantee that all suits sold will have the smaller logos.

If you are in doubt whether your tech suit is legal in America, the first thing you need to do is measure the brand logo with a ruler or tape measure. The logo is located on the chest on women's suits and the left hip on men's suits. Make sure to not measure while the suit is on your body. If the logo falls within 2¼ square inches, you are in the clear. One thing to note ladies – if you see more than one brand logo on your tech suit, the suit is automatically not compliant with NFHS and NCAA rules.