



2026 Name, Logo and Uniform Guidelines

FOR TEAMS AND UNIFORM MANUFACTURERS

Name, Logo and Uniform Guidelines

This set of guidelines is for teams, including players, coaches, and other team personnel, so they can plan, order, and wear the appropriate attire for USA Ultimate competition. It also will be shared with uniform manufacturers to ensure that teams purchase uniforms that comply with the guidelines.

USA Ultimate reserves the right, at any time, to prohibit, alter, or require a team to alter, a team name, player or coach nickname, team logo, jersey graphic, sponsor name/graphic or uniform.

1. Names and Logos:

- a. Should USA Ultimate personnel determine that a team name, player nickname, team personnel nickname, team logo, or other graphic is in conflict with or might hinder the mission of the organization or the goals of a specific USA Ultimate program or event, USAU may prohibit its use and require an alternative be used.
- b. Specific reasons to prohibit the use of a name, logo, or graphic include, but are not limited to, trademark violations, sexual references, profanity, drug references and any discriminatory language or images. Alterations must be approved by USA Ultimate. All costs for new uniforms or alterations will be the responsibility of the team and its players.

Note on Sponsors: *Team sponsor logos are permitted, subject to pre-approval by USA Ultimate. Teams should seek approval prior to uniform production.*

2. Uniforms:

- a. USA Ultimate will be working with major ultimate uniform providers to develop an approved vendor list. Teams are not required to use approved providers. However, all uniforms to which these guidelines apply not provided by a USA Ultimate approved vendor must be approved by the appropriate competition manager before being worn at the following USAU Events:
 - i. College, Club, and Masters Nationals
 - ii. Club Regional finals and games to qualify for Nationals
 - iii. All major TCT events
- b. Teams are encouraged to follow these guidelines at all USAU events. Enforcement for events not specified in this document is left to the discretion of the local organizers and tournament directors.
- c. Uniform and Attire Requirements

Note on Compliance: Teams and players are responsible for meeting these guidelines. Failure to do so may result in a team or player not being allowed to participate, fines, or other sanctions. If compliance issues arise the team or player should immediately contact USAU staff or the event organizer to find acceptable solutions.

i. Players' Uniforms

1. For all USA Ultimate managed events (all national championships, club regionals, mTCT), all participating players for a given team must wear jerseys of identical color and design.
2. **Jersey Style:** Tank tops, short sleeve jerseys and long sleeve jerseys may all be worn during the same game as long as styling and design is consistent between all options.
3. Base layers must be black, white, gray or a color that coordinates with the jersey. Base layers include shirts worn under tank tops.
4. **Colors:** Teams must have two jerseys of distinctly different color, one predominantly white and one predominantly dark. A jersey that is not white does not automatically qualify as a dark. Any color that does not contrast sufficiently with white does not qualify as a dark jersey (e.g., pastels, light yellow, light pink, light blue, etc). Similarly, a jersey that is over 50% white but with another color that does not provide sufficient contrast to other teams' darks does not qualify as a white jersey.

5. Numbers:

- a. Jerseys must have numbers on the back and front of the jersey. The numbers on the back must be at least six (6) inches high, be one- or two-digit Arabic numerals, and be solid with a contrast ratio of at least 6:1 from the primary shirt color. On-line Contrast Ratio Tool: <https://webaim.org/resources/contrastchecker/>.
- b. Numbers on the front of the jersey must be at least four (4) inches high, be located above the waist and clearly visible if the jersey is tucked in. The front of the jersey is anything on the chest or abdomen; numbers on the front of the sleeves do not fulfill this requirement. No two players on a given team may use the same number or numbers with the same value (e.g., 00 and 0, 01 and 1, etc)
- c. Fonts: Numbers should be easily readable by scorekeepers, photographers, broadcasters, observers and event officials. All digits should be distinct from all other digits.

6. **Uniform Bottom Style:** Any shorts/pants worn by players on the field must be of identical color and design.
 - a. Teams are not required to have numbers on their bottoms. However, if a team opts to include numbers, they must be on the front left or right leg of their bottoms. Number placement must be the same for the whole team. Numbers must be at least

two (2) inches high, match the number on the back of the player jersey and be in visible contrast with the bottoms.

- b. If the uniform bottom has a design that is not a solid color, all players on the field must wear bottoms of the identical design.

7. **Underlayers and accessories:** Underlayers (e.g. tights and compression) and accessories must be either solid black or fully coordinated with the team uniform color.

- a. Uniform bottoms (shorts/pants) must be worn as the outer layer during play.
- b. Socks that are mid-calf or lower must be black, white or coordinating with a team uniform color. Socks that sit above mid-calf must abide by the underlayers requirement.

8. **Hats, headbands, and other headwear:**

- a. Hats, headbands, and any other headwear must be either solid black, solid white, or coordinated with one team uniform color. Special purpose headwear will be permitted with pre-approval of USA Ultimate. Corporate logos, other than manufacturer logos, are generally not permitted. Approved sponsor logos on headwear that is a part of the uniform may be permitted.
- b. USAU encourages teams to include official, team-branded headwear as part of their overall uniform aesthetic and uniform purchases

ii. **Broadcast Games:** USA Ultimate reserves the right to increase requirements to comply with broadcast partner standards and requirements. In light of this potential, it is recommended that teams and players prepare for the possibility of additional requirements, such as hats, socks and under-layers, that match across all players. Further, teams participating in events with broadcast games may not have spray-painted or cut-off jerseys.

iii. Examples

 **ACCEPTABLE JERSEYS** 



 **UNACCEPTABLE JERSEYS** 



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iv. Coaches' Attire:

1. At all USA Ultimate operated events (Youth Club Championships (YCC), major TCT events (mTCT), Club Sectionals, Regionals in all divisions, and Nationals in all divisions) all coaches must meet the following guidelines for attire:
 - a. Team uniform of identical color and design as the team, or
 - b. Attire as described here:
 - c. Tops**
 - i. Team jersey or
 - ii. Sleeved shirt/polo or
 - iii. Jackets or
 - iv. Business or business casual tops
 - d. Bottoms**
 - i. Long pants - athletic wear, jeans or

- ii. Shorts or
- iii. Business or business casual bottoms

e. Footwear

- i. Closed toe shoes such as cleats, flats or athletic shoes. Flip flops, open toed sandals, or bare feet are not permitted.

f. Headwear

- i. Athletic headwear and hats intended to provide sun/rain protection are acceptable. Headwear that is coordinated with the team's uniforms is encouraged.
- g. Coach jerseys and shorts are not subject to the number requirements for players.
- h. It is recommended that uniform accessories, including weather-related gear, tights, undershirts, hats and socks, be of identical or coordinated style and color.
- i. Ripped, torn, or cutoff clothing may not be worn while coaching.
- j. Costumes are not permitted.

USA Ultimate reserves the right to require all credentialed team support personnel to meet the Coaches' Attire standards.

3. PENALTIES

- a. USA Ultimate reserves the right to suspend players or teams or fine teams who fail to meet the uniform requirements.
- b. USA Ultimate reserves the right to provide uniforms that meet uniform requirements. Teams will be charged \$300 per game if USA Ultimate uniforms are required.
- c. USA Ultimate reserves the right to remove from the sideline and/or fine coaches who fail to meet these requirements.
- d. Team fines for violations of these guidelines may be up to \$300.
- e. USA Ultimate reserves the right to ban uniform vendors who repeatedly provide uniforms that fail to meet the uniform requirements.

APPROVED UNIFORM VENDOR LIST

Company Name: **Spin Ultimate**

Address: 1040 Boulevard SE, Suite J; Atlanta, GA 30312

Company Telephone: (404) 736-6499

Company Website: www.SpinUltimate.com

Company Email: Info@SpinUltimate.com

Best Contact Person for Team Orders: Dan Konisky (Info@SpinUltimate.com)

Company Name: **VC Ultimate Inc.**

Company Address: 5050 Duffering St #119, North York, ON, M3H 5T5

Company Telephone: 416 588 4154

Company Website: www.vcultimate.com

Company Email: info@vcultimate.com

Best Contact Person for Team Orders: Jess Richard, jess@vcultimate.com

Company Name: **BE Ultimate Apparel Ltd**

Company Address: 34 E 3rd Ave, Vancouver, BC, Canada

Company Telephone: [+1 866-207-7571](tel:+18662077571)

Company Website: www.beultimate.com

Company Email: Sales@beultimate.com

Best Contact Person for Team Orders: The BE Customer Success Team: Sales@beultimate.com

Company Name: **Breakmark**

Company Address: PO Box 78021 Charlotte, NC 28271

Company Telephone: 978 540 0987

Company Website: Breakmark.com

Company Email: sales@breakmark.com

Best Contact Person for Team Orders: Mat

Company Name: **DH Ultimate**

Company Address: 1085 Lipata Minglanilla Cebu Philippines 6046

Company Telephone: +639177906969

Company Website: www.dhultimate.com

Company Email: info@dhultimate.com

Best Contact Person for Team Orders: Christine (info@dhultimate.com)

Company Name: **Disc Store**

Company Address: 725 N Skyline Dr Elkhorn, NE 68022

Company Telephone: 402-915-5431

Company Website: <https://discstore.com/>

Company Email: Service@Discstore.com

Best Contact Person for Team Orders: Chris Bivens (Bivens@extramile.com)

Company Name: **Five Ultimate**
Company Address: 725 N Skyline Dr Elkhorn, NE 68022
Company Telephone: 402-915-5431
Company Website: <https://fiveultimate.com/>
Company Email: team@fiveultimate.com
Best Contact Person for Team Orders: Chris Bivens (Bivens@extramile.com)

Company Name: **VII Apparel**
Company Address: 725 N Skyline Dr Elkhorn, NE 68022
Company Telephone: 402-915-5431
Company Website: <https://viiapparel.co/>
Company Email: store@viiapparel.co
Best Contact Person for Team Orders: Chris Bivens (Bivens@extramile.com)

Company Name: **Zone Sporting Goods**
Company Address: 13007 Hydeland Dr, Richmond, Texas, 77407
Company Telephone: 3464649388
Company Website: zonesportinggoods.com
Company Email: info@zonesportinggoods.com
Best Contact Person for Team Orders: Anna – info@zonesportinggoods.com