



# OMC Brand Usage & Compliance Manual **2025**

This manual outlines the proper use of the OMC brand guidelines, including protocols for competitions, educational masterclasses, and sponsorship activities. It serves as a comprehensive resource to safeguard the integrity of the OMC brand, ensuring that its image and trademarks are consistently and appropriately used by all affiliated members and organizations.

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FACES  
CHANGES  
THE WORLD



[omchairworld.com](http://omchairworld.com)



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# Introduction

Dear Presidents and Esteemed Members,

As representatives and leaders of your respective organizations it is essential to understand and adhere to These Guidelines.

OMC accepts only National Organizations of Hair & Beauty professional associations as affiliated members. National and International Academy and or Schools are not accepted has national associations by OMC.

OMC HAIRWORLD stands as the sole authority to organize international championships and present Global Educational Certifications reinforcing the exclusive and prestige of our offerings in Hair, Aesthetics and Nails education on a Global scale. Showing the distinction between national and the international platform provided by OMC.

The combined use of the OMC and affiliated members logos represents our collective identity and high standards in the hair and beauty industry.

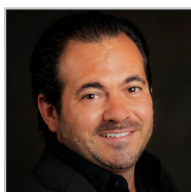
As such, it is imperative that the specified logo, with the OMC member logo on the left and the OMC affiliated member logo on the right, is used accurately when promoting the affiliated national organization.

The Document outlines the permissible use of our trademarks, and the clear boundaries set for national and international activities. These rules are crucial for maintaining the prestige of OMC WORLD CHAMPION TITLE and the representation of the OMC Team World Cup.

The word Global and the word Symposium have become synonymous for many years for OMC. It is suggested to all affiliated members not to use them.

Please take the time to familiarize yourself with the following guidelines. It is through your commitment to these standards that we can continue to thrive and set the benchmark for quality and professionalism in the industry.

With respect and anticipation for your cooperation - OMC Board of Directors.



**Gianni Fodera**  
OMC World President



**Salvatore Fodera**  
OMC Hairworld Chairman



**Vincent Fodera**  
OMC Hairworld CEO



**Carmelo Gugliotti**  
OMC Vice President





# Overview of OMC Rules of what you can and cannot do

## **Forbidden**

- To use the OMC or OMC HAIRWORLD single brands / logos.
- To modify any parts of the OMC affiliated member logo.
- To organize an international championship for OMC affiliate members. If this is the case their membership will be revoked
- To participate in competition not held under the auspices of OMC.
- To present masterclasses or jury seminar using any OMC- Brands.
- To present Diplomas or awards, as if they were presented by OMC.
- For school or academy of affiliated organizations to use any of OMC brands.
- For National organizations to use the OMC combined logos when they promote their affiliated school or academy. If this is the case their membership with OMC will be revoked.
- If the image is not shown in this guideline's booklet, it's not allowed. Essential to respect OMC rule. If this is not the case the membership and positions will be revoked.
- To use photographic contents. OMC exclusively owns the copyrights to all photographic content from its competitions and documentation, unauthorized use without permission by OMC is a copyright violation.
- OMC board members, official educators, and competition directors to train competitors or teams from other countries without OMC approval.

## **Allowed**

- For organizations to use combined logos to promote their organization as shown on the enclosed 2025 brand guidelines. View example national championship diploma.
- To use combined logos as shown on the OMC brand guidelines page. "Not as a title"
- To use your organization logo when presenting national championships and masterclasses.



# Trademark Policies

**Forbidden:** To use the OMC or OMC HAIRWORLD single brands/ logos.

All use of individual OMC trademark (TM) logos (Fig. 01) by affiliated members, educators, or champions for personal events, masterclasses, or promotions is strictly forbidden. The OMC combined logo or word must not be misused. Affiliated members are encouraged to seek approval from OMC before printing any branding on flyers or social media posts.

Violation of these guidelines, including misuse of OMC trademarks, will result in revocation of positions, titles, and

membership. Any misuse and failure to correct the infringement within 48 hours of notice will lead to the same consequences. Members are advised to follow OMC rules to maintain good standing and membership privileges.

OMC will periodically introduce new competitions and events, details of which will be featured on the official OMC website ([www.omchairworld.com](http://www.omchairworld.com)). The established rules and guidelines will apply to these additional initiatives to ensure consistency and uphold the prestige of OMC events.



**omc HAIRWORLD**

 **GLOBAL  
ACADEMY**  
— OMC CERTIFICATION —

**Fig. 01**



# Assignment of the OMC Team World Cup

**Assignment of the OMC Team World Cup:** “Team Senior Combination Categories” The Cup is presented to the President of the national organization with the highest number of competitors in the team. In the case of a numerical tie, the Cup will be awarded to the association whose competitor achieved the highest score in the team general classification

**If fewer than three (3) national teams.** The Team World Cup will not be awarded. Only individual medals will be presented.

## **Recognition of National Associations:**

Only official national associations are authorized to register competitors in OMC World Championships. Academies / Schools affiliated to a National Association are not recognized as official OMC members and are not allowed to use any of the OMC brands.

**Promotion of the Title:** Only the winning National Association may promote itself as “**OMC World Champion**”.

**Forbidden Self-Promotion:** Academies or Schools may not declare themselves “OMC World

Champions” Even if their members were part of the winning team. They may, however, state that a champion competitor is a member of their Academy.

**Forbidden Reproduction of the Cup:** Any reproduction of the OMC Team World Cup is strictly forbidden. Violation will result in the revocation of all worlds titles and the association’s OMC affiliation.

**Miniature Version of the Cup:** Can be purchased only by one of the 3 team members or by their official national trainer.



## **Use of the Cup Image:**

Only members of the official winning team may use the OMC World Cup image, individually or in a group. Unauthorized personal promotion by non-team members on social media with the Cup image is strictly forbidden and may lead to disciplinary action, including loss of titles or membership of the National Organization in question.

Please ensure these guidelines are respected and enforced at all levels of your national organizations and affiliated groups. Misrepresentation or misuse of titles and branding will result in disciplinary actions, including suspension or termination of OMC membership.



# Usage of Combined Logos

Affiliated member organizations must use only the combined logos approved for official use when presenting

membership certificate to their national affiliated members.



OMC USA AFFILIATED MEMBER



# Proper use of OMC logo on Mannequin Head

## It is prohibited print the OMC logo on the Mannequin's skin.

Gold sponsors may use the approved combined logo provided by OMC printed on a removable tag attached on the competitions Mannequin heads for the duration of their OMC

membership only.

Printing the OMC logo on products or educational program materials is strictly prohibited. Official sponsors are permitted to use the OMC Mannequin Head Gold Sponsor logos on approved competitions mannequin heads only!



**CALCAGNI**  
D I F F U S I O N



**OMC MANNEQUINS GOLD SPONSOR**

**PIVOT  
POINT**<sup>TM</sup>



**OMC MANNEQUINS GOLD SPONSOR**



**YY HAIR**



**OMC MANNEQUINS GOLD SPONSOR**



# Proper use of OMC logo for Platinum & Gold Sponsors

Platinum & Gold Sponsors can use the combined sponsor logo on adverts, on social media and can display a poster

on booths. Printing the OMC logo on products or educational program materials is strictly prohibited.

## Platinum Sponsors



OMC PLATINUM SPONSOR



OMC PLATINUM SPONSOR



OMC PLATINUM SPONSOR

## Gold Sponsors



OMC GOLD SPONSOR



OMC GOLD SPONSOR





# ACA affiliate member National Championship

Affiliated National Organizations are permitted use their official logo when hosting exclusively their national championships as long it is 6 or more weeks from OMC World Championship.

It is forbidden to invite any other affiliated countries organizations. If this

is the case their membership will be revoked.

It is forbidden for Academies or Schools of affiliated national organizations to use any of OMC Brands when organizing local competitions



## CORRECT LAYOUT

Use of the OMC Affiliated Member logo is permitted



# OMC National Championships

To use the OMC logo as a title, a concession fee of €25,000 must be paid to OMC. This opportunity is only available if the OMC National Championship is held 4 to 6 Months before or after the annual OMC World Cup in Paris.

Members of nationally affiliated organizations must submit a specific request and sign a contract with OMC HAIRWORLD Inc. An affiliated National Organization may invite up to three other OMC affiliated countries

organizations within the same zone to participate in their national championship with prior approval by OMC.

OMC will support these events by promoting their national championship on social media and design diplomas for competitors, trainers and jurors.

Failure to comply with these conditions will result in the revocation of OMC membership.







# OMC ZONE CUP OPEN

## 1. Eligibility

- Only national organizations officially affiliated with OMC may apply to host the OMC Zone championship or the OMC Jr. Team International Championship.

## 2. Request & Contract

1. Send an official written request to OMC HAIRWORLD Inc. (OMC HW).
2. Sign the official OMC Hosting Contract.
3. Both steps must be completed before any publicity or preparations begin.

## 3. Financial Terms

- Concession Rights Fee: A single payment of €100,000 to OMC HAIRWORLD Inc. grants the right to organize the OMC Zone Championship.
- Competitor Registration Fees: One 100% of all competitor registration fees remain with OMC and must be collected online via the official OMC website.
- Additional Expenses: If OMC General Commissioners or Competition Directors are required on-site, the host organization covers all related travel, accommodation, and per-diem costs.

## 4. Event Management

- OMC will appoint an official Competition Directors' team to manage and supervise the championship.
- The host must follow all directives issued by this team.

## 5. Scheduling Rules

- The championship must take place four to five months after the annual OMC World Championship / World Cup in Paris.
- No other OMC events— or onsite—may be scheduled anywhere in the world during this period.

## 6. OMC Support

- OMC will promote the championship across its official social-media channels.
- OMC will design and supply official diplomas for competitors, trainers, and jurors.

## 7. Compliance and Penalties

Failure to comply with any requirement—financial, contractual, managerial, or scheduling—will result in the immediate revocation of OMC membership and the withdrawal of hosting rights.



# OMC Jr Team International Championship

## 1. Eligibility

- Only national organizations officially affiliated with OMC may apply to host the OMC Zone championship or the OMC Jr. Team International Championship.

## 2. Request & Contract

1. Send an official written request to OMC HAIRWORLD Inc. (OMC HW).

2. Sign the official OMC Hosting Contract.

3. Both steps must be completed before any publicity or preparations begin.

## 3. Financial Terms

- Concession Rights Fee: A single payment of €100,000 to OMC HAIRWORLD Inc. grants the right to organize the OMC Zone Championship.

- Competitor Registration Fees: One 100% of all competitor registration fees remain with OMC and must be collected online via the official OMC website.

- Additional Expenses: If OMC General Commissioners or Competition Directors are required on-site, the host organization covers all related travel, accommodation, and per-diem costs.

## 4. Event Management

- OMC will appoint an official Competition Directors' team to manage and supervise the championship.

- The host must follow all directives issued by this team.

## 5. Scheduling Rules

- The championship must take place four to five months after the annual OMC World Championship / World Cup in Paris.

- No other OMC events— or onsite—may be scheduled anywhere in the world during this period.

## 6. OMC Support

- OMC will promote the championship across its official social-media channels.

- OMC will design and supply official diplomas for competitors, trainers, and jurors.

## 7. Compliance and Penalties

Failure to comply with any requirement—financial, contractual, managerial, or scheduling—will result in the immediate revocation of OMC membership and the withdrawal of hosting rights.



PRESENTS

# Jr TEAM INTERNATIONAL

## OPEN CHAMPIONSHIP



# Educational Masterclasses and Title Use

OMC Global Academy Is the sole entity authorized to use OMC TM Brands for educational masterclasses.

**Forbidden:** For affiliated members organizations, including champions, educators, trainers, and jurors, to use any of OMC Brands. They can use their national or personal logos.



## Use of Photography

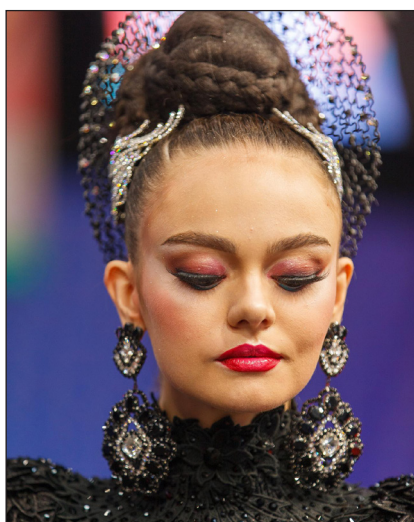
• **Forbidden:** To use photographic content. OMC exclusively owns the copyrights to all photographic content from its competitions and documentation, and unauthorized use without explicit permission is a copyright violation.

Be aware that all photographic content captured at any OMC competition, as well as any imagery from OMC documentation, is strictly regulated. OMC holds exclusive copyrights to all works, including but not limited to, images of live models and mannequin

heads featured in both our online and onsite championships.

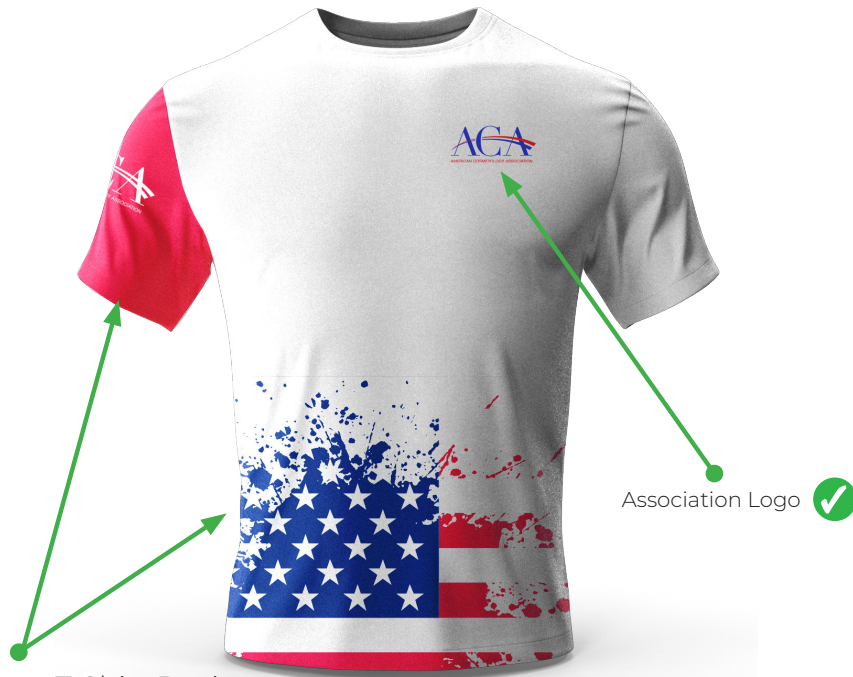
Use of these photographs without explicit written permission from OMC is a violation of copyright laws and will be addressed accordingly. We urge all participants, attendees, and third parties to respect these legal boundaries to maintain the integrity and artistic rights associated with our events and materials.

For permissions or inquiries contact OMC





# Competition T-Shirt



- ✓ **Personalized Country T-Shirt Design**  
Countries are allowed to personalize their own T-Shirts



- ✓ **OMC Country Affiliated Logo**  
See page 8 of OMC Brand Guidelines for How & when to use the OMC Affiliated Logo.

## KEY MESSAGE

OMC empowers you with the liberty to design your own team shirt. Our only requirement is that if you opt to incorporate the OMC logo as illustrated.



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