



# OMC Brand Usage & Compliance Manual **2026**

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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# 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 National Organizations of Hair & Beauty-associations as affiliated members.

National or International Academy / Schools are not accepted as 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 -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 country organization.

The Document outlines the permissible use of our OMC and OMC Haorworld 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 OMC brands. Unless they have purchased a franchise license by OMC.
- Forbidden 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.
- Forbidden for OMC board members, OMC official educators, and OMC 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 2026 Brand Guidelines. View example Association national championship diploma.
- To use combined logos as shown on the OMC brand guidelines page.
- To use only your organization logo when presenting educational 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.



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 or school.

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 concerned!

Miniature Version of the Cup: Starting in 2026 the 3 team members will be awarded the miniature cup instead of the medals.

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.

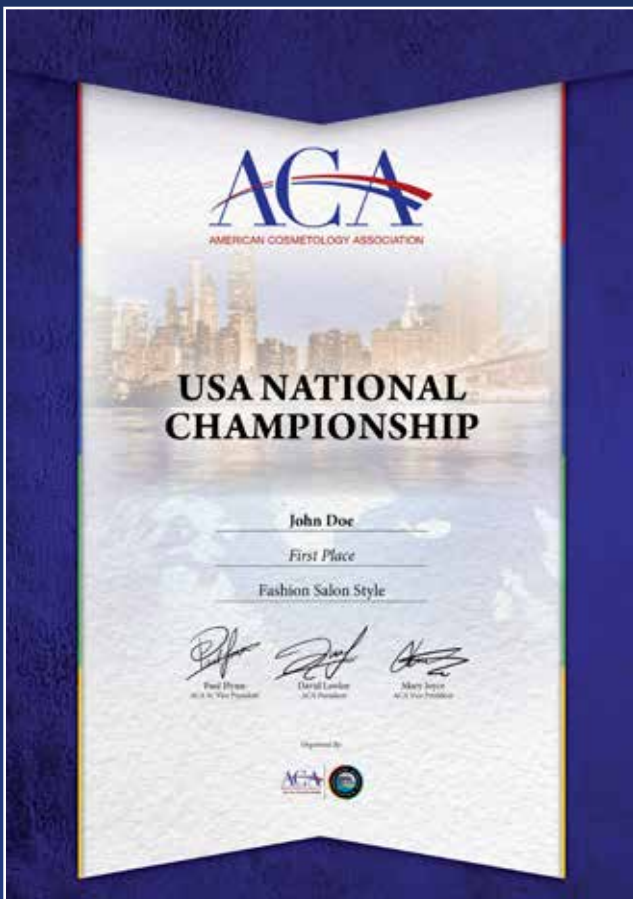




# ACA AFFILIATE MEMBER NATIONAL CHAMPIONSHIP

Affiliated National Organizations are permitted to use the OMC / National combined logos when hosting their association National championships. As long as 6 or more weeks since the OMC World Championship.

It is forbidden to invite any other affiliated countries organizations. If this is the case where their membership will be revoked.



**EITHER LAYOUT IS PERMITTED**

Use of the OMC Affiliated Member logo is permitted



# OMC ZONE CUP OPEN

## 1. Eligibility

- Only national organizations officially affiliated with OMC may apply to host the OMC Zone championship.

## 2. Request & Contract

2.1 Send an official written request to OMC HAIRWORLD Inc. (OMC HAIRWORLD INC.).

2.2. Sign the official OMC Hosting Contract.

2.3. 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: 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 five months before or after the annual OMC World Championship / World Cup.

- 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 HAIRWORLD

## 1. Eligibility

National organizations or independent Fair Companies may apply to host the OMC HAIRWORLD - OMC WORLD CUP.

## 2. Request & Contract

Send an official written request to OMC HAIRWORLD Inc.

Once the official hosting contract with OMC Hairworld inc. is signed. Both: OMC HAIRWORLD and the official Fair Company may start their publicity.

## 3. Financial Terms

Concession Rights Fee: 2 single payment of € 125,000=€250,000. to OMC HAIRWORLD Inc. grants the right to organize the OMC HAIRWORLD -OMC WORLD CUP in their own Country.

Competitor Registration Fees: 100% of all competitor registration fees remain with OMC HAIRWORLD 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

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

## 6. OMC Support

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

OMCHAIRWORLD 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.





# OFFICIAL MANDATORY OMC COMPLIANCE NOTICE

Dear Presidents of OMC-Affiliated National Organizations,

The OMC Board of Directors hereby issues this notice to all affiliated organizations worldwide:

Compliance with OMC regulations and conditions for maintaining OMC affiliation.

These rules are in place to protect the official brand, and international authority of OMC.

All affiliated organizations must submit in advance to OMC the dates of their national championships and official activities.

## OMC NON-COMPETE CLAUSE

### EXCLUSIVELY PERMITTED

- To organize competitions in different cities, for those nations with multiple associations only within the period of six weeks before and four weeks after OMC HAIRWORLD.
- To invite only OMC-affiliated organizations of the same nation.
- To use combined logos only with prior written approval from OMC.
- To use exclusively their own organization logo for educational activities.

### STRICTLY PROHIBITED

- Any use of the OMC or OMC HAIRWORLD logo, without prior written authorization.
- Any alteration or misuse of official OMC logos.
- Any promotion of national or international championships without OMC authorization.
- Any participation in or collaboration with unknown unauthorized OMC championships
- Any invitation to non-OMC-affiliated entities in violation of OMC rules.
- Any unauthorized use of OMC trademarks, when presenting educational masterclasses.

## SANCTIONS

Any violation shall result in immediate action, including the revocation of OMC affiliation.

These rules are mandatory and not subject to negotiation.

By order of the  
**OMC Board of Directors**



# ACADEMY<sup>®</sup>

## CENTRE OF EXCELLENCE

We are pleased to invite qualified hair and beauty academies to apply for the official **OMC Academy Trademark License** and paying a concession rights fee.

This prestigious opportunity is available to academies in countries that meet the official OMC standards of quality, professionalism, and image. Approved academies may be authorized to represent **OMC Academy** in their city.

### To be considered, applicants must submit:

- A description of the academy or school
- A summary of the curriculum and educational activities
- Photographs of the academy and its facilities

After reviewing the submitted materials, OMC HW Inc. will determine whether the applicant qualifies for approval.

Only academies receiving written authorization may present themselves as an official OMC Academy.

Official OMC Educators may also be invited, upon request and subject to availability, to conduct demonstrations or educational presentations. All related travel, accommodation, and professional fees shall be the responsibility of the hosting academy.

OMC HW Inc. reserves the right to approve or refuse any application, and to suspend or revoke any license in cases of non-compliance or misuse of the OMC name or trademark.

To be recognized as an **OMC Academy** is a mark of prestige, excellence, and international distinction.

### Approved academies may receive the below



◀ Official OMC Academy Sign



Access to OMC Prestige Club Collections ▶

OMC Inspirational Book ▶



Official OMC Academy Certificate ▶



◀ OMC Step-by-Step Hairstyling Tests for Ladies and Gents

OMC X-TREME The Champion Book ▶





# 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 association or their 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 permission or inquiries contact OMC Chairman at, [omc@omchairworld.com](mailto:omc@omchairworld.com)





# COMPETITION T-SHIRT



Association Logo ✓

✓ 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.

Association Sponsor 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.



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

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