



## Image Policy

See Cheerbrandz Cheer Deductions System, Section 8.1, for corresponding deductions for each of the listed items below

### 1. Cover-up Guidelines

- 1.1. Athletes with non-full top uniforms must wear a t-shirt or other suitable cover up over their uniforms unless they are in the warm-up area, travelling as a group directly to or from the warm up area, or on the performance stage.

### 2. Appropriate Choreography

- 2.1. *All facets of a performance/routine, including both choreography and music/sound selection, should be appropriate and suitable for family viewing and listening.*

*Examples of inappropriate choreography may include, but are not limited to, movements such as hip thrusting and inappropriate touching, gestures, hand/arm movements and signals, slapping, positioning of body parts and positioning to one another. Music or words unsuitable for family listening, which includes, but is not limited to, swear words and connotations of any type of sexual act or behaviour, drugs, explicit mention of specific parts of the body torso, and/or violent acts or behaviour are other examples of inappropriate choreography. Removing improper language or words from a song and replacing them with sound effects or other words may still constitute 'inappropriate'*

*Music or movement in which the appropriateness is questionable or with which uncertainty exists should be assumed by the coach to be inappropriate and removed to avoid the associated deduction listed in the Cheerbrandz Cheer Deduction System.*

### 3. Make-up

- 3.1. Make-up should be uniform and appropriate for both the performance and the age of the athletes.
- 3.2. Face /Eyelid /Hair Rhinestones are not allowed. False eyelashes are allowed but may not be decorated in rhinestones or additional jewellery. No rhinestones, plastic or metallic decorations to be glued on or woven into hair.

### 4. Accessories

- 4.1. Bows should not be excessive in size (acceptable bows are generally no more than 8cm in width)
- 4.2. Accessories (including Hairpieces and bows) should not be a distraction to the performance, should be worn in a manner to minimise risk for the participants, should be adequately secured and should not fall over the forehead into the participants' eyes or block the view of the participant while performing.
- 4.3. Hair accessories should not be made of or contain metal or other materials that may cause injury

### 5. General Uniform Guidelines

- 5.1. No risqué, sexually provocative or lingerie looking or inspired uniform or garments allowed. All uniform pieces should adequately cover an athlete and must be secured to eliminate any possible wardrobe malfunction. Appropriate undergarments must be worn.
- 5.2. In addition to the below specific guidelines, coaches must also consider that a combination of uniform pieces may also deem a uniform appropriate or inappropriate. ALL garments must properly cover the athlete and the athlete's undergarments during the routine.



### 6. Uniform Skirt / Shorts Guidelines

- 6.1. When a skirt is worn as part of the uniform, briefs under the skirt are required. The skirt must fully cover the hips. The skirt must completely cover the briefs and must fall at least 3cm below briefs (regular and boy cut briefs). When shorts are worn as part of the uniform, there must be a minimum of 5cm inseam.

### 7. Uniform Top Guidelines

- 7.1. Uniform tops may not include an exposed midriff (crop top). Uniform tops must be secured by straps or material over at least one shoulder or around the neck (tube tops are not allowed).