AFL QUEENSLAND

2027 APPAREL GUIDELINES



INTRODUCTION

The AFL Queensland Apparel Guidelines are applicable to all Licensed clubs and Affiliated Competitions in Queensland, and are in place to ensure the integrity of the AFL Queensland Brand.

All on-field apparel must comply with the guidelines set out within this document, and all on-field apparel must be purchased from an official Licensed Supplier.

Any off-field apparel containing the AFL Queensland Intellectual Property must also be purchased from an official Licensed Supplier.

All new orders of apparel must be approved by the relevant person at AFL Queensland prior to commencing the order. Artwork contained within this document is designed to be a guide for clubs and Licensed Suppliers alike.

For any competition apparel queries please contact Mitchell.Simpson@afl.com.au (Competitions Manager - Queensland).

AFL QUEENSLAND

AFL QUEENSLAND
Ltd ACN 090 629 342
AFL QUEENSLAND TRAINING & ADMINISTRATION CENTRE
CANSDALE ST, YERONGA, 4104, QUEENSLAND

AFL QUEENSLAND

LOGOS FOR ON-FIELD APPAREL



STATE REPRESENTATIVE FOOTBALL





STATE LEAGUES





SEQ COMMUNITY LEAGUES



REGIONAL LEAGUES





SCHOOL COMPETITIONS

AFL QUEENSLAND COMPETITION SHIELDS CAN BE ACCESSED HERE

KEY REMINDERS

Apparel providers are ultimately responsible for obtaining AFL Queensland's approval for ANY new apparel design or logo placement (as referenced throughout document). In the event that such approval is not forthcoming or has not been requested; the apparel provider may be responsible for all costs associated with the noncompliant apparel becoming compliant.

ANY on or off field apparel featuring AFL IP inclusive of but not limited to the AFL logo, AFL Queensland logo or AFL Queensland Q-Shield must be produced by an AFLQ Licensed Supplier.

A full list of Licensed Suppliers can be found on page 6 of these guidelines.

Maximum measurements and sizing of logos are provided and must be adhered to. Whilst garments will vary in size, suppliers and designers must adhere to these measurements as outlined. If you have concerns about sizing, please contact AFL Queensland. Logos cannot exceed the maximum size requirements.

If you require access to any of the logos contained in this document, please contact your Competition Manager.

Logos in this document are for visual reference only, they are NOT intended to be copied directly from this document.

As per 7.11(e)(ii) AFLQ/Affliliate League may enter into a commercial relationship with a sponsor/partner that requires a logo or corporate branding to be incorporated onto Playing Apparel. Clubs will be notified of these requirements by their respective Competition Manager and may be required to comply within a timely manner.



AFL QUEENSLAND

APPROVALS PROCESS

AFL Queensland has put together the below Approvals Process to ensure both the integrity of the AFL brand, and to maintain a professional and consistent image for the Code of Australian Football, AFL Queensland and associated Talent Pathways and Leagues/Competitions. This approval process relates to ANY garment produced which contains any AFL IP, inclusive of but not limited to, the AFL logo, AFL Queensland logo or AFL Queensland Q-Shield.

REQUEST FOR APPAREL

A REQUEST FOR AN APPAREL ORDER WILL COME TO AN AFL COMMUNITY LICENSED SUPPLIER VIA AFLQ OR A COMMMUNITY CLUB.

APPAREL DESIGN

THE AFLQ LICENSED SUPPLIER WILL CREATE A DESIGN IN ACCORDANCE WITH THESE GUIDELINES

DESIGN APPROVAL

THE COMPLETED DESIGN IS SENT BY THE LICENSED SUPPLIER TO THE AFL QUEENSLAND COMPETITION MANAGER FOR APPROVAL

ADDITIONAL APPROVAL

IF ADDITIONAL APPROVAL IS REQUIRED, THE AFL QUEENSLAND COMPETITION MANAGER WILL REFER THE DESIGN ON FOR ADDITIONAL APPROVAL TO THE COMPETITIONS MANAGER QUEENSLAND.

DESIGN IS APPROVED BY AFLQ

AFL QUEENSLAND APPROVES THE DESIGN. SUPPLIER CAN CIRCULATE TO THE CLUB FOR THEIR APPROVAL, BUT ANY CHANGES MUST COME BACK THROUGH AFL QUEENSLAND FOR FINAL APPROVAL.

PRODUCTION COMMENCES

LICENSED SUPPLIERS

BELGRAVIA APPAREL	Gseebeck@belgraviaapparel.com
ISC SPORT	Jmorris@iscsport.com
LRF SPORT	Luke@lrfsport.com.au
TPF	Cdyer@tpf.com.au
S-TREND	Douglastsoi@s-trend.com.au
TRIBAL SPORT	David@tribalsport.com.au

QAFL GUIDELINES

APPLICABLE TO:

- ALL TEAMS PARTICIPATING IN THE;
  - QAFL SENIORS
  - QAFL RESERVES
  - QAFL COLTS



AFL QUEENSLAND

QAFL ON-FIELD GUIDELINES

Front of Jumper

1. QAFL Shield - Max 85mm wide
2. TPIL Lawyers Logo - 80mm wide. Logo must be on a solid, monotone background and cannot be placed over patterns
3. Player Number - 90mm high - Number must be on a solid, monotone background and cannot be placed over patterns such as stripes
    a. Request to move front number to left hand chest pending jumper designed may be permitted at competition manager approval
4. Club Sponsor/Supplier Logo - Max 60mm wide, 40mm high - Centre, below neckline
5. Club Logo - Max 100mm (h) x 100mm (w) - in line with Q Shield
6. Club Sponsor Logo - Max 100mm (h) x 80mm (w) - 10mm between logos
7. Supplier Logo OR Lockertag - optional where #4 is taken by a team sponsor logo. Only one of these options is permitted.

Back of Jumper

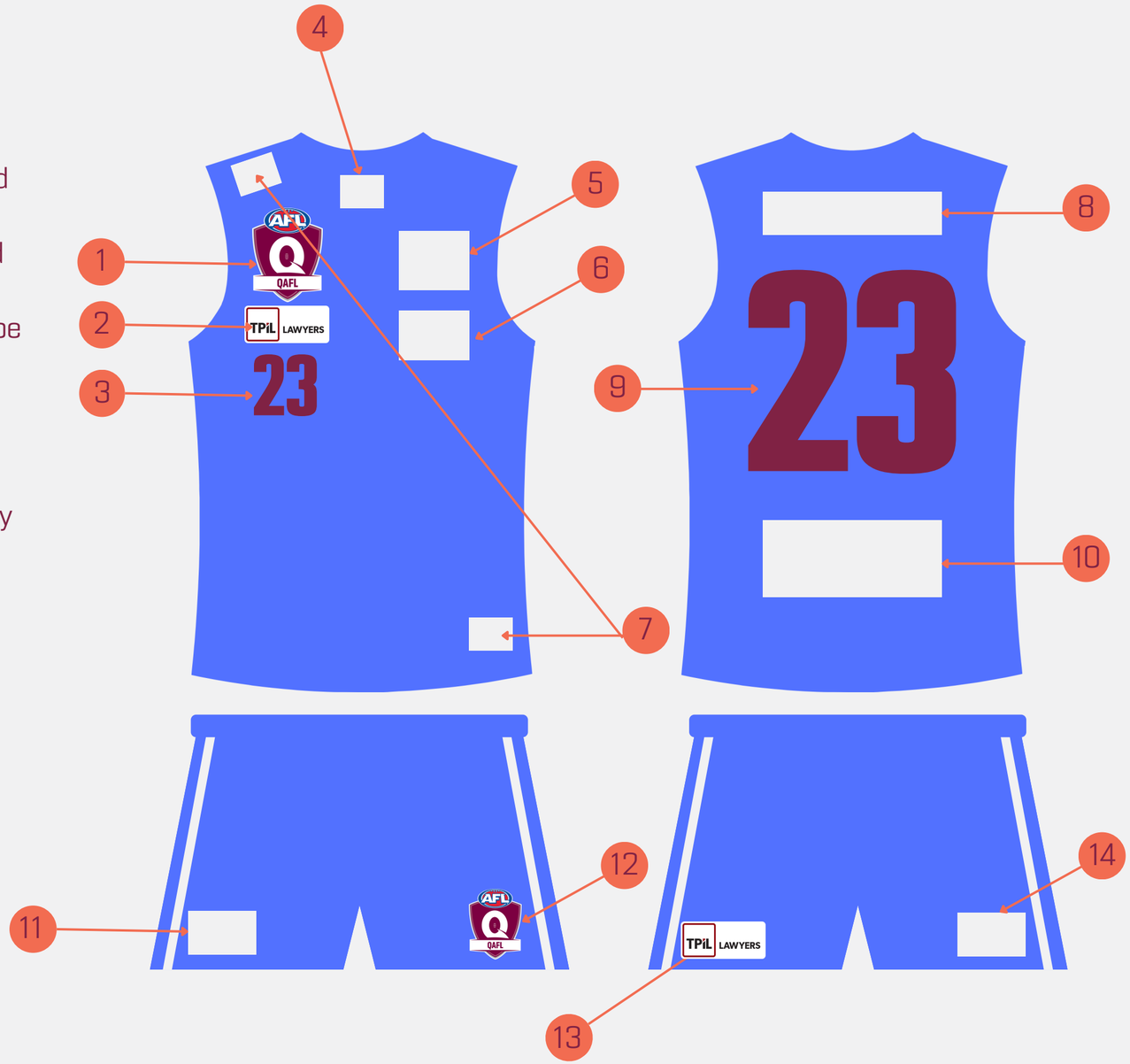
8. Club Sponsor Logo - Max Width – 180mm, Max Height – 70mm
9. Playing Number - 250 – 300mm HIGH, Plain Font
10. Club Sponsor Logo - Max 250mm (w) x 120mm (h) - Min 10mm below playing number

Front of Shorts

11. Club Logo - 80mm (h) x 80mm (w) - right leg
12. QAFL Shield - Max 70mm wide - left leg

Back of Shorts

12. TPIL Sponsor Logo - Max 70mm (h) x 70mm (w) - left leg
13. Club Sponsor - Max 70mm (h) x 70mm (w) - right leg

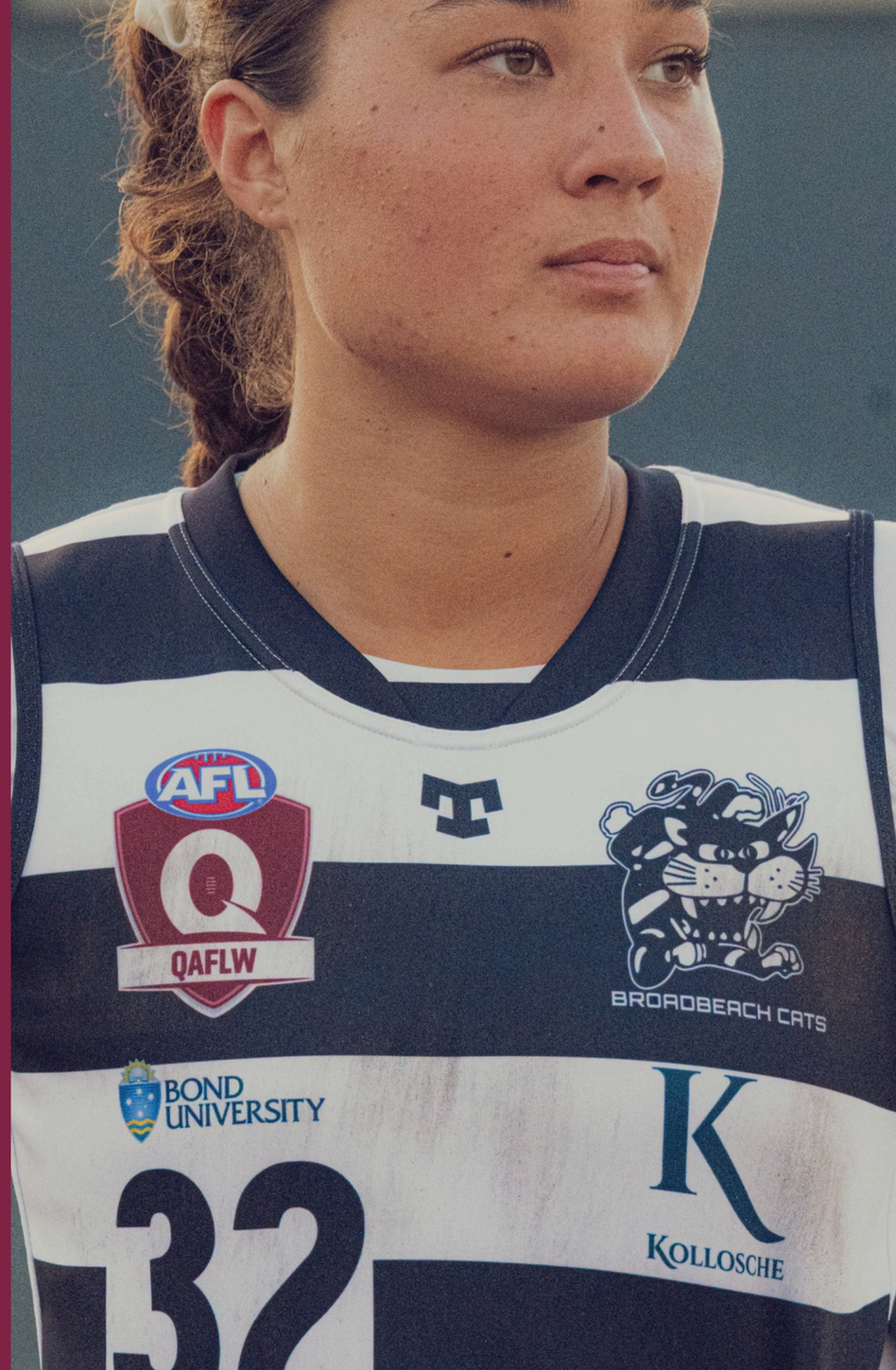


AFL QUEENSLAND

QAFLW GUIDELINES

APPLICABLE TO:

- ALL TEAMS PARTICIPATING IN THE;
  - QAFLW SENIORS
  - QAFLW RESERVES



AFL QUEENSLAND

QAFLW ON-FIELD GUIDELINES

Front of Jumper

1. QAFLW Shield - Max 85mm wide
2. Bond University Logo - 80mm wide. Logo must be on a solid, monotone background and cannot be placed over patterns
3. Player Number - 90mm high - Number must be on a solid, monotone background and cannot be placed over patterns
4. Club Sponsor/Supplier Logo - Max 60mm wide, 40mm high - Centre, below neckline
5. Club Logo - Max 100mm (h) x 100mm (w) - in line with Q Shield
6. Club Sponsor - Max 100mm (h) x 80mm (w) - 10mm between logos
7. Supplier Lockertag - optional where #4 is taken by a team sponsor logo

Back of Jumper

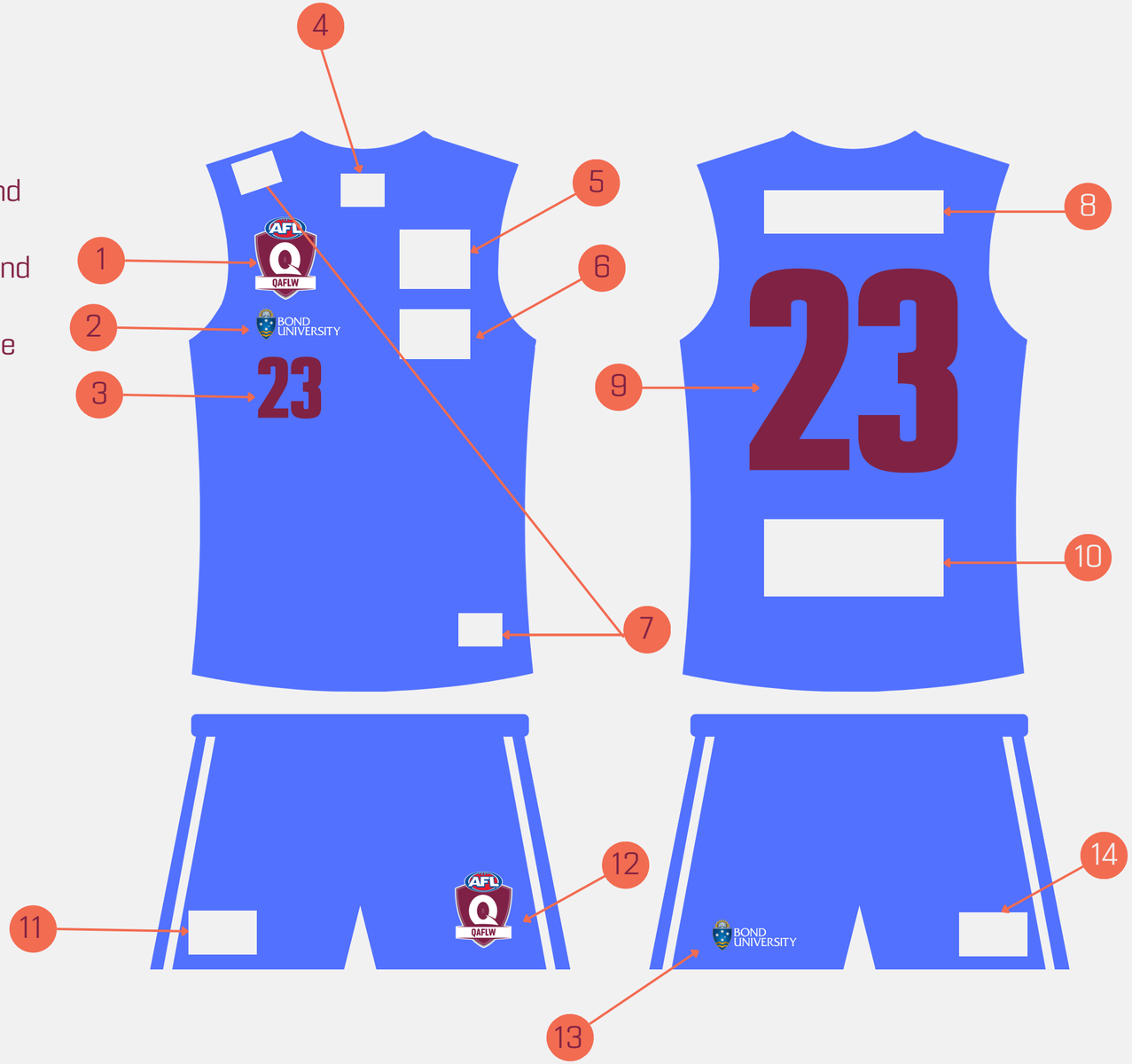
7. Club Sponsor Logo - Max Width – 180mm, Max Height – 70mm
8. Playing Number - 250 – 300mm HIGH, Plain Font
9. Club Sponsor Logo - Max 250mm (w) x 120mm (h) - Min 10mm below playing number

Front of Shorts

10. Club Logo - 80mm (h) x 80mm (w) - right leg
11. QAFLW Shield - Max 70mm wide - left leg

Back of Shorts

12. Bond University Logo - Max 70mm (h) x 70mm (w) - left leg
13. Club Sponsor - Max 70mm (h) x 70mm (w) - right leg



COMMUNITY COMPETITIONS

APPLICABLE TO:

- ALL QFA COMPETITIONS
- ALL QFAW COMPETITIONS
- QLD WHEELCHAIR FOOTBALL LEAGUE
- QFA INCLUSION LEAGUE



COMMUNITY COMPETITIONS ON-FIELD GUIDELINES

Front of Jumper

1. Queensland Shield - Max 85mm wide
2. League Sponsor Logo - 80mm wide. Logo must be on a solid, monotone background and cannot be placed over patterns
    a. QFA Division 1 - HART Sport
    b. QFA Division 2 North - Alpha Sport
    c. QFAW Division 1 & Division 2 - TPIL Lawyers
3. Club Sponsor/Supplier Logo - Max 60mm wide, 40mm high - Centre, below neckline
4. Club Logo - Max 100mm (h) x 100mm (w) - in line with Q Shield
5. Club Sponsor - Max 100mm (h) x 80mm (w) - 10mm between logos
6. Supplier Lockertag - optional where #4 is taken by a team sponsor logo

Back of Jumper

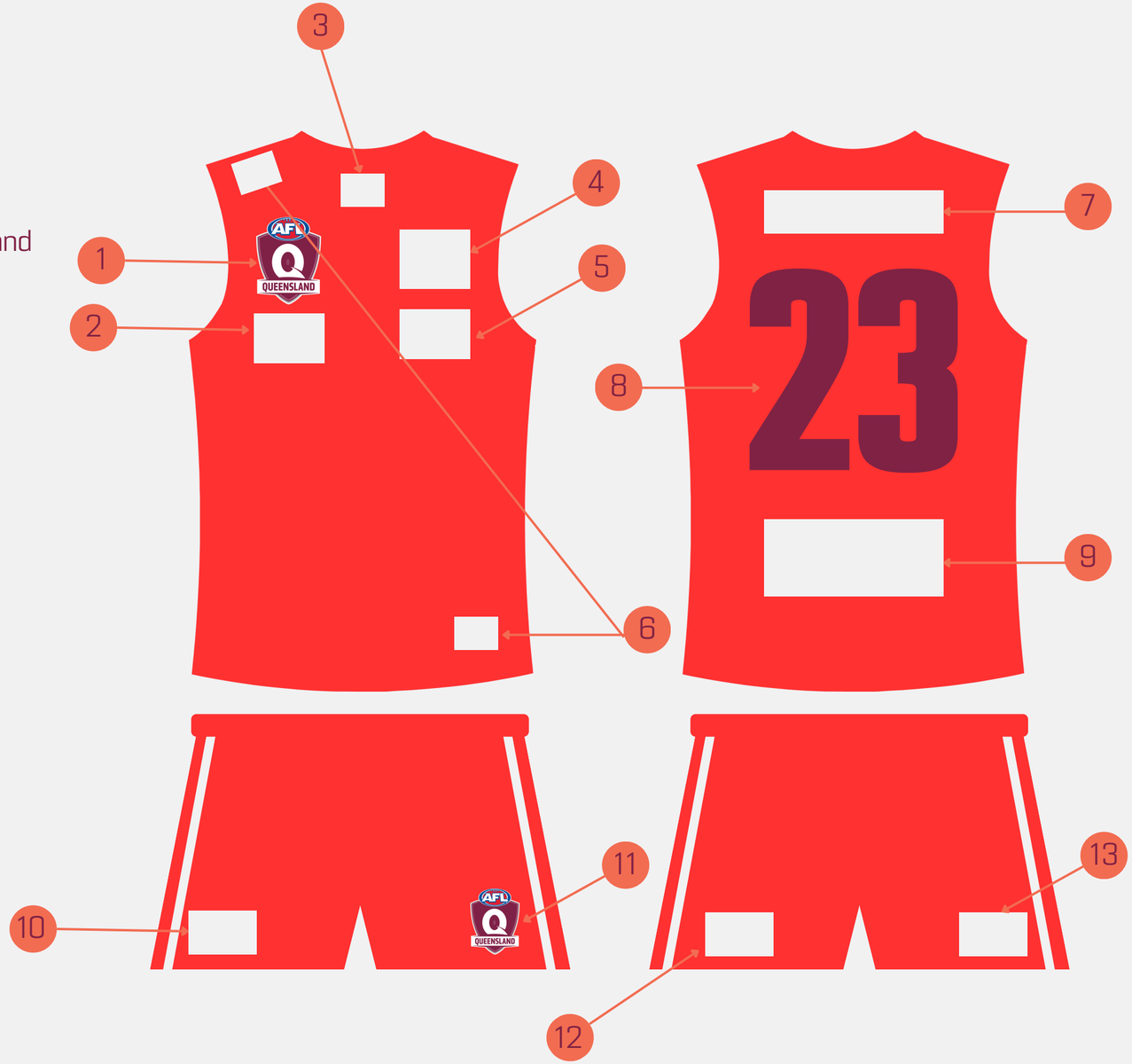
7. Club Sponsor Logo - Max Width – 180mm, Max Height – 70mm
8. Playing Number - 250 – 300mm HIGH, Plain Font
9. Club Sponsor Logo - Max 250mm (w) x 120mm (h) - Min 10mm below playing number

Front of Shorts

10. Club Logo - 80mm (h) x 80mm (w) - right leg
11. Queensland Shield - Max 70mm wide - left leg

Back of Shorts

12. League Sponsor Logo - Max 70mm (h) x 70mm (w) - left leg (as above)
13. Club Sponsor - Max 70mm (h) x 70mm (w) - right leg



AFL QUEENSLAND

REGIONAL COMPETITIONS

APPLICABLE TO:

- AFL DARLING DOWNS
- AFL WIDE BAY
- AFL CAPRICORNIA
- AFL MACKAY
- AFL TOWNSVILLE
- AFL MT ISA
- AFL CAIRNS



AFL QUEENSLAND

REGIONAL COMPETITIONS ON-FIELD GUIDELINES

Front of Jumper

1. Q Shield - Applicable regional shield - Max 85mm wide
2. League Sponsor Logo - 80mm wide. Logo must be on a solid, monotone background and cannot be placed over patterns
3. Club Sponsor/Supplier Logo - Max 60mm wide, 40mm high - Centre, below neckline
4. Club Logo - Max 100mm (h) x 100mm (w) - in line with Q Shield
5. Club Sponsor - Max 100mm (h) x 80mm (w) - 10mm between logos
6. Supplier Lockertag - optional where #4 is taken by a team sponsor logo

Back of Jumper

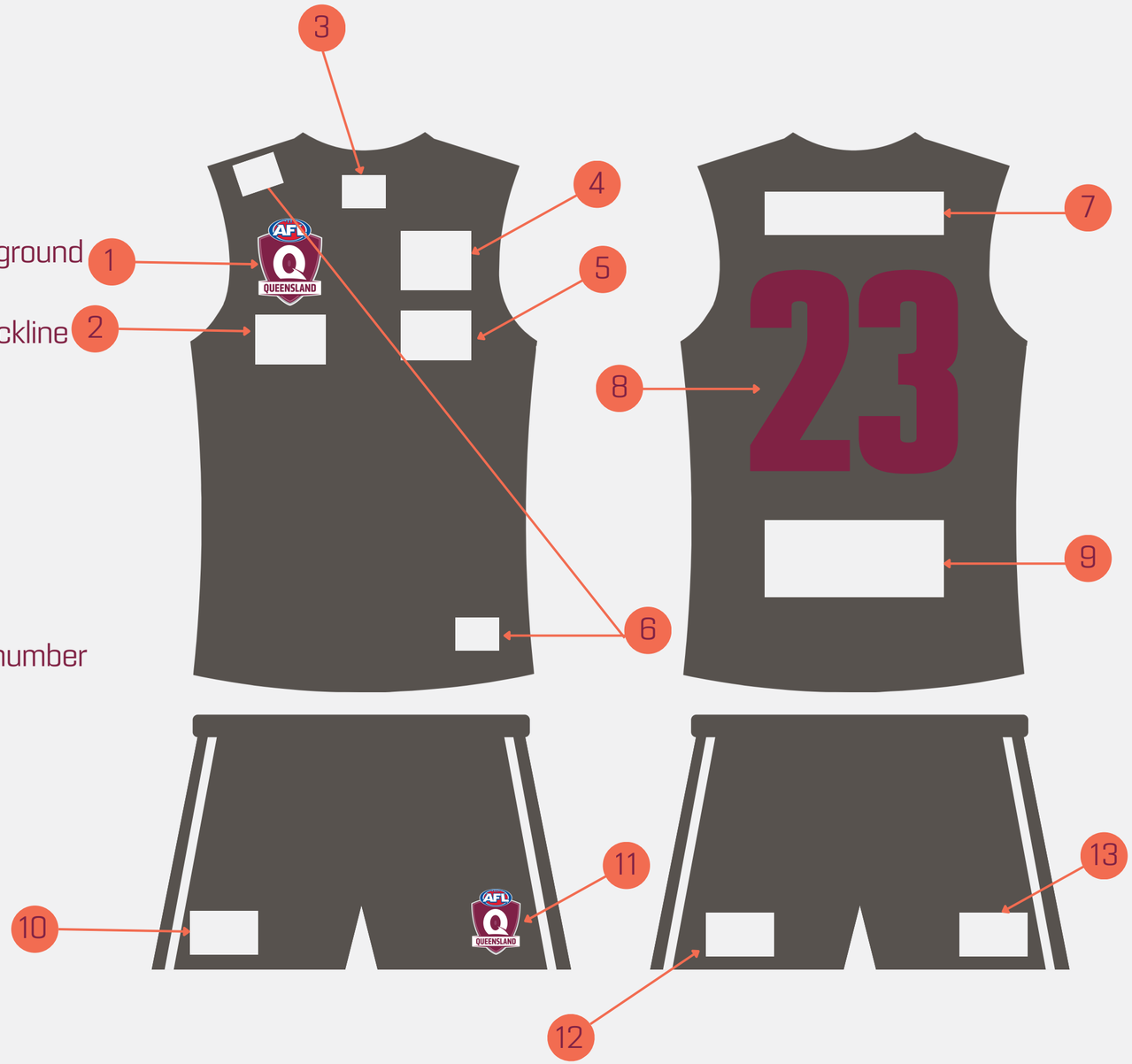
7. Club Sponsor Logo - Max Width – 180mm, Max Height – 70mm
8. Playing Number - 250 – 300mm HIGH, Plain Font
9. Club Sponsor Logo - Max 250mm (w) x 120mm (h) - Min 10mm below playing number

Front of Shorts

10. Club Logo - 80mm (h) x 80mm (w) - right leg
11. Q Shield - Applicable regional shield - Max 70mm wide - left leg

Back of Shorts

12. League Sponsor Logo - Max 70mm (h) x 70mm (w) - left leg (as above)
13. Club Sponsor - Max 70mm (h) x 70mm (w) - right le



SEQ JUNIOR COMPETITIONS

APPLICABLE TO:

- ALL SOUTHEAST QUEENSLAND JUNIOR COMPETITIONS



AFL QUEENSLAND

SEQ JUNIOR COMPETITIONS ON-FIELD GUIDELINES

Front of Jumper

1. SEQ Juniors Shield - Max 65mm wide
2. McDonalds Sponsor Logo - 65mm wide. Logo must be on a solid, monotone background and cannot be placed over patterns
3. Club Sponsor/Supplier Logo - Max 60mm wide, 40mm high - Centre, below neckline
4. Club Logo - Max 100mm (h) x 100mm (w) - in line with Q Shield
5. Club Sponsor - Max 100mm (h) x 80mm (w) - 10mm between logos
6. Supplier Lockertag - optional where #4 is taken by a team sponsor logo

Back of Jumper

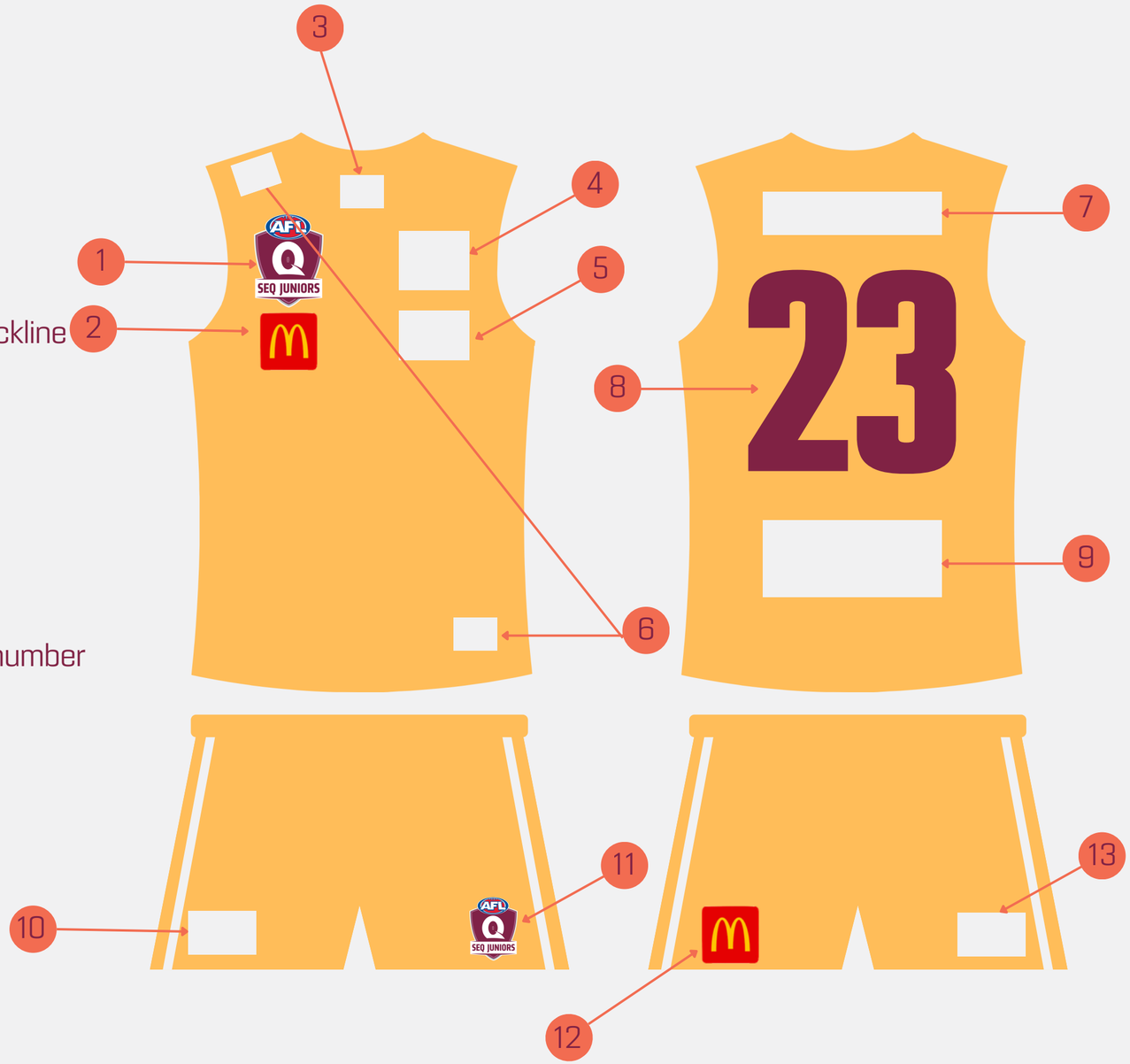
7. Club Sponsor Logo - Max Width – 180mm, Max Height – 70mm
8. Playing Number - 250 – 300mm HIGH, Plain Font
9. Club Sponsor Logo - Max 250mm (w) x 120mm (h) - Min 10mm below playing number

Front of Shorts

10. Club Logo - 80mm (h) x 80mm (w) - right leg
11. SEQ Juniors Shield - Max 70mm wide - left leg

Back of Shorts

12. League Sponsor Logo - Max 70mm (h) x 70mm (w) - left leg (as above)
13. Club Sponsor - Max 70mm (h) x 70mm (w) - right leg



NB: Clubs are not permitted to sign and sponsors which are in conflict with Maccas

REPRESENTATIVE JUMPERS

APPLICABLE TO:

- QUEENSLAND SENIOR STATE TEAMS (MEN & WOMEN)
- QUEENSLAND UNDER AGE STATE TEAMS (BOYS & GIRLS)



REPRESENTATIVE TEAMS ON-FIELD GUIDELINES

Front of Jumper

1. Q Shield - State Team Logo - Max 85mm wide
2. Supplier Logo - Max 60mm wide - Centre, below neckline
3. Player Number - 100mm high

Back of Jumper

4. Sponsor Logo - Max Width – 180mm, Max Height – 70mm
5. Playing Number - 250 – 300mm HIGH, Plain Font

Front of Shorts

6. Supplier Logo - Max 60mm wide - right leg
7. Q Shield - State Team Logo - Max 70mm wide - left leg

Design of representative uniforms should be discussed with the program manager prior to artwork approval.



QLD SCHOOLS CUP COMPETITIONS

APPLICABLE TO SCHOOLS PARTICIPATING IN:

- AFL QLD SCHOOLS CUP;
- AFL MANAGED SCHOOL COMPETITIONS;
- AND SCHOOLS WHICH HAVE RECIEVED THE AFL SCHOOLS GRANTS SUBSIDY



AFL QUEENSLAND

SCHOOL COMPETITIONS ON-FIELD GUIDELINES

Front of Jumper

1. Q-Shield - QLD Schools Cup - Max 85mm wide
2. Competition Sponsor Logo - 80mm wide. Logo must be on a solid, monotone background and cannot be placed over patterns
3. Supplier Logo - Max 60mm wide - Centre, below neckline
4. School Logo - Max 100mm (h) x 100mm (w) - in line with Q Shield
5. School Sponsor - Max 100mm (h) x 80mm (w) - 10mm between logos

Back of Jumper

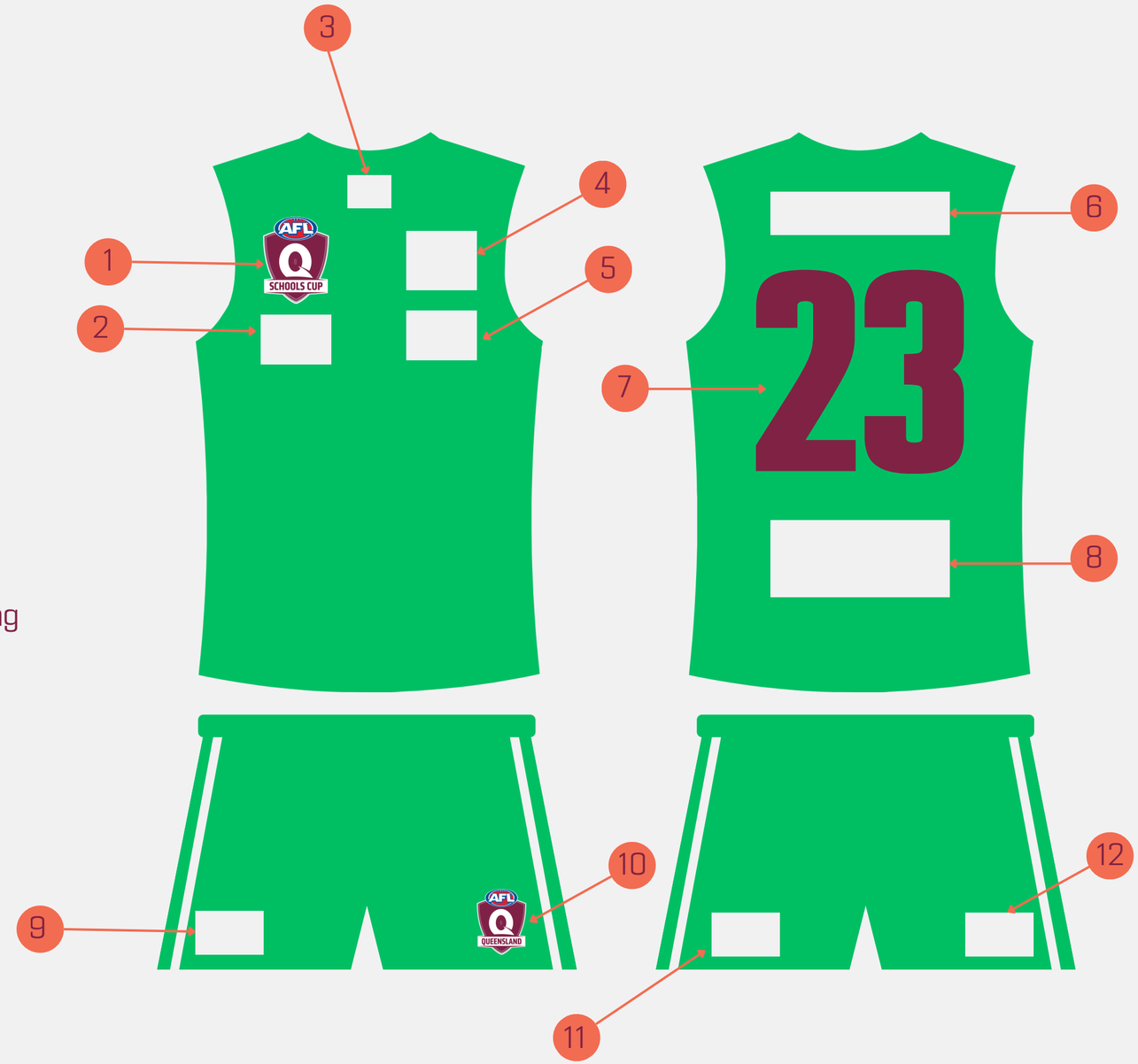
6. School Sponsor Logo - Max Width – 180mm, Max Height – 70mm
7. Playing Number - 250 – 300mm HIGH, Plain Font
8. School Sponsor Logo - Max 250mm (w) x 120mm (h) - Min 10mm below playing number

Front of Shorts

9. School Logo - 80mm (h) x 80mm (w) - right leg
10. Queensland Shield - Max 70mm wide - left leg

Back of Shorts

11. Competition Sponsor Logo - Max 70mm (h) x 70mm (w) - left leg (as above)
12. School Sponsor - Max 70mm (h) x 70mm (w) - right leg



SCHOOLS OF EXCELLENCE COMPETITIONS

APPLICABLE TO:

- ALL SCHOOLS PARTICIPATING IN THE SCHOOLS OF EXCELLENCE COMPETITION



SCHOOL COMPETITIONS ON-FIELD GUIDELINES

Front of Jumper

1. Q Shield - Schools of Excellence - Max 85mm wide
2. Competition Sponsor Logo - 80mm wide. Logo must be on a solid, monotone background and cannot be placed over patterns
3. Supplier Logo - Max 60mm wide - Centre, below neckline
4. School Logo - Max 100mm (h) x 100mm (w) - in line with Q Shield
5. School Sponsor - Max 100mm (h) x 80mm (w) - 10mm between logos

Back of Jumper

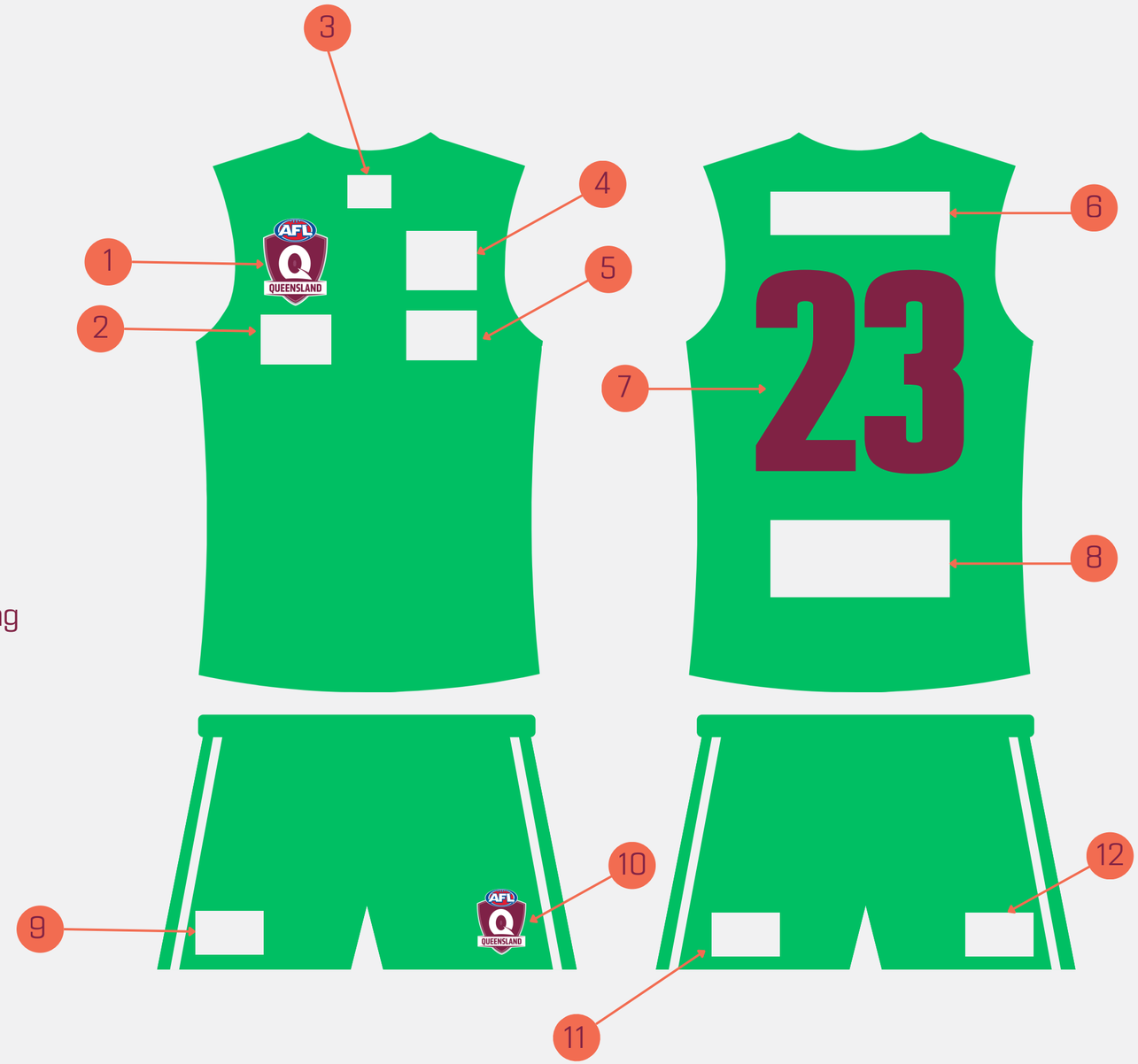
6. School Sponsor Logo - Max Width – 180mm, Max Height – 70mm
7. Playing Number - 250 – 300mm HIGH, Plain Font
8. School Sponsor Logo - Max 250mm (w) x 120mm (h) - Min 10mm below playing number

Front of Shorts

9. School Logo - 80mm (h) x 80mm (w) - right leg
10. Queensland Shield - Max 70mm wide - left leg

Back of Shorts

11. Competition Sponsor Logo - Max 70mm (h) x 70mm (w) - left leg (as above)
12. School Sponsor - Max 70mm (h) x 70mm (w) - right leg



SPECIAL EVENT JUMPERS

From time to time, Clubs may request special event jumpers (e.g. Indigenous or Pride Round, or a specific Club charity match or milestone jumper). The following guidelines have been put together for Clubs and Licensed Suppliers to follow in the event of a Special Event jumper design.

ALL existing on-field apparel guidelines still apply.

Clubs can add up to TWO additional logos on the back of their jumpers, in support of the charity or to raise additional funds through sponsorship. Clubs can also change the overall design of their jumpers for the specific event.

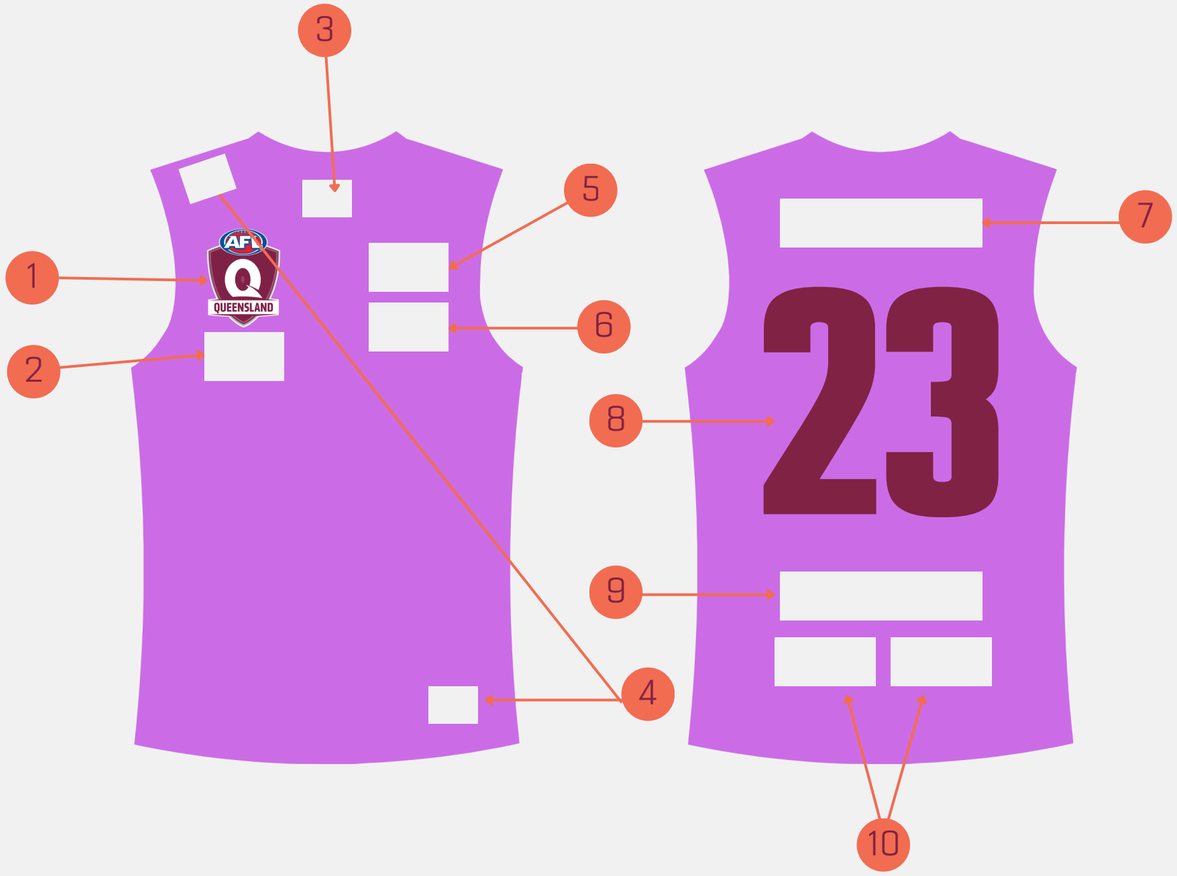
ALL artwork will still need to be approved by AFL Queensland.

Playing numbers must contain one colour only and cannot be multicoloured as part of a clubs special event jumper design.



AFL QUEENSLAND

SPECIAL EVENT JUMPERS



Front of Jumper

1. Competition Shield - Max 85mm wide
2. League Sponsor Logo
3. Club Sponsor/Supplier Logo - Max 60mm wide, 40mm high - Centre, below neckline
4. Supplier Lockertag - optional where #4 is taken by a team sponsor logo
5. Club Sponsor/Supplier Logo - Max 60mm wide, 40mm high - Centre, below neckline
6. Club Logo - Max 100mm (h) x 100mm (w) - in line with Q Shield
7. Club Sponsor Logo - Max 100mm (h) x 80mm (w) - 10mm between logos

Back of Jumper

7. Club Sponsor Logo - Max Width – 180mm, Max Height – 70mm
8. Playing Number - 250 – 300mm HIGH, Plain Font, one bold colour only.
9. Club Sponsor Logo - Max 250mm (w) x 120mm (h) - Min 10mm below playing number
10. Additional Sponsor Logos - Max 125mm Wide & 10mm below logo above.

POLOS & TEES

Front of Shirt

1. Competition Shield - Max 85mm wide
2. Club Logo



Notes

- Sponsor logos are unrestricted on Polos and Training Tees
- The AFLQ logo CANNOT be affixed to any off-field apparel without being accompanied by the club logo.

PLAYING SOCKS

Clubs are permitted to wear long socks and/or crew length socks, which are of a uniform colour and/or style throughout the team.

Design

Sock designs can only be;

- Solid monotone colours, or;
- of a Hooped pattern (note hoops may vary in size)

Logos

- Socks are not permitted to have any sponsor logos placed onto them.
- Socks may carry the supplier logo
- Socks may carry the club logo

Crew length design



Long length design



PERMITTED PLAYING SHORTS DESIGNS

The below information provides details as to the design and style of playing shorts permitted in AFL Queensland competitions.

1 UNISEX SHORT DESIGN



2 FEMALE SHORT DESIGN 1



3 FEMALE SHORT DESIGN 2



1 UNISEX SHORT DESIGN

- Shorts must comply with logo and branding requirements as outlined in the respective competition requirements within this document.
- Design must be a singular bold colour and may include a stipe on the side of the short, incorporating a maximum of two colours.

2 FEMALE SHORT DESIGN 1

- Shorts must comply with logo and branding requirements as outlined in the respective competition requirements within this document.
- Design must be a singular bold colour and may include piping as outlined above incorporating a maximum of two colours.

3 FEMALE SHORT DESIGN 2

- Shorts must comply with logo and branding requirements as outlined in the respective competition requirements within this document.
- Design must be a singular bold colour and may include piping as outlined above incorporating a maximum of two colours into the design.

RUNNER APPAREL

MUST BE PURCHASED VIA AFL QUEENSLAND - SUPPLIER IS TRIBAL

Front of Shirt

1. Club Name
2. Supplier Logo - TRIBAL SPORT
3. Queensland Shield - 85mm wide

Back of Shirt

4. Club Name
5. Official Number - Can only be 1 or 2
6. Position Wording - "Runner"

Shorts

7. Position Wording - "Runner"
8. Supplier Logo - TRIBAL SPORT
9. Queensland Shield - 85mm wide



WATER CARRIER/TRAINER VEST

MUST BE PURCHASED VIA AFL QUEENSLAND - SUPPLIER IS LRF



Front of Vest

1. AFL Queensland Shield

Back of Vest

2. Supplier Logo - LRF
3. Position Title - “Water” or “Trainer”
4. Club name - Optional
5. Number
6. Sponsor Logo - Max 250mm (w) x 120mm (h)