LICENSED SUPPLIERS GUIDELINES 2018
QUEENSLAND STATE SHIELD

Updated: June 2018
LOGOS FOR ON-FIELD APPAREL

Aspiration

Talent Pathway

Community Competitions

Men’s & Women’s State League

QFA, QAFA, QWAFA

Affiliated Leagues

NORTHERN RIVERS JUNIORS
TOWNSVILLE
MACKAY
MT ISA
CAIRNS
CAPRICORNIA
CAPE YORK
WIDE BAY
DARLING DOWNS
BRISBANE JUNIORS
GOLD COAST JUNIORS
SUNSHINE COAST JUNIORS

QAFL
QWAFL
QUEENSLAND
CAPRICORNIA

QAFL Teams will need to have the Bond University logo applied to jumpers and shorts, in the league sponsor location. This can be applied as a sublimated logo if new apparel is being ordered, or as a heat seal.

QFA Teams will need to have the HART SPORT logo applied to jumpers and shorts, in the league sponsor location. This can be applied as a sublimated logo if new apparel is being ordered, or as a heat seal.
IMPORTANT NOTES:

• The new Q-Shield was introduced in 2013, and AFL Queensland gave Clubs 3 years to make the change. ALL community clubs must be using the new Q-Shield branding.

• All new orders must first receive a Purchase Order Number from AFL Queensland, which will need to be provided to your Preferred Supplier at the time you place your Order. Preferred Suppliers must re-quote this number when seeking artwork approval from AFL Queensland. Please contact helen.batchelor@afl.com.au for a Purchase Order Number.

• All artwork must be approved by AFL Queensland prior to production. Please forward artwork to bindi.mcgrath@afl.com.au and helen.batchelor@afl.com.au. Please read the Artwork Approval Process toward the back of this document.

• Any apparel using the AFL, AFL Queensland or AFL Q-Shield must be produced by a Preferred Supplier. A full list of preferred suppliers can be found toward the back of this document.

• Measurements and sizing of logos and placement have been provided as a guideline. Whilst we understand that garments will vary in size, we encourage suppliers and designers to adhere to these measurements as best as possible. If you have concerns with sizing, please contact AFL Queensland.

• From 2014, sublimated shorts will be compulsory for all AFL Queensland competitions (when placing new orders).

• If you require any of the logos contained in this document, please contact Helen Batchelor (helen.batchelor@afl.com.au) or Bindi McGrath (bindi.mcgrath@afl.com.au). Logos in this document are for reference only, they are NOT intended to be copied directly from this document.
STATE TEAM

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### Male or Female State Representative Teams (not including Academys):

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>Competition / Program Sponsor</th>
<th>Co-Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>U16’s State Team - Male</td>
<td>NAB</td>
<td>-</td>
</tr>
<tr>
<td>U18’s State Team - Female</td>
<td>Bond University</td>
<td>-</td>
</tr>
<tr>
<td>Open Age State Team - Male</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Open Age State Team - Female</td>
<td>Bond University</td>
<td>-</td>
</tr>
</tbody>
</table>

**INDIGENOUS TEAMS**

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>Competition / Program Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Indigenous Team (Kickstart)</td>
<td>Rio Tinto and Goodlife</td>
</tr>
</tbody>
</table>

**MULTICULTURAL TEAMS**

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>Competition / Program Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Multicultural Team (All Nations)</td>
<td>Australia Post and Good-life</td>
</tr>
</tbody>
</table>
STATE TEAM
FRONT

Q-SHIELD
• Maximum size: 85mm wide
• Approx 16-20cm from shoulder seam
• Approx 10-12cm from side seam

LEAGUE SPONSOR LOGO
• No larger than 4cm x 5cm (at either portrait or landscape)
• 0.5cm space between Q-Shield and League Sponsor Logo

PLAYER NUMBER
• Approx 6cm high, plain text
• Approx 16-20cm from shoulder seam
• Approx 10-12cm from side seam
STATE TEAM
BACK

LEAGUE SPONSOR LOGO
- No larger than 5cm x 6.5cm (at either portrait or landscape)

PLAYER NUMBER
- Between 20 - 28cm in height
- Plain font
STATE (KICKSTART TEAM) FRONT

Q-SHIELD
- Maximum size: 85mm wide
- Approx 16-20cm from shoulder seam
- Approx 10-12cm from side seam

PLAYER NUMBER
- Approx 6cm high, plain text

AFL / RIO TINTO LOGO
- 7cm Wide / 5.5cm High
STATE (KICKSTART TEAM) BACK

GOODLIFE LOGO
• 16cm Wide / 7.5cm High

PLAYER NUMBER
• Between 20 - 28cm in height
• Plain font

RIO TINTO LOGO
• 20cm Wide / 9cm High
STATE (ALL NATIONS TEAM) FRONT

Q-SHIELD
- Maximum size: 85mm wide
- Approx 16-20cm from shoulder seam
- Approx 10-12cm from side seam

PLAYER NUMBER
- Approx 6cm high, plain text

AFL / AUSTRALIA POST LOGO
- 10cm Wide / 4cm High
STATE (ALL NATIONS TEAM)
BACK

GOODLIFE LOGO
- 16cm Wide / 7.5cm High

PLAYER NUMBER
- Between 20 - 28cm in height
- Plain font

AUSTRALIA POST LOGO
- 20cm Wide / 9cm High
STATE TEAM
SHORTS

Q SHIELD
• Left hand side
• Max width: 7cm
• Max area: 39cm²

• No logos on back of shorts
# TALENT (MALE)

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>Competition/Program Sponsor</th>
<th>Co-Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REGIONAL TEAMS - MALE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brisbane North</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brisbane South East</td>
<td></td>
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<tr>
<td>Brisbane South West</td>
<td></td>
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<tr>
<td>Central Queensland</td>
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<tr>
<td>Darling Downs</td>
<td></td>
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<tr>
<td>Gold Coast North</td>
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</tr>
<tr>
<td>Gold Coast South</td>
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<tr>
<td>Moreton Bay</td>
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<tr>
<td>North Queensland</td>
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<tr>
<td>Northern Rivers</td>
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<tr>
<td>Sunshine Coast</td>
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<tr>
<td>Wide Bay</td>
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<tr>
<td><strong>U16</strong></td>
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<tr>
<td>Brisbane North</td>
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<tr>
<td>Brisbane South</td>
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<tr>
<td>Gold Coast</td>
<td></td>
<td></td>
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<tr>
<td>North Queensland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunshine Coast</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TALENT (REGIONAL TEAMS - MALE) FRONT

Q-SHIELD
- Maximum size: 85mm wide
- Approx 16-20cm from shoulder seam
- Approx 10-12cm from side seam

PLAYER NUMBER
- Approx 6cm high, plain text
- Approx 16-20cm from shoulder seam
- Approx 10-12cm from side seam
TALENT (REGIONAL TEAMS - MALE)

BACK

PLAYER NUMBER
- Between 20 - 28cm in height
- Plain font

SPONSOR LOGO
- Back only, below number.
- max 20cm w x 12cm h
**TALENT** *(FEMALE)*

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>Competition/Program Sponsor</th>
<th>Co-Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REGIONAL TEAMS - FEMALE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U14</td>
<td></td>
<td></td>
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<tr>
<td>Brisbane South</td>
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<td></td>
</tr>
<tr>
<td>Brisbane North</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darling Downs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold Coast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Queensland</td>
<td>Bond University</td>
<td>Specific to each Region</td>
</tr>
<tr>
<td>Northern Rivers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunshine Coast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunshine Coast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Papua New Guinea</td>
<td></td>
<td></td>
</tr>
<tr>
<td>U17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brisbane North</td>
<td>Bond University</td>
<td>Specific to each Region</td>
</tr>
<tr>
<td>Brisbane South</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Queensland</td>
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<tr>
<td>Darling Downs</td>
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<tr>
<td>Gold Coast</td>
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<tr>
<td>North Queensland</td>
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<tr>
<td>Northern Rivers</td>
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<tr>
<td>Sunshine Coast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Papua New Guinea</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TALENT (REGIONAL TEAMS - FEMALE)
FRONT

Q-SHIELD
• Maximum size: 85mm wide
• Approx 16-20cm from shoulder seam
• Approx 10-12cm from side seam

TALENT PATHWAY (FEMALE) SPONSOR
• BOND UNIVERSITY

PLAYER NUMBER
• Approx 6cm high, plain text
• Approx 16-20cm from shoulder seam
• Approx 10-12cm from side seam
TALENT (REGIONAL TEAMS - FEMALE)

BACK

PLAYER NUMBER
- Between 20 - 28cm in height
- Plain font

SPONSOR LOGO
- Back only, below number.
- max 20cm w x 12cm h
TALENT  (REGIONAL TEAMS)
SHORTS

Q SHIELD
• Left hand side
• Max width: 7cm
• Max area: 39cm²

• No logos on back of shorts
QAFL COMPETITION

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>League Sponsor</th>
<th>Co-Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE QAFL</td>
<td>-</td>
<td>Team Logos</td>
</tr>
</tbody>
</table>
 QUEENSLAND BRAND ARCHITECTURE - ON FIELD APPAREL

QAFL COMPETITION
FRONT

Q-SHIELD
- Right breast only
- Maximum width: 8.5cm
- Approx 16-20cm from shoulder seam
- Approx 10-12cm from side seam

CLUB LOGO
- Left breast only
- Max width 10cm
- Max size 100cm²

CLUB SPONSOR LOGO
- Left breast only
- Max width 10cm
- Max size 50cm²

MANUFACTURER LOGO
- Centre of collar
- Max width 4cm
- Max size 8cm²
- One colour only

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QAFL COMPETITION
BACK

LOGO 1
- Text or sponsor above number (logo or club abbreviation)
- Max width 12cm
- Max height 4cm
- Max size 48cm²
- cannot have both logo and text above number
- Text in plain font

PLAYER NUMBER
- Between 20 - 28cm in height
- Plain font

LOGO 2
- Below number
- Max width 24cm
- Max height 10cm
- At least 1cm between number and logo

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QAFL COMPETITION
SHORTS

- No logos on back of shorts

**Q SHIELD**
- Right hand side
- Max width: 7cm
- Max area: 39cm²

**CLUB LOGO**
- Right hand side
- Max width: 6cm
- Max area: 36cm²

**CLUB SPONSOR LOGO**
- Right hand side
- Max width: 7cm
- Max area: 39cm²

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QWAFL COMPETITION

QWAFL Competition - Female only

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>League Sponsor</th>
<th>Co-Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEMALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>QWAFL</td>
<td>Bond University</td>
<td>Team Logos</td>
</tr>
</tbody>
</table>
QUEENSLAND BRAND ARCHITECTURE - ON FIELD APPAREL

**QWAFL COMPETITION FRONT**

**Q-SHIELD**
- Right breast only
- Maximum width: 8.5cm
- Approx 16-20cm from shoulder seam
- Approx 10-12cm from side seam

**LEAGUE SPONSOR LOGO**
- Maximum width: 8.5cm
- **NB** - The Club BOND UNIVERSITY will not have a League Sponsor Logo on their jumpers

**CLUB LOGO**
- Left breast only
- Max width 10cm
- Max size 100cm²

**CLUB SPONSOR LOGO**
- Left breast only
- Max width 10cm
- Max size 50cm²

**MANUFACTURER LOGO**
- Centre of collar
- Max width 4cm
- Max size 8cm²
- One colour only

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QWAFL COMPETITION

BACK

LOGO 1
- Text or sponsor above number (logo or club abbreviation)
- Max width 12cm
- Max height 4cm
- Max size 48cm²
- cannot have both logo and text above number
- Text in plain font

PLAYER NUMBER
- Between 20 - 28cm in height
- Plain font

LOGO 2
- Below number
- Max width 24cm
- Max height 10cm
- At least 1cm between number and logo

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QWAFL COMPETITION
SHORTS

- No logos on back of shorts

CLUB SPONSOR LOGO
- Right hand side
- Max width: 6cm
- Max area: 36cm²

CLUB LOGO
- Right hand side
- Max width: 7cm
- Max area: 39cm²

Q SHIELD
- Left hand side
- Max width: 7cm
- Max area: 39cm²
COMMUNITY COMPETITIONS (AFL GOVERNED)

Male or Female Community Leagues

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>League Sponsor</th>
<th>Co-Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>QFA</td>
<td>HART SPORT</td>
<td>Team Logos</td>
</tr>
<tr>
<td>QAFA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOMENS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>QWAFA</td>
<td></td>
<td>Team Logos</td>
</tr>
</tbody>
</table>
COMMUNITY COMPETITIONS (AFL GOVERNED) FRONT

Q-SHIELD
- Right breast only
- Maximum width: 8.5cm
- Approx 16-20cm from shoulder seam
- Approx 10-12cm from side seam

LEAGUE SPONSOR LOGO (QFA ONLY)
- Maximum width: 8.5cm
- 0.5cm space between Q-Shield and League Sponsor Logo

QAFA & QWAFA do not have a league sponsor, and therefore will not have a sponsor logo below the Q-Shield.

CLUB LOGO
- Left breast only
- Max width 10cm
- Max size 100cm²

CLUB SPONSOR LOGO
- Left breast only
- Max width 10cm
- Max size 50cm²

MANUFACTURER LOGO
- Centre of collar
- Max width 4cm
- Max size 8cm²
- One colour only
COMMUNITY COMPETITIONS (AFL GOVERNED)

BACK

LOGO 1

- Text or sponsor above number (logo or club abbreviation)
- Max width 12cm
- Max height 4cm
- Max size 48cm²
- cannot have both logo and text above number
- Text in plain font

PLAYER NUMBER

- Between 20 - 28cm in height
- Plain font

LOGO 2

- Below number
- Max width 24cm
- Max height 10cm
- At least 1cm between number and logo

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COMMUNITY COMPETITIONS (AFL GOVERNED)

SHORTS

- **Club Sponsor Logo**
  - Right hand side
  - Max width: 6cm
  - Max area: 36cm²

- **Club Logo**
  - Right hand side
  - Max width: 7cm
  - Max area: 39cm²

- **Q Shield**
  - Left hand side
  - Max width: 6cm
  - Max area: 36cm²

- **League Sponsor Logo**
  - Left hand side
  - Max width: 7cm
  - Max area: 39cm²

- No logos on back of shorts

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COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) 

**Male and Female Community Senior Affiliate Leagues**

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>League Sponsor</th>
<th>Co-Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cairns</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cairns Womens</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cape York</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capricornia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capricornia Womens</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darling Downs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darling Downs Womens</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mackay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Masters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mount Isa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Townsville</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wide Bay</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COMMUNITY COMPETITIONS (AFFILIATE LEAGUES)

FRONT

Q-SHIELD
- Right breast only
- Maximum width: 8.5cm
- Approx 16-20cm from shoulder seam
- Approx 10-12cm from side seam

CLUB LOGO
- Left breast only
- Max width 10cm
- Max size 100cm²

CLUB SPONSOR LOGO
- Left breast only
- Max width 10cm
- Max size 100cm²

LEAGUE SPONSOR LOGO
- No larger than 4cm x 5cm (at either portrait or landscape)
- 0.5cm space between Q-Shield and League Sponsor Logo

MANUFACTURER LOGO
- Centre of collar
- Max width 4cm
- Max size 8cm²
- One colour only
COMMUNITY COMPETITIONS (AFFILIATE LEAGUES)  
SENIOR

LOGO 1
- Text or sponsor above number (logo or club abbreviation)
- Max width 12cm
- Max height 4cm
- Max size 48cm²
- cannot have both logo and text above number
- Text in plain font

LOGO 2
- Below number
- Max width 24cm
- Max size 240cm²
- At least 1cm between number and logo

PLAYER NUMBER
- Between 20 - 28cm in height
- Plain font

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COMMUNITY COMPETITIONS
(AFFILIATE LEAGUES)
SENIOR

SHORTS

- No logos on back of shorts

**CLUB SPONSOR LOGO**
- Right hand side
- Max width: 6cm
- Max area: 36cm²

**CLUB LOGO**
- Right hand side
- Max width: 7cm
- Max area: 39cm²

**Q SHIELD**
- Left hand side
- Max width: 7cm
- Max area: 39cm²

**LEAGUE SPONSOR LOGO**
- Left hand side
- Max width: 6cm
- Max area: 36cm²
COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) JUNIOR

Male and Female Community Junior Affiliate Leagues

<table>
<thead>
<tr>
<th>Program / Team</th>
<th>League Sponsor</th>
<th>Co-Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brisbane Juniors</td>
<td>McDonald’s</td>
<td></td>
</tr>
<tr>
<td>Cairns Juniors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capricornia Juniors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darling Downs Juniors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold Coast Juniors</td>
<td>McDonald’s</td>
<td>GC SUNS</td>
</tr>
<tr>
<td>Mackay Juniors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mount Isa Juniors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northern Rivers Juniors</td>
<td></td>
<td></td>
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<tr>
<td>Sunshine Coast Juniors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Townsville Juniors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wide Bay Juniors</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) JUNIOR

**FRONT**

### Q-SHIELD
- Right breast only
- Maximum size: 8cm wide
- Approx 14-18cm from shoulder seam
- Approx 6-8cm from side seam

### LEAGUE SPONSOR LOGO
- No larger than 4cm x 5cm (at either portrait or landscape)

### CLUB LOGO
- Left breast only
- Max width 7.5cm
- Max size 56.25cm²

### CLUB SPONSOR LOGO
- Left breast only
- Max width 7cm
- Max size 49cm²

### MANUFACTURER LOGO
- Centre of collar
- Max width 4cm
- Max size 8cm²
- One colour only

Brisbane Juniors League Sponsor Logo

Gold Coast Juniors League Sponsor Logo

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COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) JUNIOR

LOGO 1
- Text or sponsor above number (logo or club abbreviation)
- Max width 10cm
- Max height 4cm
- Max size 48cm²
- cannot have both logo and text above number
- Text in plain font

LOGO 2
- Below number
- Max width 16cm
- Max size 200cm²
- At least 1cm between number and logo

PLAYER NUMBER
- Between 16-24cm in height
- Plain font

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COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) JUNIOR

SHORTS

CLUB SPONSOR LOGO
- Right hand side
- Max width: 6cm
- Max area: 36cm²

*q* NB GC SUNS Junior League will have the GC SUNS logo here

CLUB LOGO
- Right hand side
- Max width: 7cm
- Max area: 39cm²

Q SHIELD
- Left hand side
- Max width: 7cm
- Max area: 39cm²

LEAGUE SPONSOR LOGO
- Left hand side
- Max width: 6cm
- Max area: 36cm²

- No logos on back of shorts

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ARTWORK APPROVAL PROCESS

**NEW CLUB**
- Artwork sent (via Club) to AFLQ and/or Affiliated Leagues to approve club affiliation, etc.
  - AFLQ/Affiliated League approves new club and new design
  - Club approves artwork
  - Proceed to manufacture

**NEW SPONSOR**
- AFLQ/Affiliated League to approve new sponsors (to ensure no sponsorship clashes etc).
  - Artwork sent to appropriate managing League for approval
  - League approves artwork
  - Club approves artwork
  - Proceed to manufacture

**NEW APPAREL DESIGN**
- AFLQ/Affiliated League to approve new designs to ensure no jersey clashes, etc.
  - AFLQ/Affiliated League approves new design
  - Club approves artwork
  - Proceed to manufacture

**EXISTING APPAREL**
- Artwork sent to AFLQ for approval
  - AFLQ sends back to Manufacturer who then sends onto Club for their approval
  - Club approves artwork
  - Proceed to manufacture

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LICENSED SUPPLIERS

LRF Sport
Contact: Luke Faulkner
M: 0419 952 544
E: luke@lrfsport.com.au
W: www.lrfsonline.com.au

Explosive Sportswear
Contact: Tony Tucker
M: 0418 150 880
E: tony@xsw.net.au

ISC
Contact: Garry Heath
M: 0400 115 649
E: gheath@iscsport.com
W: www.iscsport.com

VIV Sports
Contact: Warren Ledger
M: 0417 152 527
E: salesqld@vivsports.com

Tribal Sport
Contact: Jack or David
Jack M: 0401 350 323
David M: 0418 957 645
E: jack@tribalsport.com.au
E: david@tribalsport.com.au

Blackchrome
AFL State Shield – Queensland

Brand Guidelines

The following guidelines have been prepared to ensure the Q-Shield brand is presented consistently across all applications.

2 colour brand 1 colour brand

Master Artwork

To reproduce the Q-Shield brand it is essential that you use the digital artwork supplied. This is available in a range of formats, including Illustrator format, Jpeg and TIFF files. Always use the authorised master artwork – never redraw the brand.

Note: All colours shown in these guidelines to depict the Q-Shield brand are indicative only and should not be used as an accurate colour reference. Please refer to the correct colour swatch codes for the accurate information.

The Q-Shield logo is only to be used in its entirety. No components of it are to be used separately, it is not to be manipulated or cropped.

Designation

Requests for new designations must come through AFL Queensland so that a new designation can be created with the correct font type, font size and spacing.

Colour Swatches

The official colours of the Q-Shield are:

- 40% BLK
- 20% BLK
- PMS 485
- PMS 287
- PMS 216
- PMS 688

The PMS colours apply when printing on both coated and uncoated stock. The Q-Shield brand may only appear in the colours specified in this guide. No other colour combination is acceptable.

Always attach colour swatches to the master artwork to ensure correct colour specifications.

Process (CMYK) reproduction

If reproduction using Pantone (spot) colours is not possible, process (CMYK) equivalents may be used.

AFL Blue PMS 287: C100% M70% Y0% K0%
AFL Red PMS 485: C5% M100% Y90% K0%
QLD Maroon PMS 216: C33% M93% Y40% K38%
Light Maroon PMS 688: C35% M69% Y23% K5%

Clear Space Requirement

The brand is most effective when surrounded by as much uninterrupted space as possible. The example below shows the basic formula for calculating the minimum clear space for the brand, and can be used as a guide to determine the clear space for the brand at all sizes. Use additional clear space, outside the minimum requirement if desirable.
AFL State Shield – Queensland

Brand Guidelines

The Q-Shield brand minimum size

To avoid any possible reproduction problems, the minimum size for reproducing the brand is determined by both the width of the AFL ellipse, and the legibility of the font in a two line designation. The Q-Shield 2 colour brand can appear no smaller than 15mm in width. The Q-Shield 1 colour brand can appear no smaller than 37mm in width.

2 colour brand

1 colour brand

Any questions relating to the use or reproduction of this logo should be directed to AFL Queensland.

The Q-Shield brand simplified version

When a 1 colour (mono) brand needs to be used smaller than 37mm in width, the simplified (mono) 1 colour version must be used.

This version increases legibility at small sizes. It should never be reproduced larger than 36mm in width.
AFLQ Contacts

**AFL Q Contact** (Sponsor, Supplier and General Enquiries)

**Helen Batchelor**  
**Phone:** 07 3033 5430  
**Email:** helen.batchelor@aflq.com.au

**Bindi McGrath**  
**Phone:** 07 3033 5400  
**Email:** bindi.mcgrath@afl.com.au