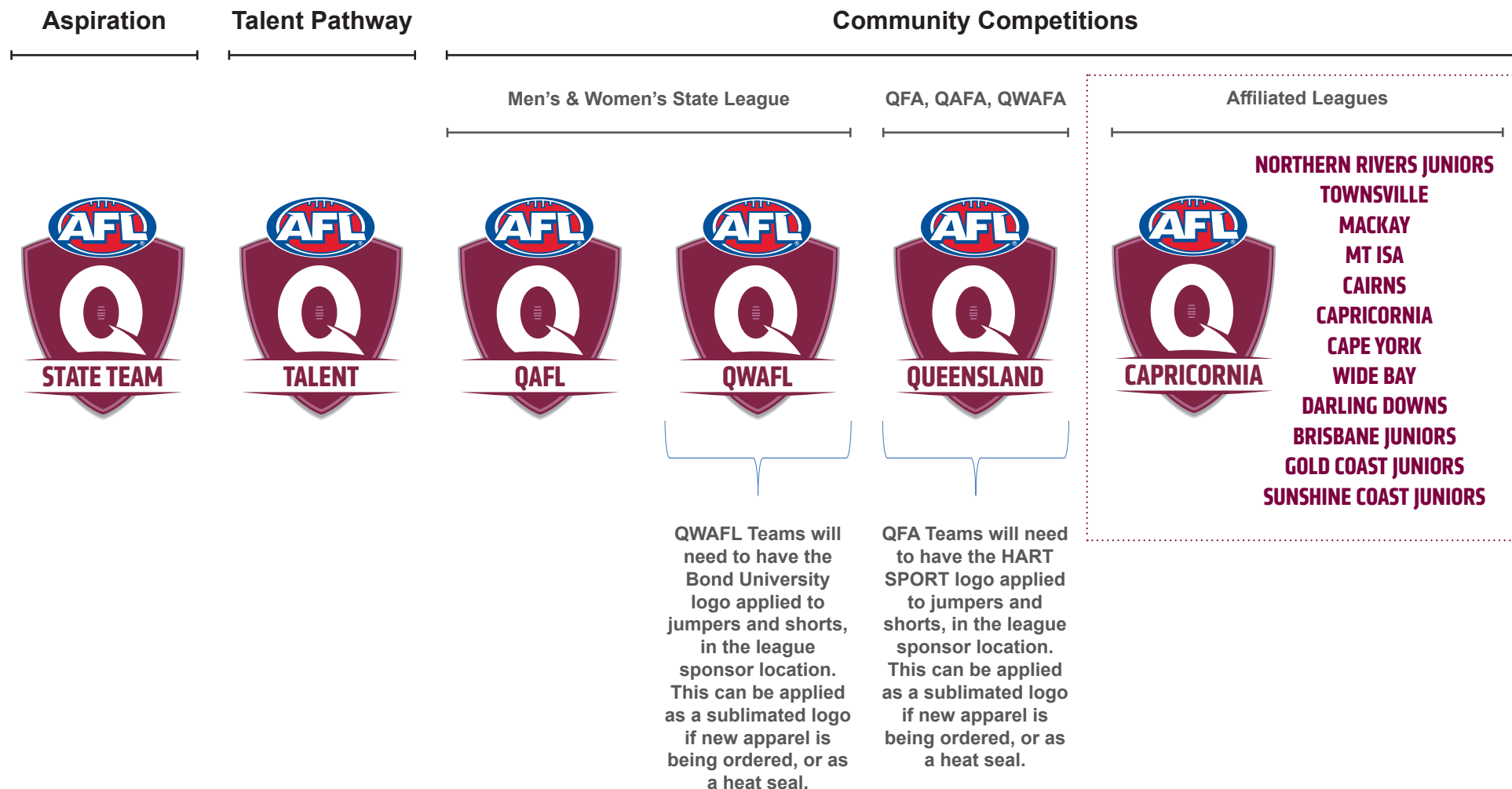




LICENSED SUPPLIERS GUIDELINES 2018 QUEENSLAND STATE SHIELD

Updated: June 2018

LOGOS FOR ON-FIELD APPAREL



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



***Male or Female State Representative Teams
(not including Academys).***

Program / Team	Competition/Program Sponsor	Co-Brand
U16's State Team - Male	NAB	-
U18's State Team - Female	Bond University	-
Open Age State Team - Male	-	-
Open Age State Team - Female	Bond University	-
INDIGENOUS TEAMS		
State Indigenous Team (Kickstart)	Rio Tinto and Goodlife	
MULTICULTURAL TEAMS		
State Multicultural Team (All Nations)	Australia Post and Good-life	

STATE TEAM

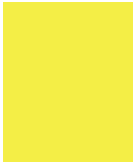
FRONT

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



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



STATE TEAM SHORTS



Q SHIELD

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



- No logos on back of shorts

TALENT (MALE)



Program / Team	Competition/Program Sponsor	Co-Brand
REGIONAL TEAMS - MALE		
U14		
Brisbane North		
Brisbane South East		
Brisbane South West		
Central Queensland		
Darling Downs		
Gold Coast North		
Gold Coast South		
Moreton Bay		
North Queensland		
Northern Rivers		
Sunshine Coast		
Wide Bay		
U16		
Brisbane North		
Brisbane South		
Gold Coast		
North Queensland		
Sunshine Coast		

TALENT (REGIONAL TEAMS - MALE)

FRONT

Q-SHIELD



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

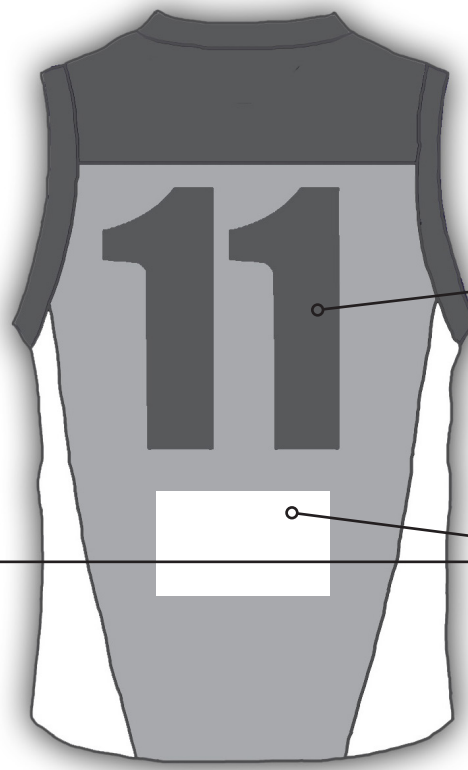
PLAYER NUMBER

- 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)



Program / Team	Competition/Program Sponsor	Co-Brand
REGIONAL TEAMS - FEMALE		
U14		
Brisbane South	Bond University	Specific to each Region
Brisbane North		
Darling Downs		
Gold Coast		
North Queensland		
Northern Rivers		
Sunshine Coast		
Papua New Guinea		
U17		
Brisbane North	Bond University	Specific to each Region
Brisbane South		
Central Queensland		
Darling Downs		
Gold Coast		
North Queensland		
Northern Rivers		
Sunshine Coast		
Papua New Guinea		

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

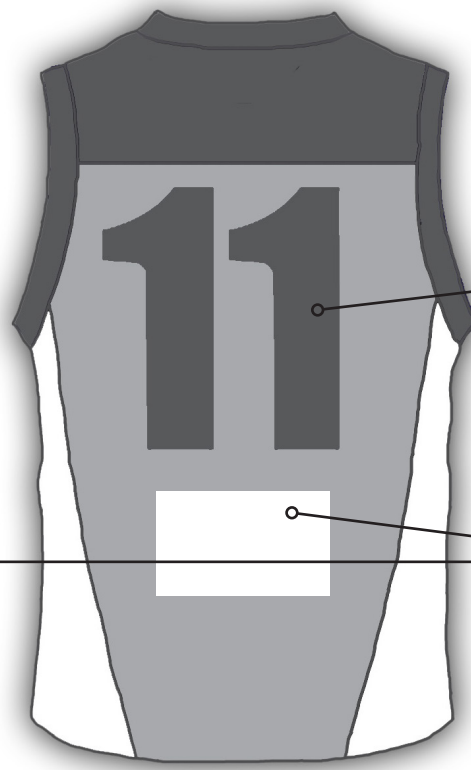
PLAYER NUMBER

- 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



QAFL Competition - Male only

Program / Team	League Sponsor	Co-Brand
MALE		
QAFL	-	Team Logos

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



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

LOGO 2

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

PLAYER NUMBER

- Between 20 - 28cm in height
- Plain font



QAFL COMPETITION

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



- No logos on back of shorts

QWAFL COMPETITION



QWAFL Competition - Female only

Program / Team	League Sponsor	Co-Brand
FEMALE		
QWAFL	Bond University	Team Logos

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



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

LOGO 2

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

PLAYER NUMBER

- Between 20 - 28cm in height
- Plain font



QWAFL COMPETITION

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



- No logos on back of shorts

COMMUNITY COMPETITIONS (AFL GOVERNED)



Male or Female Community Leagues

Program / Team	League Sponsor	Co-Brand
MALE		
QFA	HART SPORT	Team Logos
QAFA		
WOMENS		
QWAFA		Team Logos

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

LOGO 2

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

PLAYER NUMBER

- Between 20 - 28cm in height
- Plain font



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: 7cm
- Max area: 39cm²

LEAGUE SPONSOR LOGO

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



- No logos on back of shorts

COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) SENIOR



Male and Female Community Senior Affiliate Leagues

Program / Team	League Sponsor	Co-Brand
Cairns		
Cairns Womens		
Cape York		
Capricornia		
Capricornia Womens		
Darling Downs		
Darling Downs Womens		
Mackay		
Masters		
Mount Isa		
Townsville		
Wide Bay		

COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) SENIOR

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



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

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 (AFFILIATE LEAGUES) BACK 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



COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) SENIOR 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



- No logos on back of shorts

COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) JUNIOR



Male and Female Community Junior Affiliate Leagues

Program / Team	League Sponsor	Co-Brand
Brisbane Juniors	McDonald's	
Cairns Juniors		
Capricornia Juniors		
Darling Downs Juniors		
Gold Coast Juniors	McDonald's	GC SUNS
Mackay Juniors		
Mount Isa Juniors		
Northern Rivers Juniors		
Sunshine Coast Juniors		
Townsville Juniors		
Wide Bay Juniors		

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)



Brisbane Juniors
League Sponsor
Logo



Gold Coast Juniors
League Sponsor
Logo



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

COMMUNITY COMPETITIONS

(AFFILIATE LEAGUES) JUNIOR

BACK

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



COMMUNITY COMPETITIONS (AFFILIATE LEAGUES) JUNIOR

SHORTS



- No logos on back of shorts

CLUB SPONSOR LOGO

- Right hand side
- Max width: 6cm
- Max area: 36cm²
- ***NB GC SUNS Junior League will have the GC SUNS logo here***

CLUB LOGO

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

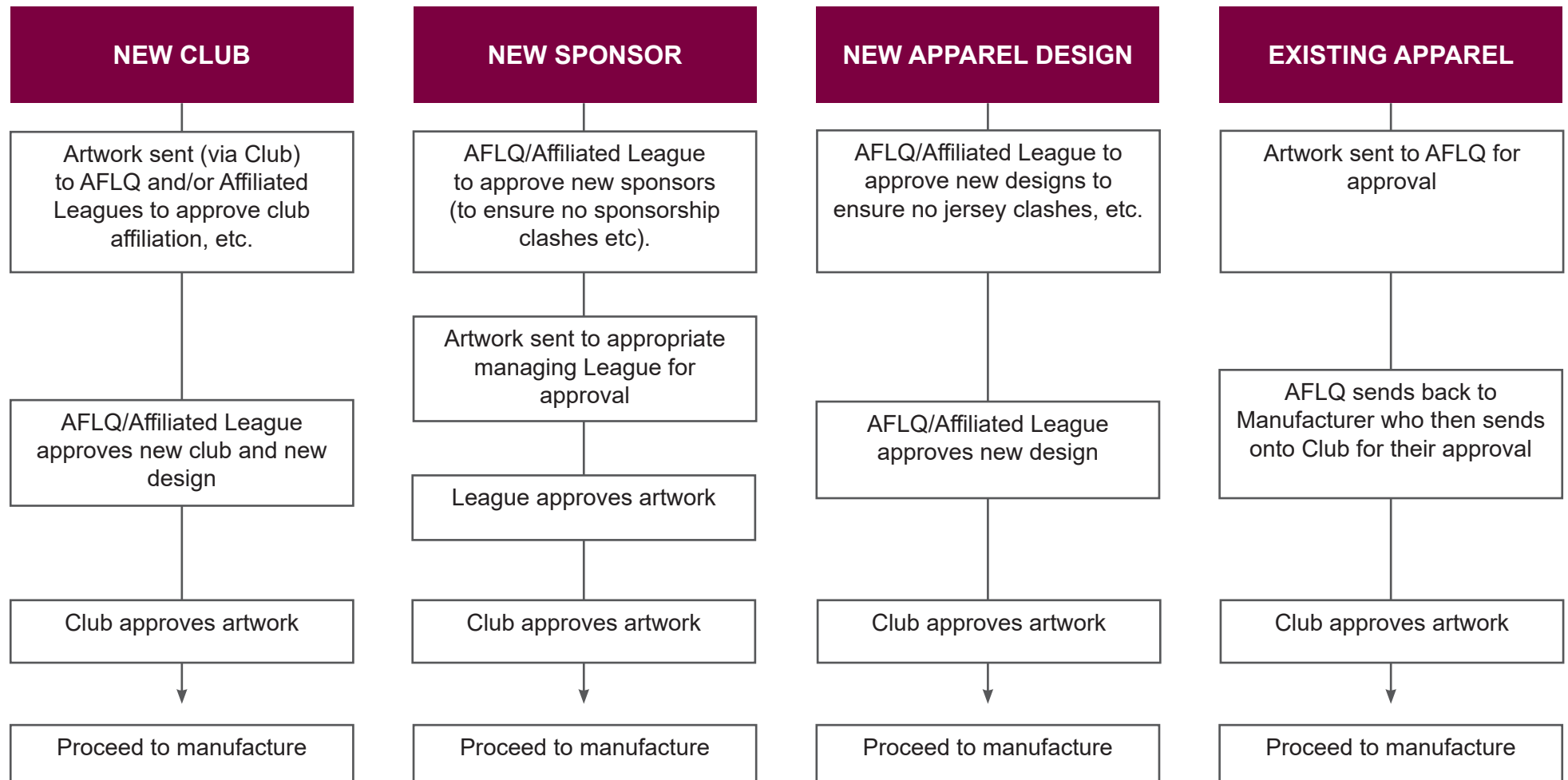
Q SHIELD

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

LEAGUE SPONSOR LOGO

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

ARTWORK APPROVAL PROCESS



LICENSED SUPPLIERS



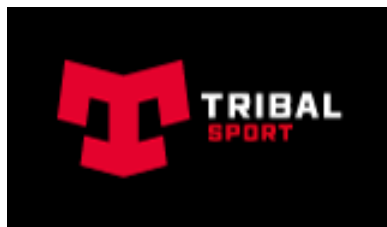
LRF Sport

Contact: Luke Faulkner
M: 0419 952 544
E: luke@lrf sport.com.au
W: www.lrf sport.com.au



ISC

Contact: Garry Heath
M: 0400 115 649
E: gheath@asc sport.com
W: www.isc sport.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



Explosive Sportswear

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



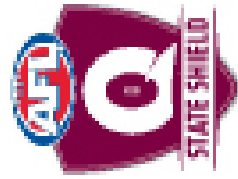
VIV Sports

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



Blackchrome

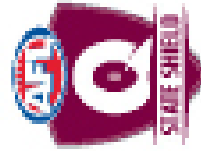




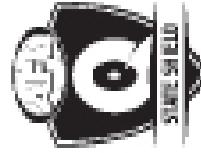
AFL State Shield – Queensland

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.

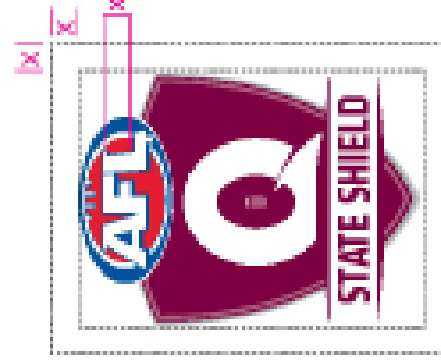
Process (CMYK) reproduction

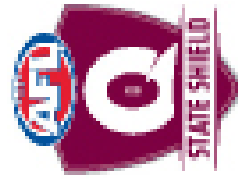
If reproduction using Pantone (spot) colours is not possible, process (CMYK) equivalents may be used.

AFL Blue PMS 287: C100% M70% Y0% K0%
AFL Red PMS 485: C0% M100% Y90% K0%
QLD Maroon PMS 216: C33% M53% 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



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 38mm in width.



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

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

