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## LOGOS FOR ON-FIELD APPAREL

#### **COMMUNITY COMPETITIONS**

**ASPIRATION** 

TALENT PATHWAY

MEN'S & WOMEN'S STATE LEAGUES

**QFA & QFAW** 

SEQ JUNIOR LEAGUE REGIONAL LEAGUES

**SCHOOL COMPETITIONS** 



















Townsville QShield Mackay QShield
Mt Isa Q-Shield
Cairns Juniors Shield
Capricornia QShield Cape York QShield Wide Bay QShield Darling Downs
Q-Shield



# IMPORTANT NOTES PLEASE READ BEFORE PROCEEDING

This document was revised in October 2023 and is the reference document for the 2024 AFL Queensland football season.

#### Key changes include:

- All female competitions in Queensland are no longer permitted to use white shorts.
- Playing numbers must contain one colour only, and cannot be multicoloured as part of a clubs special event jumper (Pride or Indigenous Rounds
  as an example).

#### A reminder:

- 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 8 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.

## **IMPORTANT NOTES**

### SPECIAL EVENT JUMPER GUIDELINES

From time to time, Clubs may request special event jumpers (e.g., Indigenous or Multicultural 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.





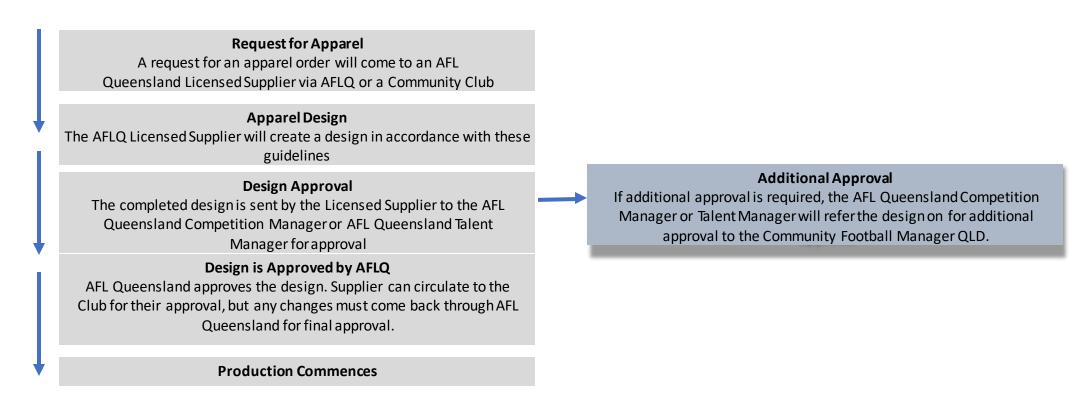
# IMPORTANT NOTES OFF-FIELD APPAREL GUIDELINES

- Any off-field apparel that features any AFL IP, inclusive of but not limited to; the AFL logo, AFL Queensland logo or AFL Queensland Q-Shield must still follow the AFL Queensland Approvals Process.
- Any garment featuring any AFL IP, inclusive of but not limited to, the AFL logo, AFL Queensland logo or AFL Queensland Q-Shield must be sourced from an AFL Queensland Licensed Supplier this includes caps, t-shirts/polos and tracksuit tops and bottoms.
- For **Community Competitions**, there is no restriction on the number of sponsor logos Clubs can place on their off-field apparel.
- For **Regional Talent Programs**, there can be:
  - One logo underneath the TALENT Q-Shield on the front (85mm wide)
  - Two logos on the back (one above the number and one below) (as per on-field size guidelines)
  - One logo on the LEFT sleeve (70mm wide)
- For **State Teams**, off-field apparel must only contain the Supplier and Pathway Sponsor Logo.



# **IMPORTANT NOTES**APPROVAL 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.





# **IMPORTANT NOTES**

## LICENSED APPAREL SUPPLIERS CONTACT DETAILS

COMPANY	CONTACT	EMAIL	MOBILE
Belgravia Apparel	Tony Tucker	tony@belgraviaapparel.com	0418 150 880
ISC	Joey Morris	jmorris@iscsport.com	0428 611 283
LRF	Luke Faulkner	luke@Irfsport.com.au	0419 952 544
Tribal Sport	David Lake	david@tribalsport.com.au	0418 957 645
Classic Sports	Kate Acquilina	kate@classicsportswear.com.au	0450 920 921

<sup>\*</sup> Represents both BA & New Balance brands



# IMPORTANT NOTES ACCESSING LOGOS



AFL Queensland has saved all the Q-Shields and AFL Queensland Logos into the following DropBox:

https://www.dropbox.com/scl/fo/86rty4tld0iag qf5w3qvm/h?rlkey=4791wwfxe2v4u0v03yn4zy 57w&dl=0

# TALENT PROGRAMS STATE TEAM





# Male and Female State Representatives Team (not including Academies)

Program / Title	Competition / Program	Sponsor
U16 State Team – Male	As of 02/11/23 there is no sponsor branding, changes will be advised and apparel licensees must check-in prior to production.	
U18 State Team - Female	ASABOVE	
Open Age State Team– Male	AS ABOVE	
Open Age State Team– Female	AS ABOVE	
INDIGENOUS TEAMS		
State IndigenousTeam (Kickstart)	AS ABOVE	
MULTICULTURALTEAMS		
State MulticulturalTeam (All Nations)	AS ABOVE	



# TALENT PROGRAMS S TATE TEAM (MALE)



SIZE: 85mm WIDE

PLACEMENT: Right Chest

#### **TEAM SPONSOR LOGO**

SIZE: 85mm WIDE (Max Height-

100mm)

PLACEMENT: Below Q-Shield

SPACING: 10mm spacing between Q-Shield and League Sponsor Logo

#### **PLAYER NUMBER**

SIZE: 60mm HIGH

PLACEMENT: Left chest, in line with

Q-Shield



#### **SUPPLIER LOGO**

SIZE: 60mm WIDE

PLACEMENT: Centre, below neckline

#### **TEAM SPONSOR LOGO**

SIZE: Max Width – 180mm / Max

Height - 70mm

PLACEMENT: Centre placement below

the neckline

#### **PLAYER NUMBER**

SIZE: 250 – 300mm HIGH

PLACEMENT: Centre

**Plain Font** 





### **TALENT PROGRAMS**

## **STATE TEAM (FEMALE)**



#### **TEAM SPONSOR LOGO**

SIZE: 85mm WIDE (Max Height-

100mm)

PLACEMENT: Below Q-Shield

SPACING: 10mm spacing between Q-

Shield and League Sponsor Logo

#### **PLAYER NUMBER**

SIZE: 60mm HIGH

PLACEMENT: Left chest, in line with

Q-Shield



#### **SUPPLIER LOGO**

SIZE: 60mm WIDE

PLACEMENT: Centre, below neckline

#### **TEAM SPONSOR LOGO 1**

SIZE: Max Width – 180mm / Max

Height – 70mm

PLACEMENT: Centre placement below

the neckline

#### **PLAYER NUMBER**

SIZE: 250 – 300mm HIGH

PLACEMENT: Centre

Plain Font

#### **TEAM SPONSOR LOGO 2**

SIZE: 250 – 300mm WIDE

PLACEMENT: Centre

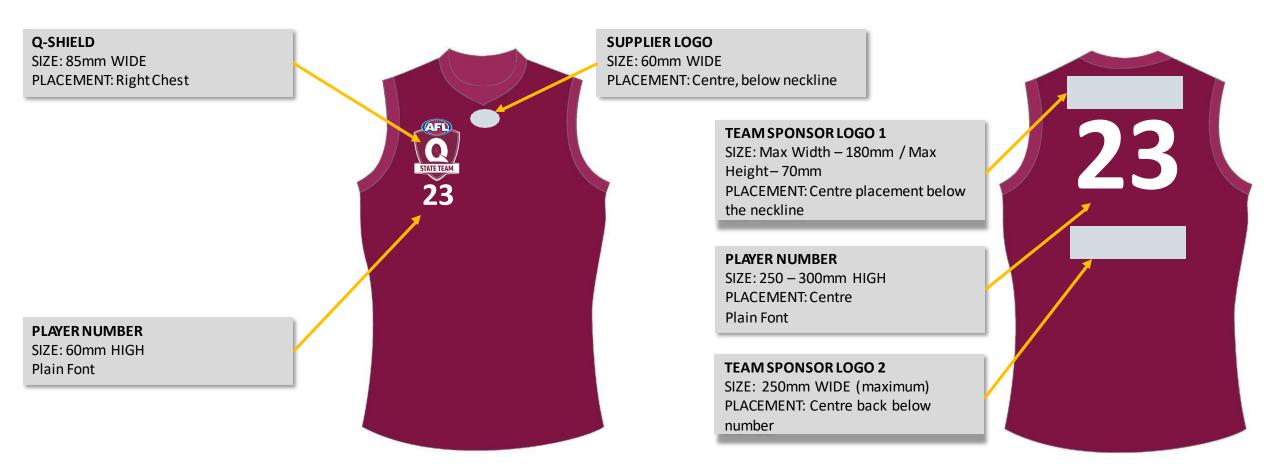
Plain Font





### **TALENT PROGRAMS**

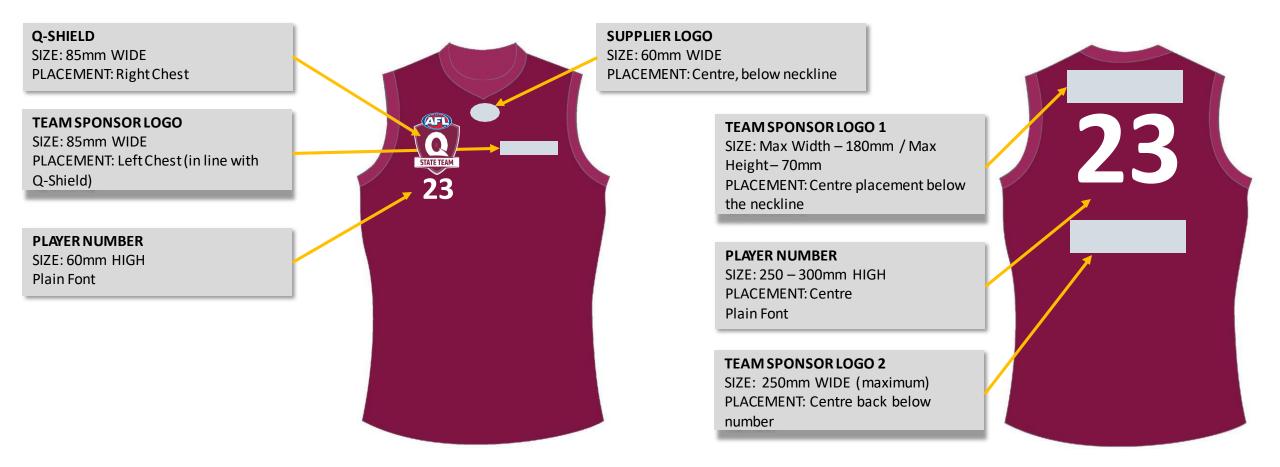
## **KICKSTART TEAM**





### **TALENT PROGRAMS**

### **ALL NATIONS TEAM**



## **TALENT PROGRAMS**

# **STATE TEAMS (SHORTS)**





# ALL COMMUNITY COMPETITIONS SOCKS



# COMMUNITY COMPETITIONS QAFL



	Competition / Program Sponsor
QAFL	-



## **QAFL**

#### **Q-SHIELD**

SIZE: 85mm WIDE PLACEMENT: Right Chest

#### **PLAYER NUMBER**

SIZE: 90mm high
PLACEMENT: 10mm below
League Sponsor Logo
Same font as back
number. Number must be
on a solid, monotone
background and cannot
be placed over patterns
such as stripes.



#### **SUPPLIER LOGO**

SIZE: 60mm WIDE PLACEMENT: Centre, below

neckline

#### **CLUB LOGO**

SIZE: Max Width 100mm / Max Height 100mm PLACEMENT: Left Chest (in line with Q-Shield)

#### **CLUB SPONSOR LOGO**

SIZE: Max Width 100mm / Max Height 80mm PLACEMENT: Below Club

Logo

SPACING: 10mm spacing between Club Logo and Club

Sponsor Logo

#### **TEAM SPONSOR LOGO 1**

SIZE: Max Width – 180mm / Max Height – 70mm PLACEMENT: Centre placement below the neckline

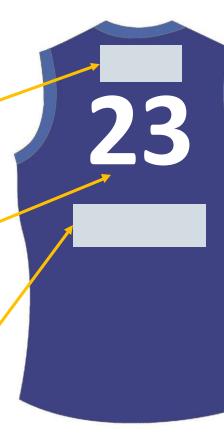
#### **PLAYER NUMBER**

SIZE: 250 – 300mm HIGH PLACEMENT: Centre Plain Font

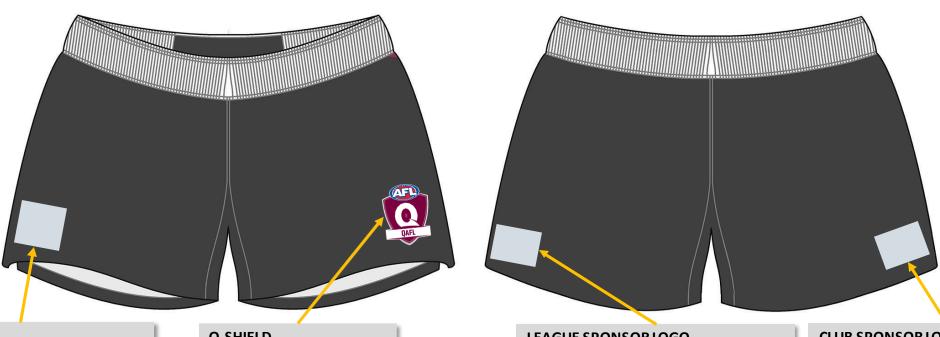
#### **TEAM SPONSOR LOGO 2**

SIZE: Max Width 250mm / Max Height 120mm PLACEMENT: Centre, at least

10mm below number



**QAFL (SHORTS)** 



#### **CLUB LOGO**

SIZE: 80mm WIDE / 80mm HIGH PLACEMENT: Right front leg

#### **Q-SHIELD**

SIZE: 70mm WIDE

PLACEMENT: Left front leg

#### **LEAGUE SPONSOR LOGO**

SIZE: 70mm WIDE / 70mm HIGH PLACEMENT: Left back leg

#### **CLUB SPONSOR LOGO**

SIZE: 70mm WIDE / 70mm HIGH PLACEMENT: Right back leg

# COMMUNITY COMPETITIONS QAFLW



	Competition / Program Sponsor
QAFLW	BOND UNIVERSITY



## **QAFLW**

#### **Q-SHIELD**

SIZE: 85mm WIDE PLACEMENT: Right Chest

#### **BOND UNIVERSITY** LOGO

SIZE: 80mm WIDE PLACEMENT: Below Q-Shield SPACING: 10mm spacing between Q-Shield and League Sponsor Logo

#### **PLAYER NUMBER**

SIZE: 90mm high PLACEMENT: 10mm below League Sponsor Logo Same font as back number. Number must be on a solid, monotone background and cannot be placed over patterns such as stripes.



#### **SUPPLIER LOGO**

PLACEMENT: Centre, below neckline

#### **CLUB LOGO**

SIZE: Max Width 100mm / Max Height 100mm PLACEMENT: Left Chest (in line with Q-Shield)

#### **CLUB SPONSOR LOGO**

SIZE: Max Width 100mm / Max Height 80mm PLACEMENT: Below Club Logo

SPACING: 10mm spacing between Club Logo and Club

Sponsor Logo

#### **TEAM SPONSOR LOGO 1**

SIZE: Max Width - 180mm / Max Height – 70mm PLACEMENT: Centre placement below the neckline

#### **PLAYER NUMBER**

SIZE: 250 - 300mm HIGH **PLACEMENT: Centre** Plain Font

#### **TEAM SPONSOR LOGO 2**

SIZE: Max Width 250mm / Max Height 120mm PLACEMENT: Centre, at least 10mm below number



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# **QAFLW (SHORTS)**

**NB: WHITE SHORTS NOT PERMITTED IN FEMALE COMPS** 

SIZE: 70mm WIDE / 70mm HIGH

PLACEMENT: Left back leg



SIZE: 80mm WIDE / 80mm HIGH SIZE: 70mm WIDE

PLACEMENT: Right front leg PLACEMENT: Left front leg

#### **CLUB SPONSOR LOGO**

SIZE: 70mm WIDE / 70mm HIGH PLACEMENT: Right back leg

## **QFA & QFAW**



Program/Title	League Sponsor
MEN (QFA)	
QFA DIVISION 1	HART SPORT
QFA DIVISION 2 NORTH	ALPHA SPORT
WOMEN (QFAW)	
QFAW	-





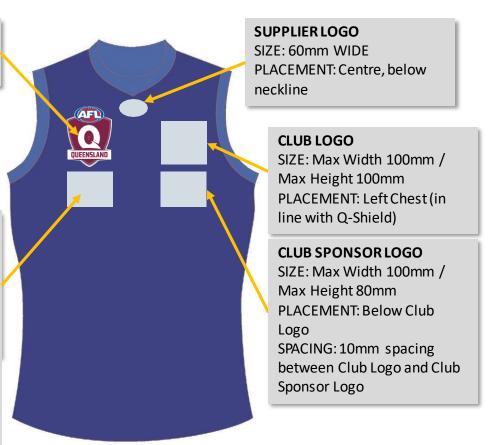
## **QFA & QFAW**

#### **Q-SHIELD**

SIZE: 85mm WIDE PLACEMENT: Right Chest

LEAGUE SPONSOR
LOGO (HART SPORT for
QFA DIV. 1 only)
(ALPHA SPORT for QFA
DIV. 2 North only)

SIZE: 85mm WIDE
PLACEMENT: Below QShield SPACING: 10mm
spacing between Q-Shield
and League Sponsor Logo.
Sponsor logos must be on a
solid,
monotone background and
cannot be placed over
patterns such as stripes.



#### **TEAM SPONSOR LOGO 1**

SIZE: Max Width – 180mm / Max Height – 70mm PLACEMENT: Centre placement below the neckline

#### **PLAYER NUMBER**

SIZE: 250 – 300mm HIGH PLACEMENT: Centre Plain Font

#### **TEAM SPONSOR LOGO 2**

SIZE: Max Width 250mm / Max Height 120mm PLACEMENT: Centre, at least 10mm below number



Please note: HART SPORT logo only applies to QFA DIVISION 1

AFL Queensland © 2023

### **COMMUNITY COMPETITIONS**

## **QFA & QFAW (SHORTS)**

**NB: WHITE SHORTS NOT PERMITTED IN FEMALE COMPETITIONS** 



SIZE: 70mm WIDE / 70mm HIGH

PLACEMENT: Left back leg

## **SENIOR REGIONAL LEAGUES**



Competition / Program Sponsor
TOOWOOMBA TOYOTA
Check with Regional Leagues for current
sponsorlogos



### **COMMUNITY COMPETITIONS**

### **SENIOR REGIONAL LEAGUES**



#### **SUPPLIER LOGO**

SIZE: 60mm WIDE

PLACEMENT: Centre, below

neckline

#### **CLUB LOGO**

SIZE: Max Width 100mm / Max Height 100mm PLACEMENT: Left Chest (in line with Q-Shield)

#### **CLUB SPONSOR LOGO**

SIZE: Max Width 100mm / Max Height 80mm

PLACEMENT: Below Club

Logo

SPACING: 10mm spacing

between Club Logo and Club

Sponsor Logo

#### **TEAM SPONSOR LOGO 1**

SIZE: Max Width – 180mm / Max Height – 70mm PLACEMENT: Centre placement below the neckline

#### **PLAYER NUMBER**

SIZE: 250 – 300mm HIGH PLACEMENT: Centre Plain Font

#### **TEAM SPONSOR LOGO 2**

SIZE: Max Width 250mm / Max Height 120mm

PLACEMENT: Centre, at least

10mm below number



## **COMMUNITY COMPETITIONS SE**

## **NIOR REGIONAL LEAGUES**

**NB: WHITE SHORTS NOT PERMITTED IN FEMALE COMPETITIONS** 



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# OUEENSLAND

# COMMUNITY COMPETITIONS SEQ JUNIORS/YOUTH







## **SEQ JUNIORS/YOUTH**



SIZE: 65mm WIDE

PLACEMENT: Right Chest

#### **MCDONALD'S LOGO**

SIZE: 65mm WIDE / 65mm

HIGH

PLACEMENT: Below Q-Shield SPACING: 10mm spacing between Q-Shield and League Sponsor Logo



#### **SUPPLIER LOGO**

SIZE: 50mm WIDE

PLACEMENT: Centre, below

neckline

#### **CLUB LOGO**

SIZE: 75mm WIDE / 75mm

HIGH

PLACEMENT: Left Chest (in

line with Q-Shield)

#### **CLUB SPONSOR LOGO**

SIZE: 75mm WIDE / 60mm

HIGH

PLACEMENT: Below Club

Logo

SPACING: 10mm spacing

between Club Logo and Club

Sponsor Logo

#### **TEAM SPONSOR LOGO 1**

SIZE: Max Width - 130mm /

Max Height – 55mm PLACEMENT: Centre

placement below the

neckline

#### **PLAYER NUMBER**

SIZE: 200 - 250mm HIGH

**PLACEMENT: Centre** 

Plain Font

#### **TEAM SPONSOR LOGO 2**

SIZE: 200-250mm WIDE /

100mm HIGH

PLACEMENT: Centre, at least

10mm below number





## **SEQ JUNIORS/YOUTH**

**NB: WHITE SHORTS NOT PERMITTED IN FEMALE COMPETITIONS** 



## **UNIOR REGIONAL LEAGUES**

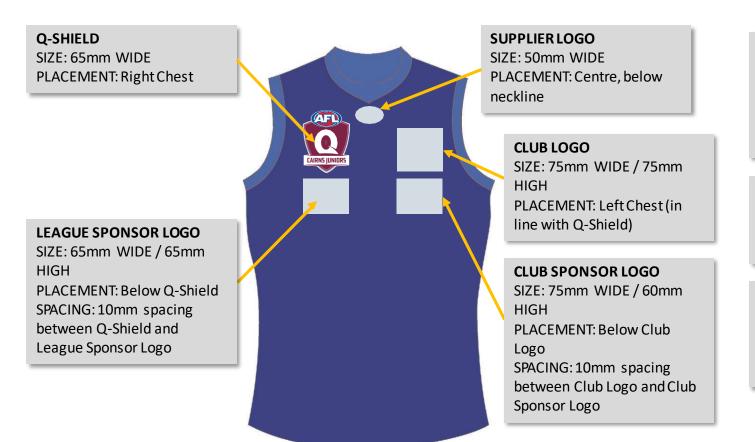








### **JUNIOR REGIONAL LEAGUES**



## **TEAM SPONSOR LOGO 1** SIZE: Max Width - 130mm / Max Height – 55mm PLACEMENT: Centre placement below the neckline **PLAYER NUMBER** SIZE: 200 - 250mm HIGH PLACEMENT: Centre Plain Font **TEAM SPONSOR LOGO 2** SIZE: 200-250mm WIDE / 100mm HIGH PLACEMENT: Centre, at least 10mm below number

## **COMMUNITY COMPETITIONS**

## **JUNIOR REGIONAL LEAGUES**

**NB: WHITE SHORTS NOT PERMITTED IN FEMALE COMPETITIONS** 



# SCHOOLS OF EXCELLENCE





The Schools of Excellence Shield should appear on the jumper of the following schools:

- Brisbane South State Secondary College
- Cavendish Road State High School
- Helensvale State High School
- Mountain Creek State High School
- Narangba Valley State High School
- Pacific Pines State High School
- Palm Beach Currumbin State High School
- Park Ridge State High School
- Springwood State High School
- Southport State High School
- Varsity College
- Victoria Point State High School
- Woodcrest State College



### **SCHOOL COMPETITIONS**

### **SCHOOLS OF EXCELLENCE**



SIZE: 65mm WIDE

PLACEMENT: Right Chest

#### **LEAGUE SPONSOR LOGO**

SIZE: 65mm WIDE / 65mm

HIGH

PLACEMENT: Below Q-Shield SPACING: 10mm spacing between Q-Shield and League Sponsor Logo

#### **SUPPLIER LOGO**

SIZE: 50mm WIDE

PLACEMENT: Centre, below

neckline

#### **SCHOOLLOGO**

SIZE: 75mm WIDE / 75mm

HIGH

PLACEMENT: Left Chest (in

line with Q-Shield)

#### **SCHOOL SPONSOR LOGO**

SIZE: 75mm WIDE / 60mm

HIGH

PLACEMENT: Below Club

Logo

SPACING: 10mm spacing

between Club Logo and Club

Sponsor Logo

#### **TEAM SPONSOR LOGO 1**

SIZE: Max Width - 130mm /

Max Height – 55mm

PLACEMENT: Centre

placement below the

neckline

#### **PLAYER NUMBER**

SIZE: 200 - 250mm HIGH

PLACEMENT: Centre

Plain Font

#### **TEAM SPONSOR LOGO 2**

SIZE: 200-250mm WIDE /

100mm HIGH

PLACEMENT: Centre, at least

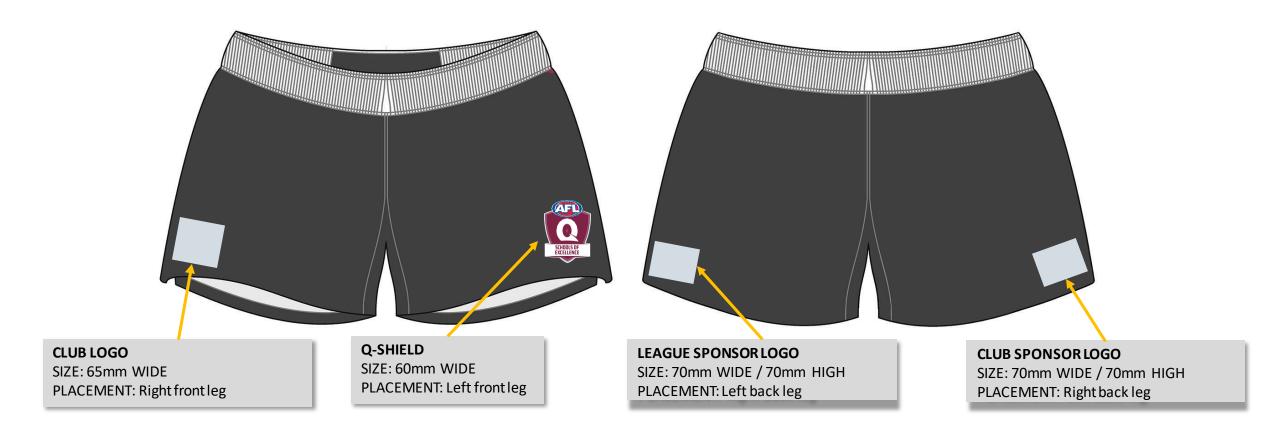
10mm below number





## **SCHOOL COMPETITIONS**

## **SCHOOLS OF EXCELLENCE**



# SCHOOL COMPETITIONS Q-SCHOOLS CUP



Any school who plays in the Q-Schools Cup competition can get the logo onto their jerseys via a Licensed Supplier.





## **Q-SCHOOLS CUP**



**LEAGUE SPONSOR LOGO** 

SIZE: 65mm WIDE / 65mm

HIGH

PLACEMENT: Below Q-Shield SPACING: 10mm spacing between Q-Shield and League Sponsor Logo



#### **SUPPLIER LOGO**

SIZE: 50mm WIDE

PLACEMENT: Centre, below

neckline

#### **SCHOOLLOGO**

SIZE: 75mm WIDE / 75mm

HIGH

PLACEMENT: Left Chest (in

line with Q-Shield)

#### **SCHOOL SPONSOR LOGO**

SIZE: 75mm WIDE / 60mm

HIGH

PLACEMENT: Below Club

Logo

SPACING: 10mm spacing

between Club Logo and Club

Sponsor Logo

#### **TEAM SPONSOR LOGO 1**

SIZE: Max Width – 130mm /

Max Height – 55mm

PLACEMENT: Centre

placement below the

neckline

#### **PLAYER NUMBER**

SIZE: 200 – 250mm HIGH

PLACEMENT: Centre

Plain Font

#### **TEAM SPONSOR LOGO 2**

SIZE: 200-250mm WIDE /

100mm HIGH

PLACEMENT: Centre, at least

10mm below number



## **SCHOOL COMPETITIONS**

## **Q-SCHOOLS CUP**

