

NORTHERN FOOTBALL NETBALL LEAGUE INCORPORATED



SCHEDULE 22: LOGO GUIDELINES (STYLE GUIDE)

**Updated
November 2018**

1. INTRODUCTION

All Affiliated Clubs are encouraged obtain sponsorship to support their club and in doing so, may offer sponsors visibility of that sponsorship through the use of logos on playing apparel and on the garments of on-ground support staff (e.g. trainers, water carriers).

All potential Affiliated Club sponsorships that may result in a logo being displayed on playing apparel or on-ground support staff garments are to be approved by the NFNL CEO prior to production, as are any sponsorship logos identified for display on Affiliated Club associated clothing apparel.

2. FOOTBALL

Home Shorts

Colour: A club colour other than white

NFNL Logo: Positioned on front left leg. Size **9cm x 5.5cm**

Supplier Logo: Positioned on side left leg. **4.4cm x 3.4cm**

Sponsor Logo: Two (2) Club sponsor logos permitted positioned on front right leg. No larger than **60sqcm**

Away Shorts

Colour: White

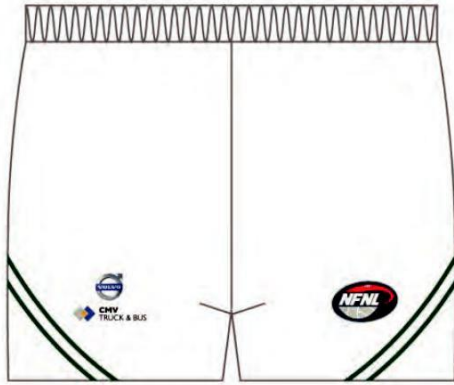
NFNL Logo: Positioned on front left leg. **9cm x 5.5cm**

Supplier Logo: Positioned on side left leg. **4.4cm x 3.4cm**

Sponsor Logo: Two (2) Club sponsor logos permitted positioned on front right leg. No larger than **60sqcm**

Note:

Club Logo: for those clubs who wish to display their club logo on their shorts, the club logo must be included as one of the sponsor logos and cannot be a third logo.



or



or



or

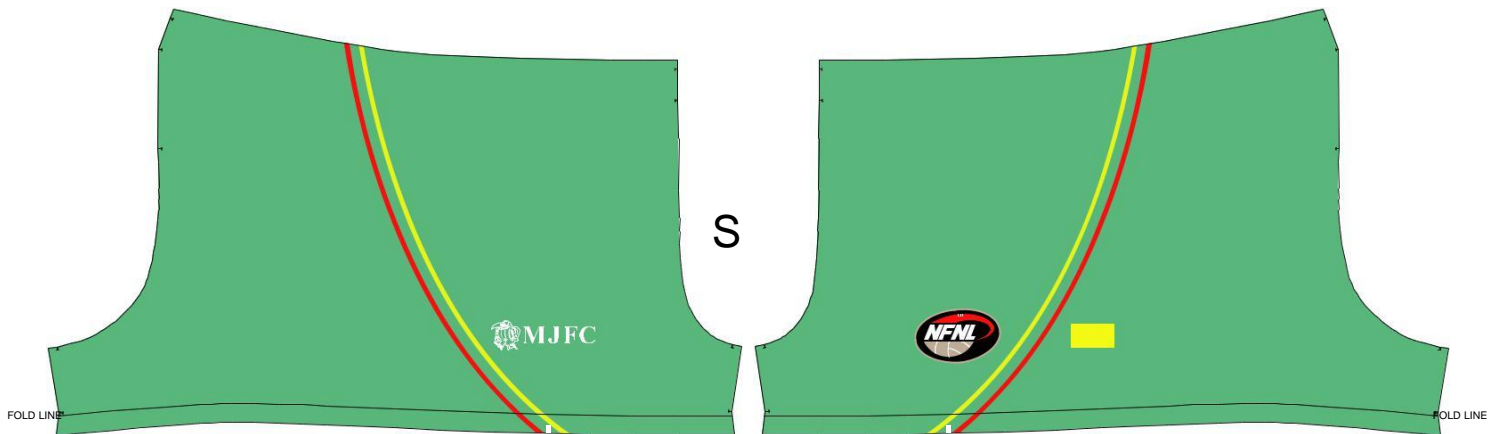


or



PRINT SETUP AND LOGO

POSITIONING MENS SHORTS



CLUB/SPONSOR LOGO: - CENTER POINT APPROX 83mm FROM BOTTOM FOLD
- CENTER POINT APPROX 73mm FROM STRIPES

IF LOGO IS TOO WIDE TO FIT CENTER POINT THEN
PLACE EDGE OF LOGO 10mm FROM STRIPES
LINES THICKNESS IS 5mm
DISTANCE BETWEEN LINES IS 10mm

SUPPLIER LOGO:
- APPROX 65mm FROM BOTTOM FOLD
- APPROX 25mm FROM STRIPES

NFNL LOGO:
- APPROX 53mm FROM BOTTOM FOLD
- APPROX 25mm FROM STRIPES

WOMENS SHORTS



CLUB/SPONSOR LOGO: - CENTER POINT APPROX 90mm FROM BOTTOM FOLD
- CENTER POINT APPROX 71mm FROM STRIPES

IF LOGO IS TOO WIDE TO FIT CENTER POINT THEN
PLACE EDGE OF LOGO 10mm FROM STRIPES
LINES THICKNESS IS 5mm
DISTANCE BETWEEN LINES IS 10mm

SUPPLIER LOGO:
- APPROX 67mm FROM BOTTOM FOLD
- APPROX 27mm FROM STRIPES

NFNL LOGO:
- APPROX 62mm FROM BOTTOM FOLD
- APPROX 27mm FROM STRIPES

Socks (Short and Long)

NFNL branded Lycra / Nylon socks in club colours: NFNL logo to be on front top below the fold. Sizing is **7cm x 4.4cm**.

Supplier Logo: This can be positioned on the lower outside (one logo per sock just at the Ankle line) of each sock as per illustration below. Sizing is **5.5cm x 4.2cm**.

Sponsor Logo: Not permitted

Note:

Clubs who wish to use themed socks must receive approval from the NFNL and the socks must be manufactured in accordance with the NFNL On field uniform licenses.



Jumper

NFNL Logo: Positioned on right chest. The logo must be **9cm x 5.5cm**

Supplier Logo: The logo of your club's jumper supplier (TLA, Grashan Sportswear or Game Day Apparel) must also be displayed on front centre of the jumper, immediately below the neck line. The size of the logo must be **4.4cm x 3.4cm**.

Supplier logo to also be displayed in conjunction with the NFNL logo bottom left of the jumper. The sizing for this **8.5cm x 4.8cm**. The logo is to be equally shared between NFNL logo Official On Field and the supplier logo.



LEAGUE LOGO



SUPPLIER LOGO



LEAGUE AND SUPPLIER LOCKER PATCH



Sponsor Logo: Two (2) Club sponsor logos permitted on jumper front positioned on left chest.

No larger than **88sqcm**.

Two (2) Club sponsor logos permitted on jumper back positioned above/below number.

No larger than **380sqcm**.



Club Logo:

It is optional for clubs to place their club logo on their jumper.

If a club chooses to place their club logo on their jumper, the following shall apply:

- i. If the club has one (1) or less logos on the front of their jumper, the club logo maybe placed on the left chest
- ii. If the club has two (2) logos on the left chest, the club logo must be placed just below the 'V' in the middle of the jumper

Number Size:

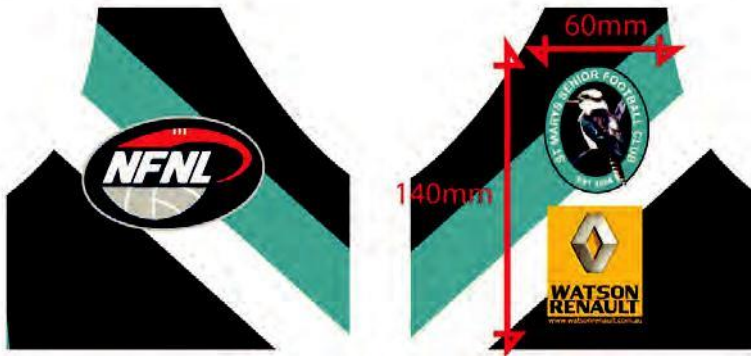
Senior jumper: **25cm in height**

Junior jumper (sizes 6-8): **20cm in height**

Junior jumper (sizes 10-14): **22.5cm in height**

Font: **IMPACT**





3. NETBALL

Dresses and Bibs

All uniforms must display the NFNL logo on the right chest. The NFNL logo must be 9cm x 5.5cm in size.

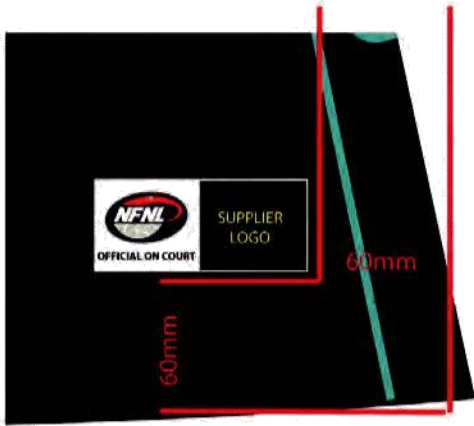
Two (2) Club Sponsor logos are permitted on uniform front positioned on left chest. Size must be no greater than 88sqcm.

Two (2) Club Sponsor logos are permitted on uniform back positioned above and below position initials.

Sponsors are not permitted on the position bib.

Font for all bibs: IMPACT.





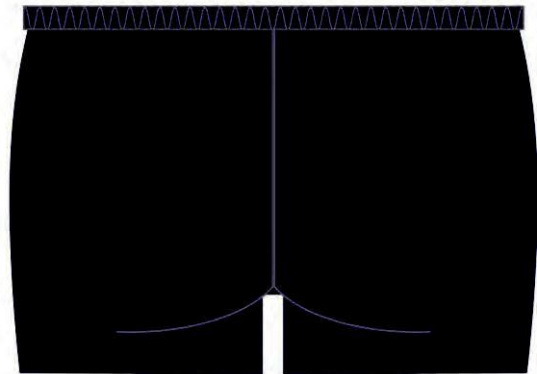
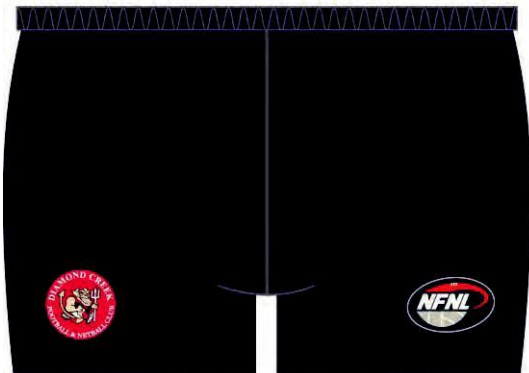
Under Shorts

Colour: A club colour other

NFNL Logo: Positioned on front left leg. **Size 9cm x 5.5cm**

Sponsor Logo: Two (2) Club sponsor logos permitted positioned on front right leg. No larger than **60sqcm**

Playing position initials shall be worn above the waist both front and back and shall be **1.9cm x 2.1cm** in dimension.



LEAGUE LOGO

