

## PROPOSED UNIFORM DESIGN AND DISPLAY OF SPONSOR LOGOS

1. Uniform design and the incorporation of AFL and sponsor logos are governed by Section 14.2 of the AFL NSW/ACT Regulations 2018 and Section 7 of the AFL North West NSW By-Laws.
2. Any amendment to Club on-field uniform design and the display of any sponsor logos must be approved by the Executive of AFL North West NSW prior to being approved for production. Clubs are responsible for ensuring allowance for this approval process is made when considering production time for uniforms.
3. All on-field uniform must be purchased through an AFL NSW/ACT approved supplier.
4. Note that the display of the AFL NSW/ACT logo on the front right breast of the jersey and front left leg of the shorts is mandatory.
5. Manufacturer's logos may also be displayed. These are typically placed in the front centre of jerseys (under the neckline) and front left leg of shorts at a size not exceeding 25cm<sup>2</sup>, though may be displayed in other locations if required to compliment the design of the jersey or shorts.

## APPROVAL PROCESS

6. Authority to review and approve or refuse proposals for uniform design and display of sponsor logos is delegated by the Executive of AFL North West NSW to the Competition Manager (SportsTG).
7. The design template attached (ANNEXURE 1) provides a standard of acceptable size and location of display of sponsor logos. Designs within the standard shown will typically be approved.
8. The shape, nature and position of the relevant sponsor logo, along with their impact on the overall uniform design, may be considered when approving proposals for the display of sponsor logos outside of these guidelines.

## APPEAL PROCESS

9. Should the Competition Manager be unsure of approving any proposed design or display of sponsor logos, the proposal may be referred to the Executive as a whole for adjudication.
10. Where a proposed design or display of sponsor logos is refused by the Competition Manager, the relevant Club may refer the proposal to the Executive as a whole for adjudication.

## ANNEXURE 1 – DESIGN TEMPLATE



JERSEY LOGOS		SHORTS LOGOS	
<b>1</b>	<b>AFL NSW/ACT LOGO</b> Mandatory on front right breast Maximum size 8cm x 8cm	<b>6</b>	<b>AFL NSW/ACT LOGO</b> Mandatory on front left leg Maximum size 39cm <sup>2</sup>
<b>2</b>	<b>SPONSORS LOGO/CLUB BADGE</b> Front left breast Maximum size 8cm x 8cm	<b>7</b>	<b>SPONSORS LOGO/CLUB BADGE</b> Front of right leg Maximum size 39cm <sup>2</sup>
<b>3</b>	<b>SPONSORS LOGO/CLUB BADGE</b> Rear of jersey (above number) Maximum height 8cm	<b>8</b>	<b>SPONSORS LOGO</b> Rear of right leg Maximum size 39cm <sup>2</sup>
<b>4</b>	<b>JERSEY NUMBERS</b> Must be whole numbers between 1 and 99 Recognisable from 100m Height must be between 20cm and 28cm		
<b>5</b>	<b>SPONSORS LOGO</b> Rear of jersey (below number) Maximum height 12cm		

## ANNEXURE 2 – AFL NSW/ACT APPROVED SUPPLIERS (2018)

Prior to engaging a supplier, Clubs should ensure they are a current AFL NSW/ACT approved supplier.

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