



# 2025 GUERNSEY BRANDING & STYLE GUIDE

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## FOOTBALL & NETBALL





# 2025 GUERNSEY BRANDING & STYLE GUIDE

## FOOTBALL & NETBALL

### INTRODUCTION

The AFL Barwon Guernsey Branding & Style Guide is a document that outlines the designs and guidelines for all on-field playing and officials uniforms for the 2025 season.

All branding guidelines and design rules can be found in the AFL Barwon Handbook and are inline with licensee rules from AFL Victoria and Netball Victoria.

All on-field Football apparel must be ordered through an approved AFL Victoria licensee with heavy fines associated for breaching these rules.

There is no official licensee for on-field Netball apparel.

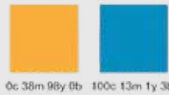
All on-field design proofs must be approved by AFL Barwon Commercial Partnerships & Communications Manager, Sean Atkinson ([sean@aflbarwon.com.au](mailto:sean@aflbarwon.com.au)).

Loco Sportswear is AFL Barwon's preferred on-field licensee for all Football and Netball apparel.

To contact Loco Sportswear, please email Gary March ([Gary@locosportswear.com.au](mailto:Gary@locosportswear.com.au))



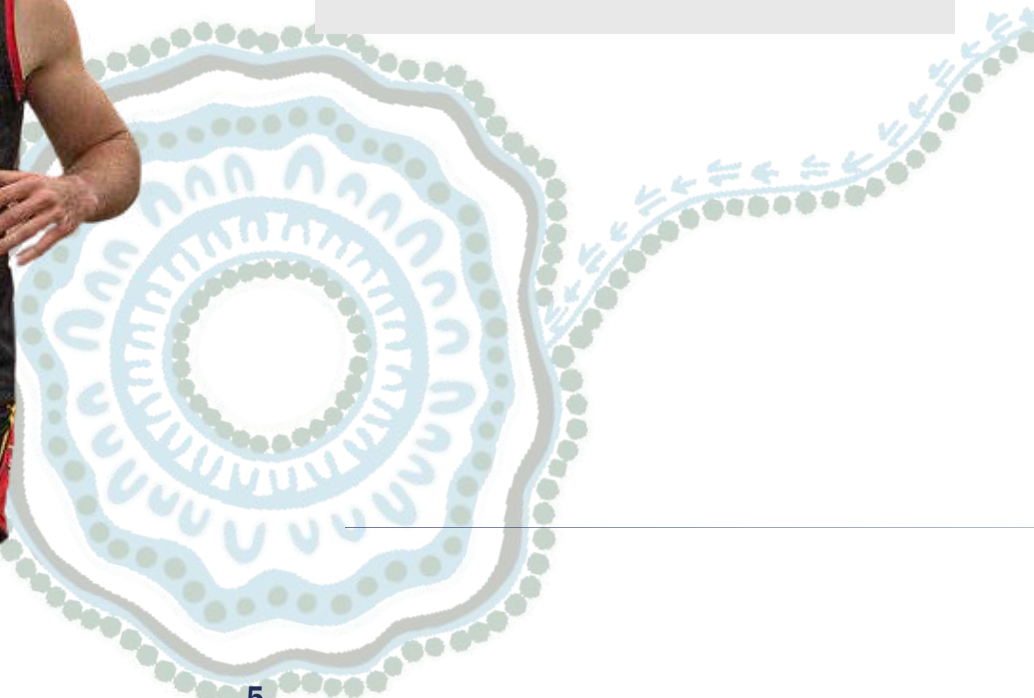
### MANDATORY JUMPER DESIGN



### MANDATORY SUBLIMATED CUSTOM SHORT



- WorkSafe AFL Victoria Country (side)
- Geelong FNL logo (front right leg top)
- Corio Bay Health Group logo (front right bottom)
- FRONT ONLY – Club and Club sponsor logo Two positions allocated for club use (Left leg)





# 2025 GUERNSEY BRANDING & STYLE GUIDE

## GFNL SENIORS & 19&U NETBALL ON-COURT BRANDING



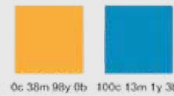
### NETBALL UNIFORM DESIGN



FRONT

BACK

### NETBALL BIB DESIGN



0c 38m 98y 0b 100c 13m 1y 3b

- AFL Barwon logo
- WorkSafe logo
- Blood Toyota logo



### MANDATORY JUMPER DESIGN



WHITE



0c 100m 83y 8b

### MANDATORY SUBLIMATED CUSTOM SHORT



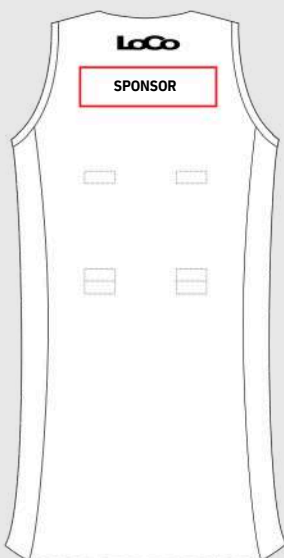
- WorkSafe AFL Victoria Country (side)
- Bellarine FNL logo (front right leg top)
- Corio Bay Health Group logo (front right bottom)
- FRONT ONLY – Club and Club sponsor logo Two positions allocated for club use (Left leg)



### NETBALL UNIFORM DESIGN



FRONT



BACK

### NETBALL BIB DESIGN



- AFL Barwon logo
- WorkSafe logo
- Dow logo





# 2025 GUERNSEY BRANDING & STYLE GUIDE

## AFL BARWON UNDER 19 & SENIOR FEMALE FOOTBALL

### MANDATORY JUMPER DESIGN



Epworth



100c 34cm 3y 20b 60c 0cm 4y 0b 67c 45cm 27y 70b

### MANDATORY SUBLIMATED CUSTOM SHORT



- WorkSafe AFL Victoria Country (side)
- AFL Barwon logo (front right leg top)
- Corio Bay Health logo Group (front right bottom)
- FRONT ONLY – Club and Club sponsor logo Two positions allocated for club use (Left leg)





# 2025 GUERNSEY BRANDING & STYLE GUIDE

## AFL BARWON UNDER 14 & UNDER 16 FEMALE FOOTBALL

### MANDATORY JUMPER DESIGN



Epworth



100c 34m 3y 20b 60c 0m 4y 10b 67c 45m 27y 70b

### MANDATORY ELECTIVE SUBLIMATED CUSTOM SHORT



- WorkSafe AFL Victoria Country (side)
- AFL Barwon logo (front right leg top)
- Kings Funerals logo (front right bottom)
- FRONT ONLY – Club and Club sponsor logo  
Two positions allocated for club use (Left leg)

### MANDATORY ELECTIVE STOCK SHORT



- WorkSafe AFL Victoria Country logo





### MANDATORY JUMPER DESIGN



### MANDATORY ELECTIVE SUBLIMATED CUSTOM SHORT



- WorkSafe AFL Victoria Country logo (side panel)
- CDFNL logo (front right leg)
- FRONT ONLY – Club and/or Club sponsor logo
- Two positions allocated for club use (Left Leg)

### MANDATORY ELECTIVE STOCK SHORT



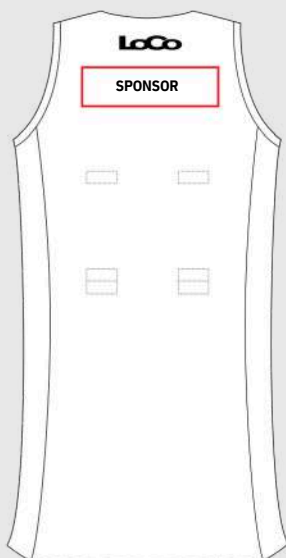
- WorkSafe AFL Victoria Country (side)



### NETBALL UNIFORM DESIGN



FRONT



BACK

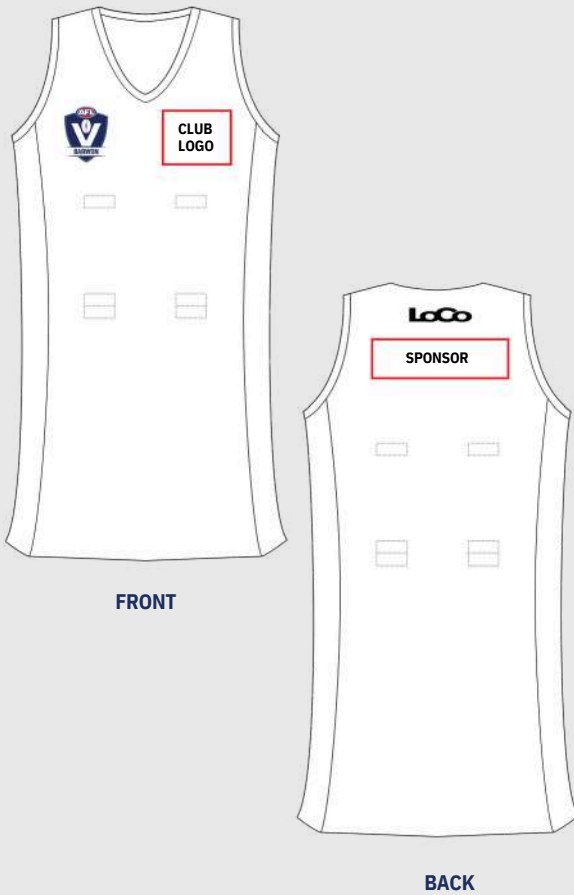
### NETBALL BIB DESIGN



- CDFNL logo
- WorkSafe logo



### NETBALL UNIFORM DESIGN



### NETBALL BIB DESIGN



- AFL Barwon logo
- WorkSafe logo
- Kempe & Read the Play logo



### INCLUSIVE NETBALL UNIFORMS



- All styles are designed to be worn with shorts or over netball dresses outlined in GFNL, BFNL & CDFNL Netball On-Court Branding



# 2025 GUERNSEY BRANDING & STYLE GUIDE

## AFL BARWON UNDER 18 FOOTBALL ON-FIELD BRANDING

### MANDATORY JUMPER DESIGN



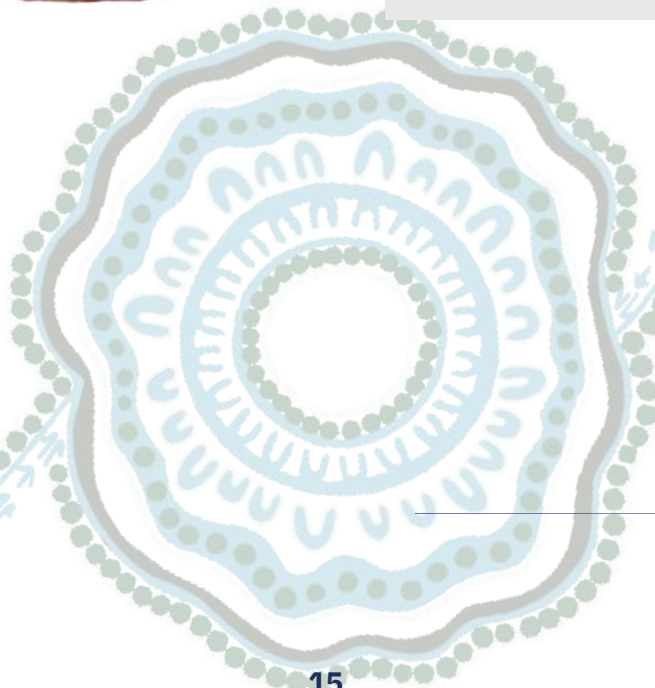
**gforce** employment + recruitment



### MANDATORY SUBLIMATED CUSTOM SHORT



- WorkSafe AFL Victoria Country (side)
- AFL Barwon logo (front right leg top)
- Corio Bay Health Group logo (front right bottom)
- FRONT ONLY – Club and Club sponsor logo Two positions allocated for club use (Left leg)



### MANDATORY JUMPER DESIGN

AFL Barwon Male Under 14 & 16



AFL Barwon Mixed & Female Under 9, 10, 12



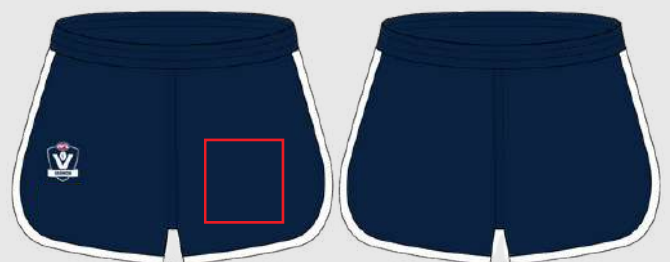
### MANDATORY SHORT TYPES

ELECTIVE STOCK SHORT



- WorkSafe AFL Victoria Country (side)

ELECTIVE SUBLIMATED  
CUSTOM SHORT



- WorkSafe AFL Victoria Country (side)
- AFL Barwon logo (front right leg top)
- FRONT ONLY – Club and Club sponsor logo Two positions allocated for club use (Left leg)



# 2025 GUERNSEY BRANDING & STYLE GUIDE

## NETBALL UMPIRE ON-FIELD BRANDING

### NETBALL UMPIRE TOP DESIGN



### NETBALL UMPIRE SHORT / SKIRT DESIGN





# 2025 GUERNSEY BRANDING & STYLE GUIDE

## AFL BARWON ALL-ABILITIES FOOTBALL ON FIELD BRANDING

### MANDATORY JUMPER DESIGN



### MANDATORY ELECTIVE SUBLIMATED CUSTOM SHORT



- WorkSafe AFL Victoria Country (side)
- AFL Barwon logo (front right leg top)
- Leisure Network logo (front right bottom)
- FRONT ONLY – Club and Club sponsor logo  
Two positions allocated for club use (Left leg)

### MANDATORY ELECTIVE STOCK SHORT



- WorkSafe AFL Victoria Country (side)







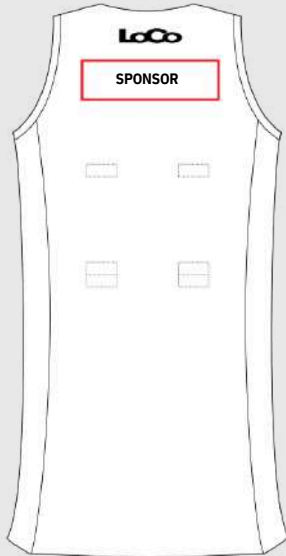
# 2025 GUERNSEY BRANDING & STYLE GUIDE

## AFL BARWON ALL-ABILITIES NETBALL ON FIELD BRANDING

### NETBALL UNIFORM DESIGN



FRONT



BACK

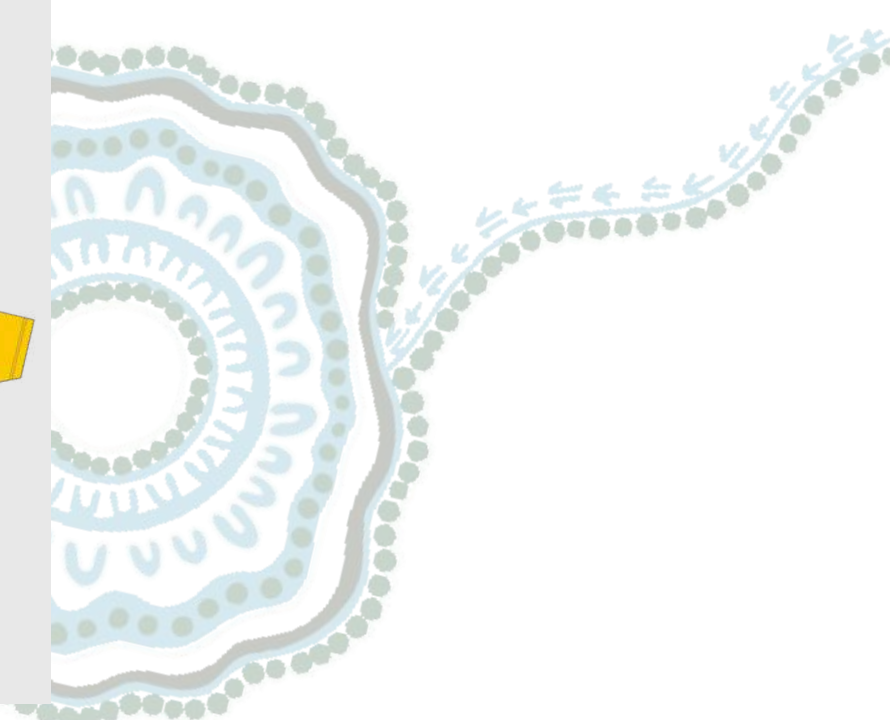
### NETBALL UNIFORM DESIGN



### NETBALL BIB DESIGN



- AFL Barwon logo
- WorkSafe logo
- Kardinia Park logo





# 2025 GUERNSEY BRANDING & STYLE GUIDE

## ONFIELD



Umpire Escort Vest



Coach Vest



Water Bib



Carer Vest



Trainer Vest



Physio Vest



No Tackle Vest



Junior Runner Vest



Senior Runner Top



Runner Shorts



# 2025 GUERNSEY BRANDING & STYLE GUIDE

## FOOTBALL & NETBALL BRANDING

### FOOTBALL BRANDING – AFL BARWON

All football branding across Community Football leagues in Victoria is to carry the WorkSafe logo on one panel. The following is a breakdown of each AFL Barwon competitions ball sponsor and sizing:



**GFNL - Seniors & Reserves - Blood Toyota**

**Ball Sizing - Sherrin KB Size 5**



**BFNL - Seniors & Reserves - Dow**

**Ball Sizing - Sherrin KB Size 5**



**Under 18 Male - Times News Group**

**Ball Sizing - Sherrin KB Size 5**



**CDFNL - Seniors, Reserves - Colac RSL**

**Ball Sizing - Sherrin KB Size 5**



**Female - Seniors, Under 19 & Under 16 – Epworth**

**Ball Sizing – Sherrin KB Size 4 Leather**



**Male Under 16/14 & Female Under 14 - Kempe / Uncle Bucks**

**Male Ball Sizing – Under 16 - Sherrin KB Size 5 Leather**

**Under 14 - Sherrin KB Size 4 Leather**

**Female Ball Sizing – Under 14 Girls - Sherrin Size 4 Synthetic**



**Mixed & Female Under 9/10/12 - Kempe / Uncle Bucks**

**Ball Sizing – Under 12 - Sherrin Size 3 Synthetic**

**Under 12 Girls & 10 Mixed - Sherrin Size 3 Synthetic**

**Under 10 Girls & Under 9 Mixed - Sherrin Size 3 Synthetic**



**All AFL Barwon Netball Competitions - Corio Bay/AFL Barwon/Worksafe**

**Ball Sizing – M500**



For all merchandising information please contact: Sean Atkinson at [sean@aflbarwon.com.au](mailto:sean@aflbarwon.com.au)

