



2025 GUERNSEY BRANDING & STYLE GUIDE

FOOTBALL & NETBALL





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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.

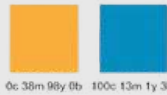
All on-field design proofs must be approved by AFL Barwon Commercial Partnerships & Communications Manager, Sean Atkinson (sean@aflbarwon.com.au).

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)



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



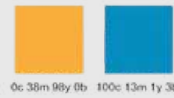
NETBALL UNIFORM DESIGN



FRONT

BACK

NETBALL BIB DESIGN



- AFL Barwon logo
- WorkSafe logo
- Blood Toyota logo



MANDATORY JUMPER DESIGN



WHITE



0c 100m 83y 8b

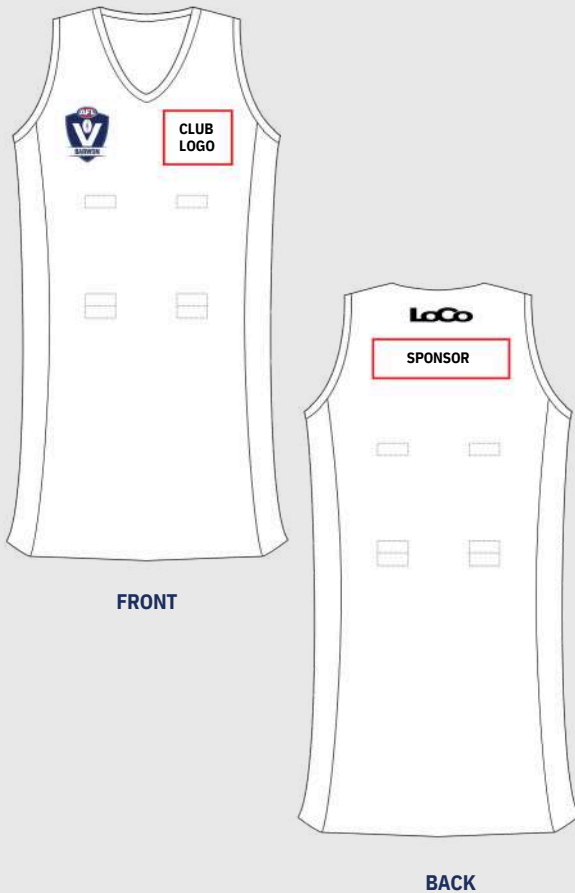
MANDATORY SUBLIMATED CUSTOM SHORT



- 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



100% 34cm 3y 200 60c 0cm 4y 100 67c 45cm 27y 700

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



100% 34cm 3y 200 60c 0cm 4y 100 67c 45cm 27y 700

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



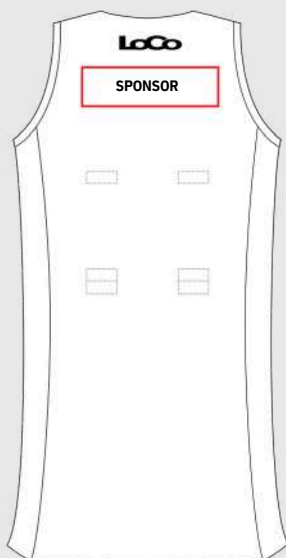
- WorkSafe AFL Victoria Country (side)



NETBALL UNIFORM DESIGN



FRONT



BACK

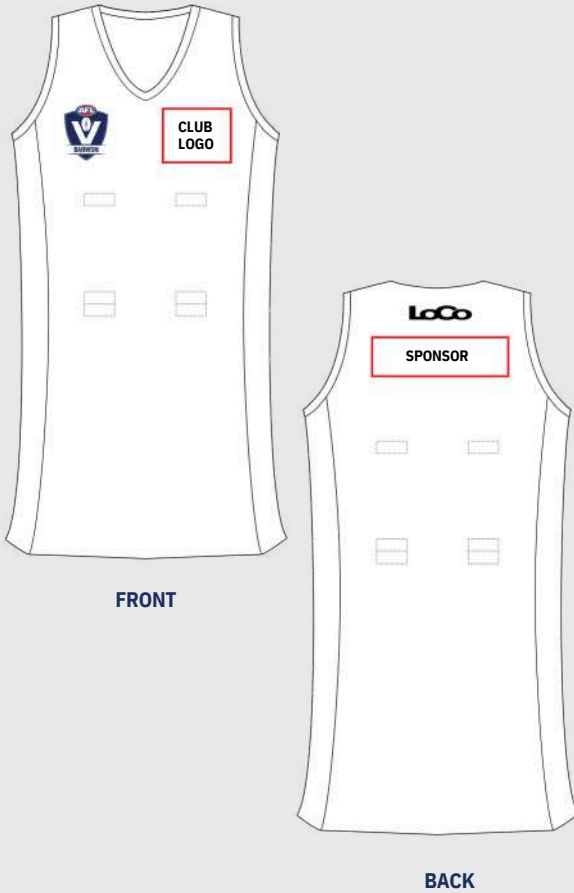
NETBALL BIB DESIGN



- CDFNL logo
- WorkSafe logo



NETBALL UNIFORM DESIGN



NETBALL BIB DESIGN



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





2025 GUERNSEY BRANDING & STYLE GUIDE

AFL BARWON INCLUSIVE NETBALL ON-COURT DESIGNS

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



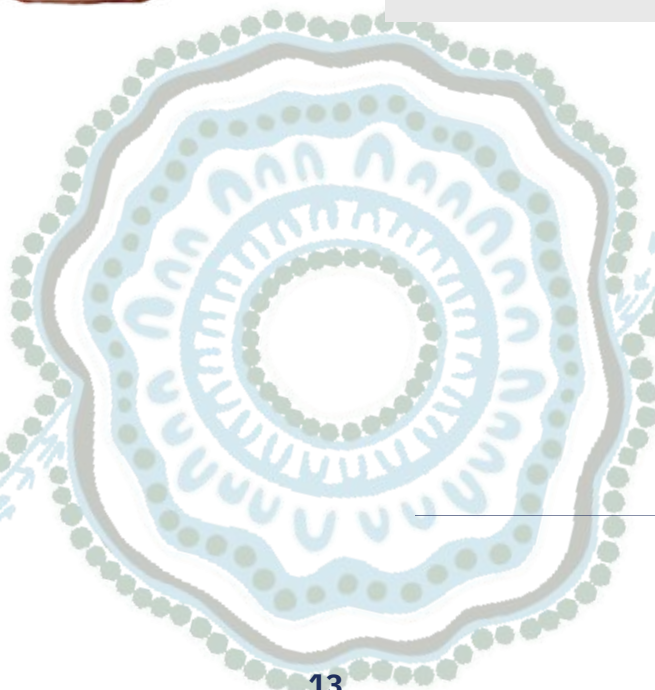
gforce employment
+ recruitment



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 Under 9, 10, 12



SPONSOR TBC

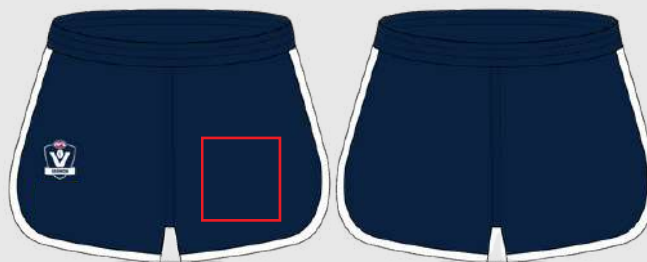
MANDATORY SHORT TYPES

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

AFL BARWON UNDER 10 & UNDER 12 FEMALE FOOTBALL

MANDATORY JUMPER DESIGN



SPONSOR TBC

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





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)





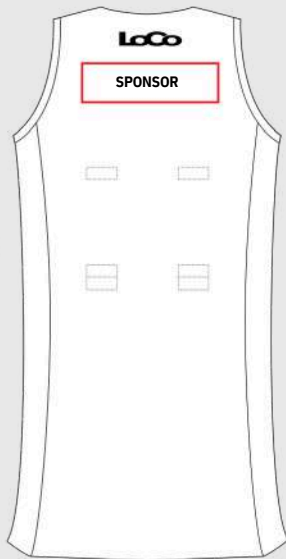
2025 GUERNSEY BRANDING & STYLE GUIDE

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

