

**NORTHERN
FOOTBALL LEAGUE
INCORPORATED**



**SCHEDULE 22:
LOGO GUIDELINES
(STYLE GUIDE)**

**Adopted
July 2015**

NORTHERN FOOTBALL LEAGUE INCORPORATED LOGO GUIDELINES (STYLE GUIDE)

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 NFL 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

NFL Logo: Positioned on front left leg. Size 60sqcm

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

Away Shorts

Colour: White

NFL Logo: Positioned on front left leg. Size 60sqcm

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.

Socks

NFL branded Lycra / Nylon socks in club colours

Sponsor Logo: Not permitted

Note:

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

Jumper

NFL Logo: Positioned on right chest. No larger than 88sqcm

Supplier Logo: The logo of your club's jumper supplier (Buffalo Sports, Grashan Sportswear or Hot Sub) must also be displayed on the bottom left of the jumper (6cm from the bottom and 6cm in from the seam). The size of the logo must be 7cm x 2cm.

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: 250mm in height
Junior jumper (sizes 6-8): 200mm in height
Junior jumper (sizes 10-14): 225mm in height
Font: IMPACT

3. NETBALL

Under Shorts

Colour: A club colour other

NFL Logo: Positioned on front left leg. Size 60sqcm

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 190mm x 210mm in dimension.

All uniforms must display the NNL logo on the right chest. The NNL logo must be no greater than 88sq centimeters in size.

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

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.