



2018 Style Guide

Style guide for SEWF

AFL South East
23 February 2018



AFL SOUTH EAST LOGOS

 	 				
AFL Logo AFL Red: PMS 485 AFL Blue: PMS 287	AFL Logo AFL Red: PMS 485 AFL Blue: PMS 287	MPNFL Logo MPNFL Yellow: PMS Medium Yellow MPNFL Navy: PMS 289c	SEFNL Logo SEFNL Red: PMS 186c SEFNL Navy: PMS 289c	FDJFL Logo FDJFL Yellow: PMS 3945c FDJFL Blue: PMS 285c FDJFL Navy: PMS 288c FDJFL Grey PMS 427c	SEWF Logo SEWF Red: PMS 485 SEWF Navy: PMS 289c
AFL Victoria Shield AFLV Navy: PMS 289c AFLV Blue: PMS 70% 289c AFLV Blue/Grey: PMS CG 8c AFLV Light Grey: PMS CG 3c	AFL Victoria Shield AFLV Navy: PMS 289c AFLV Blue: PMS 70% 289c AFLV Blue/Grey: PMS CG 8c AFLV Light Grey: PMS CG 3c			BOQ Logo BOQ Yellow: PMS 124c BOQ Blue: PMS 300c	
Worksafe Logo Worksafe Yellow: PMS 130					

FOOTBALL JUMPERS – FRONT

LICENSED SUPPLIERS – TLA, SHERWOOD, LOCO

Official Apparel Supplier Logo

Size: Max 50mm High

AFL Victoria Country Logo

See next page for details



League Logo

Placement: Top left breast – 140mm below shoulder seam

Size:

FDJFL: 60mm high x 41.5mm wide

SEFNL: 45mm high x 56mm wide

MPNFL: 60mm high x 45mm wide

SEWF: 31mm high x 56mm wide

Club / Partner Logo

Placement: Top left breast – 4mm below league logo

Size Limit

120mm high x 95mm wide

Clubs can have 1 or 2 logos with in the allocated space. The total height and width must not exceed 120mm high x 95mm wide

FOOTBALL JUMPERS – FRONT

LICENSED SUPPLIERS – TLA, SHERWOOD, LOCO



WORKSAFE AFL VICTORIA COUNTRY LOGO

The WorkSafe logo will sit above the AFL Vic Country logo on the right-hand-side of the player's chest, 140mm below the shoulder seam;

The WorkSafe logo on guernseys will always be contained within a white box (this is because there are hundreds of variations of jumper patterns/colours/stripes and will ensure the WorkSafe logo is represented consistently on a plain white background at all times).

The WorkSafe logo will be slightly wider than the AFL Vic Country logo (ratio of 1.2:1);

Logo sizes:

- (a) Width of WorkSafe box – 72mm
- (b) Width of AFL Victoria Shield – 60mm
- (c) Length from top of WorkSafe box to bottom of shield – 115mm

FOOTBALL JUMPERS – BACK

LICENSED SUPPLIERS – TLA, SHERWOOD, LOCO

AFL South East Logo

Centre of bottom of number

Size: 25mm high x 20mm wide

Club Sponsor Logo

A minimum of 20mm below the number

Size: Maximum of 120mm high x 350mm wide

Club Sponsor Logo

A minimum of 20mm above the number

Size: Maximum of 50mm high x 200mm wide

Numbers

Number height must not exceed 270mm



FOOTBALL SHORTS

LICENSED SUPPLIERS – CGR

FRONT



BACK



OTHER STYLES



Club / Sponsors Logo - Optional

Placement on either bottom of left or right leg, front and back.

Size: Maximum of 70mm high x 70mm wide

FOOTBALL SOCKS



ONFIELD OFFICIALS

Trainers Top & Shorts



Water Carrier



Runners Top & Shorts



FOOTBALLS

LICENSED SUPPLIERS – SHERRIN



Size 4 Leather

Clubs can purchase either 'Kangaroo Brand' or 'Match' balls for game day use.

Note: Panels run from top to bottom order as; Upper/Lower and Upper/Lower



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