

## 2022/23 AFL Northern Territory Apparel Guidelines

The following guidelines outline the process for all Clubs and AFLNT Apparel Licensees to follow when ordering apparel for AFLNT and AFLNT affiliated leagues, clubs and members.

AFL Programs and affiliate leagues including, but not limited to: AFL Schools, Thunder Juniors, and other Junior programs; Barkly and BAFL; Central Australia and CAFL; Gove; Gapuwiyak; Galiwinku; Groote Eylandt; Hermannsburg; Katherine and BRFL; Lajamanu; Maningrida; Ngukurr; NTFLL; Wadeye/Daly River; Yirrkala.

Please see key updates below for **2022/23** below:

- *Contact details regarding apparel licensees have been updated with a new supplier added this year*
- *Updated guidelines around Playing numbers on rear of Guernsey's*
- *Updated guidelines regarding Women's Playing Shorts*

### **AFLNT Approved Apparel Licensees**

Apparel items, both on-field and off-field, with AFLNT, affiliate leagues and any AFLNT team logos (as per the list below) must be ordered through one of our five AFLNT licensees.

**AFLNT Apparel Licensees** will provide a 10% rebate (*excluding GST*) on net sales of all on-field products using AFL Northern Territory, program, or affiliate logos to the AFL Northern Territory. This 10% rebate will be passed on back to clubs. This rebate will be actioned 1<sup>st</sup> February 2023 & 1<sup>st</sup> August 2023.

### **Approved Licensees:**

#### **CFS Gear (Cricket and Football Shop NT)**

Contact: Graeme Flesfadar - Owner  
Phone: 08 8947 4454 / 0414 507 024  
Email: [sales@cricketfootball.com.au](mailto:sales@cricketfootball.com.au)

Manager  
Phone: 08 8947 4454 / 0411 037 811  
Email: [manager@cricketfootball.com.au](mailto:manager@cricketfootball.com.au)  
[www.cricketfootballnt.com.au](http://www.cricketfootballnt.com.au)  
Address: Unit 1/422, Stuart Highway, Winnellie NT 0820

#### **Intensity Sports Pty Ltd trading as Intensity NT (formally Sports Agencies)**

Contact: Jarred Ilett – Managing Director  
Phone: 08 8984 4614 / 0421 902 158  
Email: [jarred@intensitynt.com](mailto:jarred@intensitynt.com)  
Address: 2/410 Stuart Highway, Winnellie, NT, 0810

#### **Belgravia Sports (formally JS Sports)**

Contact: Joe Siciliano – Operations Manager  
Phone: 08 8281 7155 / 0402 327 454  
Email: [jsiciliano@belgraviports.com.au](mailto:jsiciliano@belgraviports.com.au)  
[www.belgraviportsapparel.com.au](http://www.belgraviportsapparel.com.au)  
Address: 98 Rundle Road, Salisbury South, South Australia, 5106

### **Sports Centre Pty Ltd**

Contact: Toni Shannon – Sales Manager NT  
Phone: 0412 907 974  
Email: [toni@sportscentre.com.au](mailto:toni@sportscentre.com.au)

Adam Knight – General Manger  
Phone: 08 7132 0061  
Email: [aknight@sportscentre.com.au](mailto:aknight@sportscentre.com.au)  
Address: 749 Port Road Woodville, SA, 5011  
[www.sportscentre.com.au](http://www.sportscentre.com.au)

### **ISC Sports**

Contact: Joel Kay – SA / NT Account Manager – ISC Teamwear  
Phone: 0429 873 118  
Email: [jkay@iscsport.com](mailto:jkay@iscsport.com)  
[www.iscsport.com](http://www.iscsport.com)

### **ICON Sports Northern Territory Pty Ltd**

Contact: Jesse Dinnie – Owner / Director  
Phone: 0427 799 442  
Email: [nt@icon-sports.com.au](mailto:nt@icon-sports.com.au)  
<https://www.icon-sports.com.au>  
Address: 104/5 McCourt Rd Yarrowonga NT 0830

### **Samples and Artwork Proofs:**

AFLNT must sign-off on all final artwork and design samples prior to production for all new items that include any of the logos as specified above. Final artwork must include size specifications of all logos/ emblems on the garment (as per the below guidelines) and be placed on a white background.

If the AFLNT or any program or affiliated logo is reproduced incorrectly without proper approval and/or at a lower standard than outlined in the AFLNT Guidelines the supplier will reproduce the items in question at their cost.

AFLNT reserves the right to make any final decisions based on the information available at the time.

#### **1. Approval Process**

For apparel approvals, please forward all requests to both [NTCommercial@afl.com.au](mailto:NTCommercial@afl.com.au) and [AFLNT.football@afl.com.au](mailto:AFLNT.football@afl.com.au). This process is managed in collaboration with Commercial Operations and Football Operations – please note, changes/ approval will be communicated within 2 - 5 business days.

*\*For full details please refer to the information attached which is extracted from the by-laws*

## 1. On-Field Uniform (Player) as per visual on pages 6, 7 & 8.

### 1. Front of Player Guernsey

- 1.1 AFLNT Logo, size and design as approved by AFLNT, placement right chest pocket area of the uniform.
- 1.2 Competition Logo, size and design as approved by AFLNT, placement right chest pocket area of the uniform immediately underneath the AFLNT logo.

In the event of no competition lockup, the AFLNT logo will be the sole logo in this area.

- 1.3 Manufacturer's Logo, size and design as approved by AFLNT, placement centre at the bottom of the neckline of the uniform.
  - 1.3.1 Must not exceed 24 sq cm
  - 1.3.2 Recommended height 4 cm
  - 1.3.3 Recommended width 6 cm
- 1.4 A sponsor logo can be placed on the left chest pocket area of the uniform directly opposite the competition logo.
  - 1.4.1 Must not exceed 91 sq cm
  - 1.4.2 Recommended height 6.5cm
  - 1.4.3 Recommended width 14cm
- 1.5 A club logo or a second sponsor logo can be placed on the left chest pocket area of the uniform, 2cm above the sponsors logo.
  - 1.5.1 Must not exceed 60 sq cm
  - 1.5.2 Recommended height 7.5cm
  - 1.5.3 Recommended width 8cm
- 1.6 Alternatively, if a club logo is not used on the front of the uniform, the entire space provided can be utilized for one sponsor logo in which case.
  - 1.6.1 Total area must not exceed 151 sq cm
- 1.7 A sponsor logo can be placed on the front of the uniform. The logo must be positioned and centred underneath the AFLNT logo with a minimum of 10cm clear space between the AFLNT logo and the sponsors logo.
  - 1.7.1 Must not exceed 170 sq cm
  - 1.7.2 Recommended height 10cm
  - 1.7.3 Recommended width 17cm

### 2. Rear of Player Guernsey

- 2.1 A sponsor logo can be placed on the back of the uniform. The logo must be positioned and centred underneath the player number with a minimum of 1cm clear space between the number and the logo;

- 2.1.1 Must not exceed 240 sq cm
- 2.1.2 Recommended height 8cm
- 2.1.3 Recommended width 30cm

2.2 Club logo/text pertaining directly to the club, its origins or history can be placed on the back of the uniform. The logo must be positioned and centred above the player number with a minimum of 2cm clear space between the number and the club logo/text;

- 2.2.1 Width must not exceed 6cm
- 2.2.2 Height must not exceed 4cm

2.3 Manufacturer Logo, size and design as approved by AFLNT, placement centre at the top middle of the uniform under the neckline.

- 2.3.1 Must not exceed 24 sq cm
- 2.3.2 Recommended height 4cm
- 2.3.3 Recommended width 6cm

2.4 Playing numbers size and design as approved by AFLNT. If playing numbers appear on a light guernsey, playing numbers must be printed '**Black**' and playing numbers that appear on a dark guernsey must be printed '**White**'

- 2.4.1 Recommended height for Senior Playing Guernsey's 25cm

### 3. Front of Player Shorts

3.1 AFLNT logo, size and design as approved by AFLNT, placement right hand side (hip region) of the shorts – measuring 6.5cm x 6.5cm

3.2 A club logo may be placed on the left-hand side (hip region) of the shorts;

- 3.2.1 Must not exceed 60 sq cm
- 3.2.2 Recommended height 7.5cm
- 3.2.3 Recommended width 8cm

Please note, for Women's playing shorts that do not have a side panel.

In this instance, logos may be 'stacked' above each other on the front of the shorts (refer. diagram).

3.3 A Sponsors Logo may be worn on the front of each leg of the shorts;

- 3.3.1 Must not exceed 60 sq cm
- 3.3.2 Recommended height 6cm
- 3.3.3 Recommended width 10cm

### 4. Back of Player Shorts

4.1 A manufacturer's logo can be placed on the back of the shorts.

- 4.1.1 Must not exceed 16 sq cm

- 4.1.2 Recommended height 4 cm
- 4.1.3 Recommended width 4 cm

## 5. **All other Support Uniforms**

- 5.1 NTFL Premier League Men's & Women's runners and support staff uniforms (t-shirts and shorts) will be provided by AFLNT. If NTFL Clubs wish to add a sponsor logo to their support uniforms, each club will need to cover this cost and have the logo design, size and location approved by AFLNT once order has been delivered to clubs.
- 5.2 All other divisions and leagues need to follow the guidelines for
  1. Front of Player Guernsey, for the front of the runner's shirts and.
  3. Front of Player Shorts for the runner's shorts.

The following guidelines apply for the rear of the runner's shirts:

- 5.2.1 The word 'Runner' must be emblazoned across the back of the runner's shirt in Black Calibri 40-point Font.

- 6. A logo or other badge cannot be placed on a playing uniform unless the design and location of that logo or badge has been approved by AFLNT.



# GUERNSEY

FRONT

BACK

AFLNT Logo  
4.8cm x 5cm

Competition Logo  
11cm x 4cm

Sponsor and/or Club Logo  
8cm x 7.5cm  
(60sq cm)

Sponsor Logo  
14cm x 6.5cm  
(91sq cm)

Sponsor and/or Club Logo  
17cm x 10cm  
(170sq cm)

Manufacturer Logo  
6cm x 4cm  
(24sq cm)

Manufacturer Logo  
6cm x 4cm  
(24sq cm)

Club Recognition  
(1916/NDFC/BFC)  
(6cm x 4cm)

Sponsor Logo  
30cm x 8cm  
(240sq cm)

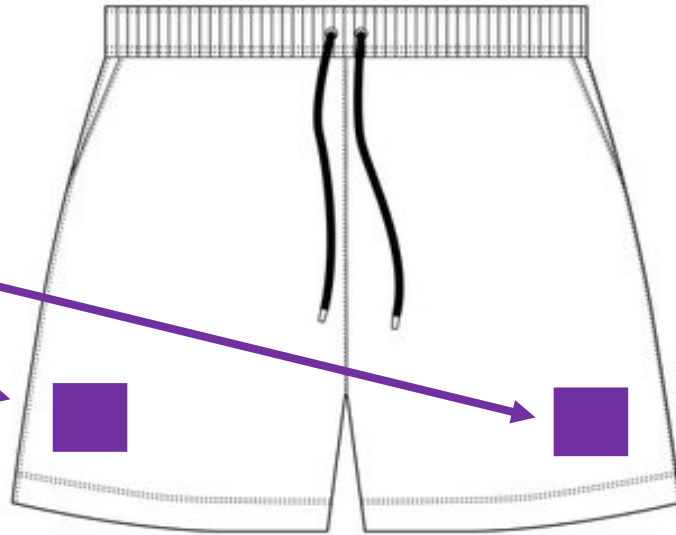
NOTE: Where there is no existing Competition Logo, the logo to be used will be at the discretion of AFLNT.

Updated as at July 2022.



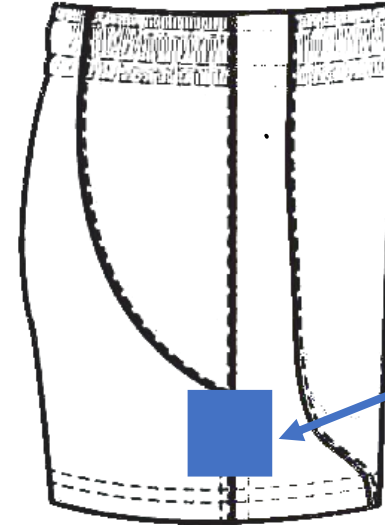
# MENS SHORTS

**FRONT**



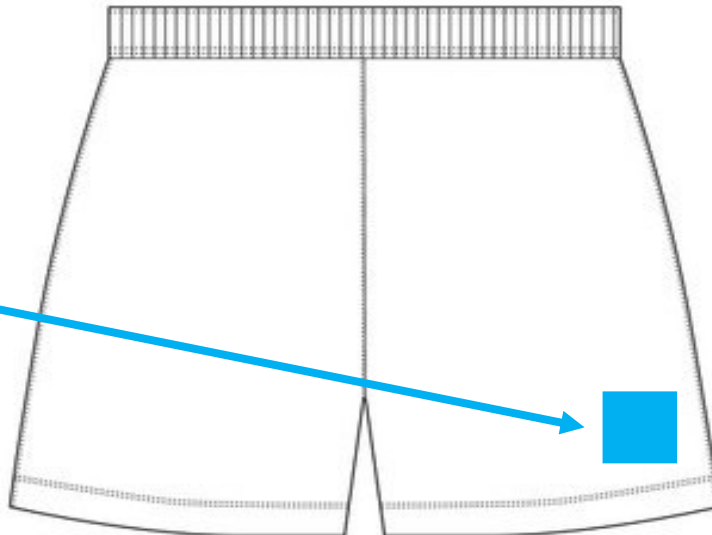
**Sponsor Logo**  
10cm x 6cm  
(60sq cm)

**RIGHT SIDE**



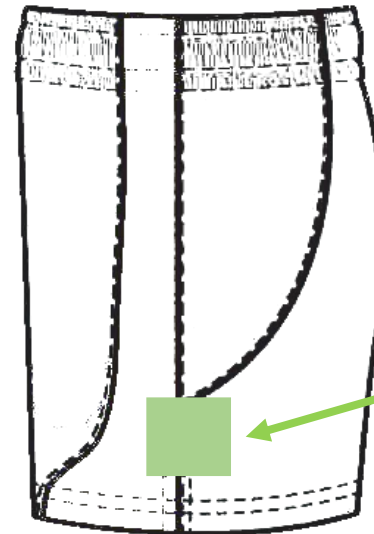
**AFLNT Logo**  
6.5cm x 6.5cm

**BACK**



**Manufacturer Logo**  
4cm x 4cm  
(16sq cm)

**LEFT SIDE**



**Club Logo**  
8cm x 7.5cm  
(60sq cm)

NOTE: Where there is no existing Competition Logo, the logo to be used will be at the discretion of AFLNT.

Updated as at July 2022.



# WOMENS SHORTS (with side seam)

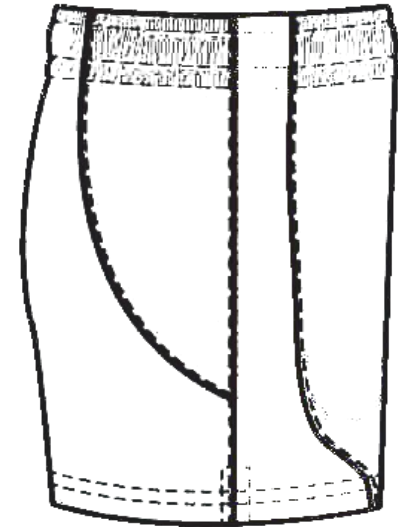
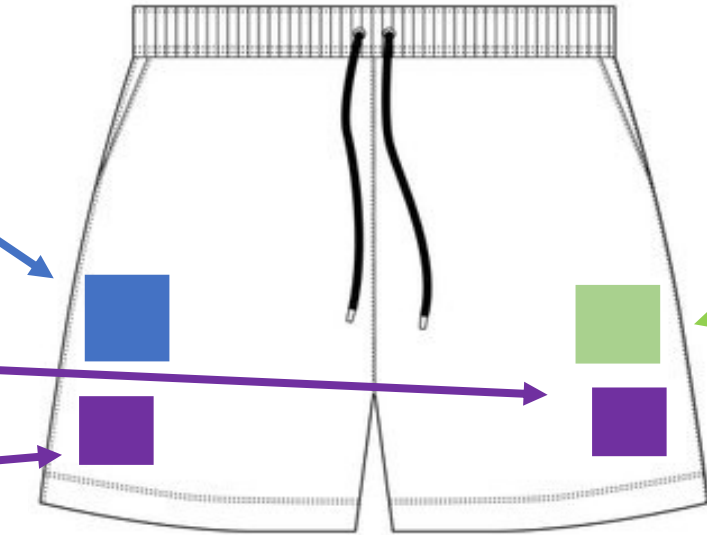
FRONT

RIGHT SIDE

AFLNT Logo  
6.5cm x 6.5cm

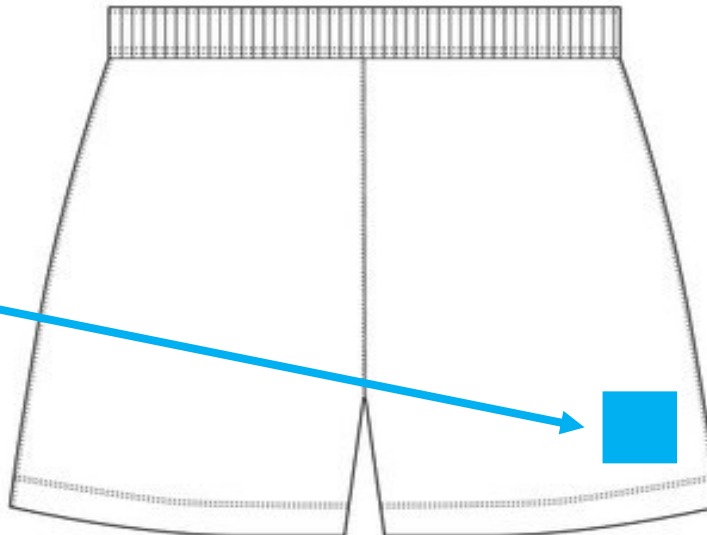
Sponsor Logo  
10cm x 6cm  
(60sq cm)

Club Logo  
8cm x 7.5cm  
(60sq cm)

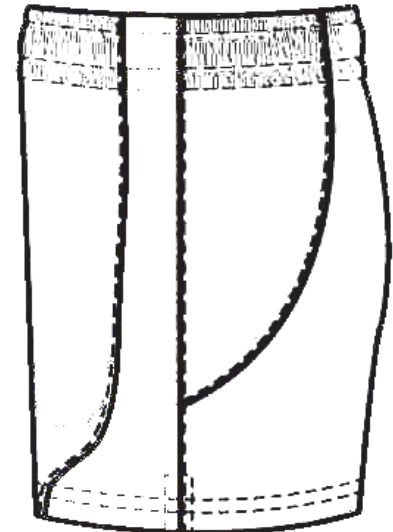


BACK

Manufacturer  
Logo  
4cm x 4cm  
(16sq cm)



LEFT SIDE



NOTE: Where there is no existing Competition Logo, the logo to be used will be at the discretion of AFLNT.

Updated as at July 2022.