



# BRANDING & STYLE GUIDE

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2026



# 2026 BRANDING & STYLE GUIDE

## FOOTBALL & NETBALL



The AFL Barwon Branding & Style Guide outlines the approved designs and guidelines for all on-field playing and officials' uniforms for the 2026 season.

All branding requirements and design rules are detailed in the AFL Barwon Handbook and align with the licensing standards set by AFL Victoria and Netball Victoria.

All on-field football apparel must be ordered through an approved AFL Victoria licensee, with significant penalties applying for any breaches of these requirements. There is currently no official licensee for on-field netball apparel.

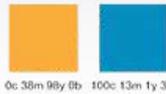
Clubs must have the appropriate branding on **all** on-field apparel as per the AFL Barwon by-laws.

All on-field design proofs must be submitted to, and approved by, AFL Barwon Partnerships & Communications Manager, Sean Atkinson (sean@ aflbarwon.com.au). Loco Sportswear is AFL Barwon's preferred on-field licensee for both football and netball apparel.

[All branding logos in high resolution can be found here.](#)



### MANDATORY JUMPER DESIGN



0c 38m 96y 6b 100c 13m 1y 3b

### 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)



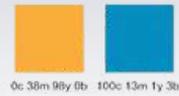
### NETBALL UNIFORM DESIGN



FRONT

BACK

### NETBALL BIB DESIGN



0c 38m 98y 8b 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



### NETBALL BIB DESIGN



- AFL Barwon logo
- WorkSafe logo
- Dow logo



### MANDATORY JUMPER DESIGN



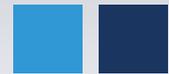
Epworth



100: 34m 3y 20b 50: 0m 4y 0b 67: 45m 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)



# 2026 BRANDING & STYLE GUIDE

## AFL BARWON UNDER 14 & UNDER 16 FEMALE FOOTBALL



### MANDATORY JUMPER DESIGN



Epworth



### 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)

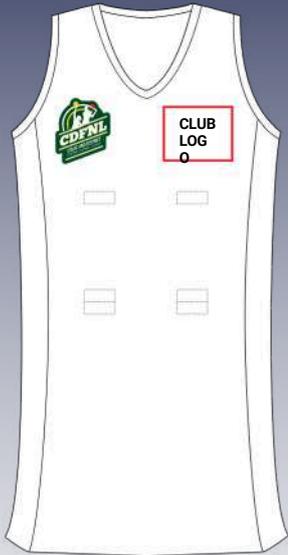
### MANDATORY ELECTIVE STOCK SHORT



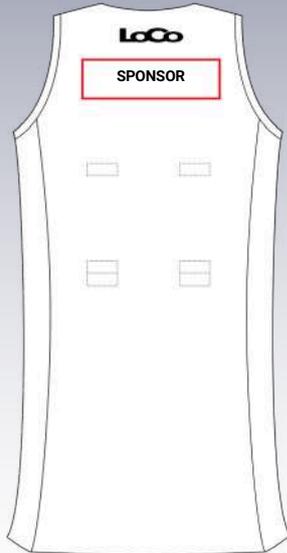
- WorkSafe AFL Victoria Country (side)



### NETBALL UNIFORM DESIGN



FRONT



BACK

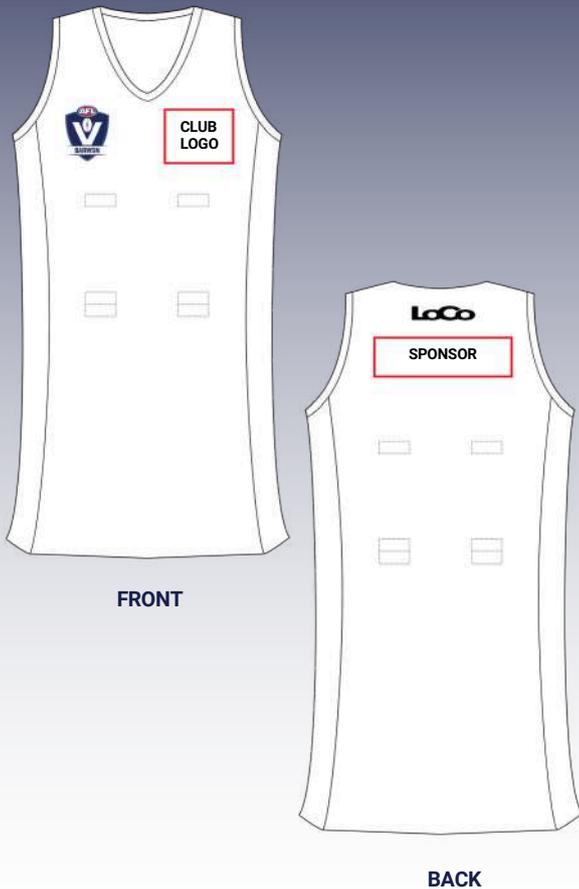
### NETBALL BIB DESIGN



- 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 skirts



### 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**

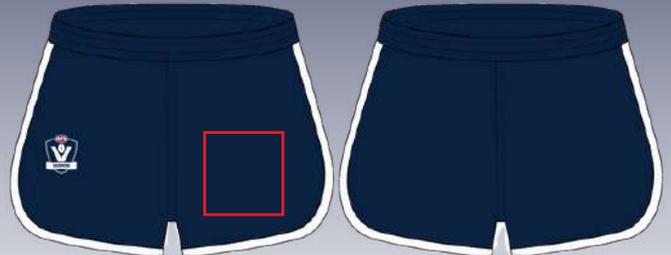
### MANDATORY SHORT TYPES

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)



# 2026 BRANDING & STYLE GUIDE

## AFL BARWON UNDER 9, 10 & 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



### NETBALL UMPIRE TOP DESIGN



### NETBALL UMPIRE SHORT / SKIRT DESIGN





# 2026 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)
- FRONT ONLY – Club and Club sponsor logo Two positions allocated for club use (Left leg)

### MANDATORY ELECTIVE STOCK SHORT



- WorkSafe AFL Victoria Country (side)

### NETBALL UNIFORM DESIGN



### NETBALL UNIFORM DESIGN



### NETBALL BIB DESIGN



- AFL Barwon logo
- WorkSafe logo
- Kardinia Park logo





# 2026 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



# 2026 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**



**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)

