FRANKSTON & DISTRICT JUNIOR FOOTBALL LEAGUE

STYLE GUIDE 2026



AFL SOUTH EAST LOGOS

WorkSafe Logo
WorkSafe Yellow - PMS 130

AFL Logo
AFL Red - PMS 485
AFL Blue - PMS 287

AFL VIC Shield
AFLV Navy - PMS 289c
AFLV Blue - PMS 70% 289c
AFLV Blue /. Grey - PMS CG 8c
AFLV Light Grey - PMS CG 3c

F&DJFL Logo
Light Blue: PMS 279 C
Royal Blue: PMS Medium Blue C
Yellow: PMS102 C
Dark Blue (FD): PMS 280 C

FOOTBALL JUMPERS - FRONT

PREFERRED SUPPLIER - NEW BALANCE / BELGRAVIA

Official Apparel Supplier Logo
Size: max 50mm high

AFL Victoria Country Logo
See next page for details



F&DJFL League Logo
Placement: Top left breast
140mm below shoulder seam
Size: 60mm h x 45mm w

Club and/or Sponsor Logo
Placement: Top left breast
4mm below league logo
Size Limit: 120mm h x 95mm w
Clubs can have 1 or 2 logos within the allocated space.
The total height and width must not exceed
120mm h x 95mm w

FOOTBALL JUMPERS - FRONT

PREFERRED SUPPLIER - NEW BALANCE / BELGRAVIA



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) WorkSafe box – 72mm w

(B) AFL Victoria Shield – 60mm w

(C) Top of WorkSafe box to bottom of shield – 115mm

FOOTBALL JUMPERS - BACK

PREFERRED SUPPLIER - NEW BALANCE / BELGRAVIA



Numbers
Number height must not exceed 270mm

Club Sponsor Logo
A minimum of 20mm above the number
Size: maximum of 50mm h x 200mm w

F&DJFL Logo
Centre of bottom of number
Size: 25mm h v 20mm w

Club Sponsor Logo
A minimum of 20mm below the number
Size: maximum of 120mm h x 350mm w

FOOTBALL SHORTS

PREFERRED SUPPLIER - NEW BALANCE / BELGRAVIA

WorkSafe Logo
Placement: WorkSafe logo to appear on top of insert. Insert to be in Club colours as approved by AFLSE.

Logo details:
Logo size
30mm w x 35mm h
Panel Size
70mm to 80mm w

FRONT



BACK



Country Logo
Placement: Country logo to appear on top OR middlecof insert. Insert to be in Club colours as approved by AFLSE.

Logo details:
Logo size – 30mm w x 35mm h
Panel Size – 70mm to 80mm w

Club / Sponsors Logo (optional)
Placement: either bottom of left or right leg, front and back.
Size: maximum of 70mm h x 70mm w

Positioning:
Country Logo to be between 50mm & 60mm w
Logo positioned 60mm from the bottom hem of waistband

FOOTBALL SOCKS

PREFERRED SUPPLIER - NEW BALANCE / BELGRAVIA



ONFIELD OFFICIALS

PREFERRED SUPPLIER - NEW BALANCE / BELGRAVIA



FOOTBALLS

LICENCED SUPPLIER - SHERRIN

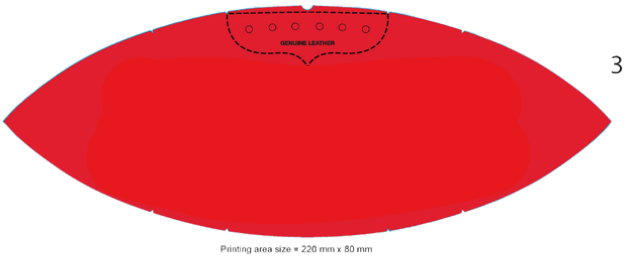
Sz5 Real Size Panel
350 x 134mm

1



Printing area size = 220 mm x 80 mm

3



Printing area size = 220 mm x 80 mm

2



Printing area size = 220 mm x 96 mm

4



Printing area size = 220 mm x 96 mm

PREVIEW
*NOT TO SCALE



PANEL 1 - PANEL COLOUR
PMS 485 SHERRIN RED

PANEL 1 - LOGO COLOUR
PMS BLACK

PANEL 2 - PANEL COLOUR
PMS 485 SHERRIN RED

PANEL 2 - LOGO COLOUR
PMS 130 PMS BLACK PMS WHITE

PANEL 3 - PANEL COLOUR
PMS 485 SHERRIN RED

PANEL 3 - LOGO COLOUR
PMS BLACK PMS WHITE

PANEL 4 - PANEL COLOUR
PMS 485 SHERRIN RED

PANEL 4 - LOGO COLOUR
PMS BLACK



FOOTBALLS

LICENCED SUPPLIER - SHERRIN

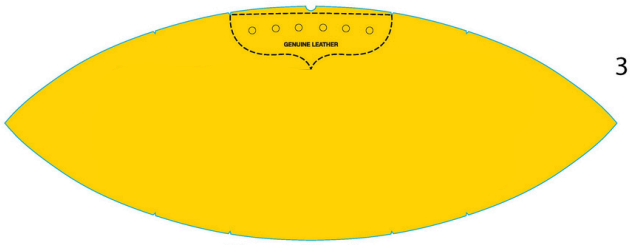
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4



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PREVIEW
*NOT TO SCALE



PANEL 1 - PANEL COLOUR
PMS 116 SHERRIN YELLOW

PANEL 1 - LOGO COLOUR
PMS BLACK

PANEL 2 - PANEL COLOUR
PMS 116 SHERRIN YELLOW

PANEL 2 - LOGO COLOUR
PMS 130 PMS BLACK PMS WHITE

PANEL 3 - PANEL COLOUR
PMS 116 SHERRIN YELLOW

PANEL 3 - LOGO COLOUR
PMS BLACK PMS 319 PMS 7417 PMS 7620
PMS WHITE

PANEL 4 - PANEL COLOUR
PMS 116 SHERRIN YELLOW

PANEL 4 - LOGO COLOUR
PMS BLACK

