



QUEENSLAND RUGBY LEAGUE

# BRAND GUIDELINES

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OFFICIAL ON-FIELD APPAREL AND SET-UP



# INTRODUCTION

The artwork contained in this guide is available for use by our Partners, however all commercial applications must be approved for use prior by the QRL and/or the respective governing body. Please see contact details on this page.

All logo files are provided as Illustrator EPS files and PNG files. Please ensure that you observe all application and colour specifications provided.

## MEDIA USE

Media partners are encouraged to use the provided logos alongside editorial content about the respective brand/s. For the applications listed below approval should be sought prior to use (unless otherwise agreed):

- Application to the front cover of any item that may imply that a publication is an official item.
- On the home page of websites.
- On TV bars or frames to imply a commercial association.
- Alongside other logos and/or Trademarks that may imply an incorrect association.
- Combined with other marks or brands to create composite or co-branded logos.
- For promotional purposes or marketing purposes (unless otherwise approved).

## QUEENSLAND RUGBY FOOTBALL LEAGUE LIMITED

83 Castlemaine Street

Milton QLD 4064

Locked Bag 3000, Paddington QLD 4064

Telephone: **+61 7 3367 6000**

Email: **[rugbyleague@qrl.com.au](mailto:rugbyleague@qrl.com.au)**

Website: **[www.qrl.com.au](http://www.qrl.com.au)**

## FOR BRAND ENQUIRIES

### PLEASE EMAIL:

#### JESSICA WALKER

Senior Brand & Marketing Manager

Mobile: **0425 360 870**

Email: **[j.walker@qrl.com.au](mailto:j.walker@qrl.com.au)**





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## SECTION A

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# QRL BRAND GUIDE



# GENERAL USE

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Use of the Queensland Rugby League Logo on any official apparel, vehicles, club infrastructure and correspondence must adhere to the following guidelines.

- Outside of official on-field playing apparel, affiliated Clubs, Leagues and Associations are also able to utilise the Queensland Rugby League logo on training gear, off-field apparel, vehicles, club infrastructure and on correspondence.
- The Queensland Rugby League logo **CANNOT** be affixed to any garment unaccompanied by the affiliated Club, League or Association's logo.
- Only Queensland Rugby League licensed suppliers are permitted to affix the logo to apparel. Visit **QRL.COM.AU** for the list of licensed suppliers.
- The QRL logo must not be positioned on any items within close proximity to an affiliate's sponsor logos, including but not limited to apparel, vehicles, infrastructure or correspondence. Preference is that the QRL logo sits in a standalone space on the item.
- Approval from the respective Region in which the affiliate is located must be given prior to use.

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## REGION EMAILS

QRL North: **[northern@qrl.com.au](mailto:northern@qrl.com.au)**  
QRL Central: **[r.crow@qrl.com.au](mailto:r.crow@qrl.com.au)**  
QRL South East: **[a.vanzanten@qrl.com.au](mailto:a.vanzanten@qrl.com.au)**

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Approval from QRL Head Office must be sourced through the use of SMARTABASE prior to use in the case of affiliates associated with the QRL's Statewide Competitions (Queensland Cup, BMD Premiership, Hastings Deering Colts, Harvey Norman U19, Auswide Bank Mal Meninga Cup and Cyril Connell Challenge).









**For all other clubs, approval can be sourced from QRL Head Office by contacting [apparel@qrl.com.au](mailto:apparel@qrl.com.au)**

# LOGO COLOURWAYS

These colour specifications are to be used for the reproduction of the Queensland Rugby League logo.

It is important that you use the correct artwork file and colour relative to the application. Digital applications require the use of RGB assets whereas printed applications will require either CMYK or a Pantone colour depending on the production method or specification.

Please consider every application carefully and within relevant context so that high levels of contrast are maintained, and any accessibility standards are met.

	Preferred Colourway			Alternative Colourway
<div>Primary</div> <div>Two colour</div>	<div>+</div> 	<div>-</div> 	<div>-</div> 	<div>-</div> 
<div>Primary</div> <div>One colour</div>	<div>+</div> 	<div>-</div> 	<div>-</div> 	<div>-</div> 

# LOGO COLOUR PALETTE

These colour specifications are to be used for the reproduction of the Queensland Rugby League logo.

It is important that you use the right colour type for the application you are creating. RGB and Hex colour types are best used for digital applications, whereas CMYK and PMS colour types are best used for printed application.

Please consider the end use of your application prior to selecting and using a colour type so that high levels of contrast are maintained, and any accessibility standards are met.

## BEETSON MAROON

CMYK	15/100/37/45
RGB	131/0/63
HTML	83003F
PMS	208C

## MENINGA MAROON

CMYK	0/95/27/44
RGB	146/25/67
HTML	921943
PMS	7641C

## WHITE

CMYK	0/0/0/0
RGB	255/255/255
HTML	FFFFFF
PMS	WHITE

# LOGO INTEGRITY

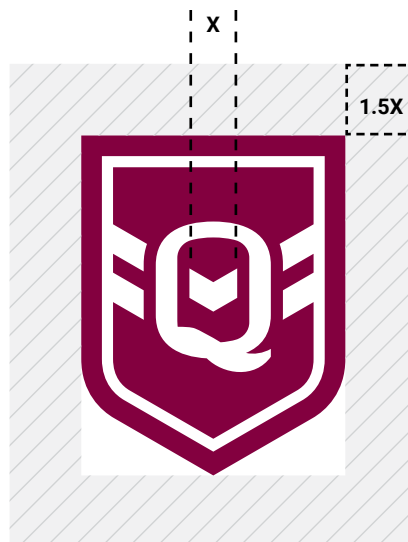
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## Clear Space

To maintain the integrity and impact of the Queensland Rugby League logo, it should be placed clear of other elements.

Clear space must be maintained around the logo and is to be no less than the width of the centre chevron labelled as 'X' at 1.5 times.

**Clear space = 1.5X**



## Minimum Size

The minimum size for reproduction of the QLD Rugby League logo is as shown.

**Print (width) = 10mm**

**Digital (width) = 70px**



**1:1 minimum size on A4 page  
10mm (width)**



# LOGO INCORRECT USAGE

The Queensland Rugby League logo has been carefully developed to reflect the organisation and our long, proud history.

Please take care in your use of any Queensland Rugby League logo to ensure they are displayed correctly. Incorrect usage can damage the integrity and break the consistency of the Queensland Rugby League's brand presence.

Some examples of incorrect use are:

- Application to noisy / complex backgrounds
- Not meeting accessibility standards by applying a single colour version to a background of a similar colour
- Stretched or skewed, distorted or out of proportion
- Keyline applied to elements
- Reassembly of the logo's elements
- Knock-out of elements on any part of the logo
- Replacing colours used within the logo
- Redesign of elements within the logo
- Positioning the logo at an angle



# TYPOGRAPHY PRIMARY

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RL2 is the primary font for use alongside the Queensland Rugby League brand. It is a custom font that has been created for use by stakeholders and partners of the Game.

Please contact [apparel@qrl.com.au](mailto:apparel@qrl.com.au) for further details.

## Primary

RL2

### RL2 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

### RL2 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

### RL2 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

### RL2 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

### RL2 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

### RL2 Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

### RL2 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

# TYPOGRAPHY SECONDARY

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Roboto is the secondary font for use alongside the Queensland Rugby League brand.

Please contact [apparel@qrl.com.au](mailto:apparel@qrl.com.au) for further details.

## Secondary

**Roboto**

Roboto Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

Roboto Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

Roboto Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

Roboto Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

Roboto Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

Roboto Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"()&!/\*

*Roboto Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890"()&!/\**

*Italic is available in all Roboto font weights.*

## SECTION B

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# COMMUNITY RUGBY LEAGUE

A large, bold, maroon-colored letter 'B' is positioned on the right side of the page. It is partially enclosed by a thin maroon line that starts from the top right, goes left, then diagonals down to the bottom left, and finally goes right towards the center.

# JUNIOR TEAM UNIFORMS

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## QLD Rugby League Logo - Jersey

The QLD Rugby League logo must appear on the right chest of the on-field jerseys for all QRL affiliated junior teams.

The QLD Rugby League logo must be sublimated (printed) into the uniform design or embroidered. For both applications, the full colour version should be used. An EPS file of this artwork has been supplied with this guide.

Further specifications for the QLD Rugby League logo have been included on pages 8-11.



60mm (width)  
for jerseys



## QLD Rugby League Logo - Shorts

The QLD Rugby League logo must appear on each pair of on-field playing shorts for all QRL affiliated junior teams.

The same jersey recommendations for sublimation and embroidery apply to the shorts.

The positioning of the QLD Rugby League logo is at each club's discretion but must be on either the front or side panels, **NOT** the back of the shorts.



30mm (width)  
for shorts

# SENIOR TEAM UNIFORMS

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## QLD Rugby League Logo - Jersey

The QLD Rugby League logo must appear on the right chest of the on-field jerseys for all QRL affiliated senior teams.

The QLD Rugby League logo must be sublimated (printed) into the uniform design or embroidered. For both applications, the full colour version should be used. An EPS file of this artwork has been supplied with this guide.

Further specifications for the QLD Rugby League logo have been included on pages 8-11.



65mm (width)  
for jerseys



## QLD Rugby League Logo - Shorts

The QLD Rugby League logo must appear on each pair of on-field playing shorts for all QRL affiliated senior teams.

The same jersey recommendations for sublimation and embroidery apply to the shorts.

The positioning of the QLD Rugby League logo is at each club's discretion but must be on either the front or side panels, **NOT** the back of the shorts.



35mm (width)  
for shorts

# ESSENTIAL BRANDING COMPONENTS Q LICENSEES

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## Q License Footballs

The official QRL match balls must carry:

- The nominated QRL approved logo
- The wording "Official Match Ball"

The Rebel branded football is to be used for all QRL competition games in Queensland, except those stipulated in this brand guide.



## Q License Apparel (licensed items only)

For any licensed items produced by the nominated Q-Licensed Suppliers for the term, the official clothing labels must carry:

- The nominated QRL approved logo
- The wording "Official Licensed Product"

The official clothing labels must be applied to the inside of all garments and may be applied via heat seal, embroidery & sewn tag or printed & sewn tag. Please follow the link below to access the official clothing labels.





## SPORTS TRAINER COMMUNITY LEVEL

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All sports trainers are required to wear a shirt that clearly identifies their role on a match day.

Clubs are welcome to add sponsors to the trainer's tees, however any logos applied must not impact or be placed above the personnel type.

Moving forward, trainers are able to wear a shirt or vest that corresponds to one of the colours to the right to identify their game day role.

### QLD Rugby League Logo

The QLD Rugby League logo must appear on the right chest of the on-field trainer's shirts at a minimum **width of 65mm**. It must be sublimated (printed) into the uniform design or embroidered.

For the 2023 Season, trainer's shirts must be ordered and produced through one of the QRL's appointed Licensed Suppliers. The full list of suppliers can be found [here](#).



65mm (width)





# SPORTS TRAINER COMMUNITY LEVEL

The trainer's shirts must correspond to the colours shown to the right. It is a requirement that clubs must have a trainer present in each colour on match days.

Please note: the League First Aid (Green Shirt) can only be a first responder for the age groups of U6's through to U15's on game day.

Moving forward, trainers are able to wear a shirt or vest that corresponds to one of the colours to the right to identify their game day role.

## LEVEL 2 SPORTS TRAINER

ORANGE SHIRT

CMYK 0/83/100/0  
PMS 021C

## LEVEL 1 SPORTS TRAINER

BLUE SHIRT

CMYK 76/25/0/0  
PMS 2925C

## LEAGUE FIRST AID U6 - U15'S ONLY

GREEN SHIRT

CMYK 68/0/79/16  
PMS 802 C

## LEAGUESAFE

YELLOW SHIRT

CMYK 2/9/100/0  
PMS YELLOW C

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Email: **[rugbyleague@qrl.com.au](mailto:rugbyleague@qrl.com.au)**  
Website: **[www.qrl.com.au](http://www.qrl.com.au)**

**UNITE.  
EXCITE.  
INSPIRE.**

