



QUEENSLAND RUGBY LEAGUE

BRAND GUIDELINES

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).

All logos and fonts referred to in these Brand Guidelines can be found by clicking the links below:

 **Statewide Competitions Brand Assets**

 **RISE Program Brand Assets**

If you have trouble retrieving any files, please contact the Queensland Rugby League at apparel@qrl.com.au

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
Website: www.qrl.com.au

FOR COMMERCIAL ENQUIRIES PLEASE EMAIL:

Anthony Ireland-Jones
GM Commercial & Consumer Engagement
Email: a.irelandjones@qrl.com.au

Please ensure **Competition Manager,**
Dave Maiden, is CC'd
Email: d.maiden@qrl.com.au





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SECTION A

QRL BRAND GUIDE



GENERAL USE

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.



REGION EMAILS

QRL North: **Renae Kunst - r.kunst@qrl.com.au**
QRL Central: **Steve Price - s.price@qrl.com.au**
QRL South East: **Scott Dunshea - s.dunshea@qrl.com.au**

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 (Hostplus Cup, BMD Premiership, Mal Meninga Cup, Harvey Norman U19, Cyril Connell Cup and Harvey Norman U17).

For all other clubs, approval can be sourced from QRL Head Office by contacting 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
Primary Two colour	+	-	-	-
Primary One colour	+	-	-	-

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

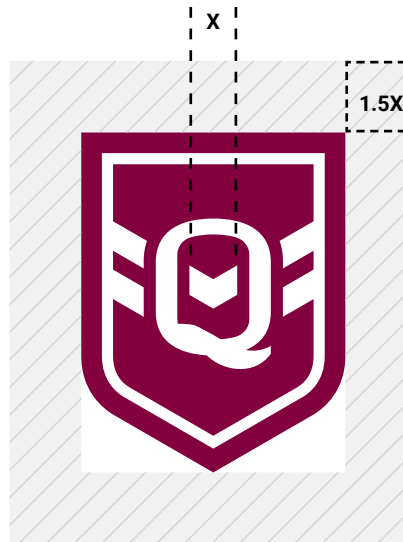
LOGO INTEGRITY

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

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 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"()&!/*

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

Please contact 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

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 and left, and finally goes left again towards the bottom left corner.

JUNIOR TEAM UNIFORMS

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

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

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.

 [Official Clothing Labels](#)



SPORTS TRAINER COMMUNITY LEVEL

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.

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.

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)



TEAM UNIFORMS SOCKS

Teams are permitted to wear either full length socks or crew length socks. Regardless of which sock is selected, their colour/design must be consistent with colour/design of the team. i.e if full length team socks are maroon, white crew socks will not be permitted.

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.

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

STATEWIDE COMPETITIONS



2026 ON-FIELD KIT APPROVALS

It is a requirement for all Clubs to submit the playing jerseys, playing shorts and socks of both their primary and alternate kits to the QRL for approval prior to production. In addition to the playing kits, Clubs must also submit their on-field Trainer's Shirts for approval.

Primary and Alternate Playing Kits

All Clubs participating in the Hostplus Cup & BMD Premiership **must** have a full primary and alternate playing kit (inclusive of jersey, shorts and socks) for the 2026 season. These kits must have a high contrast by alternating the dominant colour of the playing jersey and shorts.

All Clubs participating in the BMD Premiership, Mal Meninga Cup, Harvey Norman U19, Cyril Connell Cup and Harvey Norman U17 competitions only require one full playing kit for the season. Contrast of colours will be key between all Clubs, so it is recommended designs are submitted as early as possible.

A high contrast between the colour of the jersey numbers and the playing jerseys is a critical requirement to ensure ease of vision for the Match and Ground Officials as well as the Official Broadcaster.

Special Rounds

If Clubs wish to nominate certain rounds to play in a special playing kit (e.g. Indigenous, Women in League, etc.), these kits must also be sent through to the QRL for approval prior to production. The final deadline for these approvals will be **6-8 weeks in advance** (pending production timeline of your Supplier) of each scheduled special round, however it is recommended that Clubs submit these kits as early as possible.

If a Club wishes to nominate a regular round to wear a special kit, the same guidelines apply, with the final deadline for this approval scheduled 6-8 weeks in advance of the nominated round.

Club Submission

In 2026, all playing kit approvals must be submitted via the Apparel section of **SMARTABASE**.

A Club representative must submit draft artwork for all competitions that the Club participates in at the same time. Multiple submissions at different times for different competitions will result in difficulty to provide concise feedback.

Feedback will be provided directly back to the Club through the SMARTABASE platform. Should clarification be required, Clubs may email apparel@qrl.com.au directly and it is recommended at this point, that Suppliers are copied into the email to have full visibility over the feedback.

2026 Penalties

In 2026, if a Club wears a playing kit (inclusive of special round jerseys), that has not been approved into production by the QRL, the Club will incur a financial penalty equal to the cost of the kit produced.

Furthermore, Clubs will also incur a financial penalty of up to \$2000 should they wear a playing kit (inclusive of special round jerseys) during a competition round (regular or final), that was not stipulated or approved by the QRL's Competition Executive (for jersey clashing purposes).

Timeline

All primary and alternate playing kits are to be approved by the QRL by 16th December, with 2 submission rounds prior to this date.

Reminders will be sent to Club representatives from the QRL Apparel email address as an additional prompt to submit artwork prior to these dates.



Brand Guide Distributed
SEPTEMBER 2025



Round 1 Approval
3RD NOVEMBER 2025



Round 2 Approval
24TH NOVEMBER 2025



Final Approval
8TH DECEMBER 2025

HOSTPLUS CUP TEAM UNIFORMS - JERSEY

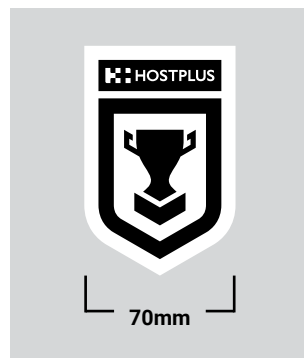
Hostplus Cup Logo

The Hostplus Cup logo must appear on the right chest of the jersey at a minimum **width of 70mm** (inclusive of base colour layer). It must be sublimated (printed) into the uniform design or embroidered.

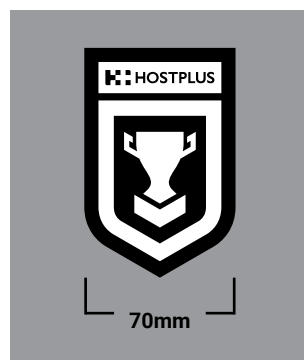
We have specifically designed logos for use on the on-field jerseys. The logo files incorporate a base colour layer which can be adjusted to complement Club colours. This base layer acts as an automatic clear space indicator and should blend into the colour of the jersey background in which it sits on (as shown on the maroon example to the right). EPS files of these logos have been supplied with this guide.

Shown to the right, there should always be a high contrast between the colour of the Hostplus Cup logo and the dominant colour of the jersey.

Example mock-ups for logo application have been included on [pages 22-23](#). Please note, these mock-ups have been based on 2023 Hostplus Cup Home Jersey artwork.



For use on light jerseys



For use on dark jerseys



HOSTPLUS CUP TEAM UNIFORMS - EXAMPLES

*Mock-ups based on 2023 home jerseys.



HOSTPLUS CUP TEAM UNIFORMS - EXAMPLES

*Mock-ups based on 2023 home jerseys.



HOSTPLUS CUP TEAM UNIFORMS - SHORTS

Hostplus Logo

The Hostplus logo must appear on the front right leg of the shorts at **100mm wide x 100mm high**. It must be sublimated (printed) into the uniform design, no 'patches' are to be added to the uniform unless approved by the QRL.

The Hostplus logo must be applied to the shorts ensuring that the navy backdrop logo provided is used on all shorts placements, regardless of shorts colour.

In line with the Hostplus brand guidelines, any graphic elements (stripes, patterns), must not be placed behind the Hostplus logo. It must remain on a flat background.

All playing shorts are to be submitted to the QRL prior to production to ensure the Hostplus logo has been applied correctly.



100mm



QLD Rugby League Logo

The QLD Rugby League logo is to be applied to each pair of on-field playing shorts for all affiliated Hostplus Cup teams.

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

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



35mm

HOSTPLUS LOGO COLOURS

Hostplus Colours

The colour specifications for the Hostplus logo are shown to the right.

HOSTPLUS BLUE

CMYK	100/69/8/54
RGB	0/40/85
HTML	002855
PMS	295C

HOSTPLUS YELLOW

CMYK	0/14/100/0
RGB	255/208/0
HTML	FFD000
PMS	116C

GREY

CMYK	0/0/0/30
RGB	190/189/188
HTML	BEBDBC

WHITE

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

BLACK

CMYK	0/0/0/100
RGB	0/0/0
HTML	000000
PMS	BLACK

ASSOCIATED NRL LOGOS

NRL Affiliate Club Logo

For clubs who have an affiliation with a club participating in the National Rugby League Premiership, they are welcome to display the affiliate club's logo on the playing jerseys of their participating Hostplus Cup team.

The affiliate club's logo can be sublimated (printed) into the uniform design or embroidered.

The affiliate club logo must be positioned on the front right hip of the playing jersey and must not exceed the required width of 50mm.



SPONSOR PLACEMENTS FRONT

- Sternum (Centre Chest)

Clubs are permitted to have two sponsors in the sternum (centre chest) placement in accordance with the below guidelines:

1. If one logo is proceeded with, the maximum size that can be utilised is **25cm squared** (horizontal or vertical logo can be used)
2. If two logo's are used, the maximum size of each logo allowed is **25cm squared**, noting that there must be **no less than 40mm seperation** between the logos. This means only horizontal logo designs can be used if a club chooses to display two brands.

- Apparel Sponsor Positions

The preferred positioning of the apparel sponsor logo is to be centred on the chest **40mm below** the **Centre Chest Position** OR on the top of shoulders. It is at the discretion of the clubs which position is occupied by the apparel sponsor.

- Front of Jersey

Allowable to have one sponsor in the available front of jersey position, **sized at 450cm squared**.



- Collar

Allowable to have one sponsor in the collar position upon approval. Collar logo placement **should not be more than 8cm wide**.

- Jersey Sleeve

Clubs are permitted to position two sponsors in the available space on the jersey's left and right sleeves.

- Front of Shorts (left)

Allowable to have one sponsor in the available front of shorts (left) position, **sized at 10cm squared** as the front of shorts size (as per back of shorts).

SPONSOR PLACEMENTS BACK

- Back of Jersey

Above & Below Number – this area is available to multiple sponsors provided they are contained within an area no larger than **260mm wide x 80mm high**.

- Back of Shorts

Allowable to have one sponsor in an area across the shorts. This area is only usable if there are no sponsors on the back of either leg.

- OR Back of Shorts Legs

Allowance to utilise one, or both, back of shorts legs provided there is no sponsor as above. Logos are not to exceed the dimensions of **100mm wide x 100mm high**.

- Side of Shorts

Available space for clubs to include sponsor logos. Keep in mind the QRL logo must appear on either the front left or side panels of shorts.



Available Advertising Areas

- Centre chest x 1 space - subject to approval
- Apparel sponsor position x 1 space (either centred on the chest **OR** on top of shoulders)
- Front of jersey x 1 space
- Left sleeve of jersey x 2 spaces
- Right sleeve of jersey x 2 spaces
- Collar of jersey - subject to approval
- Front of shorts (left) x 1 space
- Back of jersey x 2 spaces
- Back of shorts x 1 space (either across the back side **OR** on each leg)
- Side of shorts - subject to approval

HOSTPLUS CUP MATCH BALL

The QRL branded football must be used for all games [except as stipulated on the right].



Alternative version to be used for the Women in League Round.



BMD PREMIERSHIP TEAM UNIFORMS - JERSEY

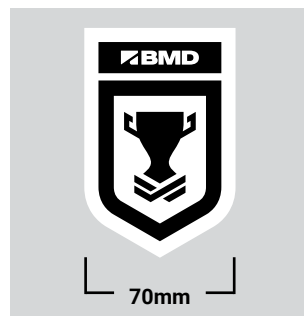
BMD Premiership Logo

The BMD Premiership logo must appear on the right chest of the jersey at a minimum **width of 70mm** (inclusive of base colour layer). It must be sublimated (printed) into the uniform design or embroidered.

We have specifically designed logos for use on the on-field jerseys. The logo files incorporate a base colour layer which can be adjusted to complement Club colours. This base layer acts as an automatic clear space indicator and should blend into the colour of the jersey background in which it sits on (as shown on the maroon example to the right). EPS files of these logos have been supplied with this guide.

Shown to the right, there should always be a high contrast between the colour of the BMD Premiership logo and the dominant colour of the jersey.

Example mock-ups for logo application have been included on [pages 22-23](#). Please note, these mock-ups have been based on 2023 Hostplus Cup Home Jersey artwork.



For use on light jerseys



For use on dark jerseys

BMD Logo

The BMD logo must appear on the right sleeve of the jersey at a minimum **width of 100mm**.

It must be sublimated (printed) into the uniform design, no 'patches' are to be added to the uniform unless approved by the QRL.

The BMD logo must be applied to the jerseys ensuring that a high contrast is maintained between the logo and the background colour it appears on.

In line with the BMD brand guidelines, any graphic elements (stripes, patterns), must not be placed behind the BMD logo. It must remain on a flat background.



Negative - dark sleeve



Positive - light sleeve



BMD PREMIERSHIP TEAM UNIFORMS - SHORTS

BMD Logo

The BMD logo must appear on the front right leg of the shorts at **100mm wide**. Noting the QRL sponsor logo on this shorts panel must always fit within a **100mm x 100mm size**.

It must be sublimated (printed) into the uniform design, no ‘patches’ are to be added to the uniform unless approved by the QRL.

Positive - light shorts



Negative - dark shorts



QLD Rugby League Logo

The QLD Rugby League logo is to be applied to each pair of on-field playing shorts for all affiliated BMD Premiership teams.

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

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



BMD LOGO COLOURS

BMD Colours

The colour specifications for the BMD logo are shown to the right.

NAVY

CMYK	100/70/0/40
RGB	0/57/116
PMS	281

GREEN

CMYK	70/0/100/10
RGB	73/168/66
PMS	362

CORNFLOWER BLUE

CMYK	76/48/0/0
RGB	34/130/244
PMS	285

NRLW AFFILIATE CLUB LOGO

For clubs who have an affiliation with a club participating in the National Rugby League Women's Premiership, they are welcome to display the affiliate club's logo on the playing jerseys of their participating BMD Premiership team.

The affiliate club's logo can be sublimated (printed) into the uniform design or embroidered.

The affiliate club logo must be positioned on the front right hip of the playing jersey and must not exceed the required width of 50mm wide.



SPONSOR PLACEMENTS FRONT

- Sternum (Centre Chest)

Clubs are permitted to have two sponsors in the sternum (centre chest) placement in accordance with the below guidelines:

1. If one logo is proceeded with, the maximum size that can be utilised is **25cm squared** (horizontal or vertical logo can be used)
2. If two logo's are used, the maximum size of each logo allowed is **25cm squared**, noting that there must be **no less than 40mm seperation** between the logos. This means only horizontal logo designs can be used if a club chooses to display two brands.

- Apparel Sponsor Positions

The preferred positioning of the apparel sponsor logo is to be centred on the chest **40mm below** the **Centre Chest Position** OR on the top of shoulders. It is at the discretion of the clubs which position is occupied by the apparel sponsor.

- Front of Jersey

Allowable to have one sponsor in the available front of jersey position, **sized at 450cm squared**.



- Collar

Allowable to have one sponsor in the collar position upon approval. Collar logo placement **should not be more than 8cm wide**.

- Jersey Sleeve

Clubs are permitted to position two sponsors in the available space on the jersey's left sleeve.

- Front of Shorts (left)

Allowable to have one sponsor in the available front of shorts (left) position, **sized at 10cm squared** as the front of shorts size (as per back of shorts).

SPONSOR PLACEMENTS BACK

- Back of Jersey

Above & Below Number – this area is available to multiple sponsors provided they are contained within an area no larger than **260mm wide x 80mm high**.

- Back of Shorts

Allowable to have one sponsor in an area across the shorts. This area is only usable if there are no sponsors on the back of either leg.

- OR Back of Shorts Legs

Allowance to utilise one, or both, back of shorts legs provided there is no sponsor as above. Logos are not to exceed the dimensions of **100mm wide x 100mm high**.

- Side of Shorts

Available space for clubs to include sponsor logos. Keep in mind the QRL logo must appear on either the front left or side panels of shorts.



Available Advertising Areas

- Centre chest x 1 space - subject to approval
- Apparel sponsor position x 1 space (either centred on the chest **OR** on top of shoulders)
- Front of jersey x 1 space
- Left sleeve of jersey x 2 spaces
- Collar of jersey - subject to approval
- Front of shorts (left) x 1 space
- Back of jersey x 2 spaces
- Back of shorts x 1 space (either across the back side **OR** on each leg)
- Side of shorts - subject to approval

BMD PREMIERSHIP MATCH BALL

The Rebel branded football must be used for all games.



HARVEY NORMAN U19 TEAM UNIFORMS - JERSEY

Harvey Norman U19 Logo

The Harvey Norman U19 logo must appear on the right chest of the jersey at a minimum **width of 70mm** (inclusive of base colour layer). It must be sublimated (printed) into the uniform design or embroidered.

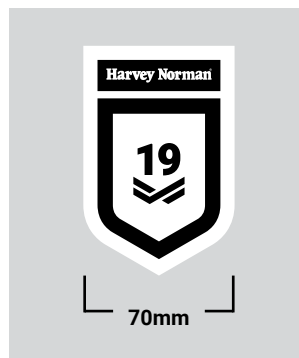
We have specifically designed logos for use on the on-field jerseys. The logo files incorporate a base colour layer which can be adjusted to complement Club colours. This base layer acts as an automatic clear space indicator and should blend into the colour of the jersey background in which it sits on (as shown on the maroon example to the right). EPS files of these logos have been supplied with this guide.

Shown to the right, there should always be a high contrast between the colour of the Harvey Norman U19 logo and the dominant colour of the jersey.

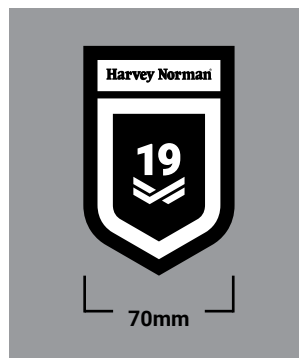
Example mock-ups for logo application have been included on [pages 22-23](#). Please note, these mock-ups have been based on 2023 Hostplus Cup Home Jersey artwork.

Harvey Norman U19 Jersey Sponsor Placements

Clubs are welcome to place sponsors across their Harvey Norman U19 jerseys in line with the available jersey real estate of the BMD Premiership ([pages 34-35](#)).



For use on light jerseys



For use on dark jerseys



HARVEY NORMAN U19 TEAM UNIFORMS - SHORTS

Harvey Norman Logo

The Harvey Norman logo must appear on the front right leg of the shorts at **100mm wide**. Noting the QRL sponsor logo on this shorts panel must always fit within a **100mm x 100mm size**.

It must be sublimated (printed) into the uniform design, no 'patches' are to be added to the uniform unless approved by the QRL.



Harvey Norman U19 Shorts Sponsor Placements

Clubs are welcome to place sponsors across their Harvey Norman U19 shorts in line with the available shorts real estate of the BMD Premiership ([pages 35-36](#)).

QLD Rugby League Logo

The QLD Rugby League logo is to be applied to each pair of on-field playing shorts for all affiliated Harvey Norman U19 teams.

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

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



HARVEY NORMAN

LOGO COLOURS

Harvey Norman Colours

The colour specifications for the Harvey Norman logo are shown to the right.

HARVEY NORMAN RED

CMYK Gloss	1/100/76/16
RGB	177/23/48
HTML	B11730
PMS	186

WHITE

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

HARVEY NORMAN U19 MATCH BALL

The Rebel branded football must be used for all games.



HARVEY NORMAN U17 TEAM UNIFORMS - JERSEY

Harvey Norman U17 Logo

The Harvey Norman U17 logo must appear on the right chest of the jersey at a minimum **width of 70mm** (inclusive of base colour layer). It must be sublimated (printed) into the uniform design or embroidered.

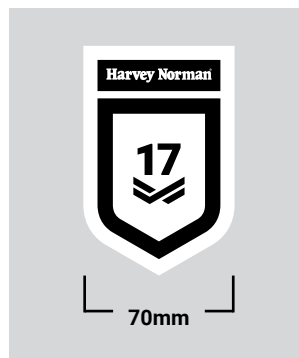
We have specifically designed logos for use on the on-field jerseys. The logo files incorporate a base colour layer which can be adjusted to complement Club colours. This base layer acts as an automatic clear space indicator and should blend into the colour of the jersey background in which it sits on (as shown on the maroon example to the right). EPS files of these logos have been supplied with this guide.

Shown to the right, there should always be a high contrast between the colour of the Harvey Norman U17 logo and the dominant colour of the jersey.

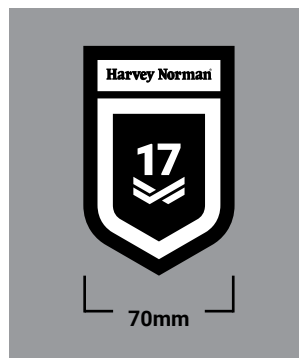
Example mock-ups for logo application have been included on [pages 22-23](#). Please note, these mock-ups have been based on 2023 Hostplus Cup Home Jersey artwork.

Harvey Norman U17 Jersey Sponsor Placements

Clubs are welcome to place sponsors across their Harvey Norman U17 jerseys in line with the available jersey real estate of the BMD Premiership ([pages 34-35](#)).



For use on light jerseys



For use on dark jerseys



HARVEY NORMAN U17 TEAM UNIFORMS - SHORTS

Harvey Norman Logo

The Harvey Norman logo must appear on the front right leg of the shorts at **100mm wide**. Noting the QRL sponsor logo on this shorts panel must always fit within a **100mm x 100mm size**.

It must be sublimated (printed) into the uniform design, no 'patches' are to be added to the uniform unless approved by the QRL.



Harvey Norman U17 Shorts Sponsor Placements

Clubs are welcome to place sponsors across their Harvey Norman U17 shorts in line with the available shorts real estate of the BMD Premiership ([pages 35-36](#)).



QLD Rugby League Logo

The QLD Rugby League logo is to be applied to each pair of on-field playing shorts for all affiliated Harvey Norman U17 teams.

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

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



HARVEY NORMAN

LOGO COLOURS

Harvey Norman Colours

The colour specifications for the Harvey Norman logo are shown to the right.

HARVEY NORMAN RED

CMYK Gloss	1/100/76/16
RGB	177/23/48
HTML	B11730
PMS	186

WHITE

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

HARVEY NORMAN U17 MATCH BALL

The Rebel branded football must be used for all games.



MAL MENINGA CUP PRESENTED BY FORD TEAM UNIFORMS - JERSEY

Mal Meninga Cup Logo

The Mal Meninga Cup logo must appear on the right chest of the jersey at a minimum **width of 70mm** (inclusive of base colour layer). It must be sublimated (printed) into the uniform design or embroidered.

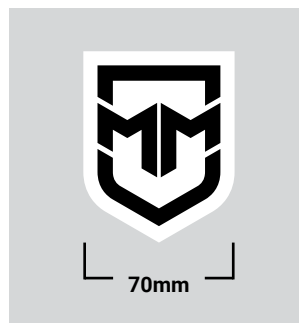
We have specifically designed logos for use on the on-field jerseys. The logo files incorporate a base colour layer which can be adjusted to complement Club colours. This base layer acts as an automatic clear space indicator and should blend into the colour of the jersey background in which it sits on (as shown on the maroon example to the right). EPS files of these logos have been supplied with this guide.

Shown to the right, there should always be a high contrast between the colour of the Mal Meninga Cup logo and the dominant colour of the jersey.

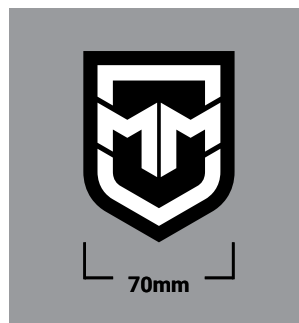
Example mock-ups for logo application have been included on [pages 22-23](#). Please note, these mock-ups have been based on 2023 Hostplus Cup Home Jersey artwork.

Mal Meninga Cup Jersey Sponsor Placements

Clubs are welcome to place sponsors across their Mal Meninga Cup jerseys in line with the available jersey real estate of the Hostplus Cup ([pages 27-28](#)).



For use on light jerseys



For use on dark jerseys



MAL MENINGA CUP PRESENTED BY FORD TEAM UNIFORMS - SHORTS

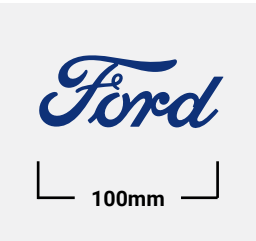
Ford Logo

The Ford logo must appear on the front right leg of the shorts at **100mm wide**. Noting the QRL sponsor logo on this shorts panel must always fit within a **100mm x 100mm size**.

It must be sublimated (printed) into the uniform design, no 'patches' are to be added to the uniform unless approved by the QRL.



Positive - light shorts



Negative - dark shorts



QLD Rugby League Logo

The QLD Rugby League logo is to be applied to each pair of on-field playing shorts for all affiliated Mal Meninga Cup teams.

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

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



MAL MENINGA CUP PRESENTED BY FORD MATCH BALL

The Rebel branded football must be used for all games.



CYRIL CONNELL CUP PRESENTED BY FORD TEAM UNIFORMS - JERSEY

Cyril Connell Cup Logo

The Cyril Connell Cup logo must appear on the right chest of the jersey at a minimum **width of 70mm** (inclusive of base colour layer). It must be sublimated (printed) into the uniform design or embroidered.

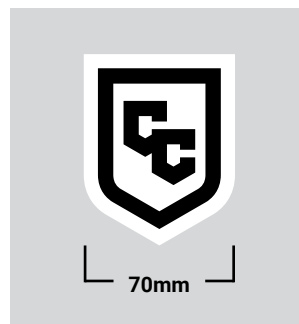
We have specifically designed logos for use on the on-field jerseys. The logo files incorporate a base colour layer which can be adjusted to complement Club colours. This base layer acts as an automatic clear space indicator and should blend into the colour of the jersey background in which it sits on (as shown on the maroon example to the right). EPS files of these logos have been supplied with this guide.

Shown to the right, there should always be a high contrast between the colour of the Cyril Connell Cup logo and the dominant colour of the jersey.

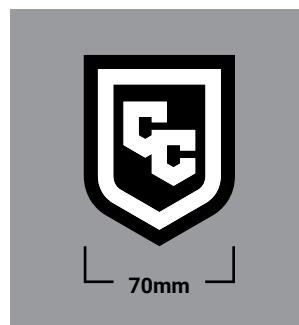
Example mock-ups for logo application have been included on [pages 22-23](#). Please note, these mock-ups have been based on 2023 Hostplus Cup Home Jersey artwork.

Cyril Connell Cup Jersey Sponsor Placements

Clubs are welcome to place sponsors across their Cyril Connell Cup jerseys in line with the available jersey real estate of the Hostplus Cup ([pages 27-28](#)).



For use on light jerseys



For use on dark jerseys



CYRIL CONNELL CUP PRESENTED BY FORD TEAM UNIFORMS - SHORTS

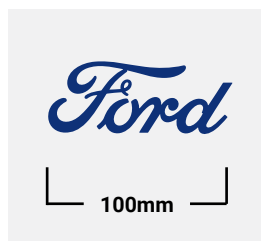
Ford Logo

The Ford logo must appear on the front right leg of the shorts at **100mm wide**. Noting the QRL sponsor logo on this shorts panel must always fit within a **100mm x 100mm size**.

It must be sublimated (printed) into the uniform design, no 'patches' are to be added to the uniform unless approved by the QRL.



Positive - light shorts



Negative - dark shorts



QLD Rugby League Logo

The QLD Rugby League logo is to be applied to each pair of on-field playing shorts for all affiliated Cyril Connell Cup teams.

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

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



CYRIL CONNELL CUP PRESENTED BY FORD MATCH BALL

The Rebel branded football must be used for all games.



TEAM UNIFORMS SOCKS

Teams are permitted to wear either full length socks or crew length socks. Regardless of which sock is selected, their colour/design must be consistent with colour/design of the team. i.e if full length team socks are maroon, white crew socks will not be permitted.

SPORTS TRAINER ELITE LEVEL

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.

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 2026 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 ELITE LEVEL

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

HEAD TRAINER

ORANGE SHIRT

CMYK 0/83/100/0
PMS 021C

SPORTS TRAINER

BLUE SHIRT

CMYK 76/25/0/0
PMS 2925C

SPORTS TRAINER

YELLOW SHIRT

CMYK 2/9/100/0
PMS YELLOW C

REFEREES



REFEREES COMMUNITY

This page refers to all apparel worn on field by referees who officiate on behalf of QRL related Referee Associations in leagues below the QRL's Statewide Competitions.

This information is for identifiable purposes only, further in-depth branding requirements for Community Referees has been provided to the official Q-Licensed Referee Suppliers as well as all 13 Referee Associations.

Jersey Colour

All community referees are to be easily identifiable on the field of play. There should be a clear distinction by using a bright colour to help create this differentiation. No additional details should be added to the jersey, it should remain as a block colour.

It is at the discretion of the individual association as to which colour is chosen but should be based on the team colours within that area to ensure minimal clashes.

QLD Rugby League Logo

Jersey

The QLD Rugby League logo appears on the right chest of all on-field jerseys, opposite to the Referee Association logo on the left chest.

Shorts

The QLD Rugby League logo appears on each pair of on-field shorts for all QRL related Referee Associations. The position of the QLD Rugby League logo is at each Association's discretion but must be positioned on either front or side panels, **NOT** the back of the shorts.



CONTACT QRL MATCH OFFICIALS:
Rochelle Tamarua – r.tamarua@qrl.com.au
Clayton Sharpe – c.sharpe@qrl.com.au

Approval from QRL Head Office must be sourced prior to proceeding to production with the licenced supplier by contacting apparel@qrl.com.au

REFEREES STATEWIDE COMPETITIONS

This page refers to all apparel worn on field by referees who officiate on behalf of the QRL in the Statewide Competitions of the Hostplus Cup, BMD Premiership, Mal Meninga Cup, Harvey Norman U19, Cyril Connell Cup and Harvey Norman U17.

This information is for identifiable purposes only, further in-depth branding requirements for the QRL's Statewide Competition Referees has been provided to the official Q-Licensed Referee Suppliers.

Jersey Colour

All Statewide Competition referees are to be easily identifiable on the field of play. There should be a clear distinction by using a bright colour to help create this differentiation.

For the 2026 season, Statewide Competition referees can be identified by the official on-field jersey which is pink in colour. For special rounds, a secondary colour (yellow) may be worn by the officials.

QLD Rugby League Logo

Jersey

The QLD Rugby League logo must appear on the right chest of all on-field jerseys.

Shorts

The QLD Rugby League logo must appear on the left front of all on-field shorts. The Belbaker logo must appear on the back legs of the on-field shorts.



SECTION E

FIELD SIGNAGE



HOSTPLUS CUP FENCE SIGNAGE

The sign should be Hostplus Blue. Placed parallel with the field of play, opposite sideline to the camera.

A PDF file of this artwork is available on request should it be required.

The required size of the fence sign is:

1m (h) x 6m (w).



HOSTPLUS CUP FIELD SIGNAGE

Fence Signage

There are specific field signage requirements for the competition sponsor of the Hostplus Cup. Upon confirmation of the confirmation of the competition sponsors, the QRL will work with all participating clubs to provide the assets. Field signage requirements are as per below and remain QRL assets.

The Fence Signage is to be placed parallel with the field of play, opposite sideline to the broadcast camera. A PDF file of the artwork will be available on request should it be required.

**The required size of the fence sign is:
1m (h) x 6m (w).**

Bolsters

Two competition sponsor branded goal post pads must be used for all statewide competition games except for those stipulated on [page 59](#).

Three competition sponsor branded bolsters are to be positioned on both try lines and the 50 metre line on the opposite sideline to the cameras.

**The required size for the bolsters is:
0.6m (h) x 3m (w)**

Finally, the competition sponsor logo is to be positioned across the 50 metre line on the near side of the field - closest to the cameras.



GOAL POST PADS

Hostplus Cup Goal Post Pads

The Hostplus branded goal post pads must be used for all games except for those stipulated below.

BMD Premiership Goal Post Pads

The BMD branded goal post pads must be used for all BMD Premiership games.

Pleasant note: In line with previous seasons, Clubs are permitted to use either set of goal post pads for any games played prior to a Hostplus Cup or BMD Premiership game so as to simplify the game day process.



STATEWIDE COMPETITIONS GAME DAY CHECKLIST

The below Game Day Checklist applied to any Clubs who have teams participating in any of the QRL's Statewide Competitions such as the Hostplus Cup, BMD Premiership, Mal Meninga Cup, Harvey Norman U19, Cyril Connell Cup and Harvey Norman U17.

1. Hostplus / BMD Post Pads

Four Hostplus OR BMD branded goal post pads are to be placed on each goal post. Please refer to the previous page for the appropriate games to use each set of goal posts pads for.

2. Hostplus Cup Bolsters

Three Hostplus bolsters positioned on both try lines and the 50 metre line on the opposite sideline to the cameras.

3. Ford / QRL Proud Partner Bolsters

Two Ford / QRL Proud Partner bolsters positioned on both the 30 metre lines on the opposite sideline to the cameras.

Outside of the above bolsters, no additional Club partner bolsters are to be positioned along the sideline or behind the try line.

4. Hostplus Field Signage for Broadcast

The Hostplus logo positioned across the 50 metre line on the near side of the field - closest to the cameras.

5. XXXX Corner Posts

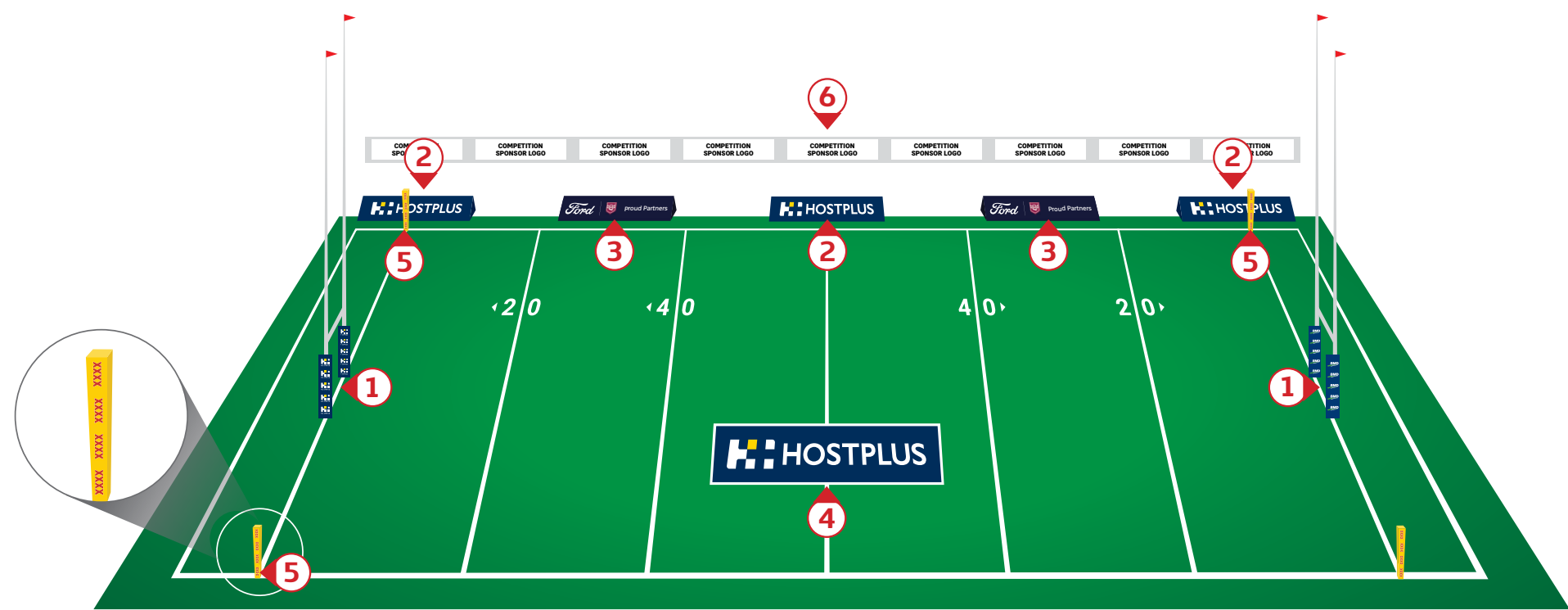
Four XXXX branded corner posts located in each corner of the field - positioned where the try line meets the sideline.

6. Hostplus Fence Signage

Hostplus fence signage to be placed parallel with the field of play, opposite sideline to the camera.

Required size is 1m (H) x 6m (W).

STATEWIDE COMPETITIONS GAME DAY CHECKLIST DIAGRAM



BROADCAST ON-FIELD SIGNAGE



BROADCAST FIELD SIGNAGE

Standard Competition Rounds

All on-field signage should face the side of the field where the broadcast cameras are situated. The signage should also adhere to the following requirements for competition rounds.

The home team has the right to use all available spaces shown on the next page. It is at the discretion of the home team if they wish to offer any spaces to the visiting team for their use.

Semi Finals & Grand Final

The Semi-Final and Grand Final matches are reserved for the sponsors of the competition. The QRL will work directly with the home team and Best Signs on arranging the field signage.

For the Semi-Final matches, should any spaces remain available, the home team will have the opportunity to use the available space(s).

Halfway

Halfway spaces are reserved for competition sponsor.

Available Spaces A & B

Positioned on either side of the Competition Sponsor logo as per the diagram on the next page.

Size: must remain within 9m (h) x 9m (w)

Available Spaces C & D

Space is available between the 20m and 30m lines on both sides of the field.

Size: must remain within 9m (h) x 9m (w)

Available Spaces E & F

Space is available behind the goal posts in the in-goal area.

Size: must remain within the In-goal area - 7m (h) x 15m (w)

Best Signs Contact

For any enquiries about arranging or removing on-field signage, please contact Best Signs on the below details:

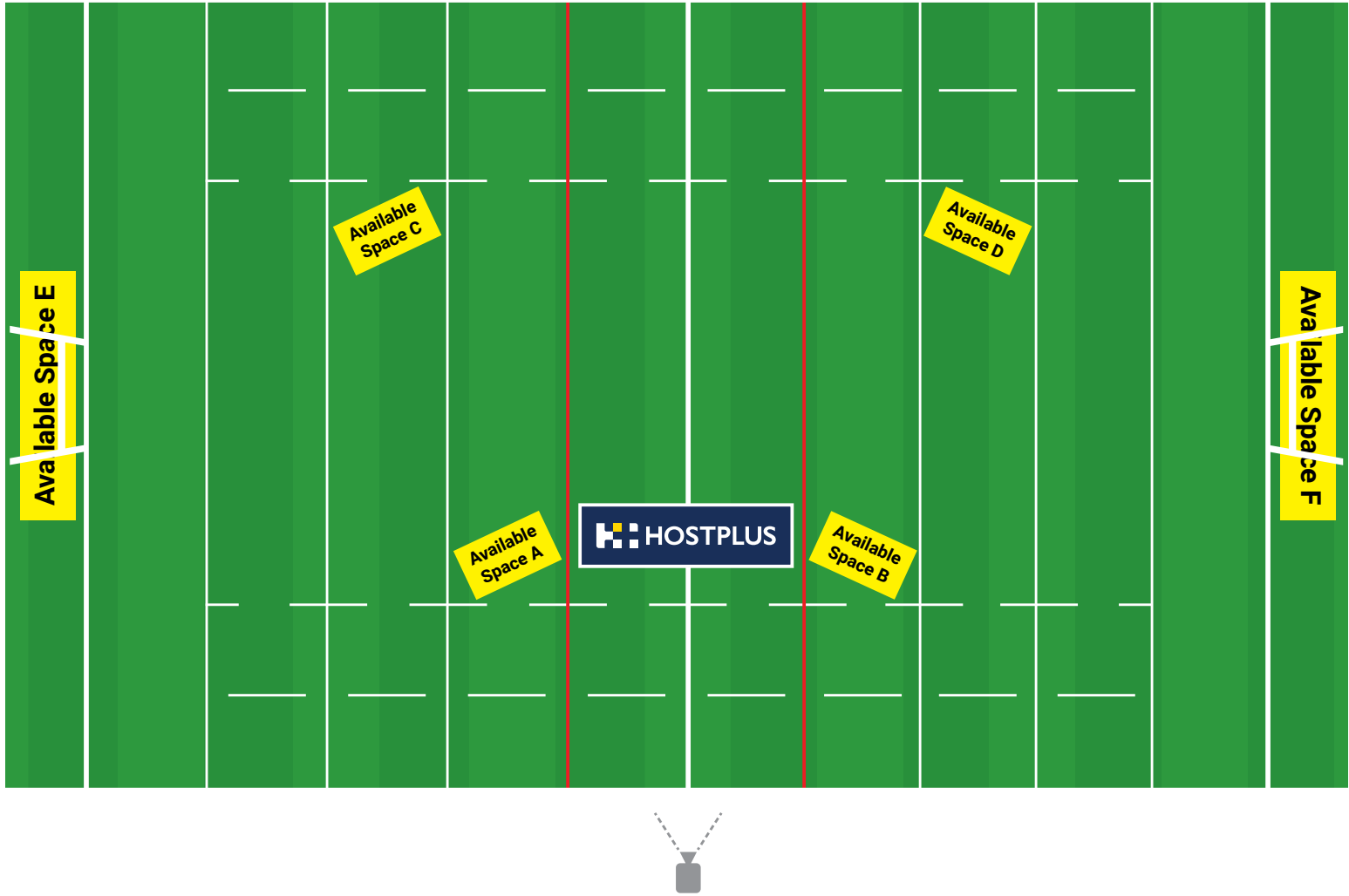
Chad Best

M: 0412 783 671

P: (07) 3899 0366

E: chad@bestsigns.com.au

BROADCAST FIELD SIGNAGE DIAGRAM



OTHER BRAND RULES

The following Brand and Competition Designation Rules have been developed and applied to all Statewide Competitions to ensure consistency of designations across the State.

Brand Designation Rules

When spoken about individually, the Partners of the Statewide Competitions must always appear and be spoken in full. In no instance is a Partner's name to be shortened to any possible variation.

Partner Name -

Hostplus
BMD
Harvey Norman
Ford

Protected Categories

The following two sponsorship categories have exclusivity across the game;

Categories -

Beer
Super Annuation

Statewide Competitions Designation Rules

As the same with each Statewide Competition, each competition name must always appear and be spoken in full. In no instance is a competition's name to be shortened to any possible variation.

Competition Name -

Hostplus Cup
BMD Premiership
Harvey Norman U19
Harvey Norman U17
Mal Meninga Cup Presented by Ford
Cyril Connell Cup Presented by Ford

These Brand and Competition Designation Rules are to be abided by across all communication channels including but not limited to Club ground announcements, social and digital channels. Posts and articles across Club social and digital channels must reflect the full name of the competition and/or partner if applicable.

Don't Drop the Ball

There may be instances where you want to display a brand element in a different way, or where other opportunities arise (e.g. web titles etc.). Displaying a brand incorrectly can have a knock-on effect to the whole marketing strategy implemented by a Partner of the Game.

If you have questions about a brand or competition element, please send any queries through to apparel@qrl.com.au.

**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**
Website: **www.qrl.com.au**

**UNITE.
EXCITE.
INSPIRE.**

