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

A

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.



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 presented by Ford, Jenni-Sue Hoepper Premiership presented by Westpac, Cyril Connell Cup presented by Ford and Jo Barrett Premiership presented by Westpac).

For all other clubs, approval can be sourced from QRL Head Office by contacting apparel@qrl.com.au

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**

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.

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO

	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

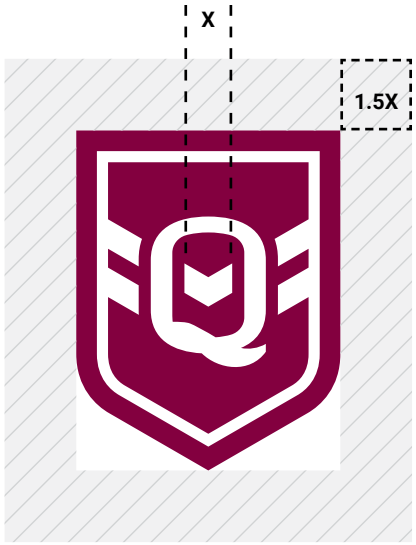
LOGO INTEGRITY

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)

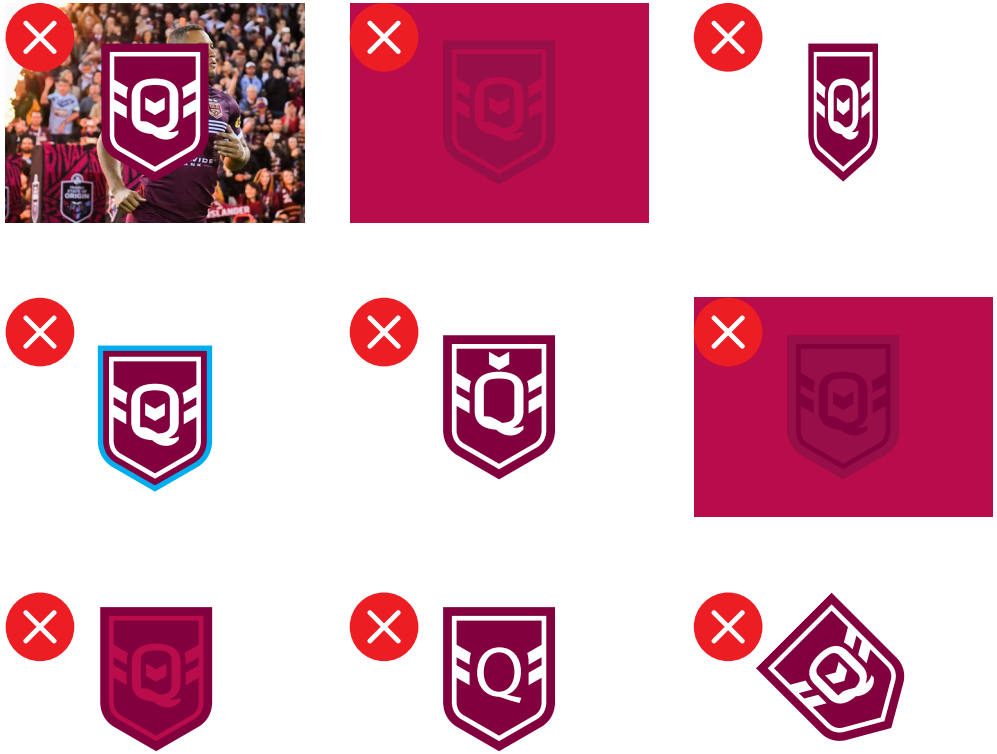
LOGO INCORRECT USAGE

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.

CLICK TO DOWNLOAD RL2 FONT

Primary

RL2

RL2 Thin
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

RL2 Light
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

RL2 Regular
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

RL2 Medium
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

RL2 Bold
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

RL2 Extra Bold
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

RL2 Black
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

TYPOGRAPHY SECONDARY

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

Please contact **apparel@qrl.com.au** for further details.

CLICK TO DOWNLOAD ROBOTO FONT

Secondary

Roboto

Roboto Thin
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

Roboto Light
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

Roboto Regular
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

Roboto Medium
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

Roboto Bold
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

Roboto Black
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890”()&!/*

Roboto Italic
ABCDEFGHIJ KLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890”()&!/**

Italic is available in all Roboto font weights.

COMMUNITY RUGBY LEAGUE

B

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



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.

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO

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



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.

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO

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)



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

SECTION C

STATEWIDE COMPETITIONS

C

2027 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 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 presented by Ford, Jenni-Sue Hoepper Premiership presented by Westpac, Cyril Connell Cup presented by Ford and Jo Barrett Premiership presented by Westpac 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 wear a special playing kit for certain rounds (e.g. Indigenous, Women in League), these kits must be submitted to the QRL for approval prior to production. The final deadline for approval is **6–8 weeks before the scheduled round** (subject to your supplier's production timeline), however Clubs are encouraged to submit kits as early as possible.

If a Club wishes to wear a special kit during a regular round, the same guidelines apply, with approval required **6–8 weeks before the nominated round.**

Club Submission

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.

Penalties

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 7th 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
OCTOBER 2026

Round 1 Approval
2ND NOVEMBER 2026

Round 2 Approval
23RD NOVEMBER 2026

Final Approval
7TH DECEMBER 2026

Hostplus Cup Logo

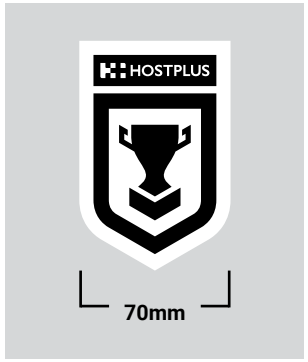
The Hostplus Cup logo must appear on the right chest of the jersey at a minimum **width of 70mm** (inclusive of base colour layer). It must be sublimated (printed) into the uniform design or embroidered.

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.

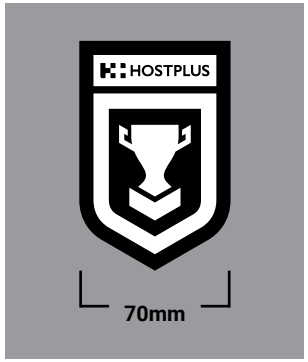
Shown to the right, there should always be a high contrast between the colour of the Hostplus Cup logo and the dominant colour of the jersey.

Example mock-ups for logo application have been included on pages 22-23.

CLICK TO DOWNLOAD THE HOSTPLUS CUP JERSEY LOGO



For use on light jerseys



For use on dark jerseys



HOSTPLUS CUP TEAM UNIFORMS - LOGO COLOUR EXAMPLES



HOSTPLUS CUP TEAM UNIFORMS - LOGO COLOUR EXAMPLES















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

CLICK TO DOWNLOAD THE HOSTPLUS CUP SHORTS LOGO

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO

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

Hostplus Cup branded football must be used for all games, excluding Women in League Round presented by Westpac.



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



BMD PREMIERSHIP TEAM UNIFORMS - JERSEY

BMD Premiership Logo

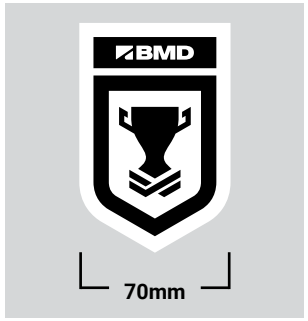
The BMD Premiership logo must appear on the right chest of the jersey at a minimum **width of 70mm** (inclusive of base colour layer). It must be sublimated (printed) into the uniform design or embroidered.

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.

CLICK TO DOWNLOAD THE BMD PREMIERSHIP JERSEY LOGO



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.

CLICK TO DOWNLOAD THE BMD SLEEVE LOGO



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

100mm for shorts

Negative - dark shorts

100mm for 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.

35mm

CLICK TO DOWNLOAD THE BMD PREMIERSHIP SHORTS LOGO

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO

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

BMD Premiership branded football must be used for all games, excluding Women in League Round presented by Westpac.



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



JENNI-SUE HOEPPER PREMIERSHIPPRESENTED BY WESTPAC

Jenni-Sue Hoepper Premiership presented by Westpac Logo

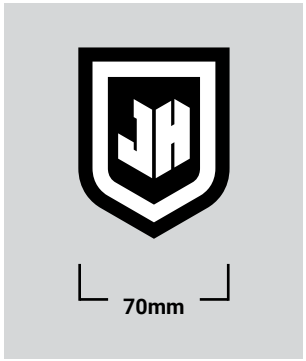
The Jenni-Sue Hoepper Premiership presented by Westpac is the Under 19s female rugby league competition.

The Jenni-Sue Hoepper Premiership presented by Westpac 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.

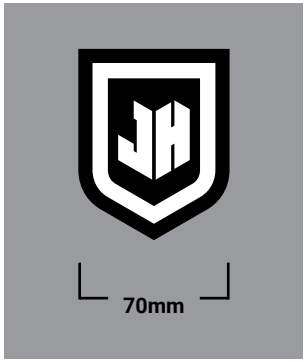
We have specifically designed logos for use on the on-field jerseys. The logo files incorporate a base colour layer which can be adjusted to complement Club colours. This base layer acts as an automatic clear space indicator and should blend into the colour of the jersey background in which it sits on (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 Jenni-Sue Hoepper Premiership presented by Westpac logo and the dominant colour of the jersey.

Example mock-ups for logo application have been included on pages 22-23.



For use on light jerseys



For use on dark jerseys



Jenni-Sue Hoepper Premiership presented by Westpac Jersey Sponsor Placements

Clubs are welcome to place sponsors across their Jenni-Sue Hoepper Premiership presented by Westpac jerseys in line with the available jersey real estate of the BMD Premiership (pages 34-35).

CLICK TO DOWNLOAD THE JENNI-SUE HOEPPER PREMIERSHIP JERSEY LOGO

JENNI-SUE HOEPPER PREMIERSHIP PRESENTED BY WESTPAC

Westpac Logo

The Westpac 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 Jenni-Sue Hoepper Premiership presented by Westpac 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.





Jenni-Sue Hoepper Premiership presented by Westpac Shorts Sponsor Placements

Clubs are welcome to place sponsors across their Jenni-Sue Hoepper Premiership presented by Westpac shorts in line with the available shorts real estate of the BMD Premiership (pages 34-35).

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.

CLICK TO DOWNLOAD THE WESTPAC SHORTS LOGO

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO

WESTPAC LOGO COLOURS

Westpac Colours

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

WESTPAC RED

CMYK	0/95/100/0
RGB	218/23/16
PMS	485

WHITE

CMYK	0/0/0/0
RGB	255/255/255
PMS	WHITE

JENNI-SUE HOEPPER PREMIERSHIP PRESENTED BY WESTPAC MATCH BALL

The Rebel branded football must be used for all junior representative games.



Jo Barrett Premiership presented by Westpac Logo

The Jo Barrett Premiership presented by Westpac is the Under 17s female rugby league competition.

The Jo Barrett Premiership presented by Westpac 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.

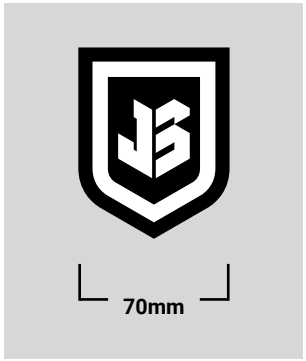
Shown to the right, there should always be a high contrast between the colour of the Jo Barrett Premiership presented by Westpac logo and the dominant colour of the jersey.

Example mock-ups for logo application have been included on pages 22-23.

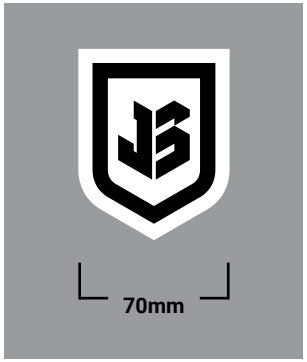
Jo Barrett Premiership presented by Westpac Jersey Sponsor Placements

Clubs are welcome to place sponsors across their Jo Barrett Premiership presented by Westpac jerseys in line with the available jersey real estate of the BMD Premiership (pages 34-35).

CLICK TO DOWNLOAD THE JO BARRETT PREMIERSHIP JERSEY LOGO



For use on light jerseys



For use on dark jerseys



JO BARRETT PREMIERSHIP PRESENTED BY WESTPAC TEAM UNIFORMS - SHORTS & SOCKS

Westpac Logo

The Westpac 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 Jo Barrett Premiership presented by Westpac 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.





Jo Barrett Premiership presented by Westpac Shorts Sponsor Placements

Clubs are welcome to place sponsors across their Jo Barrett Premiership presented by Westpac shorts in line with the available shorts real estate of the BMD Premiership (pages 34-35).

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.

CLICK TO DOWNLOAD THE WESTPAC SHORTS LOGO

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO

WESTPAC LOGO COLOURS

Westpac Colours

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

WESTPAC RED

CMYK	0/95/100/0
RGB	218/23/16
PMS	485

WHITE

CMYK	0/0/0/0
RGB	255/255/255
PMS	WHITE

JO BARRETT PREMIERSHIP PRESENTED BY WESTPAC MATCH BALL

The Rebel branded football must be used for all junior representative games.



MAL MENINGA CUP PRESENTED BY FORD TEAM UNIFORMS - JERSEY

Mal Meninga Cup presented by Ford Logo

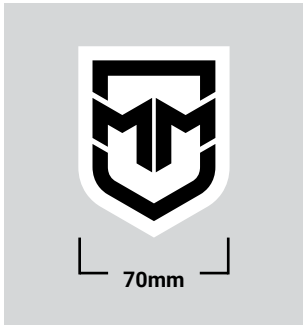
The Mal Meninga Cup presented by Ford is the Under 19s male rugby league competition.

The Mal Meninga Cup presented by Ford 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.

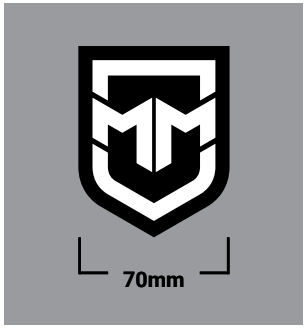
We have specifically designed logos for use on the on-field jerseys. The logo files incorporate a base colour layer which can be adjusted to complement Club colours. This base layer acts as an automatic clear space indicator and should blend into the colour of the jersey background in which it sits on (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 presented by Ford logo and the dominant colour of the jersey.

Example mock-ups for logo application have been included on pages 22-23.



For use on light jerseys



For use on dark jerseys



Mal Meninga Cup presented by Ford Jersey Sponsor Placements

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

CLICK TO DOWNLOAD THE MAL MENINGA CUP JERSEY LOGO

MAL MENINGA CUP PRESENTED BY FORD TEAM UNIFORMS - SHORTS & SOCKS

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.

100mm for 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 presented by Ford 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



Mal Meninga Cup presented by Ford Sponsor Placements

Clubs are welcome to place sponsors across their Mal Meninga Cup presented by Ford shorts in line with the available shorts real estate of the HPC Premiership (pages 27-28).

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.

CLICK TO DOWNLOAD THE FORD SHORTS LOGO

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO

FORD LOGO COLOURS

Ford Colours

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

FORD BLUE

CMYK	100/85/0/30
RGB	0/9/91
PMS	294

WHITE

CMYK	0/0/0/0
RGB	255/255/255
PMS	WHITE

MAL MENINGA CUP PRESENTED BY FORD MATCH BALL

The Rebel branded football must be used for all junior representative games.



CYRIL CONNELL CUP PRESENTED BY FORD TEAM UNIFORMS - JERSEY

Cyril Connell Cup presented by Ford Logo

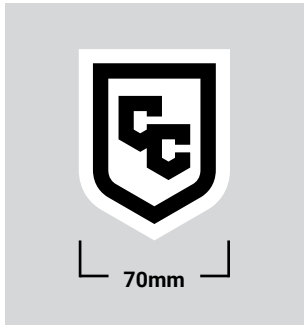
The Cyril Connell Cup presented by Ford is the Under 17s male rugby league competition.

The Cyril Connell Cup presented by Ford 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.

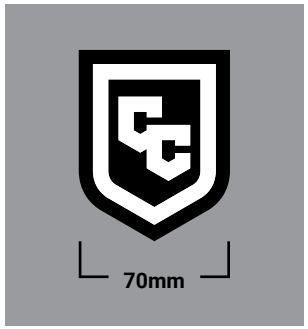
We have specifically designed logos for use on the on-field jerseys. The logo files incorporate a base colour layer which can be adjusted to complement Club colours. This base layer acts as an automatic clear space indicator and should blend into the colour of the jersey background in which it sits on (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 presented by Ford logo and the dominant colour of the jersey.

Example mock-ups for logo application have been included on pages 22-23.



For use on light jerseys



For use on dark jerseys



Cyril Connell Cup presented by Ford Jersey Sponsor Placements

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

CLICK TO DOWNLOAD THE CYRIL CONNELL CUP JERSEY LOGO

CYRIL CONNELL CUP PRESENTED BY FORD TEAM UNIFORMS - SHORTS & SOCKS

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.

100mm for 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 presented by Ford 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



Cyril Connell Cup presented by Ford Sponsor Placements

Clubs are welcome to place sponsors across their Cyril Connell Cup presented by Ford shorts in line with the available shorts real estate of the HPC Premiership (pages 27-28).

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.

CLICK TO DOWNLOAD THE FORD SHORTS LOGO

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO

FORD LOGO COLOURS

Ford Colours

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

FORD BLUE

CMYK	100/85/0/30
RGB	0/9/91
PMS	294

WHITE

CMYK	0/0/0/0
RGB	255/255/255
PMS	WHITE

CYRIL CONNELL CUP PRESENTED BY FORD MATCH BALL

The Rebel branded football must be used for all junior representative games.





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.

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.**

CLICK TO DOWNLOAD THE QUEENSLAND RUGBY LEAGUE LOGO



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

YELLOW SHIRT

CMYK 2/9/100/0
PMS YELLOW C

SPORTS TRAINER

BLUE SHIRT

CMYK 76/25/0/0
PMS 2925C

REFEREES

D

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.



Official On-Field Jersey Colours

Pink — Primary

Pink is the primary referee jersey colour and should be worn wherever possible, as pictured to the right.

Yellow — Clash

Yellow is the secondary jersey colour and should be worn when pink creates a colour clash.

White — Events

White is the event jersey colour and should be worn for designated events.

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:

SEQ: Rochelle Tamarua – r.tamarua@qrl.com.au
Central: Michael Inman – m.inman@qrl.com.au
Northern: Glen Richardson – g.richardson@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 presented by Ford, Jenni-Sue Hoepper Premiership presented by Westpac, Cyril Connell Cup presented by Ford and Jo Barrett Premiership presented by Westpac.

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.



Official On-Field Jersey Colours

Pink — Primary

Pink is the primary referee jersey colour and should be worn wherever possible, as pictured to the right.

Yellow — Clash

Yellow is the secondary jersey colour and should be worn when pink creates a colour clash.

White — Events

White is the event jersey colour and should be worn for designated events.

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

E

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.

Please 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. This includes the under 17 and 19s men's and women's competitions.



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 presented by Ford, Jenni-Sue Hoepper Premiership presented by Westpac, Cyril Connell Cup presented by Ford and Jo Barrett Premiership presented by Westpac.

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.

Please note: The XXXX corner posts should not be used for any junior rugby league games including the U17 men's and women's competitions.

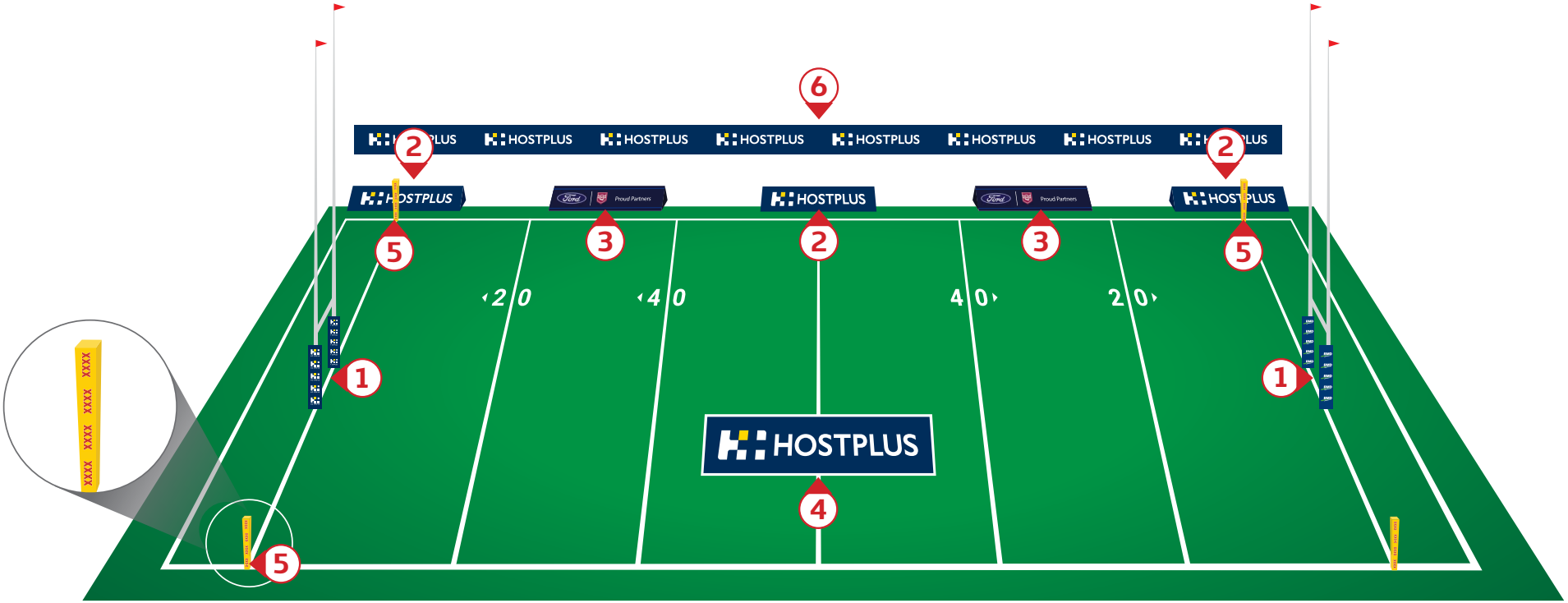
6. Hostplus Fence Signage

Hostplus fence signage to be placed at all Hostplus Cup venues.

Where venue constraints prevent the required dimensions, a comparable allocation of signage is to be provided.

Required size is 1m (H) x 8m (W).

STATEWIDE COMPETITIONS GAME DAY CHECKLIST DIAGRAM



SECTION F

BROADCAST ON-FIELD SIGNAGE

F

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, G & H

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:

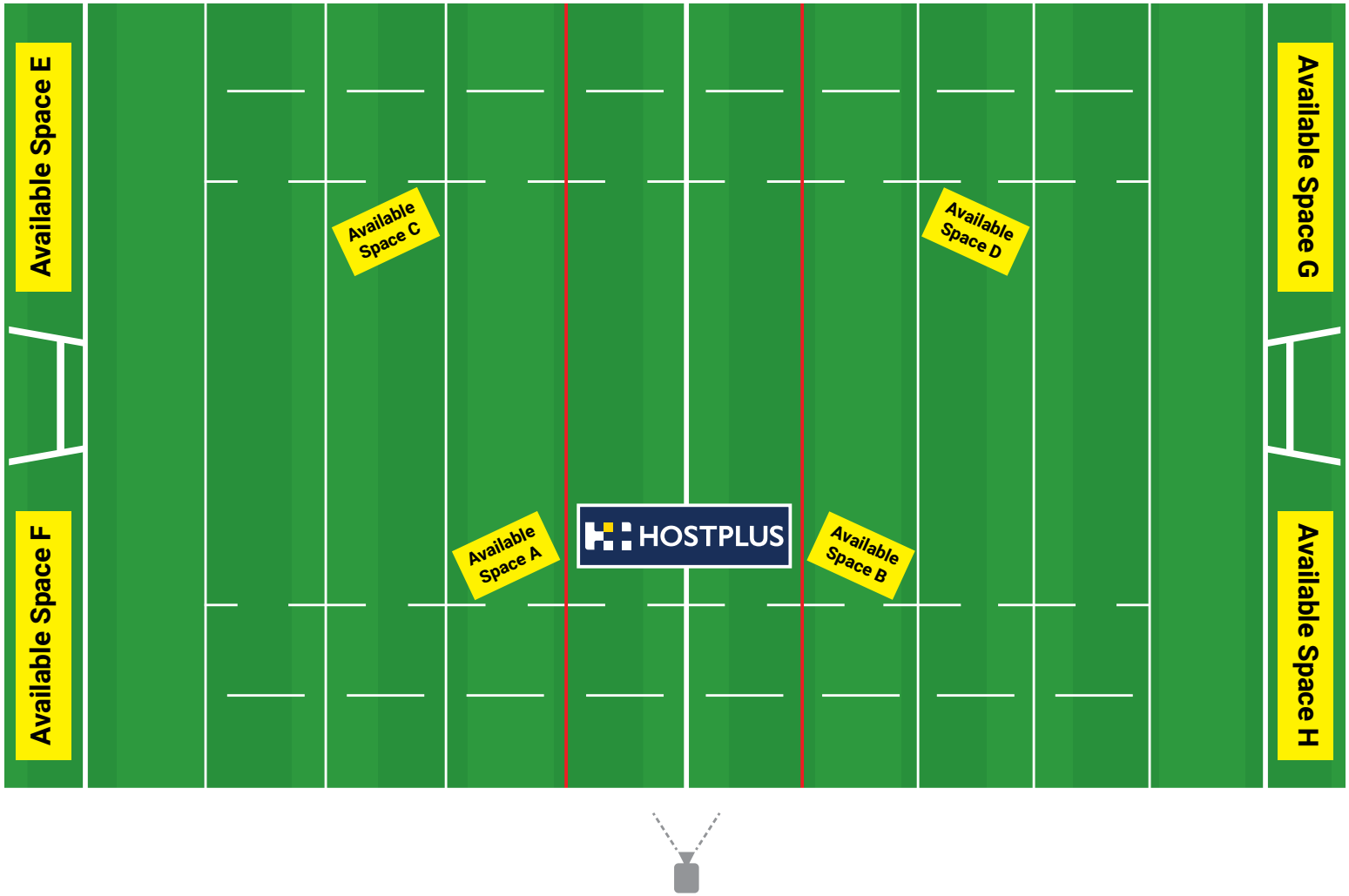
Chad Best

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
Westpac
Ford

Protected Categories

The following two sponsorship categories have exclusivity across the game;

Categories -

Beer
Superannuation

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
Jenni-Sue Hoepper Premiership presented by Westpac
Jo Barrett Premiership presented by Westpac
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**

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