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# ON-FIELD KIT GUIDELINES 2025

Version 1.1 - October 2024

# INTRODUCTION & CLUB REQUIREMENTS

All Clubs are required to submit their 'main' and 'alternate' playing kit to Football Queensland, prior to the commencement of the 2025 season.

This document supersedes any previous kit guidelines or advice issued by FQ.

All kit designs must be submitted by every club via [this online form](#) for approval prior to the ordering of playing kits by the relevant due date.

Sponsor advertising on playing kits must conform to the Football Queensland guidelines included in this document. Advertising on a kit is permitted except for advertisements which contravene state or federal laws (such as tobacco advertising), or Football Queensland and/or Football Australia Rules, Regulations and By-Laws.

Teams are not permitted, under any circumstance, to advertise any alcohol related products, gambling, tobacco and political slogans/candidates/members on their playing kit.

Establishment sponsors that directly refer to alcohol or breweries in their name are not permitted on playing kits, i.e. Newstead Brewery. However, establishments that serve alcohol and food but don't have any alcohol or brewery reference in the name are allowed, i.e. Regatta Hotel.

All playing kits must display numbers on the back of the jersey, including a different number for each goalkeeper on a team. All NPL and FQPL 1 – 6 playing kits must display numbers on the front of the shorts.

Clubs are required to display competition logos on kits used by teams competing in NPL and FQPL competitions. Teams competing in FQ Academy Leagues 1 – 4 must display the FQ Academy logo on kits for the 2025 season.

These logos are accessible here: [NPL](#) | [FQPL](#) | [FQ Academy](#)

Each article in the alternate playing kit must predominantly be of a different colour to the main kit. A kit register will be accessible on the Football Queensland website for Clubs to view. Kits must comply with the relevant Rules of Competition.

Football Queensland has again modified the Football Australia Playing Strip Guidelines to enable clubs to commercialise additional sponsorship properties (#17 & #20 above number). However, clubs should be aware of their kit obligations should they qualify for the Final Rounds of the Australia Cup.

Clubs with NPL and FQPL First Grade and Under 23 teams should note that the approved sponsor position #5, Club Sleeve Sponsor Logo 100cm will remain unavailable for clubs in the 2025 season.

Football Australia will not approve any non-compliant playing strips for the Australia Cup. Clubs who wear a non-compliant playing strip in the Australia Cup will be in breach of the Competition Regulations and subject to sanctioning.

Football Australia will not approve any non-compliant playing strips for the Australia Cup from 2024 onwards. Clubs who wear a non-compliant playing strip in the Australia Cup will be in breach of the Competition Regulations and subject to sanctioning.

Questions about the 2025 On-field Kit Guidelines can be directed to [competitions@footballqueensland.com.au](mailto:competitions@footballqueensland.com.au)



NPL clubs are required to have one dark kit and one light kit which are completely distinguishable from one another e.g. shirt, shorts and socks.

# NPL QUEENSLAND ON-FIELD KIT GUIDELINES

MEN'S, WOMEN'S & U23'S

## FRONT OF JERSEY

1. Primary Manufacturer's Logo - 20cm<sup>2</sup> (choose one option)
2. Secondary Manufacturer's Branding - 8cm wide
3. Secondary Manufacturer's Branding - 8cm wide
4. Club Sleeve Sponsor Logo 100cm<sup>2</sup>
5. Football Queensland Sponsor Logo
6. Competition Logo 60cm<sup>2</sup>
7. Club Logo 60cm<sup>2</sup>
8. Club Major Sponsor 450cm<sup>2</sup>
9. Technology Logo 10cm<sup>2</sup>
10. Technology Logo 10cm<sup>2</sup>

## FRONT OF SHORTS

11. Technology Logo 10cm<sup>2</sup>
12. Technology Logo 10cm<sup>2</sup>
13. Club Logo 60cm<sup>2</sup>
14. Player Number 10 - 15cm high, 3 - 5cm wide each
15. Primary Manufacturer's Logo 20cm<sup>2</sup>
16. Club Sponsor Logo 105cm<sup>2</sup>

## BACK OF JERSEY

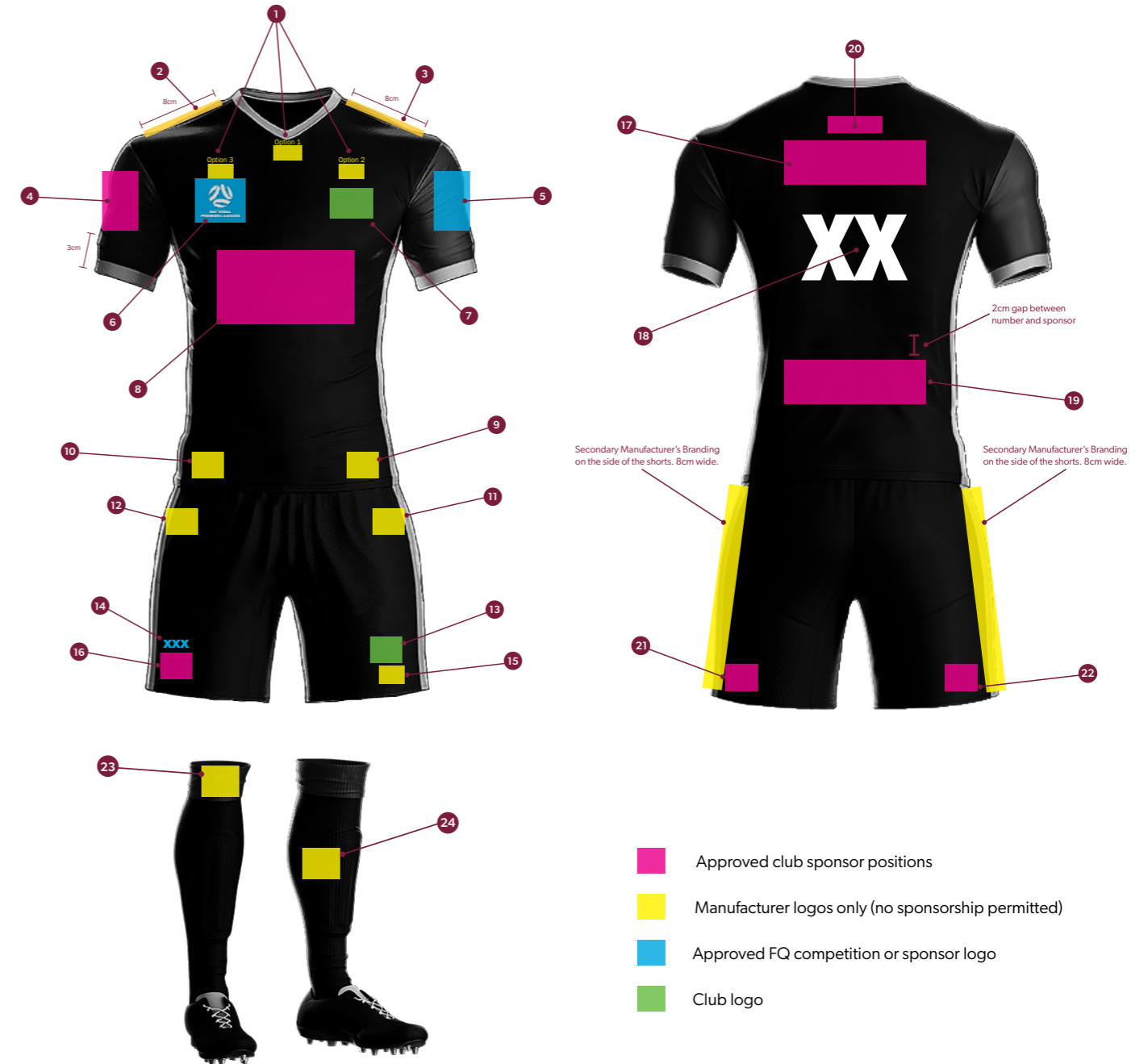
17. Player Name or Club Sponsor - no wider than 300mm. No higher than 100mm.\*
18. Player Number
19. Club Sponsor Logo 300cm<sup>2</sup>. No higher than 15cm.
20. Club Sponsor or Club branding i.e. club messaging or abbreviations

## BACK OF SHORTS

21. Club Sponsor Logo 105cm<sup>2</sup>
22. Club Sponsor Logo 105cm<sup>2</sup>

## PLAYING SOCKS

23. Secondary Manufacturer's Branding on turn-down area of sock. Woven (no wider than 5cm).
24. Primary Manufacturer's Branding on calf or shin area of sock. Woven, 20cm<sup>2</sup> maximum.



**PLEASE NOTE: #17 & #20 – Club sponsors do not comply with Australia Cup kit guidelines and must be covered or replaced in the event of qualification in the final rounds of the Australia Cup.**



# FQPL 1 - 6 ON-FIELD KIT GUIDELINES

MEN'S, WOMEN'S & U23'S

## FRONT OF JERSEY

1. Primary Manufacturer's Logo - 20cm<sup>2</sup> (choose one option)
2. Secondary Manufacturer's Branding - 8cm wide
3. Secondary Manufacturer's Branding - 8cm wide
4. Club Sleeve Sponsor 100cm<sup>2</sup>
5. Football Queensland Sponsor Logo
6. Competition Logo 60cm<sup>2</sup>
7. Club Logo 60cm<sup>2</sup>
8. Club Major Sponsor 450cm<sup>2</sup>
9. Technology Logo 10cm<sup>2</sup>
10. Technology Logo 10cm<sup>2</sup>

## FRONT OF SHORTS

11. Technology Logo 10cm<sup>2</sup>
12. Technology Logo 10cm<sup>2</sup>
13. Club Logo 60cm<sup>2</sup>
14. Player Number 10 - 15cm high, 3 - 5cm wide each
15. Primary Manufacturer's Logo 20cm<sup>2</sup>
16. Club Sponsor Logo 105cm<sup>2</sup>

## BACK OF JERSEY

17. Player Name or Club Sponsor - no wider than 300mm. No higher than 100mm.\*
18. Player Number
19. Club Sponsor Logo 300cm<sup>2</sup>. No higher than 15cm.
20. Club Sponsor or Club branding i.e. club messaging or abbreviations

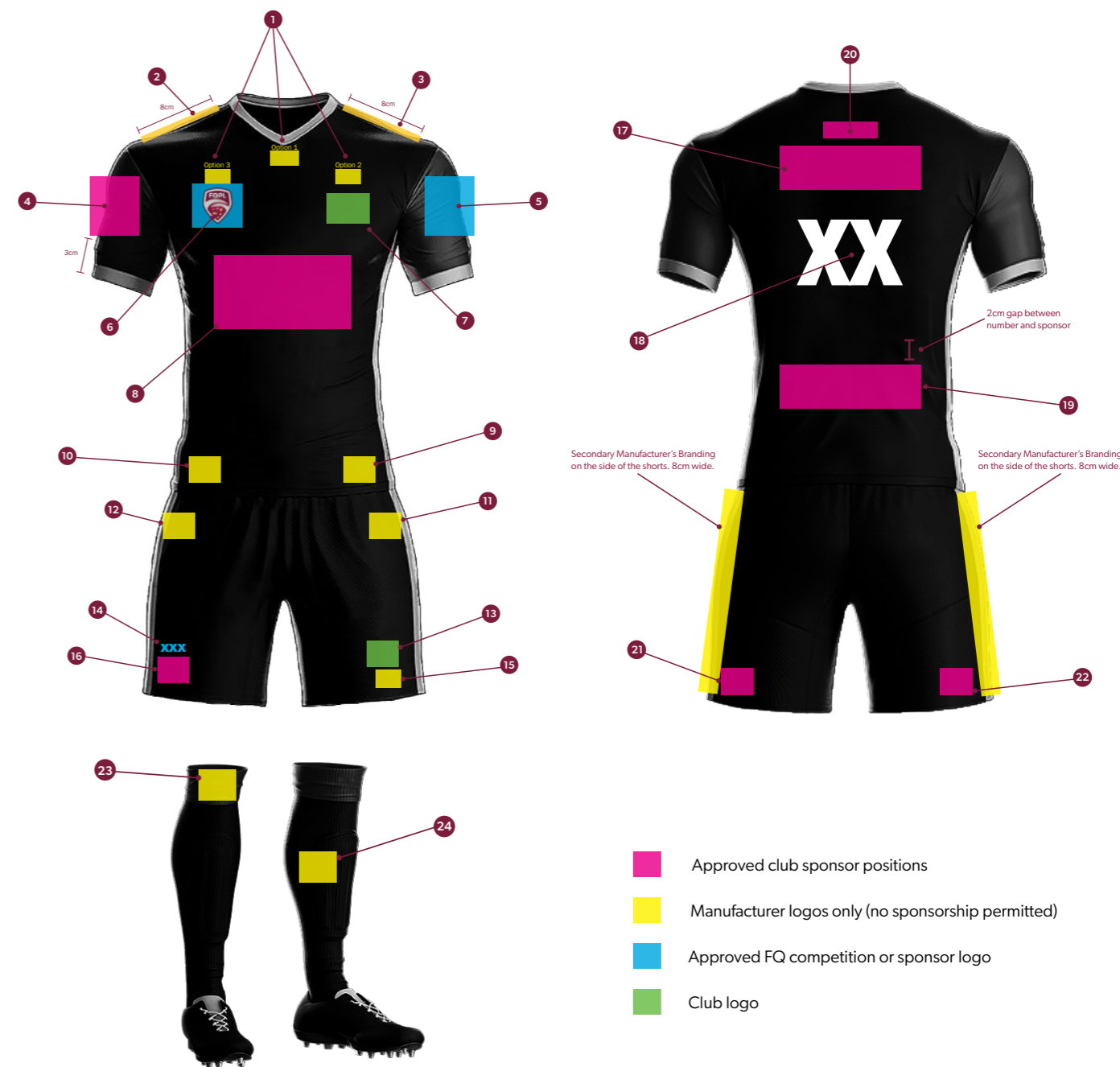
## BACK OF SHORTS

21. Club Sponsor Logo 105cm<sup>2</sup>
22. Club Sponsor Logo 105cm<sup>2</sup>

## PLAYING SOCKS

23. Secondary Manufacturer's Branding on turn-down area of sock. Woven (no wider than 5cm).
24. Primary Manufacturer's Branding on calf or shin area of sock. Woven, 20cm<sup>2</sup> maximum.

FQPL 1 - 2 clubs are required to have one dark kit and one light kit which are completely distinguishable from one another e.g. shirt, shorts and socks.



**PLEASE NOTE: #17 & #20 – Club sponsors do not comply with Australia Cup kit guidelines and must be covered or replaced in the event of qualification in the final rounds of the Australia Cup.**

# FQ ACADEMY LEAGUES ON-FIELD KIT GUIDELINES

## FRONT OF JERSEY

1. Primary Manufacturer's Logo - 20cm<sup>2</sup> (choose one option)
2. Secondary Manufacturer's Branding - 8cm wide
3. Secondary Manufacturer's Branding - 8cm wide
4. Club Sleeve Sponsor Logo 100cm<sup>2</sup>
5. Club Sleeve Sponsor Logo 100cm<sup>2</sup>
6. Competition Logo 60cm<sup>2</sup>
7. Club Logo 60cm<sup>2</sup>
8. Club Major Sponsor 450cm<sup>2</sup>
9. Technology Logo 10cm<sup>2</sup>
10. Technology Logo 10cm<sup>2</sup>

## FRONT OF SHORTS

11. Technology Logo 10cm<sup>2</sup>
12. Technology Logo 10cm<sup>2</sup>
13. Club Logo 60cm<sup>2</sup>
14. Player Number 10 - 15cm high, 3 - 5cm wide each\*
15. Primary Manufacturer's Logo 20cm<sup>2</sup>
16. Club Sponsor Logo 105cm<sup>2</sup>

## BACK OF JERSEY

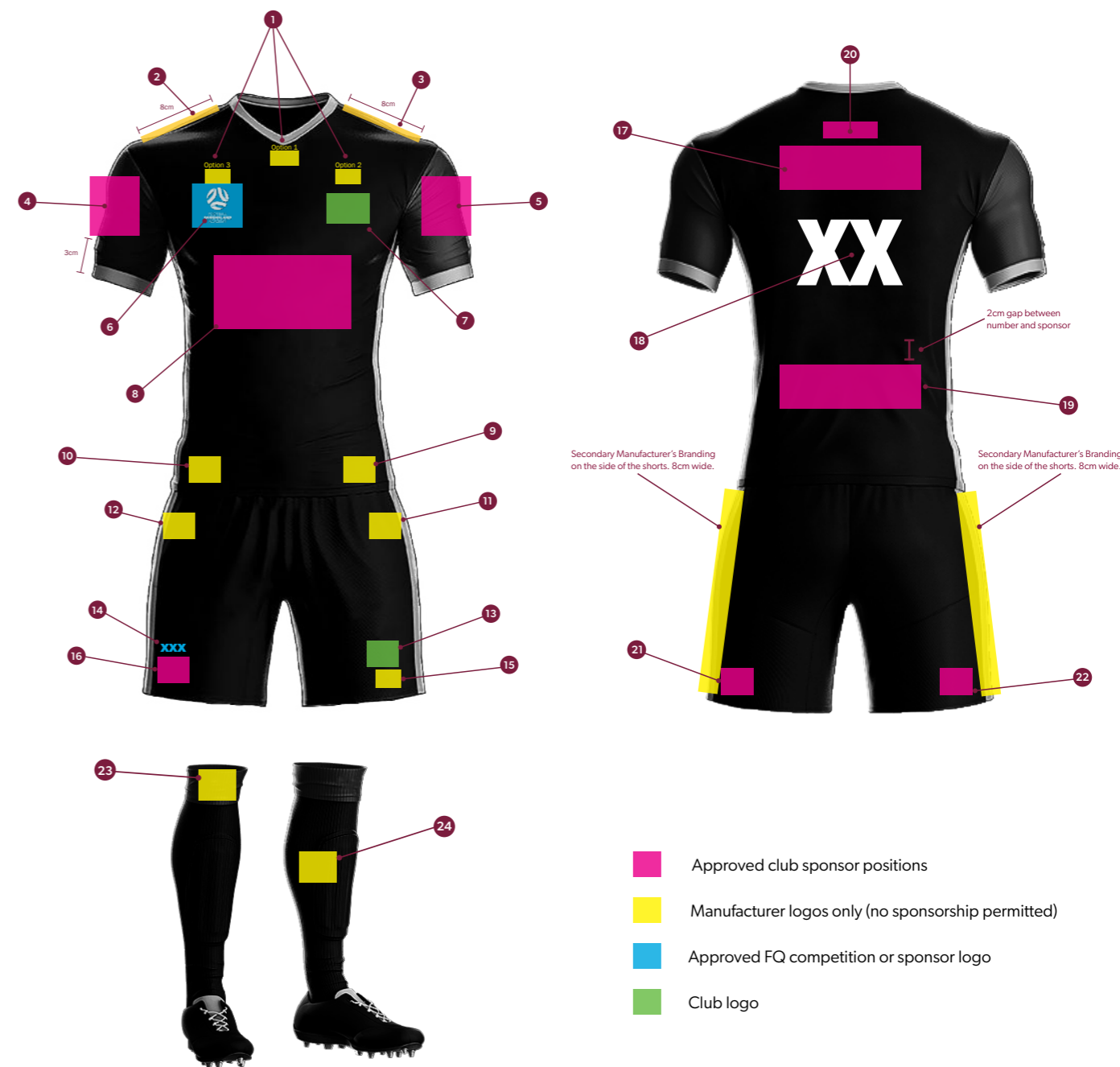
17. Player Name or Club Sponsor - no wider than 300mm. No higher than 100mm.\*
18. Player Number
19. Club Sponsor Logo 300cm<sup>2</sup>. No higher than 15cm.
20. Club Sponsor or Club branding i.e. club messaging or abbreviations

## BACK OF SHORTS

21. Club Sponsor Logo 105cm<sup>2</sup>
22. Club Sponsor Logo 105cm<sup>2</sup>

## PLAYING SOCKS

23. Secondary Manufacturer's Branding on turn-down area of sock. Woven (no wider than 5cm).
24. Primary Manufacturer's Branding on calf or shin area of sock. Woven, 20cm<sup>2</sup> maximum.



**PLEASE NOTE: #14 - Short Numbers not compulsory on juniors.**



FOOTBALL  
**QUEENSLAND**

For more information or assistance, please  
contact Football Queensland at  
**[competitions@footballqueensland.com.au](mailto:competitions@footballqueensland.com.au)**