



ON-FIELD KIT REGULATIONS 2027

Version 1.0 - August 2026

INTRODUCTION & CLUB REQUIREMENTS

All Clubs are required to submit their 'main' and 'alternate' playing kit to Football Queensland, prior to the commencement of the 2027 season.

This document supersedes any previous kit requirements or advice issued by FQ and each club is required to read the kit regulations carefully to ensure they are fully informed.

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.

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 QPL 1 – 6 playing kits must display numbers on the front of the shorts.

Every item in the alternate playing kit must be predominantly a different colour from the corresponding item in the primary playing 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.

Sponsor advertising on playing kits must comply with the requirements outlined 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.

Under no circumstances may playing kits display advertising relating to alcohol products, gambling, tobacco, political parties, political candidates or political slogans.

Hospitality venues whose business name directly references alcohol or brewing (e.g. Newstead Brewery) are not permitted to appear on playing kits. Venues that serve alcohol, but whose business name contains no reference to alcohol or brewing (e.g. Regatta Hotel) are permitted.

Clubs are required to display the relevant competition logo on all playing kits used by teams competing in NPL, QPL and FQ Academy League competitions.

From 2027, Football Queensland will introduce the Queensland Premier League (QPL) as a new brand replacing the Football Queensland Premier League (FQPL). To accompany the introduction of QPL, a new competition logo has been created, and all QPL clubs are expected to adopt and display the new logo on their playing kits for the 2027 season. Compliance with the QPL competition logo requirements is mandatory for the 2027 season. Where extenuating circumstances prevent a club from transitioning to the new QPL logo, a formal request for dispensation must be submitted to Football Queensland via competitions@footballqueensland.com.au.

To assist clubs with the transition to the new QPL brand and remain compliant, FQ has developed a QPL Kit Sublimation Guide. The guide outlines best practice for applying the new QPL competition logo to playing kits using the black, white and keyline logo variations, and demonstrates how these assets can be effectively adapted to complement specific club colours while maintaining brand integrity. [Click here to access the QPL Kit Sublimation Guide](#).

Competition logos can be downloaded here: [NPL](#) | [QPL](#) | [FQ Academy](#)

Football Queensland has modified the Football Australia Playing Strip Requirements to provide clubs with additional commercial sponsorship opportunities (#17 & #20 above number). Clubs should note, however, that separate playing strip requirements apply if they qualify for the Australia Cup Final Rounds.

Clubs with NPL, QPL and FQ Academy League teams should note that the approved sponsor position #5 (Football Queensland Sponsor Logo) will be unavailable for clubs in the 2027 season.

Football Australia will not approve non-compliant playing strips for Australia Cup matches. Clubs wearing a non-compliant playing strip in the Australia Cup may be deemed in breach of the Competition Regulations and may be subject to disciplinary action.

Questions about the 2027 On-field kit requirements can be directed to competitions@footballqueensland.com.au



NPL QUEENSLAND ON-FIELD KIT REQUIREMENTS

MEN'S, WOMEN'S & U23'S

FRONT OF JERSEY

1. Primary Manufacturer's Logo - 20cm² (choose one option)
2. Secondary Manufacturer's Branding - 8cm wide
3. Secondary Manufacturer's Branding - 8cm wide
4. Club Sleeve Sponsor Logo 100cm²
5. Football Queensland Sponsor Logo
6. Competition Logo 60cm²
7. Club Logo 60cm²
8. Club Major Sponsor 450cm²
9. Technology Logo 10cm²
10. Technology Logo 10cm²

FRONT OF SHORTS

11. Technology Logo 10cm²
12. Technology Logo 10cm²
13. Club Logo 60cm²
14. Player Number, maximum 3 – 5cm wide each, 10 - 15cm high.
15. Primary Manufacturer's Logo 20cm²
16. Club Sponsor Logo 105cm²

BACK OF JERSEY

17. Player Name or Club Sponsor - maximum 30cm wide, maximum 10cm high.
18. Player Number
19. Club Sponsor Logo - maximum 30cm wide, maximum 15cm high.
20. Club Sponsor or Club branding i.e. club messaging or abbreviations

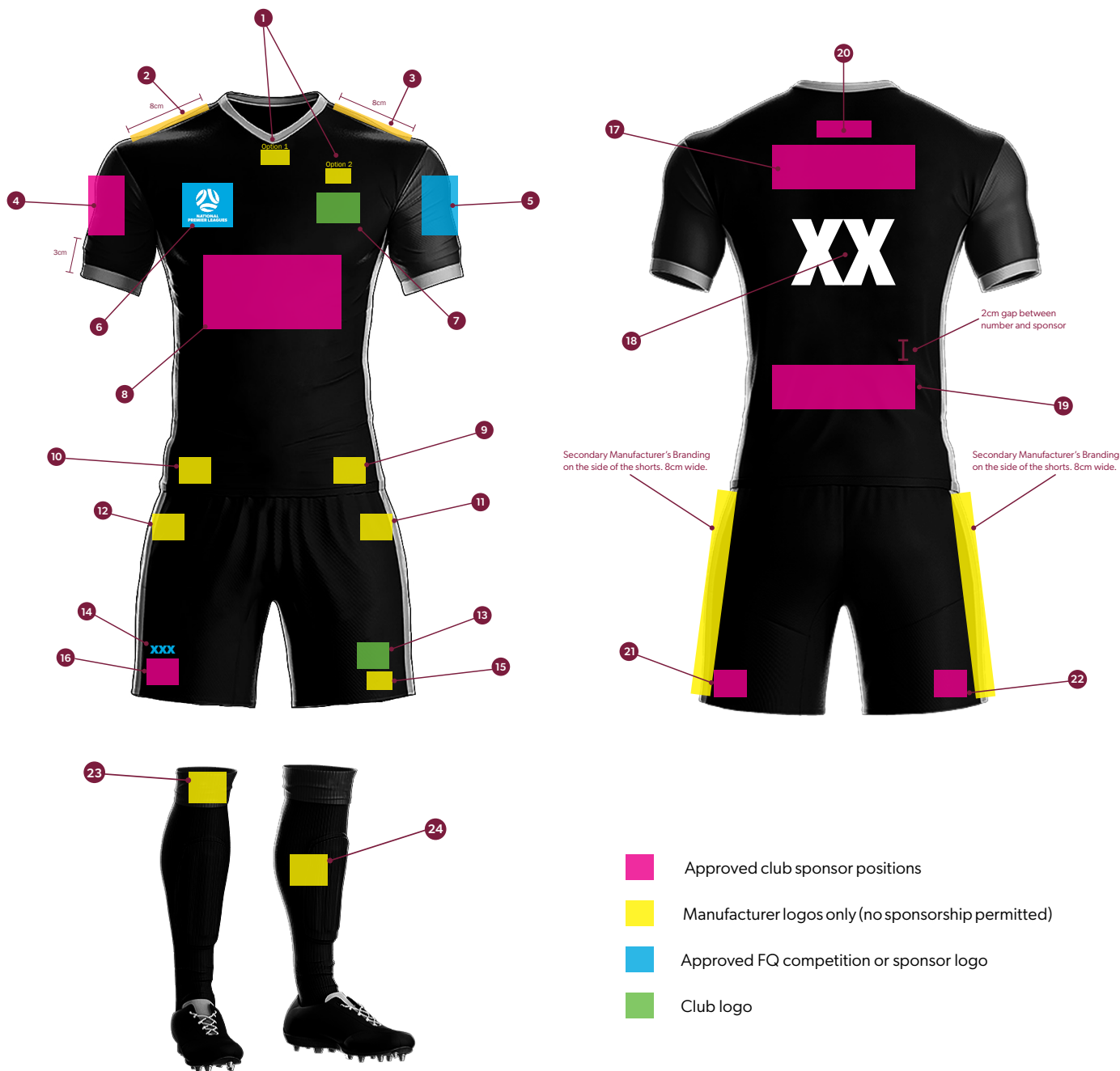
BACK OF SHORTS

21. Club Sponsor Logo 105cm²
22. Club Sponsor Logo 105cm²

PLAYING SOCKS

23. Secondary Manufacturer's Branding on turn-down area of sock. Woven, maximum 5cm wide.
24. Primary Manufacturer's Branding on calf or shin area of sock. Woven, maximum 20cm².

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.



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



QPL ON-FIELD KIT REQUIREMENTS

MEN'S, WOMEN'S & U23'S

FRONT OF JERSEY

1. Primary Manufacturer's Logo - 20cm² (choose one option)
2. Secondary Manufacturer's Branding - 8cm wide
3. Secondary Manufacturer's Branding - 8cm wide
4. Club Sleeve Sponsor 100cm²
5. Football Queensland Sponsor Logo
6. Competition Logo 60cm²
7. Club Logo 60cm²
8. Club Major Sponsor 450cm²
9. Technology Logo 10cm²
10. Technology Logo 10cm²

FRONT OF SHORTS

11. Technology Logo 10cm²
12. Technology Logo 10cm²
13. Club Logo 60cm²
14. Player Number, maximum 3 – 5cm wide each, 10 - 15cm high.
15. Primary Manufacturer's Logo 20cm²
16. Club Sponsor Logo 105cm²

BACK OF JERSEY

17. Player Name or Club Sponsor - maximum 30cm wide, maximum 10cm high.
18. Player Number
19. Club Sponsor Logo - maximum 30cm wide, maximum 15cm high.
20. Club Sponsor or Club branding i.e. club messaging or abbreviations

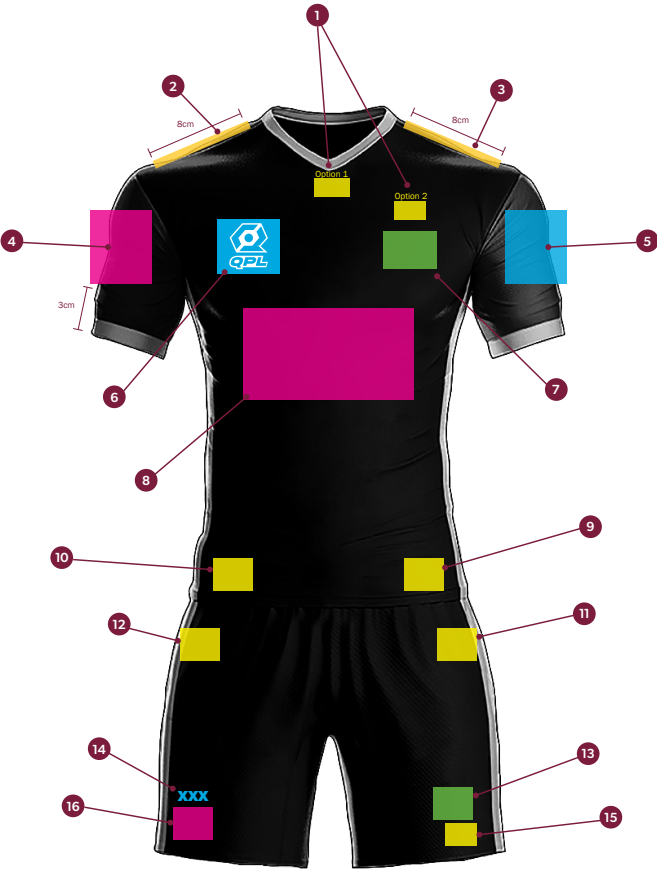
BACK OF SHORTS

21. Club Sponsor Logo 105cm²
22. Club Sponsor Logo 105cm²

PLAYING SOCKS

23. Secondary Manufacturer's Branding on turn-down area of sock. Woven, maximum 5cm wide.
24. Primary Manufacturer's Branding on calf or shin area of sock. Woven, maximum 20cm².

QPL 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.



- Approved club sponsor positions
- Manufacturer logos only (no sponsorship permitted)
- Approved FQ competition or sponsor logo
- Club logo

PLEASE NOTE: #17 & #20 – Club sponsors do not comply with Australia Cup kit requirements 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 REQUIREMENTS

FRONT OF JERSEY

1. Primary Manufacturer's Logo - 20cm² (choose one option)
2. Secondary Manufacturer's Branding - 8cm wide
3. Secondary Manufacturer's Branding - 8cm wide
4. Club Sleeve Sponsor Logo 100cm²
5. Football Queensland Sponsor Logo
6. Competition Logo 60cm²
7. Club Logo 60cm²
8. Club Major Sponsor 450cm²
9. Technology Logo 10cm²
10. Technology Logo 10cm²

FRONT OF SHORTS

11. Technology Logo 10cm²
12. Technology Logo 10cm²
13. Club Logo 60cm²
14. Player Number, maximum 3 – 5cm wide each, 10 - 15cm high.
15. Primary Manufacturer's Logo 20cm²
16. Club Sponsor Logo 105cm²

BACK OF JERSEY

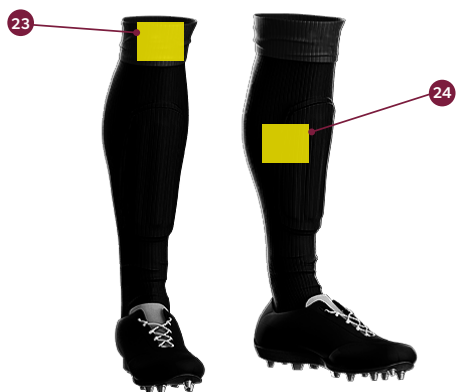
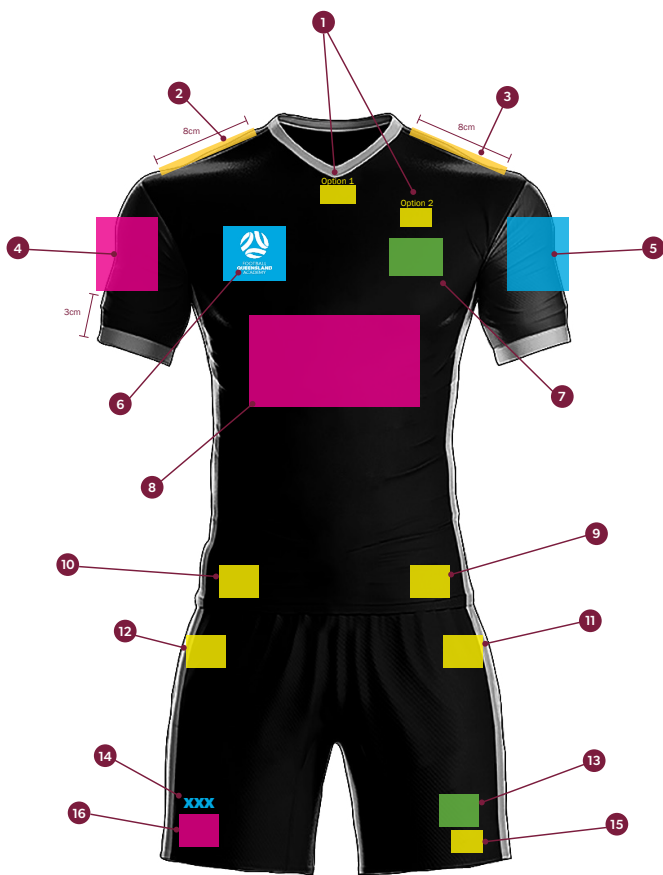
17. Player Name or Club Sponsor - maximum 30cm wide, maximum 10cm high.
18. Player Number
19. Club Sponsor Logo - maximum 30cm wide, maximum 15cm high.
20. Club Sponsor or Club branding i.e. club messaging or abbreviations

BACK OF SHORTS

21. Club Sponsor Logo 105cm²
22. Club Sponsor Logo 105cm²

PLAYING SOCKS

23. Secondary Manufacturer's Branding on turn-down area of sock. Woven, maximum 5cm wide.
24. Primary Manufacturer's Branding on calf or shin area of sock. Woven, maximum 20cm².



- Approved club sponsor positions
- Manufacturer logos only (no sponsorship permitted)
- Approved FQ competition or sponsor logo
- Club logo

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



For more information or assistance, please
contact Football Queensland at
competitions@footballqueensland.com.au