



TEAM UNIFORM BRANDING

This document is effective for NWC2027 August 2027 and for all WN events that follow.

Issued – May 2026

Purpose: *These Uniform Guidelines provide a consistent framework for team uniform presentation at World Netball events. The purpose is to create opportunities to enhance commercial value and visibility, ensure clear athlete identification, and establish consistent branding positions. This uniform approval process applies to all World Netball events.*

Other events of which netball forms a part of may use elements of these guidelines.

Team Clothing

The clothing used by teams participating in the event will be provided by the participating country at their cost and shall be free of any third-party branding except as approved by WN.

Team clothing may consist of four distinct categories:

Match Clothing / Equipment	Training Uniform	Casual Uniform	Formal Clothing*
Match uniform and undergarments	Shorts	Tracksuits	Shirt
Alternate uniform and undergarments	Skirts	Hoodies	Skirt
Match bibs	Dresses	T-Shirts	Pants
Match warm up shirts	T-Shirts	Singlets	Dress
Match tracksuit	Singlets	Shorts	Jacket
Match socks	Tracksuits	Skirts	
Team sports bag / backpack	Socks		
Media polo	Sports bag / backpack		
Sweatbands	Compression clothing		

*The formal clothing can be used as an alternate to the track suit for formal occasions.

Primary Match Uniform

Participating teams are required to submit their uniform colours and artwork designs, incorporating sponsor logos, to WN 5 months prior to the event for approval by WN.

Alternate Match Uniform

All teams are required to submit the colours and design for an alternate match uniform (or clash uniform), incorporating sponsor logos, to WN 5 months prior to the event for approval by WN.

Alternate match uniform notes:

- An alternate match uniform must be sufficiently different from the main colour of the primary uniform to avoid “clashes”. For the avoidance of doubt, for example – primary uniform is yellow, alternate uniform cannot be gold or predominantly yellow.
- Where possible the alternate match uniform should have a main colour that is opposite the primary match uniform’s main colour on the **Colour Wheel**.
- Where there are two main colours in a primary match uniform, the reversal of the



colours of the primary match uniform is not acceptable for the alternate uniform. For the avoidance of doubt, for example – the primary uniform is blue with red panels, an alternate match uniform that is red with blue panels is unlikely to be approved.

Process for WN Events - Uniform Approval –

- Phase One:
 - Teams submit the artwork and designs for Primary and Alternate match uniforms and other uniform items to WN for review and approval no less than 5 months prior to the event or date as determined by WN.
 - **Refer to Appendix S2: Team Uniform Approval Form**
 - Once approved by WN in writing the Team may proceed to manufacturing their uniforms.
 - Note: Bib branding, by an event sponsor, may be completed post the manufacturing phase. Teams must allow for the addition of an event sponsor in the bib branding position during the manufacturing phase.
- Phase Two:
 - At the event the Team must submit to WN for final review and approval the manufactured uniform, in particular the Primary and Alternate match uniforms.
 - This phase ensures that the Team the approved uniform design or artwork has been manufactured as in phase one, except where subsequent written permission has been granted by WN for circumstances which may include but are not limited to; change of manufacturer and/or logo, change of team sponsor and/or logo, change of national crest.

WN reserves the right, without appeal, to approve or decline all uniforms and branding, however, approval will not be unreasonably withheld, within the requirements as provided and in accordance with WN General Regulations and Policies.

Other equipment and Items

- a. **Head/body gear:** Any identification of the manufacturer appearing on caps, wristbands, headbands etc. shall not exceed 6 cm square total.
- b. **Eyewear (e.g. sunglasses):** May carry the Identification of the Manufacturer as generally used on products sold through the retail trade, with the manufacturer's identification permitted on the lenses so long as such identifications are engraved into the lens and are not deemed as conspicuous or prominent by WN
- c. **Equipment (including towels & drink bottles):** Manufacturer identification shall not exceed 10 percent of the surface area of the equipment that is exposed during competition and shall not be more than 60 square cm. If towels and/or drink bottles etc are provided by the Event and/or WN then Team items cannot be used during competition and/or training.
- d. **Bags/Official Bags:** The name/logo of the manufacturer of a bag may be displayed once on each bag used by a player in the competition venue. The maximum size shall be 60 cm square.
- e. **Socks:** one identification of the manufacturer permitted per item (sock) up to a maximum of 10cm square.
- f. **Footwear:** may carry the identification of the manufacturer as generally used on products sold through the retain trade as long as such identifications are deemed not conspicuous or prominent by WN. Note: footwear is regarded as a "*tool of trade*" for players and officials. This does not preclude WN appointing an official footwear partner for the Federation and/or WN may appoint an official footwear partner for the Event.



- g. Any other items not covered in the current Uniform or Equipment Branding requirements or where Teams seek exemptions, must be applied for to WN, and approved prior to the use of the item by the Team.

Branding Guidelines

The following guidelines relate to third party branding on team clothing:

Positional Bibs

WN and the OC reserve all rights in relation to branding on the front and back of positional bibs.

In the design of the positional bibs for the Match uniforms a Team must ensure sufficient space is left on the top of the bib for the placement of the event major sponsor(s) either at the time of manufacture or for printing after manufacture.

Event sponsor logo front & back of positional patch / bib	14cm	4cm	n/a
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The OC will provide the artwork of the event major sponsor(s) for placement on the front and back of the positional patches/bibs no later than 6 months prior to the event.

The minimum size of positional lettering on the bib is 150mm high in a clear and legible font.

The positional patch/bib may be extended in size to incorporate the event major sponsor(s) above the positional lettering.

Teams must ensure that the positional lettering is in a contrasting colour to the main bib colour and clearly visible and legible.



Figure 1 – Location of event major sponsor(s) on team positional bibs
Teams must ensure that there is space for the event sponsor on the bibs.

Team Clothing

Participating teams are required to submit their team sponsors for approval no later than six (6) months prior to the event for approval by WN. Subject to the timeframes before the event. No conflict with the event major sponsor(s) will be approved, and teams must have the same sponsors on both their primary and alternate uniform. Approval of Team sponsor branding shall not be unreasonably withheld.

WN will be responsible for notifying all participating teams of WN/Event sponsors as they are secured.

Refer to Appendix S2: Team Sponsor Approval Form.

Third party (sponsor) logo placement and sizing guidelines for team clothing are outlined below. Note: The clothing manufacturer’s name/logo may appear once on any garment.



Third party (sponsor) logos

Third party (sponsor) logos:

- Must be consistent with the artwork supplied and approved by WN;
- **On match uniforms – a maximum of two sponsor positions may be used on their match uniforms, for a maximum of two different sponsors. Each sponsor is permitted to appear once. This does not include the manufacturer logo. Therefore, teams have the following options:**
 - Two sponsors that each appear once.
 - One sponsor that appears once and one position is unfilled
- There are four potential locations available for the two-sponsor logos.
- A manufacturer logo may appear once in addition to the above.
- No sponsor logo can exceed the maximum length and height specifications except;
- Where the maximum allowable square centimetre area is stipulated, in which case the sponsor logo cannot exceed that measurement **OR**
- Where prior written approval has been granted by WN for specific requests and/or conditions that are acceptable to WN.
- For the avoidance of doubt where there is a maximum allowable square centimeter area stipulated that measurement cannot be exceeded.
- As already stated, the same third party (sponsor) logos must appear on the primary and alternate/clash match uniform unless prior written approval has been granted by WN.

For the avoidance of doubt – NO more than two sponsor positions shall be permitted on the match uniform.

Measurement of logos, positional letters, surnames etc on clothing

- It is recognized that performance fabrics may measure differently when laid flat or when not being worn, due to low tension in the material.
- Tolerance may be permitted by WN when branding is measured on the physical uniform. As a guide 3mm may be the tolerance permitted.

Player Identification

Teams must display the surnames of players on the back of the match uniform, primary and alternate, in lettering that is a minimum of 5cm (50mm) and no more than 10cm (100mm) high and no longer than 16cm (160mm) in length. The surnames must be positioned either above or below the positional patch/bib with all team uniforms placement consistently applied.

Teams must display player identification numbers on each side panel of the match uniform (primary and alternate), that are a minimum of 10cm (100mm) high. The number can be one or two digits e.g. 1 to 9, 10 to 99 or 01 to 99.

Teams may also substitute the use of player surnames with numbers – using the same numbers on the side panels of the match uniform, to enable uniforms to be sustainably utilized. Where teams use numbers on the uniforms as the player identifier, this must be noted on the team list in the relevant column.

It is the responsibility of the teams to ensure uniforms are identified by player surname and numbers.

Teams must ensure that the surname and player identifying number is in a contrasting colour to the match uniform colour and clearly visible and legible.
For example – avoid the use of white lettering on yellow unless a keyline font is used.



Same Surnames - If there are two or more players with the same surname, an initial or additional letters may be added to distinguish players.

Player surnames/numbers may also be on the warm-up tee in the location shown below. Where players have the same surname, identifying initial/s may be included.

If there are cultural or other naming convention considerations for the identification of players on clothing, please advise WN and request prior written permission before branding is undertaken.

Other Matters

For example, those below – these will be considered by WN on a case-by-case basis and approved at the sole discretion of WN.

- Non-commercial embellishments e.g. player legacy numbers, symbols of country, design elements of uniform with cultural significance.
- Off-the-shelf off-court uniform items where manufacturer logos are pre-made/sublimated.

Team Responsibility

If there is uncertainty at any time on the branding of team clothing with third party logos or any of the other logos/names, Teams must refer to WN for clarification and/or approval prior to undertaking branding. If a Team does not comply with the uniform branding requirements, WN reserves the right to apply penalties and sanctions as within the WN General Regulations.



Match Uniform: Primary and/or Alternate

For the avoidance of doubt – a maximum of two sponsor positions may be used on match uniforms, for a maximum of two different sponsors. This does not include the manufacturer logo. Each sponsor is permitted to appear once.

Logo	Maximum Length	Maximum Height	Maximum allowable area
National logo x 1 position only	7cm	6cm	n/a
Manufacturer logo x 1 position only	4cm	4cm	n/a
Event sponsor logo on each positional patch / bib	14cm	4cm	n/a
Team Sponsor/Partner logo (front) – 2 x options – above and one below the bib	25cm	7cm	150cm²
Team Sponsor/Partner logo (back) – 2 x options – one above and one below the bib	25cm	7cm	150cm²
Player Surname	16cm	5cmmin/10cm max	n/a
Player Identification Number	n/a	10cm	Width of side panel

The letters of the player surname must be 5cm minimum in height and no more than 10cm.

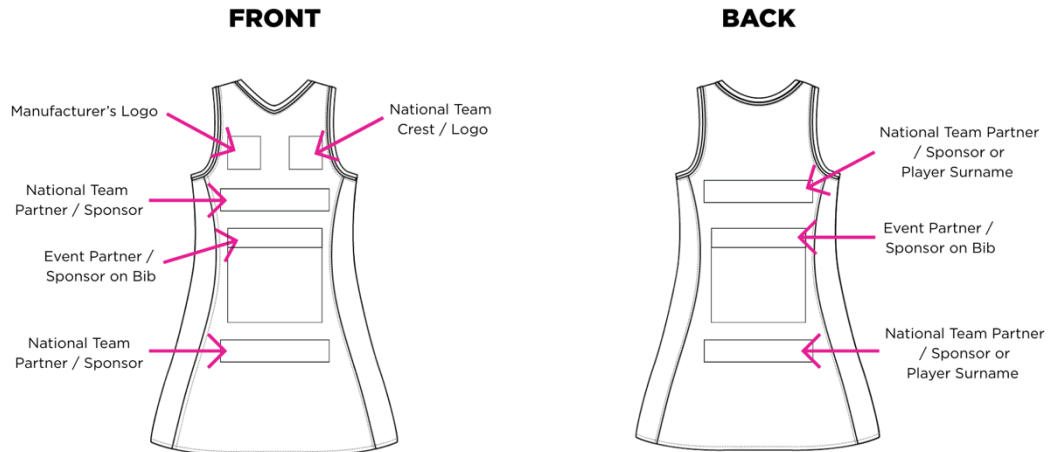




Figure 2 – Location of branding on match uniform

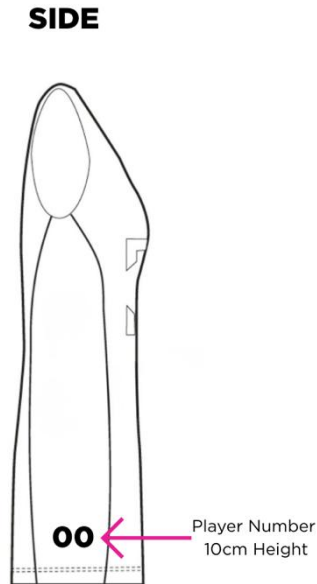


Figure 2 – Location of player identification number of match uniform. This should be replicated on both sides of the dress.

Where the match uniform is not a dress as shown, for example a singlet and leggings/shorts/skort the branding positions permitted are as per for a dress. For the avoidance of doubt there are no more than four sponsor branding locations total across the entire uniform e.g. both pieces – singlet and shorts/skort. The exception is the manufacturers logo which may be once on each item/garment.



Media Polo:

For the avoidance of doubt – NO more than two sponsor positions shall be permitted on the Media Polo from the four positions available. . This does not include the manufacturer logo. Each sponsor is permitted to appear once.

Logo	Maximum Length	Maximum Height	Maximum allowable area
National logo	7cm	6cm	n/a
Event logo	7cm	6cm	n/a
Team Partner logo (front)	25cm	7cm	150cm ²
Manufacturer logo x 1	4cm	4cm	n/a
Team Partner logo (back)	25cm	7cm	150cm ²
Collar logos	5cm	5cm	n/a

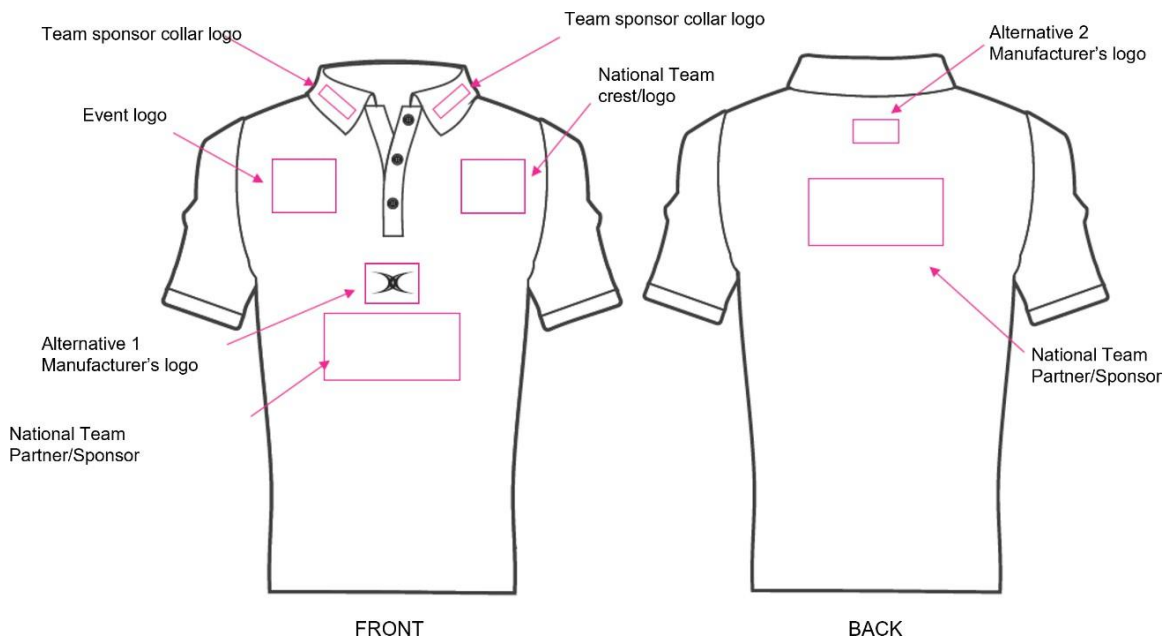


Figure 3 – Location of branding on media polo shirt



Warm Up Tee:

For the avoidance of doubt – NO more than two sponsor positions shall be permitted on the Warmup Tee from the four positions available. This does not include the manufacturer logo. Each sponsor is permitted to appear once.

Logo	Maximum Length	Maximum Height	Maximum allowable area
National logo	7cm	6cm	n/a
Event logo	7cm	6cm	n/a
Team Partner logo (front)	25cm	7cm	150cm ²
Manufacturer logo x 1	4cm	4cm	n/a
Team Partner logo (back)	25cm	7cm	150cm ²
Player Surname	16cm	5cm	n/a

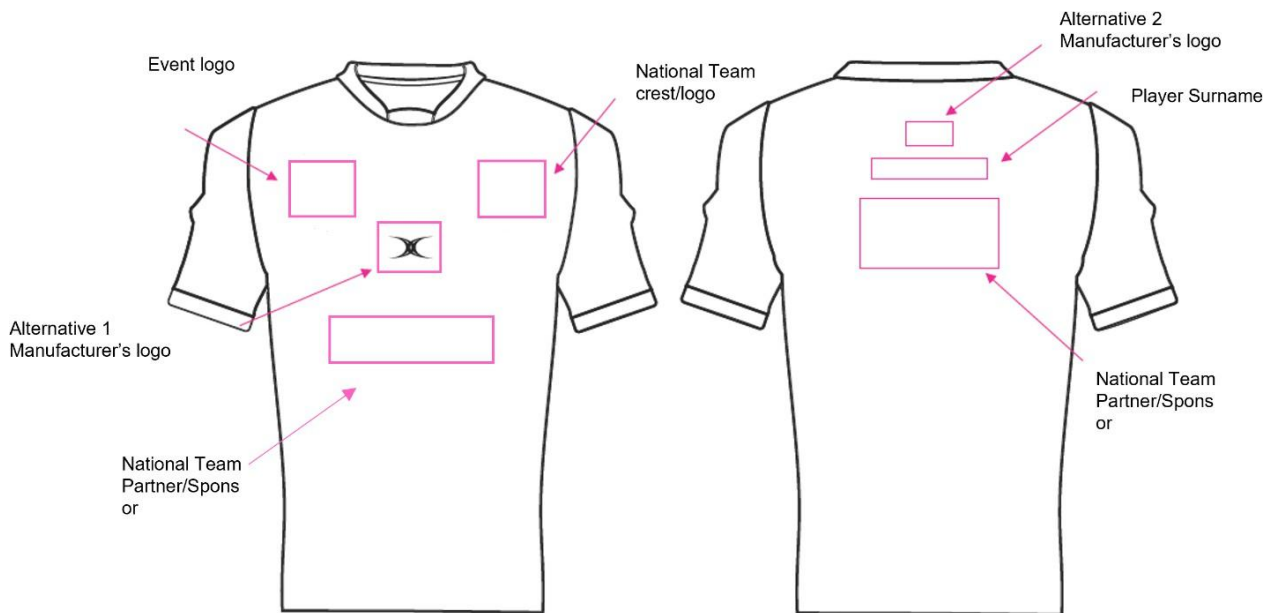


Figure 4 – Location of branding on team warm up tee

Tracksuit Jacket:

Logo	Maximum Length	Maximum Height	Maximum allowable area
National logo	7cm	6cm	n/a
Team Partner logo (front)	7cm	6cm	n/a
Manufacturer logo x 1	4cm	4cm	n/a
Country Name (recommended position across shoulders – approval granted based on design)	16cm	5cm	n/a
Team Partner logo (back)	25cm	7cm	150cm ²

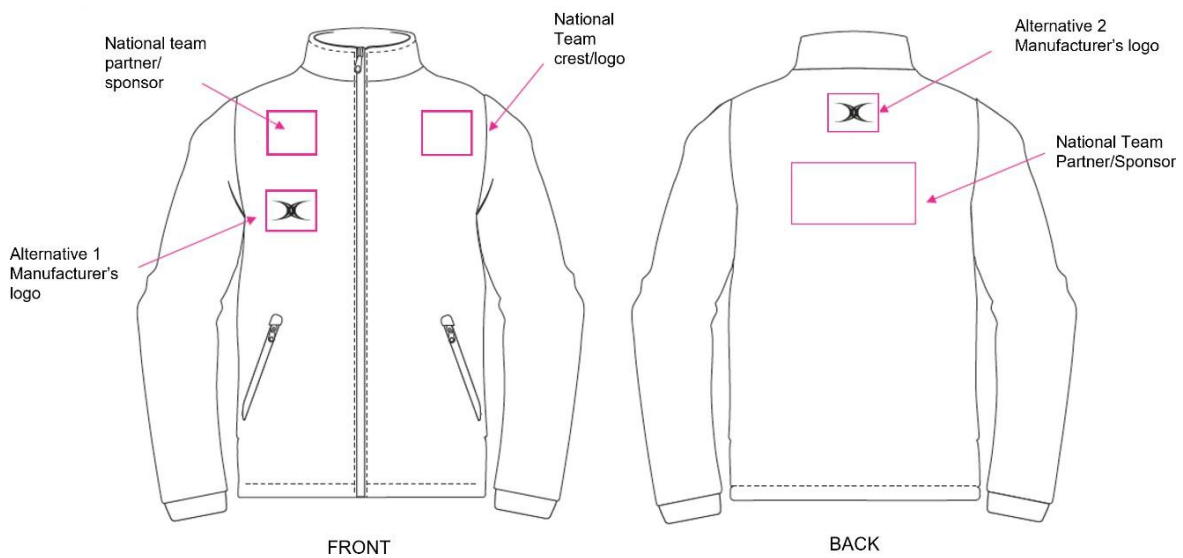


Figure 5 – Location of branding on team tracksuit jacket



Tracksuit Pants:

Logo	Maximum Length	Maximum Height	Maximum allowable area
National logo	7cm	6cm	n/a
Team Partner logo (front)	7cm	6cm	n/a
Manufacturer logo x 1	4cm	4cm	n/a

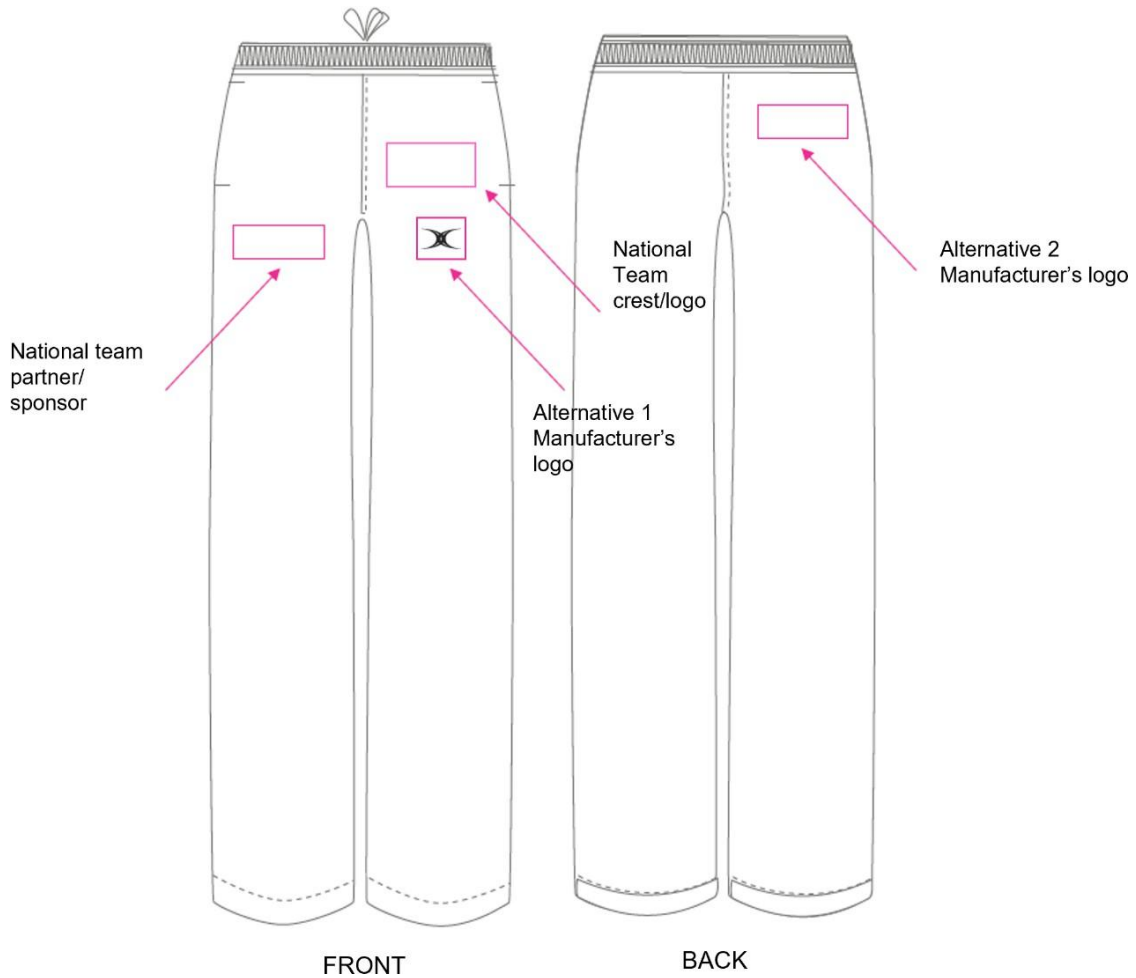


Figure 6 – Location of branding on team tracksuit pants

Training shorts / skirt / pants:

Logo	Maximum Length	Maximum Height	Maximum allowable area
National logo	7cm	6cm	n/a
Team Partner logo (front) x 2	8cm	6cm	n/a
Manufacturer logo x 1	4cm	4cm	n/a

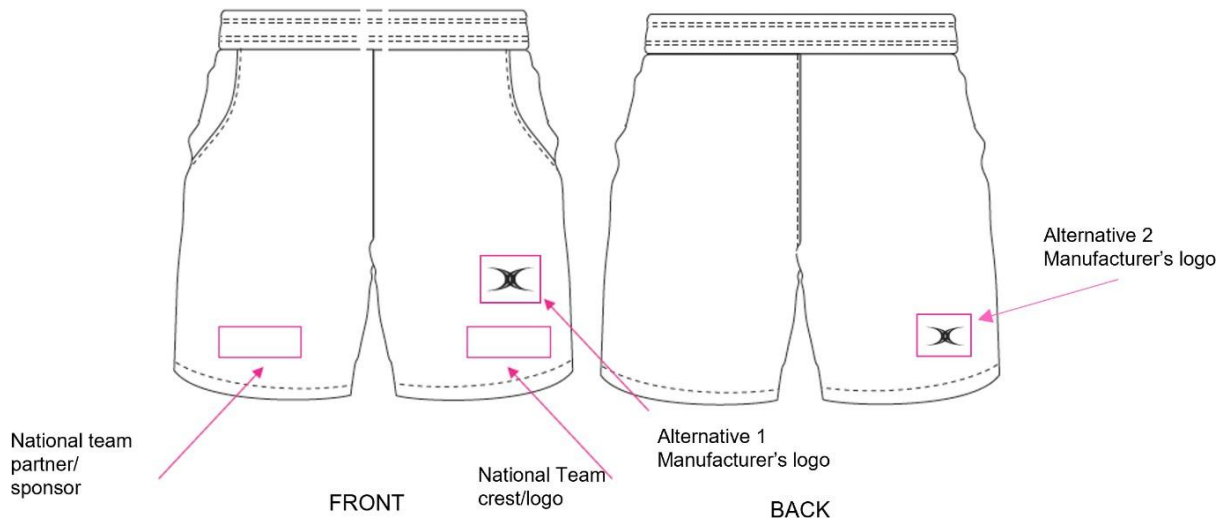


Figure 7 – Location of branding on team training shorts



Training shirts/singlets:

Logo	Maximum Length	Maximum Height	Maximum allowable area
National logo	7cm	6cm	n/a
Team Partner logo (front)	25cm	7cm	150cm ²
Manufacturer logo x 1	4cm	4cm	n/a
Team Partner logo (back)	25cm	7cm	150cm ²

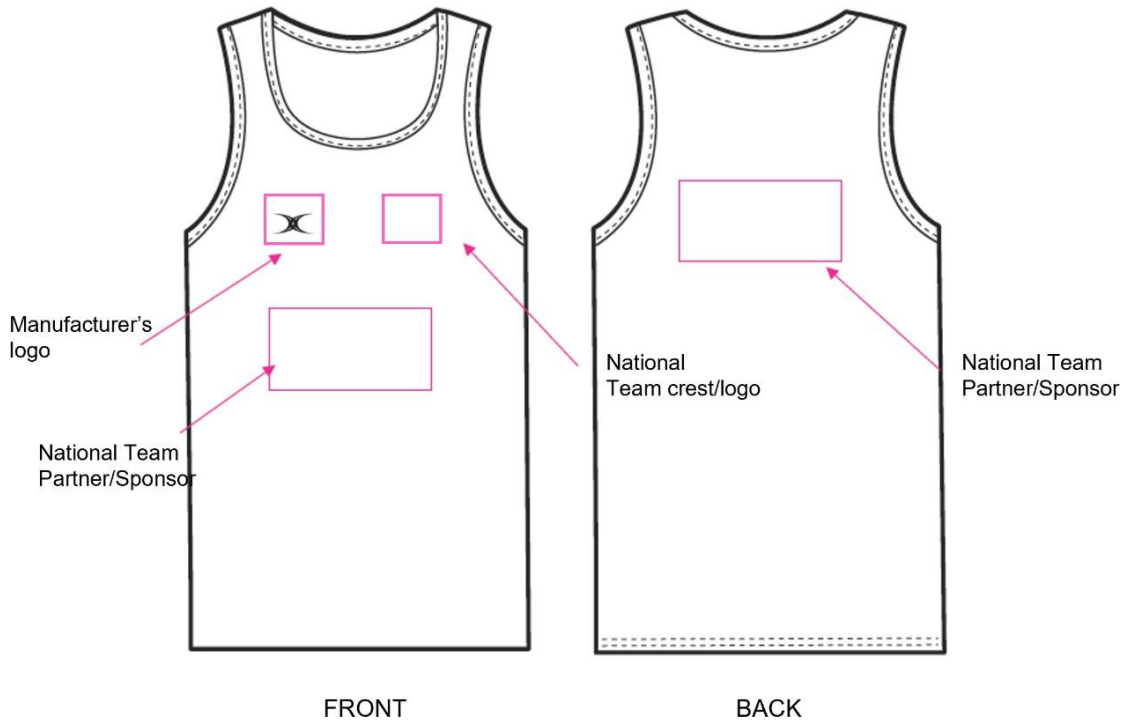


Figure 8 – Location of branding on team training top

Hoodie / Windcheater / Long Sleeve T-shirt:

Logo	Maximum Length	Maximum Height	Maximum allowable area
National logo	7cm	6cm	n/a
Team Partner logo (front)	7cm	6cm	n/a
Manufacturer logo x 1	4cm	4cm	n/a
Team Partner logo (back)	25cm	7cm	150cm ²

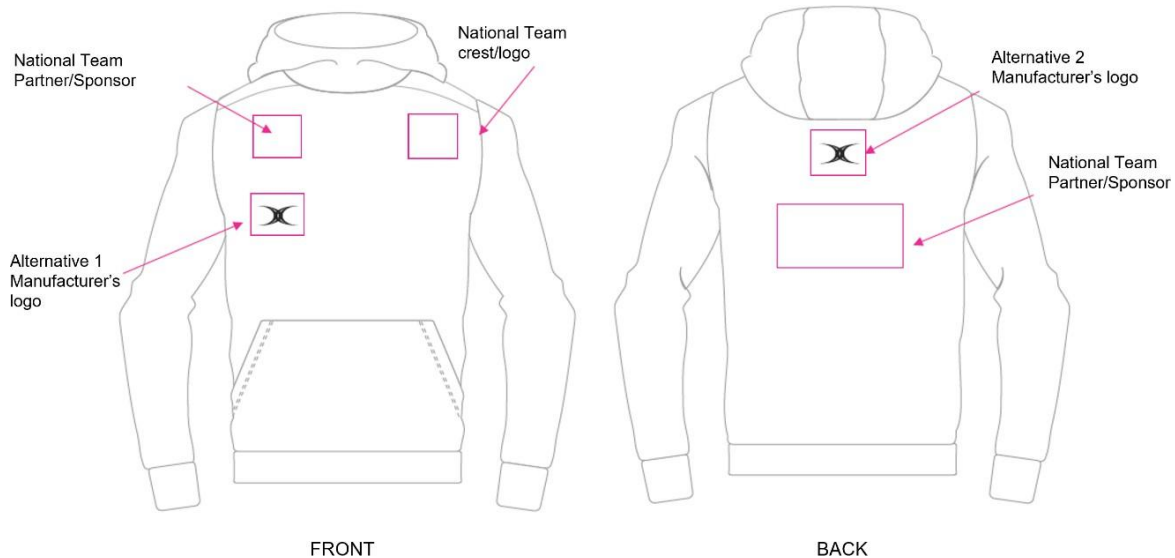


Figure 9 – Location of branding on team hoodie

Other Items

Headgear: Any identification of the manufacturer appearing on caps, sunglasses, headbands etc. shall not exceed 6 square cm.

Equipment (including towels & drink bottles): Manufacturer identification shall not exceed 10 percent of the surface area of the equipment that is exposed during competition and shall not be more than 60 square cm. If towels and/or drink bottles etc are provided by the Event and/or WN then Team items cannot be used during competition and/or training.

Bags/Official Bags: The name/logo of the manufacturer of a bag may be displayed twice on each bag used by a player in the competition venue. The maximum size of each logo shall be 25 square cm (est. 5cm x 5cm)

If a Team is unsure of the application of the branding guidelines, they must ask WN for clarification and/or permission prior to proceeding with the branding of a uniform item.