



Appendix S1 – TEAM UNIFORM BRANDING

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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 World Netball (WN) and the Organising Committee (OC).

Team Sponsors

Participating teams must submit all proposed team sponsors for commercial approval no later than six (6) months prior to the event. WN, in consultation with the OC, will assess proposed sponsors against WN and event commercial agreements, protected categories and potential conflicts. No sponsor that conflicts with an applicable WN or event protected category will be approved.

Teams must have the same sponsors on both their primary and alternate uniforms unless prior written approval has been granted by WN. Approval of a team sponsor shall not be unreasonably withheld. Approval of a sponsor does not constitute approval of the sponsor logo placement or the final uniform design.

A team may request reconsideration of a sponsor decision within five (5) working days of notification. WN's decision following reconsideration will be final.

WN will notify all participating teams of WN and Event sponsors, protected categories and required Event branding as they are secured and, wherever reasonably practicable, no later than six (6) months prior to the Event.

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;
- A maximum of four third party (sponsor) logos either:
 - one sponsor that appears four times on the uniform **or**
 - two that each appear twice or one that appears three times and one, appearing once **or**
 - three – one appearing twice and two, each appearing once **or**
 - four different sponsors that each appear once;
- 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 centimetre 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.

Categories of Team Clothing

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.

Teams may submit the uniform colours and artwork designs for Match Clothing and other categories of team clothing, excluding team sponsor logos, up to twelve (12) months prior to the relevant Event for early operational approval by WN. Early approval enables Teams to progress manufacturing but does not constitute approval of any team sponsor or third-party branding.

Primary Match Uniform

Participating Teams must submit the final colours and artwork for their Primary Match Uniform, incorporating all approved team sponsor logos and required Event branding, to WN no later than five (5) months prior to the Event for operational approval.

Alternate Match Uniform

All teams must submit the final colours and artwork for an Alternate Match Uniform, or clash uniform, incorporating all approved team sponsor logos and required Event branding, to WN no later than five (5) months prior to the Event for operational approval.

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 – Sponsor and Uniform Approval –

- **Phase One – Early Uniform Design Approval:**
 - Teams may submit the colours, artwork and designs for Primary and Alternate Match Uniforms and other team Clothing, excluding team sponsor logos, up to twelve (12) months prior to the Event for early operational review and approval by WN.
 - **Refer to Appendix S1: Team Uniform Approval Form**
 - Once the design has been approved by WN in writing, the team may proceed to manufacture the uniform, provided that sufficient space is retained for required team sponsor/s, Event sponsor, Event logo as well as space for player identification purposes. Early design approval does not constitute approval of any team sponsor or third-party branding.
 - Note: Branding on positional bibs may be completed after the main manufacturing phase. Teams must ensure during design and manufacture that sufficient space is retained for the addition of the Event sponsor in the required bib branding position.
- **Phase Two - Team Sponsor Approval and Final Uniform Artwork**
 - Teams must submit all proposed team sponsors for commercial approval no later than six (6) months prior to the Event. Following completion of the team sponsor approval process, each team must submit or resubmit its final uniform artwork, incorporating all approved team sponsor logos and required Event branding, no later than five (5) months prior to the Event. WN will review the final artwork for compliance with these Guidelines including but not limited to; placement, frequency, dimensions, colour, visibility, clashes, player identification, non-commercial embellishments.
- **Phase Three – Final Verification**
 - At the Event, the team must present the manufactured uniform to WN for final verification, in particular the Primary and Alternate Match Uniforms.
 - This phase confirms that the team has not altered the design or artwork approved under Phase One or Phase Two, except where subsequent written permission has been granted by WN. Such circumstances may include, but are not limited to, a change of manufacturer or manufacturer logo, a change of team sponsor or sponsor logo, or a change of national crest.

WN reserves the right to approve or decline all uniforms and branding in accordance with these Guidelines and the WN General Regulations and Policies. Approval will not be unreasonably withheld.

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 to 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 retail trade, provided that such identification is not deemed conspicuous or prominent by WN. Footwear is regarded as a “tool of trade” for players and officials. This does not preclude WN from appointing an official footwear partner for the Federation or 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.

2.2.2 Branding Guidelines

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

Positional Bibs

WN 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 an event major sponsor either at the time of manufacture or for addition after manufacture.

Event sponsor logo front & back of positional patch / bib	14cm	4cm	n/a
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WN will provide the artwork for the Event major sponsor(s), for placement on the front and back of the positional patches or bibs, no later than six (6) months prior to the Event wherever reasonably practicable.

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 branding on team positional bibs
Teams must ensure that there is space for the event sponsor on the bibs.

Team Clothing

Measurement of logos, positional letters, surnames and other branding

- It is recognised 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 also 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 back of the uniform as those 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 included on the match warm-up tee in the location shown below.

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 at any time there is uncertainty 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 or Alternate

Logo	Maximum Length	Maximum Height	Maximum allowable area
National logo	7cm	6cm	n/a
Team Sponsor/Partner logo (front)	25cm	7cm	150cm ²
Manufacturer logo	4cm	4cm	n/a
Event sponsor logo front & back of positional patch / bib	14cm	4cm	n/a
Team Sponsor/Partner logo (back)	25cm	7cm	150cm ²
Team Sponsor/Partner logo (side)	13cm	45cm	500cm ²
Player Surname	16cm	5cm	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.

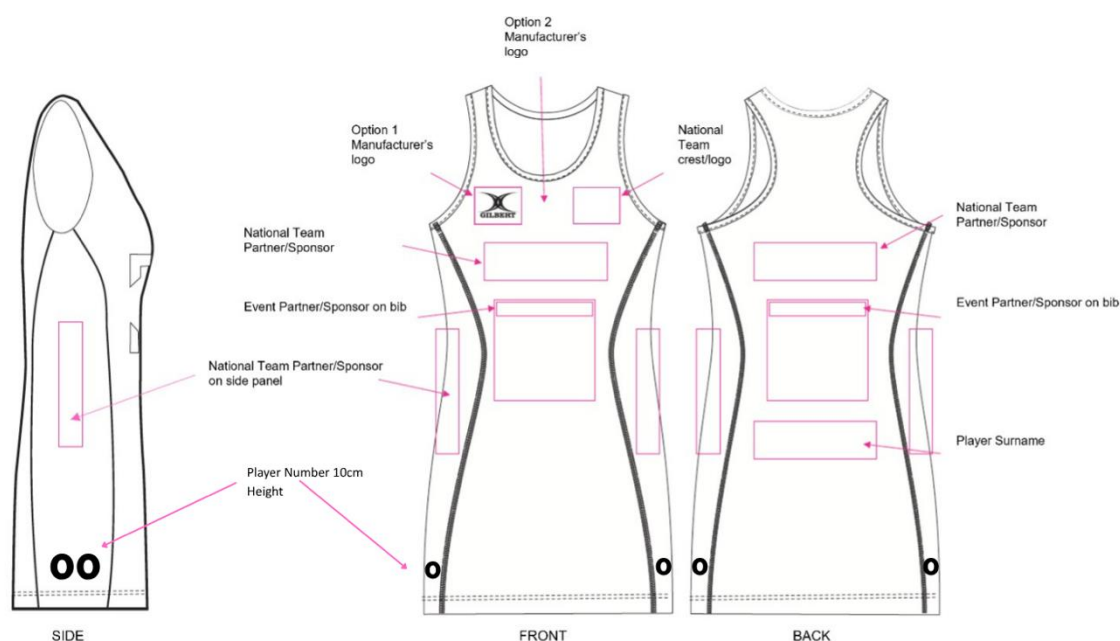


Figure 2 – Location of branding and player identification on match uniform. Player identification numbers should be replicated on both sides of the dress.

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 not double the number of branding locations. The exception is the manufacturers logo which may be once on each item/garment.

Media Polo:

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	4cm	4cm	n/a
Team Partner logo (back)	25cm	7cm	150cm ²
Collar logos	5cm	5cm	n/a

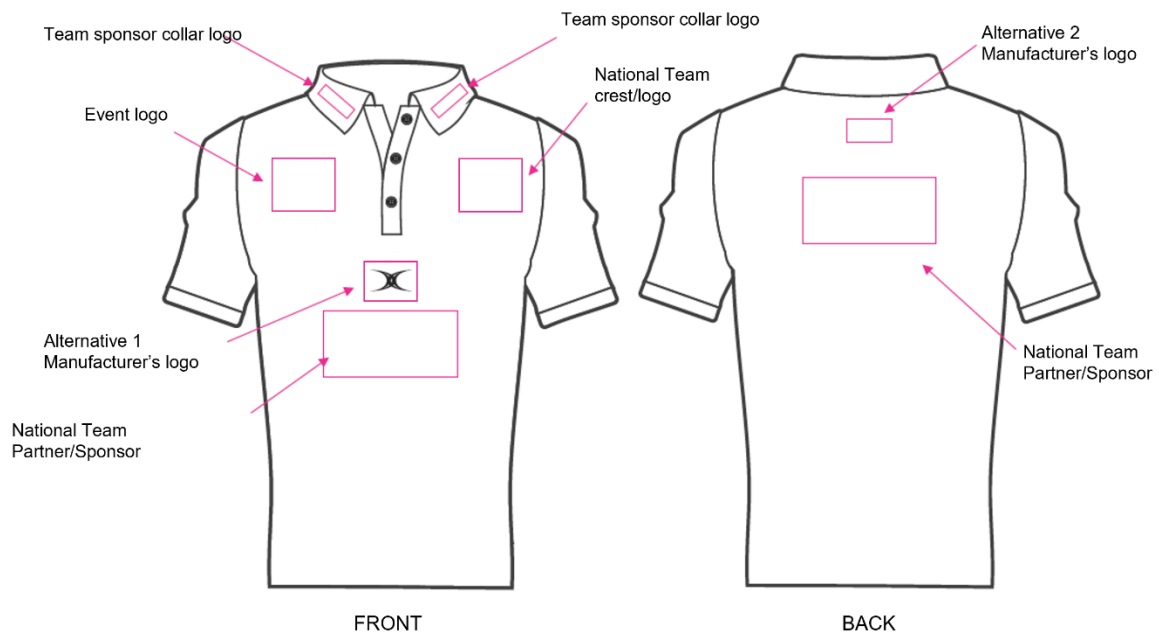


Figure 3 – Location of branding on media polo shirt

Warm Up Tee:

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	4cm	4cm	n/a
Team Partner logo (back)	25cm	7cm	150cm ²
Player Surname	16cm	5cm	n/a

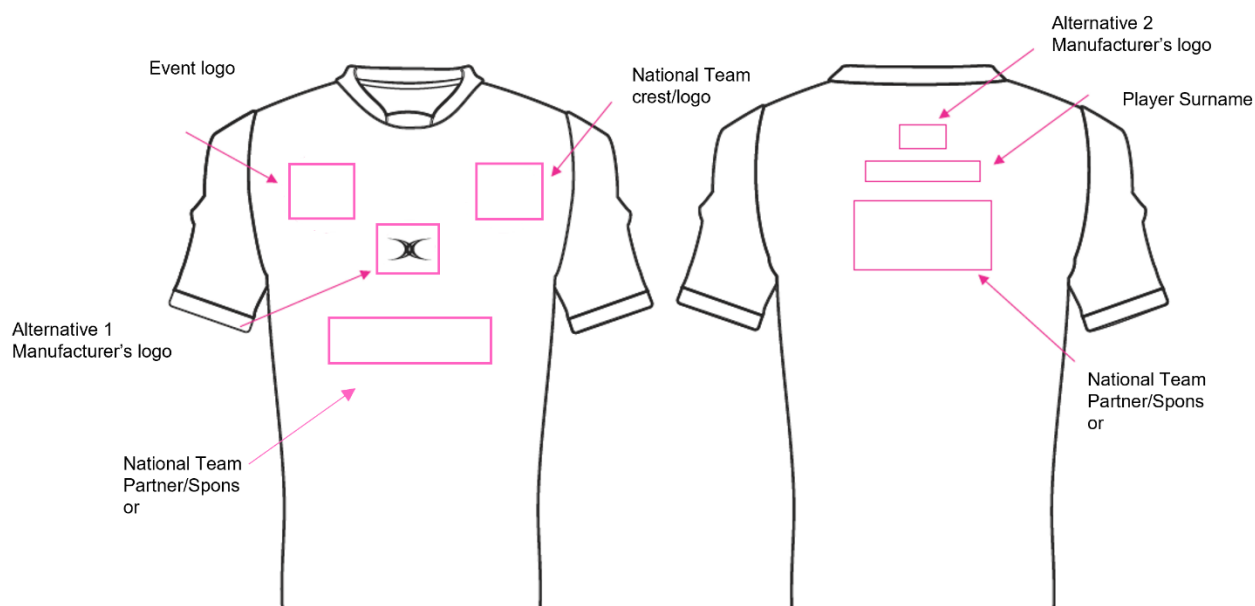


Figure 4 – Location of branding on team warm up tee

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	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

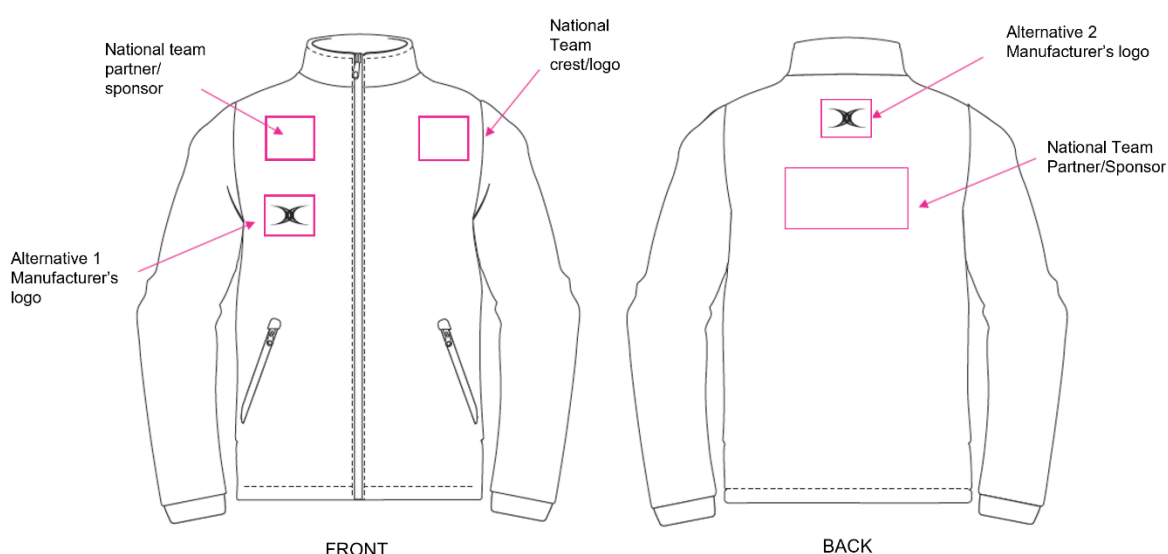


Figure 5 – Location of branding on team tracksuit jacket

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	4cm	4cm	n/a

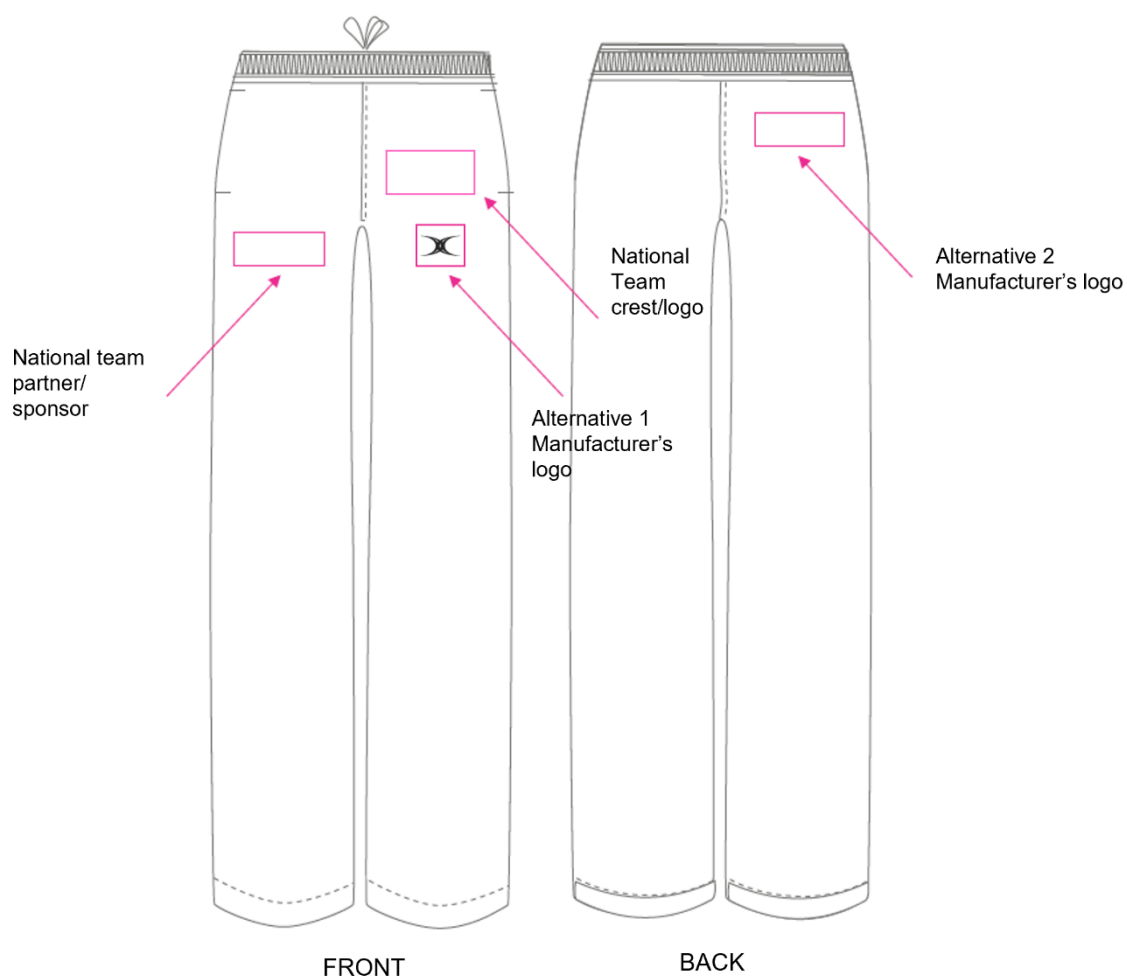


Figure 6 – Location of branding on team tracksuit pants

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	4cm	4cm	n/a

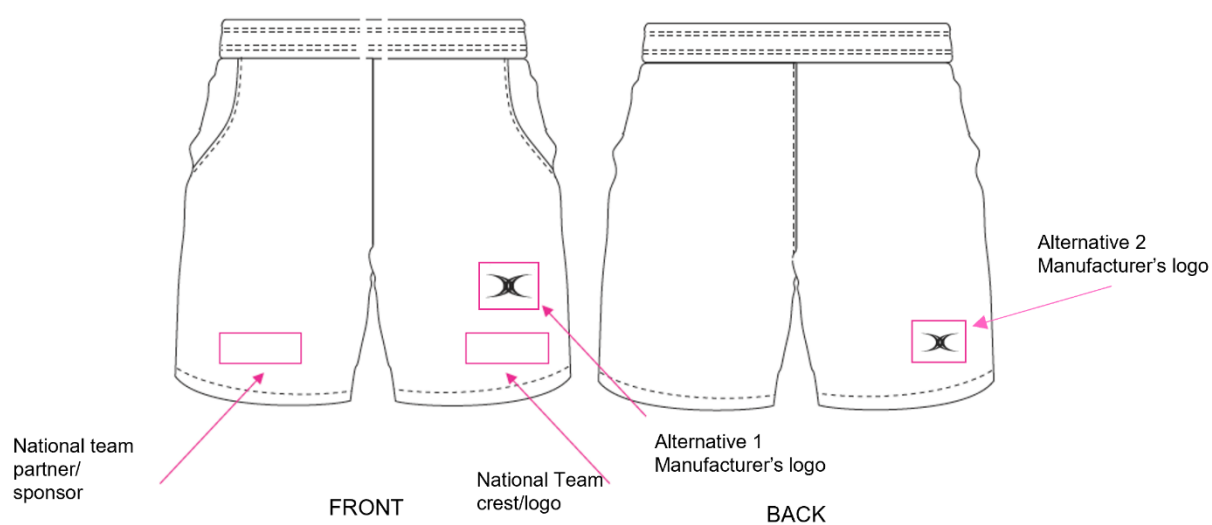


Figure 7 – Location of branding on team training shorts

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	4cm	4cm	n/a
Team Partner logo (back)	25cm	7cm	150cm ²

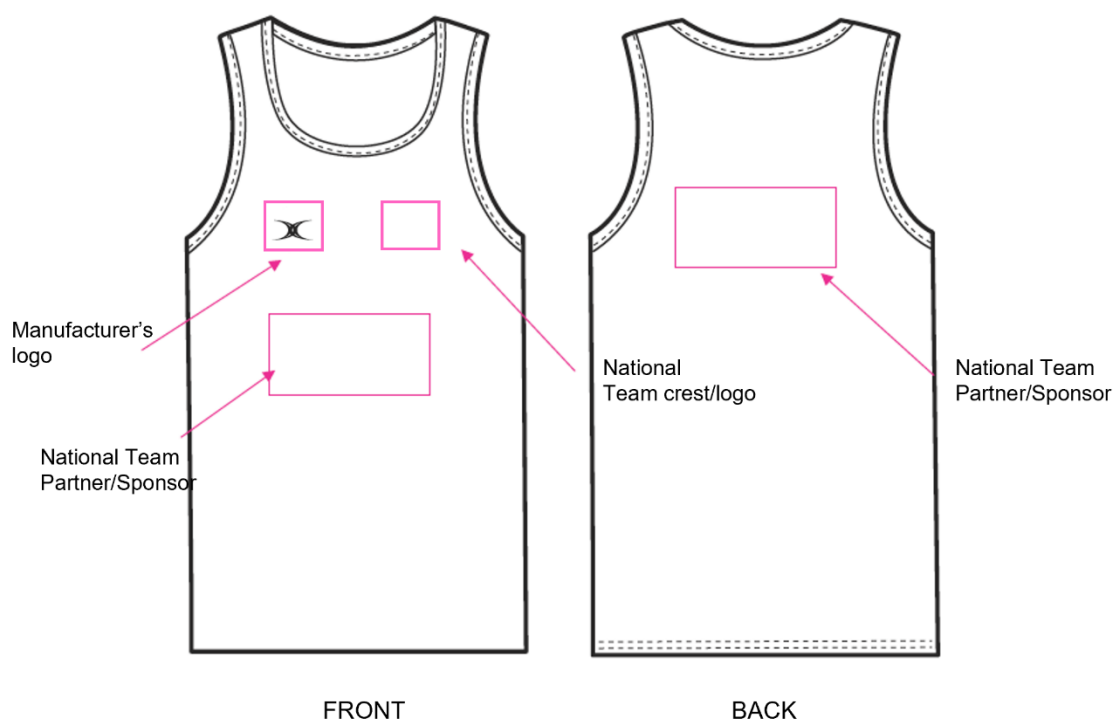


Figure 8 – Location of branding on team training top

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	4cm	4cm	n/a
Team Partner logo (back)	25cm	7cm	150cm ²

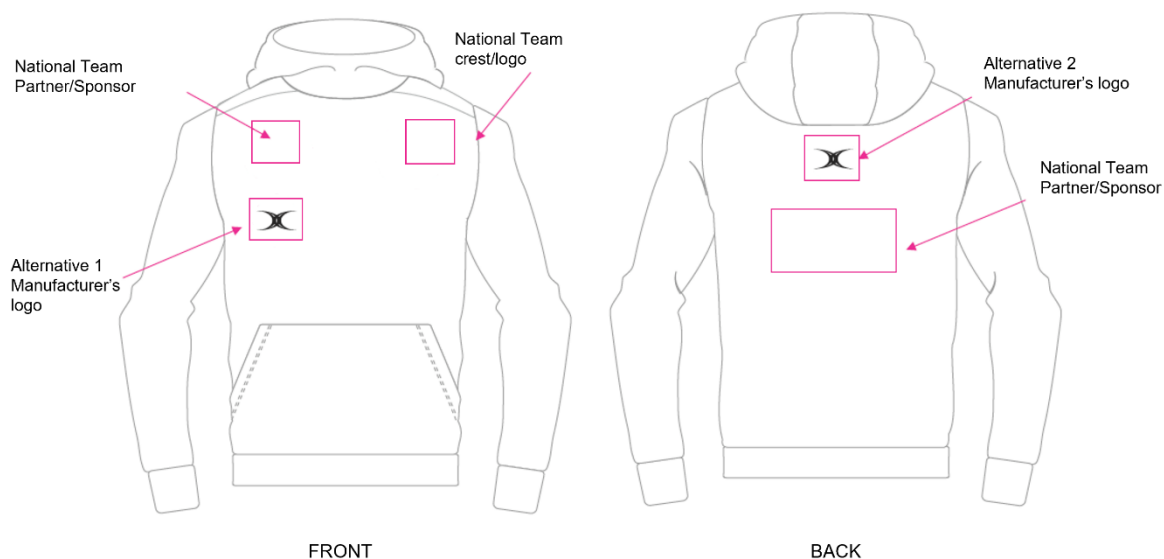


Figure 9 – Location of branding on team hoodie

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 participating team is unsure of the application of the branding guidelines, it must ask WN for clarification before proceeding with the branding of its uniform.