



WorkSafe  
AFL Victoria  
Country

2026

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# On-Field Uniform Branding Guidelines

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The following guidelines outline the requirements for AFL Victoria Country on-field uniform branding:

Guernsey:

1. The WorkSafe logo will sit above the AFL Vic Country logo on the right-hand-side of the player's chest, 14cm below the shoulder seam;
2. The WorkSafe logo on guernseys will always be contained within a white box (this is because there are hundreds of variations of jumper patterns / colours / stripes and will ensure the WorkSafe logo is always represented consistently on a plain white background).
3. The WorkSafe logo will be slightly wider than the AFL Vic Country logo (ratio of 1.2:1);
4. Logo sizes:
  - a. Width of WorkSafe box – 7.2cm
  - b. Width of AFL Victoria shield – 6cm
  - c. Length from top of WorkSafe box to bottom of AFL Victoria shield – 11.5cm



## PMS COLOUR CODES

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WorkSafe logo colour

- WorkSafe Yellow is PMS 130

AFL Logo colours

- AFL Red is PMS 485
- AFL Blue is PMS 287

AFL Victoria Shield colours

- AFL Victoria Navy is PMS 289c
  - AFL Victoria Blue is PMS 70% 289c
  - AFL Victoria Blue/Grey is PMS CG 8c
  - AFL Victoria Light Grey is PMS CG 3c
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## Shorts:

1. The WorkSafe logo will sit above the AFL Vic Country logo on either side of the players' short
2. The WorkSafe logo on shorts will always be contained within a white box (this is because there are hundreds of variations of short patterns / colours / stripes so this will ensure the WorkSafe logo is always represented consistently on a plain white background).
3. The WorkSafe logo will be slightly wider than the AFL Vic Country logo (ratio of 1.2:1);
4. Logo sizes:
  - a. Width of WorkSafe box – 4.2cm
  - b. Width of AFL Victoria Shield – 3.5cm
  - c. Length from top of WorkSafe box to bottom of shield – 6.5cm



## PMS COLOUR CODES

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### WorkSafe logo colour

- WorkSafe Yellow is PMS 130

### AFL Logo colours

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- AFL Victoria Navy is PMS 289c
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