
QUEENSLAND RUGBY UNION

BRANDING REGULATIONS FOR ON-FIELD APPAREL

Policy No: QRU0011 – Branding regulations for on-field apparel

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1. Branding regulations for on-field apparel

1.1 Policy Statement

Branding regulations for on-field apparel apply to all competitions being played in Queensland the regulations are based on WR Regulation 11 with slight modifications as provided for in clause 11.2.4

1.2 Policy Coverage

QRU BRANDING REGULATIONS FOR ON-FIELD APPAREL – ALL COMPETITIONS

(As based on WR Regulation 11, with slight modifications as provided for in clause 11.2.4 of WR Regulation 11

	QRU / QRU Sponsor Mark	Manufacturers Mark	Sponsor Mark	Club / Sub Union Mark	Players Name Mark
<p>JERSEYS (and any warm-up clothing such as t-shirts/training jerseys worn at the match venue) Note: numbers on the back of playing jerseys are mandatory, as per the instructions for numbering in World Rugby Regulation 15.1.</p>	<p>- One (1) mark, min 100cm² max 130cm², to be located on the right hand sleeve. MANDATORY MARK (for playing jerseys only).</p>	<p>- One (1) mark not exceeding 80cm², to be located on the right or centre chest. - One (1) mark per playing number not exceeding 40cm² per mark.</p>	<p>- Not more than six (6) marks to be located as follows: Front (x1 mark max 300cm²); Back (x1 mark max 160cm²); Collar (x2 marks max 10cm² per mark); Left hand sleeve (x1 mark max 130cm²). Right or centre chest (x1 mark max 100cm²). - The total area of the marks must not exceed 600cm². - Could be six (6) different sponsors.</p>	<p>- One (1) mark not exceeding 100cm², to be located on the left chest. MANDATORY MARK (for playing jerseys only).</p>	<p>Player Name: - May appear on the back of the jersey across the shoulder area, with each letter not to exceed 5cm in height. - There must also be at least a clear 2cm gap between the players name and any other branding, including the players number.</p>
<p>SHORTS</p>	<p>- Not allowed.</p>	<p>- One (1) mark not exceeding 100cm², to be located front right or front left of shorts. MANDATORY MARK</p>	<p>- Two (2) marks each not exceeding 100cm², to be located back (left or right) of shorts.</p>	<p>- One (1) mark not exceeding 100cm², to be located front right or front left of shorts. MANDATORY MARK</p>	<p>- Not allowed.</p>

SOCKS	- Not allowed.	- One (1) mark not exceeding 15cm ² .	- Not allowed.	- One (1) mark not exceeding 15cm ² .	- Not allowed.
TRACKSUITS	- One (1) mark min 100cm ² max 130cm ² , to be located on the right hand sleeve.	- One (1) mark not exceeding 80cm ² , to be located on the right chest.	- No more than three (3) marks, each of which cannot exceed 325cm ² to be located as follows: Front tracksuit top (x1 mark); Back tracksuit top (x1 mark); Front or back tracksuit bottoms (x1 mark); or Left hand sleeve (x1 mark). - Could be three (3) different sponsors.	- One (1) mark not exceeding 100cm ² , to be located on the left chest.	- Not allowed.
MEDICAL CASES / BAGS	- Not allowed.	- Not allowed.	- One (1) mark not exceeding 160cm ² .	- One (1) mark not exceeding 160cm ² .	- Not allowed.
BOOTS	- Not allowed.	- Mark allowed.	- Not allowed.	- Not allowed.	- Not allowed.
OTHER ITEMS OF PLAYERS' DRESS PERMITTED BY LAW 4 (1) (e.g. compression garments)	- Not allowed.	- One (1) mark, not exceeding 25cm ² .	- Not allowed.	- Not allowed.	- Not allowed.
	Competition Mark	Manufacturers Mark	Sponsor Mark	Team/Franchise Mark	Players Name Mark
REFEREES JERSEYS	- One (1) mark, min 100cm ² max 130cm ² , to be located on the right hand sleeve. MANDATORY MARK.	- One (1) mark, not exceeding 80cm ² , to be located on the right chest.	- Not more than three (3) marks to be located as follows: Front (x1 mark max 300cm ²); Back (x1 mark max 300cm ²); Left hand sleeve (x1 mark max 130cm ²). - Could be three (3) different sponsors	- One (1) National Union referees mark not exceeding 100cm ² , to be located on the left chest. MANDATORY MARK.	- Not allowed.
REFEREES SHORTS	- Not allowed.	- One (1) mark not exceeding 100cm ² , to be located front right or front left of shorts.	- Two (2) marks each not exceeding 100cm ² , to be located front or back (left or right) of shorts.	- Not allowed.	- Not allowed.
REFEREES SOCKS	- Not allowed.	- One (1) mark not exceeding 15cm ² .	- Not allowed.	- Not allowed.	- Not allowed.

Note: The marks on each item should be identical for each member of a squad, other than the players number and/or name, where applicable (e.g. the 23 playing jerseys of any one team should all have the same branding on them).

2. Associated notes for discussion

2.1 Implementation and timing

- Where current sizes and/or the number and location of marks are at odds with the new agreed standards and can't be altered in time for the 2015 season, no Club / Sub Union is to deliver sizes, which are greater than their 2014 on-field apparel.
- By the start of the 2015 season all teams must be compliant with the above standards, although every endeavour should be made to become compliant before then if possible.

2.2 QRU Sign-off process

- CAD (storyboards) to be provided to the respective Competition Manager by no later than 15th February each year, for approval.
- Actual samples to be provided to the respective Competition Manager by no later than 22nd February each year, for approval

2.3 Non Compliance

- Penalties for non-compliance will be imposed by the respective Competition Manager, in terms of the respective Competition Rules, for breaching these regulations.
- Should a team continue to be in breach for more than three (3) matches, the respective Competition Manager, at his discretion may sanction in terms of the competition Rules.

2.4 Measurement principles

- All branding to be measured in square cm's.
- Size to be determined by Maximum length/width of mark x Maximum height of the mark. All components of the mark including any background, text and symbols must fall within this.