



ON-FIELD KIT GUIDELINES 2027

August 2026



INTRODUCTION & CLUB REQUIREMENTS

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

Kit designs for all competitions must be submitted via the relevant JotForm for approval.

Sponsor advertising on playing kits must conform to the Football Victoria sizing and positioning guidelines included in this document. Advertising on a kit is permitted except for advertisements which contravene state or federal laws (such as tobacco advertising), or Football Victoria and/or Football Australia Rules, Regulations and By-Laws and this Guideline.

For avoidance of doubt, teams are not permitted to advertise any alcohol related products, firearms, gambling, tobacco, adult and sex services, and political slogans/candidates/members on their playing kit, and private for-profit football academies.

All playing kits must display only the Club Logo in #7 approved by FV and consistent with the Club Logo on display via PlayFootball and DRIBL. The Club Logo may not appear in conjunction with the logo of another entity including a private for-profit football academy.

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 VPLM playing kits must display numbers on the front right of the shorts as per the guidelines.

Clubs are required to display competition logos on kits used by teams competing in NPL and VPL competitions in the advised chest position. Clubs competing in all other competitions must display the FV logo as per the guidelines.

These logos are accessible here: [NPL](#) | [VPL](#) | [FV](#) | [Veto Sports State Leagues](#) | [No Excuse For Abuse](#) | [Senol](#)

Each article in the alternate playing kit must predominantly be of a different colour to the main kit. A kit register will be accessible on the Football Victoria website for Clubs to view. Kits must comply with the relevant Rules of Competition.

Clubs should be aware of their kit obligations should they qualify for the Final Rounds of the Hahn Australia Cup.

All Clubs should note that the approved sponsor position #5, Club Sleeve Sponsor Logo 100cm will no longer be available to Clubs from the 2027 season as this has been reclaimed by Football Victoria.

VPL, SLM/W & All Other Competitions must display the applicable Football Victoria Sleeve Sponsor Logo as per the guidelines.

These logos are accessible here: [Veto Sports State Leagues](#) | [No Excuse for Abuse](#)

From 2027, it will also be mandatory for all Clubs below NPL and VPL to display the FV logo in the #6, Competition Logo 60cm position. FV will provide Clubs with a digital format logo for sublimation.

Football Australia will not approve any non-compliant playing strips for the Australia Cup. Clubs who wear a non-compliant playing strip in the Australia Cup will be in breach of the Competition Regulations and subject to sanctioning.



NPL VICTORIA ON-FIELD KIT GUIDELINES

MEN'S, U20'S & U23'S, WOMEN'S & U20'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 Victoria Sponsor Logo" SENOL logo mandatory for Clubs to display in position. 100cm²
6. Competition Logo 60cm²
7. Approved 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 10 - 15cm high, 3 - 5cm wide each
15. Primary Manufacturer's Logo 20cm²
16. Club Sponsor Logo 105cm²

BACK OF JERSEY

17. Player Name or Club Sponsor - no wider than 300mm. No higher than 100mm.*
18. Player Number
19. Club Sponsor Logo 300cm². No higher than 15cm.
20. Club Sponsor or Club branding i.e. club messaging or abbreviations

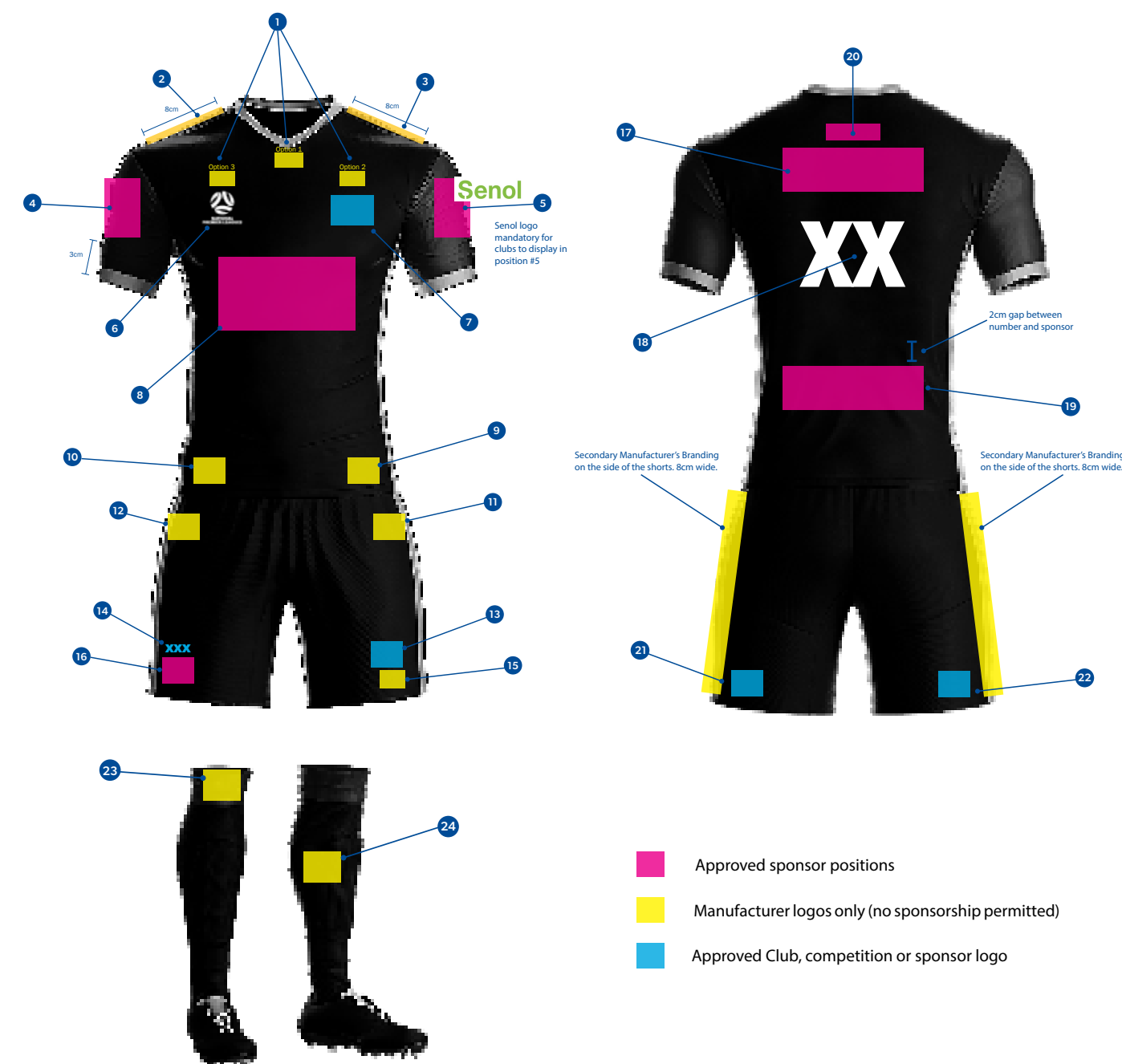
BACK OF SHORTS

21. Sponsor Logo 105cm²
22. Competition Logo 105cm²

PLAYING SOCKS

23. Secondary Manufacturer's Branding on turn-down area of sock. Woven (no wider than 5cm).
24. Primary Manufacturer's Branding on calf or shin area of sock. Woven, 20cm² maximum.

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:

#5 - Clubs are required to include the Senol logo on all kits in this position as of the 2027 season.
#17 & #20 - Club sponsors do not comply with Australia Cup kit guidelines and must be covered or replaced in the event of qualification in the final rounds of the Australia Cup.

VPL ON-FIELD KIT GUIDELINES

MEN'S, U20's, U23'S & WOMEN'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 Victoria Sponsor Logo * *NO EXCUSE FOR ABUSE logo mandatory for Clubs to display in this position.*
6. Competition Logo 60cm²
7. Approved 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 10 - 15cm high, 3 – 5cm wide each
15. Primary Manufacturer's Logo 20cm²
16. Club Sponsor Logo 105cm²

BACK OF JERSEY

17. Player Name or Club Sponsor - no wider than 300mm. No higher than 100mm.*
18. Player Number
19. Club Sponsor Logo 300cm². No higher than 15cm.
20. Club Sponsor or Club branding i.e. Club messaging or abbreviations

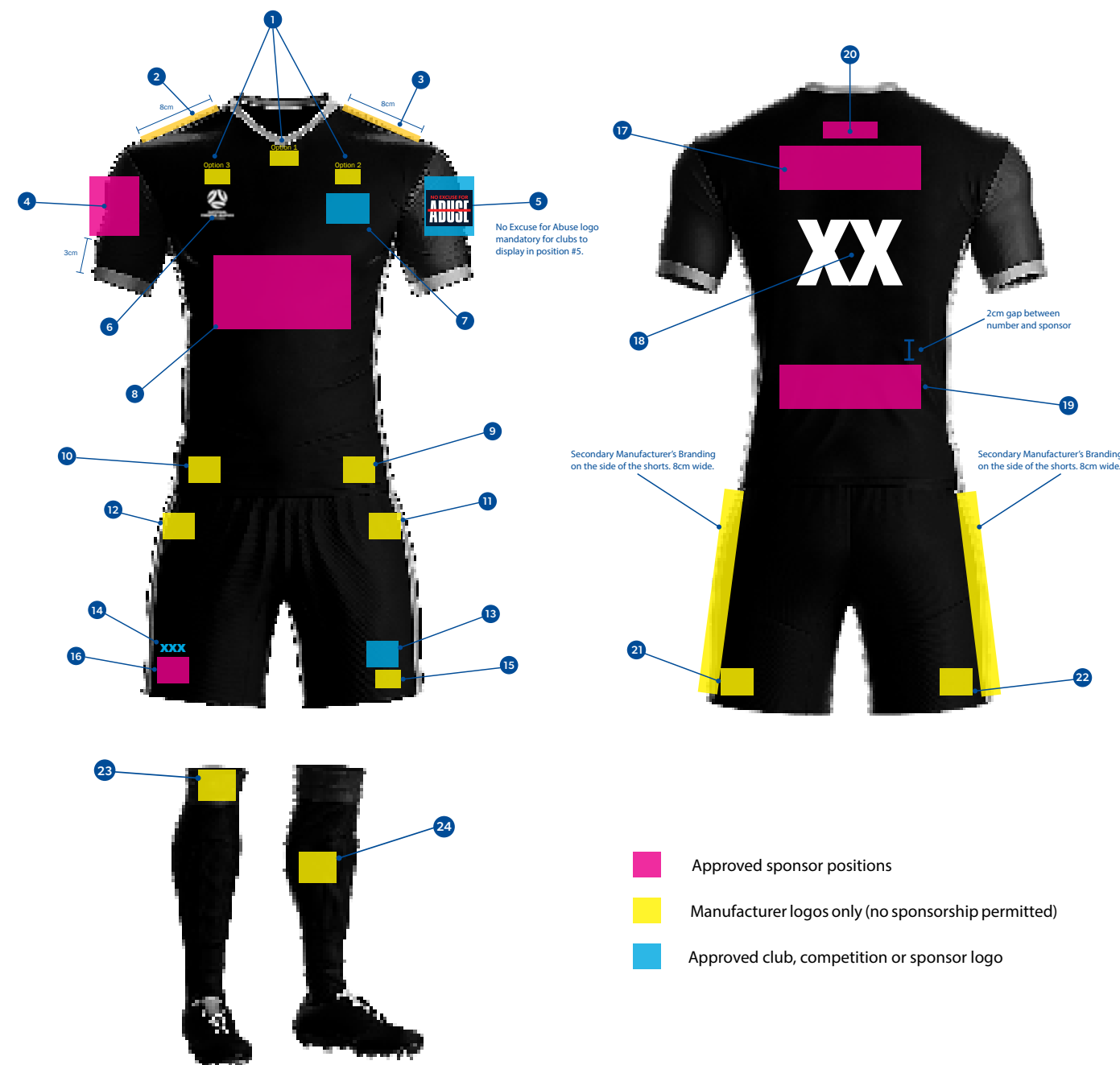
BACK OF SHORTS

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

PLAYING SOCKS

23. Secondary Manufacturer's Branding on turn-down area of sock. Woven (no wider than 5cm).
24. Primary Manufacturer's Branding on calf or shin area of sock. Woven, 20cm² maximum.

VPL 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:

- #5 - Clubs are required to include the No Excuse for Abuse logo on all kits in this position as of the 2027 season.
- #17 & #20 – Club sponsors do not comply with Australia Cup kit guidelines and must be covered or replaced in the event of qualification in the final rounds of the Australia Cup.

VETO SPORTS STATE LEAGUE MEN'S & WOMEN'S COMPETITIONS ON-FIELD KIT GUIDELINES

FRONT OF JERSEY

1. Competition Logo 60cm² * Football Victoria logo mandatory for clubs to display in this position.
2. Football Victoria Sponsor Logo 100cm² * VETO SPORTS State Leagues competition logo mandatory for clubs to display in this position.

State League Men's & Women's 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.

State League Men's & Women's Clubs are permitted to have one predominately black kit upon and subject to approval from Football Victoria.



PLEASE NOTE:

- #1 - Clubs are required to include the Football Victoria logo on all kits in this position as of the 2027 season.
- #2 - For the 2027 season Football Victoria have claimed the sleeve sponsorship position for all VETO SPORTS State League Men's & Women's Competitions.

Club who are not purchasing new kits for the 2027 season or have already done so prior to the 2027 On-Field Kit Guidelines being released will have a 12-month grace period on the mandated FV sleeve sponsorship.

ALL OTHER COMPETITIONS ON-FIELD KIT GUIDELINES

JUNIOR ADVANCED COMPETITIONS & METROPOLITAN / REGIONAL COMMUNITY
COMPETITIONS

FRONT OF JERSEY

1. Competition Logo 60cm² * Football Victoria logo mandatory for clubs to display in this position.
2. Football Victoria Sponsor Logo 100cm² * NO EXCUSE FOR ABUSE logo mandatory for Clubs to display in this position.

Clubs competing in all other competitions are required to have one dark kit and one light kit which are completely distinguishable from one another e.g. shirt, shorts and socks.

Predominately black playing kits will not be permitted unless approved by Football Victoria.

Senior Regional Leagues are permitted to have one predominately black kit upon and subject to approval from Football Victoria. Juniors will fall in line with Community and not be permitted to wear predominantly Black kits.



PLEASE NOTE:

- #1 - Clubs are required to include the Football Victoria logo on all kits in this position as of the 2027 season.
 - #2 - Clubs are required to include the No Excuse for Abuse logo on all kits in this position as of the 2027 season.
- Club who are not purchasing new kits for the 2027 season or have already done so prior to the 2027 On-Field Kit Guidelines being released will have a 12-month grace period on the mandated FV sleeve sponsorship.



FOOTBALL
VICTORIA

For more information or assistance, please
contact Football Victoria at:
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