



Belgravia Apparel



new balance

2025 On-Field Apparel Style Guide

Southern Football Netball League

14 November 2024

PRIMARY LOGO



SECONDARY LOGO



If the wordmark FOOTBALL NETBALL LEAGUE cannot be reproduced

PRIMARY LOGO (reversed)



ONFIELD APPAREL LOGO



wording FOOTBALL NETBALL LEAGUE in white keyline

FRONT

Neckline

New Balance 'NB' or
Belgravia 'BA' 35mm
(W) x 21mm (H)

Right Chest

SFNL 90mm (W) x 68mm (H)
wording is white key-lined

Right Chest

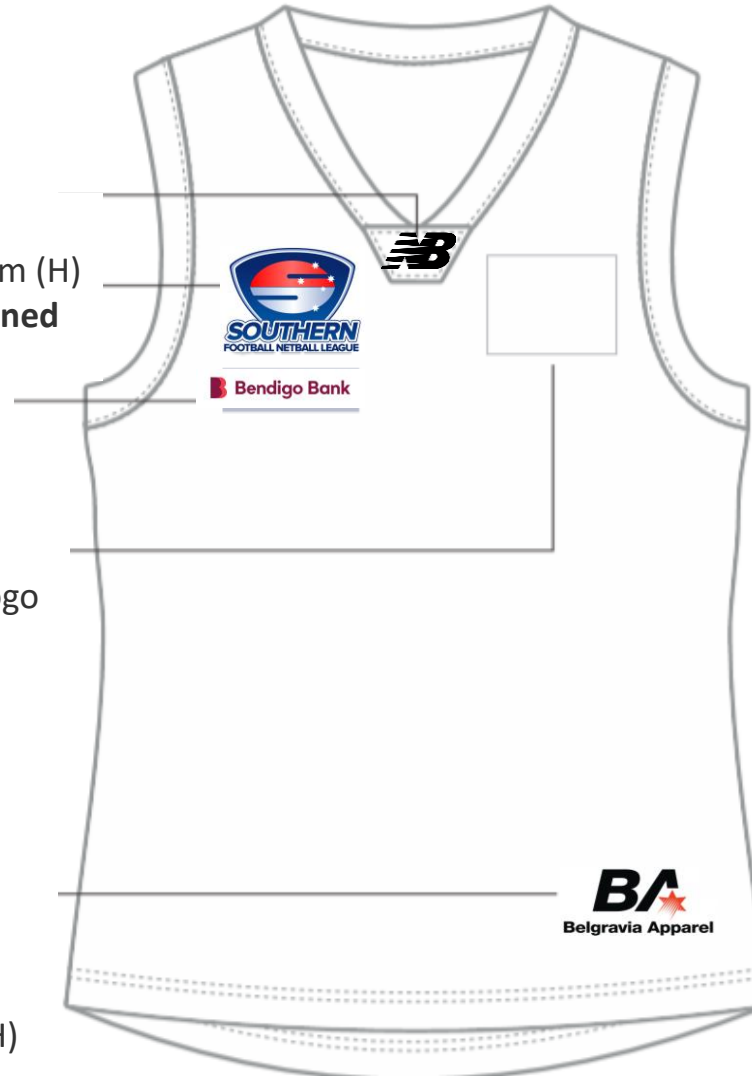
Bendigo Bank 95mm
(W) x 30mm (H)

Left Chest

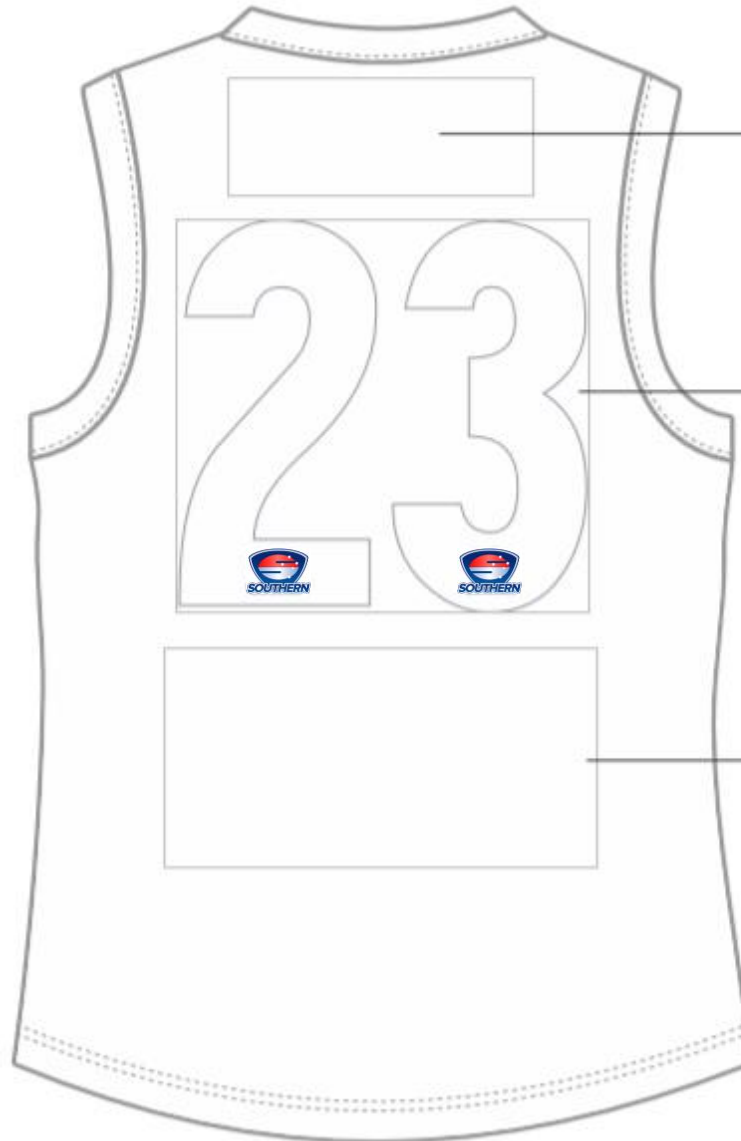
Club and/or Sponsor logo
90mm (W) x 70mm (H)

Lower Left

New Balance or
Belgravia Apparel
lockerpatch
100mm (W) x 40mm (H)



BACK



Upper back

Club and/or Sponsor logo
210mm (W) x 80mm (H)

Centre Back

Jumper Number –
Southern FNL reversed out
of number 250mm (H)

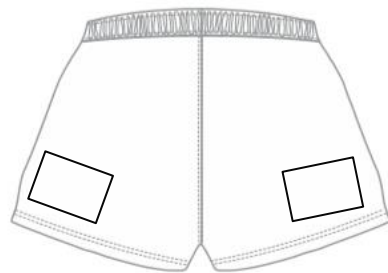
Lower Back

Sponsor logo/s 300mm (W) x
150mm (H)

FRONT



BACK



Standard Sock
New Balance 'NB' or Belgravia 'BA'
Southern FNL logo

Front Right Leg Lower
New Balance 'NB' or Belgravia
'BA' 50mm (W) x 24mm (H)

Front Right Leg Mid
Southern – 70mm (W) x 40mm (H)
no wording, logo only

Front Left Leg Lower
Back Left Leg Lower
Back Right Leg Lower
Club and/or Sponsor logo
90mm (W) x 70mm (H)



5 Inch Crew Sock
New Balance 'NB' or Belgravia 'BA'
Southern FNL logo

FRONT

Neckline

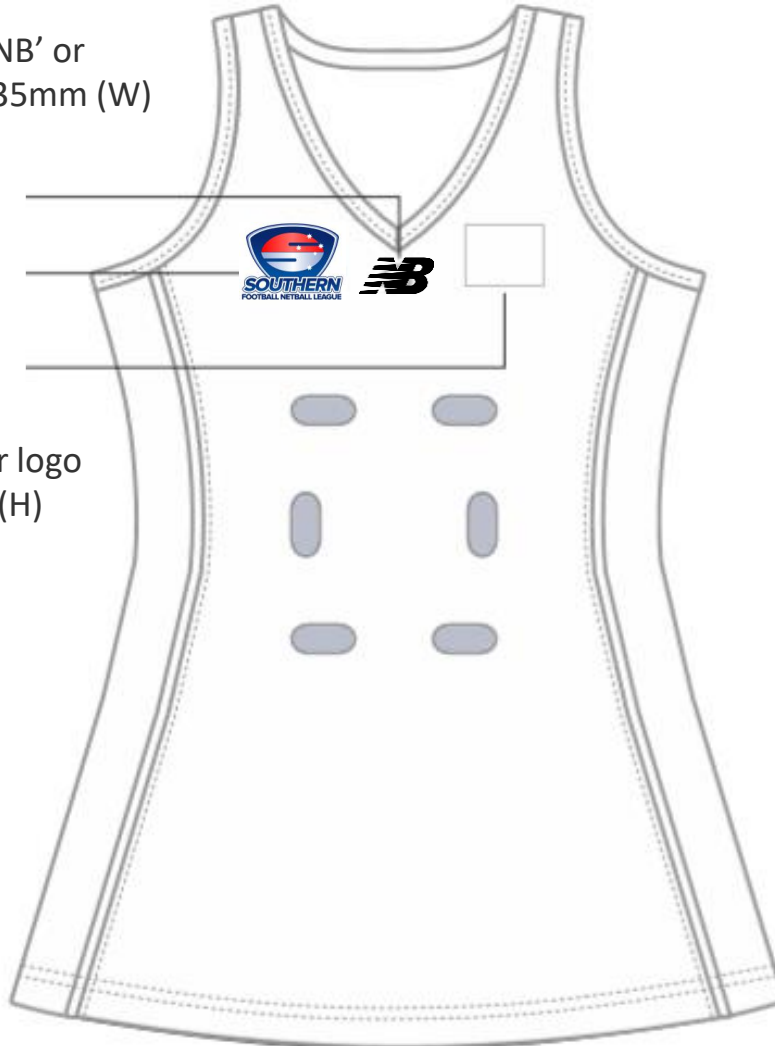
New Balance 'NB' or
Belgravia 'BA' 35mm (W)
x 21mm (H)

Right Chest

SFNL 70mm (W) x 52mm (H)
wording is white key-lined

Left Chest

Club and/or Sponsor logo
80mm (W) x 70mm (H)



Side Panel

Club name printed
vertically

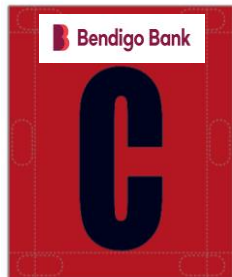


BIB

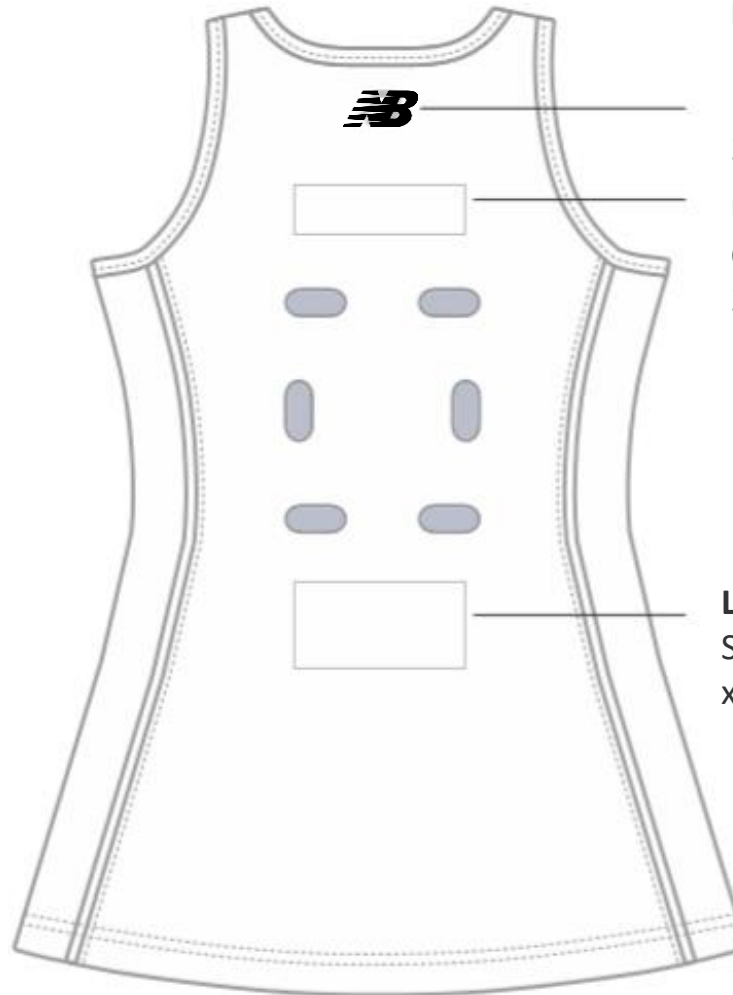


Top of Bib

Bendigo Bank 110mm (W) x 34mm (H)



BACK



Back Neckline

New Balance 'NB' or Belgravia 'BA' 35mm (W) x 21mm (H)

Upper Back

Club and/or Sponsor logo 200mm (W) x 60mm (H)

Lower Back

Sponsor logo 200mm (W) x 100mm (H)

Runner Tee & Short



Front

Back



Front



Back

Water Carrier Bib



Front

Back

Neckline

New Balance 'NB' or
Belgravia 'BA' 35mm
(W) x 21mm (H)

Trainer Bib



Umpire Escort Bib



Neckline

New Balance 'NB' or
Belgravia 'BA' 35mm
(W) x 21mm (H)

MENS JUMPER SL & LS

P563 BA MEN'S GUERNSEY

NOTE: AUS MADE OR OFFSHORE MADE

FIT: FITTED



| Measurements in cm | | ADULT JUMPER | | | | | Tolerance: +/- 1cm on all measurements | | | | | |
|--------------------|-------------|--------------|----|------|----|------|--|-----|------|--|--|--|
| | | S | M | L | XL | 2XL | 3XL | 4XL | 5XL | | | |
| A | HALF CHEST | 47.5 | 50 | 52 | 55 | 57.5 | 60 | 62 | 64.5 | | | |
| B | CENTRE BACK | 68.5 | 71 | 73.5 | 76 | 78.5 | 81 | 84 | 86 | | | |

FIT: FITTED

P387 BA MEN'S GUERNSEY

NOTE: AUS MADE OR OFFSHORE MADE

FIT: RELAXED



| Measurements in cm | | ADULT JUMPER | | | | | Tolerance: +/- 1cm on all measurements | | | | | |
|--------------------|-------------|--------------|----|----|----|-----|--|-----|-----|--|--|--|
| | | S | M | L | XL | 2XL | 3XL | 4XL | 5XL | | | |
| A | HALF CHEST | 51 | 53 | 56 | 59 | 62 | 64 | 67 | 69 | | | |
| B | CENTRE BACK | 74 | 76 | 78 | 81 | 83 | 85 | 87 | 90 | | | |

FIT: RELAXED

MENS JUMPER SL & LS

P903 NEW BALANCE GUERNSEY

NOTE: OFFSHORE MADE



| MEN'S | | | XS | S | M | L | XL | 2XL | 3XL | 4XL | 5XL |
|-------|-----------------|--|------|----|------|----|------|-----|------|-----|------|
| A | 1/2 CHEST | | 46.5 | 49 | 51.5 | 54 | 56.5 | 59 | 61.5 | 64 | 66.5 |
| B | LENGTH FROM HSP | | 69 | 71 | 73 | 75 | 77 | 79 | 81 | 83 | 85 |

FIT: FITTED

MENS JUMPER SL & LS - REVERSIBLE

P209 BA REVERSIBLE GUERNSEY

NOTE: OFFSHORE MADE



| | | MEN'S | | | | | | | |
|---|--------------|-------|----|----|----|-----|-----|-----|--|
| | | S | M | L | XL | 2XL | 3XL | 4XL | |
| A | 1/2 CHEST | 50 | 53 | 56 | 59 | 62 | 65 | 68 | |
| B | LENGTH AT CB | 74 | 76 | 78 | 80 | 82 | 84 | 86 | |

FIT: RELAXED

P1101 NEW BALANCE REVERSIBLE

NOTE: OFFSHORE MADE



| | | MEN'S | | | | | | | |
|---|--------------|-------|----|----|----|-----|-----|-----|--|
| | | S | M | L | XL | 2XL | 3XL | 4XL | |
| A | 1/2 CHEST | 51 | 54 | 57 | 60 | 63 | 66 | 69 | |
| B | LENGTH AT CB | 74 | 76 | 78 | 80 | 82 | 84 | 86 | |

FIT: RELAXED

P1292 NEW BALANCE REVERSIBLE GUERNSEY

NOTE: OFFSHORE MADE



| | | MEN'S | | | | | | | |
|---|--------------|-------|----|----|----|-----|-----|-----|--|
| | | S | M | L | XL | 2XL | 3XL | 4XL | |
| A | 1/2 CHEST | 51 | 54 | 57 | 60 | 63 | 66 | 69 | |
| B | LENGTH AT CB | 74 | 76 | 78 | 80 | 82 | 84 | 86 | |

FIT: FITTED

WOMENS JUMPER SL & LS

P205 BA LADIES GUERNSEY

NOTE: AUS MADE OFFSHORE MADE



| | | WOMEN'S | | | | | | | | | |
|---|--------------|---------|------|------|------|-------|--------|--------|--------|--|--|
| | | 8/XS | 10/S | 12/M | 14/L | 16/XL | 18/2XL | 20/3XL | 22/4XL | | |
| A | 1/2 CHEST | 45.5 | 47.5 | 49 | 51 | 53 | 55 | 57 | 59 | | |
| B | LENGTH AT CB | 67.5 | 69.5 | 71.5 | 73 | 75 | 77 | 79 | 81 | | |

FIT: WOMENS

P1125 NEW BALANCE LADIES GUERNSEY

NOTE: OFFSHORE MADE



| | | WOMEN'S | | | | | | | | | | | | |
|---|--------------|---------|------|------|------|-------|--------|--------|--------|--------|--------|--------|--|--|
| | | 8/XS | 10/S | 12/M | 14/L | 16/XL | 18/2XL | 20/3XL | 22/4XL | 24/5XL | 26/6XL | 28/7XL | | |
| A | 1/2 CHEST | 45 | 47 | 49 | 51 | 53 | 55 | 57 | 59 | 61 | 63 | 65 | | |
| B | LENGTH AT CB | 67 | 69 | 71 | 73 | 75 | 77 | 79 | 81 | 83 | 85 | 87 | | |

FIT: WOMENS

WOMENS JUMPER SL & LS - REVERSIBLE

P1088 LADIES NEW BALANCE REVERSIBLE GUERNSEY

NOTE: OFFSHORE MADE



| POINTS OF MEASUREMENTS | REF | 8 | SAMPLE 10 | 12 | 14 | 16 | 18 | 20 | 22 | 24 | 26 | 28 |
|------------------------|-----|----|--------------|----|----|----|----|----|----|----|----|----|
| 1/2 CHEST | A | 45 | 47 | 49 | 51 | 53 | 55 | 57 | 59 | 61 | 63 | 65 |
| CB LENGTH | B | 67 | 69 | 71 | 73 | 75 | 77 | 79 | 81 | 83 | 85 | 87 |

FIT: WOMENS

MENS SHORTS

P211 BA SHORT

NOTE: AUS MADE OR OFFSHORE MADE



| | | MEN'S | | | | | | | |
|---|---------------------|-------|--|------|------|------|------|------|------|
| | | | | S | M | L | XL | 2XL | 3XL |
| A | 1/2 WAIST (RELAXED) | | | 36.5 | 38 | 39.5 | 41 | 42.5 | 44 |
| B | LENGTH | | | 35 | 36.5 | 38 | 39.5 | 41 | 42.5 |

P924 NEW BALANCE SHORT

NOTE: OFFSHORE MADE



| | | MEN'S | | | | | | | | | |
|---|-----------------------|-------|--|------|------|------|------|------|------|------|------|
| | | | | XS | S | M | L | XL | 2XL | 3XL | 4XL |
| A | 1/2 WAIST (RELAXED) | | | 31 | 33.5 | 36 | 38.5 | 41 | 43.5 | 46 | 48.5 |
| B | 1/2 WAIST (STRETCHED) | | | 43.5 | 46 | 48.5 | 51 | 53.5 | 56 | 58.5 | 61 |
| C | LENGTH | | | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 |

WOMENS SHORTS

P1119 NEW BALANCE LADIES SHORTS

NOTE: OFFSHORE MADE



P1119 BA LADIES SHORTS

NOTE: AUS MADE



| WOMEN'S | | | | | | | | | | |
|---------|---------------------|--|--|------|------|------|------|-------|--------|--------|
| | | | | 8/XS | 10/S | 12/M | 14/L | 16/XL | 18/2XL | 20/3XL |
| A | 1/2 WAIST (RELAXED) | | | 28 | 31 | 34 | 37 | 40 | 43 | 46 |
| B | LENGTH | | | 29 | 30 | 31 | 32 | 33 | 34 | 35 |

P1281 NB LADIES SHORTS ELITE

NOTE: OFFSHORE MADE



| POINTS OF MEASUREMENTS | XS/8 | SAMPLE S/10 | M/12 | L/14 | XL/16 | 2XL/18 | 3XL/20 |
|---|------|-------------|------|------|-------|--------|--------|
| T2 WAIST (RELAXED) | 28 | 31 | 34 | 37 | 40 | 43 | 46 |
| WAIST BAND DEPTH (TOP OF W/BAND TO LOWEST STITCH) | 3.5 | 3.5 | 3.5 | 3.5 | 3.5 | 3.5 | 3.5 |

WOMENS NETBALL DRESS

P774 NEW BALANCE ELITE DRESS

NOTE: OFFSHORE MADE
WITH GPS, BRA AND GEL GRIP ELITE



| | | LADIES | | | | |
|---|-------------|--------|----|----|----|----|
| | | 8 | 10 | 12 | 14 | 16 |
| A | CHEST CIRC. | 79 | 84 | 89 | 94 | 99 |
| B | LENGTH - S | 81 | 82 | 83 | 84 | 85 |
| | LENGTH - M | 84 | 85 | 86 | 87 | 88 |
| | LENGTH - L | 87 | 88 | 89 | 90 | 91 |

P774A NEW BALANCE DRESS

NOTE: OFFSHORE MADE
NO BRA, NO GEL GRIP



| | | LADIES | | | | |
|---|-------------|--------|----|----|----|----|
| | | 8 | 10 | 12 | 14 | 16 |
| A | CHEST CIRC. | 79 | 84 | 89 | 94 | 99 |
| B | LENGTH - S | 81 | 82 | 83 | 84 | 85 |
| | LENGTH - M | 84 | 85 | 86 | 87 | 88 |
| | LENGTH - L | 87 | 88 | 89 | 90 | 91 |

WOMENS NETBALL DRESS

P403 BA DRESS

NOTE: OFFSHORE MADE



| | | WOMEN'S | | | | | | | |
|---|--------------------------|---------|------|------|------|------|-------|--------|--|
| | | 6/XXS | 8/XS | 10/S | 12/M | 14/L | 16/XL | 18/2XL | |
| A | 1/2 CHEST (A/H TO A/H) | 40 | 43 | 45 | 47.5 | 50 | 52 | 55 | |
| B | LENGTH AT CB (EXC. TRIM) | 75 | 78 | 81 | 83 | 86 | 89 | 92 | |

| | | 20/3XL | 22/4XL | 24/5XL | 26/6XL | 28/7XL | 30/8XL | 32/9XL | |
|---|--------------------------|--------|--------|--------|--------|--------|--------|--------|--|
| A | 1/2 CHEST (A/H TO A/H) | 57 | 60 | 62 | 64 | 67.5 | 70 | 72 | |
| B | LENGTH AT CB (EXC. TRIM) | 95 | 98 | 100 | 103 | 106 | 109 | 112 | |

WOMENS NETBALL BRIEFS & BIBS

P950 NETBALL BRIEFS

NOTE: OFFSHORE MADE



| | | LADIES | | | | | | | | |
|---|-----------|--------|------|----|------|----|------|----|--|--|
| | | 8 | 10 | 12 | 14 | 16 | 18 | 20 | | |
| A | 1/2 WAIST | 33 | 35 | 37 | 39 | 41 | 43 | 45 | | |
| B | LENGTH | 26 | 27.5 | 29 | 30.5 | 32 | 33.5 | 35 | | |

P875 NETBALL BIBS

NOTE: OFFSHORE MADE

SIZE: 18.5x20.5cm





Belgravia Apparel



new balance

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