



Belgravia Apparel



new balance

2026 On-Field Apparel Style Guide

Southern Football Netball League

1 November 2025

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

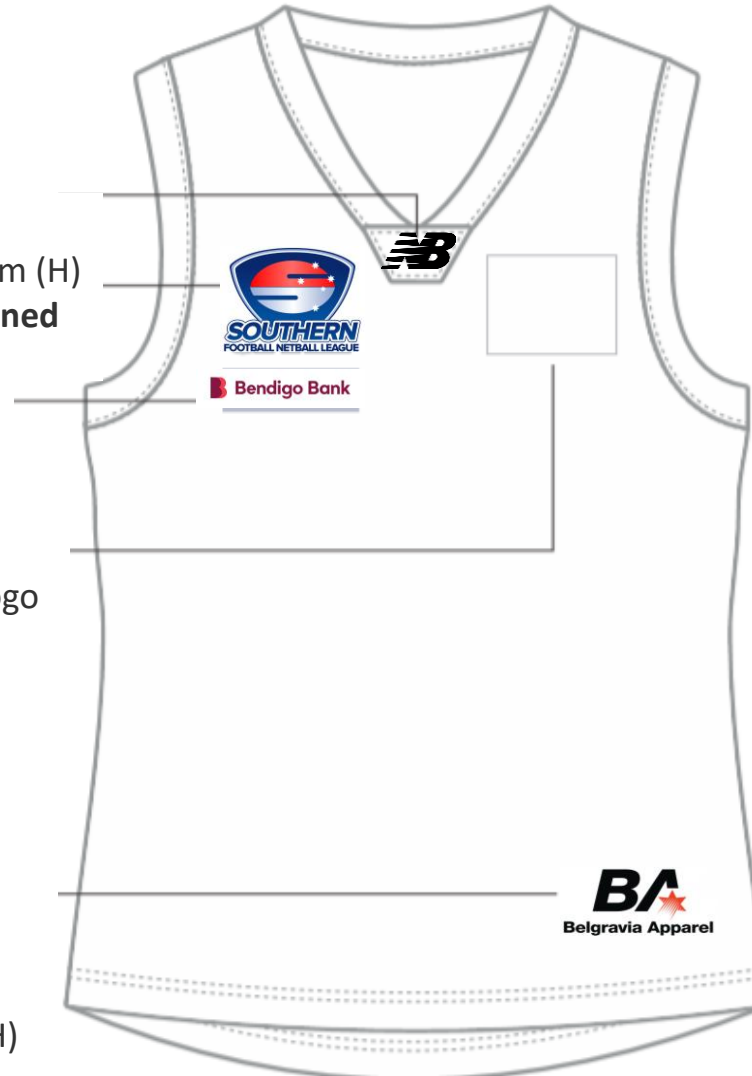
Bendigo Bank 95mm
(W) x 30mm (H)

Left Chest

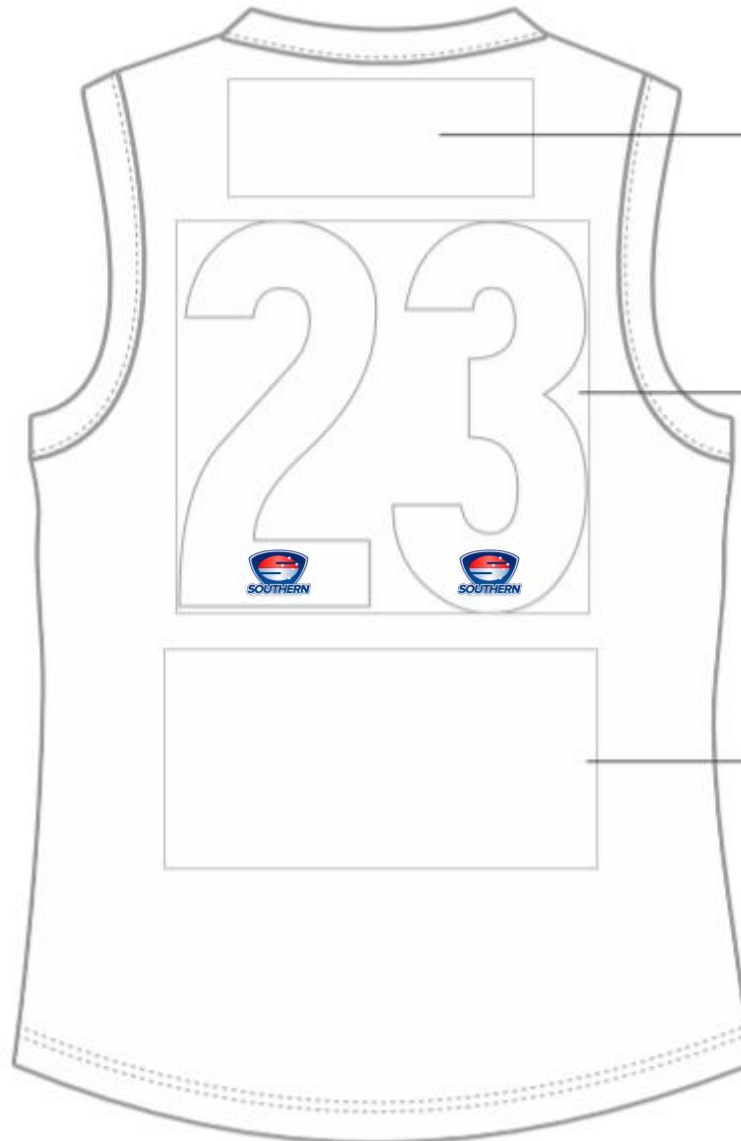
Club and/or Sponsor logo
90mm (W) x 70mm (H)

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)

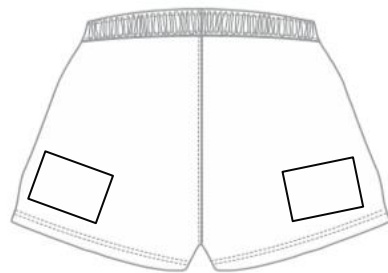
Lower Back

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

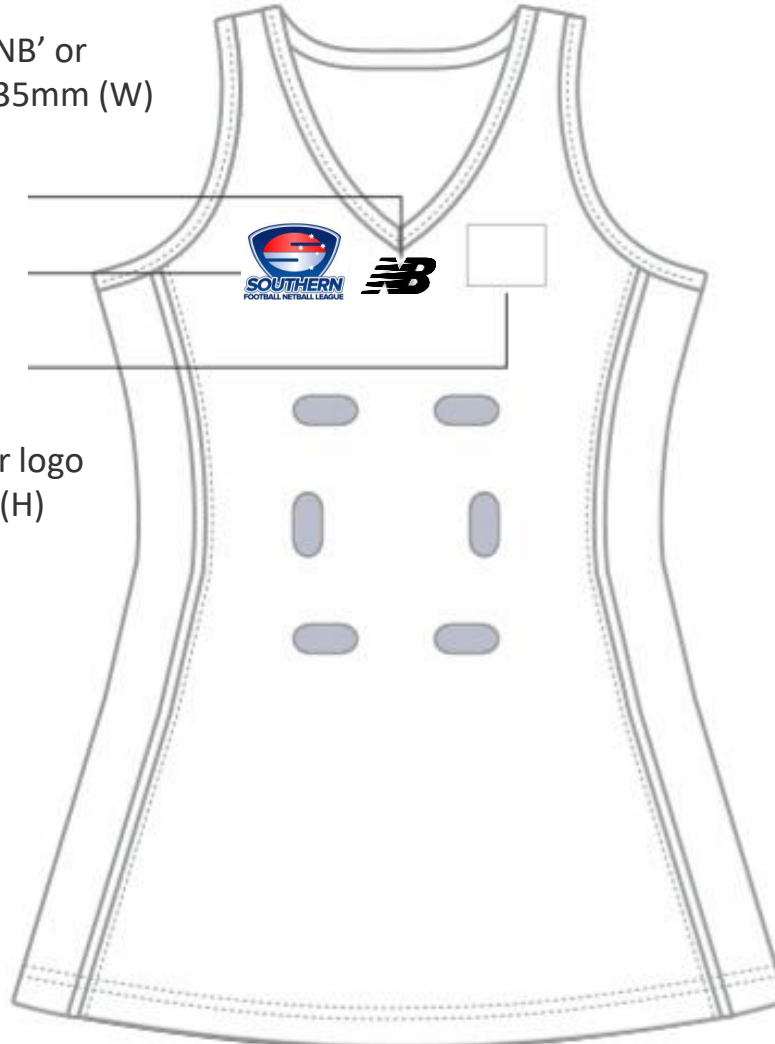
New Balance 'NB' or
Belgravia 'BA' 35mm (W)
x 21mm (H)

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

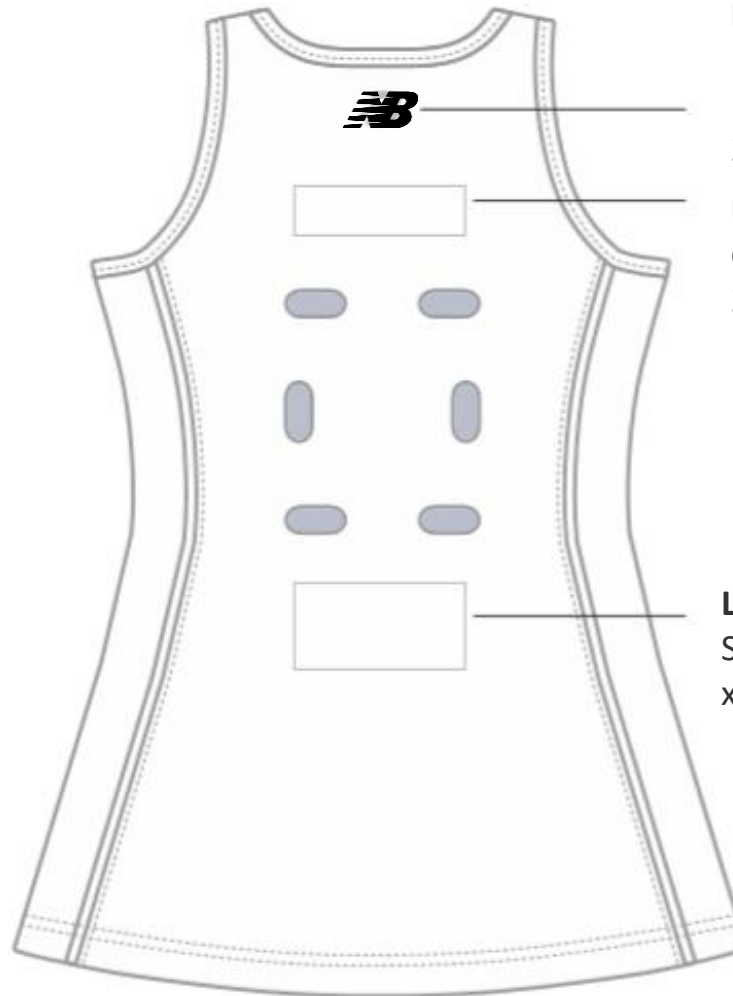


Top of Bib

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



Front



Back

Umpire Escort Bib



Front



Back



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

P1291 NEW BALANCE REVERSIBLE GUERNSEY - FITTED

NOTE: OFFSHORE MADE



POINTS OF MEASUREMENTS	XS	S	M	L	XL	2XL	3XL	4XL	5XL
CHEST CIRC 2.5cm below armhole	93	98	103	108	113	118	123	128	133
FRONT LENGTH from HSP to hem	71	73	75	77	79	81	83	85	87
BACK LENGTH from HSP to hem	73	75	77	79	81	83	85	87	89
HEM CIRCUMFERENCE	93	98	103	108	113	118	123	128	133
HEM HEIGHT	2	2	2	2	2	2	2	2	2

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





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