



BRAND GUIDELINES – 2026

**ONFIELD PLAYING APPAREL
&
FOOTBALLS**

ON FIELD PLAYING APPAREL

Country Football WA has supplier agreements with six suppliers for the provision of on field playing apparel across CFWA Member Leagues and Clubs.

All CFWA Leagues and Clubs are required to use one of our licensed suppliers for the provision of all on-field playing apparel.

Only these licensed suppliers have permission to use the CFWA logo on the production of apparel.

All CFWA Leagues & Clubs are required to place the CFWA/Belt Up co-branded colour logo on all on field playing apparel.

Leagues and their Clubs that do not abide by this regulation are in breach of their affiliation agreement.



Belt up.



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Icon
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LRF Sport
Sales Contact: Brent Staker
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Sales Contact: Luke Faulkner
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ISC Teamwear
Sales Contact: Jye Depane
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Email: jdepane@iscsport.com.au
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ID Athletic
Sales Contact: Josh Satie
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Burley Sekem
Sales Contact: Ryan Waldeck
Phone: 0456 700 981
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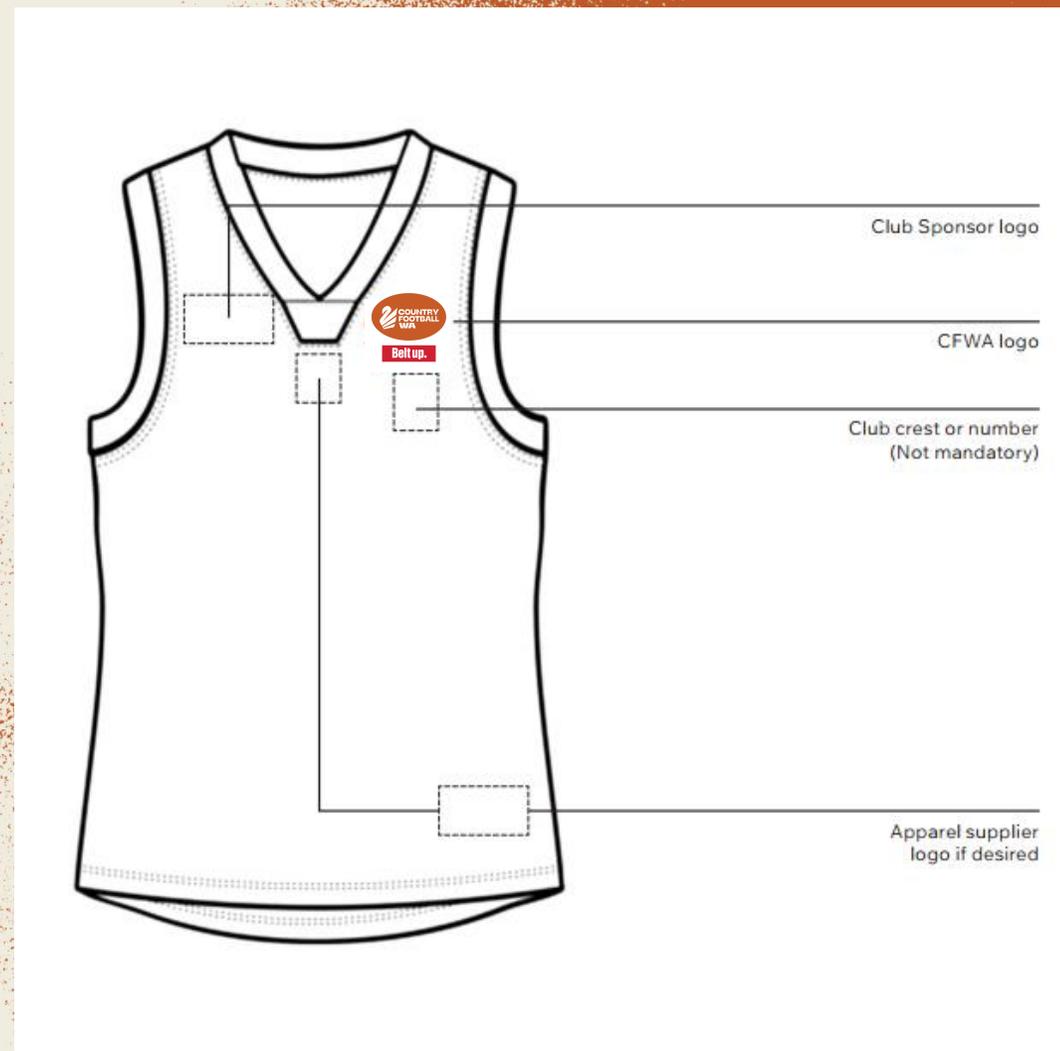
JUMPERS

CFWA affiliation requires CFWA branding on playing jumpers for affiliated leagues and their clubs.

The jumper must comply with CFWA branding, licensing and advertising specifications.

CFWA licensed suppliers are aware of these specifications and should incorporate in the design. CFWA approves jumper designs via the supplier.

Leagues and Clubs that fail to carry out this are liable to financial sanctions.



SHORTS

CFWA affiliation requires CFWA branding on playing shorts for affiliated leagues and their clubs.

The shorts must comply with CFWA branding, licensing and advertising specifications.

CFWA licensed suppliers are aware of these specifications and should incorporate in the design. CFWA approves short designs via the supplier.

Leagues and Clubs that fail to carry out this are liable to financial sanctions.



FOOTBALLS

All CFWA Leagues are required to use Burley Sekem footballs for all competition matches.

All CFWA Leagues are required to place the CFWA/Belt Up co-branded colour logo on Match Day Footballs.

Leagues and Clubs that do not abide by this regulation are in breach of their affiliation agreement.

Leagues have the opportunity to sell sponsorship on other panels of their match balls.

