

SECA

Guidelines for Playing Apparel

-Season 2026/27-





Purpose

SECA has developed the following guidelines for ALL clubs to follow with regards to their playing apparel, to ensure uniformity & compliance across the competition. Failure to use an approved supplier, may result in a club sanction &/or penalty by SECA Executive.

Mandatory Logos: The SECA & club logos must be displayed on **ALL playing apparel/ garments.**

**ONLY SECA approved suppliers, can issue (match) garments with the SECA logo.*

ALL Primary clubs MUST USE one of the three SECA Approved Suppliers- Details below

**A primary club is defined by a clubs first 1st XI being in the SECA competition.*

White/Cream Playing Apparel:

Clubs are able to have no more than six sponsor's logos on their playing shirts.

Clubs will also have the ability to display their club logo & one sponsor logo on their pants.

**Names + numbers are permitted*

Coloured Playing Apparel:

It is also a requirement for players to wear 'full colours' in ALL Shield Grade one day games + T20 matches. Grades below this are exempt and required to play in whites or cream attire. Club logo details are listed below.

**Names + numbers are permitted*

Shoes- As per SECA Bylaws, for shield grades.

***Whites-** White or predominantly white / **Colours-** White or to align with club colours.

The positioning and size of apparel logos must conform to the designs, as outlined below.

**Your chosen SECA supplier will confirm design options with clubs direct, before final approval/ production.*



Logo Specifications

Cream/White

Manufacturers Logo (Position 1)
Not Exceeding 4cm x 4cm

SECA Logo
Must be displayed on Upper Right Chest
7.6cm in height & 6.7cm in width

Club Logo
Must be displayed on Left Hand Chest
Must not exceed 8cm x 8cm



Sponsor Logos - Sleeve
MAX 2 per sleeve
Must not exceed 8cm x 8cm

Sponsor Logos - Sleeve
MAX 2 per sleeve
Must not exceed 8cm x 8cm

PLEASE NOTE:
ALL designs need to be
submitted and approved
by approved SECA suppliers

Sponsor Logo - Centre Chest
Must not exceed 20cm wide or 10cm high



Logo Specifications

Cream/White

Name

Measure between 6cm & 7.5cm in height.
Name must be positioned above player number.
Family name only.
(no other name or nickname is allowed)

Manufacturers Logo (Position 2)
Not Exceeding 4cm x 4cm



NAME

25

Sponsors Logo
May be displayed on mid-lower back,
not exceeding 20cm in width & 10cm in height.

Number

Must measure between 25cm & 35cm in height.
Numbers are to be one or two digits only.

SPONSOR

PLEASE NOTE:
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submitted and approved
by approved SECA suppliers





Logo Specifications

Cream/White

SECA Logo
Must be displayed on Upper Right Leg
7.6cm in height & 6.7cm in width

Club Logo
Must be displayed on Upper Left Leg
Must not exceed 8cm x 8cm

Manufacturers Logo
Not Exceeding 4cm x 4cm

Sponsor Logo
Must not exceed 8cm x 8cm



PLEASE NOTE:
ALL designs need to be
submitted and approved
by approved SECA suppliers



Logo Specifications

Coloured

Manufacturers Logo (Position 1)
Not Exceeding 4cm x 4cm

SECA Logo
Must be displayed on Upper Right Chest
7.6cm in height & 6.7cm in width

Club Logo
Must be displayed on Left Hand Chest
Must not exceed 8cm x 8cm



Sponsor Logos - Sleeve
MAX 2 per sleeve
Must not exceed 8cm x 8cm

Sponsor Logos - Sleeve
MAX 2 per sleeve
Must not exceed 8cm x 8cm

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by approved SECA suppliers

Sponsor Logo - Centre Chest
Must not exceed 20cm wide or 10cm high



Logo Specifications

Coloured

Name

Measure between 5cm & 7.5cm in height.
Name must be positioned above player number.
Family name only.
(no other name or nickname is allowed)

Number

Must measure between 25cm & 35cm in height.
Numbers are to be one or two digits only.

Manufacturers Logo (Position 2)
Not Exceeding 4cm x 4cm

Sponsors Logos
May be displayed on upper & mid-lower back,
not exceeding 20cm in width & 10cm in height.



PLEASE NOTE:

ALL designs need to be submitted and approved by approved SECA suppliers



Logo Specifications

Coloured

SECA Logo
Must be displayed on Upper Right Leg
7.6cm in height & 6.7cm in width

Club Logo
Must be displayed on Upper Left Leg
Must not exceed 8cm x 8cm

Manufacturers Logo
Not Exceeding 4cm x 4cm

Sponsor Logo
Must not exceed 8cm x 8cm



PLEASE NOTE:
ALL designs need to be
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SECA Partnered Suppliers

- SECA has 3 exclusive suppliers for club apparel-



Website: <https://www.gray-nicolls.com.au/pages/teamwear-main>

Kieran Bedford @ kieranbedford@gnsports.com M: 0429 325 269

Justin Lampard @ JustinLampard@gnsports.com M: 0438 841 385



Website: <https://shop.tgiteamwear.com.au/>

Alex Hewet @ AHEWET@TGISPORT.COM.AU M: 0418 536 176



Website: www.swivslocker.com.au

Ryan Heywood @ swiv@swivslocker.com.au

M: 0438 307 279