



# **FIFA Intellectual Property Guidelines**

**June 2024, version 2.0**

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These guidelines provide information and guidance to interested parties on FIFA's intellectual property and other commercial rights in relation to the FIFA World Cup 26™ (the "Tournament") and FIFA.

Please note that this document is for general information purposes only, and the examples provided herein are non-exhaustive. These guidelines explicitly do not confirm whether or not an activity infringes any rights in relation to the FIFA World Cup 26™. We regret that FIFA cannot provide guidance on every potential activity concerning such rights.

# 1 - INTRODUCTION

## **FIFA®**

The Fédération Internationale de Football Association ("FIFA") is the world governing body of association football. FIFA holds all rights in relation to the FIFA World Cup 26™, which include all intellectual property, media, marketing, licensing, ticketing and other commercial rights.

## **FIFA World Cup™**

The FIFA World Cup™ is the world's largest single-sport event and one of the planet's most watched sports competitions. It enjoys major interest from sports fans and the business world alike. The final of the FIFA World Cup Qatar 2022™ alone was watched by over 1.5 billion people. Around 5 billion people have engaged with the FIFA World Cup Qatar 2022™, following tournament content across an array of platforms and devices across the media universe.

Many entities and individuals will want to be a part of the next edition, the FIFA World Cup 26™, which for the first time ever is hosting 48 teams with more than 1,200 players competing in 104 matches across three countries (Canada, Mexico and the United States) and 16 venues and will take place from June to July 2026.

Due to the enormous cost of staging such a large event, FIFA would not be able to organise the Tournament without the significant financial support of its sponsors, media rights licensees, and other licensees, as well as the host countries, Host Cities and their supporters.

## **Impact of the FIFA World Cup™**

With the development of football worldwide as its core value, FIFA shares the success of the FIFA World Cup with its member associations and the worldwide football community at large. The revenue from the commercial programme enables FIFA to support various educational, technical, medical and other development activities.

Via the FIFA Forward Development Programme, the organisation has achieved substantial results by supporting FIFA's member associations and the six confederations, not only financially in their daily operations, but also in setting new strategic long-term goals. Tailor-made development projects provide, among others, football infrastructure and equipment for youth teams, support competitions, and promote the advancement of women's football.

The success of its commercial programme made it possible for FIFA to pledge USD 1 billion to be invested into women's football and USD 4 billion in development and education for the 2019-2022 cycle.

## 2 - OFFICIAL INTELLECTUAL PROPERTY

FIFA has developed a range of brand assets, including logos, words, titles, symbols and other identifiers in connection with the Tournament and FIFA (“Official Intellectual Property”). The Official Intellectual Property is protected in the United States, Canada and Mexico and territories around the world by copyright, trademark and/or other forms of intellectual property and laws such as unfair competition, passing off and any other relevant laws. These laws protect FIFA against the unauthorised use of identical reproductions and confusingly similar variations and modifications of the Official Intellectual Property.

Only FIFA Rights Holders are permitted to use the Official Intellectual Property for commercial purposes. If you are not a FIFA Rights Holder and would like to request the use of the Official Emblem or other official marks for editorial purposes, please visit: [www.fifadigitalarchive.com](http://www.fifadigitalarchive.com).

The following is not a full list of Official Intellectual Property. For a comprehensive overview of the registered intellectual property in any specific country, please inquire with the relevant Intellectual Property Office(s) and/or seek advice from a local intellectual property professional.

### The Official Emblem




### The Official Wordmark

**FIFA WORLD CUP™**

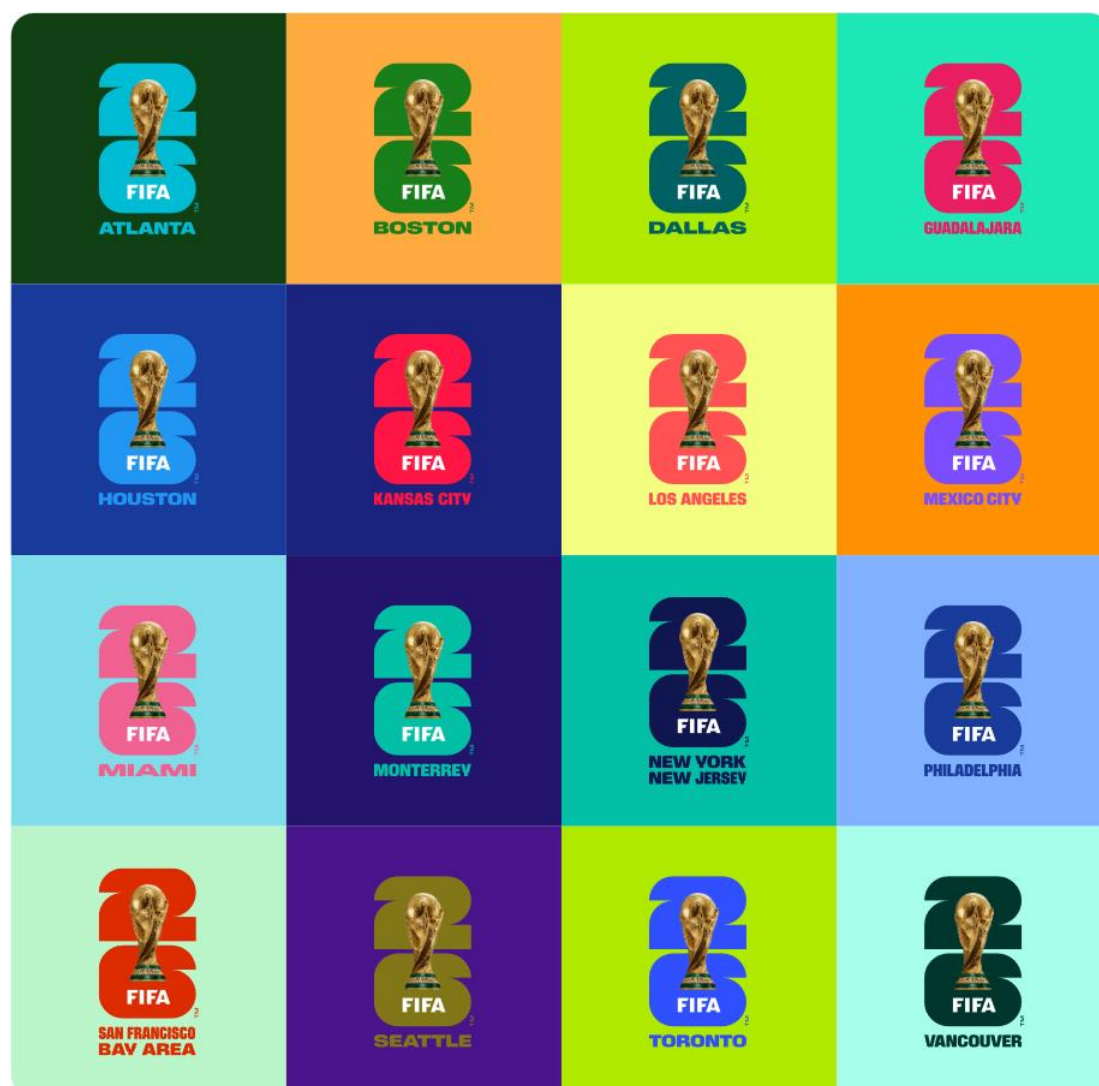
**FIFA WORLD CUP 2026™**

## The Official Slogan

English	Spanish	French
<b>WE ARE 26™</b>	<b>SOMOS 26™</b>	<b>NOUS SOMMES 26™</b>
		

## The Host City Logos

Available in various colours and dedicated patterns per Host City (examples below).



## The Official Host City Slogan plus Logos



## The Host City Slogans

**WE ARE MIAMI™**

**WE ARE MEXICO CITY™**

**WE ARE TORONTO™**

## The Official Mascot

To be announced.

## The Official Poster

To be announced.

## The Official Trophy



## The FIFA Corporate Mark



## The FIFA Plus Mark



## Word Marks

- FIFA World Cup 26™
- FIFA World Cup™
- Copa Mundial de la FIFA 26™
- Copa Mundial de la FIFA™
- Coupe du Monde de la FIFA 26™
- Coupe du Monde de la FIFA™
- World Cup 26™
- World Cup™
- FIFA®
- COPA MUNDIAL™
- COUPE DU MONDE™
- MUNDIAL™



## **The Official Typeface “FWC 26”**

The Official Typeface “FWC 2026” has been specifically created for the Tournament and is protected by copyright where applicable and in various jurisdictions by design registration:

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9**  
**0**

**The FIFA World Cup 26 is the first of its kind to be held across three countries.**

### **3 - IMPORTANCE OF PROTECTING THE TOURNAMENT BRAND**

FIFA grants certain commercial rights, such as broadcasting, ticketing, hospitality, advertising and other promotional rights associated with FIFA and/or the Tournament, to various entities ("Rights Holders") across multiple industries around the world.

FIFA's Rights Holders in turn make vital financial contributions to ensure that the Tournament can be staged and investments can be made in further developing the game worldwide. The Rights Holders will, however, only invest in FIFA/the Tournament if they are provided with exclusivity for the use of the official marks and other commercial rights. Without exclusivity, i.e. if the Tournament brand were not protected and anyone were able to use the Official Intellectual Property, and thereby create an association with the Tournament for free, the acquired rights would be significantly diminished in value. This would make becoming a Rights Holder less attractive, and could ultimately result in FIFA not being able to secure the necessary funding for the Tournament and for fostering football development worldwide through flagship programmes such as the [FIFA Forward Development Programme](#).

Therefore, the protection of FIFA's commercial rights, including the Official Intellectual Property, is crucial for staging the Tournament, and FIFA asks that non-affiliated entities/individuals respect FIFA's rights and conduct their activities without commercially associating with the Tournament.

## 4 - FIFA RIGHTS HOLDERS

Currently, FIFA has appointed the following Rights Holders:

### **FIFA COMMERCIAL AFFILIATES**

Commercial Affiliates acquire a sponsorship package based on a tiered system comprising FIFA Partners, FIFA World Cup Sponsors Plus, FIFA World Cup Sponsors and FIFA World Cup Tournament Supporters. The following list represents the current line-up of Commercial Affiliates in respect of the Tournament and will be updated periodically.

#### **1. FIFA Partners**

FIFA Partners are entities which hold the highest tier of sponsorship, and which FIFA has granted or will grant global partner status and extensive worldwide commercial rights in relation to FIFA and FIFA competitions, including the Tournament. Current FIFA Partners:



#### **2. FIFA World Cup Sponsor Plus**

FIFA World Cup Sponsors Plus are entities which hold the second highest tier of sponsorship, and which FIFA has granted or will grant global commercial rights in relation to selected men's national team FIFA competitions, including the Tournament.

#### **3. FIFA World Cup Sponsors**

FIFA World Cup Sponsors are entities which hold the third highest tier of sponsorship and which FIFA has granted or will grant global commercial rights in relation to the Tournament. Current FIFA World Cup Sponsors:



#### **4. FIFA World Cup Tournament Supporters**

FIFA World Cup Tournament Supporters are entities which FIFA has granted or will grant commercial rights in respect of specific countries or regions in relation to the Tournament.

## **Host Committee, Host City Supporters and Host City Donors**

The Host Committee, Host City Supporters and Host City Donors are entitled to use certain FIFA intellectual property rights for certain permitted promotional activities and to produce licensed products, where approved by FIFA.

## **MEDIA RIGHTS LICENSEES**

Media Rights Licensees are entities which have been granted certain media rights to the Tournament in a particular territory or territories. These media rights include the following:

- TV rights
- Radio rights
- Broadband rights
- IPTV transmission rights, and
- Mobile transmission rights

## **BRANDED/UNBRANDED LICENSEES**

Branded/Unbranded Licensees are entities to which FIFA has granted or will grant the right to develop, manufacture and sell products bearing the official marks - Official Licensed Products. Branded Licensees may receive limited marketing rights for the promotion and sale of relevant Branded Official Licensed Products.

- Branded Official Licensed Products - official products that bear Official Intellectual Property and the Licensee (company) marks.
- Unbranded Official Licensed Products - official products that only bear Official Intellectual Property.

## **OFFICIAL SUPPLIERS**

Official Suppliers are entities which supply goods and/or services in respect of a FIFA competition, including the Tournament, and which FIFA has granted or will grant rights to promote that such Official Supplier is an official supplier of goods and/or services in respect of a FIFA competition.

## **HOSPITALITY**

FIFA will in due time appoint a worldwide exclusive rights holder for the FIFA Hospitality Programme of the Tournament. Such hospitality provider will be the only company that is permitted to offer ticket-inclusive hospitality packages worldwide, either directly or through its appointed sales agents.

Further details on the various FIFA Rights Holders are available on [www.fifa.com/about-fifa/commercial/fifa-marketing](http://www.fifa.com/about-fifa/commercial/fifa-marketing).

## **5 - HOW TO CELEBRATE WITHOUT CREATING AN UNAUTHORISED ASSOCIATION**

There are legitimate ways to celebrate the Tournament without using the FIFA intellectual property or creating an unauthorised commercial association with the event. FIFA encourages businesses and the public to use generic football or country-related images and/or terminology that do not incorporate any FIFA intellectual property.

Activities that create an undue commercial association are not permitted and are subject to legal measures. Such undue commercial association is established when a company makes it appear as if it is associated with FIFA or the Tournament, for example, by using the Official Intellectual Property or in another way creating the impression that it is a Rights Holder, i.e. a sponsor or licensee.

To avoid promotional activities infringing FIFA's intellectual property and/or other commercial rights, we suggest seeking independent legal advice.

## 6 - INFORMATION FOR THE MEDIA

The FIFA World Cup™ is a media phenomenon and its success is also closely related to the extensive media coverage that it receives. FIFA therefore welcomes the fact that media outlets may wish to use the Official Intellectual Property in their publications for editorial purposes, provided that such use does not create any undue association between the Tournament and any businesses other than FIFA's Rights Holders.

Section 7 provides some examples on how to use the Official Intellectual Property in a manner that is consistent with legal freedoms, but still respects FIFA's commercial programme and the rights of FIFA's Rights Holders. Nothing in this document is intended to control or restrict in any way the content of news stories and editorials on the Tournament by the media.

Descriptions of use of the Official Intellectual Property cover all forms of media - print and digital - including but not limited to TV, web, mobile, games, apps and social media.

### **FIFA Digital Archive**

Media outlets may request digital copies of the Official Intellectual Property free of charge via <https://www.fifadigitalarchive.com/welcome/markrequest/>. These should be used in compliance with FIFA's graphic guidelines, which you will receive from FIFA along with high-quality digital files of the requested artwork.

## 7 - EXAMPLES OF USE

This section is aimed at assisting third parties to avoid any unauthorised commercial association with the Tournament. The examples of use of the Official Intellectual Property cover all forms of print and digital media, including but not limited to use in print, TV, web, mobile, games, apps and social media.

Since it is not possible to illustrate every possible scenario of acceptable use compared to unauthorised association, or comment on the different legal sanctions that may apply in each country, the following *examples are not exhaustive and are for illustrative purposes only*.

The below scenarios were designed to provide practical assistance to entities and individuals who have a legitimate intention to avoid unfairly associating with the Tournament. The guidelines are not to be used as a tool to avoid legal liability with the deliberate intent to ambush FIFA's marketing rights. Past experience has shown that attempts to use these guidelines as a defence for an act of unfair association or infringement are unsuccessful. FIFA trusts that you will cooperate with and respect its requests and rights. For this reason, all of FIFA's rights are explicitly reserved.

The guidelines only address rights owned by FIFA and do not contain or indicate any statement with respect to any rights held by any third party, such as players, clubs, member associations, confederations, FIFA Commercial Affiliates or other entities, organisations and/or individuals.

### A. MEDIA

#### A1.PRINT AND DIGITAL MEDIA

##### **Editorial use**

Any legitimate editorial use, such as content specifically reporting on the Tournament, does not create an unauthorised association. However, Official Intellectual Property cannot be used as an integral part of the layout of a publication, as elements of the brand of a publication or used on a stand-alone basis, in a static position or in a recurring way on a website (particularly including repeated use of the Official Intellectual Property in the corner of a special edition, or on each successive web page of a special subsection of a website, since such use may suggest an endorsement by FIFA).



## Commercial use

Official Intellectual Property may not be used together with, or in proximity to, a company logo or commercial reference such as “Brought to you by...”, “Presented by...” or “Sponsored by...”, etc.

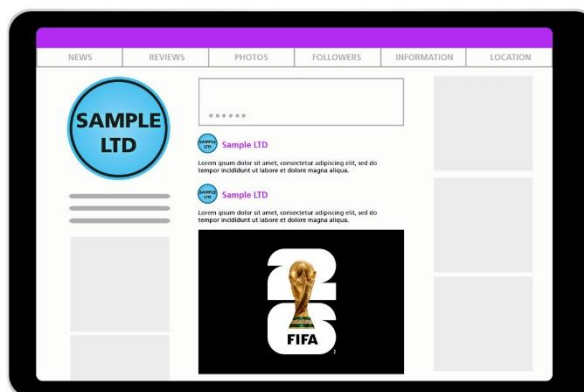




## A2.SOCIAL MEDIA

### Posting images of Official Intellectual Property

The use of Official Intellectual Property by fans, without commercial intent, is generally accepted. However, excessive use of Official Intellectual Property may create the impression of an association with the Tournament/FIFA, and therefore should be avoided.

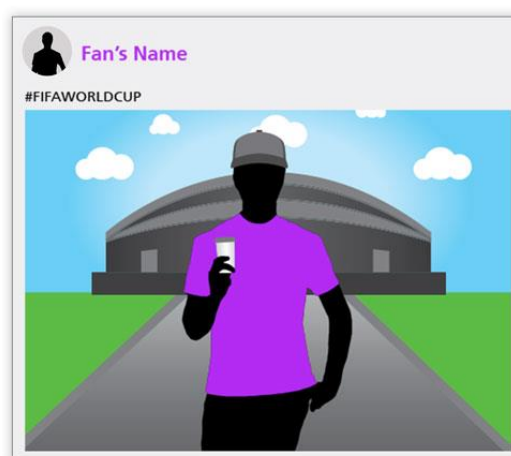
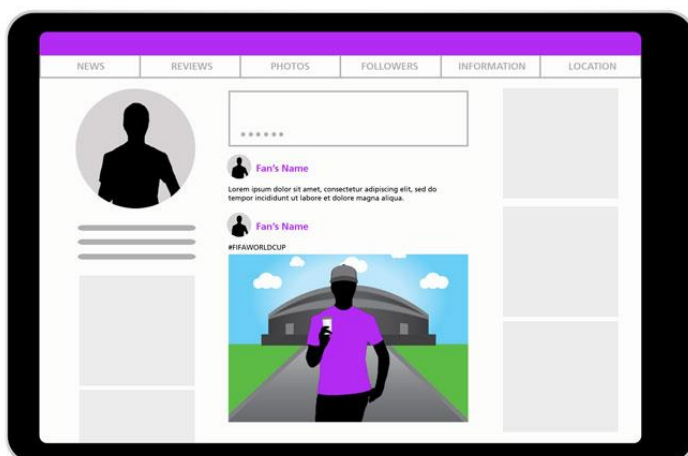


### Retweeting or sharing official content

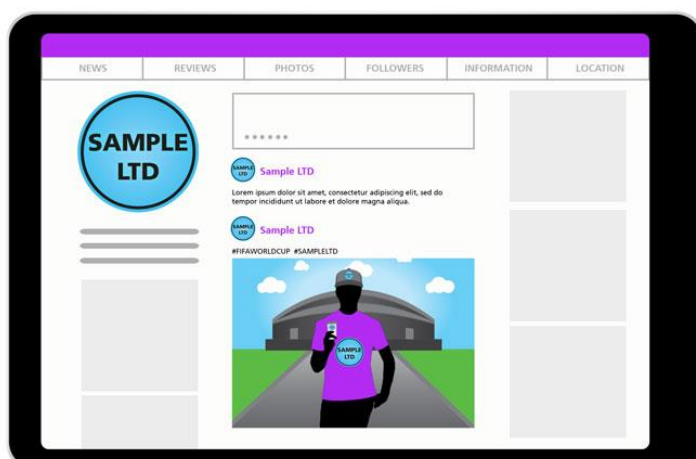
Retweeting or sharing official content from FIFA, or FIFA event official accounts by fans, without any commercial benefit, is permitted. Retweeting or sharing official content for commercial purposes is an exclusive right granted to FIFA Rights Holders.

## Hashtags

Fans using Official Intellectual Property in hashtags without any commercial benefit is generally accepted.



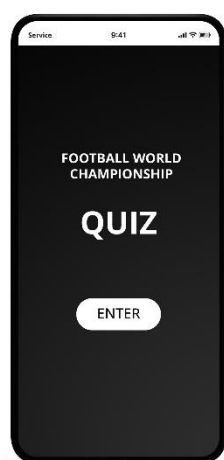
The use of Official Intellectual Property in hashtags by (company) profiles with commercial benefits to attract attention to their profile and/or to other businesses or brands creates a commercial association with the Tournament and/or FIFA, and therefore shall be restricted to FIFA and FIFA Rights Holders.



### A3. MOBILE AND INTERNET SERVICES/APPLICATIONS

The use of Official Intellectual Property or broadcast content for commercial purposes in applications and/or any other mobile/internet services is not permitted.

Editorial/descriptive use of the event is permissible as long as the use does not create a risk of confusion that the service is in any way connected with the Tournament or FIFA. Names or titles of any such service or application may not incorporate any Official Intellectual Property in a manner which suggests an endorsement by FIFA, for example the full event title or the Official Emblem.



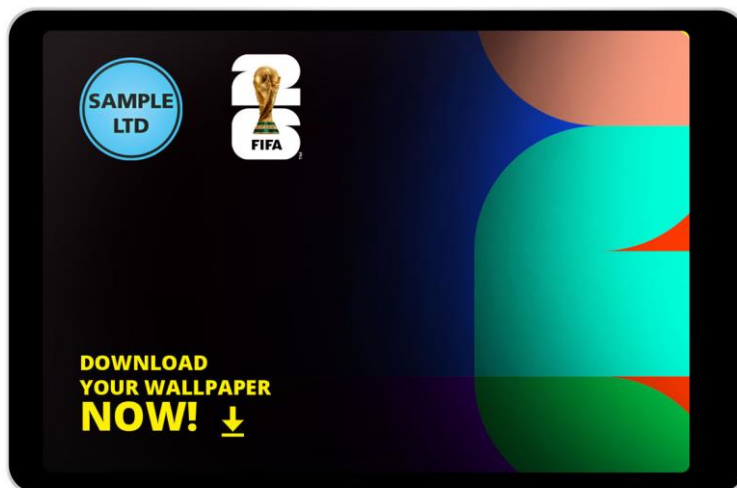
### A4. DOMAIN NAMES/URLS/HYPERLINKS

Official Intellectual Property may not be incorporated in domain names, unless authorised by FIFA. The use of Official Intellectual Property in URLs or hyperlinks by commercial websites is not permitted.



## A5. WEBSITES (LOOK AND FEEL)

Official Intellectual Property may not be used as part of the overall design of a website or webpage (including background or wallpaper designs) if it is likely to create the impression of an association with the Tournament/FIFA.



## A6. BLOGS

Official Intellectual Property used on editorial blogs, reporting or commenting on the Tournament without any commercial content or advertising generally does not create an unauthorised association and is accepted.



## B. BUSINESS ADVERTISEMENTS

Using any Official Intellectual Property in commercial advertisements is likely to create an unauthorised association and is therefore to be avoided.



## C. COMPETITIONS/GAMES/LOTTERIES

Competitions, games or lotteries using any Official Intellectual Property or creating a commercial association with the Tournament, unless authorised by FIFA, are not permitted.



## D. TICKET PROMOTIONS

Unless authorised by FIFA or organised in cooperation with a FIFA Rights Holder, it is not permitted to use tickets for the Tournament ("Tickets") for promotional purposes, prize draws, incentives, online auctions and/or any other type of consumer promotion.



Tickets obtained through unauthorised ticket promotions will be cancelled once identified, and access to the stadium will therefore not be granted.

## E. MATCH SCHEDULE

### Editorial use

The editorial, non-commercial use or reproduction of the official FIFA match schedule does not create an unauthorised association and is generally accepted.



## Commercial use

The commercial use of the match schedule together with, or in proximity to, a company logo or commercial reference such as “Brought to you by...”, “Presented by...” or “Sponsored by...”, etc. is not permitted.



Please note: the match schedule of the event is protected by copyright and other intellectual property rights in many countries around the world. The news media may publish the match schedule separately or as part of a publication to inform the public about the Tournament. Any unauthorised third-party commercial branding upon, in close proximity to, or in relation to the match schedule must be avoided.

## F. COUNTDOWN CLOCKS/TICKERS

Any commercially branded tool created to count down to the Tournament creates an unauthorised association, whether physical or online.



## G. BUSINESSES

### G1. BUSINESS NAMES

Official Intellectual Property used as part of any business name, in any context, without the authorisation of FIFA is not permitted.



### G2. IN-STORE DECORATIONS (RESTAURANTS, BARS, RETAIL OUTLETS, ETC.)

Generic football or country-related in-store decorations do not create an unauthorised association and are generally accepted.



Official Intellectual Property is not permitted for use as in-store decorations, unless authorised by FIFA or via a FIFA Rights Holder.





### G3. MERCHANDISE

Items with generic football terms and/or country names or national flags do not create an infringement of FIFA's rights.



The use of Official Intellectual Property or any element thereof on any merchandising item is an exclusive right of FIFA Rights Holders and is therefore not permitted. If you are interested in becoming a FIFA Rights Holder, please refer to section 8 below.

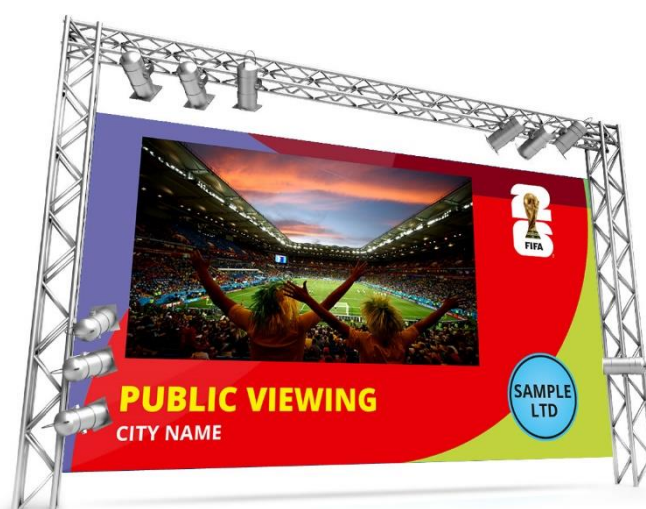


## H. PUBLIC VIEWING

Authorised public viewing exhibitors must comply with the FIFA World Cup 26™ Regulations for Public Viewing Events and obtain a licence granted by FIFA or its Media Rights Licensees.

Any other public displays showing moving images from the matches of the Tournament should avoid using any Official Intellectual Property or advertising sponsorship that may create an unauthorised association between FIFA and/or the Tournament and third parties which are not FIFA Rights Holders.

The FIFA World Cup 26™ Regulations for Public Viewing Events will be available on FIFA.com closer to the Tournament date.



## I. ON-SITE AT THE TOURNAMENT

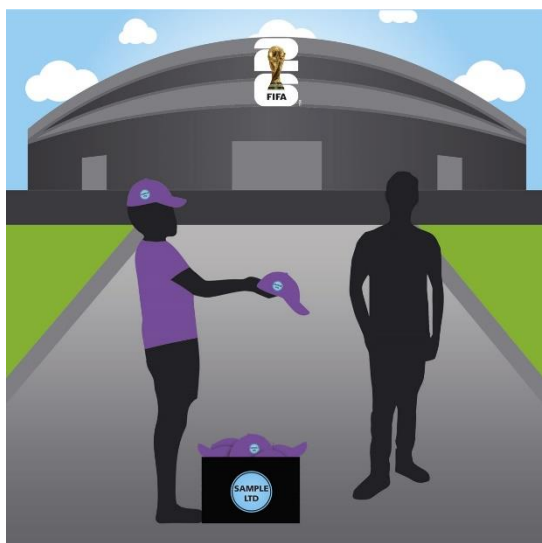
### I1. HOSPITALITY GUESTS

Groups of fans, including hospitality guest groups, may not display or wear items with the same prominent non-FIFA branding, including signs guiding groups to the stadium, which create an unauthorised association and violate the Ticketing Terms and Conditions. This includes branded clothing, flags or any other items given to fans.



### I2. DISTRIBUTION OF BRANDED ITEMS

Distribution of branded items on matchdays in the area surrounding the stadium without the necessary approval is not permitted as it creates an unauthorised association of the respective brand with the Tournament, suggesting that the brand is a sponsor thereof.



## 8 - CONTACT INFORMATION AND HOW TO GET INVOLVED

In general, there are various opportunities for entities or individuals to benefit from and get involved with the Tournament without using the Official Intellectual Property or commercially associating with the Tournament, for example:

- Providing various services for the Tournament:
  - infrastructure
  - events and activities staged by FIFA and/or Host Cities
  - catering
  - food & beverage concessionaire
  - cleaning and waste management
  - private security
  - furniture supplier
- Getting in touch with one of FIFA's Rights Holders to find out about any possibilities to engage in a co-promotion with them.
- Supporting local football in your home country by contacting the national football association to find out how to get involved at the grassroots level.

Please visit [www.FIFA.com](http://www.FIFA.com) or use the contact details below for specific topics to find out more.

### **Sponsorship**

If you are interested in becoming a Rights Holder/Sponsor, please contact [sales@fifa.org](mailto:sales@fifa.org).

### **Licensing**

If you are interested in licensing opportunities, please contact [retail-licensing@fifa.org](mailto:retail-licensing@fifa.org) to find out more.

### **Public viewing**

If you wish to apply for a Public Viewing Event licence for the FIFA World Cup 26™ or require further information, please see [https://publicviewing.fifa.org/public\\_viewing](https://publicviewing.fifa.org/public_viewing).

### **Mark request**

To request the use of any of FIFA's intellectual property for editorial purposes, please visit the FIFA Digital Archive ([www.fifadigitalarchive.com](http://www.fifadigitalarchive.com)) and click on the "MARK REQUEST FORM" button.

### **Unauthorised Ticket sales/promotions**

We welcome reports of any unauthorised sales/promotions of Tickets, including if you believe you have purchased potentially fake Tickets, by email at [ticketenforcement@fifa.org](mailto:ticketenforcement@fifa.org).

### **Unauthorised use of FIFA's Intellectual Property**

To report any unauthorised use of FIFA's intellectual property, please email us at [brandprotection@fifa.org](mailto:brandprotection@fifa.org)