



# FIFA WORLD CUP 2026™ BRAND GUIDELINES

## USE OF OFFICIAL HOST CITY MARKS

*Use of the FIFA World Cup 2026™ intellectual property—including, but not limited to: logos and emblems, official slogans, Host City logos and designs, event imagery, or official merchandise designs is strictly regulated and protected by FIFA's global IP rights.*

### WHO CAN USE THE DALLAS HOST CITY MARKS?

- ✓ Authorized Parties:
  - North Texas FIFA World Cup Organizing Committee (NTFWCOC)
  - Official Dallas Host City Supporters

ANY use of the official marks—internal or external, including internal documents, presentations, signage, marketing materials, or merchandise—must be submitted for approval.

### WHO CANNOT USE THE DALLAS HOST CITY MARKS?

- ✗ Non-sponsor companies, individuals, donors, or organizations—even those with good intentions
- ✗ Vendors, suppliers, or subcontractors without explicit rights
- ✗ Nonprofits, community partners, or media unless officially contracted
- ✗ Internal NTFWCOC departments without prior approval

### APPROVAL PROCESS - SUBMIT FOR REVIEW

Email materials to:  
noelle@dallasfwc26.com, anita@dallasfwc26.com, and  
marketingsubmissions@dallasfwc26.com

Await Written Approval (Up to 72 hours).  
Do not proceed without formal written approval.

*Unauthorized use of FIFA marks may result in:  
Cease and desist orders, legal enforcement actions, or seizure of materials.*



# SUPPORTING COLLABORATION

## WITHOUT THE USE OF OFFICIAL HOST CITY MARKS

*For Non-Rights Holders & Local Destination Collaborators  
Helping your community welcome the world, without violating FIFA's brand guidelines.*

### WHAT YOU CANNOT USE PER FIFA'S BRAND GUIDELINES?

- ✗ Do not use official logos, emblems, mascots, slogans, posters, or the FIFA World Cup trophy image
- ✗ Do not use FIFA or World Cup branding on merchandise, signage, websites, banners, etc.
- ✗ Avoid misleading terms like "official," "partner," or "sponsor" unless you have formal and contractual rights with FIFA and/or the Host City Dallas
- ✗ Do not name events in a way that implies affiliation (e.g. "World Cup Watch Party" or "FIFA Celebration")

### WHAT CAN YOU DO?

Collaborators, such as CVBs, Chambers, Public Improvement Districts/Business Improvement Districts, can still support tourism and the guest experience during the World Cup by focusing on location, hospitality, and general celebration of international sport and culture. Here's how:

#### Welcoming Language

(use terms like):

"Welcome World Travelers"  
"Dallas Welcomes the World"  
"Celebrating Global Football in Texas"  
"Experience North Texas During the Summer of Soccer"  
"Catch the Action. Explore the Region."

✗ Avoid: "World Cup," "FIFA," or "2026" directly adjacent to claims or visuals without rights.

#### Generic Design & Celebration

(you can use):

Country flags  
Soccer balls (not stylized like the official logo)  
Texas or city-specific icons and hospitality  
Themes of unity, sport, international culture

Sample taglines:  
"Where the World Comes to Play"  
"Explore Texas Hospitality During the Summer of Soccer"  
"Your Gateway to the Global Game"

#### Digital & Print Content Tips

(you may):

Share public FIFA links from the Host City Dallas ([dallasfwc26.com](http://dallasfwc26.com)) such as ticketing, volunteer, calendar listings event pages  
Create itineraries, "Where to Stay," "What to Eat," and "Fan-Friendly" guides

Suggested phrases:  
"We're excited to host fans of the global game this summer. (summer 2026)"  
"Find your fan experience in [City]."

*If you are ever unsure whether a design, phrase, or idea violates FIFA's IP guidelines, you can contact the North Texas FIFA World Cup Organizing Committee via email: [marketingsubmissions@dallasfwc26.com](mailto:marketingsubmissions@dallasfwc26.com).*