



CORE ASSETS

This page sums up the identity system of the FIFA World Cup 26™. A dynamic combination of all the core assets will create an exclusive way to express, excite, and involve the world of football in a unique visual language.

EMBLEM



TYPOGRAPHY

FWC2026 - Event Typeface

**FOOTBALL
LEGACY
WORLD
GAME ON
WECOME**

Noto Sans - Supporting Typeface

**International
Tournament
Best Players
Teams
Goal**

WORDMARK

**FIFA
WORLD CUP
26™**

SLOGAN

**WE
ARE
26™**

COLOUR PALETTE



UNIFY PATTERN



AMPLIFY PATTERN



26 GRAPHIC



TOGETHER GRAPHIC

