



EXPLORE THE BRAND

FIFA WORLD CUP™ TROPHY

One of the most sought-after objects in the world and the centerpiece of the emblem. Not in an abstracted form, but in an ultra-realistic expression that is true to the sculptural quality of the trophy itself.



THE 26

This emblem makes the year of the event the setting for the trophy. Big, bold and iconic without distracting from the World Cup™. A vessel for self-expression.



BLACK, WHITE, & GOLD

The restrained colour palette is designed to let the trophy shine. The simplicity, elegance and boldness of the black and white serves as a balance to the ultra expressive colours each host city bring to the brand.



THE SHAPES

The use of squares and quarter-circles gives the mark a timeless simplicity with subtle references to the squared edges of the pitch and the circle of the ball. The year, 2026, is composed on 48 units to represent the 48 nations who will compete.

