

FIFARULES OF BRANDING



PROMOTING YOUR BUSINESS IN AN EFFECTIVE, LEGAL AND COMPLIANT MANNER DURING WORLD CUP 2026.

Goal: Celebrate the global energy, bring visitors into Kitsap, and do it in a way that keeps us compliant with FIFA's very strict brand rules.







WHY COMPLIANCE MAATTERS



FIFA GUARDS ITS BRAND RIGHTS TIGHTLY — AND FOR GOOD REASON.

Global sponsors pay hundreds of millions for exclusive use of FIFA's logos, and slogans.

However, there's plenty of room for local businesses to celebrate and attract customers—as long as we know where the lines are.



WHAT YOU CAN DO



KEEP IT GENERAL AND SOCCER RELATED.

Use general soccer themes and words like 'match' or 'football.' You can host viewing parties (in businesses that already have TV's) and create soccer-related experiences. Avoid implying you're officially connected to FIFA. Focus on local celebration, not official affiliation.



WHATYOU CAN'T DO



ABSOLUTELY NOTHING REMOTELY FIFA RELATED.

You cannot use the FIFA logo, mascot, slogan, or the World Cup trophy image. You cannot say 'Official Partner' or even hint that your business is affiliated with FIFA. NO marketing that imitates the official emblem or color scheme.



SOME HELPFUL DO'S AND DON'TS FOR YOUR BUSINESS

- You can say: 'Celebrate the global game in Kitsap this summer!'
- You cannot say: 'Come to our World Cup Happy Hour.'
- You can use soccer balls, flags, and local imagery.
- You can't use the FIFA logo, fonts, or anything resembling FIFA IP.
- Do use your own story 'Kitsap welcomes the world.'
- Don't sell or give away merch that uses FIFA marks.
- Do celebrate the community, fans, and spirit of the game.

'FIFA-WORLD-CUP' 'SEATTLE SOCCER'





BE AN AMBASSADOR FOR KITSAP, NOT FIFA.

We don't need FIFA's logo or IP to share in the excitement. We can attract visitors, host fans, and create buzz — all while keeping our integrity and compliance intact. Let's show the world what PNW small town community-driven celebrations are all about!