



# UNITED

BRAND GUIDELINES - APRIL 2023

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**WELCOME TO OUR BRAND GUIDELINES.**

**THESE GUIDELINES WILL INSTRUCT  
YOU ON HOW TO USE OUR BRAND  
IDENTITY EFFECTIVELY, IN ORDER TO  
MAKE ALL BRAND COMMUNICATIONS  
LOOK AND SOUND THEIR BEST.**

THE 2026 FIFA WORLD CUP WILL BE HOSTED BY CANADA, USA, AND MEXICO.

THIS TOURNAMENT DATES BACK TO URUGUAY IN 1930 AND IS PLAYED ONCE EVERY FOUR YEARS. SINCE THEN, WITH THE UNIVERSAL GROWTH OF THE SPORT, THE TOURNAMENT HAS EXPANDED AND HAS BECOME ONE OF THE MOST VIEWED SPORTING EVENTS IN THE WORLD.

FOOTBALL IS A CELEBRATION OF NATIONAL PRIDE AS COUNTRIES COME TOGETHER TO COMPETE. WE ARE UNITED.



# LOGOS

OUR LOGOS REPRESENT UNITY BETWEEN NATIONS AS WE WATCH AND CELEBRATE THE BEST ATHLETES AROUND THE WORLD COMPETE IN THE 2026 FIFA WORLD CUP.



UNITED SOLID  
PRIMARY LOGO



UNITED STROKE  
PRIMARY LOGO

## LOGO - INVERSIONS

WHEN USED IN OFFICIAL DOCUMENTS AND IN BUSINESS SETTINGS, THE UNITED SOLID LOGO IS PREFERRED.

IN ALL OTHER ENVIRONMENTS, BOTH PRIMARY LOGOS CAN BE USED INTERCHANGEABLY.



THE UNITED STROKE LOGO STROKE WEIGHT IS EQUIVALENT TO 1/2 HEIGHT OF THE FIVE STARS.





UNITED STRIPE  
SECONDARY LOGO



**TWENTY-SIX**  
CIRCLE LOGO

# MINIMUM SIZE

## UNITED



PRINT: 0.5 IN  
DIGITAL: 50 PX



50 PX

## STROKE



PRINT: 0.5 IN  
DIGITAL: 50 PX



50 PX

## STRIPE

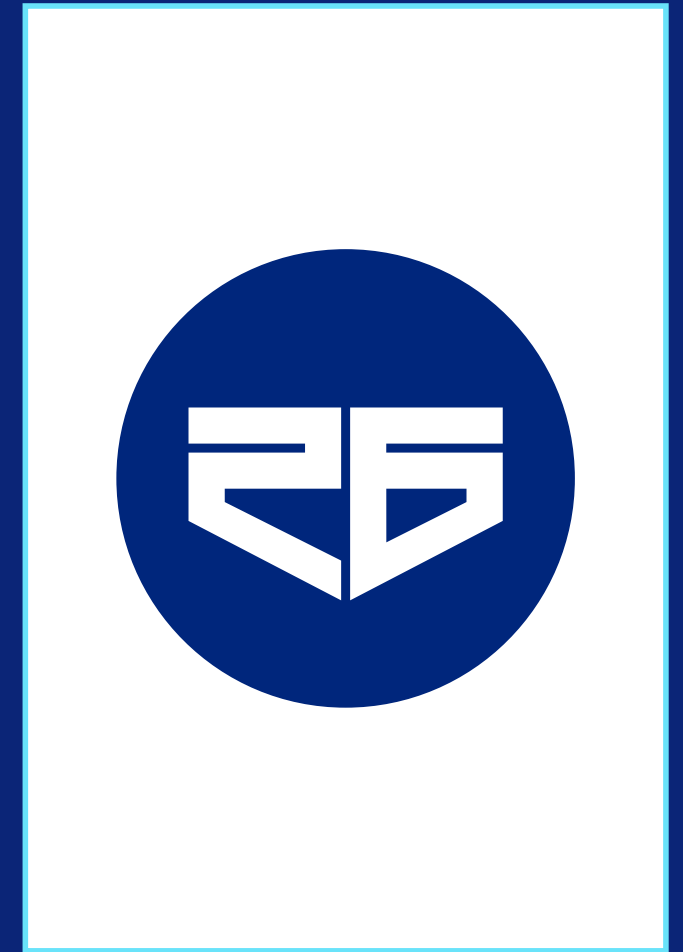


PRINT: 0.5 IN  
DIGITAL: 50 PX



50 PX

## TWENTY-SIX



PRINT: 0.25 IN  
DIGITAL: 25 PX



25 PX

## CLEAR SPACE

THIS GRAPHIC ILLUSTRATES THE MINIMUM REQUIRED BREATHING SPACE AROUND OUR PRIMARY LOGOS.

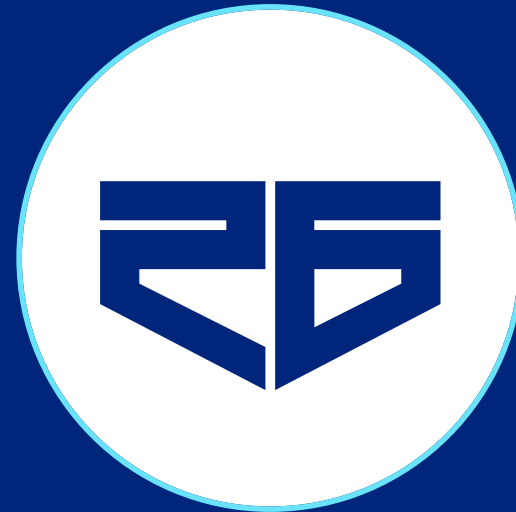


THE HEIGHT OF THE CROWN IS USED ON ALL FOUR SIDES.



## CLEAR SPACE

THIS GRAPHIC ILLUSTRATES THE MINIMUM REQUIRED BREATHING SPACE AROUND OUR SECONDARY LOGOS.



OUR TWENTY-SIX HAS NO CLEAR SPACE AS LONG AS IT IS ALWAYS PLACED ON THE FOREGROUND.



1/3 HEIGHT OF THE UNITED STRIPE IS USED ON ALL FOUR SIDES.

## LOGO USAGE - DO'S

RULES APPLY TO ALL LOGOS.

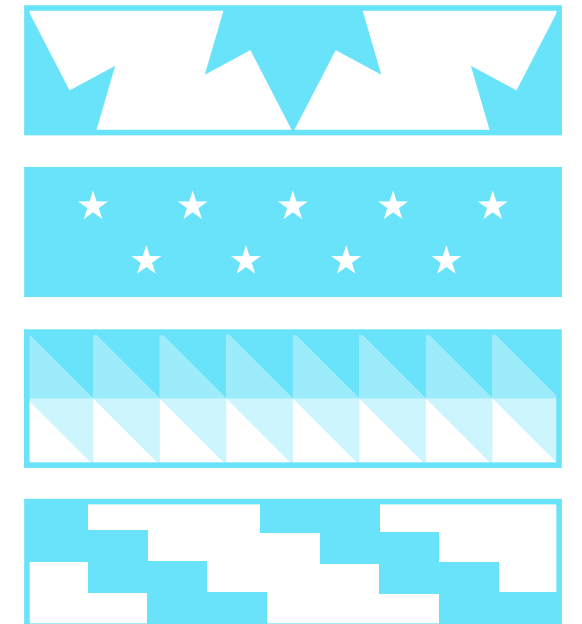
USE UNITED SOLID AND STROKE LOGOS INTERCHANGEABLY.

USE EXTENDED COLOR PALETTE.  
(SEE COLOR PALETTE ON PAGE 00)

BACKGROUNDS MAY INCLUDE OUR  
COLORS AND PHOTOGRAPHS.  
(SEE COLOR MATRIX ON PAGE 00)

INSERT COUNTRY FLAGS.  
(SEE FLAGS ON PAGE 00)

SEPARATE AND USE ELEMENTS  
FROM LOGO TO CREATE PATTERNS.  
(SEE PATTERNS ON PAGE 00)



## LOGO USAGE - DON'T'S RULES APPLY TO ALL LOGOS.

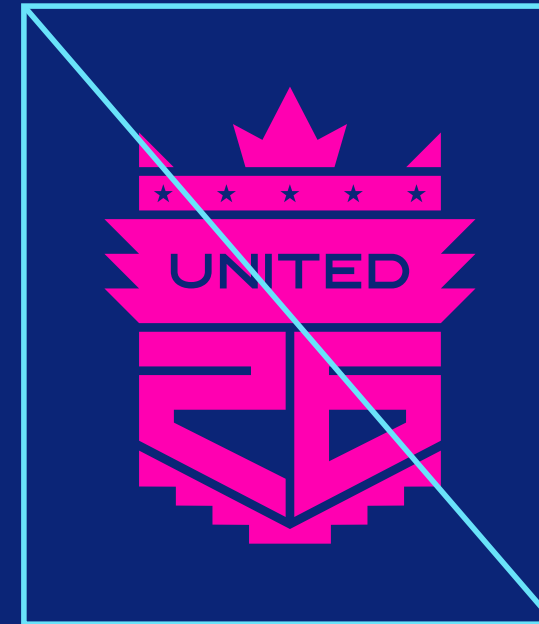
DON'T ADD 2+ COLORS / COLOR  
LOGO ELEMENTS SEPARATELY.

DON'T USE NON-PALETTE COLORS.  
(SEE COLOR PALETTE ON PAGE 00)

DON'T COLOR-IN OUR UNITED  
STROKE LOGO.

DON'T ADD DROP SHADOWS OR  
MAKE OUR LOGOS 3-D.

DON'T CROP, SKEW, DISTORT, OR  
CHANGE OUR LOGOS IN ANY WAY.



# COLORS

WE ARE PROUD TO PRESENT OUR COLORS  
THAT REPRESENT AND REFLECT OUR  
SHARED VISION OF A WORLD UNITED  
THROUGH THIS BEAUTIFUL GAME.



# COLORS - PRIMARY

PURE WHITE AND MIDNIGHT BLUE ARE THE BACKBONE OF OUR VISUAL IDENTITY. THEY PROVIDE CONSISTENCY THROUGHOUT ALL BRAND COMMUNICATIONS.

PURE WHITE	HEX #FFFFFF	PANTONE 757 C	R255 G255 B255	C0 M0 Y0 K0
MIDNIGHT BLUE	HEX #00267C	PANTONE 757 C	R11 G37 B119	C100 M95 Y23 K13

# COLORS - EXTENDED

PURE WHITE AND MIDNIGHT BLUE ARE THE BACKBONE OF OUR VISUAL IDENTITY. THEY PROVIDE CONSISTENCY THROUGHOUT ALL BRAND COMMUNICATIONS.

FORREST GREEN AND BERRY RED PROVIDE BALANCE, COMPLETING THE COLORS USED IN OUR HOST COUNTRIES' FLAGS.

SKY BLUE, AQUA BLUE, SCARLET RED, AND CANARY GOLD ARE USUALLY USED FOR ACCENTS ONLY.

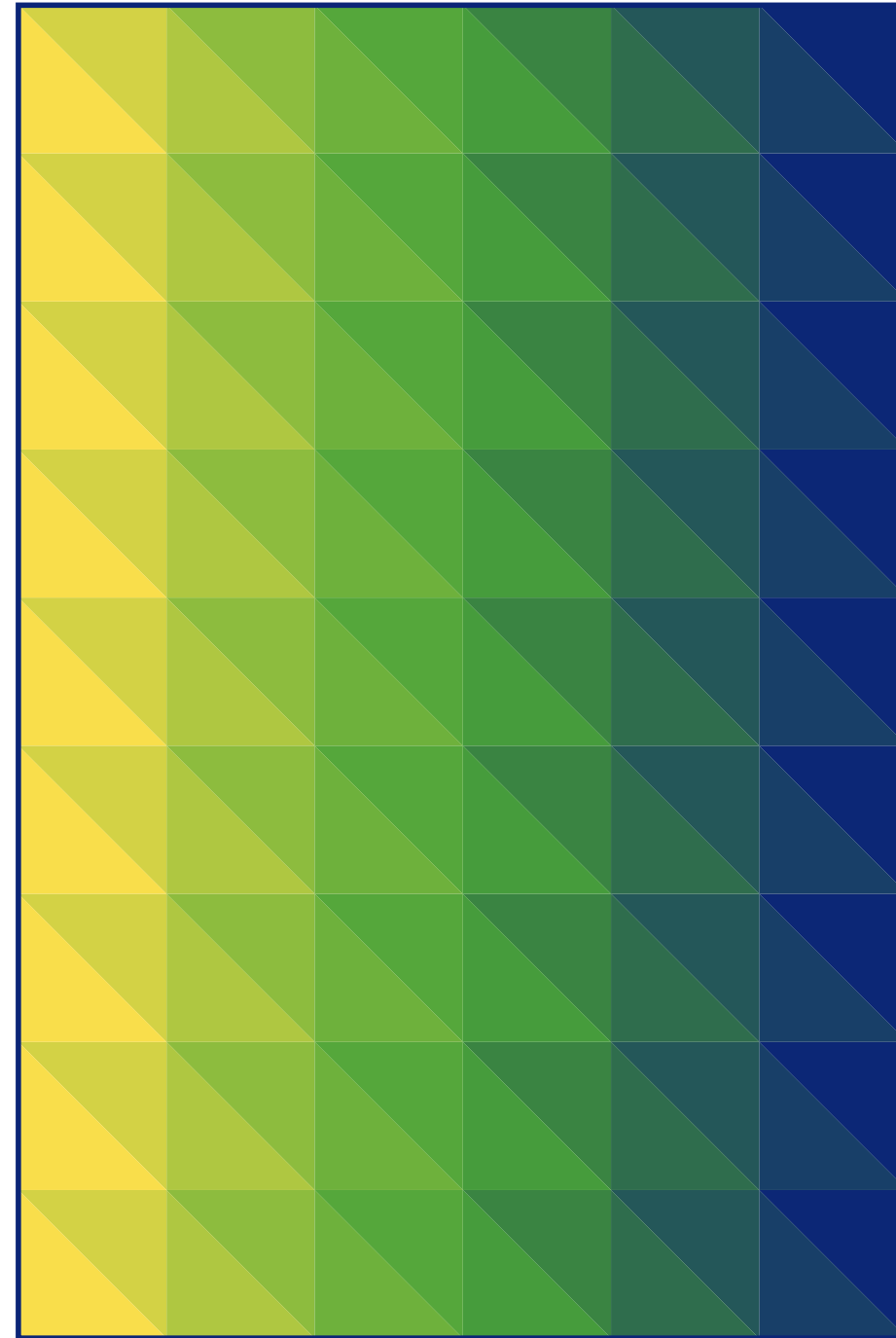
<b>PURE WHITE</b>	HEX #FFFFFF	PANTONE 757 C	R255 G255 B255	C0 M0 Y0 K0
<b>MIDNIGHT BLUE</b>	HEX #00267C	PANTONE 757 C	R11 G37 B119	C100 M95 Y23 K13
<b>FORREST GREEN</b>	HEX #00721F	PANTONE 757 C	R48 G112 B43	C82 M32 Y100 K22
<b>BERRY RED</b>	HEX #A2003C	PANTONE 757 C	R147 G29 B61	C29 M99 Y66 K24
<b>SKY BLUE</b>	HEX #0099FF	PANTONE 757 C	R67 G150 B246	C66 M36 Y0 K0
<b>AQUA BLUE</b>	HEX #00E7FF	PANTONE 757 C	R105 G227 B150	C46 M0 Y5 K0
<b>SCARLET RED</b>	HEX #FF0000	PANTONE 757 C	R233 G51 B35	C2 M94 Y100 K0
<b>CANARY GOLD</b>	HEX #FFC200	PANTONE 757 C	R255 G195 B67	C4 M23 Y86 K0

## COLORS - GRADIENTS

WE DO NOT USE TRADITIONAL GRADIENTS. INSTEAD, WE USE OUR RECURRING TRIANGLE PATTERN TO CREATE THAT GRADIENT EFFECT.

(SEE PATTERNS ON PAGE 00)

USE TRANSPARENCY AS NEEDED WHEN GRADATING OVER A PHOTOGRAPH.



# COLORS - MATRIX

THIS COLOR MATRIX GRAPHIC ILLUSTRATES WHICH COLOR COMBINATIONS CAN BE USED AND WHICH CAN NOT.

THE UNITED STRIPE IS USED HERE AS AN EXAMPLE. THESE RULES APPLY TO ALL LOGOS.

	White	Dark Blue	Green	Maroon	Blue	Light Blue	Red	Yellow
White								
Dark Blue								
Green								
Maroon								
Blue								
Light Blue								
Red								
Yellow								

# SECONDARY GRAPHICS

THE FOLLOWING GRAPHICS ARE DERIVATIVES FROM OUR LOGOS AS WELL AS OTHER GRAPHIC ELEMENTS USED THROUGHOUT OUR BRAND.

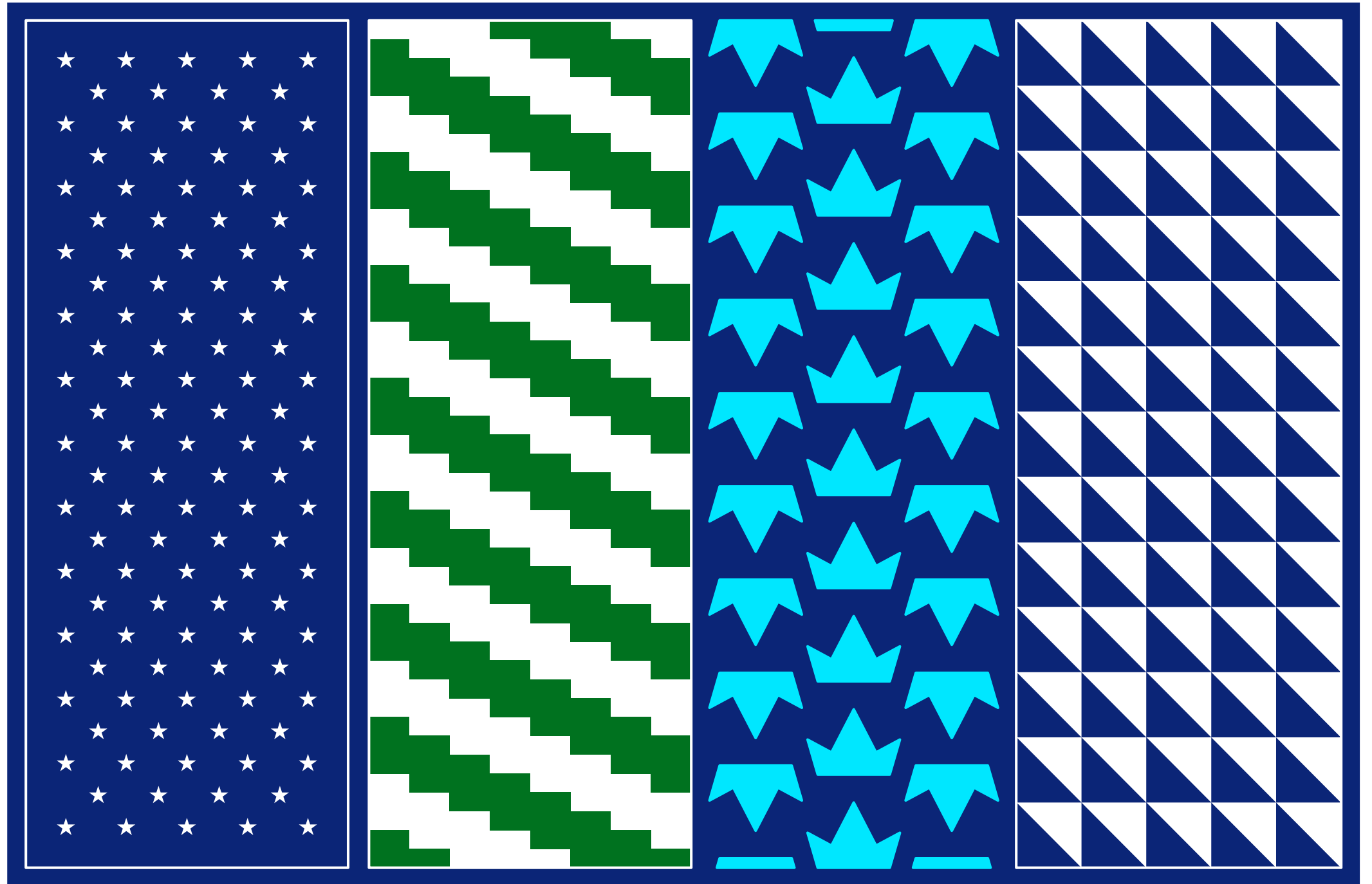
# PATTERNS

WE TOOK ELEMENTS FROM OUR LOGOS AND INCORPORATED THEM INTO BEAUTIFUL PATTERNS.

THESE SERVE AS BACKGROUNDS AND GRAPHIC ELEMENTS.

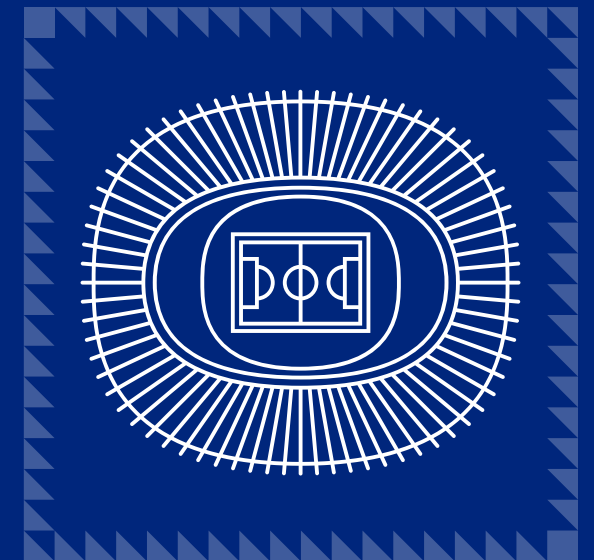
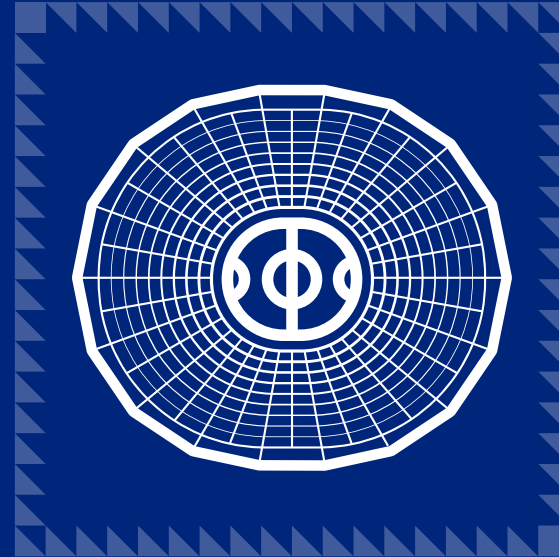
WHEN USING PATTERNS AS BACKGROUNDS, USE TRANSPARENCY AS NEEDED.

NEW PATTERNS CAN NOT CONTAIN TYPOGRAPHICAL ELEMENTS AND MUST BE APPROVED BEFORE USE.



# STADIUM ICONS

THESE DIAGRAMS OF STADIUMS ARE USED AS GRAPHIC ELEMENTS TO ADD CLARITY AND PROVIDE AN ATTRACTIVE VISUAL AID.



# FLAGS





# TYPOGRAPHY

THE FOLLOWING GRAPHICS ARE DERIVATIVES FROM OUR LOGOS AS WELL AS OTHER GRAPHIC ELEMENTS USED THROUGHOUT OUR BRAND.

## TYPOGRAPHY

OUR TYPEFACE IS ELZA.  
IT IS USED IN ALL CAPS  
FOR MOST GRAPHICS.

WHILE ELZA PROVIDES A  
WIDE RANGE OF WEIGHTS  
AND VARIATIONS (48),  
HERE ARE THE ONES WE  
USE AND LOVE THE MOST

FOR HEIRARCHAL  
PURPOSES, HEADLINES  
ARE USED AT 100%  
OPACITY, BOLD BODY  
TEXT IS USED AT 75%,  
AND BODY TEXT AT 50%.

**ELZA BOLD**

**ELZA MEDIUM**

**ELZA LIGHT**

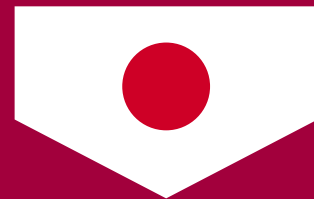
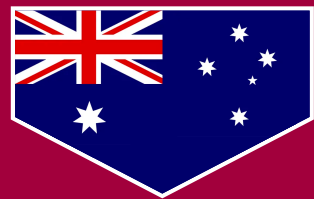
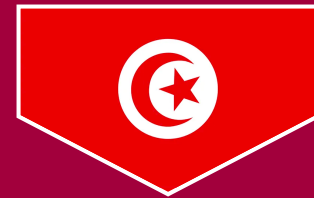
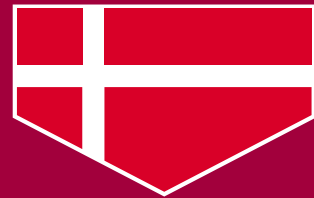
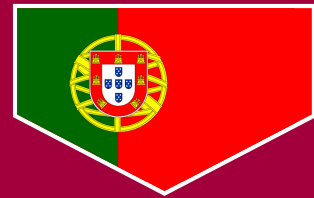
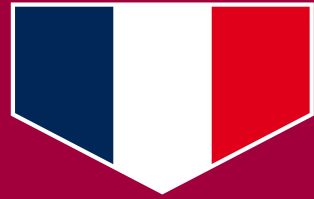
**ELZA CONDENSED LIGHT**

**ELZA CONDENSED MEDIUM**

# BRAND APPLICATIONS





THE FOLLOWING GRAPHICS ARE  
DERIVATIVES FROM OUR LOGOS AS  
WELL AS OTHER GRAPHIC ELEMENTS  
USED THROUGHOUT OUR BRAND.

# QUALIFIED COUNTRIES



# WORLD CUP GROUPS

GROUP A	
CANADA	
ENGLAND	
IRAN	
WALES	

GROUP B	
UNITED STATES	
NETHERLANDS	
SENEGAL	
ECUADOR	

GROUP C	
MEXICO	
BELGIUM	
AUSTRALIA	
DENMARK	

GROUP D	
ARGENTINA	
SPAIN	
JAPAN	
TUNISIA	

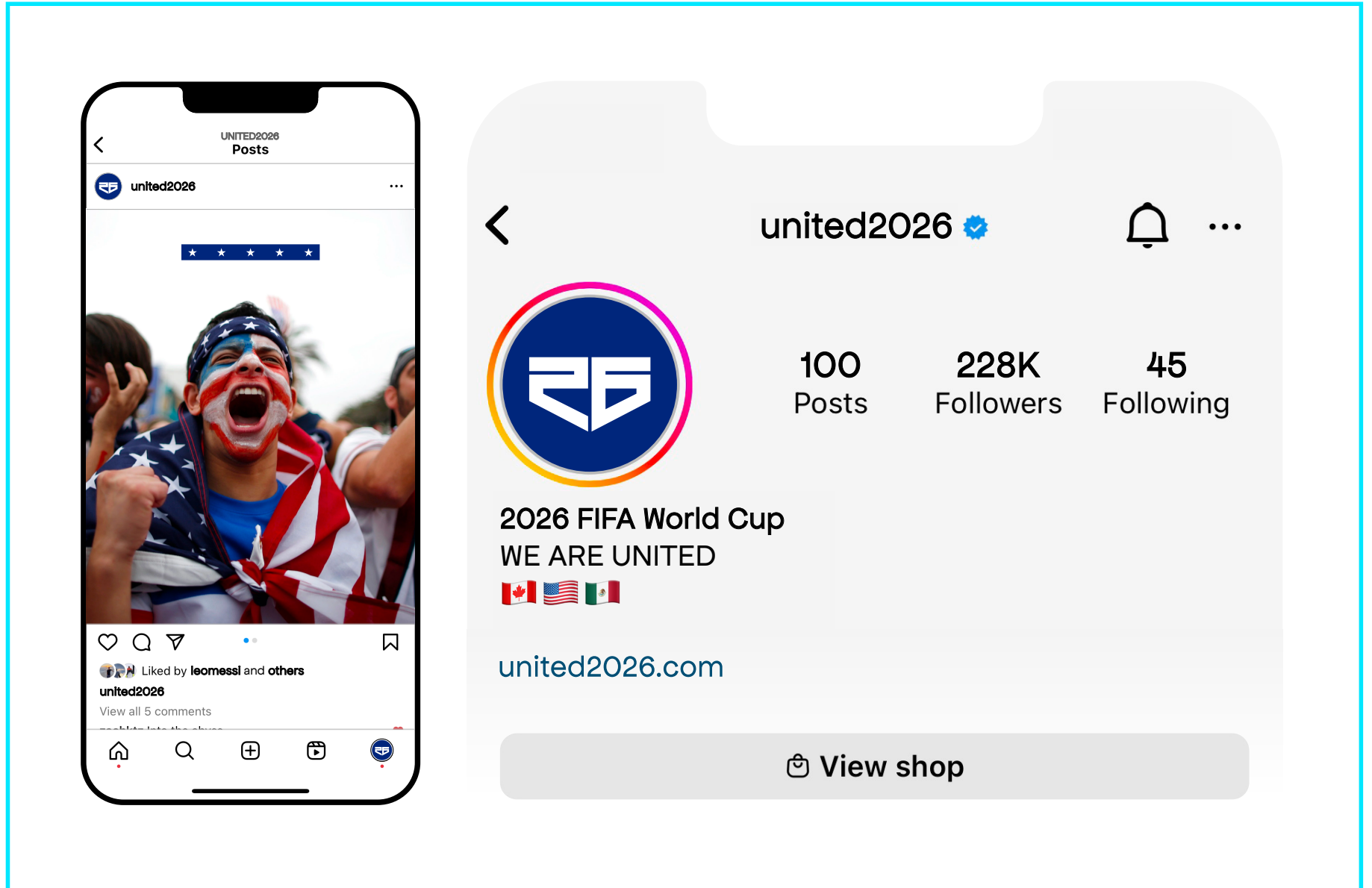
GROUP E	
FRANCE	
COLOMBIA	
SAUDI ARABIA	
GERMANY	

GROUP F	
CROATIA	
MOROCCO	
COSTA RICA	
ITALY	

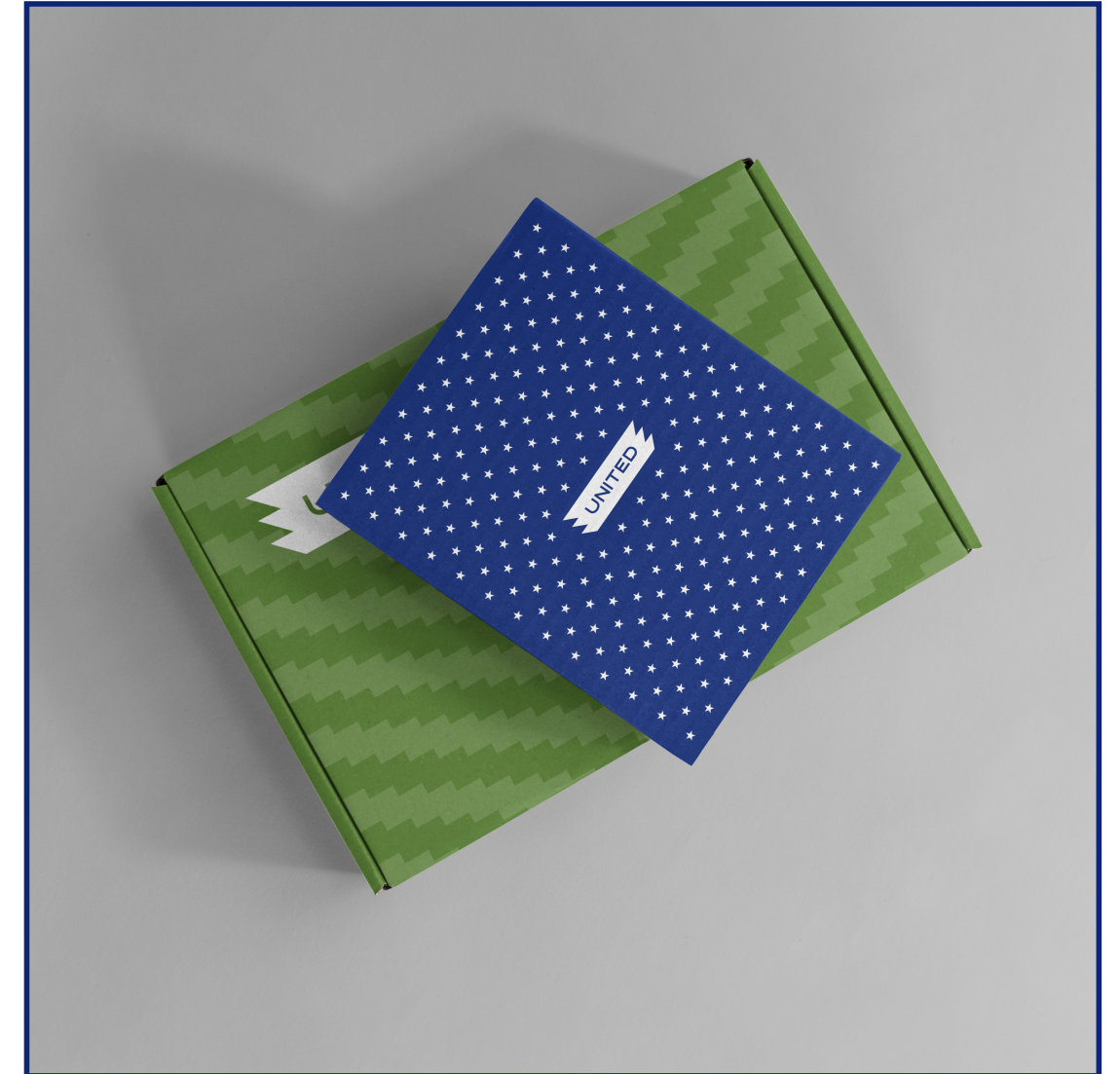
GROUP G	
BRAZIL	
SERBIA	
SWITZERLAND	
CAMEROON	

GROUP H	
PORTUGAL	
GHANA	
URUGUAY	
SOUTH KOREA	

# INSTAGRAM ACCOUNT



# JERSEYS AND BOXES



# PLAYSTATION GAME AND CONTROLLER





# STADIUM SCREEN AND FIELD PASS



# LIVE GAME BROADCAST



# NIKE X UNITED POSTER



**THANK YOU.**