

File No.: 04-1000-20-2023-337

September 18, 2023

s.22(1)

Dear s.22(1)

Re: **Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")**

I am responding to your request of June 7, 2023 under the ***Freedom of Information and Protection of Privacy Act*** for:

The visual identity and brand guidelines manual for FIFA World Cup 26, FIFA World Cup 26 Vancouver, We Are 26, and Vancouver FWC26.

All responsive records are attached. Some information in the records has been severed (blacked out) under section 21(1) of the Act. You can read or download this section here: http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00.

Under section 52 of the Act, and within 30 business days of receipt of this letter, you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your FOI request by writing to: Office of the Information & Privacy Commissioner, info@oipc.bc.ca or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number (#04-1000-20-2023-337); 2) a copy of this letter; 3) a copy of your original request; and 4) detailed reasons why you are seeking the review.

Yours truly,

[Signed by Cobi Falconer]

Cobi Falconer, MAS, MLIS, CIPP/C
Director, Access to Information & Privacy
cobi.falconer@vancouver.ca
453 W. 12th Avenue Vancouver BC V5Y 1V4

If you have any questions, please email us at foi@vancouver.ca and we will respond to you as soon as possible. Alternatively, you can call the FOI Case Manager at 604-871-6584.

Encl. (Response Package)

:dl

s.21(1)





INTRO

It's time to bring your game to the beautiful game.

This toolkit and templates are designed to help you launch your city's FIFA World Cup 2026™ expression.

This document is to be used as overview and as a reference for how to keep the FIFA World Cup 26™ brand consistent across all host cities, while using your distinct design elements to create an authentic representation of your city.

We Are 26.



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HOST CITY LOGOS



LOGOS

PRIMARY

s.21(1)



Primary
Solid Colour
With Trophy

This version should be your
first choice when using the
emblem.



s.21(1)



s.21(1)



s.21(1)



s.21(1)



s.21(1)



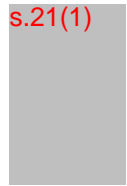
s.21(1)



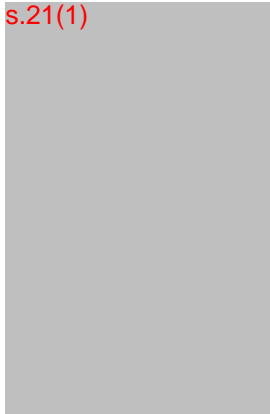


LOGOS

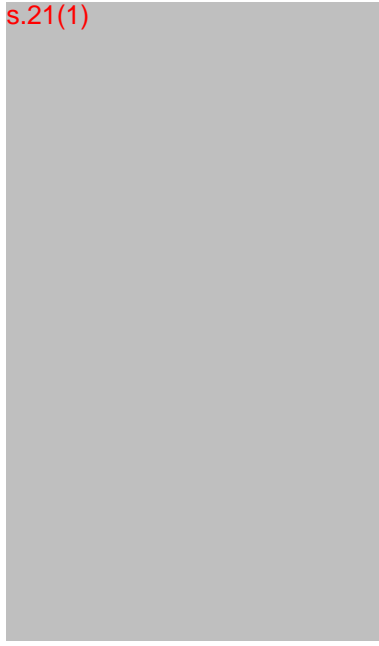
SIZING



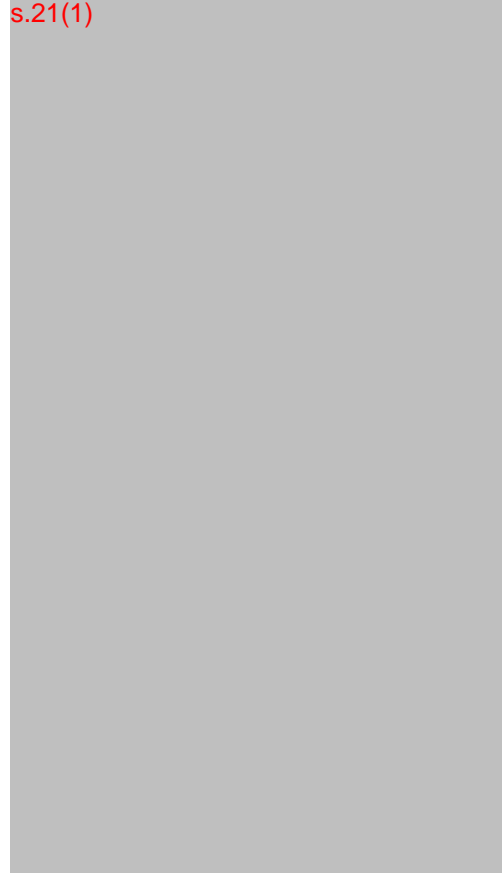
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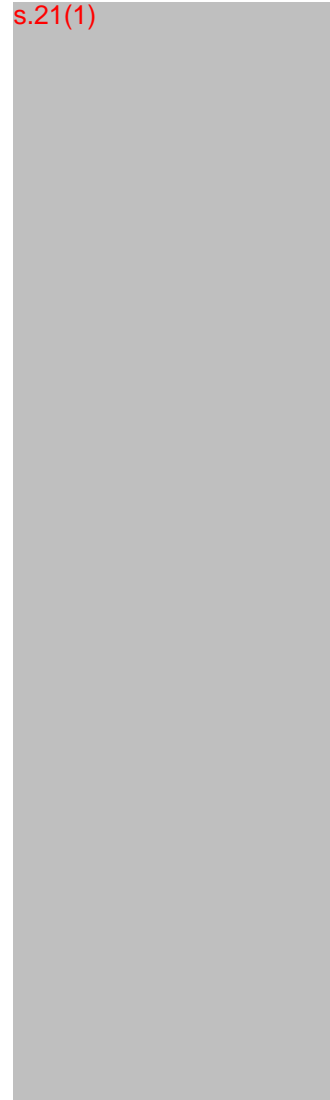
s.21(1)



s.21(1)



s.21(1)



s.21(1)

Emblem Sizing



s.21(1)



s.21(1)



s.21(1)

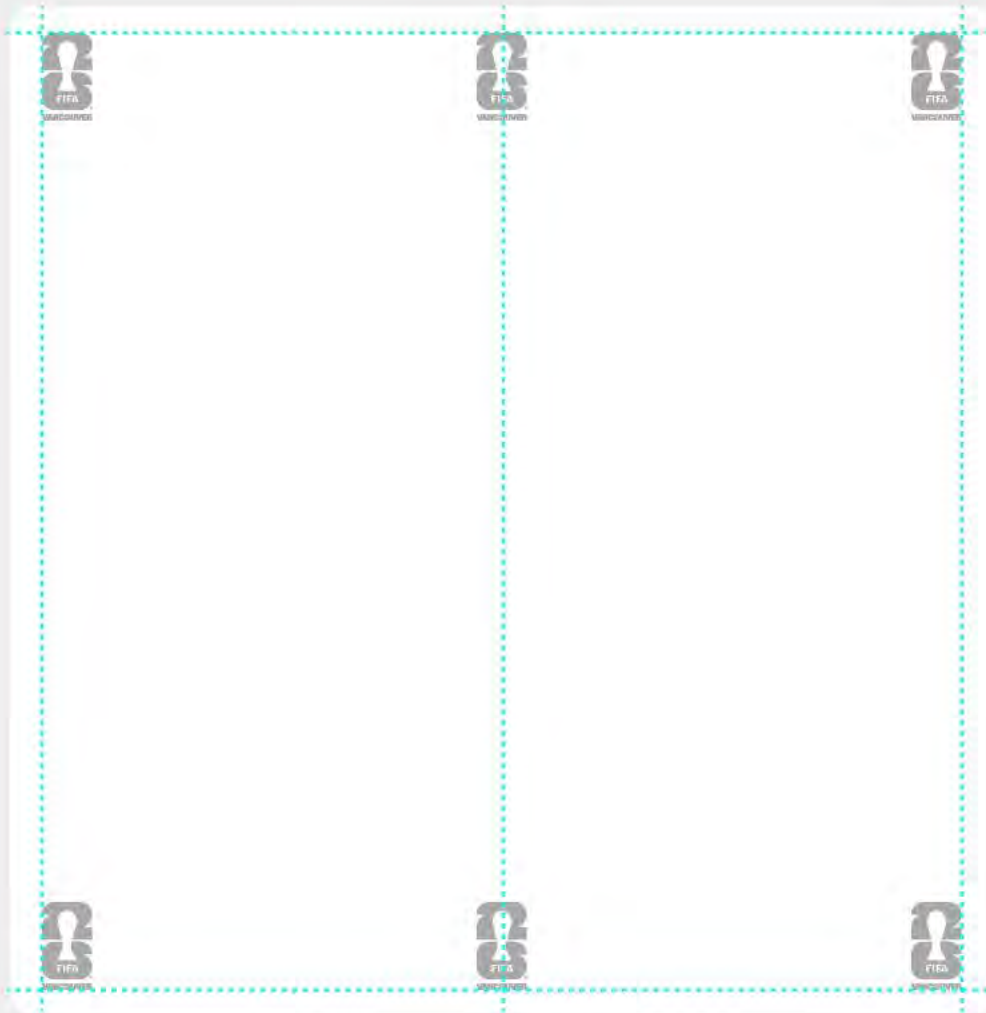


s.21(1)



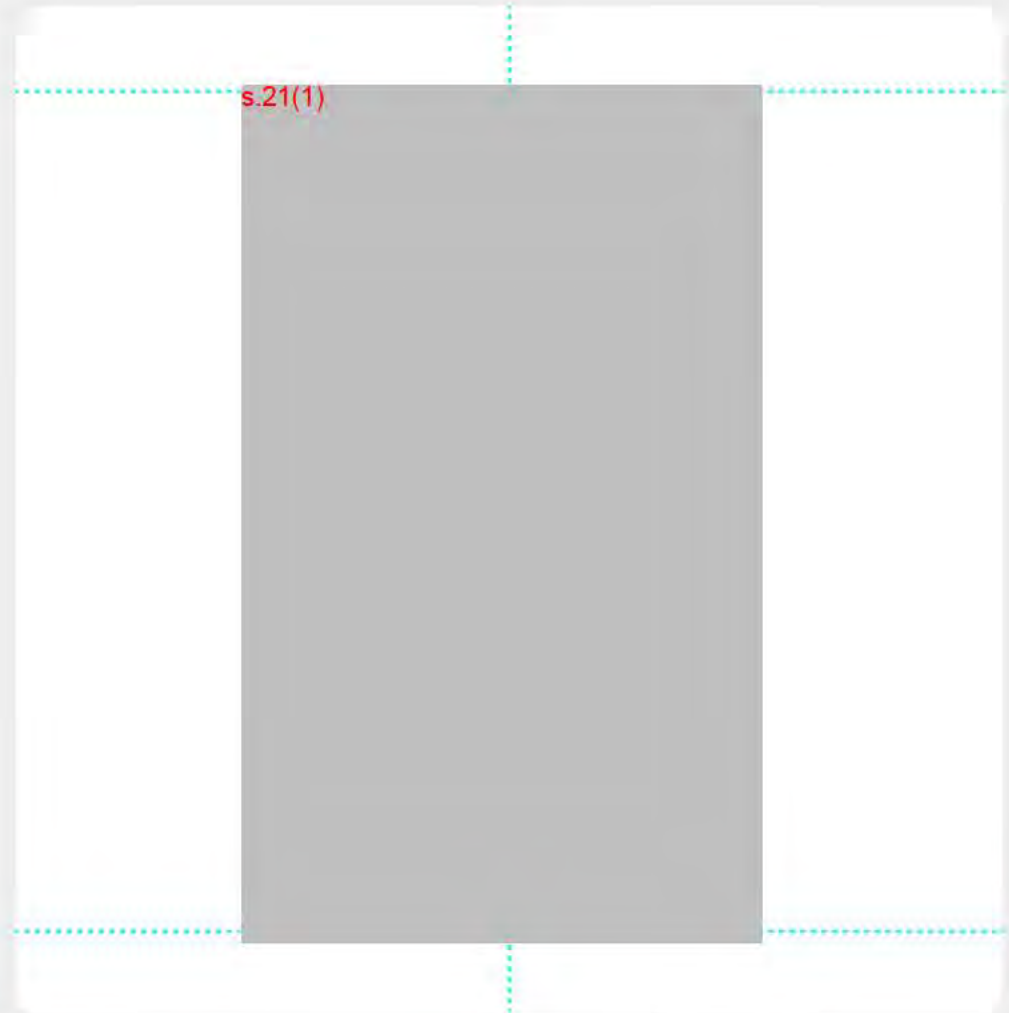
LOGOS

PLACEMENT



Emblem Placement

At smaller scales, the emblem can be placed in any corner (with equal margins) or centred (top, bottom or middle).



Emblem Placement

At large scales, place the emblem centred vertically, and either the left edge, right edge, or middle of the layout.



COLOUR



COLOUR

CITY PALETTE

HEX
#d50101

PANTONE
2035 C

Black Text
No

CMYK
0-100-99-0

White Text
Yes

HEX
#000000

CMYK
0-0-0-100

White Text
Yes

HEX
#FFFFFF

CMYK
0-0-0-0

Black Text
Yes

HEX
#00362c

CMYK
90-20-60-70

PANTONE
3302 C

Black Text
No

White Text
Yes

HEX
#a7ffeb

CMYK
20-0-15-0

PANTONE
331 C

Black Text
Yes

White Text
No

HEX
#448aff

CMYK
60-30-0-0

PANTONE
2381 C

Black Text
Yes

White Text
Large

HEX
#827718

CMYK
10-15-90-40

PANTONE
619 C

Black Text
Yes

White Text
Yes

HEX
#b388ff

CMYK
30-32-0-0

PANTONE
2645 C

Black Text
Yes

White Text
No

HEX
#b71d1c

CMYK
5-100-100-10

PANTONE
711 C

Black Text
Large

White Text
Yes

Primary

Your host city primary colours are unique to you and an effective way to unify your host city communications.

Secondary

Your unique combination of city colours is designed to capture the essence of your city and provide increased flexibility.



s. 2(1)



WE ARE

IMAGE MASK

s.21(1)

s.21(1)

One Line

s.21(1)

Three Line

s.21(1)

s.21(1)



WE ARE

s.21(1)

s.21(1)

s.21(1)

s.21(1)

One Line

s.21(1)

Text should be centred in layouts.

Four Line

s.21(1)

Text should be centred in layouts.



WE ARE

IMAGE MASK

s.21(1)

s.21(1)

WE ARE Image Mask

s.21(1)

WE ARE Colouring

s.21(1)



WE ARE


s.21(1)



s.21(1)



s.21(1)



s.21(1)



One Line

s.21(1)



Text should be centred in layouts.

Three Line

s.21(1)



Text should be centred in layouts.

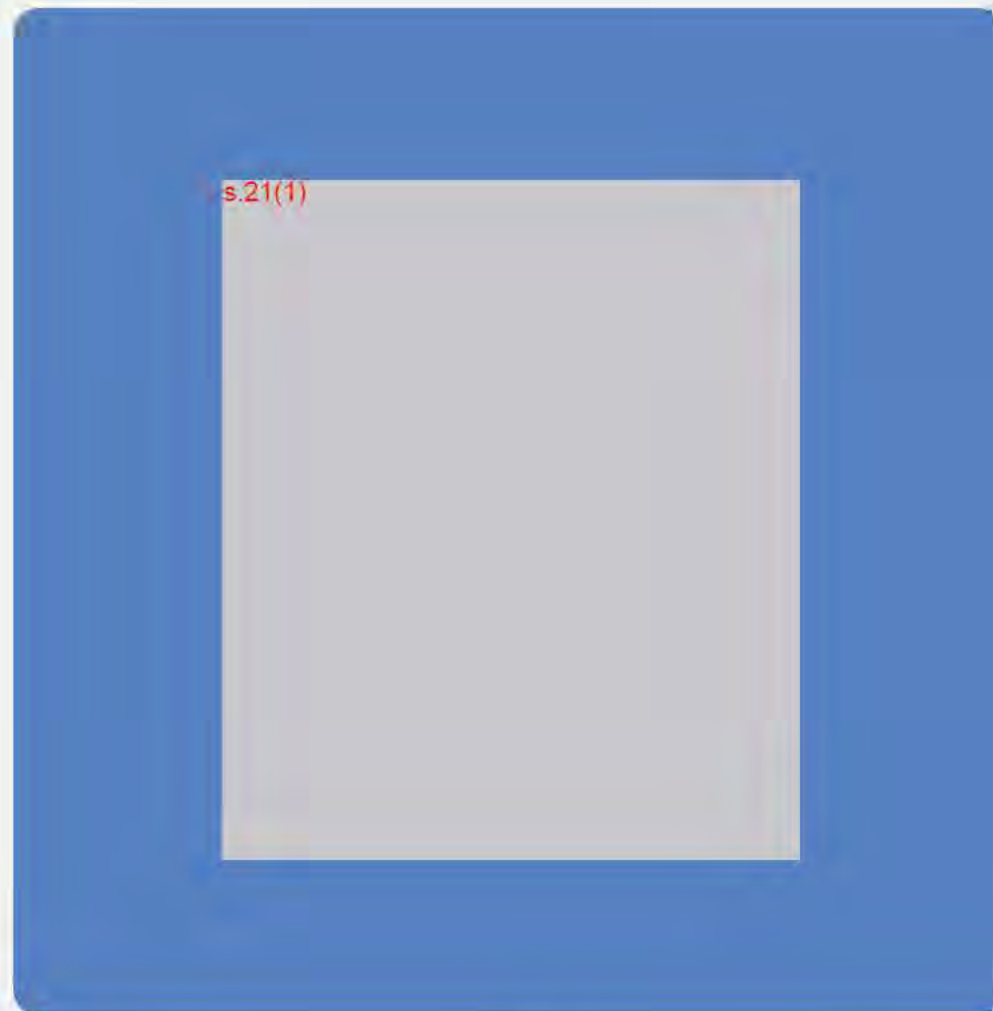
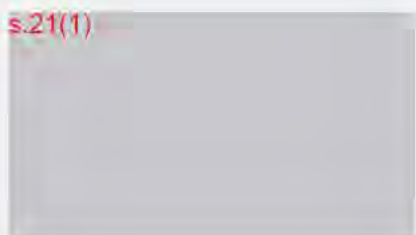


WE ARE

IMAGE MASK



WE ARE Image Mask



WE ARE Colouring





WE ARE

IMAGE MASK

s.21(1)

s.21(1)

Window

s.21(1)

Gateway

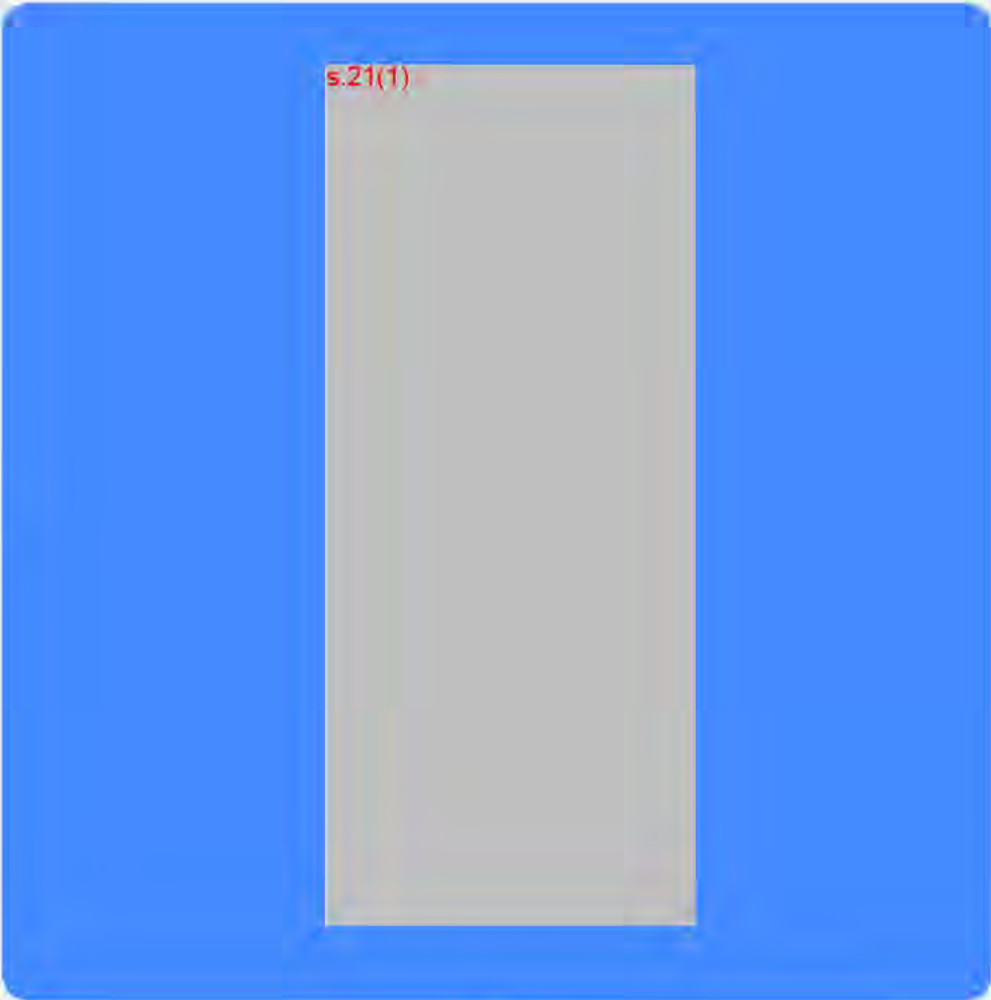
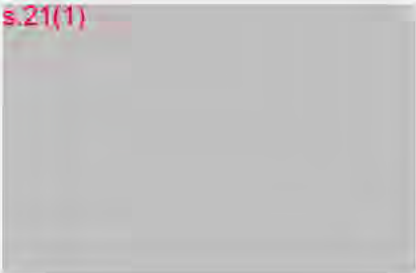
s.21(1)



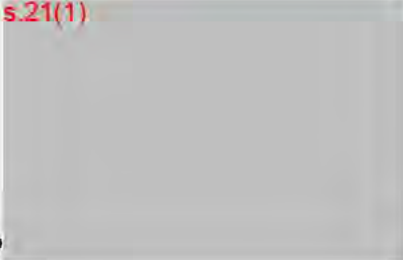
WE ARE



Official Slogan with
Host City Lockup



Portrait





521(1)



s.21(1)

Portrait



s.21(1)



s.21(1)

Landscape



s.21(1)

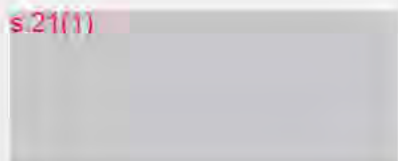


s.21(1)

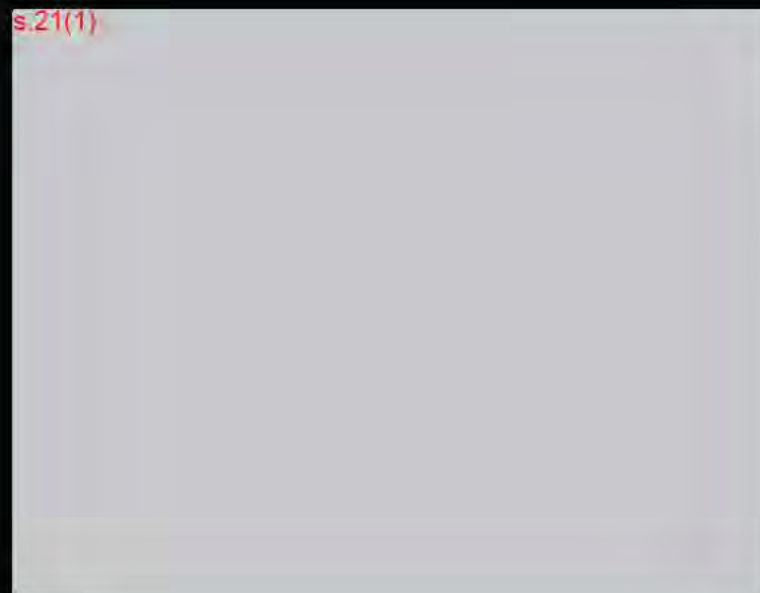


Window

s.21(1)

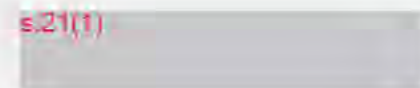


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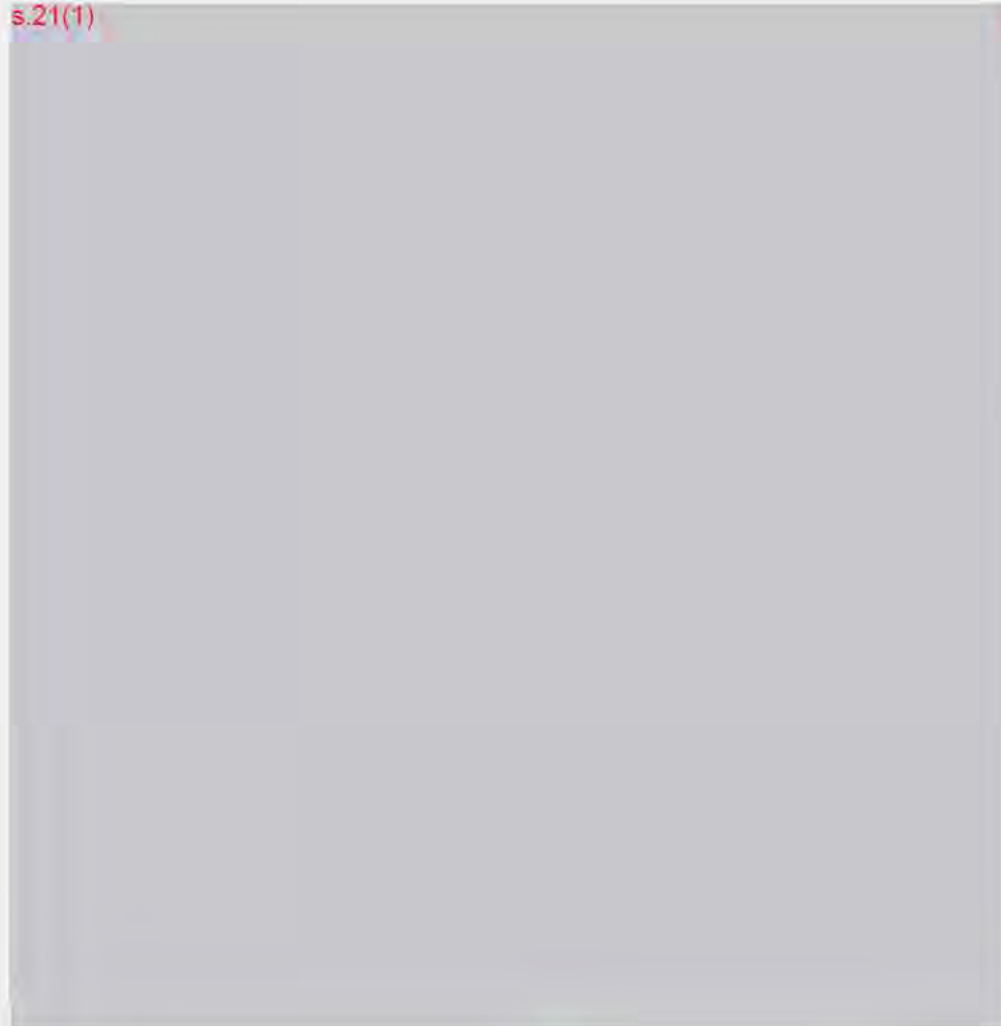
Gateway

s.21(1)



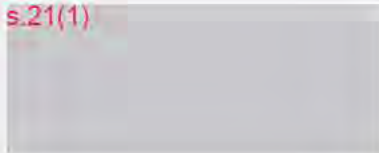


s.21(1)

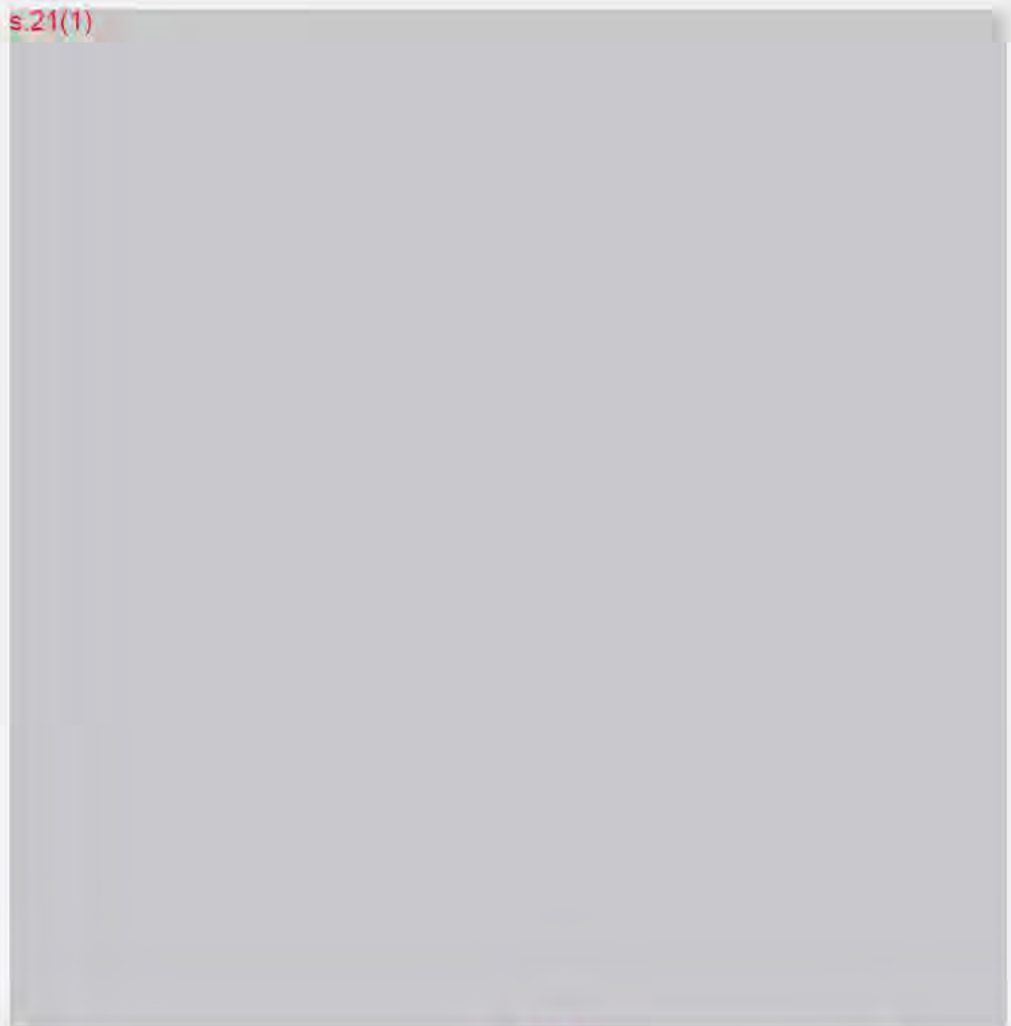


Integrated

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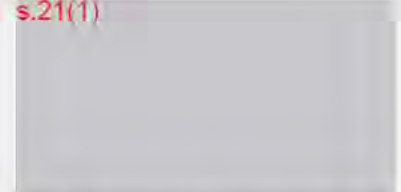


s.21(1)



Colour

s.21(1)





TYPE

WORLD CUP
WORLD CUP
WORLD CUP
WORLD CUP
WORLD CUP
WORLD CUP
WORLD CUP
WORLD CUP
WORLD CUP
WORLD CUP
WORLD CUP
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WORLD CUP
WORLD CUP
WORLD CUP

Primary
FWC2026 Beta

Note: Full font is still in development, and currently only supports uppercase.

This custom designed font has been created for the FIFA World Cup 26 and should be used for all headlines.

Supporting Noto Sans

Noto Sans is a freely available font with full language support. It should be used for all body copy.

Noto is a global font collection for writing in all modern and ancient languages. Noto Sans is an unmodulated ("sans serif") design for texts in the Latin, Cyrillic and Greek scripts, which is also suitable as the complementary choice for other script-specific Noto Sans fonts. It has italic styles, multiple weights and widths, and 3,741 glyphs.

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FIFAWC2026
Ultra Condensed Black

HEADLINE

FIFAWC2026
Normal Medium

SUBHEAD TEXT

Noto Sans
Regular

The FIFA World Cup 2026™ will be the 23rd FIFA World Cup™ but the first edition of football's greatest showpiece to feature 48 teams and three host countries: Canada, Mexico and the United States.

The tournament promises to be one of the greatest and most diverse celebrations of all time, with matches hosted in Atlanta, Boston, Dallas, Guadalajara, Houston, Kansas City, Los Angeles, Mexico City, Miami, Monterrey, New York/New Jersey, Philadelphia, the San Francisco Bay Area, Seattle, Toronto, and Vancouver.

Usage

For headlines and subheads, use FWC2026-Beta. Note, the typeface is a variable font and available in a wide range of widths and weights.

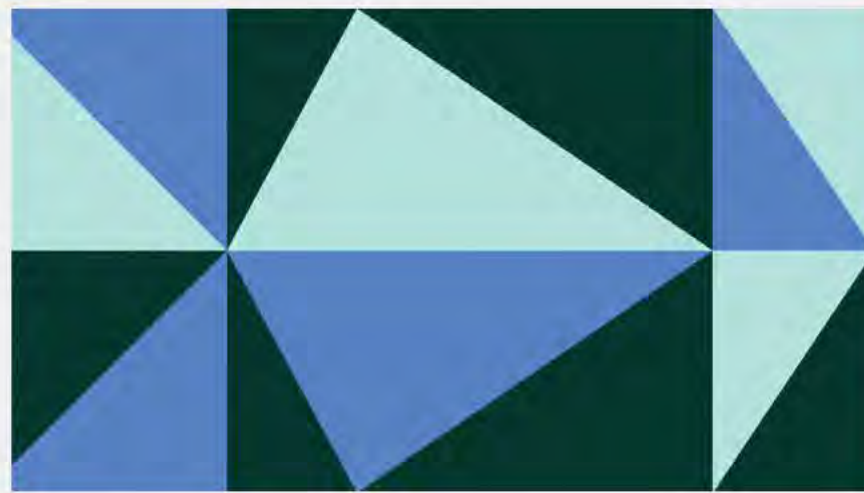
For all body copy, use Noto Sans.



PATTERNS



Pattern 1

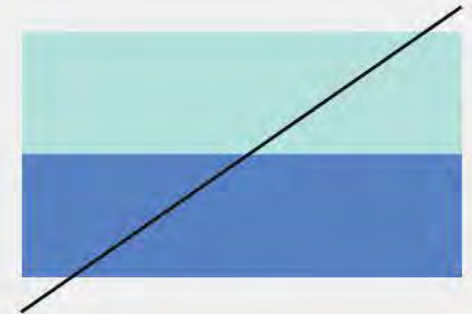
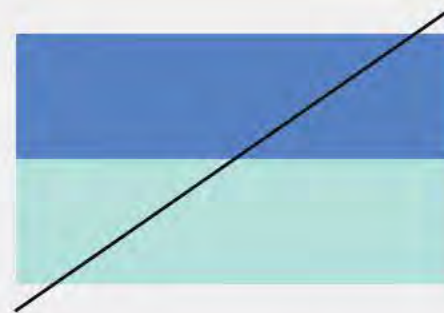


Pattern 2

Patterns

The full pattern is provided as a vector file for easy scaling.

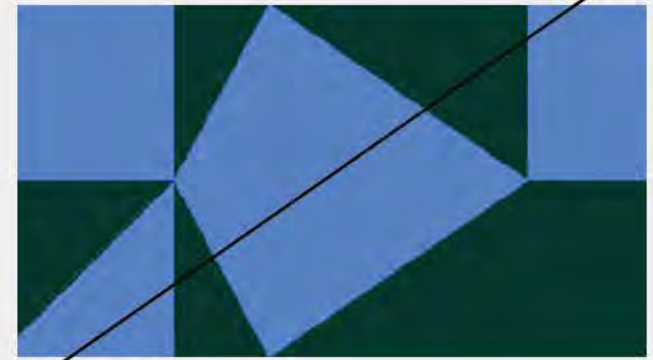
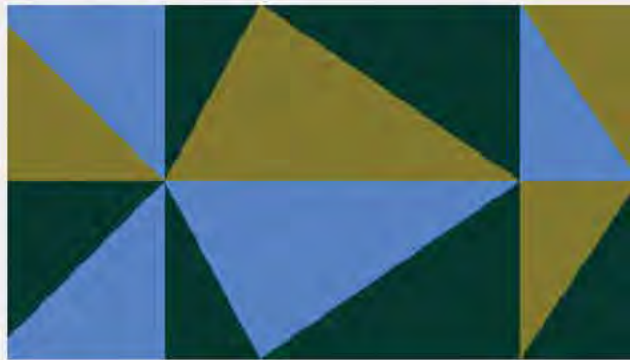
The full pattern can be cropped to create variety scales and compositions.



Crop

The full pattern can be cropped to create variety scales and compositions.

Show the full pattern for maximum contrast or crop in to accommodate type and graphics.



Colour

Patterns can be recoloured based on your city palette.

Do not alter the pattern composition.



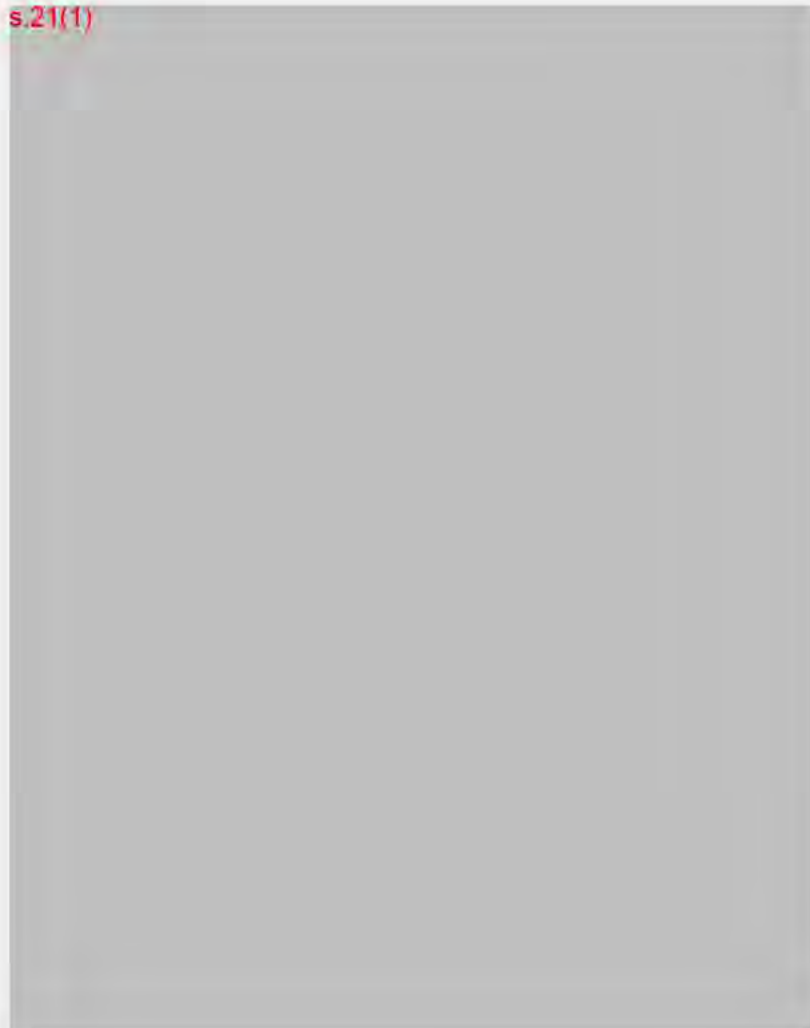
LAYOUTS



EXAMPLE

OUT OF HOME

s.21(1)



Tall XL Emblem

Using a 16 column grid, place the Emblem centred, with the optional URL below.

You background can be a colour, pattern, or image.

s.21(1)



Tall Medium Emblem

Using a 16 column grid, place the Emblem centred, with the optional URL below.

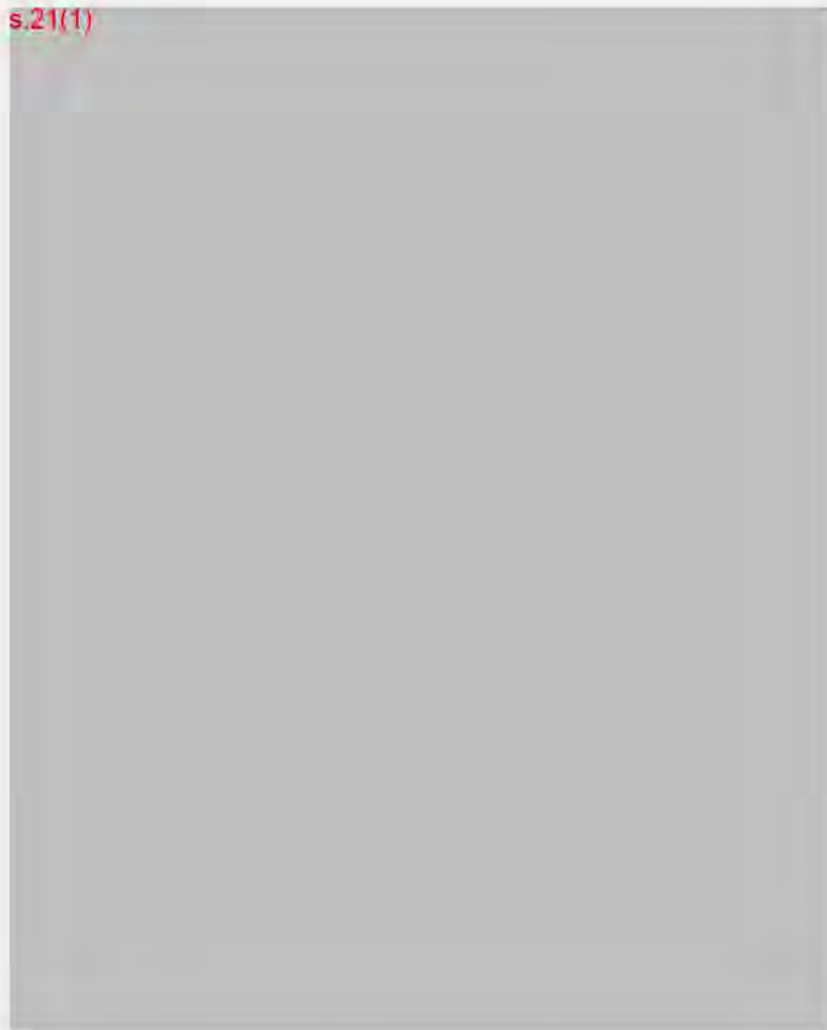
You background can be a colour, pattern, or image.



EXAMPLE

OUT OF HOME

s.21(1)

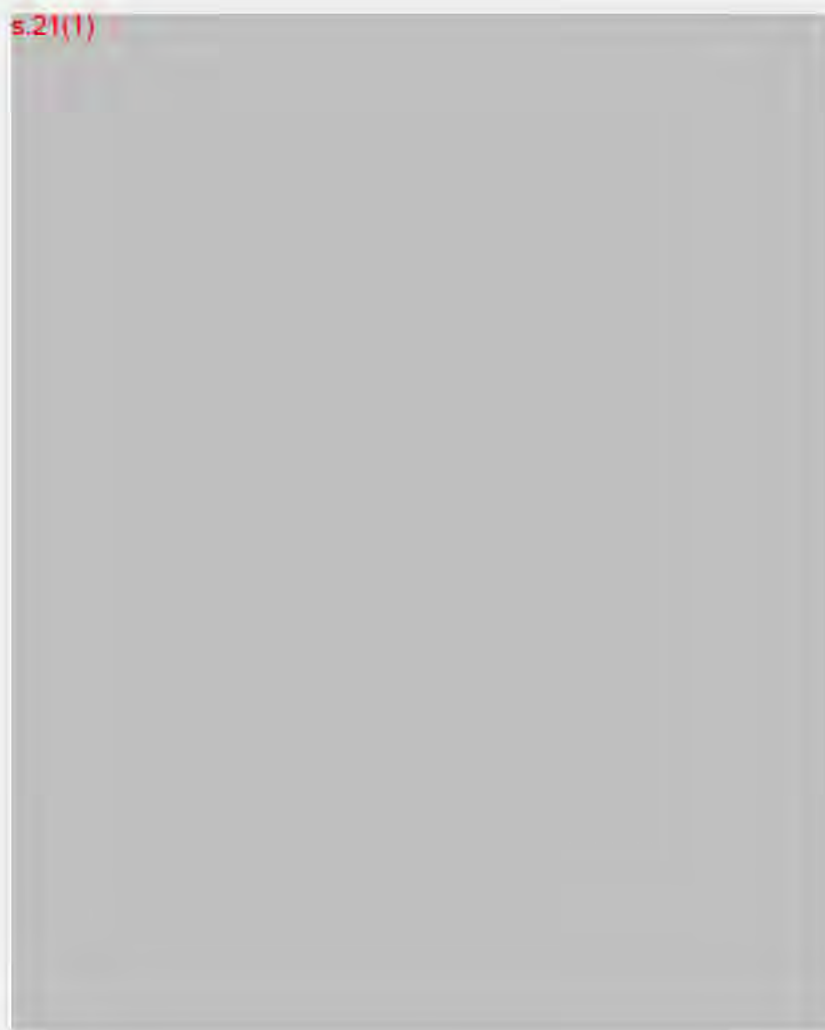


Centred with Headline

Place the emblem centred, along the top margin. Place headline at centre, and optional URL centred along bottom margin.

Your background can be a colour, pattern, or image.

s.21(1)



Tail Left

Place the emblem left-aligned, along the top margin. Headline should be left aligned, at least 2 columns from emblem, aligned to top margin.

Your background can be a colour, pattern, or image.



EXAMPLE

OUT OF HOME

s.21(1)

s.21(1)

Wide With XL Emblem and
Headline

Place emblem along left, top, and
bottom margin. Headline should
be centred across remaining
columns.

Your background can be a colour,
pattern, or image.

Wide With XL Emblem

Place Emblem at centre with
even margins at top and
bottom.

Your background can be a
colour, pattern, or image.



EXAMPLE

OUT OF HOME

s.21(1)



s.21(1)



Wide With Large Emblem
Left-Aligned Text

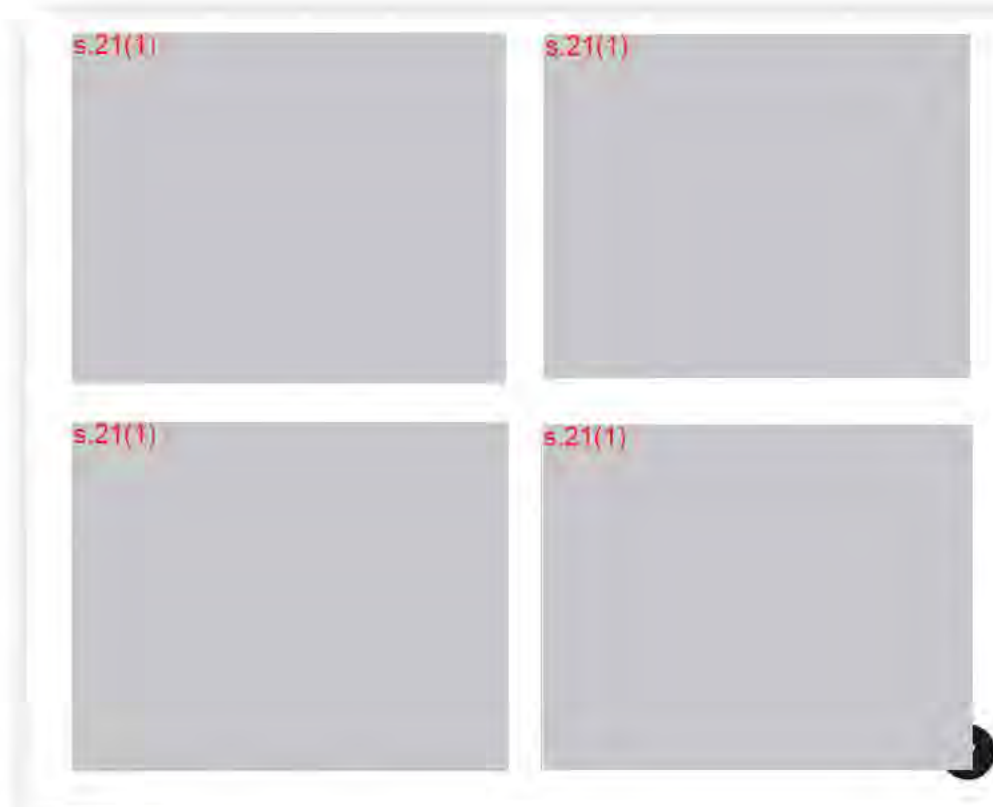
Place emblem within 2-4 columns, aligned to top margin. Headline should be left aligned, at least 2 columns from emblem, aligned to top margin.
Your background can be a colour, pattern, or image.

Wide

Place emblem within 2 columns, aligned to top margin. Headline should be left aligned, at least 2 columns from emblem, aligned to top margin.
Your background can be a colour, pattern, or image.



TEMPLATES & GUIDELINES



Digital Templates

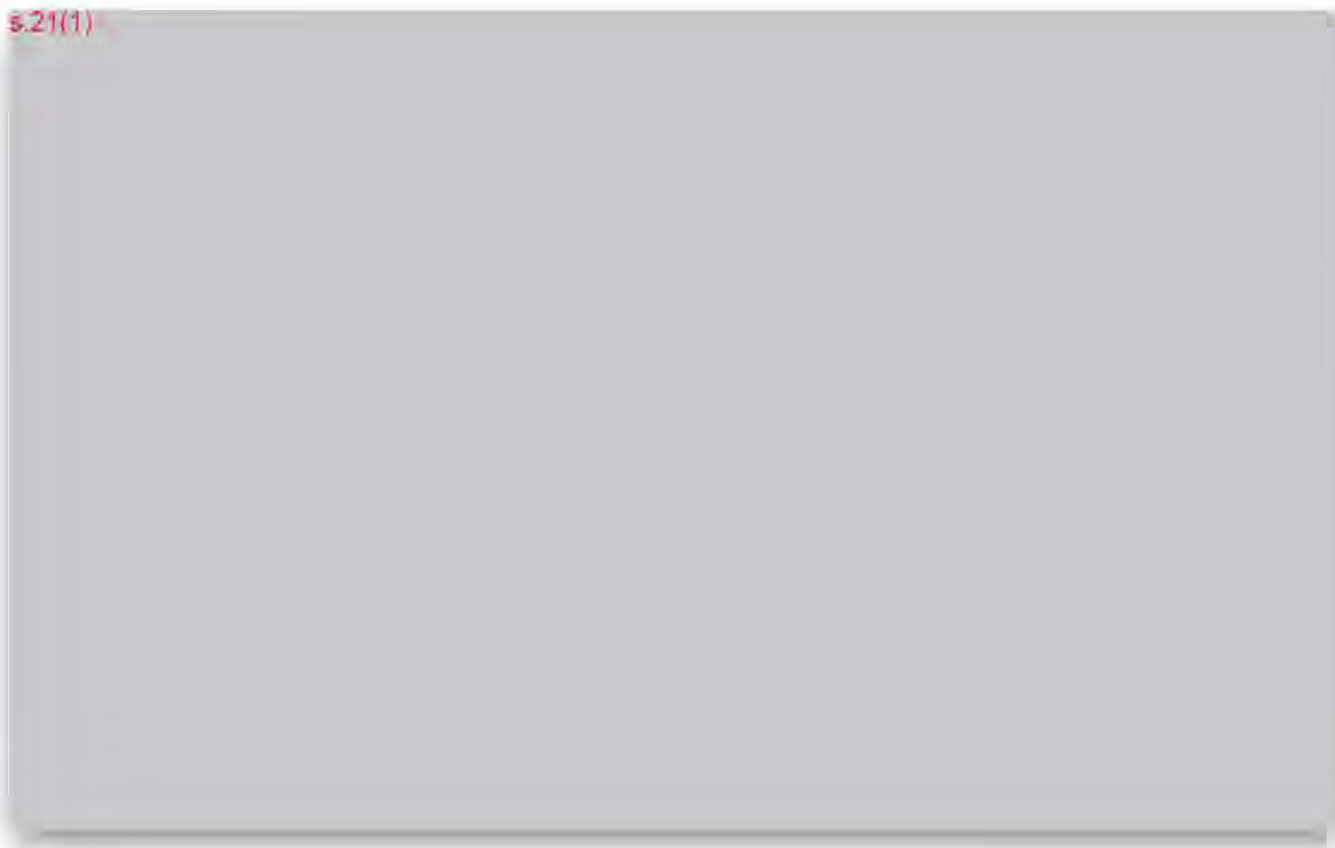
A full suite of static social media and web banners templates has been provided as a Figma file.

The templates have been provided to ensure a unified launch of the brand across all host cities. Please replace the images, but do not alter the design elements or layouts.

Link to Figma files [here](#)



s.21(1)



OOH Guidelines

Guidelines for OOH have been provided as a shareable Google Slides presentation.

The guidelines have been provided to ensure a unified launch of the brand across all host cities.

Link to Google Slides [here](#)



s.21(1)



