



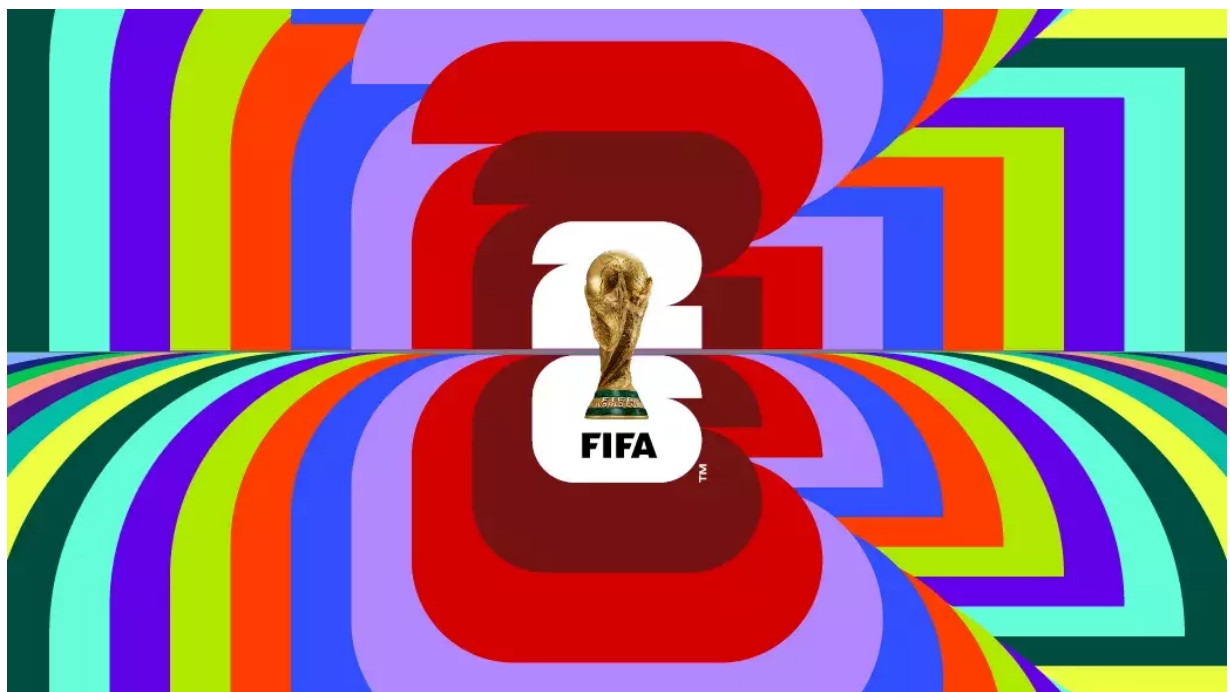
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## FIFA World Cup 26™ Official Brand unveiled

The new Official Brand is a celebration of football and diversity.

- Timeless approach combines an image of the FIFA World Cup Trophy™ and the year of the tournament
- Launch event in Los Angeles gathered legends of the game and special guests from Canada, Mexico and the USA
- Celebration continues as 16 individual Host City brands set to be launched, adding to the diversity of the first-ever 48-team FIFA World Cup

The FIFA World Cup™ Trophy, the most widely recognised and prized sporting asset globally, was unveiled at the forefront of the FIFA World Cup 26™ Official Brand on Wednesday, 17 May 2023. For the first time in history, an image of the actual trophy and the tournament hosting year is being depicted, forming an innovative design language that anchors the FIFA World Cup™ emblem for 2026 and beyond. The image of the trophy and the year allow for customisation to reflect the uniqueness of each host, while building an identifiable brand structure for years to come.



The Official Brand of the FIFA World Cup 26™ was launched in Los Angeles, USA, in an event that saw FIFA, host countries Canada, Mexico, and the USA, football legends and





"WE ARE 26 is a rallying cry," said FIFA President Infantino. "It's a moment when three countries and an entire continent collectively say: 'We are united as one to welcome the world and deliver the biggest, best and most inclusive FIFA World Cup ever.'"

"The tournament will enable each host country and participating team to write their own page in the history books of FIFA World Cups, and this unique brand is a major step on that road to 2026.

"In just a few hours, the 16 amazing Host Cities will make all of this even more colourful and exciting as they launch the individual brands developed by FIFA. These unique city identities embody the fun and fantastic people and places that will offer fans an experience like no other in 2026. While we celebrate here in LA together tonight, an entire continent celebrates that the whole world will unite in North America for the greatest show on Earth in just three years' time."

Guests also followed a Q&A led by Fox Sports analyst and 1994 FIFA World Cup™ star Alexi Lalas and Telemundo's host Ana Jurka, with FIFA Legends from the three host countries, namely Carli Lloyd, Craig Forrest and Jorge Campos. The evening ended in style with a drone show over the Hollywood Hills.

The entire event was also streamed via [FIFAWorldCup.com](https://www.fifaworldcup.com), giving fans worldwide an opportunity to get involved in the launch and start counting down the days until kick-off.

FIFA Vice-President and Concacaf President Victor Montagliani said: "The FIFA World Cup 2026 will be a festival of football that will take the sport to new heights in the Concacaf region and beyond. With 104 matches to be played across 16 cities in Canada, Mexico and the USA, it provides a tremendous opportunity to engage people and bring new fans to the beautiful game. This innovative brand, and the inclusive 'WE ARE 26' campaign, are major milestones that bring that opportunity a step closer, and they send a clear signal that this incredible competition is now truly on the horizon."



"I look forward with great anticipation to continuing to work with all of the Host Cities, the team at FIFA and the many important stakeholders involved in delivering what will be the biggest and most inclusive and diverse World Cup ever."

To follow the launch of the 16 individual Host City Brands across Canada, Mexico and the USA during Thursday, 18 May, visit [FIFAWorldCup.com](http://FIFAWorldCup.com). Fans attending or following the activations on social media are encouraged to use the hashtags [#FIFAWorldCup](https://twitter.com/FIFAWorldCup) and [#WeAre26](https://twitter.com/WeAre26) and share their joy and excitement.

The next edition of the FIFA World Cup will be held in June and July 2026, with the champions being crowned on Sunday, 19 July 2026. The four-team group stage phase remains ahead of an expanded knockout phase that will see the 32 world's best national teams fight it out for the game's ultimate prize. CONMEBOL will be the first confederation to kick off the road to 2026, with current champions Argentina and fellow South American teams starting their qualifiers in September 2023.