

Use of FIFA IP: What's Protected and What's Off Limits

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The below chart includes protected marks that should **never be used without authorization from FIFA**. When in doubt, speak with your legal counsel or visit the [FIFA Brand Protection Guidelines website](#).

IP CATEGORY	EXAMPLES OF PROTECTED IP	
Logos / Emblems	Official tournament logo, Toronto Host City logo, trophy symbol	  
Visuals	Official Host City poster, trophy, mascot, match ball, official designs	 
Wordmarks / Phrases	"FIFA," "World Cup," "FIFA World Cup 26™", "FIFA World Cup 26™ Toronto"	FIFA WORLD CUP 2026™ FIFA WORLD CUP™
Slogans / Mottos	"We Are 26™," "We Are Toronto™"	WE ARE 2026™ WE ARE TORONTO™