

**TO THE MEMBERS OF FIFA**

Circular no. 1199

Zurich, 23 July 2009

New FIFA corporate design: FIFA refreshes its corporate design

Dear Sir or Madam,

FIFA is moving with the times and adopting a more modern look, accentuating the wordmark. The new FIFA design is a crucial decision in terms of harmonising FIFA's brand architecture. It relies on the FIFA wordmark and the "For the Game. For the World." claim, highlighting the fact that the development of football and football's social responsibility are now placed centre-stage. This re-launch will guarantee a consistent brand identity across all FIFA communication platforms.

In 2006, the decision was made to streamline the logos for all of FIFA's events and programmes. A design concept was developed which was used as a fundamental part of the look and feel for all FIFA events. As it was complicated to integrate the FIFA corporate logo in the event logos, the decision was therefore taken to only integrate the FIFA wordmark. In addition, the FIFA corporate logo had some challenges of its own: due to the various layers in the logo (colours, net, world) it was difficult to reproduce, especially in smaller size and on screen or to be integrated in another emblem. Currently many different designs, design principles and colours (e.g. yellow, blue, grey, silver) are being used within FIFA for different events, initiatives and projects. Following the latest changes, FIFA's corporate communication and the branding of its tournaments are now fully harmonised.

As a result of this new FIFA corporate design, the FIFA Brand Management team will gradually manage the transition to the new FIFA design. This transition will have no official start date. When new projects are started, FIFA divisions will be using the new wordmark and design principle. If you have any questions, please do not hesitate to contact the FIFA Brand Management Team at [marketingcomm@fifa.org](mailto:marketingcomm@fifa.org).

Yours faithfully,  
FIFA



Jerome Valcke  
Secretary General

cc: - FIFA Executive Committee  
- Confederations