

## TO THE MEMBER ASSOCIATIONS OF FIFA

Circular no. 1667

Zurich, 25 April, 2019

### New FIFA/Living Football flags

Dear Sir or Madam,

At the 68<sup>th</sup> FIFA Congress, held in Moscow, Russia, the President introduced the new FIFA claim, "Living Football". Living Football is more than a rallying cry or brand claim; it is what we do, who we are and why we are here. It expresses our commitment to the beautiful game and forever reminds us of the defining role it plays in our communities and in our lives. Living Football underpins our vision for football; for the here and now, for the future, and for the people who make it so special – be they players, coaches, fans, partners or administrators. Because football does not belong to FIFA, nor does it belong to its staff or any other body representing the interests of players, clubs or countries. It belongs to the people, to all of us who live football, every day.

To ensure that the FIFA brand and its marks for the new Living Football claim are displayed consistently around the world, each member association is receiving new flags. Old FIFA flags should be removed and replaced with new ones as soon as possible. The claim "For the Game. For the World." is no longer used by FIFA and therefore should not be displayed. Similarly, "Fair Play" has also been discontinued and should no longer be displayed.

Each member association is therefore being provided with the following:

- 1 FIFA flag, landscape size S (1.5 x 1.0m)
- 1 FIFA flag, landscape size M (2.25 x 1.5m)
- 2 FIFA flags, landscape size L (3.0 x 2.0m)
- 1 Living Football flag, landscape size M (2.25 x 1.5m)
- 1 Living Football flag, landscape size L (3.0 x 2.0m)

If you require additional flags or have any questions about replacing the existing flags, please get in touch with your member association's contact person at FIFA.

We would also like to take this opportunity to underline that in addition to the flags, only FIFA or FIFA Living Football marks are to be used for any printed/digital material from now on. Please note, in this context, that the claim "For the Game. For the World." and "My Game is Fair Play" are no longer in use. They should therefore be removed everywhere and replaced with the FIFA or FIFA Living Football marks.

Yours faithfully,

FÉDÉRATION INTERNATIONALE  
DE FOOTBALL ASSOCIATION



Fatma Samoura  
Secretary General

cc: - FIFA Council  
- Confederations