FIFA Women’s World Cup France 2019™

Public Guidelines on FIFA’s Official Marks and prevention of unauthorized association with the Event

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These Public Guidelines may be updated periodically. Please check www.FIFA.com for the latest version.
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These Guidelines are designed to offer guidance and information to the general public on the use of FIFA’s Official Marks in relation to the FIFA Women’s World Cup France 2019™.

Please note that these Guidelines are not a licence or legal document and do not confirm whether or not an activity infringes any rights in relation to FIFA and/or the FIFA Women’s World Cup France 2019™. We regret that FIFA cannot provide individual feedback on each potential use of its Official Marks. It is the individual’s responsibility to seek their own legal advice.
1 - INTRODUCTION

FIFA

Fédération Internationale de Football Association ("FIFA") is the world governing body of association football. FIFA is the owner of all rights in relation to the FIFA Women’s World Cup France 2019™ ("the Event"), which includes all media, marketing, licensing and ticketing rights.

FIFA has appointed the French Football Federation, one of its member associations, with the organisation and staging of the Event and for this purpose the French Football Federation has created the Local Organising Committee ("LOC").

FIFA Women’s World Cup™

The FIFA Women’s World Cup™ is the showcase event of women’s football and enjoys interest from sports fans and the business world alike. Many entities, organisations, businesses and non-commercial organisations will want to be a part of its next edition which will be held in France from 7 June to 7 July 2019.

Due to the enormous cost of staging such a large event, FIFA would not be able to organise the tournament without the significant support of its sponsors, media rights and other licensees, the host country and host cities, as well as the LOC. These stakeholders all make vital financial contributions to ensure that the Event is sufficiently funded and can thus be staged.
2 – SUPPORT BY FIFA’S RIGHTS HOLDERS

FIFA’s Rights Holders, which are further defined under 4 below, all make vital financial contributions to ensure that the Event can be staged. In return for their support, FIFA’s Rights Holders are granted the exclusive right to use FIFA’s Official Marks, including but not limited to those depicted under 5 below for promotional and advertising purposes, and thereby enjoy the benefit of associating with the Event.
3 – IMPORTANCE OF PROTECTING THE EVENT BRAND

Without the significant support of FIFA’s Rights Holders, FIFA would not be able to organise the Event. The Rights Holders will only invest in the Event if they are provided exclusivity for the use of the Official Marks. Without exclusivity, i.e. if the brand of the Event was not protected and anyone would be able to use the Official Marks and thereby create an association with the Event for free the acquired rights would be significantly diluted. This would make appointing Rights Holders more difficult for FIFA and in turn could result in FIFA not being able to secure the necessary funding for the Event from such related revenues.

Therefore, the protection of the commercial rights is crucial for staging the Event, and FIFA asks that non-affiliated entities respect FIFA’s commercial rights and conduct their activities without commercially associating with the Event.
4 – FIFA RIGHTS HOLDERS

FIFA grants certain Event-related rights to various entities across multiple industries. These entities are involved in marketing programmes, broadcast rights and hospitality packages and are granted advertising and promotional rights associated with FIFA and/or the Event (“Rights Holders”). FIFA has appointed the following Rights Holders:

COMMERCIAL AFFILIATES

Commercial Affiliates acquire a sponsorship package based on a two-tier system comprising FIFA Partners and National Supporters.

1. **FIFA Partners**

FIFA Partners are six to eight companies to which FIFA grants the most comprehensive package of global advertising, promotional and marketing rights in relation to FIFA and all FIFA competitions, including the Event. The following companies currently are FIFA Partners:

![FIFA Partners Logos](image1)

2. **FIFA National Supporters**

FIFA National Supporters are companies which FIFA will grant a comprehensive package of advertising, promotional and marketing rights in relation to the Event in the host country. The following companies currently are FIFA National Supporters for the Event:

![FIFA National Supporters Logos](image2)

MEDIA RIGHTS LICENSEES

Media Rights Licensees are entities which have been granted certain media rights to the Event in a particular territory or territories. These media rights include the following:

- TV Rights;
- Radio Rights;
- Internet Rights;
- IPTV Transmission Rights; and
- Mobile Transmission Rights.
BRANDED/UNBRANDED LICENSEES

Branded/unbranded Licensees are entities to which FIFA grants the right to manufacture and/or sell FIFA Official Licensed Products.

HOSPITALITY

FIFA has appointed MATCH Hospitality AG as the worldwide exclusive rights holder for the FIFA Hospitality Programme of the Event. It is the only company that is permitted to offer exclusive ticket-inclusive hospitality packages worldwide through its appointed sales agents.

Further details on the various FIFA Rights Holders are available on www.FIFA.com.
5 – OFFICIAL MARKS

FIFA has developed a range of logos, words, titles, symbols and other assets/brands/identifiers which are used in connection with the Event (“Official Marks”). The Official Marks are protected in France and territories around the world by copyright, trademark and/or other forms of intellectual property and laws such as unfair competition or passing off. These laws protect FIFA against the unauthorised use of both identical reproductions and also confusingly similar variations and modifications of the Official Marks.

The Official Marks are only permitted for use by FIFA Rights Holders. If you are not a FIFA Rights Holder and would like to request the editorial use of the Official Emblems or the Official Mascot for the Event, please go to the FIFA Digital Archive at www.fifadigitalarchive.com and select the “MARK REQUEST FORM” button.

The following is not the full list of FIFA’s Official Marks in relation to the Event. For a full list of FIFA’s trademark registrations in any specific country, and the specific goods and services for which they are protected, please inquire with the respective Intellectual Property Office and/or seek advice from a local intellectual property attorney.

The Official Emblem
The Official Trophy
The FIFA Corporate Mark

The Official Mascot
The Official Slogan
The Official Typeface

Dare to Shine™
Le Moment de Briller™

An Official Typeface was specifically created and developed for the Event. It is called ELEGANCE and is protected by copyright and design.
Official Look

Word Marks
- FIFA Women’s World Cup™
- FIFA
- World Cup

The Official Poster

The Official Host City Posters
The Official Match Ball

The Official Match Ball for the Event is the Conext19.

6 – CONTACT INFORMATION AND HOW TO GET INVOLVED

The experience from previous FIFA Women’s World Cup™ tournaments has shown that there are many ways one can benefit from the Event without using the Official Marks or commercially associating itself with the Event.

Before considering undertaking any planned promotional activities, we encourage you to seek independent legal advice to ensure you are not infringing FIFA’s intellectual property and/or other commercial rights.

Team or country support
FIFA encourages the public to get involved in supporting/celebrating their team and/or the Event bearing the following in mind:

✅ Generic football or country related images used without any of FIFA’s Intellectual Property allow the public to support their teams without creating any unauthorised association with the Event and/or FIFA.

❌ Use of FIFA’s Intellectual Property without prior written authorisation from FIFA may create an unauthorised association with the Event and/or FIFA.

Aside from general support and celebration of the Event, there are many ways an organisation, institution, entity or individual can benefit from and get involved with the Event without using the Official Marks or commercially associating with it, for example:

- Providing various services:
  - Stadia construction
  - Events and activities staged by FIFA and/or the LOC
  - Catering
  - Food & beverage concessionaire
  - Cleaning and waste management
  - Private security
  - Furniture supplier

- Getting in touch with one of FIFA’s Rights Holders to find out about any possibilities to engage in a co-promotion with them.

- Supporting local football in your home country by contacting the national football association to find out how to get involved.

To find out more please contact FIFA at [www.fifa.com/contact](http://www.fifa.com/contact).

**Sponsorship**

If you are interested in becoming a Rights Holder/Sponsor of the Event, please contact [sales@fifa.org](mailto:sales@fifa.org).

**Licensing**

If you are interested in licensing opportunities, please contact [fifaretail@fifa.org](mailto:fifaretail@fifa.org) to find out more.

**Public Viewing**

If you are interested to find out more about public viewings for the FIFA Women’s World Cup 2019, you can contact [tv@fifa.org](mailto:tv@fifa.org).

**Mark Request**
To request the editorial use of any of the Official Marks, please go to the FIFA Digital Archive here: www.fifadigitalarchive.com and select the “MARK REQUEST FORM” button. Any use of the Official Marks not for editorial use will not be permitted.

**Unauthorised use of FIFA’s Intellectual Property**

We welcome reporting of any unauthorised use of FIFA’s Intellectual Property by emailing us at brandprotection@fifa.org.

**Unauthorized Ticket Sales / Promotions**

We welcome reporting of any unauthorised sales / promotions of tickets, including if you believe to have purchased potentially fake tickets by emailing us at ticketenforcement@fifa.org.
7 – EXAMPLES OF USE

Many companies engage in activities seeking to celebrate the Event and to take advantage of the marketing opportunities which arise in connection with the Event. Such commercial association can be established when a company, which is not a FIFA Rights Holders, makes it appear as if there is a connection to the Event, either through use of the Official Marks, sponsorship or other affiliation.

Companies which are not FIFA Rights Holders may not engage in advertising activities that might give rise to an undue commercial association with the Event and/or FIFA.

This section intends to assist third parties to avoid any unauthorised association with the tournament. It is not feasible to illustrate every possible scenario of acceptable use compared to unauthorised association, or comment on the different legal sanctions that may apply in each country.

In these examples, references to the Official Marks include similar variations of such Official Marks in 5 above.

Descriptions of use of the Official Marks cover all forms of print and digital media, including but not limited to printed publications, TV, web, mobile, apps and social media.

Please note: These examples are given for illustrative purposes only.

The below scenarios are artificially simplistic in order to provide practical assistance to companies who have a legitimate intention to avoid unfairly associating with the Event. Past experience has shown that companies who try to use these guidelines as a defence to an act of unfair association or infringement are unsuccessful. FIFA trusts that you will cooperate with and respect its requests and rights. For this reason, all of FIFA’s rights are explicitly reserved.

These Public Guidelines only address rights owned by FIFA and do not contain or indicate any statement with respect to any rights held by any third party, such as players, clubs, member associations, confederations, FIFA Commercial Affiliates or other entities, organisations and/or individuals.
A. BUSINESS ADVERTISEMENTS

Using any of the Official Marks for commercial advertisements in the lead up to or during the Event may create an unauthorised association.

B. COMPETITIONS/GAMES/LOTTERIES:

Contests, games or lotteries using any of the Official Marks are not permitted.

Unless organised by or via FIFA or one of the FIFA Rights Holders, ticket offerings including re-sale, online auctions of ticket promotions giving away tickets to the Event as a prize or other form of incentive, are not permitted.
C. COUNTDOWN CLOCKS/TICKERS

Any commercially branded countdown tool relating to the Event creates an unauthorised association and is not permitted. This includes but is not limited to static, animated, physical or online countdown tools.

D. IN-STORE DECORATION (RESTAURANTS, BARS AND RETAIL OUTLETS, ETC.)

General football or country-related in-store decorations do not create an unauthorised association.

Unless as a part of or via one of FIFA’s Rights Holders’ approved in-store promotions or advertising, Official Marks are not permitted for use as in-store decorations.
E. NEWSPAPERS, MAGAZINES AND OTHER PRINTED PUBLICATIONS

Editorial use:

Use of Official Marks in any legitimate editorial, such as content specifically reporting on the Event, does not create an unauthorised association.

Official Marks may not be used however as an integral part of the layout of a publication, as elements of the brand of a publication, or used on a stand-alone basis (particularly including repetitive use of the Official Marks in the corner of a special edition).

Commercial use:

Official Marks may not be used together with, or in proximity to, a company logo or commercial reference such as “Brought to you by…”, “Presented by…” or “Sponsored by…” etc.

F. MATCH SCHEDULE

Official Match Schedule:

Editorial use:

The editorial, non-commercial use or reproduction of the official FIFA match schedule (which can be found at https://img.fifa.com/image/upload/v1544304972/lyydkcj1chj8wwmorgbt.pdf) does not create an unauthorised association and is permitted.
Care should be taken however to avoid using the match schedule together with, or in proximity to, a logo or commercial reference by an entity that is not a FIFA Rights Holder such as “Brought to you by…”, “Presented by…” or “Sponsored by…” etc.

*News media companies are permitted to publish the official match schedule separately or as part of a publication to inform the public about the Event, however must ensure that the match schedule is not published with any unauthorized third party commercial branding upon, in close proximity to, or in relation to the official match schedule.*

**Commercial use:**

The commercial use of the match schedule together with, or in proximity to, a company logo or commercial reference such as “Brought to you by…”, “Presented by…” or “Sponsored by…” etc is not permitted.

**Reproduction of the match schedule:**

The reproduction of the match schedule in a different layout than the official match schedule is permitted, however care should be taken to ensure the reproduction is clearly different to the official match schedule and does not create the appearance that the company doing so is associated with the Event and/or FIFA.

Please note: *The match schedule of the Event is protected by copyright and other Intellectual Property rights in many countries around the world.*
G. ANIMATED CONTENT

Unless by or via FIFA or FIFA Rights Holders, Official Marks used in an animated way is not permitted.

H. BUSINESS NAMES

Using Official Marks as part of any business name in any context without the authorisation of FIFA is not permitted.

I. MERCHANDISE

Items with general football terms/imagery and/or country-specific terms/imagery or national flags generally do not infringe FIFA’s rights.

Official Marks or any element thereof on any merchandising item constitutes an infringement of FIFA’s rights and is not permitted.
J. DIGITAL MEDIA (WEBSITES, MOBILE & SOCIAL MEDIA SITES AND APPS)

Editorial use

- Any legitimate editorial use of Official marks alongside content specifically reporting on the Event does generally not create an unauthorised association.

- Official Marks may not be used however as an integral part of the layout in a manner that creates the impression that the publication is official, i.e. endorsed by FIFA. In this sense Official Marks shall, for example, not be used as elements of the brand of a publication, on a stand-alone basis on the homepage, or in a recurring way on a website (particularly including repetitive use of the Official Marks in the corner of a special edition or on each successive web page of a special subsection of a website).

- Official Marks usage on blogs reporting or commenting on the Event without any commercial content or advertising does not create an unauthorised association.

Commercial use

- Official Marks may not be used together with, or in proximity to, a company logo or commercial reference such as ‘Brought to you by …’ or ‘Sponsored by …’ etc.

(i) Domain Names/URLs:

- In general, Official Marks may not be incorporated in domain names (or into a URL identification which comes before the domain name and/or favicons/browser icons) for websites with commercial content.
(ii) **Hyperlinks:**

Official Marks may not be used as hyperlinks or shortcuts on the Internet.

(iii) **Mobile & internet services and applications:**

Use of an Official Mark or broadcast content for commercial purposes in any mobile or internet services or applications such as communications, content, gaming, alerts, or notifications services or applications is not permitted. Event titles may be permitted under local law for descriptive use provided the use does not create a risk of confusion that the service is in any way connected with the Event or FIFA. Names or titles of any such service or application may not incorporate any of the Official Marks in a manner which suggests an endorsement by FIFA.

(iv) **Look and feel of a website:**

Official Marks may not be used as part of the overall structure or design of a website (including background or wallpaper designs), or as a major element on a moving landing page of a website, if it creates the impression of an association with the Event/FIFA.
(v) **Social Media:**

**Posting images of the Official Marks**

Official Marks may not be used in any capacity on social media pages with commercial background, unless the use is by FIFA’s Rights Holders.

**Sharing or retweeting official content**

Retweeting or sharing official content by businesses for commercial purposes is not permitted, unless the retweeting company is a FIFA Right’s holder.

Retweeting or sharing official content from FIFA, FIFA Rights Holders or FIFA Event, official accounts by fans without any commercial benefit is permitted.
K. EVENT TIME ON-SITE

(i) PUBLIC VIEWINGS

Authorised public viewing exhibitors must comply with the FIFA public viewing guidelines for public viewing events which will be published in due course. All authorised commercial public viewing events are subject to a license granted by FIFA or its Media Rights Licensees and may include some restrictions on content type or otherwise. FIFA TV is responsible for the management of the public viewing rights to FIFA events. For more information please contact tv@fifa.org and see https://www.fifa.com/about-fifa/tv/public-viewing.html.

Any other public display of moving images from the matches of the Event should avoid using any Official Marks or advertising sponsorship that may create an unauthorised association between the Event/FIFA and third parties which are not FIFA Rights Holders.

(ii) DISTRIBUTION OF ITEMS OUTSIDE THE STADIUM

Any unauthorised distribution of branded items, for free or otherwise, outside the Stadium on Match Days of the Event is not permitted.

(iii) COORDINATED BRANDING

Groups:

Spectators should not coordinate themselves to wear and/or display items featuring branding of an enterprise that is not a FIFA Rights Holder, and which, when grouped together, may create an unauthorised association with the Event/FIFA.

Individual:

Spectators shall not wear costumes/fancy dress featuring prominent branding by third parties which are not FIFA Rights Holders that may create an unauthorised association with the Event/FIFA.
(iv) **Branded flags/banners**

![Image of a person holding a sign]

Spectators shall not display branded flags/banners inside and/or in the vicinity of the Stadium.

This also includes any branded items which are used to guide spectators to the Stadium or which are given to hospitality guests including but not limited to flags, clothing items, backpacks or fan items (such as inflatable sticks or balloons etc).
8 – MEDIA INFORMATION

FIFA welcomes the news media providing editorial coverage of the Event and understands that the news media wishes to use the Official Marks in connection with their editorial coverage. Therefore FIFA provides high quality digital images of the Official Marks to the news media free of charge to use in their editorial coverage.

The news media are welcome to use the Official Marks for legitimate non-commercial editorial and informational purposes, provided that such use does not create any undue association between the tournament and any entities other than FIFA’s Rights Holders.

Below are some general guidelines on how to use the Official Marks in a manner that is consistent with legal freedoms, but yet respects FIFA’s commercial programme and the rights of FIFA’s Rights Holders. Nothing in this document is intended to control or restrict in any way the content of news stories and editorials on the Event by the news media. Descriptions of use of the Official Marks cover all forms of media – print and digital - including but not limited to TV, web and mobile.

FIFA Digital Archive

The news media may order the Official Emblem or Official Mascot by completing the Media Mark request Form on www.FIFAdigitalarchive.com. The Official Marks should be used in compliance with FIFA’s graphic guidelines which you will receive from FIFA along with high quality digital files of the requested reproduction artwork.

TERMS OF USE OF THE MARKS

The news media may use the Official Marks in editorial coverage of the Event in compliance with the following principals:

(i) Editorial Use

Official Marks may be used for the purpose of identifying or illustrating articles about or news coverage of the Event. However the Official Marks must not be used as an integral part of the layout of a publication or as elements of the brand of a publication.

(ii) No promotional / advertising use

The Official Marks may not be used for any advertising or promotional purposes, including on any products for commercial purposes, e.g. in any competition, lottery or other type of contest.

(iii) Use of match schedule

Please refer to F in Section 7 above.
(iv) Use on front covers

The Official Marks may be used on the front covers of newspapers to illustrate editorial articles as mentioned above. Care should be taken when the Official Marks are used on the front covers of print magazines or special edition print publications. The appearance of the Official Marks in the content and title of such products is most likely to be mistakenly perceived by consumers as an indication that the print publication is licensed by FIFA. Any prominent reproduction that results in the Official Marks being the focal point/dominant feature of the front cover, thereby suggesting an endorsement by FIFA must be avoided.

(v) Use of match tickets

The use of match tickets for any type of competition, sweepstake or promotion is expressly forbidden unless it is organised by a FIFA Rights Holder and/or organized with specific written permission by FIFA.

(vi) No association

The Official Marks must not appear in such a way as to suggest an association between FIFA or the Event on the one part and the user, its trade name, logo or other marks, or the user’s goods and services, on the other part.

(vii) No third party association

The news media should not authorise any third party to use or associate themselves with the Official Marks and should not use the Official Marks in such manner that allows any third party to gain an unauthorised association with the Event. The Official Marks should be clearly separated from third party advertisements in order to avoid any confusion. Extreme care should be taken for publications, or sections of publications, sponsored by third parties as the risk of mistaken third party association is high.