



FIFA WORLD CUP
RUSSIA 2018

Guidelines for the use of FIFA's Official Marks

April 2018, #Version 2



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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 2018 FIFA World Cup Russia™.

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 the 2018 FIFA World Cup Russia™. We regret that FIFA cannot provide individual feedback on each potential use of its Official Marks. It is the responsibility of individuals 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 2018 FIFA World Cup Russia™ (“the Event”), which includes all media, marketing, licensing and ticketing rights.

FIFA has appointed the Russian Football Association, one of its member associations, with the organisation and staging of the Event and for this purpose the Russian Football Association has created the Local Organising Committee (“LOC”).

FIFA World Cup™

The FIFA World Cup™ is the world’s largest single sports event and one of the world’s most watched sports competitions, and enjoys major 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 Russia from 14 June to 15 July, 2018.

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 this funded event can 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 6 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 were not protected and anyone would be able to use the Official Marks and thereby create an association with the Event for free, becoming a Rights Holder will be less attractive as 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 revenues.

Therefore, the protection of the commercial rights is crucial for staging the Event, and FIFA asks that non-affiliated entities respect FIFA's intellectual property 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 three-tier system comprising FIFA Partners, FIFA World Cup Sponsors and Regional Supporters. As and when new Commercial Affiliates are appointed, the below list will be updated accordingly.

1. FIFA Partners

FIFA Partners are six to eight companies which FIFA has granted or will grant 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:



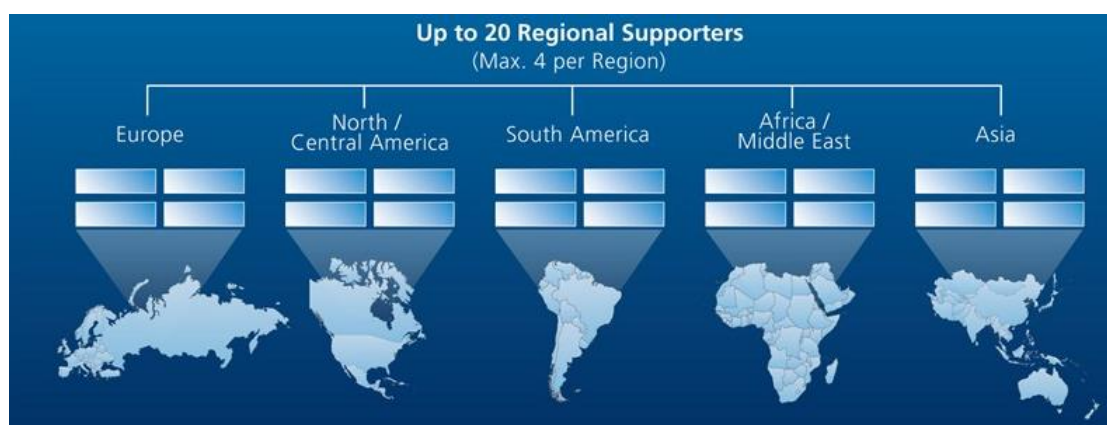
2. FIFA World Cup Sponsors

FIFA World Cup Sponsors are six to eight companies which FIFA has granted or will grant the second-most comprehensive package of global advertising, promotional and marketing rights in relation to the Event. The following companies currently are FIFA World Cup™ Sponsors:



3. Regional Supporters

Regional Supporters are a total of up to 20 companies, with a maximum of four companies per region which FIFA will grant a package of advertising, promotional and marketing rights in relation to the Event for their specific territory. The five pre-defined regions are Europe, North/Central America, South America, Africa/Middle East, and Asia.



The following companies are currently FIFA Regional Supporters:



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;
- Broadband Rights;
- IPTV Transmission Rights; and
- Mobile Transmission Rights.

BRANDED/UNBRANDED LICENSEES

Branded/unbranded Licensees are entities to which FIFA has granted or will grant the right to develop, manufacture and sell products bearing the official marks - Official Licensed Products.

- **Branded Official Licensed Products** – Official products that bear the FIFA World Cup official marks and the Licensee (company) marks
- **Unbranded Official Licensed products** – Official products that only bear FIFA World Cup official marks

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 hospitality packages worldwide through its appointed sales agents.

Further details on the various FIFA Rights Holders are available on www.FIFA.com.

5 – HOW TO BENEFIT WITHOUT CREATING AN UNAUTHORISED ASSOCIATION

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

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 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 Commercial Affiliates may not engage in advertising activities that might give rise to an undue commercial association with the Event and/or FIFA.

FIFA encourages the public to get involved in supporting/celebrating the Event bearing the following in mind:

- Any 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.
- Any use of FIFA's Intellectual Property **without prior written authorisation from FIFA** may create an unauthorised association with the Event and/or FIFA.

We encourage you to seek independent legal advice to ensure any planned promotional activities are not infringing FIFA's intellectual property and/or other commercial rights.

6 – 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 Russia 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 use of the Official Emblems or the Official Mascot for the Event, please visit <https://www.fifadigitalarchive.com/welcome/markrequest/>.

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

The Official Emblem



The Official Trophy



The FIFA Corporate Mark



The Official Mascot for the Event



Word Marks

- 2018 FIFA World Cup Russia™
- FIFA World Cup™
- FIFA™
- World Cup™
- Чемпионата мира по футболу FIFA™
- ЧМ2018™
- COPA 2018™
- COPA MUNDIAL 2018™
- COUPE DU MONDE 2018™
- MUNDIAL 2018™
- MONDIALI 2018™
- RUSIA 2018™
- RUSSIA 2018™
- Россия 2018™
- WK 2018™
- WM 2018™
- Zabivaka™
- ЗАБИВАКА™
- Host City + year™ (e.g. Moscow 2018™)

The Official Typeface

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

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

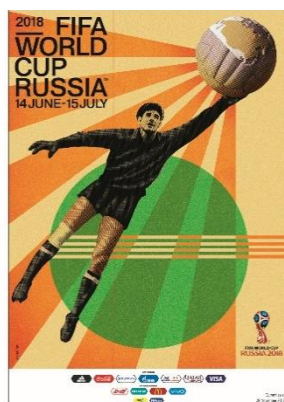
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АБВГДЕЖЗИЙКЛМНОП

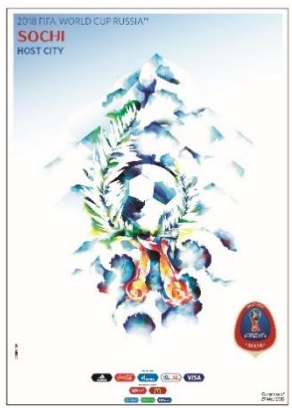
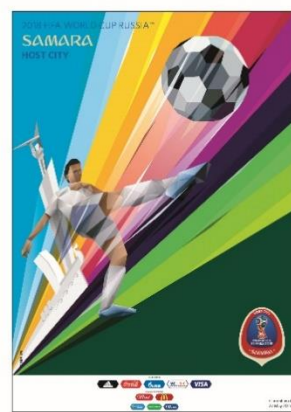
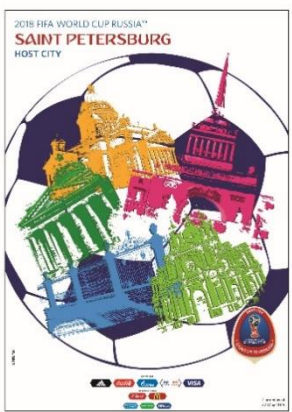
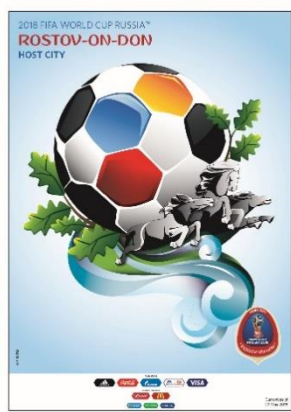
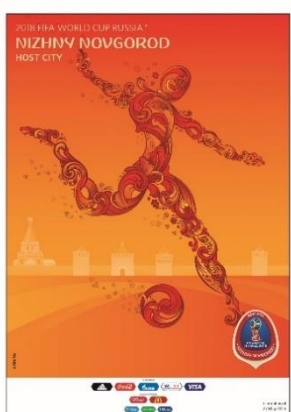
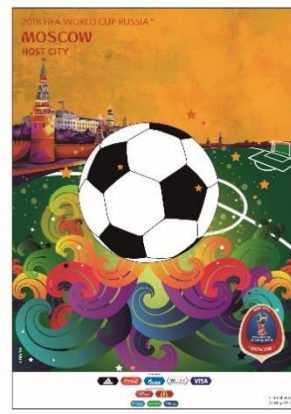
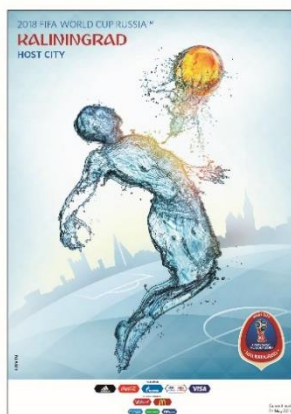
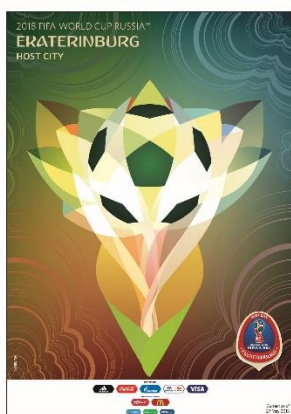
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The Official Poster



The Official Host City Posters



The Official Look

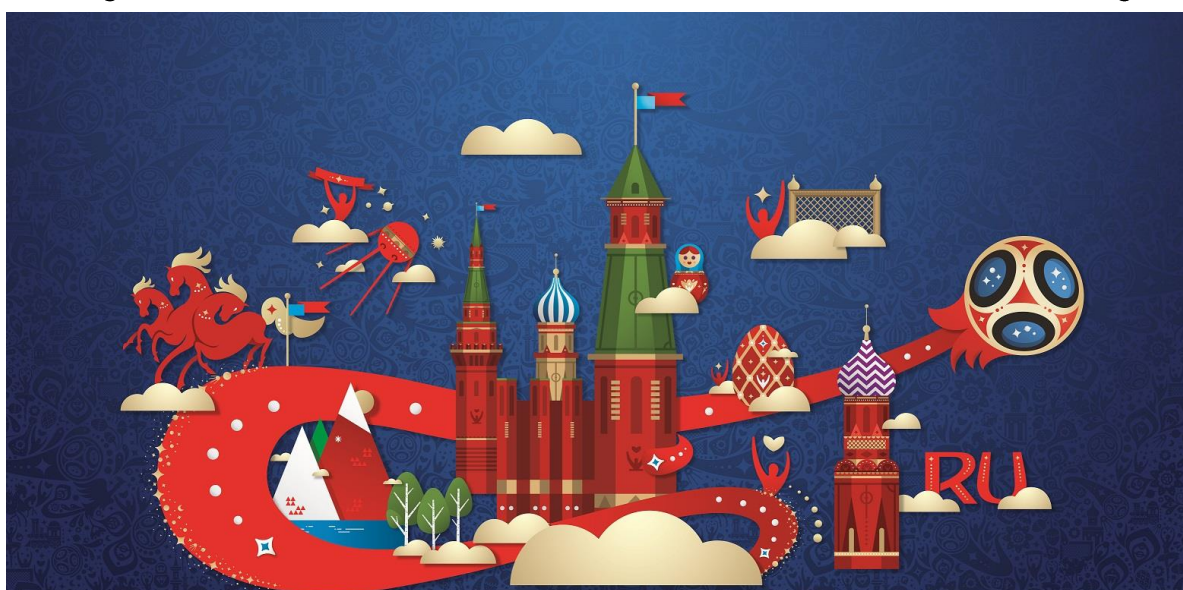
The Official Look comprises a volume of over 100 separate elements grouped into various compositions or used in isolation always in combinations with the Official Emblem and Logotype (Russia-related compositions, and Host City-related compositions).

Each individual element of the Official Look is protected separately and jointly by copyright and design.

The following serve as examples of the abovementioned compositions:

- **Generic Russian Composition**

Featuring Russia-related elements in addition to the event-related elements, such as the Magic Ball.



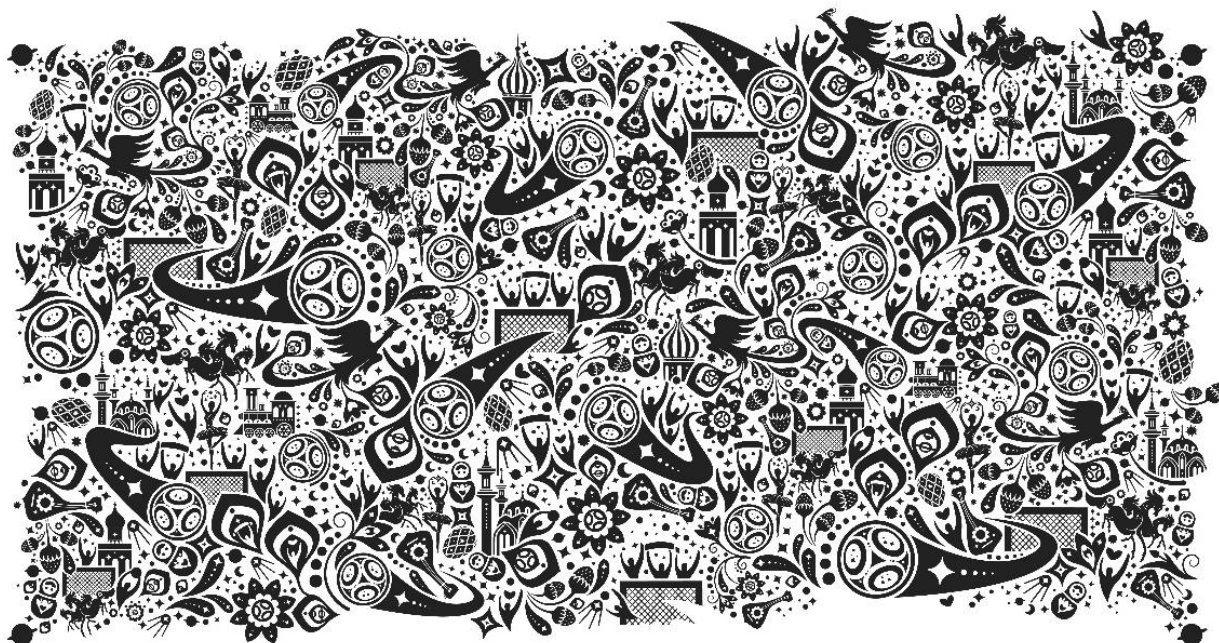
- **Host City Specific Composition**

Featuring specific Host City-related elements in addition to the event-related elements, such as the Magic Ball.



- The Background Layer

Depicting the various elements which, together, make up the Official Look.



Official Fan Fest Logos

Each of the Host Cities of the Event will organise an individual FIFA Fan Fest. The FIFA Fan Fest Logos will bear the below Logo together with some form of Host City imagery.



Official Match Ball

adidas have developed the "TELSTAR" as the Official Match Ball for the Event.



7 – EXAMPLES OF USE

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 6 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

These guidelines are not to be used by companies who deliberately intend to ambush FIFA's marketing rights as a tool to carefully avoid legal liability. 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. PRINT (NEWSPAPERS, MAGAZINES AND PUBLICATIONS ETC.)

Editorial use:

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

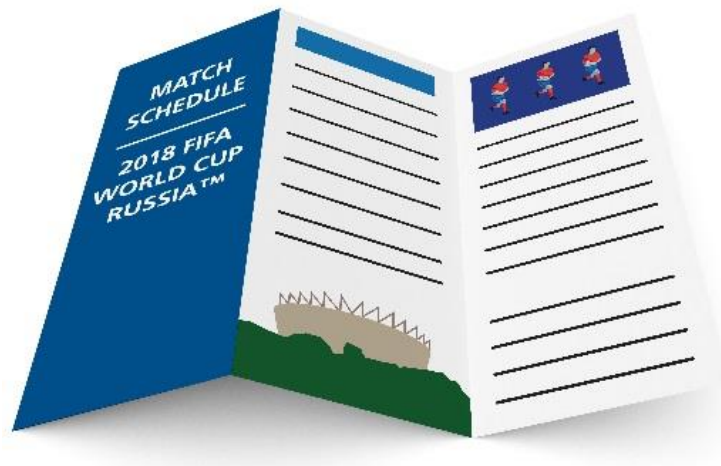
Official Marks may not be used together with, or in proximity to, a company logo or commercial reference such as "Brought to you by...", "Presented by..." or "Sponsored by..." etc.



B. MATCH SCHEDULE

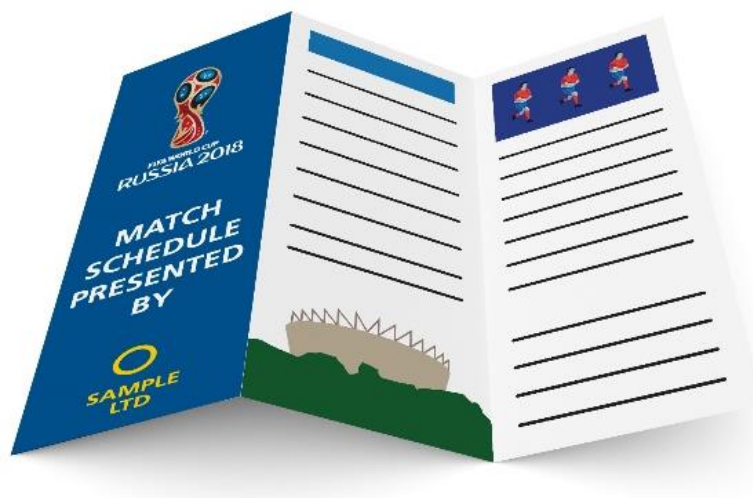
Editorial use:

The editorial, non-commercial use or reproduction of the official FIFA match schedule does not create an unauthorised association and is permitted. However, care should be taken 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:



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:



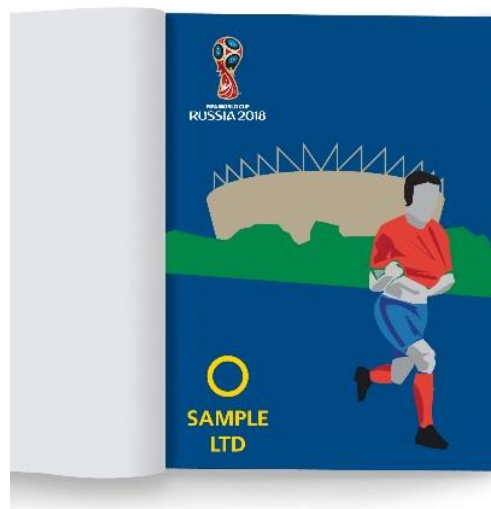
Please note: The match schedule of the Event is protected by copyright and other Intellectual Property rights in many countries around the world. News media companies are allowed to publish the match schedule separately or as part of a publication to inform the public about the Event, however must ensure that the match schedule is not published with any unauthorized third party commercial branding upon, in close proximity to, or in relation to the match schedule.

C. ANIMATED CONTENT

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

D. 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:



E. TICKET PROMOTIONS

Unless authorized by FIFA or organized in cooperation with a FIFA Rights Holder, it is strictly prohibited to use tickets for promotional purposes, including prize draws, incentives, on-line auctions and/or any other type of consumer promotion:

:



Any Ticket used in such unauthorized manner will be cancelled once identified and FIFA reserves the right to refuse entry to the stadium to any holder of such Ticket(s).

F. COMPETITIONS/GAMES/LOTTERIES:

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



G. COUNTDOWN CLOCKS/TICKERS

Any commercially branded tool created to countdown until an official event or date relating to the Event creates an unauthorised association. This includes but is not limited to static, animated, physical or online countdown tools:



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

- i) General football or country-related in-store decorations do not create an unauthorised association:

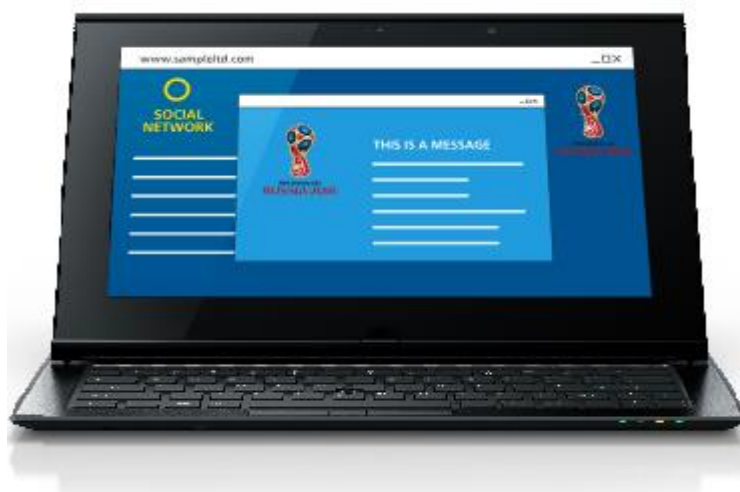


- ii) Unless as a part of or via one of FIFA's Rights Holders' approved in-store promotions or advertising, Official Marks are not permitted for use as in-store decorations:



I. SOCIAL OR POLITICAL MESSAGES

Any advertising in relation to current/topical issues such as religion, politics or social situations should avoid creating any unauthorised association through the use of Official Marks:



J. BUSINESS NAMES

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



K. MERCHANDISE

- i) Items with general football terms or Russia-related terms or national flags do not create an infringement of FIFA's rights:



- ii) Official Marks or any element thereof on any merchandising item constitutes an infringement of FIFA's rights and is strongly discouraged:



L. DIGITAL MEDIA (WEBSITES, MOBILE-SITES AND APPLICATIONS)

Editorial use

Any legitimate editorial use such as content specifically reporting on the Event does not create an unauthorised association. However, Official Marks cannot be used 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, in a static position 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).

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) for websites with commercial content:



ii) Hyperlinks:

Official Marks may not be used as hyperlinks or shortcuts on the Internet (for the use of the www.FIFA.com hyperlink, please see 6 above):



iii) Blogs:

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



iv) Mobile & internet services and applications:

It is not permitted to use 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. 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:



v) 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 constituent of a transitional introductory web page of a website, if it creates the impression of an association with the Event/FIFA:



vi) Social Media:

↑ Posting images of the Official Marks

Official Marks may not be used in any capacity for pages with commercial background, unless the use is by FIFA's Rights Holders:



↻ Retweeting or sharing official content

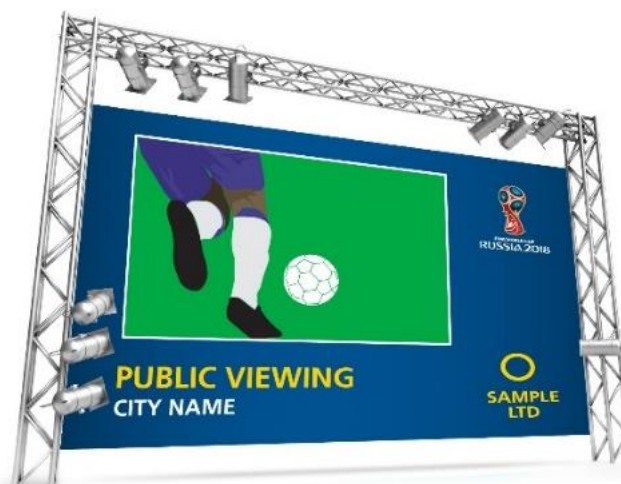
- Retweeting or sharing official content by businesses for commercial purposes is not permitted, unless the retweeting company is a FIFA Right's holder.
- Retweeting or sharing official content from FIFA, FIFA Rights Holders or FIFA Event official accounts by fans without any commercial benefit is permitted.

M. PUBLIC VIEWINGS

Authorised public viewing exhibitors must comply with FIFA regulations for public viewing events. These 2018 FIFA World Cup Regulations for Public Viewing Events are issued by FIFA TV and can be found on FIFA.com at the following location: http://resources.fifa.com/mm/document/tournament/competition/02/88/40/65/2018fwcregulation-publicviewing-2017_november_neutral.pdf.

All commercial public viewing events are subject to a license delivered by FIFA or its Media Rights Licensees.

Any other public displays showing moving images from the matches of the Event should avoid using any Official Marks or advertising sponsorship that may create an unauthorised association between FIFA and/or the Event, and third parties which are not FIFA Rights Holders. FIFA TV is responsible for the management of the public viewing rights to FIFA events, including the licensing of these events.



N. HOSPITALITY GUESTS

Groups of hospitality guests from competitors to FIFA Partners may not display or wear items with third party branding, including signs (i.e. lollipops or similar) guiding hospitality guests to the Stadium, which create an unauthorised association. This also includes branded flags or any other branded items given to hospitality guests.



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 without 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 for the news media 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 at the website 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:

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.

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.

Use of match schedule

Please refer to B in Section 7 above.

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.

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.

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.

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.

9 – CONTACT INFORMATION AND WHAT YOU CAN DO TO GET INVOLVED

In general, 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.

Please visit www.FIFA.com to find out more.

Sponsorship

If you are interested in becoming a Rights Holder/Sponsor of the Event, please contact sales@fifa.org.

Licensing

If you are interested in licensing opportunities, please contact retail-licensing@fifa.org to find out more.

Public Viewing

FIFA Regulations for Public Viewing Events can be found here:

English:

http://resources.fifa.com/mm/document/tournament/competition/02/88/40/65/2018fwcregulation-publicviewing-2017_november_neutral.pdf

Russian:

[http://resources.fifa.com/mm/document/tournament/competition/02/91/01/74/2018fwcregulation-publicviewing-20171113-edhhea-v.2_17-03554_101_en_ru\(003\)_neutral.pdf](http://resources.fifa.com/mm/document/tournament/competition/02/91/01/74/2018fwcregulation-publicviewing-20171113-edhhea-v.2_17-03554_101_en_ru(003)_neutral.pdf)

If you require any other information regarding Public Viewing Events, please contact publicviewing@fifa.org.

If you wish to apply for a public viewing licence for the 2018 FIFA World Cup, you can apply here: <https://publicviewing.fifa.com/2018/default.html> or contact tv@fifa.org.

Mark Request

To request the 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.

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.

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.