DC 2026 WORLD CUP LOGO

The DC 2026 World Cup logo is inspired by Washington's soccer history and the energy, movement, and joy of the game itself.

At the center of the logo, tying everything together, is a soccer ball with a star pattern that harks back to the emblem for the Washington Diplomats, DC's team in the North American Soccer League from 1974 to 1980. The stars reference both DC and American flags.

Surrounding the ball is the "DC26" typographic. The divergent swoops in the letter shapes echo the curvesand speed of a ball in play while arching through the air.

Below the "World Cup" typographic are the three nations comprising the North American 2026 bid "United States | Canada | Mexico" in a typeface chosen for the way it evokes the condensed fonts of soccer jerseys and signage found throughout stadiums.

The brand colors of red, navy blue, and white are representative of Washington, DC, the American spirit, and our Nations Capitol.

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#UNITEDBYTHEGAME

LOGO CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE
It is important to surround the logo with a healthy amount of clear space so that it stands out in communications. Clear space separates the logo from other elements such as headlines, text, imagery and the outside edge of applications. Avoid placing any text or graphic elements within the clear space. Whenever possible, use more than the minimum clear space to allow the logo to receive maximum attention.
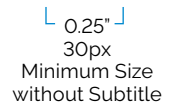
MINIMUM SPACE
When reproducing our logo in print or online, consider its size and legibility.

In print applications, the minimum size including Subtitle should be a width of 1". On smaller sizes use the logo without Subtitle with minimum width of 0.25".

In digital applications, the minimum size including Subtitle should be a width of 100px.

On any other smaller applicaiton use the logo without a Subtitle and maintain a minimum width of 30px.

X

X

X

DC 26 WORLD CUP
UNITED STATES | CANADA | MEXICO

1"
100px
Minimum Size
with Subtitle

0.25"
30px
Minimum Size
without Subtitle

LOGO
TWO COLORS

Two main color variations exist to accommodate different applications of the logo. The main logo should be used on white backgrounds only. The inverted logo may be used on dark backgrounds, preferably our navy blue.

MAIN LOGO

MAIN LOGO INVERTED

LOGO
ONE COLOR

When printing limitations preclude the use of the main logo, the use of a one color logo is advisable.

The red and navy blue logos should only ever be used on brand color backgrounds.

If there is a situation where the background color is not one of the primary brand colors, use the black or white logo version.

SECONDARY LOGO VERSIONS

BLACK & WHITE LOGO VERSIONS

LOGO IMPROPER USAGE

Please be mindful of the logo and it's usage.

DO NOT stretch the logo disproportionately.

DO NOT outline the logo.

DO NOT change the logo colors.

DO NOT brake apart the logo.

DO NOT re-create the logo with another typeface.

DO NOT add effects to the logo. These include but are not limited to shadows, bevels, overlays.

DO NOT infringe on the specified clear area of the logo.

DO NOT crop the logo.

Note: The same restrictions apply on the Horizontal logo as well.

DO NOT STRETCH

DO NOT BRAKE APART

DO NOT ALTER COLORS

DO NOT OUTLINE

DO NOT RE-CREATE WITH ANOTHER TYPEFACE

DO NOT ADD EFFECTS

HORIZONTAL LOGO

On all cases where the use of vertical logo is impossible due to space limitations (ie: a very horizontal display banner) the use of Horizontal logo is recommended.

Two main color variations exist to accommodate different applications of the logo. The main logo should be used on white backgrounds only. The inverted logo may be used on dark backgrounds, preferably our navy blue.

CLEAR SPACE
It is important to surround our logo with a healthy amount of clear space so that it stands out in our communications. Clear space separates the logo from other elements such as headlines, text, imagery and the outside edge of applications. Avoid placing any text or graphic elements within the clear space. Whenever possible, use more than the minimum clear space to allow the logo to receive maximum attention.

MINIMUM SPACE
When reproducing our logo in print or online, consider its size and legibility.

In print applications, the minimum size including Subtitle should be a width of 1.8". On smaller sizes use the logo without Subtitle with minimum width of 0.5".

In digital applications, the minimum size including Subtitle should be a width of 180px.

On any other smaller applicaiton use the logo without a Subtitle and maintain minimum width of 50px.

Note: See page 6 for proper usage.

MAIN LOGO

MAIN LOGO INVERTED

1.8"
180px
Minimum Size
with Subtitle

0.5"
50px
Minimum Size
without Subtitle

HORIZONTAL LOGO ONE COLOR

When printing limitations preclude the use of the main logo, the use of a one color logo is advisable.

The red and navy blue logos should only ever be used on brand color backgrounds.

If there is a situation where the background color is not one of the primary brand colors, use the black or white logo version.
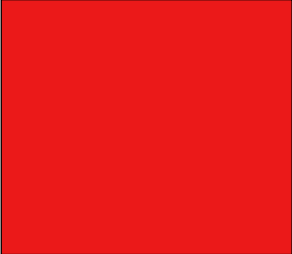

SECONDARY LOGO VERSIONS

BLACK & WHITE LOGO VERSIONS

COLOR
PALETTE

To ensure that the colors within our palette reproduce consistently across both print and on-screen media, we have established exact color formulas. This helps to guarantee that our communications appear unified, while providing an appropriate range of flexibility to address a variety of messaging and functional needs.

RED
PMS 185 C
PMS Red 032 U
C:0 M:100 Y:90 K:0
R:235 G:25 B:25
#eb1919

NAVY BLUE
PMS 2758 C
PMS 2768 U
C:100 M:90 Y:10 K:40
R:20 G:30 B:70
#141e46

WHITE
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#ffffff