

Brand Guidelines

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A DISPLAY OF COMMUNITY COORDINATED BY

VISIT
seattle



Your Playbook

The world's biggest game is coming to our backyard, and this is your playbook. As a local or global partnering brand, you are our creative powerhouse, and this brand book is your all-access pass to the look, voice, and spirit of the biggest game in soccer, right here in Seattle.

This is a rallying cry. We're here to stand out, unite a city, and show the world exactly what Seattle brings to the game. Every touchpoint matters. Every message counts. And every move you make helps shape the story we're telling on a global stage. Tell it with us, with a consistent use of our look and feel at every touchpoint. As our partners, this campaign should feel like a team sport, because it is! Thanks for being on ours.

So dig in. Get inspired. Then get loud.

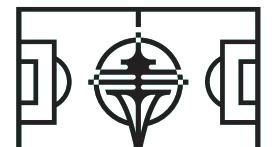
LET'S PLAY.

Logo: Primary

Our primary logo features an aerial view of a pitch and the silhouette of the Space Needle, blending our city with the world of soccer. It's tethered to a bold typeface and unique number design that brings weight to the overall design. This logo should be used where it will be most legible: web, digital, posters, print, video, business forms, etc.

Note: The Space Needle icon was created in collaboration with the Space Needle team and should not be altered in any way. Depictions of the Space Needle, and its associated logos and marks are federally registered as trademarks. Space Needle depictions may not be used without direct permission from Space Needle management. This icon cannot be used on its own outside FIFA related context or content.

See [page 7](#) for recommended usage of this logo.



Logo: Small Space

In applications where the primary logo cannot be used effectively, a simplified logo is available. This version should be applied in situations with limited space or when production methods may compromise clarity and legibility.

See [page 7](#) for recommended usage of this logo.



Let's Play Lockup: Secondary

See [page 7](#) for recommended usage of this logo.

LET'S SEA
PLAY 26

LET'S
PLAY
SEA
26

SEA 26 Lockup: Tertiary

See [page 7](#) for recommended usage of this logo.

SEA
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SEA26

SEA26 **SEA
26**

SEA
26

Ideal Logo Usage

Multiple logo variations have been developed to provide flexibility while maintaining consistency. This system ensures that every piece of collateral delivers the right balance of information, a strong sense of place, and the intended emotional impact.

Note: For partners in certain industries, the primary logo may not be the right fit. If Space Needle determines use of the primary logo is misaligned with values or the branding notification will be made and adjustment to secondary or tertiary logo will be requested and required.

RECOMMENDED OPTION



This is our primary logo and the most comprehensive expression of the brand. Use this:

- When space allows
- With or without a headline
- As the main visual feature of the collateral



This is a simplified version. Use this when:

- Space is limited
- Printing or production constraints would affect clarity and legibility of the primary logo

SECOND OPTION



This is our secondary lockup. Use this:

- In collateral with a sense-of-place established, i.e.: photography, video, the Space Needle icon, etc.
- In tall or narrow layouts



This is the horizontal version. Use this:

- With the same considerations as the above
- In wider formats

THIRD OPTION



This is our tertiary lockup. Use this:

- When "Let's Play" appears in the collateral
- When sense of place is already established
- In vertical or narrow layouts



This is the horizontal version. Use this:

- With the same considerations as the above
- In wider formats
- In panoramic layouts

Logo Clear Space*

Minimum clear space for the logos should equal 25% of its total height. For horizontal logos, clear space should equal 25% of the total width. This tolerance should be the same all the way around the top and measured from the middle, top, and bottom edges.

*These rules apply to all logo variations.



Logo “Don’ts”

Only use the approved logos and lockups. Any alterations will compromise our brand’s integrity and will ultimately create confusion wherever a modified logo is used.

These rules hold true for our secondary and tertiary lockups as well.



Don't add a shadow to the logo.



Don't rotate the logo.



Don't warp, stretch, or shear the logo.



Don't change or edit the colors of the logo.



Don't add a container shape or make the logo illegible.

Color

Our color palette is inspired by the city itself.

Greens and blues reflect our abundant green space and commitment to sustainability, as well as our proximity to water all around. Our accent colors bring a bright, fresh element, reminiscent of our innovation and tech-forward culture, and grounding hues like brown call back to our forests and coffee culture.

Note: Please use the specific color breakdowns provided to ensure consistency across mediums. CMYK and RGB values have been adjusted from those in Pantone books.

TEAL: PRIMARY

CMYK 40/0/30/0
RGB 30/233/182
HEX #1EE9B6
PMS 3385 C

20% TINT

PURPLE: PRIMARY

CMYK 85/92/0/0
RGB 74/20/140
HEX #4A148C
PMS 2091 C

10% TINT

20% SHADE

BLUE: SECONDARY

CMYK 90/60/0/0
RGB 48/79/254
HEX #304FFE
PMS 2728 C

10% TINT

10% SHADE

LIGHT GREEN: SECONDARY

CMYK 80/20/30/25
RGB 0/96/100
HEX #006064
PMS 2222 C

10% TINT

10% SHADE

DARK GREEN: SECONDARY

CMYK 90/20/60/70
RGB 0/54/44
HEX #00362C
PMS 3302 C

10% TINT

10% SHADE

CHARTREUSE: SECONDARY

CMYK 33/0/85/0
RGB 175/234/0
HEX #AFEA00
PMS 2291 C

20% TINT

10% SHADE

GOLD: SECONDARY

CMYK 10/15/90/40
RGB 130/119/24
HEX #827718
PMS 619 C

10% TINT

10% SHADE

Tint/shade percentage indicates maximum.

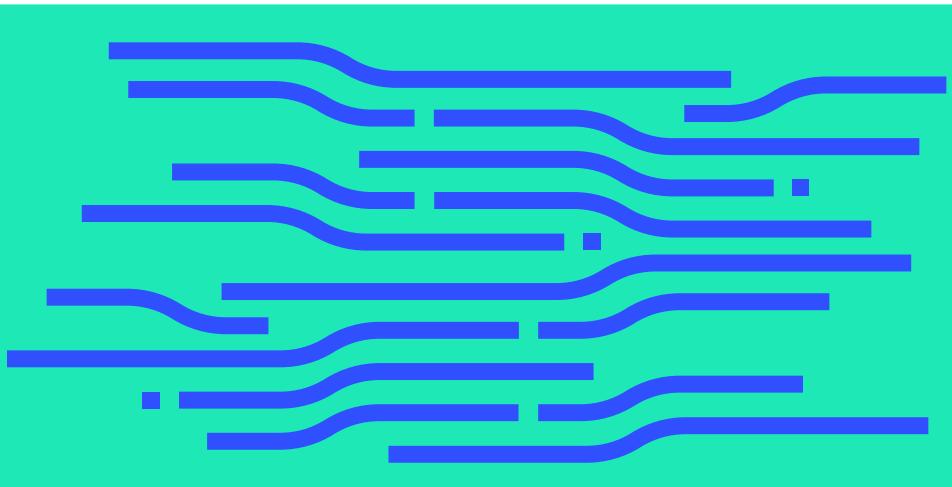
Brand Patterns

Our suite of patterns represent features of our city.
A whale tail and aerial views of water, trees, plays,
a net, and the city itself can be used as design texture
on marketing collateral. Here's a breakdown of each one.

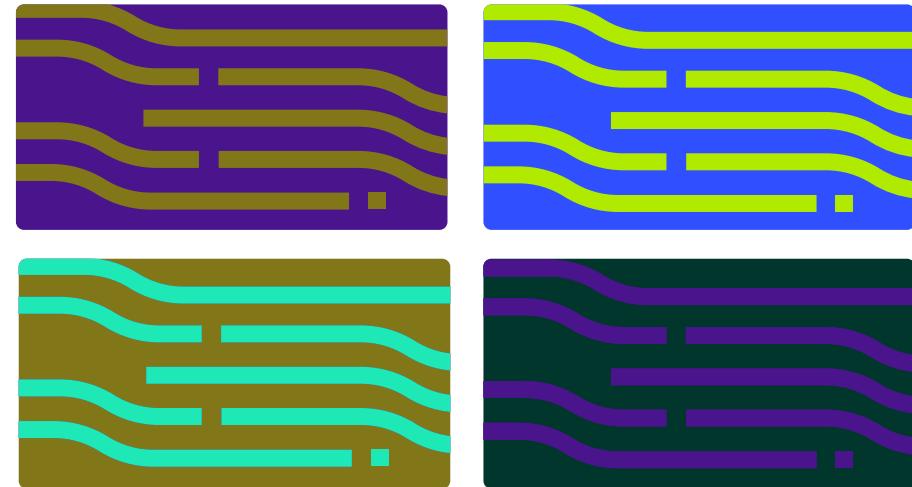
Water Pattern

This aerial pattern represents water. It can be used as a texture, horizontally or vertically. Use the design as a whole or crop into it for a more abstract background.

WATER PATTERN



COMBINED COLOR EXAMPLES (HIGH CONTRAST)



CROPPED LAYOUT EXAMPLES



Note: Use only approved colors. Combinations can be determined based on need. A high-contrast combination can be used to add visual interest, while a low-contrast combination can be used underneath type.

This is an example of a co-branded piece of collateral and should be referenced for partner logo placement. This logo does not need to be included in your designs.

COLOR VALUE EXAMPLES (LOW CONTRAST)



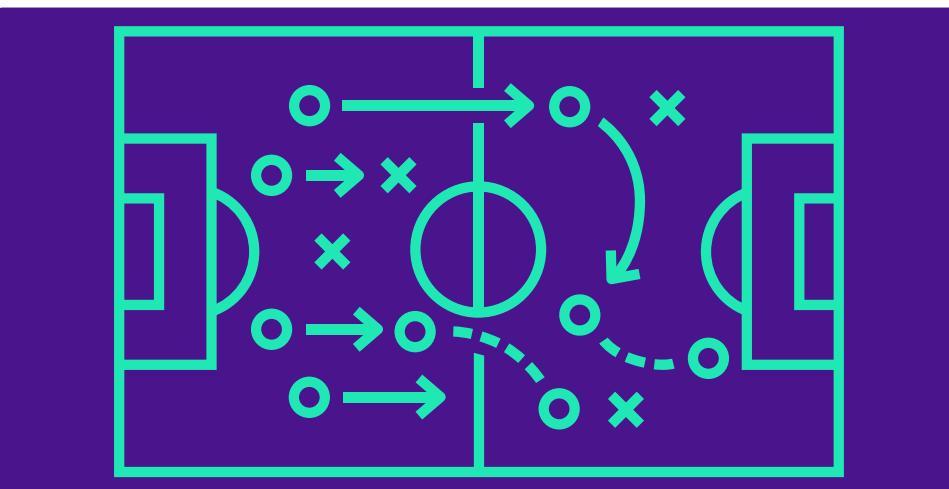
Soccer Plays Pattern

We can also lean into aerial views of the sport itself.

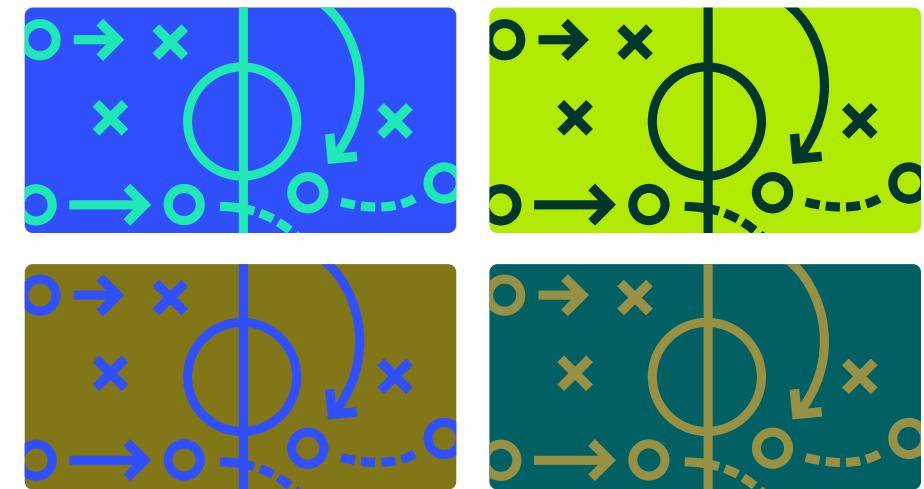
This soccer play can be used as a texture. You may not create new plays, but you may use the design as a whole or crop into it for a more abstract background.

Note: Use only approved colors. Combinations can be determined based on need. A high-contrast combination can be used to add visual interest, while a low-contrast combination can be used underneath type.

SOCCER PLAYS PATTERN



COMBINED COLOR EXAMPLES (HIGH CONTRAST)

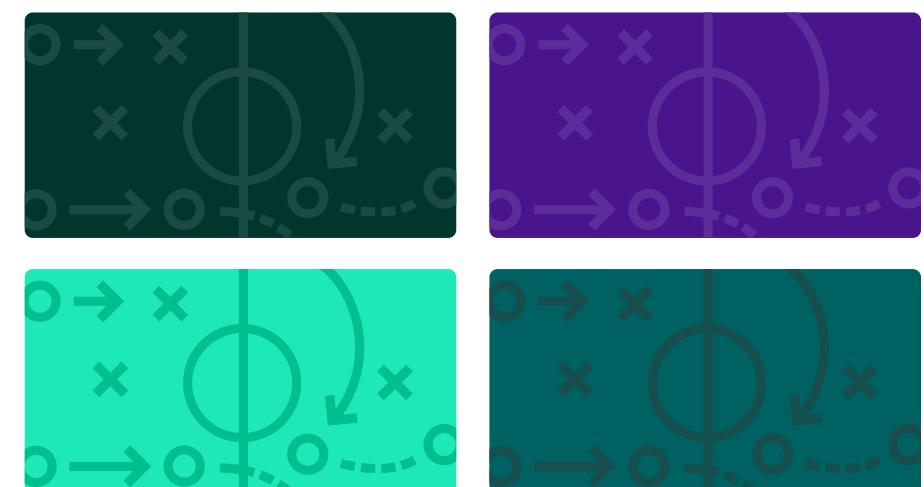


CROPPED LAYOUT EXAMPLES



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COLOR VALUE EXAMPLES (LOW CONTRAST)



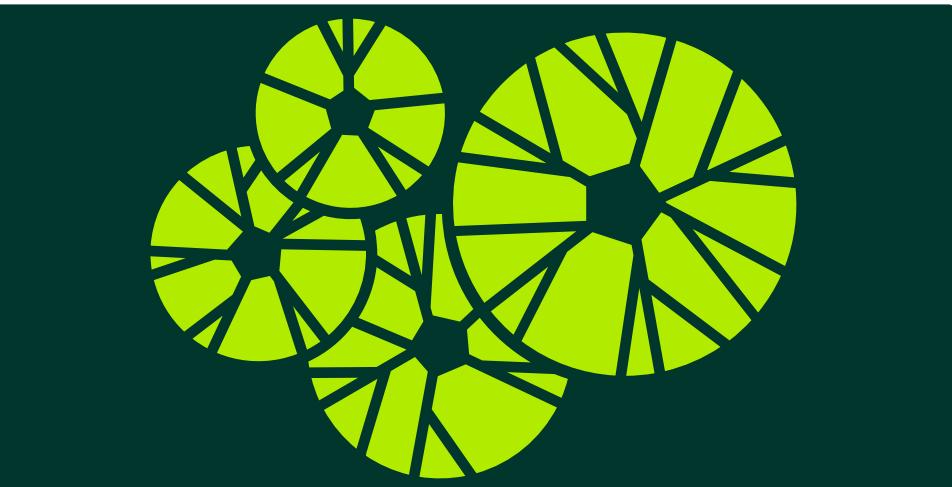
Trees Pattern

This aerial pattern is trees, with the pentagonal shape in the center calling back to the design of a classic soccer ball. This can be used as a texture.

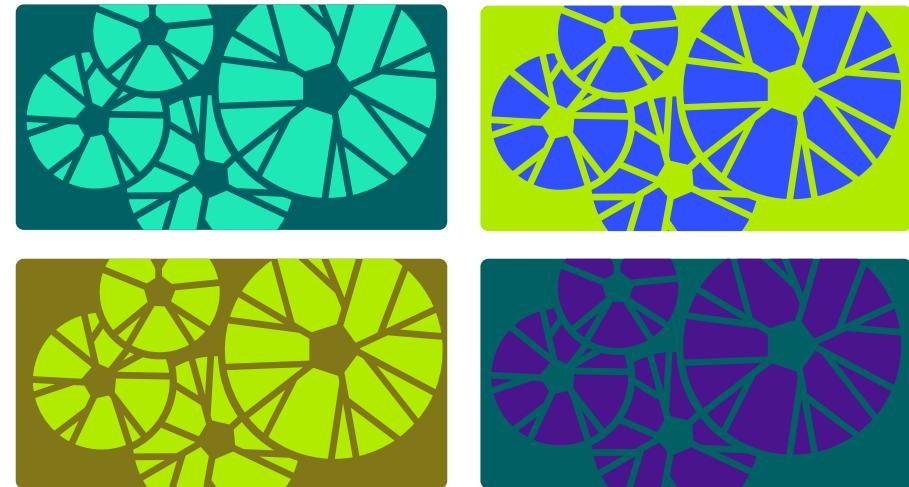
Use the design as a whole or crop into it for a more abstract background.

Note: Use only approved colors. Combinations can be determined based on need. A high-contrast combination can be used to add visual interest, while a low-contrast combination can be used underneath type.

TREES PATTERN



COMBINED COLOR EXAMPLES (HIGH CONTRAST)

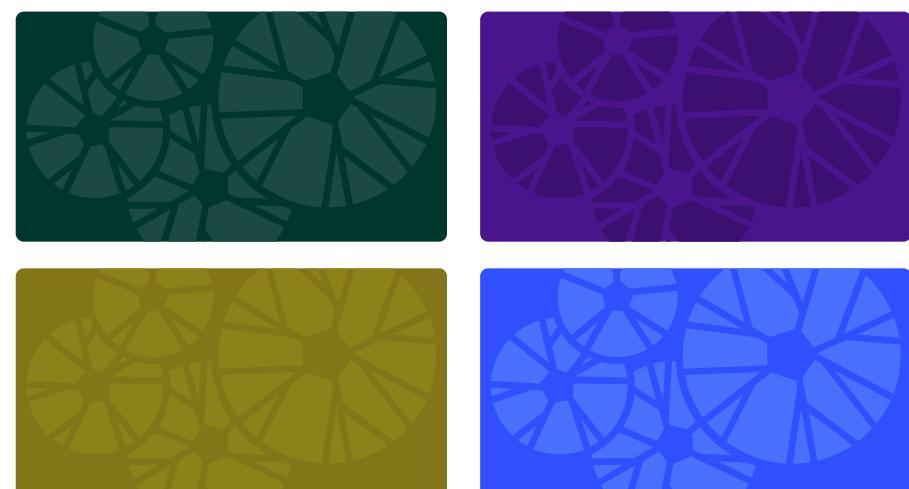


CROPPED LAYOUT EXAMPLES



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COLOR VALUE EXAMPLES (LOW CONTRAST)

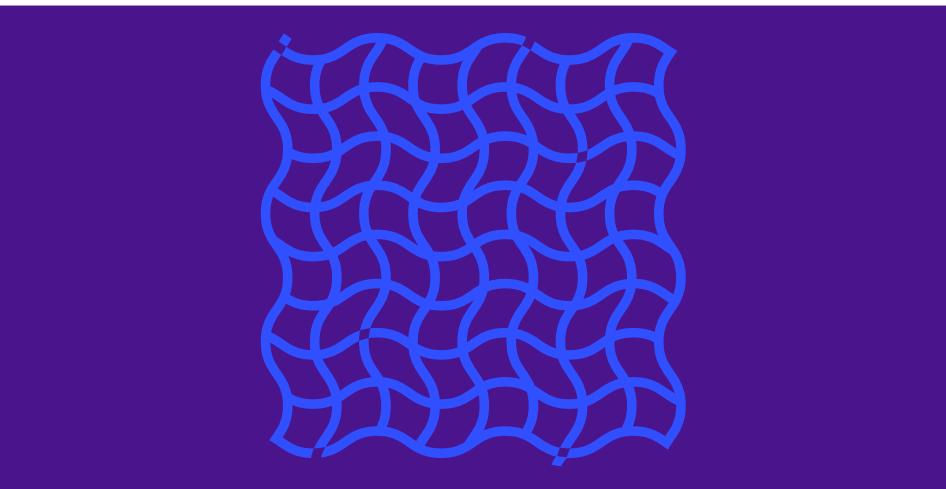


City/Net Pattern

This pattern represents a city and a net, and can be used as a texture. You may not create new grid patterns, but you may use the approved design as a whole or crop into it for a more abstract background.

Note: Use only approved colors. Combinations can be determined based on need. A high-contrast combination can be used to add visual interest, while a low-contrast combination can be used underneath type.

CITY/NET PATTERN



COMBINED COLOR EXAMPLES (HIGH CONTRAST)



CROPPED LAYOUT EXAMPLES



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COLOR VALUE EXAMPLES (LOW CONTRAST)

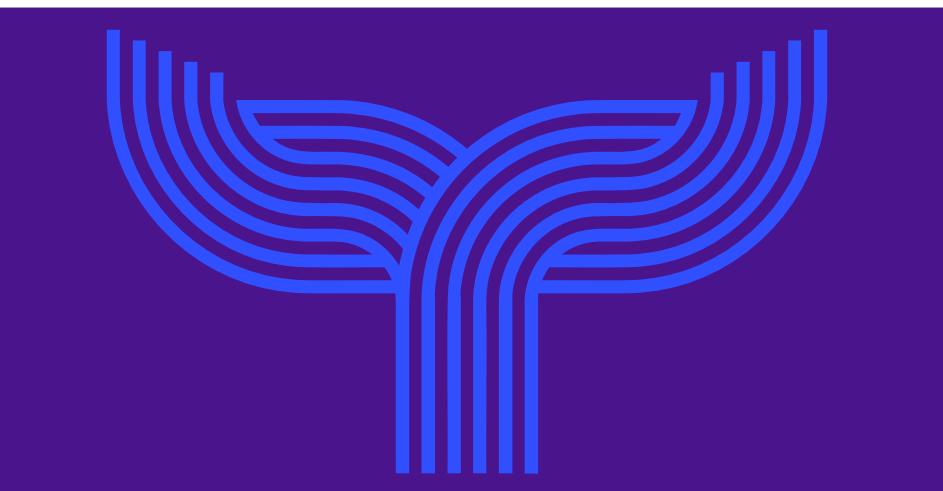


Whale Pattern

This pattern represents a whale, a unique form of wildlife in Seattle's waters. It can be used as a texture. You may not create new versions of this whale tail, but you may use the approved design as a whole or crop into it for a more abstract background.

Note: Use only approved colors. Combinations can be determined based on need. A high-contrast combination can be used to add visual interest, while a low-contrast combination can be used underneath type.

WHALE PATTERN



COMBINED COLOR EXAMPLES (HIGH CONTRAST)



CROPPED LAYOUT EXAMPLES



This is an example of a co-branded piece of collateral and should be referenced for partner logo placement. This logo does not need to be included in your designs.

COLOR VALUE EXAMPLES (LOW CONTRAST)



Typography

We use a variety of typefaces and weights throughout our communications. Larken Medium is our primary typeface, mainly used for headlines. Poppins Bold can be used for subheads, and Poppins Regular for body copy. If you don't have Larken, use all Poppins.

LINKS:

[Poppins Font \(Google Fonts\)](#)

[Larken Font \(Adobe Fonts\)](#)

HEADLINES

Larken Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,.!?:@#\$%^&*()

SUBHEADS

Poppins Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,.!?:@#\$%^&*()

BODY COPY

Poppins Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,.!?:@#\$%^&*()

Typography “Don’ts”



**DON’T WRITE
HEADLINES
IN CAPITALS.**



**Don’t
underline
words.**



**Don’t
adjust
tracking
with Larken.**



**Don’t
right-align
your copy.**



***Don’t use
italics.***

Don’t use Larken or Poppins in all capitals for headlines. However, it is OK to use Poppins in all capitals when it is a subhead.

Don’t underline words. It reduces legibility.

Don’t adjust the tracking when using Larken for headlines. Keep it at 0.

Don’t right-align your copy, always align left.

Don’t stylize your text.

Brand Voice

We speak with the fire of someone who lives for match day. Because we do.

Our brand voice is that of a true fan.

01 **Spirited**

We care too much about the game to play it cool. Our voice is fueled by our passion for the sport, the thrill of unity, and the pulse of the crowd cheering on our team.

03 **Bold**

We speak with confidence and conviction, whether we're welcoming the world or hyping a match.

02 **Welcoming**

We know every chant gets stronger when more voices join in. Seattle is proud to host the world, and our voice reflects that.

04 **Focused**

This moment matters, and every word should feel like a rallying cry: purposeful, powerful, and geared toward action. Because this is game time.

Messaging

Here are headline examples for use in your collateral, whether it's onsite at the stadiums, around the city, or at local partner locations. Feel free to use these, but if you are editing or adding body copy, remember to keep our tone in mind and be passionate, welcoming, and bold.

ON-PREMISES / AT LUMEN FIELD

All eyes on Seattle.

Game time SEA 26.

Welcome to SEA 26.

The Emerald Pitch:
where legends are made.

OFF-PREMISES / SURROUNDING AREAS

Welcome to SEA 26.

Get loud, Seattle.

Our city is your pitch.

The Emerald Pitch awaits.

Rain or shine, we cheer here.

Let's play. Let's cheer.
Let's gooooo!

PARTNER MESSAGING

We cheer here.

From Seattle. For the world.

Love the game? You're one of us.

Our turf is your turf.

Watch with us.

This crowd is global.
This spirit is local.

If you get loud,
you're welcome here.

In here, you're one of us.

Avoiding FIFA Trademarks IN COPY

- Only FIFA rights holders can use certain phrases on their collateral. The following are trademarked terms and therefore the intellectual property of the Fédération Internationale de Football Association that must not be used in any collateral.

- ~~Fédération Internationale de Football Association®~~
- ~~FIFA®~~
- ~~World Cup™~~
- ~~World Cup 26™~~
- ~~FIFA World Cup™~~
- ~~FIFA World Cup 26™~~
- ~~FWC~~
- ~~FWC 26~~

This restriction holds for any variation of the above, including but not limited to the wordings below:

- ~~The Cup~~
- ~~Copa Mundial de la FIFA 26™~~
- ~~Copa Mundial de la FIFA™~~
- ~~Coupe du Monde de la FIFA 26™~~
- ~~COPA MUNDIAL™~~
- ~~COUPE DU MONDE™~~
- ~~MUNDIAL™~~

We may explore alternate terms like "Big Game," "World's Stage," etc.

Avoiding FIFA Trademarks

IN DESIGN

- Only FIFA rights holders can use certain designs and visuals. The following are trademarked visuals and therefore the intellectual property of the Fédération Internationale de Football Association that must not be used in any collateral.

- The official 2026 emblem
- The FIFA workmark
- The official slogan
- The official host city logos, slogans, and wordmarks
- The corporate FIFA mark and FIFA Plus mark
- The official trophy
- The official typeface “FWC 26”

**LET'S SEA
PLAY26**



Note: These visuals represent conceptual representations and are meant to be used as inspiration only.



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Note: These visuals represent conceptual representations and are meant to be used as inspiration only.

www.soundtransit.org



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Printer Recommendations

Print Time

(206) 682-1000
2610 Western Avenue,
Seattle, WA 98121
printtime.com

Lacy & Par, Inc.

(206) 343-5719
1179 Andover Park West,
Tukwila, WA 98188
lacypar.com

Minuteman Press

(206) 464-0100
2960 4th Ave S, Suite 112,
Seattle, WA 98134
minuteman.com

DCG One

(206) 678-5168
4401 East Marginal Way S,
Seattle WA, 98134
dcgone.com

superGraphics

(206) 284-2201
2730 Occidental Ave. S,
Seattle, WA 98134
supergraphics.com

Need an assist?
Here's who to contact
with any questions.

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World Cup Activation Lead

Visit Seattle

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Brand Toolkit Access and Acknowledgment

Click the link below to access the official Brand Toolkit, which includes all approved assets and templates referenced in these guidelines. By clicking the link, you acknowledge that you've read and agree to follow the standards and usage rules outlined in this Brand Guidelines. [Terms & Conditions](#)

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