

FIFA WORLD CUP 2026™ ATLANTA BRAND TOOL KIT

HOST CITY NOMENCLATURE

Official Title: **FIFA World Cup 2026™ Atlanta**

Abbreviation: **FIFA WC26 Atlanta**

Acronyms: **FWC26**

Tournament Brand: **We Are 26**

Host City Brand: **We Are Atlanta**

HOST CITY WEBSITE

atlantafwc26.com

HOST CITY SOCIAL

 **@fwc26atlanta**

HASHTAGS

#FIFAWorldCup

#WeAre26

#WeAreAtlanta

TAGLINES

We are Atlanta

We are 26

HOST CITY MEDIA RELATED ASSETS

The following are the only authorized groups/accounts to publish media using the FIFA World Cup 2026™ logos, colors, fonts, and templates.

- The Atlanta Host Committee
- FIFA has a list of global partners; they're the only corporate partners allowed to use marks.
- See the full list [here](#).

Atlanta is in the process of securing its 10 Host City Supporters. Each FIFA host city is allotted 10, and each of the 10 are allowed to use the Atlanta Host City Supporter logo.

PARTNER EXPECTATIONS

- Reposting @fwc26atlanta posts on stories.
- Create your own content celebrating Atlanta using images and video footage of the city.
- Objective: Grow @fwc26atlanta channels and celebrate this historic moment for our region.
- Always tag @fwc26Atlanta in posts.
- Always include #FIFAWorldCup #WeAre26 #WeAreAtlanta in reposts.
- If desired, add additional text/drawings/emojis/gifs on the side of the post to highlight, but ensure the post itself is not covered in any way.
- Engage with each post on @fwc26Atlanta (like, comment, share).