



FIFA WORLD CUP
RUSSIA 2018

2018 FIFA World Cup™ - Brand Elements

Media Background Paper

28 October 2014 / Version 1

Introduction to the brand identity

Brand values are the essence of any brand, usually expressed in keywords which define the personality and emotions connected with it. These are the touch points which connect the brand to the audience, representing the tone in which a brand communicates and inspiring the way it looks, feels and sounds. In each edition of the FIFA World Cup™ the four tournament brand values remain constant and represent the foundation upon which the unique host country flavour is built.

Victory

The FIFA World Cup™ is the greatest stage for any player to grace and victory in the Final match regarded as the ultimate achievement in football.

Unity

The FIFA World Cup™ has long been a unifying force, where countries, teams, players and fans come together to take part in the world's greatest tournament.

Celebration

The FIFA World Cup™ is the ultimate expression of celebration encapsulated in countless iconic moments featuring players on the field of play and fans in the stadium and beyond.

Skill & Talent

The tournament showcases the world's best players; exceptional abilities, skills and breath-taking talent.

A Brand for Russia, Host Country of the 2018 FIFA World Cup™

Immense in size and spanning millennia in time, Russia is a land of magic.

Its mystical and enchanting tales from years gone by will combine with the heartfelt generosity and ambition of its people to welcome the world in 2018 in an unmatched atmosphere of warmth and hospitality.

Hosting the FIFA World Cup™ was a long-held dream for millions of Russians. Bringing this world-class event to life will be seen as a tremendous achievement by the whole country - one that will live long in the memories of the Russian people.

Official Emblem

To creatively capture the essence of this remarkable historic moment, inspiration was drawn from both Russia's rich artistic tradition and its history of bold achievement and innovation. Above all, Russia's pioneering in space was a truly captivating theme.

The shape of the Official Emblem of the 2018 FIFA World Cup™ takes on the universally recognisable outline of the FIFA World Cup Trophy, while the bold use of red, gold, black and blue in the emblem's colour palette was inspired by centuries-old techniques seen in world-renowned Russian art dating back to the earliest icon paintings.

The magic ball at the top of the emblem puts the world's love of football into the spotlight. And the components of the emblem taken together blend unique attributes of the FIFA World Cup™ and of Russia as host nation. It unites magic and dreams, as the FIFA World Cup™ will do for millions of fans in 2018.

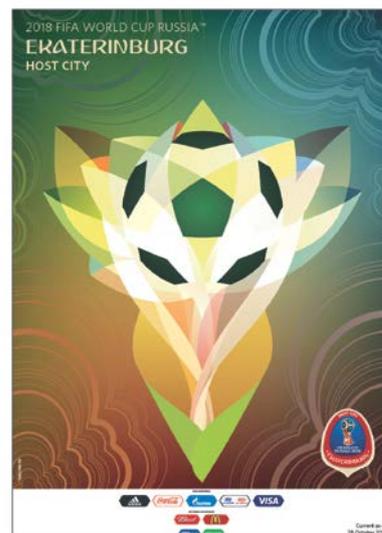


Host City Posters

Alongside the September 2013 announcement on which eleven Russian cities will host the 2018 FIFA World Cup™, the Host City Poster for each venue was also unveiled. The Host City Posters represent the diverse culture and football tradition that is encapsulated within Russia.

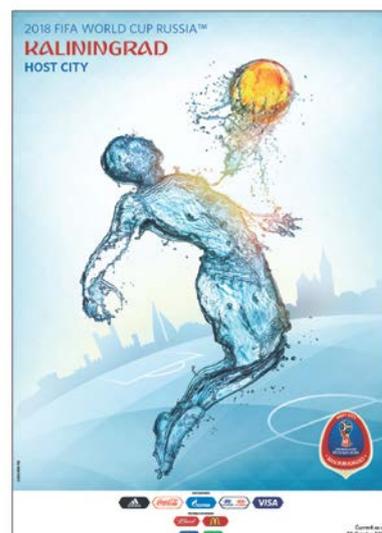
Ekaterinburg

Ekaterinburg, situated near the Ural Mountains is the point where the continents of Europe and Asia meet. At the centre of the image is a “Stone Flower”; the stone is the beautiful gemstone malachite, famous to the region. The Stone Flower is also the name of a famous Russian novel by Pavel Bazhov, set in the Urals. The colours of the poster represent the Urals, the mountains and the rich soil of the region. The colour blue represents the Iset River. All of the graphical elements in the poster are without distinct or fully depicted borders, reflecting the fact that there are no boundaries for the countries that love football.



Kaliningrad

Russia’s western-most city, Kaliningrad is unique. The athlete in this poster symbolizes the open spirit of the city and region, embracing both the old and the new with an eye towards the future. It is a city whose spirit is derived from the water that surrounds it, and whose soul is reflected in the football made of world-famous amber sunstone. Located 1235 km east of Moscow and situated on the beautiful Baltic Sea, the city, its people and its architecture are an historical mixture of cultures in this distinctive Russian enclave facing west. As the hometown of philosopher Immanuel Kant, the city is alive with iconic structures such as the King’s Gate, the Kant monument, Konigsberg Cathedral and Kneiphof Island.



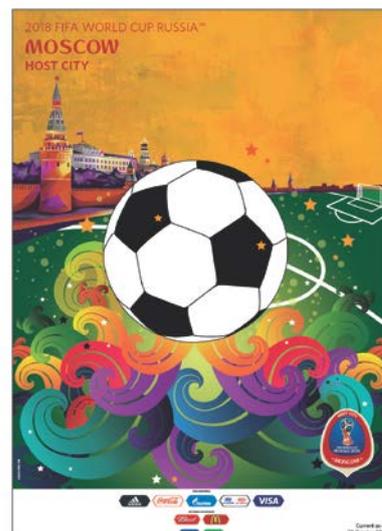
Kazan

Kazan...even the name sounds magical – and it is. Kazan is the capital of the Republic of Tatarstan, an autonomous republic of the Russian Federation located 825 km west of Moscow. The Snow Leopard is the national symbol of the republic and is the central focus of Kazan’s poster, rising from the pitch, perched on a football. The national colours of the Tatarstan flag are included in the boards around the pitch, and the rays of sunlight reflect optimism, success and good fortune in Tatar culture. Kazan is a major centre for sport in Russia and will host the Summer Universiade in 2013.



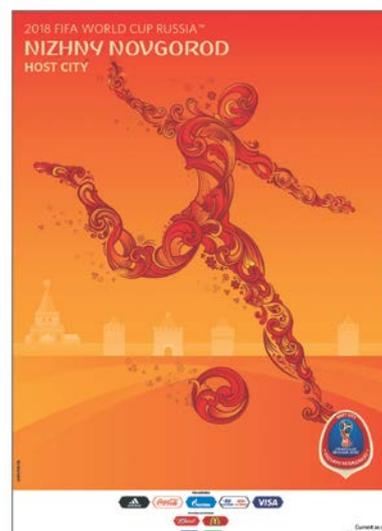
Moscow

Moscow is one of the world's great capitals, rich in iconic, historic architecture, yet focused on a future that is bright and youthful. Beneath the walls of the ancient Kremlin beats a city that is second-to-none in terms of energy, style and fun. These elements are reflected in the colourful swirls on the poster. The football pitch and the giant ball demonstrate Moscow's passion for the world's greatest game. Just as Moscow is the heart and soul of a Russia, it is also the centrepiece of the 2018 FIFA World Cup Russia™.



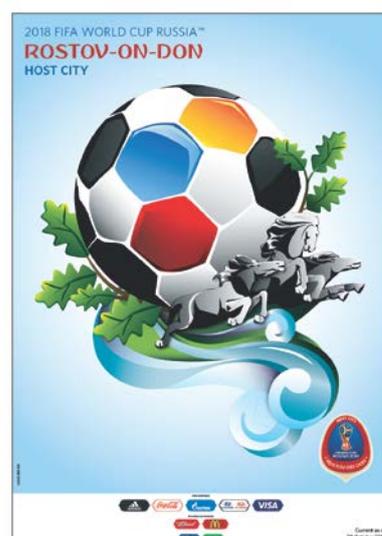
Nizhny Novgorod

The vivid colours of red and orange represent passion, movement and expression in Russian culture. The athlete's body in this poster is created with a traditional Russian design technique called Khokhloma. This folk-handicraft style is well known and well-loved throughout Russia and abroad, and provides a sense of flowing movement and energy to the athlete. Nizhny Novgorod's beautiful 16th century Kremlin, which sits on a hill in the city centre at the confluence of the Oka and the Volga Rivers is silhouetted in the background.



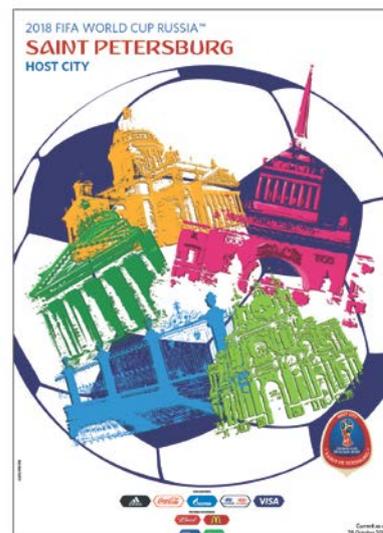
Rostov-on-Don

Rostov-on-Don is a port city on the Don River, 1109 km southwest of Moscow. Horses are a powerful symbol in the city's history as seen in the First Cavalry Army monument, forming the base of the image in the poster. The Don River, central to the city's identity, is represented by the blue swirling "waves" under the horses' churning hooves. Green oak branches, which mimic the colour of the football pitch, resemble the Rostov-on-Don city's heraldic emblem. Finally, the football includes the red, blue and orange colours of the Rostov region flag.



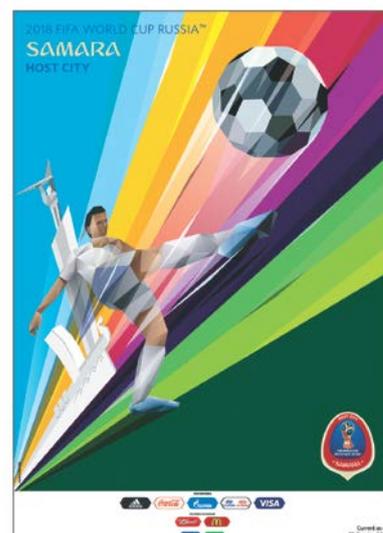
St. Petersburg

Russia's Crown Jewel of the north, St. Petersburg offers magic at any time of the year. St. Petersburg has inspired poets, artists, musicians and writers from its beginnings as Peter the Great's modern window on the world. St. Petersburg's truly unique architecture is featured on the poster, from the Saint Isaac's and Smolny Cathedrals to the Summer Palace gate and Admiralty tower. The city is known for its strong football culture and it is represented in the football on the poster.



Samara

Located in the southeastern part of European Russia at the convergence of the mighty Volga and Samara Rivers, Samara is a city famous in Russia for its passionate love of football. This passion is reflected in the poster by the strong, colourful geometric lines exploding upward, towards the future. The traditional symbols of Samara, the Monument of Glory and the Ladya Boat, are depicted as well and the pose of the football player mimics the figure at the top of the Monument of Glory. Visitors and residents alike flock to the beaches along the banks of the Volga for fun and sun, and this atmosphere is reflected in the bold bright colours of the poster.



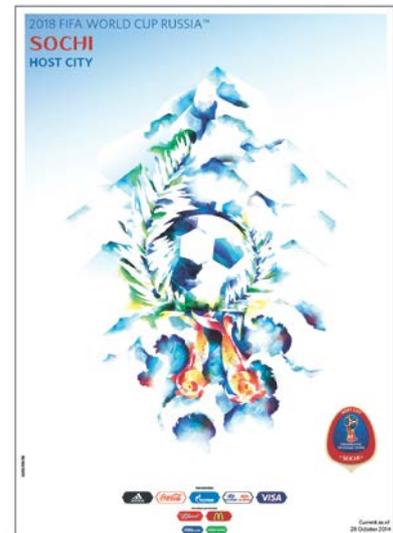
Saransk

As the capital of the republic of Mordovia, Saransk is located where the Saranka and Insar Rivers converge, in the Volga basin, about 650 kilometres east of Moscow. The bird depicted in the poster is the "bird of creation" in Mordovian mythology, a powerful and evocative figure, symbolizing nature and life itself. The bird and the football are decorated with the traditional Mordovian pattern representing the uniqueness of the local art and crafts. The football on the poster represents the important role of the World Cup for the people of the region.



Sochi

Sochi, Russian beautiful resort on the sunny Black Sea is a city of contrasts. From the warm, seaside beaches to the heights of the snow-capped Krasnaya Polyana mountain range Sochi is really a Sea-to-Sky city and experience. The poster represents a football uniting the sea and the mountains and reflective of the region's hospitality and welcoming spirit.



Volgograd

Just as the city of Volgograd draws its energy and spirit from the Volga River, so does the poster. Produced in a modern, dynamic style reminiscent of today's modern visual technologies, the poster's colours are drawn from the river itself, the sun and the emotions associated with the game of football. The image is based on waves and movement, much like a football team in motion. The wave lifts the football above the river's surface just as the 2018 FIFA World Cup™ will lift the people of Russia's spirit to new heights.



Official Trophy

The FIFA World Cup Trophy has become the most sought-after and recognised sports prize in the world and can be seen as a truly unique universal icon.

The first FIFA World Cup Trophy was named after the founding father of the tournament, Jules Rimet. However, after Brazil won the tournament for the third time in 1970 they became permanent holders of the trophy, in accordance with FIFA's regulations at that time.



Therefore, in the early 1970s, FIFA commissioned a new trophy for the tenth FIFA World Cup™, which was to take place in 1974. Fifty-three designs were submitted to FIFA by experts from seven countries, with the final choice being the work of Italian artist Silvio Gazzaniga.

Gazzaniga described his creation thus: “The lines spring out from the base, rising in spirals, stretching out to receive the world. From the remarkable dynamic tensions of the compact body of the sculpture rise the figures of two athletes at the stirring moment of victory.”

The trophy is 36.8cm (14.5 inches) high, 6,175g (13.61 pounds) heavy, and made of 18-carat gold. The base contains two layers of semi-precious malachite while the bottom side of the trophy bears the engraved year and name of each FIFA World Cup™ winner since 1974.

Following the 2014 FIFA World Cup™, the vertical alignment of the champions’ engraved names needed to be redesigned to fit future title holders. The list of world champions since 1974 was therefore rearranged into a spiral set-up for further tournament editions’ winners to fit.

The original FIFA World Cup Trophy can no longer be won outright, as it remains in FIFA’s possession. Instead, the champions are awarded a replica after the Final Award Ceremony to keep as a permanent reminder of their triumph. These gold-plated replicas are referred to as the “FIFA World Cup Winners’ Trophies”. All winners’ trophies (dating back to 1974) bear a plate indicating the historic context of the trophy – year, venue and winner. The original solid gold FIFA World Cup Trophy is only displayed during certain official FIFA ceremonies (e.g. the Final Draw, the Final Award Ceremony of the FIFA World Cup) and the FIFA World Cup Trophy Tour.

As with all of FIFA’s event brand assets, the image of the FIFA World Cup Trophy is also subject to extensive intellectual property protection. In addition to the copyright, FIFA is the sole proprietor of many trademark and design registrations on a global basis. As with the other visuals that form the FIFA World Cup™ brand identity, any reproduction of the FIFA World Cup Trophy of any kind can only be used with proper authorisation from FIFA.

For more information on the 2018 FIFA World Cup™ Brand Elements, please contact media@fifa.org

Note: Additional high-resolution Official Marks for editorial purposes are available via FIFA’s online Digital Archive service at FIFAdigitalarchive.com.