

FIFA Brand Evolution

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FIFA[®]

For the Game. For the World.

The FIFA Brand Evolution

For over a century, FIFA's visual brand has continuously evolved to reflect its global mission and communicate the development and achievements of the organisation. This evolution has been inspired by the changing role that football plays in the world, both in terms of exciting and uniting people and communities and changing lives for the better.

For example, on 1 June 2007, FIFA extended its mission from being wholly focused on the governance of the game to taking a leading role in the area of social development through football. FIFA expressed its commitment to deliver a beneficial social impact through an updated claim: "For the Game. For the World."

From that point on, social responsibility played, and continues to play, a key role in FIFA's strategic decisions and activities and can be summarised in the three pillars of its mission: "Develop the game. Touch the world. Build a better future".

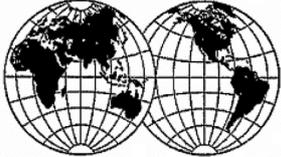
By 2009, FIFA's position as football's global governing body had long been universally recognised. It was no longer considered necessary, therefore, to visually depict this through the presence of the two football globes. Instead, FIFA wished to give more prominence to its claim, introducing a more modern, understated visual brand mark simply consisting of the FIFA word mark and claim.

2013 - a new step in the evolution of FIFA's Corporate Identity

After a two year reform process, the introduction of new technologies to improve the fairness of the game and the transparency of the transfer market, as well as new and open communication channels, 2013 was the right time for FIFA to reaffirm its commitment to transparency and accountability to the world. Indeed, the highlight of this renewal includes the use of the FIFA brand mark as a window through which the organisation can be accessed, showcasing FIFA's various activities and projects. We want people to be able to look inside and feel welcome in our world.

Further adjustments include a new, lighter and more vibrant blue as FIFA's main corporate colour, and flexible design elements to better express our brand messages in a fresh and dynamic way. Finally, to make a statement on the pride we take in FIFA's mission and achievements, the FIFA Corporate Mark is now used at a larger scale, its width being equal to the width of our claim.

Development of the FIFA Corporate Mark since 1904

<p>FIFA Corporate Mark 1904</p> <p>The Fédération Internationale de Football Association, was founded on 21 May 1904 in Paris by delegates from France, Belgium, Denmark, the Netherlands, Spain, Sweden and Switzerland as the guardian of the world’s most cherished sport.</p>	 <p>1904</p>
<p>FIFA Corporate Mark around 1924</p> <p>It was set up on the initiative of Robert Guérin, the president of the French Association, at the end of an international match between France and Belgium. That’s why the name is set in French. The expression “association football” was adopted to distinguish it from rugby football.</p>	
<p>FIFA Corporate Mark 1928</p> <p>Later on, our brand mark featured both our full French name and included both hemispheres reflecting the growth in our global reach.</p>	
<p>FIFA Corporate Mark 1978</p> <p>By the mid-70s, having established a leading position in world football, we abbreviated our name to the acronym FIFA and modernised our two global spheres to resemble two footballs.</p>	

<p>FIFA Corporate Mark 1996</p> <p>A new Claim, “For the Good of the Game” was adopted to support our visual brand.</p>	
<p>FIFA Corporate Mark 1998</p> <p>We continued the evolution by adding colour to the globes, allowing a three-dimensional feel to it that modernised the brand.</p>	
<p>FIFA Corporate Mark updated 2007</p> <p>The new Claim summarises FIFA’s mission: “Develop the game. Touch the world. Build a better future”, enabling FIFA to take a step forward and make major contributions to social development through football.</p>	
<p>FIFA Corporate Mark 2009</p> <p>Our well-established name allowed more simplification and a cleaner look, where the acronym FIFA and our claim are sufficient to express the mission of our organisation.</p>	
<p>FIFA Corporate Mark 2013</p> <p>New adjustments to reflect the changes of the organisation’s reform process: a lighter corporate blue, a larger brand mark in proportion to our Claim and the option to use the stand-alone brand mark in a transparent format.</p>	