



WELCOME WORLD

Branding Guidelines

Presented by Welcome World Foundation Inc.,
A Charitable Partner of the NYNJ Host Committee

WELCOME WORLD TO NYNJ

Get involved in the excitement of the FIFA World Cup 2026™ by proudly displaying the Welcome World logo—the official symbol of regional pride, unity, and community participation.

Whether you're a small business, a local partner, or simply proud to call NY or NJ home, this is your chance to show the world what makes our region one of a kind by adding it to your storefront, website, flyer, uniforms, menus, or event signage (non-commercial).

SHOWCASE YOUR REGIONAL PRIDE

- **Submit Your Interest:**
 - [Fill out this form](#) to submit your intent to utilize the logo.
- **Approval Process:**
 - Submissions are reviewed to ensure they align with our Foundation's mission and criteria.
 - Once approved, you'll be sent a link to download the official Welcome World logo where you may choose from logo versions designed to fit a variety of backgrounds and materials.
 - By using the logo, you [agree to the terms and conditions](#). Welcome World is a proprietary logomark and wordmark of the NYNJ Host Committee's charitable partner, Welcome World Foundation, Inc.
- **Submission Dates:**
 - Ongoing through August 2026. Please allow a minimum of 1 week lead time for review and toolkit access.

This is more than branding, it's a visual invitation to belong.

GUIDELINES

- ✓ Use it to show community participation
- ✗ Don't alter the colors or proportions
- ✗ Don't use it in political or commercial promotion or advertisements
- ✓ Reach out if you'd like to co-brand with your logo

Contact: marketing@nynjfwc26.com



SHARE YOUR STORY ON SOCIAL ONCE LIVE

Help bring the Welcome World spirit to life by posting on social media. Here are a few ideas:

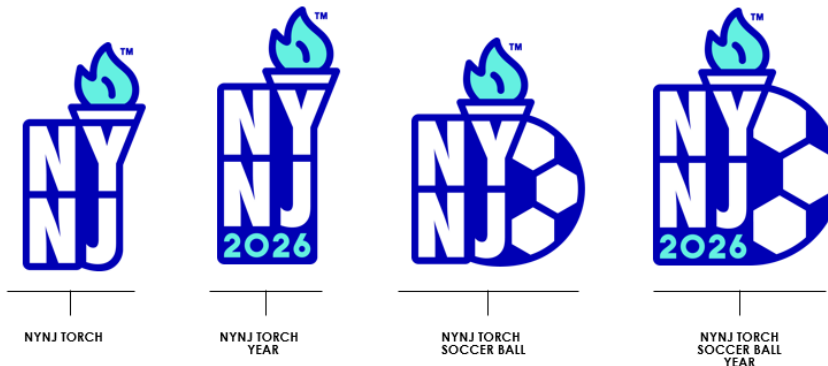
- Highlight fun facts about your community or business' excitement
- Share what makes your business or neighborhood unique
- Highlight a product, tradition, or service tied to regional NYNJ pride
- Show how you're getting ready to welcome the world
- Feature events, staff, or visitors connected to the 2026 excitement

Tag us **@FWC26NYNJ** and use the following hashtags:

- #WelcomeWorldNYNJ
- #WeAreNYNJ
- #WeAre26
- #Somos26
- #FIFAWorldCup

We'll be amplifying posts throughout the lead-up to the tournament and your stories help us celebrate the full spirit of our region while driving traffic to your website or social channels.

PREVIEW - LOGOMARK CATEGORIES



PREVIEW - LOGO LOCKUP DIAGRAM

