

BRAND ASSETS

HOST CITY NOMENCLATURE

Official Title: FIFA World Cup 26™ Atlanta

Abbreviation: FIFA WC26 Atlanta

Acronyms: FWC26

Tournament Brand: We Are 26

Host City Brand: We Are Atlanta

WEB/SOCIAL

Website: atlantafwc26.com

Social: @FWC26Atlanta

SAMPLE POST

The full Southside Trail is going to open ahead of schedule! We're amped to announce we're accelerating construction on the Southside Trail to ensure all SST segments are complete and ready for the surrounding communities' use by summer 2026.

That means there will be 17.9 miles of paved, continuous trail (and a connection from the westside to the eastside) ready for exploring ahead of our @FWC26Atlanta matches!

Check out the link in our bio for more on the updated construction details.

#atlantabeltline #atlnews #atlantanews #atlbeltline #atlantatrails #weareatlanta #weare26 #movingatlantaforward"

credits: @atlantabeltline



HOST CITY MEDIA RELATED ASSETS

The following are the only authorized groups/accounts to publish media using the FIFA World Cup 26™ logos, colors, fonts, and templates.

- The Atlanta Host Committee
- FIFA's Global Partners

Atlanta's Host City supporters are authorized to use FIFA and Host City media-related assets, including their previously approved lock-up logo. Additional media assets may be used with written consent from the Atlanta World Cup Host Committee.

PARTNER EXPECTATIONS

- Engage with each post on @fwc26Atlanta (like, comment, share).
- Reposting @fwc26atlanta posts on stories to grow @fwc26atlanta channels and celebrate this historic moment for our region.
- 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.
- Create your own content celebrating Atlanta using images and video footage of the city.
- Tag @fwc26Atlanta in posts.
- Include #FIFAWorldCup #WeAre26 #WeAreAtlanta in posts and reposts.

TAGLINES

We are Atlanta

We are 26

HASHTAGS

#FIFAWorldCup

#WeAre26

#WeAreAtlanta