



NEWS RELEASE

SEATTLE LOCAL ORGANIZING COMMITTEE LAUNCHES FIFA WORLD CUP 26™ HOST CITY BRAND WITH MONUMENTAL REVEAL AT SPACE NEEDLE

Following yesterday's FIFA World Cup 26™ brand release, SeattleFWC26, Seattle's local organizing committee, launched the official logo and colors selected for Seattle's representation in the world's largest sporting event

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Media Contacts: Michelle Ludtka Furbush (425-445-8852)

SEATTLE, WASH. – With the help of key government officials and World Cup stars past and present, SeattleFWC26, Seattle's organizing committee today **unveiled the new Seattle FIFA World Cup 26™ logo** at Seattle's most iconic venue, the Space Needle.

The reveal of Seattle's logo comes less than 24 hours after the official brand of the 23rd edition of the FIFA World Cup was unveiled in Los Angeles, California. Seattle is one of 16 host cities that span the United States, Canada and Mexico and its bespoke brand is just part of the unprecedented initiative FIFA developed to unite fans across the continent.

MEDIA RESOURCES

- [QUOTE SHEET – ON BRAND REVEAL AND FLAG RAISING](#)
- [SEATTLEFWC26 OFFICIAL SITE](#)
- [PRESS KIT – DOWNLOADABLE MARKS & SOCIAL MEDIA ASSETS*](#)

Host city brands are based around the campaign #WeAre26, which works to empower people, places and communities to play an integral role in inviting everyone to be a part of FIFA World Cup 26™. The "We Are Seattle" brand launch incorporates core colors and imagery that are ingrained in the fabric of the Emerald City.

Viewed as the City of the Future, iconic architecture is translated into abstracted patterns. Shapes inspired by the windows of MoPop, arches of Lumen Field and the Space Needle evoke a striking, natural, futuristic feeling, a nod to the innovation and technology born from Seattle.

Sticking with this theme, the SeattleFWC26 team chose to host the brand reveal at the Space Needle, a significant and lasting symbol from the 1962 World's Fair.

"Our vision for FIFA World Cup 26™ in Seattle is to create a people-based legacy focused on our community, culture and children," said Peter Tomozawa, SeattleFWC26 CEO. "The World's Fair set the stage for Seattle to be the center of technology and the city of the future. Our legacy opportunity is guided by the spirit of unity, innovation and inclusion. We love that the world's game is coming to Seattle in 2026, but our goal is to bring Washington to the world."

The Seattle logo's color palette is composed of five specific shades. The verdant green and ocean teal were selected to represent Seattle's commitment to sustainability and the abundance in green spaces and water. The golden brown is a nod to Seattle's coffee culture as well as the vast forests throughout the state, while the bright green and purple reference Seattle's leadership in technology and innovation.

"True to the spirit of Seattle, the process of creating our Host City brand was incredibly collaborative and held the vision for the future of our region at the forefront of the design," said Beth Knox, Seattle Sports Commission President and CEO. "Showcasing the intersection of legacy and innovation was a priority, which resulted in a brand that highlights so many uniquely-Seattle elements."

The new Seattle FIFA World Cup 2026™ logo was revealed with the help of Governor Jay Inslee, Seattle Mayor Bruce Harrell, USMNT Legend Kasey Keller, current USMNT stars Jordan Morris and Cristian Roldan, USWNT standout Alana Cook and Canadian Women's National Team star Jordyn Huitema.

As part of the brand launch, SeattleFWC26 and local professional soccer clubs OL Reign and Sounders FC are working together to create ample opportunities for the community to get involved.

- For a limited time, Sounders FC will offer a ticket special of \$20.26 for home matches on May 27, May 31 and June 3. Please visit [SoundersFC.com](https://www.soundersfc.com) for tickets and more information.
- OL Reign will also offer a ticket special of \$20.26 for home matches on May 27 and June 10. Visit [OLReign.com/SEA2026](https://olreign.com/SEA2026) for tickets or call 866-997-3446 for more information.
- Fans are encouraged to attend the [Sounders FC and OL Reign Doubleheader](#) on Saturday, June 3, 2023 at Lumen Field as both squads take on their foes to the south, the Portland Timbers and Portland Thorns, respectively. Throughout the day FIFA World Cup 26 activations will be held on the concourse as well as exclusive merchandise giveaways. For more information on the doubleheader please visit [SoundersFC.com](https://www.soundersfc.com). Don't miss the PNW Soccer Event of the Year!

For the latest FIFA World Cup 2026™ information please register for the [FIFA Media Hub](#) and to keep up to date on the latest news and involvement opportunities with SeattleFWC26 please register at [SeattleFWC26.org/Get-Involved](https://seattlefwc26.org/Get-Involved).

*Pool photography and videography from today's flag raising will be uploaded sometime after 4:00 p.m. PT.

- SeattleFWC26 -

WE ARE SEATTLE™