

The History of the FIFA Corporate Mark

Edition 2 – 09/02/2011

FIFA[®]

For the Game. For the World.

The FIFA Corporate Mark

FIFA, 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. 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.

The FIFA Corporate Mark is inspired by the role football plays in the world, implying a union between society and the beautiful game. The social responsibility of FIFA plays a strategic role in the organisation's decisions and represents an important part of FIFA's renewed mission 'Develop the game, touch the world, built a better future'.

With the new Claim 'For the Game. For the World.' which summarises FIFA's mission, the organisation entered a new era on 1 June 2007, one in which football's social responsibility and community will take centre stage.



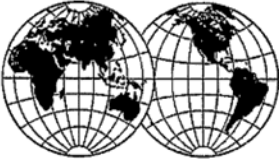

Football's social responsibility and the resources available now and in the future will enable FIFA to take a giant step forward and make a major contribution to social development through football.

In 2009 FIFA adopted a more modern look, accentuating the wordmark. The new FIFA design was a crucial decision in terms of harmonising FIFA's brand architecture. It relies on the FIFA wordmark and the Claim. This re-launch facilitated a consistent brand identity across all FIFA communication platforms.

Various versions of the FIFA wordmark exist to ensure best possible visibility throughout different reproduction processes.

All reproductions and any use of the FIFA Marks without prior written consent are prohibited. All use of the FIFA Marks must be submitted for approval to ensure correct use and consistency and are subject to the respective guidelines.

Development of the FIFA Corporate Marks since 1904

<p>FIFA Corporate Mark 1904</p>	 <p>1904</p>
<p>FIFA Corporate Mark around 1924</p>	<p>Fédération Internationale de Football Association</p> 
<p>FIFA Corporate Mark 1928</p> <p>Globes are reversed to traditional double globe formation due to printing error</p>	
<p>FIFA Corporate Mark 1978</p>	 <p>FIFA</p>

<p>FIFA Corporate Mark 1996</p> <p>With Brand Claim adopted by the current FIFA President</p>	
<p>FIFA Corporate Mark 1998</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’ and not only focuses on the game itself but also enables FIFA to take a step forward and make major contributions to social development through football.</p> <p>The FIFA Corporate Mark is a lock-up combining the FIFA Globes with the FIFA wordmark and the Claim and is a registered trade mark, protected by national and international law and conventions on copyright and trade marks.</p>	
<p>FIFA Corporate Mark 2009</p>	