

FIFA World Cup 26™ Public Safety Badge Lookbook

January 15, 2025



SMITH & WARREN
Built With Care. Worn With Pride.

The Sweeper

“Welcome to the biggest moment in history.

It’s OUR chance to shine”

In soccer, the sweeper is the last line of defense – positioned behind the other defenders, creating a diamond shape. Playing a crucial role in the heart of the defense, sweepers are often extremely intelligent ballers with great field vision and leadership skills. These players are also highly disciplined in that, no matter what is happening on the field, the sweeper must stay in position and protect the goal. Always scanning the field. Always thinking ahead. The sweeper’s main job is to anticipate danger and minimize risk throughout the game.

When we think about our public safety officers, many of these same traits come to mind. They are our last line of defense, the leaders, the ones who stand strong in the face of danger – our Sweepers.

#WeAre26



The #6

“So bring your style

And your individuality.

Bring your game to the beautiful game.”

In soccer, the #6 position is a big deal, the core of the team, the link between the defense and attack. These players shine when they have possession of the ball *and* they are smart about positioning when they don't. What's interesting is how, every few years, this job evolves as new players bring their own unique styles to the game. The different types of players, the showboat, the risk taker, the strategist, the quiet leader - they keep the game interesting.

While styles may evolve, one thing remains a constant - the commitment and grit the Number 6 player brings to their team. The men and women who wear the 6 Point Star embrace these same characteristics of responsibility and dedication. And that is why FIFA and the world are looking to our public safety officers to make this tournament an example of how we can all come together and celebrate our similarities *and* our differences. **#WeAre26**



The Winger

“It’s our chance to shine, to make a name, to stand out and be seen.”

A lot is expected of the position 7 player. These important midfielders may play near the sidelines, but they contribute to both the attack *and* defense, seamlessly transitioning between the two phases of the game. The position requires versatility, stamina and a tactical understanding on the field. The 7 player is an indispensable component of the team.

The public safety officer’s role is also indispensable to *this* team effort, to *this* World Cup 26. For this tournament, 8 billion people are looking to our public safety officers to make the biggest game in the world, the safest game in the world. **#WeAre26**



About The Stars

- **Description:** With its recognizable form, our star collection symbolizes celebration, resilience and unity, embodying the spirit of the World Cup.
- **Design Elements:**
 - **FIFA World Cup 2026™ Logo Centerpiece:** Boldly displayed at the center, maximizing prominence and presence.
 - **Radiating Star Points:** Each point features a dynamic burst of rays, representing the celebratory atmosphere and joy surrounding the event.
- **Versions:**
 - 7pt: Available in 3" and 2.75" height plus an exclusive USA version
 - 6pt: Available in 2.75" height with 4 personalizable panels
 - 5pt: Available in 2.5" height with 3 personalizable panels
- **Aesthetic:** Classic yet vibrant, with a design that feels timeless.
- **Customization:** Available in both gold and silver finishes.



The Victory

***“To win, we must unite
in unprecedented ways.”***

A common notion in sports equates victory with success - scoring the most goals, dominating the competition, winning the game. FIFA World Cup 2026™ is looking beyond a game win. For this World Cup, winning is now defined as the idea that we all might find some common ground on the pitch. That maybe, we can embrace our similarities AND our differences. This is a new World Cup, demanding a new perspective.

In soccer and in public safety, your team is successful because each person brings their own expertise to the table. One might be analytical in the most stressful situations, another might be fearless and another might always put the team before themselves. Whatever you bring to the game, whatever you bring to your team, we are often better together. **#WeAre26**



About The Victory

- **Description:** Emblematic of triumph and strength, *The Victory* badge channels the spirit of competition and honor. Inspired by the winged goddess of Victory, this badge is a celebration of victory on the world's largest stage.
- **Design Elements:**
 - **Victory Wings:** Powerful wings stretch across the top, creating striking negative space that adds a modern touch.
 - **Laurel Leaves:** Positioned centrally with precision piercings that highlight the FIFA World Cup 2026™ logo, symbolizing honor and achievement.
 - **Sixteen Stars:** Each host city is represented by a star in the top arch, creating a tribute to the cities uniting for the tournament.
- **Aesthetic:** Sharp, bold, and undeniably athletic, radiating a victorious energy.
- **Customization:** Available in gold and silver, the badge features three panels for engraving.



The Pitch

“Bring your game to the beautiful game because we all play together.”

Football, futbol, soccer, le foot, il calcio - no matter what language you speak, it is considered the world's greatest sport, “The Beautiful Game”. No one is quite sure who coined the term, but it is widely accepted that the sport is so beloved because of its sheer simplicity - all you need is a ball and a dream. You don't need to be a particular height, you don't need private lessons. You don't need to be a certain ethnicity, religion, or sex. What you do need are leadership skills and perseverance. Dedication in the face of exhaustion.

Police officer, fireman, lieutenant, paramedic, sheriff, dispatcher - no matter which title you use, being a public safety officer is considered one of the most noble professions. And wanting to be a public safety officer comes from within. You don't need to be from a certain background or be a specific ethnicity, religion or sex. What you do need are leadership skills and perseverance. Dedication in the face of exhaustion. **#WeAre26**



About The Pitch

- **Description:** *The Pitch* badge captures the spirit of the stadium from a high vantage point, transforming the view into a symbol of the beautiful game.
- **Design Elements:**
 - **Centered Logo:** At the badge's heart, the FIFA World Cup 2026™ logo is framed by a subtle soccer field outline, bringing focus to the game's core.
 - **3D Stadium Edge:** This badge's frame replicates the tactile edges of a stadium, giving it a dimensional quality and a distinctive, immersive feel.
- **Variations:** Offered in two-panel, three-panel, and a unique pierced version with bold cutouts, available in gold and silver.
- **Aesthetic:** Sleek, innovative, and as grounded as the field itself.
- **Customization:** Available in both gold and silver finishes with two and three panel options. A pierced version is also available.



The Defender

*“United as individuals,
United as billions.
We all play together.”*

A defender in soccer is a lot like a public safety officer on the job. In soccer, defenders do everything they humanly can to make certain the ball does not get past them. In their line of work, public safety officers do everything they can to make sure the danger does not get past them. Ultimately, a defender’s main job is to shield.

Key skills help both kinds of defenders in this task – things like maintaining your position on the field, anticipating where the action will be and what opponents are going to do in different situations. Defenders should also be great leaders. The better your communication skills, the stronger a defender you will be, the stronger your team will be, and the stronger your department will be. **#WeAre26**



About The Defender

- **Description:** Symbolizing the intersection of public safety and sport, *The Defender* badge pays tribute to protectors, defenders, and leaders.
- **Design Elements:**
 - **Eagle Protector:** The eagle at the top stands as a symbol of leadership, strength, and vigilance.
 - **Goal Frame with Personalized Panel:** A soccer goal serves as a frame for a numbered panel, representing the last line of defense. This unit number is personal to each wearer, underscoring their unique role in defending their community.
- **Aesthetic:** Bold, dignified, and emblematic of duty.
- **Customization:** With four engravable panels for personalization, the badge is available in both gold and silver—a true badge of honor for those who protect.



The Host Nations

“Welcome to the biggest moment in history, An opportunity to bring the whole world together. ”

FIFA World Cup 2026™ is set to be a milestone tournament with so many exciting and notable changes. For the first time, the games will be hosted by three nations and will include 48 teams, expanded from 32.

Prior to being selected as hosts, the North American bid championed the message - UNITED AS ONE and this is truly an opportunity to bring the world together.

Every public safety department embraces this same ideology - of unity, being part of something bigger . It's a tenet so deeply embedded in the sports and public safety cultures. So here is our chance for soccer and public safety to help bring the world together. Because, truly, we are better together. **#WeAre26**



About The Host Nations

- **Description:** A symbol of unity, *The Host Nations* badge celebrates the partnership of the three nations- USA, Mexico, and Canada—as they come together to host FIFA World Cup 2026™.
- **Design Elements:**
 - **Flags of the Nations:** An eagle, symbolizing strength, proudly grips the U.S. flag, while the flags of Canada and Mexico embrace the design, representing unity in diversity.
 - **Bursting Stars:** Eight stars radiate behind a central globe, symbolizing the global reach of the tournament and the 8 billion people it inspires.
- **Aesthetic:** Refined, globally inspired, and visually impactful.
- **Customization:** Available in gold and silver, with multiple panels for personalization, making this badge as unique as the event it celebrates.



The Iconic

“1 Continent, 3 host countries, 48 nations, 8+ billion humans = the most transformative tournament ever.”

In soccer, there is nothing more iconic than the World Cup. In public safety, there is nothing more iconic than the badge. The Iconic is a badge that celebrates your participation in this moment in history.

These games are not about one state, one city, or one department. This World Cup is about uniting. And to do that, FIFA and the world are relying on public safety officers to make the biggest game in the world, the safest game in the world. **#WeAre26**



About The Iconic

- **Description:** A classic badge that brings together two legendary symbols—the World Cup and the public safety badge—to celebrate the iconic nature of the games and the role of those who protect.
- **Design Elements:**
 - **Rising World Cup Ball:** Raised above all else, framed by two U.S. flags in metal to honor the host nation. The flags can also be shown as Canadian flags.
 - **Center Shield with Columns:** The FIFA World Cup 2026™ logo is centered with two columns of 16 stars total, symbolizing the host cities' role in defending and supporting the event.
- **Aesthetic:** Timeless, dignified, and iconic.
- **Customization:** Available in gold and silver, with three panels for engraving and personalization, embodying the iconic essence of the event and those who serve.



The Celebration

“Welcome to the biggest moment in history. It’s OUR chance to shine.”

FIFA World Cup 2026™ is undoubtedly the greatest stage soccer has ever seen and celebrates the idea that everyone can find common ground on the same pitch. This tournament welcomes everyone with the WE ARE 26 rallying cry and empowers people and communities to embrace and recognize their differences, It’s a moment when, for the first time, three countries and an entire continent unite to welcome the world to celebrate together. To celebrate soccer. To celebrate each other. **#WeAre26**



About The Celebration

- **Description:** Designed with the joy and enthusiasm of FIFA World Cup 2026™ in mind, *The Celebration* badge captures the spirit of the tournament in a vibrant, celebratory form.
- **Design Elements:**
 - **Beveled Radiating Rays:** The rays radiate from behind the logo, symbolizing the excitement and energy that surround this global event.
 - **Distinct Center Logo:** The FIFA World Cup 2026™ logo is front and center, celebrating not only the players but also the spectators and event organizers. Sixteens stars arch over and under the logo, representing the 16 host cities.
- **Aesthetic:** Energetic, bright, and festive—a true celebration of unity and sport.
- **Customization:** Available in gold and silver with customizable panels, a fitting tribute to the global excitement for FIFA World Cup 2026™.



The Dedicated

“United as individuals.

United as Billions.

We all play together.”

On every field and in every department, there are those people who consistently go above and beyond the call of duty. When everyone else is slowing down, losing steam - they stay the course. Steady. Constant. When other have given up, accepted defeat - they look for the remote possibility. Determined. Resourceful.

These individuals may be gregarious playmakers or quiet leaders but their commitment is not loud. It's not boastful. Rather, it's consistently showing up, making sacrifices, prioritizing. Dedication every play, dedication every day. **#WeAre26**



About The Dedicated

Description: The Dedicated badge is a timeless shield design that honors the commitment and service of those wearing it. Modest and simple yet sharp and professional, this badge represents the steadfast dedication of departments ensuring the safety and success of the FIFA World Cup.

- **Design Elements:**

- **Shield Style:** A recognizable shield shape with wings of victory crowning the top, symbolizing meaning, dedication, and strength.
 - **Three Engravable Panels:** Spacious panels for bold personalization, designed to proudly display department names, ranks, or other key details.
 - **FIFA Logo:** Prominently centered, serving as the badge's focal point and connecting it to the event it represents.
 - **16 Stars:** Bridging the top and second panels, these stars represent the 16 host cities dedicating resources, personnel, and safety to ensure the event's success.
- **Aesthetic:** Clean, classic, and purposeful, embodying dedication in its purest and most meaningful form.
 - **Customization:** Available in both gold and silver, with three large panels for engraving, making this badge a proud symbol of service and unwavering commitment.



The Protector

“Bring your game to the beautiful game because we all play together.”

A goalie is arguably the most important position on the field, and it comes with great responsibility. You have to withstand immense pressure and cannot afford to make mistakes. The best shot-stoppers are those who can make split-second decisions with impeccable reflexes. They possess an innate ability to read the game, assess potential scenarios, and make decisions in a matter of seconds. It's a role where decision-making is imperative, and it requires a special kind of individual—not just anyone can do it.

In many ways, a firefighter is like a goalie, facing the same kind of challenges every day on the job—working as a team player, assessing situations, communicating effectively, and persevering in the face of adversity. It's not a career for those who prefer to stay on the sidelines. It's physically demanding, challenging, and requires you to show up and perform, no matter the situation, no matter the time. **#WeAre26**



About The Protector

- **Description:** The Protector badge embodies the spirit of firefighting and rescue, uniting the iconic symbols of the profession with the honor of safeguarding the FIFA World Cup. This badge is a tribute to those who protect lives, property, and the event itself.
- **Design Elements:**
 - **Maltese Cross:** Sitting proudly at the top, the Maltese cross incorporates four raised metal features—FD, Ladder & Hook, and the Star of Life—representing firefighting and emergency services. It also includes a section for a rank seal, making it ideal for departments with varied ranks.
 - **16 Stars:** Framing the central FIFA logo, these stars symbolize the 16 host cities coming together to protect the tournament and its mark.
 - **Symbols of the Profession:** A fire hydrant on one side and a fire scramble on the other, honoring the tools and trade of firefighting and rescue.
- **Aesthetic:** Bold, modern, and commanding, reflecting the steadfast dedication of fire and rescue professionals.
- **Customization:** With three panels for personalization, this badge is available in both gold and silver, making it as functional as it is symbolic.

