



# PRIDE MATCH DESIGN GUIDANCE SEATTLEFWC26

REGISTERED PARTICIPANTS MAY COMPETE IN ONE OF TWO WAYS BY  
SUBMITTING:

- (1) A FINAL DESIGN, OR
- (2) A PORTFOLIO OF PREVIOUS WORK WITH A DESIGN  
CONCEPT STATEMENT.



# FIFA WORLD CUP 26™

JUNE 11 — JULY 19



**SEATTLE**  
OFFICIAL HOST CITY POSTER ARTIST  
**SHOGO OTA**

## SeattleFWC26 Pride Match Design Submission

The FIFA World Cup 2026, already the world's biggest sporting event, is set to become even bigger, with 48 countries competing in 104 matches across three host nations. Seattle will proudly host six of these exciting matches.

SeattleFWC26 is calling for submissions for the official Pride Match Design from an artist that has experience and credibility to authentically represent the LGBTQ+ community due to their identity, life experience or allyship.

The Pride Match Advisory Committee will select three finalists for a design that will celebrate and promote the LGBTQ+ Community and generate excitement for the tournament.

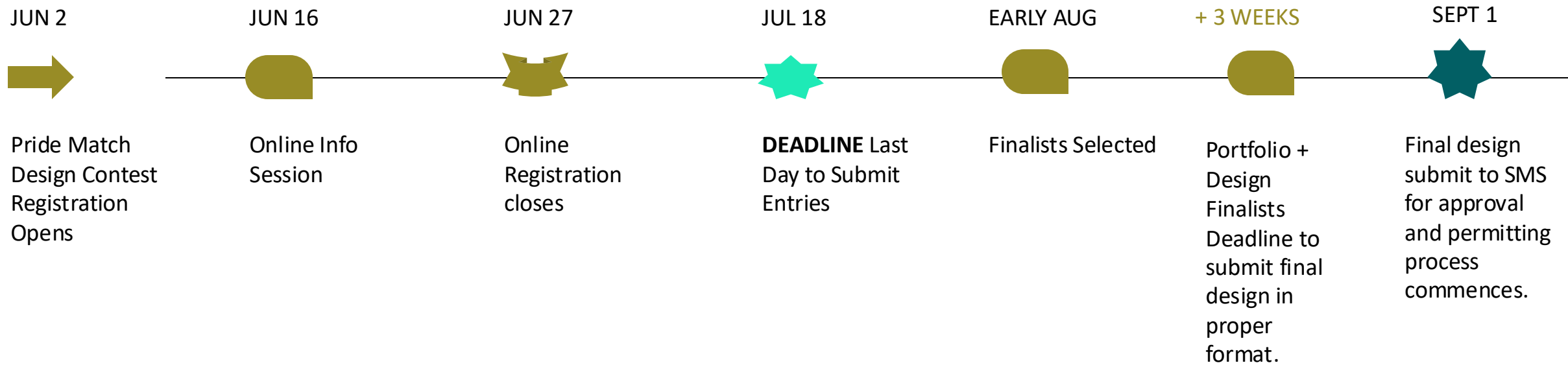
SeattleFWC26 will utilize the final designs for Pride Match purposes and may be incorporated into SeattleFWC26's citywide celebration as our region prepares to host the world's largest sporting event. This could include collaborating with Seattle Monorail Services to choose one image to be approved and begin the monorail column permitting process with SDOT.

Each of the three finalists will receive a \$2,500 finalist fee.

- Final Design entries will be eligible for the finalist fee if selected.
- Portfolio and Concept submissions will also be eligible, provided their finalist design is submitted in the correct size and format within three weeks of being notified.

# TIMELINE

ALL DATES IN 2025





# DESIGN GUIDANCE



**WE  
ARE  
2015™  
SEATTLE**

With hundreds of thousands of visitors and millions of viewers tuning in to Seattle during Pride Weekend, we are presented with a unique opportunity to make a lasting impact. This moment allows us to educate the world, inspire our LGBTQ+ community, and uplift LGBTQ+ businesses and cultural organizations.

The Seattle Pride Match design will serve as an iconic visual legacy, uniting people across the globe to our city and state during the largest sporting event in history.

The most powerful designs will celebrate the LGBTQ+ community, highlight the distinctiveness of our region, and capture the unifying power of the World Cup, all while emphasizing inclusivity and pride.

# KEY OBJECTIVES OF THE PRIDE MATCH DESIGN

The Pride Match design should reflect the following key objectives:

- 1. Celebrate and Promote the LGBTQ+ Community:** Use your unique perspective to showcase the diversity, strength, and vibrance of the LGBTQ+ community, fostering a sense of pride and belonging.
- 2. Generate Excitement for the Tournament:** Create a design that amplifies the energy and enthusiasm surrounding the World Cup, while weaving in the spirit of Pride and inclusivity that makes Seattle stand out.

# KEY MESSAGING TO GUIDE YOUR DESIGN:

YOUR DESIGN  
SHOULD INSPIRE  
AND SPARK  
CONVERSATION,  
BRIDGING THE  
ENERGY OF THE  
WORLD CUP WITH  
THE POWERFUL  
MESSAGE OF  
LGBTQ+  
INCLUSIVITY.

- **A Canvas of Many Identities:** Your design should reflect the rich tapestry of identities within the LGBTQ+ community. It should tell a story of unity in diversity, illustrating how different voices, backgrounds, and experiences come together in celebration.
- **Diversity and Inclusivity as a Core Value:** We honor and embrace the full spectrum of identities, expressions, and experiences. By embracing diversity, we open the door for self-expression and self-love, and the Pride Match is an avenue for Seattle to showcase our bold, unique, and inclusive spirit.
- **Seattle as a Leader in LGBTQ+ Rights:** The city has long been a champion for LGBTQ+ equality and continues to serve as a beacon of support and empowerment. Incorporate elements of Seattle's pioneering legacy in your design—pay homage to our history of progress while pushing forward with a vision for a more inclusive future.
- **Supporting Queer Athletes:** Highlight how the LGBTQ+ community uplifts and supports queer athletes, both on and off the field. This design should reflect how the Pride Match champions queer athletes' journeys, celebrating their strength, resilience, and contributions to sports.



# DESIGN MEDIUM & FORMAT

- The Medium: e.t. vector graphics, high quality photography, high quality raster graphics etc.
- All designs must be realistic in terms of the ability to reproduce the final artwork and to use it at various sizes from very large (e.g. the side of a monorail) to very small (e.g. illustration of an editorial text) and in the variety of media that it may be used and reproduced in.
- Designs that use texture or 3D cannot be considered.
- Designs must be submitted by July 18<sup>th</sup> in the following format:
  - Portrait format. Landscape formats cannot be accepted.
  - In the size 8.5 inches x 14 inches
  - Only electronic submissions are accepted
  - As a high-resolution print PDF file (originated from a 300-dpi resolution or vector artwork).
- **SeattleFWC26 shall retain the copyright and all other intellectual property rights to the finalist images.**



# DELIVERABLES & SUBMISSIONS

## WHAT MAKES A COMPLETE SUBMISSION?

- All participants must register by June 23rd, 2025, including signing and understanding the Terms & Conditions.
- All participants submit their entry using the **Final Design Path** or the **Portfolio + Concept Statement Path** on their Artist Dashboard by July 18th.

### 1. The Final Design Path:

- Answer Artist Submission Questions when submitting design.
- Original design in correct size and format (remember, digital submissions only) and following the file naming convention:  
**FWC-SEA26\_PrideMatchDesign\_LastName.FirstName**

### 2. The Portfolio + Concept Statement Path:

- Answer Artists submission questions, including your Design Concept Statement.
- Portfolio of example work in a single file (remember, digital submissions only) and following the file naming convention:  
**FWC-SEA26\_HPrideMatchDesign\_Portfolio\_LastName.FirstName**
- Be ready to submit final design within 3 weeks of notification of finalist status. *SeattleFWC26 may select a different finalist if the final design is not submitted on time in the correct size and format.*

Artists whose designs are selected as finalists may be asked to work with SeattleFWC26 staff to participate in a recorded interview that shares more information about the artist's personal story; explains their artistic inspiration, concept, and process for the design; and provide other information that gives greater insight into the design and the artist's perspective.

**Although not necessary**, artists may consider making or preserving additional content to tell their story and/or show their process (e.g., early sketches, videos or photos of the creation of the artwork, written thoughts and explanations of artwork) or that highlights something unique to their process.

# GUIDANCE ON MONORAIL COLUMN AND PERMITTING PROCESS

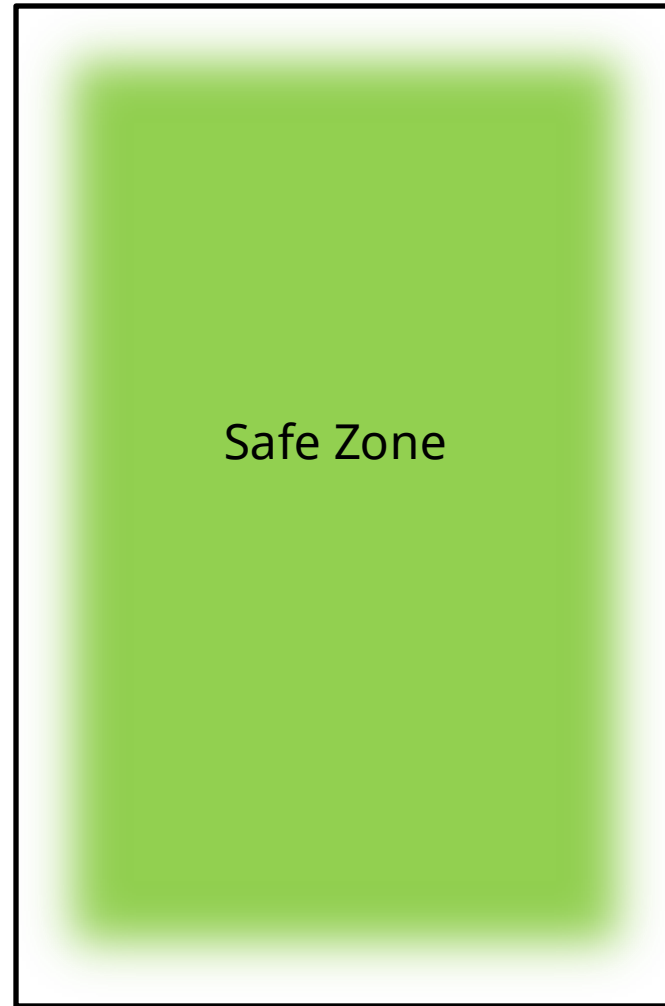
- The City of Seattle owns the Monorail system, including the guideway and columns, and whereas Seattle Monorail Services (SMS) operates the Monorail system on behalf of the City of Seattle.
- The selected images will be used on columns facing vehicular traffic and must avoid lettering and/or design that could contribute to or cause driver distraction.
- SeattleFWC26 shall supply completed concepts of the winning design no later than September 1, 2025, for review, approval, and permitting processes to commence.
- The Pride Match design is intended to be displayed for a minimum period of six (6) months from March 1 – September 30, 2026.

# DESIGN SIZING



# PRIDE MATCH DESIGN

SIZE AND SPACING GUIDE  
EXAMPLES OF PLACEMENT



8.5 inches (216 MM)

14 inches (356MM)

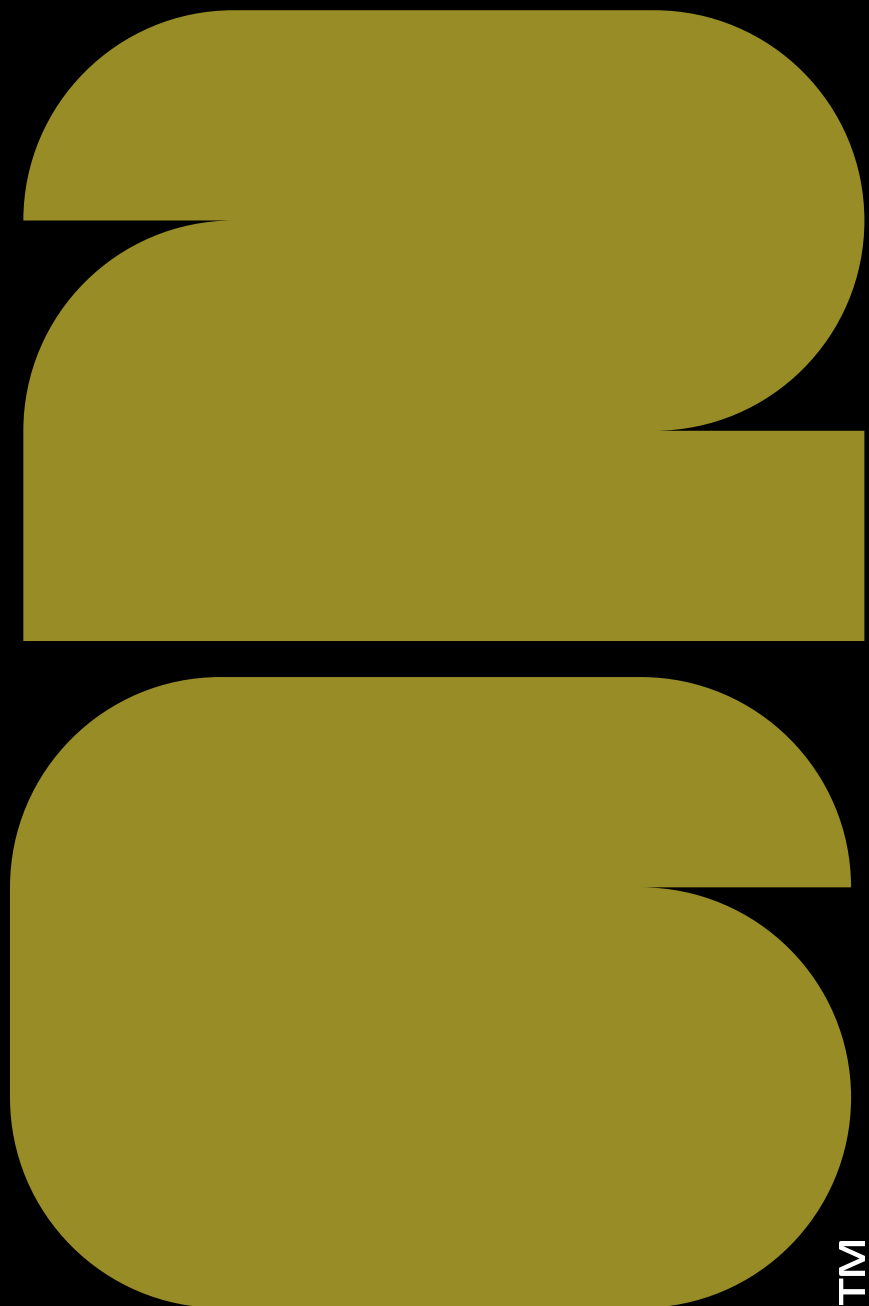
Please note that the design provided should be composed so that it communicates your design in full size as well as cropped to green **safezone**.

Not all of the monorail columns are the same size.

**Portrait format.**

Landscape formats cannot be accepted.





THINGS TO AVOID

# COMMON GUIDANCE FOR ALL

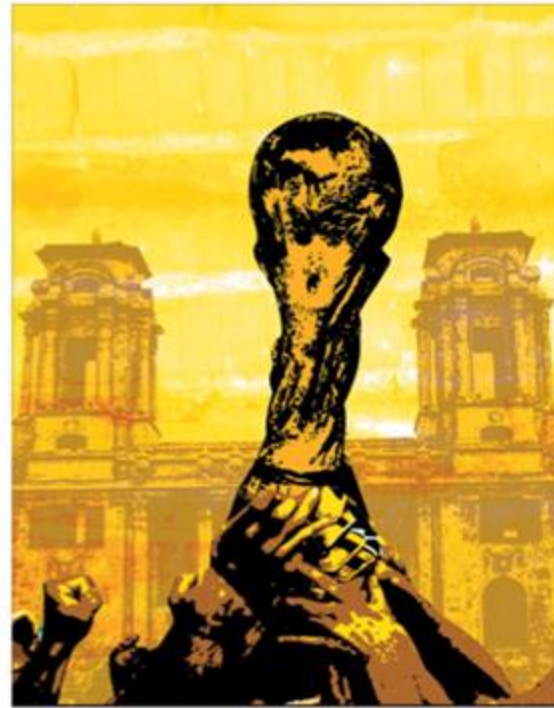
- The design's whole content must be original, and not allowing Generative AI created artworks. This means no third-party image, work, or likeness can be used in the design (for instance, images of famous football players, stadia, buildings, etc.) unless cleared for commercial use. This also means that artists will guarantee the originality and availability of the work as their own.
  - If used, it is the responsibility of the artist to clear these images for commercial use and provide documentation of that permission.
- Do not use text (unless otherwise required by this guidance) within the concept due to international language applications.
- No commercial, religious, or political marks or any logos of other organizations should be used in the work, including but not limited to the logos of the national associations, the logos of sporting goods companies on player uniforms, etc.
  - Ex: Do not include anything related to Host City Supporters or Commercial Affiliates.
- No image should be used that could in any way bring the image of the FIFA World Cup, FIFA 26 Inc., the Host City Committees, or FIFA in disrepute.

# EXAMPLES OF PREVIOUSLY REJECTED DESIGNS



## Reasons for Rejection

- Use of stadium imagery



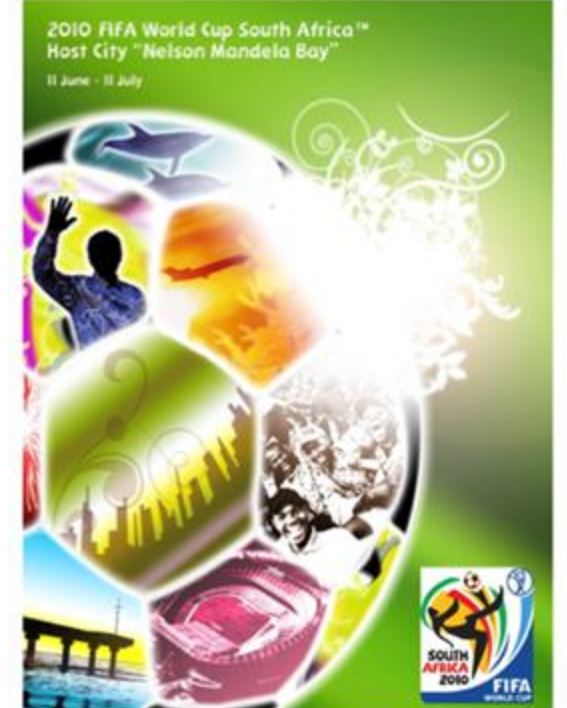
## Reasons for Rejection

- Use of FIFA registered asset



## Reasons for Rejection

- Use of stadium imagery
- Use of Toyota busses



## Reasons for Rejection

- Use of stadium imagery
- Use of personalities (Nelson Mandela, fans)



LEGAL CONSIDERATIONS



# TERMS & CONDITIONS FOR CONTEST

Participants are required to review & sign the complete Terms & Conditions to register. Finalists will be required to reaffirm the T&Cs and may be asked to sign an additional assignment of copyright.

[Link to full Terms & Conditions](#)

The T&Cs address several topics, including:

- 1 Eligibility
- 2 How to Enter
- 3 Design Requirements
- 4 Design Medium and Format
- 5 Review and Award Process
- 6 Prizes
- 7 General Rules
- 8 Data