



BEACH SOCCER WORLD CUP
Bahamas 2017



OFFICIAL EMBLEM

The Official Emblem of the FIFA Beach Soccer World Cup 2017 incorporates a series of design features that unite the positive uplifting nature of the tournament and the local culture of the host country, The Bahamas. The Emblem uses the shape of the FIFA Beach Soccer World Cup Official Trophy as the canvas and the vivid colours reflect the pristine landscape and culture of the host country.

At the heart of the Official Emblem, an orange sunset hovers above three pillars. The first column shows the silhouette of a player performing one of the spectacular athletic feats beach soccer is known for across the world. It is fitted with 16 white dots, which represent The Islands of The Bahamas. The central pillar features a feather, which references the islands' national bird, the flamingo. It also gives a nod to the bright costumes on display at The Bahamas' biggest cultural festival, Junkanoo. The third pillar is a wave, which serves as a reference to the crystal clear turquoise waters and the hundreds of kilometres of beach and coast that make up the pristine Bahamian archipelago.



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OFFICIAL LOOK

The Official Look, pictured below, is an important component of the event identity and links all elements of the brand, from print to broadcast to stadium branding. The Official Looks is a dynamic asset, used to decorate event material around the field of play and all other platforms. Together with the Official Emblem it will strengthen the overall appearance of the event brand.

It is made up of several graphic ornaments placed over a custom light blue background, designed to complement the Official Emblem. It provides a cheerful and colourful framework which will liven up all creative output developed for the FIFA Beach Soccer World Cup 2017.

The Graphic Elements are inspired by traditional straw handicraft which is typically found at Bahamian straw markets. The striking landscape plays another key role in the design. The colour palette features shades of blue as well as purple, orange and yellow tones which capture the sea and beaches while playing on The Bahamas' strong cultural heritage.



