

### 32 COUNTRIES

The 32 squares in the emblem represent the 32 nations that will compete for the FIFA Women's World Cup Australia & New Zealand 2023™.

### COMING TOGETHER

The circular, radial motif is a shared design element seen across many indigenous Australian and New Zealand cultures. For the FIFA Women's World Cup Australia & New Zealand 2023, it signifies not only the world's best coming together in Australia and New Zealand, but also the spirit and values of the host countries radiating back out to the world.

### BOLD TYPOGRAPHY

Like the women who will star on the pitch, as well as the host countries themselves, the typography is bold, modern and dynamic. The letterforms take inspiration from the radial motif and the squares that form it. The typeface was designed by New Zealand type designer, Alistair McCready.

### NEW ZEALAND ARTIST PATTERN

The New Zealand pattern was created in collaboration with local textile artist Fiona Collis. This pattern speaks to the coming together of mountains, people and cultures. The mountains are bound together harmoniously within the composition of the pattern, denoting inclusivity, convergence and the power of the collective.



### SHARED COLOURS

Australia and New Zealand are home to some of the world's most distinct and inspiring natural landscapes and world-class cities. The colour palette is vibrant and unique, going beyond the hosts' flags and drawing from the rainforests, earth, mountains, cities and bodies of water in the two countries.

### FOOTBALL AT THE CORE

Football is what brings the world together and thus a ball sits at the centre of the emblem, drawing together the 32 participating nations.

### FIFA WOMEN'S WORLD CUP™ TROPHY

The simplified version of the iconic silhouette of the FIFA Women's World Cup trophy is a reminder of the ultimate prize up for grabs in the tournament, which each country, player and fan dreams of.

### AUSTRALIAN ARTIST PATTERN

The Australian pattern was created in collaboration with local artist Chern'ee Sutton. The symbol represents the many fans, families and supporters who will travel to be part of the FIFA Women's World Cup Australia & New Zealand 2023. The travelling lines and the circles, both traditional motifs, evoke the notion of a journey and the places we must travel to and through to reach our destination.