

FIFA WORLD CUP 2026™
TORONTO
DRESSING
BIA CATALOGUE



INTRODUCTION

Toronto is preparing to welcome the world – and every neighbourhood has a role to play.

BIAs and community partners are invited to participate in a city-wide celebration that brings colour, pride, and excitement to our public spaces. Using a coordinated toolkit of banners, bunting, posters, lighting, planting and more, communities across Toronto can help create a vibrant and unified atmosphere that reflects the spirit of the city and the global energy of the tournament. Together, we can build anticipation, inspire connection, and showcase the warmth and diversity that defines Toronto.



BUSINESS IMPROVEMENT AREAS

The City of Toronto is pleased to provide Business Improvement Areas (BIAs) and community partners with access to the official city-dressing look and feel developed for the tournament period.

These approved designs may be installed within the public realm and in non-commercialized spaces for display purposes. Available applications include:

- Street banners
- Bunting
- Generic posters

Installation will be the responsibility of the BIA.

IMPORTANT

To maintain compliance with FIFA regulations, no alterations or modifications to the approved designs are permitted. In addition, installations must not create any real or perceived association between non-FIFA commercial brands and the tournament.

For example, dressing elements may not be positioned adjacent to storefront branding, patio umbrellas, or other visible third-party logos (e.g., beverage branding), where such proximity could imply sponsorship or endorsement.



STREET BANNERS

BANNER DETAIL

Double sided with the same design front and back.

- Inclusive of pole pockets top and bottom.
- Grommets on each side to allow for LHS or RHS mounting.

For any queries or issues relating to banner sizing please contact

Nadia Flaim

Sr. Communications Advisor

Communications Division, City of Toronto

Nadia.Flaim@toronto.ca

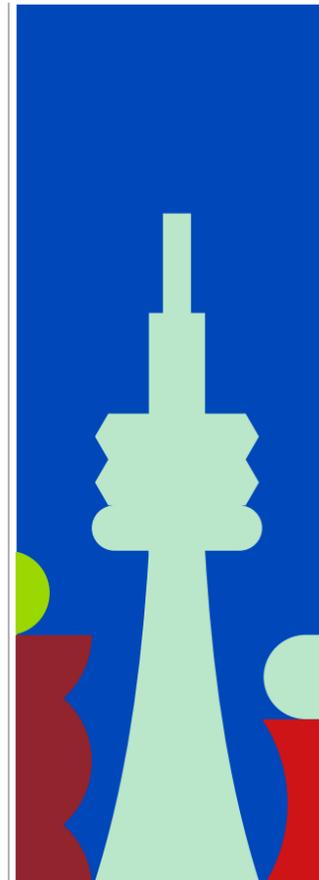
Tel: 416-396-5202.



Banner Street
Slogan City Lime
2133mm x 762mm
\$200 each

Dual language
reverse

Minimum order: 20 per size



Banner Street
Pattern City Blue
2133mm x 762mm
\$200 each



Banner Street
Slogan City Lime
1816mm x 914mm
\$185 each

Dual language
reverse

Minimum order: 20 per size

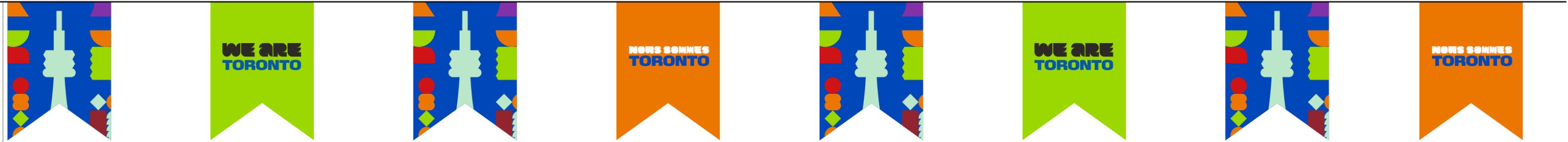
Banner Street
Pattern City Blue
1816mm x 914mm
\$185 each



BUNTING

100ft length per string, 67 Flags per string.
Bleed through graphic.

Minimum Order: 5 strings at 100' each



Bunting
100ft string
\$255 per string

POSTERS

Minimum Order:

Large Posters: QTY x 10

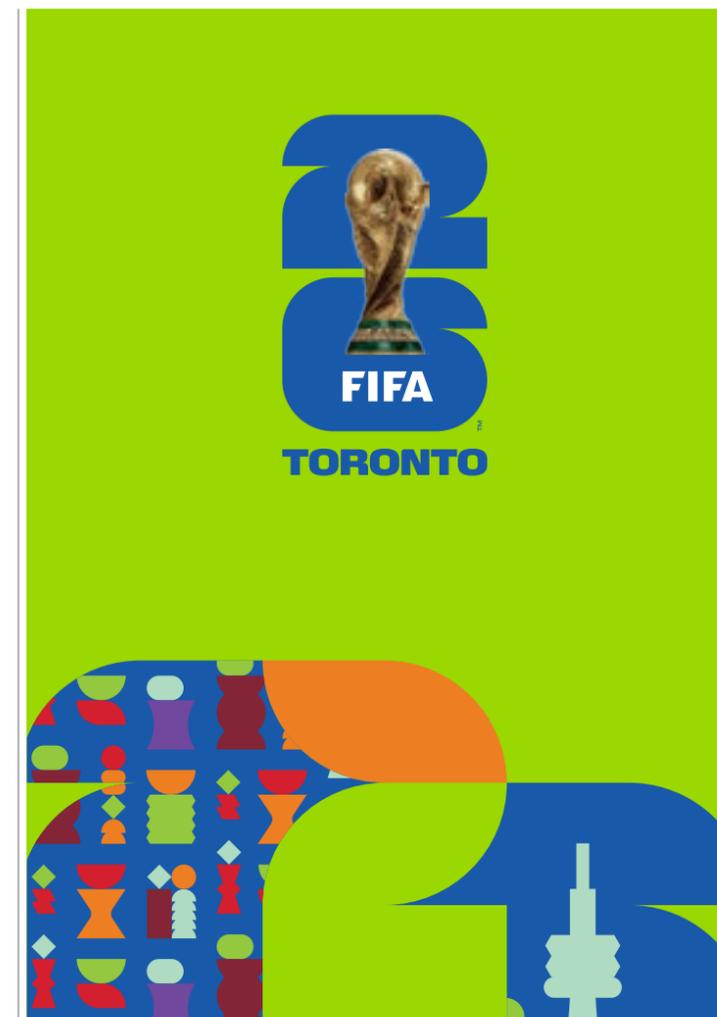
Medium Posters: QTY x 20



Poster - Large
We are Toronto
900mm x 600mm
\$18.75 each



Poster - Medium
Toronto Logo
450mm x 300mm
\$4.50 each



Poster - Large
Toronto Logo
900mm x 600mm
\$18.75 each



Poster - Medium
Toronto Logo
450mm x 300mm
\$4.50 each

PLANTING

COLOURING

Seasonal planting should be coordinated with existing horticultural programs and local maintenance teams.

MARIGOLD

- Cost effective huge bedding plant
- Close match to Pantone 716C
- Heat-proof, drought-tolerant, suitable for roadside



ZAHARA ORANGE

- Fast-growing annual with good colour payoff
- Can be used concurrently with red
- Suitable for planters



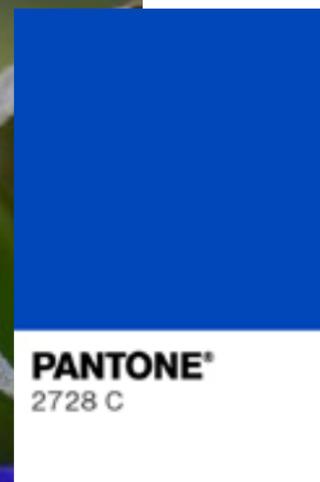
PLANTING

COLOURING

Seasonal planting should be coordinated with existing horticultural programs and local maintenance teams.

LOBELIA ERINUS

- Dense blooms. high visual impact
- Close colour match
- Fills edges and spills over planters, giving high colour density
- Works well when paired with zahana or marigolds.



SALVIA FARINACEA

- Inexpensive bedding salvia widely grown for municipalities
- Long-blooming from May-July
- Height of blooms add to visual interest of planters



PLANTING PUBLIC AREAS

Seasonal planting should be coordinated with existing horticultural programs and local maintenance teams.

ROADSIDE/WALKWAY

- Visual interest: Great way to highlight city colours (b)
- Create shapes using the florals (a)

a



b



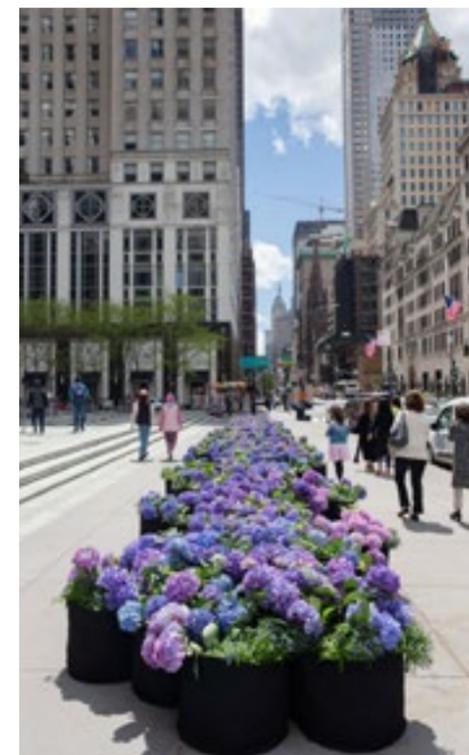
PLANTERS AS DIVIDER/BARRIER

- Flexible system to use around different areas of BIA. Can be used to divide pathways for crowd control/navigation (d)
- Used as roadside barriers (c)
- Planters in Toronto's tournament colours.

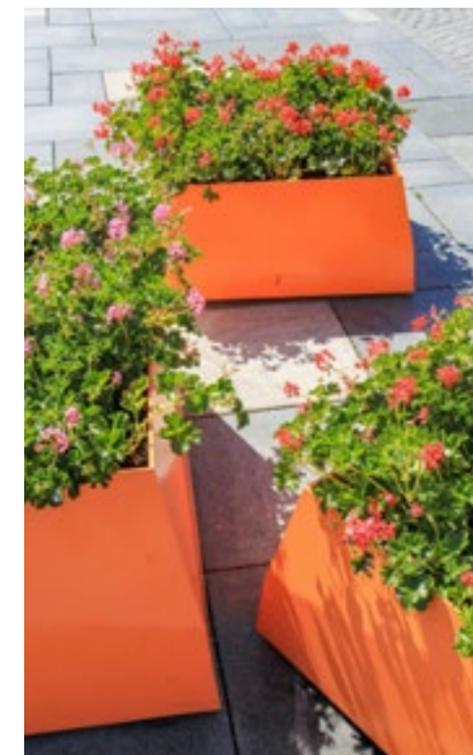
c

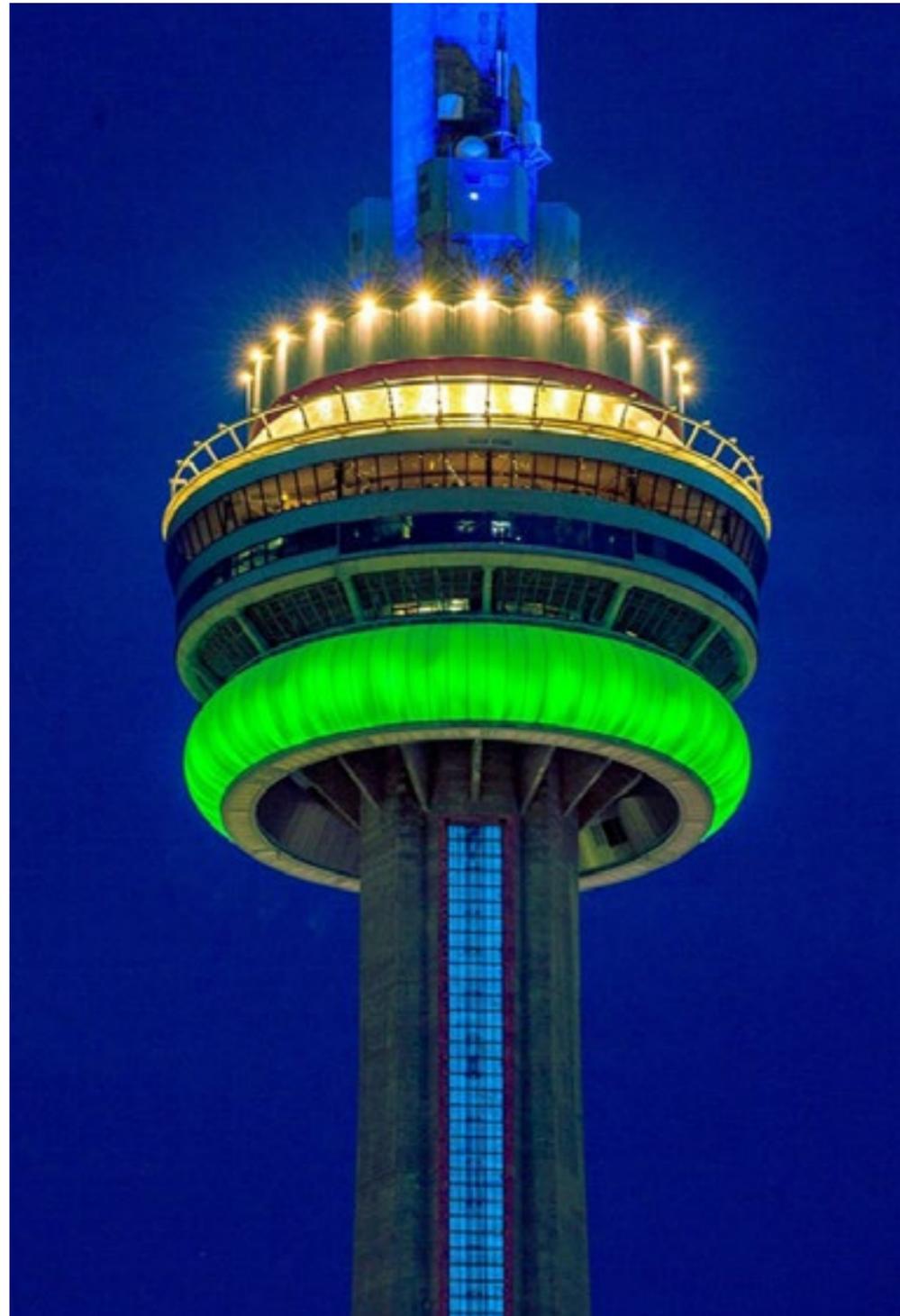


d



e





Blue/Green lighting



ORDERING PROCESS

- Business improvement areas (BIAs) may order items from this dressing kit of parts by completing the accompanying order form and submitting it to the city's appointed production partner, vsg.
- Orders must be placed **no later than March 27th, 2026**
- Indicative production lead times will be provided at the time of order confirmation and may vary depending on item type, quantity, and demand.

TERMS & CONDITIONS

- BIAs are encouraged to apply for the necessary permit approvals if applicable (eg. Street banners), and place orders well in advance of planned installation dates to ensure timely delivery ahead of the FIFA World Cup 2026™ and associated city activations.
- Installation and dressing must be placed in the public realm, non-commercialized spaces.
- All artwork, colours, layouts, and messaging are governed by the City of Toronto host city brand guidelines. Modification or customisation is not permitted without written approval. This approach ensures a cohesive and high-quality visual identity across all neighbourhoods and host city locations.
- Installation, maintenance, and removal of dressing elements remain the responsibility of the individual bia unless otherwise agreed. BIAs should ensure that all installations comply with local bylaws, safety requirements, and existing streetscape infrastructure guidelines.
- Depending on need and opportunity for special locations or opportunities of use, conversations that go above the beyond please reach out to the City of Toronto.



THANK YOU

WE ARE TORONTO