



For the Swiss football community

Guidelines for regional federations,
clubs and leagues

Introduction

UEFA and Women's EURO 2025 SA – the joint venture between UEFA Events SA and the Swiss Football Association (SFA) tasked with the steering, coordination and implementation of UEFA Women's EURO 2025 – recognises the pivotal role played by the Swiss football community in ensuring the successful organisation and promotion of the tournament. This includes the SFA itself as well as its regional federations, clubs and leagues ('users').

As the primary link between the organisers and Swiss coaches, referees, officials and fans, these organisations and entities hold the potential to significantly enhance excitement and engagement with UEFA Women's EURO 2025 within the country.

Conversely, UEFA Women's EURO 2025 provides a unique platform to celebrate and promote Swiss football in all its dimensions, creating lasting benefits for the sport.

These guidelines establish general communication rules and policies, enabling the Swiss football community to use intellectual property (IP) belonging to UEFA Women's EURO 2025 on a non-exclusive and cost-free basis for editorial and promotional purposes in the of context of the tournament, as detailed below.



Granted use

Users are permitted to use the tournament logo and word mark as specified in the appendix solely for promoting the UEFA Women's EURO and their involvement in it in a non-commercial manner. Without prior written approval from UEFA, no third-party advertising, sponsorship or branding may be incorporated into or displayed on material featuring the permitted marks.

Note: Upon request by UEFA or Women's EURO 2025 SA, users must remove any UEFA Women's EURO 2025 IP that is deemed to be in breach of the above.

Authorised users are required to exercise the rights granted under this document concerning the permitted marks in good faith at all times. They must also regularly inform UEFA about their advertising activities.

In addition to the permitted marks, users will be provided with promotional materials, including but not limited to flyers, posters and factsheets. These materials may be used as is, without any alterations. The assets will be made available through SharePoint and updated regularly to ensure access to the latest versions.

Users have not been granted any right to use any other UEFA or UEFA Women's EURO™ 2025 assets (e.g. footage, brand assets or imagery) except as provided in the SharePoint folder.



Appendix

Part 1 – Permitted for use by regional federations, leagues and clubs

UEFA Women's EURO 2025 word mark

UEFA WOMEN'S EURO SWITZERLAND 2025™

UEFA Women's EURO 2025 logo



Narrative logo



Narrative word mark

THE SUMMIT OF EMOTIONS™

Composite logo: UEFA Women's EURO 2025 and narrative



Note to logo concept: Tournament narrative

The narrative and key promotional message of UEFA WOMEN'S EURO 2025 is a fusion of Switzerland's mountainous landscape with something football never fails to deliver: the complete spectrum of human emotions.

The term 'summit' positions Women's EURO 2025 as the pinnacle of European sports competition, while recalling the spectacular mountainous scenery of the tournament's host nation.

In keeping with the UEFA Women's EURO branding, the narrative logo design incorporates circular shapes, harmoniously combined with the representation of two mountain summits.



Part 2 – Useful links and additional information

Ticketing and storytelling page:

www.womenseuro.com/tickets

Note on ticketing:

Ticket sales were launched on 1 October. That day, more than 250,000 tickets for all 31 matches were made available on a first-come, first-served basis at www.womenseuro.com/tickets.

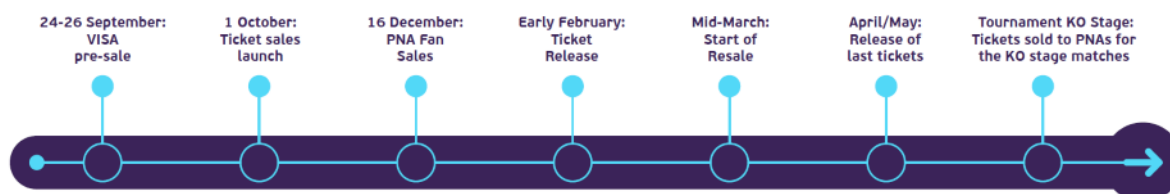
The ticketing portal will remain open with tickets available until they sell out. Fans can check which matches still have tickets on sale and get updates on future ticket releases.

Approximately 130,000 tickets were released for sale to supporters of the participating national teams – in close cooperation with the national associations concerned – after the final draw on 16 December.

All ticket holders will benefit from free public transport within Switzerland. This will allow them to make round trip between any Swiss locality and the match venue in second class on the day of the match for which they have tickets.

For the first time, UEFA is partnering with an external provider to enhance its ticket sales for UEFA Women's EURO 2025 by ensuring effective outreach to local target groups. As part of this collaboration, a certain number of tickets are available for purchase on ticketcorner.ch.

Ticketing and ticket release timeline:



Follow UEFA Women's EURO 2025:

Facebook: /UEFAWOMENSEURO

Instagram: @UEFAWOMENSEURO and @WEURO2025thesummit

X: @UEFAWOMENSEURO

LinkedIn: UEFA Women's EURO 2025



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WE CARE ABOUT FOOTBALL
