

1/5 **City and Hockey**

The easy and precise design are a clear Statement for the sport of hockey in Hamburg.



Solution

The Logo can be used for all median. in size great and small. Also in only one color is the statement strong.

Brand the Hockey Capital Hamburg!



2/5

City and Hockey

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What is the focus or core idea of your design?

For the new brand Hockey Capital Hamburg is in my design a Hockey ball the central message.

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3/5

City and Hockey

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Will your logo make players feel proud wearing it?

This is not a club crest ! The dominant hockey ball in conjunction with the city logo are for the players a great award.

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4/5

City and Hockey

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Will your design also drum up enthusiasm amongst passionate hockey fans as well as sponsors?

This logo is a award for the Hockey sport in Hamburg. The logo makes fans proud and is for sponsors a good deal.

Brand the Hockey Capital Hamburg!



5/5

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Creative's profile



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