

Aim, shoot, score: Your 2024 bid logo!



## 1/7 Friendship and Camaraderie

The idea was to evoke the imagery of a huddle or a group of people gathered.



**EURO2024**  
**GERMANY**

### Solution

I wanted to get the idea of a group of people gathered or huddled to evoke the idea of friendship, while also maintaining the implied soccer element. Obviously the mark is supposed to represent Germany, which is the birthplace of clean, modern, simple design, so I tried to keep the mark relatively simple.

Aim, shoot, score: Your 2024 bid logo!



2/7

## Friendship and Camaraderie

The idea was to evoke the imagery of a huddle or a group of people gathered.

Please describe the creative approach you took to your design

I took inspiration from the simplicity of the German National Team logo, and the german flag to create this piece.

Aim, shoot, score: Your 2024 bid logo!



3/7

## Friendship and Camaraderie

The idea was to evoke the imagery of a huddle or a group of people gathered.

Please explain how you incorporated the messages, values and mandatory elements outlined above into your design

I included the ideas of unity and energy by trying using a huddle, to evoke the idea of players or fans grouped together cheering on their team.

Aim, shoot, score: Your 2024 bid logo!



4/7

## Friendship and Camaraderie

The idea was to evoke the imagery of a huddle or a group of people gathered.

Why should your design become the logo for the bidding phase?

I think the mark represents the goal the team is trying to achieve and keeps everything simple and concise while doing so.

Aim, shoot, score: Your 2024 bid logo!



5/7

## Friendship and Camaraderie

The idea was to evoke the imagery of a huddle or a group of people gathered.

HAVE YOU READ THE "GUIDELINES, REGULATIONS & COMMENTS" SECTION IN THE BRIEF AND IS THIS YOUR ORIGINAL WORK?

Yes

Aim, shoot, score: Your 2024 bid logo!



6/7

## Friendship and Camaraderie

The idea was to evoke the imagery of a huddle or a group of people gathered.

IF IT IS NOT YOUR ORIGINAL WORK, PLEASE LINK ALL STOCK, FONTS AND CREATIVE COMMONS MATERIAL HERE:

Fonts Used: Eurostile

Aim, shoot, score: Your 2024 bid logo!




7/7

## Friendship and Camaraderie

The idea was to evoke the imagery of a huddle or a group of people gathered.

Creative's profile

.martin



**trmartin**  
Graphic Designer

Creative's top 5 skills

Graphic Design