

Aim, shoot, score: Your 2024 bid logo!



## 1/7 Tackling the Game

Motion through emotion.



### Solution

Playing some football, taking some actions and having a movement on the right track. Tackling the game.

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## Tackling the Game

Motion trough emotion.

Please describe the creative approach you took to your design

I had a not very welcomed idea with the "Y". Also the ball was missing :)

Anyways, after this, I wanted to have a small nice character who plays the ball and who push the text-block in a positive direction. Winning,

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## Tackling the Game

Motion through emotion.

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

The moving flag-character brings joy and motion and reminds about the up-coming festival in the European community.

It's engaging through its motion and inclination. You may say it's professional because it stands in a neutral form, as Switzerland :)

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## 4/7 **Tackling the Game**

Motion through emotion.

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

The ball grabs attention.

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## Tackling the Game

Motion trough emotion.

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

Yes.

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## Tackling the Game

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

<https://www.fonts.com/font/linotype/univers/93-extra-black-extended-oblique>

<https://www.fonts.com/font/linotype/univers/47-light-condensed-oblique>

Status: 15.06.2018

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## Tackling the Game

Motion trough emotion.

Creative's profile



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Idealist Graphic / Logo designer and Illustrator  
Bucharest, Romania

Creative's top 5 skills

Graphic Design, Illustration