

Aim, shoot, score: Your 2024 bid logo!



1/7 Ready To Fly !!

Dynamic logo that combines three elements Germany, football and fans in a harmonic way.



Solution

After hand sketches, I designed the logo with no stock vectors or images. The logo beautifully combines three elements of the Euro Cup organization in symbolic German eagle. While the football pitch creates the wings of the eagle, enthusiastic fans form the tail of the eagle. The logo is designed to be used with every color (mono or multi color) and also to be easily adapted to every background. The font is also my hand writing. For further development, the logo and the font can be revised in a geometric grid with less details for a more professional look.

Status: 15.06.2018

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2/7

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Please describe the creative approach you took to your design

Combining three elements in the single shape.

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3/7

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

Pace, dynamism, competition and enthusiasm

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4/7

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

It has an unique approach and it represents Germany. Also the logo is easy to adapt every color and background without any deformation in color or shape.

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5/7

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

YES - the design is completely original.

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6/7

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

Visuals

[:http://wallpaperscraft.com/download/abstraction/linelightbackground74757/1600x1200#](http://wallpaperscraft.com/download/abstraction/linelightbackground74757/1600x1200#)

[http://2.bp.blogspot.com/-ks6Sh9C6Aw4/T-](http://2.bp.blogspot.com/-ks6Sh9C6Aw4/T-yp20MUxWI/AAAAAAAAADC8/aKdcln4Z3AU/s1600/Euro+2012+(6).jpg)

[yp20MUxWI/AAAAAAAAADC8/aKdcln4Z3AU/s1600/Euro+2012+\(6\).jpg](http://2.bp.blogspot.com/-ks6Sh9C6Aw4/T-yp20MUxWI/AAAAAAAAADC8/aKdcln4Z3AU/s1600/Euro+2012+(6).jpg)

<https://upload.wikimedia.org/wikipedia/commons/f/f9/AllianzArenared.jpg>

<https://statgisesi.files.wordpress.com/2013/03/allianz-arena-5.jpg> <https://traveldigg.com/wp-content/uploads/2016/08/Allianz-Arena-Wallpaper-HD.jpg>

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7/7

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Creative's profile



tolga tuncer **PRO**
Industrial Designer
izmir, Turkey

Creative's top 5 skills

Graphic Design, Product Design

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jovoto

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