

Aim, shoot, score: Your 2024 bid logo!



1/7 We love soccer

A heart in the center of a colorful ball presents Germany as kind host who loves soccer passionately



Solution

A heart in the center of a colorful ball presents Germany as kind host who loves soccer passionately. The national colors - black, red, gold - are flanked by different, bright colors visualizing the vivid and cheerful atmosphere of an exciting tournament.

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Please describe the creative approach you took to your design

The combination of a soccer ball and a heart visualizes the passion for soccer and the hospitality of Germany as well. It´s a likable, striking logo with a highly inviting character.

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

The soccer ball refers to the tournament, the national colors (black, red, gold) to the hosting nation Germany while the heart and the cheerful colors visualizing the hospitality of Germany.

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

It´s a likable and striking logo presenting Germany as a kind host who enjoys and lives the passion for soccer.

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

Yes

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

T-shirt: [gettyimages](#), #601823023

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Creative's profile



wueberg **PRO**

Creative's top 5 skills

Copy Writing, Graphic Design, Communication Concept, Service Design