



1/6 **Let the ball roll!**

enthusiastic fans wearing different colors gather around the ball and celebrate the game



**EURO 2024**  
GERMANY

Solution

The stylized ball stands in the middle of this layout. The characteristic pentagons seem to hold hand and intensify the community aspect, which is also present in the supporters around the ball.

Aim, shoot, score: Your 2024 bid logo!



2/6

## Let the ball roll!

enthusiastic fans wearing different colors gather around the ball and celebrate the game

Please describe the creative approach you took to your design

The ball is the centre of the symbol and is framed by fans, like a stadium scenario

Aim, shoot, score: Your 2024 bid logo!



3/6

## Let the ball roll!

enthusiastic fans wearing different colors gather around the ball and celebrate the game

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

Euphoria: The cheering fans around the ball  
Community: fans from different teams (colors)  
celebrating together / the pentagons inside the ball holding hands

Aim, shoot, score: Your 2024 bid logo!



4/6

## Let the ball roll!

enthusiastic fans wearing different colors gather around the ball and celebrate the game

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

I think it captures the spirit of the tournament

Aim, shoot, score: Your 2024 bid logo!



5/6

## Let the ball roll!

enthusiastic fans wearing different colors gather around the ball and celebrate the game

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!



6/6

## Let the ball roll!

enthusiastic fans wearing different colors gather around the ball and celebrate the game

Creative's profile



**Indiego** PRO  
Art Director

Creative's top 5 skills

User Experience, Service Design