



1/7 Circle of friends

Colorful elements unite to shape a dynamic football



GERMANY
CANDIDATE FOR
UEFA EURO 2024

Solution

Colorful elements unite to shape a dynamic football. The German national colors combined with other colorful shapes, just like Germany welcomes other nations for the Euro 2024 and wants to celebrate together. The German national colors are on top, because Germany wants to host the cup, but as an open nation not to be too dominant. Some of the German national colors fade into others, symbolizing the unity between the different nations. The shapes are different and not too perfect to give the logo a human touch. There are individual shapes, which form the circle/ soccer ball, just like many different people together form the event. The colorful shapes remind of a celebration.

Status: 15.06.2018

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Please describe the creative approach you took to your design

I wanted to present Germany as a colorful, friendly and open nation. The logo should express community and euphoria. I tried a new approach to get away from the often used elements of trophy and realistic soccer ball.

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

see explanation in detail

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

The logo represents Germany as a happy, friendly and open nation. The logo works in various ways. The different shapes could also be used as decorative elements in merchandising.

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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:

Font: Exo, <https://www.fontsquirrel.com/fonts/exo> Mock up for illustration purposes:
<https://thehungryjpeg.com/freebie/85882-free-white-t-shirt-mockup/>

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Creative's profile



Dörthe Brandt PRO

Graphic designer, Illustrator

Berlin, Germany

Creative's top 5 skills

Graphic Design, Illustration