

Aim, shoot, score: Your 2024 bid logo!



1/7 Germany Euro 2024 Bid Candidate Logo

The use of year and the footballing and community elements to combine into a modern logo.



Solution

The main concept was to develop a modern logo. Having read all the requirements, I have thought carefully and decided to incorporate the year, football and the community elements - by combining these into a modern logo. As you can see, the year '2024', you will notice that they are depicted with the German's tri colour. In addition, I have also added the football pattern on the top, perceived with gradient blue, so it is easier to comprehend that it is something to do with a footballing event. The star above is shown for European continents, where the 24 footballing nations will be taken in part. Lastly, around the logo, there's a community to show of their togetherness and partaking the fun on such a special occasion.

Status: 15.06.2018

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Please describe the creative approach you took to your design

The approach of my design was to create a simplistic and clean logo. Which I believe it will make my logo stands out

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

The design is about togetherness, friendliness and most importantly it's about treating the community with respect and to enjoy the moment on this special occasion.

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

Very modern design. In my opinion, It will look great in all communications. It can be used in white and black version. Any shape or forms and of course it can be applied in any places.

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

Yes of course.

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

I used Bebas and Avenir font from these website below: Bebas:

<http://www.dafont.com/bebas.font> Avenir: <https://www.dafontfree.net/freefonts-avenir-f34602.htm>

Hang up banner mock up: <https://mrmockup.com/psd-mockups/flag-mockup/>

Background : <https://www.pexels.com/photo/selective-color-photography-of-person-at-soccer-stadium-during-daytime-163367/>

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Creative's profile



Kiayes Uddin

student

Birmingham, United Kingdom

Creative's top 5 skills

Graphic Design