

Aim, shoot, score: Your 2024 bid logo!



1/7 Germany, Condidate for EURO 2024

Attractive, Enthusiastic and Easy to remember

Solution

At the very beginning, I sketched the logo trying to be original and creative, so, the ball to symbolise sports, Germany flag (in a way that it holds the ball properly which refers to hosting the EURO professionally) The smallest part in my logo design is the Parallel Diagonal lines and they mean order and to empasize on sense of action, excitement movement

Status: 15.06.2018

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Please describe the creative approach you took to your design

Minimalist approach is quite good for logos 'cause it make them appear in a way too simple but original (hard to copy) and easy to remember .

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Germany, Candidate for EURO 2024

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

Starting from sports, to Germany as the location, then to end up to the professional ability to host the EURO enthusiastically this ability is hidden but we can see it when we try to interpret the logo through the way the (dynamic) ball is caught by the flag, thus, it means the EURO is in safe hands, (for the drops they can be colored in other colors to mean different European countries)

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

As it is a competition, we hope all to win but the real winner must be original and creative then
The message, it conveys, matches what the competition is looking for.

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

yes, I have read them and it's completely and originaly mine

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

the font : Ubuntu

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Creative's profile



ccfprod

Art co-director / graphic

Creative's top 5 skills

Graphic Design, Illustration, Photography, Packaging Design, Web Design