

Aim, shoot, score: Your 2024 bid logo!



1/6 All Together As One

The world of football unites people and brings joy in our lives.



Solution

United people forming a ball represent a FOOTBALL but at the same time also an open world welcoming everybody with no borders. A place of joy celebrating the great sport, that is football!

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jovoto

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Please describe the creative approach you took to your design

I tried to convey the message requested in the briefing as clear and understandable as possible. There are 2 versions. Version A is more focused on the "WHERE" the European Cup will take place. Version B is more focused on "Different People Coming Together".

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

The no existing outline of the ball represent open borders and convey the message of WELCOME. Through that, it also gives the ball the sense of movement and dynamic. I chose a modern type to communicate the clear but futuristic oriented and friendly mentality of the German people.

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

Because I nailed the briefing.

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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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Creative's profile



alingabrielberbesso PRO
Graphic Designer / Art Director

Creative's top 5 skills

Graphic Design, Packaging Design, Communication Concept