

Aim, shoot, score: Your 2024 bid logo!



1/7 **UNITED**

The logo represents the union of the various fans provided by the love of football.



Solution

The logo has as main concept the sense of collectivity and union provided by the sport and the event. The symbolism of intertwined alliances brings a strong message of something built in community.

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Please describe the creative approach you took to your design

The logo was constructed from perfect shapes, emphasizing strength and visual impact. It presents a direct, easy-to-read and intercept message.

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

The logo uses interlacing alliances around the soccer ball. These alliances bring in the colors of the various flags of European countries, bringing up the sense of collectivity and harmony between the countries and representing the fans, with their joy and euphoria in waiting for this type of event and in the games. This all revolves around the soccer ball, which appears in the center, and which represents the sport and the championship itself.

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

For representing the main concepts of the event and characteristics indicated in the briefing.

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

Yes, we have. It's all our work.

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

The Panton font (free for commercial work) we use as base –

<http://www.fontfabric.com/panton-free-font/> Mockups for presentation purposes only: Ball:

<http://www.psdgraphics.com/file/soccer-ball.jpg> T-shirt texture:

<https://sportstemplates.net/product/jersey-texture-mockup/> Flag:

<http://graphicburger.com/flag-mockup-psd/> Cap: <http://graphicburger.com/snapback-cap-psd-mockup/> ID Card: <https://www.pixeden.com/psd-mock-up-templates/psd-identity-card-holder-mockup-vol2>

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Creative's profile



Jefferson Quint PRO

Designer

Joinville, Brazil

Creative's top 5 skills

Graphic Design, Packaging Design

Collaborators



Ricardo Heiderscheidt PRO

Designer

Joinville, Brazil