



# 1/7 Funnel of Happiness

Like funnel strains water to one place, this tournament strains people to Germany.

### Main idea:



### Why funnel and goalkeeper?



I have chosen the shape of funnel to depict, that this moment unifies whole Europe. Like funnel strains water to one place, this tournament strains people to Germany.



A goalkeeper symbolizes football sure, but the main idea is the movement, which represents catching the opportunity to celebrate this sports feast in Germany. Even emotions are very positive and joyfull, when goalkeeper catches the ball.

### Solution

In my logo you can see German colors, funnel, goalkeeper and if you are looking closer, you can see google map arrow. Why? German colors because of Germany, funnel like a symbol of unify people of Europe, they are looking for visiting the tournament and that's why the google map arrow as a symbol of finding. Goalkeeper represents the movement, when athlete is catching the opportunity to organize this sports feast in Germany. When goalkeeper catches the ball, the emotions are very positive and joyfull.

Status: 15.06.2018

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## Funnel of Happiness

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Please describe the creative approach you took to your design

The main thing was to create logo with message, not just a picture, and compose that together to unique symbol, which is unique, simple, easy to remember, high quality and represents Germany in the best way.

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

you can see above

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

My design is simple and easy to remember. Unique symbol with messages is putting the logo suitable for representing Germany at the international level.

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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:

free font: <https://fonts.google.com/specimen/Titillium+Web>

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Creative's profile



**bettakris**  
student

Creative's top 5 skills

Graphic Design, Photography