

Aim, shoot, score: Your 2024 bid logo!



1/7 Invitation

Germany invites to an event of diversity and tolerance



Solution

The colors in the ball symbolizing diversity and tolerance. The inviting people in german colors. As variation of this idea, i use german colors for the ball and european blue for the people.



Status: 15.06.2018

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Please describe the creative approach you took to your design

To bring the idea of diversity and tolerance as a central requirement to a great sports event into a clear formal language.

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

Simple forms and colors, combined with a timeless classic german typeface (Futura)

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

It's an invitation

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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:

Font is Futura

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Creative's profile



Michael Frings

graphic designer

Mönchengladbach, Germany

Creative's top 5 skills

Graphic Design

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jovoto

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