

Aim, shoot, score: Your 2024 bid logo!



## 1/7 Germany 2024 bidding logo

An Icon logo illustrating the "G" from Germany and at the same time "d" from Deutschland



### Solution

This is my icon logo proposal for Germany bidding for the Uefa euro 2024. The lines represent the colors of the German flag and also the Adidas brand that the German national team kit is sponsored, having an important role as long as the German shoe maker Adolf Dassler the founder of the sports equipment Adidas.

The logo incorporates the letters "G" and "d" from Germany and Deutschland

Status: 15.06.2018

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2/7

## Germany 2024 bidding logo

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Please describe the creative approach you took to your design

My intention was to incorporate 7 symbols according to German nation and Germany itself as a country. 1. G - Germany 2. d - Deutschland 3. Green lines - quarter of the football field viewed from above 4. The red yellow and black lines - the German flag 5. 3 lines - representing Adidas (Adolf Dassler) the German shoe maker and the official sponsor of the National team 6. Inequal lines - competition / movement 7. 24 stars - the 24 nations that will compete

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3/7

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

the logo illustrates the lines around the football field. The presence of movement is illustrated by the inequality of the lines. The green lines represent the tail of the G and in the same time a quarter of the shape of a stadium viewed from above.

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4/7

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

This logo incorporates symbols of the German nation, adding a huge contribution to the world along the history.

It has a shape that can be easy to the eye and is easily recognizable.

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5/7

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

Absolutely

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6/7

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

this is my 100% original work.

Font used: Gotham Rounded Download Link: <http://fontsgeek.com/fonts/Gotham-Rounded-Medium>

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7/7

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Creative's profile



**Iulian Broasca**

Senior Graphic Designer

Iasi, Romania

Creative's top 5 skills

Illustration, Product Design, User Experience, Packaging Design,  
Communication Concept

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