

Aim, shoot, score: Your 2024 bid logo!



1/7 A warm welcome

Greeting fans from all over the world, stands the place where it all happens.



Solution

All the anticipation of the supporters, all the dedication of the players and all the enthusiasm that comes along are present during the entirety of the competition. It is a reason for people to come together and celebrate their common passion: a good game of football. My idea emphasizes the spirit of community that is found in anyone who loves football, it represents the gathering of nations all around the globe in a friendly place for everyone. A place where they can enjoy the pleasure of being part of the game together, in a bigger formation, with bigger expectations and the highest regard to feeling close to what they most enjoy.

Status: 15.06.2018

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2/7

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Please describe the creative approach you took to your design

The way the hosting country welcomes everyone who will attend the upcoming event is crucial. Considering this, i have decided to create a logo that brings people together with hospitality and care. Therefore, it has been materialized in a "living embrace", a symbolic home for football and all that it means: devoted fans, the joy of eye-witnessing the game, showing love for your favourite team and, last but not least, cultural diversity along with the sense of fair play.

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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 main element is the welcoming country, and its symbol: the flag, pictured as three dynamic beams around the football field, holding it all together. A heart in the shape of a ribbon stands above, symbolizing the love and passion for the sport. It resonates from the hearts of the supporters and into the play field, illustrated as a transition from black to white (forming the kick-off point). Last but not least, the uniquely shaded rectangles represent flags from the 24 participating countries

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4/7

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

It is concise, powerful, honest and embracing, and it is easily identifiable in any size and provided colour. It is what everyone will be able to relate to, connect with and become engaged with what it represents: a solid, joyful and fair community. Visually, it tells everything there is to be told about the event: the emotions, the anticipation, the passion and the play. It is all there for everyone to see and feel.

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

Everything you see is personal work. Only non-personal element used is the free font from the concept sheet. Link: <http://www.1001fonts.com/pecita-font.html>

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7/7

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Creative's profile



Mihai Moga

Bucharest, Romania

Creative's top 5 skills

Architecture