

Aim, shoot, score: Your 2024 bid logo!



1/6 Celebrate Together

Creating a simple, cheerful logo symbolizing happiness and togetherness for participants and fans.



Solution

The idea was to create a minimal and clear identity combining three elements; the letter G (Germany), football and a celebrating supporter waving a flag. The identity has been designed with simplicity and contrast in mind in order to be applicable in various fields such as print and digital.

The identity is also flexible in a sense that the incorporated flag can be changed in terms of color to match the different nations.

Status: 15.06.2018

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Please describe the creative approach you took to your design

I had the approach to put the emphasis on people coming together and letting the supporter be the center of the identity.

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

Trying to incorporate different layers to it (the G, football, celebrating fan) as well as keeping it flexible in terms of colors.

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

Because of the mix combining a flexible cheerful and simple identity with different layers of messages.

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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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Creative's profile



Daniel Ekelund PRO

Graphic Designer and Illustrator

Amsterdam, Netherlands

Creative's top 5 skills

Graphic Design, Illustration