

Aim, shoot, score: Your 2024 bid logo!



1/7 Cheers Euro 2024!

Football unites and so does beer.



Solution

There is connection between football, beer and Germany. You can see simple typography combined with Germany colors. There is also a witty side of this bid logo, combination of Germany, football and beer. These things belong together.



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Please describe the creative approach you took to your design

2024, Germany, football symbols, beer, unity, colors of Germany.

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

Football unites and so does beer. It represents friendship too.

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

It is simple, smart and witty. Every football fan and beer fan will love it.

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

Yes, I have read THE "GUIDELINES, REGULATIONS & COMMENTS" SECTION IN THE BRIEF AND IS THIS YOUR ORIGINAL WORK and there is no third side included. Only thing that is not original is font. I also used some mockups, which are not original.

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

Free font: Poppins. <https://www.fontsquirrel.com/fonts/poppins> And free mockups from: <https://www.mockupworld.co/all-mockups/page/1>

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Creative's profile



Ondřej Klavík
graphic designer
Bradlec, Czech Republic

Creative's top 5 skills

Graphic Design, Photography, Product Design