



## 1/7 All together

This is the coming together of nations and their supporters, with their hopes and dreams.



EURO  
2024  
GERMANY

### Solution

Our idea explores the notion that from multiplicity we can create something special.

We truly believe that "variety is the spice of Life". An UEFA European Championship, is the perfect example of different peoples celebrating their differences and sharing their passion.

This is the same with geometry and design. Small shapes, with their particular formats, will interact to create something meaningful for all. When this happens we do not lose track of their differences, but instead we perceive another layer of meaning through their interaction.

We created a brand that could adapt and reflect these interactions. From the coming together of supporters, to the thrill of the match, our logo can adapt itself and

really be a part of the EURO 2024 in Germany.

Aim, shoot, score: Your 2024 bid logo!



## 2/7 **All together**

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Please describe the creative approach you took to your design

We used particles as a metaphor for different countries, their teams and supporters. From there we created bigger scale Images.

Aim, shoot, score: Your 2024 bid logo!



## 3/7 **All together**

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

The community is present in the use of several particles, that together create something bigger and meaningful. The euphoria is in the movement, and variety of the particles.

Aim, shoot, score: Your 2024 bid logo!



## 4/7 **All together**

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

We feel it is a fresh approach, and it shares the same values as the competition.

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5/7 **All together**

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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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## 6/7 **All together**

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

The font used in "GERMANY" wording was Monserrat semi-bold

Aim, shoot, score: Your 2024 bid logo!



7/7

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Creative's profile



**Duarte Lourenço**  
Visual Communicator  
Lisbon, Portugal

Creative's top 5 skills

Graphic Design, Photography, User Experience, Web Design