

Aim, shoot, score: Your 2024 bid logo!



1/7 We are all football

The football world came together as one.

Typeface research
I looked at thousands of existing typefaces for inspiration for our custom logotype.

Titilium Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@#\$%^&*}{/[]

EURO

Pangram-Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@#\$%^&*}{/[]

2024

Museo Sans
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@#\$%^&*}{/[]

Germany

Solution

The game can still bring us all together: it offers us a commonality, a bond with the 'other'. We are all football. Wherever we're from, whatever language we speak, we are all people.

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2/7 **We are all football**

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Please describe the creative approach you took to your design

My creative approach aspires to establish an example of unity around sports, around football. The concept behind the logo aims to convey the spirit of the European Championship, where all generations will stay together as one. The sense of community and FairPlay is the essence of the logo, diversity as one. For Euro 2024, Germany brings people all around the world to cheer for their favourite team in a warm and security environment.

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3/7 **We are all football**

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

The upper part of the logo shows a soccer ball like a globe, among, we have an eagle with spread wings that creates the round shape of the football ball. At the bottom, the eagle legs form together with the upper graphic elements the silhouette of the soccer trophy. The Euro 2024 logo consists of four elements: a) Soccer player silhouettes in rejoices position b) German Federal Eagle c) Football d) Soccer Trophy

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

The logo submitted has all four qualities: a) Solid basic design principles: the logo is designed well and it ensures basic design principles as followed: space, colour, form, consistency and clarity. b) Functionality: the logo represents well the subject of this event in many different contexts and still gets the message across. c) Representative: it gives a clear picture of what is being marketed. d) It is unique: the logo will stand the test of time.

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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" and this is my original work.

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

Mockups from <https://yellowimages.com/> Soccer Polo T-Shirt Mockup - Front View, Sport Bottles Carrier Mockup - Front View, Promotional Soccer Ball Mockup, Duffle Bag Mockup - Halfside View, Mercedes-Benz Travego Mockup - Halfside View Soccer Celebration Soccer Player White
<http://www.istockphoto.com/> FONTS a) Pangram Sans Light b) Titillium Web Bold c) Museo Sans 100

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Creative's profile

Justin Oane
Costin Oane
Brand Designer
Berlin

Creative's top 5 skills

Packaging Design