



UEFA

EURO 2024

GERMANY

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# 1. Visual Identity

I. The logo

II. Declination of the logo

III. The Mascot

IV. The Visual

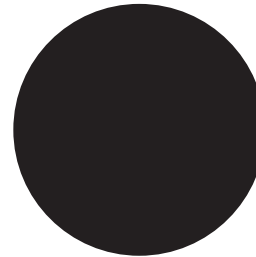
V. The Pattern

# 1. The Visual Identity

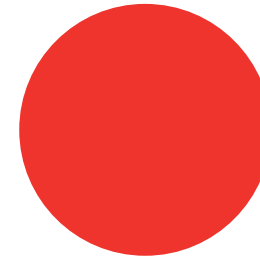
## I. The logo



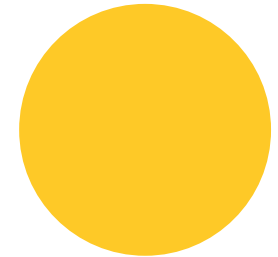
The UEFA EURO 2024 logo represents football in the German “Bauhaus” style, which was chosen to represent German culture and its association with football. The two arcs of circles represent a football, and the design in the centre of the cup represents both the centre circle and the corner. Finally, Germany is represented by the eagle wings placed on both sides of the cup. The colours chosen are black, red and yellow which are the 3 colours that represent Germany, these 3 colours are also those associated with the Bauhaus style, and these are therefore the colours that will direct this visual identity.



#000000  
RGB :  
0/0/0  
CMYN :  
91/79/62/97



#E52421  
RGB :  
229/36/33  
CMYN :  
0/95/91/0



#FFCC03  
RGB :  
255/204/3  
CMYN :  
0/21/93/0

# 1. The Visual Identity

## I. The logo



The typeface used for the “Euro 2024” logo has been designed specifically for the logo and will also serve as a secondary logo. This font has been designed to work perfectly with the defined graphic style.

The font that will be used for the competition is “PF Beau Sans” and all its variations, it fits with the rest of the graphic charter and corresponds well with the Bauhaus style.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789?./!#@

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*0123456789?./!#@*

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**0123456789?./!#@**

# 1. The Visual Identity

## II. Declination of the logo



The logo made for the competition allows the creation of two other logos. The secondary logo used for the competition when the first logo cannot be used.

The logo that will be used by each host city of the competition, example here with the city of Berlin.

Secondary Logo



Host City Logo



# 1. The Visual Identity

## II. Declination of the logo



The main logo does not have a mono version, the second logo has two mono versions, a white version and a black version which can both be applied to the main logo.

Secondary Logo Mono White



Secondary Logo Mono Black



# 1. The Visual Identity

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## III. The Mascot



### ARNO

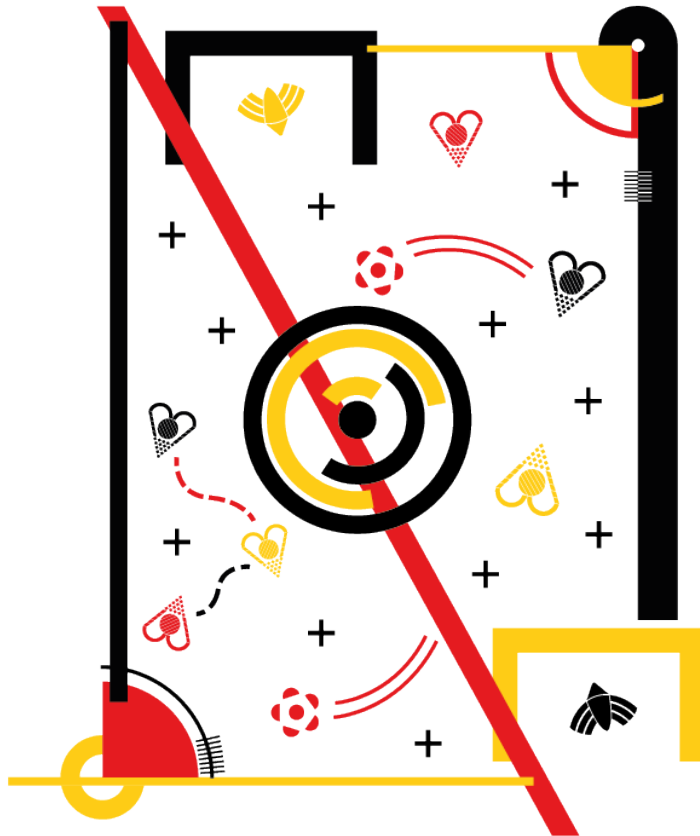
The mascot of the UEFA EURO 2024 in Germany is an eagle in a football uniform. The eagle is the symbol of Germany and represents a person willing to accept challenges.

The name "Arno", given to the mascot, comes from the German "Arn and Ald" which means Eagle and Ancient, this name suits our mascot perfectly as Arnos tend to create friendly bonds quickly.



# 1. The Visual Identity

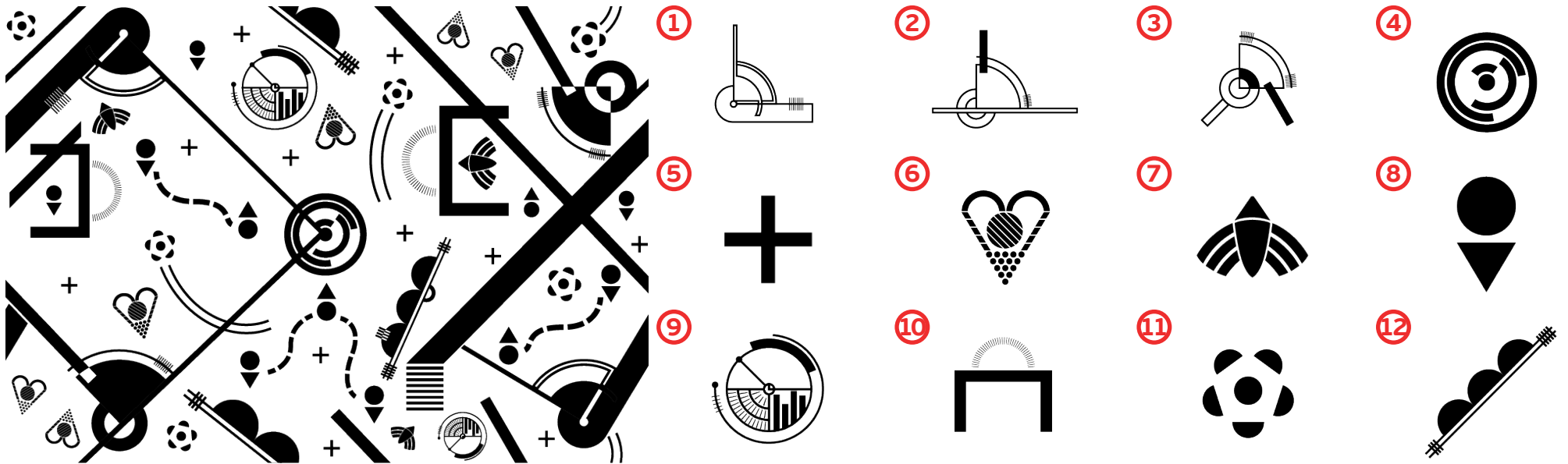
## IV. The Visual



In order to create a strong and powerful visual identity, a visual was created to be used on communication materials or graphic elements useful for the competition, such as the stadium's dressing. The visual represents a football field where the football players are replaced by the supporters. The message behind this visual is that the fans are the centre of the competition and that they too have a role to play. The style used for the design corresponds to the rest of the graphic charter and is therefore in the "Bauhaus" style.

# 1. The Visual Identity

## V. The Pattern



In order to create a strong and powerful visual identity, a pattern has been designed that can be used anywhere and fits perfectly with the overall visual identity. The pattern can be read and constructed in all possible directions and can be used on coloured backgrounds. The pattern represents a football match where tactics and supporterism mix to create a unique whole. 1/2/3 represents the corners of a football field. 4 represents the centre circle of the football field. 5/8 represents 2 teams of football players, each icon is represented 11 times to remind the 11 players of each team. 6 is a fan raising his arms in the shape of a heart to show the emotions that football fans feel. 7 is an eagle symbolising Germany. 9 is a stopwatch with statistics. 11 represents a football goal. 11 represents a football. 12 is a fan's stand.

# 2. Event Dressing

I. Stadium / Fan Zone Dressing

II. Flags

III. Host City Posters

IV. Tickets

V. Derivative Products

## 2. Event Dressing

# I. Stadium / Fan Zone Dressing



Module 1



Module 2



Module 3



Module 4



Module 5



Module 6



Module 7



Module 8



Module 9



Module 10

Examples of modularity :



A number of modules have been produced to decorate stadiums and fan zones. These modules are subject to certain restrictions. The colours may not be changed. The only texts that can be modified are those of the host city and the stadium that will host the match. The empty spaces on module 8 must be filled with the competition sponsors in the form of stickers to be stuck directly onto the module. The font should not be changed.

## 2. Event Dressing

# I. Stadium / Fan Zone Dressing

**Module Simple Recto**



**Module Simple Verso**



**Module Double Recto**



**Module Double Verso**

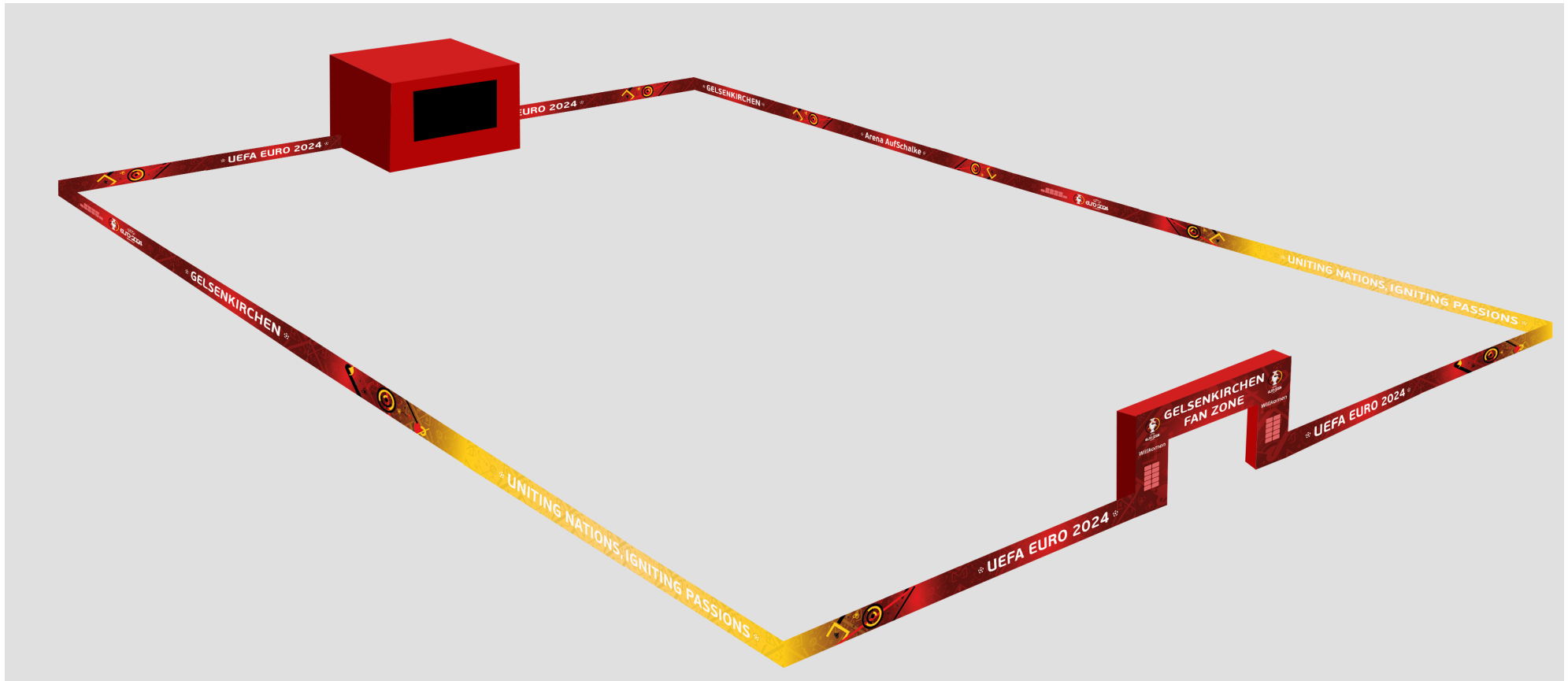


2 modules d'entrées ont été réalisés pour les fans zones. Les modules sont recto/verso. Ces modules sont soumis à certaines restrictions. Les couleurs ne doivent pas être modifiés. Le seul texte qui peut être modifié est celui de la ville hôte qui accueillera la fan zone. Les espaces vides sur les modules doivent accueillir les sponsors de la compétition sous forme de stickers à coller directement sur le module. La police ne doit pas être modifiée.

## 2. Event Dressing

# I. Stadium / Fan Zone Dressing

*Example of a fan zone*



## 2. Event Dressing

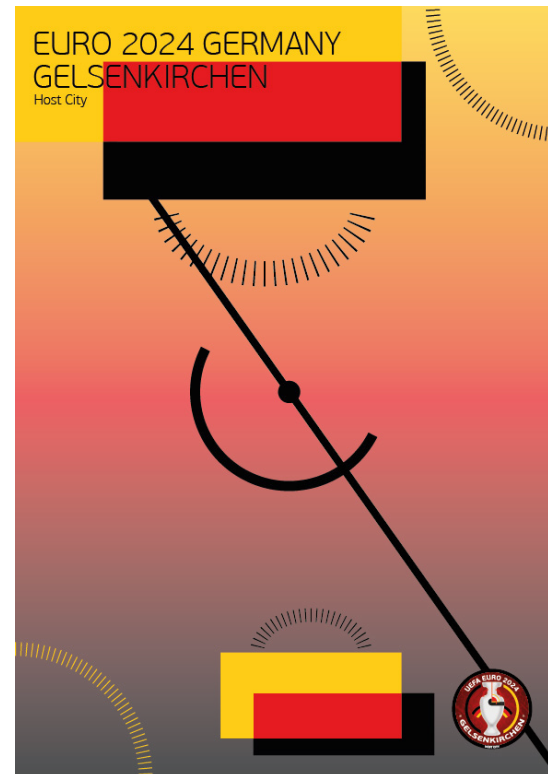
# II. Flags



Several flags were made to be displayed in the different host cities to promote the competition. The flags follow the pattern designed for the competition's communication materials. Each flag contains a different piece of information such as the mascot or the slogan.

## 2. Event Dressing

# III. Host City Posters



Each city will display a different poster to present the competition. Certain information must be included on the poster. The UEFA EURO 2024 logo of the host city must appear on the poster, as well as the name of the host city and the title "EURO 2024 GERMANY". Here is an overview of the posters for the cities of Berlin and Gelsenkirchen.



## 2. Event Dressing

# IV. Tickets



The match tickets should contain several pieces of information, the title of the match, the location of the match, the time of the match and the opening of the stadium gates, and the information about the entrance and seating in the stadium. The ticket should be in synergy with the rest of the graphic design.

## 2. Event Dressing

# V. Derivative Products



Various merchandising items may be created based on the UEFA EURO 2024 visual identity. These merchandising products can only be sold under the official UEFA licence. An overview of two merchandising products is shown above, bags and mugs.