



PASSION CONCEPT

STORY LINE

Euro 2004
presentation - stage 4

1

Defining the Problem

① Defining the Problem

WHAT DO WE FEEL ABOUT FOOTBALL ?



"We love football"

① Defining the Problem

HOW TO CREATE A SENSE OF EXCITEMENT
ATMOSPHERE AROUND THE GAME ?



"Many Emotions, One Passion"

① Defining the Problem

HOW TO REPRESENT THE PORTUGUESE PASSION ABOUT FOOTBALL ?



Football

+



Portugal

2

Inspiration Resources

② Inspiration Resources

Portuguese Cultural References



Folk Art

IDENTIFYING A PORTUGUESE CREATIVE TREATMENT, IN ORDER TO ENSURE THE ORIGINALITY.

② Inspiration Resources

Portuguese Cultural References



Traditional Ornamental Art

IDENTIFYING A PORTUGUESE CREATIVE TREATMENT, IN ORDER TO ENSURE THE ORIGINALITY.

② Inspiration Resources

Portuguese Cultural References



Traditional Architectural Art

IDENTIFYING A PORTUGUESE CREATIVE TREATMENT, IN ORDER TO ENSURE THE ORIGINALITY.

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Portuguese Cultural References



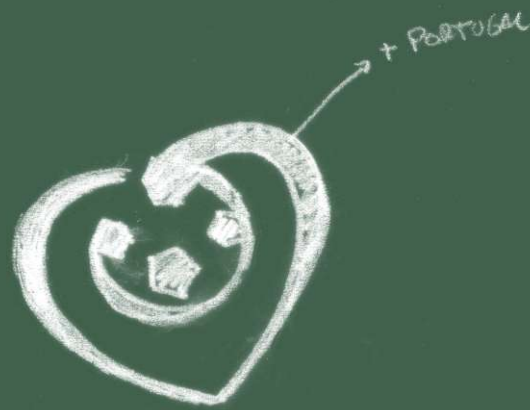
Portuguese Light Environments

IDENTIFYING A PORTUGUESE CREATIVE TREATMENT, IN ORDER TO ENSURE THE ORIGINALITY.



The Creative Process

③ The creative Process



1st step

representation of the Idea
into the sketch drawings.



2nd step

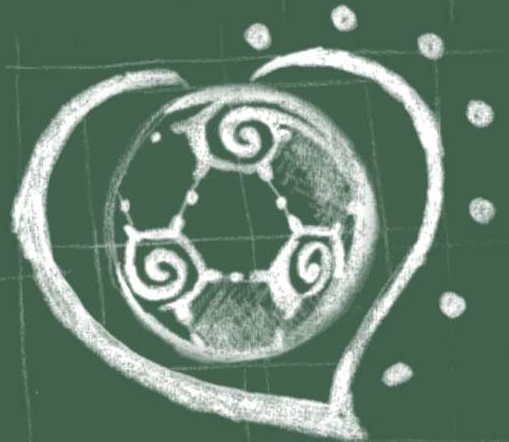
addition of specific Portuguese
graphic elements, recreating the
portuguese heart

③ The creative Process



3rd step

recreation of a football ball with portuguese graphic elements



4th step

...involving the football ball.



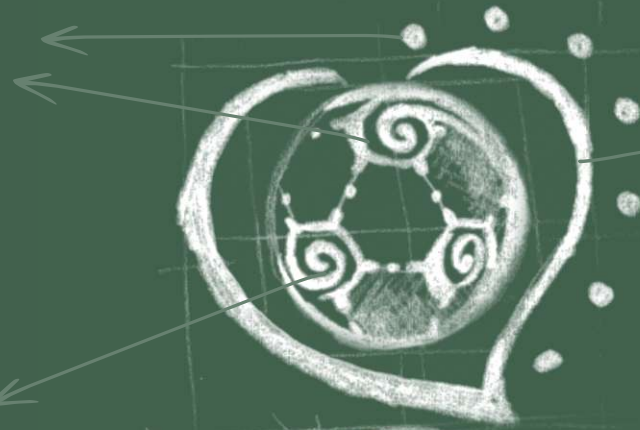
5th step

Adding the rest of the logo elements

③ The creative Process

The dots and the ball design, translate a portuguese tradicional environment of graphic elements.

The ball represents the football essence and it seems to be pumping out from the center of the heart.



The Portuguese heart involving the football represents the passion.

The standart "UEFA" signature indicating the organization credibility

UEFA
EURO 2004
PORTUGAL

The expressive handwrite lettering indicates the emotion around the event.

③ The creative Process

Yellow tones:
light and magic
shining from the center
of the heart

Green:
portugality

Oranges and Reds:
passion and portugality



White/Black:
stengh