



Union des associations européennes de football



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UEFA unveils design and logo for 2004 UEFA Champions League Final

UEFA will unveil the new visual identity created for the 2004 UEFA Champions League final, at the quarter and semi-finals draw at the House of European Football in Nyon on Friday 12 March.

The UEFA Champions League final has, in recent years, been given an identity of its own with a unique logo, a design concept and an overall theme. The objective is to help promote the final and enhance the prestige of one of the world's biggest sporting occasions.

The initial idea that inspired the creation of the new identity, was to develop a concept, which will promote the international appeal of the final with a distinctive flavour of the host city.

The result is the "Arena of Champions" theme. The reference to the "Arena" is based on the fact that the final will be played in the Arena AufSchalke, one of the most modern stadiums in Europe.

The "Arena of Champions" is a theme which accurately reflects what the football-loving public will witness on the night of Wednesday 26 May 2004, a fantastic arena for the top players contesting the twelfth UEFA Champions League final.

"We are very pleased with the "Arena of Champions" theme ", says Peter Peters Project Manager of the Local Organising Committee. "We will use the design in city promotions and in all our other promotional activities, to help build enthusiasm for the final in Gelsenkirchen not only in the city itself but across the whole of Germany."

"UEFA will be using the design extensively for the hundreds of items that are developed for each final and which make the final something very special", says Michele Centenaro, UEFA Senior Product Manager.

In addition, a key benefit of the new visual identity, is that it can also be extensively used by UEFA's many partners, such as broadcasters, sponsors and licensees, to promote the final on a global basis.

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