



Union des associations européennes de football



Media Release

Date: 07/06/2005

Communiqué aux médias

No. 076

Medien-Mitteilung

UEFA EURO 2008™ logo launch in Vienna

The official UEFA EURO 2008™ logo was launched today at a ceremony held at the Hofburg Palace in Vienna, Austria, three years before the opening game that will be played in Basle, Switzerland.

The UEFA European Football Championship 2008™ brand has been produced by design and branding company English & Pockett. The London-based consultancy was appointed to the project last year after an eight-way pitch. The UEFA EURO 2008™ brand comprises a variety of logo formats, a visual identity made of 6 individual and collective graphic icons, including three dimensional perspectives. Finally, the visual identity is produced in 10 different colour palettes.

The official UEFA EURO 2008™ logo can be downloaded at the following address:
<http://www.uefa.com/uefa/news/Kind=128/newsId=307739.html>

Speaking at the logo launch ceremony, UEFA CEO, Lars-Christer Olsson said:

"UEFA EURO 2004™ in Portugal was quite simply the best European Football Championship ever staged, and I hope that we will be able to say the same about UEFA EURO 2008™."

Ralph Zloczower, Chairman of the Board of Administration and Swiss FA President added:

"We have two goals, a sporting one and a general one. We want our national team to perform well and go as far as possible. And we want to organise an event that is perfect in every respect – even the weather if possible!

"Up to now we have made excellent progress, the teamwork with UEFA and Austria has been very smooth and I can only think of complimentary things to say: I am very pleased with the way things have gone so far."

Friedrich Stickler, President of the Austrian FA and host of the logo launch, concluded:

"We want to bring the positive atmosphere that existed in Portugal to Central Europe and organise a top-class international football event in a festive atmosphere."

The Final Tournament of the UEFA European Football Championship 2008™ will be jointly hosted by Austria and Switzerland and be played between 7 June to 29 June 2008 across the following eight venues: Ernst Happel stadium in Vienna, Waidmannsdorf stadium in Klagenfurt, Wals-Siezenheim in Salzburg, Tivoli-Neu in Innsbruck, Letzigrund stadium in Zürich, St. Jakob-Park in Basle, Stade de Suisse Wankdorf in Berne, and Stade de Genève in Geneva.

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