PASSION CONCEPT

STORY LINE

Euro 2004 presentation - stage 4
Defining the Problem
WHAT DO WE FEEL ABOUT FOOTBALL?

“We love football”
HOW TO CREATE A SENSE OF EXCITEMENT ATMOSPHERE AROUND THE GAME?

“Many Emotions, One Passion”
HOW TO REPRESENT THE PORTUGUESE PASSION ABOUT FOOTBALL?
Inspiration Resources
Portuguese Cultural References

Folk Art

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

Portuguese Cultural References

Traditional Ornamental Art

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

Portuguese Cultural References

Traditional Architectural Art

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

Portuguese Light Environments

IDENTIFYING A PORTUGUESE CREATIVE TREATMENT, IN ORDER TO ENSURE THE ORIGINALITY.
The Creative Process
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.
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
The creative Process

The dots and the ball design translate a Portuguese traditional 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 envolving the football represents the passion.

The standart "UEFA" signature indicating the organization credibility.

The expressive handwritten lettering indicates the emotion around the event.
The creative Process

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

Oranges and Reds: passion and portugality

Green: portugality

White/Black: strength