



IN IT TOGETHER

turquoise

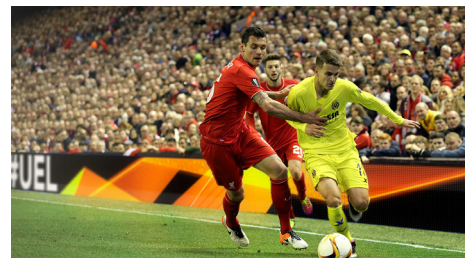


Who they are

The UEFA Europa League (UEL) is an annual football club competition in which European clubs qualify based on their performance in both their national league and various cup competitions held throughout the year. With 48 clubs participating at group stage, it makes it the biggest club football competition in Europe.

"The new identity is dynamic and expresses the UEFA Europa League in an appealing, engaging way."

Vincenzo Lagattolla,
Creative Director, Sky Italia





“From the outset, we wanted to create an identity that was agile enough to work perfectly across all branded communications.”

Gareth Mapp,
Creative Director, Turquoise

What they needed

The brief was to create a truly versatile visual identity system that encapsulated the League's raw spirit and unpredictability and differentiated it from the UEFA Champions League.

The visual identity system needed to be flexible enough to be used by the competition's multiple stakeholders across a diverse range of touch points.



turquoise

"The UEFA Europa League trophy became a rich source of inspiration when developing the energy wave."

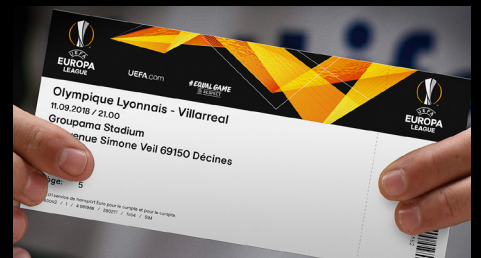
Gareth Mapp,
Creative Director, Turquoise



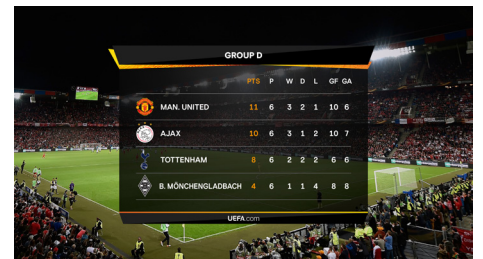
What we delivered

For use as the primary branding element, we re-imagined the 'energy wave'. Taking inspiration from the iconic UEL trophy, we used its polygonal sides and hammered metal texture to create a vibrant and dynamic 'energy wave'. Its form moves in dramatic and unexpected ways, emulating the emotional highs and lows experienced both on and off the pitch.

To complement a diverse suite of energy waves we also finessed the existing colour palette to add vibrancy, developed a bespoke slab serif font to bring attitude, and worked with UEFA to identify a unique UEL tone of voice.



turquoise



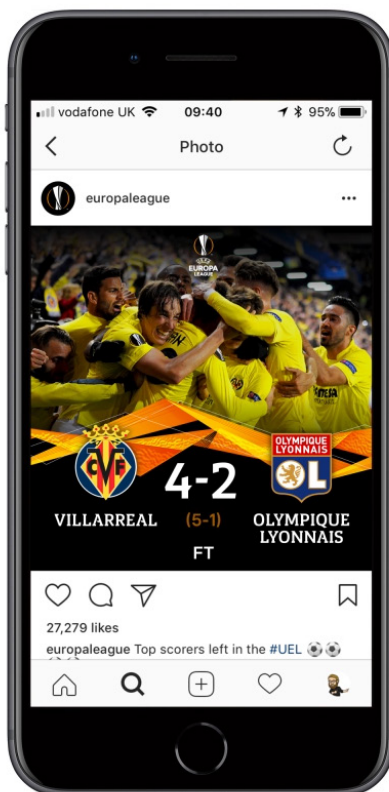
We designed and produced all programme sequences for match broadcasts alongside a flexible on-air package for broadcasters. This comprehensive toolkit of match graphics, studio set backgrounds and promo assets were delivered through an app and distributed on a hard drive, housed in a sleek packaging solution.



"The new brand identity is vibrant and bold. It's a good match with Kia's brand image and 'The Power to Surprise' global brand slogan."

Yong-Won (Bryan) Cho,
Chief Marketing Officer, Kia Motors

The competition's social presence was a priority for UEFA, so we created a clear digital design strategy alongside a broad suite of template and digital assets, these allowed for immediate and impactful branding of match content across social channels. These were used by UEFA digital themselves as well as its key partners – clubs and sponsors.

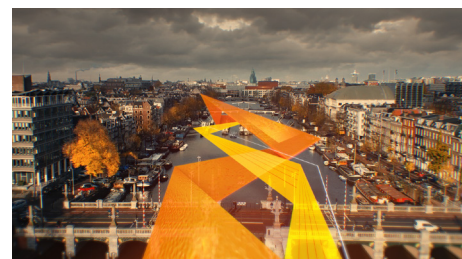




Alongside these designs we produced comprehensive guidelines for the new visual identity as well as specific licensing and co-branding guides.

Finally, we activated the brand for launch through the production of a short film which tells the story of the energy wave and created a bespoke microsite to announce the refresh to press, the sports industry and fans around the globe.

We are currently developing a sub-brand for the UEFA Europa League final 2019, which further stretches the energy wave concept, while ensuring integrity and impact of the competition brand.



IDENTITY TOOLKIT

Tone of voice
Bespoke typeface
Suite of visual properties
Brand guidelines

IMPLEMENTATION

On-air promo package
App design
TV match and studio graphics
Titles sequence
Social media design strategy and template package
Merchandise design

Stadium branding
Hospitality and print applications
Launch strategy and activation
Weather icons
Standalone finals brand
Brand launch microsite
Brand launch film

turoquoise