

# UEFA EURO 2020 Logo Launch – Press Kit



# The Brand Inspiration

UEFA EURO 2020

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## A SPECIAL EDITION

In 2020 UEFA EURO will celebrate its' 60th anniversary. To celebrate this milestone, the tournament will be played across all corners of Europe, from north to south and from east to west. UEFA EURO will be closer to fans than ever before, inviting everyone to take part in the celebration. The festivity of the tournament spreads across the continent where 13 host cities are all connected in one event. In the summer of 2020 all football fans will be united in the celebration of the best of European culture and football.



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Connection and unity form the inspiration for the UEFA EURO 2020 brand. The universal symbol for connection and at the heart of the brand is the bridge. Bridges cross barriers. Bridges connect opposite sides. Bridges connect people. Just like football.





**THE LOGO**

The bridge forms the basis for the logo of the UEFA EURO 2020 brand. It supports the Henri Delaunay Cup that is at the centre, surrounded by celebrating fans.



**The Henri Delaunay Cup**

- The prestigious prize for the winners.



**The Fans**

- All who are taking part in the event: together with players, volunteers and many more.



**The Bridge**

- The symbol of connection and unity.

Bridges can become iconic landmarks that form an important part of the identity of a city. The **UEFA EURO 2020** brand connects the bridges of all 13 host cities through football while celebrating their cultural diversity.

**FOOTBALL  
BRIDGING EUROPE**



# All you need to know about UEFA EURO 2020

## Which cities will host games?

- **Semi-finals and Final**
  - London (England), Wembley Stadium
- **Three group matches and a quarter-final**
  - Baku (Azerbaijan), Olimpiya Stadionu
  - Munich (Germany), Fußball Arena München
  - Rome (Italy), Stadio Olimpico
  - St Petersburg (Russia), Saint Petersburg Stadion
- **Three group matches and a round of 16 match**
  - Amsterdam (Netherlands), Amsterdam ArenA
  - Bilbao (Spain), Estadio de San Mamés
  - Brussels (Belgium), Eurostadium
  - Bucharest (Romania), Arena Națională
  - Budapest (Hungary), Puskás Ferenc Stadion
  - Copenhagen (Denmark), Parken (Stadium)
  - Dublin (Republic of Ireland), Dublin Arena
  - Glasgow (Scotland), Hampden Park

## How many teams will qualify?

The success of the first 24-team UEFA European Championship – UEFA EURO 2016 – vindicated UEFA's decision to broaden the net for the final tournament, and 24 sides will be involved again at UEFA EURO 2020. There will be no automatic qualifiers, however, with all the nations with host cities required to earn their place at the finals.

The European Qualifiers – running from March to November 2019 – will send 20 competitors to the tournament, namely the top two teams in each of the ten qualifying groups. Four more countries will qualify via the new UEFA Nations League, with the decisive play-offs to be staged in March 2020.

## A EURO with 13 host cities

The EURO final tournament in 2020 will be brought to all four corners of the continent, as a one-off celebration of its 60th anniversary.

UEFA did not pursue this innovative idea alone. It conducted a comprehensive consultation process, especially with its member associations, and the feedback received was extremely welcoming. The outcome was the presentation of a concrete proposal to UEFA's Executive Committee in December 2012 and the idea of a pan-European EURO 2020 became a reality.

To be a true European experience, it was essential for the tournament to be staged from North to South, and East to West. Following a bidding and selection process, thirteen cities from each part of

the continent – from St Petersburg to Bilbao, from Dublin to Baku – are now all looking forward to playing host to the tournament in four years' time.

Eight of these thirteen host cities will be savouring something they had never done before, and will have the chance to stage matches in a European Championship final tournament.

With 13 cities hosting final tournament matches, it will give fans in all such countries a wonderful opportunity to share the EURO experience on their home soil.

## **Dates for host city logo unveiling relay**

- London – 21/09/2016
- Rome – 22/09/2016
- Baku – 30/09/2016
- Bucharest – 15/10/2016
- Glasgow – 25/10/2016
- Munich – 27/10/2016
- Copenhagen – 01/11/2016
- Budapest – 16/11/2016
- Dublin – 24/11/2016
- Brussels – 14/12/2016
- Bilbao – 15/12/2016
- Amsterdam – 16/12/2016
- St Petersburg – 19/01/2017

## **VIDEOS / PICTURES / DOCUMENTS**

- The UEFA EURO 2020 logo and all UEFA EURO 2020 host city logos will be made available on UEFA.org once they have been unveiled:  
<http://www.uefa.org/mediaservices/mediadownload/index.html>
- Pictures of all logo launch events in the thirteen host cities will be made available here after the logo revealing in the respective cities: <https://photolibrary.uefa.ch/Go/drXRyDNw>
- Brand Story Video: <https://uefa.box.com/s/b8517c9d9wxjlatizmr967xnrko15o3>
- UEFA Nations League / UEFA EURO 2020 qualifying format: <http://uefa.to/1mI1USJ>
- News about UEFA EURO 2020: <http://www.uefa.com/uefaeuro-2020/news/index.html>

- Bridge on the logo - Spanish: **Puente de San Antón**, Basque: San Antongo zubia

The San Antón Bridge is an arch bridge in Bilbao. It spans the Estuary of Bilbao, linking the neighborhoods of Bilbao La Vieja and Casco Viejo. It is the oldest bridge in the city, with the original bridge being opened before 1318. At the time of its opening, and during centuries, it was the only bridge that crossed the river. It is located next to the Church of San Antón.

The San Antón Bridge is one of Bilbao's emblems and it is depicted on the city's coat of arms. Its origin is medieval. This bridge has a big historical importance, as the merchants were forced to use the bridge to carry their products from Biscay to Castile as it was the only bridge that crossed the river.

Several floods have pulled down the bridge several times; to solve the problem the city hall decided to build a completely new one by the end of the 19th century. The new bridge was finished in 1880; the opening was delayed after it suffered damage on the Carlist Wars. It had to be reconstructed once more in 1937 after it was demolished on the Spanish Civil War. The 1937 reconstruction was the last one and the current bridge is from that time.

