

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/1m11USJ>
- News about UEFA EURO 2020: <http://www.uefa.com/uefaeuro-2020/news/index.html>
- Bridge on the logo: **Magere Brug**

The Magere Brug ("Skinny Bridge") is a bridge over the river Amstel in the city centre of the Dutch capital. It connects the banks of the river at Kerkstraat (Church Street), between Keizersgracht (Emperors' Canal) and Prinsengracht (Princes' Canal).

The central section of the Magere Brug is a bascule bridge made of white-painted wood. The present bridge was built in 1934. The first bridge at this site was built in 1691 as Kerkstraatbrug and had 13

arches. Because this bridge was very narrow, the locals called it magere brug, which literally means "skinny bridge". In 1871 the state of the bridge was so bad that it was demolished and replaced by a nine-arched wooden bridge. Fifty years later this bridge also needed to be replaced. Architect Piet Kramer made several designs for a steel and stone bridge, but the city decided to replace it with a new bridge that looked the same as the previous, only slightly bigger. In 1934, the bridge was demolished and replaced by a redesign made by Piet Kramer. The last major renovation was in 1969. Until 1994 the bridge was opened by hand, but now is opened automatically.

The use of the bridge has been limited to pedestrians and cyclists since 2003. It is however opened many times a day in order to let through river traffic. The boats used for sightseeing tours are low enough to pass underneath the bridge when closed. The bridge is decorated with 1200 light bulbs that are turned on in the evening.

