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EURO2016
FRANCE

UEFA EURO 2016 Logo launch
Paris, 26 June 2013



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The Logo

1. The design agency

After a process of competition between several international agencies, including French, the UEFA EURO 2016 logo has been developed by Brandia Central, a brand consulting company based in Lisbon, and a market leader in Portugal. Brandia also developed the logo for UEFA EURO 2012.

2. Brand Design Master

Miguel Viana

Graduate in Graphic Design at the Instituto de Arte, Design e Empresa (IADE) in Lisbon, Portugal in 1997. In 2004, he assumed the role of Creative Director at Brand Design Brandia.



Key career moments: Creative direction of multi-disciplinary branding projects for Ana Airports of Portugal, ATM, RTP2, Dkode, Banco Único (Moz), Wines of Portugal, Vinho Verde, Um Bongo, Buondi, Tiara Hotels & Resorts, Angola FIBA African Championship, CM Cascais and UEFA EURO 2016.

Miguel has been the team leader of Brand Design in Brandia Central since April 2013.

3. Logo inspiration

The inspiration that led to the creation of the logo for UEFA EURO 2016 in France is 'Celebrating the Art of Football'. This theme brings together the creativity that defines French culture with the beauty of the game. It will be the thread for all promotional and marketing activities.

In France, 'art' is present in every aspect of life. Whether in cuisine, architecture, fashion or technology, the French way is one of style, elegance and refinement.

'Celebrating the Art of Football' also highlights the qualities that make football so unique and cherished throughout the world; the unpredictability, the beauty, the passion of the players and the intensity of the contest.

UEFA EURO 2016 in France promises to be an exhibition of world-class football, enjoyed by the hundreds of thousands of fans who will travel to support their teams amid the beautiful French scenery. It is an opportunity to celebrate the very best that the UEFA EURO and France have to offer.

'Celebrating the Art of Football' is the inspiration for the UEFA EURO 2016 brand. It is not the slogan for the event.

The logo

The UEFA EURO 2016 Logo is a representation of different art movements and football elements. Different inspirations can be identified on the symbol, around the central design device - homage to the iconic Henri Delaunay Cup. The colours of the French flag combine with flowing lines and shapes to create a contemporary and bold style, lending the logo an aura of distinction and elegance. France has long been a source of inspiration for artists worldwide. Now France will provide the perfect canvas for football.



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The visual identity

Along with the UEFA EURO 2016 Logo, the brand's visual identity introduces a unique concept – an artistic representation of football. A football pitch as the epicentre of all celebration, with distinctive goals resembling the world-famous Arc de Triomphe. Festivity spreading around the pitch, with fans cheering and waving flags.

The UEFA EURO 2016 Fans, Pitch, Arc de Triomphe, Football and Festivity.

A special graphic pattern was developed to serve as the perfect background for the UEFA EURO 2016 logo. Inspired by the technique of collage, elements of several artistic movements were woven together into a harmonious composition.

4. Use of the logo

Media representatives are encouraged to use UEFA Marks to provide information to the general public about UEFA EURO 2016, subject to the following guidelines:

- Any use of UEFA Marks must be solely for editorial purposes, namely for the purpose of identifying articles about, or news coverage of UEFA EURO 2016.
- UEFA Marks must not be adapted or modified in any way and must always be used in full compliance with any instructions and guidelines given by, or on behalf of UEFA. UEFA Marks must always display a legible legal notice.
- UEFA Marks must not appear in such a way as to suggest an association with any trade name, logo or other mark, or their goods and/or services.
- Media representatives should not authorise, or attempt to authorise anyone else to use or associate themselves with UEFA Marks, and should not publish or broadcast any item in which someone uses or associates itself with UEFA Marks (other than UEFA's Commercial Affiliates, to be communicated by UEFA in due course).
- UEFA Marks cannot be used in any advertising or promotional manner by representatives of the media, including: on any products; in any competition, game, lottery or other type of contest; on the cover of any publication or special section or supplement; in any advertising or sponsored programmes other than for bona fide editorial use as described in point 1 above; or in any broadcast sequences immediately before or after advertising or sponsored programme.

The complete media guidelines for the use of the UEFA Marks are available on UEFA.com.

5. Logo downloads

Media representatives wishing to use the UEFA EURO 2016 logo for editorial purposes will be able to download a high resolution version on UEFA.com.

(<http://www.uefa.com/uefa/mediaservices/mediadownload/index.html>)

Or download from the following FTP folder:

<http://ftp.uefa.com>

User: MediaAndComs

Password: UEfa2013

6. Henri Delaunay giant trophy



Tourists visiting the Eiffel Tower in Paris on Sunday and Monday were given a surprise as another eye-catching landmark vied for attention in the sunshine – a giant replica of the Henri Delaunay Cup.

Standing 12 metres tall, the inflatable trophy proved quite the attraction in the Champ de Mars public park as Paris gears up for Wednesday's UEFA EURO 2016 branding and logo launch. Representing the silverware that will be awarded to the winners of UEFA EURO 2016 in France, the replica acted like a magnet for fans of the game and passers-by, with people lining up to take photos of the cup against the stunning backdrop of the Eiffel Tower.

Only a short downpour briefly dampened the mood, and heads were also turned as former France international Willy Sagnol – who represented Les Bleus at UEFA EURO 2004 and UEFA EURO 2008 – stopped by to lend the event added glamour along with French actor François Berléand. "We had the [FIFA] World Cup in 1998 and now we'll have EURO 2016, almost 20 years on," said Berléand. "France only seem able to win tournaments at home, so that's a good thing, but it's a fantastic event. I'll be there and I'll

watch every match with interest."

The Henri Delaunay Cup itself is named after UEFA's first general secretary following the organisation's founding in 1954. Delaunay, who was also a member of the FIFA board and general secretary of the FFF, passed away in 1955 and therefore never saw his plan for a national-team competition realised. It reached fruition in 1958 with the creation of the European Nations' Cup.

7. EURO 2016 new dressing on UEFA.com

The re-launch of the EURO 2016 section on UEFA's official website will take place on 26 June early afternoon, just after the logo presentation in Paris. The global audience will discover the new competition branding, a new architecture and various new services.

Information about the status of preparation, and communication on different projects such as stadiums, host cities, ticketing, volunteering and promotional activities, will be published in this section.

A EURO newsletter will be produced on a regular basis to provide information about all activities related to the build-up to the final tournament and the announcement of EURO events, and there will be a quiz for the general public with the opportunity to win attractive prizes.

Information about subscriptions to this newsletter will be announced in due course.

In addition, since 10 April, a new section called "European Qualifiers" is available, where all information about the European Qualifiers for UEFA EURO 2016 - and the 2018 FIFA World Cup – will be featured as from September 2014.



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8. The UEFA EURO 2016 countdown

September 2013:	Host city logo launch
September 2013:	Inauguration of the stadium in Nice
14.09.2013:	"1,000 Days to Go" celebration
23.02.2014:	Qualifying competition draw in Nice
September 2014:	Qualifying competition kicks off
March 2015:	Start of ticket sales
12.12.2015:	Final tournament draw in Paris
March 2016:	Finalists' workshop
10.06.2016:	UEFA EURO 2016 opening match
10.07.2016:	UEFA EURO 2016 final match

UEFA European Football Championship

1. History of the competition

Henri Delaunay, general secretary of the French Football Federation and former member of the board of FIFA, became the very first UEFA general secretary when the organisation was founded in 1954. At the time, he was the first person who had the idea to create a competition for national teams, which followed in 1958 with the creation of the European Nations' Cup. He died in 1955, and therefore was never to see the inaugural UEFA European Football Championship, which was held in France in 1960.

The UEFA EURO trophy was thus named after him as a mark of recognition.

The first European Nations' Cup took place between 1958 and 1960. The qualifying competition was organised in a direct knockout format with home and away matches, and 17 national football associations took part. The final round took place in France, in Paris and Marseille.

For the second edition, from 1962 to 1964, the field of participating teams rose from 17 to 29, but the format remained the same.

Under this system, half of the competing teams played only two matches before being eliminated. The direct knockout format was therefore abandoned in favour of a championship system for the 1966–68 competition. At the same time, the European Nations' Cup became the UEFA European Football Championship. The change of format resulted in a record 31 entries. Eight groups were formed for the qualifying stage, with the direct knockout system applying from the second round. This system continued for the next two editions.

Fresh changes were introduced for the sixth competition, which ran from 1978 to 1980. The number of finalists doubled (two groups of four teams) and Italy was chosen to host the final round, for which it qualified automatically as host nation.

For the 1994–96 edition, the number of final-round participants was extended to 16, and the "golden goal" rule was introduced. The first team to benefit from this new rule was Germany, when Oliver Bierhoff scored in the 116th minute of the final against the Czech Republic. The "golden goal" rule was, however, abandoned after two editions of the competition.

UEFA EURO 2012 was the 14th UEFA European Football Championship, and the last to feature a final field of 16 participants before the final round is extended to - 24 teams for UEFA EURO 2016.

Number of participants per final round															
Year	1960	1964	1968	1972	1976	1980	1984	1988	1992	1996	2000	2004	2008	2012	2016
Qualifying phase	17	29	31	32	32	31	31	32	34	47	49	50	50	51	53
Final round	4	4	4	4	4	8	8	8	8	16	16	16	16	16	24



2. Champions of Europe

To date:

- 235 final round matches have been played;
- 579 final round goals have been scored, making an average of 2.46 goals per match;
- leading final round goalscorer: Michel Platini with 9 goals (1984);
- Germany and Spain have won the title the most times, with three victories each, followed by France, with two titles to their name.

Year	Host country	Final		Score
1960	France	USSR	Yugoslavia	2 – 1 (aet)
1964	Spain	Spain	USSR	2 – 1
1968	Italy	Italy	Yugoslavia	1 – 1 (aet) 2 – 0 (replay)
1972	Belgium	West Germany	USSR	3 – 0
1976	Yugoslavia	Czechoslovakia	West Germany	2 – 2 (aet) 5 – 3 (aet, p)
1980	Italy	West Germany	Belgium	2 – 1
1984	France	France	Spain	2 – 0
1988	West Germany	Netherlands	USSR	2 – 0
1992	Sweden	Denmark	Germany	2 – 0
1996	England	Germany	Czech Republic	2 – 1 (gg)
2000	Belgium/Netherlands	France	Italy	2 – 1 (gg)
2004	Portugal	Greece	Portugal	1 – 0
2008	Austria/Switzerland	Spain	Germany	1 – 0
2012	Poland/Ukraine	Spain	Italy	4 – 0

aet = after extra time / p = penalties / gg = golden goal

3. UEFA EURO 2016: facts and figures

The final tournament of the 15th UEFA European Football Championship, UEFA EURO 2016, will be held in France from 10 June to 10 July 2016.

This will be the third time that the final tournament is played in France (1960, 1984 and 2016).

A new competition format will see 24 teams taking part in the final tournament, instead of 16, which has been the case since 1996.

53 teams will participate in the qualifying competition.

There will be 51 matches - 20 more games compared to 2012.

Stadiums for the opening and closing matches have not yet been selected.

The format of the competition, both for the qualifying phase and the final tournament, will be known at the end of 2013.

2.5 million fans are expected in the stadiums.

For comparison, there were 1.4 million in 2012.

The matches will be broadcast live in more than 230 territories around the world.

140 million spectators are expected to follow each game live.

4. Host cities

The ten French cities selected to host matches in the next UEFA European Football Championship final tournament are: Bordeaux, Lens, Lille, Lyon, Marseille, Nice, Paris, Saint-Denis, Saint-Etienne and Toulouse. The host cities have formed a "Club des Sites" (host city association), chaired by Maurice Vincent, chairman of Saint-Étienne Métropole.





5. EURO 2016 Steering Group

The UEFA EURO 2016 Steering Group involves the four major organisational stakeholders: UEFA, the French Football Federation (FFF), the French government and the host cities. It is a forum for discussion and ensuring a regular sharing of information on the progress of key organisational projects.

The steering group was set up on 21 April 2011, and it meets two or three times a year.

Composition of the UEFA EURO 2016 Steering Group

	Michel Platini	UEFA President
President Members	Jacques Lambert	President of EURO 2016 SAS
	Gianni Infantino	UEFA General Secretary
	Theodore Theodoridis	UEFA Deputy General Secretary
	Borislav Mihaylov	Member of the UEFA Executive Committee and President of the Bulgarian Football Union (BFS)
	Peter Gilliéron	Member of the UEFA Executive Committee and President of the Swiss Football Association (SFV-ASF)
	Fernando Gomes	Special advisor of UEFA in charge of relations with all confederations
	Noël Le Graët	President of the French Football Federation (FFF)
	Valérie Fourneyron	French Minister of Sport, Youth, Education for All and Community Life
	Maurice Vincent	Chairman of the Club des Sites (host city association) and Chairman of Saint-Étienne Métropole
Observer	Martin Kallen	Director of Operations of UEFA Events SA and CEO of EURO 2016 SAS

6. EURO 2016 SAS: structure and organisation

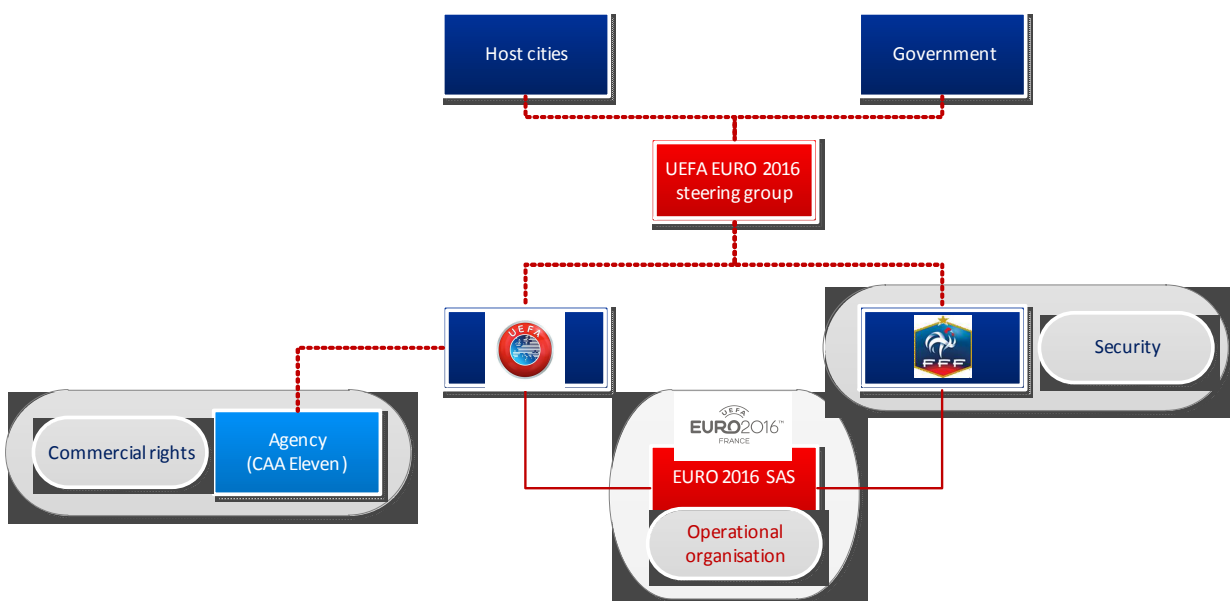
UEFA, which holds all the competition rights, and the French Football Federation have set up a joint venture, EURO 2016 SAS, to which they have delegated responsibility for the operational organisation of the tournament under a single directorate.

EURO 2016 SAS is a company under French law, with the legal form of a simplified joint stock company, owned 95% by UEFA and 5% by the French Football Federation.

Its registered head office is in Paris.

Its expenditure will be financed entirely by UEFA.

Jacques Lambert has been appointed the company's president.





7. Allocation of tasks

- UEFA has two direct organisational tasks:
 - the sports-related organisation of the tournament (schedule, disciplinary matters, refereeing, doping controls, etc.);
 - the marketing and management of the event-related commercial rights (audiovisual, marketing, licensing, hospitality, tickets)
- The FFF is responsible for private security for the tournament.
- EURO 2016 SAS is responsible all other operational tasks on behalf of UEFA and the FFF.

The purpose of this set-up is, in particular, to streamline resources and pool skills and expertise.



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Sporting partners	Public sector partners
 <p>UEFA EURO 2016 SAS</p>	 <p>Government Host cities</p>
Tasks	Tasks
<ul style="list-style-type: none"> • Overall management of UEFA EURO 2016 • Organisation of the tournament and related events (e.g. draws) • Management of private security • Marketing/management of rights (marketing, TV, tickets, hospitality) • Promotion of the event • Management of target populations • Technical and logistical organisation 	<ul style="list-style-type: none"> • Provision of stadiums and other infrastructure • Management of public security • Promotion of the host country and host cities • Welcoming of visitors and supporters • Transport and public services • Possible adaptation of the legal framework • General organisational support

8. Vision

- A major sports competition: European football at its best
- A friendly and peaceful festival of football
- A demand for excellence in the organisation of the event
- An exceptional opportunity to promote the host country
- A tangible legacy for the host country and European football

9. Status on stadiums

The prospect of hosting UEFA EURO 2016 permitted the launch of ambitious construction and renovation projects for the stadiums that will host the final tournament of the competition.

In total, ten stadiums will host matches at UEFA EURO 2016. With the exception of the Stade de France, which will undergo some minor changes, four new stadiums will be built in Lyon, Bordeaux, Nice and Lille – already finished –, while the stadiums in Marseille, Paris, Saint-Etienne, Lens and Toulouse will undergo major renovation.

The entire construction and renovation project for the UEFA EURO 2016 stadiums are the only investment needed to host the tournament in terms of infrastructure. This represents an amount of nearly €1.6billion, which was made possible by the strong and proactive involvement of the owners of these sporting facilities, as well as innovative financing.

Since 1945, only three stadiums of over 30,000 seats have been built in France: The Parc des Princes in Paris (1972), La Beaujoire in Nantes (1984), and the Stade de France in Saint-Denis (1998). UEFA EURO 2016 is the reason for a massive modernisation programme that will allow France to develop a new generation of sports facilities.

Host city Saint-Denis
Stadium Stade de France
Current project status Existing stadium
 Opened January 1998



Project leader Stade de France consortium
Type of project Minor renovation
Gross seating capacity 80,000
Financing -
Constructor -
Architects SCAU
Operator Consortium Stade de France
Cost of project -

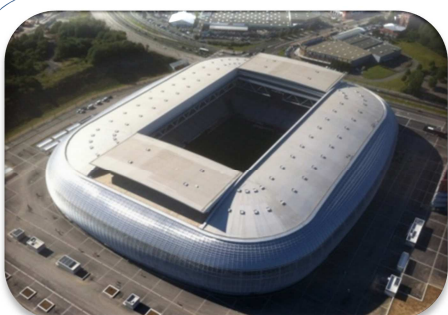
Host city Lyon
Stadium Stade des Lumières
Current project status Earthworks completed
 Due to open by the start of the 2015/16 season



Project leader Olympique Lyonnais
Type of project New stadium
Gross seating capacity 58,000
Financing Private
Constructor Vinci
Architects Populous
Operator Olympique Lyonnais
Cost of project €381m



Host city Lille
Stadium Grand Stade Lille Métropole Communauté Urbaine
Current project status Completed
Opened August 2012



Project leader Lille Métropole Communauté Urbaine
Type of project New stadium
Gross seating capacity 50,100
Financing Public-private partnership
Constructor Eiffage
Architects Valode&Pistre – Atelier Ferret Architectures
Operator Elisa
Project cost €324m

Host city Bordeaux
Stadium New stadium
Current project status Site preparation work under way
Due to open by the start of the 2015/16 season



Project leader Ville de Bordeaux
Type of project New stadium
Gross seating capacity 42,000
Financing Public-private partnership
Constructor Vinci – Fayat
Architects Herzog & De Meuron and Groupe 6
Operator Stade Bordeaux Atlantique
Project cost €184m

Host city	Nice
Stadium	Stade de Nice
Current project status	Work under way Due to open by the start of the 2013/14 season



Project leader	City of Nice
Type of project	New stadium
Gross seating capacity	35,000
Financing	Public-private partnership
Constructor	Vinci
Architects	Wilmotte & Associés SA
Operator	Nice Eco Stadium
Cost of project	€204m

Host city	Marseille
Stadium	Stade Vélodrome
Current project status	Work under way Due for completion by the start of the 2014/15 season



Project leader	City of Marseille
Type of project	Major renovation
Gross seating capacity	67,000
Financing	Public-private partnership
Constructor	Bouygues
Architects	SCAU
Operator	Aréma
Cost of project	€267m



Host city Paris
Stadium Parc des Princes
Current project status Start of the work - end of May 2013
Due for completion by the start of the 2015/16 season



Project leader Ville de Paris and PSG
Type of project Major renovation
Gross seating capacity 45,000
Financing Private
Constructor *Tbd*
Architects *Tbd*
Operator *Tbd*
Cost of project *Tbd*

Host city Saint-Etienne
Stadium Stade Geoffroy Guichard
Current project status Work under way
Due for completion by the start of the 2014/15 season



Project leader Saint-Étienne Métropole
Type of project Major renovation
Gross seating capacity 41,500
Financing Public
Constructor Léon Grosse
Architects Chaix & Morel et Associés
Operator Saint-Étienne Métropole
Cost of project €75m

Host city	Lens
Stadium	Stade Félix Bollaert
Current project status	Technical and legal studies being finalised Due for completion by the start of the 2015/16 season



Project leader	Nord Pas-de-Calais region
Type of project	Major renovation
Gross seating capacity	35,000
Financing	Public
Constructor	<i>Tbd</i>
Architects	Cardete & Huet
Operator	RC Lens
Cost of project	€70m

Host city	Toulouse
Stadium	Stadium Municipal
Current project status	Start of the work - end of May 2013 Due for completion by the start of the 2015/16 season



Project leader	City of Toulouse
Type of project	Major renovation
Gross seating capacity	33,000
Financing	Public
Constructor	<i>Selection pending</i>
Architects	Cardet & Huet
Operator	City of Toulouse
Cost of the project	€35m



10. UEFA EURO 2016 sponsorship programme

The UEFA EURO 2016 sponsorship programme consists of:

- 10 global sponsors with sponsorship rights to most UEFA National Team competitions such as the European Qualifiers, the UEFA European Under-21 Championship (2013, 2015 and 2017), the European Women's Championship (2013 and 2017) and the European Futsal Championship (2014 and 2016).

To date, seven sponsors are on board.

Adidas – Carlsberg – Coca-Cola – Continental – Hyundai/Kia – McDonalds - Socar

- 6 national sponsors with sponsorship rights for UEFA EURO 2016, with such rights limited to the territory of the host country.

11. TV rights sales programme

For the first time, UEFA has extended its worldwide TV rights sales process to the European Qualifiers for UEFA EURO 2016 and the 2018 FIFA World Cup (the European Qualifiers). This new sales process is being conducted on a market-by-market basis, and is administrated by CAA Eleven Sàrl, UEFA's exclusive marketing agency for the exploitation of media and commercial rights of its national team competitions.

In recent months, the following agreements were concluded:

- The European Broadcasting Union (EBU) acquired the rights to broadcast the relevant national team matches for 30 of its members' territories*
- United Kingdom: ITV acquired the rights to broadcast all of England's qualifying matches for UEFA EURO 2016 and the 2018 FIFA World Cup in the United Kingdom
- United Kingdom/Ireland: Pay broadcaster BSkyB has acquired a significant package of rights to the European Qualifiers across the UK and the Republic of Ireland, featuring exclusive live coverage of the qualifying matches of Northern Ireland, Scotland and Wales. BSkyB will also broadcast the qualifying campaign of the Republic of Ireland, co-exclusively with public broadcaster RTE.
- Turkey: SARAN – exclusive media rights to all matches
- Ukraine: TV-Broadcasting Company Ukraine – exclusive media rights to all matches
- United States: FOX Sports - exclusive media rights to all matches
- Canada: Rogers Sportsnet - exclusive media rights to all matches
- Brazil: Globosat - exclusive media rights to all matches
- Latin America (excluding Brazil) SKY Mexico and DIRECTV - exclusive media rights to all matches

12. Kuoni: official accommodation agency

In September 2012, Kuoni was appointed as the official accommodation agency for UEFA EURO 2016. The travel company will provide accommodation services to the participating teams, match officials, commercial and broadcast partners, media representatives, suppliers and staff involved in the organisation of the final round.

Kuoni will have to provide rooms for more than 250,000 bed nights during the tournament.

It is the second time that Kuoni has been the official accommodation agency for a EURO final round, following UEFA EURO 2008, for which it handled 60,000 bed nights.

Kuoni (founded in 1906) is a world leader in the travel industry.

It is present in more than 60 countries (in Europe, Asia, Africa, Australia and North America), and has more than 12,000 employees worldwide.

The company's headquarters are in Zurich. It also has offices in France - Paris (main office), Lyon and Nice.

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