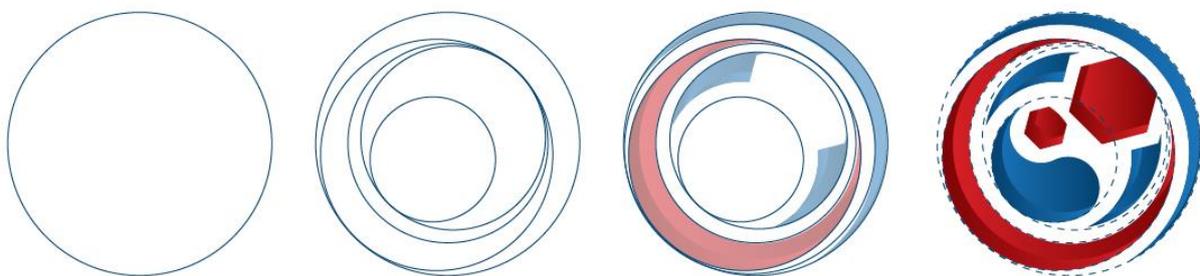


## LOGO DESCRIPTION



The logo has been created in order to summarize visually the content of the message “Ball Rolls In the Same Way for All” and to highlight some of the aims Briswa project wants to achieve, especially the promotion of social inclusion and sense of belongings and participation as inalienable values of football.

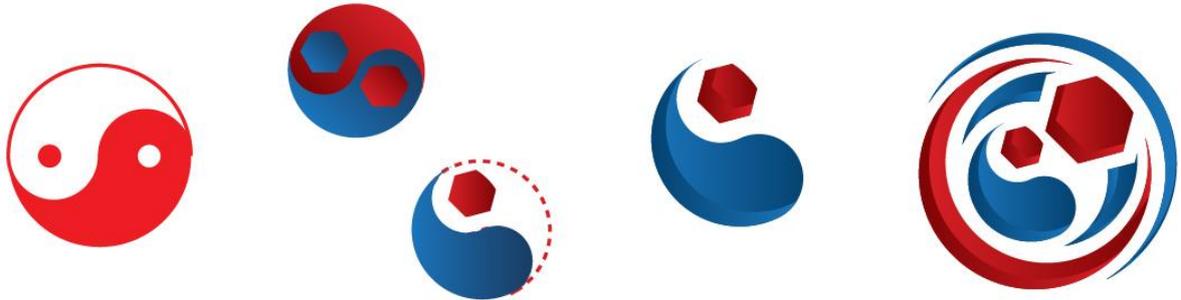
The concept of equality stated by the message “Ball rolls in the same way for all” is conveyed through the use of simple geometric shapes that underpin the realisation of the logo: the circle, in fact, perfectly fits the concepts of equality and inclusion, and in addition, it refers to the shape of a soccer ball. By the intersection of several circles, a stylised figure of a rolling ball appears. The logo is tilted to the top-right to gain more dynamism.



In addition to the circle, there is another geometrical shape: the hexagon. The six-pointed figure refers to a classic soccer ball made of black pentagons and white hexagons (through a similar process as the figure of speech named synecdoche) and to the six host countries that take part in the project.



The logo hides the “Yin and Yang” symbol within it as representation of forces that are apparently opposed but actually they are complementary, interdependent and interconnected, promoting the “difference” as a necessary resource (not as a threat) and struggling with discrimination.



A specific layout of the graphic elements makes visible a stylised figure representing two people hugging each others, which relates to notions of sharing and inclusion.



Blue and red, both primary colours, have been chosen as basic tints of this logo. By mixing primary colours is possible to get all the other colours. In this context, blue and red convey the idea that mixture is a source of improvement and development: “diversity creates wealth”.