



Co-funded by the
Erasmus+ Programme
of the European Union

LOGOS GESPORT+

Catalogue of finalist proposals of the logos contest.

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INTRODUCTION

CORPORATE GOVERNANCE IN SPORTS ORGANIZATIONS: AN APPROACH TO GENDER (GESPORT) is a project co-funded by the Erasmus + Program of the Union European Union. The countries that participate in this project are the University of Leicester (United Kingdom) participate, the University of Minho (Portugal), the University of Sakarya (Turkey), the University of Teramo (Italy) and the University of Zaragoza (Spain). In April 2018, this Project held a logo contest that received 46 proposals from Fine Arts students or related studies from the five project member countries (Spain, Italy, Portugal, United Kingdom and Turkey).

The chosen logo serves as an image of the GESPORT project, and its purpose is to promote gender equality in decision-making spaces in sports organizations. The logo relates to the themes of gender and sport reflected in the objectives of the project.

This catalogue shows the logos that reached the last phase, the finalists and the overall winners.



With the support of the Erasmus+ programme of the European Union



Universidad de Zaragoza
(Spain)



Università degli studi
di Teramo (Italy)



Sakarya Üniversitesi
(Turkey)



University of Leicester
(U.K.)



Universidade do Minho
(Portugal)

C O U N T R I E S

Of finalist logos

S P A I N

Finalist from Spain:

Aizpea de Atxa Cancel
Jaime Abal Ferreiro
Silvia Romero Higuera
Glauce Fernandes Ribeiro
Marianne Victoria Hernández Hernández

Winner from Spain:

Maidor Herrán Masa

U . K .

Finalist from U.K.:

Patrick Dellacasa
Ailis Cross-Gorman

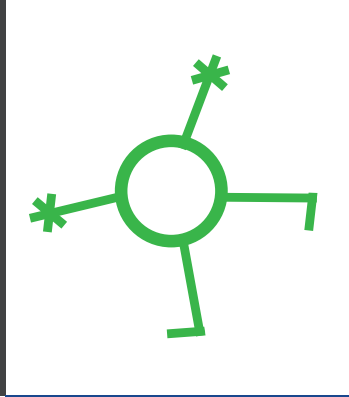
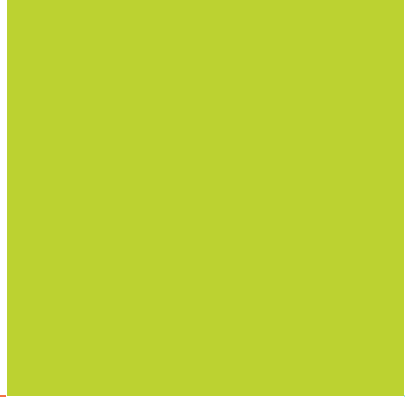
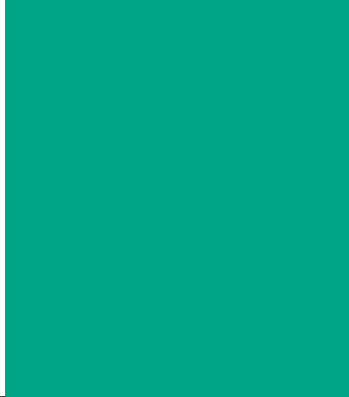
I T A L Y

Finalist from Italy:

Francesca Becchetti
Victoria Cojocaru
Simone Cossu

Winners from Italy:

Elena Zeziola
Sarah Perna



Sarah Perna

Elena Zeziola

Maider Herrán Masa

WINNER LOGOS

A decorative laurel wreath in white, consisting of two branches with leaves, arching over the text at the bottom of the page.

Third place

Sarah Perna

University: Accademia di Belle Arti Pietro Vannucci, Perugia

Country: Italy

gesport



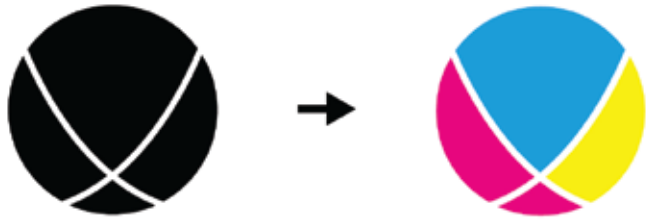
IDEA & CONCEPT

This logo takes inspiration from the position adopted by athletes during a victory in a competition. Men and women, women and men are united by a gesture, they put their hands up to the sky in a moment of joy and triumph in which one feels the uncontrollable feeling of occupying all the space around.

The logo contains the essential symbol of the arms inside a circular space. The circle, as well as being a form that is repeated in the sports world (the circles of the Olympics, the ball, the wheel, the medals, the laurel circle of ancient Greece ...) is also a symbol of geometric perfection, completeness, unity, infinity, giving and receiving, energy and continuity.



Black and white logo



COLORS

Colors have been chosen for meaning and personality. Magenta blends pink, color associated with femininity, and red, both loaded with vibrations and energy. The cyan, associated with the masculine world, wants to balance with its characteristics calming. Finally the yellow, color that promises ambition and a positive future.


#009fe3


#e6007e


#ffed00

gesport

FONT

I used a sans serif font called Gotham, for his characteristic qualities of honesty, clarity and certainty.

Gotham Gotham **Gotham**
Gotham **Gotham Gotham**



Some ideas of brand identity

Second place

Elena Zeziola

University: Università Cattolica del Sacro Cuore

Country: Italy

Key points of which my project takes into account:

Gender equality theme in the organization of sports activities and in sports activities themselves.

Particular attention by Gesport towards water sports activities.

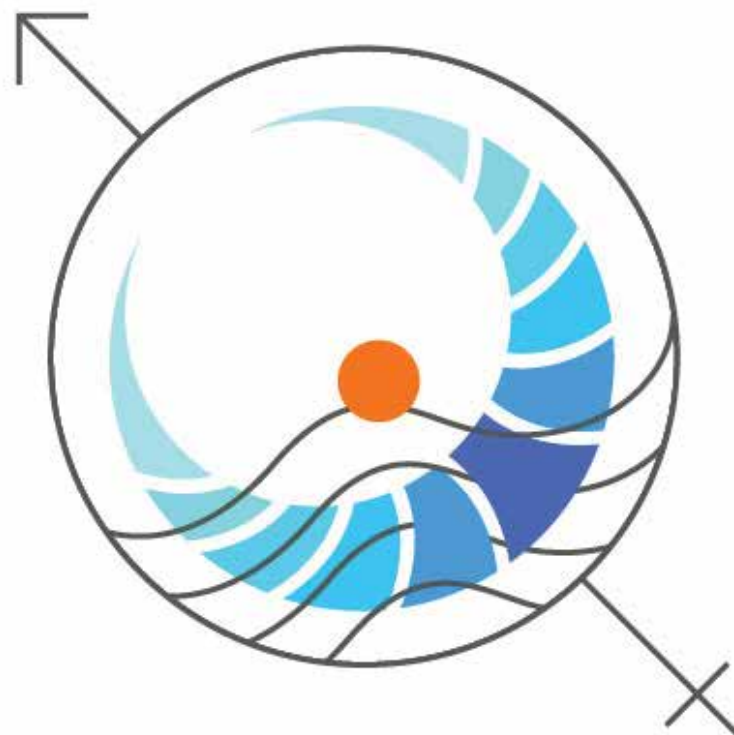
I made a circular logo (a shape that most recalls balance and harmony) where the circles of male and female symbols coincide in a single one. Inside is a very stylized human figure that dives / swims (the crescent is the arms, the orange circle is the head). It can also ideally remember the sun as water.

The choice of colors:

Blue: recalls water; it is one of the most used colors in sports logos; it is the color that best gives a sense of well-being and relaxation, serenity.

Orange: the orange detail breaks the monotony of the monochrome shades; it is also a color associated with physical health, vitality and ambition.

Warm Phrygian: for the outer circle and the waves I preferred a neutral color that does not create an inappropriate contrast with the rest.



Winner

Maidier Herrán Masa

University: Universidad del País Vasco / Euskal Herriko Unibertsitatea

Country: Spain



The presented logo seeks to capture in an abstract way the emancipation of women, especially in sports; It is an image that does not make any kind of gender, cultural or social discrimination.

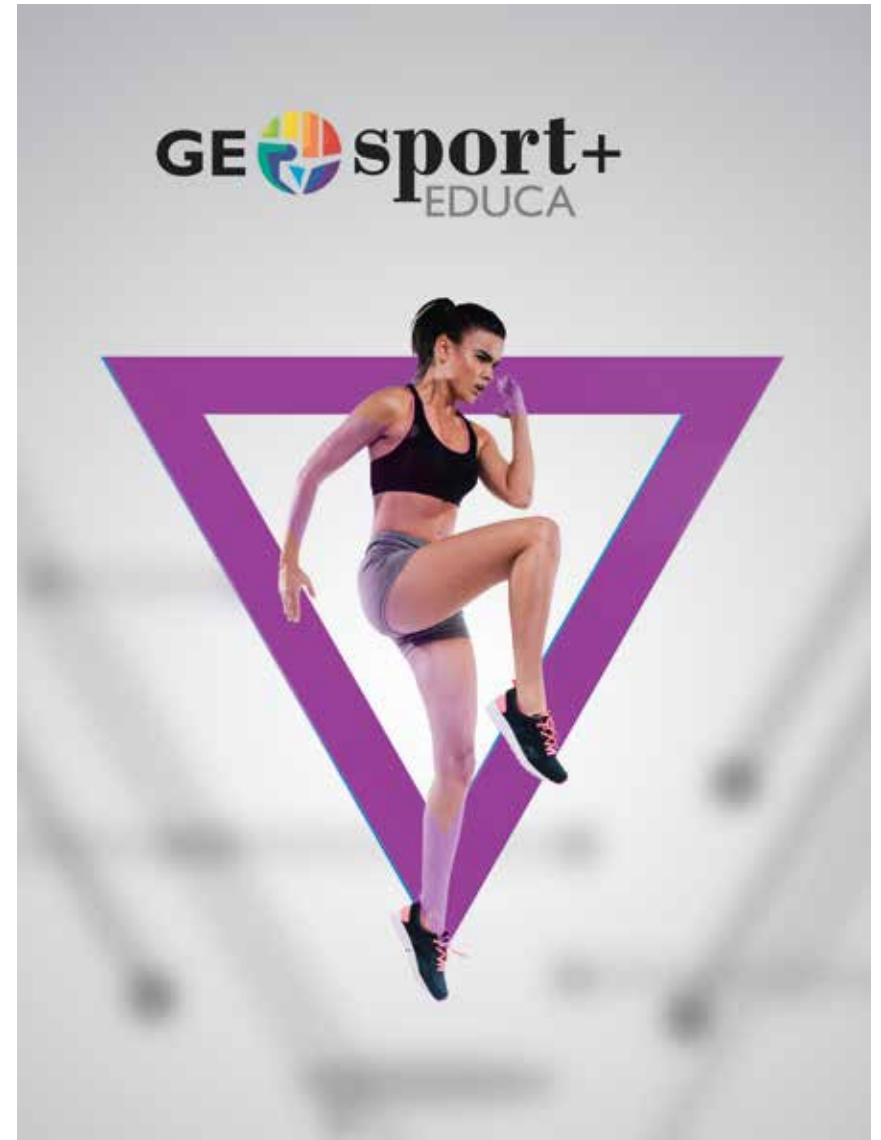
The shape of the logo is a fusion of a ball (handball type) with the fist of the feminist struggle, the same one that seeks gender equality since it is taking a lot of strength and is very promoted at present, thus, that the identity of GESPORT+ be modern, differentiating, and above all, very attractive and memorable.

This is especially due to the colors used, which are the same as those of the rainbow, achieving a balance and a chromatic balance that breaks the prejudices assigned to gender differences.

It is important to mention the typefaces used, Gill Sans Bold MT and Bodoni MT Bold, which mixes straight lines and modernity with the delicacy of traditional curved shapes, achieving a typographic balance, highlighting the game of words formed by Genre and SPORT.



Applications of brand identity



Winner

Maiderr Herrán Masa (Spain)

Aizpea de Atxa Cancel

Francesca Bacchetti

Victoria Cojocaru

Jaime Abal Ferreiro

Patrick Dellacasa

Silvia Romero Higuera

Ailis Cross-Gorman

Simone Cossu

Glauce Fernandes Ribeiro

Marianne Victoria Hernández Hernández

FINALIST LOGOS

Aizpea de Atxa Cancel

University: Universidad del País Vasco / Euskal Herriko Unibertsitatea

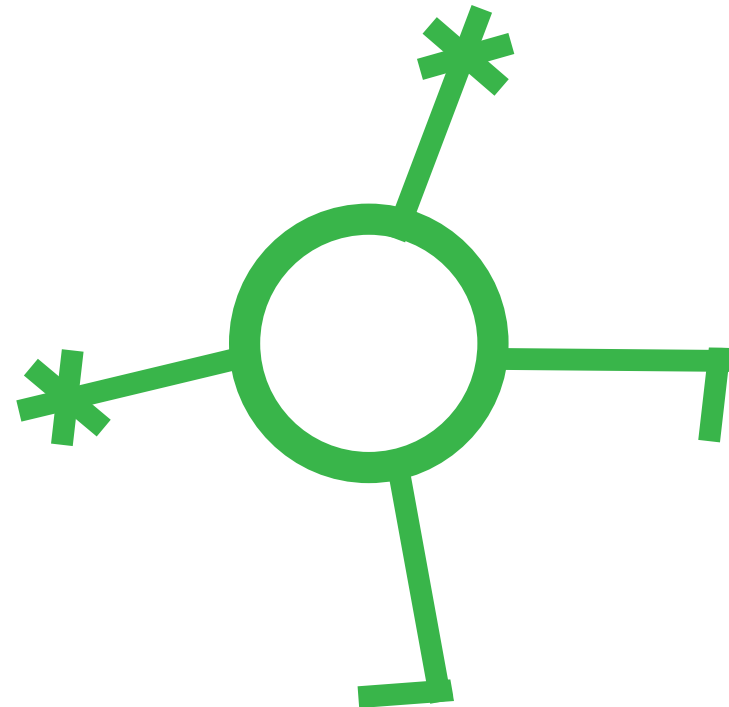
Country: Spain

I highlighted two main columns in the program, gender and sport. It was clear that the shape of the logo had to suggest some movement of some physical activity and that, at the same time, this figure had to be neutral. Thus we would find ourselves in front of a PERSON doing sports, without needing to specify whether he is a man or a woman (following the binary gender system that is established in our society).

Since we already have two signals (or logos) to add "masculine" or "feminine" (and that we all know) and another to refer to mixed gender, I found it interesting to work with the latter. The mixed gender logo was my starting point. The new image that I would create had to be similar to those previously mentioned but with that plus of sport.

The composition of these icons is quite simple. They are formed by a circle and a line. In case of masculine signal the line is up and to the right with an arrow. In the case of the female, the line is down (centered) and is crossed by a shorter horizontal line. I have never liked the two details as a difference.

The arrow of the first has always seemed very visually aggressive. I also did not like the idea that the sign of the woman had a horizontal bar that went through it. Because of this, I decided to play with those two elements. I eliminated the arrow for all the connotations it has and I used the horizontal line to finally give it that extra that was still missing.



Finalist

Francesca Bacchetti

University: Accademia Belle Arti Pietro Vannucci

Country: Italy

The pictogram is inspired by the concept of Yin and Yang: symbol of balance, equity and above all complementarity of the parts.

The colors vaguely recall the female and male figures, just as the organic nature of the curve refers to the human body.

The rounded shape is a reference to the ball: the symbol par excellence of the sports disciplines.





Finalist


Victoria Cojocaru


University: Accademia di Belle Arti Reggio Calabria


Country: Italy


 C: 0 M: 0 Y: 0 K: 0 #: FFFFFFFF
Posizione sfumatura: 0%


 C: 8 M: 100 Y: 92 K: 1 #: DA1E2E
Posizione sfumatura: 100%


 C: 0 M: 0 Y: 0 K: 0 #: FFFFFFFF
Posizione sfumatura: 0%


 C: 4 M: 29 Y: 100 K: 0 #: F2B71A
Posizione sfumatura: 100%


 C: 0 M: 0 Y: 0 K: 0 #: FFFFFFFF
Posizione sfumatura: 0%


 C: 81 M: 33 Y: 7 K: 0 #: 0A8CC1
Posizione sfumatura: 15,31%


 C: 100 M: 86 Y: 26 K: 12 #: 1E3D75
Posizione sfumatura: 100%


 C: 52 M: 100 Y: 30 K: 16 #: 7D2063
Posizione sfumatura: 0%


 C: 0 M: 95 Y: 0 K: 0 #: EC2790
Posizione sfumatura: 57,14%


 C: 0 M: 0 Y: 0 K: 0 #: FFFFFFFF
Posizione sfumatura: 100%

 C: 0 M: 0 Y: 0 K: 0 #: FFFFFFFF
Posizione sfumatura: 0%

 C: 73 M: 67 Y: 66 K: 85 #: 0E0D0D
Posizione sfumatura: 100%

 C: 0 M: 0 Y: 0 K: 0 #: FFFFFFFF
Posizione sfumatura: 0%

 C: 84 M: 6 Y: 100 K: 0 #: 00A64B
Posizione sfumatura: 100%

 Pantone P 179-16 C



Finalist

Jaime Abal Ferreiro

University: Universidad del País Vasco / Euskal Herriko Unibertsitatea

Country: Spain



G E S P O R T



G E S P O R T



G E S P O R T



G E S P O R T

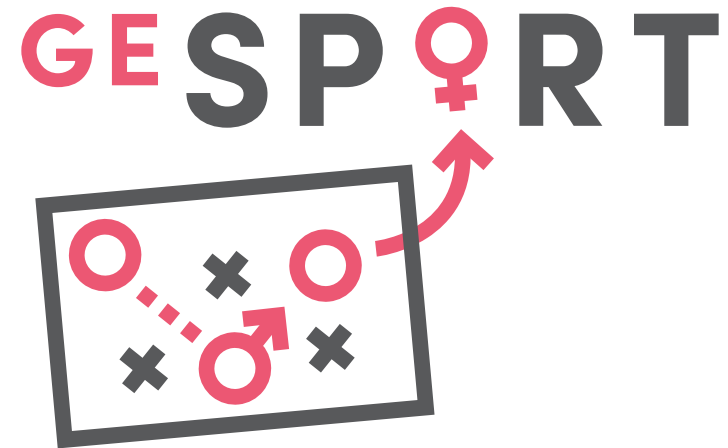
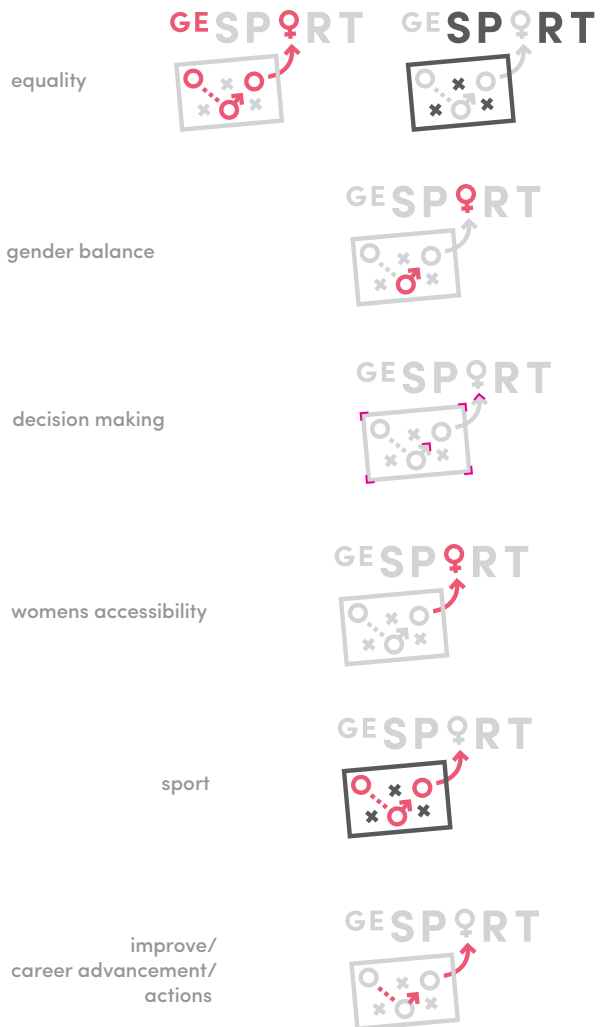


G E S P O R T

Patrick Dellacasa

University: Loughborough University

Country: U. K.



Finalist

Silvia Romero Higuera

University: CIS, Certificado de profesionalidad, Diseño de productos gráfico

Country: Spain



Finalist

Ailis Cross-Gorman

University: Aberystwyth University

Country: U. K.



Finalist

Simone Cossu

University: Accademia Ligustica di Belle Arti

Country: Italy



GESPORT

Finalist

Glauce Fernandes Ribeiro

University: CIS, Certificado de profesionalidad, Diseño de productos gráfico

Country: Spain



Finalist

Marianne Victoria Hernández Hernández

University: Universidad de La Laguna

Country: Spain





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**Universidad
Zaragoza**



UNIVERSITÀ
DEGLI STUDI
UNITE DI TERAMO



**SAKARYA
ÜNİVERSİTESİ**



UNIVERSITY OF
LEICESTER



UNIVERSIDADE DO MINHO