

# Brief: Logo for Göteborg Futsal Cup

## What we need

A logo for our tournament that well represent our core values and the sport of Futsal and attract our target age group to want to participate in the tournament.

## What is Göteborg Futsal Cup?

Göteborg Futsal Cup is an annual youth futsal Tournament that is held in the city of Gothenburg (Göteborg in Swedish), Sweden. Our goal is to gather team from all over Sweden, Scandinavia, Europe and the rest of the world during 4 days.

## What is Futsal

Futsal is an exciting, fast-paced small sided football game that is widely played across the world and is officially recognized by both UEFA and FIFA.

The nature of the game places a large emphasis on technical skill and ability in situations of high pressure. Games are played indoor and 'five-a-side' (5 on 5)

Many of the top world class footballers played Futsal in their youth and credit it with supporting their footballing development; players of the caliber of Pele, Zico, Ronaldinho, Kaka, Lionel Messi to name but a few of the South American legends all played and enjoyed Futsal. But Futsal has not just helped produce South American football stars. On the European stage Cristiano Ronaldo, Deco, Xavi and Cesc Fabregas, amongst many others, have played Futsal to develop their skills.

**The tournaments Core values:** Passion, Action, fun, together

**Target age group:** 8-18 years, boys and girls

## Logos from other Futsal tournaments



For inspiration – Logo design that we like from other events

