

TRANSFORM DIAMOND AWARDS

2025



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NOTE FROM THE EDITOR



JACK COUSINS
EDITOR
TRANSFORM MAGAZINE

To qualify for the Transform Diamond Awards, a brand design project must be – by definition – the *crème de la crème*. However, looking through this winners book, I am still staggered by the quality of projects across all sectors and continents. Be it the flexing and distinctive audio identity developed by TikTok and MassiveMusic, the deftly crafted new brand system for LEGO by Interbrand or NEOM Green Hydrogen Company and Landor's awe-inspiring visual identity, we have seen the world's very best of brand design on show.

It was an ambitious feat for the Transform team to pull off. Collaborating with previous awards winners from across five continents and six awards programmes was a seismic task, but we were enthralled to see how excited branding agencies – from New York to Ho Chi Minh City – were to participate. It is also worth mentioning that none of this would have been possible at all without our fantastic judges. Their dedication to meticulously scrutinising each and every project made these groundbreaking awards possible. We thank them greatly for their efforts.

This is the first time Transform has run an awards program dedicated to celebrating brand transformation throughout the entire world. It has been such a hit that I have a suspicion it won't be the last time either. So, a huge congratulations to our newly crowned Diamond Winners who are the flagbearers of transformative brand strategy and design.

MEET THE JUDGES





MEET THE JUDGES



Abdulaziz Alnashwan

Branding director
General Authority for Statistics

Abdulaziz is branding director at the General Authority for Statistics since December 2021 in the Kingdom of Saudi Arabia. He is also the acting director of communications planning in the same authority since November 2022, a member of the advisory board at setup since January 2023 and a communication consultant at Guidepoint in Dubai since October 2022. He is also a senior advisor at ADEC Development Consulting Company since February 2022 and has been a member of the Gerson Lerman Group in the US since October 2017 and a brand consultant at the Coleman Research Group in London since July 2018.



Silke Bochat

Global head of design
Weleda AG

Silke is a design executive with over 20 years of international experience in FMCG and non-FMCG corporations such as PepsiCo, Mars, Beiersdorf, Vodafone and Colgate. Since 2011, she has focused on design leadership developing approaches, frameworks and instruments defining how to integrate and scale design successfully within ambiguous organizations. She has won awards for both the way design has been integrated in organizations as well as for its outcome. Silke is a seasoned leader, strategist and system thinker, with diversified experience having worked at agencies and corporations, headquarters and regions.



Ivan Cayabyab

Senior vice president, brand
Moody's Corporation

Ivan joined Moody's as senior vice president of brand in 2023. Prior to Moody's, he was the head of global brand management for Morgan Stanley, where he led the firm's brand strategy, engagement and visual identity initiatives. He was a senior global brand manager at Yahoo, leading the rollout of a new logo and identity system. Prior to Yahoo, Ivan spent six years at GE Corporate, helping to grow GE's image as one of the world's most innovative B2B brands, and two years at Sterling Brands, where he managed a number of strategic and design projects for iconic brands.



Ray Chan

Global creative director
Schneider Electric

Ray oversees the creative work from Schneider Electric, a digital automation and energy management company that helps the world's biggest corporations make the most of its energy and resources. He has led creative teams for Bates, DDB, Publicis, Saatchi & Saatchi and Wieden + Kennedy, in Beijing, Hong Kong, Shanghai and Singapore.



Alexandra Cooper-Cuthbert

Head of brand and marketing
New Zealand Olympic Committee

As head of brand and marketing for the New Zealand Team, for eight years Alexandra has led brand campaigns that inspire New Zealanders to follow their team's journey to, and achievements during, Olympic and Commonwealth Games. Alexandra comes from an agency background, with experience at 99, Shine, Y&R and more in Auckland, and at Fitch and M Worldwide in London, where she managed the application of global design strategies to local markets. Alexandra is currently a project lead on the NZ Olympic Committee's Sustainability strategy.



Regina Davis

Brand marketing lead
Yum! Brands

Regina is an experienced marketing professional with over 15 years of experience. In her current role at Pizza Hut, owned by Yum! Brands, she serves as the brand marketing lead for a recently formed crossfunctional Global Accelerator team. This team's purpose is to identify key growth opportunities within key growth markets across the Pizza Hut global footprint and build test and learn strategies aimed at driving highest business impact. As the brand marketing lead, she analyzes business performance, shares understanding of consumer needs and recommends and guides consumer-focused and data driven marketing strategies.

MEET THE JUDGES



Francois Kanaan

Senior director – marketing and branding
ARDARA

Francois is an innovative chief marketing and communications officer with a demonstrated track record working on quasi-governmental mega real estate destinations strategic development. He is the senior director of marketing and branding at ARDARA, a Public Investment Fund (PIF) project. His responsibilities include leading and managing the integrated marketing, communications, brand development and brand experience. Prior to roles at PIF, Francois worked at DDB, Fawaz Al Hokair Group, J. Walter Thompson Worldwide and Meraas, in senior roles leading creative and marketing.



Walid Kotaich

VP, Group head of marketing
Al Ramz PJSC

Walid is a distinguished marketing leader with 15 years of experience across telecom, media and fintech. He has led mega rebranding projects for TV, radio, streaming platforms, and publications and has launched top-ranking apps including ADtv, UFC, Fight Channel and the Al Ramz Trading App. His initiatives have significantly enhanced brand visibility and driven digital transformations, setting industry benchmarks. With a profound understanding of market dynamics, Walid's career is marked by a commitment to excellence and leadership in transforming the media and digital landscapes.



Matthew Leopold

Head of brand, PR and content marketing
LexisNexis UK

Matthew is a branding specialist. With a background in PR and sponsorship, he has extensive experience creating go-to-market brands for large and small businesses. He has led brand, CSR, PR and sponsorship teams for a number of blue chip companies, including British Gas, Centrica and LexisNexis (part of RELX plc). He has also led global brand for the US tech giant, RingCentral Inc. Matthew is a non-executive director of the European Sponsorship Association – furthering the role of sponsorship across Europe.



Laurie Macabasco

Creative director
Salesforce

Originating from the US, Laurie has more than 15 years' experience in branding and marketing. Trained in the Swiss Design style, she began her career at tech companies Fujitsu and Oracle in Silicon Valley. From there, Laurie joined Salesforce at their HQ in San Francisco. She led the creative team responsible for Dreamforce, the annual event bringing together the global Salesforce community. Since transferring to Singapore three years ago, she has headed the regional creative team that is responsible for the Salesforce brand in markets across the APAC region.



Samit Malkani

Head of brand, social and events marketing, SEA
Google

Samit is the head of brand, social and events marketing at Google. He is a modern marketing leader, operating at the intersection of brands and technology. He builds brands with depth and longevity, while also focusing on streamlining processes and deepening agency relationships to drive better work.



Maria Motyka

Senior global brand manager
The Absolut Group

Maria is global senior brand manager and a *créateur de convivialité* at The Absolut Group within Pernod Ricard – the number one premium spirits organization in the world. With over seven years of experience within the spirits industry, she has worked across new product development, packaging innovation and strategic marketing including partnerships and experiences for whisky and gin brands: The Glenlivet, Beefeater and Malfy Gin.

MEET THE JUDGES



Darryl Ng

Senior design manager, global megabrand and APAC Bayer

Darryl drives remarkable consumer experiences that transform everyday health. He leads design activities within APAC, building holistic systems that deliver quality, effectiveness and consistency across brands and products. Prior to Bayer, Darryl was a part of PepsiCo's Design and Innovation team and spent time at a number of global brand and packaging agencies based out of Singapore. Across multiple consumer categories, his experience both in-house and at agencies has seen him successfully collaborate with business stakeholders in delivering award-winning creative solutions.



Shelley Norton

Director, head of brand and client experience PwC Australia

Shelley is a brand and marketing leader with experience in professional services, education, membership and recreational industries. With more than 20 years' experience in marketing, she specializes in and is passionate about brand, whether it's revitalizing a brand, a complete rebrand or developing a successful brand positioning and strategy. Shelley has varied industry experience and expertise in brand measurement, brand architecture, visual and verbal identity, co-branding, developing brand governance systems and developing and delivering successful brand campaigns.



Naval Paradkar

Senior creative designer Al Ghurair Investment

With over two decades of advertising, digital and branding experience, Naval brings a blend of strategic thinking, practical on-ground expertise led by human insights and emotions. He embodies a thought process that is led by insights, that always pushes his work to communicate the right message. He has a keen eye for market trends, for innovative design thinking that helps to improve his creative output. Having worked on brands from various sectors, including FMCG, F&B, hospitality, property and retail, Naval brings a solid knowledge of communication design.



Uma Reade

Senior vice president creative Patience Capital Group

Uma is the senior vice president creative for Patience Capital Group - a visionary investment company building a one of a kind ski resort in Myoko, Japan. She previously led creative and brand marketing for PayPal's international markets, innovation and digital for Google at Essence. She believes that creative solutions should be medium agnostic, challenge people's thinking, entertain them, and become a part of the social narrative.



Sujid Rehman

Branding and marketing specialist Qatar Olympic Committee

With over 12 years of experience, Sujid has played a key role in the rebranding of India's leading software company, Infosys Ltd and the Qatar Olympic Committee. He was appointed as head of branding for three World Championships: AIBA World Boxing Championships Doha 2015, 48th Artistic Gymnastics World Championships Doha 2018 and World Judo Championships- Doha 2023.



Gerard Rizzo

Global design director, Oral Care Colgate-Palmolive

As global design director of Oral Care at Colgate since 2019, Gerard leads brand identity and brand expression executed with meticulous design implementation. With an extensive foundation of over 25 years as a creative director and designer on the agency side, he brings a wealth of expertise to shaping brand narratives that resonate powerfully across all consumer touchpoints. Gerard is passionate about creating compelling stories that not only define brands but also deeply engage and inspire audiences worldwide. He has worked on world's most well-known brands for Colgate, Coca-Cola, Kraft Heinz, Kimberly-Clark, Nestle and Pfizer.

MEET THE JUDGES



Ben Thompson-Star
Senior brand manager
Mondelēz

Ben is a passionate FMCG marketer, currently working as senior brand manager on The Natural Confectionery Company brand at Mondelēz. He began his FMCG marketing career at Nestlé and has since worked in both Australia and the UK across brands including Lavazza, Maggi, Nature Valley, Nescafé and Yoplait. Ben has also co-founded two organizations: CoFutures, a planning communication firm with expertise in strategic planning, community engagement and multimedia; and the Community Music Project, a not-for-profit with a mission to create a movement of community music sharing.



Mark Tipper
Global executive director, brand
strategy and creative
JLL

With over 30 years' experience delivering inspirational and usable brands from London, New York, Hong Kong and Singapore, Mark originally trained as an illustrator producing games for the likes of Electronic Arts and Interplay before moving into agency life, overseeing and nurturing a large and eclectic band of creative brains to deliver amazing and innovative work. He has hundreds of plaudits and awards for a wide range of brands, charities and professional bodies.



Kylie Walker
Head of brand experience
Macquarie Group

Kylie leads Macquarie Group's global brand, creative and sponsorship functions and is responsible for managing Macquarie's groupwide portfolio of brands. With over 25 years' experience, Kylie also oversees the development of other business brands through joint ventures, acquisitions, and new business initiatives. Previously, Kylie was an art director at several business and consumer magazine titles.



Michelle Wan
Brand design manager
Kenvue

Michelle is the brand design manager at Kenvue, a major company in Consumer Health. Leading the self care and essential health design team, she drives brand strategy, systems, and communications across Asia Pacific for impactful consumer and patient experiences. With 15 years of creative expertise, Michelle's design and advertising background spans Landor Shanghai, BBH Shanghai, The Secret Little Agency (TSLA) and Epigram in Singapore. Known for her design thinking and keen attention to details, she brings a thoughtful and meticulous approach to her work.

THE WINNERS





THE WINNERS

CONTENT

BEST USE OF A VISUAL PROPERTY

Diamond Winner – LEGO and Interbrand

Gold Winner – Allen's Lollies and The Edison Agency

Gold Winner – Debra and RichardsDee

Gold Winner – Emaar and Genius Loci – AT.MOSPHERE

Gold Winner – Pernod Ricard and MetaDesign China Limited

Gold Winner – Team GB and Thisaway

Gold Winner – Trojena and Landor

BEST BRAND ARCHITECTURE SOLUTION

Diamond Winner – Nidec and GW+Co

Gold Winner – GIAO HÀNG TIẾT KIỆM (GHTK) and M – N Associates

Gold Winner – Minor Hotels and Interbrand

BEST USE OF COPY STYLE OR TONE OF VOICE

Diamond Winner – Inner West Film Fest and Yonder Creative

Gold Winner – MN8 and Thackway McCord

Gold Winner – Oxford University Press and Baxter & Bailey – Oxford Revise

BEST BRAND EXPERIENCE

Diamond Winner – Nokia and Lippincott

Gold Winner – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

Gold Winner – International Cricket Council and WiteKite

Gold Winner – Puma and SGK

BEST USE OF PACKAGING

Diamond Winner – Beefeater Gin Crown Jewel and Boundless Brand Design

Gold Winner – Accor + Katara Hospitality and BOND – Vaya!

Gold Winner – BKKB Ventures and London: Los Angeles

Gold Winner – Diageo India and Butterfly Cannon

Gold Winner – Tanglin Cacao Gin and Killat Creative

BEST WAYFINDING OR SIGNAGE

Diamond Winner – MTR Corporation and Landor

Gold Winner – Emaar and Genius Loci – The Dubai Mall Zabeel Extension

Gold Winner – Oval Real Estate and Common Curiosity

BEST USE OF AUDIO BRANDING

Diamond Winner – TikTok and MassiveMusic

Gold Winner – Deutsche Bahn and why do birds

Gold Winner – SANOFI "Miracle Dots" and Sixième Son

Gold Winner – Syngenta Group and why do birds

Gold Winner – TATA.ev and Landor

BEST USE OF TYPOGRAPHY

Diamond Winner – LEGO – LEGO BRICK PRO and Interbrand

Gold Winner – ADSS and Pink Green

Gold Winner – Bathsense, by Asian Paints and Landor

BEST PLACE BRAND

Diamond Winner – Norfolk Coast, Protected Landscape and Lantern

Gold Winner – Expo City Dubai and Bellwether

Gold Winner – Town of Telluride and Monigle

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS

Diamond Winner – TikTok and MassiveMusic

Gold Winner – Seddiqi Holding and BOND

PROCESS

BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT

Diamond Winner – Aston Villa and Dragon Rouge

Gold Winner – Abu Dhabi Early Childhood Authority (ECA) and ADinB – ECD Fair

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

Diamond Winner – Moody's and Interbrand

Gold Winner – Dubai Health and Landor

Gold Winner – NAB and Principals

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Diamond Winner – Seddiqi Holding and BOND

Gold Winner – GIAO HÀNG TIẾT KIỆM (GHTK) and M – N Associates

Gold Winner – Oval Real Estate and Common Curiosity

Gold Winner – West Loop Community Organization (WLCO) and Landor

BEST LOCALIZATION OF AN INTERNATIONAL BRAND

Diamond Winner – Vaseline® and Lonsdale Design

Gold Winner – Safaricom Ethiopia and Landor

THE WINNERS

STRATEGY

BEST CREATIVE STRATEGY (BUSINESS)

Diamond Winner – Wiley-VCH and Industry

Gold Winner – PartnerCentric and Fazer

Gold Winner – Solutions+ and KNOW Creative

BEST CREATIVE STRATEGY (CONSUMER)

Diamond Winner – Reset, Venus Remedies and Landor

Gold Winner – Team GB and Thisaway

Gold Winner – Visit Victoria and Principals

BEST CREATIVE STRATEGY (CORPORATE)

Diamond Winner – Moody's and Interbrand

Gold Winner – Onity and Thackway McCord

Gold Winner – Saudia Group and Landor

Gold Winner – SLB and Brandpie

BEST BRAND EVOLUTION (BUSINESS)

Diamond Winner – Team Global Express and Landor

Gold Winner – ADSS and Pink Green

Gold Winner – Granite Asia and Studio Everywhere

Gold Winner – Huon and the thrills™

BEST BRAND EVOLUTION (CONSUMER)

Diamond Winner – LEGO and Interbrand

Gold Winner – Grove Juice and Boxer & Co.

Gold Winner – LeShuttle and Landor

BEST BRAND EVOLUTION (CORPORATE)

Diamond Winner – Port Of Dover and Saboteur

Gold Winner – CATRION and Brash Agency

Gold Winner – Le Redoute and Carré Noir

Gold Winner – SkyMavis and Bratus Agency

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Diamond Winner – Designed In Saudi and Gene Branding

Gold Winner – BKKB Ventures and London: Los Angeles

Gold Winner – Health Equals and RBL Brand Agency

Gold Winner – Pernod Ricard and MetaDesign China Limited

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Diamond Winner – Seddiqi Holding and BOND

Gold Winner – Profi Group Romania and Touchideas

BEST NAMING STRATEGY

Diamond Winner – June and BrandSilver

Gold Winner – Giddam and Gene Branding

Gold Winner – Golf Australia – TeeMates and FutureBrand Australia

Gold Winner – Health Equals and RBL Brand Agency

Gold Winner – Human Rights Campaign (HRC) and Landor

Gold Winner – Masar and inovaline

Gold Winner – NIKO and Re:brand

Gold Winner – Siemens Mobility and SSBC

TYPE

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Diamond Winner – South East Technological University with Red Dog Design Consultants and MCCP

Gold Winner – Nexxen and Starfish Co.

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING

Diamond Winner – DTDC and Landor

Gold Winner – Autopay and BNA

Gold Winner – CATRION and Brash Agency

Gold Winner – Huon and the thrills™

Gold Winner – Integral and Pink Green

Gold Winner – West Loop Community Organization (WLCO) and Landor

Gold Winner – ZSL and RBL Brand Agency

BEST BRAND CONSOLIDATION

Diamond Winner – LEGO and Interbrand

Gold Winner – Expo City Dubai and Bellwether

Gold Winner – SLB and Brandpie

BEST DIGITAL TRANSFORMATION

Diamond Winner – West Loop Community Organization (WLCO) and Landor

Gold Winner – Careem

Gold Winner – Leathwaite and Dusted

BEST EMPLOYER BRAND

Diamond Winner – Hilti and Tonic

Gold Winner – Microsoft

THE WINNERS

SECTOR

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT

Diamond Winner – Theirworld and Saboteur

Gold Winner – Bush Heritage Australia and FutureBrand Australia

Gold Winner – Prince Talal bin Abdulaziz Al Saud Endowment and BOND

Gold Winner – West Loop Community Organization (WLCO) and Landor

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Diamond Winner – South East Technological University with Red Dog Design Consultants and MCCP

Gold Winner – Uprio and Conran Design Group

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR

Diamond Winner – Enova.NEOM and Landor

Gold Winner – NIKO and Re:brand

Gold Winner – Relevate Power and Brandpie

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR

Diamond Winner – High Liner Foods and WMH&I

Gold Winner – Al Futtaim and BOND

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR

Diamond Winner – Huon and the thrills™

Gold Winner – Kramp and mReaction

Gold Winner – Rain bird and Matchstic

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Diamond Winner – iz app by Alinma Bank and Landor

Gold Winner – Granite Asia and Studio Everywhere

Gold Winner – Kuwait Finance House / Tam and Bellwether

Gold Winner – Marble Money and Creatik

Gold Winner – Sola Payments and Monigle

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Diamond Winner – Kraft Heinz (Las Chicas) and PB Creative

Gold Winner – NAFOODS and Bratus Agency

Gold Winner – Thryve, IFFCO Plant-Based Venture and WMH&I

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Diamond Winner – Pernod Ricard and MetaDesign China Limited

Gold Winner – Accor + Katara Hospitality and BOND – Accoustic

Gold Winner – Freja Foods and The Collaborators

Gold Winner – Kellanova, WK Kellogg Co and Brunswick Group

Gold Winner – Kellogg's and Landor

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Diamond Winner – WS Audiology and FutureBrand London

Gold Winner – Care Medical – Riyadh and Skyne

Gold Winner – Cosette/Vyleesi and Starfish Co.

Gold Winner – Renaiss Health and Dragon Rouge

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR

Diamond Winner – Dense Hair Experts and KISS Branding

Gold Winner – NLGIC National Life & General Insurance Company / Liva and Bellwether

Gold Winner – Reset, Venus Remedies and Landor

BEST VISUAL IDENTITY FROM THE OIL, GAS, MINING AND EXTRACTIVES SECTOR

Diamond Winner – NEOM Green Hydrogen Company and Landor

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (ADVISORS AND CONSULTANTS)

Diamond Winner – Aptia and Living Group

Gold Winner – Merwas and Tajalla Agency

Gold Winner – New North Insights and Creatik

Gold Winner – Social Soup and The Edison Agency

Gold Winner – Tensure and Matchstic

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (LEGAL AND ACCOUNTANCY)

Diamond Winner – Akin and Living Group

Gold Winner – Schulte Roth & Zabel and Agenda

BEST VISUAL IDENTITY FROM THE PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT SECTOR

Diamond Winner – Oval Real Estate and Common Curiosity

Gold Winner – Stockland and Principals

Gold Winner – Trojena and Landor

THE WINNERS

SECTOR

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR

Diamond Winner – Town of Telluride and Monigle

Gold Winner – Supreme Council for Motherhood and Childhood (SCMC) and Abu Dhabi Early Childhood Authority (ECA) with ADinB

Gold Winner – Transport for London, Places for London and Pentagram

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Diamond Winner – Seddiqi Holding and BOND

Gold Winner – LEGO and Interbrand

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

Diamond Winner – Aston Villa and Dragon Rouge

Gold Winner – Inner West Film Fest and Yonder Creative

Gold Winner – Saudi Arabian Football Federation and Gene Branding

Gold Winner – USRowing and Prophecy

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Diamond Winner – Quarto and Pentagram

Gold Winner – Nexxen and Starfish Co.

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR

Diamond Winner – Air India and FutureBrand London

Gold Winner – GIAO HÀNG TIẾT KIỆM (GHTK) and M – N Associates

Gold Winner – Saudia and Landor

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

Diamond Winner – LeShuttle and Landor

Gold Winner – Norfolk Coast, Protected Landscape and Lantern

Gold Winner – Poronui and Principals

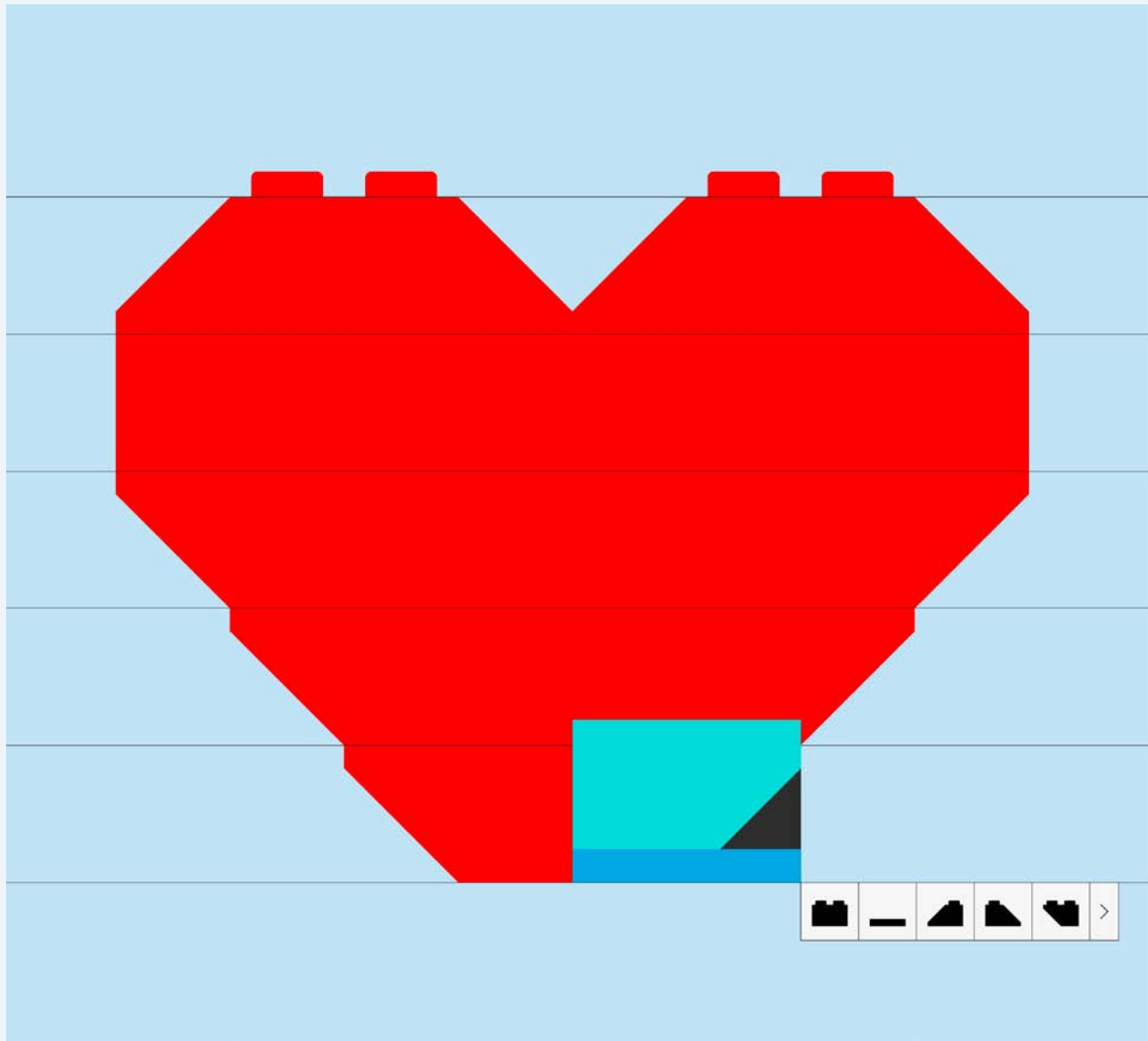
Gold Winner – Trojena and Landor

CONTENT





BEST USE OF A VISUAL PROPERTY



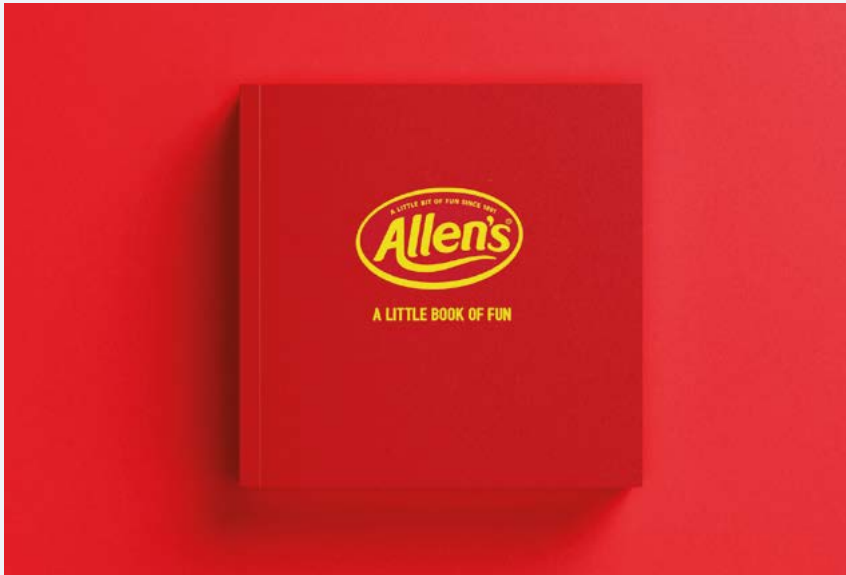
DIAMOND WINNER

LEGO AND INTERBRAND

LEGO's signature interconnecting block system is iconic the world over. But its brand language failed to capture this singular uniqueness. To ensure consistency across the brand, and infuse LEGO's digital offer with the same tactile sense of interconnection, Interbrand introduced a new visual property. A digital representation of the blocks has been introduced, with a representation of the trademarked 'clutch' that happens when blocks are clicked together included.

This allows for an integration between the digital and physical fields of play and unifies LEGO's brand world behind a single moment. Judges thought this distillation of the LEGO brand was an elegant solution to an intricate challenge. One said, "What an extremely complex challenge to take on. I can only imagine the rabbit hole they had to go down to create such a beautiful and effective design system."

BEST USE OF A VISUAL PROPERTY



GOLD WINNER

ALLEN'S LOLLIES AND THE EDISON AGENCY

Allen's, Australia's leading lolly brand for more than a century, felt it had failed to keep up to date with modern perceptions of fun. Risking losing touch with Australians, it therefore needed a brand update to infuse a new, authentic identity. To achieve this, it called on The Edison Agency, which realized that aside from an iconic logo and brand colors, Allen's didn't have any other distinct brand assets to leverage across touchpoints. The agency therefore crafted a 'fun side' ribbon, a dynamic visual property that can be used as a frame or cropped to create the signature 'A' for Allen's.



GOLD WINNER

DEBRA AND RICHARDSDEE

Debra, the charity supporting people suffering from epidermolysis bullosa, recognized it didn't have an effective strategy to serve all members of its community. Instead of focusing on suffering, RichardsDee changed the narrative. It delivered a message documenting the fragility of the skin of those affected. The butterfly - beautiful, ephemeral - was the perfect visual representative, changing the tone of communications for Debra in the process.



GOLD WINNER

EMAAR AND GENIUS LOCI - AT.MOSPHERE

Capturing the essence of the restaurant on the Burj Khalifa's 122nd floor, AT.MOSPHERE, required a blend of luxury, captivating glamor and distinctive ownability. It had to inspire diners, draw them 422 meters above the ground and create an experience unlike any other. Genius Loci connected the ground with the sky through a stunning, whimsical display of orreries and hidden treasures that have enriched the dining experience. The visual splendor has made AT.MOSPHERE a socially desirable destination through a broad social media reach.

BEST USE OF A VISUAL PROPERTY



GOLD WINNER

PERNOD RICARD AND METADESIGN CHINA LIMITED

Chinese whisky brand Chuan, a part of Pernod Ricard, is built on the concept of two contrasting elements meeting in perfect balance. Drawing its influence from Chinese philosophy, this spirit of harmony was infused into the brand experience through the use of contrast. Soft was paired with strong; mountain with water. An ownable brick design was built into the brand experience. Tessellating bricks form part of the bottle shape as well as the tasting building's curved facade. This unity between packaging and physical architecture is eminently elegant.



GOLD WINNER

TEAM GB AND THISAWAY

Team GB is a major national symbol, particularly in an Olympic year, but they wanted to take its iconic lion logo a step further. They wanted to inspire the public to support the team and also to inspire athletes to aspire to more. The brand strategy, 'everyday extraordinary,' was complemented with a dynamic patchwork Union Jack that speaks to the cultural fabric of modern Britain. Thisaway's patchwork design is flexible, allowing the brand to flex across every sport and brand touchpoint required.

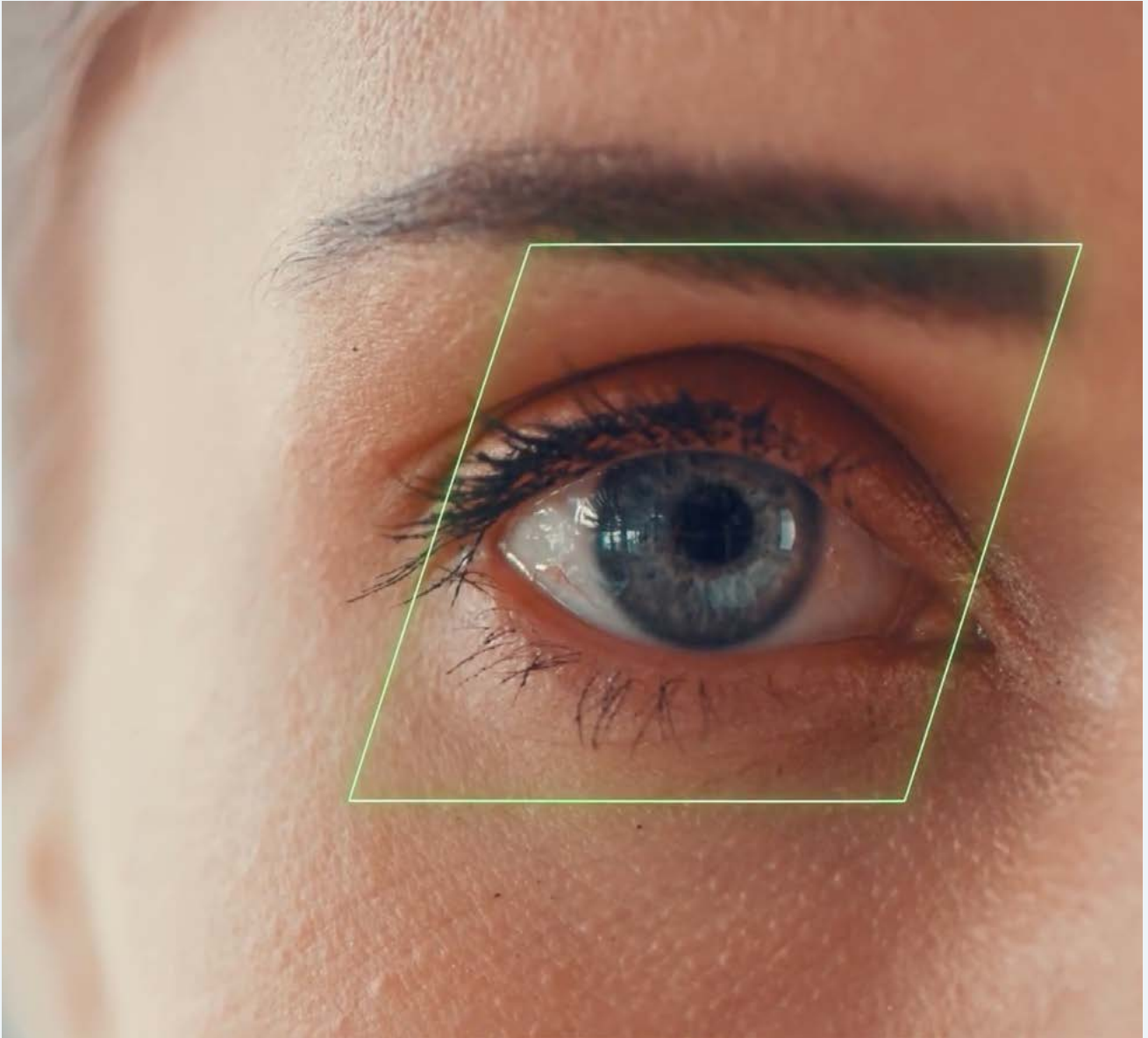


GOLD WINNER

TROJENA AND LANDOR

As part of the ambitious NEOM project aiming to transform the northwest corner of Saudi Arabia into a landmark destination, Trojena needed to defy the odds. It had to tell the unlikely story of snow in the desert, of ascending mountains and of transformative experiences. Landor crafted a ribbon-like loop design for NEOM's parent brand and teased out one strand of the ribbon to form a mountain-inspired logo for Trojena. The texture of the ribbon acts as a graphic device across the visual identity, seamlessly tying the brand together.

BEST BRAND ARCHITECTURE SOLUTION



DIAMOND WINNER

NIDEC AND GW+CO

Japanese manufacturer Nidec wanted to create a more unified approach for one of its five business units and its 21 sub-brands. Because it had grown through acquisition, the portfolio was messy, disjointed and lacked cohesion. GW+Co focused on unifying the business behind the Nidec flag. It simplified the 21 sub-brands into a family of seven brands under the Nidec umbrella.

The project was so successful, Nidec's chairman rolled out the brand architecture across the entire portfolio of over 340 brands. "I really appreciate the courage it took to go simple," said one judge, adding that the solution is seemingly obvious, but that reaching that point was deceptively challenging. "Achieving the obvious is actually beautiful. It creates descriptive clarity and is a massive improvement from where the brand was."

BEST BRAND ARCHITECTURE SOLUTION



GOLD WINNER

GIAO HÀNG TIẾT KIÊM (GHTK) AND M — N ASSOCIATES

GIAO HÀNG TIẾT KIÊM (GHTK) is a key player in Vietnam's delivery and logistics ecosystem. To amp up brand recognition and allow its brand to more capably reflect the company's many services, it shortened its name to GHTK and re-examined its brand strategy. M — N Associates developed an architecture solution that uses the GHTK emoji logo to reflect in a single image each of the company's sub-brands. GHTK Pay, for example, shows the emoji logo with sunglasses and a dollar sign.

GOLD WINNER

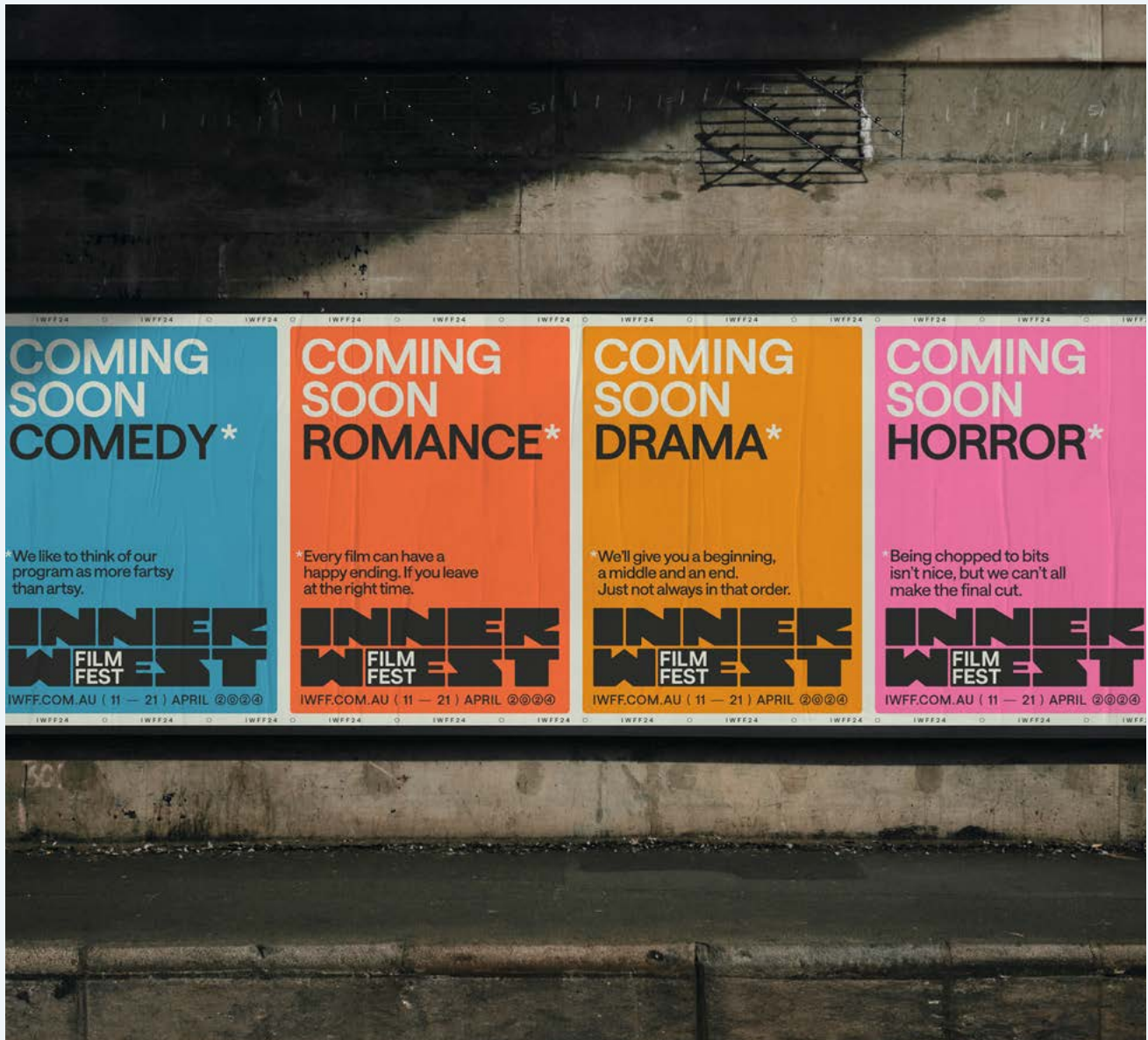
MINOR HOTELS AND INTERBRAND

Hoping to become a major force on the global stage, Minor Hotels had the opportunity to increase its brand presence following the acquisition of NH Group. But, multiple brands, ownership structures and markets meant there was the problem of complexity to contend with. Interbrand took a more holistic lens, refining the masterbrand and optimizing the portfolio in a manner that allowed the uniquely Minor customer experience to be translated anywhere in the world.

MINOR

HOTELS

BEST USE OF COPY STYLE OR TONE OF VOICE



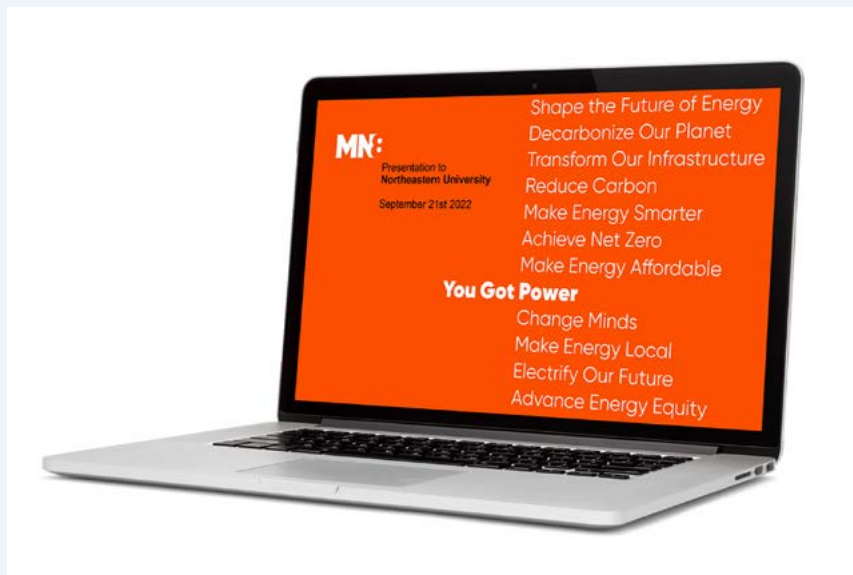
DIAMOND WINNER

INNER WEST FILM FEST AND YONDER CREATIVE

With the rampant success of streaming services, film festivals have to work harder than ever to get movie-goers out of the house. Sydney-based Inner West Film Fest, which prides itself as an inclusive celebration of filmmaking, was also facing these issues. It turned to Yonder Creative to devise a recognizable, compelling and consistent brand experience. This was partially achieved through a clever and witty tone of voice, underpinned by three verbal brand codes: Original, Welcoming and I'm in. This added a quirky element to the brand, which was entirely appropriate for a film festival that prioritizes comedy.

The project's results were breathtaking, and included a 258% increase in ticket sales. One judge commented, "I think the challenge of branding a film festival is a daunting one, and making it sound like a specific and distinct area is even harder. But this hits the nail on the head!"

BEST USE OF COPY STYLE OR TONE OF VOICE



GOLD WINNER

MN8 AND THACKWAY MCCORD

MN8 was spun out of Goldman Sachs to develop a massive infrastructure for sustainable energy solutions. But it found that similar companies all sounded the same. The focus was on the benefits of sustainability, the imminence of climate change and doing good for the Earth. MN8 worked with Thackway McCord to take a different tack. It put the impetus in the hands of the consumer with its 'You got power' strapline. The tone of voice is bold, helping MN8 set out a fresh path for sustainable energy branding.

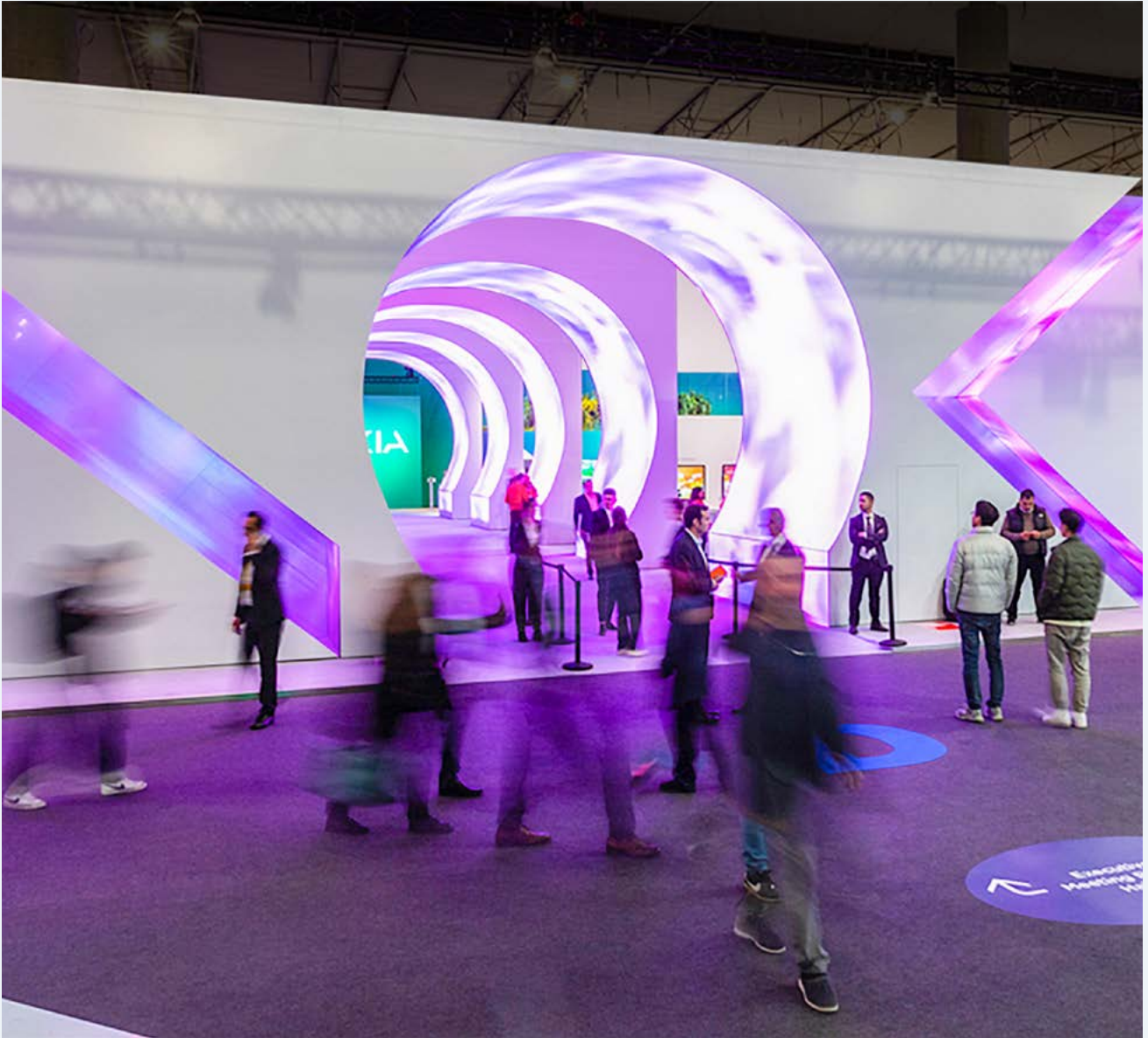


GOLD WINNER

OXFORD UNIVERSITY PRESS AND BAXTER & BAILEY – OXFORD REVISE

Exam revision and study guides' branding is staid, authoritative and intimidating. Designed almost to pressure students to study, it leaves little room for confidence building in the revision process. Oxford Revise wanted to change that. It worked with Baxter & Bailey on a revision brand founded in the strapline, 'You've got this.' The contemporary, empowering language encourages students to take ownership of their revision process. It champions knowledge and skills building with clearly placed tips and engaging review guide formatting.

BEST BRAND EXPERIENCE



DIAMOND WINNER

NOKIA AND LIPPINCOTT

Nokia's prominence in the global tech industry has shifted from mobile phones to cloud-enabled B2B digital services. To communicate this shift and proudly portray the new era of the Nokia brand, it worked with Lippincott on an experience for Mobile World Congress. Drawing visitors in through an immersive tunnel within the Nokia 'O,' the brand world is built from over 35 stands offering insights, experiences and information. The massive installation is supported by a colorful new brand that is tailor-made for the company's new path in B2B technology.

The logos revealed during the conference was the most photographed Mobile World Congress asset ever posted to social media. Judges thought that the new logo felt recognizable and yet offered something entirely new, allowing Nokia to shift perceptions along with it.

BEST BRAND EXPERIENCE



GOLD WINNER

ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – ECD FAIR

The Abu Dhabi Early Childhood Authority has extensive reach across the Emirate's schools, but it wanted to bring together all its services and partners under one banner and communicate to parents its mission to foster behavior change and shape the next generation of children. To do so, it developed the Early Childhood Development Fair. ADinB crafted a brand experience rooted in childhood play, imagination, health and fun. A cohesive visual identity helped unify the fairground while individual activations added variety and joy.



GOLD WINNER

INTERNATIONAL CRICKET COUNCIL AND WITEKITE

WiteKite's visual strategy for the ICC Men's Cricket World Cup in India in 2023 was based on wood block printing and India's concept of the 'navarasa', or the nine emotions of the performing arts. This translated to a consistent, engaging brand experience across the many touchpoints of the World Cup. Colorful tiles brought the emotions of the sport to life across the tournament's venues and India's cultural landscape. The result is vibrant, lively and joyous, capturing the attention and hearts of cricket fans worldwide.



GOLD WINNER

PUMA AND SGK

Sneaker culture has required companies to make a bigger splash in popular culture. Puma teamed up with SGK to bring to life the Puma Hoops x Cheetos Scoot Zeros experience. This larger-than-life installation provided fans a mashup for the ages. Not only did giant, vividly orange Cheetos provide an immersive setting for fans, but Puma's limited-edition Hoops sneakers brought flaming hot style to the streets of Indianapolis.

BEST USE OF PACKAGING



DIAMOND WINNER

BEEFEATER GIN CROWN JEWEL AND BOUNDLESS BRAND DESIGN

The premium spirits category relies on packaging to tell a story and motivate a buyer before they've even had a sip of the drink. Beefeater Gin Crown Jewel successfully inspires brand loyalty with its core range, but its premium offer, Crown Jewel, was failing to connect on the emotional level needed to make an impact in the luxury market. Boundless Brand Design took inspiration from the brand's spiritual home of the Tower of London.

Everything, from the shape of the bottle to the material manufacturers to the label design, has been crafted to evoke a sense of the spirit of London. The bottle was designed to make an impact on-trade and has been thoughtfully designed to provide ease of use for mixologists and bartenders. Judges loved the elegant transformation of the heritage product, with one saying "it's the packaging you would want to display and keep."

BEST USE OF PACKAGING



GOLD WINNER

ACCOR + KATARA HOSPITALITY AND BOND – VAYA!

Accor + Katara Hospitality wanted to build a global restaurant brand based on Latin American flavors in time for Qatar's hosting of the 2022 World Cup. The restaurant had to capture the joyful spirit of Latin American food and energy while sitting comfortably in a luxury Qatari setting. BOND created a sinuous, unique logo for Vaya! that is carried through its pack designs. Quality paper work and elegant typography elevates the packs while the unusual wordmark brings a verve and distinctiveness to bear.



GOLD WINNER

BKKB VENTURES AND LONDON : LOS ANGELES

Zero-alcohol beverage brand Fable, owned by BKKB Ventures needed to build an evocative world that would appeal to the Gen Z demographic's aesthetic sensibilities. It worked with London : Los Angeles on a story-driven logo design that allowed its paper packaging to come to life in a rich way. A gift box for the cannabis-infused range is at once an Alice in Wonderland-esque foray into the unknown and a peek through the woods into the magical world beyond.



GOLD WINNER

DIAGEO INDIA AND BUTTERFLY CANNON

Diageo India's Godawan whisky's visual identity is a stunning tribute to Rajasthan's deserts, the craft of whisky making and the endangered species endemic to the region. Butterfly Cannon achieved a masterstroke in the packaging design of the Godawan 100 Series. Not only is the bottle treated to gold finishes and luxury elements, but the 100-bottle series is reflective of the fact that only 100 godawan birds remain in the wild.

BEST USE OF PACKAGING

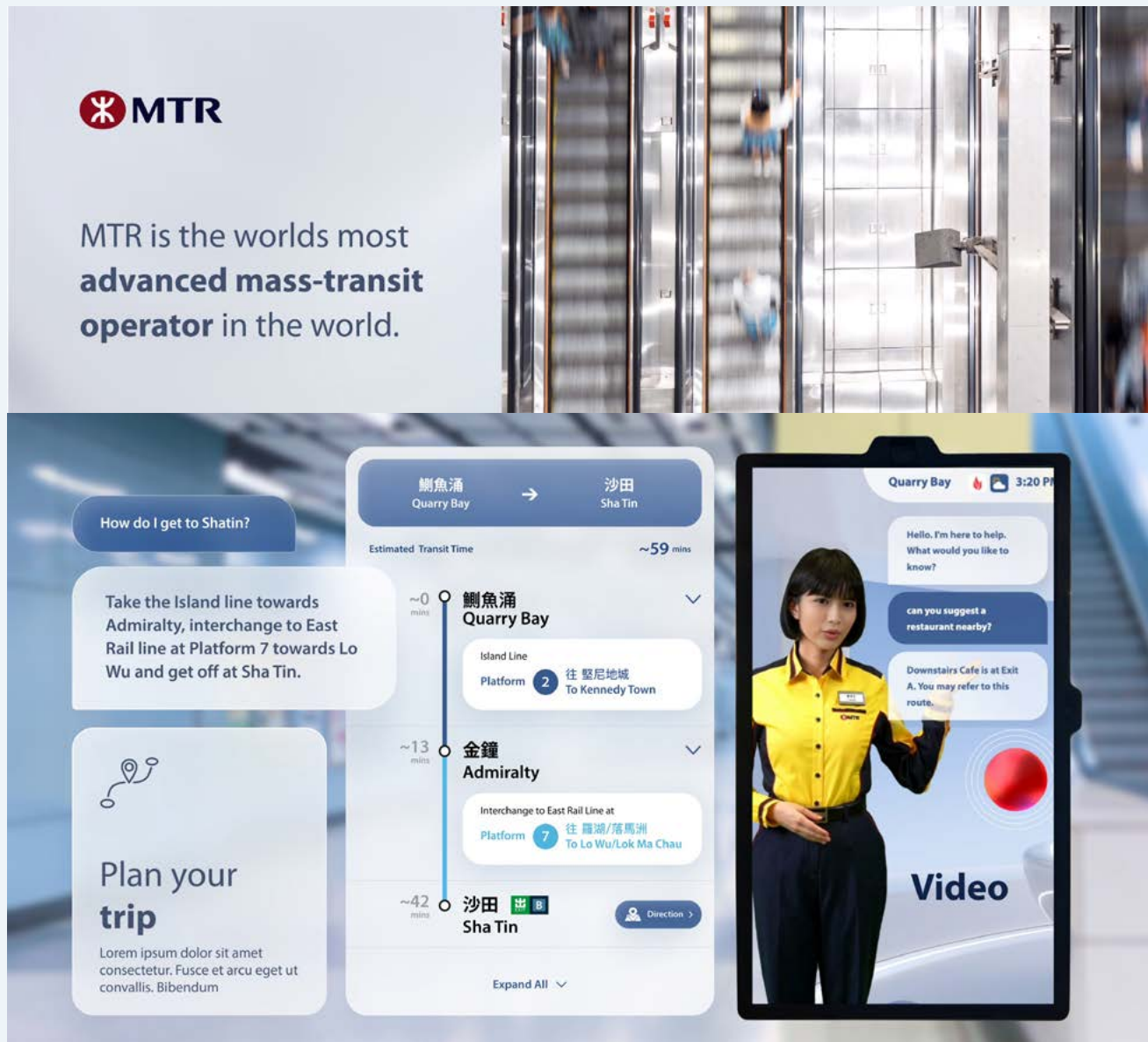


GOLD WINNER

TANGLIN CACAO GIN AND KIILAT CREATIVE

The unusual partnership between Tanglin Gin and Lemuel Chocolate to create a 'bean to bottle' gin needed to have a big impact for consumers. Kiilat Creative retained Tanglin Cacao Gin's signature bottle shape to ensure recognition and consistency. But it developed a label that speaks to the gin's unique sustainability differentiators. With cacao nibs, pangolins and beautiful botanicals sprawling across the pack, the label truly blends the best of the gin and chocolate industries' design languages.

BEST WAYFINDING OR SIGNAGE



DIAMOND WINNER

MTR CORPORATION AND LANDOR

Hong Kong's transportation network, MTR Corporation, needed a way to improve its in-station wayfinding services for the 4.5 million passengers it serves each day. Landor introduced Tracy, an AI-enabled digital assistant that allows the company to apply the human touch at scale. Tracy is welcoming, calming and knowledgeable, allowing each user to customize their interaction and receive exact wayfinding directions in a clear, accessible way.

This stunning use of technology to improve transport journeys in one of the world's busiest cities is a pioneering step into the future. The indoor navigational system offers a new approach that will undoubtedly help Hong Kong's citizens and visitors to better experience the best the city has to offer. Judges thought this was an excellent fit for the MTR Corporation system and a savvy use of technology to solve a difficult challenge. "It fits the brand well by showing its inclination toward serving customers. The versatility and adaptability will improve the user experience," said one judge.

BEST WAYFINDING OR SIGNAGE



GOLD WINNER

EMAAR AND GENIUS LOCI – THE DUBAI MALL ZABEEL EXTENSION

Emaar's Dubai Mall is a juggernaut in the Gulf. Its Zabeel Extension aimed to appeal to a young audience through the creation of an industrial-chic vibe and a distinctive character separate from the rest of the mall. To embrace this sense of urban cool, Genius Loci took inspiration from art installations, industrial signage and quirky youthfulness. The resulting signage is deployed directly onto concrete pillars, delivered in dot matrix-style signboards and illuminated simply and effectively.

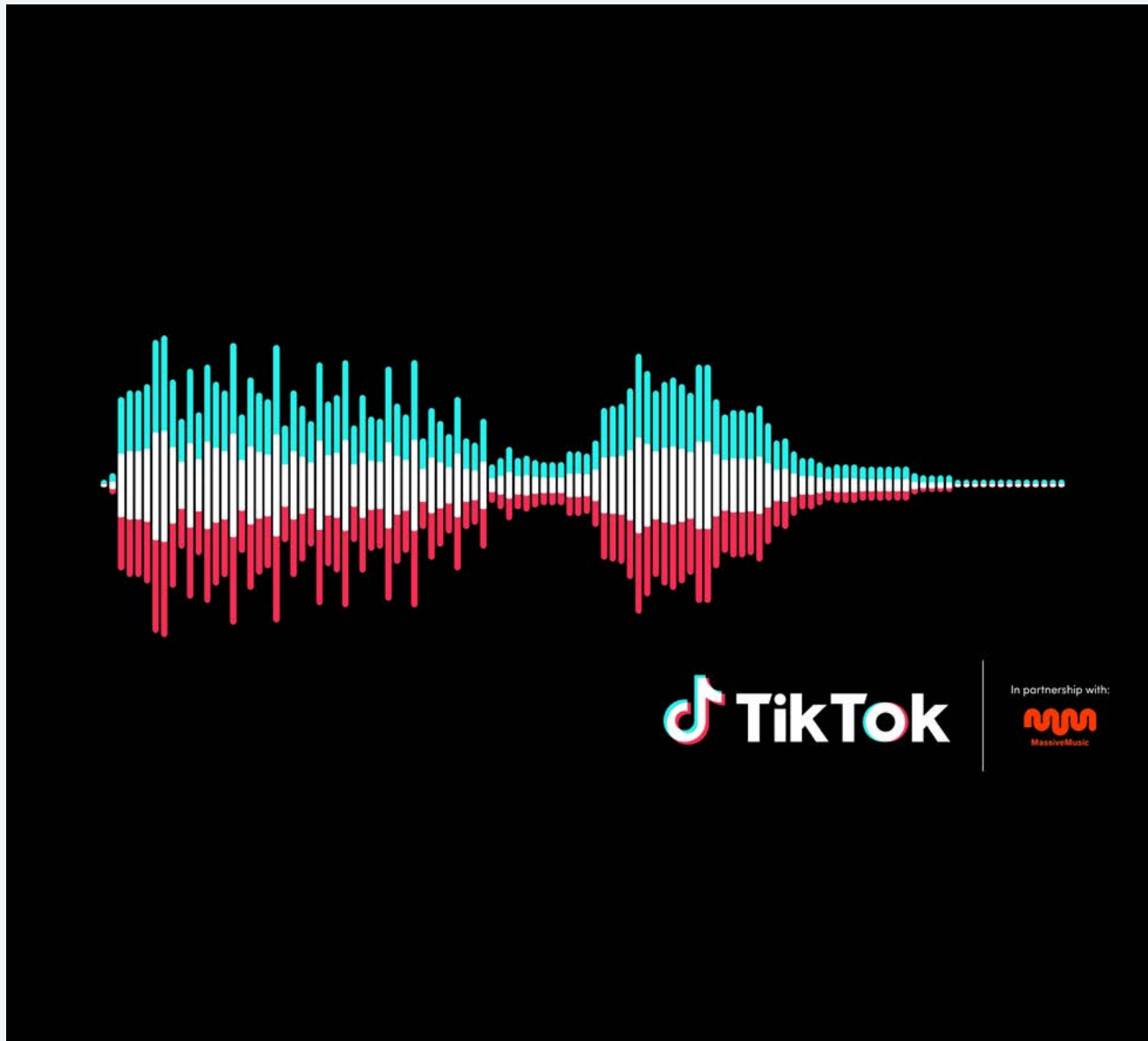


GOLD WINNER

OVAL REAL ESTATE AND COMMON CURIOSITY

Birmingham, UK's media and entertainment production hub, the Bond, needed a stronger, more easily identifiable brand and wayfinding system. Common Curiosity worked with the brand ethos of a 'confluence of creativity' to develop a modular wayfinding system with imagery drawn from the development's location, its film heritage and its architecture. The system of lines within a square is a powerful signage tool, while also subtly and effectively offering wayfinding arrows and directions within the same grid.

BEST USE OF AUDIO BRANDING



DIAMOND WINNER

TIKTOK AND MASSIVEMUSIC

TikTok is a virtual home for music, culture and inspiration, most of which comes with its own unique soundscape. So a TikTok sonic brand had to leave room for its creators to explore, while still remaining consistent and ownable by the masterbrand. MassiveMusic created a two-part logo featuring a sub-bass hit and a subsequent ascending melody that almost replicates the words TikTok themselves. It also developed sonic stickers, which were designed specifically for the community to play with, remix and deploy in their own content.

The new audio brand was a hit. Over 50% of participants already recognize TikTok's sonic logo, which is 40% higher than the industry average. Judges loved the strategic approach and the care MassiveMusic took to ensure the system would be accessible to the TikTok creator community. They praised the instant resonance and memorability the logo adds, as well as its now near pervasiveness across the platform.

BEST USE OF AUDIO BRANDING



GOLD WINNER

DEUTSCHE BAHN AND WHY DO BIRDS

Deutsche Bahn's 2014 sonic brand has become embedded in the German psyche. But, the company has subtly shifted its positioning in the intervening decade to focus more on sustainability and customer care. It wanted to subtly evolve its audio brand to embrace this change. why do birds delivered the sonic brand more softly and played on the piano. This retained recognition while softening the overpowering notes of the existing logo.



GOLD WINNER

SANOFI "MIRACLE DOTS" AND SIXIÈME SON

Balancing complexity and simplicity, the SANOFI audio brand encapsulates the juxtaposition of the brain's two hemispheres. Sixième Son have created an audio brand system based in almost tactile melodic dots. The dots act out an interplay between the left and right hemispheres of the brain asking questions and seeking answers. It's a compelling strategy founded in sophisticated science and music theory. The result is an 'ode to science' that is playful, ownable and wholly in keeping with SANOFI's brand strategy.



GOLD WINNER

SYNGENTA GROUP AND WHY DO BIRDS

Agricultural technology and innovation organization, Syngenta Group, wanted to expand its brand with the introduction of an audio brand system. It worked with why do birds on 'a soundtrack for all seasons.' Drawing inspiration from each season, the sonic system was built out to cater to the company's many touchpoints. But it was then given to employees to bring to life. why do birds tapped an employee orchestra to activate the audio brand. An orchestral video was created from 120 musicians across 30 countries. This then delivered the audio brand to the global internal audience.

BEST USE OF AUDIO BRANDING

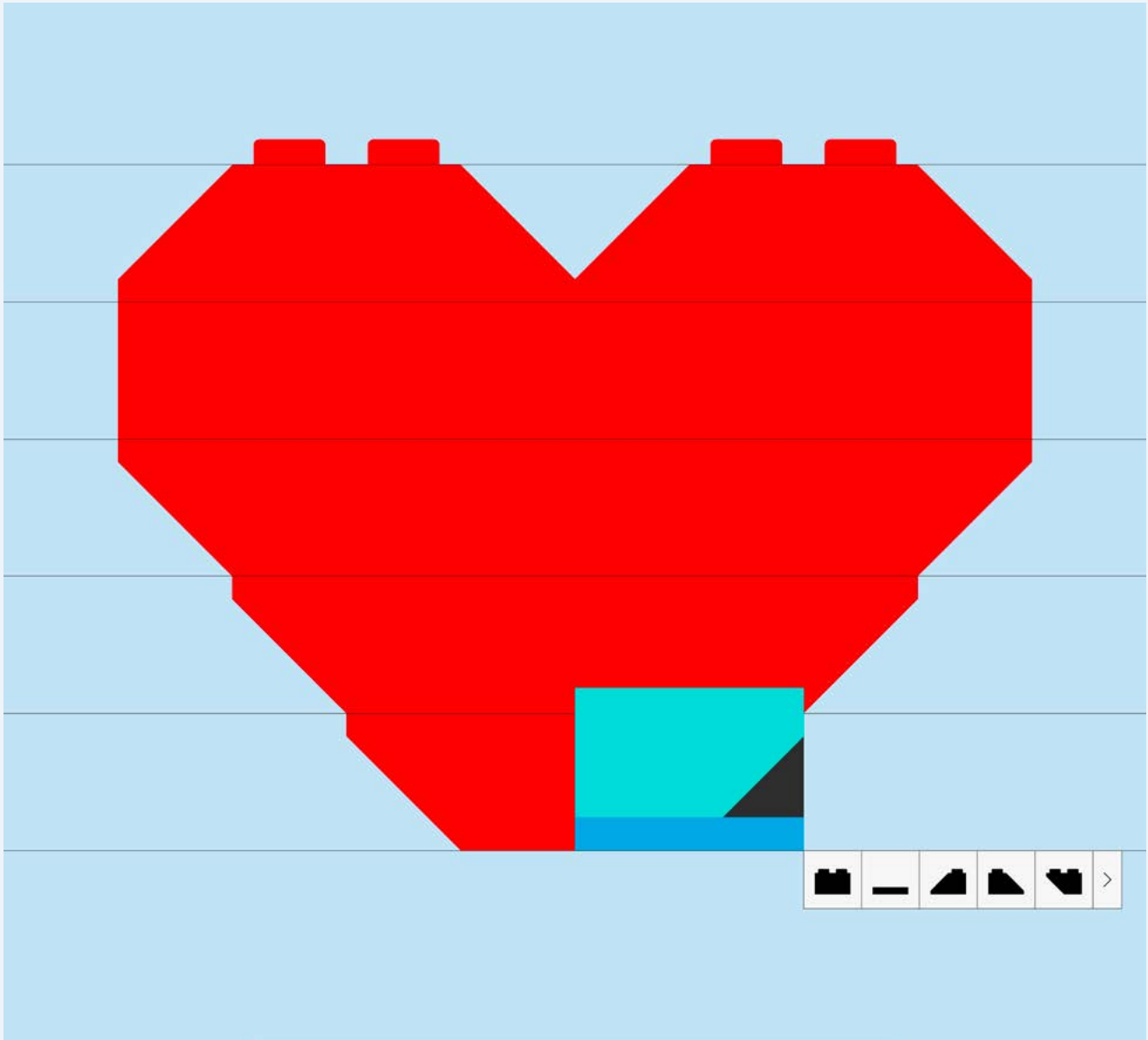


GOLD WINNER

TATA.EV AND LANDOR

Tata Motors' TATA.ev wanted to change the way car sales operated by focusing less on the product and more on the customer, creating almost a lifestyle brand in the process. As such, it wanted its audio brand to feel more distinctive and recognizably Tata. It worked with Landor to harness the concept of 'move with meaning' in its audio brand. A captivating, rhythmic and progressive audio style was developed to reflect the company's core values.

BEST USE OF TYPOGRAPHY



DIAMOND WINNER

LEGO – LEGO BRICK PRO AND INTERBRAND

LEGO's brand cohesion had, until now, come from its products' unique interlocking, universal bricks. To create a visual identity that would flex across all LEGO's touchpoints and provide consistency across its sprawling brand, Interbrand tapped into this so-called 'system-in-play' to inspire its graphic language.

Interbrand took LEGO's signature elements of play, physics and tactility and transformed them into a digital brand through the introduction of the LEGO BRICK PRO 'typeface.' This system of 130 glyphs is comprised of different LEGO bricks that can then be transformed into anything a user can imagine. "Taking the idea of LEGO and literally building on it in a digital space is a strong idea and has opened up a new world of consumer products, brand rollout and expression."

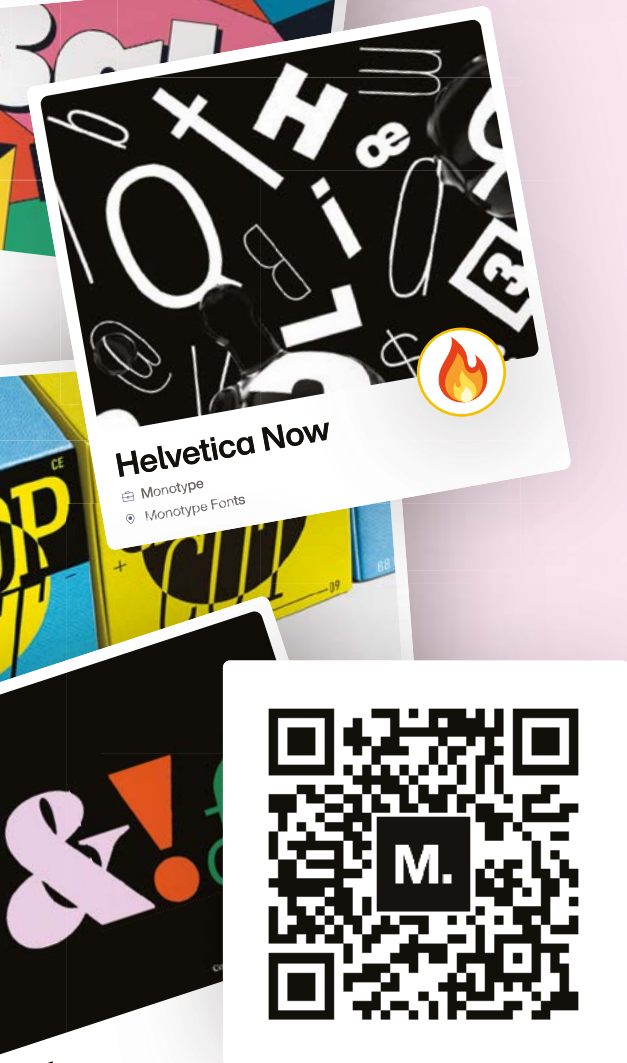


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BEST USE OF TYPOGRAPHY



GOLD WINNER

ADSS AND PINK GREEN

The busy, yet target-rich environment of the Forex Expo in Dubai required Emirati brokerage firm ADSS to stand out in a memorable way. It worked with Pink Green on a groundbreaking interactive typography concept for its expo booth. They developed a tool that would enable visitors to the ADSS stand to create their own individualized calligraphic logo. Not only did this emphasize the brand's commitment to personalized trading, it also exhibited excellence in understanding of typeface design across Arabic and English.



GOLD WINNER

BATHSENSE, BY ASIAN PAINTS AND LANDOR

Bathsense by Asian Paints aimed to elevate its position in the luxury bathroom market with a bold new strategy around transforming everyday experiences. Landor developed a bespoke typography based on the idea of 'the magic of water'. This was designed to help Bathsense stand out in a crowded market and create a distinctive, scalable brand system. Bathsans, the new bespoke typeface, is elegant and fluid, integrating curving elements that reflect the motion of water. The type was then implemented across 11 Indian languages to create a cohesive identity for every audience.

BEST PLACE BRAND



DIAMOND WINNER

NORFOLK COAST, PROTECTED LANDSCAPE AND LANTERN

The Norfolk Coast is a designated Area of Outstanding Natural Beauty, but its brand left a lot to be desired in terms of natural beauty. It – like many of its peers – had a cluttered communications landscape rife with rolling hill motifs, birds and primary colors. To showcase the best of the region, it worked with Lantern on a new place brand. Lantern looked to the Norfolk Coast's distinctive nature: it is a fragile landscape at risk from climate change, but with a lot to offer in terms of natural beauty, biodiversity and exploration.

The new name, Norfolk Coast, Protected Landscape, communicates this. The visual identity is crafted using shapes, colors and images of the region itself. A family of camp-like badges allows for versatility across the brand's communications – not to mention an innately merchandisable opportunity. "It really works and will probably help grow the area's distinctiveness for tourism and investment," commented one judge.

BEST PLACE BRAND



GOLD WINNER

EXPO CITY DUBAI AND BELLWETHER

2020 exhibition to be the end of its story. Transitioning from an event space to a thriving quarter within the megacity, Expo City needed to shift its brand to focus on place-building. The new brand by Bellwether, Expo City Dubai, is built on the purpose of harnessing the power of togetherness to shape a future city. The new identity is open and flexible enough to facilitate the area's growth, but it is also defined and cohesive to ensure consistency of communication.

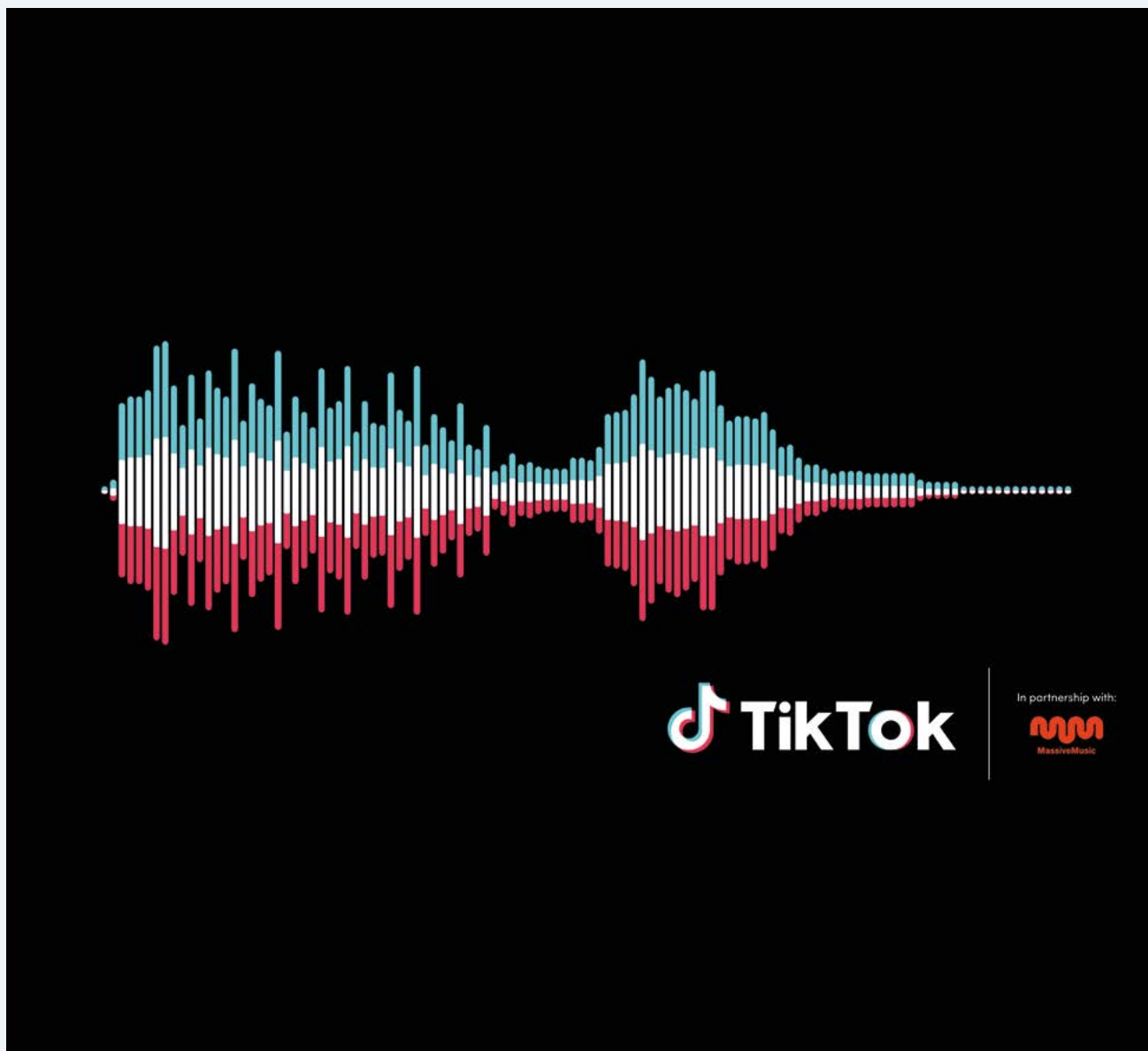


GOLD WINNER

TOWN OF TELLURIDE AND MONIGLE

The Town of Telluride in Colorado was just one mountain resort among many in the Rockies. It needed to stand out and tell a stronger, definitive story of what it has to offer visitors and what its town culture is like. It worked with Monigle to create a new visual identity that brings the towns location - at the bottom of a box canyon in the mountains - to life through a craftily designed 'T' logo. This has breathed new life into the historic location.

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



DIAMOND WINNER

TIKTOK AND MASSIVEMUSIC

To better express its own brand, rather than support other content creators, TikTok needed an ownable audio asset that would simultaneously feel joyful and surprising, and raw and unpolished. It worked with MassiveMusic on a system that could evolve within the TikTok platform, catering to the ever-changing nature of its content. As the TikTok community enjoys remixing and reusing sounds, the TikTok audio brand had to be embraced by its community and able to flex, while remaining distinctive.

The solution uses the onomatopoetic nature of TikTok's name to inspire a two-beat sound structure. Within three months, it achieved 50% consumer recognition. Kantar research indicated this was the fastest-recognized sonic logo in history. Judges thought this was "brilliant work," with one calling it "smart and clear, a well-thought through approach embracing the heritage of music from the first note. It's a really well done modular sound system."

BEST EXPRESSION OF A BRAND ON SOCIAL MEDIA CHANNELS



GOLD WINNER

SEDDIQI HOLDING AND BOND

Watch retailer Seddiqui Holding wanted to create a brand that would resonate with younger consumers. To get this new demographic excited about luxury and lifestyle timepieces, BOND shaped a social-first brand called Edit. With an editorial positioning, the brand was designed to curate the best pieces for every lifestyle. Content is crafted by experts and designed to form a relationship with consumers. The brand platform 'own your moment' helped create a sense of action and compulsion.

PROCESS





BEST EXTERNAL STAKEHOLDER RELATIONS DURING A BRAND DEVELOPMENT PROJECT



DIAMOND WINNER

ASTON VILLA AND DRAGON ROUGE

The Football Association's new heritage asset rules changed the way brand development could occur in the sport. Dragon Rouge wanted to create a modern expression of Aston Villa's crest alongside a new brand system that all its fans could be proud of. A rigorous program of surveys and fan voting helped communicate the changes and engage fans in the process, ensuring people would not be blindsided – and possibly upset – by any changes. The final crest was voted on by fans from two options. Nearly 92% of fans voted to change the crest and 78% opted for the winning iteration.

The new brand retains the heritage and pride inherent in Aston Villa's brand, while offering a fresh new approach for a modern football club. One judge said, "Hats off to Dragon Rouge for delivering an outstanding identity, while managing the most difficult and passionate audience: the fans."

ABUDHABI EARLY CHILDHOOD AUTHORITY (ECA) AND ADINB – ECD FAIR

The Abu Dhabi Early Childhood Authority has extensive reach across the Emirate's schools, but it wanted to bring together all its services and partners under one banner and communicate to parents its mission to foster behavior change and shape the next generation of children. ADinB crafted a brand experience rooted in childhood play, imagination, health and fun. A cohesive visual identity helped unify the fairground while individual activations added variety and joy.

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT



DIAMOND WINNER

MOODY'S AND INTERBRAND

Moody's commitment to its clients starts from within. To ensure its rebrand was going to resonate across the industry, Interbrand built an internal communications strategy that brought employees on the journey with the brand. Employee research helped shape the brand strategy and then every employee-facing brand touching – from email signatures to business cards – was included in the company-wide communications ahead of the rollout of the new brand. Training sessions, do and don't tips, and brand guides supported employees in shifting to the new brand.

A global brand launch event was hosted by Moody's CEO and featured Microsoft's CEO and chairman as well, an event that impressed judges. "This was a smart internal rollout with enough energy and 'big bang' to get everyone on board," said one judge.

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT



GOLD WINNER

DUBAI HEALTH AND LANDOR

Dubai Academic Health Corporation wanted to unify its sites across the Emirate behind a unified, recognizable brand. But, to enact this patient-first strategy, the brand first had to be built by putting employees first. Landor engaged 11,500 employees in significant brand research while developing the new Dubai Health brand. To embed the brand, Landor created an employee portal where staff members could discuss the changes, understand the new business strategy and boost their sense of belonging. The new brand has been embraced by employees as a unified force for patient care.

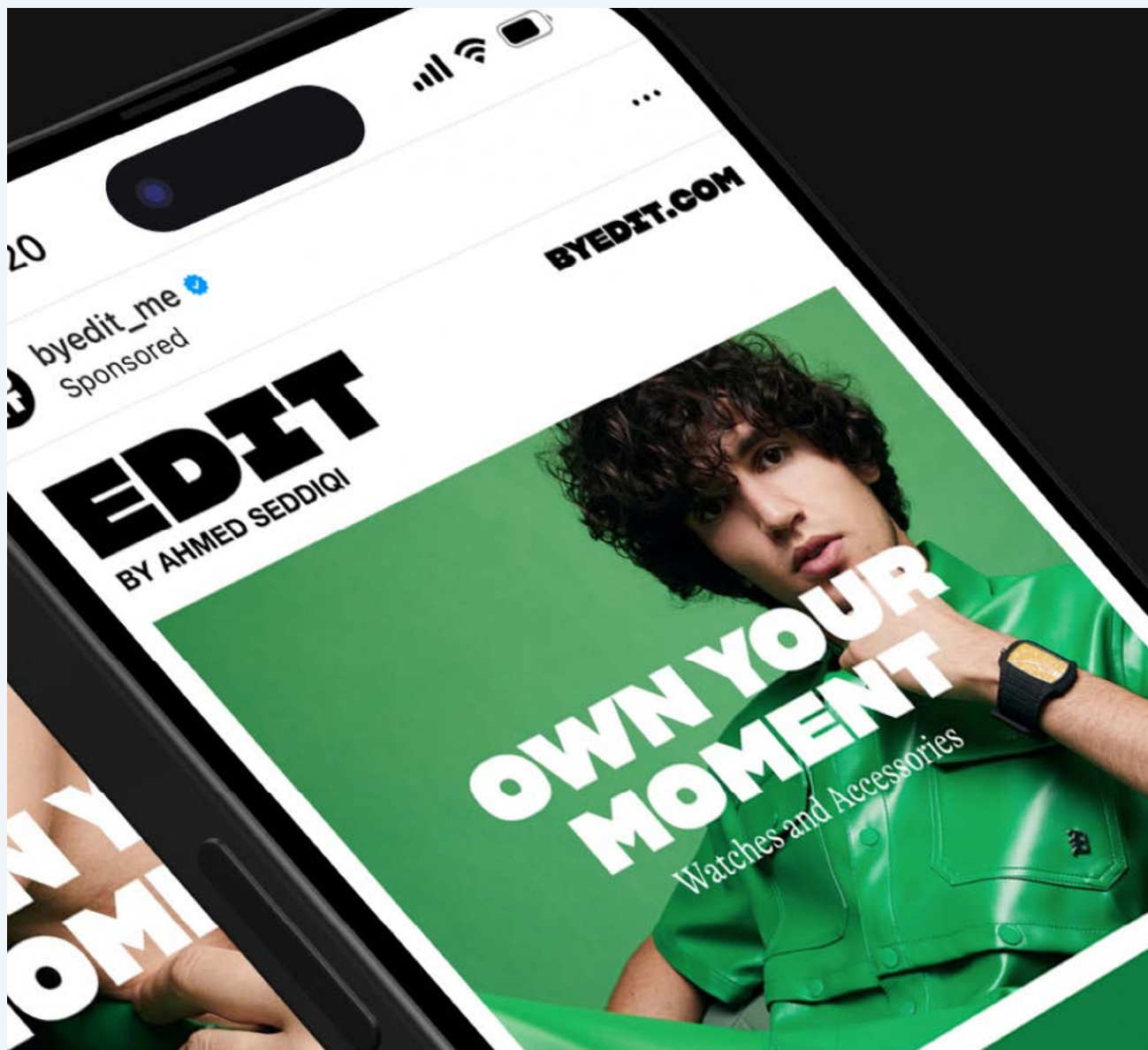


GOLD WINNER

NAB AND PRINCIPALS

Large Australian financial institution NAB felt the need to heighten its internal engagement among employees in order for them to have the tools and understanding to deliver NAB's brand expression in their own roles. Targeting NAB's brand education programme (Brand EdX, 2024), Principals strived to spark genuine interest and educate as to why brand consistency is important. Following an analysis of last year's training program, the agency created an environment where the team could focus on sharing its strategic expertise rather than worrying about answering routine questions and basic FAQs.

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



DIAMOND WINNER

SEDDIQI HOLDING AND BOND

Timepiece retailer Seddiqi Holding wanted to craft a brand for a younger demographic. The new company would deliver high-quality, curated lifestyle watches for those interested in a premium experience. This approach lent itself to a magazine-like lifestyle brand that could deliver timely trends and a personal experience. BOND developed the name Edit and built a periodical-inspired visual identity to help it come to life.

A chunky, sans serif typeface was implemented alongside portrait photography to inspire consumers to 'own their moment.' Judges thought the editorial brand "broke the category" to create something young, fresh and attractive to the target demographic. They thought the simple implementation helped deliver on the brand's objectives while remaining versatile and dynamic at the same time.

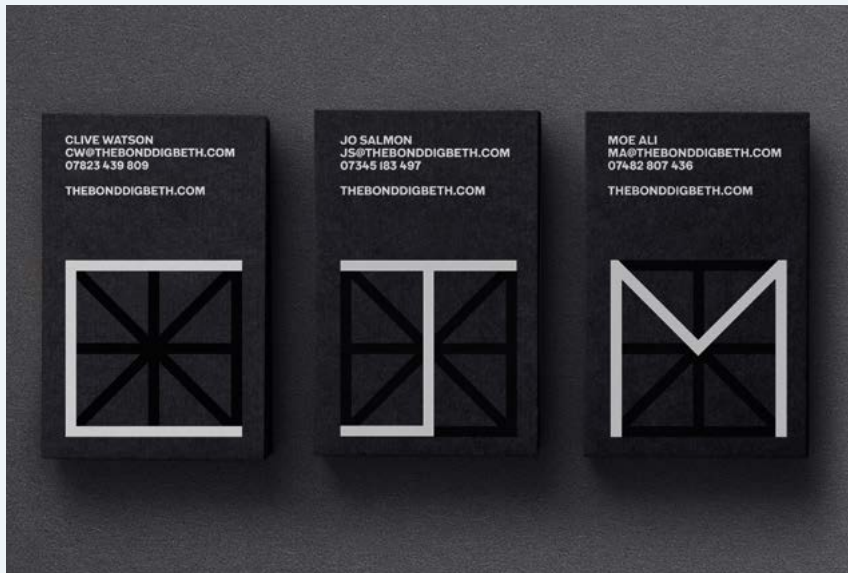
BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



GOLD WINNER

GIAO HÀNG TIẾT KIÊM (GHTK) AND M — N ASSOCIATES

GIAO HÀNG TIẾT KIÊM (GHTK) worked with M — N Associates to ensure its visual identity and brand system were worthy of its status as a premier Vietnamese national brand. With a new emoji-style logo based on a motorcycle wheel, a confident new initialism and a typeface derived from maps and urban landscapes, the new identity exudes cool in the logistics and delivery sector. No touchpoint remained unchanged, resulting in a strong, consistent new brand.



GOLD WINNER

OVAL REAL ESTATE AND COMMON CURIOSITY

Oval Real Estate's entertainment and media hub in Birmingham, the Bond, needed a brand that would stand out, have kerb appeal and support the wayfinding needs of tenants and their audiences. Common Curiosity tapped into the site's architecture, its film heritage and its location to craft a brand evocative of a grid on a map. This was then ingeniously deployed in the physical environment by adapting to different needs, be they wayfinding, marketing, signage or interior graphics.



GOLD WINNER

WEST LOOP COMMUNITY ORGANIZATION (WLCO) AND LANDOR

Landor created an ownable, inspiring and colorful solution for Chicago's West Loop Community Organization (WLCO) that brought a sense of joy to the area. Its flexibility allowed for a joyous brand implementation. Doodles overlay chunky, sans serif type that is rendered in bright, appealing colors. The brand is able to flex from restaurant signage to billboards to websites with ease, allowing the entire community to adopt it and embrace it.

BEST LOCALIZATION OF AN INTERNATIONAL BRAND



DIAMOND WINNER

VASELINE® AND LONSDALE DESIGN

Vaseline® developed the world's first clinically proven skincare range designed specifically for the transgender community. It launched this new range in Thailand under the Pro-derma sub-brand. Vaseline® hoped to connect with its target audience within the trans community while also ensuring longevity on shelf. Lonsdale Design didn't rely on the superficial flamboyance often used in design work addressing the transgender community, instead delivering on Vaseline®'s trust and credibility.

It used the symbol of the butterfly to indicate transformation and transition. This provided a clear visual connection to the consumer, which was further supported by the Pro-derma naming solution and on-pack messaging. The inclusive brand is not only widely available in Thailand, but was well received by the country's trans community online. One judge said, "This is a clever and powerful localization strategy with a simple, yet beautiful solution. The design is on brand as well. I think the message is extremely important and powerful. I loved this work."

BEST LOCALIZATION OF AN INTERNATIONAL BRAND



GOLD WINNER

SAFARICOM ETHIOPIA AND LANDOR

Ethiopia is one of the world's last telecoms markets to be deregulated. That shift prompted Scanad Kenya to launch a new brand for Ethiopian consumers. But the brand launch had to contend with ongoing conflict, the legacy of national infrastructure regulation and a challenging setting regarding the relationship between society and brands. Landor developed the Safaricom Ethiopia brand to be distinctively Ethiopian and the flag bearer for a unified future. In just six months after launch, Safaricom had 95% brand awareness across Ethiopia with 34% of people considering usage.

STRATEGY





BEST CREATIVE STRATEGY (BUSINESS)



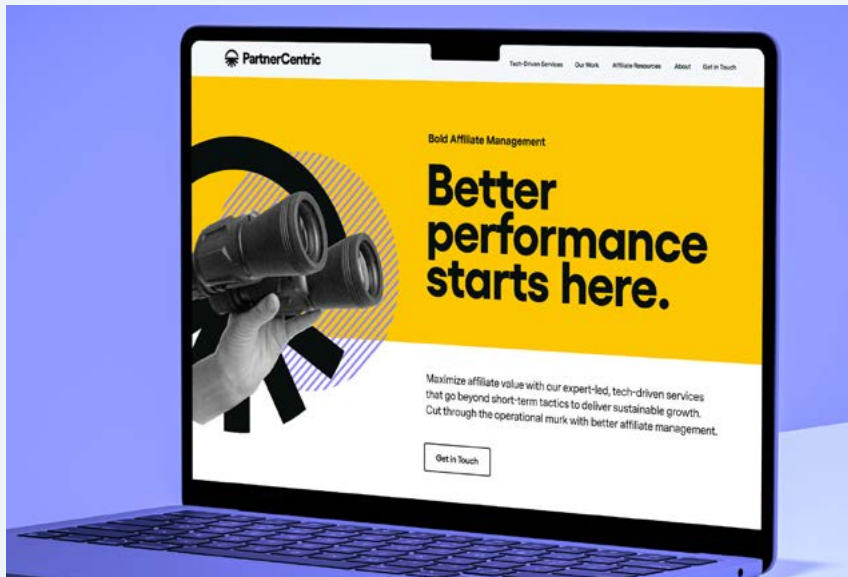
DIAMOND WINNER

WILEY-VCH AND INDUSTRY

The ChemPubSoc Europe journal brand was strong in terms of reputation, renown and regard among those chemists already in the know, however, it was failing to reach a broader audience. A disjointed brand with different names and designs cluttered the landscape. Industry worked with Wiley-VCH and its stakeholders to understand the needs of the chemistry community. It created a cohesive system behind the Chemistry Europe name but allowed for flexibility in journal titles. An eye-catching monochrome visual identity complemented the new tone of voice's commitment to focusing on chemistry research.

Before the brand was launched, 44% of attendees at Europe's headline chemistry conference had never heard of the journal. After the launch, 73% said they were familiar with the brand and only 4% said they'd never heard of it. Not only have people engaged with the brand, but there have been over a million more downloads of the journal since the launch.

BEST CREATIVE STRATEGY (BUSINESS)



GOLD WINNER

PARTNERCENTRIC AND FAZER

PartnerCentric wanted to go beyond simply supporting its clients. It wanted to provide a clear, transparent voice in the murky affiliate marketing space. It worked with Fazer to bring its 'clarity in action' ethos to life through its branding. Fazer developed a visual identity that is stripped back of unnecessary communications and visual clutter, and positions PartnerCentric as the leader in the affiliate marketing space.



GOLD WINNER

SOLUTIONS+ AND KNOW CREATIVE

Mubadala Business Services was a trusted brand for countless businesses, but its brand positioned it as a service provider, not a crucial partner for business success. KNOW Creative helped it facilitate this transformation while also expanding its capabilities into new areas. The development of Solutions+ achieved these objectives by clearly communicating the business' purpose, breaking free of the 'safety net' of the Mubadala umbrella and allowing a freedom of brand expression previously inaccessible to the company.

r3set

relief • revive • restore



DIAMOND WINNER

RESET, VENUS REMEDIES AND LANDOR

Instead of sticking to the tired design languages of either natural healing lines or science-led wellness brands, Reset, Venus Remedies wanted to spark an industry reset. Landor thought about the feelings evoked by wellbeing and pain-free lifestyles. It alit on a strategy based on a 'dose of goodness'. This clever blend of science and natural remedies translated well to the visual identity, which brought a dose of joy to the category.

A sparse visual language ensures the friendly, appealing illustrations shine, telling the company's story and resetting expectations in the category in the process. The result is a pioneering approach to cosmetic design that speaks to consumer needs in a modern landscape. One judge said, "The strategy of creating emotional resonance translates well into the execution." Another judge added, "By adopting a lifestyle approach, the brand sets itself apart from the competition in a more positive, fun and carefree way. The visual and design language used is fresh and creative in its category."

BEST CREATIVE STRATEGY (CONSUMER)



GOLD WINNER

TEAM GB AND THISAWAY

Team GB wanted to have a greater platform for communications and engagement beyond the peak moments of the Olympic Games. The 'everyday extraordinary' brand concept was born to both inspire elite athletes and connect with the wider public. The brand celebrates what makes athletes so special and what grounds them; their diversity as individuals and their unity as a team. This duality is carried throughout the brand with images of athletes as children sat alongside their winning moments.



GOLD WINNER

VISIT VICTORIA AND PRINCIPALS

Following the twin disasters of bushfires and a pandemic, Victoria's visitor economy was in trouble. It needed the help of Principals to craft a state-wide destination masterbrand strategy, which the agency delivered by first devising the campaign line 'Every Bit Different'. This allowed the state's identity to be redefined by highlighting its vibrancy, distinctiveness and unique offerings. The end result was mightily impressive, with a record-high tourism expenditure of \$36.9 billion recorded for 2023.

MOODY'S

Our brand strategy

PURPOSE — Why we exist

Uncover meaning amid uncertainty so that individuals and organizations can thrive.

AMBITION — What we aim to accomplish

To be the definitive source of relevant insights on exponential risk.

TRAJECTORY — How we do it

Decode risk. Unlock opportunity.

FEEL — What our brand should feel like

Bold
Clear
Perceptive

MOODY'S

Brand Guidelines

Brand strategy

7

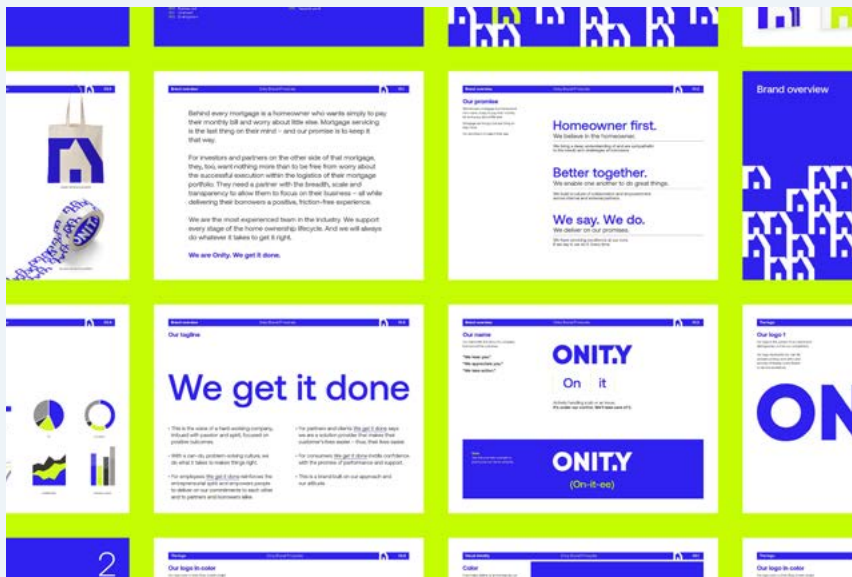
DIAMOND WINNER

MOODY'S AND INTERBRAND

Moody's rapidly expanding portfolio put stress on its masterbrand, particularly because employees identified most strongly with their individual business units. It needed to build more cohesion within the company and establish a stronger masterbrand to speak with more authority in the market. Interbrand focused on Moody's ability to understand and analyze risk and provide vital intelligence on the basis of that analysis.

The full-scale transformation infused every corner of the brand with clear, bold and perceptive characteristics. Stronger social media graphics make a bigger splash with client audiences while the focus on intelligence acts as a unifier for internal divisions. Judges called this an excellent project that "uncovers meaning amidst uncertainty," and is "thoughtful and audience-centric."

BEST CREATIVE STRATEGY (CORPORATE)



GOLD WINNER

ONITY AND THACKWAY MCCORD

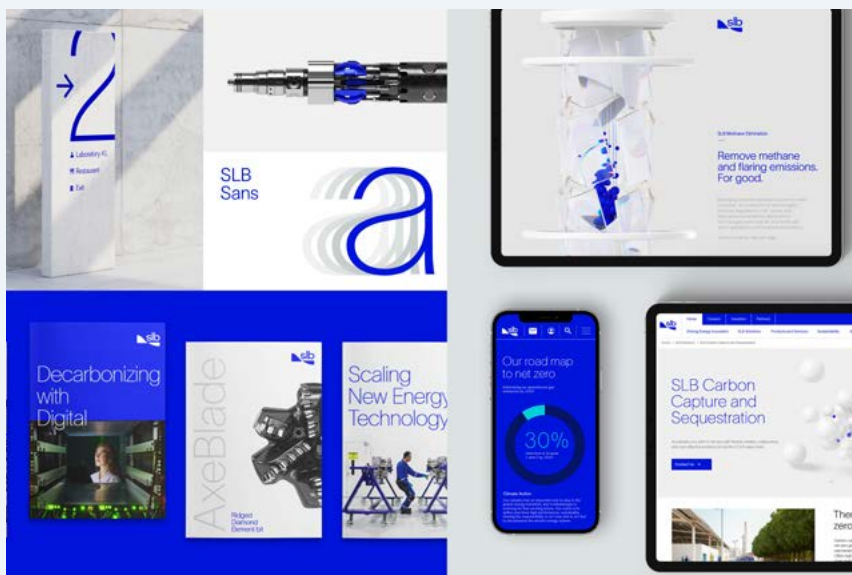
Non-bank mortgage lender Onity needed to shift away from its old name, shedding outdated perceptions of its brand in the process. It worked with Thackway McCord to put customers first inside the company and through its external branding. The phrase 'on it' became the basis for the new name, Onity, inspiring confidence, momentum and action. The new logo has a clever use of negative space. Between the 'I' and the 'Y' lies a hidden house shape. This visually connects the name to the brand's purpose of supporting homeowners and new buyers.



GOLD WINNER

SAUDIA GROUP AND LANDOR

Saudia Group had a major challenge ahead of it. It had to reinvent itself to reflect the national vision for the future of Saudi Arabia while also standing out from a crowd of major global airlines that have sprung out of the Gulf region. Landor navigated this by creating a brand expression deeply rooted in Saudi culture but with a sharp eye toward progress and the future. The resulting visual identity uses green to infuse the brand with a sense of progress and innovation alongside a trustworthy sky blue tone.



GOLD WINNER

SLB AND BRANDPIE

Energy transition affects not just energy producers and oil and gas companies but those firms that service them, too. Schlumberger (SLB) needed a stronger brand to act as the foundation for its transformation into an energy technology company. Instead of simply putting a green tint on its logo, the company went deeper, rooting its mission in every corner of its brand. Brandpie renamed the company SLB and implemented a new logo crafted from the shape of the Net Zero carbon budget curve.

BEST BRAND EVOLUTION (BUSINESS)

YOU.



POWERED BY
TEAM GREEN.

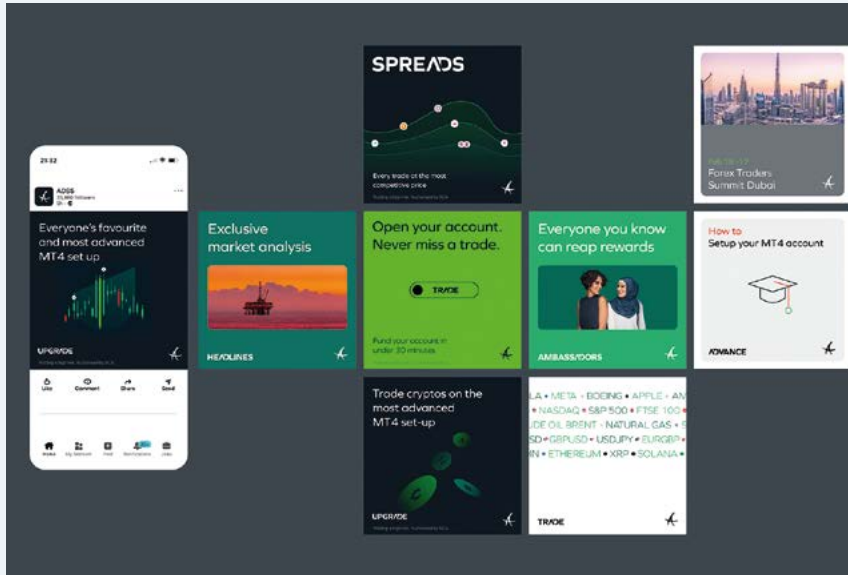
DIAMOND WINNER

TEAM GLOBAL EXPRESS AND LANDOR

Low levels of industry trust was a big issue for logistics company Team Global Express, but it also meant there was an opportunity to emerge as a field leader in the ANZ region. The rebrand by Landor, which included a name change, sought to focus on the needs of customers. New brand strategy 'Do Good Great' helped achieve this, leading to the creation of a flag logo that acts as a rally cry for momentum. Elsewhere, the color palette was freshened up while remaining clearly linked to the brand's heritage.

Evolving the brand was a demonstrably successful move, with revenues up 16% for Team Global Express' first year of operations. "A clever addition of the word 'Team' in the naming," noted one judge. Another described the work as a "great brand solution."

BEST BRAND EVOLUTION (BUSINESS)



GOLD WINNER

ADSS AND PINK GREEN

Brokerage firm ADSS wanted to expand beyond its home in Abu Dhabi and build an international brand capable of competing with the biggest names in the business. It worked with Pink Green to capitalize on its brand strengths, but put a global focus on its business. The result is a sophisticated blend of modern, digital-first design work, a sensitive conversation between English and Arabic, and a confident, ambitious brand expression.



GOLD WINNER

GRANITE ASIA AND STUDIO EVERYWHERE

GGV Capital wanted to evolve its business from a traditional venture capital model to a multi-asset investment fund capable of supporting businesses throughout their lifetime growth. It worked with Studio Everywhere to develop Granite Asia, a name with strong roots and confident connotations. The brand strategy, 'Invested, for the journey', underpins this commitment to the firm's customers. The visual identity deploys rocks, fossils and granite forms to great effect across an otherwise monochrome color palette.

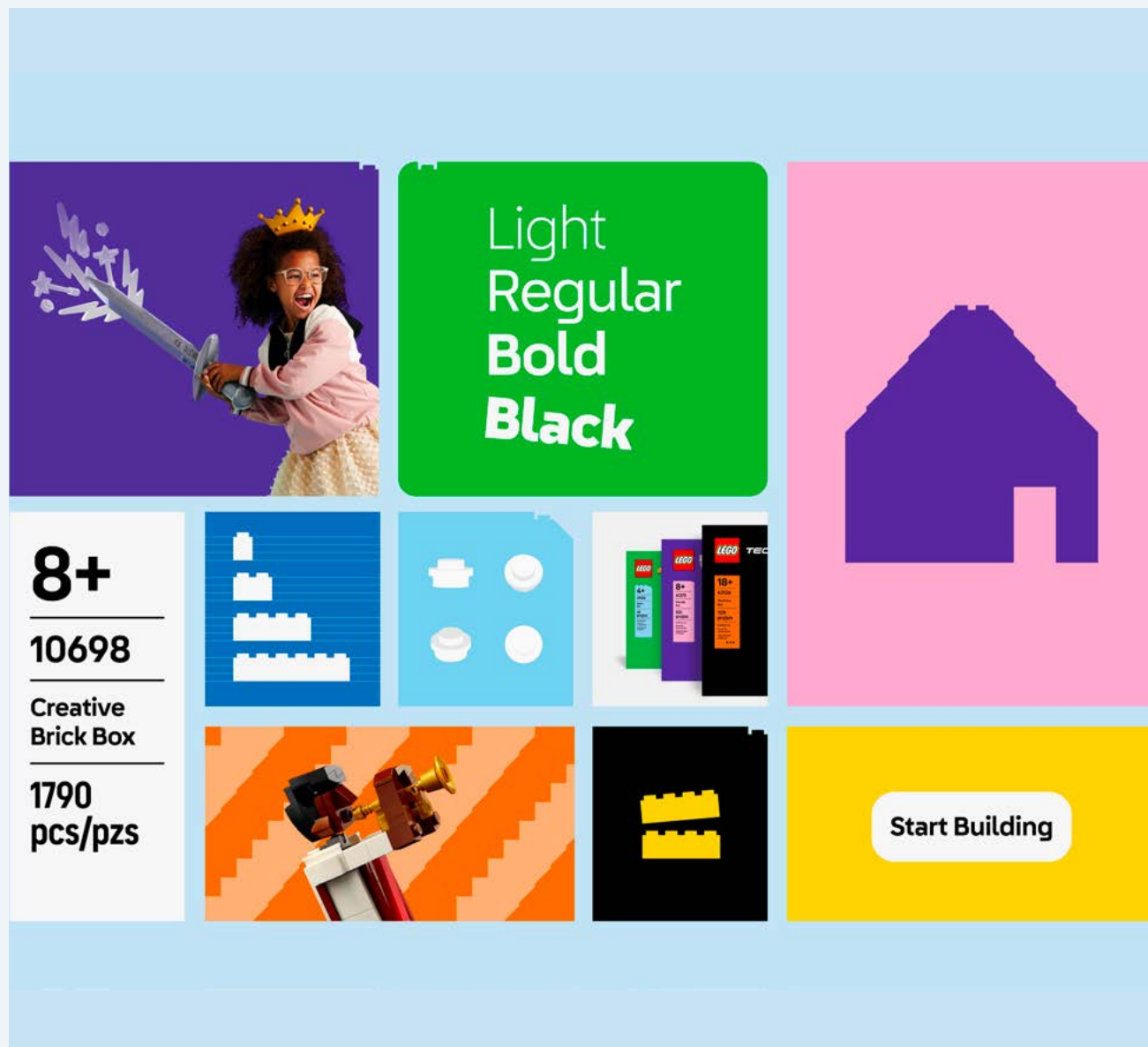


GOLD WINNER

HUON AND THE THRILLS™

Despite being an industry leader in sustainable aquaculture and one of Australia's largest salmon producers, Huon's brand had very low awareness. Tasked with increasing both global and local recognition, the Thrills™ positioned the brand on the basis that it simply has a better, industry-leading way of operating. This was summed up in 'Oceans ahead. Always', which then informed its brand values: pursuit of excellence, meticulous care and passionate expertise. This powerful reimagining of the brand was also reflected in the identity, with the new brandmark – featuring the updated Huon fish.

BEST BRAND EVOLUTION (CONSUMER)



DIAMOND WINNER

LEGO AND INTERBRAND

LEGO may be one of the world's most well-known brands, but its actual brand strategy was somewhat cluttered and confusing. It worked with Interbrand to introduce a sense of consistency and clarity to its branding across all its touchpoints, including its digital property. Interbrand used the LEGO system as the foundation for a successful brand strategy. Interlocking bricks form the new typography and graphic language, allowing the brand to flex across countless uses while still retaining cohesion.

Judges loved this fun, very LEGO solution to a complex, global challenge. One called it "genius visual storytelling rooted in strategy," while another said, "I love everything about this, especially how the rebrand leans into the tools and DNA the brand provides. It brought order and a systematic approach to a formerly fragmented appearance. It's fun. It's well-thought-out. It's LEGO!"

BEST BRAND EVOLUTION (CONSUMER)



GOLD WINNER

GROVE JUICE AND BOXER & CO.

In addition to delivering a promise of exceptional taste and quality, Boxer & Co. needed the packaging design for its client, Grove Juice, to reflect the juice brand's history of family values. The difficulty of the project would be doing this in such a manner that the new packaging could instantly capture attention on shelf. By using custom illustrations to depict three generations of the family business' owners, Boxer & Co. crafted a redesign grounded in modern heritage. Elsewhere, the new logo uses clever letterforms where the 'R' appears to be hugging the orange-like 'O'.

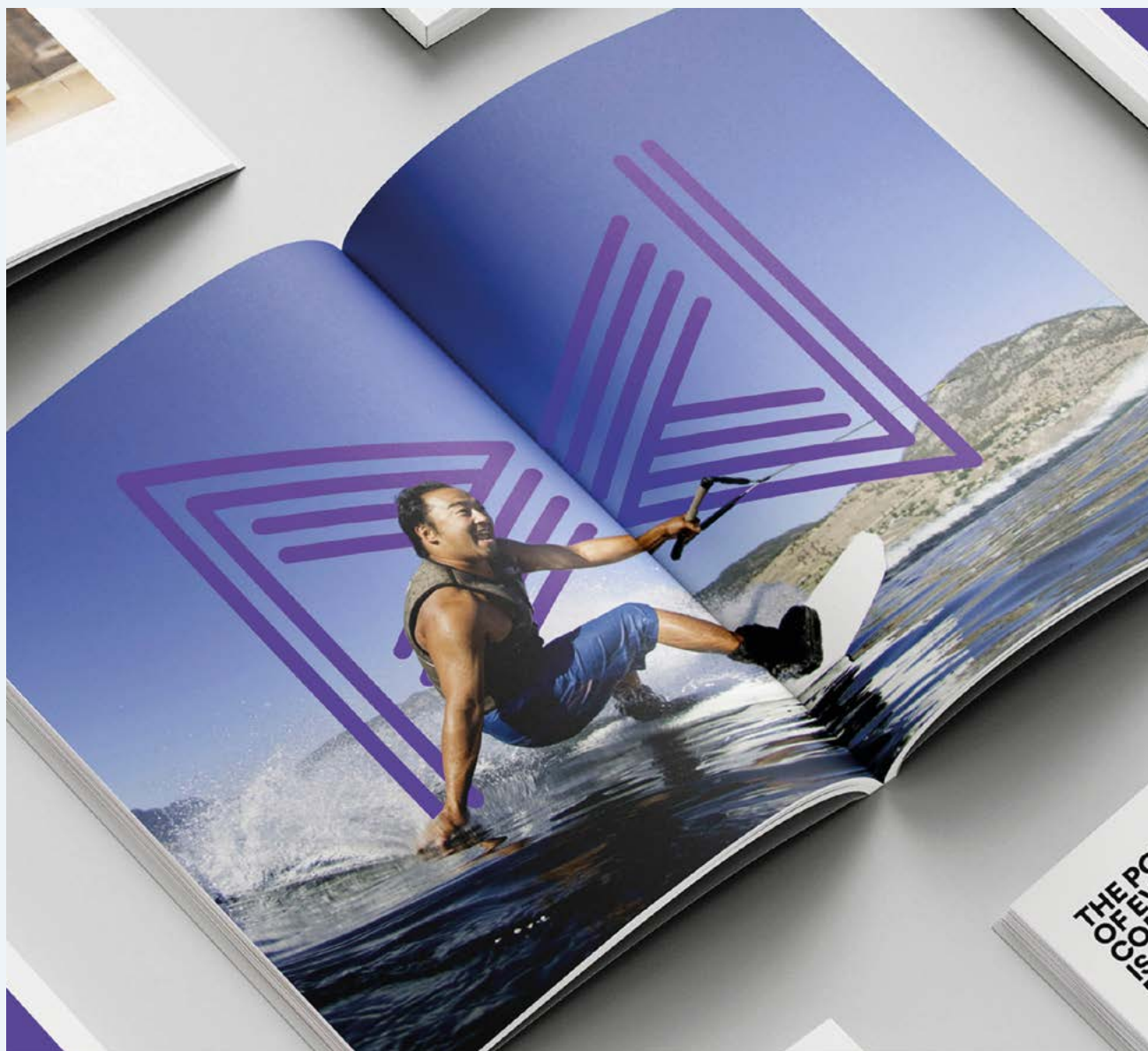


GOLD WINNER

LESHUTTLE AND LANDOR

LeShuttle was being overshadowed by the rail infrastructure on which it ran – the Eurotunnel – and the railway's other public operator, Eurostar. It needed to showcase its unique benefits and also position itself as a preferable alternative to ferries and budget airlines. Landor freed LeShuttle from its confines, and in doing so, brought it closer to its purpose. Using a simple, evocative and futuristic style, the new brand communicates sustainability, sensible transport and sophisticated travel.

BEST BRAND EVOLUTION (CORPORATE)



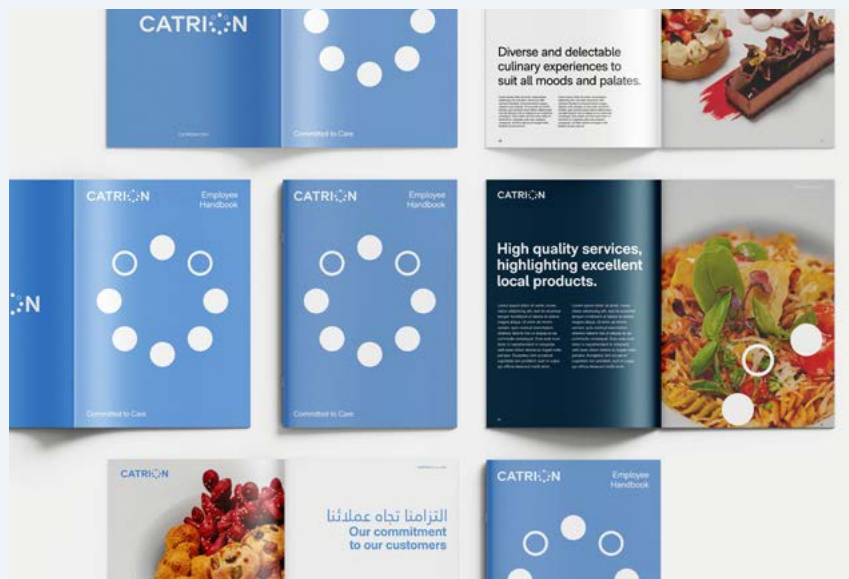
DIAMOND WINNER

PORT OF DOVER AND SABOTEUR

The UK's busiest ferry port, the Port of Dover, has remained a crucial part of Britain's seafaring infrastructure for hundreds of years, but it was failing to make a case for itself when campaigning to government. To improve perceptions of its vitality to British tourism and trade, it worked with Saboteur on a dynamic new brand. Instead of tired nautical trips, Saboteur reinvented the nautical flag to represent a crossroads or exchange between Britain and the rest of the world.

The new identity is professional, memorable and story-driven. Judges thought it had the potential to flex across touchpoints and communication styles and had a timeless longevity to it. "I love the brand evolution. It feels a lot fresher and more engaging. It's a nice color and is clear with its nod to nautical flags," said one judge.

BEST BRAND EVOLUTION (CORPORATE)



GOLD WINNER

CATRION AND BRASH AGENCY

Saudia Airlines Catering Company was facing several changes to its business: privatization, a shifting tourism landscape to Saudi Arabia and Vision 2030's ambitious goals. To diversify its business beyond Saudia Airlines, it needed a brand that could allow for expansion, growth and change. Brash Agency crafted the new name CATRION as a blend of 'catering' and 'onward.' A rich brand world was created and a set of smartly differentiated English and Arabic logo variations was developed.



GOLD WINNER

LEREDOUTE AND CARRÉ NOIR

French retailer La Redoute had expanded its range and was acquired by the Galeries Lafayette group. It needed a brand that could embrace both home furnishings and fashion and speak to the needs of the modern consumer. Carré Noir delivered a chameleon-like visual identity that flexes in terms of color, pattern, photography and audience. Its core remains cohesive because of a distinctive wordmark lockup, which provides a structure and foundation for the adaptable brand.



GOLD WINNER

SKYMAVIS AND BRATUS AGENCY

Blockchain technology company SkyMavis works in the gaming and decentralized finance worlds. It worked with Bratus Agency to infuse its brand with authority, basing the strategy on the concept of 'open the future'. The SkyMavis bird icon was redeveloped to be a personable, evocative brand touchpoint. A cool, blue signature color adds both credibility and warmth. Clearer communications help the brand to better connect with its audiences.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



DIAMOND WINNER

DESIGNED IN SAUDI AND GENE BRANDING

To elevate the visibility of products developed in Saudi Arabia for a global audience, the Designed In Saudi brand had to capture the spirit, quality and provenance of a vast array of goods. Gene Branding wanted the new brand to inspire trust and creativity while also letting the products themselves be the stars of the show. The result is a simple graphic system that represents textile-like patterns and the Saudi national symbols of the palm tree and dual swords.

The Designed In Saudi badge is simple in execution, but deeply rooted in the brand's objectives and Saudi Arabia's design heritage. "I absolutely love it," said one judge. "It's smart and culturally relevant. It took heritage to a different level and reflected the modern Saudi Arabia that is being built." Another judge added that it is "a role model of a brand that combines heritage and modern design on behalf of Saudi Arabia's designers."

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND



GOLD WINNER

BKKB VENTURES AND LONDON: LOS ANGELES

The non-alcoholic beverage category is exploding in terms of both profits and brands available to consumers. New entrants to the space must have a clear point of differentiation to entice customers and engender brand loyalty. BKKB Ventures worked with London: Los Angeles on the development of Fable. The brand focuses on health-conscious choices and immersive storytelling. Clearly signposted product communications help customers engage with the products and understand the benefits of the ingredients in terms of both taste and lifestyle choices.



GOLD WINNER

HEALTH EQUALS AND RBL BRAND AGENCY

To target health inequality across the UK, a coalition of 30 organizations united to form Health Equals. The brand had to speak with one voice and reach people of every demographic across Britain. It had to also change the way people thought about health in the process. RBL Brand Agency anchored the brand around the concept of 'a society that values everyone's health.' High-impact visuals, an ownable equals sign logo and a friendly tone of voice help Health Equals deliver its vital messages.



GOLD WINNER

PERNOD RICARD AND METADESIGN CHINA LIMITED

Pernod Ricard set out to create a cultural icon with its Chinese whisky brand the Chuan. Instead of rehashing tired international whisky visual cues or jumping on the bandwagon set out by the younger Japanese brands, it sought an approach all of its own. MetaDesign China Limited drew inspiration from the brand's setting in the Sichuan mountains. It built a brand inspired by Chinese philosophy and infused the visual identity with elements of the province's natural world.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



DIAMOND WINNER

SEDDIQI HOLDING AND BOND

Luxury timepiece purveyor Seddiqui Holding wanted to reach a younger audience, engaging premium consumers around quality lifestyle watches. It wanted to create not just a retail brand, but a company that could reach people emotively and help them curate their own sense of style. BOND created Edit, an editorial lifestyle brand that delivers a curated shopping experience for watch buyers.

The new brand successfully harnesses the expertise and heritage of the Seddiqui brand while modernizing it and focusing on a new demographic. The result is well-suited to the target audience, authentic and rooted in a deep knowledge and love of watchmaking. One judge called it "A strong strategic idea connecting into a powerful brand purpose and point of view brought to life very artfully."

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



GOLD WINNER

PROFI GROUP ROMANIA AND TOUCHIDEAS

Profi Group Romania's recently updated Fiigo convenience shopping offer needed a brand boost. It wanted to shift its appeal to young, urbane and urban Romanians to change the perception of Fiigo in the process. Profi Group Romania worked with Touchideas to launch Oaie Not, a line of drinks including juices, smoothies and energy boosters. The brand world takes Fiigo's iconic sheep and transforms it into a surreal, meme-like mascot. The result is unexpected, unusual and disarming, but it fits nicely with Fiigo's brand personality and its objectives.

BEST NAMING STRATEGY



DIAMOND WINNER

JUNE AND BRANDSILVER

Developed by an 18 year-old during the pandemic, the Virtual House of Adolescents offers psychological support to young people. Despite that, a growing number of consultations drew greater attention and brought the brand name's singularity into doubt. To carve out a more distinctive name for itself, the organization worked with BrandSilver to create June. The name is reminiscent of the word for young in French, 'jeune,' while also reflecting the pronunciation of 'I' or 'me' and 'one.' 'Juin' in French is also the word for June and is a transitional month in the year's seasonal calendar. The multiple layers added up to an apt metaphor for adolescence.

The newly ownable, well-crafted brand name is supporting the organization's tireless mission to help young people through mental health challenges. One judge said "the name has a human personality and is welcoming. It challenges the norm and feels right for the sector."

BEST NAMING STRATEGY



GOLD WINNER

GIDDAM AND GENE BRANDING

England's Lions, France's Les Bleus, Croatia's Vatreni, even Australia's Socceroos are all examples of impactful, memorable national football team naming. Saudi Arabia wanted its rich football heritage to have a similar place in the hall of greats ahead of the 2022 World Cup. Gene Branding deployed the word 'Giddam,' which means 'let's go' or 'never back down.' It acts as an expression of optimism, pride and unity.



GOLD WINNER

GOLF AUSTRALIA – TEEMATES AND FUTUREBRAND AUSTRALIA

Fighting back against perceptions that golf is difficult to play and that it has to be exclusive, Golf Australia needed a brand identity for its new junior golf offer that would encourage more kids to play the sport. FutureBrand initially strategized naming considerations, including the need to communicate 'Go Play', before choosing 'TeeMates' as a playful, fun and friendly name that evokes participation and a sense of community.



GOLD WINNER

HEALTH EQUALS AND RBL BRAND AGENCY

The Health Foundation built a disruptive health campaign designed to change the UK public's perception around healthcare equality. Its name had to be communicative and able to campaign for change at the highest levels of government. RBL Brand Agency wanted the name to inspire questions around why everyone's health isn't treated the same. The concept of 'more equal chances' led to the creation of Health Equals. The name expresses the brand's purpose and acts as a punchy platform from which to campaign.

BEST NAMING STRATEGY



GOLD WINNER

HUMAN RIGHTS CAMPAIGN (HRC) AND LANDOR

Human Rights Campaign (HRC) and LifeCents collaborated on a financial wellness education platform tailored specifically for the LGBTQ+ community. Landor had to create a name for the platform that would suit the needs of this diverse demographic. The solution, WorthIt, comes from the phrase 'I'm worth it.' This taps into the community's pride and self-belief while also providing an instantly recognizable link to finance and budgeting.



GOLD WINNER

MASAR AND INOVALINE

The merger of Bahrain Contract Cleaning and the Almajid Plastic and Metal Recycling Factory prompted a reevaluation of the way Bahrain perceives waste management. To change the national conception of recycling and sustainability, the new company had to communicate more effectively about its operations in a consumer-friendly way. It worked with inovaline to introduce the name 'Masar,' meaning 'path.' Setting out the path to a brighter future, Masar is confident, people-oriented and clear.



GOLD WINNER

NIKO AND RE:BRAND

Formerly known as Tesla Consultants, electric power design firm NIKO required a new name in order to alleviate any confusion with the company owned by Elon Musk. Re:brand needed to simultaneously honour the company's legacy while distinguishing its identity. This was achieved by crafting the name NIKO, which is clearly linked to Nikola Tesla's name, therefore retaining the company's legacy. The move also allowed NIKO to refresh its visual identity for the next era.

BEST NAMING STRATEGY



GOLD WINNER

SIEMENS MOBILITY AND SSBC

Siemens Mobility needed a naming system for its rail infrastructure products that would be easy to understand and easy to phonetically integrate with descriptive terms. SSBC alit on the RailXplore name as the umbrella brand. The sub-branding nomenclature combines RailXplore with indicative terms like 'Dive,' 'Capacity' and 'Foresight.' Together, they clearly and simply explain the purpose of each product. Judges thought the system was effective, contemporary and easy to understand.

TYPE





BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



DIAMOND WINNER

SOUTH EAST TECHNOLOGICAL UNIVERSITY WITH RED DOG DESIGN CONSULTANTS AND MCCP

Ireland's educational strategy called for the creation of composite universities from its existing institutes of technology. That meant IT Carlow and IT Waterford – which had previously tried and failed to unify – had to merge. To succeed, the new university brand had to be authentic, authoritative and stand as a distinctive university that amounted to more than the sum of its parts. Red Dog Design Consultants and MCCP saw this as an opportunity to elevate the South East's prospects. A region often eclipsed by Dublin and Cork, the new logo for South East Technological University is an expression of the countless connected pathways open to students.

This almost insurmountable challenge was capably met with an impactful, proud brand that feels aspirational and relevant to the needs of the modern student. Judges loved the "simple, yet powerful idea" behind the visual identity and the way its 3D implementation made it adaptable for end-users.

**BEST CORPORATE REBRAND FOLLOWING A
MERGER OR ACQUISITION**

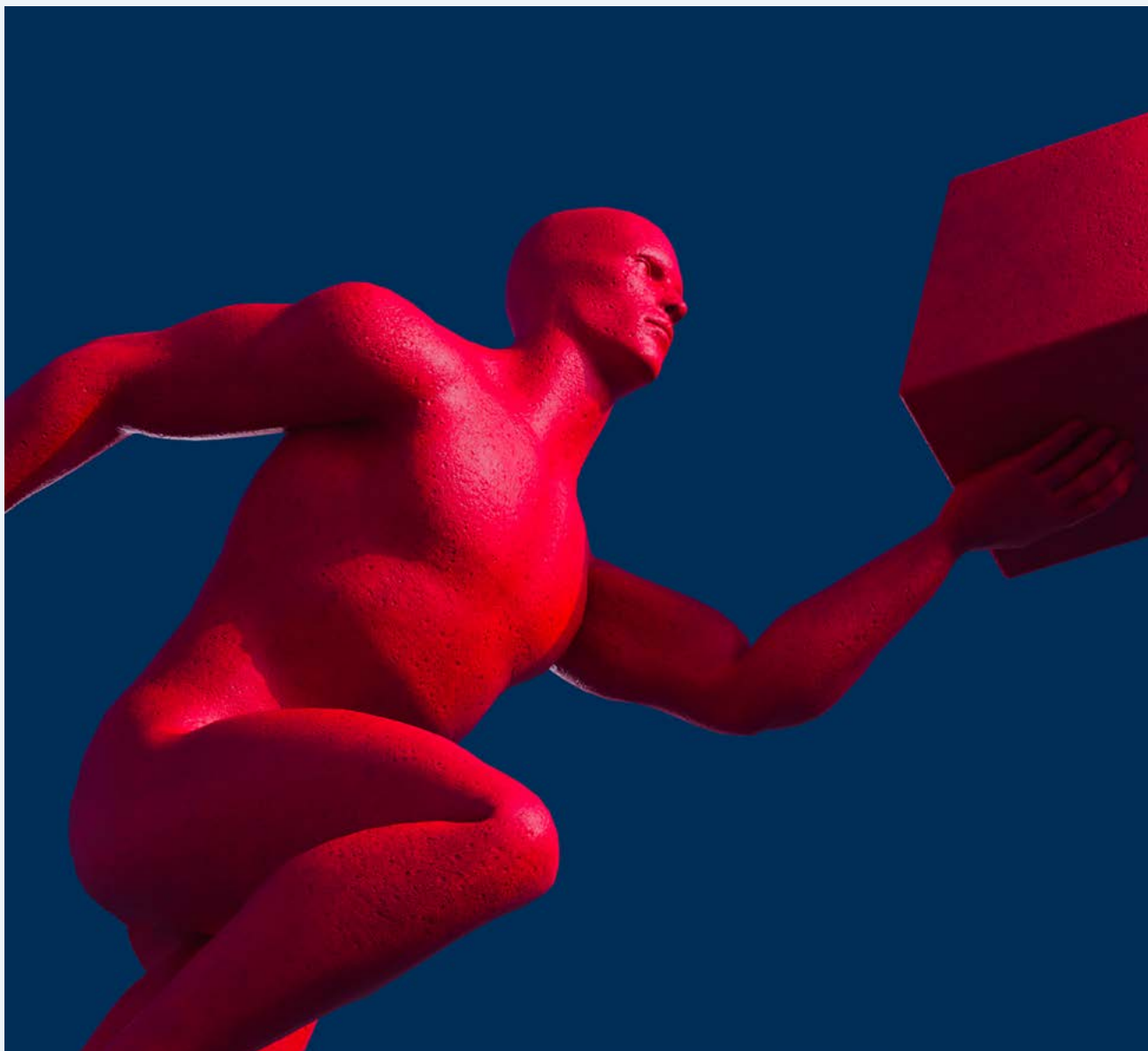


GOLD WINNER

NEXXEN AND STARFISH CO.

Advertising technology companies Tremor Video, Unruly and Amobee joined forces to provide end-to-end service for clients. But its brands were failing to capture clients' attention and effectively tell the story of its ability to help businesses transform through best-in-class advertising strategy. It worked with Starfish Co. to create Nexxen, a brand at the nexus of advertising services. The new name, a palindrome, reflects the company's end-to-end service commitment.

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



DIAMOND WINNER

DTDC AND LANDOR

Logistics is a fast-growing industry in India but most companies operating in the space lack a mature brand. To ensure it could develop beyond being a simple courier service, DTDC worked with Landor on a brand system that would allow it to remain relevant as its portfolio developed. The strategy was based on 'the power of both', to reflect both national efficiency and global access.

The visual identity was developed to be both consistent and versatile. It had to have enough flexibility to reach consumers across a range of business cases. The introduction of a simple, effective logo and a memorable running man icon help the brand retain its consistency while also adding flair across its portfolio. One judge called it "excellent. Best in show", adding, "It really follows through on branding standards and best practices while showcasing how a simple idea can have legs." Another judge said, "This keeps the essence of the original brand, updating it for modern times with really beautiful and thoughtfully designed elements. It's a great example of how much craft and thought can go behind designing something so seemingly simple."

BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



GOLD WINNER

AUTOPAY AND BNA

Polish online payments brand Blue Media launched an app called Autopay to offer easy, digital toll payments. Despite a good level of usage, both brands suffered from a lack of understanding and clout. The company decided to reposition itself to focus on simplifying the online payments process and sit its entire operation under the Autopay umbrella. BNA created a logo that resembles a digital toggle device. This deft graphic clearly communicates the company's commitment to ease and simplicity.



GOLD WINNER

CATRION AND BRASH AGENCY

Once the sole provider of catering services to Saudia Airlines, the Saudia Airlines Catering Company was facing change. Privatization, a changing national tourism strategy and the kingdom's Vision 2030 all presented opportunities for change. Brash Agency developed CATRION, a hospitality company with a progressive outlook. The brand is rooted in customer care and care for the planet. The visual identity effuses warmth, passion and reliability. The new brand is consistent in its communications and primed for growth.



GOLD WINNER

HUON AND THE THRILLS™

From family business to industry leaders in sustainable aquaculture and one of Australia's largest salmon producers, Huon needed a brand update to reflect the business, its people and the way it operates. The new visual identity underpins these virtues, with a design that exudes premium quality and positions Huon as a market leader. For instance, new brand photography captures excellence, while glimpses of Huon Orange are incorporated to mark optimism.

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BEST BRAND DEVELOPMENT PROJECT TO REFLECT A CHANGE OF MISSION, VALUES OR POSITIONING



GOLD WINNER

INTEGRAL AND PINK GREEN

Foreign exchange cloud technology brand Integral had grown in a disorganized, organic way. But it needed to simplify to promote its new focus on cloud-based systems, rather than an on-premises offer. Pink Green took a portfolio of brands united by little but their ownership and transformed them into a single, unified offering with a clear point of view. Building a narrative into the brand architecture and naming solution helped deliver a punch with every brand touchpoint.



GOLD WINNER

WEST LOOP COMMUNITY ORGANIZATION (WLCO) AND LANDOR

West Loop Community Organization (WLCO) has been at the heart of the Chicago neighborhood's evolution since 1991. But a renewed focus on community engagement meant its brand had to be one locals and business owners could understand and embrace. Landor introduced a loop motif that both reflects the community's positioning in Chicago but also the organization's commitment to building connections. Bold colors and a graffiti graphic style help make the brand youthful and energetic.

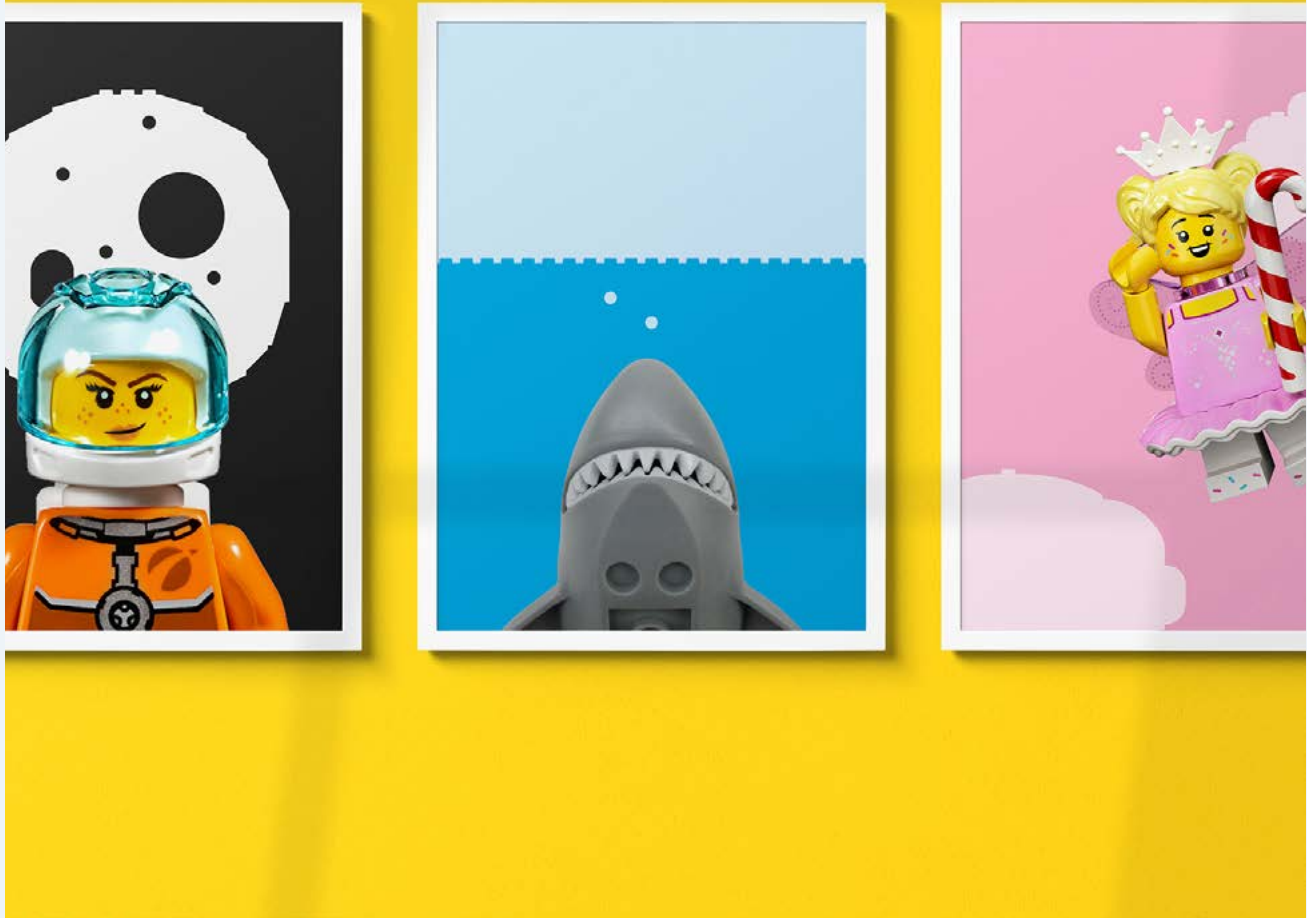


GOLD WINNER

ZSL AND RBL BRAND AGENCY

Conservation has always defined ZSL's approach to its relationship with wildlife, whether through its zoos or its scientific programmes or its conservation and communications efforts. RBL Brand Agency wanted to showcase that mission as a future-facing one, aimed at improving and ensuring a continued relationship between people and wildlife. The addition of 'A ZSL Conservation Zoo' to the London and Whipsnade Zoo logos is a simple, genius way to get that message across.

BEST BRAND CONSOLIDATION



DIAMOND WINNER

LEGO AND INTERBRAND

Despite LEGO's immersive world and its world-leading brand recognition, its actual brand system was fragmented and product-based. It needed a structure that would provide more consistency than simply its method of play could offer. Interbrand turned a deft hand to the challenge. It used that very 'system-in-play' and transformed it into the basis of the brand itself. LEGO bricks form 'glyphs' that are then used to create the company's typeface, its campaign imagery and its digital expression. Not only does the new brand work well on pack, but it provides better integration between the company's physical and digital offerings.

The result is cohesive, playful and inextricably LEGO. Judges called this "delightful, strategic and innovative." With one adding, "This is a beautiful consolidation of a massively complex brand."

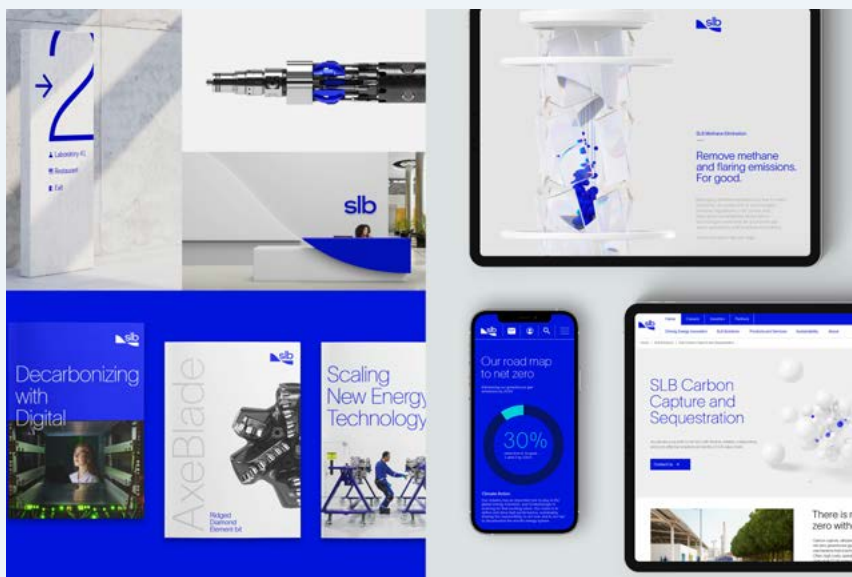
BEST BRAND CONSOLIDATION



GOLD WINNER

EXPO CITY DUBAI AND BELLWETHER

The Expo City brand in Dubai was a sprawling, complex web of event communications, infrastructure branding and cultural programming. But, after the Expo itself, the site wanted to transition its brand to support the needs of the site's permanent residents, tenants and customers. Bellwether's brand consolidation not only streamlined the brand architecture, but focused the communications around connectivity, resilience and strength. The new Expo City connects Dubai's past to its future.



GOLD WINNER

SLB AND BRANDPIE

To play a role in the decarbonised future of energy, SLB needed a simpler brand than its disjointed 40 sub-brands and thousands of product brands could offer. Brandpie built the company's new purpose into its brand strategy. Putting energy innovation at the company's heart allowed the newly renamed SLB to unite sub-brands behind their purpose, like 'SLB Methane Elimination' or 'SLB Net Zero Pathways.'

BEST DIGITAL TRANSFORMATION



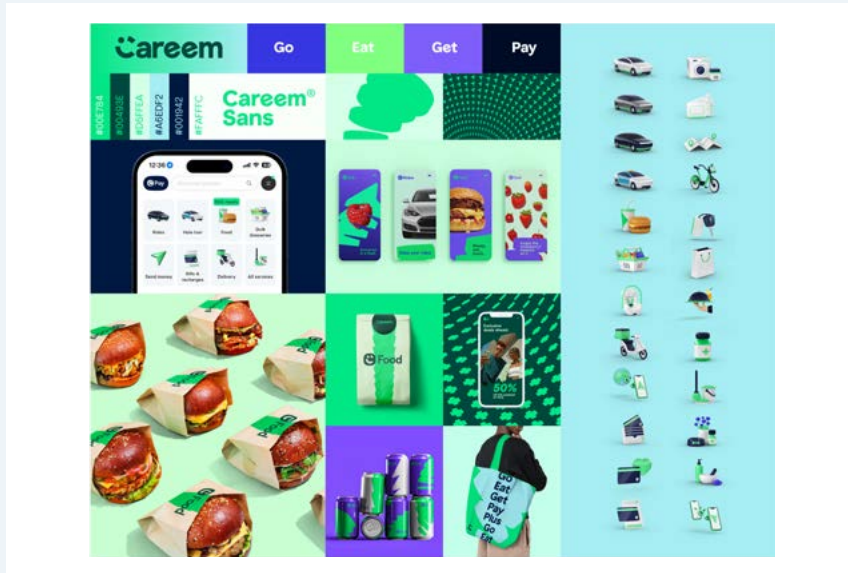
DIAMOND WINNER

WEST LOOP COMMUNITY ORGANIZATION (WLCO) AND LANDOR

West Loop Community Organization (WLCO) needed its website to be a powerful portal that could appeal to a diverse demographic and provide all the relevant tools everyone in the neighborhood might require from the group. Landor's flexible brand forms the basis for a digital experience that allows people to take ownership of the brand. Individuals and businesses are able to craft their own brand expressions and visual assets, bringing the West Loop Community Organization (WLCO) brand to life across the community.

Judges were full of praise for this outstanding work, calling it "outstanding, fresh and vibrant," and "really innovative and interesting." One judge said, "This work reflects the realities of how to build brand energy in today's digital landscape: from the bottom up. It's an innovative blend of digital and physical that engages individuals so well that they become the carriers of the brand and its message."

BEST DIGITAL TRANSFORMATION



GOLD WINNER

CAREEM

Careem's rebrand was not just a communications effort. Its success would define the company's future strategic decision making and objectives. Its ambition to become 'the everything app' and inspire customer engagement beyond its traditional home of ride hailing meant that a successful rebrand was critical. The new app deployed Careem's updated brand architecture - with its 'go, eat, play and get' categories - and ensured simple navigation, clear communications and an appealing user experience across countless sub-brands and actions.



GOLD WINNER

LEATHWAITE AND DUSTED

To differentiate itself from competitors, executive search company Leathwaite wanted to focus not on its function but on its purpose. Instead of a brand communicating a transactional approach to recruitment, it wanted to hone in on the nature of the search itself. It worked with Dusted to develop a brand around the concept of 'finding the perfect profile.' The visual identity is based on a pattern of lines, seeking out the perfect find; the right fit. The brand's strapline, 'Discovering exceptional,' is effortlessly evoked in the image style and classy line motif.



WHERE YOUR BEST BELONGS

DIAMOND WINNER

HILTI AND TONIC

Construction company Hilti had a well-known consumer brand but was failing to make a mark on its target recruitment audience. It worked with Tonic to create an employer brand that focused on diversity, opportunity and career development. With a global scope and different cultural needs to consider, the employer brand had to represent the heart of Hilti while also being able to flex to different local needs.

Since launch, the new employer brand is responsible for a 10% increase in applications and recognition in the top 20 of the 'Best Workplaces,' 'Best Workplaces for Wellbeing' and 'Best Workplaces for Women' lists. Judges praised the "clear and focused strategy," and the "well-established EVP that inspired some powerful activities and outcomes." One judge said simply that this was "how to leverage the brand to change perception."

**BEST
EMPLOYER BRAND**



GOLD WINNER

MICROSOFT

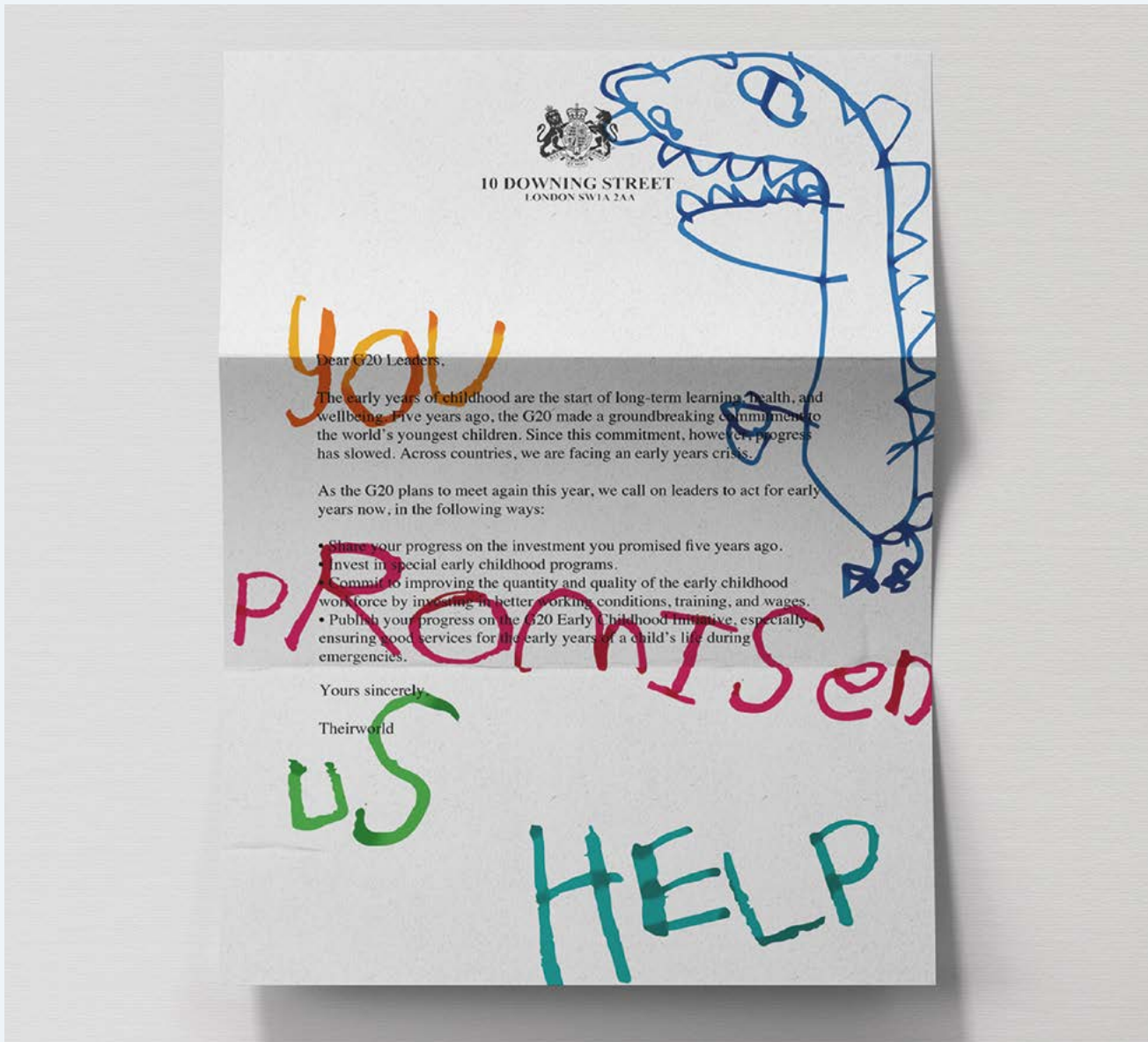
Microsoft Brand Team's recruitment portal had been more focused on the mechanics of employment than on a holistic portrayal of Microsoft's career opportunities. It wanted instead to offer people an emotional and personal reason to join and stay. The new employer brand is indeed inspiring, calling on recruits and employees to find their 'calling' at Microsoft and to embrace every day as 'an opportunity to change the world.'

SECTOR





BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT



DIAMOND WINNER

THEIRWORLD AND SABOTEUR

Children's charity Theirworld launched the 'Act For Early Years' campaign to raise awareness of the essential nature of learning, health and wellbeing in children's first years. Saboteur needed to give children a voice within the framework of the adult concept of a campaigning brand. The visual identity juxtaposes simple sans serif type with a childlike type crafted from actual children's handwriting. It's eye-catching and incredibly effective. It draws attention to the message by allowing the child's voice to shine through in an incisive, motivating way.

Judges thought the visual identity was brave, emotive, unique, memorable and powerful. One praised it for "achieving a lot with a little." They loved the way Saboteur involved children – effectively, the brand's customers – in creating the visual identity. That led to an authentic, distinctive voice and look for the Act For Early Years campaign.

BEST VISUAL IDENTITY BY A CHARITY, NGO OR NOT-FOR-PROFIT



GOLD WINNER

BUSH HERITAGE AUSTRALIA AND FUTUREBRAND AUSTRALIA

Leading not-for-profit conservation organization Bush Heritage Australia protects vitally important ecosystems and wildlife in the country. Having announced its 2030 strategy that aims to deepen and double its impact before the end of the decade, Bush Heritage Australia called on FutureBrand to transform its brand into an even more ambitious one. The revised creative expression, which positions Bush Heritage as a united force for nature, builds on the best of Bush Heritage's past, and points to the next chapter in the brand's future.



GOLD WINNER

PRINCE TALAL BIN ABDULAZIZ AL SAUD ENDOWMENT AND BOND

Prince Talal bin Abdulaziz Al Saud was a renowned philanthropist in Saudi Arabia. As part of his legacy, his children wanted to create a brand that would focus on motherhood and childhood. The Talal Foundation wanted to set the benchmark in the modern philanthropic sector. BOND focused on the strapline 'a legacy of impact' as a driving force for the brand. The visual identity thus was rooted in Saudi culture, with elegant calligraphy and bronze and blue colors.



GOLD WINNER

WEST LOOP COMMUNITY ORGANIZATION (WLCO) AND LANDOR

A former industrial zone in downtown Chicago, West Loop Community Organization (WLCO) is now a dining and nightlife hotspot. The new visual identity by Landor is crafted using local design elements. It has a bold, vibrant graphic language that allows everyone in West Loop to engage with it and adapt it to suit their needs. The brand is recognisable, brave and exciting. Judges thought this was fun and powerful design work that engaged the local community well.

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



DIAMOND WINNER

SOUTH EAST TECHNOLOGICAL UNIVERSITY WITH RED DOG DESIGN CONSULTANTS AND MCCP

Compelled by national education strategy to merge, when past attempts at unification had failed, IT Carlow and IT Waterford had to make a big impact with a newly joined brand. The Irish tech institutes worked with Red Dog Design Consultants and MCCP to craft a brand that would inspire a sense of opportunity in students. The brand had to be more than a simple blending of the two composite institutes, but a modern university brand capable of competing with the best Ireland has to offer.

The design took inspiration from the south east region itself, sandwiched as it is between the more prominent Cork and Dublin urban centres. Putting the 'SE' of the south east above the 'TU' of 'technological university' reflected this brand strategy. The U logo device beautifully communicates the concept of connections and opportunities while also lending a sense of credibility, gravitas and aspiration to the South East Technological University brand.

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



GOLD WINNER

UPRIO AND CONRAN DESIGN GROUP

Indian education technology brand Uprio wanted to bring a human touch to its tech-based learning. The new visual identity is rooted in the three key steps in the learning process: 'engage', 'learn' and 'progress'. Conran Design Group cleverly built these three steps into simple graphics within the Uprio logo. The company's digital assets further simplify things by using those three icons as the app logo and browser tab identifier. This simple, effective visual conceit works effectively across the entire brand, building a recognizable brand world.

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



DIAMOND WINNER

ENOWA.NEOM AND LANDOR

The NEOM development in Saudi Arabia aspires to change urban development to embrace a sustainable, circular consumption model. Its energy, water and hydrogen subsidiary was designed to be a 'partner of possibility.' The Enowa.NEOM brand uses a circle device in its wordmark to express this positioning. The circle acts as a window into different elements and energies, allowing the logo to tell the brand's story.

Landor built a simple, striking graphic language which allows the circular storytelling device to shine. The concepts 'brine' and 'earth' are rendered in vivid color with a sense of motion. This communicates the brand's positioning and its use of sustainable natural resources to power human development. Judges called this a "beautiful, fluid language," that "demonstrated creativity and achieved a powerful and resonant brand identity." One judge added, "The smart, enriching brand identity expresses the partnership between technology and nature."

BEST VISUAL IDENTITY FROM THE ENERGY AND UTILITIES SECTOR



GOLD WINNER

NIKO AND RE:BRAND

Rebranding in order to eliminate confusion with Elon Musk's company of a similar name, Tesla Consultants transformed into NIKO with the help of Re:brand. This also presented the opportunity to revise the visual identity in a manner that retained the brand's strong equity while also differentiating it from competitors. Symbolising innovation and energy, the bold and dynamic new logo draws direct inspiration from the AC sine wave.



GOLD WINNER

RELEVATE POWER AND BRANDPIE

Relevate Power harnesses the energy driven by hydroelectric dams to provide renewable energy to communities across the US. But its 'small and scrappy' visual identity was failing to capture its growth-minded spirit and ambitious projects. It worked with Brandpie to bring a sense of its purpose into its brand. The resulting brand icon is emblematic of water flowing through a turbine. Simple diagrams tell the story of the hydropowered brand to great effect.

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR



DIAMOND WINNER

HIGH LINER FOODS AND WMH&I

Seafood brand High Liner Foods had a tired brand that didn't reflect the company's industry-leading commitment to sustainable fishing practices and aim to tackle sea pollution and other essential environmental issues. WMH&I crafted a brand that could tell the company's story, express its heritage and inspire its audiences. The visual identity uses a bold graphic twist, symbolizing a shift in perspective as the unifying device across the brand.

This, along with the strapline, 'Changing the way we see food' simply and clearly communicate the company's purpose. The visual identity is built out with bright colors and a bespoke typeface featuring the brand's iconic twist. Judges loved the type development and the way the twist device is deployed across the visual identity. One called it a "significant modernization and step forward for the brand."

BEST VISUAL IDENTITY FROM THE ENGINEERING AND MANUFACTURING SECTOR



GOLD WINNER

AL FUTTAIM AND BOND

Al Futtaim Engineering and Technologies (AFET) had become fragmented, inefficient and unfocused on its audiences. To consolidate its business and build a stronger customer- focused offer, it worked with BOND on a brand redevelopment. BOND retained the brand's strengths to capitalize on its industry-leading position. The visual identity focuses on the company's people. Magazine-style photography replaces product images and a warm, personable brand takes the place of a staid, corporate graphic system.

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR



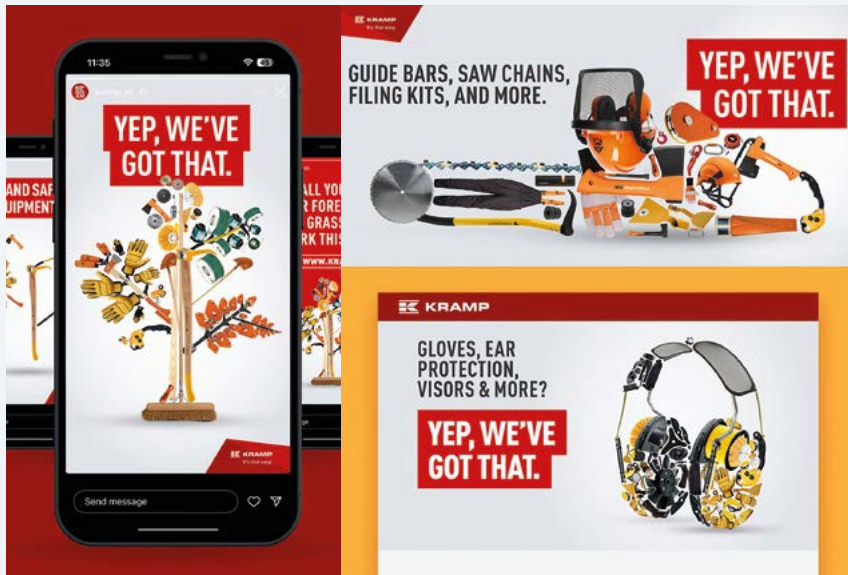
DIAMOND WINNER

HUON AND THE THRILLS™

The revised visual identity for sustainable aquaculture industry leader Huon was underpinned by a new brand positioning crafted by the thrills™; 'Oceans ahead. Always'. The project needed to communicate the premium nature of Huon as well as increase recognition in both local and global markets. This was achieved by clever visual updates including an alteration to the brandmark, which now features a salmon leaping forward to represent the company's forward motion. Elsewhere, simple icons were introduced to communicate Huon's transparency and approachability, while packaging now includes the brand's 'line of excellence' – a clever visual device that acts as an element of continuous storytelling.

Praise from judges couldn't have been much higher. "A stunning brand visual identity, so well executed and cohesive," one judge noted. Another added, "A true standout of the day, this brand has been so thoughtfully created and brought to life."

BEST VISUAL IDENTITY FROM THE FARMING AND AGRICULTURAL SECTOR



GOLD WINNER

KRAMP AND MREACTION

Kramp has been a mainstay in the farming and agricultural sector for over 70 years. In order to appeal to both the B2B market of dealers and the farmers who will be the end users of its products, Kramp needed a brand that would better communicate its longstanding commitment to its audience. mReaction allowed Kramp's products to shine in an unexpected, joyful way. It built puzzle-like collages of agricultural equipment from the parts and pieces the brand offers. The new style has caught the attention of the industry and given the brand a personality-rich platform.



GOLD WINNER

RAIN BIRD AND MATCHSTIC

Rain Bird's preeminence in the irrigation and landscaping market can't be denied. But its brand was failing to tell the story of its long heritage, quality products and industry leadership. It worked with Matchstic to make the rain bird fly higher. Matchstic focused on revitalizing the iconic bird logo, refreshing the color palette and building a simple, but impactful visual language. The result is simple to deploy for brand managers, and effective and easily recognizable for consumers.

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



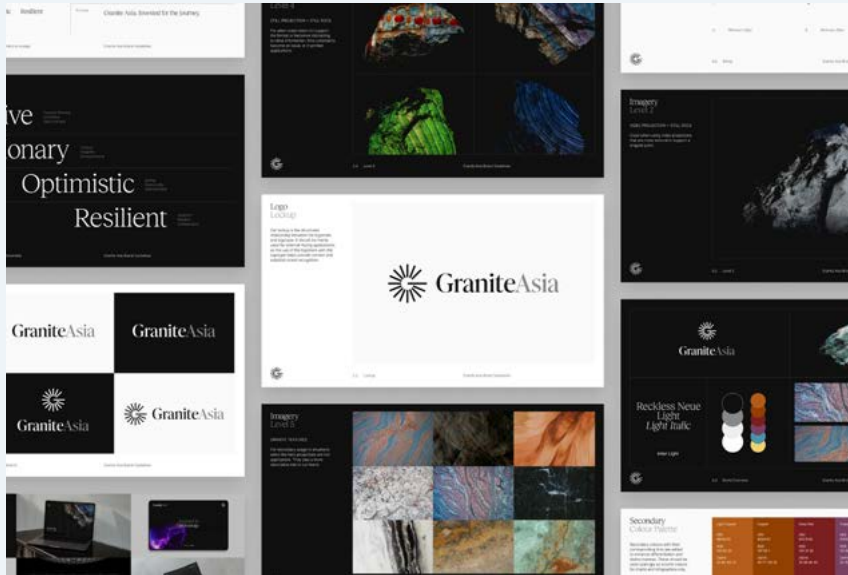
DIAMOND WINNER

IZ APP BY ALINMA BANK AND LANDOR

Saudi Arabia's Alinma Bank recognized the changing needs of young people when it came to their financial futures. An uncertain economy coupled with multiple sources of income and an international workforce means young people want more ownership of their financial situations. To facilitate this, Alinma launched iZ app, the digital bank for Saudi's youth.

Landor built a brand that was capable of communicating with young people in an authentic, but not patronizing way. The tone of voice expertly balances a youthful freshness with an empowering credibility. Judges called this "a powerful insight that is strategically well-executed," and praised the colorful, playful visual identity as a suitable approach for the target audience. One said, "Great use of bold graphics and colors and reinventing a brand that could stand out within this sector."

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



GOLD WINNER

GRANITE ASIA AND STUDIO EVERYWHERE

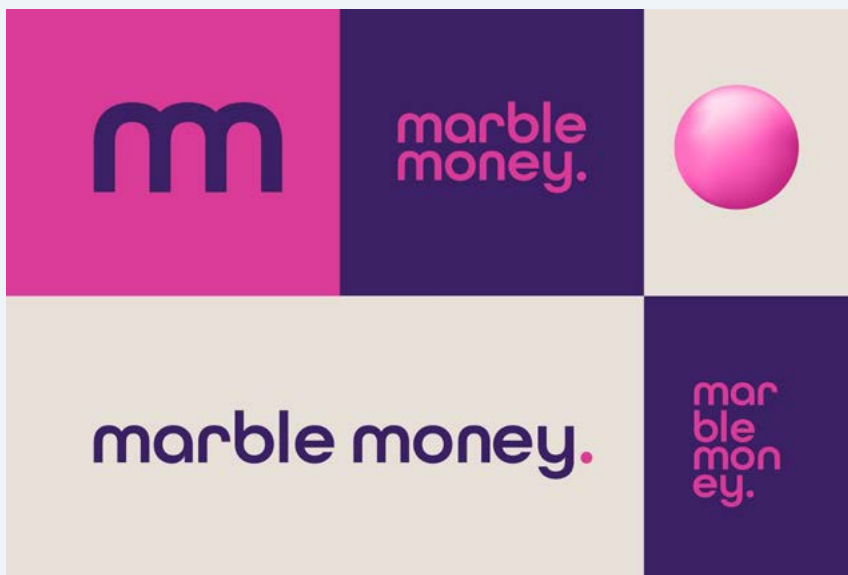
GGV Capital wanted to offer Asian companies new opportunities for funding and investment, to inspire the best businesses to achieve more. But it needed a brand that would reflect that inspiration and aspiration. Studio Everywhere took the 'Granite' from the brand's acronymic name and created Granite Asia. This simple shift inspired the strategy for the visual identity. The logo is designed to evoke the shape and strength of slabs of granite. The result is atmospheric and immersive.



GOLD WINNER

KUWAIT FINANCE HOUSE / TAM AND BELLWETHER

Kuwait's banks had been neglecting its young people, offering them standard products with youth-oriented advertising campaigns. But, to authentically engage this demographic, Kuwait Finance House (KFH) wanted to do something different. It worked with Bellwether to build Tam, a sharia-compliant digital bank with a focus on the future of Kuwait's financial landscape. The visual identity is striking and authentic. Subtle cuts in the wordmark reflect the brand positioning to 'empower the shapers of tomorrow.'



GOLD WINNER

MARBLE MONEY AND CREATIK

Australian-based asset management company Remara had an exciting new business offering bridging loans, named Marble Money, but required a bold brand identity to launch it. In addition to ensuring the brand could stretch and grow, Creatik had to establish a competitive edge. The new identity is underlined by the friendly and approachable sans-serif wordmark, which incorporates flowing, rounded shapes and curves. The graphic device, formed by two 'm' glyphs, allows for greater flexibility, while a vibrant color palette reinforces the brand's energetic and forward-looking ethos.

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



GOLD WINNER

SOLA PAYMENTS AND MONIGLE

Payments providers are popping up left and right, making promises of human connections that they often fail to meet. Fidelity Payment Services and Cardknox wanted to change the narrative and actually deliver on its promise of personal connection in payments. It worked with Monigle to develop the Sola Payments brand. Sola's warm, blue circle is designed to inspire trust and warmth. The visual identity is simple, with only essential messaging featured atop clean graphics and personable photos.

BEST VISUAL IDENTITY FROM THE FMCG SECTOR



DIAMOND WINNER

KRAFT HEINZ (LAS CHICAS) AND PB CREATIVE

Kraft Heinz wanted to roll out a new line of Tex-Mex food that would disrupt the bland, clichéd branding already on shelf. It looked to the women of Mexico to effect this change. Named Las Chicas, the brand uses distinctly Latina patterns and colors, bringing a sense of cultural joy to bear on pack. The fun typography and illustration style are complemented by photography inspired by the power of food to bring people together.

PB Creative's female-led brand team is further evidence of Kraft Heinz (Las Chicas) living its purpose. The new brand "feels fresh and enticing," says judges, as it avoids the visual stereotypes common of the category. One judge added, "I really like the vibrancy and the narrative behind the visual identity. It feels like an independent brand."

BEST VISUAL IDENTITY FROM THE FMCG SECTOR



GOLD WINNER

NAFOODS AND BRATUS AGENCY

Vietnamese agricultural conglomerate NAFODS restructured its brand and operations to allow for expansion into the consumer market. In doing so, it wanted to ensure that it communicated the connection between growers and consumers. Bratus Agency created a corporate brand using fruit-based colors. It used actual fruits as wood-block-like printmaking tools to create key visuals that are instantly identifiable and ownable. The logo can be rendered in simple lines or with depictions of fruit rinds and peels.

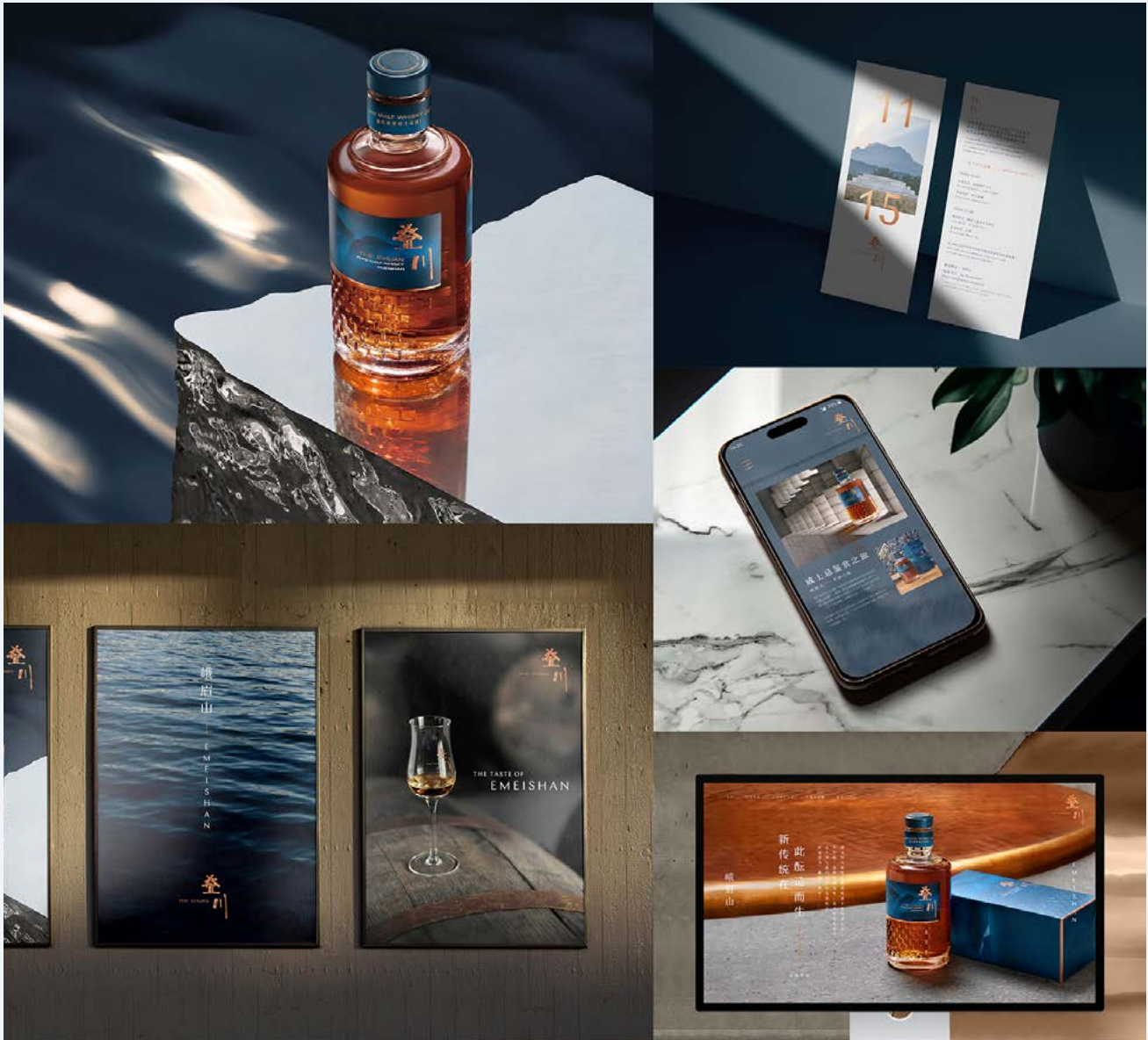


GOLD WINNER

THRYVE, IFFCO PLANT-BASED VENTURE AND WMH&I

The global trend toward plant-based eating has taken hold across the Middle East, but the region lacked a meat alternative brand that connected with its culinary culture. Thryve, IFFCO Plant-Based Venture, sought to merge Arabic food culture with vegan healthfulness. Instead of replicating European or American processes and flavors, Thryve uses fava beans – a key ingredient across the Middle East – and local spice mixes to create something culturally distinctive and relevant. WMH&I developed a packaging design that is recognizably Arabic, championing flavor and the humble fava bean.

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



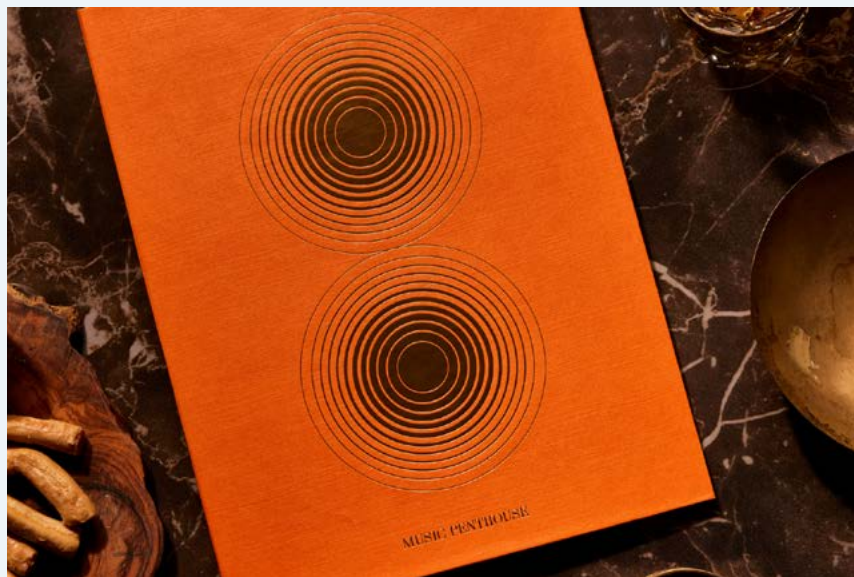
DIAMOND WINNER

PERNOD RICARD AND METADESIGN CHINA LIMITED

Japan's leadership in the new world of whiskies is set to be challenged by the Chinese distillers rapidly making a name for themselves in world-class whisky production. One of them, the Chuan, was launched by Pernod Ricard. Set in the stunning foothills of the Emei Mountains, the brand's visual expression is an ode to its landscape. A gorgeous combination of whisky distilling and Chinese craftsmanship, this visual identity leaves nothing to be desired. It's a sumptuous feast of well-considered brand assets and quality design work.

MetaDesign China Limited composed a visual identity around the unification of two elements. Local stone is set into a distinctive brick pattern on the site of the distillery, a visual element that is reflected in the bottle design as well. This unity across brand touchpoints is elegant, timeless and evocative. One judge said the "execution is stunning and tells a lovely story." Another said, "I love the creation of a brand emblem from its architecture. The simplicity of this is a winner for me."

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



GOLD WINNER

ACCOR + KATARA HOSPITALITY AND BOND – ACCOUSTIC

Accor and Katara Hospitality's Katara Towers are a stunning Doha development designed to capture the imaginations of consumers who have seen the heights of ambition and luxury. Its restaurant offer had to create not just an attractive setting, but a memorable experience. BOND delivered with a lush, richly rendered brand for Acoustic, a jazz era music lounge-inspired venue. The shape and feel of vinyl records are integrated into menus and coasters while a sound wave visual device creates a textured brand icon.



GOLD WINNER

FREJA FOODS AND THE COLLABORATORS

Take Stock, a new bone broth brand, born of the pandemic, was failing to connect with a global audience and needed to tell a stronger story about its provenance. It worked with The Collaborators to lean into its Scandinavian roots. The Freja Foods brand focuses on quality ingredients and farming practices combined with the Norwegian concept of 'koselig,' or taking joy in life's simple pleasures. The result is a contemporary blend of color, simple design and clear, evocative storytelling.



GOLD WINNER

KELLANOVA, WK KELLOGG CO AND BRUNSWICK GROUP

Kellogg's split its operations in two, with snacking and breakfast foods falling under the purview of a new company and its North American cereals remaining with Kellogg's. Brunswick Group had the challenge of reimagining Kellogg's after this split and developing the brand for the new business, Kellanova. The new visual identity keeps the iconic Kellogg's 'K' but takes a modern, playful approach suited to the personalities of its product brands. Two brand transformations in one, this project is a landmark piece of work.

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

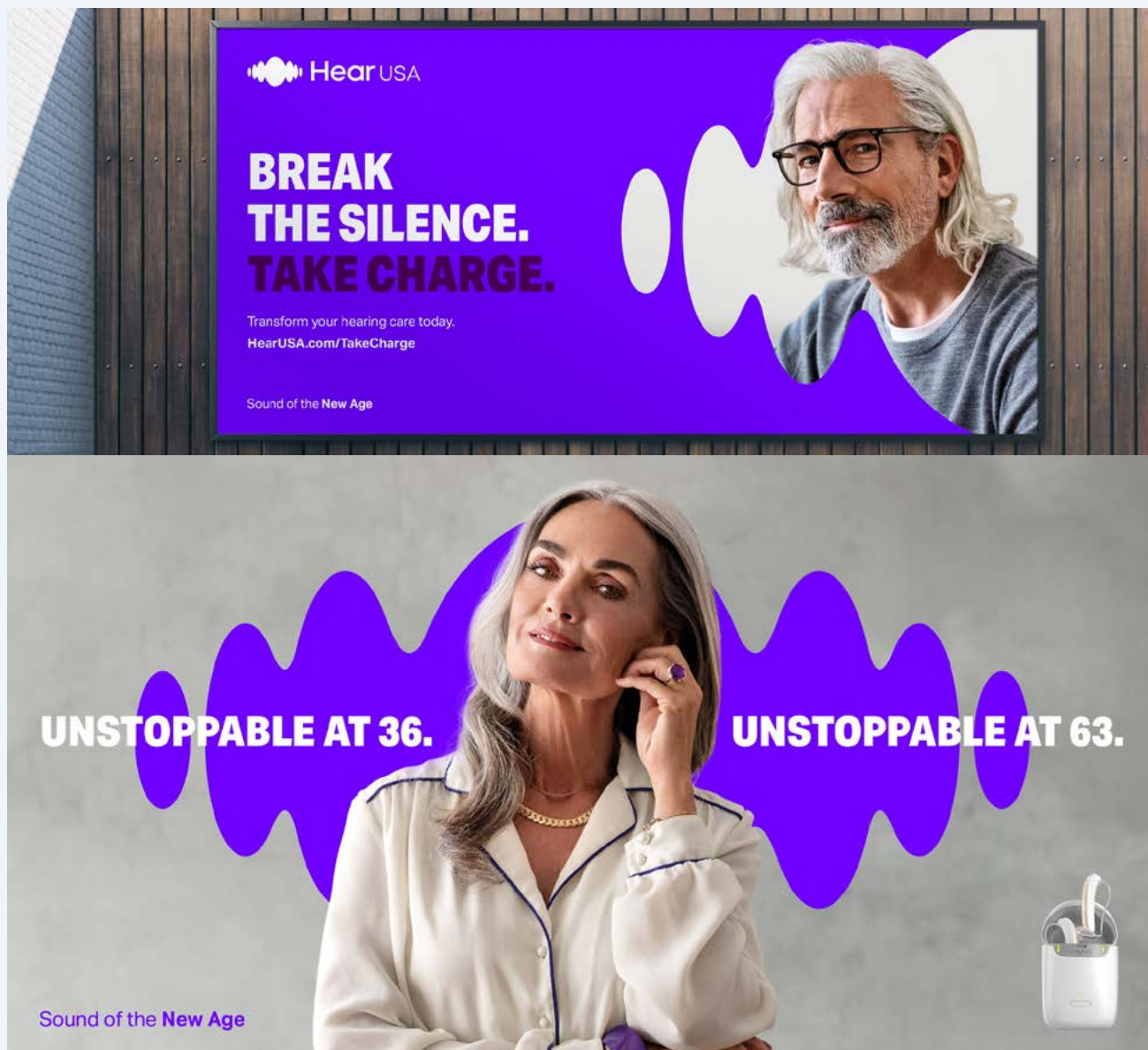


GOLD WINNER

KELLOGG'S AND LANDOR

The blah browns, taupes and earth tones of the granola section in the supermarket was disjointed from Kellogg's bright, colorful packaging system. Its 'extra granola' range wasn't winning over natural food fans or regular cereal buyers. Landor redeveloped the range in line with Kellogg's brand values, infusing it with an extra punch of color. The result blends simple ingredient illustrations, bright colors and an easy-to-use color-coding system.

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



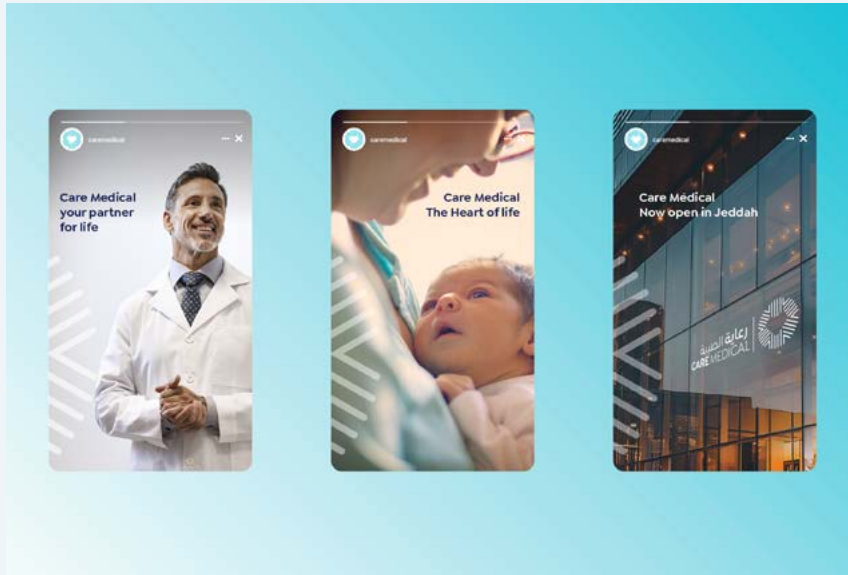
DIAMOND WINNER

WS AUDIOLOGY AND FUTUREBRAND LONDON

The hearing loss industry often pervades stereotypes of those affected in a way that perpetuates a cycle of misinformation and reluctance to seek help. WS Audiology wanted to break free from the norm and redevelop its portfolio of brands into a single, unified organization. FutureBrand London developed a brand for HearUSA that focuses on sound and the way it enriches people's lives, whatever age they may be. It portrayed vibrant lifestyles and showcased new tech industry-esque products to change perceptions and break stigmas.

The new brand is thrusting, ambitious and distinctive in the sector. One judge said, "The identity really matches the product and feels modern and contemporary. It breaks the mould of patronising visuals that abound in the sector. The brand was well executed across all the touchpoints."

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



GOLD WINNER

CARE MEDICAL – RIYADH AND SKYNE

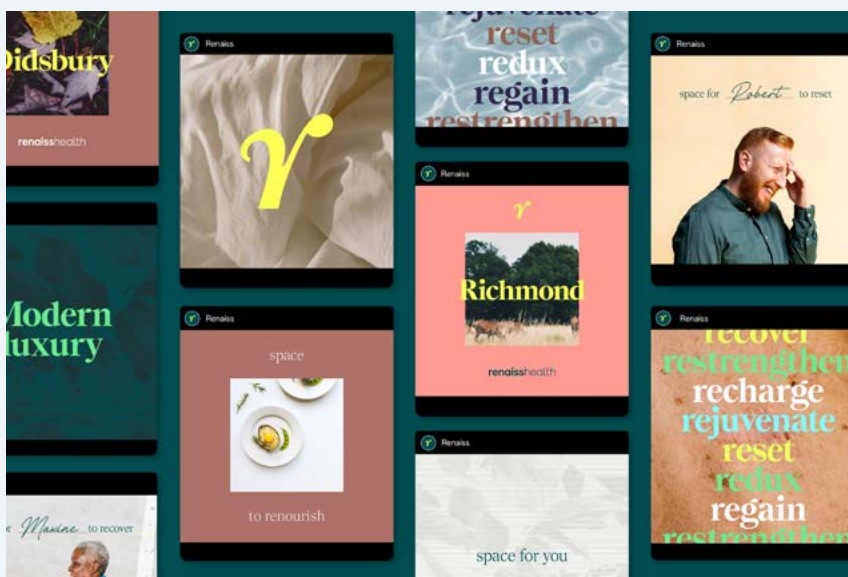
Care Medical – Riyadh shifted from government ownership to a semi-private hospital, making its positioning of people-focused medical care all the more important. It champions patients and ensures they feel heard and cared for throughout the hospital experience. To express this visually, Skyne wanted to create a warm, comforting brand that could put patients at ease. It developed a brand mark that blends a heart shape with an abstract rendering of the medical symbol for life.



GOLD WINNER

COSETTE/VYLEESI AND STARFISH CO.

Cosette/Vyleesi helps premenopausal women rediscover their sexuality at a time in which it is under threat. The brand had to balance healthcare, lifestyle and scientific communications while also appealing to consumers at a sensitive time in their lives. Starfish Co. handled this challenge with incredible sensitivity, ease and panache. The brand's tone of voice is pitched exactly right for the target demographic. Lifestyle photography complements handwritten type to create a personal brand that avoids being intrusive.



GOLD WINNER

RENAISS HEALTH AND DRAGON ROUGE

Bridges Fund Management had a radical new idea that would address how healthcare is provided after operations. Renais Health was conceived as a recuperation and recovery clinic but with all the trappings of a luxury health spa. With the opportunity to define the brand for the entire industry, Dragon Rouge considered every aspect of the experience and user journey carefully. The new brand focuses on recovery in a life-affirming way. The blend of premium, clinical and human design cues help the brand tell a story about a new kind of post-operative recovery.

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



DIAMOND WINNER

DENSE HAIR EXPERTS AND KISS BRANDING

Dense Hair Experts wanted to break the stigma around hair loss in men while avoiding the banter and joking that often accompanied it. It worked with KISS Branding to infuse its brand with authority and knowledge in preventing hair loss. KISS Branding delved into the emotive topic of hair loss to understand the needs of the audience. It then created a confident, empowering brand with a simple visual expression that stands out among the pharmaceutical and salon brands crowding the category.

The effective, modern strategy won consumers over and Dense Hair Experts saw its conversion rate increase from 0.4% to 2.3%. The new brand effectively brings the personalized approach of a hair loss clinic together with the modern consumer's need-it-now habits to create a personalizable, credible and engaging solution.

BEST VISUAL IDENTITY FROM THE LIFESTYLE AND WELLBEING SECTOR



GOLD WINNER

NLGIC NATIONAL LIFE & GENERAL INSURANCE COMPANY / LIVA AND BELLWETHER

Life insurance is something seen as a must have without adding any benefits to the payee's lifestyle. NLGIC National Life & General Insurance Company wanted to change that after its merger. Its new brand, Liva, would espouse a sense of confidence and inspire people to live their best lives. Bellwether developed a lively, upbeat brand with a bouncy wordmark, a jaunty orange signature color and motion-filled graphic language. The result is resoundingly upbeat and inspiring.



GOLD WINNER

RESET, VENUS REMEDIES AND LANDOR

Reset, by Venus Remedies, found that the market for healthcare products bifurcated into two streams, one driven by science and one by natural remedies. Landor developed the strategy based in 'a dose of goodness'. This unique approach allows Reset to transcend categories and speak to the needs of its audience on an emotive basis. A loving, warm visual identity delivers a premium feel and attractive pack design. Illustrations bring liveliness and joy to the brand. But their positioning onto white backdrops helps keep the look and feel uncluttered.

BEST VISUAL IDENTITY FROM THE OIL, GAS, MINING AND EXTRACTIVES SECTOR



DIAMOND WINNER

NEOM GREEN HYDROGEN COMPANY AND LANDOR

Saudi Arabia's ambitious NEOM development needed a brand for its energy arm that would reflect its sustainability objectives. Landor developed the NEOM Green Hydrogen Company brand to integrate the natural elements of NEOM's landscapes within the unique context of the mining and extractives sector. The brand harnesses the power of nature by developing patterns representing wind, water and the sun. They are arranged in a hexagon shape inspired by the bonding of two hydrogen atoms.

The excellent brand strategy provides a sturdy foundation upon which the delicate visual patterns shine. This "showcased creativity and a deep connection to the project's geographical context. It added aesthetic appeal but also reinforced the project's commitment to harnessing renewable energy sources," said one judge.

The image displays a collection of overlapping pages from the Aptia brand guidelines. The pages are arranged in a way that shows various sections of the document, including:

- Brand expression:** This section discusses the brand's visual identity and provides specific guidelines for its use. It includes a large graphic of the Aptia logo, which is a stylized 'A' composed of green and blue geometric shapes.
- Logo rationale:** This section explains the reasoning behind the logo design, highlighting its simplicity and versatility.
- Bespoke illustrations:** This section features a variety of custom illustrations, including a large graphic of a stylized 'A' and several smaller, colorful illustrations of people and objects.
- Primary logo colour versions:** This section shows the logo in different color combinations, including the primary green and blue, as well as alternative colors like red, yellow, and grey.
- Brand visual language:** This section outlines the overall visual style of the brand, including typography, spacing, and the use of geometric shapes.

The pages are designed with a clean, modern aesthetic, using a color palette of green, blue, and grey. The text is clear and easy to read, and the graphics are high-quality and visually appealing.

APTIA AND LIVING GROUP

And the gamble has paid off. Aptia has seen 96% client retention since the launch of the brand and a 35% increase in the NPS of its contact center. Judges loved the 'brand code' design element with one calling the new visual identity "fresh, creative, simple, well-thought-out and easy to understand." Another praised the way the "interesting and clever design" led to impressive results.

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (ADVISORS AND CONSULTANTS)



GOLD WINNER

MERWAS AND TAJALLA AGENCY

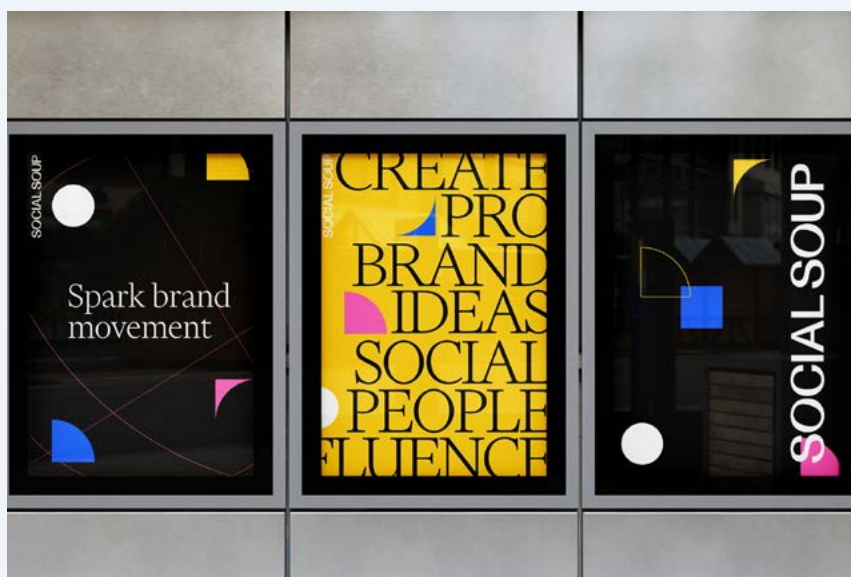
Merwas was designed to foster Saudi Arabian entertainment talent and attract A-list artists from around the world. Its goal of being the world's first 'entertainment factory' relied on a strong, global brand that could successfully produce and foster world-class content. Tajalla Agency took inspiration from the merwas drum to shape a brand focusing on craft. The almost DIY, retro look to the brand is unexpected, organic and expressive.



GOLD WINNER

NEW NORTH INSIGHTS AND CREATIK

Newly formed New North needed a visual identity to reflect the fact it offers hands-on, detailed and close to the action regulatory economics advice. It was decided the best way to stand out would involve creating a unique New North style of imagery by showcasing the results and end benefits of the work it does. Creatik further utilized a clever 'N' device that incorporated an aspirational arrow.



GOLD WINNER

SOCIAL SOUP AND THE EDISON AGENCY

Influencer marketing agency Social Soup had been at the forefront of its industry for 16 years. Despite this, it needed an updated identity capable of conveying the brand's authority and sophistication. The Edison Agency therefore had to create a distinct new identity that evolved from a playful, start-up look and feel. Social Soup was reimagined as 'the science behind creativity', leading to a new visual identity derived from the Fibonacci sequence that evokes expertise and oozes mature confidence.

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (ADVISORS AND CONSULTANTS)



GOLD WINNER

TENSURE AND MATCHSTIC

Cloud tech consultancy Tensure had originally been conceived of as the tension-provider that allows a bridge to stand strong. But consumer research found that customers thought of it as a way to relieve their tension and stress around cloud transformations. This insight led Matchstic to craft a truly fun and relatable brand. A lovable brand character, Taffy, helps customers relate to the brand. A bubbly, bright illustrative style results in a cheerful, positive brand.

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (LEGAL AND ACCOUNTANCY)



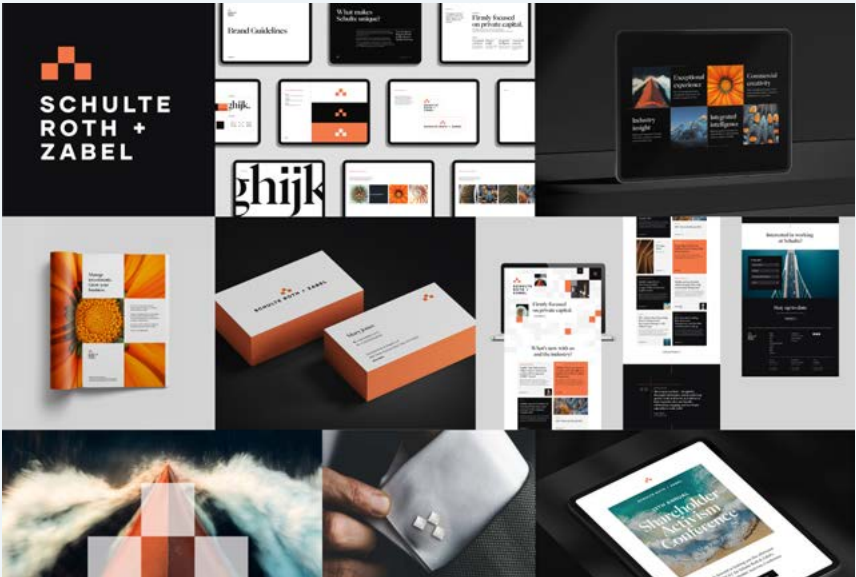
DIAMOND WINNER

AKIN AND LIVING GROUP

Akin wanted its brand and web presence to reflect its character as a fast-moving, progressive and innovative law firm. But the new brand had to suit its lawyers' needs as well as the needs of a global client base. Living Group tackled that challenge by shortening the firm's name from the wordy Akin Gump Strauss Hauer & Feld to simply, Akin. The new name allowed for a simpler, more recognizable brand that could appeal more strongly to both prospective clients and associates. Living Group then delivered a world of color, a streamlined brand architecture and a website defined by bite-sized content and transparent communications.

As a result, Akin chartered a 43% increase in time spent on site and a 51% increase in visitors to the site. Judges called the new visual identity "bold, impactful and a statement." They praised the use of color and bravery in embracing a new approach to brand design.

BEST VISUAL IDENTITY FROM THE PROFESSIONAL SERVICES SECTOR (LEGAL AND ACCOUNTANCY)



GOLD WINNER

SCHULTE ROTH & ZABEL AND AGENDA

Schulte Roth & Zabel focuses on legal expertise in a specific type of finance and private capital. But its brand wasn't communicating this industry-leading positioning. Agenda found that the firm wasn't speaking with one voice so it made 'focus' the foundation for its brand strategy. This sense of a 'firm focus' is brought to life with a blocky graphic lookup that provides consistency, visual appeal and confidence to the visual identity.

BEST VISUAL IDENTITY FROM THE **PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT** SECTOR



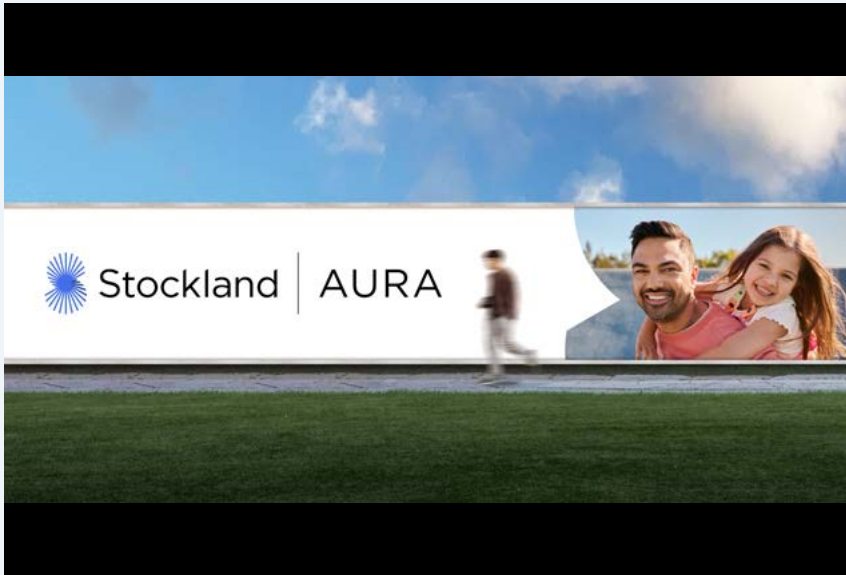
DIAMOND WINNER

OVAL REAL ESTATE AND COMMON CURIOSITY

Oval Real Estate's Birmingham property, the Bond, has long been home to the best of the Midlands' creative and entertainment industries. But it needed a brand that would represent this heritage and appeal to new tenants and their audiences alike. Common Curiosity took inspiration from the site's history, its architecture and its location. It blended these together in an expert fusion of design and placemaking.

The resulting visual identity is seamlessly integrated throughout the site, intrinsically tied to the property's location and purpose. One judge called this "a fantastic creative solution that meets the brief and is incredibly well executed. Style and creativity in one." Another said, "It has created an environment that potential tenants can be proud of."

BEST VISUAL IDENTITY FROM THE **PROPERTY, CONSTRUCTION AND FACILITIES MANAGEMENT** SECTOR



GOLD WINNER

STOCKLAND AND PRINCIPALS

Principals was faced with a tricky task creating a brand design on behalf of Stockland for Cloverton in Melbourne, a mixed-use residential, commercial and civic development. The scale of the project is enormous and it isn't scheduled to be completed until the mid-2040s. Principals therefore had to build a compelling picture of Cloverton. The organizing idea, 'An inspiring city, in the making', spoke to the project's idealistic vision without short-term overpromising. By incorporating the needs and aspirations of local people, the project resulted in renewed purpose and enthusiasm internally.



GOLD WINNER

TROJENA AND LANDOR

Trojena had a mountain of a task. It had to create an alpine wonderland in the middle of the Saudi desert. With a dose of NEOM's magic and Landor's branding acumen, the Trojena brand was built to inspire awe, wonder and attainable aspiration. The visual identity teases out one of the ribbons from the NEOM masterbrand to create a mountainous logo form. The texture of the ribbon inspires the graphic language used across the brand's communications.

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



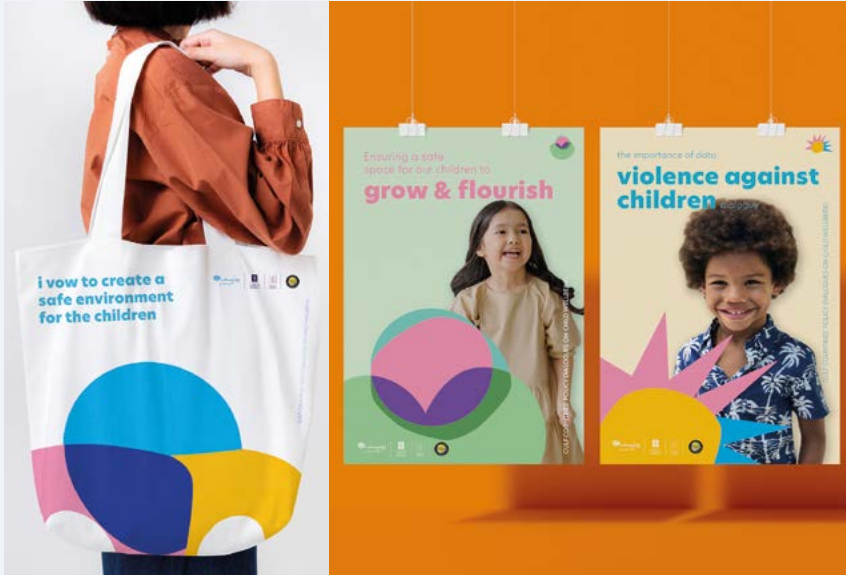
DIAMOND WINNER

TOWN OF TELLURIDE AND MONIGLE

Telluride, Colorado is a popular tourist destination year round set within a box canyon. Its heritage as a mining town has captured the public imagination and seen it inspire popular works of fiction in film and television. But its place brand was outdated and easily lost in a sea of mountain town brands. It needed to infuse its brand with its particular community spirit.

Monigle introduced a logo that draws on the town's unique location, positioning a cleverly cutout mountain range silhouette in the top of a 'T'. The silhouette forms the graphic language, providing consistency across the town's many use cases. Easily understood brand assets have allowed for the town's departments and local businesses to easily use the system to communicate, providing a sense of cohesion and community spirit for locals and visitors alike.

BEST VISUAL IDENTITY FROM THE PUBLIC SECTOR



GOLD WINNER

SUPREME COUNCIL FOR MOTHERHOOD AND CHILDHOOD (SCMC) AND ABU DHABI EARLY CHILDHOOD AUTHORITY (ECA) WITH ADINB

Supreme Council for Motherhood and Childhood and Abu Dhabi Early Childhood Authority met to discuss investment and coordination in child protection systems. ADinB developed the brand for the event, which was a crucial part of generating awareness of and participation in the conference. ADinB introduced a set of icons and illustrations that covered the three key streams of conversation at the conference. It delivered a safe, warm feeling that put the welfare of children at the heart of the communications.



GOLD WINNER

TRANSPORT FOR LONDON, PLACES FOR LONDON AND PENTAGRAM

Transport for London's property division is a major landowner with over 5,500 acres of space across the capital. Previously hidden behind a bland legal entity, the new Places for London brand is designed to be a public-facing organization working to improve London's business landscape. Pentagram cleverly crafted the visual identity for Places for London. The logo is at once at home among public entities – it seems capable of acting as one logo among many, if necessary – while also having distinct characteristics signature to London's cultural scene.

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



DIAMOND WINNER

SEDDIQI HOLDING AND BOND

Seddiqi Holding worked with BOND to build a brand that would become a new, major player in the watch and accessory industry. The company wanted to create a curative brand that could help young consumers reach that 'aha' moment when they find the perfect watch to suit their styles. The result is Edit, an editorial-driven brand that puts personalized choice and lifestyle-based shopping at its heart.

The visual identity is bold, graphic and magazine-like. "It stands out as a very consumer-centric brand and is carefully applied across digital, outdoor and social media platforms," said one judge. Another added, "There is a strong strategic idea connecting to a powerful brand purpose and a point of view brought to life very artfully."

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



GOLD WINNER

LEGO AND INTERBRAND

LEGO's brand is one of the most well-known in the world, but its brand world was as disjointed as a pile of unconnected bricks. It wanted to unify its brand, building a cohesive system that could be deployed online and off and across the company's whole portfolio of sub-brands and products. Interbrand took inspiration from the LEGO 'system-in-play' in which all its bricks can be interconnected. It created a brand comprised of LEGO bricks, resulting in a sophisticated but playful visual identity that is inherently LEGO.

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



DIAMOND WINNER

ASTON VILLA AND DRAGON ROUGE

The Football Association's new guidelines around football branding meant that any brand update Aston Villa wanted to pursue had to be considered and well-accepted by the community. Dragon Rouge took on this challenge with gusto, conducting a campaign of intensive fan engagement. This not only communicated about the rebrand, but allowed fans a chance to shape the future of their club.

The resulting visual identity is anchored in Aston Villa's heritage, but able to communicate across the modern sports world's many touchpoints. A recurring visual motif of diamond shapes and cuts draws on the club's history and provides consistency across the brand. This "beautifully elevated" solution "helped modernize a heritage brand," said judges. One added, "It felt contemporary and luxury while still appealing to the fan community."

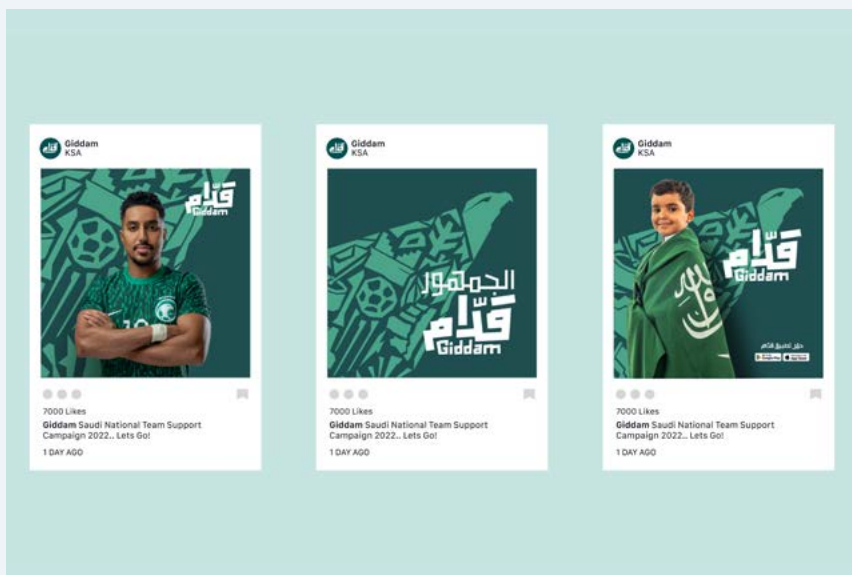
BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



GOLD WINNER

INNER WEST FILM FEST AND YONDER CREATIVE

Inner West Film Fest needed a strong identity to compete with Sydney's 15 other prominent film festivals. Yonder Creative sought to create an identity for the fledgling brand that was distinctly 'Inner West'. The creative studio built the visual identity around its new positioning, 'A bit west of the usual film fest', and incorporated visual elements that tap into the origins of the film category. Intense colors were also utilized throughout the identity to pay homage to Inner West's diversity.



GOLD WINNER

SAUDI ARABIAN FOOTBALL FEDERATION AND GENE BRANDING

Ahead of the 2022 World Cup, the Saudi Arabian national football team was seeking a brand that would encapsulate the kingdom's national spirit. It wanted to tap into football culture and the passion of fans while offering a unifying rallying, evocative of the new vision for Saudi Arabia. Gene Branding took up the charge by developing the Giddam brand. The name is complemented by the 'Giddam falcon' brand icon. This abstractly rendered bird is expertly built from national and footballing icons to create a distinct, uniquely Saudi visual identity.

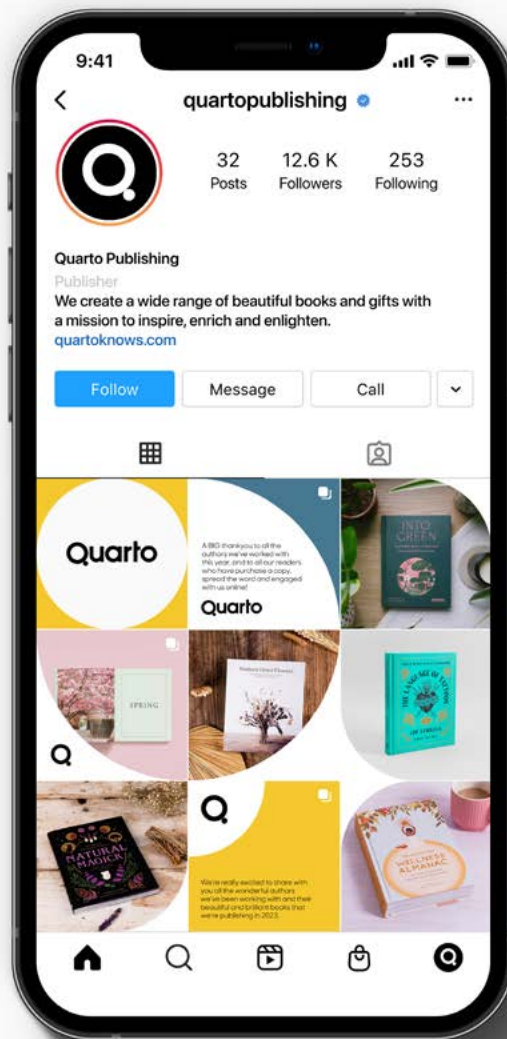


GOLD WINNER

USROWING AND PROPHECY

USRowing wanted to introduce a secondary brand to promote its educational resources and support for young rowers. The Launch was introduced, to evoke the sense of the launch boat – usually a speed boat – that accompanies rowers and offers coaching and direction. Prophecy developed a logo that is a graphic representation of an aerial view of boats on the water. The empowering, confident brand is infused with visual cues related to rowing.

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



DIAMOND WINNER

QUARTO AND PENTAGRAM

Quarto has always focused on publishing illustrated non-fiction books. But recent growth, an office move and the integration of new imprints under its umbrella brand required a shift in brand strategy. Pentagram took inspiration from the word 'quarto,' which means 'fourth' in Latin and indicates a leaf, or section of eight pages in a printed book.

The new identity deploys geometric circles derived from the new Q logo and a graphic expression of the four seasons of the year. The color palette relates to the colors of different leaves in each of the four seasons, a subtle stroke of genius that is intrinsically tied to the brand and its purpose, without delving into clichéd images of books or the publishing process. It's a simple, elegant update that one judge called "a well-crafted solution based on a simple idea that relates back to the name. It is well-repositioned, which matches the brief."

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

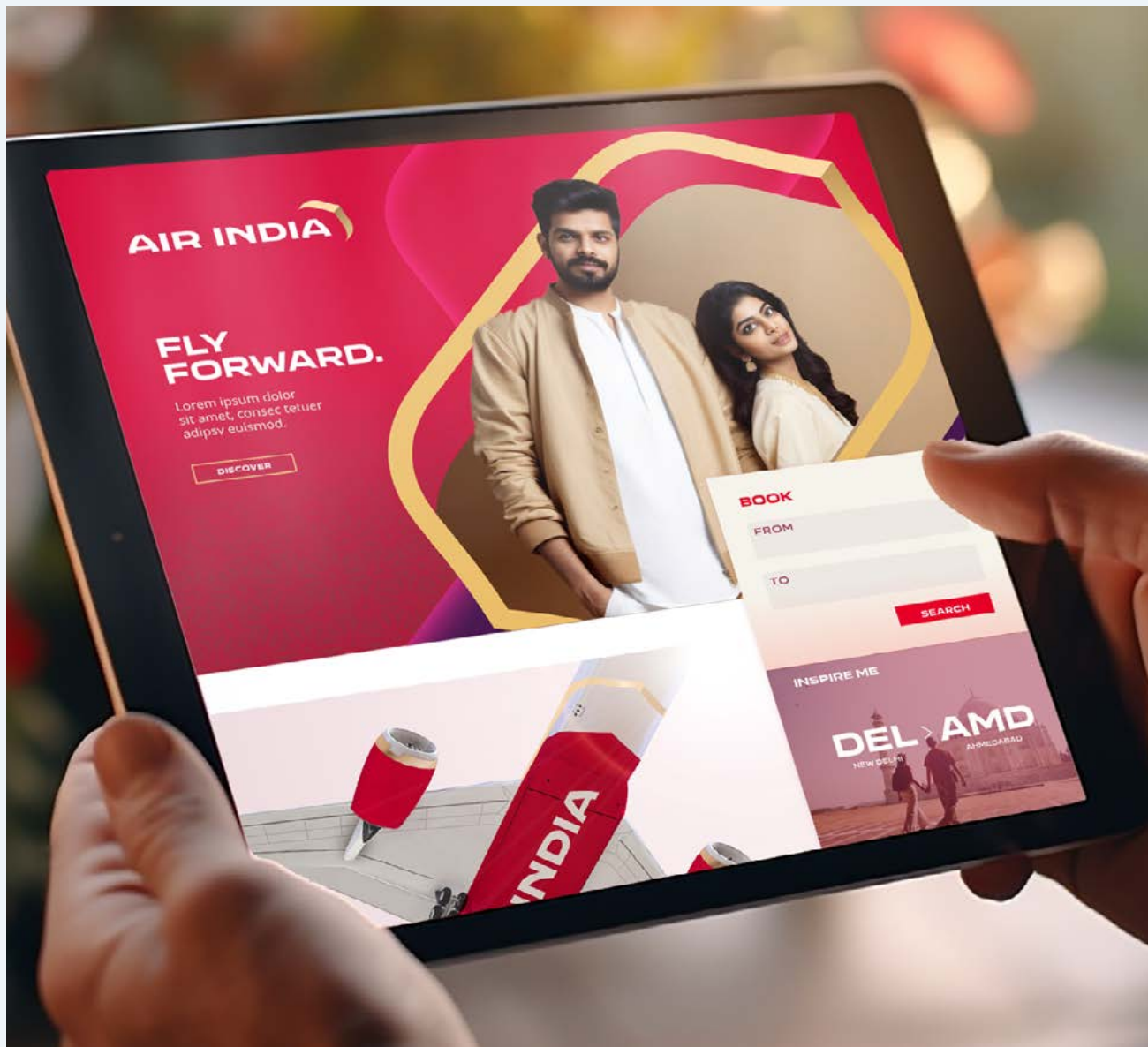


GOLD WINNER

NEXXEN AND STARFISH CO.

Formerly three brands sitting in the advertising technology market, Nexxen needed stronger brand awareness and a more credible platform from which to communicate with clients. Starfish Co. developed a visual identity inspired by Nexxen's commitment to serving clients a full end-to-end experience. The word and logo form a palindrome, reinforcing this positioning. The logo's 'N' shape then forms the basis of the graphic language, bringing consistency into a complicated and sprawling brand world.

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



DIAMOND WINNER

AIR INDIA AND FUTUREBRAND LONDON

Air India's brand had flagged under state ownership. The Tata family purchased the airline to make it into the national flag bearer of which India could be proud. The carrier worked with FutureBrand London to craft a visual identity worthy of the skies. FutureBrand London developed a distinctive branded shape that acts as a framing device, pattern-maker and icon. Different shapes within the frame are then used across brand touchpoints like flight attendant badges in the Air India wordmark.

A bespoke font with letterforms blends curves and points in an elegant, eye-grabbing way. The visual identity also features stylish photography, an ownable color palette and a new website that offers customers a window into the world. Judges loved the way the visual identity drew on Indian culture to create something distinctive, yet instantly recognizable as Indian.

BEST VISUAL IDENTITY FROM THE TRANSPORT AND LOGISTICS SECTOR



GOLD WINNER

GIAO HÀNG TIẾT KIÊM (GHTK) AND M – N ASSOCIATES

GIAO HÀNG TIẾT KIÊM (GHTK)'s sprawling brand had to work across delivery vehicles, uniforms, distribution networks, vehicle fleets, digital applications and marketing materials. M – N Associates developed a bespoke typeface based on the country's transport infrastructure, a logo that acted as an emoji and brand architecture device and a stylish visual identity. The result is effective both in terms of its implementation across the GHTK network and for building stronger connections with consumers through brand communications.



GOLD WINNER

SAUDIA AND LANDOR

Saudia took inspiration from Saudi Arabia's Vision 2030 as a means to reinvent itself and become an industry leader for Gulf and international travel. Landor focused on the brand's experience when creating the new strategy. As an airplane is a complete sensory experience, Landor developed brand sounds, scents, textures and visuals. The identity harnesses the Saudi spirit to tell the story of the nation and its objectives, while also delivering a renewed in-flight and total brand experience. The result is cohesive, aspirational and future-facing.

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



DIAMOND WINNER

LESHUTTLE AND LANDOR

LeShuttle's brand had floundered in the shadow of the Channel Tunnel brand. The Eurotunnel mark is a prideful nod to the grand infrastructure project while train operator Eurostar offered a sense of ease and access. LeShuttle had to step out from the shadows and offer travellers an alternative. It worked with Landor to harness the concept of freedom. Instead of being limited by rail, boat or plane, LeShuttle provides more freedom of transport, speed and ease all in one. The visual identity uses the shape of the tunnel as inspiration. This infuses the brand with a modernity and timelessness all at once.

The brand's applications sprawl from social to signage while staying true to the heart of the design language. Judges thought it was a clear winner. "I love, love, love this," one said. "From the fun typography to the energetic photography, this is an excellent rebrand that evokes the excitement of travel in every bit of the communications."

transform awards

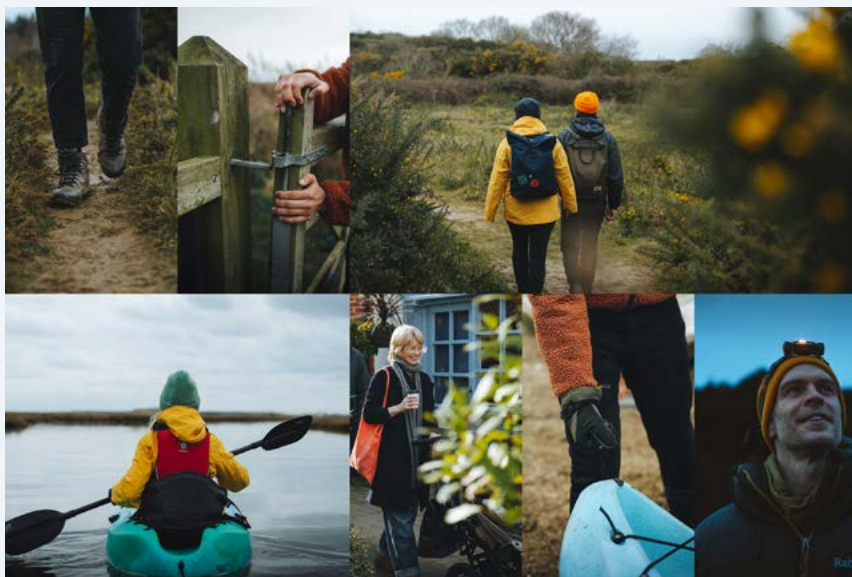
Transform Awards recognises the best practice in corporate, product and brand development, with categories focusing on strategy, execution, content and evaluation. From big global agencies to small local work, the awards reward excellence and innovation in branding across Europe. The awards are held in seven regions including ANZ, Asia, Europe, Middle East and Africa and North America.

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BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR



GOLD WINNER

NORFOLK COAST, PROTECTED LANDSCAPE AND LANTERN

The Norfolk Coast boasts rare and precious biodiversity, natural habitats and stunning landscapes unique to its East Anglian home. But, its brand world was disjointed, bland and fell into the same tired tropes that defined the British natural tourism sector. Lantern reinvigorated the coast and its brand by encouraging the sustainable, responsible exploration of the nature in the region. It United the area under the Norfolk Coast, Protected Landscape banner. The new visual identity is effortlessly stylish and has clear visual and thematic links to the region itself.



GOLD WINNER

PORONUI AND PRINCIPALS

Principals was tasked with conveying the Maori heritage of Poronui, a luxury sporting lodge, sustainable farm and forestry station in Taharua Valley, Taupo, throughout its visual identity. With the brand name meaning 'part of something bigger', this gave Principals the opportunity to extend this theme to guests. The nature-inspired brand assets combine hand-drawn textural patterns and illustrations with a rich kokowai (red ochre), therefore showing off the brand's commitment to luxury, heritage and sustainability. Meanwhile, the typography was cleverly inspired by heritage carvings in the land's 'Red Hut'.



GOLD WINNER

TROJENA AND LANDOR

Trojena needed to not only craft a new brand, but establish an entirely new place within the alpine deserts of northwest Saudi Arabia. Part of the ambitious NEOM project, Trojena will be a ski resort and mountain retreat for the adventurous. Landor teased out a single strand of the NEOM brand's signature ribbon device to create a mountain-like logo. The textured pattern is used to create a graphic language that provides consistency across the brand's communications.

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