

TRANSFORM
AWARDS
NAMERICA **2025**
NEW YORK

WINNERS **BOOK**

TRANSFORMING TRANSFORM

In 2025, we reshaped the lens through which transformation is seen, because meaning begins with how we choose to look.

When perspective shifts, so does everything else.

**BRAND
LOUNGE®**

Differentiation =
Maximized Brand Value.



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The global publication for brand development and rebranding



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NOTE FROM THE EDITOR



Jack Cousins
Editor
Transform magazine

While every Transform Awards North America spotlights plenty of great brand refreshes across the continent, there are always one or two categories where creativity explodes and an industry is forever reshaped. Last year, that was place branding, following the 'Grand Prix'-winning success of Chicago's West Loop Community Organization and other standout entries such as the warm and welcoming Town of Telluride project.

This year, that same industry-redefining spirit is found in the financial sector, where brands including Lincoln Financial and Rize Credit Union stood out with vibrant, authentic new identities. But Bank of America – winner of 'Best Overall Visual Identity' – was the pick of the bunch, with Lippincott having crafted a creatively ambitious identity that truly reflects both the brand's and the sector's ambition.

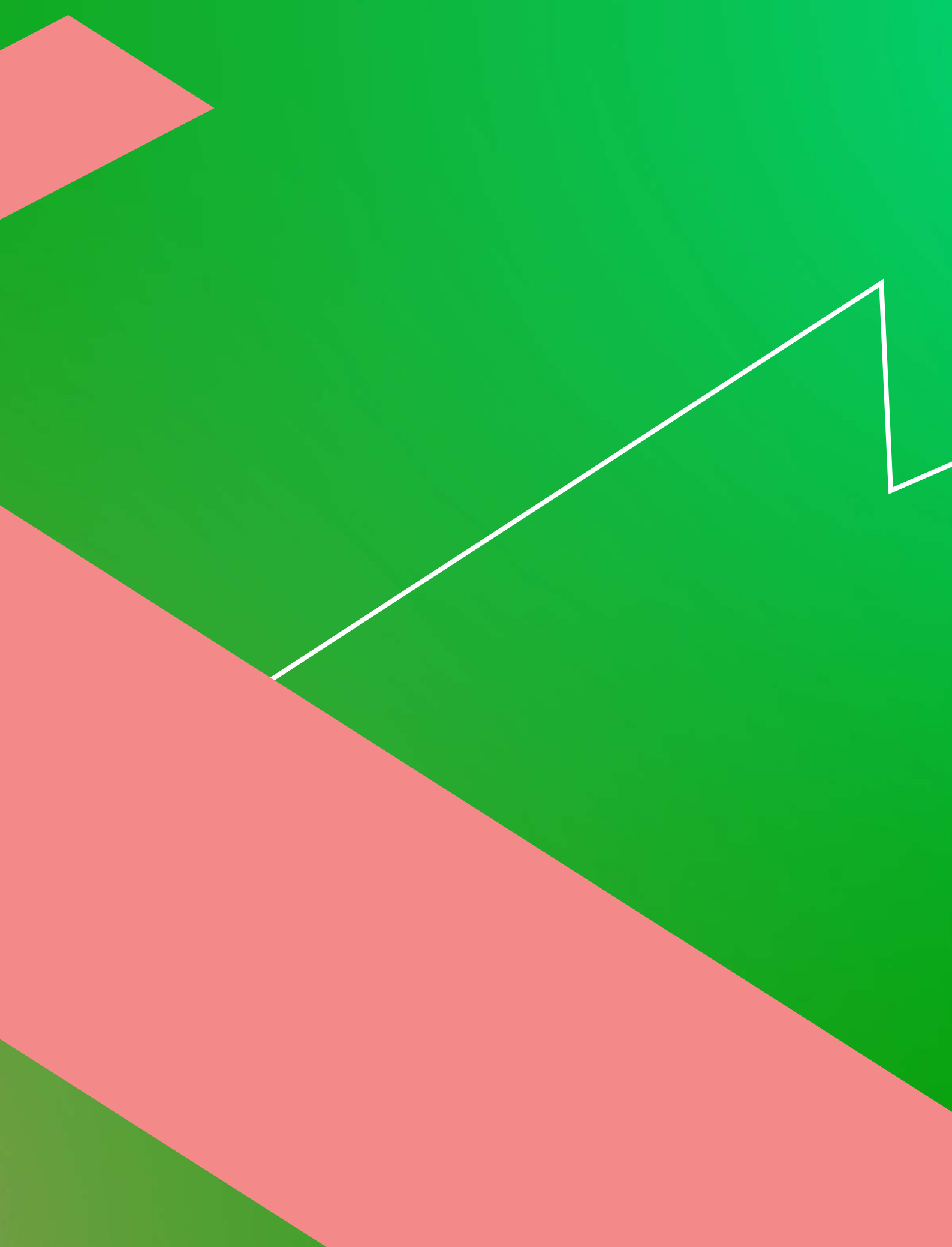
I must also congratulate Yum! Brands and Rowe. Our 'Grand Prix' champion built Saucy, a potentially iconic KFC spinoff that pushes quick-service dining in an exciting new direction. We look forward to covering this in more depth in Transform magazine's upcoming Q4 edition, so stay tuned.

Finally, a heartfelt thanks to our judges for the time and dedication they put into carefully sifting through the hundreds of entries for this year's Transform Awards. Without them, nights like tonight at The Edison Ballroom would not be possible.

Many congratulations to you all. We hope you enjoy the celebrations!



MEET THE JUDGES





Gabriel I. Agüero
Founding partner
Drop Music Branding

JUDGE - AUDIO BRANDING

As the founding partner of Drop Music Branding, Gabriel has led award-winning projects that fuse strategy, creativity and cultural insight. His work includes sonic identities and branded soundscapes for major global clients, including campaigns for Artear, BCIE, CESCO, CCU, DIRECTV and Heineken. With a background in music production and a career spanning television, advertising and immersive brand experiences, he brings a deep understanding of how sound shapes perception and identity.



Anthony Bonamassa
Director, global brand
management and activation
Citi

Anthony is a senior marketing executive leading global brand management and activation at Citi, where he shapes visual identity systems, brand governance and global integrated marketing campaigns. He brings deep expertise in global brand management, creative operations and multi-channel marketing from previous leadership roles at Estée Lauder, MetLife and Viacom. Throughout his career, Anthony has successfully aligned cross-functional teams to deliver cohesive, customer-centric brand experiences while also advancing organizational capabilities.



Mauricio Candussi
Director and creative
970 - ORIA

JUDGE - AUDIO BRANDING

Mauricio is a musician and musical composer with 20 years of experience in musical production, audiovisual, audio branding, cinema, theater, multimedia and more. Since 2009, he has been a creative part of Duo Finland with whom he produced seven albums and played on the most important stages and festivals in more than 20 countries. He won the Best Instrumental Group of Brazil award in 2011.



Ivan Cayabyab
SVP, brand
Moody's

Ivan joined Moody's as senior vice president of brand in 2023. He was previously 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 several strategic and design projects.



Elaine Chen
Senior brand strategy and
interim marketing manager
Wiley

Elaine is an accomplished marketing executive with deep expertise in brand and marketing strategy, thought-leadership and growth marketing. She is the founder and president of consultancy firm Excogita, where she has helped clients including Wiley, Kantar Media, Ex Judicata and The Attention Council. Elaine has more than 15 years of experience leading marketing efforts for high-growth companies and industry leaders including Kantar, Nielsen, MarketOnce and Wunderman/Y&R.



Regina Davis
Senior global marketing manager
Yum! Brands

Regina is a seasoned marketing leader with more than 16 years' experience driving brand growth and strategy. She is the senior global marketing manager at Yum! Brands. Previously, she was the senior marketing manager on the global marketing team at Pizza Hut. Regina was also selected to serve on Pizza Hut's Rapid Impact Team (RIT). Throughout her career, she has led impactful work across iconic brands including Dr Pepper Snapple (now Keurig Dr Pepper), PepsiCo/Frito-Lay, JCPenney and Toyota.



Marissa Freeman
Former chief brand officer
Fetch Pet Insurance

Marissa's career is divided into two equally loved halves: global agency leader and CMO/chief brand officer. Her superpower is the ability to recognize and help craft a brilliant insight and strategy, then work with her teams and partners to turn those insights into work that moves people, profits and stock. That creative comes in all forms, from branding, advertising and feature docs to 12,000-person live events. A sampling of her brands includes HP & HPE, Gillette, Union Square Hospitality Group, Hasbro, DIRECTV and Coty.



Ivonne Gamboa
Director of marketing and
public relations
SeaKeepers

Ivonne is the director of marketing for The International SeaKeepers Society, a global non-profit dedicated to promoting oceanographic research, conservation and education through direct engagement with the boating community. She leads a team and oversees marketing initiatives across all global chapters, including the US, Singapore, the United Kingdom and New Zealand. With a background spanning SEO, copywriting, media relations and event planning, Ivonne combines data-driven strategy with compelling storytelling to strengthen partnerships.



Patrick Gray
Head of global brand and creative
State Street

Patrick is an award-winning executive creative director and head of global brand and creative for State Street, leading the firm's brand research, strategy, creative expression, design systems and campaigns. Most recently, he led State Street's first global rebrand in more than 50 years. Patrick joined State Street in 2003 as a senior designer and later became design director and creative director before taking on leadership of global brand and creative in 2014. He previously worked at Selbert Perkins Design, building brands, identities, experiences and landmarks for clients in virtually every industry.



Kelley Grover
Global brand marketing leader
PwC

Kelley is a highly experienced brand and marketing professional with 20 years of experience in the industry. She is currently global brand strategy leader at PwC. Additionally, she is a part-time faculty member at the Rutgers School of Communication and Information where she both teaches and has authored a new course on creative operations for everyday workflow in digital asset management.



Hamza Iqbal
Brand and product designer
Nappr

Hamza is a brand and product designer based in New York City, currently working in-house at a wellness startup. A Georgetown and Parsons graduate, he specializes in integrated brand and product design, bringing a unique blend of verbal and visual acuity to cross-functional teams. His practice is shaped by travel to more than 55 countries and exposure to diverse visual cultures. Hamza mentors design graduates through the Parsons alumni program and has recently spoken at NYCxDesign, NY Tech Week and the SEGD Academic Summit this year.



Jeanna Isham
Owner
Dreamr Productions

Jeanna is a sonic brander and sound strategist. She and her company, Dreamr Productions, also produce the Sound In Marketing Podcast, which reflects on today's and tomorrow's sound strategy ideas and best practices. She's the editor and chief of sound in marketing learning, a resource site for sound strategy. Her mantra is 'make sound on purpose'.

JUDGE - AUDIO BRANDING



THREE IMMERSIVE EXPERIENCES.
TWO TOTALLY RADICAL BRANDS.
ONE ASW FOR THE (COMIC) BOOKS.

PROUDLY SHORTLISTED FOR
BEST BRAND EXPERIENCE.

SGKINC.COM





Steve Keller
Sonic strategy director
SiriusXM

Steve is the sonic strategy director for Studio Resonate, SiriusXM Media's in-house audio-first creative consultancy, offering support to brands that advertise on the Pandora, SiriusXM and SoundCloud platforms. He is recognized as one of the world's leading authorities on sonic strategy and identity, blending art and science into award-winning creative content and sonic experiences for a variety of global agencies and brands.



Victoria Kurzweg
Brand strategist
Cognizant

Victoria is a brand strategist at Cognizant, a global technology services company, where she specializes in verbal strategy including naming and messaging. Previously, she was a brand strategist at Microsoft and consulting firm Siegel+Gale, where she worked with Fortune 500 clients including Google and Visa. A lifelong learner with a unique background, Victoria's experience also includes web development, journalism and public affairs.



Margaret Lee
Head of brand and marketing
Toronto International Film Festival

Margaret is an award-winning creative leader with more than 25 years of experience leading brand strategy, design, digital innovation and omnichannel marketing for globally recognized brands. As head of brand and marketing at the Toronto International Film Festival, she leads creative, content, digital, marketing and retail teams, driving audience engagement and growth. Previously, she was director of creative at Rogers Sports & Media and has collaborated with iconic brands such as HBO and The New Yorker.



Ricardo Munoz
Executive creative director
Comcast

Ricardo is a globally minded creative director with more than 15 years of experience shaping campaigns across tech, media, food and beverage, automotive, financial services and consumer goods. At Comcast, he leads a multidisciplinary team, infusing storytelling, design and innovation into high-impact campaigns for one of the world's largest media and technology companies. Born in Ecuador, shaped in Japan and sharpened in New York, Ricardo brings a cross-cultural spark to everything he touches. He's passionate about mentoring talent and crafting work that resonates across industries.



Noah Nathan
Head of global brand design
Netflix

Noah is a Los Angeles-based design executive with more than a decade of experience building global brand identities and design systems. Most recently, he served as head of global brand design at Netflix, where he led initiatives across brand architecture, marketing, product and experiential, shaping the creative direction behind efforts like the Roald Dahl Story Company identity, the Next on Netflix brand campaign and the visual system for Netflix House. His work has been recognized by the Clio Awards.



Brian Ostreicher
Founder, sound designer
and sonic strategy
Maid Marian Music

JUDGE - AUDIO BRANDING

Brian is an award-winning audio creative leader with more than 20 years of experience in music, sound design, audio advertising, branding and strategy. He has partnered with some of the largest brands in the world, including Amazon, Coca-Cola, Disney, Meta, McDonalds, Microsoft, Samsung, Toyota and Ubisoft. Brian is also a professional drummer endorsed by Vic Firth and C&C Drums. One of the founding members of the indie band Geographer, he has toured all over the US, Canada and Europe.

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Madison Raisch
Creative director
National Women's Soccer
League (NWSL)

Madison is an award-winning sports creative director and illustrator and currently the creative director at the National Women's Soccer League. Most recently, her creative team designed the NWSL Championship identity hosted at CPKC Stadium in Kansas City, the first women's dedicated sports arena in the United States. For 20 seasons, Madison has developed and designed team and event identities for the NFL, Major League Baseball and the NHL. These projects ranged from the Super Bowl LVI cinematic identity and primary logo to the MLB All-Star Game.



Brian Rapp
Writer
Jewish Home

Brian is a veteran of agency and in-house creative departments. A writer by background, he has led branding, campaigns, sales enablement and recruitment initiatives for brands such as Excellus BlueCross BlueShield, L3 Harris, Mastercard, Textron and Xerox. He has also worked with regional retailers, start-ups and challenger brands. Now focused on healthcare and med-tech, Brian concentrates on how providers and payers can build trust with today's consumers.



Chloe Rhys
Head of creative
OpenStore

Chloe is a creative leader whose bold, system-driven ideas turn brand storytelling into business outcomes. Paris-raised, she began in television before leading integrated campaigns at Sephora, building a deep foundation in brand rigor and retail execution. As VP of creative at Power Digital, she guided multidisciplinary creative teams across global accounts. Now as head of creative at OpenStore, she has led creative across 40+ high-growth Shopify brands. Across roles, Chloe's sweet spot is uniting brand and performance, human creativity and AI acceleration, to deliver outsized results.



Gerard Rizzo
Global design director
Colgate-Palmolive Company

As global design director at Colgate, Gerard leads brand identity and brand expression executed with meticulous design implementation. With an extensive foundation of more than 25 years as a creative director and designer on the agency side, he brings a wealth of expertise to shaping brand narratives. Gerard is passionate about creating compelling stories that not only define brands but also deeply engage and inspire audiences worldwide. His portfolio includes such well-known brands as Colgate, Coca-Cola, Kraft Heinz, Kimberly-Clark, Nestle and Pfizer.



Olufemi Small-Casey
Senior creative and brand
Weil, Gotshal & Manges LLP

Olufemi is a Brooklyn-based creative with a BFA in communications design from Pratt Institute and more than a decade of experience shaping bold, strategic design solutions for B2B and global brands. She has led and mentored teams at top firms including WeWork, Arnold Worldwide, Cushman & Wakefield and Newmark, building cohesive visual identities, high-impact campaigns and executive presentations. Known for her collaborative spirit and sharp eye for detail, Olufemi fuses innovation with purpose, crafting brand experiences that resonate across digital, print and experiential platforms.

**WINNER
WINNER**



WINNER WINNER

CONTENT

BEST USE OF A VISUAL PROPERTY

Gold – Ladybird and Nimblebot

Gold – Yum! Brands and ROWE

Silver – TOI and Living Group

Silver – Viiota and Starfish Co.

Bronze – Prime Data Centers and Starfish Co.

BEST BRAND ARCHITECTURE SOLUTION

Gold – Cargill Animation Nutrition & Health and Vivaldi

Silver – LS Power and Prophecy

Bronze – CRISIL and Starfish Co.

BEST USE OF COPY STYLE OR TONE OF VOICE

Gold – Endura and Reed Words

Silver – Fairfax County and Monigle

Silver – Microsoft and Koto – 50th Anniversary: Change needs makers

Silver – Schneider Electric and Creative Business Company

Bronze – Axinn and Living Group

Bronze – Rize Credit Union and London: Los Angeles

Bronze – West Monroe and Monigle

BEST BRAND EXPERIENCE

Gold – PUMA and SGK

Gold – Yum! Brands and ROWE

Silver – Google and Work & Co

Silver – Microsoft and Sterling Brands – Pride: Radical Joy

Bronze – Microsoft and Koto – 50th Anniversary: Change needs makers

Bronze – Microsoft and OO – Voter Registration: Be part of something bigger

BEST WAYFINDING OR SIGNAGE

Gold – Planting Fields Foundation and Wiedemann Lampe

Bronze – ING and Teneo

Bronze – New York University and Via Collective, Incorporated

Bronze – Sidewalk RED and Fathom Studio

BEST PLACE BRAND

Gold – Downtown Denver Partnership and DNCO

Silver – Fairfax County and Monigle

PROCESS

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

Gold – New York Golf Club with Landor and The Preferred Lie

Silver – Adams & Reese and Starfish Co.

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

Gold – Yum! Brands and ROWE

Silver – New York Golf Club with Landor and The Preferred Lie

Silver – Sizzler and Tavern Agency

Bronze – Axinn and Living Group

Bronze – Flexcon and MetaDesign

Highly commended – Ara Partners and Bladonmore

WINNER WINNER

STRATEGY

BEST CREATIVE STRATEGY (BUSINESS)

Gold – Fairfax County and Monigle

Silver – Schneider Electric and Creative Business Company

Silver – Yum! Brands and ROWE

Bronze – Axinn and Living Group

Bronze – Confluent Health and Brandpie

BEST CREATIVE STRATEGY (CONSUMER)

Gold – Lobos 1707 and Landor

Silver – Vanity Fair Lingerie and M+C Saatchi Consulting

Bronze – Plano, by Pure Fishing, Inc. and BOLTGROUP

Bronze – Ugly Stik, by Pure Fishing, Inc. and BOLTGROUP

BEST CREATIVE STRATEGY (CORPORATE)

Gold – CopperPoint Insurance Companies and Dappersmith

Silver – HMM

Bronze – Baxter International and Starfish Co.

BEST BRAND EVOLUTION (BUSINESS)

Gold – BrainCheck and MetaDesign

Silver – Confluent Health and Brandpie

Silver – Flexcon and MetaDesign

Silver – Resmed and Monigle

Bronze – Onpoint and Fazer

BEST BRAND EVOLUTION (CONSUMER)

Gold – Feast and Joe Smith

Silver – Cuisinart and MetaDesign

Silver – General Mills, Inc.

Bronze – Orangetheory Fitness and Further

Bronze – The New York Historical and Lippincott

BEST BRAND EVOLUTION (CORPORATE)

Gold – Bank of America and Lippincott

Gold – Belden and Joe Smith

Silver – Lincoln Financial and Lippincott

Silver – Recycled Materials Association and maslansky + partners

Bronze – Bluetooth and Tenet Partners

Bronze – LS Power and Prophecy

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

Gold – BRE Hotels & Resorts and Brand Bureau

Gold – North City and DNCO

Silver – Elimini and Lippincott

Silver – New York Golf Club with Landor and The Preferred Lie

Bronze – Access and Fazer

Bronze – Concacaf & Utag, for Concacaf Kick-Off

Bronze – Prime Data Centers and Starfish Co.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

Gold – Yum! Brands and ROWE

Silver – Planters and Smith Design

Silver – Microsoft and Koto – Copilot Flagship Identity

Bronze – Concacaf and WildPigs

BEST NAMING STRATEGY (NEW NAME)

Gold – Yum! Brands and ROWE

Silver – Johnson & Johnson MedTech and Landor

Bronze – Candescent and Landor

Bronze – Coinstar and HLK

BEST NAMING STRATEGY (RENAME)

Gold – Onvida Health and Monigle

Silver – Precision AQ and DeSantis Breindel

TYPE

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

Gold – Cohesity and tmp

Silver – Certerra and Design By Structure

Silver – Global Infrastructure Partners (GIP), a part of BlackRock and Agenda

Bronze – BDT & MSD and Fifty Thousand Feet

Bronze – CopperPoint Insurance Companies and Dappersmith

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

Gold – Ara Partners and Bladonmore

Silver – Bluetooth and Tenet Partners

Silver – ZACH Theater and Northbound

Bronze – Ascot and Prophecy

BEST BRAND CONSOLIDATION

Gold – The Baldwin Group

Silver – CRISIL and Starfish Co.

BEST DIGITAL TRANSFORMATION

Gold – Practising Law Institute and Work & Co

Silver – Ara Partners and Bladonmore

Bronze – LS Power and Prophecy

BEST EMPLOYER BRAND

Silver – Pariveda Solutions and Sustena, a Pariveda Company

WINNER WINNER

AUDIO

BEST AUDIO BRAND

Gold – Amica with why do birds and Mother

Silver – General Mills / Pillsbury and Made Music Studio

Silver – Maybelline New York and Sixième Son USA

Bronze – Northwell Health with Audio UX and Proper Villains

Bronze – Uber and amp

Highly commended – Docusign and amp

BEST SONIC BRAND ACTIVATION

Gold – Maybelline New York and Sixième Son USA

Silver – Marantz and Sonicbrand

Bronze – TD and Sixième Son Canada

BEST SONIC BRAND EVOLUTION

Gold – BACARDÍ and RESISTER

Silver – Sound of Shell Team

Bronze – Mastercard and amp

WRAPPED

BEST USE OF PACKAGING (PRINT AND CARD)

Gold – ANSA Coatings and Brandology Amsterdam

Silver – S.M. Jaleel and Brandology Amsterdam

BEST USE OF PACKAGING (OTHER)

Gold – PepsiCo – Gatorade Rookie Bottles

Silver – PepsiCo – Gatorade AI Bottles

Bronze – Jameson RTD

Pernod Ricard and JDO Global

BEST USE OF PACKAGING (LIMITED EDITION)

Gold – ANGOSTURA MIZKAN and JDO Global

Gold – PepsiCo – Pepsi Gladiator II

Silver – PepsiCo – Doritos Feira Preta

Bronze – Dove Unilever and JDO Global

SECTOR

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

Gold – Humane World for Animals and Lippincott

Silver – American Library Association and Landor

Bronze – Britt and Fiasco

Bronze – ZACH Theater and Northbound

BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

Gold – Pearson and Landor

Silver – HMH

Bronze – Practising Law Institute and Work & Co

BEST VISUAL IDENTITY FROM THE ENERGY, ENGINEERING AND UTILITIES SECTOR

Gold – Greenlane and Lippincott

Bronze – Enerflex and

DeSantis Breindel

Bronze – LS Power and Prophecy

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

Gold – Bank of America and Lippincott

Silver – Lincoln Financial and Lippincott

Silver – Rize Credit Union and

London: Los Angeles

Bronze – Carter Bank

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

Gold – General Mills, Inc.

Silver – Colgate-Palmolive

Bronze – PepsiCo – Gatorade

Hydration Booster

WINNER WINNER

SECTOR

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

Gold – Yum! Brands and ROWE

Silver – Lobos 1707 and Landor

Bronze – Pernod Ricard and WMH&I

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

Gold – BrainCheck and MetaDesign

Gold – Viota and Starfish Co.

Silver – Onvida Health and Monigle

Bronze – Confluent Health and
Brandpie

Bronze – Onpoint and Fazer

BEST VISUAL IDENTITY FROM THE HOSPITALITY SECTOR

**Gold – BRE Hotels & Resorts and
Brand Bureau**

Silver – Sizzler and Tavern Agency

Bronze – Becca and Prophecy

BEST VISUAL IDENTITY FROM THE INDUSTRIAL AND AGRICULTURAL SECTOR

Silver – Flexcon and MetaDesign

Bronze – Bayer Crop Science and HLK

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

Gold – West Monroe and Monigle

Silver – Prosek and Prophecy

Bronze – CRISIL and Starfish Co.

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

Gold – Axinn and Living Group

Silver – Adams & Reese and Starfish Co.

Bronze – Practising Law Institute and
Work & Co

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

Gold – Feast and Joe Smith

Silver – Cuisinart and MetaDesign

Bronze – Ferrous Lighting and Fazer

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

Gold – Superfeet and MLT NYC

**Gold – Orangetheory Fitness
and Further**

Silver – New York Golf Club with Landor
and The Preferred Lie

Bronze – Shakespeare, by
Pure Fishing, Inc. and BOLTGROUP

BEST VISUAL IDENTITY FROM A STARTUP

Gold – TOI and Living Group

Silver – SendVia and Agenda

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

Gold – GameStop and WMH&I

Silver – Cicero and Agenda

Silver – Prime Data Centers and
Starfish Co.

Bronze – Bluetooth and Tenet Partners

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

**Gold – Visit Greater Palm Springs
(VGPS) and Starfish Co.**

Silver – Travly and Fazer



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WINNER WINNER

SPECIAL RECOGNITION

BRAND STRATEGIST
OF THE YEAR

David Sheehan, Landor
Winner

CREATIVE DIRECTOR
OF THE YEAR

Luis Juarez, Landor
Winner

YOUNG CONTENDER
OF THE YEAR

Saul Osuna, Landor
Winner

GRAND ACCOLADES

BEST OVERALL
VISUAL IDENTITY

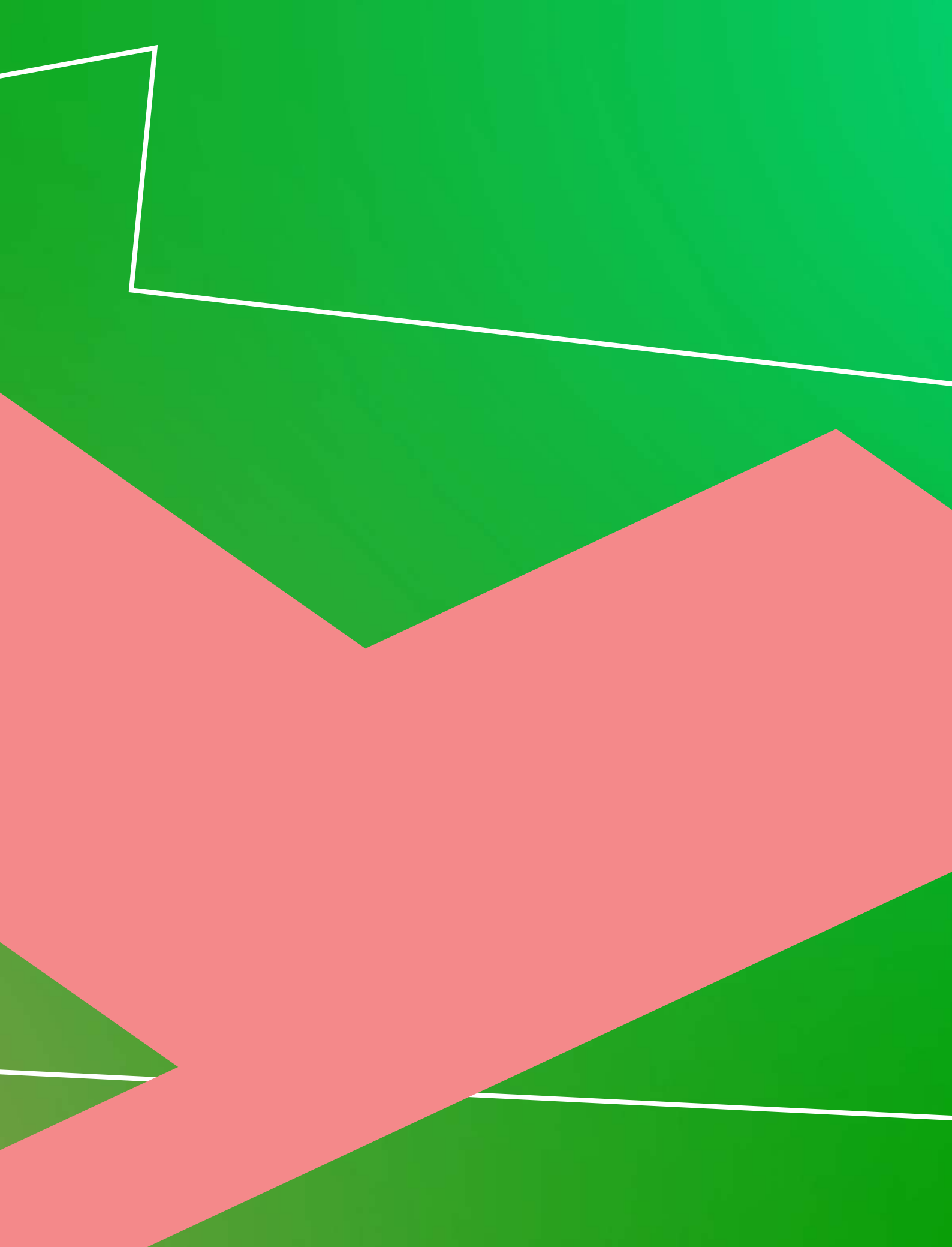
**Bank of America
and Lippincott**
Winner

GRAND PRIX

**Yum! Brands
and ROWE**
Winner



CONTENT



BEST USE OF A VISUAL PROPERTY



LADYBIRD AND NIMBLEBOT

Ladybird, an independent, open-source web browser that prides itself on its simplicity, independence and honesty, turned to Nimblebot to engineer a new brand identity that could underscore these values. The identity was enhanced by the creation of two key logo animations that were inspired by the elegance and movement of the ladybird insect. Dynamic and approachable in nature, they helped reposition the brand as a compelling alternative to mainstream web browsers. What's more, the revised brand now offers a consistent and engaging presence across all touchpoints.

Successfully blending technical precision with creative storytelling, the new Ladybird identity was a hit with the judges, who praised the project for "modernizing" the brand. One judge described the work as a "feast for the eyes" and noted that the brand is now far more appealing.



YUM! BRANDS AND ROWE

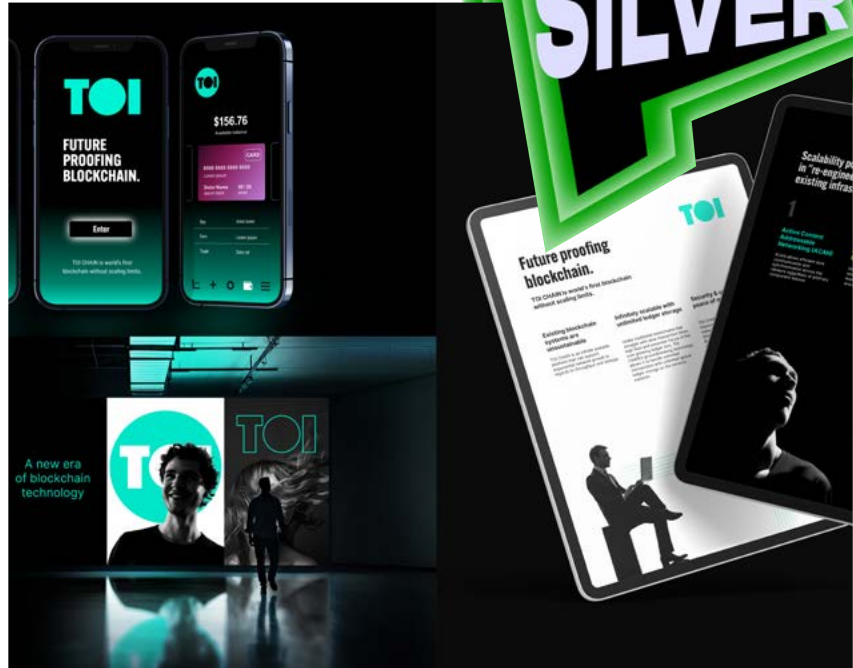
Despite being a well-established brand, fast-food restaurant chain KFC was facing difficulty in attracting new guests. In order to connect with a Gen Z audience, Yum! Brands teamed up with ROWE to create Saucy, a new, chicken tenders-focused restaurant. Its 11 signature sauces – the stars of the menu – feature heavily throughout the brand's design, resulting in an extremely vibrant and enticing identity that tells the fledgling brand's story in a compelling way. Aiming to create meaningful customer engagement and support long-term growth, the brand incorporates colorful pixels that comically censor the naughtily scrumptious chicken.

Judges were full of praise for the "hip and fun" work, as one described it. Saucy has already proven its credentials as a true industry disruptor, leading another judge to praise the brand's "exciting" nature. "This feels relevant and on-trend," the judge added.

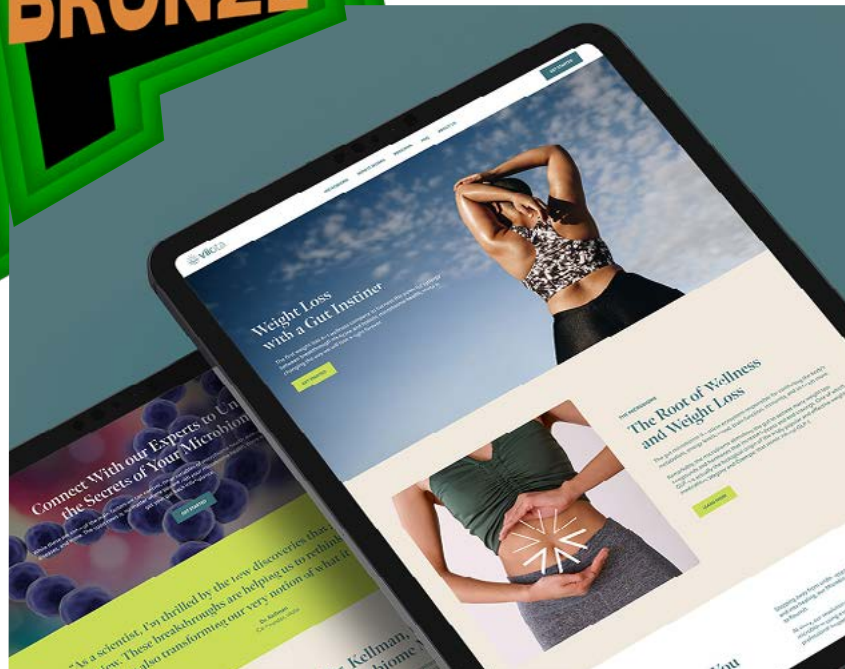
BEST USE OF A VISUAL PROPERTY

TOI AND LIVING GROUP

TOI is a startup that aims to power the blockchain network with unprecedented speed, limitless scalability and unwavering security. Due to the highly competitive nature of the fintech sector in the US, however, TOI needed to pull back some lost market share. Living Group was inspired by the recently discovered planet TOI-700, which led to its visual identity revolving around the perfect sphere found in the logo. The clever and agile identity perfectly represented TOI, with one judge praising the "bold" project.



BRONZE



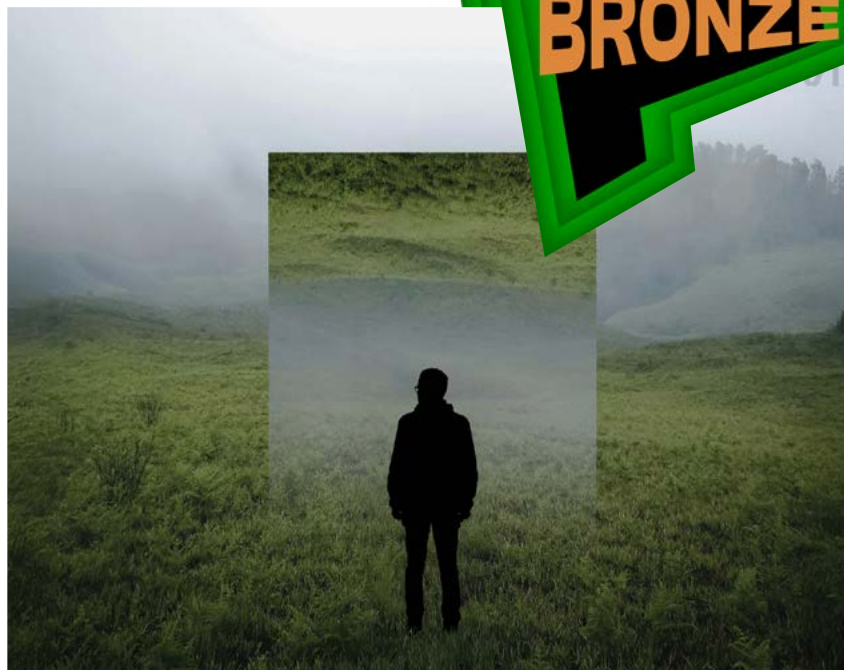
VIIOTA AND STARFISH CO.

Breakthrough weight-loss and wellness program Viiota turned to Starfish Co. to craft an identity that could reflect the brand's credibility and innovation. The visual identity successfully conveys scientific elegance and hopeful transformation, all while underlining the brand's inclusive credentials. Judges praised Viiota's "visually pleasing" nature, while one liked how its logo "conveys microbiology in an elegant way".

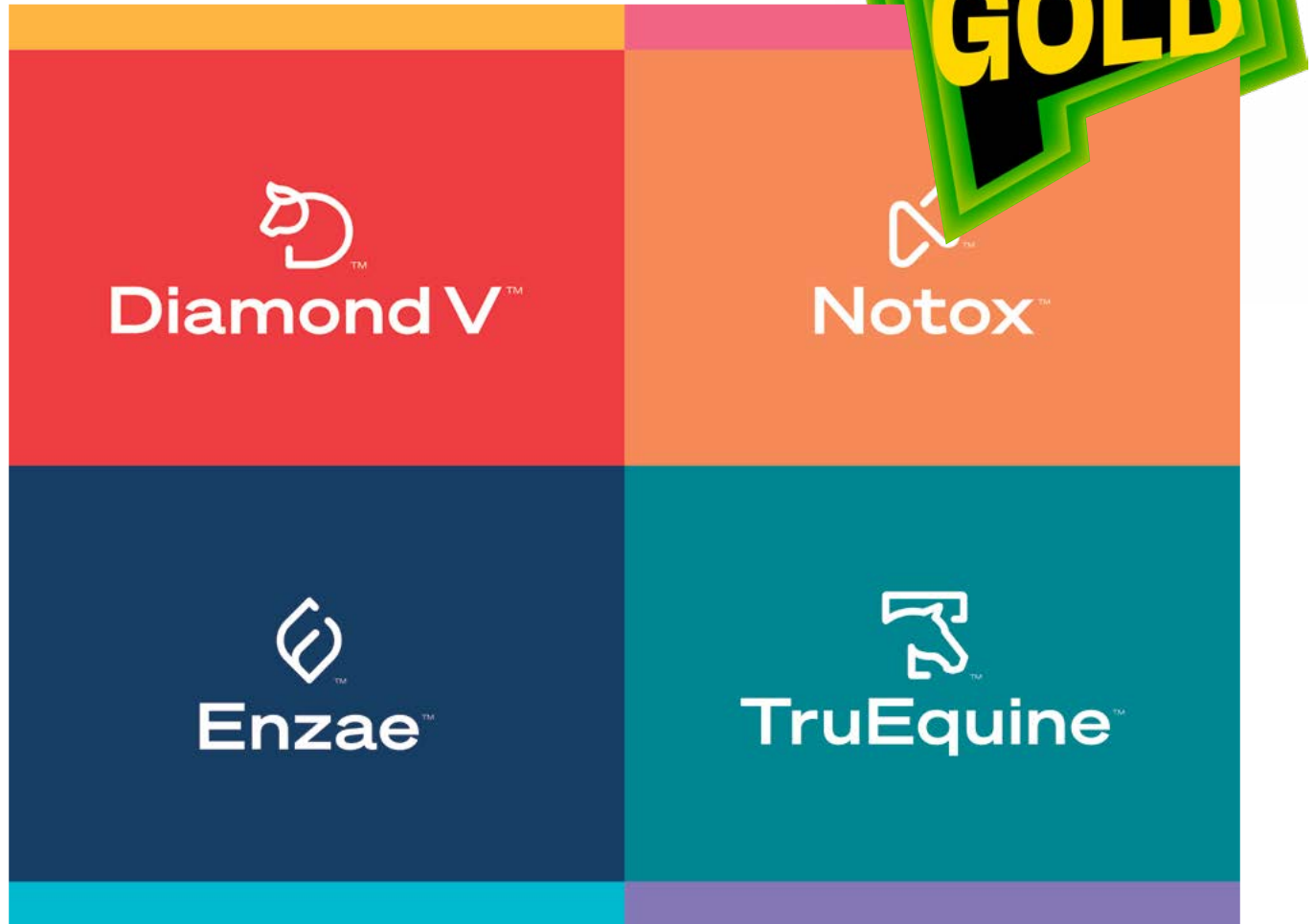
BEST USE OF A VISUAL PROPERTY

PRIME DATA CENTERS AND STARFISH CO.

Prime Data Centers – known for its unmatched expertise as a provider of custom-built data centers – turned to Starfish Co. to reposition the firm as a premium partner. Key to the reimagined brand was its bold, architectural logo, which set the tone for a minimalistic identity that conveys PDC's superior and unique qualities. One judge described the work as "super-impressive".



BEST BRAND ARCHITECTURE SOLUTION



CARGILL ANIMATION NUTRITION & HEALTH AND VIVALDI

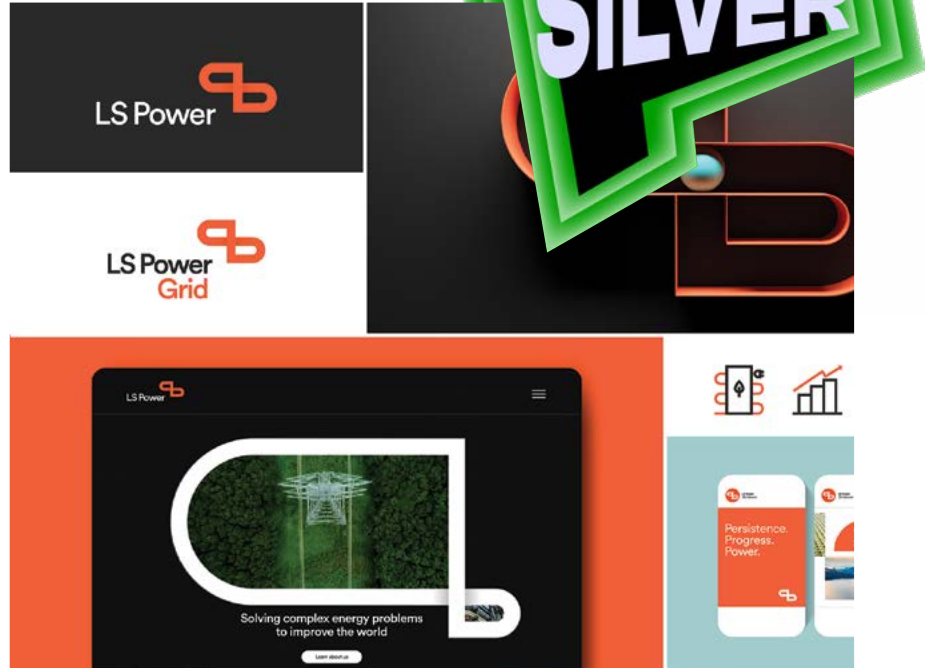
In a bid to combat its fragmented brand portfolio, internal misalignment and operational inefficiencies, Cargill approached Vivaldi Group to unify three legacy feed additive businesses into a single, global growth platform. The project saw 70 legacy brands being reduced to just eight off the back of 20 internal and external stakeholder interviews. This also involved the repositioning of Cargill's high-equity brands from technology-focused to species-focused. The modern, cohesive and science-driven brand portfolio Vivaldi Group created for Cargill differentiates the company from industry competitors and adds clarity for its internal audience.

The project successfully delivered unified brand guidelines and a flexible identity system for both global and local use, which one judge described as "an impressive feat". Another judge commented, "Cargill and Vivaldi Group did an amazing job at creating a system of brand architecture that was clear, concise and organized. Job well done!"

BEST BRAND ARCHITECTURE SOLUTION

LS POWER AND PROPHECY

LS Power Grid – an arm of LS Power that designs, builds and owns electric transmission systems – needed a flexible identity system that could link it to its parent brand. Prophecy created a clear identity with a bold voice that aligned LS Power Grid to LS Power's larger purpose. One judge described the work as "aesthetically pleasing and a textbook approach", while another added that the rebrand was "impressive progress".



CRISIL AND STARFISH CO.

A pioneer in India's credit ratings and analytics industry, CRISIL needed a resolution for its fragmented brand architecture. Starfish Co.'s response was to distill CRISIL's brand architecture into a clean, industry-agnostic masterbrand comprising six business units. With the visual identity now centered around modernity, precision and clarity, judges saw great progress as a result of the project. One judge commented: "They turned chaos into confidence."

BEST USE OF COPY STYLE OR TONE OF VOICE



ENDURA AND REED WORDS

Tasked with bringing Scottish character and confidence to life for a global audience on behalf of cycling apparel brand Endura, Reed Words needed to craft a verbal identity that was brand-specific. But to tell Endura's story, Reed couldn't go over the top or 'tartan-ify' the brand. Instead, Reed engaged with stakeholders to understand how Scottish people really speak. From there, the verbal identity was able to mature as fantastically Scottish words and phrases came to the fore: 'Sodden? Sod it!' A Scottish phrasebook was also created to help ensure the brand's copy is authentic and doesn't rely on clichés.

Now equipped with a unique tone of voice, Endura is ready to take on the world. "The framing and articulation of the challenge is compelling," said one judge. "The strategy around speaking like a Scot feels original and so laser-focused on delivering for the target audience."

BEST USE OF COPY STYLE OR TONE OF VOICE

FAIRFAX COUNTY AND MONIGLE

Tone of voice was deployed as a strategic differentiator by the Fairfax County Economic Development Authority in a bid to reposition the county as a culture-driven destination. Monigle crafted a fresh, optimistic and motivational tone based around the brand promise of 'Pursue purpose by choosing your own adventure'. One judge described the new brand voice as "robust".



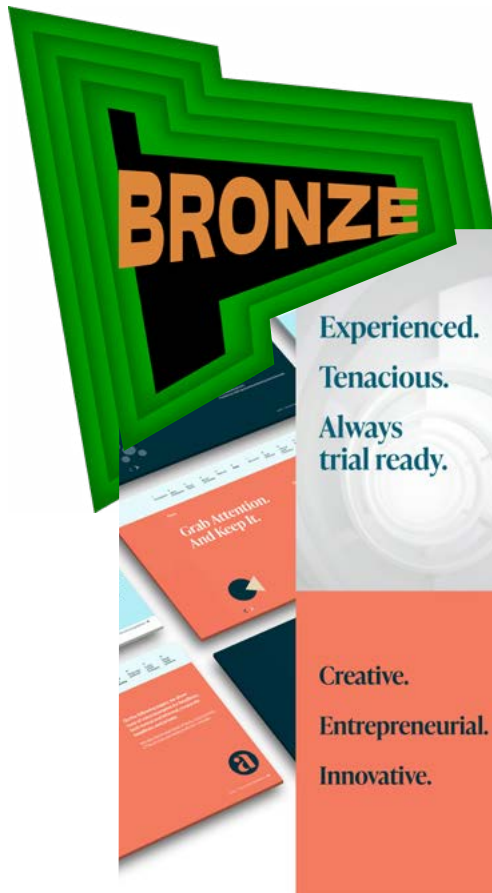
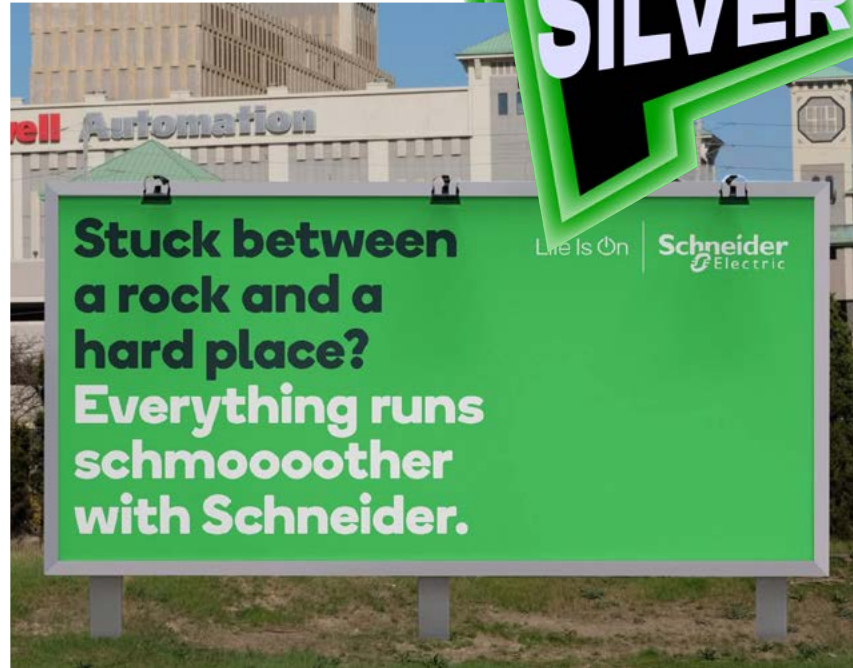
MICROSOFT AND KOTO – 50TH ANNIVERSARY: CHANGE NEEDS MAKERS

For its 50th Anniversary campaign, Microsoft required a verbal identity that could capture its spirit of invention. Based around the concept of 'Change needs makers', the copy punctuates a vibrant design system and honors the invention and reinvention that's defined Microsoft for 50 years. One judge noted that the project "aligns with the brand's focus on empowerment."

BEST USE OF COPY STYLE OR TONE OF VOICE

SCHNEIDER ELECTRIC AND CREATIVE BUSINESS COMPANY

Suffering from minimal market distinctiveness, Schneider Electric saw a chance to differentiate itself in a category dominated by jargon and engineering clichés. With the help of Creative Business Company, Schneider Electric crafted 'Schmoooth' – a human and cheeky verbal identity that sounds nothing like its competitors. Judges agreed the project went Schmooothly, with one describing the new identity as "quirky, memorable and unique".



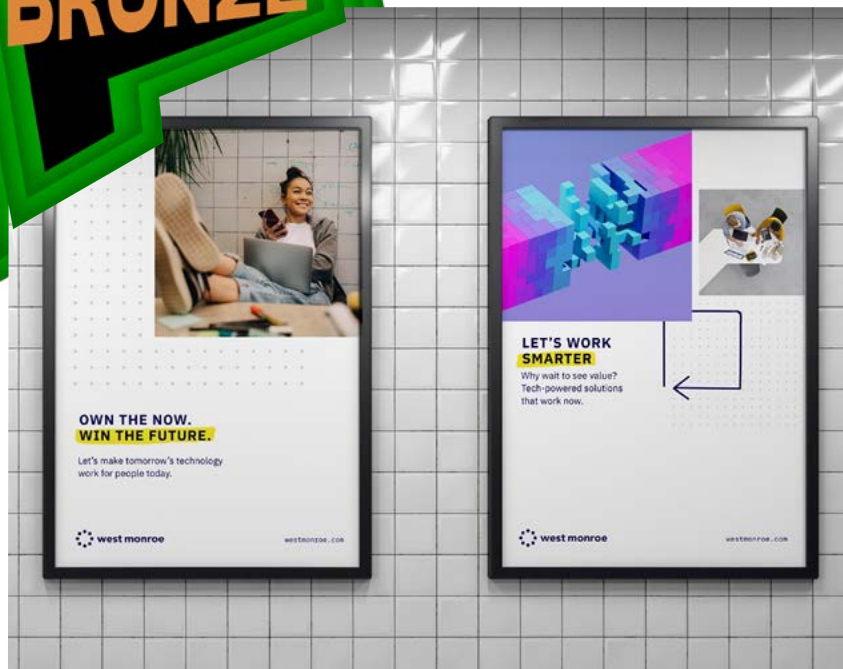
AXINN AND LIVING GROUP

Boutique and specialist law firm Axinn needed a way to stand out among the myriad of competitors in the US. Living Group devised a tone of voice identity that incorporated the firm's guiding principles of being invested, incisive, inclusive and inquisitive. Massive results followed, including a 292% increase in website user activity. One judge praised the work for being "well thought out".

BEST USE OF COPY STYLE OR TONE OF VOICE

RIZE CREDIT UNION AND LONDON: LOS ANGELES

Formerly known as SCE Credit Union, the financial institution needed a new identity – including a new name – that could speak beyond its original utility employee audience. London: Los Angeles devised Rize Credit Union from the brand idea 'Realizing Potential', which resonates far better with underserved populations. Empowering and optimistic, the new brand voice was considered "effective" by one judge.



WEST MONROE AND MONIGLE

Global business and technology consulting firm West Monroe turned to Monigle to engineer a copy style that could lead to a cohesive image externally and internally. With research indicating its staff work with clients, the new verbal identity needed to be active and reflect momentum and energy. The end result – focused and optimistic in nature – led to greater internal alignment and external impact.

BEST BRAND EXPERIENCE



PUMA AND SGK

During the highly celebrated NBA All-Star Weekend, PUMA teamed up with SGK to create an interactive, high-energy Teenage Mutant Ninja Turtles activation. Despite San Francisco's spatial limitations, the project succeeded in creating Krang's Court – described as "a pop-a-shot on steroids" – with the activation merging the TV show's bold grit with 1990s-style arcades to promote the PUMA Hoops brand. Top scorers on the court would win TMNT-inspired prizes, while the PUMA Pizzeria included custom pizza flavors inspired by each turtle.

The response – both on social media and in San Francisco – was incredible and is sure to live long in the minds of those who attended. "I absolutely loved the PUMA and SGK activation," said one judge. "The pop-up was definitely a memorable experience, and the results were great!"



YUM! BRANDS AND ROWE

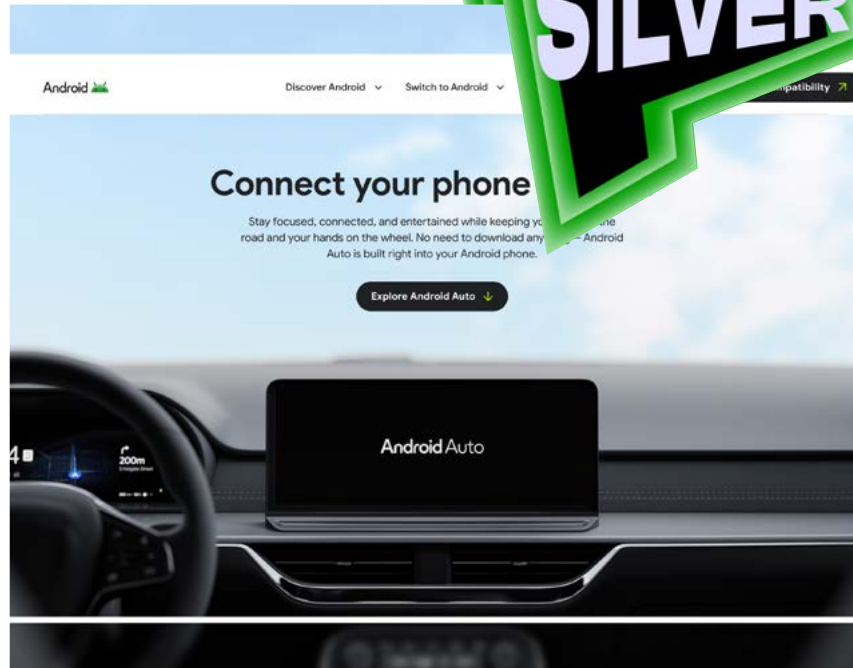
Built specifically for a Gen Z audience, Saucy is a hip restaurant that reimagines the chicken tender, one of KFC's most popular foods. The restaurant's brand experience – designed by ROWE on behalf of Yum! Brands – needed to extend far beyond traditional design by exuding main character energy. Built from napkin sketch to an open-door prototype in just nine months, Saucy cleverly delivered a tech-forward guest experience with enhanced drive-thru lanes for speed and convenience.

The modern and inviting environmental design has since been a hit, with 2.4 billion earned media impressions. Judges were highly impressed with the "fresh, new and fun" project. "This is a brand experience through and through," commented one judge. "It connects emotionally on multiple sensory touchpoints, driving both attention and – no doubt – memory."

BEST BRAND EXPERIENCE

GOOGLE AND WORK & CO

Google's Android Auto website was developed by Work & Co so users can easily envisage how the system could fit into their own vehicle and experience. It was designed in such a way that users are quickly able to find the information they're seeking and helps encourage users to take full advantage of all the features in the Android ecosystem. "The way the website was executed was exceptional," said one judge.



SILVER

SILVER

RADICAL JOY

MICROSOFT AND STERLING BRANDS – PRIDE: RADICAL JOY

'Radical Joy' is a movement by Microsoft's LGBTQIA+ community that seeks to spread a bold, positive message. Its design incorporates the shapes and colors of LGBTQIA+ flags, acting as a gateway for deeper understanding. The campaign allowed people to share their stories, connecting identity with activism. "Bold, brave, personal – bravo!" said one judge.

BEST BRAND EXPERIENCE

MICROSOFT AND KOTO – 50TH ANNIVERSARY: CHANGE NEEDS MAKERS

Microsoft's 50th Anniversary campaign by Koto opted to focus on what people have made using its tech. With its 'Change needs makers' slogan, the campaign offered a vibrant design system that invited people to reflect on how technology becomes a force for progress. Across all touchpoints the project was a complete success, with record engagement recorded for both internal and external audiences.



MICROSOFT AND OO – VOTER REGISTRATION: BE PART OF SOMETHING BIGGER

Under the rallying cry of 'Be part of something bigger', the Microsoft voter registration campaign was designed to encourage Gen Z to go out and vote in the 2024 US presidential election. Using its platforms from Xbox to Windows, Microsoft used a vibrant blend of typefaces, colors and messages that resulted in more than 3,000 new voter registrations.

BEST WAYFINDING OR SIGNAGE



PLANTING FIELDS FOUNDATION AND WIEDEMANN LAMPE

While considered a place of immense beauty, Long Island's historic state park Planting Fields Arboretum had become overly complex, with visitors unaware of its full offerings. Faced with this incomplete visitor journey, Planting Fields Foundation turned to Wiedemann Lampe to devise a new wayfinding and signage system that reflected the site's rich identity. The project saw the estate reimaged into 10 clear color-coded zones that elevated Planting Fields from a local attraction to a global destination. Adopting the 'Unfur!' visual experience strategy resulted in a striking, modern and rhythmic wayfinding system that was harmonious with its surroundings.

As well as creating a clearer system for visitors to enjoy, the new zoning system has also shaped internal programming and site activation. "I think this is exceptional improvement – it's much more modern, fun, fresh, clean and inviting now," said one judge.

BEST WAYFINDING OR SIGNAGE

ING AND TENEO

Financial group ING teamed up with Teneo to create signage for its flagship event, Finance Forward, that fell in line with its overall brand identity and Orange Code. The project incorporated ING Milestones films, banners, column wraps with QR codes and a live sketch artist to provide wayfinding throughout breakout group conversations. One judge described the work as "super-cool and creative".



NEW YORK UNIVERSITY AND VIA COLLECTIVE, INCORPORATED

On behalf of the NYU Martin Scorsese Virtual Production Center, Via Collective crafted a wayfinding, signage and environmental graphics system inspired by vernacular signage seen throughout Brooklyn's Industry City. Bright graphics were used on floors and walls, while the wayfinding explores the fundamentals of photography. "I really enjoyed the thoughtful use of space," praised one judge.



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BEST WAYFINDING OR SIGNAGE

SIDEWALK RED AND FATHOM STUDIO

Once a long-neglected hotel, The Shuffle – a new apartment development by Sidewalk RED – required a wayfinding design. Fathom Studio created a system that mimicked the playful nature of the landmark's brand, which included high-contrast digits and the use of three-dimensional letters. One judge said, "This is super-urban, fun, unique, modern and youthful, while still being innovative and creative."



BEST PLACE BRAND



DOWNTOWN DENVER PARTNERSHIP AND DNCO

Denver's 16th Street, once a bustling area for downtown retail, needed to be reclaimed as the city's defining destination. Hoping to capture its spirit as a lively stage for culture, community and local business, DNCO created a new identity that reflects Denver's love for public art, events and experiences. Founded on three principles – original, optimistic and open – the place brand included playful, homegrown icons by local artist YAMZ that added to its uniquely Denver spirit.

The end result was an enormously successful place brand that drew in more than 40,000 visitors on its opening weekend alone. What's more, tourism in Denver is now on the up. "This is a beautifully executed rebrand with strong cultural resonance," said one judge. Other judges praised the strong research that went into the project along with the quality and richness of the narrative.

BEST PLACE BRAND

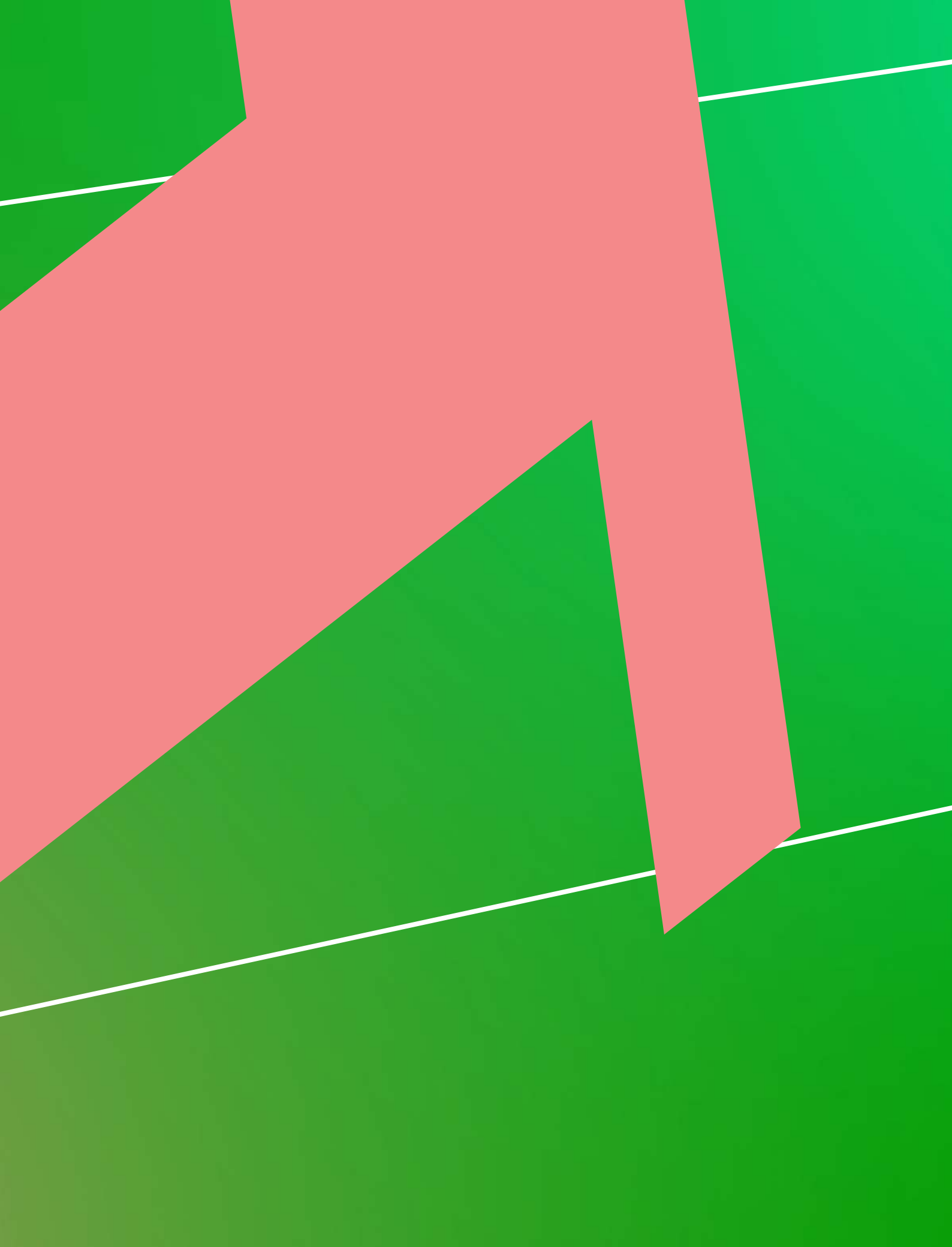
FAIRFAX COUNTY AND MONIGLE

Faced with companies abandoning office space, the Fairfax County Economic Development Authority needed to revive the county's economic health. Monigle designed a visual identity aiming to position Fairfax as a future-ready destination for growth-minded businesses and purpose-driven professionals. Replete with bright colors, modern typography and flexible iconography, the project was described by one judge as "strong" and "thoughtful".

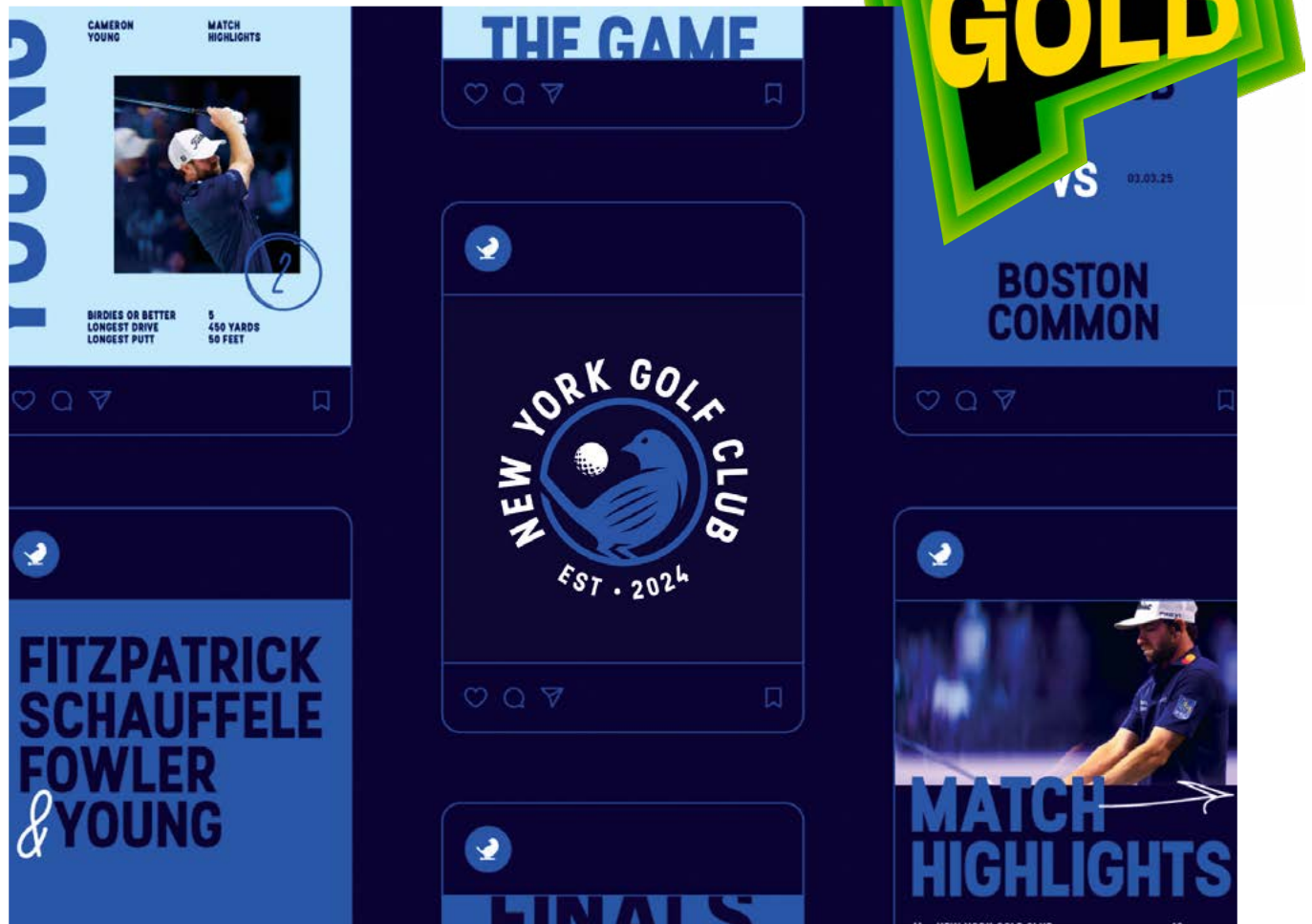




PROCESS



BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT



NEW YORK GOLF CLUB WITH LANDOR AND THE PREFERRED LIE

Competing as one of the six teams in the inaugural season of the Tomorrow's Golf League, which aims to ditch stuffy country club vibes, New York Golf Club needed to merge the city's confidence and wit with the sport itself. Its identity, conceived by Landor, cleverly played on New York's state bird, the eastern bluebird, and golf terminology such as birdie. A stark blue was incorporated that references the bird, the typography speaks to classic NYC fonts and the circle icon references the city's subway system.

With high-profile stakeholders and investors to consider, including the likes of New York Mets owner Steve Cohen and comedian Jimmy Fallon, the identity needed to be coherent and resonant. Fortunately, the project was a complete success, with one judge describing the New York Golf Club identity as "clever, cute and well designed".

BEST INTERNAL COMMUNICATIONS DURING A BRAND DEVELOPMENT PROJECT

ADAMS & REESE AND STARFISH CO.

Following its rebrand at the hands of Starfish Co., multidisciplinary corporate law firm Adams & Reese conducted partner workshops and local office town halls that helped create space for alignment and buy-in from the top down. As a result of this decision, the redesign sparked employees' sense of pride in the firm. One judge praised the internal communications as "successful".



BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT



YUM! BRANDS AND ROWE

ROWE was tasked with creating a brand identity for Saucy, Yum! Brands' restaurant concept, to place KFC's iconic chicken tenders and 11 signature sauces front and center. The restaurant's design needed to bring the brand to life in a way that tells a compelling story and creates meaningful customer engagement. Despite having just nine months before the first location's grand opening, the project delivered in creating a branded space that delivered maximum impact while staying resource-conscious. This involved the implementation of enhanced drive-thru lanes, in-store touchscreen kiosks and a fully integrated mobile app, which resulted in a fantastic guest experience.

Judges were highly impressed that it took just 322 days for the project to go from concept to opening its first store. One judge commented, "A saucy implementation of a saucy brand. Yum!"

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

NEW YORK GOLF CLUB WITH LANDOR AND THE PREFERRED LIE

Judges lauded Landor's design for the fledgling golf team New York Golf Club as "thoughtful, meaningful and cheeky". The project revolved around the birdie concept, which cleverly played on the eastern bluebird, New York's state bird, and the golf term for going under par. The design was implemented in such a manner that it can easily flex across touchpoints.



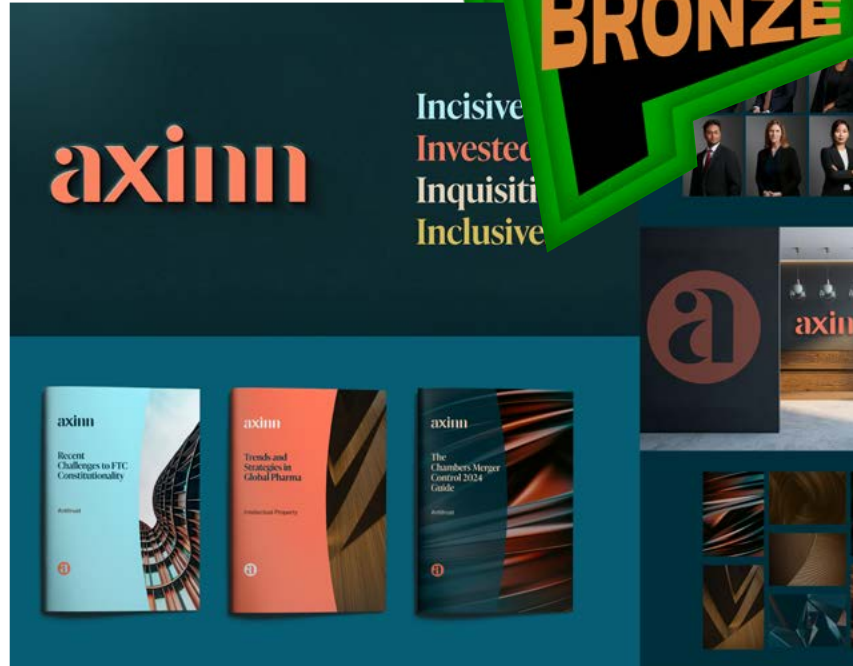
SIZZLER AND TAVERN AGENCY

Once a national icon and a symbol of American steakhouse dining, Sizzler had lost its way. Tavern Agency was called on to make the restaurant chain 'sizzzzzle' once again, which it achieved through a passionate rebrand that included eye-catching mascots and a totally remodeled restaurant concept. Impressive results included a 31% sales increase in rebranded restaurants, leading one judge to describe the project as "brilliant!"

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

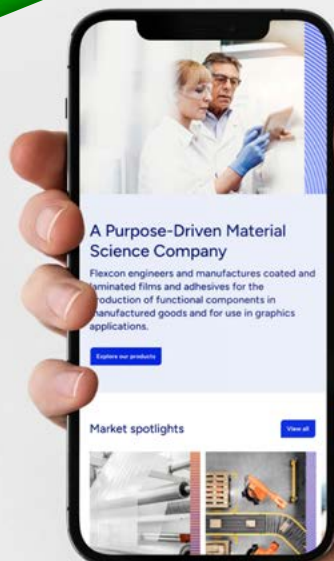
AXINN AND LIVING GROUP

In a bid to elevate Axinn as a leader in the legal sector, Living Group developed an innovative brand that incorporates a sophisticated color palette, an elegant serif typography and creative brand icons. Applied across a wide range of collateral, the new identity led to huge improvements in digital activity and engagement. One judge said, "A standout in the category, case closed!"



BRONZE

BRONZE



FLEXCON AND METADESIGN

As a leader in pressure-sensitive films and coating, Flexcon Company, Inc. needed a new identity that could span all its touchpoints, from global trade shows to daily interactions on the factory floor. MetaDesign crafted a rebrand that unfolded as a coordinated journey over a number of major industry events. "The new brand stands out in its execution and reaches across all avenues, from fleet to website," praised one judge.

BEST IMPLEMENTATION OF A BRAND DEVELOPMENT PROJECT

ARA PARTNERS AND BLADONMORE

Bladonmore's rebranding of decarbonization services company Ara Partners was described as "comprehensive" and "cohesive" by one judge.





STRATEGY



BEST CREATIVE STRATEGY (BUSINESS)



FAIRFAX COUNTY AND MONIGLE

Finding itself in direct competition with the likes of Austin and Silicon Valley, Fairfax County – which itself hosts world-class companies – was struggling to retain young professionals. Fairfax County Economic Development Authority (FCEDA) realized it needed to start selling the county's identity, and sought the help of Monigle to create a unified narrative. Research indicated that the region's strongest value proposition was, in fact, talent sustainability, not infrastructure. This meant Fairfax could offer a unique competitive advantage compared with other labor markets. The key creative move was renaming the region's identity as FFX NOVA in order to distance it from outdated perceptions of Virginia.

Designing the visual system to appear more like a lifestyle brand than a public sector brand led to a talent acquisition boost big enough to crash the FCEDA's talent website. "A standout submission that successfully turned a civic rebrand into a culture-building exercise with clear economic and reputational impact," said one judge.

BEST CREATIVE STRATEGY (BUSINESS)

SCHNEIDER ELECTRIC AND CREATIVE BUSINESS COMPANY

Recognizing that its US industrial automation division lacked visibility and market differentiation, Schneider Electric developed a challenger strategy with the help of Creative Business Company. In addition to coining the word 'Schmoooth' to leverage a clever tone of voice, the project created attention-grabbing messaging frameworks. One judge described the work as "unexpected and memorable", while another praised the "awesome" results.



YUM! BRANDS AND ROWE

Specifically targeted at a Gen Z audience, Saucy is the creation of Yum! Brands and ROWE that aims to push back against KFC's failure to attract new, inspired guests. The result is a bright, bold and unapologetic identity that turns the traditional restaurant design on its head. Judges were full of praise for the project, with one describing it as "daring, disruptive and creatively full-throttle."





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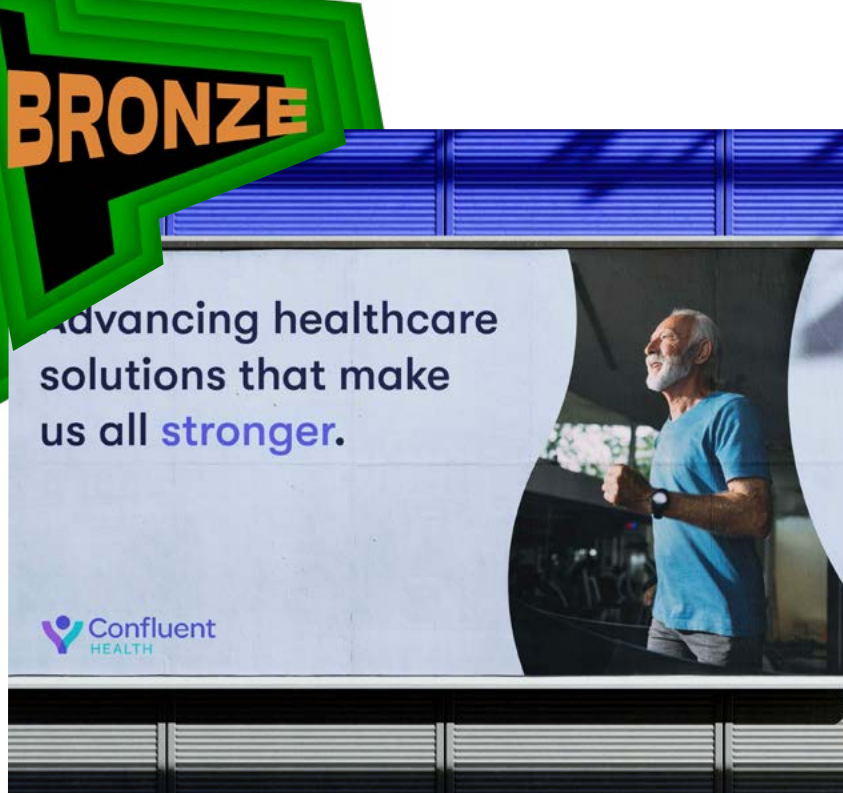
Unlocking growth at
pivotal business moments

BRANDPIE

BEST CREATIVE STRATEGY (BUSINESS)

AXINN AND LIVING GROUP

Faced with stern competition, law firm Axinn had to find a way to elevate the firm as a leader in the legal sector. It called on Living Group, which understood that the new identity needed to be distinctive, clear and consistent. Guiding principles were then created that would become the firm's brand values: invested, incisive, inclusive, inquisitive. The clever strategy resulted in an artful visual identity that comprehensively backed up these new values.



CONFLUENT HEALTH AND BRANDPIE

Confluent Health, a group of physical therapy clinics, needed a unifying brand identity that could represent its full breadth of value. Brandpie's research uncovered the sad fact that a large portion of the US population suffers from musculoskeletal issues. From there, the agency repositioned Confluent as a partner in national resilience. The 'We make you stronger' creative idea then informed the entire brand system. One judge described this approach as "smart".

BEST CREATIVE STRATEGY (CONSUMER)

GOLD



LOBOS 1707 AND LANDOR

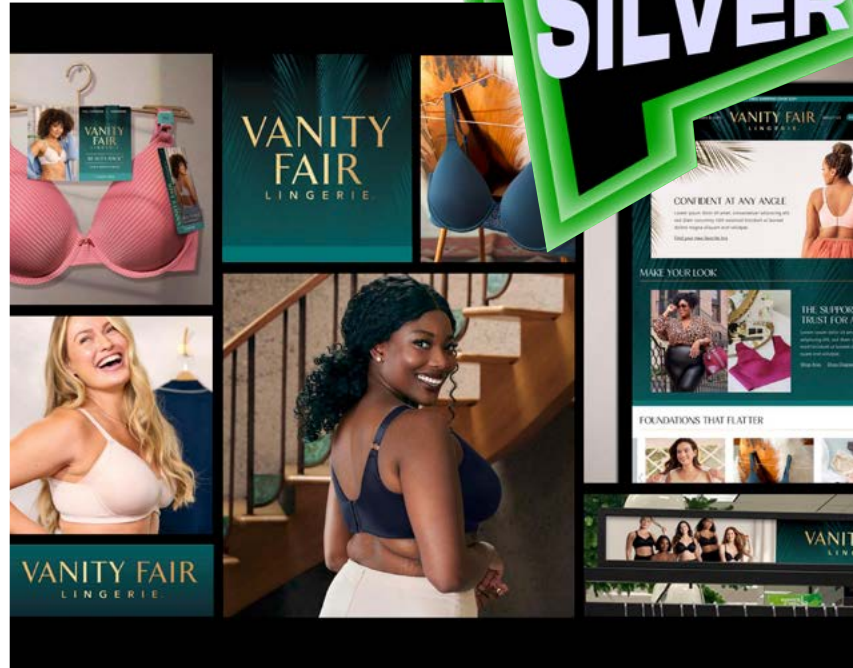
Tequila brand Lobos 1707 is used to defying expectations – a trend that dates right back to its founder, Diego Osorio, who came from a family that made Spanish wines, not Mexican spirits. Landor was called on to set this untamed spirit free in a bid to stave off intense competition and reinforce its authenticity to attract new customers. The agency focused on the idea of a wolf as a good metaphor for claiming its territory. Its visual identity is now full of lively, independent cues, such as a vibrant orange bottle label and small details that celebrate Lobos' craftsmanship and quality.

The judges were just as full of praise for the project as the client was, with one commenting: "This is an excellent creative strategy exercise and execution by Landor. Job well done! It looks fabulous and they knocked it out of the park."

BEST CREATIVE STRATEGY (CONSUMER)

VANITY FAIR LINGERIE AND M+C SAATCHI CONSULTING

Hoping to future-proof the brand and reassert its relevance, Vanity Fair Lingerie called on M+C Saatchi, which reclassified its target audience as confident, aspirational women. The new brand purpose of 'Empowering her vibrant full life' led to a visual transformation that included the ditching of outdated teals and purples in favor of rich emeralds and jewel-toned accents. "A huge improvement from the old branding," said one judge.

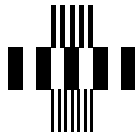


BRONZE



PLANO, BY PURE FISHING, INC. AND BOLTGROUP

Faced with an inconsistent and outdated brand identity, Plano – famed for its durable outdoor tackle boxes – called on BOLTGROUP for a modernization. By balancing the brand's rugged heritage with a modern, more approachable personality, the new Plano has strengthened its market positioning post-launch. "The new branding is very impactful and gets the point across well," said one judge.



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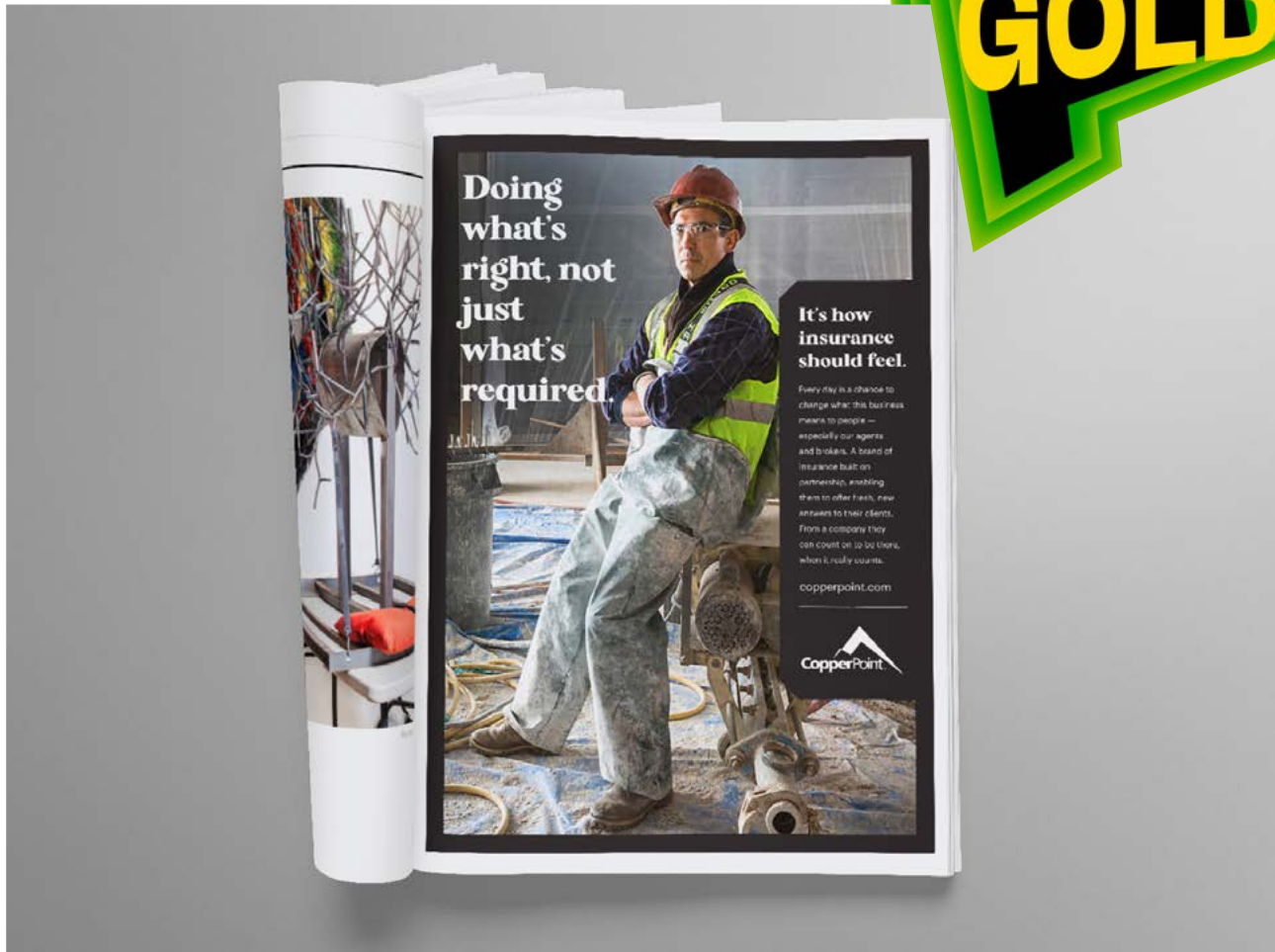
BEST CREATIVE STRATEGY (CONSUMER)

UGLY STIK, BY PURE FISHING, INC. AND BOLTGROUP

Known for producing the world's toughest fishing rods since 1976, Ugly Stik needed a rebrand in order to appeal to the next generation of anglers. BOLTGROUP brought unity to the brand by crafting a cohesive playbook and engineering a new design system that reinforces the Ugly Stik's rugged personality. "I love the new messaging paired with the refreshed visuals," praised one judge.



BEST CREATIVE STRATEGY (CORPORATE)



COPPERPOINT INSURANCE COMPANIES AND DAPPERSMITH

In order to transition from a former state fund to a successful player in Arizona's workers' compensation and risk management insurance industry, CopperPoint Insurance Companies needed a new brand identity to help broaden its reach. Dappersmith sought to solve its low brand visibility by crafting a new, premium identity centered around its personalized risk-management services. The masterbrand strategy – aimed at creating a consistent, coherent visual identity – saw CopperPoint become the primary name, and also led to the adoption of a mountain-themed logo design that represents unity: 'one family, one peak'.

The project left CopperPoint with established in-house tools that will allow the company to maintain brand consistency. With the rebrand also leading to greater market presence and competitive positioning, judges were highly impressed. "There was significant effort put into unifying and evolving the brand," said one judge. "Good execution as well!"

BEST CREATIVE STRATEGY (CORPORATE)

HMH

Heritage education organization HMH needed to overcome perceptions of being known purely as a textbook provider. The brand idea, 'growth in motion', was designed while keeping the firm's new role as a digital-first innovator in mind, and resulted in a clever visual identity system that symbolizes this transformation. One judge noted that the rebrand "visually articulates flexibility, ease of use and engaging learning through colors and imagery."



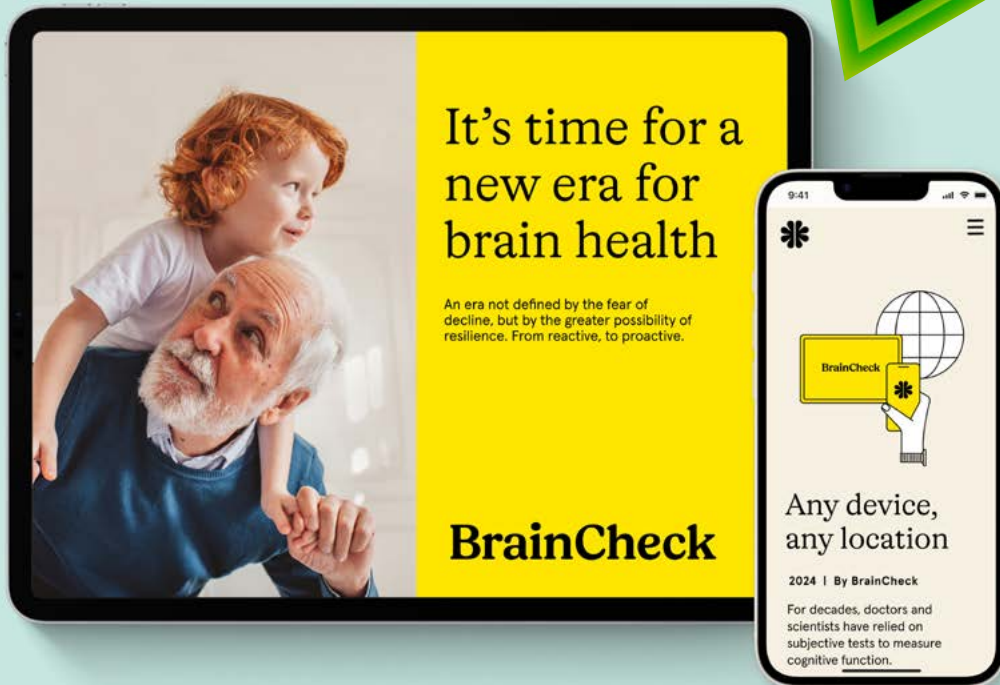
BRONZE



BAXTER INTERNATIONAL AND STARFISH CO.

Global med tech leader Baxter called on Starfish Co. to help modernize its identity, which hadn't been altered in decades. Transitioning the brand toward a name platform - 'Redefining Healthcare Delivery' - allowed Baxter to be reimagined as a catalyst for better care. Leading to internal excitement, a stronger market presence and increased brand flexibility, the rebrand has also given Baxter a renewed sense of purpose.

BEST BRAND EVOLUTION (BUSINESS)



BRAINCHECK AND METADESIGN

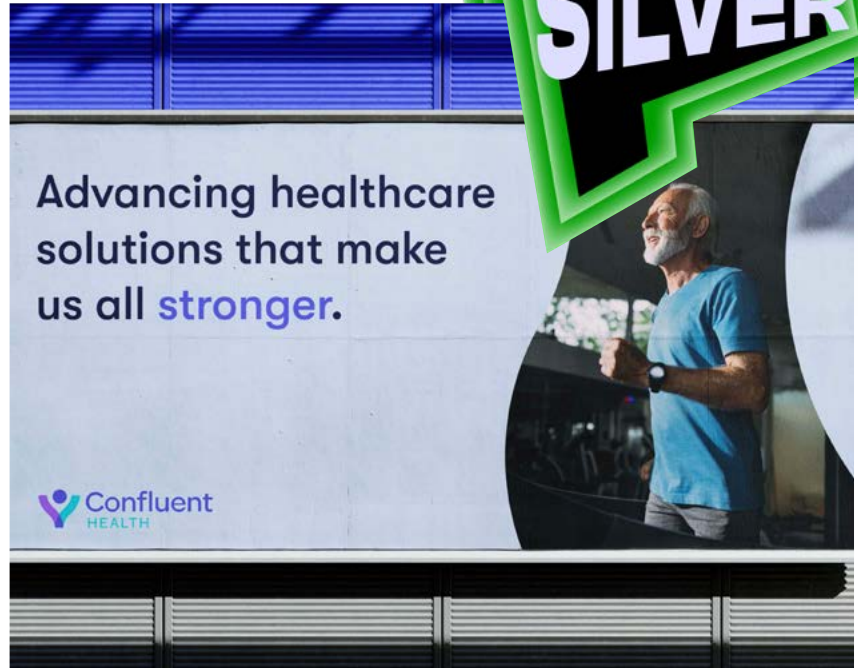
With demand for cognitive health solutions growing, digital cognitive health platform BrainCheck sought the help of MetaDesign to transform itself into a trusted healthcare partner. Based on the insight that BrainCheck delivers clarity, confidence and connection for its stakeholders, MetaDesign devised a new brand identity that features the BrainPower symbol at its core. The overall visual identity exudes optimism and energy, as underlined by its bright sun yellow, while clean typography adds clarity. Alterations were also seen in the tone of voice, which became more human and supportive, allowing for greater emotional resonance.

Signaling ambition and empathy, the new BrainCheck brand has gone from strength to strength, with more than 240 new providers and health systems joining BrainCheck since the redesign. One judge suggested the project "communicates the brand in a fresh new way that connects both visually and emotionally."

BEST BRAND EVOLUTION (BUSINESS)

CONFLUENT HEALTH AND BRANDPIE

Brandpie recognized Confluent Health needed to be repositioned from a provider of physical therapy to a partner in national resilience. This saw the brand identity shift entirely, with a revised focus on becoming America's leading provider of musculoskeletal solutions. This resulted in a refreshed, unified brand that one judge described as "exceptionally well executed".



FLEXCON AND METADESIGN

Family-owned Flexcon, which operates as a leader in pressure-sensitive films and coating, required a brand that reflected its reliability and ingenuity. MetaDesign settled on the brand purpose 'Advancing bonds, innovation and our world', which led to a new identity that included a layered logo inspired by the roll-to-roll manufacturing process. "The rebrand is strong, safe and conveys assurance. Well done!" said one judge.

BEST BRAND EVOLUTION (BUSINESS)

RESMED AND MONIGLE

Faced with a fragmented identity, replete with sub-brands and visual inconsistencies, sleep and respiratory care provider Resmed centered its unifying rebrand around the idea of 'Rise to your highest potential'. Developed by Monigle, its new identity features simplified architecture and a streamlined brand portfolio. One judge described the rebrand, which was completely embraced by employees, as "very successful".



BRONZE



ONPOINT AND FAZER

Faced with the exciting challenge of transforming outdated healthcare brand Onpoint into a cutting-edge AI-enabled platform, Fazer centered the new identity around safety. Ditching its old sterile look and feel, the revised brand incorporates warmth and humanity, which is balanced with cutting-edge innovation. The project resulted in a 43% growth in new patient acquisition, which led to one judge describing the rebrand as "a big elevation".

BEST BRAND EVOLUTION (CONSUMER)



FEAST AND JOE SMITH

Struggling to express its unique value in an increasingly complex marketplace, Charlottesville gourmet grocery Feast partnered with Joe Smith to become the most desirable option for shoppers. Not able to throw out the brand entirely due to positive sentiment both internally and externally, the project focused on the idea that the new identity needed to speak beyond the quality of the food. Harnessing a feeling of community and inquisitiveness, its 'Feed Your Curiosity' brand platform was engineered as a means of creating a distinctive brand expression. New experience principles – such as discovery, belonging and play – led to a visual identity steeped in fresh elegance.

With Feast securing its highest ever revenue in the year of the rollout, judges could only be impressed by the work. "The strategy perfectly tailors to a more local audience," noted one judge. Another added, "I absolutely love the new Feast branding!"

BEST BRAND EVOLUTION (CONSUMER)

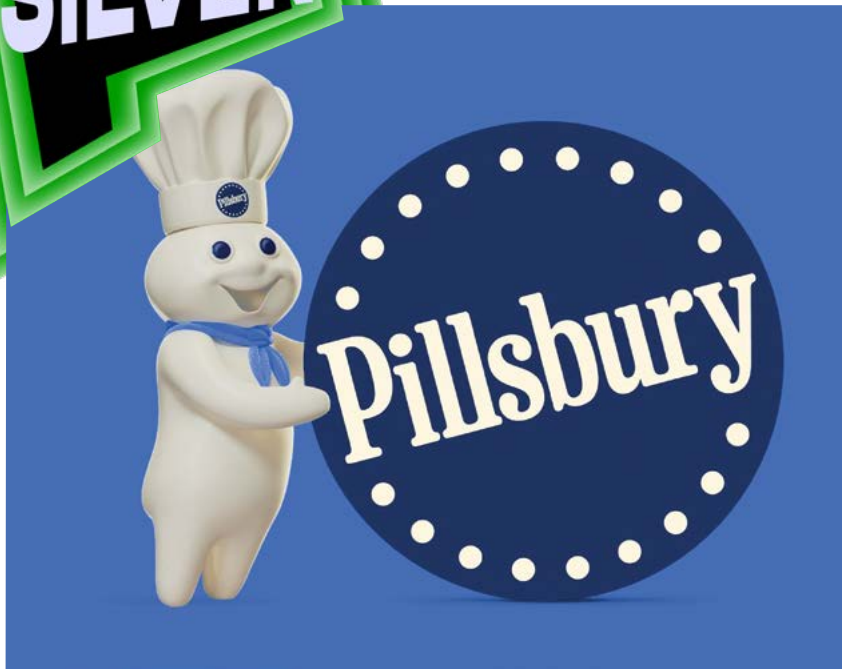
CUISINART AND METADESIGN

Faced with shifting consumer expectations, American kitchen appliance and cookware brand Cuisinart called on MetaDesign to devise an identity that could keep pace with modern lifestyles. By utilizing the brand's history, the project was able to evoke warmth, as demonstrated through its new, lively custom wordmark. "The strategy is truly baked into every detail," commented one judge.



SILVER

SILVER



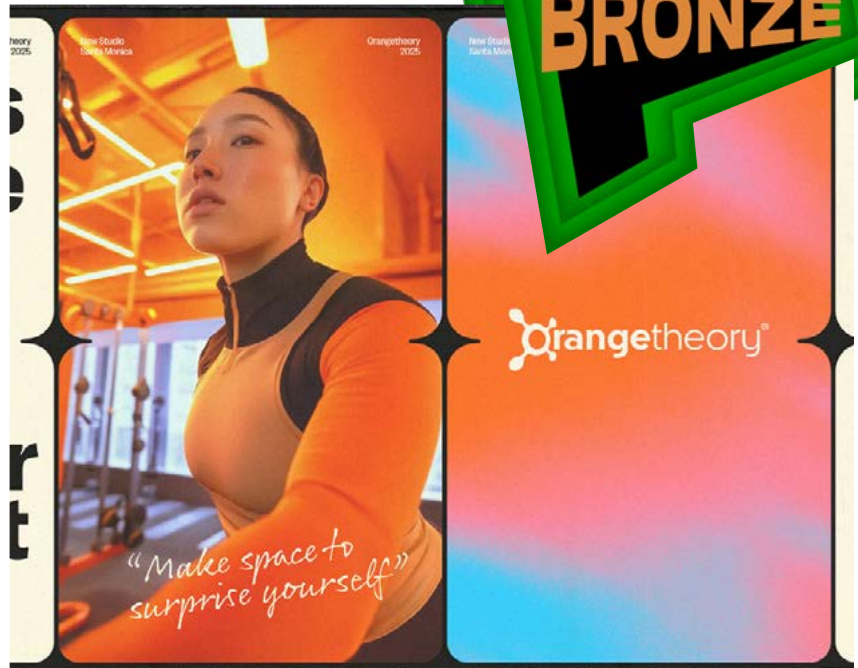
GENERAL MILLS, INC.

To have a brand identity capable of delivering for years to come, General Mills' iconic Pillsbury underwent a distinct redesign. Its new brand ecosystem, 'Roll With The Real', established greater relevance and led to a warmer visual system. In addition, its famous Pillsbury Doughboy mascot was redesigned to flex across new media platforms. "Fabulous job, I love the new branding!" said one judge.

BEST BRAND EVOLUTION (CONSUMER)

ORANGETHEORY FITNESS AND FURTHER

Further came to the aid of Orangetheory Fitness, which was increasingly seen as intimidating and inflexible, by opening the door to a broader, more diverse audience. Its new brand promise, 'Orangetheory energizes everyone', guided the strategy and resulted in a modern, emotionally resonant brand that helped the company unify its network. "This feels like an impactful visual evolution," said one judge.



THE NEW YORK HISTORICAL AND LIPPINCOTT

With The New York Historical Society Museum & Library mistakenly pigeonholed as a closed 'society' that offers only New York-specific history exhibits, Lippincott reimagined it as a brand that bridges time and connects people. Enter The New York Historical, a brand brimming with motion and dynamism that reflects the very best of the organization. "This new branding is modern, unique and yet still very authentic," noted one judge.

BEST BRAND EVOLUTION (CORPORATE)



BANK OF AMERICA AND LIPPINCOTT

Despite its undeniable size and scale, Bank of America was struggling to stand out in one of the US' most competitive categories. It found rivals were quick to adopt its unified, customer-first approach to branding, leaving the organization adrift in a sea of sameness. It therefore needed a refreshed identity that could set a new standard for the industry. Lippincott crafted clear design principles and a visual toolkit derived from the bank's most visible and recognized brand asset: the Flagscape symbol. Acting as the essence of the new visual language, it can be deconstructed and then recombined for endless expressive possibilities.

The new identity's success can be found in its flexibility, such as the way the system was used by Bank of America as part of its involvement in the 2025 Boston Marathon. "Nice revitalization of the brand to make it more dynamic and current," said one judge.



BELDEN AND JOE SMITH

As part of its evolution from a manufacturer of cable and connectivity hardware to a provider of integrated network and data solutions, Belden sought the help of Joe Smith to engineer a visual identity to commensurate with this big change. Research indicated the need to connect Belden's breadth of offerings with its many brands. Reimagining Belden as a branded house allowed for greater integration, while its new essence of 'Connect to What's Possible' better articulated what the company does.

The outcome is a revived brand equipped with an expressive logo, a sleek color palette and a website with swagger. Judges were impressed by the results, which included a 33% increase in website engagement. One judge described the project as a "good modernization".

BEST BRAND EVOLUTION (CORPORATE)

LINCOLN FINANCIAL AND LIPPINCOTT

With Lincoln Financial requiring a rebrand that could aptly future-proof the business, Lippincott set about creating a blueprint for future growth while also honoring the brand's historical strengths. The new tagline, 'Your tomorrow. Our priority', reinforced its values and resulted in a compelling identity that balances optimism and sincerity. One judge described the update as "modern, memorable and iconic".



RECYCLED MATERIALS ASSOCIATION AND MASLANSKY + PARTNERS

The Institute of Scrap Recycling Industries' rebranding project with maslansky + partners sought to reimagine the way the world looks at the scrap industry. This was achieved by focusing on the outcomes from recycling, and included a name change to the Recycled Materials Association. Its new visual identity, such as its simple yet strong logo, tells a story of both collaboration and impact. "The color palette is fresh and optimistic," said one judge.

BEST BRAND EVOLUTION (CORPORATE)

BLUETOOTH AND TENET PARTNERS

Hoping to reimagine its identity in order to tell a far richer, deeper story about its true potential, Bluetooth turned to Tenet Partners. The brand update was centered around a new vision of 'Creating a better world through connection'. Now positioned as one of the world's most inventive companies, Bluetooth has a newfound ability to rally its community of members. One judge described the work as "a true evolution".



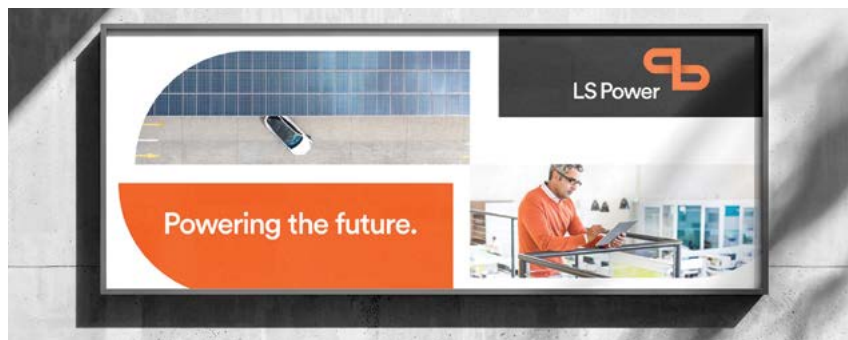
BRONZE

BRONZE



LS POWER AND PROPHECY

For Prophecy, the answer to the problems that LS Power was facing was obvious: it needed to incorporate the brand's original mission of solving complex energy problems to improve the world. From this starting point, the company was clearly organized into three distinct arms, which then allowed a visual identity to be created that could tell LS Power's story with greater clarity. Judges praised the improvements to the brand's logo.





NORTH CITY AND DNCO

BRE Hotels & Resorts' two neighboring properties in Key West – 24 North Hotel and The Gates Hotel – were to be unified into a single, standout resort following underwhelming individual performances. Recognizing the need to promise the quintessential Key West experience while acknowledging its physical distance from the city, Brand Bureau positioned the resort as the black sheep of New Town. Embracing whimsical rebellion led to the creation of the Blue Flamingo Resort, a brand that embraces Key West's mischievous rum-running heritage and filters it through an elevated, modern lens. Key to the visual identity are hand-crafted elements to signify its high-quality nature.

Judges were full of praise for the "unique, bold and authentic" new brand. "The system scales extremely well across touchpoints and is very thoughtful to even the smallest of details," one judge commented.

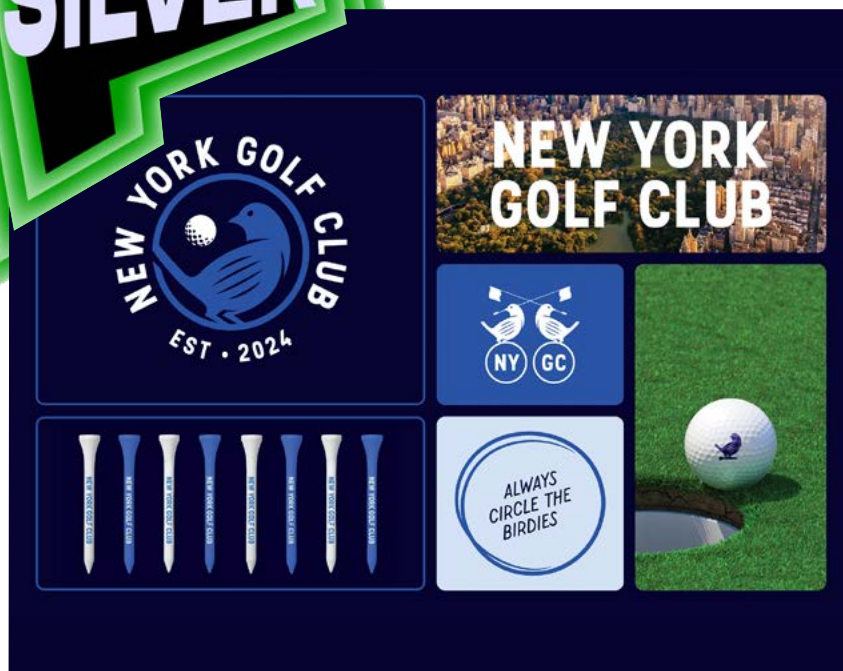
DNCO hoped to position San Diego's North City as a high-density, high-opportunity community where striking architecture, engaging public spaces and cultural vitality come together. The project needed to ensure the neighborhood wasn't misconstrued as a student district, however, so was conceived as a culture of possibilities following extensive workshops. The new identity channels the warmth and vibrancy of Southern California, and includes a bold color palette inspired by local landscapes. Elsewhere, the logo draws on urban density, natural beauty and vibrant street life, while custom illustrations hope to add a layer of charm.

Judges were unanimously enthusiastic about this project. "Clear messaging paired with organic illustrations make this feel like a place that has a sense of community," noted one judge. Another added: "A wonderful entry with a thoughtful strategy; the visual language brings energy, breadth and depth to it."

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

ELIMINI AND LIPPINCOTT

Elimini was designed by Lippincott on behalf of Drax to inspire a movement and accelerate demand for carbon removals. The brand's name – a combination of 'eliminate' and 'illuminate' – was crafted to reflect the idea of a carbon-removals inflection point. Meanwhile, the visual identity encapsulates the notion of transformation through coalition. "Beautifully crafted naming, brand identity and experience," said one judge.



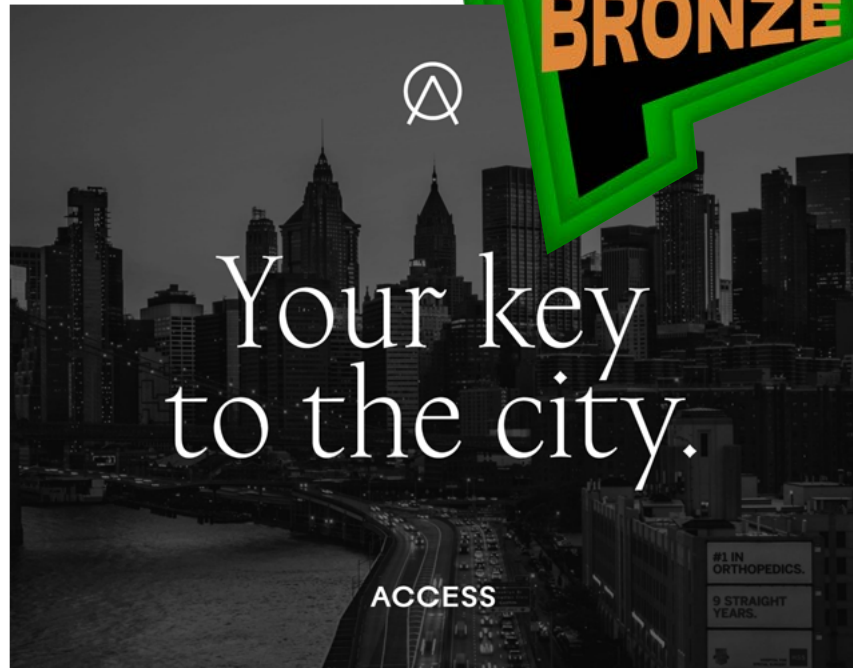
NEW YORK GOLF CLUB WITH LANDOR AND THE PREFERRED LIE

In a bid to create a new team for the inaugural Tomorrow's Golf League that would resonate with the city's residents and beyond, Landor centered the brand identity for The New York Golf Club around the state's bird, the eastern bluebird. The identity smartly merges NYC references with golf terminology, resulting in a brand that has massive ambitions of becoming iconic. "It's simple on the surface yet so carefully thought out," praised one judge.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

ACCESS AND FAZER

Fazer aimed to reinvent the way high-demand reservations are made in the world's most competitive dining scenes on behalf of Access. Because the company offered confidence that your table would be there, the strategy was devised around the idea of owning certainty. A bold and symbolic geometric mark was backed up by an assertive tone of voice. One judge agreed the project successfully shifted the brand toward the business' goals.



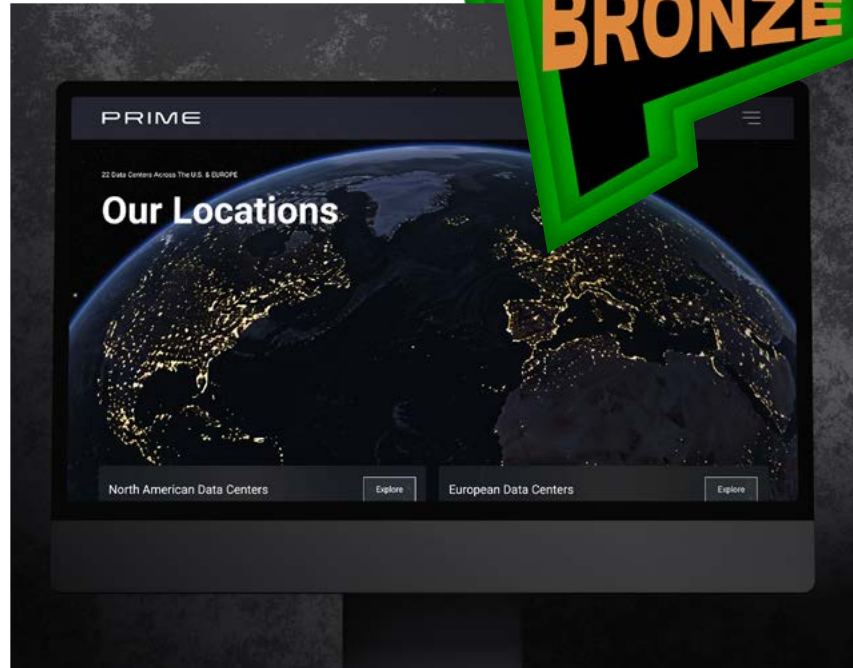
CONCACAF & UTAG, FOR CONCACAF KICK-OFF

Concacaf Kick-Off was designed as a youth-driven brand platform that aims to connect with Gen Z and Gen Alpha across North America, Central America and the Caribbean. By launching a multi-platform strategy that blends football, gaming and pop culture, UTAG successfully exemplified a modern approach to brand creation. One judge was impressed by the "clever" project, which had more than 35 million impressions.

BEST STRATEGIC OR CREATIVE DEVELOPMENT OF A NEW BRAND

PRIME DATA CENTERS AND STARFISH CO.

While known for its bespoke approach and deep acumen, Prime Data Centers – a global provider of custom-built data centers – lacked distinction in its identity. Starfish Co. sought to remedy this by engineering a comprehensive new strategy that repositioned Prime Data Centers as a premium boutique provider. By underlining the brand's superior and unique skill set in its industry, the project was praised by one judge as "elevated, sharp and clean".



BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO



YUM! BRANDS AND ROWE

With iconic fast-food brand KFC struggling to appeal to the younger generations, Yum! Brands and ROWE came together to craft Saucy, a restaurant concept brimming with the spirit of flavor exploration. Turning traditional restaurant design on its head, Saucy was designed in a manner that bears in mind complex architectural details as well as the quirky, flamboyant visual identity. Not only that, but the new brand was developed with advanced back-of-house systems to deliver a streamlined, enjoyable experience.

One judge lauded Saucy for its "refreshing, exciting and engaging" nature and undoubted potential to speak to the targeted Gen Z audience. Another judge commented, "This is a standout brand in a crowded category. It's on target for the demographic, with the potential to grow into a major brand in its own right."

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

MICROSOFT AND KOTO – COPILOT FLAGSHIP IDENTITY

Microsoft Copilot needed a brand identity that could match the AI companion's calm and confident nature. Microsoft devised a warm and witty brand voice in a bid to ease public skepticism around the novel technology, while its visual identity embraces natural palettes and candid photography to meet the same goals. With customers showing a growing preference for Copilot, the branding project was heralded as a success by judges.



PLANTERS AND SMITH DESIGN

Hormel called on Smith Design to aptly communicate that there were two different flavors in its three varieties of new Planters products. Naming the brand 'Nut Duos' solved this problem, while a striking diagonal slash helps emphasize both flavors. "It's able to stand on its own as an individual brand while still conveying itself as an extension of the masterbrand," praised one judge.

BEST DEVELOPMENT OF A NEW BRAND WITHIN AN EXISTING BRAND PORTFOLIO

CONCACAF AND WILDPIGS

Tasked with crafting an identity for Concacaf's W Champions Cup, WildPigs infused ambition and inspiration. The brand needed to strategically align with the men's champions cup identity, so WildPigs created the 'For Greatness' articulation as a way of seamlessly blending it while also carving out a unique and confident space for the women's game. One judge praised the new identity for being "distinct".



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BEST NAMING STRATEGY (NEW NAME)



YUM! BRANDS AND ROWE

Saucy by name, saucy by nature. Yum! Brands' answer to KFC's inability to attract new guests led to the creation of a new restaurant concept based around one of the iconic brand's most loved foods: chicken tenders. With its 11 signature sauces being key to the menu, it made perfect sense for Yum! Brands and ROWE to play on that theme when crafting the brand's name. Bold and cheeky, Saucy represents the spirit of flavor exploration that is so important to its targeted Gen Z audience.

Judges were unanimously impressed by the brand's name, specifically praising Saucy for being "bold, strong and fun". One judge was roused by the 2.4 billion media impressions that Saucy had earned since launch, stating that the project delivered "very strong results" and that the name "perfectly connects to the target audience".

BEST NAMING STRATEGY (NEW NAME)

JOHNSON & JOHNSON MEDTECH AND LANDOR

Healthcare company Johnson & Johnson MedTech had imagined a new digital ecosystem that harmonizes data, technologies, systems and people around the world. Landor crafted Polyphonic as a name that simultaneously tells a story of partnership and works alongside other brands within its portfolio. Easy to compute and pronounce, Polyphonic was considered a success by judges, who described the project as “very strong” and “enticing”.



CANDESCENT AND LANDOR

When NCR set to spin off NCR Voyix, its digital banking division, to unlock potential growth, Landor was tasked with engineering a name that wasn't associated with physical infrastructure and traditional banking. Its new name, Candescent, successfully allowed the company to reframe the conversation away from individual products. "The name is now more public-facing, friendly and approachable," praised one judge.

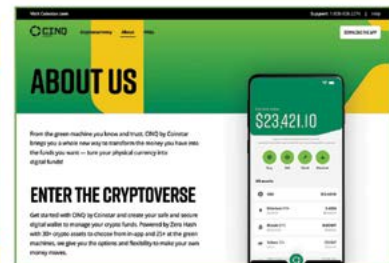
BEST NAMING STRATEGY (NEW NAME)

COINSTAR AND HLK

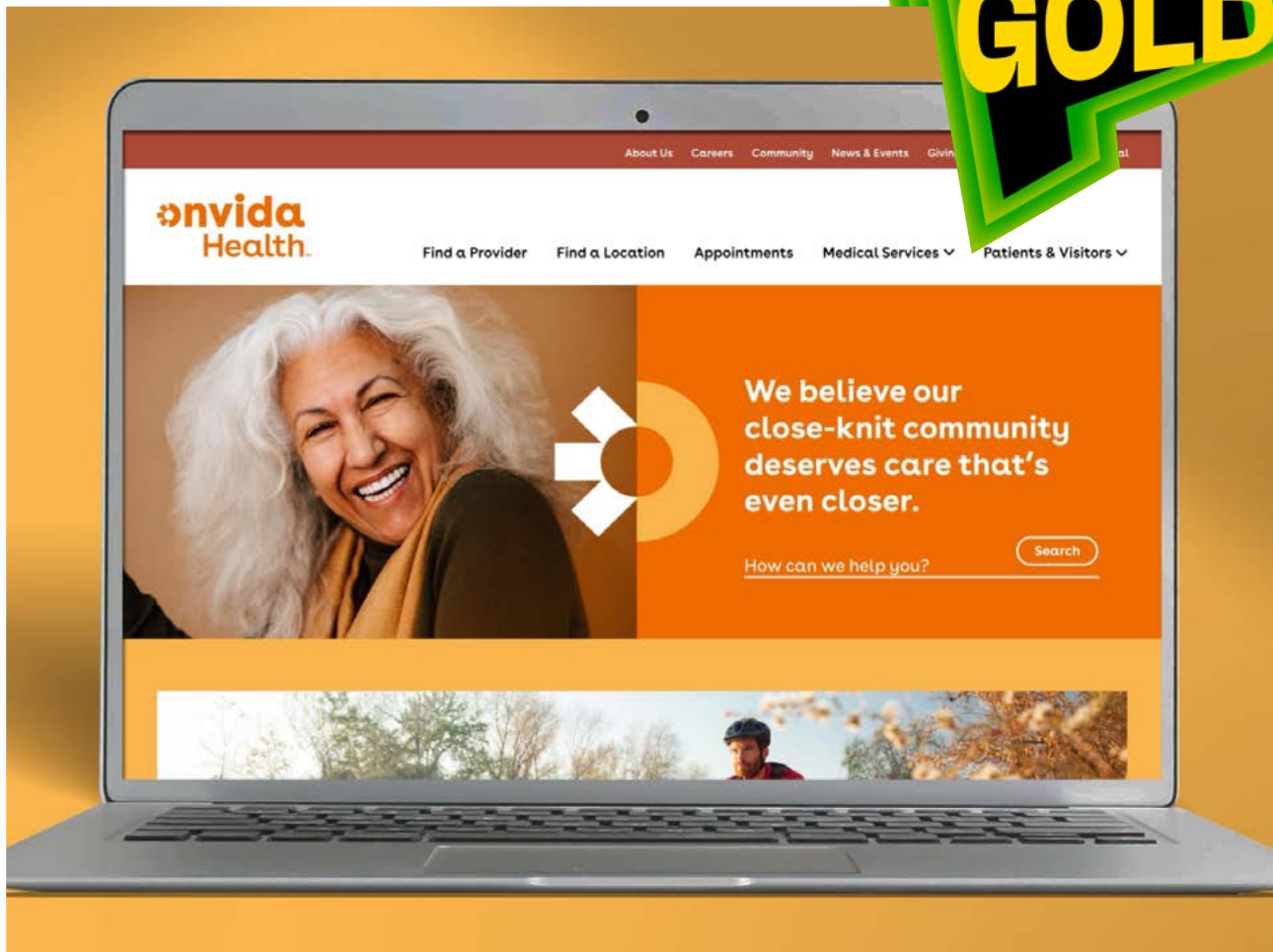
HLK had to craft a name for Coinstar's new digital finance platform that could bridge the gap between physical and digital. Cinq, the French word for 'five', cleverly references the five points of a star, thereby speaking to Coinstar's logo and heritage. The brand has since received internal acclaim for the strength and versatility of its name.



CINQ
by coinstar



BEST NAMING STRATEGY (RENAME)



ONVIDA HEALTH AND MONIGLE

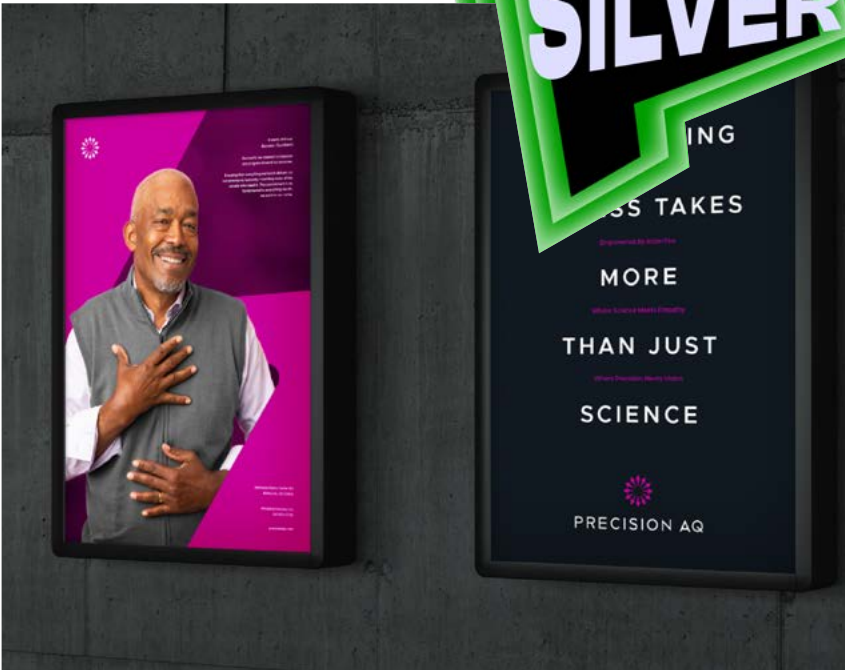
Yuma Regional Medical Center realized it needed a complete cultural renewal following a series of major disruptions to the organization. What followed was a unifying and inspiring rebrand at the hands of Monigle that included the adoption of a new name: Onvida Health. An extensive research phase brought up a number of recurring themes, such as resilience and pride, that led Monigle to the new brand purpose of 'Building a healthier tomorrow'. The new name, Onvida Health, combines 'on' from onward with 'vida', the Spanish word for life, and acts as a perfect solution for its audience's bilingual population.

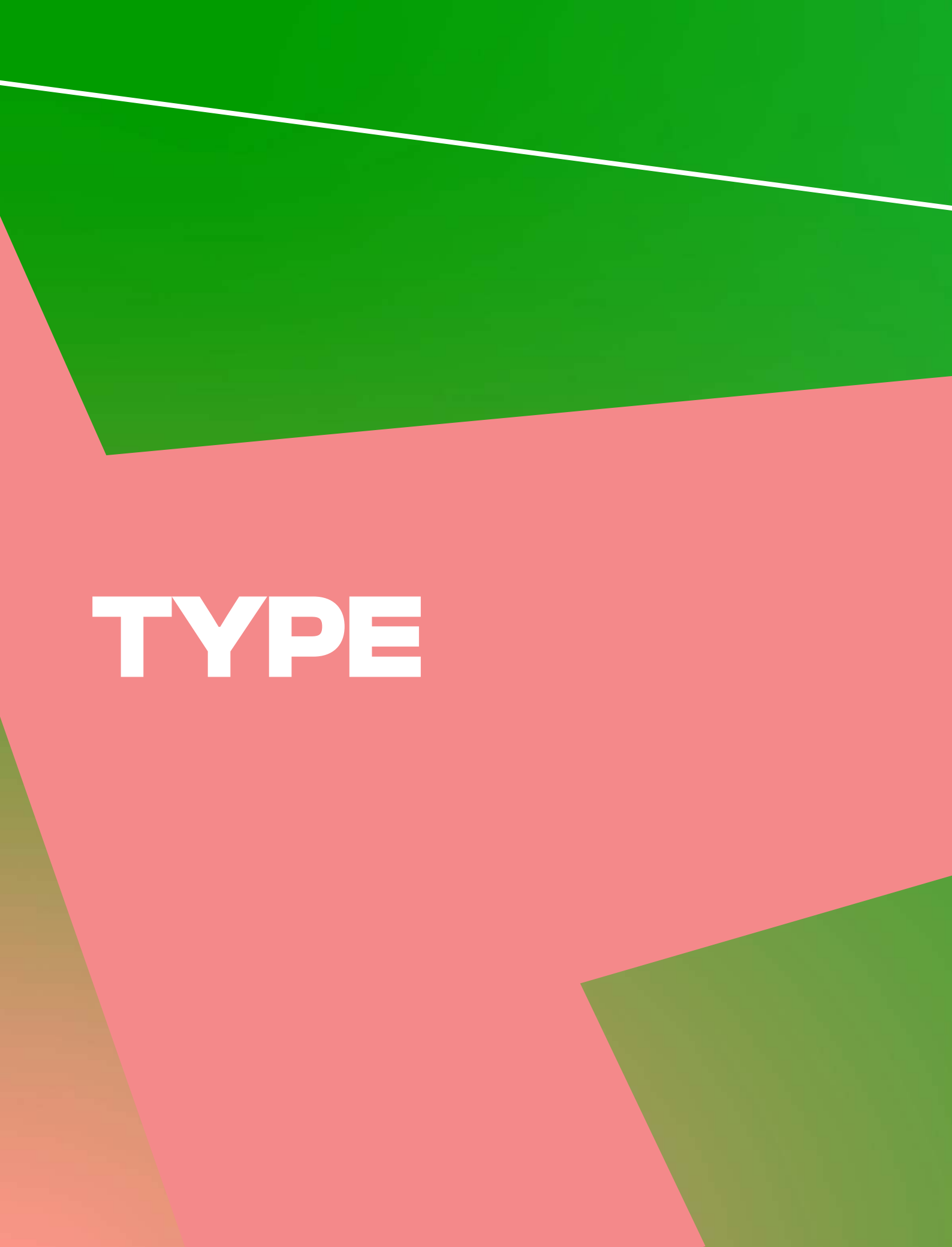
The new name has inspired a greater sense of pride internally, while local community leaders have embraced the name as a sign of renewal and inclusive progress. "A great approach and strategy to get to the name," noted one judge.

BEST NAMING STRATEGY (RENAME)

PRECISION AQ AND DESANTISBREINDEL

DeSantis Breindel was tasked with uniting Precision Value & Health's nine diverse organizations behind a single name, purpose and identity. The branding agency crafted Precision AQ, which fuses precision with human empathy. Along with acting as a clever name, it also defines the company's new purpose of empowering access to life-changing medicine for all.



The background is composed of several overlapping geometric shapes. A large green shape occupies the top left and extends towards the center. A large pink shape covers the middle and bottom right. A smaller olive green shape is in the bottom right corner. A thin white line separates the top green area from the rest of the composition.

TYPE



BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION



COHESITY AND TMP

Following the merger of data security companies Cohesity and Verita, The Marketing Practice was brought on board to energize the merged entity's top-tier customer base and establish its new status as the number one choice. It was decided the new brand system would incorporate a sense of real-world physicality, on the back of stakeholder workshops. Having settled on the name Cohesity, the visual identity needed to balance the provocative nature of organic threats with the professional appeal and confidence of a cybersecurity giant. Opting for a confident personality, the new brand adds color, movement and boldness to the cybersecurity industry.

The end result – an identity that carefully balances bright colors and fearless messaging – was successfully launched at cloud technology conference AWS re:Invent. "The visual and verbal shift away from fear toward innovation and optimism is both refreshing and effective," noted one judge.

BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

CERTERRA AND DESIGN BY STRUCTURE

Formally known as RMA Companies, the leader in technology-enabled testing, inspection and certification had undergone a rapid expansion since 2021. In a bid to unify this expanding portfolio, Design By Structure devised a new brand following a 16-company merger. The new name, Certerra, embodies the company's commitment to creating infrastructure that lasts, while an innovative color palette and photography reflect the brand's values of integrity, people, innovation and partnership.



GLOBAL INFRASTRUCTURE PARTNERS (GIP), A PART OF BLACKROCK AND AGENDA

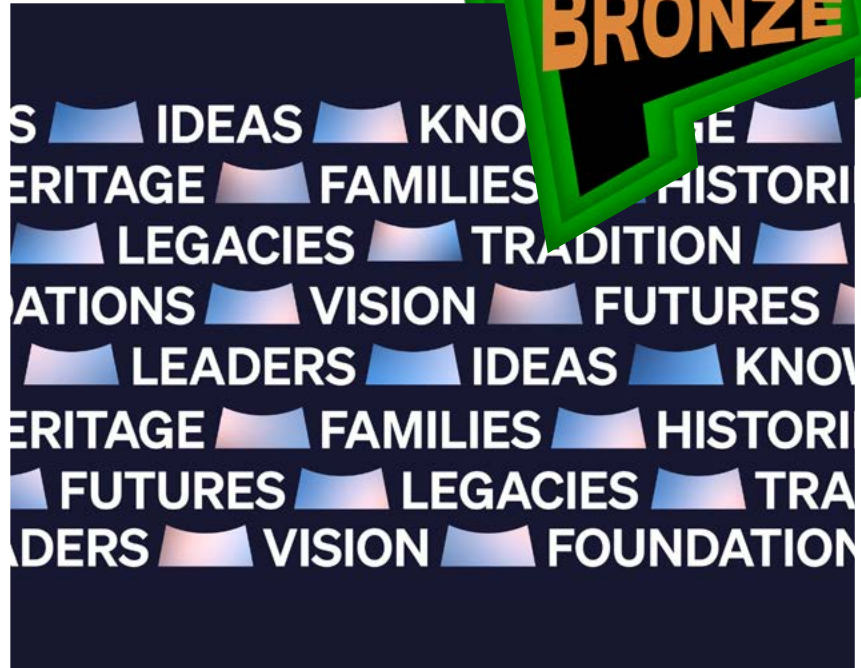
Agenda's task was to integrate Global Infrastructure Partners (GIP) into BlackRock's brand ecosystem following its acquisition by the multinational investment company in 2024. Keeping the blue diamond from GIP's logo and combining it with a black diamond allowed the new brand to retain a sense of legacy while also demonstrating its new partnership with BlackRock. One judge praised the move as "clever and subtle".



BEST CORPORATE REBRAND FOLLOWING A MERGER OR ACQUISITION

BDT & MSD AND FIFTY THOUSAND FEET

The merger of BDT & Company and MSD Partners presented Fifty Thousand Feet with the challenge of crafting a single brand that honors both brands' distinct heritage and strengths. The answer was to create BDT & MSD, a brand that articulates the firm's expanded value proposition and deep roots in trusted relationships. "A clean and thoughtful rebrand that blends heritage with discretion," said one judge.



COPPERPOINT INSURANCE COMPANIES AND DAPPERSMITH

To combat low brand visibility and fragmentation across its newly acquired companies Pacific Compensation and Alaska National, CopperPoint repositioned itself as a premium brand with the help of Dappersmith. Its new centralized communications system was enhanced by a more refined and human feel. "A competent and sincere rebrand that successfully centralizes a fragmented brand system," one judge said.

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

GOLD



ARA PARTNERS AND BLADONMORE

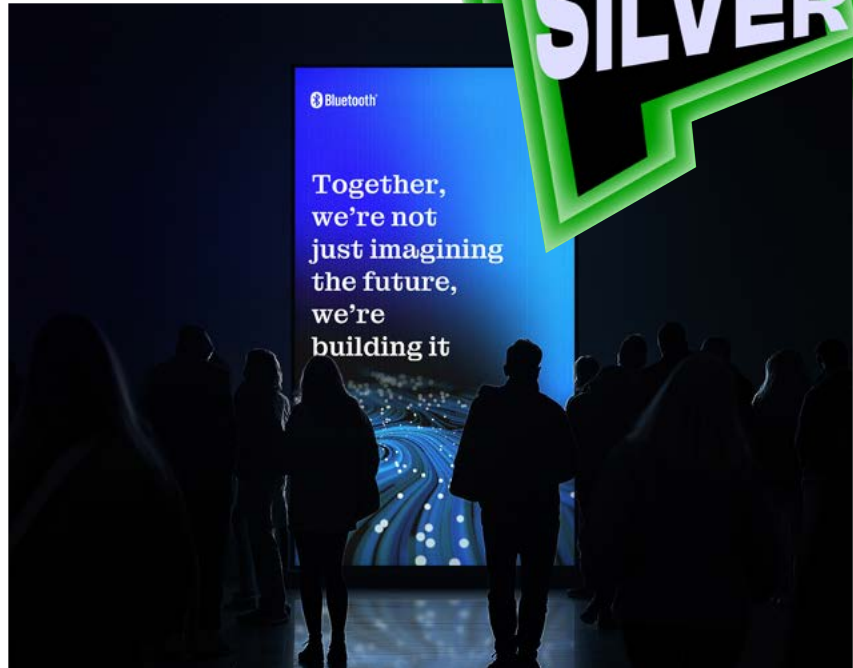
Hoping to become recognized as a leader in the field of decarbonization, global private equity firm Ara Partners needed to reimagine its story for investors by capturing its true point of differentiation. Bladonmore – after conducting an extensive discovery phase – realized key aspects of the brand's story were missing, such as its unique experience in building plants and the analytical rigor of its approach. The agency then created three distinctive brand territories – innovation, delivery and focus – that spoke to different elements of Ara's story and led to a new brand positioning: 'Built to Decarbonize'. With a down-to-earth copy style, effective new logo and clever hero graphic, the brand was completely transformed by Bladonmore.

Impressive results include a 16% increase in Google search impressions and a large increase in average engagement rate online. "Great visual system and brand experience that naturalizes a sustainability company through imagery and mnemonics," praised one judge.

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

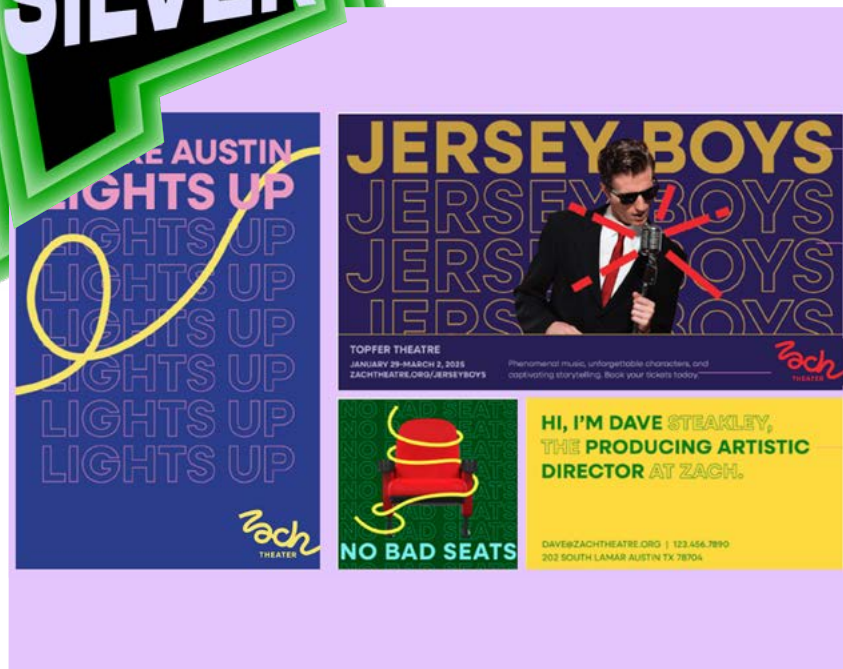
BLUETOOTH AND TENET PARTNERS

Hoping to convey its rich, deep and human story, Bluetooth underwent a rebrand that repositioned it as a brand that offers an all-encompassing experience. Tenet Partners imagined its new vision of 'Creating a better world through connection', which led to a visual identity that underscores Bluetooth's precision and solidity. "It feels uplifting and genuine," praised one judge.



ZACH THEATER AND NORTHBOUND

Northbound's research phase for Austin's Zach Theater uncovered the organization had a unique ability to create a community where everyone is welcome, just as they are. This - and the idea of light as a metaphor that represents its community's diversity - formed the basis of the new identity. This includes a playful custom monoline wordmark, vibrant brand architecture and fluid type. One judge described the project as "super expressive".



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

ASCOT AND PROPHECY

While it already had a lot of credibility in the insurance and reinsurance space, Ascot had struggled to make a real connection. Prophecy crafted a new brand purpose, 'A Perfect Partner For A Less-Than-Perfect World', that sets the company up with a more human tone. Infused throughout the entire identity and all touchpoints, the idea resulted in a calm, pragmatic voice built to inspire trust.



BEST BRAND CONSOLIDATION



THE BALDWIN GROUP

With its competitors simply serving either businesses or individuals, top insurance brokerage Baldwin Risk Partners, which works with both, required a simplification of its message. The way to achieve this was by consolidating its 56 brands into one brand that serves both commercial and consumer audiences. With rigorous research indicating that its clients want a company that can cut through the noise and provide them with comprehensive, effective solutions, the firm settled on a new name for the parent brand: The Baldwin Group. Its new visual identity offers bright, bold gradient colors as a means of energizing the company in a sea of monotone competitors.

The update worked a treat, with The Baldwin Group noticing an increase in new client acquisition along with internal excitement among employees. "Outstanding results, compelling creative and ambitious scale make this the standout in the category," said one judge.

BEST BRAND CONSOLIDATION

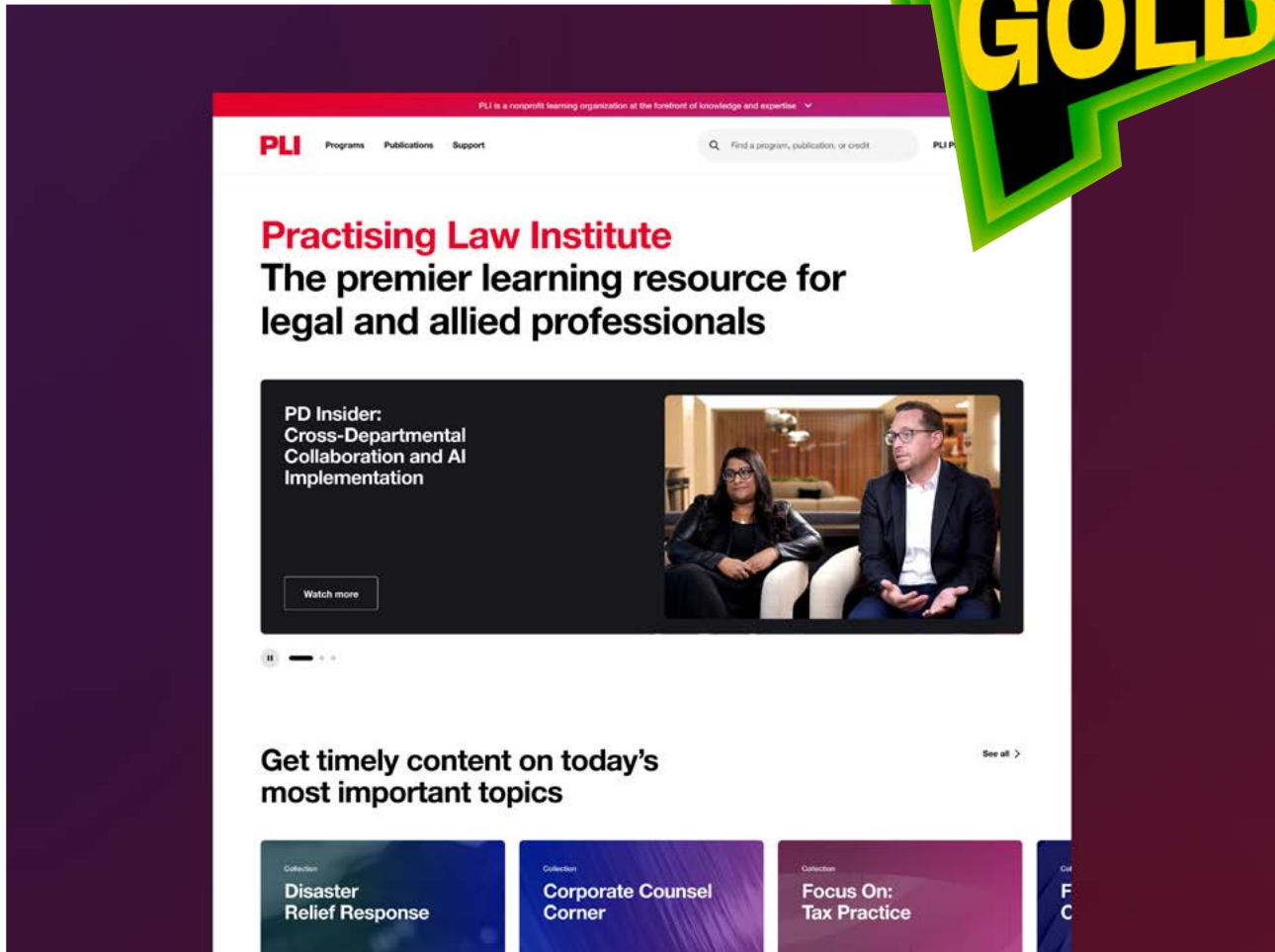
CRISIL AND STARFISH CO.

Starfish Co.'s mission was to support CRISIL's ambition of becoming a unified global leader in analytics and insight. To achieve this, it connected the six business units under a masterbrand that was designed around confidence, clarity and purpose. Now a modern, globally consistent and strategically focused organization, CRISIL is ready for the future. Judges described the revised brand as "strategically sharp" and "sleek".



BEST DIGITAL TRANSFORMATION

GOLD



PRACTISING LAW INSTITUTE AND WORK & CO

The Practising Law Institute (PLI), a leading nonprofit learning organization, underwent a digital transformation at the hands of Work & Co. The aim was to bring a fresh and proactive perspective to legal education, but Work & Co decided to take the project further by making PLI the Netflix of continuing education. This involved extensive work on the back end of the website to help optimize performance, the implementation of an unparalleled level of personalization across many touchpoints and a seamless integration with PLI's existing platforms. In addition, its identity was refreshed to help users be visually connected to the content they need.

With early indicators suggesting a usage increase from 3.5% to 4.9% since launch, judges were highly impressed by the "brilliant" project, as one described it. Another judge added, "A true extension of the digital platform. If the brand is defined by an experience, this approach adds a new experiential connection that didn't exist before. That's transformation."

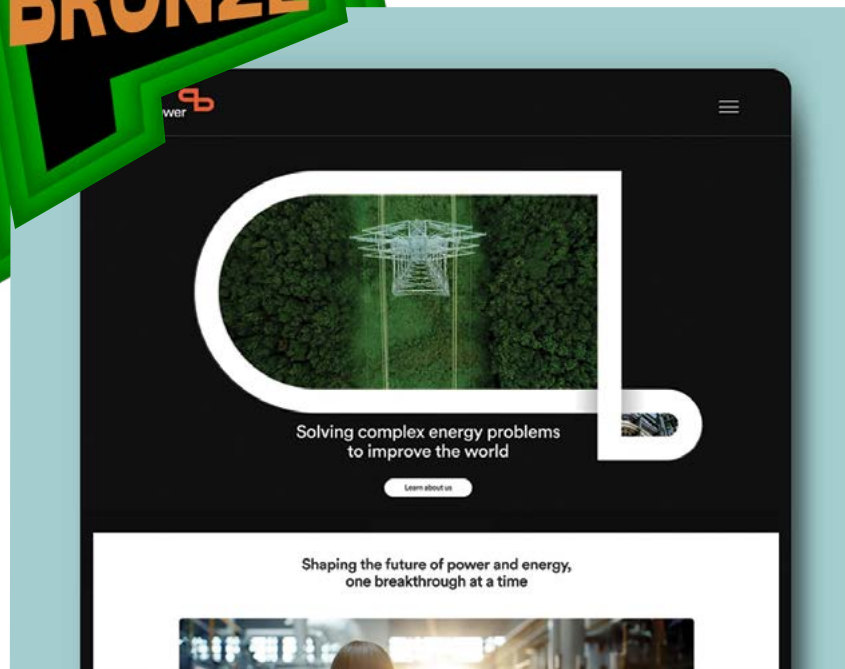
BEST DIGITAL TRANSFORMATION

ARA PARTNERS AND BLADONMORE

An important aspect of Ara Partners' wider brand rollout included a digital transformation that solidified the company as a leader in decarbonization. Following on from the new brand positioning Bladonmore created – Built to Decarbonize – the agency took a digital-first approach to ensure its visual identity was maximized across digital channels. One judge described the project as a “masterful use of digital design”.



BRONZE



LS POWER AND PROPHECY

LS Power's new website needed to reflect its mission of 'Solving complex problems to improve the world'. Prophecy created a unified brand architecture and design system that ensured every digital experience reflected the company's ambition to shape the future of energy. Judges were impressed with how the website now reflects LS Power's true nature.

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BEST EMPLOYER BRAND

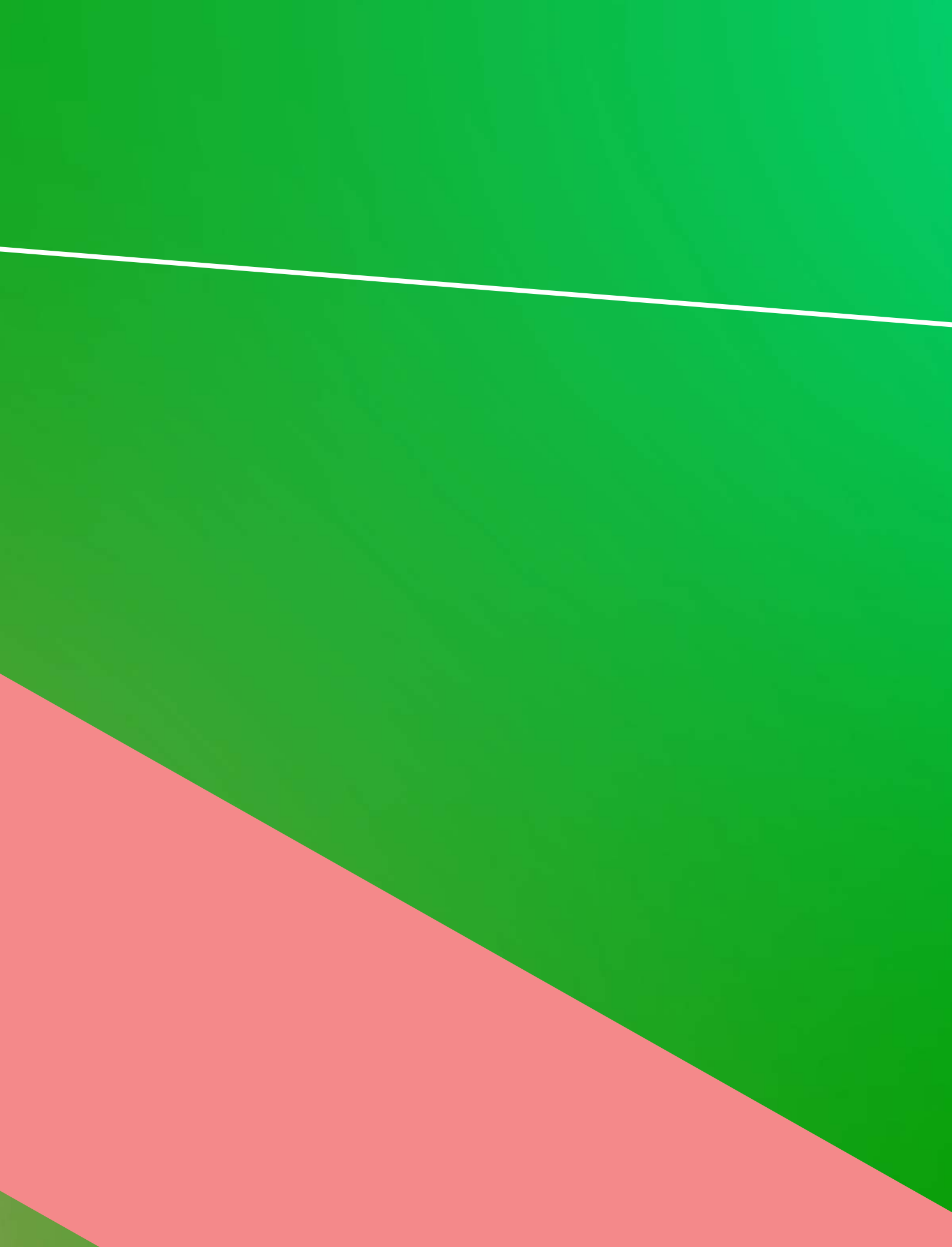
PARIVEDA SOLUTIONS AND SUSTENA, A PARIVEDA COMPANY

Sustena reimagined Pariveda Solutions' internal behavioral guidance framework, 'Fundamentals'. By redesigning each of its icons, it better reflected the company's current realities and aspirations. This led to a strong response from employees, who felt the new design spoke to what their company is really all about. "A strong update that has resulted in a tangible, positive impact," noted one judge.





AUDIO



BEST AUDIO BRAND



AMICA WITH WHY DO BIRDS AND MOTHER

Following the successful launch of Amica's 'Empathy is our best policy' platform, it needed to create a sonic identity that felt calm, warm and reassuring. Why do birds took up the mantle, starting with an audit that revealed US insurance brands lean heavily on jingles. Moving away from this trend, it was decided the mutual insurer would have a sound that was rooted in empathy. At the heart of the new sonic identity is its call-and-response leitmotif, which is inspired by the flowing motion of Amica's animated 'A'. Featuring piano, cello, bass, drums, synth and a soothing voice, the music represents a moment in the policyholder's journey.

According to onBrand, the sonic identity hits the mark, with a 75.5% attribute match. "I'm impressed and energized by this entry," said one judge. "It's a robust identity but doesn't feel complex or over the top – every element has a purpose."

BEST AUDIO BRAND

GENERAL MILLS / PILLSBURY AND MADE MUSIC STUDIO

General Mills called on Made Music Studio to craft an audio identity that could help its Pillsbury brand evolve beyond special occasions. Its new sonic logo incorporates the already iconic Doughboy giggle, in a move that one judge summed up as “very cute and playful, yet modern and clean.” The new audio brand helped Pillsbury achieve more than 1.3 billion media impressions post-launch.



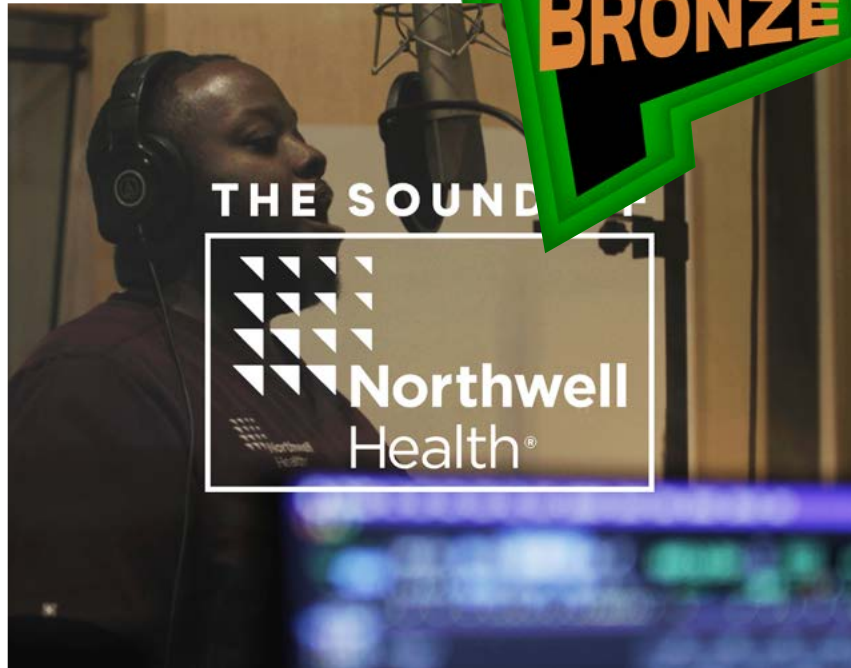
MAYBELLINE NEW YORK AND SIXIÈME SON USA

Leading cosmetic brand Maybelline NY turned to Sixième Son to reinvent its iconic 'Maybe it's Maybelline' jingle in order to embody themes of self-confidence, authenticity and empowerment. Mixing pop, hip-hop and Latin reggaeton led to an urban beat with uplifting chords and fresh vocals, helping capture the energy of New York City. “It feels inclusive and on strategy for a massive global brand and business,” said one judge.

BEST AUDIO BRAND

NORTHWELL HEALTH WITH AUDIO UX AND PROPER VILLAINS

Audio UX and Proper Villains helped Northwell Health stand out in a cluttered clinical space while still staying emotionally meaningful by transforming real employee voices into a versatile digital toolkit. Recordings from the Northwell Nurse Choir were then developed into a custom library of playable sounds, which became the foundation for a comprehensive sonic system. "It feels human, positive and uplifting," said one judge.



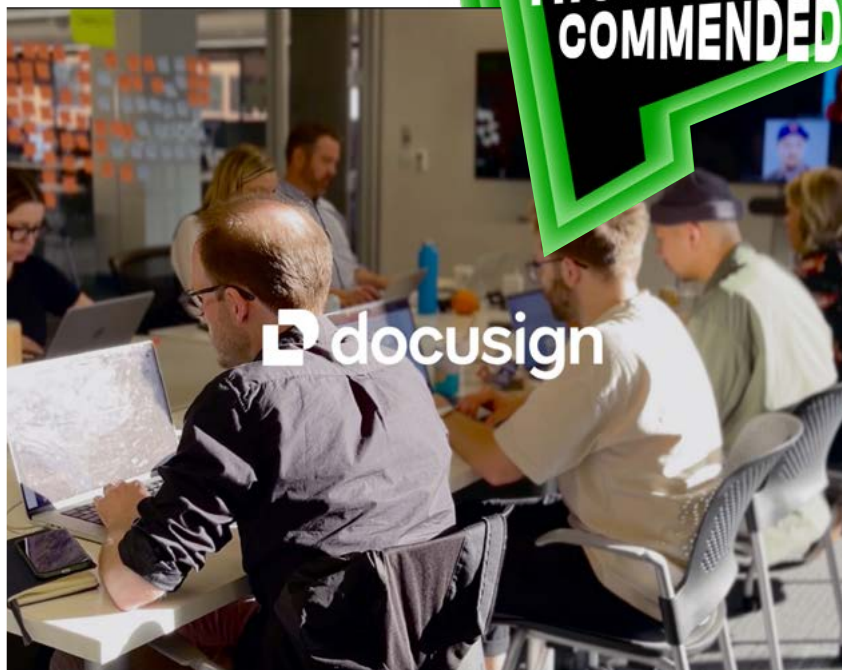
UBER AND AMP

Uber turned to amp to create a sonic identity as distinctive, dynamic and flexible as its brand. 'The Sound of Uber' needed to stand apart from competitors, which it achieved by deploying a three-note motif: a vibrant opening interval, followed by a brief, measured pause to mirror the rider's anticipation, ending with a swift, satisfying release. Judges described the project as "thoughtful".

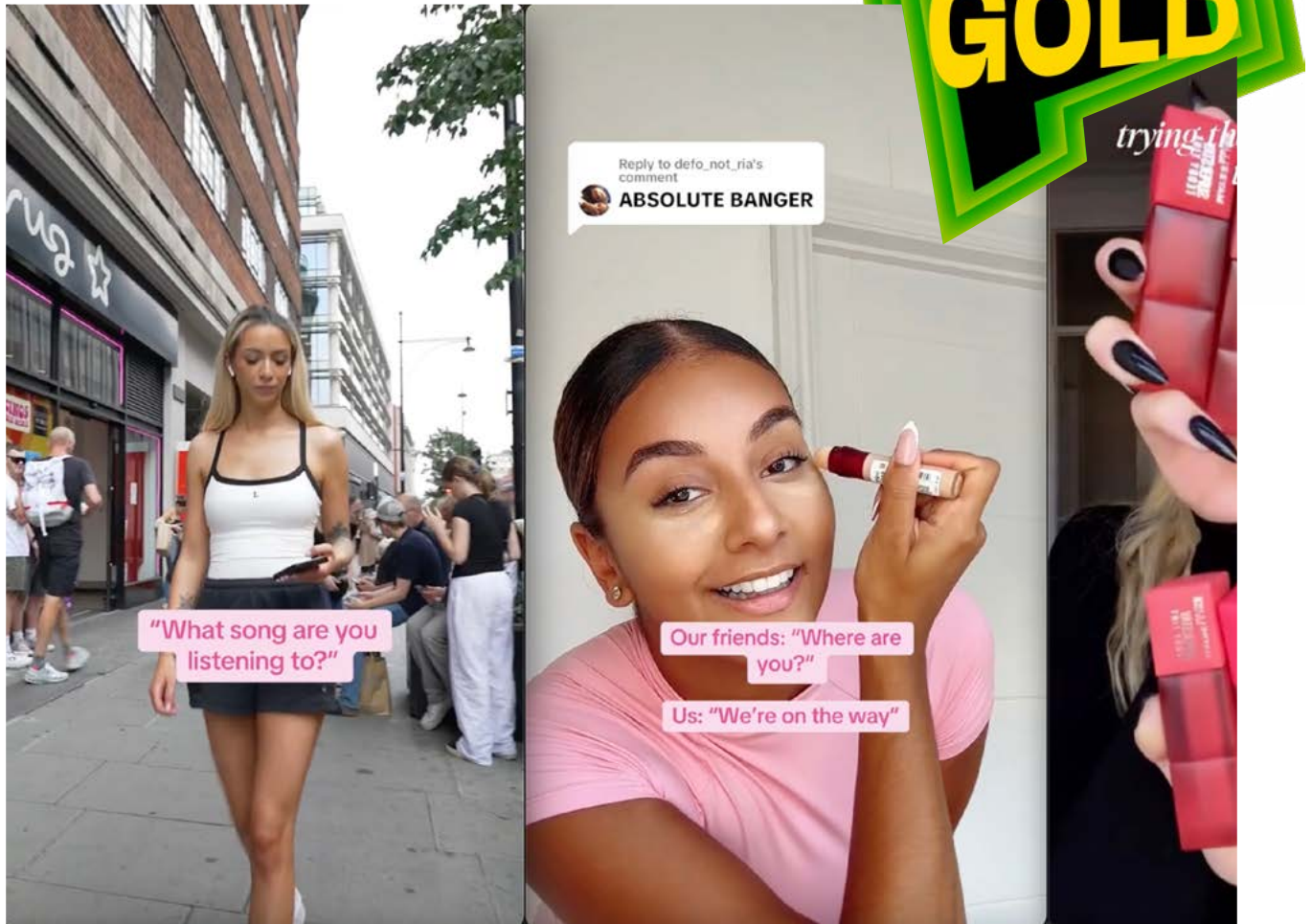
BEST AUDIO BRAND

DOCUSIGN AND AMP

Amp crafted a sonic identity revolving around the musical concept of harmonic resonance for Docusign, which one judge considered “fascinating”.



BEST SONIC BRAND ACTIVATION



MAYBELLINE NEW YORK AND SIXIÈME SON USA

Once Sixième Son had crafted its bold reimagining of the iconic 'Maybe it's Maybelline' jingle, Maybelline NY needed a way to successfully launch the new audio brand. The project saw Maybelline unite four of its brand ambassadors for a distinctive campaign officially launched on TikTok. With influencers quickly embracing the jingle, the sonic identity resonated globally; in under a month, it had reached more than 25 million views across Instagram and TikTok.

"A contemporary makeover of an iconic jingle, Sixième Son freshened up the sound of Maybelline, proving that beauty is timeless. No maybes about it – it's Maybelline," said one judge. Another judge added, "It was a very smart strategy to think of the brand as an artist, which then allowed it the freedom and flexibility to scale its sound through socials and artist collabs, going well beyond the traditional Maybelline sonic ecosystem."

BEST SONIC BRAND ACTIVATION

MARANTZ AND SONICBRAND

Tasked with creating a collection of unique speaker system sounds for the Marantz Horizon, Marantz's first ever bluetooth speaker, Sonicbrand was guided by the idea of 'Musical Luxury'. The sonic agency crafted sounds that reflect Marantz's legacy of audio excellence, leading to a truly bespoke experience. "It captures the premium feel of the brand in the UX product sounds," said one judge.



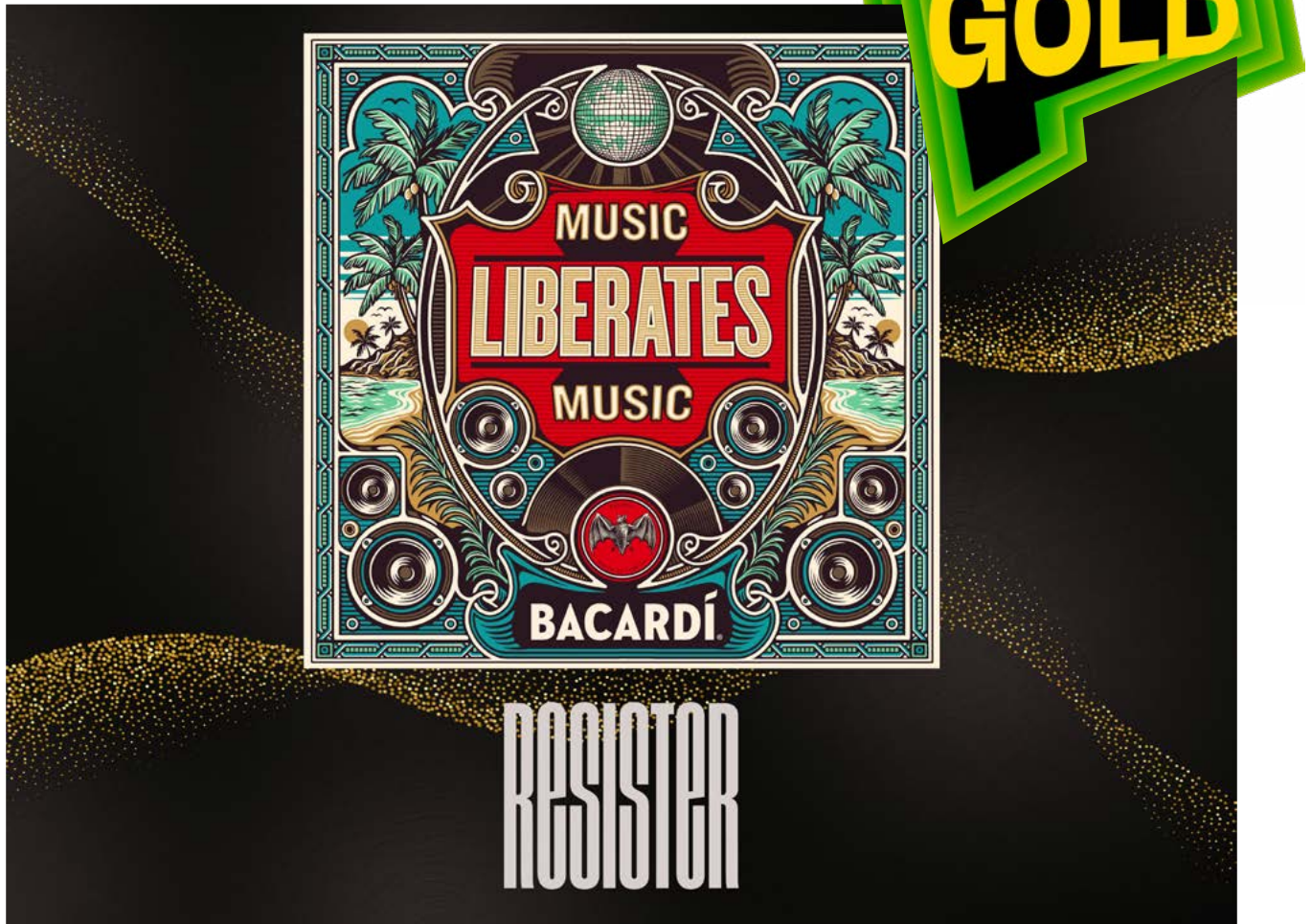
BRONZE



TD AND SIXIÈME SON CANADA

As one of North America's largest banks, TD required a sonic identity to unify its brand experience across all markets. Sixième Son delivered by reinventing its ATM experience, which now incorporates the brand's distinctive sonic logo. Approachable and down to earth, the experience also feels warm and human. "This is an outstanding strategy and execution," praised one judge.

BEST SONIC BRAND EVOLUTION



BACARDÍ AND RESISTER

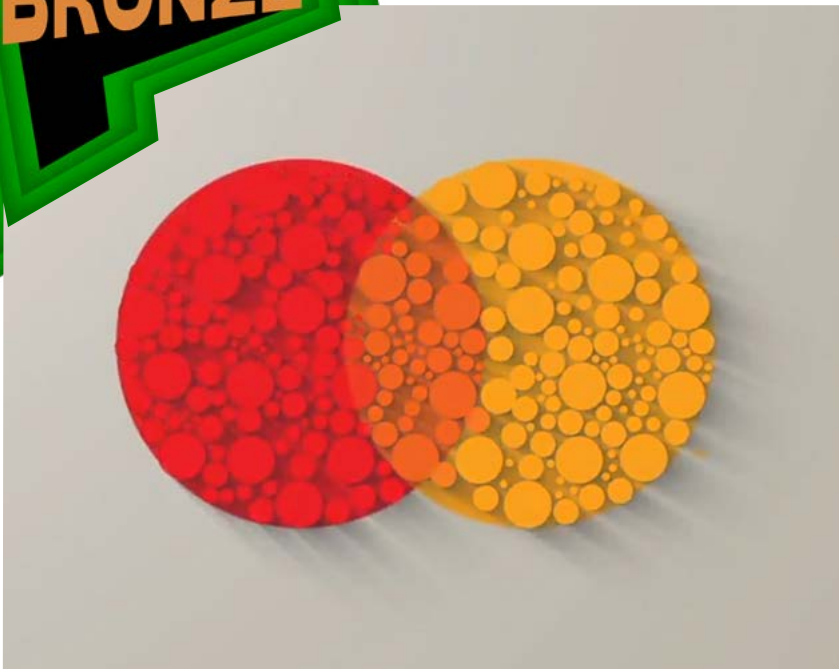
While BACARDÍ had for a long time been heavily associated with music – such as its BACARDÍ House Party Session experimental campaigns – it lacked a wider sonic strategy. RESISTER aimed to change this without going down the corporate route of using traditional mnemonics or sonic logos. Instead, the project used AI technology to discover recurring BACARDÍ audio elements, which then allowed it to find emerging artists who were already releasing music with this signature sound. The first EP, *Do What Moves You*, speaks to the brand's Latin-Caribbean roots, while its second EP, *Music Liberates Music*, branches into hip hop, EDM and Afrobeat.

Incorporating brand mentions into the tracks was a deliberate attempt to generate a new generation of fans. With the second track amassing 70,000 Spotify streams in under three months, BACARDÍ and RESISTER might just have succeeded. One judge praised the project as “a very clever approach to designing a sonic ecosystem”.

BEST SONIC BRAND EVOLUTION

SOUND OF SHELL TEAM

Shell's sonic identity has come on in leaps and bounds since its inception in 2014, especially over the past couple of years. The Sound of Shell was updated by Sonicbrand as part of the launch of Shell's refreshed brand expression, 'Brand Expression 2.0'. The evolution saw the expansion and further optimization of the Sound of Shell library. "Very good work," said one judge. "It's super-adapted to the brand's different needs."

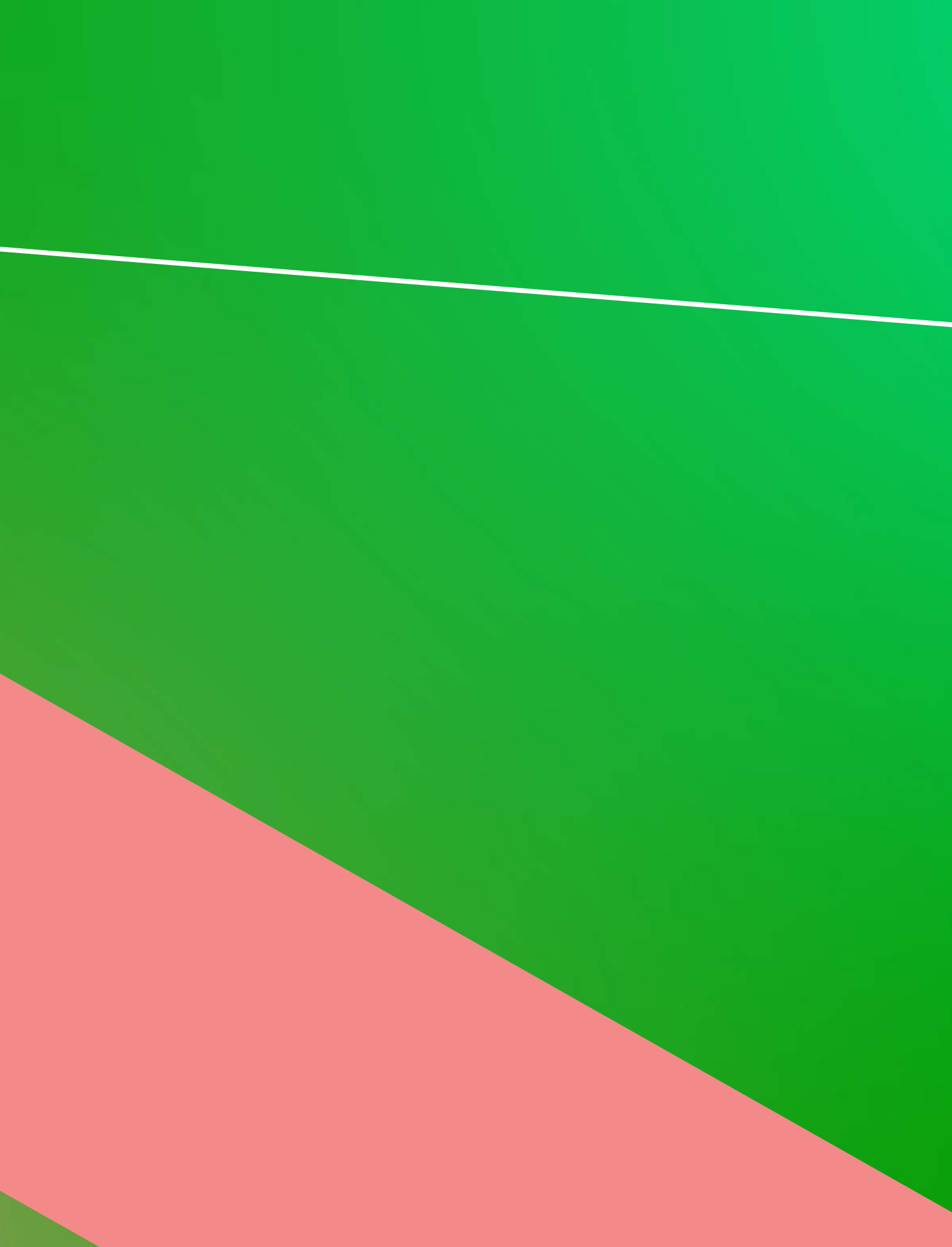


MASTERCARD AND AMP

With the help of amp, Mastercard – widely recognized as a sonic branding pioneer – launched Sonic Hub®, a generative-AI music creation platform that allows users to create bespoke, Mastercard-branded music for any sonic asset. The tool helps inject sonic logos for instant brand recognition, offering a unique and efficient way to create high-quality, branded music tracks. "Incredible! It's a brilliant idea!" praised one judge.

The background is an abstract composition of large, overlapping geometric shapes. A large pink shape occupies the center and bottom. Green shapes are positioned in the top left, top right, and middle right. An olive-green shape is in the bottom left. White lines define the boundaries of these shapes.

WRAPPED



BEST USE OF PACKAGING (PRINT AND CARD)



ANSA COATINGS AND BRANDOLOGY AMSTERDAM

ANSA Coatings turned to Brandology Amsterdam to craft a timeless, modern-classic packaging identity for its Penta paint brand. Hoping to reposition Penta as the go-to mainstream brand in home decoration, Brandology incorporated a colored pentagram as a unique and ownable logo that represents Penta adding color to customers' lives. The packaging now features a smile as a celebration of the task of painting, and is complemented by a fresh and simple design. Easily accessible and personable in nature, the design system now helps customers navigate Penta's large product portfolio.

As well as the brand's value perception having been raised, judges were enthusiastic about the "refined" outcome, as one described it. "It fits well for more professional or commercial users' needs and expectations now," added one judge.

BEST USE OF PACKAGING (PRINT AND CARD)

S.M. JALEEL AND BRANDOLOGY AMSTERDAM

Faced with its market position being eroded, S.M. Jaleel asked Brandology Amsterdam to rethink the packaging of its Fruta fruit juices. The redesign hoped to amplify the products' core ingredient by unapologetically heroizing it. The rebrand has acted as a confidence boost for Fruta, reasserting its market presence as a highly popular fruit juice brand. "It delivers a strong sense of quality and reliability of product. The type, color and image choices are well suited for both on-shelf and e-commerce placement visibility," said one judge.



BEST USE OF PACKAGING (OTHER)



PEPSICO – GATORADEROOKIEBOTTLES

PepsiCo's bold step into youth-focused hydration yielded the Gatorade Rookie Bottle, a stainless-steel bottle that offers an easier grip, a dent-resistant body, a leak-proof straw cap and more than 24 hours of insulation. The project aimed to answer young athletes' growing demand for performance-focused gear by creating a bottle that parents could trust and kids would want to use. As the first Gatorade equipment to prominently feature the iconic Bolt symbol in a youth-centric context, the packaging fused functional innovation with emotional appeal. Furthermore, it serves as a rite-of-passage product that reflects Gatorade's support for rising talent.

By helping Gatorade break into a younger demographic, the Rookie Bottle exceeded expectations, even resulting in strong media interest. "Gatorade's new youth bottle is smart and playful," said one judge. "With its collectible appeal and unexpected design, it breaks category norms in all the right ways."

BEST USE OF PACKAGING (OTHER)

PEPSICO – GATORADE AI BOTTLES

Powered by Adobe Firefly, the PepsiCo – Gatorade AI Bottle acts as a customizable product experience that merges personalization, innovation and brand identity. It allows users to generate a one-of-a-kind bottle through simple text prompts, creating a product that stays rooted in Gatorade's core aesthetic. With more than 90,000 custom bottles designed, one judge described the project as a "standout example of digital-to-physical innovation".



BRONZE



JAMESON RTD PERNOD RICARD AND JDO GLOBAL

Hoping to grow Pernod Ricard's Jameson ready-to-drink range, JDO Global developed a cohesive, premium design system capable of flexing across diverse markets. Its unmistakable green and bold wordmark is placed front and center, while a hand-drawn ship adds a playful touch. Easily navigable and built for global rollout, the end result is ready to go wherever Jameson goes next. One judge said the playful tone adds to the brand's approachability.

BEST USE OF PACKAGING (LIMITED EDITION)



ANGOSTURA MIZKAN AND JDO GLOBAL

Hoping to redefine the bitters category, ANGOSTURA released a limited-edition bottle that honors the brand's legacy while also ushering in a bold new era of cocktail craftsmanship. With the product featuring a unique blend of ingredients that includes ANGOSTURA-aged rum for the first time ever, JDO Global sought to use this celebratory twist to appeal to stylish city dwellers. Derived from the creative platform 'A dash of secret delight' and inspired by dark academia, the inviting outer packaging resembles a sleek black and gold archival volume. Moody yet luxurious, every element was designed to stir curiosity and celebrate ANGOSTURA's cultural heritage.

Judges agreed the limited-edition design helps cement the brand's position as an icon of cocktail culture. "A great use of textures, motifs and colors to express the history of the brand," noted one judge.



PEPSICO – PEPSI GLADIATOR II

PepsiCo created a range of limited-edition cans designed to echo the cinematic scale of its Gladiator-themed TV campaign set in the Roman Colosseum. The packaging needed to be a memorable and collectible brand experience that amplified the film's epic tone and Pepsi's bold spirit. The answer was to merge historical inspiration with modern branding by developing five individually illustrated cans rooted in the aesthetics of Roman gladiators and modern football uniforms. In addition, the PR kit serves as a dramatic stage for the cans, while the 3D Pepsi logo harks back to the brand identity and enhances visual impact.

More than just a storytelling device or a collector's artifact, the design acts as a powerful symbol of PepsiCo's brand identity. One judge described the project as a "masterful display of craft and tact", while another described the cans as "bold and collectible".

BEST USE OF PACKAGING (LIMITED EDITION)

PEPSICO – DORITOS FEIRA PRETA

As Latin America's largest celebration of black culture, Feira Preta provided a great opportunity for PepsiCo's Doritos to honor black Brazilian identity. The limited-edition packaging's illustrations were designed by three local artists from Preta Comics that feature many aspects of black Brazilian heritage, including music, art, fashion and history. "Great strategy that definitely surprises audiences!" praised one judge.



BRONZE



DOVE UNILEVER AND JDO GLOBAL

Dove and Crumbl Cookies came together in an unexpected partnership to create a range of cookie-inspired scents. As part of the Dove x Crumbl Limited Edition Collection, JDO Global crafted mouthwatering cookie imagery and whimsical illustrations that deepen Dove's connection with Gen Z. "A playful crossover between beauty and food that taps into drop culture and Gen Z trends," noted one judge.

The background is composed of several overlapping geometric shapes. A large green shape occupies the top left and extends towards the center. A large pink shape covers the middle and bottom right. A smaller olive green shape is in the bottom right corner. A thin white line separates the top green area from the rest of the page.

SECTOR



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



HUMANE WORLD FOR ANIMALS AND LIPPINCOTT

Hoping to create a brand that would match its unparalleled global scope, The Humane Society of the United States teamed up with Lippincott. The animal protection organization needed to reach new members by breaking through in the crowded market of global animal charities. Lippincott recognized the brand was simply failing to communicate its impact, with many people mistaking the charity to be a purely US-based humanitarian organization. The new design by Lippincott stays true to the Humane Society's heritage in order to retain brand equity. The answer was to rename the organization to the Humane World for Animals, which allowed a new globe icon to be created that celebrates impact across the sky, land and sea. Elsewhere, emotional photography and a bold typeface bring the overall identity to life.

The end result was the generation of 329 million earned social impressions in the launch month alone. One judge said, "This does a great job in making the visual definition universal, thereby eliminating any translation issues. As a result, the new brand is more flexible with its message."

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

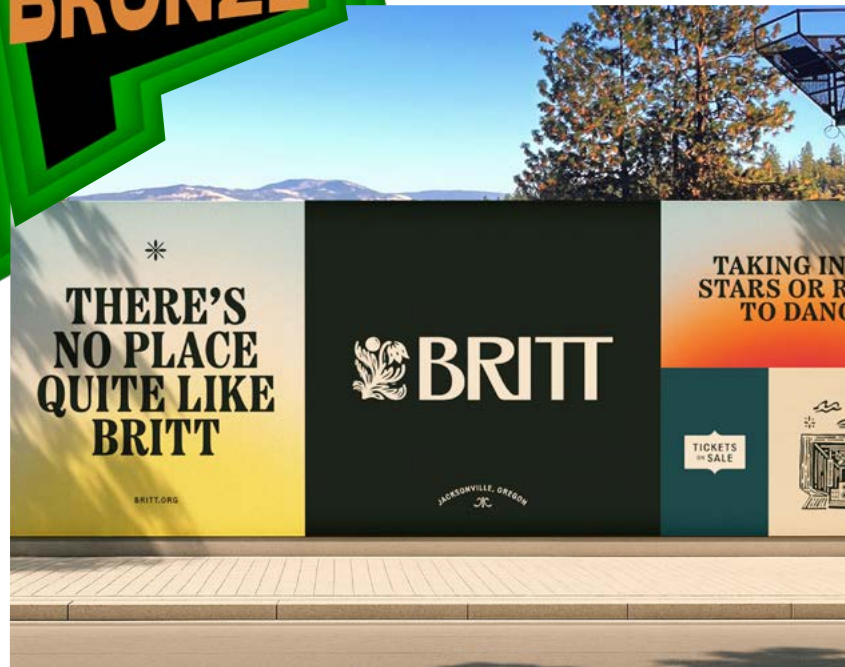
AMERICAN LIBRARY ASSOCIATION AND LANDOR

Landor created this year's campaign for the American Library Association that celebrates the importance of intellectual freedom. The project made the book itself a core icon at the center of the debate with the campaign theme 'Freed between the lines'. Its identity allows for the book to become a vehicle for the story, which prompted one judge to describe the work as "clever, moving and powerful".



SILVER

BRONZE



BRITT AND FIASCO

Jacksonville, Oregon-based arts and music venue Britt tasked Fiasco with raising its visibility, which was achieved from the strategic idea 'Strike a deeper chord'. The revised visuals draw on Britt's environment, including a rare native flower found only in that part of the Pacific Northwest. One judge described the update as "distinct and contextually relevant".

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

ZACH THEATER AND NORTHBOUND

Austin-based arts theater ZACH evolved its brand to highlight its offerings beyond live performances. Northbound utilized the idea of light in the rebrand as an apt metaphor for the organization's ability to reflect its community's diversity. The new 'Light Line' brings contrast and balance, and weaves through every touchpoint. Judges agreed it added dynamism and warmth, with one describing the outcome as "young, fresh and distinctive".



BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR



PEARSON AND LANDOR

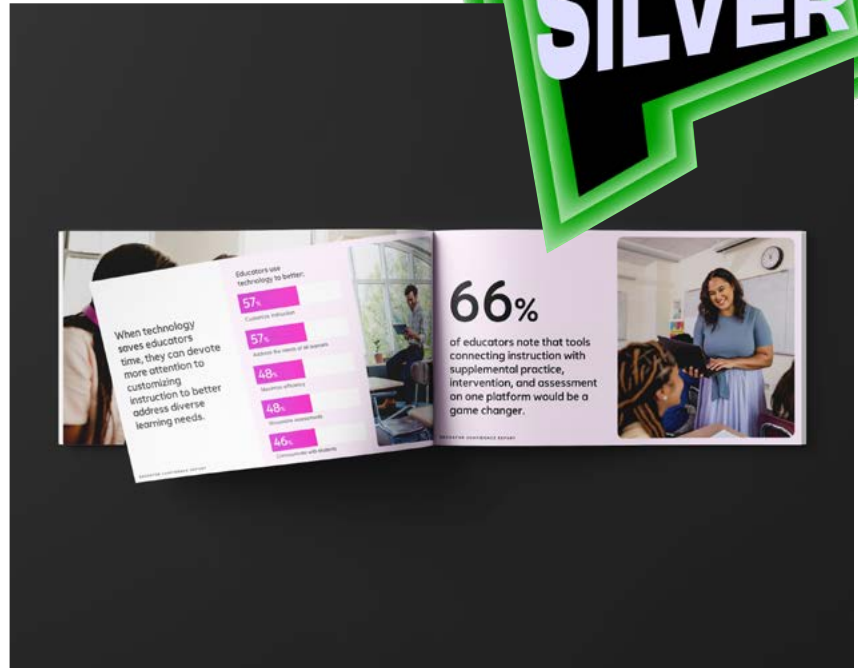
A classic example of a strong legacy brand with a limited digital presence, Pearson felt its identity no longer reflected the diversity of learners in the modern world. Understanding that the organization wasn't just a publisher but also a platform for transformation, Landor set about building a bold new brand identity anchored in movement and meaning. Visually speaking, the new brand is heroed by the 'Ripple', the centerpiece that signals the power of learning to create change. Further nuance is added to the design system with the use of graphic waves to communicate across audiences and content types.

Now positioned as a movement in learning for the digital era, Pearson still retains its core belief that humans are born to learn. "Good solution to modernize the brand," noted one judge. "It's distinctive and has ownable elements."

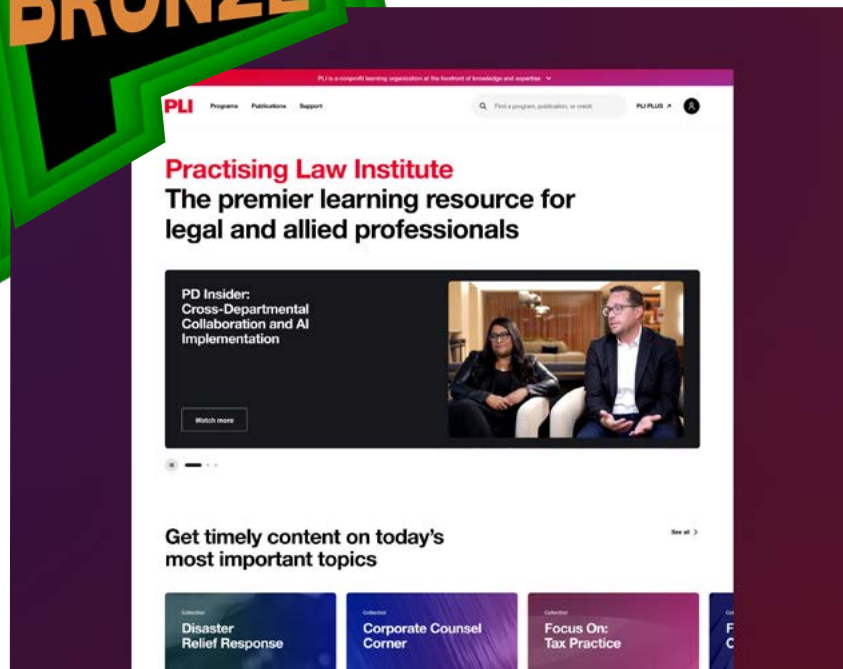
BEST VISUAL IDENTITY FROM THE EDUCATION SECTOR

HMH

In a bid to reposition itself as a digital-first innovator, while staying relevant to the educators who know and trust it, HMH crafted a new visual identity around the idea of creating growth for every student. The new logo, for instance, cleverly uses three ovals to represent its proven expertise in curriculum, assessment and professional development. "The bright colors and playful illustrative style felt very suitable for this business challenge," said one judge.



BRONZE



PRACTISING LAW INSTITUTE AND WORK & CO

With the Practising Law Institute (PLI) aiming to further its mission of providing lawyers and allied professionals with unparalleled education, it needed a new visual language to demonstrate its fresh and approachable perspective. Work & Co crafted a new gradient that implements PLI's iconic red color into its revised website. The result was a highly personalized online experience that led to a usage increase.

BEST VISUAL IDENTITY FROM THE ENERGY, ENGINEERING AND UTILITIES SECTOR



GREENLANE AND LIPPINCOTT

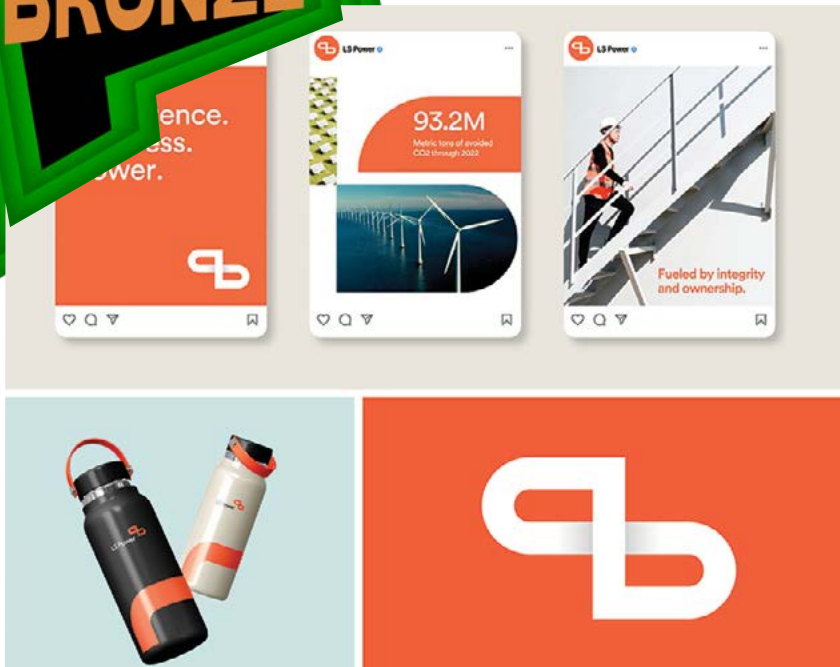
Greenlane builds critical EV infrastructure for commercial trucking and faced a general lack of confidence regarding its electric charging and refueling infrastructure, which was perceived as unreliable. The new identity by Lippincott therefore needed to be anchored in unique, tangible benefits. Hoping to drive the entire Greenlane experience, its new visual identity includes a logo that is embedded in every touchpoint, from wayfinding to digital apps and beyond. Featuring a mark that serves as a roadside beacon and a visual shorthand of the brand name, the identity and signage system presents the path to a driver's destination.

Now aspirational and confident, Greenlane is poised to set the commercial trucking industry on a better, more confident path. "It takes a simple set of graphic elements and really uses them well throughout many different executions. Great work!" said one judge.

BEST VISUAL IDENTITY FROM THE ENERGY, ENGINEERING AND UTILITIES SECTOR

ENERFLEX AND DESANTISBREINDEL

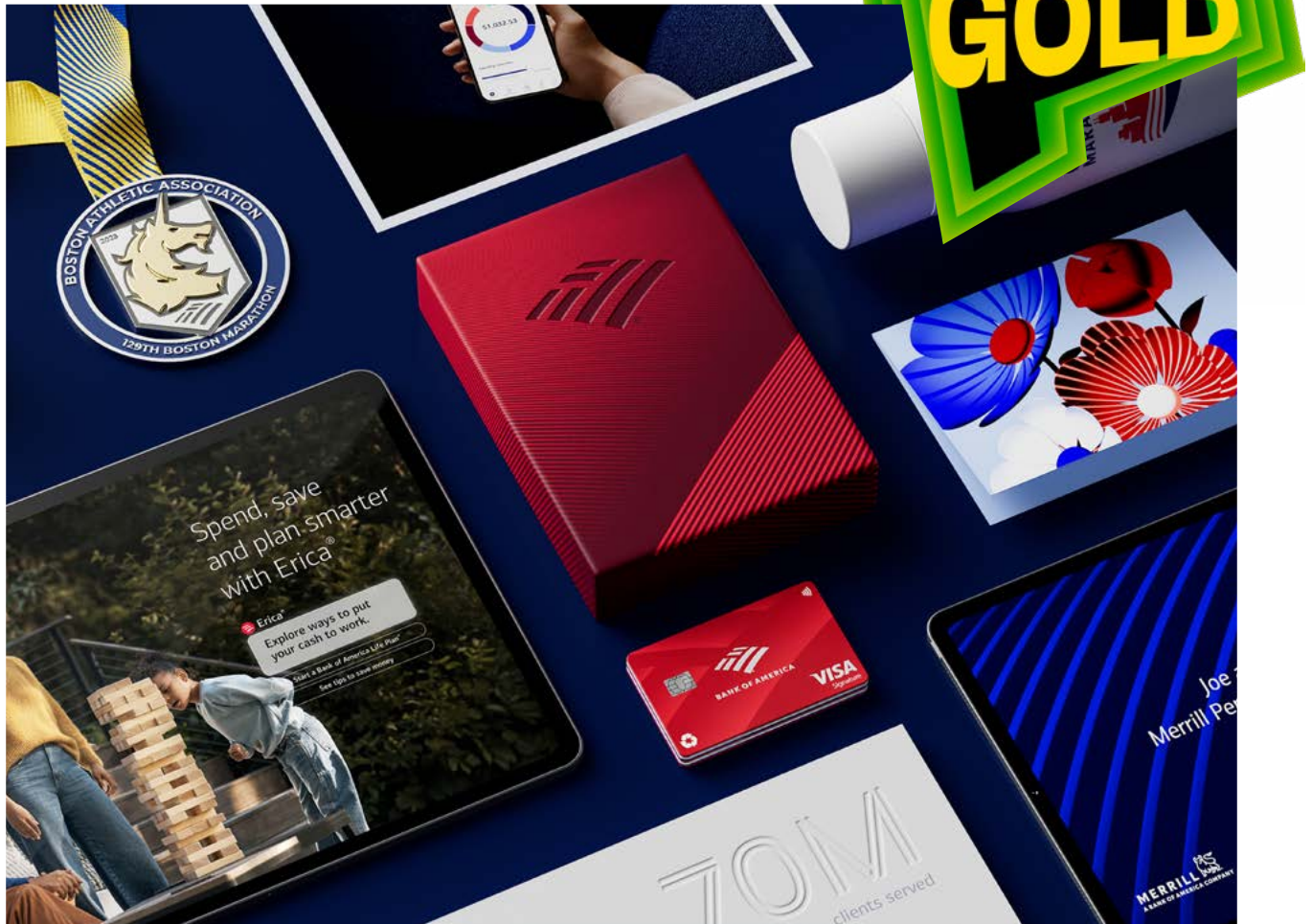
After Enerflex's largest energy acquisition, it asked DeSantis Breindel to unite the merging organizations into a single, cohesive entity with one visual identity. The new identity includes a logo with an anticipatory organic element, a sophisticated color palette and clever photography that juxtaposes natural environments with hands-on energy expertise. "Nice!" said one judge. "It's simply executed but represents a good improvement."



LS POWER AND PROPHECY

Requiring a new visual identity that could match its remarkable progress on the business front, LS Power enlisted Prophecy to completely overhaul its brand. Prophecy opted to go bold, introducing a vibrant orange palette that complemented its simple yet powerful new logo. With employees feeling more engaged and proud as a result of the rebrand, judges were also enthusiastic about LS Power's "fresh" new identity.

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR



BANK OF AMERICA AND LIPPINCOTT

Lippincott opted to double down on what makes Bank of America distinctive when reimagining its visual identity. The bank operates in a highly competitive industry that has ever-evolving customer expectations, so if it wanted to stand apart it needed to offer a refreshed expression that shows off its credentials. Lippincott therefore focused on its Flagscape symbol, the brand's most visible and recognized brand asset, which allowed clear design principles and a visual toolkit to be crafted based on movement and dynamism. Deconstructing the symbol's core elements meant they could be recombined in a manner that allows Bank of America to show up in ways that match the moment.

Judges were impressed by the thinking behind the project, with one describing the outcome as "beautiful". Another judge added, "It's impressive how the Flagscape was able to be leveraged so extensively across the system. It feels distinct, but broad enough to appeal to a variety of audiences."

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

LINCOLN FINANCIAL AND LIPPINCOTT

Lippincott opted to craft a brand for Lincoln Financial that speaks to its rich heritage, while also reflecting its modern relevance. For instance, the updated logo retains its likeness of Abraham Lincoln but also signals warmth and a future-facing profile. With a 170% increase in LinkedIn engagement post-launch, judges praised the project's "highly impressive" results.



RIZE CREDIT UNION AND LONDON:LOS ANGELES

Despite being a well-respected institution, SCE Credit Union's brand failed to keep up with the industry's seismic changes. London:Los Angeles' response was to completely reimagine the brand from its name to its visual identity. Now known as Rize Credit Union, its identity includes a colorful, human-centered system designed for accessibility and warmth. Judges praised the rebrand's "vibrancy" and "authenticity".

BEST VISUAL IDENTITY FROM THE FINANCIAL SERVICES SECTOR

CARTER BANK

In order to revitalize its brand without losing the values that define it, Carter Bank turned to Strum Agency. The rebrand, which aimed to reposition the firm for future growth, included a new logo that reflects connection and strength, a clear and warm brand voice and interlocking letterforms that evoke trust and unity. "The rebrand is competent and community-focused," noted one judge.



BEST VISUAL IDENTITY FROM THE FMCG SECTOR



GENERAL MILLS, INC.

To safeguard its future by appealing to modern families, General Mills decided to conceive an identity update for its baked goods brand, Pillsbury, that delivers across all touchpoints. The new brand ecosystem, 'Roll With The Real', helped establish a warm, down-to-earth and relevant tone for the brand. Hoping to also bring about instant recognizability by leveraging its heritage, the project saw clever evolutions made to its Doughboy mascot and barrelhead logo, which both now use motion to unlock merchandising opportunities that deepen bonds with consumers. Elsewhere, the classic Pillsbury blue palette is complemented by the addition of fresh blue, dough cream and baked pastry orange.

The project resulted in an 80% increase in digital video effectiveness and has amassed a remarkable 1.3 billion impressions across all media platforms since launch. One judge commented, "When many brand evolutions are 'bland' evolutions, Pillsbury stands out. Poppin' fresh!"

BEST VISUAL IDENTITY FROM THE FMCG SECTOR

COLGATE-PALMOLIVE

By transforming more than 200 global packaging stock-keeping units, Colgate-Palmolive hoped to effectively convey its Total brand's proposition. The revisions included an update to the logo, which now expresses a sense of fluidity. Its rainbow spectrum, meanwhile, was modernized to highlight the product's multi-benefit approach. "The visual identity does for the brand what the product does for the teeth: it's now cleaner, fresher and brighter," noted one judge.



BRONZE



PEPSICO – GATORADE HYDRATION BOOSTER

PepsiCo's new Gatorade Hydration Booster, a premium electrolyte powder, required a distinctive visual and structural identity that remained rooted in Gatorade's brand DNA. To achieve this, the packaging design features a central hydration booster descriptor, with the Gatorade bolt and wordmark placed on a vertical axis to enhance visibility. Energetic and flavor-forward, the packaging impressed judges with its "modern and cohesive" nature.

BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR



YUM! BRANDS AND ROWE

Yum! Brands and ROWE crafted an unapologetically bold visual language for Saucy, a new restaurant concept by KFC that aims to appeal to Gen Z. Its visual identity was created in tandem with the physical store environment, meaning the brand needed to tell a compelling story while also supporting long-term growth. The end result is a brand that places the restaurant's 11 signature sauces at its heart and unapologetically teems with main character energy.

Bold, hip and highly energetic, Saucy has the potential to take the fast food industry by storm, and has already racked up 2.4 billion earned media impressions. Judges were in awe of its "strong, fun and engaging" identity, as one described it. Another judge praised it as "a saucy visual identity that looks so good you can taste it!"

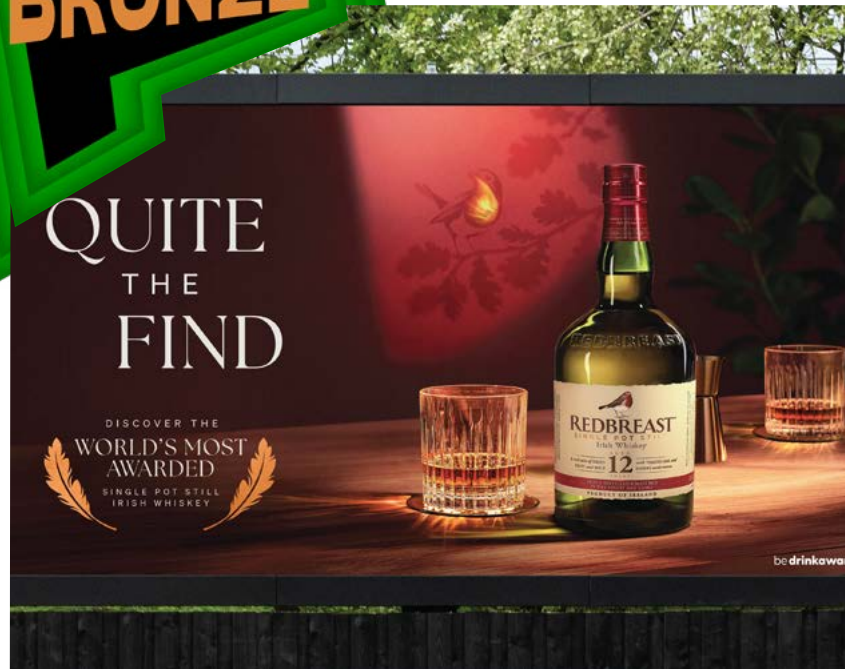
BEST VISUAL IDENTITY FROM THE FOOD AND BEVERAGE SECTOR

LOBOS 1707 AND LANDOR

Landor was brought onboard by Lobos 1707 to devise a new visual identity that could match the tequila brand's untamed spirit. The project saw the use of dreamlike photography and a vibrant orange bottle label to push the company into a position where it could enter markets worldwide. One judge described the rebrand as "beautifully executed".



BRONZE



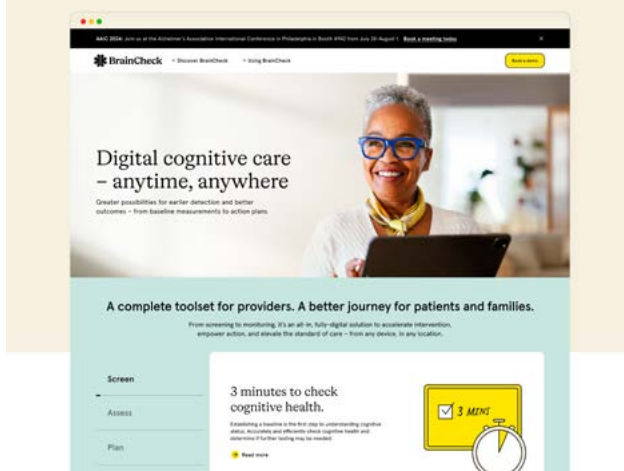
PERNOD RICARD AND WMH&I

With Pernod Ricard's single-pot still Irish whiskey brand Redbreast gaining traction in international markets, it called on WMH&I to elevate the brand to match its product's premium nature. The brand's visual world was brought to life by transforming the Robin's red breast into a single drop of whiskey. "I love the strategic approach of linking the robin to the beverage," said one judge.

BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR



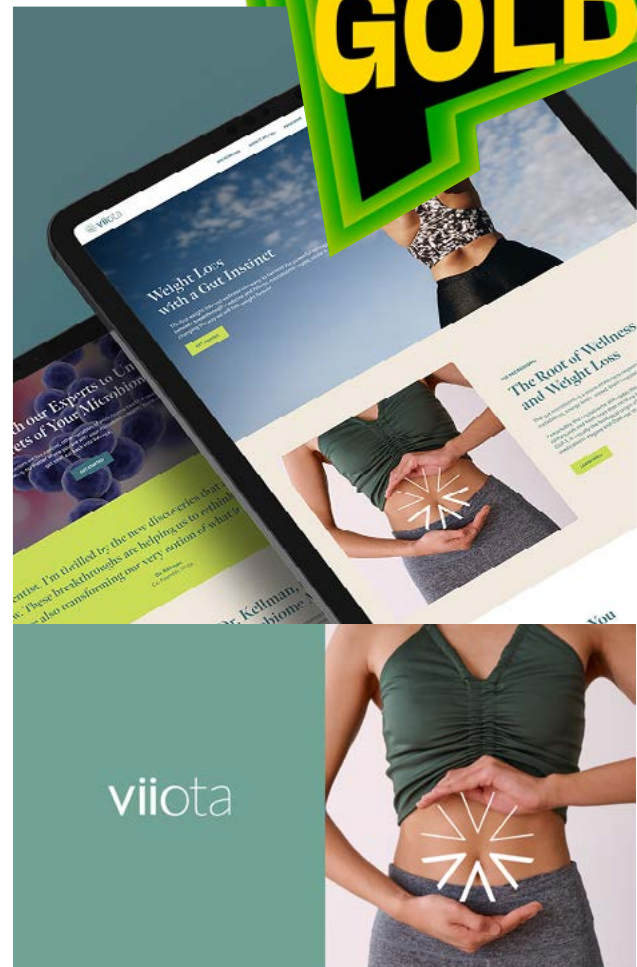
Don't raincheck
the **BrainCheck™**



BRAINCHECK AND METADESIGN

In a bid to challenge the sterile visuals and clinical detachment seen in competitor brands, digital cognitive assessment pioneer BrainCheck underwent a rebrand at the hands of MetaDesign. The new identity needed to balance scientific rigor with a more human touch, which the brand agency achieved by crafting a sophisticated and versatile design system. Its bright sun yellow color now leads the way with its energy and warmth, while the adoption of a clean typography adds practicality. Elsewhere, greater authenticity is added to the brand through the use of real-world photography.

Armed with this new strategic tool, BrainCheck has since elevated its market presence, strengthened its partnerships and become more compelling across all audiences. One judge said, "This rebrand beautifully balances scientific rigor with emotional intelligence."



VIIOTA AND STARFISH CO.

Born to challenge convention and redefine what health transformation can look like, Viiota is a new brand in the weight loss and wellness category. The company heals the body from the inside out by restoring the gut microbiome. Starfish Co. was brought on board to design a visual identity capable of helping Viiota stand apart, which was achieved by crafting a brand that embodies scientific elegance and transformation. The identity successfully highlighted Viiota's credentials and emotional warmth through the adoption of modern typography and a gender-neutral color palette.

Having now completed its prelaunch marketing campaign, the company is ready to seek angel and seed-level investors with a sleek identity that judges praised for being "colorful", "authentic" and "optimistic". One judge described it as "an intellectually solid brand concept built on the intersection of GLP-1 science and microbiome wellness."

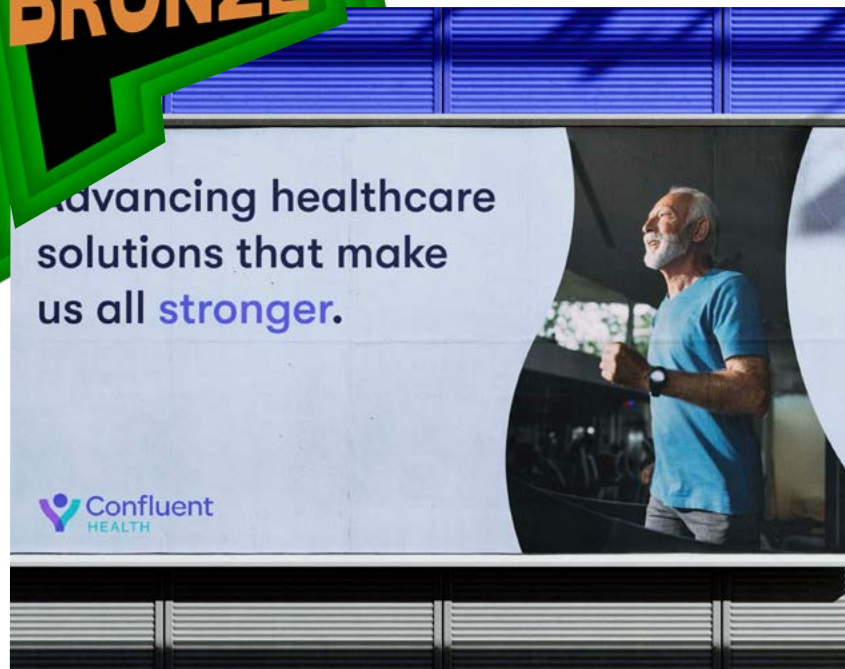
BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

ONVIDA HEALTH AND MONIGLE

Following a tricky spell that included a failed merger, Yuma Regional Medical Center felt now was the time for a rebrand. Monigle crafted Onvida Health, an optimistic and forward-looking brand designed to embed purpose and values at the core of organizational culture. Judges were impressed by the "authentic" and "joyful" visual identity, which included a fresh color palette and a clean wordmark.



BRONZE



CONFLUENT HEALTH AND BRANDPIE

One judge described Brandpie's rebranding of Confluent Health as "a meaningful modernization of a sprawling, fragmented brand architecture." The project centered around repositioning the organization as a group of physical therapy clinics that prevents injuries and strengthens workplace health. Evoking empowerment, support and progress, the new identity resulted in a 94% increase in website sessions year-on-year.



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BEST VISUAL IDENTITY FROM THE HEALTHCARE AND PHARMACEUTICAL SECTOR

ONPOINT AND FAZER

In an industry replete with clichés, healthcare technology firm Onpoint sought to be different. By reimagining the brand around the idea of a human-centered journey, Fazer successfully merged warmth with technical precision. The revised identity incorporates a vibrant blue color palette, ultra-clean typography and sophisticated iconography. "A confident rebrand that enhances brand perception and clarity," praised one judge.



BEST VISUAL IDENTITY FROM THE HOSPITALITY SECTOR

GOLD



BRE HOTELS & RESORTS AND BRAND BUREAU

The merging of 24 North Hotel and The Gates Hotel, two neighboring properties by BRE Hotels & Resorts, resulted in the need for a new and cohesive brand identity that could differentiate the new entity. Brand Bureau's work offered travelers the Key West culture, but reframed with a New Town sensibility. Enter Blue Flamingo Resort, conceptualized as a spirited hideaway for those in the know. The visual identity saw the famous Floridian bird reimagined in rebellious blue, reflecting the resort's twist on the classic island experience. Elsewhere, hand-crafted elements, such as the logo, were used to signify its high-quality yet approachable guest experience.

"Absolutely outstanding new branding," praised one judge. "I am OBSESSED! It looks premium, yet fun, fresh, modern and on-trend. This made me want to book a trip to the Blue Flamingo!"

BEST VISUAL IDENTITY FROM THE HOSPITALITY SECTOR

SIZZLER AND TAVERN AGENCY

"Fresh, modern, youthful, fun, cool and clean" was how one judge described Tavern Agency's rebranding of US dining icon Sizzler. The project revolved around a nostalgic redesign with modern twists, featuring bold elements such as its Ribby Ribeye mascots and a striking new restaurant concept. The project was so successful that it resulted in a 73% increase in social media engagement post-rebrand.



BRONZE



BECCA



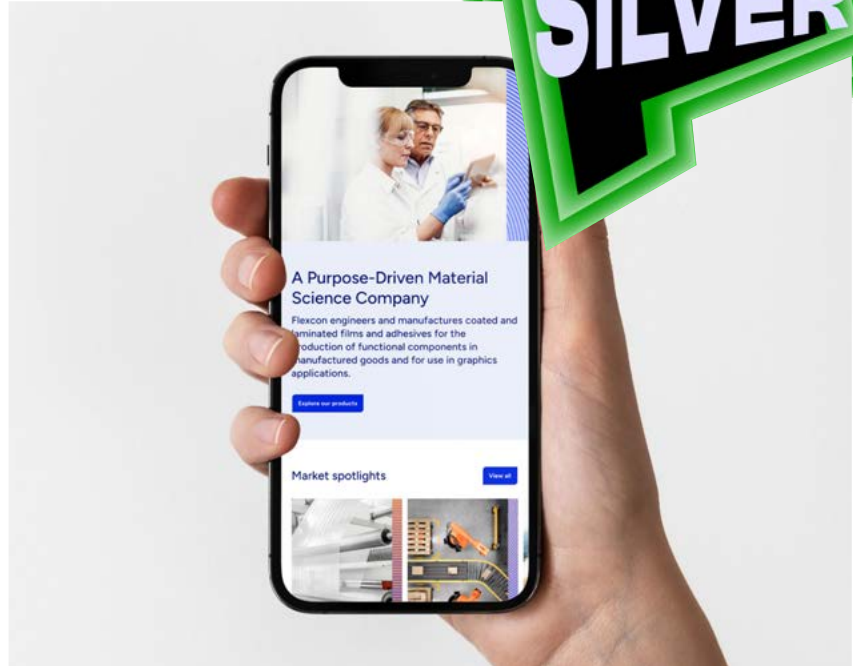
BECCA AND PROPHECY

Prophecy crafted an identity for Becca that balances premium detail with expressive charm. Connecting the brand with Parrish Co., the visual system incorporates a crisp, modern logo, bold colors and a type style with attitude. With more than 1,000 users on day one alone, the rebrand smashed expectations. Judges praised the work for being dynamic, unique and fresh.

BEST VISUAL IDENTITY FROM THE INDUSTRIAL AND AGRICULTURAL SECTOR

FLEXCON AND METADESIGN

MetaDesign sought to reflect the energy and spirit inherent to Flexcon when crafting its rebrand. From the new core purpose of 'Advancing bonds, innovation and our world', Flexcon's new identity comprises optimism and creativity, as demonstrated by its lively blue color palette and eye-catching, layered brandmark. Judges agreed this new design would help the company stand out in a competitive marketplace.



BAYER CROP SCIENCE AND HLK

Vyconic Soybeans were created by Bayer as a major advancement in weed control, and so needed the help of HLK to shift its narrative to 'adapt as you grow'. The design system, which aims to reflect the solution-seeking mindset of today's soybean producers, includes dynamic symbols and a logo that reinforces both scientific rigor and adaptability. One judge said the project "hit the mark".



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



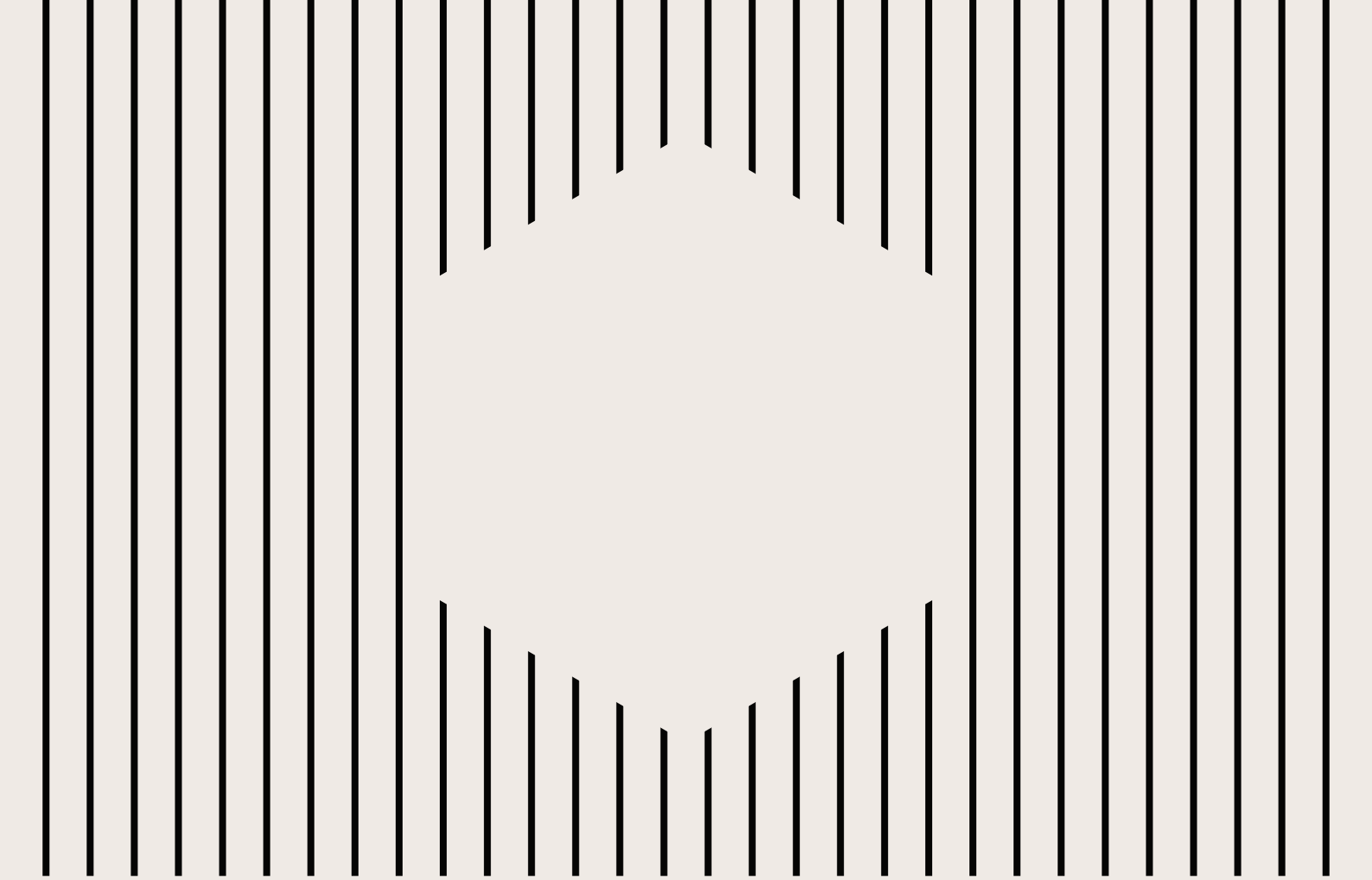
COLLABORATION



WEST MONROE AND MONIGLE

Global business and technology consulting firm West Monroe needed a new brand identity to reflect its unique DNA of collaboration and values-driven leadership. Monigle was brought on board to create a brand that amplifies the firm's no-nonsense attitude, which it achieved by focusing on its staff's fast, personal and collaborative work patterns. Centering the brand strategy around the concept of 'value accelerator', Monigle crafted an energetic and dynamic visual identity that demonstrates West Monroe's ethos across digital, print and physical space.

The new identity was well received internally, with the value accelerator concept showing up in internal meetings, recruiting conversations and client engagements. Elsewhere, the brand launch and campaign resonated with clients and drove double-digit increases in website traffic. "It feels exciting and memorable," said one judge. "It is a fresh take on the category that breaks through the clutter."



NEXT

The walls were bare now. Boxes stacked by the door, labeled in a rush. She stood in the middle of the room, listening to the echo.

Across the street, in a lit window, she caught a glimpse of herself, laughing, unpacking, moving in. The couch was already there. A mug sat on the counter. Music played.

It wasn't a dream. It was next.

She smiled, turned back to the boxes, and picked one up.

Some moves happen in a day. Others start the moment you see where you're going.



prophecy

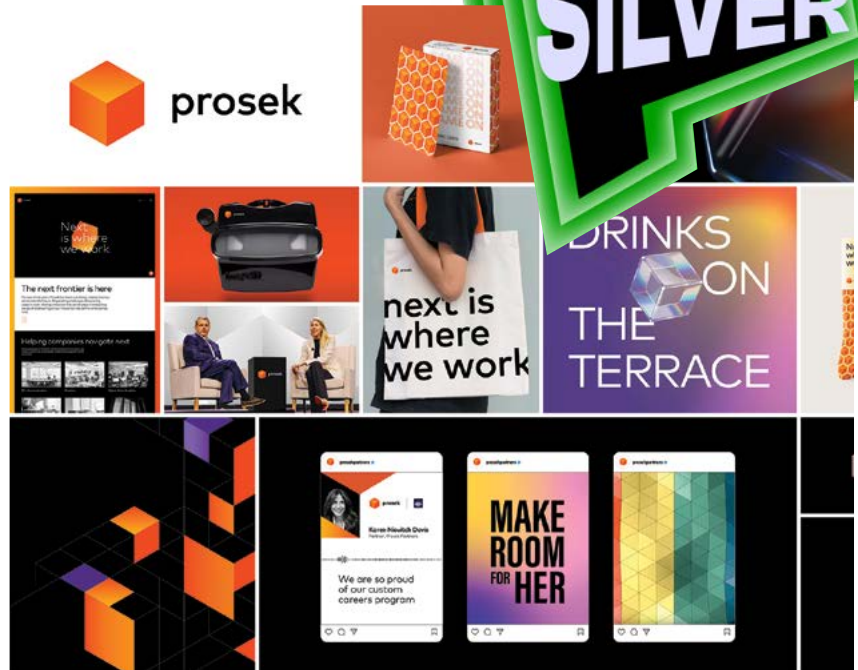
prosek.com/prophecy/stories

Next is where we work.

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

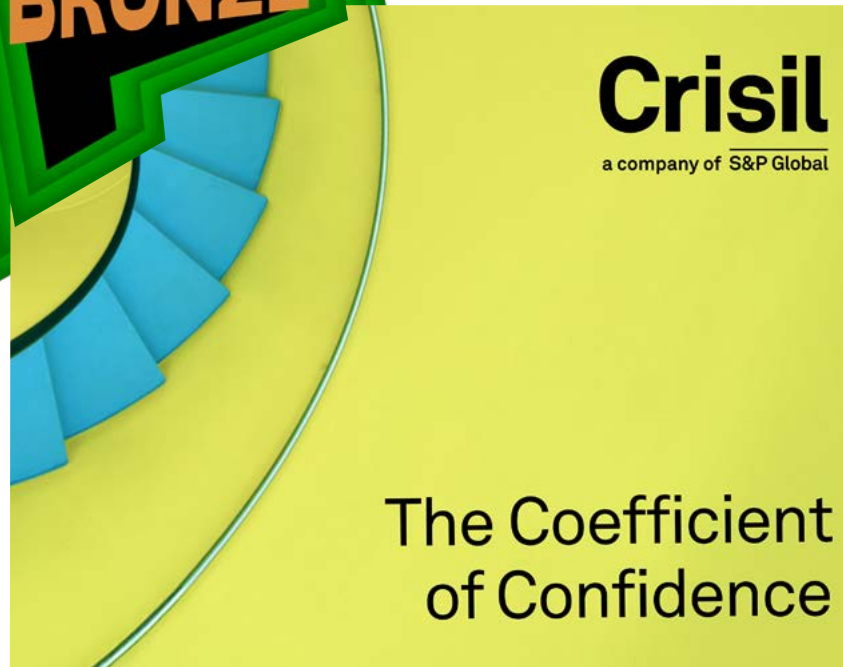
PROSEK AND PROPHECY

Moving on from operating merely as a financial PR firm and entering the realms of digital, design, sports and hospitality, Prosek sought the help of Prophecy to reflect this transition. With a bold new logo, typography that leads and a confident tone of voice, the design lends energy and cohesion to every touchpoint. "A good evolution of the brand," noted one judge.



SILVER

BRONZE



CRISIL AND STARFISH CO.

S&P Global's CRISIL, a pioneer in India's credit ratings and analytics industry, turned to Starfish Co. to design a new, globally competitive visual identity. Using bold and clean visuals, the project includes a new logo system that ties every business unit to the masterbrand. Meanwhile, the new brand platform – 'The Coefficient of Confidence' – acts as a bold articulation of CRISIL's core values.



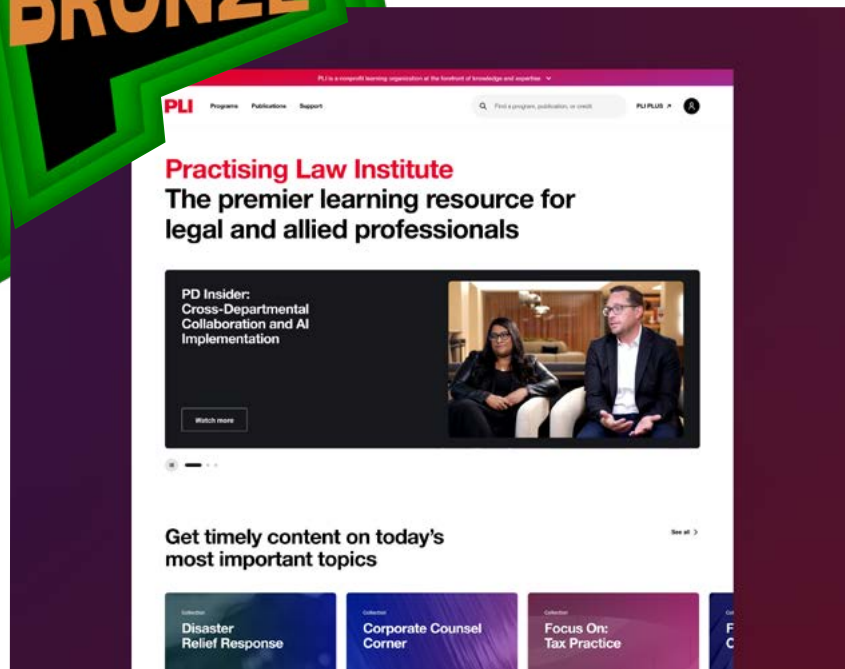
Bogged down by intense competition, boutique and specialist law firm Axinn required a brand transformation capable of integrating all aspects of the firm under a single identity. Calling on Living Group for help, the project started with an in-depth discovery phase that crucially led to new guiding principles. Forming the foundation of Axinn's new brand strategy, they outlined the new brand values that heavily informed the resulting visual identity. Along with leveraging a sophisticated color palette and an elegant serif typography, it incorporated a smart 'a' avatar that acts as an official seal of the Axinn brand.

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

ADAMS & REESE AND STARFISH CO.

Operating in an industry full of overused visual tropes and generic messaging, law firm Adams & Reese opted to create a new visual identity with the help of Starfish Co. that could speak to the firm's value as a trusted advisor. The ampersand featured heavily in the revised identity, acting as a graphic symbol of partnership and momentum. "Bold, simple and honest," said one judge.



PRACTISING LAW INSTITUTE AND WORK & CO

Work & Co's reimagining of Practising Law Institute's online experience needed to ensure it took the brand's loyal users along with them on the journey. The color palette – centered around PLI's iconic red – was then expanded to distinguish subjects, therefore allowing users to visually connect to the content. "Brilliant work!" said one judge. "The clear visual hierarchies make complex information easy to read."

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR



FEAST AND JOE SMITH

Faced with an evolving local food landscape, Charlottesville gourmet grocery Feast turned to Joe Smith to evolve its brand and be loved once again by shoppers. In order to reignite that enthusiasm, the project crafted a 'mani-feast-o' to inform potential customers that, if you give Feast your lunch break, they'll give you a feast for your senses in return. To back up this sentiment, Joe Smith evolved its already friendly visual identity by installing elegance and freshness. The new typography, for instance, adds to the brand's artisanal feel, while a series of 'Five Senses Signature Illustrations' set the tone for enriching experiences.

The redesign was a complete success, with an increase in daily in-store sales and average basket size post-launch. "Feast is an absolute standout," said one judge. "It's rich, joyful and bursting with storytelling across every touchpoint. The identity feels alive, deeply rooted in purpose and irresistibly inviting."

BEST VISUAL IDENTITY FROM THE RETAIL SECTOR

CUISINART AND METADESIGN

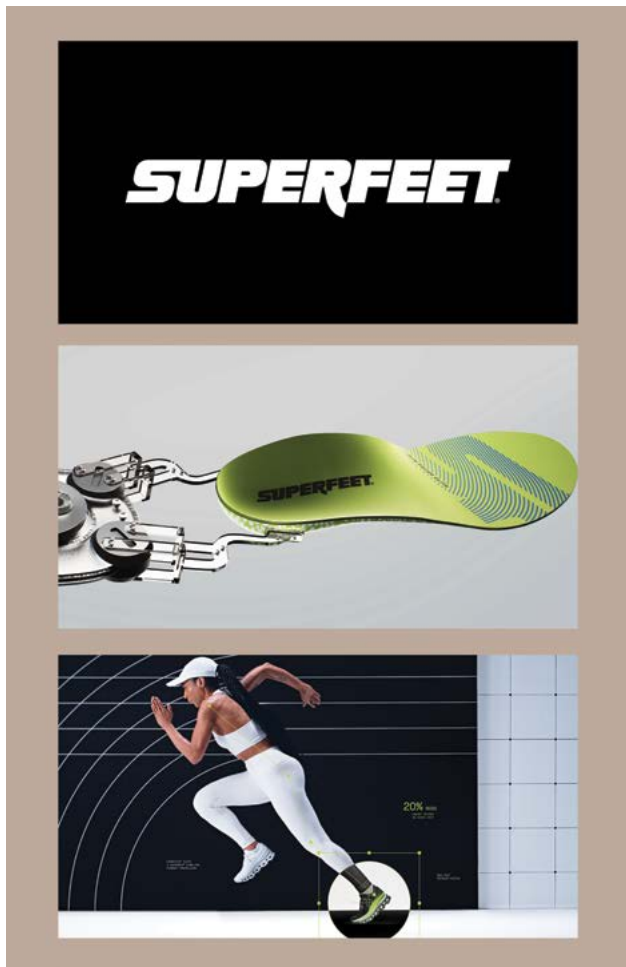
In order to resolve the disconnect between Cuisinart's reputation and brand experience, MetaDesign crafted a new visual identity that balances modernity and heritage. A custom wordmark, refreshed color palette and expressive typography all helped engineer a cohesive identity that one judge described as "clean and professionally executed".



FERROUS LIGHTING AND FAZER

Hoping to push back against a retail landscape dominated by either sterile minimalism or overly decorative aesthetics, Ferrous Lighting called on Fazer. The project was anchored around the tension between old-world craftsmanship and contemporary design, leading to a distinctive and authentic visual identity. The new wordmark includes custom letterforms, while the accompanying icon evokes the impression of forged metal. "A strong, conceptually cohesive rebrand," said one judge.

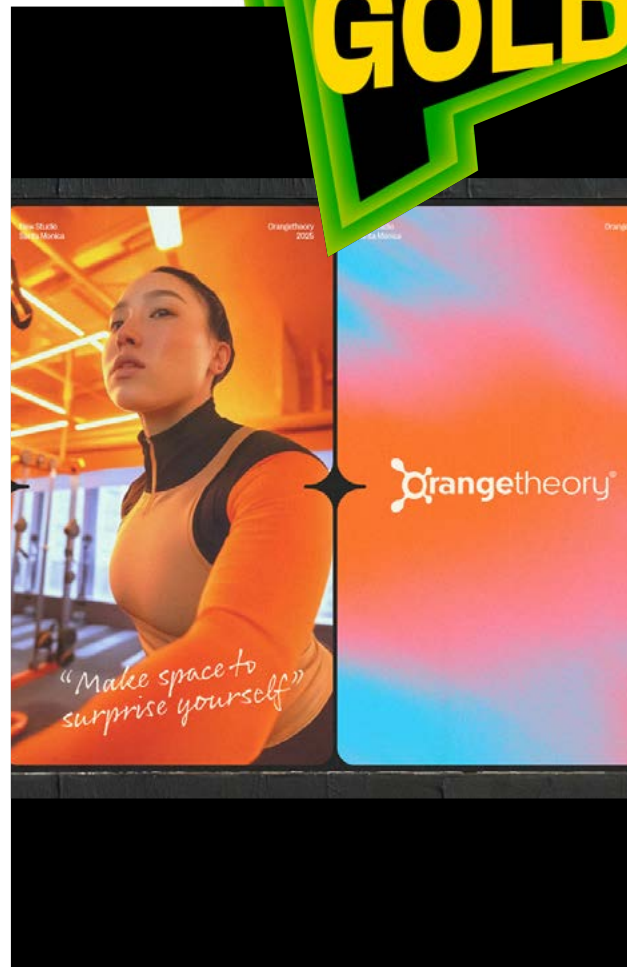
BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR



SUPERFEET AND MLTINYC

With consumer expectations evolving and the market shifting toward more lifestyle- and performance-driven narratives, global leader in biomechanically driven insoles Superfeet needed a modernized brand. MLT NYC was required to balance its legacy with a new focus on sport performance, which it achieved through its new brand positioning, 'Performance Amplified'. The revised brand incorporates a new logo that evokes speed and movement, while its neon super-green palette was inspired by its green insole. Meanwhile, the photography captures diverse, high-performance athletes across sport, industrial and city contexts.

Judges were unanimously impressed with the "super-high-tech" design, as one judge described it. Another added, "A brand transformation that all involved should be proud of. Every element felt purposeful and carefully curated, and I greatly appreciate the thought that went into every choice, from the logotype to messaging."



ORANGETHEORY FITNESS AND FURTHER

Despite being a brand that's easy to recognize, Orangetheory Fitness wasn't deemed to be a lovable brand. Dated and rigid, its identity was being usurped by competitors that focused on forging emotional connections. Keen to retain the brand equity that had been built up over time, while also unlocking the company's energized spirit, Further crafted a visual identity that pulsed with color and movement. Dynamic gradients were added to the palette, a modular motion language was designed and typography was refined to bring about clarity as well as impact.

The project's success was evident from the fact that more people attended Orangetheory Fitness studios post-launch. "I really love the new branding," said one judge. "It's super-attractive, modern, fresh and on-trend, but also relatable to many generations!"

BEST VISUAL IDENTITY FROM THE SPORTS AND LEISURE SECTOR

NEW YORK GOLF CLUB WITH LANDOR AND THE PREFERRED LIE

Landor and The Preferred Lie crafted a bold, blue visual identity for the New York Golf Club that fuses the sport with the Big Apple. For instance, its 'birdie' concept plays on New York state's eastern bluebird and the golf terminology for going under par. In addition, the typeface harks to the city's classic typographic treatment, while the circle around the bird references the NYC subway system. One judge described the work as "amazing".



SHAKESPEARE, BY PURE FISHING, INC. AND BOLTGROUP

Pure Fishing partnered with BOLTGROUP to reimagine its Shakespeare line of fishing gear to draw back relevance. Infusing the brand with modern elements, BOLTGROUP crafted a versatile toolkit that provided a unified framework for product design, packaging and marketing. "The new branding is much more modern, creative, fun and youthful," said one judge.



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BEST VISUAL IDENTITY FROM A STARTUP



TOI AND LIVING GROUP

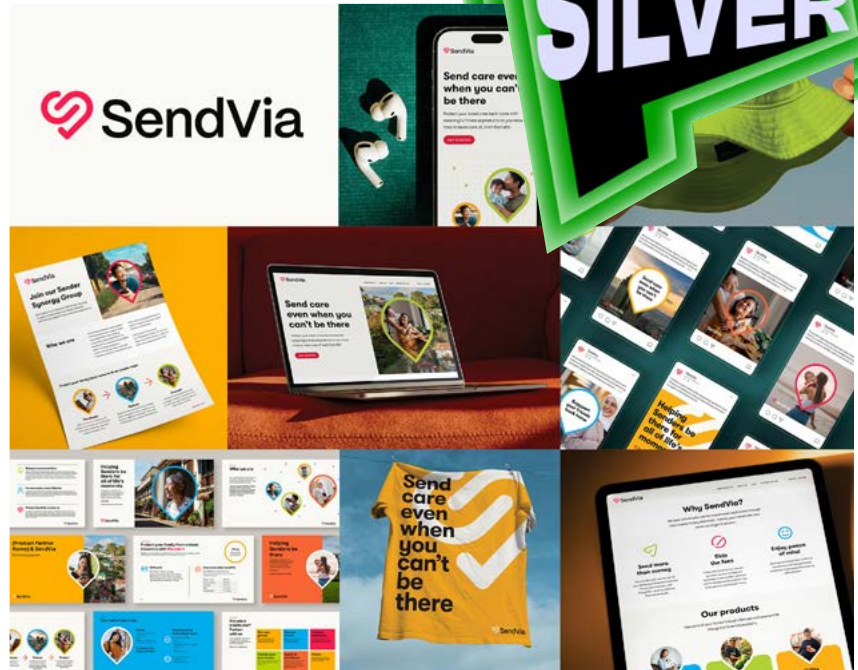
With stark competition in the field of blockchain technology, startup TOI needed a strong visual identity that would allow it to stand out. Living Group remedied this by devising an identity that was simultaneously creative, clear and cool in nature. The name – inspired by the recently discovered planet TOI-700 – fed heavily into the visual identity design, which became centered around the perfect sphere in the logo that reflects boundless versatility and agility. This successfully pushes boundaries within the blockchain industry and provides a fertile platform from which the brand can represent a force for change.

The visual identity hit the mark and signals the arrival of a transformative force within the industry. "The visuals are perfectly aligned with the project's purpose and sets the company up for a strong future. Well done!" said one judge.

BEST VISUAL IDENTITY FROM A STARTUP

SENDVIA AND AGENDA

Aimed at redefining how diaspora communities support their families by offering an alternative to traditional remittances, SendVia needed a brand identity that would build trust. Agenda achieved this by anchoring the brand around the idea of thoughtful and transformative care. The logo integrates a heart symbol, while the 's' and 'v' shapes cleverly nod to the brand name. "An intelligent and well-executed project," said one judge.



BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR



GAMESTOP AND WMH&I

The world's largest gaming retailer, GameStop, sought the help of WMH&I to craft a new customizable controller brand that could appeal to a younger audience. Enter Candy Con, a bold and joyful gaming accessory designed to deliver fun. Informed by the emotional truths of multiplayer gaming, WMH&I positioned the brand as the ultimate second controller, rather than as a rival to 'elite' controllers. Allowing the project to therefore move away from gamer tropes, the controller takes cues from pick 'n' mix counters, featuring a bold and bubbly logo. This is added to with layered candy textures, vibrant gradients and dynamic 3D renders to highlight mix-and-match capabilities.

Selling out across the US and Canada within the first month, Candy Con instantly became GameStop's most successful controller launch ever. "I absolutely love this branding!" praised one judge. "It's super-youthful, fresh, innovative and creative, yet modern and clean."

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

CICERO AND AGENDA

AI-driven roleplay platform Cicero helps employees practice workplace interactions. It needed a compelling story and visual identity, which Agenda crafted from the idea 'Master the unexpected'. The visual identity captures the realistic nature of the avatars and the fluidity of conversation, leading to a brand that looks and sounds as exciting as the AI-powered platform itself. "It feels premium and fresh," praised one judge.



PRIME DATA CENTERS AND STARFISH CO.

Prime Data Centers, a global provider of custom-built data centers, built a new brand platform with the help of Starfish Co. that positions the firm as a premium, boutique partner. Sleek and sophisticated, the identity includes a bold, architectural logo that anchors a minimal system. Natural tones and a modern typeface also strike a balance between energy and sustainability, leading one judge to describe the work as "elevated, sharp and clean".

BEST VISUAL IDENTITY FROM THE TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS SECTOR

BLUETOOTH AND TENET PARTNERS

Tenet Partners was charged with transforming tech brand Bluetooth by demonstrating its full scope and richness. From its vision of 'Creating a better world through connection', Bluetooth's new look incorporates careful color palette and imagery choices to allow for clear distinction between consumer and business audiences. "I really like the new branding and love the new messaging," said one judge.



BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

GOLD



VISIT GREATER PALM SPRINGS (VGPS) AND STARFISH CO.

Coachella Valley's official tourism marketing agency, Visit Greater Palm Springs (VGPS), aims to promote the region as a unique and diverse destination to the world. But the area was perceived as an exclusive destination for wealthy individuals and families. It tasked Starfish Co. with creating a new campaign that dispels these myths, which it accomplished by showing off Greater Palm Springs as a hip and quirky destination. Named 'Escape Your Ordinary', the campaign's visual identity introduces a new palette that is bright, chic, retro and fresh, while a whimsical and memorable font was also incorporated. Videos and stills were layered to create artful collages to show off the uniqueness of activities in the area.

The project exceeded the board's goals and hit all KPIs. "A stylish and charming campaign that successfully repositions Palm Springs as youthful and culturally rich," praised one judge.

BEST VISUAL IDENTITY FROM THE TRAVEL AND TOURISM SECTOR

TRAVLY AND FAZER

Despite millions of engaged Gen Z followers across its social accounts, Travly failed to translate this attention into bookings. Fazer solved this problem by reimagining the booking experience as a continuation of the adventure. The new visual identity is anchored by the paper airplane as a simple mark that reflects the handmade spirit of adventure. "The refreshed logo and vibrant palette will improve brand perception," said one judge.





SPECIAL RECOGNITION



BRAND STRATEGIST OF THE YEAR



DAVID SHEEHAN, LANDOR

'Jack-of-all-trades' strategist David Sheehan has long been recognized by his peers as an innovator, someone who is never content with letting the way things have always been done be the default way forward. This has been demonstrated in his work for some of the world's largest retailers including Walmart, P&G, SC Johnson and The Coca-Cola Company. Take the brand experience he created for M&M'S Berlin store, which allowed visitors to celebrate their true selves through its 'Kaleidoscope' strategy, as just one example of his creative prowess. It is through his 'Experience Expedition', where clients are taken on a curated retail tour, that David convinces brands to undergo fearless brand evolutions.

One of David's Landor colleagues described him as an "extraordinary brand strategist who is empathetic, persistent and curious." The colleague added, "He is a true team player who is always open to helping his colleagues and pushing the team to do its greatest work." He was also recognized as an outstanding strategist by Transform's judges, who praised him for his "versatility" and "future-facing" approach to branding.

CREATIVE DIRECTOR OF THE YEAR



LUIS JUAREZ, LANDOR

Visionary Luis 'Lucho' Juarez is much more than a motion creative director. He is the driving force that transforms ideas into branding masterpieces. Renowned for his ability to blend technical know-how with inventive artistry, Lucho has redefined what's possible in animation for some of the world's leading companies, including The Coca-Cola Company, P&G, Kellogg's, SC Johnson and Abbott Labs. His work is not only visually striking but also strategically powerful, pushing brands to new creative heights.

Lucho's leadership has reinvigorated Landor's motion design team, cultivating a culture of collaboration, experimentation and growth. A natural mentor, he actively empowers the next generation of designers by hosting workshops on animation, AI and industry-best workflows, ensuring emerging talent thrives. Known for his empathy, generosity and fearless curiosity, Lucho unites global teams and inspires peers and clients alike. One judge described him as "a wonderful example for the next generation of creatives to learn from".

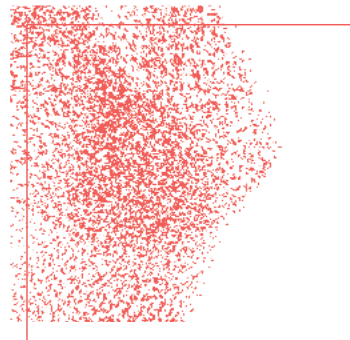
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YOUNG CONTENDER OF THE YEAR



SAUL OSUNA, LANDOR

'Architect of tomorrow' Saul Osuna brings the eye of a creative and the soul of a photographer to every project he touches. Based in Mexico City, he has shaped brands across North America, South America, Europe and Asia, crafting emotionally resonant identities that bridge cultures and inspire connection. His approach fuses visionary ideas with functional simplicity, resulting in sophisticated, purposeful design that elevates experiences across print, digital and spatial platforms.

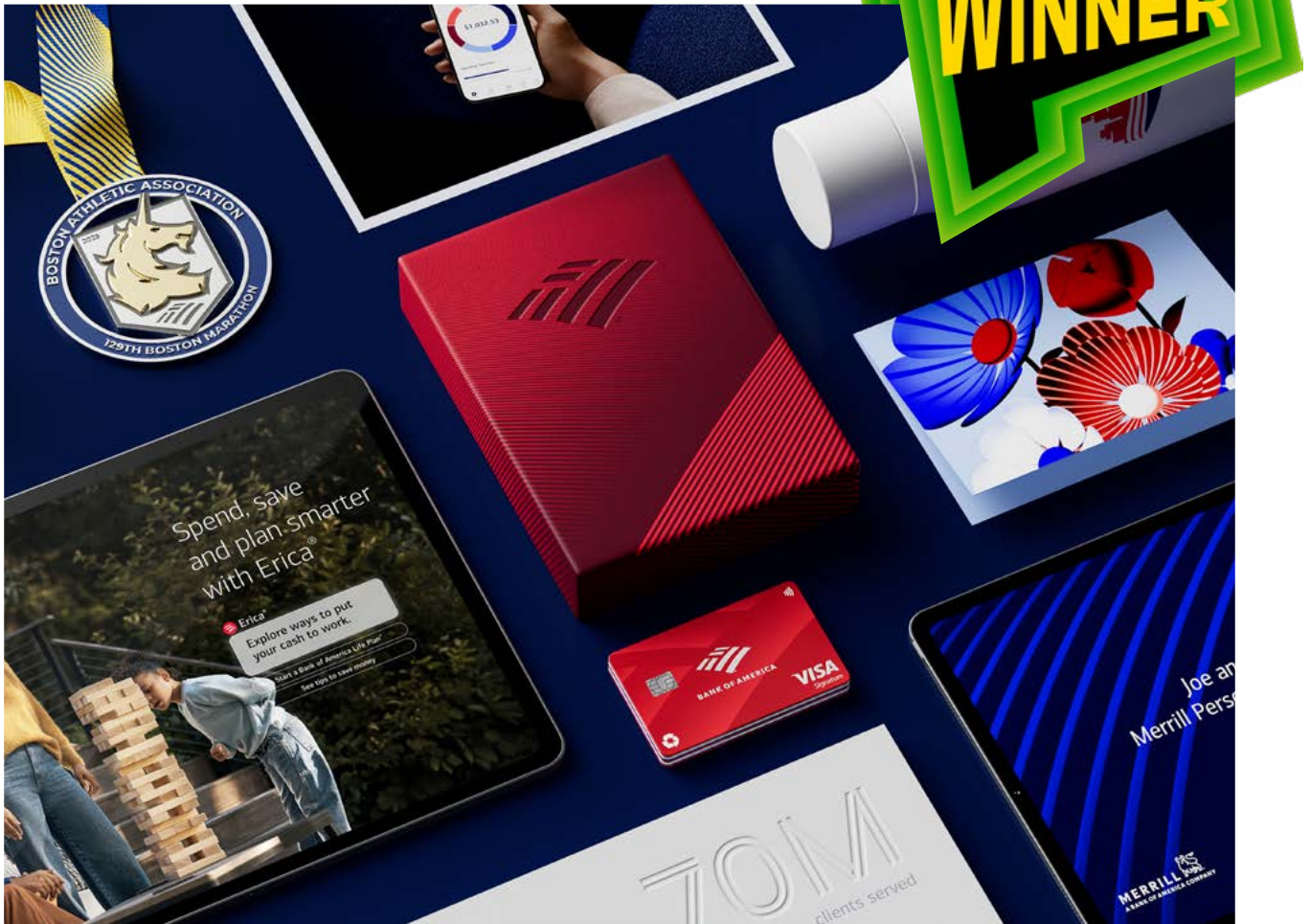
Saul's work has been recognized globally. He has been featured in Best of Behance more than 35 times, published in leading design anthologies from Mexico to China and highlighted by Adobe Creative Cloud for his rebrand of Mora. Beyond accolades, his influence is deeply felt within Landor and the creative community, where he mentors emerging talent and uplifts collaborators through his contagious passion. The agency's executive creative director, Paulina Reyes, described Saul as "not just a talented designer, but also a thoughtful, highly observant and infinitely creative individual." Judges agreed, with one suggesting Saul is "absolutely one to watch, not just for the future, but today as well".



GRAND ACCOLADES



BEST OVERALL VISUAL IDENTITY



BANK OF AMERICA AND LIPPINCOTT

With more than 69 million clients, Bank of America is one of the US' largest financial institutions. It empowers individuals, businesses and communities alike by asking: What would you like the power to do? But despite its undoubted size and scale, the company was struggling to stand apart in one of the country's most highly regulated and competitive industries. Bank of America needed an update to put distance between itself and competitors.

Lippincott took up the mantle of refreshing its visual identity system by doubling down on what makes Bank of America distinctive: its Flagscape symbol. A powerful representation of accomplishment and ambition, the flag also has an inbuilt sense of movement and dynamism. The Flagscape now acts as the cornerstone of the brand's entire visual language, and is capable of being deconstructed and recombined for endless expressive possibilities. Lippincott's clever

design therefore allows Bank of America to show up in ways that match the moment and audience.

A clear standout amongst the Transform Awards North America's visual identity categories, the project has set new brand design standards for the financial industry. With Bank of America already enjoying higher levels of trust and engagement as a result of the brand update, judges were full of praise for the project. "A great translation of the brand DNA," commented one judge. "It feels distinct, but broad enough to appeal to a variety of audiences." Another judge added, "It's really beautiful and definitely captures the essence of the brand in its entirety. It's working to make its industry more beautiful and fun!"

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GRAND PRIX



YUM! BRANDS AND ROWE

Legendary fast food restaurant chain KFC was grappling with a steady decline in its ability to attract new, inspired guests – especially from Gen Z. In order to reassert its relevance, Yum! Brands called on Rowe to craft a new brand that could appeal to youngsters. More than a refresh, Saucy was created as a revolutionary, full-throttle alternative to the crowded landscape of quick-service dining.

The restaurant's USP is its reimagining of the chicken tender, one of KFC's most well-known and iconic offerings. But from a design perspective, it is the 11 customizable signature sauces that star, bringing a unique boldness to the Saucy brand. In fact, it was this very spirit of flavor exploration the led to the name, which is complemented by an unapologetically bold visual language. With Rowe also navigating complex architectural details to deliver a tech-forward guest

experience, the project extended far beyond traditional restaurant design.

The outcome was a restaurant phenomenon that could change how the world does fast food. From CNN to Business Insider to Transform's judges, praise has been heaped on KFC's new sub-brand. And why not for a project that has received more than 2.4 billion earned media impressions since launch? One judge said, "Saucy is a standout brand in a crowded category. It's on target for the demographic, with the potential to grow into a major brand in its own right!"

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