

2020  
transformawards  
north america

WINNERS BOOK

DeSantis Breindel

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Thank you to our clients

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# Welcome



Brittany Golob  
Editor in chief, Transform magazine

Excellence in rebranding and brand development requires companies to understand their audiences and deliver creative, exciting work that fits with their corporate strategy. This has never been more important. And this year's winners of the Transform Awards North America have certainly delivered.

Every winner demonstrates excellence in their use of creativity, strategic planning, design and effectiveness. Our 'grand prix' winner, Yale, responded to a change in the demands placed on its sector with a clear new brand geared for the future. The 'best overall visual identity' winner, Move United, impressed judges with its impactful imagery and the way it is changing the conversation around disability in sports.

But all of this year's winners have brought something new to bear. Whether it was Thrivent Financial and its human-centric banking proposition or the Project Management Institute and its engagement of its internal audience or Onto and its excellent naming strategy, all of this year's winners should be proud of their achievements. Winning a Transform award means you have set the standard for excellence in rebranding and brand positioning. Congratulations to every one of this year's winners!

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# THE JUDGES



**Kelly Andersen**  
**Marketing director**  
**Wealth Continuum Group**

Kelly is the marketing director at Wealth Continuum Group, a financial services firm based in Connecticut. She recently took the agency through a complete rebrand. Kelly also works with individuals and teams in her company to create unique brand stories that correlate to their niche markets. Her true passion is to educate the advisers in her firm on social networking and social selling. Kelly is also a freelance marketer who assists small business owners with storytelling and channel management.



**David Ferreira**  
**Manager of city marketing and planning**  
**City of Mississauga**

David is the City of Mississauga's manager of city marketing and planning, and led the city's rebranding project in 2013. Along with brand promotion and reputation management, David also holds responsibilities for market research, citizen engagement, and business planning. He holds an MBA from Wilfrid Laurier University and an undergraduate degree from the University of Toronto. David is passionate about developing authentic, research driven marketing campaigns, storytelling and place branding.



**John Gambell**  
**Senior critic in graphic design**  
**and Yale University printer**  
**Yale University**

John received a BA in English from Middlebury College in 1971. From 1977 to 1979 he studied printmaking and graphic design at Wesleyan University and worked on a range of photographic printing projects under the direction of Richard Benson in Newport, Rhode Island. After receiving his MFA from Yale University in 1981, he served as graphic designer at the Yale University Printing Service. In 1987, John established a design studio in New Haven.



**Iain Hamilton**  
**Brand Consultant**

Iain has been building global brands since 1999 and has earned international praise for his work in transforming the brand dynamics of businesses. Iain has worked with agencies and client-side with a diverse range of organisations, from global corporations to family owned businesses. They hail from a wide set of industries including financial services, not-for-profit, technology and more. Iain frequently speaks to business audiences about enhancing brand performance to achieve tangible results.



**Preston Junger**  
**Co-founder**  
**Mile Square Labs**

Preston was an early Yelp employee and has previously worked for Yahoo!, IAC and Apple. He is the co-founder of Mile Square Labs which works with domestic and international startups on sales operations and growth objectives. He joined Yelp in 2008 to open its first New York office, bring the company through IPO and increase its revenue. Preston has a BA from the University of Vermont and is an active advisor and board director with several international accelerators, VCs, startups and blockchain companies.



**Steve Keller**  
**Sonic strategy director**  
**Pandora**

Steve is the sonic strategy director for Studio Resonate, Pandora's audio-first creative consultancy. He is recognized as one of the world's leading experts in the field of audio branding, blending art and science into award-winning audio strategies and creative content for a variety of global agencies and brands. With a degree in psychology and over 30 years of experience in the music and advertising industries, Steve's work explores the ways music and sound impact consumer perception and behavior.

# THE JUDGES



**Amanda Kicera**  
**Director of club branding**  
**Major League Soccer**

Amanda is the director of club branding at Major League Soccer where she supports the league's 24 clubs with brand development. From helping existing clubs clarify their purpose to building expansion brands, Amanda is passionate about creating emotional connections that strengthen fan engagement and grow the world's sport in North America. Previously, Amanda specialized in brand strategy at FutureBrand. She has built brands for a range of clients including American Airlines, Molson Coors and Tupperware.



**Dennis Thomas**  
**Senior director, global brand**  
**SAP**

Dennis is senior director, global brand at SAP where he manages all aspects of the company's design and visual experience. Prior to that, he spent over 25 years with brand agencies such as Siegel+Gale, Wolff Olins, and Superunion. He brings brands to life through a process both strategically driven and visually rich, assuring consistent expression and alignment across all touchpoints. He has designed and implemented programs for Caterpillar, Pfizer, American Express, DuPont, the Ford Foundation, HP, the US Air Force and many more.



**Yosef Veira**  
**Former brand manager**  
**Palm Bay**

Yosef is a brand marketer with experience managing consumer products in the wine and spirits industry. Specializing in brand innovation, packaging, omnichannel strategy and building and executing marketing programs both in the US and internationally. His brand management experiences include spirit brands such as Absolut Vodka and Chivas Regal and wines such as Portillo, Salentein, Bottega & Accademia Prosecco and Pere Ventura Cava.

# THE WINNERS

## CONTENT

### Best use of a visual property

**Gold – Thrivent Financial and Prophet**

Silver – Dianomi and Living

Bronze – Acertitude and Brandpie

Bronze – Celestial Seasonings and CBX

Bronze – Project Management Institute and Superunion

Highly commended – Mighty Healthy and CBX

### Best brand architecture solution

**Gold – Purina Mills and CBX**

Silver – Project Management Institute and Superunion

### Best use of copy style or tone of voice

**Gold – Move United and Superunion**

Silver – Thrivent Financial and Prophet

Bronze – Bromley's For Men and CBX

### Best brand experience

**Gold – Chicago Bears and HOK**

Silver – Save Mart and Shook Kelley

### Best use of packaging

**Gold – Tangible Play and Pearlfisher**

Silver – General Mills and Pearlfisher

Silver – Land O' Lakes and CBX

Bronze – Seedlip and Pearlfisher

Highly commended – Clorox and CBX

Highly commended – Live Real Farms and CBX

### Best wayfinding or signage

**Gold – State of Colorado and ArtHouse Design**

### Best use of audio brand

**Gold – Deloitte Touche Tohmatsu Limited and amp**

Silver – USA TODAY and Audio UX

Bronze – Noggin and Audio UX

Bronze – USAA and Sixième Son

Highly commended – what3words and Audio UX

### Best use of typography

**Gold – United Community Schools and Ultravirgo**

Silver – Move United and Superunion

Bronze – Wheatley Ranch and Designhouse

Highly commended – Dianomi and Living

Highly commended – General Mills and Pearlfisher

## PROCESS

### Best implementation of a brand development project

**Gold – MetLife and Prophet**

Silver – L3Harris and Thackway McCord

Bronze – Ayming and Kimpton Creative

### Best internal communication during a brand development project

**Gold – Project Management Institute and Superunion**

## STRATEGY

### Best creative strategy

**Gold – Move United and Superunion**

Silver – Project Management Institute and Superunion

Bronze – Hello Bello and Brains On Fire

Highly commended – Littler and DeSantis Breindel

Highly commended – Los Angeles Chamber Orchestra and Brandpie

### Best brand evolution

**Gold – ASSA ABLOY/Yale and GW+Co**

Silver – Land O' Lakes and CBX

Bronze – General Mills and Pearlfisher

Bronze – Thornton Tomasetti and DeSantis Breindel

Highly commended – Thrivent Financial and Prophet

### Best strategic or creative development of a new brand

**Gold – Hello Bello and Brains On Fire**

Silver – Move United and Superunion

Bronze – Happy Little Plants and CBX

Highly commended – Vicinity Energy and DeSantis Breindel

### Best development of a new brand within an existing brand portfolio

**Gold – Mastercard ID and Tenet Partners**

Silver – Applegate Well Carved and CBX

Bronze – Wakefern Food Corporation and Pearlfisher

Highly commended – Choice Hotels and Labbrand

### Best naming strategy

**Gold – Onto and Thackway McCord**

Silver – Move United and Superunion

Bronze – Choice Hotels and Labbrand

Bronze – Stanford Global Health and Catchword Branding

# THE WINNERS

## TYPE

### Best corporate rebrand following a merger or acquisition

**Gold – Move United and Superunion**

**Gold – Onto and Thackway McCord**

Silver – L3Harris and Thackway McCord

Silver – Quaker Houghton and DeSantis Breindel

Bronze – Voyant Beauty and 50,000feet

### Best brand development project to reflect changed mission, values or positioning

**Gold – ASSA ABLOY/Yale and GW+Co**

Silver – Project Management Institute and Superunion

Bronze – Dianomi and Living

Bronze – Scholle IPN with BI\_nk Studio,

Kim Mannes Abbott and S Group

Highly commended – iMerit and Sköna Advertising

Highly commended – Five Lakes and Solid Branding

### Best brand consolidation

**Gold – Purina Mills and CBX**

### Best rebrand of a digital property

**Gold – Dianomi and Living**

## SECTOR

### Best visual identity by a charity, NGO or not-for-profit

**Gold – Move United and Superunion**

Silver – United Community Schools and Ultravirgo

Bronze – Safety & Health For All and Ultravirgo

Highly commended – Los Angeles Chamber Orchestra and Brandpie

### Best visual identity from the engineering and manufacturing sector

**Gold – ASSA ABLOY/Yale and GW+Co**

Silver – Onto and Thackway McCord

Bronze – Scholle IPN with BI\_nk Studio,

Kim Mannes Abbott and S Group

### Best visual identity from the financial services sector

**Gold – Thrivent Financial and Prophet**

Silver – Katapult and Monigle

Bronze – BBVA and 50,000feet

Bronze – The Provident Bank and Solid Branding

### Best visual identity from the food and beverage sector

**Gold – Seedlip and Pearlfisher**

Silver – Celestial Seasonings and CBX

Bronze – Sonic Drive-In and ChangeUp

Bronze – Straus Family Creamery

### Best visual identity from the healthcare and pharmaceuticals sector

**Gold – Beth Israel Lahey Health and Uffindell**

Silver – Five Lakes and Solid Branding

Silver – Merck and Coley Porter Bell

### Best visual identity from the industrial and basic materials sector

**Gold – IFF and Monigle**

### Best visual identity from the lifestyle and wellbeing sector

**Gold – Mighty Healthy and CBX**

### Best visual identity from the professional services sector

**Gold – Project Management Institute and Superunion**

Silver – Cella and Monigle

Bronze – Acertitude and Brandpie

### Best visual identity from the retail sector

Silver – Wakefern Food Corporation and Pearlfisher

### Best visual identity from the sports, travel, leisure and tourism sector

**Gold – Monumental Sports and Entertainment and Brandpie**

### Best visual identity from the technology, media and telecommunications sector

**Gold – Dianomi and Living**

### Best overall visual identity

Winner – Move United and Superunion

### Grand prix

Winner – ASSA ABLOY/Yale and GW+Co



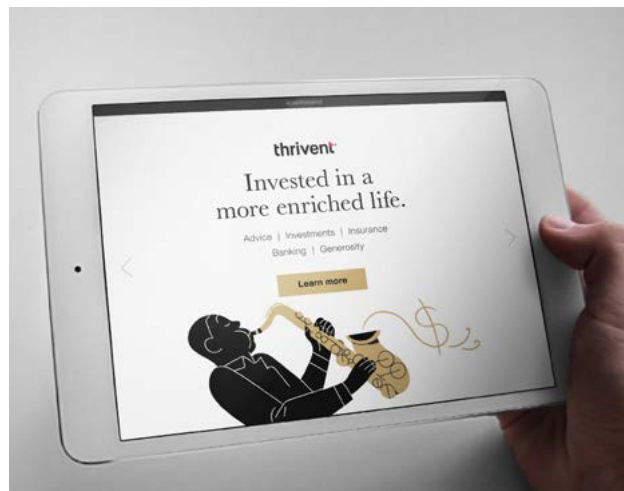
# CONTENT

## Best use of a visual property

### Gold – Thrivent Financial and Prophet

Financial services has become a complex, loud industry, evincing the need for clarity and transparency in brand positioning and communications. Thrivent, a 100 year-old company that serves the Christian community, was failing to achieve this despite a Fortune 500 listing. In an apt partnership with Prophet, Thrivent focused on amplifying its purpose while communicating its unique points of differentiation.

It sought to build its customer base and position itself firmly as a purpose-led financial services brand. Prophet introduced an illustrated style that is warm and full of personality. It serves the dual purpose of visually distinguishing Thrivent from a sea of corporate brands and communicating its character. Judges praised the way Thrivent and Prophet overcame considerable challenges successfully. One added, "They successfully integrated a simple, modern visual identity and simplified the way they communicate complex products."



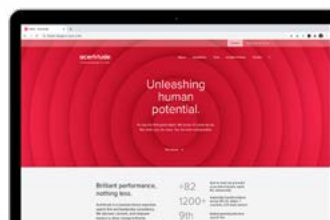
### Silver – Dianomi and Living

Dianomi was facing intense competition in the native advertising space. But, it worked with Living on a digital rebrand that positioned Dianomi as a premium proposition. The new visual identity uses elegant framing devices and a lifestyle-inspired wordmark to succeed. Judges thought the visual identity had a strong presence and memorability.



### Bronze – Acertitude and Brandpie

After a merger of two consulting firms, Acertitude worked with Brandpie on a new brand that included a high-impact visual device. The red dot is an effective solution for drawing consistency across digital, print and marketing touchpoints. One judge said, "Brand mergers are always difficult to manage, Brandpie beautifully executed a strong visual identity that is consistent and refreshing in that industry."



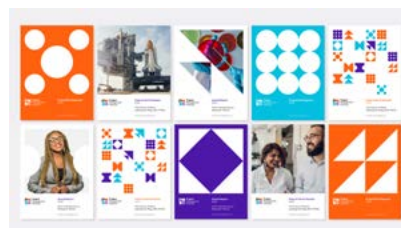
### Bronze – Celestial Seasonings and CBX

Celestial Seasonings was well known, but was losing market share due to complicated packaging design. It worked with CBX to transform the brand into a simpler communicator. The new pack design uses high-impact colours, messaging and typography to grab attention on the shelf. The result was a favorite of judges who praised the brave brand evolution.



### Bronze – Project Management Institute and Superunion

The Project Management Institute's complex structure and stakeholder composition made Superunion's adaptable visual device all the more powerful. The primary brand icon can be localized and altered to showcase different sub-bodies and local groups. Judges praised the punchy, energetic solution.



### Highly commended – Mighty Healthy and CBX



# Best brand architecture solution



## Gold – Purina Mills and CBX

A category leader in animal feed, Purina’s products cross multiple species and product categories to keep giant populations of livestock and pets healthy and strong. But, it had to expand its focus from the animals to engage with their humans as well. Its brand portfolio comprised of 40 categories, 87 sub-brands and over 340 products. To simplify this massive architecture, it turned to CBX.

CBX focused on Purina’s heritage, credibility and the needs of the consumers and their animals when clarifying the brand architecture. It also put the Purina masterbrand front and center, slimming the portfolio down from 87 sub-brands to 16. Each package now highlights Purina’s iconic checkerboard logo and features a similar layout design. The result is clean, impactful and most importantly, it makes sense for the products and their consumers.



## Silver – Project Management Institute and Superunion

As its 50th anniversary approached, the Project Management Institute examined its brand and purpose alongside Superunion. Not only did it update its visual identity, but it deployed a variable visual device that helped it clarify its brand architecture. The clever logo offers consistency across the brand while still delivering localized and specified communications devices for each sub-brand and sub-group.

# CONTENT

## Best use of copy style or tone of voice

### Gold – Move United and Superunion

Disabled Sports USA and Adaptive Sports USA merged to form the US' largest adaptive sports organization. Positioned as a 'social movement disguised as a disabled sports league,' according to the group's executive director, Move United wanted to spark change in the sporting community. It worked with Superunion on a brand that was capable of making its athletes into sporting heroes, thereby changing the way disability is viewed.

The copy style delivered a great impact on behalf of this strategy. Its powerful, straightforward and impassioned tone focused the brand on sports, not on disability. Judges loved this, especially the "bold and inspiring statements conveying movement and perseverance." They also praised the way this brand fit well into the sports landscape, distinguishing Move United but still speaking to the sporting community in its own language.



### Silver – Thrivent Financial and Prophet

Thrivent Financial and Prophet delivered a copy style that uses 'invested in' as a repetitive trope. With straplines like 'Invested in lofty goals' and 'Invested in financial plans that yield happiness,' the copy clearly communicates Thrivent's personable and caring approach to financial services while still offering a sense of authority in the process.



### Bronze – Bromley's For Men and CBX

Kroger's own brand in the men's shaving category, Bromley's For Men, worked with CBX on a fun, open tone of voice. Its no-nonsense approach is modern and effective across social media. Designed to offer clarity in a complicated category, the brand delivers with its "clear, simple and direct" style, according to our judges.



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# CONTENT

## Best brand experience

### Gold – Chicago Bears and HOK

The new home for the Chicago Bears' training and clubhouse facilities is nearly faultless in its delivery of a branded experience. HOK transformed Halas Hall's outdated environment into a league-leading headquarters. The design uses sports-related visual cues in an elegant, contemporary fashion, clearly indicating the Bears' purpose without straying into cliché. It draws inspiration from storytelling techniques, the team's colors and heritage, and the sport of football.

The result is faultless and stunning. It almost evokes the same feel as high-end tech campuses in its use of quality materials and open architecture. Moreover, the new Halas Hall positions the Bears as a strong, modern team at the start of its 100th NFL season. It offers current and prospective players an aspirational view of the team and encourages engagement with the new brand in the process.



### Silver – Save Mart and Shook Kelley

Save Mart achieved a huge success with the redevelopment of its Central Valley supermarkets. Designed to highlight local producers – who are the brand's own customers – the multicultural heritage of the region and a new approach to supermarket design, Shook Kelley held nothing back when reinventing the category. Excellent research and customer-centric design has built Save Mart into a stronger brand.



## Best use of packaging



### Gold – Tangible Play and Pearlfisher

Osmo is a children’s play brand that is all about tactile interaction, without eschewing technology. It worked with Pearlfisher on a new approach to packaging that embraced this positioning. Instead of just existing as a box, the pack has become part of the Osmo experience. It is designed to integrate a tablet seamlessly into the Osmo world, bringing the on-screen and off-screen play experiences into synchronicity.

Judges were blown away by Tangible Play’s approach to packaging. One judge said, “Stunningly innovative packaging that not only stands out visually, but experientially as well. The packaging supports play, discovery and engagement from beginning to end.” Another added, “They found a way to make the packaging more than just packaging.”



### Silver – General Mills and Pearlfisher

With a target audience of digitally native tweens, General Mills’ Cinnamon Toast Crunch had to achieve more for its interconnected and social-first audience. It worked with Pearlfisher on a packaging design that delivers emoji-like branded characters across the pack. One judge said, “Excellent play on crossmodal associations and the use of emoji characters to build memory structures and inspire playful interaction.”



### Silver – Land O’ Lakes and CBX

Despite its high levels of brand awareness, Land O’ Lakes was getting lost on shelf. It worked with CBX on an updated packaging system that put the farmers first. Judges loved the colorful, fresh update and the use of storytelling on the pack. “The real coup here is having resisted the temptation to substantially change the package,” added one judge.



### Bronze – Seedlip and Pearlfisher

Seedlip has become the standard-bearer in the alcohol-free cocktails category. To launch its NOgroni brand, it worked with Pearlfisher on a rich visual identity that evokes the color and flavor profile of the drink itself. “Perfectly captures a sense of a high-end spirit,” said one judge. “I do not just want to drink it, I want to wear it.”

### Highly commended – Clorox and CBX

### Highly commended – Live Real Farms and CBX

# CONTENT

## Best wayfinding or signage

### Gold – State of Colorado and ArtHouse Design

Colorado's capitol building is a statewide icon. But, legislative staff had determined that the historic State Capitol building was too difficult to navigate due to its architectural symmetry and changing uses throughout the year. After years of haphazard attempts to improve the wayfinding throughout the complex, layers of ineffective, visually incongruous and confusing signage had accumulated.

ArtHouse Design embarked on a three-year program to reimagine the wayfinding system and brand. It took its visual inspiration from the building itself, using rose gold lettering and architectural imagery on the signs. It built flexibility into the system to accommodate multiuse spaces. This innovation was particularly of value even during the implementation process as new initiatives caused the need for changeable, moveable signage. The result is elegant, yet modern, and visually effective without drawing undue focus from the building's architecture.





## Best use of audio brand



### **Gold – Deloitte Touche Tohmastu Limited and amp**

As part of an evolution of its global brand, Deloitte recognized the opportunity to harness the power of sound to connect its people, clients and communications. It worked with amp on a holistic sonic identity that would deliver a multisensory and emotionally experiential brand. Using the brand's personality, amp delivered a clear, confident and human package that is adaptable to different teams and locations.

The resulting 60 plus sonic assets have made for a unique addition to Deloitte's brand. Judges praised the strategic process and robust solution. They thought the results were strong and reflected the brand's objectives well. One said, "It is a sonic identity system that will continue to grow with Deloitte long into the future."



### **Silver – USA TODAY and Audio UX**

To support its digital transformation, USA Today turned to Audio UX for an audio brand solution that would connect readers with the company on an emotional level. Audio UX drew inspiration from a mosaic of audio sources – including the American flag waving – to round out the soundscape. One judge said, "A textbook study in the development of a sonic identity system; congruent, flexible and recognizable."



### **Bronze – Noggin and Audio UX**

Noggin needed to evolve its existing simplistic audio brand into one that could engage with children and their parents. Audio UX did away with the childish sonic identity and implemented a playful, but still mature solution. "The upbeat, shoutout feeling of the jingle works for me as a parent," said one judge; high praise indeed.



### **Bronze – USAA and Sixième Son**

The USAA is a well-known Fortune 500 financial services brand. But its messaging wasn't delivering as much impact as it could have. It worked with Sixieme Son on a memorable, interesting sonic brand that captured the feeling of camaraderie and military life. Judges praised the consistency of the brand across its adaptations and touchpoints.

### **Highly commended – what3words and Audio UX**



# CONTENT

## Best use of typography

### Gold – United Community Schools and Ultravirgo

To support organizational growth and development, United Community Schools worked with Ultravirgo on a new, type-driven brand. Among a number of educational non-profits, it was failing to differentiate itself. It also failed to achieve consistency as individual brand advocates across its network would create their own assets. Ultravirgo's solution puts typography front and center to great effect.

The custom typeface is designed without spaces, using icons to fill in the gaps between the words, echoing the way the organization fills in the gaps in students' lives. It also speaks to a visually adept audience with its almost emoji-like use of icons to communicate its messages. 'Improving attendance,' for example, is rendered with a clock icon between the words, emphasizing the message and making it more accessible for a multilingual audience. Judges called it "inspiring" and "bold."



### Silver – Move United and Superunion

Move United's bespoke typeface literally redefined disability. Superunion took shapes from the word 'disability' and reconfigured them to craft the brand's typeface, Redefined Sans. The confident solution fits in a sporting context, but also echoes the shapes of sporting equipment often used by disabled athletes. "Strong typography that reminds me of my days in track and field," said one judge. "Memorable and touching."

Redefined Sans



### Bronze – Wheatley Ranch and Designhouse

Colorado chocolate brand Wheatley Ranch had to compete on duty free shelves next to major international players. It worked with Designhouse on a type system inspired by heritage American signage and a wordmark that evokes the spirit of the American west. "I think the retro typography has done justice in allowing the brand to retain its legacy while refreshing it to the modern eye," said one judge.



### Highly commended – Dianomi and Living

### Highly commended – General Mills and Pearlfisher

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# PROCESS

## Best implementation of a brand development project

### Gold – MetLife and Prophet

MetLife’s new global brand provided consistency across the company’s sprawling operations. But, it needed to connect to audiences around the world. It worked with Prophet to implement the brand in a number of different territories, tailoring the visual identity to suit distinct needs.

Prophet carried out research in different countries to understand the business’ operations there as well as cultural visual cues and art. It then adapted those findings to the MetLife brand. The result is a globally consistent, yet regionally localized visual identity. It speaks to local needs and design sensibilities, achieving more for MetLife. Japan’s brand, for example, uses illustrated people and a clean layout design while Mexico’s iteration is inspired by bright patterns and shapes, and South Korea’s is energetic and family-oriented.



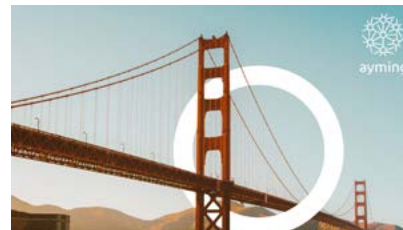
### Silver – L3Harris and Thackway McCord

Following a merger, L3Harris was born. It worked with Thackway McCord on a brand that had to make waves in the traditional defense engineering industry. The new brand’s use of a consistent icon helps it to stand out across physical and digital touchpoints. Judges praised the merger’s success and the strong, flexible visual identity.

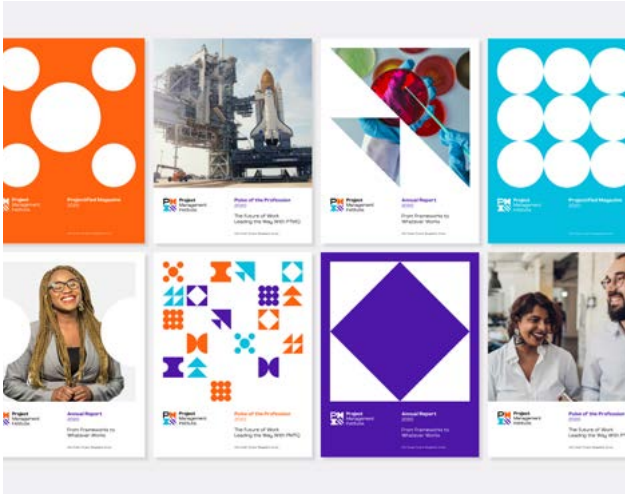


### Bronze – Ayming and Kimpton Creative

Ayming wanted to support its expansion into North America with a stronger brand that would allow it to differentiate itself while joining the ranks of the ‘big four.’ It worked with Kimpton Creative on a brand focused on a circular lens graphic device. Judges loved the simplicity of this approach and the beautiful design elements used across the brand.



## Best internal communication during a brand development project



### Gold – Project Management Institute and Superunion

The Project Management Institute (PMI) wanted its global audience to be engaged with its rebrand process. It developed an internal comms strategy that would communicate throughout the rebrand and engage people in conversation about the project and its objectives. But it went one step further.

It asked project management professionals the world over, "If you could rename the title project manager without using the words 'project' or 'manager,' what would you call it?" Superunion realized the rebrand was not just for PMI but for the profession itself. It developed the concept of the 'project economy,' which, in turn, became the new brand positioning. The internal audience in PMI's case was more than just a stakeholder to be kept abreast of a rebrand's developments, but a key contributor in the brand positioning process.

# STRATEGY

## Best creative strategy

### Gold – Move United and Superunion

Move United wanted to spark a revolution in the way disability is perceived. To do so, it worked with Superunion on a brand that would fit seamlessly into the world of sports but stand for the achievements of athletes with disabilities. To do so, Superunion dissembled the word 'disability' and crafted a new typeface from the resulting shapes. This led to the positioning of disability, redefined.

The creative strategy influenced the imagery, color palette and tone of voice, infusing everything with confidence, passion and strength. Move United wouldn't be timid about its approach to sports. And it won judges over, who were unanimous in their praise for the brand. "It is fresh, dynamic and creative," said one, another adding, "A favorite!"



### Silver – Project Management Institute and Superunion

The Project Management Institute wanted to redefine the project management profession in the process of delivering a global, adaptable rebrand. It worked with Superunion on a strategy that would consider the members of its profession and organization while delivering a brand that could be tailored to different sub-brands and locations. Judges found the result energetic and inspiring.



### Bronze – Hello Bello and Brains On Fire

Kristen Bell and Dax Shepard dreamed of bringing eco-friendly diapers to parents at a lower price point. Their brainchild Hello Bello, put the brand on the same team as parents. Brains on Fire created a community-driven, inclusive feel with a fun, interactive visual identity. Judges loved the multichannel approach and the use of consistent messaging across all brand touchpoints.



### Highly commended – Littler and DeSantis Breindel

### Highly commended – Los Angeles Chamber Orchestra and Brandpie



Best brand evolution



**Gold – ASSA ABLOY/Yale and GW+Co**

Door locks are one of the most traditional of products. One of the leading companies in the category is Yale. But, it was faced with a compelling challenge: the emergence of the smart home and digital locking technologies. How would a brand that is 180 years old compete against Google and Amazon? It turned to GW+Co for a brand evolution that answered this question.

The new brand purpose, ‘protection for the home, peace for the mind,’ was inspiring and informative. The creative emanated a warm, secure glow while still communicating the authority of the Yale brand. It included its digital transformation in brand communications and built a consistent visual identity that connected every touchpoint, digital and physical. The result is a triumph. “The sun was such a clear and clever concept. It served as a great anchor for the evolution,” said one judge of the new brand architecture system.



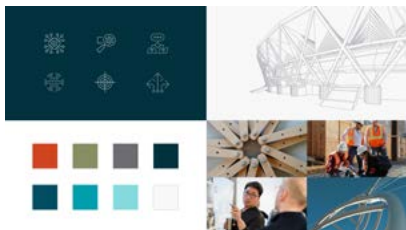
**Silver – Land O’ Lakes and CBX**

CBX was able to evolve Land O’ Lakes’ well-known brand without sacrificing any equity in the process. By focusing on the connection the company has with its farmers through clear packaging, simple messaging and a warm update to the visual identity, it impressed customers and judges alike. One judge praised the personal connection, smart strategy and packaging design.



**Bronze – General Mills and Pearlfisher**

Pearlfisher used audience insight to make a huge impact on the pack, revolutionizing Cinnamon Toast Crunch’s visual identity in the process. Delivering emoji-like characters to the predominantly tween audience helped the cereal stand out and create emotive connections between consumers and the brand. “The Cinnamojis idea is brilliant,” said one judge. “A really clever solution.”



**Bronze – Thornton Tomasetti and DeSantis Breindel**

Structural engineering firm Thornton Tomasetti wanted to celebrate its positioning as the global driver of change and innovation without sacrificing any of its authenticity or heritage. DeSantis Breindel used language geared toward solving problems, not simply acknowledging them. The messaging has reframed the company’s offer and client relationships for the better.

**Highly commended – Thrivent Financial and Prophet**

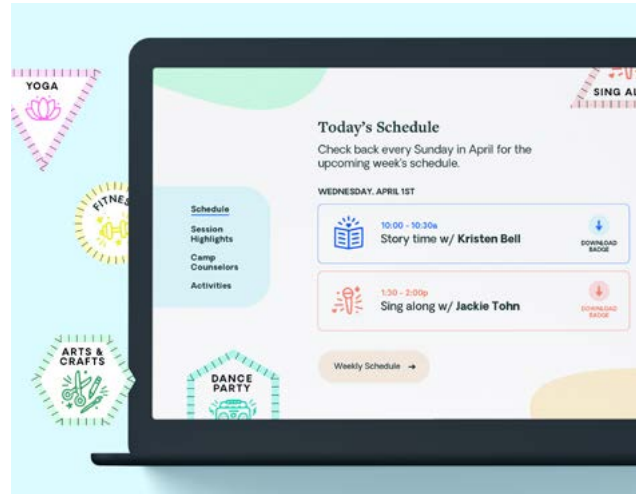
# STRATEGY

## Best strategic or creative development of a new brand

### Gold – Hello Bello and Brains On Fire

Parenting requires near-constant decision making. When Kristen Bell and Dax Shepard considered launching a new diaper brand, they wanted to empower parents and make them feel like part of a community, rather than isolated in their decision making. Hello Bello was born to bring eco-friendly, premium products to parents at a low price point.

To deliver on this positioning, Brains on Fire crafted a brand full of sincerity, energy, irreverence and community. The brand's communications are simple, inclusive and childlike without being childish. Judges loved this approach to brand development. "The strategy appears to be a true north star for the brand," said one judge. Others praised the social-friendly graphics and the future-facing strategy.



### Silver – Move United and Superunion

Move United has impressed judges across the board for its work with Superunion on a brand that would redefine disability in sports. By changing the conversation around disabled athletes, Move Union hopes to spark a revolution. "It reenergizes the category and brings a new sense of pride and excitement," said one judge. Another adds, "It certainly breaks through."



### Bronze – Happy Little Plants and CBX

To translate its prowess in purveying meat, Hormel worked with CBX on a swift brand launch for its plant-based line Happy Little Plants. Focusing on consumers who wanted to add plant-based alternatives into an omnivorous diet, the brand is celebratory and effusive. "I love the personality and optimism," said one judge. "It is a unique approach to the category. And it was built in impressive time!"



### Highly commended – Vicinity Energy and DeSantis Breindel



## Best development of a new brand within an existing brand portfolio



### Gold – Mastercard ID and Tenet Partners

Mastercard is a world leader in payments. In introducing a digital payment solution, it had to ensure security was the utmost priority – operationally and visually. The new brand had to convey a sense of identity protection while also subtly linking back to the Mastercard brand. Tenet Partners delivered with ID.

The digital brand’s primary wordmark evokes the feeling of a lock, and gives a nod back to Mastercard’s color palette and iconic overlapping circles. Personalization is highlighted throughout the visual identity making it not unlike Mastercard’s unique personalized experience offers. One judge called it an “excellent leverage of parent brand attributes while offering unique visuals.”



### Silver – Applegate Well Carved and CBX

Rather than competing in a nearly saturated plant-based foods space, Applegate coupled its humanely raised meat products with the good food values of grains, legumes and produce. CBX introduced a new brand platform, ‘Well carved’ and a messaging system offering a play on words between ‘carve’ and ‘crave.’ Judges praised the focus on ingredients and the simple, impactful packaging design.



### Bronze – Wakefern Food Corporation and Pearlfisher

Wakefern’s new own brand line for ShopRite, Bowl & Basket needed to be disruptive and approachable. It worked with Pearlfisher on a sophisticated visual identity that combines color blocks with stripped back photography and a lovely typeface. “I love the use of photography and the perfect font choice,” praised one judge.

### Highly commended – Choice Hotels and Labbrand

# STRATEGY

## Best naming strategy

### Gold – Onto and Thackway McCord

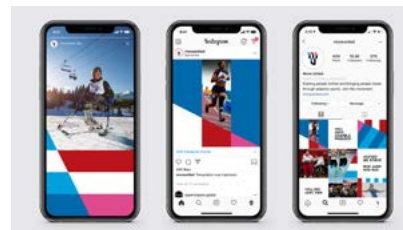
When Nanometrics and Rudolph Technologies merged to form a software and macro inspection brand, it was uniquely placed to facilitate efficiency for silicon chip manufacturers. But, to unite both firms and present a unified front to its audiences, it turned to Thackway McCord. In naming the new company, Thackway McCord had to contend with an industry rife with tech-sounding and contrived names while also delivering a solution that would immediately be recognizable and ownable.

With a list of science and engineering-inspired names, Onto came to the fore. It was simple, its stock ticker handle was available, as was the URL for 'Onto Innovation.' And, most importantly, it was simple and effective. Inspiring engineering companies to move onto productivity, profit and progress, the naming solution impressed judges as well. "It speaks to the future, fit the strategy and pushed the boundaries," said one judge. Another added, "Onto is a surprise, and maybe better for not having an immediate verbal connection to the product."



### Silver – Move United and Superunion

Move United was formed from the merger of two disability sports organizations. Its naming solution is inspiring, relevant and distinctively American. Judges called it aspirational, inspirational, unifying, unique, transformative and smart. One added, "It is a name that I would want to associate with if I was part of the key audience."



### Bronze – Choice Hotels and Labbrand

Operating in a competitive sector, Choice Hotels' mid-range, extended-stay brand needed to provide a sense of home while still standing out against the likes of Airbnb and other hotel chains. It worked with Labbrand on an intensive research process before arriving at Everhome Suites; a name that evokes flexibility and a sense of support. Judges praised the rigorous process and the fitting solution.



### Bronze – Stanford Global Health and Catchword Branding

The Stanford Center for Innovation in Global Health approached Catchword in November 2018 to develop a name for its new program, known at the time as the Women Leaders in Global Health Initiative. WomenLift Health clearly conveys the organization's mission of promoting women's leadership without suggesting any type of exclusion. Judges liked the link between the mission and name.



## Best corporate rebrand following a merger or acquisition



### Gold – Move United and Superunion

Former competitors, Disabled Sports USA and Adaptive Sports USA merged to form a single, united force for change in adaptive sports. The new super-group Move United worked with Superunion on a brand that would confront ignorance, break stereotypes, shatter the current narrative and redefine what disability looks like through the power of sports.

The resulting brand is powerful, inspiring and agenda-setting. It harnesses the fortitude and resilience of disabled athletes in its visual identity. Delivering impactful photography, memorable design and clever implementations, Move United is a true success. Judges loved the passion and beauty of the new brand as well as its flexibility and upbeat tone of voice. “A great story and a great strategy,” said one judge.



### Gold – Onto and Thackway McCord

Optical metrology company Nanometrics and software and macro-inspection brand Rudolph Technologies merged to form a superpower in the semiconductor solutions industry. But, its new brand had to stand for progress, innovation and strength, as the newly formed company placed in the top 15 of global semiconductor capital equipment companies.

To deliver a name and brand that would set it apart in a jargonistic and competitive space, the organization turned to Thackway McCord for support. The first step was determining a new name, and Onto was both miraculously trademarkable and fit the brief. The visual identity used an ‘O’ device to great effect to emphasize Onto’s positioning and purpose. “The process shines here,” said one judge. Another added, “It’s visually arresting and unusual in its sector.”

# TYPE

## Best corporate rebrand following a merger or acquisition

### Silver – L3Harris and Thackway McCord

Uniting L3 Technologies and Harris Corporation into a massive player in the US defense landscape required Thackway McCord to craft an ownable brand icon and clear, assertive messaging to deliver impact. Judges praised the effective reorganization of the brand's architecture. One added, "Good, clear strategy with a strong visual result."



### Silver – Quaker Houghton and DeSantis Breindel

Quaker Houghton was formed from two powerhouses in the specialty chemicals industry. Uniting the brands with the strapline 'Forward Together' helped craft a single organization. DeSantis Breindel also delivered a clean, memorable visual identity that had nods to the heritage inherent in each brand.



### Bronze – Voyant Beauty and 50,000feet

A stunning visual identity and architectural strategy brought Voyant Beauty to life. 50,000feet's update from the previous branding offered Voyant a fresh lease on life. Judges loved the integration of architecture design into the visual identity, while praising the new brand's suitability for its sector.



ELEGANT - SCIENTIFIC - PURE - **INNOVATIVE** - PRECISE - HEALTHY - STABLE - NURTURING - **GRAB MORE ATTENTION** - GENUINE - FOCUSED - AGILE - CARING - SUPPORTIVE - CHEEKY - CLEAN - AUTHORITATIVE - HOSPITABLE - **THRIVING** - CLEVER - EDGY - ASSERTIVE - **INFORMAL** - HUMANE - SIMPLE - BOUNDLESS - INCLUSIVE - **REFRESHING** - AUTHENTIC - HUMBLE - NIMBLE - IRREVERENT - RIGOROUS - CURIOUS - BOLD - SURPRISING - DIVERSE - GROUNDED - **GET MORE AWARENESS** - TRUSTWORTHY - UNSTOPPABLE - LUXURIOUS - EFFERVESCENT - SENSUAL - **FUN** - NATURAL - LIMITLESS - CHILD-LIKE - DOWN-TO-EARTH - RELIABLE - **APPROACHABLE** - BLIND - **FORMATIVE** - MIRACULOUS - OPTIMISTIC - WELCOMING - C - **GAIN MORE RECALL** - INSPIRING - INNOCENT - PRACTICAL - MOTHERLY - ENDURING - THRIFTY - HUMOROUS - LOYAL - EFFERVESCENT - QUICK - PRAGMATIC - HONEST - **ADD MORE CLARITY** - SEMI - PROTECTIVE - **DARING** - PRUDENT - COMFORTING - WERE - OPEN - STEADFAST - ORIGINAL - **DIPLOMATIC** - Y - **CONSIDERATE** - WISE - DETERMINED - VIGOROUS - ABLE - POSITIVE - CAPABLE - IMPISH - CREATIVE - INVENTIVE - PRECISE - **BRING MORE ENGAGEMENT** - STRUCTURAL - SPIRITED - WHIMSICAL - THOROUGH - **SANITATION** - FLUID - VOLUPTUOUS - WLESS INNOCENT - MYSTIC - COLLABORATIVE - KIND - LOYAL - EFFERVESCENT - **AB MORE ATTENTION** - HONEST - **SENSITIVE** - RESILIENT - EXOTIC - PROTECTIVE - **D** - EAGER - RESPONSIVE - SINCERE - OPEN - SPONTANEOUS - **INDULGENT** - THOROUGH - **GET MORE AWARENESS** - GRITTY - FLUENT - REBELLIOUS - TOUGH - TRENDY - **CONSIDERATE** - WISE - VIVID - STEADY - COMICAL - STABLE - POSITIVE - CAPABLE - IMPISH - CREATIVE - CLIENT - SENSUAL - INVENTIVE - **GAIN MORE RECALL** - OPTIMISTIC - DOWN-TO-EARTH - **SPIRITED** - WHIMSICAL - STAUNCH - SUMPTUOUS - ARTISTIC - GENTEEL - DIGNIFIED - NEAT - AUDACIOUS - INTREPID - ROBUST - **ADD MORE CLARITY** - CHIC - INTERCONNECTED - **NOBLE** - ILLUMINATING - GRANULAR - WORLDLY - EARTHY - UPSTANDING - PIERCE - ELFIN - VIGOROUS - **UNDIVIDED** - OPULENT - DEMOCRATIC - SOOTHING - UNCONVENTIONAL - EXTROVERTED - CANDID - SPONTANEOUS - **RELAXED** - POLISHED

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## TYPE

### Best brand development project to reflect a changed mission, values or positioning

#### Gold – ASSA ABLOY/Yale and GW+Co

Hundred and eighty year-old lock maker Yale's decentralized structure and largely autonomous regions meant there was little to no global brand consistency, in appearance or positioning. And, with increased competition from smart home companies – the likes of Samsung and Apple – Yale had to take action to remain relevant in a sector it had led for nearly two centuries.

It worked with GW+Co to transform into a unified, consumer-focused company with a global brand based around the concept of 'Yale is like the sun,' it's warm, positive and sustains life. The sun icon proved a unifier, simplifying the brand's architecture and allowing it to own its relevance in the digital space. One judge praised the "refreshing identity that confronts the new digital landscape," while others lauded Yale's bravery and its ability to translate its legacy into tech disruption.



#### Silver – Project Management Institute and Superunion

The Project Management Institute wanted to redefine its industry by crafting an identity that would challenge the preconceptions of project management. Superunion developed a system that allowed the visual identity to be localized and adapted for sub-groups. "A much more dynamic and inspirational connection to the brand and its mission," said one judge.



#### Bronze – Dianomi and Living

Dianomi was facing competition from other companies in the native advertising category. It worked with Living to develop a more premium positioning. That was reflected in the luxe visual identity, elegant wordmark and impactful digital-first brand. "Very smart positioning around precision," said one judge. "I like how it was translated to design through the use of lines and quality cues."



#### Bronze – Scholle IPN with BL\_nk Studio, Kim Mannes Abbott and S Group

Scholle IPN integrated its sustainability positioning into its brand. Through the 'simply flexible' strapline, it was able to introduce a new packaging system with sustainability front of mind. Judges loved this approach, praising the creative and strategic solutions.



#### Highly commended – iMerit and Sköna Advertising

#### Highly commended – Five Lakes and Solid Branding

## Best brand consolidation

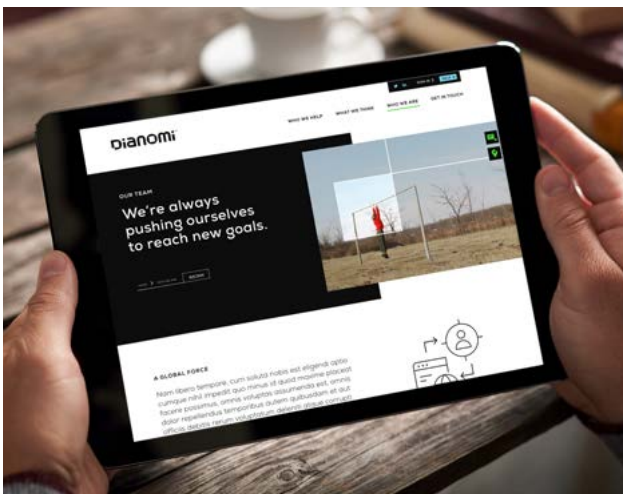


### Gold – Purina Mills and CBX

Purina had 125 years of credibility behind it in the world of animal feed. But, it was diluting the power of its brand with a messy architecture, too many sub-brands and a lack of clarity across its portfolio. To tackle this, it worked with CBX on a brand consolidation and evolution. The first order of business was to slim down 87 sub-brands to just 16 – all with a clear purpose.

Visually, the Purina masterbrand became the hero. It was delivered front and center across every pack while a clever system of icons differentiated specific sub-brands. The consolidation not only simplified the portfolio and offered consumers a simpler choice on the shelf, but it enhanced Purina's role as the leader in its category.

## Best rebrand of a digital property



### Gold – Dianomi and Living

Dianomi is a global technology specialist in native advertising for the financial services and technology sectors, as well as B2B corporate clients. But, its brand wasn't offering the level of experience that would situate Dianomi as the premium provider in its space. It turned to Living for a fresh approach.

Living focused on Dianomi's 'secret weapon,' its proprietary algorithm that ensures the right content is seen in the right publications, at the right time, by the right audiences. That informed the digital-first approach. A luxurious visual identity was developed, using leading lines as a key visual device to indicate the way the algorithm directs users toward the right content. Judges were impressed from start to finish. "Living captured the premium look and feel of the brand with a design system that flows seamlessly from logo and graphics to UX and UI," said one judge.



## SECTOR

### Best visual identity by a charity, NGO or not-for-profit

#### Gold – Move United and Superunion

Superunion cleverly identified the primary challenge facing disabled sports organizations in the US. Discomfort and apprehension were getting in the way of candid conversations that would bring people closer, regardless of their ability. It infused this ethos into the brand capably. The primary message was around revolution. And that was reflected in the word 'disability' being literally chopped up and recombined to create the word 'redefined.'

The visual identity exudes confidence, irreverence and personality all while fitting seamlessly into the wider narrative around sports. It stands out while placing its athletes squarely in the pantheon of American greats. Judges were blown away by this brand. They praised the color palette, bespoke typography design and powerful messaging. One said it offered an "energetic and fresh take on the category."



#### Silver – United Community Schools and Ultravirgo

To give United Community Schools the ability to expand its reach, engage a wider audience and grow in geography, Ultravirgo took a typographically driven approach. It eliminated the spaces between words, using icons in their place to better communicate the charity's messaging. "Wonderful combination of creativity, impact and warmth," said one judge.



#### Bronze – Safety & Health For All and Ultravirgo

Safety and Health for All, an ILO program, needed to spark a movement – and do so across a global, multilingual audience. Ultravirgo focused on the visual device of the plus sign along with positive, inclusive imagery to focus on the program's audience. Judges praised the powerful, bold imagery and bright color palette.



#### Highly commended – Los Angeles Chamber Orchestra and Brandpie

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## SECTOR

### Best visual identity from the engineering and manufacturing sector

#### Gold – ASSA ABLOY/Yale and GW+Co

In contrast to many brands in the home security field, Yale wanted to focus on the positives of security, rather than the threat that criminals may pose. Its warm, positive positioning allowed GW+Co to harness Yale's iconic yellow color in its rebrand. By simplifying the brand to a single, clear wordmark and icon, the entire portfolio was unified.

The new approach also meant Yale was able to better compete against tech-industry challenges operating in the smart home space. The new identity calls back to Yale's 180 years of heritage and credibility, while clearly communicating its offer for the future. One judge said, "The digitalization and simplification of their Apple-like product design, brand identity and use of digital forms is brilliant for a legacy brand that has suffered from the tech disruption."



#### Silver – Onto and Thackway McCord

By putting the word 'Onto' first in its visual identity, the newly merged semiconductor services giant was able to offer a future-facing approach. Thackway McCord harnessed the Os in the brand's name to act as transparent devices and graphical flourishes. Judges praised the creativity within a staid sector.



#### Bronze – Scholle IPN with BL\_nk Studio, Kim Mannes Abbott and S Group

Scholle IPN put sustainability at the heart of its brand. By integrating its ESG strategy into its visual identity, packaging system and design, it was able to better communicate its purpose. Judges were impressed by the way Scholle IPN was able to overcome a considerable challenge in a creative, engaging fashion.



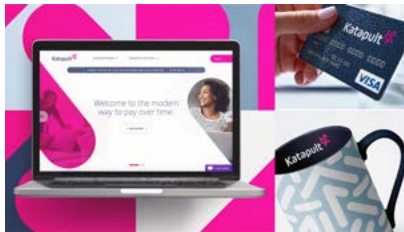
## Best visual identity from the financial services sector



### Gold – Thrivent Financial and Prophet

A national financial organization that serves Christians, Thrivent Financial found itself as a Fortune 500 company few people knew. To reintroduce itself and share its unique perspective on financial services, it turned to Prophet for a rebrand. Infusing the brand with meaning and gratitude reinvigorated its reputation, its employee engagement strategy and its commercial success.

The design system is simple, but is used to great effect. Personable imagery is complemented by friendly, approachable messaging and ownable illustrations. “The visual identity captures the heart and soul of the brand while expanding its appeal beyond its previous consumer demographic,” said one judge. Another added, “This is a visually strong result that feels competent and comforting.”



### Silver – Katapult and Monigle

Sub-prime lender Zibby needed a modern update for a dated brand. It turned to Monigle for a fresh take. Monigle developed Katapult, a brand infused with energy and the power of connection. “I love the rebellious nature of the brand,” said one judge. “What a breath of fresh air,” added another.



### Bronze – BBVA and 50,000feet

To turn BBVA Compass into a leader in commercial payments, the company turned to 50,000feet. The new visual identity puts the user experience first online while an authoritative and flexible system positions BBVA Compass as a credible supplier. “I get the feeling that I’m in strong hands looking at this,” said one judge.



### Bronze – The Provident Bank and Solid Branding

Because it transitioned from a community bank into a major commercial financial institution, the Provident Bank’s branding needed a refresh. It worked with Solid Branding on a ‘future ready’ strategy that offered a contemporary, confident and elegant visual identity. Its use of a lime green primary color allows the bank to stand out from a sea of competitors.

# SECTOR

## Best visual identity from the food and beverage sector

### Gold – Seedlip and Pearlfisher

After the successive launches of the Seedlip and Æcorn Drinks non-alcoholic spirits and aperitifs, respectively, Seedlip wanted to continue to deliver fresh and natural alternatives to the non-alcoholic category. It turned to Pearlfisher for support in the development of its Nogroni brand.

The package design offers a bold, straightforward graphic language. The design complements the NOgroni drinking occasion and the bold flavors of the cocktail itself. “Perfectly captures a high-end spirit,” said one judge. “Beautiful bottle and color palette. I don’t just want to drink it; I want to wear it.”



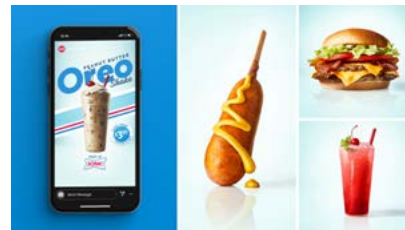
### Silver – Celestial Seasonings and CBX

Celestial Seasonings had a broad range and strong awareness, but was losing customers with its tired visual identity. Working with CBX, the tea brand introduced a packaging design that prioritized bold product names and clear messaging. “I love the use of these graphics. They are reminiscent of tattoos and street art; bringing history, culture, myth and legend into the visual identity,” said one judge.



### Bronze – Sonic Drive-In and ChangeUp

Sonic Drive-In has been a major player in fast food for decades. But, with a tired visual identity, it needed to refocus on its brand. It worked with ChangeUp on a visual identity that capitalizes on the interest in retro imagery and mid-century design. The brand plays up some of Sonic’s best assets – its color palette is gorgeous on the new uniform design – to prepare Sonic for future decades of success.



### Bronze – Straus Family Creamery

Straus Family Creamery has a long partnership with baristas. Its leading sub-brand is named after the art. But, an increasingly crowded category meant that point of difference was being lost. It redeveloped its packaging with its signature warm color palette and friendly imagery, but put ‘Barista’ at the forefront of the pack. The result is credible, confident and communicates with ease.





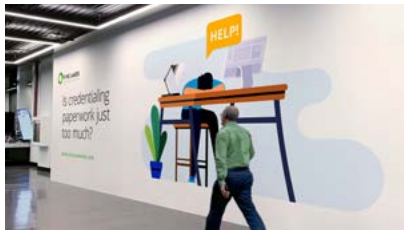
## Best visual identity from the healthcare and pharmaceuticals sector



### Gold – Beth Israel Lahey Health and Uffindell

In 2019 one of the largest integrated healthcare groups in Massachusetts was created: Beth Israel Lahey Health. Its 13 hospitals, well-known name brands and thousands of staff were complicated by a disjointed brand architecture with sub-brands fighting for attention. Uffindell worked with the group to unite it behind a single brand.

The result fits nicely within the healthcare sector, immediately communicating 'health,' while still differentiating itself. The bluebird icon and distinctive typeface help position the brand as an authoritative healthcare partner. The considerable challenge was well met with a clarified brand architecture system. "I think they have brought a sense of trust and hope to the core brand with the logo and color use," said one judge.



### Silver – Five Lakes and Solid Branding

Dental services company Five Lakes was growing quickly, but its existing brand couldn't support that development. It worked with Solid Branding on a new brand that clearly communicated 'dental health' while offering Five Lakes a stronger personality. Judges praised the evolution as a successful modernization of the brand.



### Silver – Merck and Coley Porter Bell

Merck's brand had presence, but no personality. It worked with Coley Porter Bell to ensure the visual identity reflected the company's approach to inventiveness and creativity. The new strategy simplifies the brand to great effect, introducing a modern, social-first visual system in the process.

## SECTOR

### Best visual identity from the industrial and basic materials sector

#### Gold – IFF and Monigle

IFF had the dual challenge of rebranding after acquiring a new company and differentiating itself from an industry that overly relies on emotion as branding inspiration. The fragrance brand worked with Monigle on a strategy based on the purpose, 'to transform how we live in and care for the resources of our world.'

The new, modernist logo indicates art and science connections, allowing the company to blend stability and style. The implementations are angular and inspired, offering an insight into the ingredients in IFF's fragrances while still leaving something to the imagination. It's a great success in terms of personality and differentiation. "Monigle gives IFF a wonderful visual vocabulary that, for the category, is stunningly beautiful," said one judge.



### Best visual identity from the lifestyle and wellbeing sector

#### Gold – Mighty Healthy and CBX

The founder of Mighty Healthy wanted to launch a new line of CBD-infused wellness products that transcended category norms of being too clinical or prescriptive in their communications of the product benefits, and were more evocative of consumer lifestyle choices. Fittingly, CBX was commissioned to deliver a brand that communicated the luxuriousness of a healthy body and mind.

The visual identity uses black and white to great effect, complementing the monochrome palette with powder-like bursts of color gradients. The brand is refreshing for the CBD wellness category and allows Mighty Healthy to appeal to a young audience with fashion sensibilities. "The semi-default, semi-elegant product labeling typography set against the lively advertizements creates a very strong print magazine gestalt," said one judge. Another added that the style and sophistication of the visual identity place it squarely at home among other luxury lifestyle products.





## Best visual identity from the professional services sector



### Gold – Project Management Institute and Superunion

The Project Management Institute (PMI) and its network are positively influencing society, but until recently it was burdened with a brand that several members and associates viewed as outdated. To transform its organization, PMI looked inward first. Superunion was brought on board to discover what PMI's members thought of their own profession.

It uncovered a strong connection between project management and economic health, dubbing this the 'project economy.' By revamping PMI's purpose, the visual identity was able to creatively speak to the impact its members have on the economy. An adaptable brand system impressed judges, breathing dynamism and connectivity into the brand.



### Silver – Cella and Monigle

Staffing consultancy Cella was born out of three of BLR Holdings' brands. To capitalize on the passion, knowledge and commitment inherent in the company, Monigle developed Cella. The name means 'innermost sanctum' and speaks to the concept that employees are at the heart of a business' success.



### Bronze – Acertitude and Brandpie

Executive search company Acertitude worked with Brandpie on a strategy that would spark a 'new era in search.' Judges loved the grounded confidence within the brand and its naming strategy. One said the clear understanding of the market and of its customers will allow Acertitude to deploy its new brand effectively and successfully.

# SECTOR

## Best visual identity from retail sector

### Silver – Wakefern Food Corporation and Pearlfisher

Wakefern's own brand development for ShopRite, Bowl & Basket, needed to resonate with consumers spoiled for choice. Pearlfisher delivered with a stripped back, but rich visual identity that at once feels familiar and distinctive. The beautiful typography helps the brand stand out from competitors and introduces an element of consistency across the product ranges.

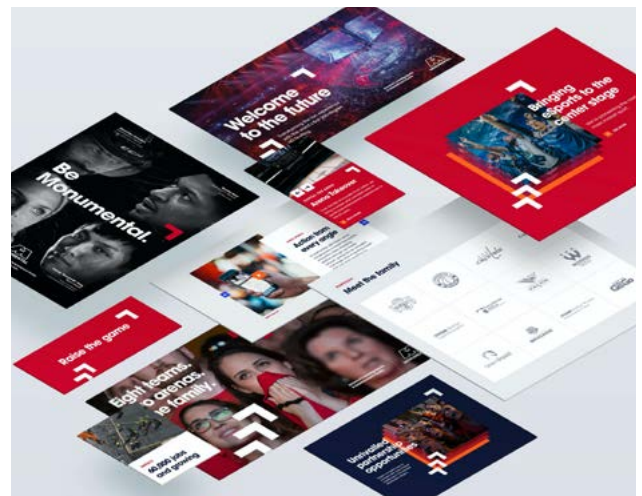


## Best visual identity from the sports, travel, leisure and tourism

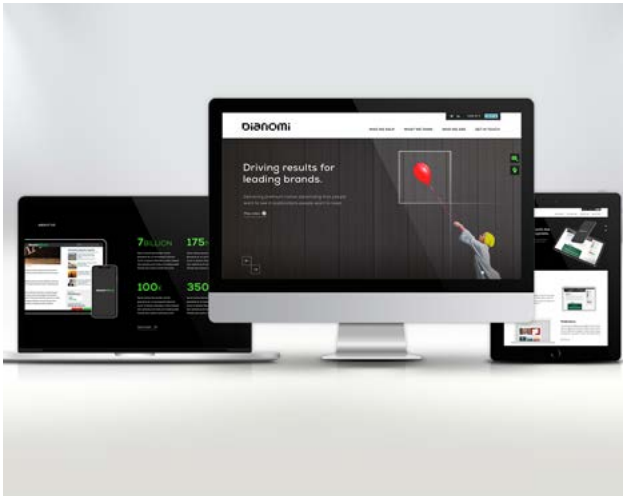
### Gold – Monumental Sports and Entertainment and Brandpie

Monumental Sports and Entertainment (MSE) is one of America's biggest sports and entertainment businesses. Its portfolio of venues and teams includes the Washington Capitals, Wizards and Mystics. But as a corporate entity, its recognition was negligible. MSE worked with Brandpie on a new positioning, 'Raise the game. Be Monumental.'

This inspired the visual identity, which deploys a dart graphic device to indicate upward movement. It harnesses the colors of its teams, including a Crayola red to link the sub-brands with the corporate brand. Its messaging doesn't pull any punches, either. "The visual identity brought a sense of dynamics, movement and power to the brand that definitely 'raises the game,'" said one judge.



## Best visual identity from the technology, media and telecommunications sector



### Gold – Dianomi and Living

All three of Dianomi's closest competitors had adopted a 'quantity over quality' approach, relying largely on the low cost of their products to sell their services. That strategy was marring Dianomi's own reputation, despite its commitment to quality and accuracy. To change perceptions, it worked with Living on a new luxury-inspired, digital-first brand.

Living harnessed the power of Dianomi's distinctive algorithm to introduce a sense of momentum and clarity to the brand. Sweeping lines offer consistency across brand touchpoints, while also reiterating key messaging. The logo is rendered in a bespoke typeface that reflects the contextual nature and trust inherent in Dianomi's offering. One judge praised the "very smart positioning around precision," adding, "I like how it was translated to design through the use of lines and quality cues."

## Best overall visual identity



### Winner – Move United and Superunion

The narrative around disability in sports is changing. But, for Move United, an organization representing adaptive sports across the US, that change was not being delivered fast enough. It wanted to spark a revolution, shattering the narrative and redefining disability in the process.

And it certainly delivered.

Superunion was commissioned to craft a brand for the newly unified group. Not only would the brand showcase disabled athletes as excellent sportspeople, but it would acknowledge the humor often part of disability. Above all, though, it would craft a confident, passionate identity representative of Move United's athletes.

The visual system is differentiated with a bespoke typeface, literally created by taking the word 'disability' apart and piecing together other words – notably, 'redefined,' – from the shapes. Humor plays a role in the imagery, implementation and messaging too, with one iteration stating, 'United we stand, and lunge and jump and roll.' The result is a strong, ownable brand that is distinctive but still fits seamlessly into the world of sports, clearly communicating its purpose with a single glance.

Judges consistently loved this brand. One praised the "beautiful use of typography to not only communicate brand purpose, but also to capture the beauty, style and passion of the athletes." One said, "It's a name that I would want to associate with if I were a key audience." Another added, "This brand development reenergizes the category and brings a sense of pride and excitement." It is a clear winner for its audience and a clear winner of this year's 'Best overall visual identity' prize.

# The global publication for brand development and rebranding



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## Grand prix



### Winner - ASSA ABLOY/Yale and GW+Co

Yale is a name known worldwide. It is trusted by countless millions to provide an excellent product and, more importantly, a sense of security. But, with 180 years of history behind it, the Yale brand was disjointed, complicated and ill-prepared for the new, digitally enabled future it was facing.

Assa Abloy turned to GW+Co to reinvent the mechanical engineering brand and allow it to compete against the likes of Samsung, Apple and Amazon. A key note in GW+Co's research was consistency. In a localized system, consistency isn't an issue, as long as a lock does its job. But, in the digital space, there are no boundaries and inconsistency is easily apparent.

The new brand had to offer a globally consistent approach that would unite the portfolio, allow it to communicate its digital-first strategy and harness its heritage for good. And the new brand, centered around a glowing, yellow, sunlike device delivers successfully. Yale's digital solutions are seamlessly positioned next to its mechanical excellence, with one supporting the other. Humor allows its heritage to speak for itself. And a clean, straightforward design works well across digital and physical touchpoints, alike.

In all its categories, Yale and GW+Co impressed our judges. One said, "The sun was such a clear and clever concept that served as a great anchor for the evolution." Another added simply, "This is a refreshing identity that effectively confronts the new digital landscape." The new approach will give a brand with a long heritage the license to operate well into the future. Yale and GW+Co are the very deserving winners of this year's 'Grand prix.'



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