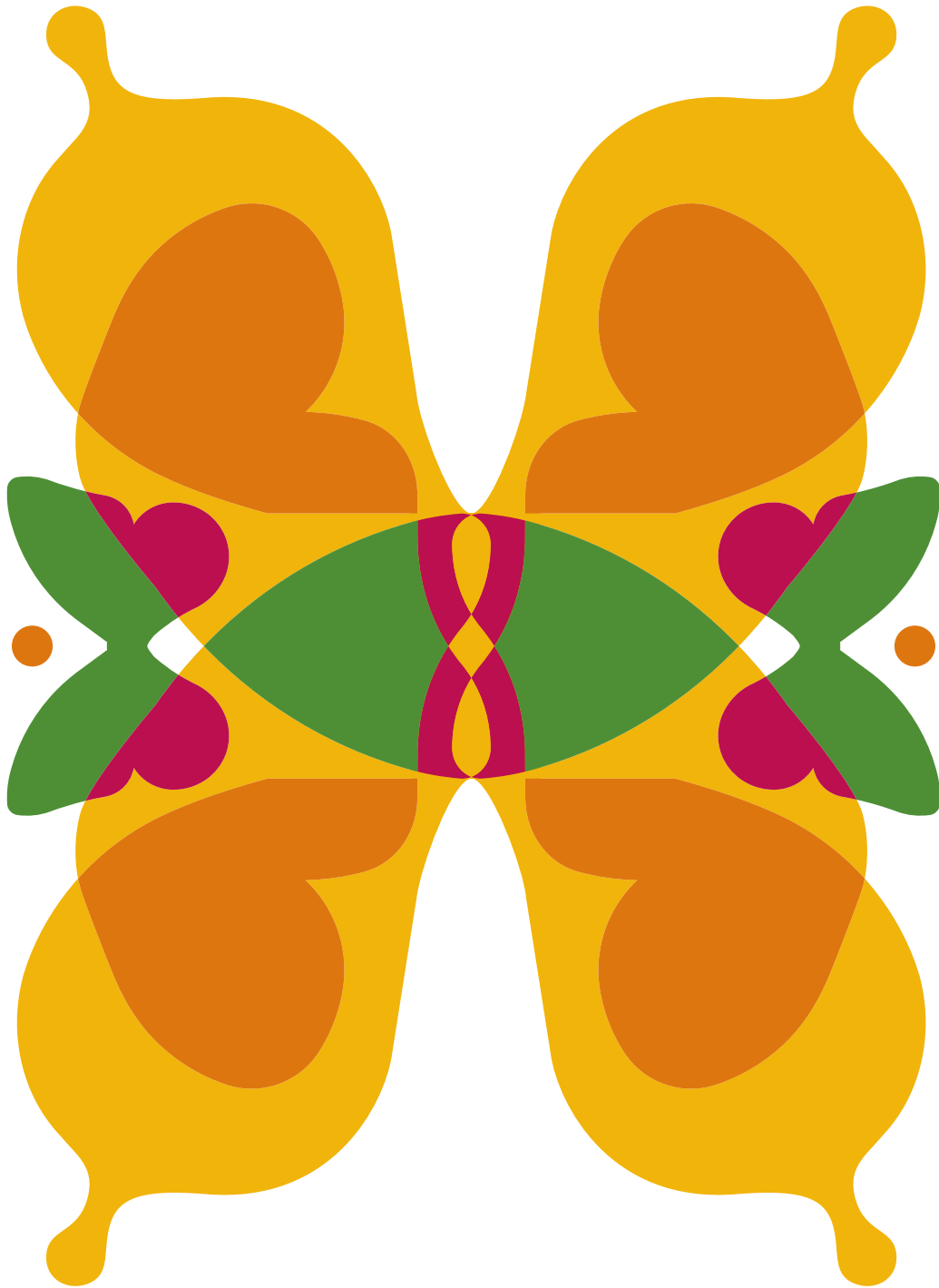


2021

transform awards  
north america



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# Welcome



**Andrew Thomas**

*Publisher, Transform magazine*

The challenges of the past year have been immense, as companies of all sizes have worked to mitigate the impact of the Covid-19 pandemic. That's why this year's Transform Awards winners are incredibly deserving of their recognition. They have championed communications, design and strategic brand development in the most difficult of landscapes and they have achieved great things.

Our judges were amazed by the work crafted by organisations and their agencies across so many different sectors: from automotive to the arts, financial services to the third sector. They were impressed with the quality of the design work as well as the thoroughness and effectiveness of the strategic processes.

Each and every one of this year's Transform Awards winners is helping to set the standard for excellence in rebranding and brand development. I'm proud to share the winners of the Transform Awards.

Congratulations to every winner, your success is well and truly deserved.

4 Judges

6 Winners

## CONTENT

8 Best use of visual property

9 Best brand architecture solution

10 Best use of copy style or tone of voice

11 Best brand experience

12 Best use of packaging

13 Best wayfinding or signage

14 Best use of audio branding

16 Best use of typography

## PROCESS

17 Best internal communications during a brand development project

## STRATEGY

18 Best creative strategy

20 Best brand evolution

22 Best strategic or creative development of a new brand

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

24 Best naming strategy

## TYPE

26 Best corporate rebrand following a merger or acquisition

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

28 Best brand consolidation

29 Best rebrand of a digital property

## SECTOR

30 Best visual identity by a charity, NGO or NFP

31 Best visual identity from the education sector

32 Best visual identity from the engineering and manufacturing sector

34 Best visual identity from the farming and agriculture sector

35 Best visual identity from the financial services sector

36 Best visual identity from the food and beverage sector

37 Best visual identity from the healthcare and pharmaceuticals sector

38 Best visual identity from the industrial and basic materials sector

39 Best visual identity from the lifestyle and wellness sector

40 Best visual identity from the professional services sector

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

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

44 Best overall visual identity

46 Grand prix

# JUDGES



**Harlie Brindak**  
**Creative director**  
*Superunion*

Harlie is a creative director at Superunion, where she has developed a multidisciplinary skillset that gives her a unique approach to brand development. Previously, she was brand manager and design lead at a tech start-up where she was on the founding team and led all product design, branding, marketing, and communications. She was also involved in business development and investor relations. Harlie's recent clients include NASA, Move United, Project Management Institute, Morrison & Foerster, and Google Play.



**Jennifer Harrington**  
**Director of marketing**  
*Blue Note Entertainment Group*

Jennifer is the marketing director for Blue Note New York (Blue Note Entertainment Group). She oversees the marketing strategy and brand experience for the jazz club, Blue Note Jazz Festival, and Blue Note Travel while ensuring brand cohesion among global live music and entertainment partnerships. Prior to working at Blue Note, Jennifer held roles in marketing and branding at Primephonic, a classical music streaming platform and Orpheus Chamber Orchestra.



**John Gambell**  
**Senior critic in graphic design**  
*Yale University Printer*

John is the Yale University Printer and senior critic in the Yale School of Art. He serves as the university's visual brand manager and coordinates Yale's most visible graphic design, wayfinding, and branding projects. Prior to 1998, Mr. Gambell operated a studio in New Haven, Connecticut, that designed print publications as well as websites, sign systems, and commercial packaging. His work has been recognised with awards from the American Association of Museums, American Association of University Presses, and others.



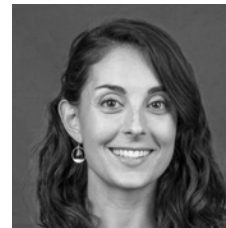
**Glenn Pajarito**  
**Head of creative**  
*Casper*

Glenn is the head of branding at Citi. With nearly two decades of agency and brand experience as a creative director, Glenn has led new business pitches and integrated campaigns for hundreds of brands such as Google, LEGO, American Airlines, Samsung, NBA, P&G, and Anheuser-Busch. In his spare time Glenn lectures about the history of brands, design and advertising and their impact on culture.



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

Dennis is senior director, global branding at SAP, where he has managed all aspects of design and visual experience for the past 10 years. Prior to that he has spent over 25 years with agencies such as Siegel + Gale, Wolff-Olins and The Brand Union. He brings brands to life through a strategically driven and visually rich process, assuring consistent expression and alignment across all touchpoints in all media. He has designed and implemented programmes for Caterpillar, Pfizer, American Express, DuPont, the Ford Foundation, HP, U.S. Air Force and Dell.



**Becca Valle**  
**VP, head of marketing**  
*New York Knicks*

Becca is an experienced global marketing leader sitting at the center of sports and culture as the global head of marketing for the New York Knicks. She is driven by her passion for brand building, storytelling, and innovation. She is growing the Knicks' social and digital storytelling capabilities, innovating ticket products, and reinventing digital platforms to provide fans with more access to the game they love. Prior to the Knicks, Becca spent 12 years in the advertising industry, leading global campaign efforts for top brands like Visa, American Express, IBM, Comcast, and Gillette.



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

Steve is sonic strategy director for Studio Resonate, XM Media's in-house, audio-first creative consultancy, offering support to brands that advertise on the Pandora, SiriusXM, Stitcher, and Soundcloud platforms. He is recognised as one of the world's leading authorities 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. Steve's work explores the ways music and sound impact consumer perception and behaviour.



**Amanda Kicera**  
**Senior director of club branding**  
**Major League Soccer (MLS)**

Amanda is senior director of club branding at Major League Soccer (MLS) where she primarily supports the League's 27 Clubs with brand development. From helping existing Clubs clarify their purpose to building new-to-world expansion brands and league extensions. Previously, Amanda specialised in brand strategy at FutureBrand, working across a variety of sectors. She has built brands for a range of clients including American Airlines, Molson Coors, Pitney Bowes, Johnson Controls, Casella Wines and Tupperware.



**Gilmar Wendt**  
**Creative director**  
**GW+Co**

Gilmar is a business design strategist who helps transform business by aligning brand, strategy and culture. He is principal of GW+Co, an award-winning creative consultancy based in London. Notable clients include Yale, PayPal and Zumbotel. Gilmar founded GW+Co in 2010 after an agency career leading integrated campaigns for FTSE100 companies, professional services firms and high-profile international brands. He brings an interdisciplinary approach, calling on designers, strategists, technologists, communicators and social scientists to work together.



**Alex Wodrich**  
**Managing director**  
**why do birds**

Alexander founded the audio branding agency why do birds in 2010. Their clients include such brands such as Siemens, Hyundai, German Rail or GORE-TEX. Alexander has a degree in business and has also been a successful musician for the most part of his life. Before founding why do birds, he was a member of the MetaDesign Berlin management board, responsible for the audio branding and motion graphics departments.

# WINNERS

## CONTENT

### Best use of visual property

**Gold – Hausfeld and Living Group**

Silver – Truist and Interbrand

Bronze – Matter and Interbrand

Bronze – NielsenIQ and Interbrand

Highly commended – Quest Diagnostics and Monigle

### Best brand architecture solution

**Gold – Epicor and Together Design**

Silver – AmeriCorps and Brandpie

Bronze – Matrix Medical Network and Brandpie

Bronze – Publicis Sapient

Highly commended – Colgate-Palmolive: Palmolive and Clarkmcdowall

Highly commended – Mars Wrigley Nutro and Clarkmcdowall

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

**Gold – Control Techniques and GW+Co**

### Best brand experience

**Gold – Topgolf Entertainment Group and Rovio Entertainment**

Silver – PepsiCo Design & Innovation - MTN DEW Cookbook

Bronze – Mars Retail Group and Landor & Fitch

Highly commended – BlackRock VIS and Turner Duckworth

Highly commended – Casey's and Interbrand

Highly commended – Quest Diagnostics and Monigle

### Best use of packaging

**Gold – McDonald's and Pearlfisher**

Silver – Casey's and Interbrand

Silver – SoGood Saké and Pearlfisher

Bronze – Tecate ALTA and Pearlfisher

Highly commended – Appleton Estate Rum and Superunion

Highly commended – Heineken and Elmwood

Highly commended – Revea and ChangeUp

### Best wayfinding or signage

**Gold – California Polytechnic State University and DLR Group**

Bronze – Freson Bros. Market and Shook Kelley

### Best use of audio branding

**Gold – History Channel / A&E Networks and Sonic Lens**

Silver – Sparkling Ice with Hawkeye and Sixième Son

### Best use of typography

**Gold – Connectivity Standards Alliance and Interbrand**

**Gold – Standard Chartered and Lippincott**

Silver – Microsoft and Monigle

Bronze – Casey's and Interbrand

Highly commended – Jimmy John's and ChangeUp

Highly commended – Truist and Interbrand

## PROCESS

### Best internal communications during a brand development project

**Gold – Hausfeld and Living Group**

Silver – AmeriCorps and Brandpie

## STRATEGY

### Best creative strategy

**Gold – Fifth Season and Spectacle Strategy**

**Gold – Purple and Landor & Fitch**

Silver – McDonald's and Pearlfisher

Bronze – AmeriCorps and Brandpie

Highly commended – Creo and Brandpie

Highly commended – Datacolor and BrandTuitive

Highly commended – Epicor and Together Design

### Best brand evolution

**Gold – AmeriCorps and Brandpie**

Silver – Ayming and Kimpton Creative

Silver – Purple and Landor & Fitch

Bronze – Casey's and Interbrand

Bronze – Epicor and Together Design

Bronze – Standard Chartered and Lippincott

Highly commended – HST Pathways and McMillan

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

**Gold – SoGood Saké and Pearlfisher**

Silver – Calyx and Monigle

Silver – Havas Mango and Conran Design Group

Bronze – Creo and Brandpie

Bronze – Matter and Interbrand

Highly commended – HUM and Thackway McCord

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

**Gold – Microsoft and Monigle**

Silver – Connectivity Standards Alliance and Interbrand

Bronze – Nationwide with Coley Porter Bell and Ogilvy

Highly commended – Consider Pastures and Pearlfisher

### Best naming strategy

**Gold – Clario and Conran Design Group**

Silver – Creo and Brandpie

Silver – HUM and Thackway McCord

Silver – Matter and Interbrand

Bronze – Havas Mango and Conran Design Group

Highly commended – Sylvamo and Thackway McCord

## TYPE

### Best corporate rebrand following a merger or acquisition

**Gold – HALO and DeSantis Breindel**

Silver – Truist and Interbrand

Bronze – Bristol Myers Squibb and Siegel+Gale

Bronze – LSEG and Interbrand

Bronze – Luminis Health and Monigle

Highly commended – ASC Engineered Solutions and Tenet Partners

Highly commended – Viatrix and Conran Design Group

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

**Gold – J.M. Smucker Company and CBX**

Silver – Control Techniques and GW+Co

Silver – Epicor and Together Design

Bronze – Connectivity Standards Alliance and Interbrand

Bronze – Partners and Living Group

Highly commended – LPL Financial and DeSantis Breindel

Highly commended – Quest Diagnostics and Monigle

### Best brand consolidation

**Gold – Casey's and Interbrand**

Silver – Epicor and Together Design

### Best rebrand of a digital property

Silver – Hausfeld and Living Group

Bronze – Epicor and Together Design

## SECTOR

### Best visual identity by a charity, NGO or NFP

**Gold – Ocean Generation and Pearlfisher**

Silver – Quest Diagnostics and Monigle

Bronze – AmeriCorps and Brandpie

Bronze – Partners and Living Group

Highly commended – Crossroads Health and Onyx Creative

Highly commended – Woods Hole Oceanographic Institution and Marquis Design

### Best visual identity from the education sector

Silver – KinderCare and Design Bridge New York

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

**Gold – Optimas and Paragraphs LLC**

Silver – Control Techniques and GW+Co

Bronze – Stratus Unlimited and Monigle

Highly commended – Sylvamo and Thackway McCord

### Best visual identity from the farming and agriculture sector

**Gold – Fifth Season and Spectacle Strategy**

### Best visual identity from the financial services sector

**Gold – HUM and Thackway McCord**

Silver – Budgyt and The Kamelion Group

Bronze – Jackson Financial and Prophet

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

**Gold – Captain Pabst and Design Bridge New York**

**Gold – SoGood Saké and Pearlfisher**

Silver – PepsiCo Design & Innovation – Driftwell

Bronze – New Holland Brewing Co. and

Design Bridge New York

Highly commended – Appleton Estate Rum and Superunion

Highly commended – PepsiCo Design & Innovation – Doritos CyberPunk 2077 Activation

Highly commended – PepsiCo Design & Innovation – Flavor Drop Shop Blazin Buffalo Ranch

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

**Gold – K-Y and Design Bridge New York**

Silver – Bristol Myers Squibb and Siegel+Gale

Silver – Calyx and Monigle

Bronze – Luminis Health and Monigle

Highly commended – Matrix Medical Network and Brandpie

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

**Gold – Creo and Brandpie**

Silver – ASC Engineered Solutions and Tenet Partners

Bronze – Datacolor and BrandTuitive

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

**Gold – Hum by Colgate and Pearlfisher**

Silver – Elaluz and Pearlfisher

Highly commended – Madison James and BrandTuitive

### Best visual identity from the professional services sector

**Gold – Hausfeld and Living Group**

Silver – Amwins and Monigle

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

Silver – Hilton and Landor & Fitch

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

**Gold – Centrilogic and Monigle**

Silver – Epicor and Together Design

### Best overall visual identity

**Winner – K-Y and Design Bridge New York**

### Grand prix

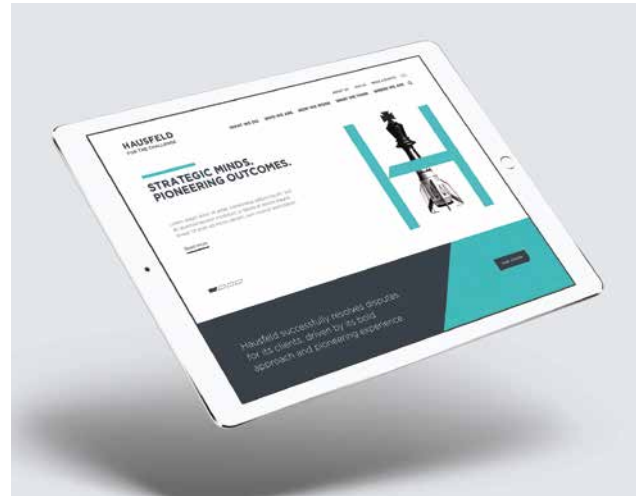
**Winner – SoGood Saké and Pearlfisher**

# CONTENT

## Best use of visual property

### Gold – Hausfeld and Living Group

The legal sector is awash with similar looking websites, photographic styles and messaging. To stand out in a crowded landscape, firms need to bring something new to bear. Hausfeld worked with Living Group to make this dream a reality. The new strapline, 'For the challenge,' is reflected visually with a bespoke 'H' icon that simultaneously depicts thoughtfulness and rebellion. Above the crossbar of the H, strategic and practical imagery is depicted. Below that, are images indicating problem solving, change and momentum. It's a creative and elegant solution that won the favour of judges with ease. Judges called it "brave," and "joyous." Another said the brand is disrupting its industry with the visual property of the, "H as the centerpiece leading back to the brand and exerting dominance."



### Silver – Truist and Interbrand

The financial services sector's norm of using photographic lifestyle imagery was homogenous and didn't capture the diversity of Truist's audiences. Interbrand drew inspiration from the luxury and fashion spaces, using art to deliver an experience. "An interesting and unexpected solution," said one judge. Another added, "This is beautiful work and definitely shows the evocative, varied and rich potential of this visual property."



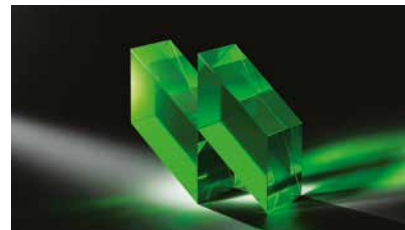
### Bronze – Matter and Interbrand

To deliver a new connectivity standard for use across time and industry, Interbrand crafted Matter, the new foundation for the Internet of Things. The brand icon seamlessly integrates with the existing Bluetooth and wifi symbols, adding to the connectivity landscape with ease. "I can see it becoming ubiquitous," said one judge.



### Bronze – NielsenIQ and Interbrand

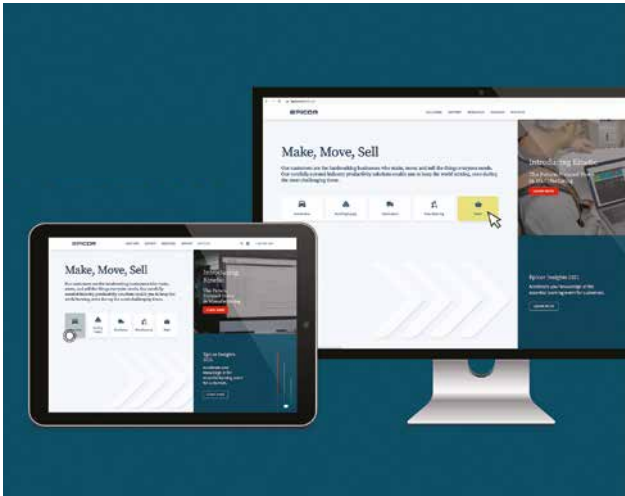
A commitment to the truth informed Interbrand's development of the new digital-first consumer data brand NielsenIQ. The centerpiece N symbol is versatile and distinctive, offering flexibility across the brand system. "A competent, simple logo with lots of legs and lots of life" said one judge.



### Highly commended – Quest Diagnostics and Monigle



## Best brand architecture solution



### Gold – Epicor and Together Design

Cloud computing solutions provider Epicor works across mid-market companies to streamline and secure corporate systems. But, its aged brand failed to communicate its versatile offer as an indistinct visual identity was built through acquisition. Epicor turned to Together Design to align its disparate products and services.

The brand architecture solution showcases five key industries, under which sit further distinctive platforms and products. Visually, the brand's core color palette is adaptable to each industry, lending subtle visual cues to different service offerings. One judge said it best, "Together Design dug deep into assessing the issues facing Epicor, a major brand suffering from a lack of brand awareness. The brand architecture solution not only did the job of organizing, unifying and expressing over 70 products and services into a strong, single identity for Epicor consumers, but broke down internal company silos and increased employee engagement – no small feat!"



### Silver – AmeriCorps and Brandpie

A nationwide awareness problem plagued volunteering program CNCS due to a lack of brand clarity. But, Brandpie changed all that by aligning numerous brands and sub-brands into a single entity: AmeriCorps. The brand consolidation then allowed for more straightforward messaging, a clearer purpose and a stronger call to action.



### Bronze – Matrix Medical Network and Brandpie

Matrix Medical Network needed a brand architecture solution that would help it successfully introduce its wide range of business units and services to a variety of disparate audiences. Brandpie delivered with a clear, simple brand architecture that has greatly improved the company's communications and perception.



### Bronze – Publicis Sapient

With a network of creative agencies under its umbrella, Publicis Sapient had to prioritise its corporate brand to improve awareness and enhance its reputation. To do so, it focused on its company culture, rather than its agencies' individual client work. This strategy paid off visually and strategically as it has seen positive results among its target audiences.

### Highly commended – Colgate-Palmolive: Palmolive and Clarkmcdowall

### Highly commended – Mars Wrigley Nutro and Clarkmcdowall

# CONTENT

## Best use of copy style or tone of voice

### Gold – Control Techniques and GW+Co

Creating the technology behind some of the most essential motors and devices in the world, Control Techniques had something to say. GW+Co gave it a voice. In such a B2B, tech-driven industry, communications tended to be dry and unemotive. However, GW+Co developed a new tone of voice that wouldn't forget that engineers have emotions too. It transformed the drives themselves into superheroes. It capitalized on pop art imagery to gain attention, then followed through with punchy, emotive messaging.

The tone of voice was a hit with the in-house marketing team, industry media, customers and social media users alike. "Clearly defines a new chapter for this company that brings a smile to your face," said one judge. "Their personality alone is differentiating it against its competitors."



## Best brand experience



### **Gold – Topgolf Entertainment Group and Rovio Entertainment**

Rovio Entertainment partnered with Topgolf Entertainment Group to create an interactive golf experience based on the iconic Angry Birds mobile games. The AR experience would unite game players together through shared moments.

The brand experience brought the Angry Birds world to life. It was integrated into the real-life Topgolf setting allowing for players to develop tangible connections to the brand. Judges thought this was “quite a feat to pull off.” But Rovio handled the partnership with aplomb, even integrating influencer endorsements and branded tie-ins. “It is impressive in its use of technology to translate a golfer’s stroke into a virtual environment,” added one judge.



### **Silver – PepsiCo Design & Innovation - MTN DEW Cookbook**

Mountain Dew capitalized on a cult fan-base with passion for the brand. It celebrated its 80th birthday with the Mtn Dew Cookbook, a compilation of recipes that extended the brand beyond the beverages category. “Does a great job of staying true to the fun and fresh brand persona,” said one judge. Another praised the buzzworthy content and delivery of new audiences.



### **Bronze – Mars Retail Group and Landor & Fitch**

The M&M retail experience at the Mall of America is more than just a store. Packed full of surprises, from a roller coaster to a personalized chocolate bar to a theatre, Landor & Fitch crafted an immersive brand experience. “Just right for the brand,” said judges, who thought the experience helped set the benchmark in the category.

**Highly commended – BlackRock VIS and Turner Duckworth**

**Highly commended – Casey’s and Interbrand**

**Highly commended – Quest Diagnostics and Monigle**

# CONTENT

## Best use of packaging

### Gold – McDonald's and Pearlfisher

In a very competitive category, it was almost fitting that the winner would be McDonald's. Rebranding a global favorite is a daunting task, fraught with peril. But, Pearlfisher didn't just manage the rebrand smoothly, it added to the iconography of an already formidable brand.

Pearlfisher's redesigned packaging is modern, stripped-back and playful. Its timeless design speaks for itself. Judges couldn't praise it higher. "This is witty, bold and fun," said one. Another praised "the most comprehensive design application with a system that can flex to celebrate each menu item uniquely," adding, "The vibrant colors and graphic approach feels young while staying true to the iconic cues of the McDonald's brand."



### Silver – Casey's and Interbrand

Midwestern favorite, Casey's, is not just a service station. It is now the US' fourth-largest convenience store brand and fifth-largest pizza chain. But its logo was ageing quickly. Interbrand's new packaging system embraces the company's convenience store heritage with a playful, colorful touch. "An example of building from a brand's foundation for a fresh and modern design system that works at every touchpoint," said one judge.



### Silver – SoGood Saké and Pearlfisher

SoGood Saké transcends the wine and spirits categories, taking saké out of the traditional restaurant experience and into the drinks cabinets of Americans. Pearlfisher's bottle and packaging design brings a new lineage to a traditional drink. "This is bold," says one judge. "Maybe even audacious." Another said, "This is so beautiful. It stands out for its genre-challenging design. Golden."



### Bronze – Tecate ALTA and Pearlfisher

Tecate Alta's pack design uses a slimline can to emphasize the beer's ultra-light brew. The visual link between the drink itself and the packaging is balanced, subtle and premium. "A lovely solution that feels right against the strategy," said one judge. Another added, "Love the focus on multiculturalism...one of the stronger design aesthetics."



**Highly commended** – Appleton Estate Rum and Superunion

**Highly commended** – Heineken and Elmwood

**Highly commended** – Revea and ChangeUp

## Best wayfinding or signage



### **Gold – California Polytechnic State University and DLR Group**

CalPoly is known nationwide for its excellent, rigorous technical education. But its athletics prestige has long flown under the radar. To promote its sporting acumen and compete more effectively for the best student-athletes, the stadium at the university's San Luis Obispo campus needed a refresh.

DLR Group wanted to highlight the CalPoly baseball tradition. It took visual cues from baseball's heritage – ash woods and blocky lettering – and transformed them into modern, engaging signage and design elements. This seamlessly united heritage with a commitment to future athletes and tradition with trailblazing.



### **Bronze – Freson Bros. Market and Shook Kelley**

Shook Kelley has turned supermarket design into an art form with its redevelopment of Alberta, Canada grocer Freson Bros. Blending traditional imagery with modern experience design, the new supermarket is more interactive and inspiring. Its Instagrammable look has made an impact with target audiences, too.

# CONTENT

## Best use of audio branding

### Gold – History Channel / A&E Networks and Sonic Lens

Sonic Lens worked with A&E Networks to create an audio brand for the History Channel. It had to sit comfortably alongside both programming of immense production value and gritty, reality shows, and everything in between.

To achieve this flexibility, while still creating an ownable system, Sonic Lens used classic rock, a pioneering spirit and the notion of time as inspirations. Judges thought it was a well-developed strategy that linked history together with music. “A bold, but sensible approach,” said one. “The result is convincing.”

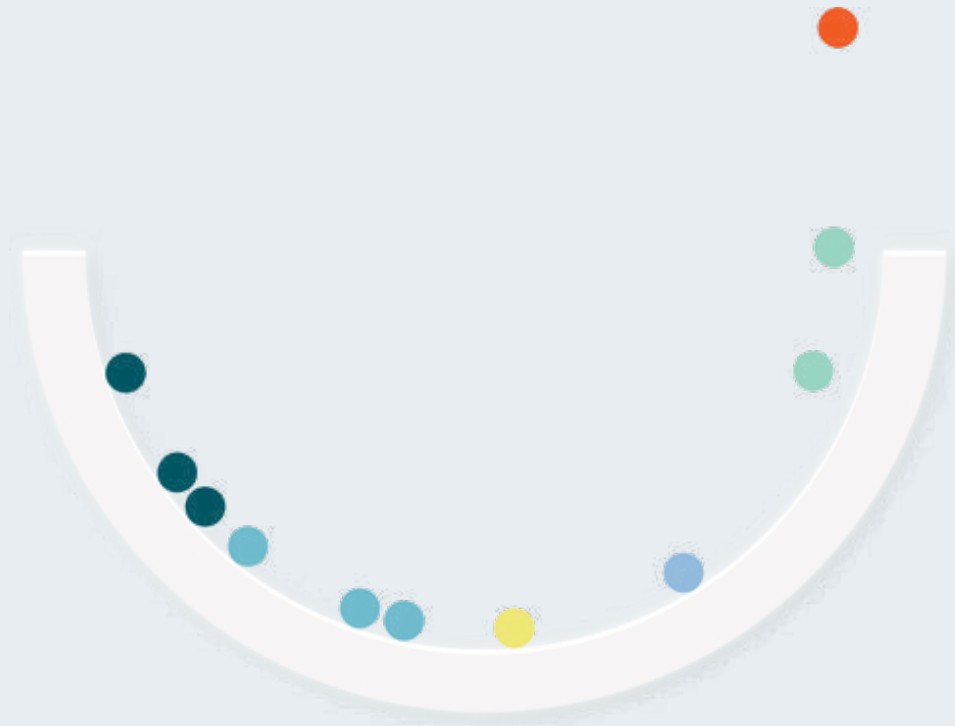


### Silver – Sparkling Ice with Hawkeye and Sixième Son

To bring the bubbles back into the brand – which consumers had inadvertently shortened simply to ‘Ice’ – Sixième Son worked with Sparkling Ice on a lighthearted audio brand. Using a combination of genres to reflect the flavor combinations in the drinks themselves, it achieved a result judges said would help with brand recall and better communicate the brand’s positioning.



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# CONTENT

## Best use of typography

### Gold – Connectivity Standards Alliance and Interbrand

The Connectivity Standards Alliance was born from a brand called Zigbee, founded to unite the Internet of Things behind a common standard. Its rebrand was an opportunity to deliver a sense of connectivity between the brand and its audiences. Interbrand shortened the name to 'CSA,' and then introduced a linking visual device to the logo.

But it didn't stop there. The brand's unique typography enables ligatures to form links between letters, no matter the context. The flexible, bespoke system is an ingenious strategy for communicating 'connection' in a way the brand can own going forward. Judges thought this was a gold standard in type design in a rebrand. One called it a "simple and effective idea that clearly translates what the business is looking to accomplish, all through type."



### Gold – Standard Chartered and Lippincott

In order to communicate Standard Chartered's long history of trust and brand equity, it worked with Lippincott and type foundry ITF to deliver a bespoke type and type-based trust mark. The customized typeface was designed to pay homage to Standard Chartered Trustmark, while working to unify all brand experiences globally.

SC Prosper Sans was creatively designed to allow for usage across multiple languages, each with their own unique characters, all without losing a connection to the Standard Chartered brand. One judge said, "I absolutely love that this type was created in consideration with international markets of the company. Beautifully executed."



### Silver – Microsoft and Monigle

To unite Microsoft's sprawling array of employee resource groups together, Monigle introduced a type-driven brand that elevates the voice of each community, promotes intersectionality and empowers each community. One judge called it a "very lively, memorable system." Another said, "It creates a sense of team."



### Bronze – Casey's and Interbrand

Transforming a regional favorite into a modern retailer required Interbrand to transform and update existing brand assets. In the case of the typography, legibility and memorability were prioritized. The result is "beautiful" and delivers a "cohesion between the brand icon and the typography," according to judges.

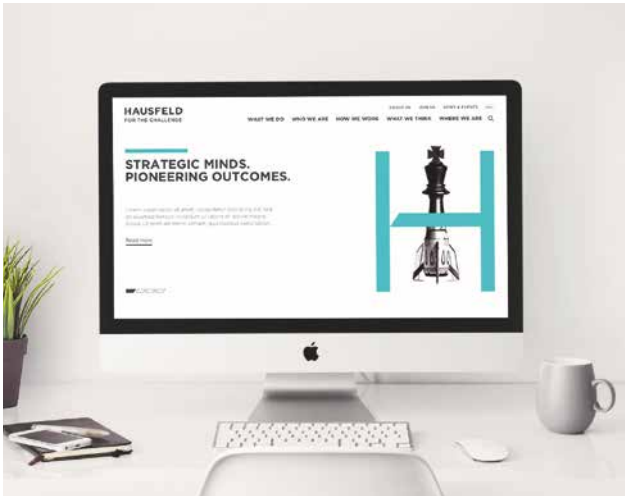


### Highly commended – Jimmy John's and ChangeUp

### Highly commended – Truist and Interbrand



## Best internal communications during a brand development project



### Gold – Hausfeld and Living Group

To deliver a rebrand in the legal sector, employee engagement is paramount to success. Living Group’s rebrand of Hausfeld required both employee research and solid internal communications throughout. The agency undertook 12 partner interviews, five internal workshops and an employee survey to better understand the firm and its identity.

When implementing the brand, employees were treated to regular updates, Q&A sessions and leadership communications to ensure that when the brand launched, it would be understood and well-received. Employees particularly loved the bespoke framed prints for senior project leaders in the new branding and the way Hausfeld’s identity could better communicate the firm’s personality.



### Silver – AmeriCorps and Brandpie

For national volunteering organization AmeriCorps, the internal audience was crucial to a successful rebrand. Brandpie undertook research among volunteers, staff and program alumni. It then created an internal comms strategy that would communicate one decision at a time, allowing for input and questions along the way.

# STRATEGY

## Best creative strategy

### Gold – Fifth Season and Spectacle Strategy

Introduced by technologists and engineers to reframe the role of fresh fruit and vegetables in the American mind, Fifth Season needed a new brand to support its scale-up. In the midst of the pandemic, it faced a crucial challenge of making consumers care about eating healthy. Instead of simply repackaging their products, Fifth Season worked with Spectacle Strategy to deliver an entirely new product.

The so-called ‘salad kit strategy’ then informed the development of the new brand. The products now outperform grocery competition by 150%. Judges thought this strategy was inspiring. One said, “It’s a great all-round creative piece of work. Beautiful design, type and engaging witty words, it is fresh and joyful. The fact that they managed to adapt the strategy in such a difficult time and get results speaks for the quality.”



### Gold – Purple and Landor & Fitch

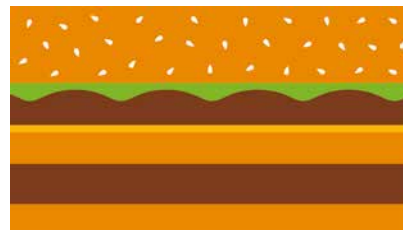
Mattress purveyor Purple needed to transcend industry norms in order to make an impact. To do so, Landor & Fitch crafted a strategy for the visual identity that brought the precision of the brand’s key differentiators to life as a cohesive design system.

The new approach is grounded in fun and a relationship with sleep technology. Judges thought this approach brought the spirit of the organization to life. One said, “Love the unexpected and provocative nature of this work.” Another added, “This brings technology and mattress innovation to life in a fun and playful way, with a creative approach that breaks through.”



### Silver – McDonald’s and Pearlfisher

To deliver a single visual expression for one of the world’s most beloved brands – McDonald’s – Pearlfisher had to transform the modern expression of the global icon and evolve its brand perception along the way. “Really strong, breakthrough work,” said one judge. “The system is so bold, simple and fun.”



### Bronze – AmeriCorps and Brandpie

Brandpie’s strategy for AmeriCorps’ rebrand was driven by its approach to naming. By unifying the organization behind a single, impactful name, the new brand was given a new lease on life. Judges thought the insights-driven strategy made for a simple, elegant solution to a complex challenge.



- Highly commended – Creo and Brandpie
- Highly commended – Datacolor and BrandTuitive
- Highly commended – Epicor and Together Design



# Extraordinary brand transformation by design

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# STRATEGY

## Best brand evolution

### Gold – AmeriCorps and Brandpie

CNCS is a government agency that’s made up of multiple entities serving different audiences, delivering different services and working in close partnership with hundreds of stakeholder groups. But its brand was virtually unknown. To ‘bring out the best of America’ and deliver a stronger brand in the process, AmeriCorps turned to Brandpie.

The agency developed a single, unified visual identity and aligned sub-brands behind the central AmeriCorps name. This enabled the organization to communicate more effectively and reach a wider audience in the process. “Well done on brand delivery,” said one judge. Another praised the “simpler, clearer brand structure.”



### Silver – Ayming and Kimpton Creative

To support rapid expansion, Ayming turned to Kimpton Creative for a stronger communications platform and a more easily identifiable brand. Judges thought this was a “well-executed international brand evolution.” One called it “friendly and powerful.”



### Silver – Purple and Landor & Fitch

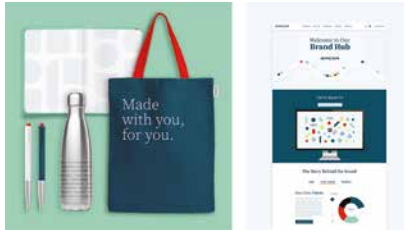
Purple approached brand communications with a quirky, innovation-first messaging strategy. To really stand out in the sleep market, Landor & Fitch crafted an industry-transcending brand that better communicates the company’s key points of differentiation. “The clear evolution is well-executed, modern and interesting,” said one judge.





## **Bronze – Casey's and Interbrand**

The rebrand of midwestern favorite Casey's by Interbrand had to update a beloved institution to facilitate its broadened corporate strategy. The new identity is a strong evolution that communicates modernity without losing sight of the company's personality. "It raises the visibility and credibility of the brand," said one judge.



## **Bronze – Epicor and Together Design**

Epicor had a solid business model, but was failing to communicate its different platforms to a B2B audience. It worked with Together Design to simplify its brand, create a stronger brand architecture and update its communications with key stakeholders. Judges called this a "sensible and strong process" with "a clear sense of the brand architecture."



## **Bronze – Standard Chartered and Lippincott**

To capitalize on Standard Chartered's long heritage and the trust it inspired in its stakeholders, Lippincott developed a type-driven visual identity that focused on the company's trust mark. Judges thought the brand evolution was simple, creative and well-developed.

## **Highly commended – HST Pathways and McMillan**

# STRATEGY

## Best strategic or creative development of a new brand

### Gold – SoGood Saké and Pearlfisher

The launch of a new brand in the ever-crowded alcohol industry requires a brand to not only deliver on taste and experience, but to redefine its category in the process. That is what SoGood Saké achieved alongside Pearlfisher.

Saké has long been relegated to sushi bars and Japanese restaurants. Pearlfisher freed the spirit from that specific drinking experience, making saké appropriate for American audiences at any occasion. Its new brand redefined the relationship between consumers and saké itself, while also engaging them with a creative, stunning visual identity. “This is a beautiful combination of Japanese and American culture in a way that feels respectful and contemporary,” said one judge.



### Silver – Calyx and Monigle

Using the platform ‘activating intelligence’ as a rallying cry that brings Calyx’s unique approach and spirit to the forefront, Monigle delivered a brand humanity and intelligence in a data-driven sector. The brand thrives in its multiple applications, leading judges to call it “beautiful,” “effective” and possessing of a “clear point of view.”



### Silver – Havas Mango and Conran Design Group

To support the launch of new social media agency Havas Mango, Conran Design Group developed an Insta-ready visual identity. The new brand is lively, playful and authentic. The approach also integrates the company’s professionalism, clout and status as a Havas brand into a rich brand world.



### Bronze – Creo and Brandpie

Cannabinoid startup Creo worked with Brandpie to bring the benefits of CBD to bear in household products. Judges thought the tech-driven strategy helps set Creo apart from other brands operating in the space. They praised the company’s ability to introduce an effective, memorable brand even in the startup stage.



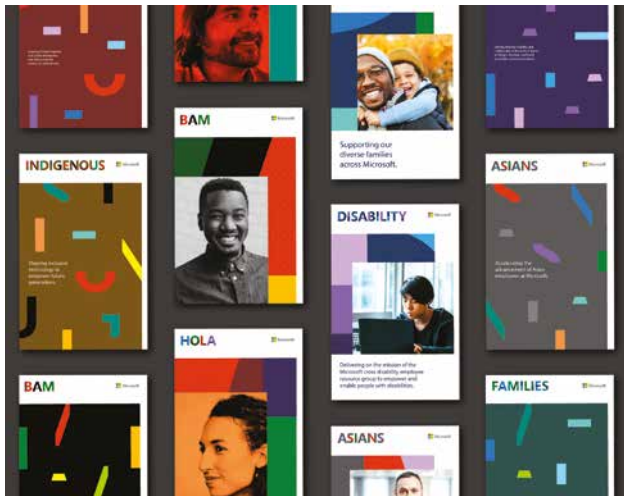
### Bronze – Matter and Interbrand

Interbrand worked with Matter to reshape the Internet of Things landscape and introduce what had to be a universal mark that could sit alongside the existing wifi and Bluetooth icons. The interconnecting logo is one that already sits capably alongside its digital brethren. “Interbrand rose to the occasion with both strategy and creativity, designing a brand identity that is at once universal, recognizable and iconic,” said one judge.



### Highly commended – HUM and Thackway McCord

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



### Gold – Microsoft and Monigle

Microsoft has a rich and vibrant employee culture. But, the many employee resource groups developed by its staff had resulted in a number of different logos and identities representing each organization. To support its employer brand, and its commitment to a diverse and inclusive workforce, Microsoft turned to Monigle to introduce a system of branding for these groups.

The result emphasizes community expression and the interconnected nature of the workforce itself. Not only are the new word marks unified, and distinctive at once, but they also align more effectively with the Microsoft masterbrand. “Stunning,” said one judge, with another adding, “This is brilliant work.”



### Silver – Connectivity Standards Alliance and Interbrand

The Connectivity Standards Alliance had outgrown its umbrella brand, requiring a new approach to set the standard for connectivity in the Internet of Things. Interbrand introduced a typeface that acts as a connective device, providing linkages across the visual identity. “Smart strategy and a fascinating execution that aligns perfectly to that strategy,” said one judge.



### Bronze – Nationwide and Coley Porter Bell and Ogilvy

Nationwide’s foray into insurance required a link back to the parent brand, while still allowing Anew to stand on its own. Coley Porter Bell and Ogilvy introduced a digital-first identity that supports Nationwide’s own push towards effective digital communications. “Warm, friendly and accessible,” said one judge.

### Highly commended – Consider Pastures and Pearlfisher

# STRATEGY

## Best naming strategy

### Gold – Clario and Conran Design Group

MacKeeper had suffered from poor perception due to its third party sellers. It turned to Conran Design Group for a fresh strategy that would reemphasize the value of online security. Instead of focusing on fear and danger, the name was developed to promote a sense of clarity and peace of mind. Clario, helps position the company as a friendly alternative to the defense and attack-minded names of competitors.

This human approach resonated with judges, who found the name to be instantly suitable, refreshing and memorable. The visual identity supports this ethos with portrait photography, lifestyle imagery and supportive, human messaging.



### Silver – Creo and Brandpie

To emphasize the inventive nature of the synthetic cannabinoids created by the company, Brandpie needed a name that evoked creativity, worked across multiple product categories and stood out from the market. Creo was born to carry that mantle. Judges thought this approach worked well at helping Creo stand out from the crowd and ensuring consumers focus on its distinctive selling point.



### Silver – HUM and Thackway McCord

In the complex industry of capital as a service, Thackway McCord had to develop a new name for Capital that would engage and balance a sense of the cutting edge with accessibility and approachability. Hum introduces momentum, energy and memorability into the brand. Judges called it "smart, human and unexpected."



### Silver – Matter and Interbrand

To introduce the new standard for connectivity in the Internet of Things, Interbrand introduced Matter. The brand draws attention to the foundational nature of the IoT, while also evoking a sense of it being part of the building blocks of a new future. "An interesting double play," said one judge, adding that it instantly makes sense for the brand.



### Bronze – Havas Mango and Conran Design Group

Havas' new social media and influencer agency had to evoke a blend of vibrancy, edge and fruitfulness. It had to be playful and delightful. Conran Design Group introduced Havas Mango, supported by an Instagram-ready visual identity. One judge summarized it as "youth, fun, wellness and Miami."



### Highly commended – Sylvamo and Thackway McCord





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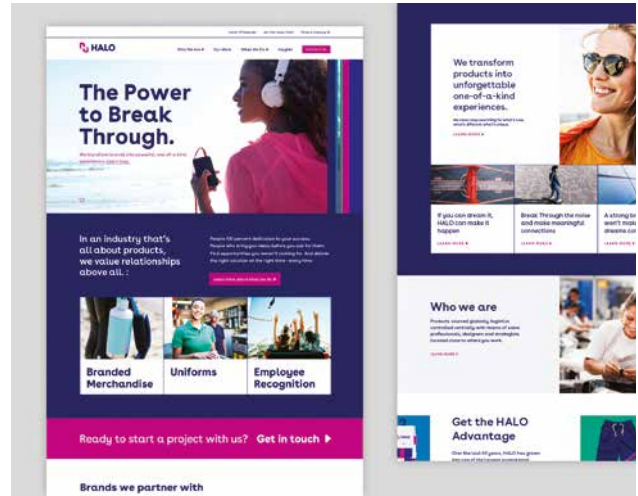
# TYPE

## Best corporate rebrand following a merger or acquisition

### Gold – HALO and DeSantis Breindel

As a purveyor of uniforms, branded merchandise and rewards, Halo had a dual challenge. First, it had to create a unified brand after having grown by acquisition. Second, it had to live its own values and introduce a system that would benefit its internal audience.

DeSantis Breindel crafted the brand platform: ‘the power to break through.’ Not only did this help on the consumer side, by turning products into experiences, but it supported Halo’s own employees in building a connection to the brand. “This rebrand had its work cut out for it to help employees feel part of one company. And this is such strong work,” said one judge. “Smart and beautiful.”



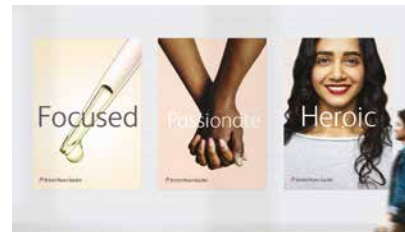
### Silver – Truist and Interbrand

Truist, the merger of SunTrust and BB&T banks, had ambitions to make financial services better. To do it, they needed an identity that was both trustworthy and visionary. The new brand, designed by Interbrand, espouses leadership, the personal touch and advanced technology. “Visually articulate and smart,” said one judge. Another added, “It feels approachable and personal.”



### Bronze – Bristol Myers Squibb and Siegel+Gale

To carry out its first rebrand in 30 years and support the integration of the newly acquired Celgene, Bristol Myers Squibb turned to Siegel+Gale for a brand that would capitalize on the company’s values of integrity, innovation, passion, accountability and inclusion. ‘Transforming patients lives through science,’ resonated with judges who praised it for being “anchored in humanity, not pharmaceuticals,” and “highly accessible.”



### Bronze – LSEG and Interbrand

After acquiring Refinitiv, the London Stock Exchange Group (LSEG) had to integrate the large business into its own fold, with minimal disruption. Interbrand’s strategy was to incorporate the simplicity of Refinitiv’s logo – and its signature blue – into LSEG’s heritage brand. “Beautifully crafted. I love this modern interpretation of an old logo and how the two brands have been integrated,” said one judge.



### Bronze – Luminis Health and Monigle

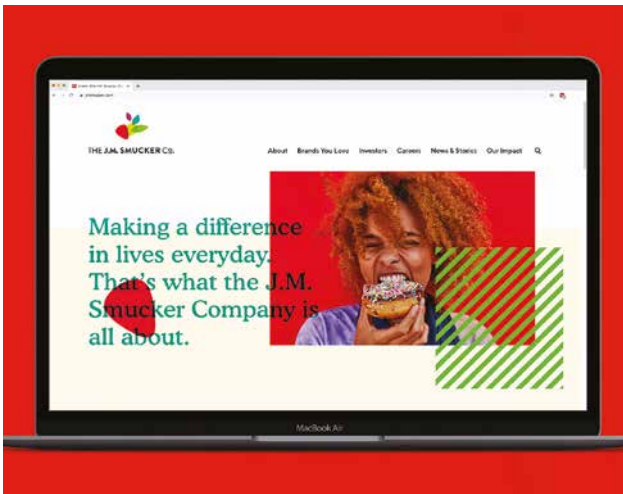
Born from two different health systems, Luminis Health needed to connect with its audiences while showcasing its distinctive benefits. The approachable brand, developed by Monigle, enables Luminis to bring a startup-like personal approach to bear with all the benefits of a large medical institution. “Humanizes the brand and puts the patient at the forefront of communications,” said one judge.



### Highly commended – ASC Engineered Solutions and Tenet Partners

### Highly commended – Viatrix and Conran Design Group

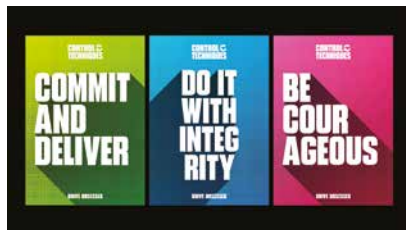
## Best brand development project to reflect a changed mission, values or positioning



### Gold – J.M. Smucker Company and CBX

Having grown from the jams and jellies category and into a wide variety of food products, J.M. Smucker Company (JMS) had outgrown its legacy brand. It turned to CBX to facilitate its future as a multi-product food giant. Instead of relying on nostalgia to drive the brand forward, CBX built a brand platform on stability, heritage and evolution.

The new corporate logo is beautifully simple and harks back to JMS' heritage while providing enough space – visually and figuratively – to support its future growth. “An exceptionally updated brand,” said one judge, adding, “I get a strong sense for how far the company has come and where it plans to go forward.”



### Silver – Control Techniques and GW+Co

Control Techniques had stagnated. But with a renewed vigor – and swagger – its empowering, superhero-inspired brand has given it a new lease on life. GW+Co's work impressed judges who called it “a new chapter for this company that brings a smile to your face.”



### Silver – Epicor and Together Design

Epicor was struggling to connect with its audiences due to a fragmented brand ecosystem. But, Together Design infused its brand with clarity and personality, making its software platform readily accessible for all its audiences. “Well organized and effectively communicates the new positioning,” said one judge.



### Bronze – Connectivity Standards Alliance and Interbrand

To help it redefine ‘connectivity’ and take its place as the standard bearer in the Internet of Things, Interbrand revitalized the Connectivity Standards Alliance. The new type-driven brand is “incredibly effective,” and “a great clarification of the brand,” according to judges.



### Bronze – Partners and Living Group

Living Group worked with Partners for Women and Justice to create a welcoming, supportive brand that clearly communicated the organization's vital services. Judges thought this new approach was an effective brand consolidation that resulted in a confident visual identity.

**Highly commended** – LPL Financial and DeSantis Breindel  
**Highly commended** – Quest Diagnostics and Monigle

# TYPE

## Best brand consolidation

### Gold – Casey's and Interbrand

Midwestern service station-turned-retailer Casey's had outgrown its original, homespun branding while also transcending the bounds of its original category. Interbrand had to retain the heritage of the beloved favorite, while also supporting it across two key areas of business: its gas stations and convenience stores. Beyond that, it also had to pave the way for further brand development and growth.

The new brand achieves this with panache as it uses bold typography, a single brand icon and strong character to enable both flexibility and ownability. The result is cohesive, expressive and undoubtedly modern, all without losing the brand's sense of self.



### Silver – Epicor and Together Design

Software platform Epicor was in need of a brand consolidation to support its growth through acquisition and clarify its offering to three key audience segments. Together Design used color and shape to align the brand architecture, resulting in a new identity that is an innately natural fit for the company.



# Best rebrand of a digital property



### Silver – Hausfeld and Living Group

Hausfeld’s website was one of the primary focuses of its rebrand. Living Group delivered a thought-provoking and visually engaging design system that enabled Hausfeld to make more of its online space. “Nice to see a bit of joy in litigation,” said one judge.



### Bronze – Epicor and Together Design

From awareness to architecture to clarity, Epicor’s rebrand, by Together Design, is a clear departure from the muddled branding of its past. Judges thought this approach was a positive step not only in terms of unifying and organizing the brand but in improving internal organization systems as well. “The challenge was substantially met by improved visual consistency,” said one judge.

# SECTOR

## Best visual identity by a charity, NGO or NFP

### Gold – Ocean Generation and Pearlfisher

Ocean Generation – the brainchild of Plastic Oceans UK – has a clear mission: to make people care about the world’s oceans while there is still a chance to effect change. But, connecting people to the health of the oceans can be difficult due to the intangibility of some of the ecological concepts and complexity of the biome itself.

Pearlfisher’s solution is an elegant stroke of genius. It uses a simple ‘above/below’ visual device to tell a human story about the ocean. Above the waves, children play, boats sail, fishermen work. But below, is a different story. The brand icon even evokes this without using photography, simply by depicting a wave-like motion. Judges thought the storytelling in the brand was executed well and the organization’s purpose clearly delivered through the visual identity.



### Silver – Quest Diagnostics and Monigle

To tackle health inequality Quest Diagnostics worked with Monigle on the Quest for Health Equality sub-brand. The visual identity was swiftly developed during the pandemic and uses a simple, but effective color palette to communicate its rallying cry. “This effort feels valuable and sincere,” says one judge. “The graphic results are strong and sophisticated.”



### Bronze – AmeriCorps and Brandpie

CNCS struggled to make a name for itself due to a complex brand and unclear messaging. Brandpie united the AmeriCorps brand to ‘bring out the best of America.’ One judge said, “It successfully builds on the legacy and equity of the organization and reimagines it in a way that feels contemporary and digital-first.”



### Bronze – Partners and Living Group

Partners for Women and Justice provides advice and legal aid to victims of domestic abuse. Its brand had to speak to service users and prospective employees alike. Living Group’s visual style focuses on development, relationships and strength. “Living Group breathed new life into Partners for Women and Justice,” said one judge.



### Highly commended – Crossroads Health and Onyx Creative

### Highly commended – Woods Hole Oceanographic Institution and Marquis Design

## Best visual identity from the education sector



### Silver – KinderCare and Design Bridge New York

KinderCare's well-known brand was failing to capture imaginations. At the heart of Design Bridge's brand refresh was a building block illustration system which captured the sense of discovery and joy of a child's development. The result is child-friendly without being childish and unites the large company behind a single identity.

# SECTOR

## Best visual identity from the engineering and manufacturing sector

### Gold – Optimas and Paragraphs LLC

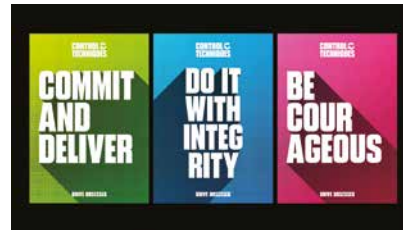
Paragraphs had the daunting task of making a manufacturing company – essentially the people who make ‘parts’ – visually engaging. But, the creativity in Optimas’ brand is truly unique in the sector. Photos were taken of each part and then recomposed into a variety of images. The conceptual images are inherently cool. Their composition cleverly depicts all of Optimas’ services and benefits.

The resulting imagery is intriguing and endlessly variable, while still carrying the brand’s central story throughout the identity. “A delightful use of the client’s actual products as the building block for the brand,” said one judge. “I immediately understand the parts experience,” said another. Judges also liked the fact that the imagery was playful, but the communications remained professional and sector-relevant.



### Silver – Control Techniques and GW+Co

Control Techniques needed to regain its confidence. It turned to GW+Co to shift the brand from technology into technicolor. The new identity is superpowered. It makes the products the heroes, while still communicating effectively with a technical audience. Judges said, “Their brand design immediately connects,” and “A strong, amusing and successful effort to restore Control Techniques’ mojo.”



### Bronze – Stratus Unlimited and Monigle

After spending a year as a merged organization under two brand names, MC Group | Icon turned to Monigle for a solution. Stratus was born to craft ‘infinite possibilities, ideal solutions.’ The visual identity is memorable while the naming strategy takes the formerly unwieldy brand into a new stratosphere.



### Highly commended – Sylvamo and Thackway McCord





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## SECTOR

### Best visual identity from the farming and agriculture sector

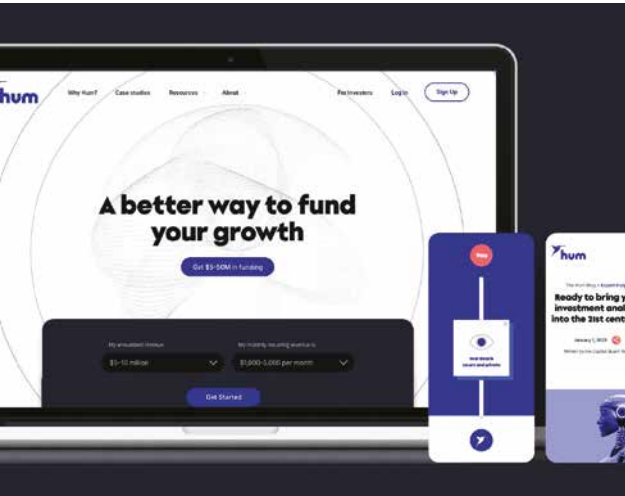
#### Gold – Fifth Season and Spectacle Strategy

New approaches to farming are making waves the world over. But developing a brand strategy based on a company's technology or methods doesn't necessarily make for a standout visual identity. For vertical farming brand Fifth Season, a different approach was needed. Spectacle Strategy instead worked with the company to introduce a new product range. That range informed the rest of the visual identity's development.

The resulting visual identity has resonated with the target audience. It delivers a fun, colorful system that not only looks great, but is inspiring people to change their relationships with produce. "The success of this brand is not fetishizing its technological innovation of being a vertical farm in a former steel mill. The focus is on fresh food," said one judge. "Really smart work," added another.



# Best visual identity from the financial services sector



### Gold – HUM and Thackway McCord

With a cornerstone ethos of delivering ‘capital as a service,’ Capital’s founders realized that it would continue to be an uphill struggle to generate brand recognition in the noisy, competitive financial services sector with a brand that failed to stand out at all. It turned to Thackway McCord to bring a sense of energy and opportunity to bear in the rebrand. Hum introduces a unique hummingbird icon to the brand, delivering flexibility and a sense of motion to the identity. Judges thought this was an unexpected approach to a financial services brand. “It’s smart and human,” said one judge of the new visual identity.



### Silver – Budgyt and The Kamelion Group

SaaS provider Budgyt needed a powerful brand and visual identity that instilled trust in a market that hadn’t yet seen a platform deliver functionality and low-cost together. It worked with the Kamelion Group on a visual identity that differentiated the company from the disconnecting corporate jargon and generic branding consistently common of the category.



### Bronze – Jackson Financial and Prophet

A leader in the annuities market, Jackson Financial worked with Prophet to develop a consumer-friendly brand which would drive awareness of the business and its transformation. Prophet capably updated Jackson’s most prominent brand icon, its horse logo, into one that truly makes its mark on the industry.

# SECTOR

## Best visual identity from the food and beverage sector

### Gold – Captain Pabst and Design Bridge New York

Pabst might be a household name in brewing, but its image lacked credibility, being an admitted ‘bros in bars’ kind of product. To transform this perception and launch a new era in the Pabst brewing legacy, Design Bridge was brought on board to deliver a new visual identity for Captain Pabst.

The consultancy looked back into the brand’s history and unearthed the story of the captain himself, delivering a brand architecture for rich in symbolism, bespoke typography, texture and style. The result is not only stunning, but it transcended the Pabst Blue Ribbon of the past. “This is one of my favorite,” said one judge. “The brand has truly been moved from the frat house to the bar room via handsome, appealing graphics,” added another.



### Gold – SoGood Saké and Pearlfisher

SoGood Saké impressed judges across every aspect of its visual identity design. In America, saké has been a largely traditional spirit, drunk mostly in Japanese restaurants and always recalling the heritage and tradition imbued in the category. But SoGood wanted to do things differently, with its California-based product.

It worked with Pearlfisher to deliver a distinctively American identity that brings a Millennial sense of California cool to bear in the packaging design and brand world. The system has helped SoGood Saké redefine the saké category in the US. “A beautiful interpretation in visual design,” said one judge.



### Silver – PepsiCo Design & Innovation - Driftwell

To not only deliver a new product, but set the standard in the new category of ‘enhanced water,’ PepsiCo’s Design & Innovation division dreamt up Driftwell. The pack is inspired by the colors and movement of Van Gogh’s Starry Night and offers an inspiring canvas for the new category.



### Bronze – New Holland Brewing Co. and Design Bridge New York

Michigan brand New Holland Brewing Co. had lost its way in terms of brand awareness, impact and personality. But Design Bridge reinvigorated the company by reconnecting it with its roots and providing a broad canvas for its future. “This new branding is a winner in all respects: visibility, distinction and communication,” said one judge.



### Highly commended – Appleton Estate Rum and Superunion

### Highly commended – PepsiCo Design & Innovation – Doritos CyberPunk 2077 Activation

### Highly commended – PepsiCo Design & Innovation – Flavor Drop Shop Blazin Buffalo Ranch

## Best visual identity from the healthcare and pharmaceuticals sector



### Gold – K-Y and Design Bridge New York

K-Y had long enjoyed excellent brand awareness. But, its packaging had grown clinical, communicating in a way that implied it solved a problem for women. But, the brand firmly stood behind its positioning of empowering women to enjoy sex, feel confident in doing so, and be inspired in their own bodies in the process.

Design Bridge reinvented K-Y by heroing the female form and designing a product that women would feel proud to buy. “Bold, empowering, liberating design,” said one judge. “All design should function like this.”



### Silver – Bristol Myers Squibb and Siegel+Gale

Bristol Myers Squibb’s first rebrand in 30 years has shown a new side of the company. Eschewing the scientific tropes common of the pharmaceuticals sector, Siegel+Gale used a human and lifestyle approach to the design that communicates the value of pharmaceuticals, not just how they are developed.



### Silver – Calyx and Monigle

Calyx, a global B2B informatics company that helps its pharmaceutical and biotech clients take products to market, Calyx’s visual identity had to connect health with technology. Monigle delivered with a simple, striking design that judges called, “sharp,” “evocative” and “beautiful.”



### Bronze – Luminis Health and Monigle

Built from a merger of two medical centers, Luminis Health was designed to put the patient at the forefront of medicine. Monigle put this ethos to work in the visual identity, featuring approachable, easy to understand communications and friendly portrait photography. “Monigle has indeed warmed up this organization, infusing it with optimism and humanity.”

### Highly commended – Matrix Medical Network and Brandpie

## SECTOR

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

#### Gold – Creo and Brandpie

Until now, cannabinoids have been developed through agricultural processes. But, with new technology in place, Creo is redefining the industry with a scientific approach to cannabinoid ingredients. To support this story, Brandpie had to implement a visual identity that would break from industry norms, communicate sustainability and indicate a future-facing technological approach.

The resulting visual identity uses an iridescent aesthetic to link natural ingredients with technological innovation. “Strong strategy and execution,” said one judge. Another praised the design and impact of the wordmark and graphics.



#### Silver – ASC Engineered Solutions and Tenet Partners

A merger of industrial pipe fitters, ASC Engineered Solutions worked with Tenet Partners to craft a crisp, contemporary visual identity that emphasizes connections. The interlocking brand mark is complemented by a series of flexible sub-brands. “Decent and comprehensive work,” said judges, “They did everything right here.”



#### Bronze – Datacolor and BrandTuitive

Datacolor’s ColorReader EZ is a color matching app designed to enhance the everyday experience and generate wonder from unpredictable moments. The visual identity by BrandTuitive cleverly supports this by juxtaposing everyday objects with home and decor images to create a rich brand world.



## Best visual identity from the lifestyle and wellness sector



### Gold – Hum by Colgate and Pearlfisher

Electric toothbrushes have long been forced to outperform each other based on battery life or engineering, leading to a complicated, confusing category. Colgate has stripped that back with the introduction of Hum. The new brush is linked to a mobile app that supports healthy smiles. To bring this strategy to life, Pearlfisher used the feeling and sound of the word ‘hum’ itself as the primary visual device. A trailing row of interconnected ‘m’s link the brush to the app to a row of teeth.

“Very fun, approachable and differentiating,” said one judge. Others added, “This work breaks the mold for Colgate products,” and, “Brilliant name and lovely tone of voice. It’s attractively presented.”



### Silver – Elaluz and Pearlfisher

Elaluz beauty products capture a sense of light and luxury for the influencer-driven company. Judges thought the visual identity was thoughtfully developed and embodies the brand’s founder well. “This brand is smartly named, memorable and meaningful and the design delivers on the promise of light and warmth.”

### Highly commended – Madison James and BrandTuitive

# SECTOR

## Best visual identity from the professional services sector

### Gold – Hausfeld and Living Group

Law firms thrive in the courtrooms and the boardrooms, but most often, they are interacted with through computer screens. For that reason, Living Group had to create a visual identity for Hausfeld that would make it stand out from competition.

The visual identity juxtaposes two images across the crossbar of the 'H' to communicate the personality of a pioneering, thoughtful, pragmatic law firm. Judges thought this storytelling approach was well-considered and could act as a disruptor in the legal field.



### Silver – Amwins and Monigle

Wholesale insurance distributor Amwins wanted to emphasize its commitment to building long-lasting relationships with customers. Monigle crafted a clean, forward-looking visual identity that helps the company communicate with a single, unified voice.





# HEARTS & MINDS

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## SECTOR

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

#### Silver – Hilton and Landor & Fitch

To transform Homewood Suites from a traditional, country style feel to a modern, guest-centric hotel, Hilton worked with Landor & Fitch on a refreshing new approach. The new visual identity is warm, contemporary and inviting.



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



### Gold – Centrilogic and Monigle

Cloud and IT management company Centrilogic wanted to convey a sense of possibility to its audiences across North America. Its brand had to be purpose-built for an IT audience and enable clients to become the best digital versions of themselves possible.

Monigle introduced a gradient color palette that infuses the brand with character and helps it communicate its forward-thinking approach. The system is flexible, digital-first and thoughtful. It has considered all of the applications Centrilogic might encounter and facilitated each with a distinctive, timeless brand.



### Silver – Epicor and Together Design

Epicor needed to engage its audiences with its key business areas, but a clouded brand architecture was hindering it. Together Design's new brand structure, ownable color palette and simplified visual identity have propelled Epicor into the future.

## Best overall visual identity



### Winner – K-Y and Design Bridge New York

Women still face inequality in many areas of life and business. But, for K-Y, its founding mission was to 'empower women to have better sex, always.' Over the years, however, that mission was disguised by clinical packaging, medical terminology and a cold visual identity.

To change that, K-Y adapted its purpose to support women in the pursuit of both physical pleasure and emotional comfort and confidence. The visual identity was redeveloped by Design Bridge to support this change. One of the key changes was the redesign of K-Y's iconic diamond-shaped logo, to better reflect the female form.

New typography, brand colors and an updated tone of voice allow K-Y to communicate more openly, honestly and confidently about sex, its products, and their benefits to women. Judges loved the link between the design and strategy in this rebrand. One said, "Bold, empowering, liberating design. All design should function like this."

# The global publication for brand development and rebranding



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## Grand prix



### Winner – SoGood Saké and Pearlfisher

It's a rare day when a new product can enter the market and so capably redefine its category, while impressing judges for its approach to design and strategy at the same time. SoGood Saké has capably achieved all of this.

To reframe the way saké is consumed in the US, and even beyond that, to create an American sake making tradition, SoGood Saké set out to transcend norms. At once, the brand had to educate consumers about the often impenetrable spirit, indicate a type of drinking experience and tell a story about the product's origins and points of differentiation.

Pearlfisher used a limited amount of space to communicate in writing on the pack, reserving the rest of the bottle for a premium, lush logo and pack design that evokes SoGood Saké's California roots. The flexibility of the system is already apparent across the company's two product lines. And the story is being told through audacious brand applications.

It was a hit with judges in every category. "This is truly a disruptor trying to shake people out of their preconceptions about the saké experience," said one judge. Others added, "A beautiful interpretation in visual design incorporating the story of the product from logo to packaging," and, "This is so beautiful. It stands out for its genre-challenging design. Golden."

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