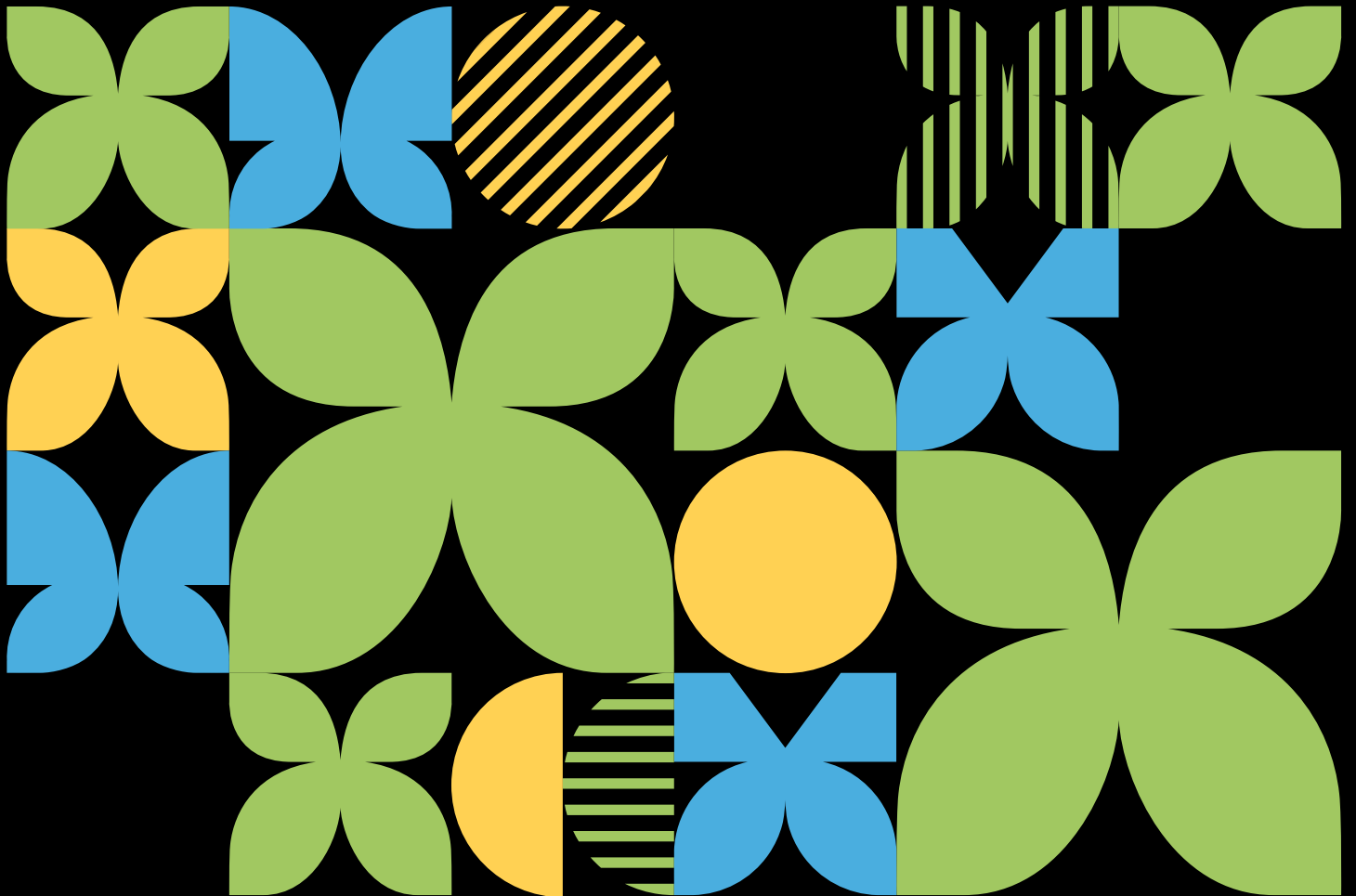


# TRANSFORM AWARDS NORTH AMERICA 2022

Winners book



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**MassiveMusic**



**Andrew Thomas**

**Publisher**

Transform magazine

That we face uncertain times may well be the only certainty we know. Inflation, increased borrowing costs, climate crises; one can only hope that our politicians are able to rise to the enormous challenges we face. The one thing we need is for brands to play a strong role in supporting their customers, employees and the communities in which they operate.

It seems that the winners tonight are aware of these responsibilities and have stepped up to the plate.

They've taken on board the obligations brands have to a wider stakeholder audience and looked at the relationship those audiences have with their brands and the difference those brands are able to make to society.

From beer to breast cancer charities, engineering efficiency firms to healthcare companies, so much of the work celebrated this year has put a more approachable, human front into the heart of the brand.

# Judges



**Enshalla Anderson**  
**Director, global head of brand and creative**  
Google Cloud

Enshalla's career has taken her from Wall Street to management consulting to "agency land"—with stops along the way in New York, London, Istanbul, and Caracas. Now as the global head of brand strategy and creative for Google Cloud, Enshalla is growing brand love for Google's fast growing cloud portfolio. Enshalla earned her BA in History from the University of Pennsylvania and her MBA from Harvard Business School.



**Ivan Cayabyab**  
**Executive director, head of global brand management,**  
Morgan Stanley

Ivan currently works as the head of global brand management for Morgan Stanley, leading all brand strategy and visual identity initiatives. He joined Morgan Stanley in 2015 from Yahoo, where he worked as a senior global brand manager, leading the rollout of a new logo and identity system. Prior to Yahoo, Ivan spent six years at GE Corporate, helping to grow GE's image as one of the world's most innovative B2B brands, and two years at Sterling Brands, where he managed a number of strategic and design projects for iconic brands.



**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, he operated a studio in New Haven, Connecticut, that designed print publications as well as websites, sign systems, and commercial packaging. His work has been recognized with awards from the American Association of Museums, American Association of University Presses, and others.



**Conall Gribben**  
**Brand communications lead**  
Liberty Latin America

Conall is a senior brand communications professional, with experience from leading brands in the UK, US, Latin America and the Caribbean. At Liberty Latin America, he leads brand, marketing and communications for the small business segment across 16 Caribbean countries, including the roll out and brand development of the new Flow Business brand. As culture and employer brand lead, he developed the company's vision and employee philosophy, gleaning employee insight from markets across Latin America and the Caribbean to launch a dual-language, global careers site covering eight sub-brands of parent company Liberty Latin America.



**Jennifer Harrington**  
**Marketing director**  
Blue Note New York

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



**Toby Jarvis**  
**Founder**  
A-MNEMONIC

Toby is the founder of UK music agency A-MNEMONIC Music. It specializes in creating memorable, original music for brands, advertising and entertainment TV. Jarvis and his team of eclectic creatives have developed brand sound with clients as diverse as: Pago FX, Getir, TalkTalk, The Guardian, Bubu and BBC. Possibly the only music producers to turn a 5" sonic logo into a UK number 1 album track with 'Theme from Love Island'.



**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 recognized 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 behavior, and his research can be found in the Journal of Advertising Research and Frontiers in Psychology.



**Amanda Kicera**  
Senior director, club  
branding  
MLS Soccer

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, Amanda is passionate about creating emotional connections that strengthen fan engagement and contribute to growing the world's sport in North America. Previously, Amanda specialized 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, and Exelon.



**Victoria Kurzweg**  
Brand strategist  
Microsoft

Victoria is a brand strategist at Microsoft with an eye towards how branding integrates with emerging technology. Her work focuses on cybersecurity, cloud computing and mixed reality, partnering with other disciplines to build multidimensional product brands as the role of immersive technology expands in our everyday lives. Victoria came to Microsoft with wide-ranging expertise, including a number of companies that are pushing today's technology forward. While at the brand consulting firm Siegel+Gale, she developed positioning and brand architecture strategies for Fortune 500 companies including Google and Visa.



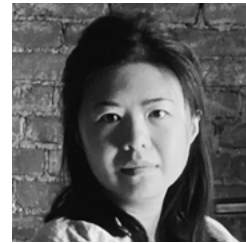
**Tiffany Lai**  
Senior manager, brand  
Canadian Football League

Tiffany is the senior manager of brand and creative design at Canadian Football League. She leads the continued growth and strategy of the CFL brand while implementing brand governance and compliance processes leaguewide. Tiffany works collaboratively across nine CFL teams to operationalize brand insights and shift leaguewide brand perceptions. Prior to working at the CFL, Tiffany worked with the National Basketball Association (NBA) and Maple Leaf Sports and Entertainment (MLSE) across a handful of business verticals including: licensing, global events, marketing and community relations.



**Kent Lam**  
Brand strategist  
Twitter

Kent is a brand strategist at Twitter, managing brand expression across campaigns and the platform experience. Kent came to Twitter from Audible, where he developed creative positioning and messaging for product marketing, member engagement, and new business initiatives. Kent has agency-side experience as well, having led a number of brand voice, brand messaging, copywriting, and naming projects at CBX, Interbrand, and Lippincott. His strategy and creative work has shaped brands in industries from food and beverage and beauty to healthcare and telecom.



**Melissa Lim**  
Regional head of brand  
and marketing, Europe  
and Americas

Standard Chartered Bank

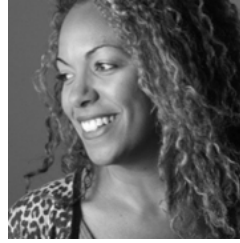
A strategic marketer that is focused on client experience to drive business growth. Melissa has lived and worked in Melbourne, Sydney, Singapore, London and New York. She currently is the regional head of brand and marketing for Europe and Americas for Standard Chartered Bank where she leads the strategy and development of targeted B2B and private bank/wealth digitally-led marketing campaigns to elevate brand awareness and drive client engagement across 13 markets. Prior to this, she worked in banking in transaction banking and capital markets.

# Judges



**Sarah Mahoney**  
**Senior brand manager**  
Target

Sarah currently works as a senior brand manager on the Target Home Goods Team where she thrives on opportunities to build incredible brands for our guests. Prior to Target, Sarah worked agency-side across a variety of clients including Jeep, Dove, and Samsung. Her background is in brand strategy where she drove the development of creative communications ranging from brand positioning and purpose to campaigns across TV, OOH, and digital. Sarah grew up in Excelsior, MN but lived and worked in Manhattan and Boston before relocating to Chicago in 2021.



**Jess Marie**  
**Creative director**  
Formerly Design Bridge

Jess is an award-winning New York-based creative director with a passion for big ideas that are thoughtfully executed. With 20 years' experience working in the US and the UK, Jess' diverse brand design expertise spans multiple categories; from premium drinks, snacking and beauty brands through to pharmaceuticals and more. Jess is also passionate about mentoring up-and-coming creative talent and supporting the drive to increase diversity in the creative industry.



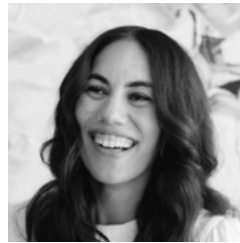
**Glenn Pajarito**  
**Head of brand and creative**  
Casper

Glenn has led creative work for hundreds of the world's largest brands both in house and on the agency side. He started as a graphic designer 18 years ago and now leads all disciplines of creative and marketing. Glenn lives in NYC and is currently the VP, brand and creative at Casper, the D2C sleep brand. Before Casper, Glenn was the global head of branding at Citigroup and has served as chief creative at several agencies in design, advertising, PR, digital and experiential.



**Sarah Pendrith**  
**Vice president – global brand and communications**  
Colliers

Sarah is the VP and head of global brand and communications at Colliers, a leading diversified professional services and investment management company with 17,000 people in 62 countries. Prior to joining Colliers, she was the managing director of global and communications strategy and global head of brand at KPMG International where she led a global rebrand across 100+ countries.



**Jessica Pollock**  
**Senior manager, brand strategy**  
Capital One

Jessica is a senior brand manager at Capital One, leading a dynamic portfolio of mass brand campaigns, social media and content marketing, corporate social responsibility, and marketing research for the Canadian line of business. Prior to working at Capital One, Jessica worked in a variety of marketing roles for different brands under Loblaw, including President's Choice and President's Choice Financial. Some of her fondest experiences in the industry have been seeing large-scale brand campaigns through from start to finish.



**Keum Roling**  
**Global employer brand leader**  
lululemon

Keum leads the global employer brand and talent marketing team at lululemon. In this role, he drives strategies to help attract, retain and engage diverse talent and helps market the entirety of the lululemon employee experience, sharing #lululemonlife and creating #JobLove. Prior to joining lululemon, he held various roles across a number of companies including senior advisor and spokesperson at the Dutch Embassy, and has experience leading global PR and communications functions, managing corporate brand and employer brand strategies, and producing large scale events and theatre productions.





**Matt Sia**  
**Creative director**  
Pearlfisher

With almost two decades of design agency experience, Matt brings a range of skills from a background of brand identity, packaging, fashion and advertising to his role as the Creative director at Pearlfisher New York. As a designer, collaborator and leader, Matt seeks to elevate his amazingly talented team, encouraging a culture of challenging category conventions and celebrating big ideas. He has led a range of projects for both challenger brands and icons, from innovations such as hum by Colgate and Tecate ALTA to premium spirits for Diageo, Campari and Beam Suntory.



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

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



**Mollie Wilkie**  
**Senior creative director,**  
**nerf and sports action**  
Hasbro

A talented creative director with 20 years of brand experience leading highly effective teams to produce successful and disruptive integrated marketing campaigns for Fortune 500 companies, Mollie is the senior creative director on Nerf at Hasbro and former creative director for the NFL. A fearless and inspiring storyteller, Mollie uses strategic thinking and a sophisticated design sense to innovate, challenge and motivate. Her fresh approaches deliver the best business results while maintaining brand value and integrity. Mollie believes a simple smile opens doors and smart design opens minds; a strong team changes thinking and a solid leader changes attitudes.

## CONTENT

### Best use of a visual property

Gold - Miller Lite X NFL (Molson Coors) and Design Bridge New York  
 Silver - Colgate Recycle Me! (Colgate Palmolive) and Design Bridge New York  
 Bronze - Delinea and Interbrand  
 Bronze - Kleo and Fellow Studio  
 Bronze - Merck Animal Health and CBX  
 Highly commended - Bally's Corporation and Interbrand  
 Highly commended - The Hershey Company and CBX

### Best brand architecture solution

Gold - Breastcancer.org and Work & Co  
 Silver - ICE and Prophecy by Prosek  
 Silver - Morgan Stanley / E\*TRADE and Interbrand  
 Bronze - Truist and Interbrand  
 Highly commended - Gallup® and Starfish

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

Gold - Cart.com and Goods & Services  
 Silver - Hootsuite and Prophet  
 Bronze - Beon and Interbrand  
 Bronze - ICE and Prophecy by Prosek

### Best brand experience

Gold - Mars and Landor & Fitch  
 Gold - ZEISS and Goods & Services  
 Silver - North Kansas City Schools and DLR Group  
 Bronze - Deem, Inc.  
 Bronze - ICE and Prophecy by Prosek  
 Highly commended - PepsiCo Design & Innovation - MTN Dew Cake-Smash

### Best use of packaging

Gold - Compound Foods and Pearlfisher  
 Silver - Merrie Mill Farm and Vineyard with joe smith | the brand consultancy of Padilla  
 Bronze - PepsiCo Design & Innovation - MTN Dew Cake-Smash  
 Bronze - Tecate ALTA and Pearlfisher  
 Highly commended - Wild Turkey 101 and Pearlfisher

### Best wayfinding or signage

Gold - Little Island and C&G Partners  
 Silver - Mars and Landor & Fitch

### Best use of audio branding

Gold - Colgate-Palmolive and MassiveMusic  
 Gold - Merrell and Sixième Son  
 Silver - Interac and Sixième Son  
 Silver - Turner Classic Movies and Made Music Studio  
 Bronze - Church's Chicken with Sonic Lens and Wunderman Thompson  
 Highly commended - Tostitos and Made Music Studio

### Best use of typography

Gold - Bally's Corporation and Interbrand  
 Bronze - TotalMed and MonogramGroup  
 Bronze - TriValley Medical Group and The Creative Bar  
 Highly commended - Miller Lite X NFL (Molson Coors) and Design Bridge New York

### Best place or nation brand

Gold - The Armory Show and Brunswick Creative  
 Silver - P33 and City of Chicago with 50,000feet Inc.  
 Bronze - Answer the Call and Landor & Fitch

### Best expression of a brand on social media channels

Gold - PepsiCo Design & Innovation - Lay's  
 Silver - PepsiCo Design & Innovation - Doritos  
 Bronze - izzo® by Premier Dental Co and Starfish

## PROCESS

### Best internal communications during a brand development project

Gold - Vericast  
 Silver - Russell Reynolds Associates and Prophet  
 Bronze - Enact and Landor & Fitch

### Best implementation of a brand development project

Gold - The Hershey Company and CBX  
 Silver - WPP and Landor & Fitch  
 Bronze - Nasdaq and Landor & Fitch  
 Bronze - SCA Health and MonogramGroup  
 Highly commended - Likewize and SomeOne

## STRATEGY

### Best creative strategy

Gold - The Armory Show and Brunswick Creative  
 Silver - Aperio by BlackRock and Agenda  
 Bronze - Merck Animal Health and CBX  
 Bronze - WPP and Landor & Fitch  
 Highly commended - ams OSRAM and GW+Co  
 Highly commended - CoPilot and Spectacle

### Best brand evolution (business)

Gold - Regard and Spectacle  
 Silver - Hootsuite and Prophet  
 Silver - Plug Power and Lippincott  
 Bronze - Russell Reynolds Associates and Prophet  
 Bronze - Xfinity

### Best brand evolution (consumer)

Gold - Basil Hayden (Beam Suntory) and Design Bridge New York  
 Silver - HTH (Sigura) and Design Bridge New York  
 Silver - NYC Pride and Lippincott  
 Bronze - CoPilot and Spectacle  
 Bronze - The Armory Show and Brunswick Creative  
 Highly commended - Breastcancer.org and Work & Co

**Best brand evolution (corporate)**

Gold – Anheuser-Busch and Prophet  
 Gold – Winnebago Industries and joe smith | the brand consultancy of Padilla  
 Silver – KPMG and Siegel+Gale  
 Bronze – Quona Capital and 8 Point Studio  
 Highly commended – Nasdaq and Landor & Fitch

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

Gold – Delinea and Interbrand  
 Gold – izzo® by Premier Dental Co and Starfish  
 Silver – Light & Wonder and Landor & Fitch  
 Silver – OneMain Financial and DeSantis Breindel  
 Bronze – Del Monte Foods, Inc (for Joyba) and CBX  
 Highly commended – iDentifi from PCH Media and Living Group  
 Highly commended – International Fresh Produce Association and Clarkmcdowall

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

Gold – CVS Kidney Care and Prophet  
 Silver – NYSE (New York Stock Exchange) and Prophecy by Prosek  
 Silver – StarStorage and innerpride branding  
 Bronze – PepsiCo Design & Innovation – Soulboost  
 Highly commended – Gateway Foundation and innerpride branding

**Best naming strategy**

Gold – Audacy and Landor & Fitch  
 Silver – Allergan and Catchword Branding  
 Silver – SameSky and Catchword Branding  
 Bronze – Enhabit and Prophet  
 Bronze – TotalMed and MonogramGroup  
 Highly commended – Microsoft Mesh and Interbrand

**TYPE**

**Best corporate rebrand following a merger or acquisition**

Gold – Aperio by BlackRock and Agenda  
 Silver – Delinea and Interbrand  
 Silver – Prospiant and DeSantis Breindel  
 Bronze – Xactus and Sustena, a Pariveda Company  
 Highly commended – Deep Pool and Prophecy by Prosek  
 Highly commended – WESCO International and joe smith | the brand consultancy of Padilla

**Best brand development project to reflect a change of mission, values or positioning**

Gold – Hoopo Social Enterprises and Creative Business Company  
 Silver – AB InBev and Prophet  
 Silver – Light & Wonder and Landor & Fitch  
 Bronze – The Armory Show and Brunswick Creative  
 Bronze – WPP and Landor & Fitch  
 Highly commended – iDentifi from PCH Media and Living Group

**Best rebrand of a digital property**

Gold – NYC Pride and Lippincott  
 Silver – Quona Capital and 8 Point Studio  
 Bronze – Gallup® and Starfish  
 Bronze – Light & Wonder and Landor & Fitch  
 Bronze – Xfinity and venturethree

**Best employer brand**

Gold – Saputo and joe smith | the brand consultancy of Padilla  
 Bronze – Russell Reynolds Associates and Prophet

**SECTOR**

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

Gold – Hoopo Social Enterprises and Creative Business Company  
 Silver – MindForward Alliance and Interbrand  
 Bronze – Answer the Call and Landor & Fitch  
 Bronze – Vision Zero Fund and Ultravingo

**Best visual identity from the education sector**

Gold – Kleo and Fellow Studio  
 Silver – Nucleate and Essen International  
 Bronze – Promethean and Turnstyle

**Best visual identity from the energy and utilities sector**

Gold – Plug Power and Lippincott  
 Silver – Terrasmart and DeSantis Breindel

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

Gold – Identec Solutions and GW+Co  
 Silver – WESCO International and joe smith | the brand consultancy of Padilla

**Best visual identity from the farming and agricultural sector**

Gold – Merck Animal Health and CBX  
 Silver – International Fresh Produce Association and Clarkmcdowall

# Here's to a night of nexts

Thank you to everyone at the Transform Awards, to our incredible colleagues, and especially to our amazing clients at Intercontinental Exchange and Deep Pool.

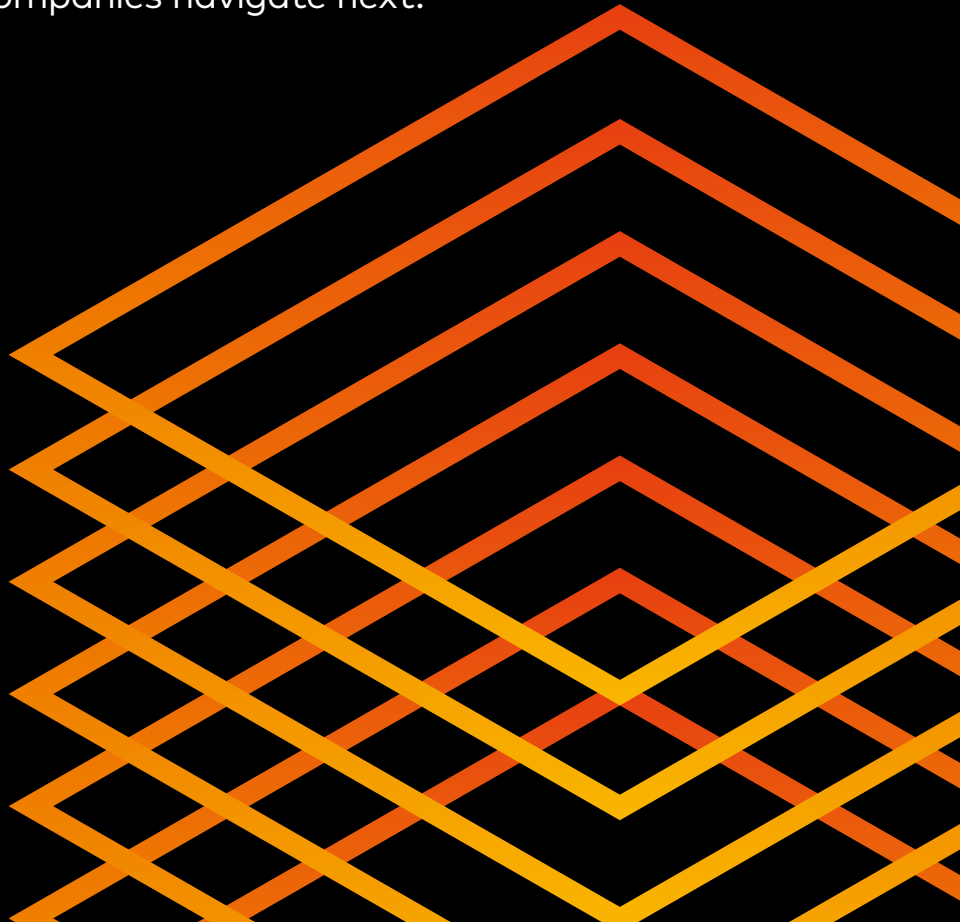
We are thrilled to be here and honored to be included among such impressive company.

At Prophecy, we believe every brand has a story to tell. And we're passionate about telling it. Through a uniquely integrated approach to branding, strategy and advertising, we're helping the world's top companies navigate next.

**NEXT IS WHERE WE WORK.**



**prophecy**  
by prosek



**Best visual identity from the financial services sector**

Gold - Aperio by BlackRock and Agenda  
 Silver - Enfusion and 50,000feet Inc.  
 Silver - Nasdaq and Landor & Fitch  
 Bronze - Cadence Bank and Tenet Partners  
 Bronze - Continuum Equity Partners and MonogramGroup  
 Highly commended - OneMain Financial and DeSantis Breindel

**Best visual identity from the FMCG sector**

Gold - Dollar Shave Club and Turner Duckworth: London, San Francisco & New York  
 Silver - PYREX and Pearlfisher  
 Bronze - Campbell's and Turner Duckworth: London, San Francisco & New York

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

Gold - Crif Dogs and Design Bridge New York  
 Silver - Compound Foods and Pearlfisher  
 Silver - Del Monte Foods, Inc (for Joyba) and CBX  
 Silver - SOW GOOD and Pearlfisher  
 Bronze - PepsiCo Design & Innovation - Neon Zebra  
 Highly commended - Maker's Mark and Turner Duckworth: London, San Francisco & New York

**Best visual identity from the healthcare and pharmaceutical sector**

Gold - Lyn Health and Lippincott  
 Silver - Pennington Biomedical and Turner Duckworth: London, San Francisco & New York  
 Silver - Regard and Spectacle  
 Bronze - Azenta and Prophet  
 Highly commended - Gateway Foundation and innerpride branding

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

Gold - HTH (Sigura) and Design Bridge New York  
 Bronze - Vibrantz Technologies and OWDT

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

Gold - CoPilot and Spectacle  
 Silver - izzo® by Premier Dental Co and Starfish  
 Bronze - WPP and Landor & Fitch

**Best visual identity from the professional services sector**

Gold - WTW and Monigle  
 Silver - KPMG and Siegel+Gale  
 Bronze - TotalMed and MonogramGroup

**Best visual identity from the retail sector**

Gold - Timberland and Lippincott  
 Bronze - Givenchy and Work & Co

**Best visual identity from the sports and leisure sector**

Gold - The Armory Show and Brunswick Creative  
 Silver - Light & Wonder and Landor & Fitch  
 Silver - Winnebago Industries and joe smith | the brand consultancy of Padilla  
 Bronze - PepsiCo Design & Innovation - Gatorlyte  
 Highly commended - PepsiCo Design & Innovation - Gatorade Zero

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

Gold - Delinea and Interbrand  
 Silver - IDentifi from PCH Media and Living Group  
 Silver - StarStorage and innerpride branding  
 Bronze - Light & Wonder and Landor & Fitch  
 Bronze - Likewize and SomeOne

**Best visual identity from the transport and logistics sector**

Gold - Beon and Interbrand  
 Silver - GXO and Lippincott

**Brand strategist of the year**

Winner - Marco Vitali - Sonic Lens

**Creative director of the year**

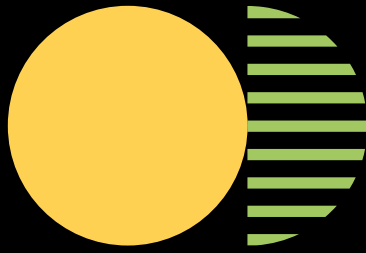
Winner - MB - Landor & Fitch

**Best overall visual identity**

Winner - Identec Solutions and GW+Co

**Grand prix**

Winner - The Armory Show and Brunswick Creative



# CONTENT



## Miller Lite X NFL (Molson Coors) and Design Bridge New York

### Gold

Beer and football sponsorships have had a dull history in recent years of producing unoriginal work. Operating in an industry which often relied on borrowing team equities, like utilizing athletes to activate a brand, Miller Lite sought the help of Design Bridge New York to do something more meaningful to celebrate the 2021-2022 NFL season. By deliberately capturing the passion and spirit of football fans, limited-edition packaging was created which also managed to successfully respect the heritage of the brand. The attempt to forge deeper connections with NFL fans saw the beer brand make use of the teams' distinct color palettes and typographies for greater authenticity.

"This is really exciting and satisfying work," praised one judge, while another commented on the fact that it demonstrates long-standing brands can continue to innovate and evolve. "A really great move," they added.



## Colgate Recycle Me! (Colgate Palmolive) and Design Bridge New York

### Silver

Colgate Palmolive sought the help of Design Bridge to find an identity for its new range of recyclable toothpastes. The packaging design by the agency successfully cuts through the clutter and gives clear guidance to its consumers that it is indeed 100% recyclable. "A simple but meaningful approach to build a call to action around recycling toothpaste," said one judge.



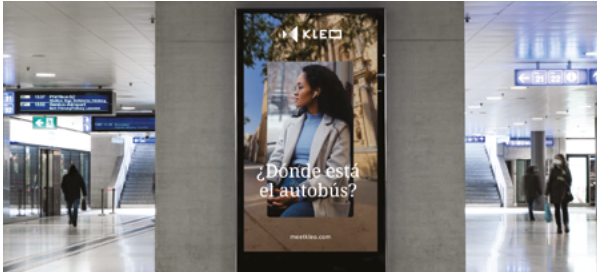
Best use of a visual property



## Delinea and Interbrand

### Bronze

The merging of two cyber security firms resulted in the creation of Delinea. Interbrand recognized that they needed to move away from cliched visual identities and reimagine what a brand in this category might look like. Opting for seamlessness and flexibility, the agency utilized “vibrant and interesting” simple lines, or ‘sequences’, across the brand’s monogram, wordmark, typography and digital presence.



## Kleo and Fellow Studio

### Bronze

Kleo sought to stand out in the competitive category of language learning apps by developing a brand that could be seen as a natural language learning alternative. Fellow Studio created an enticing symbol for Kleo which was informed by the ‘K’ in the brand’s name. “It is all very likable, very competent, and very contemporary,” said one judge.



## Merck Animal Health and CBX

### Bronze

Hoping to unify global pharmaceutical leader Merck Animal Health’s Aquaculture division under one unit, CBX was responsible for packaging its products, services and solutions. The agency created a trimark that makes use of the brand’s three pillars of Aquaculture: monitor, optimize and benchmark. Integrated in graphics and photography, one judge described the visual property as a real strength of the revised brand.

## Bally’s Corporation and Interbrand

### Highly commended

One judge was in “love” with the creative expression demonstrated by Interbrand in its project with Bally’s Corporation.

## The Hershey Company and CBX

### Highly commended

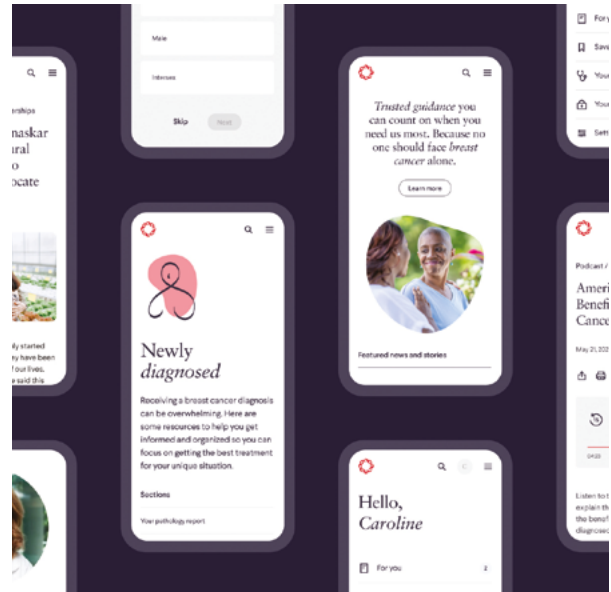
CBX’s work with The Hershey Company was able to demonstrate “a great story”, according to one judge, while another praised the “beautiful” creative work.



**Breastcancer.org and Work & Co**  
**Gold**

Non-profit Breastcancer.org recognized that a serious issue for patients and caregivers was the sheer quantity of online medical content. The organization turned to Work & Co to design a calm and directed digital user experience which was easily navigable for a broad group of people. The agency therefore created a personalized digital experience which accounts for the wide variety of cancer experiences. Other work included ditching the cliched pink color palette, which failed to represent male members of the Breastcancer.org community, for a variety of colors, including muted pastels and a large amount of white space.

Praising the technical architecture involved, one judge considered the project to be a "Great example of brand architecture through a modern lens". According to judges, the project's greatest successful was achieving its objective of making the website more accessible.



**ICE and Prophecy by Prosek**  
**Silver**

With ICE being so large and confusing an organization to understand, it took Prosek on to help create a simpler message for its stakeholders to understand. The agency crafted a bold, modern and far clearer identity than the static, 2D branding and logo that preceded it. "The visual branding is nice, and ICE and NYSE feel like distinct but connected brands," said one judge.



**Morgan Stanley / E\*TRADE**  
**and Interbrand**

**Silver**

Morgan Stanley's acquisition of E\*TRADE was an opportunity for Interbrand to unite two powerful brands. The agency evolved the visual identity of E\*TRADE by swapping the green in its logo for a Morgan Stanley blue, indicating that the brand will get even better. One judge was impressed by the "good strategy" as well as the high quality background research.



**Truist and Interbrand**  
**Bronze**

The merger of SunTrust and BB&T banks meant Truist, the new brand, needed a trustworthy and visionary identity. A monolithic brand architecture strategy was designed by the agency, with one judge praising them for doing a "good job of unifying the brands and differentiating where needed". The brand architecture puts Truist in a position to achieve its goals of helping clients and communities thrive.



**Gallup® and Starfish**  
**Highly commended**

One judged considered Starfish's work to have successfully expanded the perception of Gallup® to forge new paths for growth.

Best brand architecture solution



## Cart.com and Goods & Services

### Gold

Integrated, e-commerce platform Cart.com turned to Goods & Services for ground-breaking ideas that could attract the attention of admired brands. The agency, quickly realizing Cart.com's deep passion for commerce brands, didn't fail to deliver. Appropriately, Goods & Services imagined the idea of Cart.com writing love letters to the brands they wanted to work with. The campaign, known as 'Dearest', utilized consumer-facing tactics to reimagine B2B marketing and put the new platform on the map. With poster-sized love letters positioned around brand offices, companies like Liquid Death – and 36 others – could hardly resist.

For instance, in a love letter to Alo Yoga, the cheeky copy read, "We know we haven't met yet, but once we hit the mat together, we're sure it'll be a match made in yoga heaven." Judges were unanimous in their praise of the "thoughtful, emotive and engaging" project, as one judge described it.



## Hootsuite and Prophet

### Silver

Hootsuite, a social media management provider, sought the help of Prophet to differentiate itself in an industry where many competitors adopt a similar tone of voice of 'useful' and 'human'. The agency crafted a mischievous mentor personality, quite different to any competitor. "I love the thoughtfulness to this approach and the in-depth work to make the tone highly specific," said one judge.



## Beon and Interbrand

### Bronze

New logistics company Beon sought the help of Interbrand to co-create the business and build a cohesive brand. This was partially done by crafting a simple tone of voice from the principles of directness and confidence. One judge commented, "A refreshing departure from the usual B2B jargon. A simply crafted message with just enough wit to avoid being cloying or pandering."



## ICE and Prophecy by Prosek

### Bronze

Needing to craft a simpler message so stakeholders could understand what it was all about, ICE took on Prophecy to craft a tone of voice which spoke to opportunity and human benefits, and keenly avoided jargon. One judge enjoyed the project's creativity and its positive results. "They've done a nice job keeping this straight and to the point," added another judge.

## Mars and Landor & Fitch

### Gold

With Mars-owned M&M's setting up a new flagship store in the German capital of Berlin, Landor & Fitch was brought onboard to help merge local culture with the iconic brand. With the aim of creating an environment which fosters M&M'S brand values of allowing people to be included and feel connected with others, the agency designed the store with numerous fun experiences for customers. For instance, The Experience Pods – which mimic Berlin's famous underground club scene – allow users to engage in digital experiences that revolve around movement and dancing.

Judges were impressed by the “thoughtful” attention to localized design displayed in the project by Landor & Fitch, with one judge praising the “great, fun execution of the strategy that invites people to come together through joy.”



## ZEISS and Goods & Services

### Gold

Hamstrung by the decline of trade shows due to burdensome shipping costs and Covid-19 restrictions, leading microscopes manufacturer ZEISS had to adopt a new strategy for people to find out more about its products. Goods & Services offered the idea of using the scientists who operate ZEISS's products as the heroes of mixed media stories in which their ground-breaking work showcased. The project saw the creation of modular, wall mounted video panels, in which nine researchers shared 24 different personal scientific breakthroughs.

The incredible experience earned the unofficial name ‘the Wow wall’ amongst ZEISS employees, along with a 500% increase in sales leads. Judges were also impressed, too, with one praising the “thoughtful execution of their challenge”. Another said they “loved the idea of being taken on an interactive journey through scientists’ discoveries”.

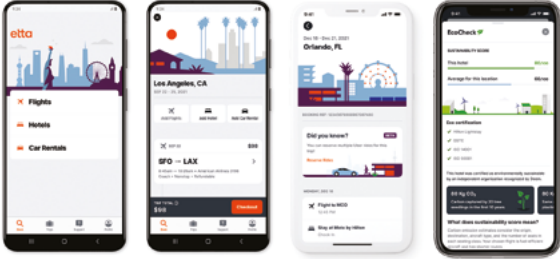


Best brand experience



**North Kansas City Schools and DLR Group**  
**Silver**

Responding to the unique needs of early learners with special needs, DLR Group designed the North Kansas City Schools Early Education Center. Breaking the building down into seven distinct learning communities with specific sensory experiences, the agency designed a “super creative and fun” space for the children, according to one judge.



**Deem, Inc.**  
**Bronze**

Etta, the primary product of corporate travel booking and management software maker Deem, was created with a human-centric design approach. Its user experience was designed with the aim of being helpful, restful and beautiful, and couldn't be further from impersonal or robotic. One judge said, “It's apparent that it was designed with the traveler in mind and the feature integrations are thoughtful.”



**ICE and Prophecy by Prosek**  
**Bronze**

Prophecy worked with ICE, a data and technology firm, to create its first-ever brand experience. In a move seeking to clearly communicate to stakeholders what ICE does, the agency created a new branding and design system on the floor of the New York Stock Exchange. “A great visual identity that follows through on the strategy,” praised one judge.

**PepsiCo Design & Innovation - MTN Dew**  
**Cake-Smash**  
**Highly commended**

The MTN Dew Cake-Smash project produced work which, according to one judge, was “unique and ownable.” Another judge believed it successfully met the needs of consumers.

## Compound Foods and Pearlfisher

### Gold

Eco-friendly company Compound Foods is on a mission to provide a beanless lab-grown alternative to conventional coffee. The food-tech start-up challenged Pearlfisher with designing a strong and cohesive brand which could bring the company's story and mission to life. This was achieved through the implementation of mixing a striking dark blue with other vibrant colors to form a unique visual identity. Every element of the production process, from plant fermenter to the brand's water-saving endeavors, is illustrated on the new product packaging.

"A lot of thoughtfulness went into the design," said one judge, "from color palette to illustrations to font choices to language." Another judge praised the "sophisticated aesthetics, bold colors and compelling messaging".



## Merrie Mill Farm and Vineyard with Joe Smith | the brand consultancy of Padilla

### Silver

Merrie Mill Farm and Vineyard sought to stand out in a market replete with conservative bottle and packaging designs. With the help of Joe Smith, the business successfully reverse engineered its winery's design aesthetic into a strong personality that could be translated onto its packaging. "Powerful storytelling on each label," commented one judge.



## PepsiCo Design & Innovation - MTN Dew Cake-Smash

### Bronze

MTN Dew Cake-Smash is a limited-edition soft drink which aims to recapture the fun lost by missing weddings, birthdays and graduations due to the pandemic. The vibrant can design even features customized Cake-Smash graphics that leave an impression on the brand's fans. "It's obviously successful," said one judge.



## Tecate ALTA and Pearlfisher

### Bronze

Pearlfisher designed a bespoke, tapestry-like pattern for Tecate ALTA which features scenes from native elements from the brand's Mexican roots. "Clean and simple design that brings to life the beer's heritage in a respectful and beautiful way while reinforcing the lightness of the beer with clean designs and simpler, airy color palette," praised one judge.



## Wild Turkey 101 and Pearlfisher

### Highly commended

Judges felt Pearlfisher's packaging design was strong and solid for the brand at hand, with one judge praising the "good, iterative improvements."

Best use of packaging



## Little Island and C&G Partners

### Gold

Little Island, a new Manhattan public and performance space, is intended to act as a public park for all children and families in New York, unlike other nearby art parks. The challenge for C&G Partners was therefore to create a signage, wayfinding and graphic system that could connect with both families and the place itself. Designed to integrate with the environment around it, the agency's wayfinding work highlights the park's interesting landscape. The results of the project demonstrated the success of the project, with numerous positive reviews from large publications including the New York Times and Vogue. "I love the whimsy and fun they built into the identity," said one judge, with another praising the "strong identity" which was present throughout all the wayfinding with its interesting use of typography and color palette.



## Mars and Landor & Fitch

### Silver

Translating iconic Mars-owned confectionary brand M&M'S to the German market for the opening of its new Berlin flagship store was no mean feat for Landor & Fitch. In designing an enormous fun, bright and vibrant sign for the store's façade, the agency successfully created a flagship store which could boast a memorable location-specific brand experience for the brand's German customers.

## Colgate-Palmolive and MassiveMusic

### Gold

Already one of the world's largest FMCG brands, Colgate-Palmolive was on a mission to increase its market share further. This was to be achieved by bringing MassiveMusic onboard to help deliver a sonic brand which was able to compliment Colgate's visual identity. The sonic brand agency faced a tough challenge: with Colgate operating across 200 markets the brand's new sonic identity had to be flexible and easy to implement. MassiveMusic turned to the world of science and interviewed leading academics to work out what optimism sounds like. The result – which included humming as a key component – was a big success.

One judge described the project as the “perfect blend to science and art”. Another judge said, “The development of multiple distinctive audio assets that form a sonic branding system is a testament to the adaptability of the sonic brand across multiple touch points. Massively well done.”



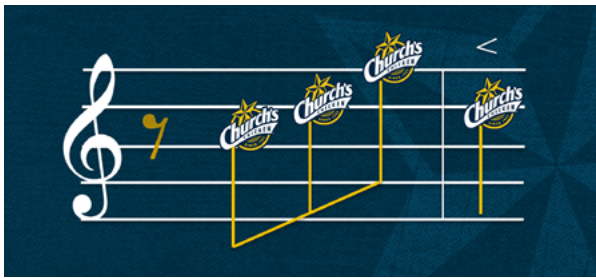
## Merrell and Sixième Son

### Gold

Outdoor clothing and footwear company Merrell, seeking to rebrand itself towards a younger demographic, worked with Sixième Son to create a modern sonic identity. With competitors focusing on the sole athlete conquering nature, the aim was for this new identity to stand out as an invitation for people to explore the outdoors together. The sonic identity would also have to include Merrell's top values of being inclusive, social and nature friendly. The agency delivered a sonic brand which successfully conveyed a relaxed energy with its use of natural wood percussion, footsteps infused with the rhythm and birdsong.

Judges were unanimously impressed with the “creative” and “original” project which also provided a music and sound toolkit that can be applied across the entire brand ecosystem. “Excellent sonic semiotics in the design of these distinctive audio assets,” praised one judge.





**Interac and Sixième Son**

**Silver**

Being one of Canada’s most trustworthy financial brands, Interac entrusted Sixième Son to formulate an emotional connection between consumers and its brand. The agency did so by creating a sonic strategy which could express as much as possible in as few notes as possible and could also adapt to all touchpoints. “Nice work,” commented one judge. “It’s catchy and sticks in the memory.”

**Turner Classic Movies and Made Music Studio**

**Silver**

TV network TCM sought to refresh its audio identity to help reach an expanding audience. Linking old with new, Made Massive Studios incorporated dance influences across decades to engineer an optimistic new identity. “Nailed it!” said one judge. “Made Music created a sonic logo and theme that is fresh, accessible and memorable. Well done!”

**Church’s Chicken with Sonic Lens and Wunderman Thompson**

**Bronze**

QSR brand Church’s Chicken opted to move away from mixed messages and taglines and towards a bold, coherent and Texas-style identity for which it wanted a hero track to be featured across all comms. Following extensive research, Sonic Lens created an audio identity which was “very, very catchy”, according to one judge.

**Tostitos and Made Music Studio**

**Highly commended**

One judge praised Made Music Studio’s work for designing “a sonic identity that’s not just fun to listen to but shares the story of its creation as well.”



## Bally's Corporation and Interbrand Gold

Global casino-entertainment brand Bally's Corporation, which specializes in land-based casinos, sports betting and iGaming offerings, was rebranded in 2021 by Interbrand. The agency's challenge was to create a new typography which paid homage to the company's history of pioneering pinball machines, slot machines and arcade games. The brand's new font family therefore is intertwined with the classic visual language of gaming.

Enjoying great versatility with its variable aspects, the typeface is a visual representation of how Bally turned the world of gaming on its head. The project hoped to create a typography that was unapologetic, electric and fun, and it instantly caught the eye of judges. "This is a great use of type as part of the core brand identity," said one judge, while another agreed it hit the mark for the category.



## TotalMed and MonogramGroup Bronze

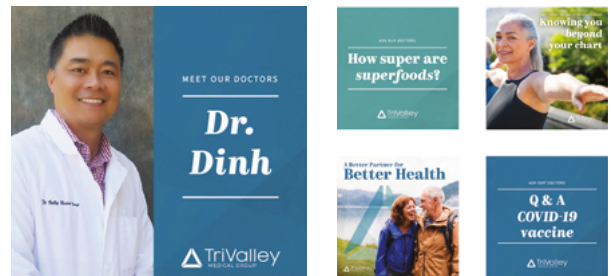
Recognizing the importance of visual identity for a brand's DNA, particularly in the healthcare and pharmaceutical sectors, TotalMed turned to MonogramGroup, who integrated an interesting typography into the new brand logo. Uniting the 'R' and the 'N' sought to symbolize the logo's travel nurse aspect. One judge considered the integration of the two letters as 'clever'.



## TriValley Medical Group and The Creative Bar

**Bronze**

The Creative Bar understood that TriValley Medical Group, establishes an open and honest rapport between their doctors and patients. Linking TriValley's unique ideology with the typography design, the agency crafted larger block-style letters to ensure legibility. "The main font is approachable and strategic," commented one judge.



## Miller Lite X NFL (Molson Coors) and Design Bridge New York

**Highly commended**

One judge praised Design Bridge New York for producing a "brilliant campaign" on behalf of Miller Lite's collaboration with the NFL.

Best use of typography



### The Armory Show and Brunswick Creative Gold

Since its creation in 1994, New York City's The Armory Show has acted as the stage for world artists. However, in recent years it has faced stiff competition from the rise of regional and global art shows, the internet, and even the metaverse. Brunswick Creative were brought onboard to ensure the legendary art show restored its lost prestige. The agency's new brand identity for The Armory Show was inspired by distinctive textures from around the city, including construction patterns, manhole covers and subway tiles. The new bold and electric color palette was a visual representation of New York City, as was its energetic tone of voice.

The project was a hit with judges. They described Brunswick Creative's work as "fresh" and adopting "a really nice design."



### P33 and City of Chicago with 50,000feet Inc. Silver

Non-profit P33 aims to attract tech talent from all around the US to Chicago. 50,000feet developed a campaign aimed at mid-career tech professionals who have personal affiliations with the city through its 'Come Back to Move Forward' campaign. The agency's creative strategy was considered to have "an interesting concept and an appropriate design".



### Answer the Call and Landor & Fitch Bronze

Answer the Call's responsibility is to support the families of New York City first responders who lost their lives in the line of duty. For the 20th anniversary of the September 11 attacks, Landor & Fitch commemorated the day by creating a love letter for the city which was inspired by the famous love icon along with two 'X's representing kisses. "Nice mark that expresses a lot," said one judge.

## PepsiCo Design & Innovation – Lay's Gold

In a bid to create a social buzz, two Frito-Lay's-owned brands, Funyuns and Doritos, were mashed up and their flavors swapped around. Surprising and delighting millennials, the PepsiCo Design Team combined Lay's bag design with Doritos' Cool Ranch brand colors of blue with Funyuns' green. In addition, the team also created a collective influencer kit that was delivered to media personalities, including Bachelor star Becca Tilley and record producer Benny Blanco, which allowed the rebrand to be exposed to their millions of collective social media followers.

Judges were impressed by the underlying idea here from PepsiCo Design & Innovation, as well as the social media success. "Beautiful work and a well-established strategy," said one judge, while another judge said they thought "the strategy was super cute, breakthrough, and very social-first in that it was influencer-led."



## PepsiCo Design & Innovation – Doritos Silver

In an attempt to bolster black voices, a multi-platform initiative called SOLID BLACK was set up by Doritos. Members of the black community who use boldness and innovation to drive culture would have their work spotlighted on Doritos' public channels. "Beautiful work," said one judge, while another said, "love the idea of promoting local artists on social media."



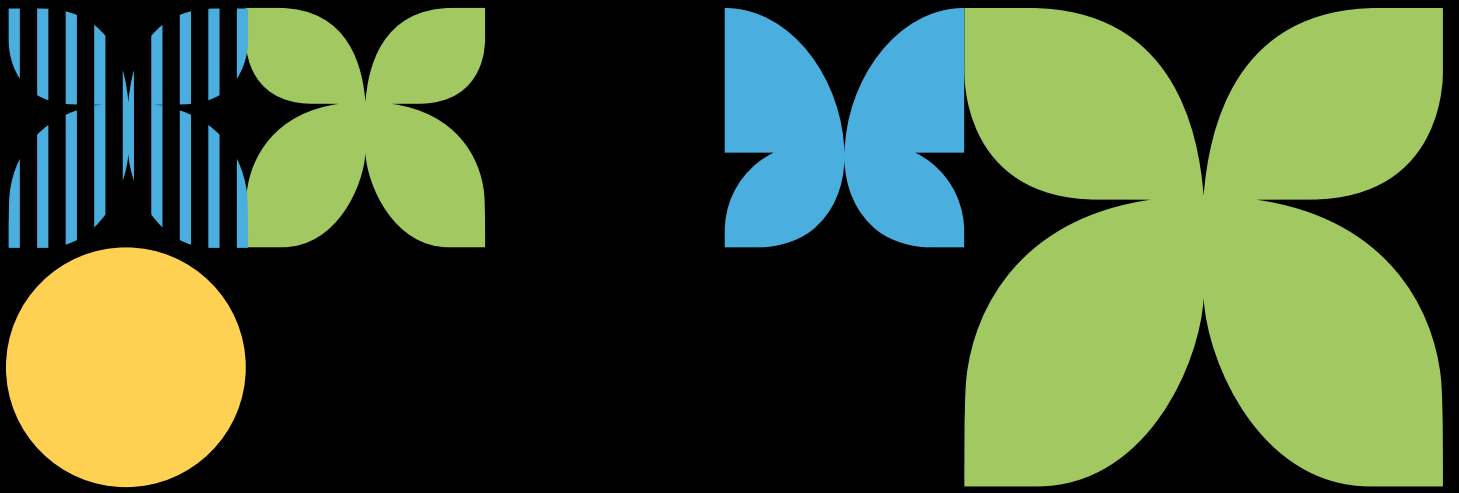
## izzo® by Premier Dental Co and Starfish

### Bronze

Starfish realized the optimal way to differentiate new Premier Dental Co brand izzo, which operates in the competitive market of electric toothbrushes, was to highlight the product's benefits of essentially acting as a daily support system for healthcare. This led to increased product awareness and a 91% increase in clicks once the new message was unleashed. "Beautiful work," praised one judge.



Best expression of a brand on social media channels



# PROCESS



## Vericast

### Gold

Media company Vericast refreshed the identity of Save, its consumer brand, to a more modern lifestyle brand which seeks to destigmatize coupon usage. Seeking to bring employees along in the journey, the Vericast media team distributed timely email and video updates, and also did social media giveaways where staff members could win tote bags, AirPods cases and water bottles if they shared the launch content on their social channels. With internal effort and buy-in crucial to the external launch of the rebrand, the campaign was a big success. Over 3,000 employees viewed the main launch, with a 74% completion rate.

One judge liked the fact the project was “communicated well and easily digestible.” Meanwhile, another judge praised the excellent results: “74% completion rate is impressive!”



## Russell Reynolds Associates and Prophet

### Silver

Global leadership advisory RRA sought the help of Prophet to maintain its position as a brand leader. Requiring a vibrant, purpose-led employer brand, the agency undertook workshops before creating a more future-focused brand identity. A 40% increase in engagement with the training modules was seen in the first 10 days of launch.



## Enact and Landor & Fitch

### Bronze

Landor & Fitch was brought onboard by Genworth Financial to help brand a new spin off mortgage protection insurance business. Focusing on the company's excellent responsiveness to clients, the agency chose the new name 'Enact', which posed a big punch in communication value. Employees were galvanized by the introduction of an internal microsite which allowed them to see how their daily work fitted into the new brand story.



Best internal communications during a brand development project



TRANSFORM  
AWARDS  
NORTH AMERICA 2023

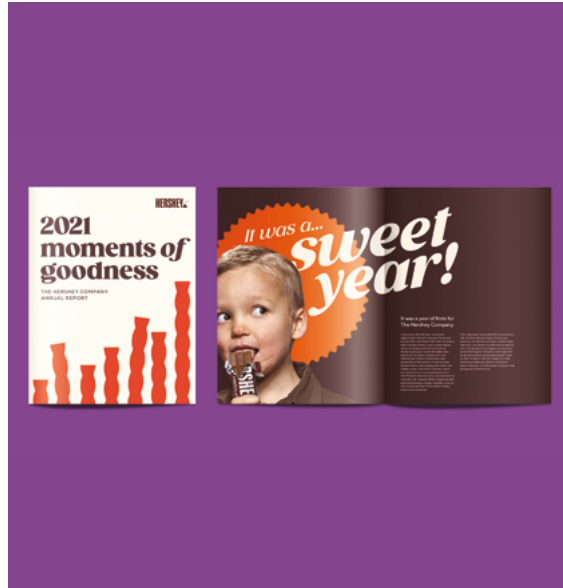
NEW YORK

OPENING FOR ENTRIES  
JANUARY 2023

**The Hershey Company and CBX**  
**Gold**

CBX was brought onboard by The Hershey Company after the confectionary brand decided to refresh its visual and verbal corporate assets and guidelines following their 125th anniversary. Part of the agency's task would be to differentiate the corporate entity from Hershey's brands by implementing a new purpose across the brand's touchpoints: 'Making More Moments of Goodness'. Inspiration was drawn from the company's past. For instance, while maintaining Hershey's historical primary brand colors, bright and optimistic secondary colors were added to represent the diversity of the portfolio. Elsewhere, a typography update saw a modern serif inspired by classic Hershey's communications.

"Terrific research and strategic process," said one judge. "This is a challenging assignment that has been thoughtfully addressed in all dimensions." Meanwhile, another judge praised the new brand identity's clear connection with legacy assets.



**WPP and Landor & Fitch**  
**Silver**

WPP sought a remedy to the fact that it considers its own industry is problematic for the LGBTQ+ community. Landor & Fitch solved this issue by crafting a new identity to reflect the diversity of the company's staff that did not feel like rainbow-washing. One judge commented, "The visuals and creative system are bold and beautiful."



**Nasdaq and Landor & Fitch**  
**Bronze**

Landor & Fitch's rebranding of Nasdaq was designed on the premise of the multinational financial services company becoming a purpose-led champion of inclusive prosperity. The work, which saw the creation of an engaging new website, was unleashed to the world partly through the use of engaging social posts, demonstrating its vibrant new color palette. One judge praised the "strong" strategy.



**SCA Health and MonogramGroup**  
**Bronze**

At a time of intense growth and change, outpatient surgery provider SCA wanted to expand its remit to the entire healthcare sector, not just surgery centers. MonogramGroup implemented a new name – SCA Health – and a new visual identity, including a new logo which hopes to evoke feelings of hope. "A successful implementation, research and rollout," said one judge.



**Likewise and SomeOne**  
**Highly commended**

Tech firm Likewise's project with SomeOne garnered praise from one judge for completely differentiating itself from the entire category.

Best implementation of a brand development project



# STRATEGY





## The Armory Show and Brunswick Creative

### Gold

Having helped shape the New York City art scene for nearly 30 years, The Armory Show was in trouble. A swathe of local and global competition had left the brand in a position of needing to reassert itself as the preeminent art show in New York. Brunswick Creative's role was to create a new brand positioning which intimately tied the art show with the city. The brand idea "The Gateway to New York art and beyond" followed suit. The project was a big success. Huge media attention, including from the New York Times Weekend Arts Section, helped The Armory Show become the largest art show in the US since the pandemic.

"This is beautiful work with an interesting use of New York to create a brilliant graphic system," said one judge. Other judges praised the "smart" and "contemporary" nature of the project.



## Aperio by BlackRock and Agenda

### Silver

Agenda successfully created a "clever and thoughtful" approach to the rebranding of Aperio, a firm which creates personalized portfolios. Believed to be suffering from an identity crisis, Agenda utilized the metaphor of DNA to create a coherent visual identity that demonstrated the brand's strongest benefit of offering a personalization, while competitors can only offer a customization.

Portfolios as unique as DNA.



## Merck Animal Health and CBX

### Bronze

Judges praised CBX's work with Merck Animal Health's Aquaculture for producing "beautiful and stimulating" work. Operating in the pharmaceutical industry, the company tasked CBX with unifying its various health and technology brands under one cohesive unit. Paying particular attention to photography, the agency utilized visuals to make its fishermen and audiences feel fully immersed.



## WPP and Landor & Fitch

### Bronze

In an attempt to remedy issues which face its own LGBTQ+ staff members, WPP turned to Landor & Fitch to generate an iconic identity that did not tokenize anyone. The new visual identity hoped to foster a more inclusive and open workplace culture. The project was considered "a meaningful initiative with a bold and expressive execution", according to one judge.



## ams OSRAM and GW+Co

### Highly commended

"In an environment of global fear over infectious disease, GW&Co doesn't prey on fear mongering," said one judge.

## CoPilot and Spectacle

### Highly commended

Judges believed Spectacle's "insight-driven" work for CoPilot offered context and purpose, along with a sense of empathy.



## Regard and Spectacle

### Gold

Following a recent name change, five-year-old startup artificial intelligence company Regard recognized the need to take the next step and be able to show off its story in a powerful way. The challenge which stood in Spectacle's way was the nature of the post-Covid jaded and naturally skeptical healthcare industry. The agency's research concluded that there was a vast and untapped opportunity to bring medicine into the modern era.

A new verbal identity was generated, which stood apart from healthcare cliches, seeking to make a strong impact. The identity created from their rebranding strategy has been a success, helping reposition themselves as confidently credible, respectfully direct, genuinely empathetic and positively progressive. "Amazing work getting to the human problem underneath it all," praised one judge.



## Hootsuite and Prophet

### Silver

Prophet was able to produce "great continuity", according to one judge, in its project with leading social media management provider Hootsuite. An expressive new verbal identity was created in accordance with the company's aim of differentiating itself from competitors. The same judge added, "Lots of energy packed in this visual system, with the brand personality serving as a clear through line."



## Plug Power and Lippincott

### Silver

Judges were impressed by Lippincott's logo treatment for green hydrogens solutions firm Plug Power. Hoping to tell the brand's story of being a leader in delivering the world's first zero-emission green hydrogen solutions, the agency created a visual identity system inspired by the hydrogen molecule itself. The result was a clean and contemporary visual identity that was "creative and memorable", according to one judge.



## Russell Reynolds Associates and Prophet

### Bronze

In an attempt to maintain its position as a brand leader, RRA's project with Prophet saw the creation of a new, purposeful persona. The Redefiner, as it was named, embodies how the firm services its clients in a disruptive age in an attempt to engage an executive audience. The project saw positive early results as the new brand continues to be deployed.



## Xfinity

### Bronze

Telecommunications firm Xfinity decided now was the time to redefine its brand formation, framework and visual identity to set up another 10 years of success. In an attempt to become a brand people valued and trusted, it transformed legacy touchpoints. This resulted in 45% of customers and prospects feeling more positively towards the brand. One judge praised the rebrand for its "modernity".

**Basil Hayden (Beam Suntory) and Design Bridge New York**  
**Gold**

Bourbon brand Basil Hayden differentiates itself from other category leaders by positioning itself as equal parts sophistication and approachability. Design Bridge New York’s job was to communicate this message which had been lost over time. For instance, the packaging failed to capture the richness of its founder Booker Noe. Its belt design on the packaging was deemed to lack meaning, while the on-pack language omitted its founder (and the brand’s humanity) from its expression.

The agency’s “elegant” revision of Basil Hayden, as one judge phrased it, was inspired by the concept of showing bourbon in its best light. This was reflected with the addition of a copper and scorch branded monogram that demonstrates the gleaming hoop of the barrel. Additionally, the bH belt was reimagined and has now become a central asset to the new visual identity system.



**HTH (Sigura) and Design Bridge New York**  
**Silver**

HTH sells DIY pool care products. Operating in an industry replete with chemical jargon, the brand saw an opportunity to claim back lost market share by utilizing the visual language of water safety with the help of Design Bridge. Simple iconography was developed which resulted in a lively rebrand, described by one judge as “solid”.



**NYC Pride and Lippincott**  
**Silver**

Challenged with representing NYC Pride’s significance to Americans and the world at large on behalf of Heritage of Pride, Lippincott created a new flag emblem with the hope of it becoming synonymous with the trademark Pride event. Featuring the letters ‘NYC’ and an adaptable color gradient to represent everyone in the LGBTQIA+ community, one judge considered the project to have resulted in the creation of a recognizable symbol.



Best brand evolution (consumer)



## CoPilot and Spectacle

### Bronze

Recognizing the need to develop a more relevant brand strategy, fitness start-up CoPilot turned to Spectacle. The agency developed a new strategy based around embracing people's imperfections in a market where people craved a rebellion against the 'Instagram Face'. A new pastoral color palette was developed, to evoke a sense of approachability, as was photography featuring clients living a fulfilled daily life.



## The Armory Show and Brunswick Creative

### Bronze

The Armory Show – once the leading light of the New York art scene – had become jaded and in great need of a brand refresh. Brunswick Creative successfully restored the brand to its glory days designing a look based around the aesthetics of New York City. Since the rebrand, The Armory Show has become the largest art show in the US since the pandemic.

## Breastcancer.org and Work & Co

### Highly commended

Judges were impressed with Work & Co's ability to adopt a "simple, calm, typographic approach" to Breastcancer.org's new website.

## Anheuser-Busch and Prophet

### Gold

Tasked with plugging the disconnect between leading American beverage producer Anheuser-Busch's mass-market brands and high-quality brands, Prophet developed a new visual system. Aimed at fitting the brand into the modern world and representing it as more innovative, sustainable, dynamic and transformative, the agency's new typography design utilizes refined and balanced strokes and also improves its legibility at small sizes. Elsewhere, the logo was heavily simplified to one golden color with all unnecessary layering removed.

"This is a really bold transformation," said one judge, "which leans into a new color palette and visuals that referenced iconic brand elements in a fresh, modern way." Meanwhile, another judge described the project as a "very strong evolution of the brand with solid future-proofing."

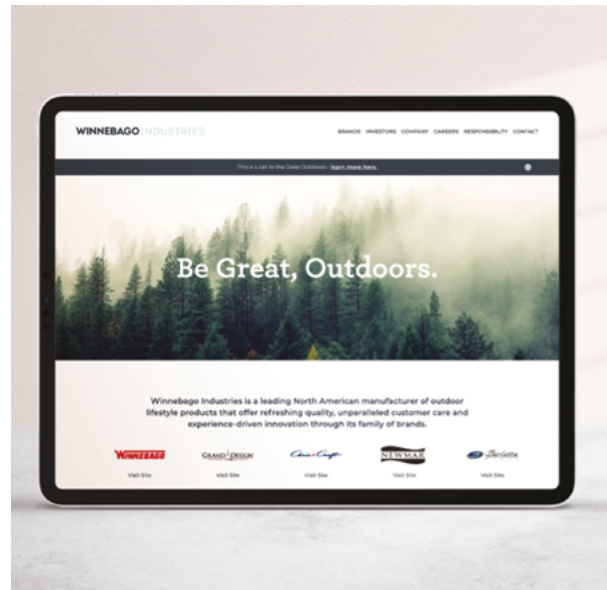


## Winnebago Industries and Joe Smith | the brand consultancy of Padilla

### Gold

Since its founding in 1958, Winnebago Industries has become an iconic American company that has successfully expanded its portfolio over the following years. The five brands it operates, all in the RV and boating industries, were deemed not to reflect the breadth of the portfolio. An evolution – aimed at investors, employees across all business units and the industry at large – was in order, and Joe Smith delivered. In a bid to differentiate the enterprise brand from the product brand Winnebago, the agency created a powerful enterprise voice through visuals rooted in the brand platform and overarching strategy of 'Be Great, Outdoors'.

"An impressive, comprehensive strategy, inspiring strategic platform and manifesto, and nice photography," praised one judge. "What an update and don't look back, Winnebago," said another judge. "The road ahead from a brand perspective looks great!"



Best brand evolution (corporate)



## KPMG and Siegel+Gale

### Silver

KPMG's aim is to achieve ambitious levels of growth while also maintaining trust that businesses and capital markets rely on them for. Siegel+Gale helped in the project to achieve this feat by revamping the brand's visual identity to reinforce KPMG's heritage while also signaling its technology-driven brand evolution. "The cohesion of this brand evolution is really nice to see," said one judge.

## Quona Capital and 8 Point Studio

### Bronze

Leading venture capital firm Quona Capital turned to 8 Point Studio to help reflect a more confident, authentic and tech-forward vision for the firm. With the previous brand a visual mismatch, the agency crafted a far more vibrant look for Quona Capital, which one judge praised as a "really nice, unique, modern and cohesive visual identity."

## Nasdaq and Landor & Fitch

### Highly commended

One judged was impressed with Landor & Fitch's ability to successfully evolve Nasdaq's brand on a seismic level.

## Delinea and Interbrand

### Gold

The merging of two cyber security firms, Thycotic and Centrify, resulted in the creation of Delinea, a new giant in the industry. With this new brand, Interbrand had a unique opportunity to push the visualization of cyber security in a different direction to industry norms of locks, keys and hooded figures. Following extensive research, the agency realized the concepts of seamlessness and flexibility were key to brand success. This is represented in the new visual identity of Delinea which features simple lines, or 'sequences', that are symbolic of the brand's Privileged Access Management solution.

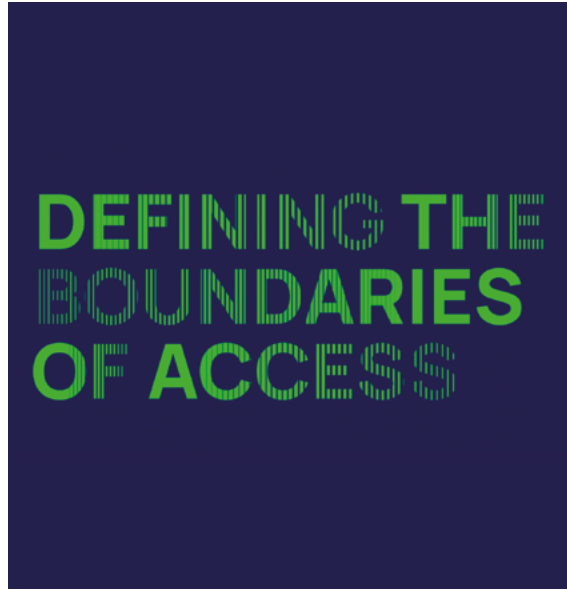
One judge believed the strategy enabled the design to "push away from dated and overused category tropes" and that the result is a "visual system that clearly communicates the strategy". "It is seamless, flexible and adaptable," they added.

## izzo® by Premier Dental Co and Starfish

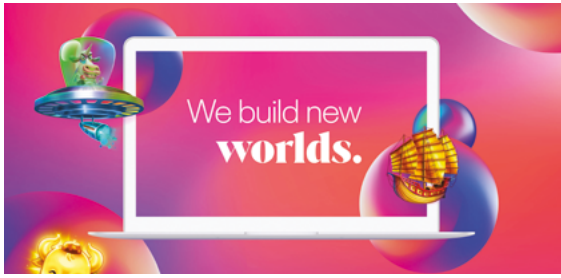
### Gold

Operating in a heavily competitive market against the likes of Oral-B and Phillips Sonicare, Premier Dental Co's new product, izzo, is a 4-in-1 at-home Oral Care System. The new brand identity was designed by Starfish with the aim of disrupting the electric toothbrush category by highlighting its functional and emotional benefits. Bringing the new product to life, a key aspect of the agency's worked revolved around the creation of sleek product packaging and bringing awareness to the brand on digital platforms. Key messaging included relaying the idea that izzo, as a product, is far more sophisticated than merely running a toothbrush under water.

The visual identity was considered "eye-catching" by one judge, while another judge enjoyed the project's creativity and the strong articulation of izzo's objectives and clear strategy.



Best strategic or creative development of a new brand



**Light & Wonder and Landor & Fitch Silver**

One of the world’s largest casino gaming and gambling companies Scientific Games required a new brand to signal its dramatic change of uniting the company under the shared vision to attract creative talent. Landor & Fitch, renaming the company Light & Wonder, created a visual identity inspired by the universe and worlds beyond. “Successfully achieves its objectives,” said one judge.



**OneMain Financial and DeSantis Breindel Silver**

OneMain Financial needed an identity for its new credit card Brightway. DeSantis Breindel mustered up a “simple but clever solution” by using a loop design to inform its audience that BrightWay card holders end up better than before. “The graphic elements reinforce a meaningful message about navigating ups and downs!” said one judge.



**Del Monte Foods, Inc (for Joyba) and CBX Bronze**

Del Monte Foods sought the help of CBX to launch a new brand of bubble tea. The agency was entrusted with creating the packaging as well as the brand identity and guidelines for Joyba, as it came to be known. CBX’s work was based around connecting the new brand to a youthful audience. “Certainly joyful!” praised one judge.

**IDentifi from PCH Media and Living Group Highly commended**

One judge commented on PCH Media and Living Group’s “robust case study” and “solid work”, while another praised the excellent articulation of strategy.

**International Fresh Produce Association and Clarkmcdowall Highly commended**

Clarkmcdowall was able to produce “very nice work” for which there was a clear challenge and solution, according to one judge.



**CVS Kidney Care and Prophet**  
**Gold**

Prophet faced a tricky challenge finding an appropriate and disruptive visual identity for CVS Kidney Care, a company which seeks to transform kidney care in America. The agency’s task was to create an identity which could successfully reflect the urgent need for industry-wide change and set the brand apart from competitors, all while connecting its identity to the CVS Health Enterprise brand. A bold and expressive visual identity was designed by Prophet which combines an intimate, human perspective with an energetic design that positions CVS Kidney Care as a disruptive brand.

Judges were highly impressed by the attention to detail within the project of ensuring the brand felt integrated within the wider CVS Health Enterprise brand. “Great new brand within the portfolio,” commented one judge, while another added that they felt it was a “beautiful and connected” new brand.



**NYSE (New York Stock Exchange) and Prophecy by Prosek**

**Silver**

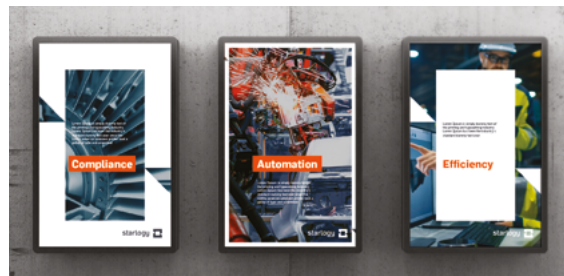
The New York Stock Exchange required Prophecy by Prosek to refresh the brand while also tying it to ICE, the parent company, for the very first time. Concerned with diminishing this huge brand’s ‘star power’, the agency repositioned it as ‘an ICE company’. This was done partially by recreating the logo that is clearly visually connected to its parent company.



**StarStorage and innerpride branding**

**Silver**

Romanian IT solutions provider StarStorage needed a new US presence, which innerpride branding provided with a suitable name; Starlogy. The agency designed an expressive and versatile visual language. “The name remains tied to the master brand and that’s important in the context of establishing credibility abroad,” said one judge.



**PepsiCo Design & Innovation - Soulboost**

**Bronze**

Soulboost, a new brand comprised of beverages and snacks, is designed to help nudge consumers in the right direction. Its brand identity was crafted to act as a visual boost with its canvas of bright colors and organic forms. With the aim of bringing joy to the category, one judge praised the work for creating a “solid new brand”.



**Gateway Foundation and innerpride branding**  
**Highly commended**

One judge admired the “strong process and presentation” of innerpride branding’s project with Gateway Foundation.

Best development of a new brand within an existing brand portfolio



## Audacy and Landor & Fitch

### Gold

Entercom was one of the largest radio companies in America. But with a legacy spanning over 50 years there was one huge problem: very few people had heard of it. Even after tapping into the digital media market the brand remained generally unknown. Its listener-facing brand, Radio.com, however, was better-known, but these two separate brand names led to confusion and muddled waters. In a bid to unify all Entercom audience members, Landor & Fitch created the new name of 'Audacy'.

A name which could clearly communicate the category, judges heaped praise on the project for its "clear" and "clever" design. "I love the sentiment of audacity," said one judge. "It feels bold and aligns with the other names in the portfolio."



## Allergan and Catchword Branding

### Silver

Global pharmaceutical company Allergan's new brand – the first and only eye drop to treat presbyopia – required Catchword Branding to develop a name which could stand out from existing competitors while not overpromising on the product's benefits. 'Vuity' was settled on after a thorough research process. According to one judge, the new name hit the brief and was "clear and simple".



## SameSky and Catchword Branding

### Silver

B2B2C digital solutions company ConsejoSano needed a new name to diversify its target audience away from just Spanish speakers. Challenged with energizing and exciting the company's staff while also appealing to a wide array of stakeholders, Catchword Branding decided 'SameSky' met the brief. "[The name] did a great job of hitting a broad audience but it also feels personal," praised one judge.

## Enhabit and Prophet

### Bronze

Being the nation's largest owner and operator of In-Patient Rehabilitation services, Encompass Health is sensitive to the changing nature of the industry. Its Home, Health and Hospice business section needed reanalyzing in order to showcase the company's credentials as an industry leader. Prophet chose 'Enhabit' as the new name, described as "solid" by one judge.



## TotalMed and MonogramGroup

### Bronze

MonogramGroup opted for 'eRiN' as the new identity for healthcare staffing organization TotalMed's new mobile app. Challenged with conveying innovation and approachability, the agency developed over 200 naming options in a rigorous process. One judge commented, "I really enjoyed how they actually identified the audience within the actual name."



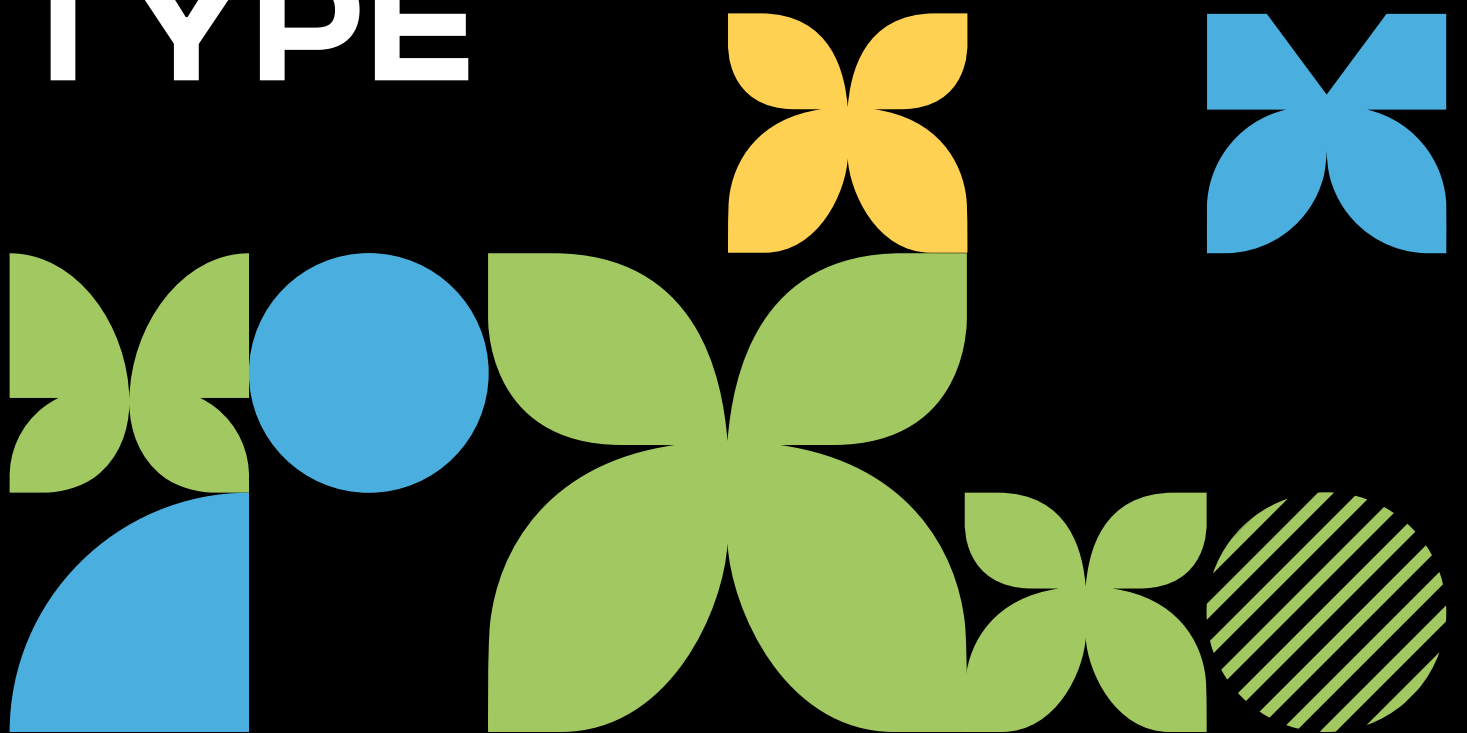
## Microsoft Mesh and Interbrand

### Highly commended

"Mesh was a very simple and clear word for combining all the different forms of tech," praised one judge. Another judge considered Interbrand's work "nice and simple."



**TYPE**



**Aperio by BlackRock and Agenda**  
**Gold**

The acquisition of Aperio, a firm which crafts personalized portfolios, by BlackRock, the world's largest asset manager, meant a rebranding was in order to answer the existential crisis that arose of who Aperio actually are and what makes it special. Agenda undertook extensive research before realizing that the brand's appeal is derived from its ability to personalize, while competitors merely customize. The agency created a DNA metaphor to communicate the brand's personal approach which was then reflected in its visual identity through the use of five colors. This allows each portfolio to be crafted like an individual piece of art.

"All aspects of this entry are clear and strong," commented one judge. "The visual solution works not only as a metaphorical reference to DNA, but it distinguishes itself both from BlackRock as well as other such services."



**Delinea and Interbrand**  
**Silver**

The merging of two cyber security firms, Thycotic and Centrify, resulted in the creation of Delinea. Offering a "bold new take", as one judge phrased it, in an industry with visual cliches of keys and locks, Interbrand's work revolved around seamlessness and flexibility, resulting in the use of simple lines, known as 'sequences', across brand touchpoints.



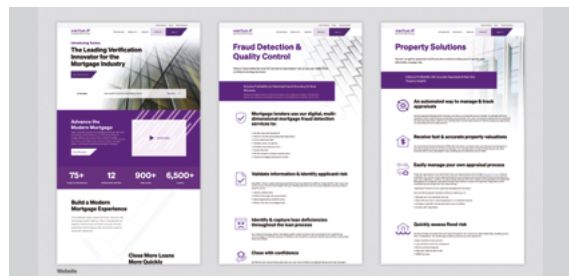
**Prospiant and DeSantis Breindel**  
**Silver**

Following the acquisition of multiple companies, including two from the cannabis growing industry, agtech manufacturer and distributor Gibraltar Industries required DeSantis Breindel to formulate a new name to combine the new additions within its Growing & Processing group. Settling on 'Prospiant', one judge lauded the project for producing "such a smart strategy to create a new brand".



**Xactus and Sustena, a Pariveda Company**  
**Bronze**

Seven credit reporting brands joined forces with Credit Plus to become a market leader. Sustena consolidated the new brand under the name 'Xactus', and formulated a new master brand. Its 'double X' symbol hoped to represent partnership and collaboration. Judges appreciated this, with one describing it as "memorable".



**Deep Pool and Prophecy by Prosek**  
**Highly commended**

Prosek's project with Deep Pool brought a "beautiful graphic solution" in a difficult industry to brand.

**WESCO International and joe smith | the brand consultancy of Padilla**  
**Highly commended**

joe smith navigated the merging of WESCO and Anixter which resulted in a smooth new brand personality.

Best corporate rebrand following a merger or acquisition

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



### Hoopo Social Enterprises and Creative Business Company Gold

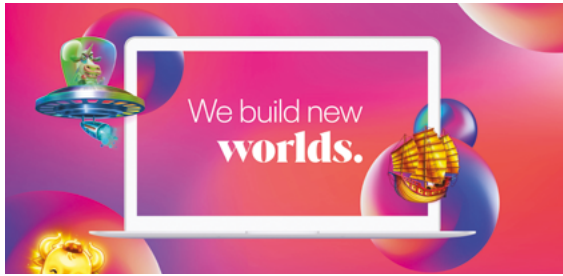
With trust in charities at an all-time low in the West, partially due to a perceived limited impact of donations on the ground, Creative Business Company was entrusted with designing a new brand name and visual identity for PRICE Canada. The charity aims to create jobs for people in impoverished Pakistani villages rather than just offering handouts. With a name change to Hoopo, the agency radically altered the brand's positioning to that of an 'anti-charity' which led to bold and dignified brand messaging being unleashed. For instance, 'Redefining charity from pity to paychecks'.

Judges were unified in their praise of the "unique" and "powerful" project, with one judge describing the strategy as "really good". Another judge said, "the strategic thinking and shift in mission and positioning was super smart."



### AB InBev and Prophet Silver

With a desire of having ESG targets fused into its identity, multinational drinks and brewing company AB InBev turned to Prophet to rebrand its legacy color and logos which had not been touched in decades. A new visual identity later and the brand had clearly moved beyond beer, prompting one judge to describe the work as "clean and modern".



### Light & Wonder and Landor & Fitch Silver

Scientific Games sought a new strategy to attract engineering and creative talent. Landor & Fitch, realizing it was no longer merely a gaming company, renamed it to Light & Wonder and designed a playful color palette to position the company as intentionally inclusive through celebrating creativity and discovery. "A big shift from betting and sweepstakes," said one judge.

## The Armory Show and Brunswick Creative

### Bronze

Brunswick Creative's reimagining of New York City-based The Armory Show saw the legendary art show position itself more towards its host city. By drawing inspiration from New York City's vibrant textures, the project adopted a "great approach" where the resulting identity was tied to meaning, according to one judge.



## WPP and Landor & Fitch

### Bronze

WPP's new company mission involved creating a new identity to reflect the diversity and vibrancy of its LGBTQ+ community. Landor & Fitch undertook the task of building a new identity system around the idea of the Pride flag always flying, not just during Pride Week. Judges praised WPP's new "powerful identity" and the strength of the new brand's look and tone.



## IDentifi from PCH Media and Living Group

### Highly commended

Living Group's consumer-facing branding work with IDentifi from PCH Media left judges praising the "fun and disruptive" new look for the category.

Best brand development project to reflect a change of mission, values or positioning



## NYC Pride and Lippincott

### Gold

Lippincott was brought onboard by Heritage of Pride, a non-profit which stands up for LGBTQIA+ rights, to create a consistent brand identity that could drive equity and greater brand awareness for its trademark event, NYC Pride. The new brand positioning of supporting every LGBTQIA+ person to proudly love and live their truth led to the creation of a community-centric flag emblem. Subtly featuring the letters 'NYC', the emblem also features a breadth of colors available through an adaptive gradient that truly provides storytelling flexibility for all community sub-groups. The digital property could then be used across all websites and social media channels.

"Vibrant, energetic and fitting for the audience," praised one judge. Another judge commented on the "strong identity" Lippincott had designed which owns the Pride flag in its own unique way.



## Quona Capital and 8 Point Studio

### Silver

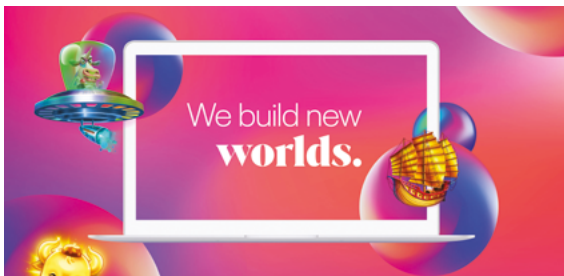
One judge concluded that 8 Point Studio had successfully made Quona Capital, a leading venture capital firm, "cool, confident, bold and daring". The project centered around the idea of reflecting a more authentic and tech-forward vision for the future. Its new website was considered a dramatic change from the old website by one judge, who described the new look as "fresh and exciting".



## Gallup® and Starfish

### Bronze

Gallup wished to be regarded as a leading consulting human capital firm as opposed to merely a polling organization. It worked with Starfish to elevate the firm's positioning and perception by visually illustrating 'Art & Science'. With a substantial improvement in social media engagement, judges praised the project for its visual work and underlying design principles.



## Light & Wonder and Landor & Fitch

### Bronze

Hoping for big growth in the gambling industry, Scientific Games turned to Landor & Fitch to create a new brand which evoked wonder and delight to attract top talent. Renaming the company Light & Wonder, the agency created an interesting visual identity with a vibrant color palette and high-quality photography. "This successfully achieves the objective of signaling dramatic change," praised one judge.



## Xfinity and venturethree

### Bronze

Xfinity transformed its legacy touchpoints to put connectivity and its customers at its core. A more personal, inclusive expression that champions accessibility with a digital-first mindset was crafted which included its brand symbol, the Expressive X. "The new identity makes more of its iconic X symbol," commented one judge. "It feels bright and inviting," added another judge.

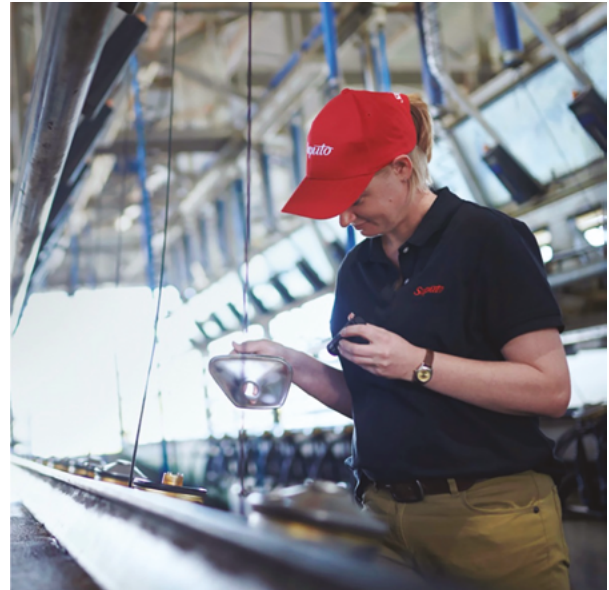


## Saputo and Joe Smith | the brand consultancy of Padilla

### Gold

Saputo had curated a successful brand over the years when it came to customers but hadn't had such luck with engaging current and prospective employees. Now a global industry leader, the time was right to work with Joe Smith to realize this untapped potential. The agency conducted intensive research with nearly 300 employees before realizing that what makes Saputo special is the way it allows all employees to contribute in ways that matter.

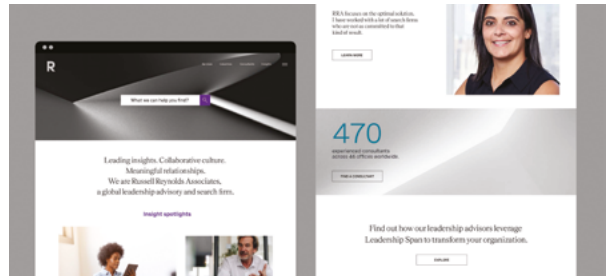
Backed up by key messaging pillars, which include the importance of fostering a can-do spirit, the project resulted in an 85% increase in Facebook followers and a huge increase in social media engagement. The project was "human, authentic and grounded in real employees", according to one judge. Another judge felt it was an "extremely thoughtful and thorough campaign."



## Russell Reynolds Associates and Prophet

### Bronze

With RRA hoping to find a purpose-led employer brand to help attract the best and brightest talent, its project with Prophet saw the creation of a refreshed visual system. Amongst many changes, the agency cleverly used bespoke imagery of 3D light projections on the primary brand mark. "A beautiful rebrand that achieves the premium feel of what they wanted to achieve," said one judge.



Best employer brand



**SECTOR**



## Hoopo Social Enterprises and Creative Business Company

### Gold

Creative Business Company was tasked with repositioning charity PRICE Canada by developing a new brand name and visual identity. With the charity designed to offer jobs to people living in impoverished Pakistani villages rather than just offer handouts, the agency cleverly renamed the charity brand 'Hoopo' after the Hoopoe, a species of bird often seen as a symbol of hope. With the bird used as a mascot for the charity, the rebrand offers a vibrant, colorful sense of optimism – a far cry from other charities which can often rely on suffering as their core message.

"The strategy is solid, as are the visuals," said one judge. Meanwhile, another judge considered Creative Business Company's work to be "thoughtful" and "comprehensive".



## MindForward Alliance and Interbrand

### Silver

Workplace mental health charity MindForward Alliance – formerly known as the City Mental Health Alliance – turned to Interbrand to become a global brand. Its playful and progressive new visual identity was encapsulated in its boldly colored logo design which was informed by an overall attempt to be disruptive. "I like the interplay between the color blocking and copy," praised one judge.



## Answer the Call and Landor & Fitch

### Bronze

For the 20th anniversary of 9/11, Landor & Fitch's design for New York City first responders charity Answer the Call utilized the famous heart icon and kisses ('XX') to create a love letter to the city. Arrows in the logo which come together represent how heroes on the day of September 11 also did. Judges praised the symbol created for its boldness.



## Vision Zero Fund and Ultravirgo

### Bronze

In a bid to garner support from private sector companies, Vision Zero Fund turned to Ultravirgo to build a new brand from the ground up. The G7-founded charity aims to reduce worldwide workplace deaths to zero and was struggling to articulate a unique value proposition. The agency's work built a brand narrative called 'See beyond', which one judge praised for the "nice logo refresh".



Best visual identity by a charity, NGO or NFP

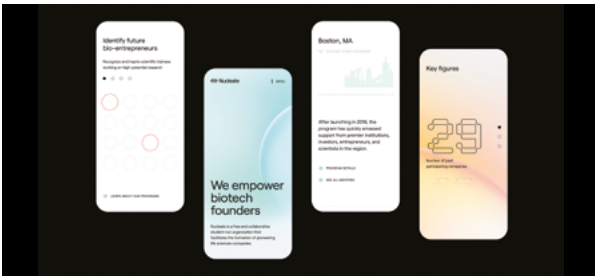


## Kleo and Fellow Studio

### Gold

Language learning app Kleo faces stiff competition from established brands like Duolingo and Babble. In a bid to position the brand as a natural language learning alternative, Fellow Studio created a strong visual identity which made use of a primarily purple color palette to indicate warmth and intelligence. Along with a utilizing Noto as a font family, the agency also designed the new logo and developed key brand collateral. Since its January launch, the app has enjoyed a five-star rating on the Apple App Store and learners have spoken over 150,000 times on the app.

“Great entry,” praised one judge. “It’s a unique proposition expressed well through the communications and visual identity system, conveying the feeling that you can be immersed in the new country and culture.”



## Nucleate and Essen International

### Silver

Essen International worked with Nucleate to formulate a new brand for the biotechnology firm as it looked forward to further expansion. Targeting a global audience, the refreshed identity saw the brand merger of its Bio and Eco divisions as well as forging a unique expression that was innovative and trustworthy. “It makes the brand feel more human, and the softer color palette feels distinctive,” said one judge.



## Promethean and Turnstyle

### Bronze

It was decided that a more modern, sophisticated rebrand was required for global education technology company Promethean. Moving away from the use of primary colors, geometric shapes and playful typefaces, the brand crafted a new visual identity that was inspired by the burning flame of Prometheus. “It delivered on the brief with a more ‘adult’ looking identity to appeal to a broader range of stakeholders,” said one judge.

## Plug Power and Lippincott Gold

Green hydrogens solutions firm Plug Power sought the help of Lippincott to express the brand's story in an accessible way that's easy to understand. Hoping to claim their place as the face of the entire industry, Plug Power's new strategy hinged around being for business, for people and for the planet. Lippincott therefore created a clean and contemporary visual system inspired by the hydrogen molecule, as reflected in everything from type scale to color palette.

Judges were particularly pleased with the modernness of the logo and the simplicity of other brand elements. "I love the clever logo," said one judge. "It's a very inspired and energetic brand identity, and a dramatic improvement from the old Plug Power logo."



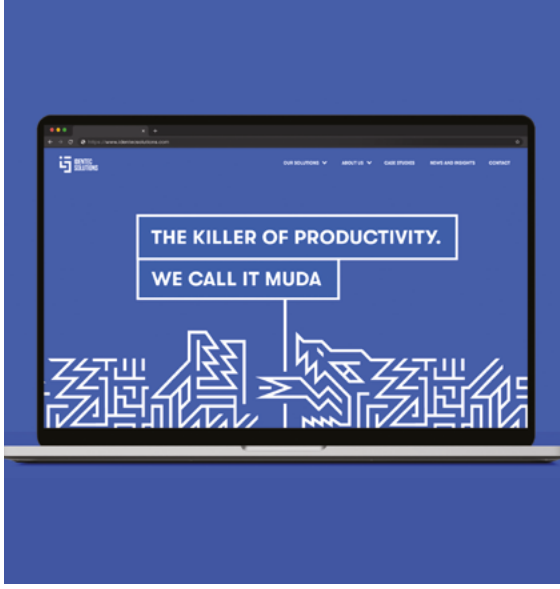
## Terrasmart and DeSantis Breindel Silver

Following the acquisition of Terrasmart by Gibraltar Industries, the latter worked with DeSantis Breindel to design a new visual brand that could convey the company's core beliefs around the infinite potential of renewable energy. It was therefore appropriate that the agency opted to use the infinity mark in a unique way. "The 'infinity ribbon' felt dynamic and optimistic, which was the goal stated," said one judge.



Best visual identity from the energy and utilities sector

## Best visual identity from the engineering and manufacturing sector



### Identec Solutions and GW+Co Gold

Identec Solutions exists to create products and services that help manufacturing and engineering organizations maximize efficiency. Operating in this type of industry makes it difficult to foster a human touch and forge strong connections with clients, so GW+Co was brought onboard to solve this problem. The rebrand sees the concepts of the maze and monsters now live at the heart of Identec Solutions' visual identity to respectively reflect the challenging environment in which its clients operate and the hidden inefficiencies. Content production has increased by 200% since the brand change.

"I enjoy the maze and monsters organizing principle," said one judge, while another commented that they thought the project was brilliantly executed. "It allows for flexibility in the brand mark while maintaining a cohesive through line to the larger idea and master brand," they added.

### WESCO International and joe smith | the brand consultancy of Padilla Silver

The merging of supply chain companies WESCO and Anixter offered a unique opportunity to build a visual identity which demonstrated the new brand was truly innovative. joe smith united the brands by paying respect to their legacies while also making it clear the new brand was an industry leader through an encompassing visual identity alteration. One judge considered the work a "clear improvement" over its predecessors.

## Merck Animal Health and CBX

### Gold

Merck Animal Health, a global pharmaceutical leader, also specializes in biologic therapies and animal healthcare products. Its Aquaculture division has several health and technology brands which needed unifying under one cohesive unit. CBX was therefore tasked with packaging its products, services and solutions. Recognizing the brand needed to speak to fishermen and conservationists, the agency utilized photography to make the viewer feel fully immersed. Meanwhile, the color palette directly echoes the parent brand, while a modern type signals the forward-thinking nature of the company.

“This is beautiful work and tells a story of aquaculture that everyone wants to hear,” praised one judge. Another judge added, “From a visual identity perspective, this submission is very compelling, rather dramatic (in a good way) and celebratory in nature. It feels very optimistic.”



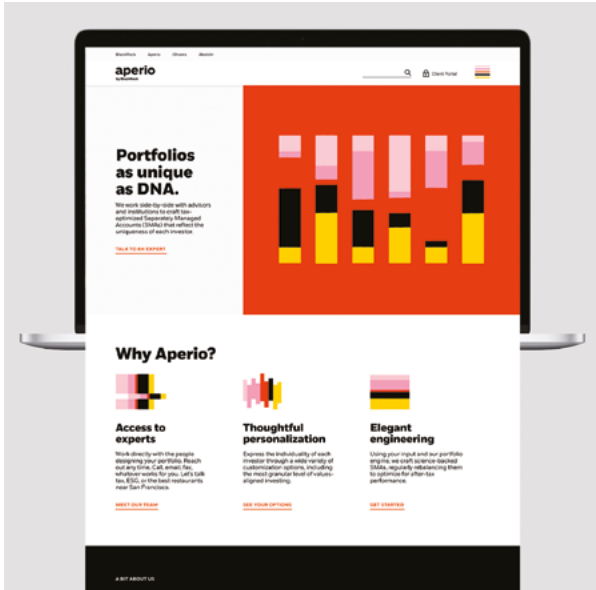
## International Fresh Produce Association and Clarkmcdowall

### Silver

“A bright and fresh” new brand, as one judge described it, was created by Clarkmcdowall following the merging of two of the largest fresh produce and floral associations. Establishing a holistic brand vision was challenging for the agency but, in creating the ‘International Fresh Produce Association’, the stakeholders now have a shared purpose, narrative, name and identity.



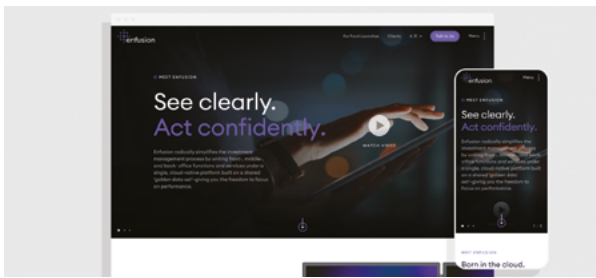
Best visual identity from the farming and agricultural sector



**Aperio by BlackRock and Agenda Gold**

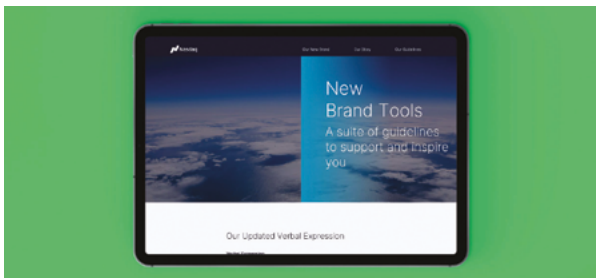
Aperio required a rebrand following its acquisition by BlackRock, the world’s largest asset manager, to solve the question of who the firm now was. The brand’s main strength, as understood by Agenda, was its ability to personalize its crafting of portfolios, while competitors could merely customize. The agency generated an interesting DNA metaphor which was utilized across the entire new visual identity. The five colors, which ranged from black to a light pink, could then be used to create something that was almost a piece of art in every report or brochure.

One judge said, “I feel that the Aperio visual identity is certainly breakthrough for the category. It feels approachable, light, and personalized, which are key elements they tried to hit on in its strategy.” Another judge added, “I’m a big fan of this work.”



**Enfusion and 50,000feet Inc. Silver**

With aggressive expansion on the way into the institutional investor segment, Enfusion partnered with 50,000feet to position the company from tech start-up to proven global platform. A new visual identity system was developed with the creation of a bold and elegant logo along with a refreshed color palette. “I love the dot patterns and how they interact with photography,” commented one judge.



**Nasdaq and Landor & Fitch Silver**

Nasdaq’s “strong” new identity, as one judge described it, was built around transforming the brand to ensure it became a purpose-led champion of inclusive prosperity. Landor & Fitch’s work included a brand governance refresh, allowing for a modern and nimble rebrand. A vibrant new color palette, filled with oranges, dark blues and purples, allowed Nasdaq to send a clear message of its brand transformation.



## Cadence Bank and Tenet Partners

### Bronze

In a bid to signal the formation of a new and stronger organization following the merger of Cadence Bank and BancorpSouth, Tenet Partners worked hard to create an identity which felt trustworthy and familiar. The new, modern and human-centric brand reflects the best of the two former brands' legacies. "A human, friendly and accessible quality pervades," noticed one judge.



## Continuum Equity Partners and MonogramGroup

### Bronze

MonogramGroup took the task of creating an identity for a new private equity brand from Pittsburgh. Following research with the company's founders they decided on Continuum Equity Partners as its name. An extensive brand story with a logo, website, brand message and photography followed, which one judge considered a "credible visual foundation."



## OneMain Financial and DeSantis Breindel

### Highly commended

One judge understood DeSantis Breindel's work for OneMain Financial couldn't afford to feel oppressive. "It is friendly and accessible," they praised.



Uncommon growth,  
by design.

**PROPHET**

## Dollar Shave Club and Turner Duckworth: London, San Francisco & New York

### Gold

Razor and personal grooming product company Dollar Shave Club once existed solely as a direct-to-consumer brand. Having graduated to the shelves of retail companies, Turner Duckworth was entrusted to generate a new visual identity which connect all of its products across aisles. The agency cleverly used a monogram to celebrate the word 'club' in the brand's name and unify all packaging.

Also offering a consolidated and elevated color palette, as well as a custom type-based system, Turner Duckworth's work was highly praised by judges. "I appreciate the use of pink and veering away from traditional masculine codes," said one judge. Meanwhile, another judge also agreed the use of colors was appropriate and that the packaging was indeed distinct.



## PYREX and Pearlfisher

### Silver

Pearlfisher crafted a 'deliberately imperfect' brand for PYREX, the iconic kitchen brand. Elevating its quintessential red identity ensured the brand remained recognizable, while a new Sharpie-style typography brought out a confident and carefree approach to home cooking. "PYREX has done a good job of regaining market share and reintroducing the idea that they are an approachable brand," said one judge.



## Campbell's and Turner Duckworth: London, San Francisco & New York

### Bronze

Design and culture icon, Campbell's Soup, sought to narrow the gap between its historic brand love and declining sales. Turner Duckworth's role was to bring back the brand's confidence and earned swagger, which it did by contemporizing its world-famous old tin graphics. One judge thought the work did "a good job at refreshing the brand without losing its historic visual".



Best visual identity from the FMCG sector



**Crif Dogs and Design Bridge New York**  
Gold

Hot dog restaurant Crif Dogs was a brand in crisis post-Covid. With rising rents in Manhattan, the company needed a new brand that could reignite its status as a New York icon. Ditching old bro-tropes and teen humor, Design Bridge created a new visual identity which allows the spirit of the city to become the canvas of the brand through evocative street photography and iconic faces and places. This was all achieved while allowing the logo and visuals to stay true to Crif Dogs’ roots through the use of a mustard yellow and ketchup red color palette.

“Amazing!” commented one judge. “I love this for its sensible and perfectly irreverent capturing of a timeless, punk NYC and its love of hot dogs.” Other judges appreciated the “cool” photography, the “great use” of mustard and ketchup colors, and the general vibe of the updated brand.



**Compound Foods and Pearlfisher**  
Silver

New eco-friendly beanless coffee company Compound Foods aims to create a sustainable alternative to preserve the environment. Pearlfisher designed a visual identity for the new brand which underlined these credentials. The agency achieved this by making use of colorful visual elements such as a dark blue color palette and striking illustrations which showed off the production process.



**Del Monte Foods, Inc (for Joyba) and CBX**  
Silver

CBX designed the brand identity, guidelines and packaging for new bubble tea brand Joyba. Challenged with connecting the Del Monte Foods brand to a younger demographic, the agency created an identity that evokes optimism. Its smile icon successfully represented the joy in Joyba. “It had the energy of a fresh new brand,” said one judge.



**SOW GOOD and Pearlfisher**  
Silver

New nutritional food brand SOW GOOD approached Pearlfisher to create an innovative, open and playful brand which could communicate its message of being part of a positive food revolution. Representing the flavor of each product, fruit and vegetable icons living within a mouth identity ensure the brand is visually distinct. “Cute and fun and impactful,” concluded one judge.

## PepsiCo Design & Innovation - Neon Zebra

### Bronze

A new mixer brand on the block, Neon Zebra sought to be fun, colorful and bold in its mission of reaching a new generation of consumers with different mixology habits. Designed to be uncomplicated, the brand's packaging includes simple and easy images to add depth. The designs were described as "fun, independent and playful" by judges.

### Maker's Mark and Turner Duckworth: London, San Francisco & New York

#### Highly commended

One judged praised Maker's Mark and Turner Duckworth's project for its "beautiful work" and for being a "smart evolution to engage newer, younger consumers".

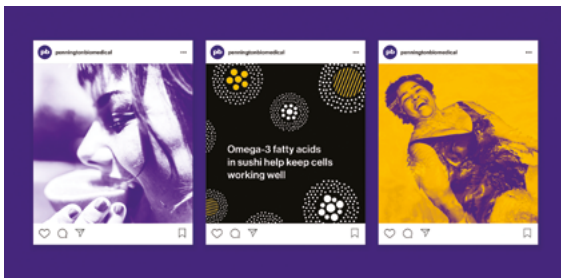




**Lyn Health and Lippincott**  
**Gold**

In the challenging industry of healthcare, start-up Lyn needed a brand which spoke to its audience of people who suffered from multiple chronic conditions, evoking trust and the company's bright personality. Lippincott built an emotive and inclusive brand, which began with working closely with its founders. After understanding the need to express the brand's humanity, Lippincott created a logo which draws inspiration from a warm facial expression, while the color palette comprises of various skin tones to express diversity and inclusion.

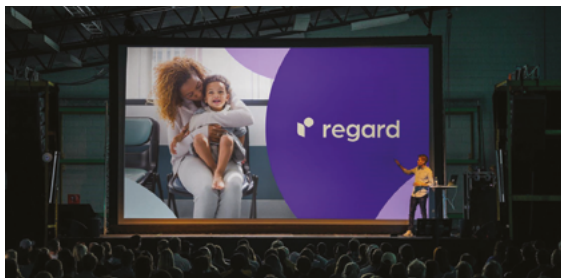
Judges were unanimously impressed by this project. "Top marks," said one judge. "Activation on the mock-ups was very fresh and informative, simple and not boring. High marks also for the creativity and innovation which speaks to their work on strategy for developing this brand."



**Pennington Biomedical and Turner Duckworth: London, San Francisco & New York**

**Silver**

Turner Duckworth's attempt to transform the identity of Pennington Biomedical was formed around the idea that small shifts inspire great scientific advancements. The new brand symbol, featuring an upside down 'P', shows how the small shift of a letterform can become a bold symbol.



**Regard and Spectacle**

**Silver**

Five-year-old startup artificial intelligence company Regard challenged Spectacle to simplify the complex story it was hoping to tell the healthcare industry. A new visual identity was formed around the concepts of approachability and simplicity, leading to the use of a darker blue color palette which was ignored by competitors. Regard now has 20 times more unique website visitors month-on-month.



**Azenta and Prophet**

**Bronze**

To dispel the confusion surrounding Brooks Automation's venture into life sciences, Prophet rebranded Brooks Life Sciences by developing a refreshed positioning and brand identity. Along with a new name – Azenta Life Sciences – the agency crafted a modern and forward-thinking brand by rooting its visual identity in the concept of organic acceleration, using dynamic graphic lines.

**Gateway Foundation and innerpride branding**  
**Highly commended**

innerpride branding's work with Gateway Foundation inspired one judge for the use of its iconic C element.

## HTH (Sigura) and Design Bridge New York Gold

DIY pool care company HTH sought the help of Design Bridge after a rival brand entered the market and quickly lost a large portion of the market. With the chemical category being cold and clinical, the agency utilized the visual language of water safety to inspire potential customers to use its products. With all chemical jargon ditched, simple iconography, such as the wave graphic, was designed to help create genuine distinction. The brand is now trusted, approachable, and allows greater consumer confidence.

Judges did not mince their words. “This is a stunning and overdue transformation,” commented one. “Hats off to Design Bridge, they really ushered this brand into the contemporary world and has positioned HTH for success.” Another judge “loved” the clean and simple nature of a brand that was now “bold and ownable”.

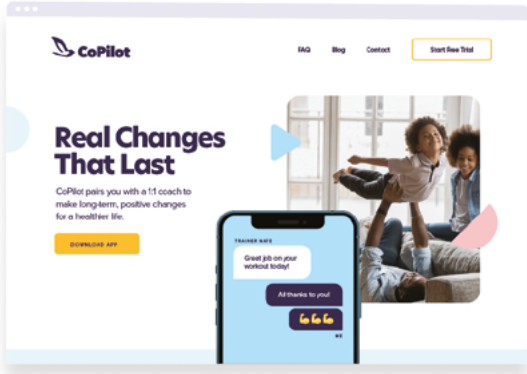


## Vibrantz Technologies and OWDT Bronze

In a bid to position Vibrantz Technologies as a leading entity in the specialty chemicals and materials industry following the merger of three separate companies, OWDT crafted its visual identity. The color palette used united the legacy companies with a magnesium blue common to the pre-existing companies, while a carbon grey brought life to the new brand.



Best visual identity from the industrial and basic materials sector

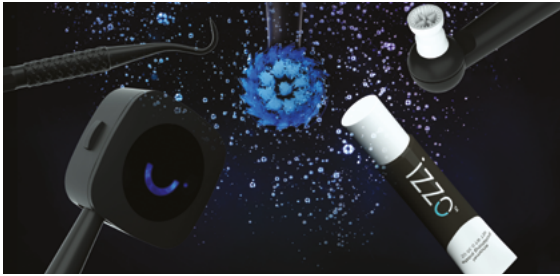


## CoPilot and Spectacle

### Gold

Fitness start-up CoPilot was ready to go to the next stage. Already having developed a revolutionary fitness platform, it took on Spectacle to develop a comprehensive brand strategy and build true brand relevance. The challenge the agency faced was that the fitness industry had become incredibly crowded, particularly after the pandemic and the newfound popularity of online fitness options. Recognizing tastes were changing and embracing imperfections was now normalized, a brand strategy was adopted of creating a brand for whom fitness is a means to achieve what they want out of life.

A new logo was adopted which tells a story of one-on-one training and positive change, as demonstrated through the use of pastel colors to indicate approachability. One judge believed the rebrand successfully built trust and authenticity. "Well done," they added.



## izzo® by Premier Dental Co and Starfish

### Silver

It would have been easy for new electric toothbrush brand izzo to follow the crowd and position itself in a similar way to industry giants. Starfish, however, wanted a "human-centric approach grounded in insight", as one judge put it. The result was a clever new brand with sleek packaging that highlights the benefits of this sophisticated product.



## WPP and Landor & Fitch

### Bronze

Landor & Fitch created a new visual identity for communications firm WPP on the back of a desire to reflect the diversity and vibrancy of its own LGBTQ+ staff members. Creating a logomark full of life and vibrancy, the hope is that the campaign will ensure WPP transcends corporate rainbow-washing. "Striking and meaningful creative that delivers on its message around representation," commented one judge.



## WTW and Monigle

### Gold

Insurance advisory firm WTW faces huge pressure from competitors for people – be that fostering relationships or hiring the very best. Seeking to re-establish its identity following a failed deal with another industry leader, it turned to Monigle to work out precisely how to galvanize its employees and send a clear signal to the industry through a rebrand. Doubling down on an already audacious and fearless identity with the use of a bright purple master color, the new WTW logo brings the brand’s bold perspective to life.

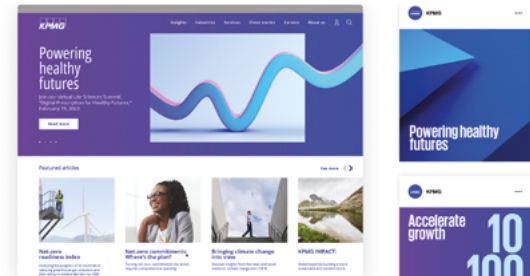
Deemed a success internally across the organization, the “clean”, “bold” and “fresh” logo was liked by judges. “A modern brand transformation executed in a super quick timeframe!” commented one judge, while another described the project “best of the bunch”.



## KPMG and Siegel+Gale

### Silver

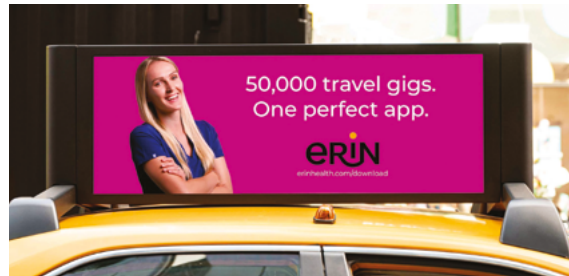
KPMG sought the help of Siegel+Gale to create a new visual identity that could push the company on to further growth. A new logo was crafted that flexes to reflect the atmosphere around it, while the new KPMG blue – still nodding to the brand’s heritage – adapts to what is now a technology-driven brand. “A much more modern use of color and typeface,” praised one judge.



## TotalMed and MonogramGroup

### Bronze

Healthcare staffing organization TotalMed appointed MonogramGroup to create a brand identity for its new mobile app, which would come to be named eRiN. The brand’s visual identity would be defined by its wordmark and the linkage between the ‘R’ and the ‘N’, nodding to the registered nurse aspect of the company. “Nice use of creating a personality to represent the brand,” praise one judge.



Best visual identity from the professional services sector



## Timberland and Lippincott

### Gold

Despite being an iconic brand, there was growing concern at Timberland that its visual identity had become outdated. With a new global campaign and the opening of two flagship stores on the horizon, the brand appointed Lippincott to create a new identity to match its growing ambition. The new brand font makes use of the Timberland Tree Symbol as a special character that allows for imagery or color to shine through. The rebrand aims to make greater use of Timberland's iconic orange color by leveraging it as a unifying factor across brand touchpoints.

"It feels modern, fresh, energetic and expresses a clear vision for the brand," said one judge. Meanwhile, other judges praised the project for its bold type and modern photography style. "The brand is now modern and ownable and leans into iconic aspects of the Timberland brand," added another judge.

## Givenchy and Work & Co

### Bronze

Work & Co helped 70-year old retail brand Givenchy rebrand its e-commerce site following the significant growth in online shopping since the pandemic. With an interactive blend of runway videos and lookbook photography, the rebrand gave fans and shoppers a new and exciting way of exploring collections. One judge described the work as "gorgeous", while another praised the brand for its "clean, premium look".

## The Armory Show and Brunswick Creative

### Gold

Brunswick Creative's design work for The Armory Creative sought to propel the famous art show back to its former glory amidst stiff competition from global and regional arts fairs. A new brand idea for the show of "The Gateway to New York art and beyond" saw the core foundation of the new brand identity form. A compelling logo was created featuring a 'slash' graphic by connecting the 'M' in 'Armory' and 'W' in 'Show'. Elsewhere, bespoke abstract patterns – informed by distinct textures found around New York City – were utilized.

The results, including 160 articles on the campaign published around the world, impressed judges just as much as the "bold and dynamic design," as one judge put it. Meanwhile, another judge considered the typography and the abstract patterns inspired by textures from the city to be "striking".



## Light & Wonder and Landor & Fitch

### Silver

Casino gaming and gambling company Light & Wonder worked with Landor & Fitch to unite the company under a shared vision. A playful color palette with an omni-present glow was established, creating a sense of mystery. Along with inclusive, creator-focused photography, the gambling company was given a "bold design", according to one judge, which visually captures wonder.



## Winnebago Industries and joe smith | the brand consultancy of Padilla

### Silver

Under the brand platform and overarching strategy of 'Be Great, Outdoors', joe smith sought to differentiate Winnebago Industries (the enterprise brand) from its five product brands. A "premium quality revitalization", as one judge said, was undertaken by the agency, allowing the brand to adopt a powerful voice and a unified purpose.



## PepsiCo Design & Innovation – Gatorlyte

### Bronze

Simultaneously attracting Hispanic audiences as well as people who put rapid rehydration first, PepsiCo introduced new brand Gatorlyte. Its label design sought to underline its scientifically backed credentials, while the brand's color palette, including a citric orange, captured the soul of the product.

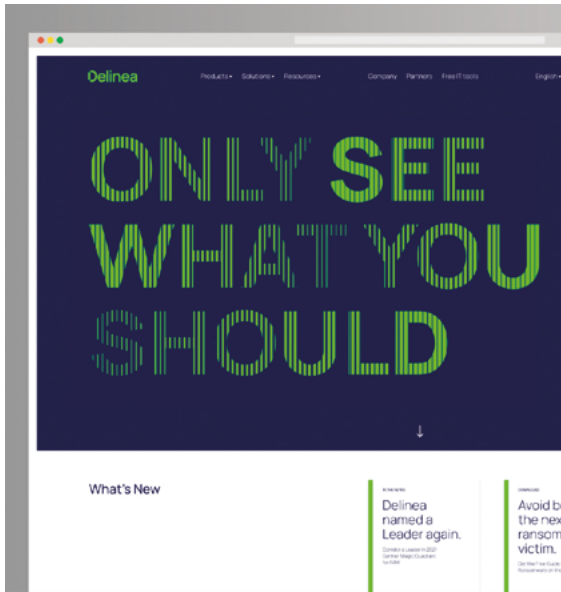


## PepsiCo Design & Innovation – Gatorade Zero

### Highly commended

Judges liked the "functional" appeal of the Gatorade Zero project, with one judge praising the "clear rationale" behind the use of every visual element.

Best visual identity from the sports and leisure sector



**Delinea and Interbrand**  
**Gold**

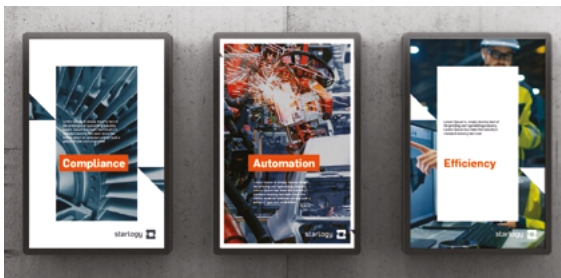
The creation of cyber security firm Delinea from the merger of two companies offered Interbrand a unique chance to push the industry in a new visual direction, and away from worn-out cliches of locks, keys and hooded figures. The agency's offering, used across brand touchpoints, was the use of 'sequences' which are symbolic of Delinea's sophisticated Privileged Access Management solution. Stepping from thick to thin, the sequence represents the layer of security between what users do and do not have access to.

"It is a vast improvement over the predecessor brands, and I especially like the typographic mark," said one judge. Meanwhile, another judge praised the "bold new take on a complex industry that clearly translated the strategy."



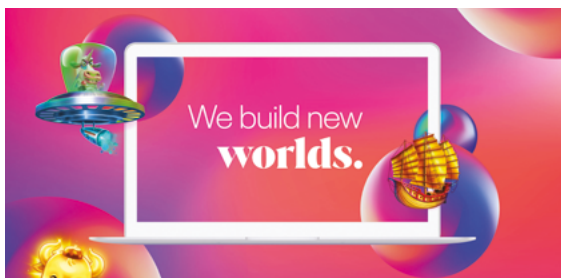
**Identifi from PCH Media and Living Group**  
**Silver**

Seeking to create a stand-out brand, Living Group was commissioned by PCH Media to create a new brand for an emerging market. The agency matched a vibrant logo with stunning photography, which one judge considered to help create "a great identity and positive brand development based on real consumer and competitive insights."



**StarStorage and innerpride branding**  
**Silver**

Starlog, the new US brand for Romanian IT solutions provider StarStorage, was crafted with a bold visual identity by innerpride branding. The agency stepped away from bright, blue-based color palettes – a cliché in the industry – towards a dark charcoal grey. One judge said, "This brand will distinguish StarStorage in its sector."



**Light & Wonder and Landor & Fitch**  
**Bronze**

"Lively, playful, varied" was how one judge described Landor & Fitch's work for rebranded casino gaming and gambling company Light & Wonder. The agency offered a confident new direction for the previously named Scientific Games based around inspiring wonder and delight. The new visual system aims to be a true celebration of creativity and discovery.



**Likewise and SomeOne**  
**Bronze**

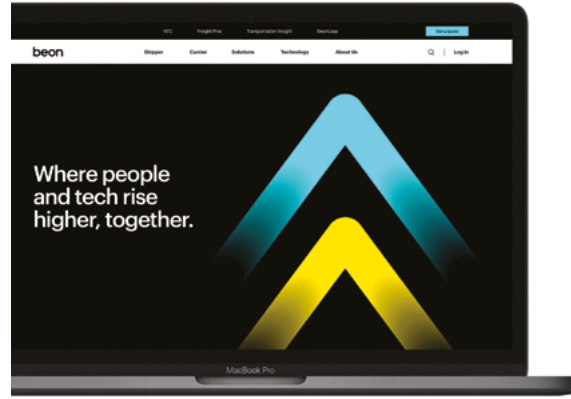
Completely reimagining tech firm Likewise, SomeOne crafted a new visual brand that deploys a living grid which is designed to use brand messaging across the entire suite of communications. Its graphic design of visual dots come alive in digital applications, which judges appreciated for its attempt to completely differentiate itself in this category.

## Beon and Interbrand

### Gold

Logistics business Beon exists to deliver a simple, sustainable and resilient supply chain from manufacturer to consumer for its customers. Calling on Interbrand to co-create the business and rally its employees everywhere, the agency underwent four months of collaboration to craft an evergreen purpose. The visual identity the agency created is based around the idea of leadership within a sometimes unethical market, especially during the pandemic. It's color palette, bold and modern, comprises yellow and black, while a cyan accent represents innovation.

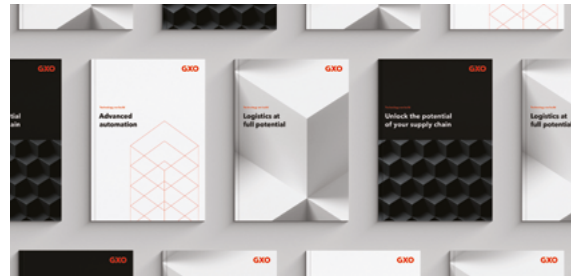
Meanwhile, one judge praised the brand's mark for being "beautiful and open-ended", all while creating dimensionality whenever used. "The bold colors feel differentiated but still professional and crisp," added another judge.



## GXO and Lippincott

### Silver

Tasked with the almost impossible mission of creating a new spin-off brand for XPO Logistics in just six and a half weeks, Lippincott was creatively informed by the brand purpose of unlocking logistics to its full potential. The new visual identity for GXO reflected the world of data and highly efficient robotics, a choice that one judge thought to be "just right in this context".



Best visual identity from the transport and logistics sector



**Marco Vitali**  
**Sonic Lens**

**Winner**

Marco Vitali went on a truly unusual and extraordinary journey before entering the world of brand development. From Juilliard violin 'prodigy' to Wall Street trader to business partner with legendary producer Nile Rogers to collaborator with Grammy artists, he amassed an enormous range of skills and insights to fuel his creative work at Sonic Lens, an audio brand agency.

Now a brand strategist, creative director and managing partner at the agency, his work centers around the concept of 'music intelligence'; a sophisticated, data-driven means of consulting brands. Vitali believes sound is a powerful branding tool, yet it is often overlooked. This new process, he believes, will revolutionize the world of branding by making creative work more holistic, powerful and cohesive. This is evidenced by the remarkably high-quality work done with Oxygen and the History Channel.

Indeed, Vitali's work with Al Jazeera – which utilized music intelligence – won numerous awards as well as winning over those in the higher echelons of the organization. "They have produced a unique audio brand for the Al Jazeera English channel that combines flexibility and diversity; and blended an endless range of sounds and techniques that together paint a picture that has contributed to our institutional brand," commented Giles Trendle, managing director at Al Jazeera.

Judges were impressed by Vitali's new way of conceptualizing sonic branding, making him a worthy winner of this year's Transform Awards 'Brand strategist of the year'. One judge commented, "His contribution to brands is invaluable. He creates fantastic work which is equally scientific as it is creative."



**MB**  
**Landor & Fitch**  
**Winner**

Landor & Fitch is a giant in the world of brand strategy and design and expects the very best from its creative directors. Luckily for the global agency it has MB, an exceptional designer who leads teams for the agency's top clients. But along with her work for companies like Accenture, Intel and Comcast, MB's true value may be derived from her work as co-lead of the Good Squad, a group dedicated to developing sustainable and accessibility practices for all of Landor & Fitch's clients.

Leader of the agency's diversity, equity and inclusion initiative, MB aims to inspire excellence by ensuring that her employer is able to reflect a diverse array of talent. Such is the importance of fostering LGBTQ representation to MB, this has become a key performance indicator for her success as a leader.

MB's work may look nice but it often has sensational results to back it up, such as Purple's 400% increase in social media engagement or WPP's social media boom for its Unite brand. She is equally regarded as a real asset within Landor & Fitch as well as to the agency's clients. Will Hodgess, executive business director at Landor & Fitch, described her as "a painstaking perfectionist" with "an insatiable mind for elevating ideas", while Jill Kramer, chief marketing and communications officer at Accenture, said she wished MB could do and present all of its design work.

Judges were taken in by the creative director's proven track record of achievements. One judge commented, "MB sounds like a real thought leader in her agency. I love her focus on diversity and inclusion and it appears that she really walks the walk when it comes to affecting change."

## LET'S TALK ABOUT THE ELEPHANT IN THE ROOM



### Identec Solutions and GW+Co

#### Winner

Global brand Identec Solutions exists to create products and services that help manufacturing and engineering organizations maximize efficiency. The company fell into great uncertainty during the pandemic. Unable to conduct face-to-face meetings meant it lacked a cohesive brand strategy. GW+Co's task was to plug this gap by taking the abstract idea of productivity waste and giving it a human touch. This was to be no mean feat considering Identec Solutions operated in a category widely recognized for being cold when it came to visual identities.

After working closely with the sales, marketing and management teams, the agency developed a strategy which involved forging a stronger connection with clients. Utilizing 'Muda', a waste management concept that represents the different types of waste, GW+Co created the whole visual language around the personification of waste.

The maze was designed to represent the challenging environment in which Identec Solutions' clients operate and the complexity of the problems the industry needs solving. In addition, the monsters represented the hidden inefficiencies that dog the industry's productivity and safety. Put them together and you have the 'Muda in the Maze' – a coherent way to rebrand a global company with a unified story.

A worthy winner of this year's 'Best overall visual identity'. Judges were highly impressed by the Identec Solutions' new mark and its ability to express organizing principles. Commenting on the concept of the maze, one judge said, "It allows for flexibility in the brand mark while maintaining a cohesive through line to the larger idea and master brand."



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## The Armory Show and Brunswick Creative

### Winner

To win the 'Grand prix', a company has to not only rebrand effectively, but it has to redefine its own role within its sector, and, like The Armory Show, redefine its sector through rebranding. Facing stiff competition from regional and global art shows, the internet and NFTs, it had no choice but to reassert itself as the art fair of New York. With a tricky challenge of evolving the brand to reclaim this status, Brunswick Creative sought to develop a distinctive brand positioning rooted in the show's deep underlying connections with New York City.

The agency's extensive work covered the whole brand. A visually appealing new logo was crafted by connecting the letter 'M' in Armory with the 'W' in Show, while distinct textures found from all over the city, such as subway tiles and manhole covers, informed its new slash graphic. With a confident tone of voice that reflected the city's energy and attitude, a coherent design system was implemented across all touchpoints from print to digital to the main entrance lobby in the Jarvis Center.

Judges were unanimously fond of this project, and all agreed its quality of work stood out. "Beautiful work," praised one judge, "and an interesting use of New York to create a beautiful graphic system." With The Armory Show since becoming the US' largest art show since the pandemic, the project's excellent results made it a worthy winner of this year's Transform Awards 'Grand prix'. "I love this submission," added another judge. "It shows that a subtle tweak to strategy and creative can make a world of a difference."



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