



reddot design award

Press release

Essen/Germany, 18 March 2019

Red Dot Award: Brands & Communication Design 2019 commences

The Red Dot Award: Brands & Communication Design 2019 has now officially started. Up until 28 June, designers, agencies, companies and brand creators are invited to take part – in the areas of "Brands" and "Communication Design". Under the motto "In search of good design and creativity", the jury will award the Red Dot seal of quality to convincing brands and communication work.

The search is on for strong brands and creative communication projects

For the first time, the competition is specifically inviting entries from brands that portray a consistent image across different channels – for example using logos, adverts, packaging and websites. In the "Brands" section, entries can be submitted in different industries ranging from "Automotive", "Furniture" or "Watches" to "Electronics", "Financial Services" and "Retail".

Alongside successful brand communication, designers, agencies and companies can of course still submit individual projects to the Red Dot Award: Brands & Communication Design. In the "Communication Design" section, there are as always 17 categories to choose from for this purpose, including "Typography", "Annual Reports", "Film & Animation", "Posters" and "Apps".

An opportunity for up-and-coming designers

To help up-and-coming designers take part, trainees, students and young professionals who have graduated within the past two years are granted a 10% discount on registration fees. The best piece of work submitted by an up-and-coming designer in the "Communication Design" section is awarded the Red Dot: Junior Prize and 10,000 Euros – a great start to their career!

100% expertise and decisiveness

The entries will be discussed and assessed individually by a 25-member jury. The international panel comprises designers, specialist journalists and professors from different disciplines. With their many years of experience,

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they evaluate the diverse competition entries from all over the world professionally in terms of their design quality, creativity and brand communication.

Red Dot seal of quality for outstanding achievements

Projects that win over the jury with their design quality, creativity and brand communication are awarded a Red Dot, while outstanding projects receive a Red Dot: Best of the Best. In the "Brands" section, the jury can additionally give the distinction of "Red Dot: Brand of the Year" to the best brand in an industry, while in the "Communication Design" section the Red Dot: Grand Prix goes to the best piece of work in a category.

Glamorous celebration of the award-winners in Berlin

The winners of the Red Dot Award: Brands & Communication Design 2019 will be officially celebrated on 1 November during the Red Dot Gala and Designers' Night in Berlin. They benefit from the use of the internationally sought-after Red Dot seal of quality as well as from the presentation of the winning brands and projects in the yearbook, online and in international exhibitions.

Entry phases for the Red Dot Award: Brands & Communication Design 2019

Early Bird: until 17 April 2019
Regular: 18 April – 5 June 2019
Latecomer: 6 June – 28 June 2019

For further information and to register, visit: www.red-dot.de/cd

About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. The winners are presented in yearbooks, museums and online. Further information: www.red-dot.org.

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