



reddot design award

## Press release

Essen/Germany, 29 May 2019

### **Your last chance to take part by 28 June – Red Dot Award: Brands & Communication Design 2019**

The final sprint is on for the Red Dot Award: Brands & Communication Design 2019: From 6 to 28 June, designers, agencies, companies and brand creators can take advantage of their last chance to participate in the international competition. They can compete to win the sought-after Red Dot mark of quality in the sections "Brands" and "Communication Design". The jury awards the distinction only to convincing brand and communication projects.

#### **In search of brands of the year**

The newly introduced "Brands" section includes a total of 36 industries to choose from, and the jury selects the brands of the year from these industries. These include "Bathroom & Sanitary", "Consulting", "Household", "Telecommunication" and "Transportation & Mobility" among others. From annual reports and adverts to retail design, packaging and websites – companies can enter several communication projects that portray a consistent image of their brand across different channels. Brands that win over the jury with their design quality, creativity and successful brand communication can win the "Red Dot", "Red Dot: Best of the Best" or "Red Dot: Brand of the Year" awards.

#### **Scoring points with communication design**

In the "Communication Design" section, designers, agencies and companies are invited to submit individual projects to the Red Dot Award: Brands & Communication Design. The 17 categories in which works can be entered include typographies, illustrations and trade fair stands as well as sound design, animations, apps and online projects.

To encourage newcomers to take part, trainees, students and those starting out on their career who have graduated within the past two years are granted a 10% discount on the registration fees. The best piece of work submitted by an up-and-coming designer is awarded the Red Dot: Junior Prize along with

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10,000 Euros. The distinctions up for grabs in the "Communication Design" category are the Red Dot, Red Dot: Best of the Best and Red Dot: Grand Prix.

### **Reliable mark of quality**

As an objective mark of quality, the Red Dot bears testimony to the winners' mastery of their craft and raises the visibility of their achievements on a global scale. The award thus helps to associate the laureates with outstanding design quality in the long term. It can also make or break a discussion concerning competitive leads compared with competitors. Presentations in the yearbook, online and in international exhibitions raise their profile even further. The winners of the Red Dot Award: Brands & Communication Design 2019 will be officially celebrated in Berlin on 1 November.

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

Regular:       until and including 5 June 2019  
Latecomer:    6 – 28 June 2019

For further information and to register, visit: [www.red-dot.de/cd](http://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](http://www.red-dot.org).

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