

# Digital winners profile

University



# Digital winners profile

With the digital winners profile, we offer an additional opportunity on our website [www.red-dot.org](http://www.red-dot.org) to present yourself as a winner of the Red Dot Award: Brands & Communication Design.

This gives you the opportunity to showcase the high design strength of your university to a worldwide community.

Use the winners profile for your communication and link to it on your social channels, your website or in your email signature, for example.

You can find the winners profile of last year's winners [here](#).

Your winners profile includes the following benefits:

- Present your university, your vision and your credo to a wide audience
- The projects of your students that have been awarded with a Red Dot: Best of the Best distinction at the Red Dot Award: Brands & Communication Design 2025 will receive short info texts written by our editorial team
- Each student project team of the current year awarded a Red Dot: Best of the Best receives its own, linked subpage for presentation
- Use facts and figures to present the size of your university, its history and your success story at Red Dot
- All student projects associated with you that have won a Red Dot Award since 2011 will be linked to your winners profile
- Articles already published on our website about your university or its award-winning projects and interviews with you will be linked to your winners profil

# University

On the following pages you will find the requirements for the image and text material for your university.

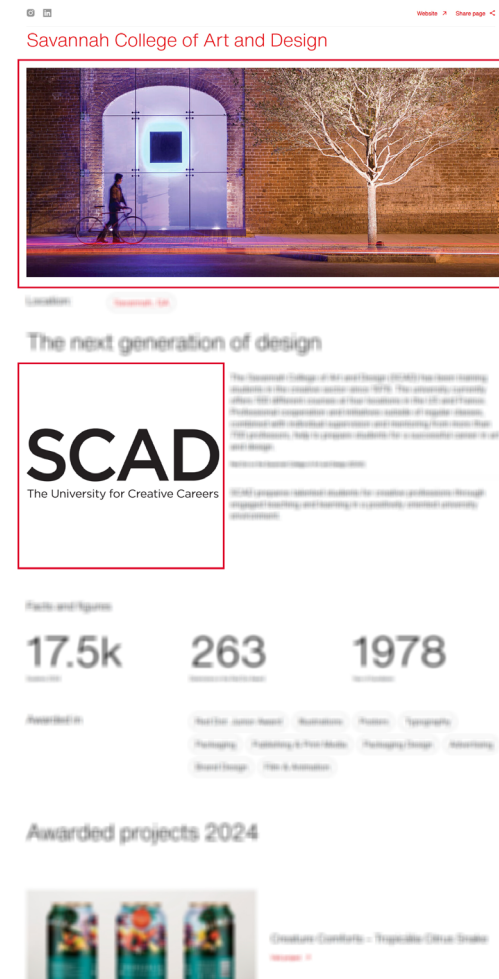
# Requirements for the image material

Please provide us with the following motifs:

- A university photo in the format 2560 px × 1104 px
- Your logo on a white background in the format 720 px × 720 px

The technical requirements are as follows:

- File format: preferably PNG in RGB colour space
- File size: max. 5 MB



# Requirements for the text material

Please introduce yourself in a maximum of 800 characters. You can use the following guiding questions for orientation:

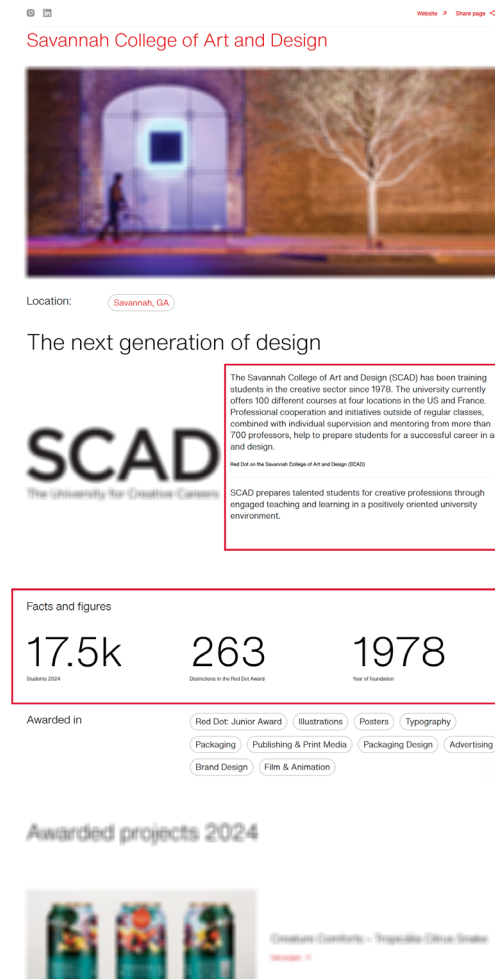
- What special features characterise your university?
- What services do you offer students?
- What specialisms does your university specialise in?
- What values and guidelines does your university stand for?

In addition, you can optionally provide us with the following facts and figures:

- The number of students
- The year your university was founded
- The location of your university

In addition to your website, you can specify up to three social media presences from the following selection:

- LinkedIn
- Instagram
- Facebook
- YouTube
- X



# Project Team

On the following pages you will find the requirements for the image and text material for each project team.

# Requirements for the image material

Please provide us with the following motifs:

- A team photo in the format 2560 px × 1104 px (Alternatively, individual pictures of several team members are also possible)
- Your logo on a white background in the format 720 px × 720 px

The technical requirements are as follows:

- File format: preferably PNG in RGB colour space
- File size: max. 5 MB



# Requirements for the text material


Please introduce yourself in a maximum of 800 characters. You can use the following guiding questions for orientation:

- What special features characterise your team?
- How was your team founded?
- When was the team put together?
- What does your project stand for?

In addition to your website, you can specify up to three social media presences from the following selection. Please note that only one URL can be used per entry:

- LinkedIn
- Instagram
- Facebook
- YouTube
- X

Team Island Hideaway



Location: Taipei City


### A Different Take on Nature Conservation

Beauty itself has already become the undoing of many places, and being an Instagram hotspot is often the beginning of the end. Taiwan therefore strictly protects many natural environments. The student project "Island Hideaway" aims to give people a feeling for the protected flora and fauna through packaging and scents, and to create real experiences without having to be there in person.

We want people to discover these protected environments visually and through scents, and to understand that you don't always need to be in nature yourself to appreciate it.

Awarded in: Red Dot Junior Award, Packaging Design

### Awarded projects 2024



The packaging design of the Island Hideaway perfume series was recognized by Taiwan's national design award. The design is a perfect blend of nature and art, the environmentally friendly packaging and unique scents, and support for the local industry, which is the essence of the packaging and design for environmental protection.