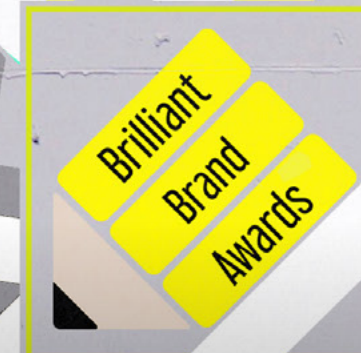WORLD'S
BEST
BRANDING
PROJECTS

2020

Brilliant
Brand
Awards

Premise

We proudly present the 2nd edition of Brilliant Brand Awards. With inviting submissions from over 63 countries, the Brilliant Brands Awards '20 continues to grow with more designers showcasing their stellar projects with us. BBA is an international awards programme which celebrates creative excellence and consistency across branding design, brought to you by UNI, the world's only collaborative web community of creative people.

BBA '20 recognizes the finest examples of branding approaches & acts as a testament for standards in global design. BBA's uniqueness springs from elaborating on design processes with products, and making a podium for design dialogue through its platform.

Check out the winners from the previous edition here.

Intent

UNI's Brilliant Brand Awards has been created to recognize, honor and celebrate outstanding branding and visual communication designs that represent the highest level of creative originality and design excellence. We are inviting designers across the globe to submit their entries which will be judged for design innovation, versatility, visual ingenuity, practical applicability and aesthetics.
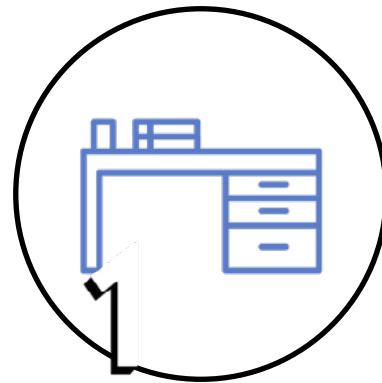
With exemplary branding schemes received on the 1ˢᵗ edition, we can't wait to see what lies in store for the next. This year the stakes are higher, and with the benchmarks set by the previous year, we expect design that connects with each of us, a design language that's beyond just a single brand. We are looking for the hidden ideas and thought processes behind the final outcomes in this edition of BBA. The theme for this edition of Uni Awards is: **Hidden Lines**

Eligibility

1. Participants from all geographical regions are eligible. Open to participants of all backgrounds, including design students and professionals. Concept and Realized projects both are eligible.

2. Participation is on individual basis only. Organizations/studios may participate however, certificate/awards will be issued to a single contact person / Team member registering for the award. One individual can submit multiple projects (separate entry for each) in multiple categories.

3. Entries must be original works of the entrant/studio/organization, who will be recognized as the sole designer of the said entries throughout the course of the competition.

4. You can enter in more than one categories for the awards, however the entry has to be submitted separately. Only designs conceptualized/created/realized after December 2013 are eligible. Entries that infringe, breach, prejudice or violate the property, interests or rights (including but not limited to contractual rights, user rights, copyright, design rights and all other proprietary and intellectual property rights) of any third party will be disqualified. Participants shall be liable for claims by such third parties resulting from the infringement. The Organizer shall not be held responsible for any infringement.

Categories

Interior/Homeware
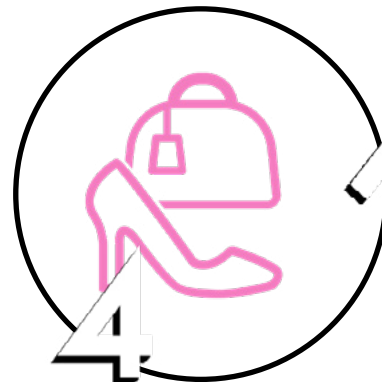Interior accessories, Homewares, Cookware, Storage, Curtains, Furnitures, Decorative pieces, etc.

Media
Magazine, Digital publications, Print media, digital media, Printed leaflets, Books / Digests, Comics, etc.

Commercial/business
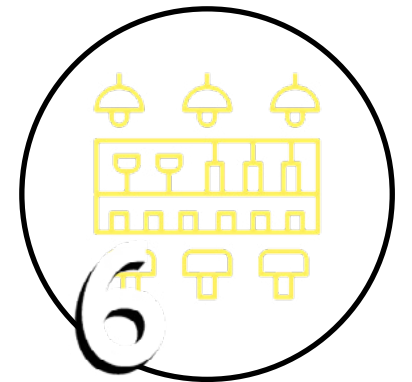Professional services, Finance Sector, consumer goods, Construction, Real estate etc.

Fashion/Luxury
Luxury brands, Perfume, jewellery, food and drinks, Boutique, Fashion houses, Mass fashions, Fashion weeks, Store promotions, etc.

Public
A) General Public - spaces, events, urbanscapes etc.
B) Public - Cultural – Events, concerts etc.
c) Public - Political – Political campaigns, events etc.

Entertainment/Leisure
Eateries, Restaurants, bars, Pubs, Adventure/Sports tournaments, shops, retails, brands, sports etc.

Education/Pedagogy
Educational institutions, Learning apps, Web courses, Colleges, Institutions, Educational initiatives, Study material/items, books etc.

Tech/Digital
Software, Digital products, Tech products, Computer hardware, Phones, Connectivity hardwares, Applications, Electronic media, etc.

Pharma/Personal
Personal care items, Toiletries, Creams/Lotions, Medicines, Medical drug, Child care items, Prescription drugs, Wellness products, etc.

Submission

Submission is invited in the form of JPEG images in which should contain:

•Conceptual development
•A minimum of 6 and maximum of 15 images showcasing the process + output of the design in high resolution (JPEG)(Less than 3MB per image).
•Entries must include not just the design scheme but also examples of its application across different items as part of
a brand's visual identity system
•Answer 3 mandatory questions and 3 self formulated questions in the discussion section as given on the 'additional resources folder'.
•Cover image of size 2000 x 1000 px or larger in aspect ratio 2:1..

+ Ensure that the final sheets which are submitted do not include your name or any other mark of identification.
+ Mention image number based on the sequence, on corner of every sheet.
+ To learn about the best practices of submission refer to this pdf here. https://goo.gl/fmmcP7
+ Plagiarism of any idea / form / design / image will be disqualified with a notice.

Tags are an essential way community on Uni discovers its projects and gives clarity to our jurors about what the project is actually premised
in as first hand information:
The **first tag** of your project shall be an indicator of the award:

> BBA

The **second tag** needs to specify the project type:

> Concept   or   Realized

The **third tag** shall be the participating category:

For ex: Leisure , Fashion etc,

The remaining tags you can choose on your own. The eventual tag set will look like this:

> BBA   Realized   Fashion   Wood   Minimal

Registration page here: https://competitions.uni.xyz/bba-20

Public Voting begins: October 15, 2019
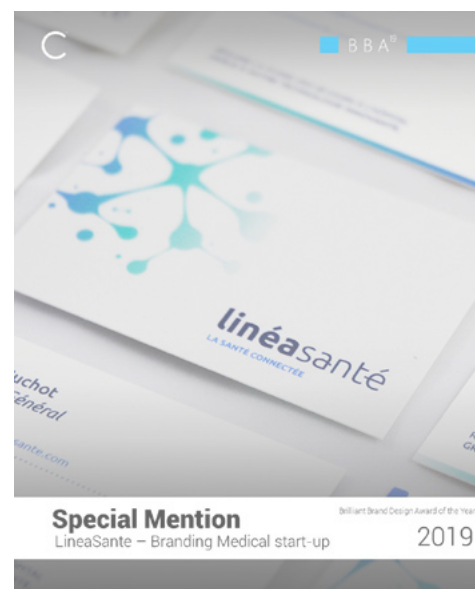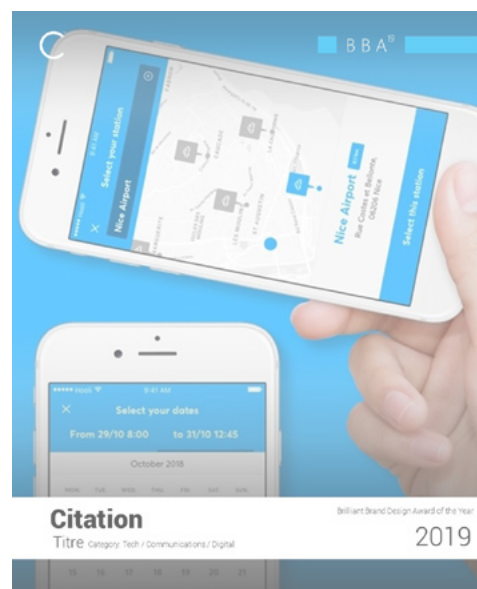Submitted entries are open for voting.

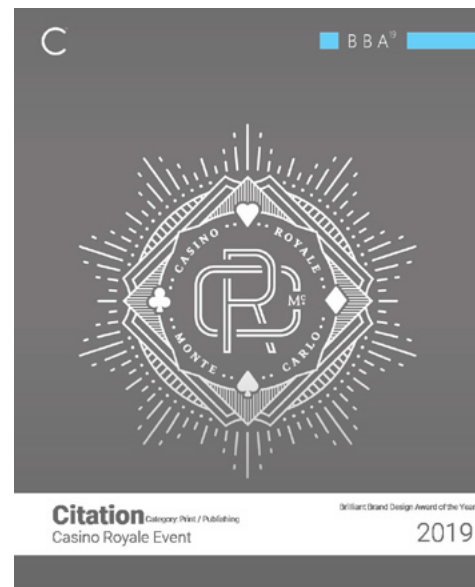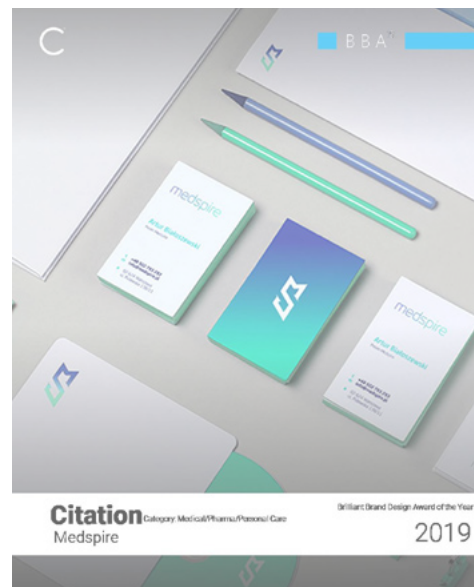**Submission Deadline: November 30, 2019**
Submission closes for BBA '20

Public Voting ends: January 19, 2020
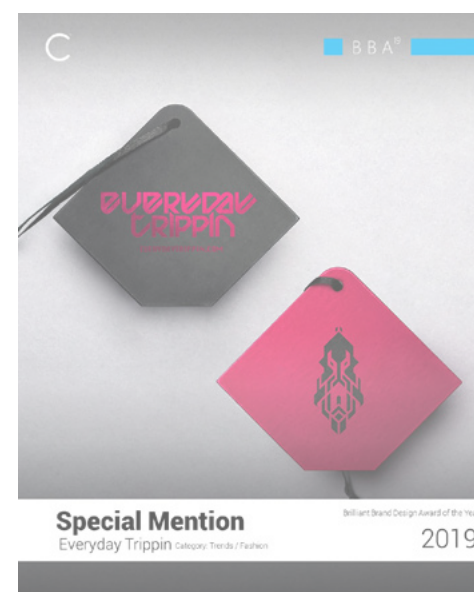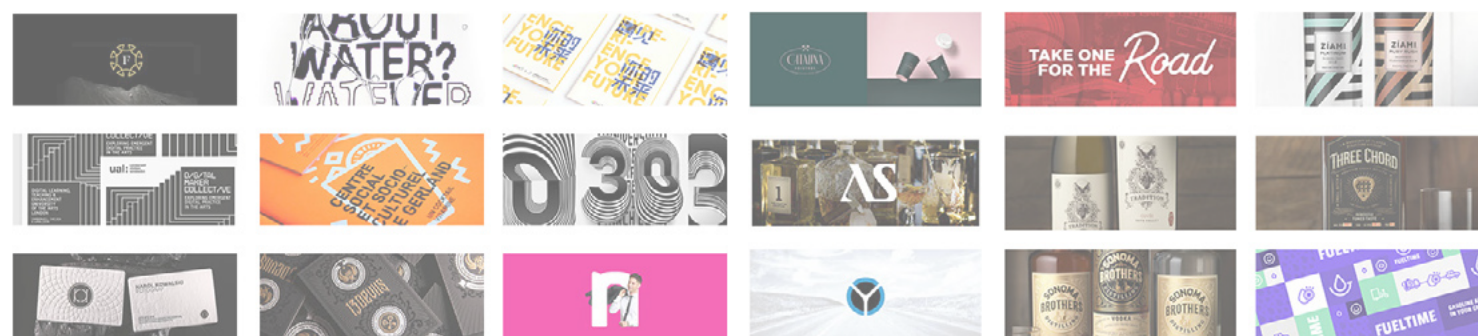Voting ends on this date.

Result Announcement: January 20, 2020
Result day!

Citation Category: Spirits/Distilled products — Brilliant Brand Design Award of the Year
Rebranding – Kumala Reserve — 2019

Citation Category: Medical/Pharma/Personal Care — Brilliant Brand Design Award of the Year
Medspire — 2019

Citation Category: Print / Publishing — Brilliant Brand Design Award of the Year
Casino Royale Event — 2019

Citation Category: Public / Cultural — Brilliant Brand Design Award of the Year
14 th Athens Digital Arts Festival — 2019

Citation Category: Restaurant / Food / bars — Brilliant Brand Design Award of the Year
Hangout Cafe Branding — 2019

Citation Category: Spirits / Distilled products — Brilliant Brand Design Award of the Year
American Fifth Spirits — 2019

Citation — Brilliant Brand Design Award of the Year
Titré Category: Tech / Communications / Digital — 2019

Citation Category: Trends / Fashion — Brilliant Brand Design Award of the Year
Fluttuo – Made only Once — 2019

Special Mention — Brilliant Brand Design Award of the Year
LineaSante – Branding Medical start-up — 2019

Special Mention — Brilliant Brand Design Award of the Year
Made By Humans Category: Print / Publishing — 2019

Special Mention Category: Public / Cultural — Brilliant Brand Design Award of the Year
Wege zur Metropole Ruhr ? Heimat im Wandel — 2019

Special Mention — Brilliant Brand Design Award of the Year
TAKAVA Coffee-Buffet Category: Marketing / Advertising — 2019

Shortlisted Projects

Special Mention — Brilliant Brand Design Award of the Year
Everyday Trippin Category: Trends / Fashion — 2019

Special Mention — Brilliant Brand Design Award of the Year
Loch & Union Distilling Category: Spirits / Distilled products — 2019

Special Mention Category: Shop / retail — Brilliant Brand Design Award of the Year
UKIO STORE Logo and Identity Design — 2019

Rewards

x9
Citations
*for each of the 9 categories
Trophy + Certificate + Publication

x9
Special Mentions
*for each of the 9 categories
Certificate + Publication

The above awards are eligible for professional projects only.

x2
People's Choice
*From all the received entries
Certificate + Publication

x1
Best Student Citation
*From all the received entries
Certificate + Publication

x1
Best Student Special Mention
*From all the received entries
Certificate + Publication

The above awards are for student projects only.

About

Uni

This award is hosted by Uni. Uni is a place for creative people to showcase their work along with the thought process behind it and have discussions around them. It is a one of its kind platform where designers solve meaningful challenges and are awarded for their exceptional design endeavors. Uni deeply endorses merit - and tries to bring the best of designers from around the world to the global limelight by creating various award programmes that recognize talents in various categories of design. Currently Uni hosts more than 50,000 designers and is the front page of design competitions of the world.

Learn more about **Uni** on: http://about.**uni**.xyz

Visit our website: http://competitions.**uni**.xyz

Read our blog on: http://**post**.uni.xyz

Follow updates of **Uni** here: Facebook Youtube Instagram LinkedIn Twitter

The 'additional resources folder' of this competition contains: List of FAQ questions.

For
brands
that mean
more.