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We are looking for designs that are absolutely fresh.



Premise

Welcome to the first ever edition of annual Brilliant Brand Awards
An international awards scheme that celebrates creative excellence and consistency across branding design, brought to you by UNI, the world's only collaborative web community of creative people.

This awards will showcase some of the best and finest branding design projects ever created around the creative industry.



Ideas that are visually irreplaceable in any form.

Purpose

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 branding designers and industrial designers across the globe to submit their entries which will be judged for design innovation, versatility, visual ingenuity, practical applicability, aesthetics, need and usage. We will acknowledge some of the outstanding designs and will promote it at the global scale through our online platform, media partners, social channels, and also in the form of an annual book presenting the best designs across the globe.



Eligibility

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

2. Participation is on individual basis only. Organizations/studios may participate however, certificate/ awards will be issued to a single contact person / Team members 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.

1. Adventure / Outdoor Sports
2. Consumer Goods (FMCG)
3. Entertainment / Leisure
4. Finance Sector
5. High end / Luxury
6. Homeware/Furniture/Interior

Categories

7. Medical / Pharma / Personal Care
8. Non Profit
9. Pedagogy / Education
10. Handmade
11. Print/Publishing
12. Professional Services

1



Adventure / Sports tournaments, Individual sprints, contests, sponsored sport partners, brands, sports intiatives, etc.

2



Consumer market goods, packaged items, meterials, supermarket brands, self brands, own label brands etc.

3



Radio, channels, web series, streaming, television, Films, Studios, Music labels, Vlogs, DVD, etc.

4



Credit cards, Financial institutions, insurance organizations, ATM, Products like e-wallets, Debit cards, Banks, etc.

5



Luxury brand items, Perfume, High end jewellery, Premium food and drinks, Gold, Diamonds, Premium watches, etc.

6



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

7



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

8



Social welfare organizations, NGO's, Women Welfare, War relief trusts, Educational organizations, Child protection organizations, etc.

9



Educational institutions, Learning apps, Web courses, Colleges, Institutions, Educational initiatives (For Profit), Study material/items, etc.

10



Independent pieces of art, boutique handicrafts, handmade products, food items, etc.

11



Magazine items, Digital publications, Print media, Newspaper ads, Printed leaflets, Books / Digests, Comics, etc.

12



Branding for accountants, architects, designers, lawyers, web services, medical certificates, development services, etc.

13. Public / Cultural
14. Public Sector / Political
15. Real Estate / Construction
16. Restaurants / Food / Bars
17. Self Branding
18. Shop / Retail

Categories

19. Spirits / Distilled products
20. Tech / Communications / Digital
21. Transportation / Automobile
22. Travel
23. Trends / Fashion
24. Utilities

13 

Galleries, Public spaces, visitor centres, cultural organizations, small events, mega events, branding related to cultural activities, etc.

14 

Government organizations, initiatives, local authorities, welfare initiatives by the government, Political Campaigns, etc.

15 

Housing societies, Business premises, Real Estate agencies, Brokerage / Mortaging services, Property developments/ developers (Private and Cooperative) etc.

16 

Eateries, Canteens, Dineouts, Restaurants, Takeaway restaurants, Driveaways, Bars, Pubs, Clubs (Small and Large scale chains), Delivery, etc.

17 

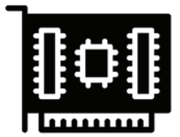
Marketing, Branding, Self promoted content, Promotional campaigns, Individuals, Studios, Freelance, Web or Physical

18 

Shops, Retail outlets, Markets, High-Street retails, Retail chains, Small enterprises, Resellers, E-Commerce, Online, etc.

19 

Alcoholic spirits, beers, whiskey, champagnes, etc. , Small brands, Major brands, Breweries, Vineyards, etc.

20 

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

21 

Commuter brands, Transportation services, Public/Private transit, Car manufacturing brands, Fueling, Electric cars, Accessories, etc.

22 

Consumer travel companies, tour and travel packages, hotels, accomodations, services, business travel planners,etc.

23 

Boutique brands, Fashion houses, Inhouse labels, Mass fashions, Commercial brands, Fashion weeks, Store promotions, etc.

24 

Energy supply, Gas, Fuel, Domestic and Commercial players, Telephone services, Oil, Water supply, Cleaning services, Pest control, etc.



Ideas that have added unprecedented value to the products they sport.

Key Dates

Launch of Competition
Kickoff of the programme.

Review Mid Deadline: 13th October ‘18
Individual feedbacks on submission given by Uni.xyz Moderators to all complete entries submitting by this date.

Public Voting opens: 18th October ‘18
Users on Uni and subscribers can now like appreciate discuss on your project. (Optional)

Last date of submission: 18th November ‘18
Closing deadline of the Awards.

Public Voting Closes: 30th December ‘18
4 Shortlists in each category will be announced by the jury panel.

Announcement of Results: 31st December ‘18

Judging

Jury Voting (Organizers and panel selected by organizers)

Uni's 'Brilliant Brand Awards 2019' selects individuals whose own creative work epitomizes the best of their respective fields, ensuring that each juror has an in-depth understanding of the industry's evolving marketplace.

Uni's judging process is known for its diplomatic approach to recognizing creative excellence. All jurors have an equal say in decisions, and the majority vote rules. Judging criteria across this programme is Creativity, Innovation, Appropriateness, Originality.

Some of the questions jurors are asked to think about include:

Is this work Creative? Radical? Game Changing?
Is this work Inspiring? Bold? Innovative?

Communicating with jurors/organizers/organizing team regarding the judging process/ results before the official release date will lead to disqualification of the participants from the awards.

People's Choice

Total Appreciations x 1

- Total number of appreciations on the project page, by the signed up members of Uni.xyz

Total Discussions x 10

- Number of relevant and engaging discussions on the project.

Award

Citation Winner (Each category) x 24
Award + Certificate (Open for Professionals + Student) - *(For realized projects only)*

Student's Award (Each Category) x 24
Certificate (Students only) - *(For realized projects only)*

Best Idea/Concept Award (Overall) x 12
Award + Certificate (Open for professionals + Student) - *(For concept project only)*

Jury Categories

People's Choice Award (Each Category) x 24
Award + Certificate (Open for Professionals + Students) - *(For realized/concept both)*

By voting

All the award winners will also be gaining:

1. Featuring on our media partner websites
2. Featuring on our bi-annual book
3. Press Release
4. Communication to Magazines
5. UNI All-Star Mark
6. Option to commercialize your designs via UNI
7. UNI Relevance index for your design
8. UNI's Relevance index for your profi le.
9. Exclusive Interview opportunity for winners

Submission

- A minimum of 6 and maximum of 12 images showcasing the output of the design (JPEG) (120ppi)

- Entries must include not just a logo but also examples of its application across different items as part of a brand's visual identity system.

- All entries must be submitted online only through the Uni website.

- A minimum of 4 questions formulated and answered by the participants as directed on the submission portal. Refer to Uni Submission guidelines to know more. https://goo.gl/EFYkad

- Cover image of size 2000 x 800 px or larger in aspect ratio 5:2 should be uploaded.

- Individual images and graphics used or any additional images can also be published (for publication purpose only and not for the judging of entries)

- All the participants are required to update their profile on UNI for jurors to identify between students and professional entries.

- Do not place your name or any mark that reveals your identity on your sheets/images.

- The first tag in the upload page, should be your category of participation and rest of the tags are optional/ on your choice.

- The decision of the judges is final and no correspondence will be entered into.

+ To learn about the best practices of submission refer to this pdf here: https://goo.gl/fmmcP7

No Fees

The awards are free to participate and there is no cost associated to registration or submission.

General Queries

Who can enter the Uni's International Brilliant Brand Awards?
A: Entries are eligible from any country worldwide from both client and agency teams and we accept design work from agencies both big and small, as well as freelance designers. Students in full-time education may submit their work into the student category.

What are the deadlines?
A: The deadline of submission is 18th November 2018, however it is suggested to submit before

Do I just enter a logo as my entry?
A: No, we will not accept logos alone. Each entry must be accompanied by examples of how that logo is applied as part of a visual identity system.

What are the fees?
A: There is no fees to participate.

How many entries can be uploaded by a single participant?
A: There is no limit to entries which can be submitted by the participant. You can upload multiple projects but make sure you add the team members who worked on each project on the project upload page.

Where do i enter the categories I am participating in?
A: When you begin your upload of the project, right after the title and description - enter the first tag you are participating - Do not add more than one category on a single project. The rest of the tags can be generic and can be of your choice for a better searchability.



Queries: **contact@uni.xyz**