



Guide to Success

Red Dot Award: Brands & Communication Design 2024

Entries in the Brands section

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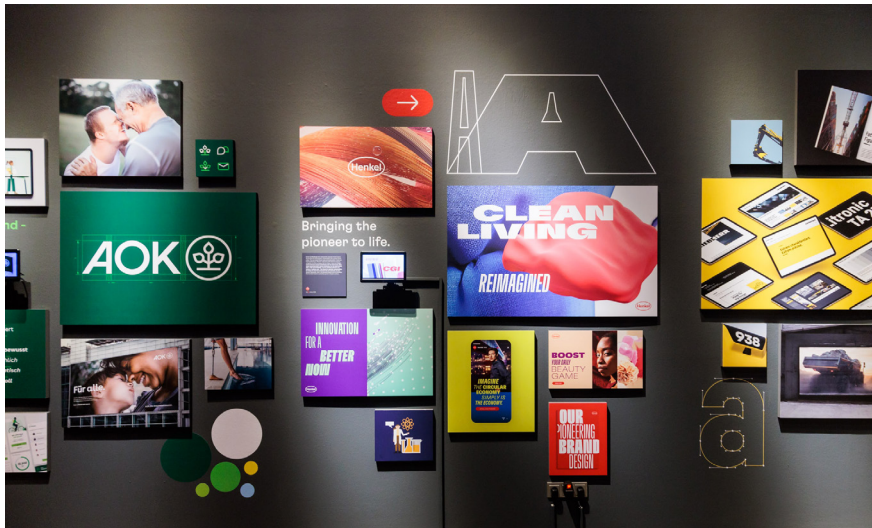
Participation

Entry rules

In the Brands section, the overall presence of the brand is assessed. Brand concepts designed exclusively for the Red Dot Award are not permitted. You must complete your registration online within the listed phases on the right side. Entry fees depend on in which registration phase the registration process is completed. By completing the registration process, you accept the [General Terms and Conditions](#).

Registration is possible in the following phases:

Early Bird	19 February – 15 March 2024
Regular	16 March – 17 May 2024
Latecomer	18 May – 7 June 2024



Evaluation process

Brands entered in the competition will be evaluated individually and assessed in terms of their integrated brand presence. Various criteria play a role in the evaluation, and these provide a frame of reference for the Red Dot Jury. The jurors individually define this, based on their expertise and sociocultural background.

Assesment criteria in the Brands section

- Idea: vision and brand values
- Form: design and brand communication
- Impact: brand identity and differentiation

Industries

You can register brands from all areas in the competition. Below, you can find an overview of possible industries. If you win an award, we will provide you with an industry-specific Red Dot Label. If you do not see your industry in the options, please select "Other". In the event of winning an award, we will prepare an individual winner label for you.

Automotive	Fashion & Accessories	Media	Sports
Baby & Children	Financial Services	Medical & Healthcare Sector	Tableware
Bathroom & Sanitary	Food & Beverage	Office	Technology
Building & Construction	Furniture	Online Services	Telecommunication
Chemical Industry	Gardening	Outdoor	Tools
Commodities	Heating & Air Conditioning	Personal Care & Wellness	Tourism
Consulting	Household	Public Sector	Transportation & Mobility
Cosmetics	Jewellery	Real Estate	Watches
Cultural Institutions	Kitchen	Retail	(Other)
Electronics	Lighting	Software	

Registration

The "My Red Dot" portal

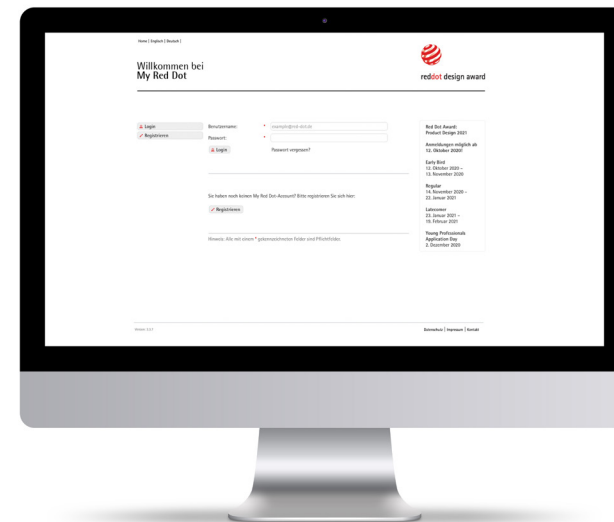
You can only register your brand online in the [My Red Dot portal](#). If you do not have an account yet, you can register there with your e-mail address. If you already have an account, log in using your e-mail address and your password. At the top of the page, you can select the competition, where you want to register your work. Select "Red Dot Award: Brands & Communication Design" and then click on "Register brand" in the navigation on the left side. Follow the outlined steps in the digital registration form. See the following pages of this document to learn more about these steps. Most of the communication around the participation in the award takes place via e-mail. It is therefore essential that you provide a current personal e-mail address so that you receive important documents such as the invoice, registration confirmation and notification of your results without any problems. Furthermore, please make sure that our e-mails do not end up in your spam folder or get blocked by your mail server.

Note: if you do not receive our e-mails, please add the [@red-dot.de](#) domain as a "safe sender" in the configuration of your mailbox.

PI code – the Project Identification code

Sample: 01-01234-2024BC

At the beginning of each registration, an individual PI code (Project Identification code) will be generated for a brand. It serves as a unique identification number for your entry. The PI code must be used in all enquiries so that we can process your query more effectively. You can see your PI code(s) in the brand overview in your My Red Dot account at any time.



- Brand
- Brand owner and agency
- Presentation
- Publication
- Payment
- Registration completed

Step-by-step guide to registration

To register a brand for the Red Dot Award: Brands & Communication Design in the My Red Dot portal, you need to provide information on the brand, the industry and the brand owner. This information is used for the jury presentation and partially also for publication purposes, if your brand wins an award.

If you do not see your industry in the options, please select "Other". We will prepare the individual winner label specified for your industry, if you win an award.

Moreover, you have to choose with which materials your brand should be presented to the jury. Please note that all presentation materials must be in English, so please provide an English translation if necessary. Registration is complete as soon as the registration fees have been paid. You can find a detailed overview of the requested information and materials on the following pages.

Brand

Please enter the following information in the "Brand" tab:

- Brand name
- Brand claim/slogan (if available)
- Industry

- Brand
- Brand owner and agency
- Presentation
- Publication
- Payment
- Registration completed

Brand owner and agency

Brand owner

Please enter who owns your brand. This information can be modified only once in the event of winning an award, so please ensure that the spelling is correct. The company address and the contact person will not be published.

Further information

We would like to know more about your brand. Please enter the year your brand was founded, the company founder and the number of employees. In the event of an award, we will use this data for publication purposes.

Agency (optional)

If you wish, you can list the agencies involved in the development of your brand. In the event of an award, the data entered here will be used as the basis for the publication. This information can be modified only once in the event of winning an award, so please ensure that the spelling is correct.

- Brand
- Brand owner and agency
- Presentation
 - Brand profile and logo
 - Further material
 - Format requirements
- Publication
- Payment
- Registration completed

Presentation

Brand profile and logo

Please upload your logo and brand profile. The brand profile will form the basis of your presentation. It should be presented in english, within ten pages and saved as PDF file. The profile should be presented graphically and reflect the identity of your brand. We recommend a ratio of 70 % image and 30 % text for that.

We recommend that you pay particular attention to the following points:

- Vision and brand values
 - What does your brand promise and how do you deliver on that promise?
 - What values does your brand stand for?
 - What were the key milestones in your brand's history?
 - What are the short and long term goals of your brand?
- Design and brand communication
 - What is the role of design in building your brand?
 - What are the key elements of your brand strategy?
 - How can the communication of your brand be experienced?
- Brand identity and differentiation
 - How do you position your brand in the market?
 - How do you differentiate your brand from those of your competitors?
 - What is your brand's USP?
 - How do you successfully develop your brand identity?

On the following pages, you can find examples and approaches to prepare the presentation of your brand profile. If you have any queries or need further assistance in preparing your materials, please feel free to contact the [Red Dot Team](#).

- Brand
- Brand owner and agency
- Presentation
 - Brand profile and logo
 - Further material
 - Format requirements
- Publication
- Payment
- Registration completed

The following examples are provided as a guide to help you effectively create your own brand profile by compiling appropriate content. For further inspiration, please feel free to visit our [Winners Section](#).

Potential content: brand experience

You can showcase to the jury how and where your products or services are brought to life, the level of service your customers receive, and the presentation of your brand at various touchpoints.

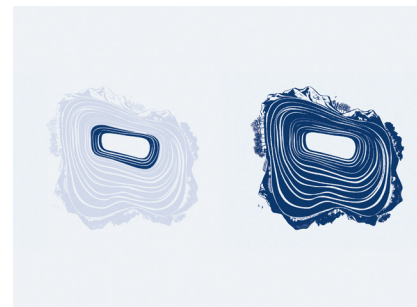
You can present following examples:

Point of sale

Store design

Packaging design

Customer service



Nozawa Onsen Distillery, Red Dot: Best Food & Beverage Brand 2023

- Brand
- Brand owner and agency
- Presentation
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The following examples are provided as a guide to help you effectively create your own brand profile by compiling appropriate content. For further inspiration, please feel free to visit our [Winners Section](#).

Potential content: brand design & brand image

You can present to the jury how you use your brand design and how it is reflected in your various communications.

You can show following examples:

Exhibition stands

Product branding

Commercials

Campaigns



superview, Red Dot: Building & Construction Brand 2023

- Brand
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The following examples are provided as a guide to help you effectively create your own brand profile by compiling appropriate content. For further inspiration, please feel free to visit our [Winners Section](#).

Potential content: brand recognition

You can also present to the jury the elements of your communication strategy that ensure your brand remains in the minds of your target audience, both visually and emotionally.

You can address the following points:

Storytelling

Advertising

Key visuals

Merchandise



Amsterdam Museum, Red Dot: Cultural Institutions Brand 2023

- Brand
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The following examples are provided as a guide to help you effectively create your own brand profile by compiling appropriate content. For further inspiration, please feel free to visit our [Winners Section](#).

Potential content: brand experience

Show the jury which design language you have chosen and how you use it in your communication.

You can focus on the following areas:

- Brand guidelines
- Brand promotion
- Presentation of the USP
- Design of products and services

THE LUQEL CONTENT CODE

Water is our DNA. Therefore Content really matters and must reach the target groups interest. The code shows LUQEL's hierarchy for each topic whenever an appropriate content to communicate our brand and product is needed.

	Hygiene / Technology	Sustainability / Environment	Wellbeing / Health	Taste / Gourmet
CORPORATE	Dark Blue	Dark Blue	Light Blue	White
HORECA	Light Blue	Light Blue	Dark Blue	Dark Blue
MEDICAL	Dark Blue	Light Blue	Light Blue	White

First level Message (Main focus)	Second level Message (Beneficial)	Not prioritized Message (Unrelated)
Dark Blue	Light Blue	White



LUQEL, Red Dot: Food & Beverage Brand 2023

- Brand
- Brand owner and agency
- Presentation
- Brand profile and logo
- Further material
- Format requirements
- Publication
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- Registration completed

Further material

Upload of additional material (optional)

In addition to your brand profile, you have the opportunity to share more recent communication examples with the jury in detail. To complete your presentation and make it as comprehensive as possible, you can upload images, video and sound files or provide a URL.

Information about physical entry (optional)

If you would like to send the original exhibit of your project please provide us following information for the shipment:

- Project is submitted: "as original"
- insurance value (production and material costs)
- a return shipment with the payment of 105 euros net (optional)
- number of exhibits as well as a brief description of the exhibits (example: 1 set of stationery, 1 poster in vertical format)

You can find information on preparation, correct labelling and timely delivery in the section [here](#).

Upload of KPIs (optional)

Moreover, you have the option to upload KPIs of your company and brand in the form of a PDF document. Use well-known indicators such as supported and unsupported brand awareness, brand loyalty or brand value to demonstrate the performance and success of your brand. Address the success of the business by showing the development of turnover, profit, market share or sales figures.

Image material for the publication

If you win an award, we will use this material for publication purposes, for example in the International Yearbook Brands & Communication Design and on the Red Dot website. Please note that we reserve the right to edit the images provided by you in order to maintain a consistent design concept.

- Brand
- Brand owner and agency
- Presentation
 - Brand profile and logo
 - Further material
 - Format requirements
- Publication
- Payment
- Registration completed

Format requirements

Brand logo

Number	1
Format	JPG
Size	max. 10 MB
Resolution	min. 300 ppi
	min. 3500 x 3500 px - max. 7000 - 7000 px

Brand profile and KPIs

Number	each 1
Format	PDF
Language	English
Size	max. 50 MB
Page number	max. 10 pages
Resolution	min. 96 ppi

Note: we recommend a ratio of 70 % image and 30 % text for the brand profile. You can find potential themes [here](#).

- Brand
- Brand owner and agency
- Presentation
 - Brand profile and logo
 - Further material
 - Format requirements
- Publication
- Payment
- Registration completed

Format requirements

Image files for the jury presentation

Number	max. 10
Format	JPG
Size	each max. 10 MB
Resolution	min. 1920 x 1080 px - max. 4096 x 2160 px

i Example: a resolution with 2000 x 1080 px will be accepted, the resolution with 720 x 1080 px will be too low.

Image files for the publication

Number	6
Format	JPG or TIF in CMYK
Size	each max. 300 MB
Resolution	1920 x 1641 px (recommended)

i Note: screenshots of websites and videos: 1920 x 1080 px

- Please consider:
- no sketches, drafts or renderings
 - no hands or persons presenting the work
 - no sequential presentation (except for films)
 - websites and apps as full-screen screenshots without a visible address bar of the browser
 - pictures of packages and bottles shall be on the white background

Further details of the graphic specifications about the images for the publication can be found [here](#).

URL

You can enter one URL. Please do not use URL shortlinks and download links, such as WeTransfer, Google Drive as well as Vimeo, Youtube and Behance links.

- Brand
- Brand owner and agency
- Presentation
 - Brand profile and logo
 - Further material
 - Format requirements
- Publication
- Payment
- Registration completed

Format requirements

Video files

Number	max. 5
Format	MP4
Size	each max. 1,5 GB
Length	each approx. 3 minutes
Resolution	min. 1920 x 1080 px - max. 4096 x 2160 px (FullHD or 4K)

i Category "Film & Animation":

if your film is longer than 4 minutes, please upload a short 3 minute version additionally (e.g. a trailer).

Sound files

Number	max. 5
Format	MP3 or WAV
Size	each max. 300 MB
Bit depth	16 bit
Sample frequency	44100 - 48000 Hz
Resolution	min. 128 - max. 256 kbit

Presentations

Number	max. 5
Format	PDF
Size	each max. 50 MB
Page number	each max. 10 pages
Resolution	min. 96 ppi

- Brand
- Brand owner and agency
- Presentation
- Publication
- Payment
- Registration completed

Publication

Image materials for the publication

In the event of winning an award, these materials will be used for publication purposes, for example in the International Yearbook Brands & Communication Design 2024/2025 and on the Red Dot website. The format requirements are specified [here](#). Please note that we reserve the right to edit the images you provide in order to maintain a consistent design concept. Before the publication, you will receive the images to review for approval.

Brand description

If your brand wins an award, a text edited by Red Dot will be used to ensure a consistent concept for our publication. The text will be based on the brand information provided by you.

Note: examples of these brand descriptions and images can be found in our [Winners Section](#).

- Brand
- Brand owner and agency
- Presentation
- Publication
- Payment
- Registration completed

Payment

The final step of the online registration process is the payment of the entry fees. Only when the payment has been received, your brand can be presented to the Red Dot Jury. Please provide the following information:

Invoice address

Please enter the address to which the entry fees should be invoiced. You can select an address from your address book or enter a new address.

Order number

If you wish, you can enter an individual order number, because this can be used for easier allocation in your accounting. This information is optional.

Payment options

Payment of your entry fee should process online. We offer the following options for this: credit card (MasterCard, VISA, American Express), PayPal, ALIPAY or WeChat Pay.


- Brand
- Brand owner and agency
- Presentation
- Publication
- Payment
- Registration completed

Registration completed

Confirmation of the registration

After the successful completion of the registration, you will receive an e-mail containing the following documents:

- a registration confirmation
- an invoice for the registration fee
- in case of a shipment of your exhibit: PI code label and address label for the shipment of your entry

 **Please note:** please check your spam folder if you do not receive an immediate confirmation from us.

Delivery & return

If you wish, you can send us physical exhibits to present your brand in the best possible way. These could be your branded merchandise, printed materials such as flyers or posters, or even your product itself.

Preparing your entry for the shipment

To identify your brand clearly, we ask you to use the PI code label and the address label, which are provided from us.

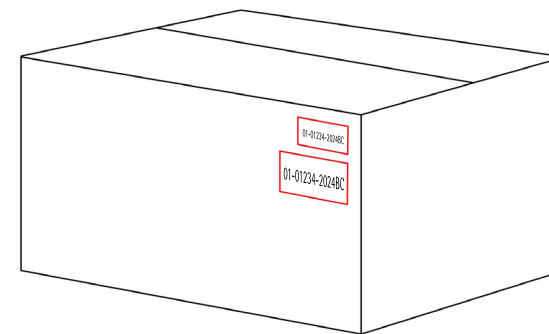
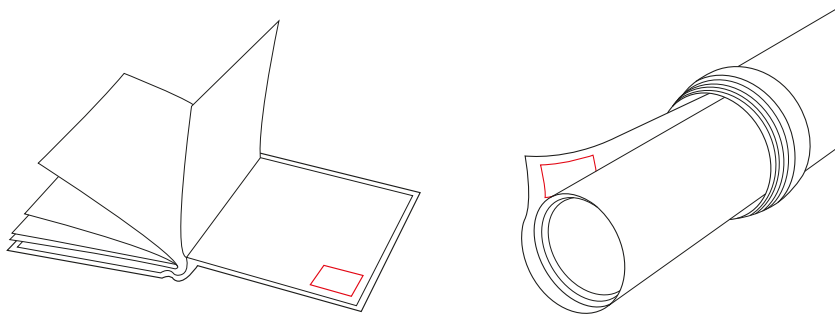
Address label

Please attach the provided address label to your delivery packaging with the PI code label. You can find it in the e-mail with the registration confirmation or in the My Red Dot portal on the overview of the registration form "Status of my applications" - "PDF download".

Please note that this label is intended for identification purposes and not as postage.

PI code label

As part of the registration confirmation e-mail, you will receive the individual PI code label, which is different for each brand that you register. You can find the label in the My Red Dot portal under "Status of my applications" - "PDF download". Please attach it to the exhibit for clear identification without detracting from its appearance (e.g. on the inside of a book cover or on the back of a poster). If possible, the label should be removable without leaving any residue. The PI code label must also be attached to the shipping packaging.



Delivery

It is your responsibility to organise the delivery of the entry without being asked to do so. Shipping and import costs, as well as the cost of transport insurance, must be borne by the participant. [Shipments from non-EU countries](#) must be placed under the customs procedure "release for free circulation" and delivered according to the Incoterm DDP (Delivered Duty Paid) rules. In addition to transport insurance for your project, we recommend that you take out exhibition insurance for the duration of the judging.

Note: please ensure that you have a personal account with a reputable parcel service provider for the shipment of your parcel. This will assist in addressing any potential customs clearance inquiries. It is also important to verify that the parcel service provider meets the Delievered Duty Paid (DDP) requirement.

Return (optional)

When registering, you can choose whether you would like to receive the physical elements of your brand back after the Red Dot Jury Session. The cost of the shipping organised by Red Dot is 105 euros (plus VAT). Your exhibit will of course be insured by us during the return shipment. Please make sure that you state the insurance value of your brand when registering. This value includes material and production costs and represents the realistic replacement value of the work. If your brand wins an award, we will return your work to you at the end of the exhibition period. If you do not wish your exhibit back, we will dispose of it.

Delivery address and periods

The delivery address of the Red Dot Judging Hall and the period for delivering your project can be found below:

Address

Red Dot GmbH & Co. KG
Red Dot Judging Hall
Witzlebenstraße 14
45472 Mülheim an der Ruhr
Germany

Contact person

Michael Franke
logistics@red-dot.de
+49 208 37777-87

Period

3 to 21 June 2024
Monday to Friday
10 a.m. to 4 p.m.

For a safe and smooth logistics process, we recommend our cooperation partner Pro Messe Service GmbH.

Your contact persons for a non-binding offer:

Christian Kalkbrenner
+49 82718014-27
c.kalkbrenner@pro-messe.de

Kevin Kastl
+49 82718014-20
k.kastl@pro-messe.de

Note: please declare your goods using the appropriate customs tariff number and use a pro forma invoice stating the value and contents of the shipment.

Shipments from non-EU countries

If your project is sent from a non-EU country, the shipment must be placed under the customs procedure "release for free circulation" and delivered according to the Incoterm DDP (Delivered Duty Paid) rules.

Note: This means that you are responsible for all charges relating to shipment, including any customs duties and taxes.

Please also declare your goods, stating the required customs tariff number, and use a proforma invoice stating the value of your shipment.

For more information on this topic, visit the following websites:

Zoll.de

Zolltarifnummern.de

Proforma invoice

You can use [this template](#) to prepare your proforma invoice. Some couriers provide their own shipping documents for your shipment. Please check beforehand if they will provide the documents or if you need to prepare them yourself.

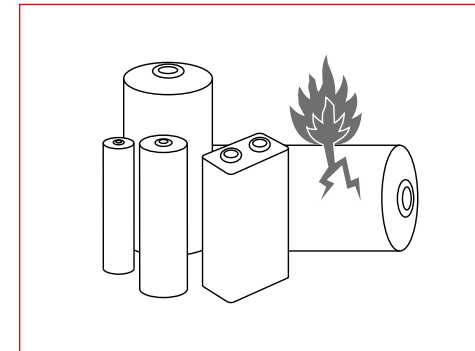
Shipment specifics

Hazardous goods: lithium batteries and rechargeable batteries

Please note that work containing lithium batteries or rechargeable batteries must be shipped in accordance with the Dangerous Goods Regulations. Please make sure to discuss this with your freight forwarder or courier.

Fluids and powders

Many liquids and powders are classified as dangerous goods. We therefore ask you to send your packaging empty or, if necessary, with a suitable alternative filling.



Announcement of results

Notification of results

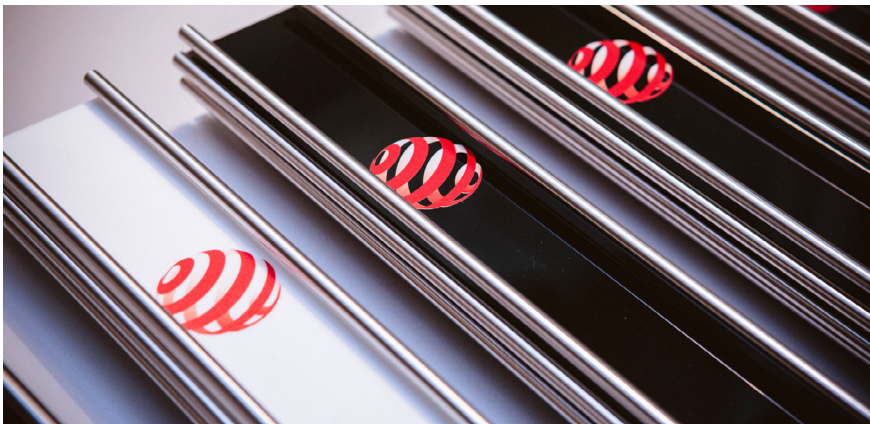
You will receive an e-mail in July 2024 with your result.

Booking the Winner Package

If your brand wins an award, the Red Dot Team will get in touch with you promptly to assist you with booking your Winner Package. The booking is obligatory and must be made within two weeks after the notification of the results. There is no communication embargo on our part. All of the benefits you acquire by booking the Winner Package are explained on the next page.

Award ceremony

The Red Dot Gala is planned for the beginning of November. More information will follow soon. The success of the winners will not only be celebrated at the Red Dot Gala but also online – on the Red Dot website and all other Red Dot channels.



Winners' Benefits

Winning in the Red Dot Award is always the beginning of a whole range of PR and marketing activities.

Red Dot Label

Use the globally recognised Red Dot Label for your award-winning project. There is no communication embargo on our part. This means that you can communicate the news of your success immediately after booking the Winner Package. After booking, you will find the Red Dot Label for download in your My Red Dot account.



reddot winner 2024
cosmetics brand



reddot winner 2024
best cosmetics brand



reddot winner 2024
cosmetics brand of the year

Media support

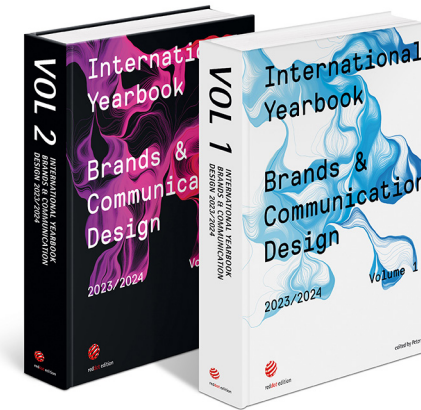
As an award winner, you will benefit from Red Dot's international PR work and high quality and far-reaching media partnerships.

Red Dot Certificates

You will receive two copies of a personal certificate which serves as an official document of your award for communication purposes.

Red Dot Trophy

Winners of the distinctions "Red Dot: Best of the Best" and "Red Dot: Brand of the Year" will receive a Red Dot Trophy in addition to the Red Dot Certificates.



International Yearbook Brands & Communication Design

The two-volume International Yearbook Brands & Communication Design 2024/2025 presents the award-winning projects and brands. It also shows the makers of the best work of the year, the Red Dot: Agency of the Year. Your personal copy can be sent by post on request. Any enquiries can be sent to yearbook@red-dot.de.

Winners Section

The award-winning brands will be published in the Winners Section on our website.

Exhibition

The award-winning brands will be presented to a wide audience through international exhibitions.

Costs & Payment

Registration phases and entry fees

Early Bird phase Entry fee	19 February to 15 March 2024 400 euros (plus VAT) per entry
Regular phase Entry fee	16 March to 17 May 2024 500 euros (plus VAT) per entry
Latecomer phase Entry fee	18 May to 7 June 2024 600 euros (plus VAT) per entry

Costs in the event of winning an award

Red Dot	4,250 euros (plus VAT)
Red Dot: Best of the Best	6,500 euros (plus VAT)
Red Dot: Brand of the Year	6,500 euros (plus VAT)

The costs for the mandatory Winner Package depend on the type of distinction and the additional services you can book as a winner. Click [here](#) for details of Winner Package costs and benefits.

Payment

The entry fees and the Winner Package can be paid online by credit card (VISA, MasterCard, American Express), via PayPal, ALIPAY or WeChat Pay.

Invoice

An invoice will be sent to you by e-mail immediately after payment.

Contact & FAQs

If you have further questions, please look at the [FAQs](#) on our website. Our team will also be happy to help you in person during registration.

Participation & registration

Red Dot Team

+49 201 838885-48

bcd@red-dot.de



We look forward to exciting submissions and wish you every success in the Red Dot Award: Brands & Communication Design 2024!