

Hiiibrand Awards 2025 - Winners

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The Hiiibrand Awards 2025, the 16th Hiiibrand International Brand & Communication Design Awards, has officially announced its winners, celebrating outstanding work in brand building, communication design, visual identity, packaging, typography, publishing, advertising, and student creative practice.

Founded in 2010, Hiiibrand Awards continues to focus on brand value and design excellence through an international selection process. This year's edition was chaired by Debbie Millman, with a jury of nine international experts evaluating 1,733 valid submissions from more than 40 countries and regions. Following several rounds of judging, 50 entries were selected for the Brand Awards and 390 for the Design Awards.

In the Brand Awards, the Best Brand Award was granted to Alibaba Foundation x Haidilao x Leishan, CCTV Animation Group, and other leading organizations recognized for strong brand positioning, strategy, innovation, and communication. The Excellent Brand Award highlighted companies and cultural organizations including Wieniawski Society, WAKENING, CHEECASE, and others that demonstrated distinctive brand systems and meaningful creative execution.

The Design Awards recognized work across Professional and Student levels. In the Professional Level, the Gold Award for Branding went to "Metamorphoses - 2025 China Academy of Art Graduation Season Visual System," while "Kieler Woche 2025" and "Visual Identity System for CHEECASE" received Silver Awards. Packaging, typography, publishing, and brand communication were also strongly represented, with standout projects such as "Flavors Within Fruit Wine," "Urbolyt Variable," "Huggable," "Douyin Sans," and "A Memory of the Daughters' Quilts and Their Surface Pattern."

The Student Level also delivered a strong group of winners. "Centro Culturale Cinese (Milan) Rebrand" reimagined the identity of the Chinese cultural center in Milan, while "SHAKY" transformed pet snack packaging into an interactive experience. "Ancestral Hall Story" explored traditional ancestral hall culture through an inventive long-scroll format, and "Books in Verbs" brought motion, typography, and editorial experimentation into a playful publishing concept.

Altogether, the Design Awards presented 220 awards across Professional and Student levels, with an overall winning rate of 12.69%. The winning works show the breadth of contemporary communication design, from brand systems and packaging to type design, publishing, cultural identity, public communication, and experimental student projects.

Hiiibrand Awards continues to serve as an international platform for recognizing high-quality brand and design practices. The full winners list is available on the official website: hiiibrand.com/winners.