GRAPHIC DESIGN

INTERNATIONAL VISUAL IDENTITY AWARDS 2025

DEADLINE

30 MAR 2025

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
4 Oct 2024	£125 FOR EARLY BIRD SUBMISSIONS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

The International Visual Identity Awards, now in its 12th year, is a global competition that seeks to recognize and celebrate excellence in visual identity design. Established as the first independent competition of its kind, the awards provide a platform for designers, both established and emerging, to showcase their creative branding solutions across diverse sectors. With categories ranging from healthcare and technology to fashion and non-profits, the competition embraces the full spectrum of industries where visual identity plays a crucial role in brand differentiation and customer engagement. By focusing on comprehensive brand identity systems rather than just logo designs, the competition emphasizes the importance of consistency and creativity in brand communication.

Open to branding agencies, freelance designers, and corporations worldwide, the International Visual Identity Awards is designed to foster an inclusive and competitive environment. It offers equal opportunities for large agencies, small studios, and individual designers alike to compete on a level playing field. Each entry is evaluated on its own merits within specific industry categories, ensuring that work is judged fairly against comparable projects. This approach not only enhances the chances of winning for participants but also highlights the unique challenges and creative solutions across different fields, making the awards highly respected in the global design community.

The competition's independent status sets it apart from many other design awards, with an international panel of judges drawn from diverse creative disciplines. Winners are announced online and receive extensive promotional exposure, including a digital badge and media coverage on major marketing platforms. The ultimate accolade, "Visual Identity of the Year," is awarded to one overall winner, marking a significant achievement in the world of branding and design. By participating, designers can gain international recognition, attract new clients, and build credibility within the industry.

Entry fee: £125 for early bird submissions, plus applicable VAT.

ELIGIBILITY

Open to agencies, freelancers, and corporations from around the world.

PRIZE

Winners of each category will receive recognition on the official website, a digital badge for their portfolios, and certificates upon request. One entry will be named the overall winner, earning the prestigious title of "Visual Identity of the Year." Winners also benefit from media exposure and promotional opportunities across international design platforms, helping to enhance their professional profiles and business credibility.