



News Release

# SIMPLE NOT BLAND

## WINS THE RED DOT SEAL OF QUALITY!



In recognition of their work "Simple not bland", Tandem Design has been awarded a red dot award: communication design, one of the world's largest and most-acclaimed international design competitions. This testifies to Tandem Design's high level of design. The 15 member jury, design experts of international repute, assessed a total of 6,823 entries. Only 511 submissions were awarded with a red dot award. The award-winning works of 2012 will be on show in the special exhibition "Design on stage – winners red dot award: communication design 2012" in the Alte Münze Berlin.

Simple not bland – Adopting a simple approach goes beyond the pure visual. It requires a mindset that focuses on the core of a brand. Leading to design that expresses a brand's true essence.

Tandem Design's self-promotion campaign was based on its unique Inform–Create–Express process, in which a clear understanding of a brand's objectives and opportunities are uncovered, developing insights to deliver on the most effective design solutions that align with the business strategies of its clients.

The promotional piece used a typographic approach with bold cut-out elements that transform the headline from a plain white to a visually appealing expression. The mailer is also a poster, which reveals a message reflecting the founders' design philosophy of 'Simple not bland'.

The result was to clearly communicate Tandem Design's methodology while demonstrating its design philosophy to potential clients.

### About the Winner

Tandem Design is a strategic design consultancy. We believe that effective design has the ability to change the way a brand does business and ultimately change consumers' attitude towards it.

Founded by design duo Kevin Yuen and Jeremy Vinson. Hong Kong based, Tandem Design provides "Strategic Design for Brands" and working with clients from a wide range of sectors and industries, common to all of them is their need for aligned communications. Tandem Design expertise covers a range of disciplines including: Strategic Design, Brand Consultancy, Brand Management, Corporate Identity, Brand Identity, Visual Identity, Information Design, Packaging Design, Signage Design and Brand Guidelines.

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