D&AD NEW BLOOD AWARDS 2015

PANTONE®

Brief set by:
PANTONE

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REIMAGINE YOUR HOMETOWN THROUGH THE LANGUAGE OF COLOUR.

GRAPHIC DESIGN / EXPERIENTIAL / WAYFINDING & ENVIRONMENTAL GRAPHICS / BRANDING / CRAFTS FOR DESIGN / INTEGRATED GRAPHICS

@DandADNewBlood
#NewBloodAwards

Deadline:
31 MARCH 2015
5PM GMT

BACKGROUND
Colour is brave. Colour is bold. Colour is real. And it's, well, colourful. Pantone supports the creative community to deliver, execute, and live that fact. Pantone sets the standard for colour. Nothing else comes close to the diversity or reality of colour of Pantone.

And colour is vital. It matters. It's colour that tells you when to go and when to stop. It's how you know which tap to turn on, and the reason you know when to be wary of something.

But it's not just instructional. Colour is emotional, personal, and evokes our deepest and sincerest feelings. The same colour can mean a myriad different things to a million different people, and everyone has their favourite. In the physical, real world colour is a massive part of everything, from which sports team you follow, the political party you support, to your personal or even national identity – whether the colour's on your flag or just your favourite mug.

But because of its ubiquity, people can take colour for granted. And that's not good news for creativity.

THE CHALLENGE
Reimagine your hometown through a new colour scheme. Think about everything that this identity could include, physical and digital: logo, transport, wayfinding, etc.

'Hometown' could mean where you're from, where you are now, or just a place that you feel you belong – even if you've never lived there.

WHO IT'S FOR
The people, organisations, businesses, and communities that make up your hometown. Your solution should be something that everyone who lives, works, or is part of your hometown can own, adopt and experience, whoever they are.

WHAT TO CONSIDER
- Think about the opportunities digital can bring, but don't neglect the physical. Make something tangible to the community.
- Take the core elements of identity design (colour, typography, brand applications...) then build bigger with them. How can you put them to active use?
- Do field research. Really understand what colour means to the town at the moment, and see how you can change or improve that.
- Consider your town's character. How can you reflect and celebrate this? And how might this affect what the town needs from its new identity?
- Colour doesn't need to be flat. Language, imagery, objects, sounds… many things can be described as colourful. How could you incorporate them?
- How can colour permeate people's lives to effect positive change?

WHAT'S ESSENTIAL
A colour-led integrated graphic identity, with digital and physical applications. Show:
- The key elements of your solution.
- Example applications.
- How you made your creative decisions.

WHAT TO SUBMIT
See 'Preparing Your Entries', included in your brief pack, for full format specs. Work will only be accepted in the formats outlined there and below.

Main deliverables (mandatory)
Upload up to eight presentation slide **images**.

Supporting material (optional)
The judges will only look at this if your main deliverable has impressed.
You can submit the following as supporting material:
Video (max. 1 min); **interactive** work (websites, widgets, apps, HTML, etc); **physical** material (prototypes, mockups, etc).