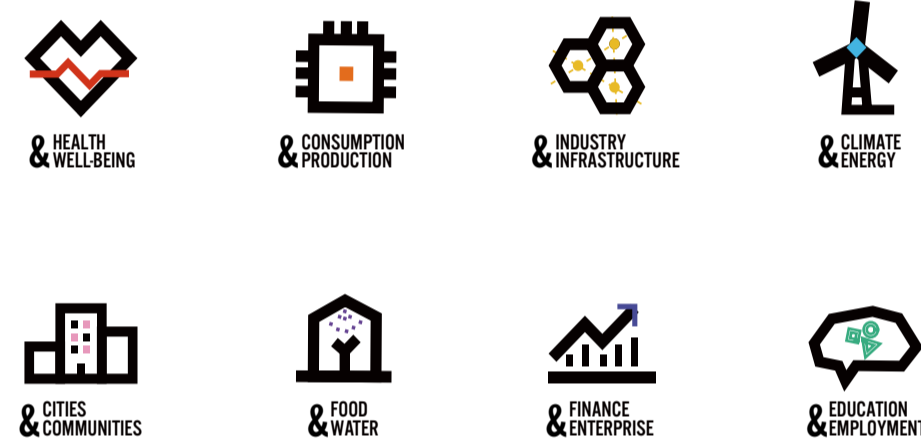


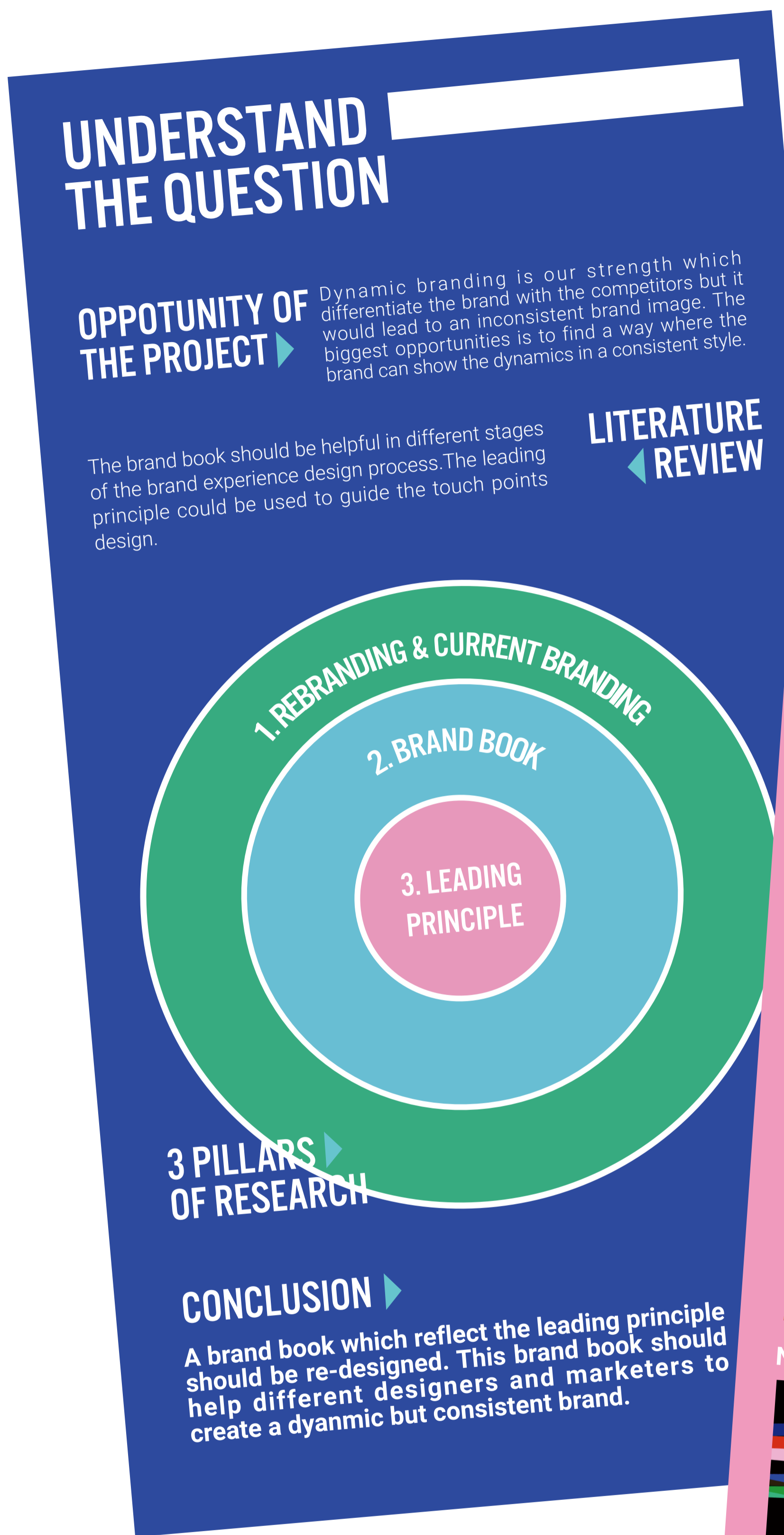
REDESIGN THE BRAND BOOK OF BLUE TULIP AWARDS



The Blue Tulip Awards is a year-round innovation awards aiming to find the most innovative innovations in Benelux area. It was previously named as Accenture Innovation Awards for 12 years, which was very famous and well-known among innovation communities. This year is the first year which it was re-branded into "Blue Tulip Awards".

In the year 2020, over 600 participants joined the competition and they went through several events: from quarterfinals, semifinals to the digital finals with the help of more than 100 juries and partners. At the end, 8 winners came up from 8 different themes.

Even if the brand is very famous among innovators, the branding style of Blue Tulip Awards is very chaotic and confusing. To establish a new brand look, a new brand book is designed with a three step process: understand the question, define the leading principle, and design the brand book.



UNDERSTAND THE QUESTION

OPPORTUNITY OF THE PROJECT ▶ Dynamic branding is our strength which differentiate the brand with the competitors but it would lead to an inconsistent brand image. The biggest opportunities is to find a way where the brand can show the dynamics in a consistent style.

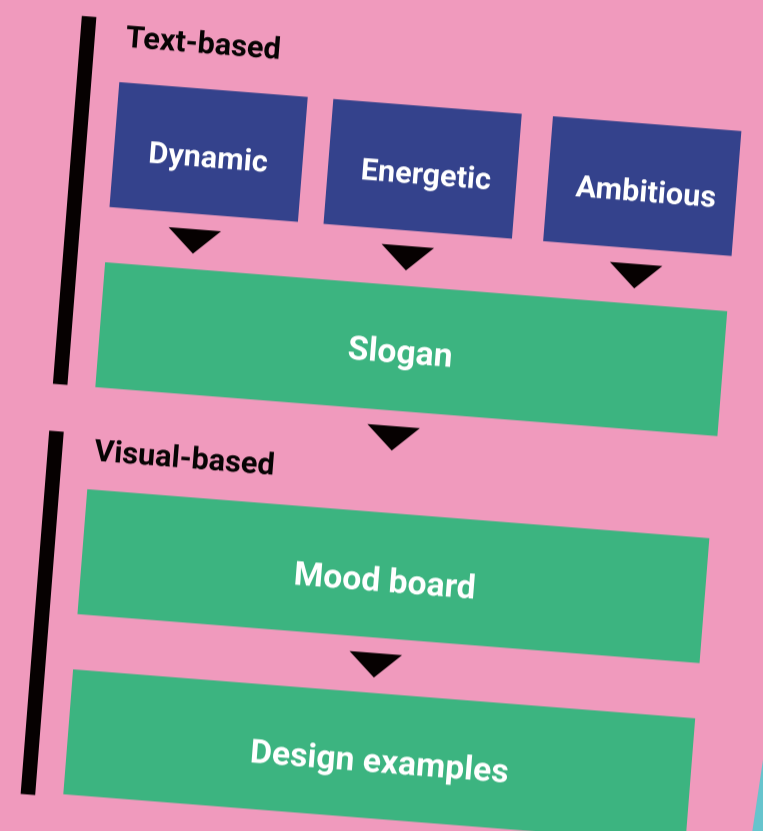
The brand book should be helpful in different stages of the brand experience design process. The leading principle could be used to guide the touch points design.

LITERATURE REVIEW

DEFINE THE LEADING PRINCIPLE

PROCESS

1. Conclude the brand personalities into three words using an quantitative methods.
2. Come up with a slogan in a creative brainstorm session with marketers.
3. According to the slogan and personalities, a mood board with three pictures is created and validated with designers.
4. Design a few visual examples which will be used in the brand book.



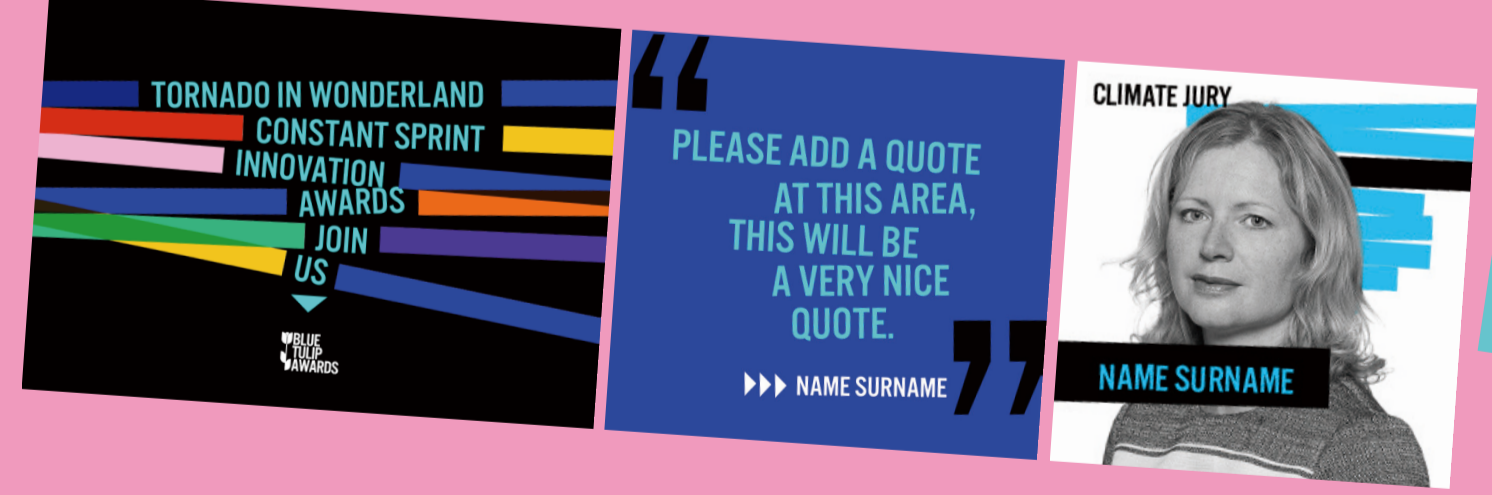
LEADING PRINCIPLE

Brand personality
DYNAMIC. ENERGETIC. AMBITIOUS.

Slogan
TORNADO IN WONDERLAND



New designs



DESIGN THE NEW BRAND BOOK

The new brand book concludes four parts: brand identity, visual requirements, language use and guidelines towards different channels. Accordingly, the new brand book are divided into four chapters: Who we are (brand identity); How we look (visual requirements); How we say (language use); Where to find us (Channel guidelines). The new brand book is validated with several designers to make sure it's helpful in the brand experience design process.



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Redesign the brand book of Blue Tulip Awards
August 28, 2020
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