



# Guide to Success

Red Dot Award: Brands & Communication Design 2025

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## Participation



### Entry rules

The Red Dot Award: Brands & Communication Design competition is open to works that were published after 1 July 2022 or will be published before 1 July 2025 and that have not been entered for the Red Dot Award: Brands & Communication Design in the past. Projects that have been realised exclusively for participation in the Red Dot Award are not eligible. Registration must be made online within the phases specified above on the right. The entry fee depends on the registration phase in which the submission completed. By completing the registration process, you accept the [General Terms and Conditions](#).

### Registration is possible in the following phases:

Early Bird	10 February - 7 March 2025
Regular	8 March - 16 May 2025
Latecomer	17 May - 6 June 2025

### Form of entry

Depending on the category, the Red Dot Jury assesses entries on the basis of digital materials and/or physical exhibits. You can find further information about the forms of entry in the chapter "[Registration](#)". All details for registering a project must be provided in English. You can enter a project in several categories at the same time. However, please note that a separate registration process must be completed for each entry. Each entry stands alone and requires its own presentation material. Within one category, a piece of work cannot be entered in multiple subcategories.

## Red Dot: Junior Award

The Red Dot: Junior Award is part of the Red Dot Award: Brands & Communication Design. The award is geared to students and trainees as well as up-and-coming designers who have graduated within the past two years.

### Participation

Participants of the Red Dot: Junior Award receive a 10 % discount on the registration fees and a 20 % discount on the Winner Package. The submitted work must have been created either as part of a student's degree or apprenticeship programme or, in the case of young professionals, as part of a commissioned project.

### Verification

A copy of the apprentice- or student-ID, or the degree certificate has to be uploaded as a PDF file for verification. If the original document is not in English, it should be translated into English. If you have already completed your studies or apprenticeships, the date of graduation should be within the past two years. If a group of participants was involved in a project, please merge the certificates or IDs into one PDF file.

The document should include:

- Full name
- Date of birth
- University/college/academy/training company
- Date of enrollment or graduation
- Text in english language

### Chances for success

Everyone, who participates in the Red Dot: Junior Award has a chance to receive the distinction "Red Dot" or "Red Dot: Best of the Best". The participant with the most convincing project of the competition year will receive the distinction "Red Dot: Junior Prize" along with prize money of 10,000 euros for a successful start to his or her professional career and a special mention in exhibitions as well as publications by Red Dot.



Chuantao Zhu, winner of the Red Dot: Junior Prize 2024 at the Red Dot Gala in Berlin. You can find all winners from recent years in our [Winners Section](#).

## Evaluation process

Every entry that is received on time and complies with the entry rules is admitted for adjudication; there is no pre-selection. The works are scrutinised by the 24-member international jury in a process spanning several days. The competition entries are inspected individually and assessed in terms of their design and creative achievement. Various criteria play a role in the evaluation. They are assessed depending on the type of project and provide a frame of reference for the jury. The jurors individually define this, based on their expertise and sociocultural background.

## Assessment criteria

- Idea: originality and creativity
- Form: design quality and innovation
- Impact: comprehensibility and emotional significance



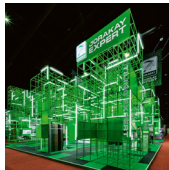
### Categories

The Red Dot Award: Brands & Communication Design is divided into digital, crossmedial and physical categories. The form of entry depends on the category, where you submit your work. Detailed steps for each entry form can be found [here](#). You can enter the competition in the following 18 categories:

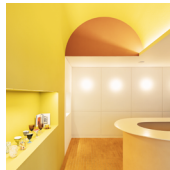
#### Digital categories



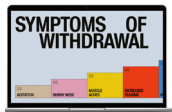
Spatial Communication



Fair Stands



Retail Design



Websites



Apps



Interface & User Experience Design



Film & Animation



Sound Design



Digital Solutions

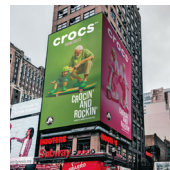
#### Crossmedial categories



Corporate Design & Identity



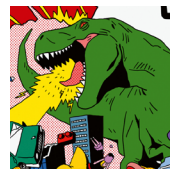
Brand Design & Identity



Advertising



Typography



Illustrations



Annual Reports

#### Physical categories



Packaging Design



Publishing & Print Media



Posters

**i** Tip for choosing the right category: please take a look at our [Winners Section](#).

## Registration

### The "My Red Dot" portal

You can only register your project online in the [My Red Dot portal](#). If you do not have an account yet, you can register there with your e-mail address. If you already have an account, log in using your e-mail address and your password. At the top of the page, you can select the competition, where you want to register your work. Select "Red Dot Award: Brands & Communication Design" and then click on "Register project" in the navigation on the left side. See the following pages of this document to learn more about these steps. Most of the communication around the participation in the award takes place via e-mail. It is therefore essential that you provide a current personal e-mail address so that you receive important documents such as the invoice, registration confirmation and notification of your results without any problems. Furthermore, please make sure that our e-mails do not end up in your spam folder or get blocked by your mail server.

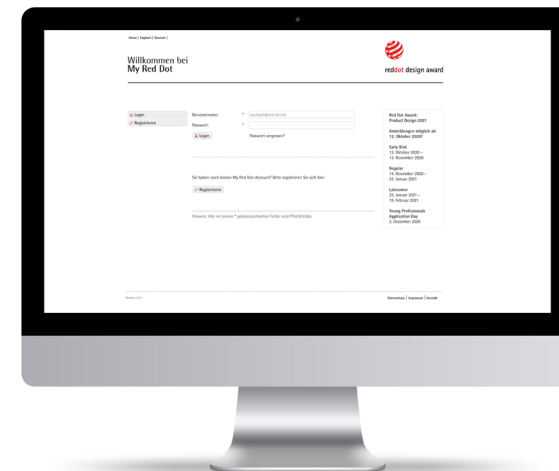
**Note:** if you do not receive our e-mails, please add the [@red-dot.de](mailto:@red-dot.de) domain as a "safe sender" in the configuration of your mailbox.

### PI code – the Project Identification code

Sample: 01-01234-2025BC

At the beginning of each registration, an individual PI code (Project Identification code) will be generated for a project. It serves as a unique identification number for your entry. The PI code must be used in all enquiries so that we can process your query more effectively. You can see your PI code(s) in the project overview in your My Red Dot account at any time.

**Note:** for the submission in a physical category, you will receive a ready-made PI code label. This will be sent to you by e-mail after completion of the registration. Please check the section ["Preparing your entry for shipment"](#) to label your entry correctly.



- Project
- Presentation
- Publication
- Payment
- Registration completed

### Step-by-step guide to registration

To register a project for the Red Dot Award: Brands & Communication Design in the My Red Dot portal, you need to provide information on the project, the client and the designers. This information is used for the jury presentation and partially also for publication purposes, if your project wins an award. You also decide which additional materials should be used to present the project to the jury. Please note that all presentation materials must be in English, so please provide an English translation if necessary.

Registration is complete as soon as the registration fees have been paid.

You can find a detailed overview of the requested information and materials on the following pages.



- Project
- Presentation
- Publication
- Payment
- Registration completed

## Project

You need to enter the following information on your project under the tab "Project":

### Project name

Please enter the project name in English. You can also optionally add the German name.

### Project type

Enter the project type in English here, for example "Advertising campaign". Optionally, the project type can also be entered in German.

### Publication

Here you can enter when your project was published or will be published. In accordance with the entry rules, you can select a date between 1 July 2022 and 1 July 2025.

### Category & subcategory

The next step is to select the category in which you would like your project to be judged. Depending on the category in which you submit your work, the jury will assess your project based on digital and/or physical materials. On the following pages, you can check how the submission forms differ from each other. Please note that the entry form is predefined for each category.

Once you have chosen a category, select an appropriate subcategory. If your project does not fit into any of the listed subcategories, you can select "Other" and describe your work in the free text field "Project type".

Once you have created a project, a PI code will be generated. Please quote this code if you have any queries so that our team can assign your project.

- Project
- Presentation
- Digital submission
- Physical submission
- Crossmedial submission
- Format requirements
- Publication
- Payment
- Registration completed

### Digital submission

This submission form applies to the [digital categories](#). The Red Dot Jury will judge your project based on digital materials.

#### 1. Image upload

Please upload images, that give a first impression of your project.

#### 2. Upload of additional material

For a complete presentation of your project, you can provide the Red Dot Jury with additional digital material. You can upload, for example, additional images, video or sound files. Uploading PDFs is also possible, as is providing a URL.

#### 3. Image material for the publication

In the event of winning an award, these materials are used for publication purposes, for example in the International Yearbook Brands & Communication Design and on the Red Dot website. Please note that we reserve the right to edit the images provided by you to keep the unified design concept. Before the publication, you will get to review the images to approve.

#### 4. Project description

Please use the field "Project description" to introduce your work and point out special features. Please make sure to keep the description simple, precise and informative instead of using figurative or flowery language.

**Note:** please refer to the ["Format requirements"](#) for the respective specifications as the content requirements.

- Project
- Presentation
  - Digital submission
  - Physical submission
  - Crossmedial submission
  - Format requirements
- Publication
- Payment
- Registration completed

### Physical submission

This submission form applies to the physical categories such as "Packaging Design", "Publishing & Print Media", and "Posters". For these categories you have to provide the original exhibit for the Red Dot Jury.

#### 1. Information about physical entry

Please provide us following information and send us your project as a physical exhibit:

- insurance value (production and material costs)
- a return shipment with the payment of 115 euros net (optional)
- number of exhibits as well as a brief description of the exhibits (example: 1 set of stationery, 1 poster in vertical format)

You can find information on preparation, correct labelling and timely delivery in the section [here](#).

#### 2. Upload of additional material

You can additionally upload images, videos, sound and PDF files, or provide a URL.

#### 3. Image material for the publication

In the event of winning an award, these materials are used for publication purposes, for example in the International Yearbook Brands & Communication Design and on the Red Dot website. Please note that we reserve the right to edit the images provided by you to keep the unified design concept. Before the publication, you will get the images to review for approval.

#### 4. Project description

Please use the field "Project description" to introduce your work and point out special features. Please make sure to keep the description simple, precise and informative instead of using figurative or flowery language.

**i Note:** please refer to the "[Format requirements](#)" for the respective specifications as the content requirements.

- Project
- Presentation
  - Digital submission
  - Physical submission
  - Crossmedial submission
  - Format requirements
- Publication
- Payment
- Registration completed

### Crossmedial submission

This submission form applies to [crossmedial categories](#). For these categories, you have to provide digital materials. You can optionally send your exhibit for presenting your project the best way possible.

#### 1. Image upload

Please provide us images, that give a first impression of your project.

#### 2. Optional: information about physical entry

If you would like to send the original exhibit of your project, please choose "Project is submitted as original" and provide us following information for the shipment:

- insurance value (production and material costs)
- a return shipment with the payment of 115 euros net (optional)
- number of exhibits as well as a brief description of the exhibits (example: 1 set of stationery, 1 poster in vertical format)

You can find information on preparation, correct labelling and timely delivery in the section [here](#).

#### 3. Upload of additional material

You can also upload additional images, video or sound files. Uploading PDFs is also possible, as is providing a URL.

#### 4. Image material for the publication

In the event of winning an award, these materials are used for publication purposes, for example in the International Year-book Brands & Communication Design and on the Red Dot website. Please note that we reserve the right to edit the images provided by you to keep the unified design concept. Before the publication, you will get to review the images to approve.

#### 5. Project description

Please use the field "Project description" to introduce your work and point out special features. Please make sure to keep the description simple, precise and informative instead of using figurative or flowery language.

**i** **Note:** please refer to the "[Format requirements](#)" for the respective specifications as the content requirements.

- Project
- Presentation
  - Digital submission
  - Physical submission
  - Crossmedial submission
  - Format requirements
- Publication
- Payment
- Registration completed

### Format requirements

#### Image files for the jury presentation

Number	max. 10
Format	JPG
Size	each max. 10 MB
Resolution	min. 1920 x 1080 px - max. 4096 x 2160 px

**i Example:** a resolution with 2000 x 1080 px will be accepted, the resolution with 720 x 1080 px will be too low.

#### Image files for the publication

Number	6
Format	JPG or TIF in CMYK
Size	each max. 300 MB
Resolution	1920 x 1641 px (recommended), 300 dpi

**i Note:** screenshots of websites and videos: 1920 x 1080 px

- Please consider:
- no sketches, drafts or renderings
  - no hands or persons presenting the work
  - no sequential presentation (except for films)
  - websites and apps as full-screen screenshots without a visible address bar of the browser
  - pictures of packages and bottles shall be on white background

#### Project description

Language	English (optional German)
Length	500 - 1200 characters (including spaces)
Content	simple, precise and informative instead of using figurative or flowery language

- Project
- Presentation
  - Digital submission
  - Physical submission
  - Crossmedial submission
  - Format requirements
- Publication
- Payment
- Registration completed

### Format requirements

#### Video files

Number	max. 5
Format	MP4
Size	each max. 1,5 GB
Length	each approx. 3 minutes
Resolution	min. 1920 x 1080 px - max. 4096 x 2160 px (FullHD or 4K)

**i** **Category "Film & Animation"**: if your film is longer than 4 minutes, please upload a short 3 minute version additionally (e.g. a trailer).

#### Sound files

Number	max. 5
Format	MP3 or WAV
Size	each max. 300 MB
Bit depth	16 bit
Sample frequency	44100 - 48000 Hz
Resolution	min. 128 - max. 256 kbit

#### Presentations

Number	max. 5
Format	PDF
Size	each max. 50 MB
Page number	each max. 10 pages
Resolution	min. 96 ppi

#### URL

You can enter one URL. Please do not use URL shortlinks and download links, such as WeTransfer, Google Drive as well as Vimeo, Youtube and Behance links.

- Project
- Presentation
- Publication
- Payment
- Registration completed

### Publication

To register the project, information on the client, the designers and the project needs to be provided. If a project wins an award, this information will be used for publication purposes, for example in the International Yearbook Brands & Communication Design and on the Red Dot website. Additionally, the credits will be used to prepare the Red Dot Certificates.

### Credit

#### Credit: Client

Mandatory details include the company address and the client's website as well as a contact person. The contact person's details will not be published.

**Note:** if you are submitting a project as a student or a trainee, please name your university or college as your client.

#### Credit: Design

You can enter up to two design credits here. Mandatory details include the company address and the website as well as a contact person. The contact person will not be published.

#### Credit: Project Team

You can name up to 12 individuals who were involved in the project here.

- Project
- Presentation
- Publication
- Payment
- Registration completed

### Payment

The final step of the online registration process is the payment of the entry fees. Only when the payment has been received, your project can be presented to the Red Dot Jury. Please provide the following information:

#### Invoice address

Please enter the address to which the entry fees should be invoiced. You can select an address from your address book or enter a new address.

#### Order number

If you wish, you can enter an individual order number, because this can be used for easier allocation in your accounting. This information is optional.

#### Payment options

Payment of your entry fee should process online. We offer the following options for this: credit card (MasterCard, VISA, American Express), PayPal, ALIPAY or WeChat Pay.



- Project
- Presentation
- Publication
- Payment
- Registration completed

### Registration completed

#### Confirmation of the registration

After the successful completion of the registration, you will receive an e-mail containing the following documents:

- a registration confirmation
- an invoice for the registration fee
- in case of a shipment of your exhibit: PI code label and address label for the shipment of your entry

**i Note:** please check your spam folder if you do not receive an immediate confirmation from us.

## Delivery & return

This section applies exclusively to submissions for which physical exhibitis are provided.

### Preparing your entry for the shipment

To identify your project clearly, we ask you to use the PI code label and the address label, which are provided from us.

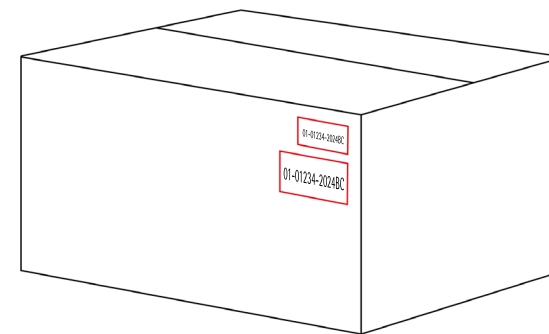
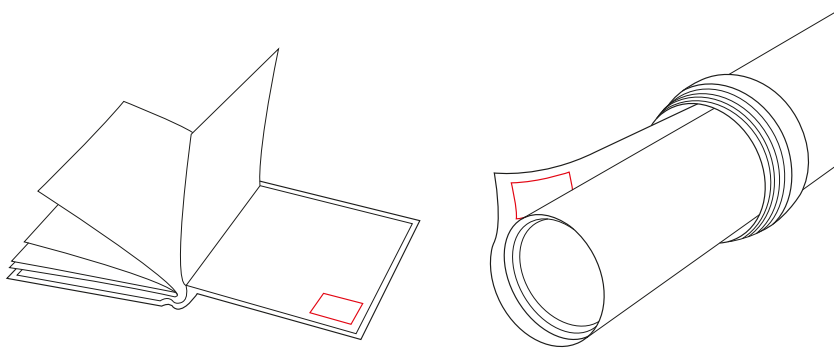
#### Address label

Please attach the provided address label to your delivery packaging. You can find it in the e-mail with the registration confirmation and the PI code label or in the My Red Dot portal on the overview of the registration form "Status of my applications" - "PDF download".

Please note that this label is intended for identification purposes and not as postage.

#### PI code label

As part of the registration confirmation e-mail, you will receive the individual PI code label, which is different for each project that you register. You can find the label in the My Red Dot portal under "Status of my applications" - "PDF download". Please attach it to the project for clear identification without detracting from its appearance (e.g. on the inside of a book cover or on the back of a poster). If possible, the label should be removable without leaving any residue. The PI code label must also be attached to the shipping packaging.



## Delivery

It is your responsibility to organise the delivery of the entry without being asked to do so. Shipping and import costs, as well as the cost of transport insurance, must be borne by the participant. [Shipments from non-EU countries](#) must be placed under the customs procedure "release for free circulation" and delivered according to the Incoterm DDP (Delivered Duty Paid) rules. In addition to transport insurance for your project, we recommend that you take out exhibition insurance for the duration of the judging.

**Note:** Please ensure that you have a personal account with a registered parcel service provider for the shipment of your parcel. This is essential for addressing any potential customs clearance and billing issues.

It is also important to verify that the parcel service provider meets the Delivered Duty Paid (DDP) requirement. Please note that national and state postal services as well as the EMS Network cannot meet this requirement.

## Return (optional)

When registering, you can choose whether you would like to receive the physical elements of your project back after the Red Dot Jury Session. The cost of the shipping organised by Red Dot is 105 euros (plus VAT). Your project will of course be insured by us during the return shipment. Please make sure that you state the insurance value of your project when registering. This value includes material and production costs and represents the realistic replacement value of the work. If your project wins an award, we will return your work to you at the end of the exhibition period. If you do not wish your project back, we will dispose of it.

## Delivery address and periods

The delivery address of the Red Dot Judging Hall and the period for delivering your project can be found below:

### Address

Red Dot GmbH & Co. KG  
Red Dot Award:  
Brands & Communication Design  
Red Dot Judging Hall  
Witzlebenstraße 14  
45472 Mülheim an der Ruhr  
Germany

### Contact person

Michael Franke  
logistics@red-dot.de  
+49 208 37777-87

### Period

10 to 27 June 2025  
Monday to Friday  
10 a.m. to 4 p.m.

## For a safe and smooth logistics process, we recommend our cooperation partner Pro Messe Service GmbH.

Your contact persons for a non-binding offer:

Christian Kalkbrenner  
+49 82718014-27  
c.kalkbrenner@pro-messe.de

Rebecca Wagner  
+49 8271 8014-49  
r.wagner@pro-messe.de

**Note:** please declare your goods using the appropriate customs tariff number and use a pro forma invoice stating the value and contents of the shipment.

### Shipments from non-EU countries

If your project is sent from a non-EU country, the shipment must be placed under the customs procedure "release for free circulation" and delivered according to the Incoterm DDP (Delivered Duty Paid) rules.

**Note:** This means that you are responsible for all charges relating to shipment, including any customs duties and taxes.

Please also declare your goods, stating the required customs tariff number, and use a proforma invoice stating the value of your shipment.

For more information on this topic, visit the following websites:

[Zoll.de](http://Zoll.de)

[Zolltarifnummern.de](http://Zolltarifnummern.de)

### Proforma invoice

You can use [this template](#) to prepare your proforma invoice. Some couriers provide their own shipping documents for your shipment. Please check beforehand if they will provide the documents or if you need to prepare them yourself.

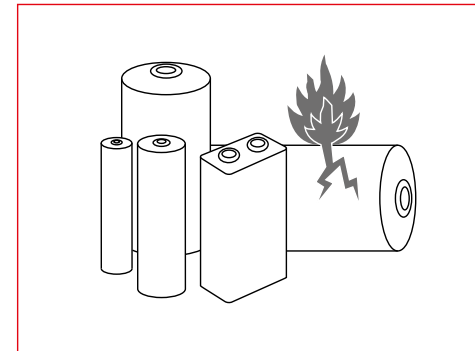
### Shipment specifics

#### Hazardous goods: lithium batteries and rechargeable batteries

Please note that projects containing lithium batteries or rechargeable batteries must be shipped in accordance with the Dangerous Goods Regulations. Please make sure to discuss this with your freight forwarder or courier.

#### Fluids and powders

Many liquids and powders are classified as dangerous goods. We therefore ask you to send your packaging empty or, if necessary, with a suitable alternative filling.



## Announcement of results

### Notification of results

You will receive an e-mail with your result in July 2025.

### Your project is awarded

#### Booking the Winner Package

If your project wins an award, the Red Dot Team will get in touch with you promptly to assist you with booking your Winner Package. The booking is obligatory and must be made within two weeks after the notification of the results. There is no communication embargo on our part. All of the benefits you acquire by booking the Winner Package are explained on the next page.

#### Storage of the entry if your project wins an award

Award-winning projects that have been physically submitted will be stored on site until the start of the special exhibition. It is also possible that Red Dot may request additional copies of the award-winning works for exhibition purposes at a later date. If you have booked return postage, we will return your work to you after the end of the exhibition period.

#### Award ceremony

The Red Dot Award Ceremony will take place on 7 November 2025. More information will follow soon. The success of the winners will be celebrated not only during the Red Dot Gala, but also at the Designers' Night that follows.

### Your project is not awarded

If your entry does not win an award, please do not be discouraged. You can submit new projects next year and take advantage of your next opportunity to win a Red Dot. If you have booked the paid return service, we will send your entry back to you.

## Winners' Benefits

Winning in the Red Dot Award is always the beginning of a whole range of PR and marketing activities.

### Red Dot Label

Use the globally recognised Red Dot Label for your award-winning project. There is no communication embargo on our part. This means that you can communicate the news of your success immediately after booking the Winner Package. After booking, you will find the Red Dot Label for download in your My Red Dot account.



reddot winner 2025



reddot winner 2025  
best of the best



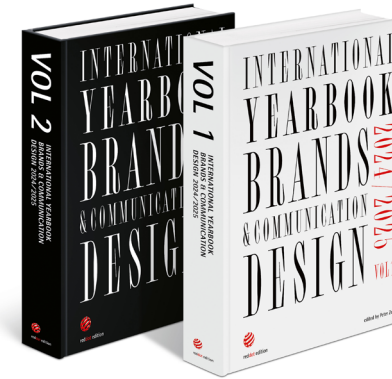
reddot winner 2025  
grand prix

### Red Dot Certificates

You will receive two copies of a personal certificate which serves as an official document of your award for communication purposes.

### Red Dot Trophy

Winners of the distinctions "Red Dot: Best of the Best", "Red Dot: Grand Prix" and "Red Dot: Junior Prize" will receive a Red Dot Trophy in addition to the Red Dot Certificates.



Please note: this is the International Yearbook Brands & Communication Design 2024/2025.

### International Yearbook Brands & Communication Design

The two-volume International Yearbook Brands & Communication Design presents the award-winning projects and brands. It also shows the makers of the best work of the year, the Red Dot: Agency of the Year. Your personal copy can be sent by post on request.

### Winners Section

The award-winning projects will be published in the Winners Section on our website.

### Exhibition

The award-winning projects will be presented to a wide audience through international exhibitions.

## Costs & Payment

### Registration phases and entry fees

Early Bird phase	10 February to 7 March 2025
Entry fee	215 euros* (plus VAT) per entry
Regular phase	8 March to 16 May 2025
Entry fee	330 euros* (plus VAT) per entry
Latecomer phase	17 May to 6 June 2025
Entry fee	430 euros* (plus VAT) per entry

\*Participants in the Red Dot: Junior Award receive a 10 % discount.

### Costs in the event of winning an award

Red Dot	from 2,100 euros* (plus VAT)
Red Dot: Best of the Best	from 3,200 euros* (plus VAT)
Red Dot: Grand Prix	from 3,200 euros* (plus VAT)
Winners' profile (optional)	from 950 euros* (plus VAT)
Video presentation (optional)	from 150 euros* (plus VAT)

\*Participants in the Red Dot: Junior Award receive a 20 % discount.

The costs for the mandatory Winner Package depend on the type of distinction and the additional services you can book as a winner. Click [here](#) for details of Winner Package costs and benefits.

### Payment

The entry fees and the Winner Package can be paid online by credit card (VISA, MasterCard, American Express), via PayPal, ALIPAY or WeChat Pay.

### Invoice

An invoice will be sent to you by e-mail immediately after payment.

## Contact & FAQs

If you have further questions, please look at the [FAQs](#) on our website. Our team will also be happy to help you in person during registration.

### Participation & registration

Red Dot Team

+49 201 838885-48

[bcd@red-dot.de](mailto:bcd@red-dot.de)

### Delivery & logistics

Michael Franke

+49 208 37777-87

[logistics@red-dot.de](mailto:logistics@red-dot.de)



We look forward to an exciting submissions and wish you every success in the Red Dot Award: Brands & Communication Design 2025!