The digital winners profile

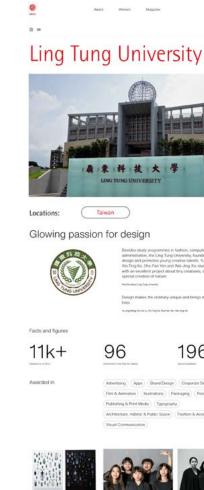for universities

The digital winners profile

With the digital winners profile for universities, we offer an additional opportunity on our platform www.red-dot.org to present yourself as a winner of the Red Dot Award: Brands & Communication Design.
This gives you the opportunity to showcase the high design strength of your university to a worldwide community.

Your winners profile includes the following benefits:

• Present your university, your vision and your credo to a wide audience

• Our editorial team will create texts for the student projects that won a distinction in the Red Dot Award: Brands & Communication Design 2024 (these will also be shown in our online exhibition)

• Each student project team that won a Red Dot: Best of the Best distinction in the current year receives its own linked subpage for presentation

• Use facts and figures to present the size of your university, its history and your Red Dot success story

• All student projects associated with you that have won a distinction in the Red Dot Award since 2011 will be linked to your winners profile

• Articles and interviews with you that have already been published on our platform will be linked to your winners profile

Use the winners profile for your communication and link to it on your social channels or on your website, for example.

You can find the winners profiles of last year's winners here.

You will receive a URL according to the scheme www.red-dot.org/university - this address will remain permanently. In the year of the award, the winning profiles will be prominently linked in the online exhibition.

University

Requirements: university image material

For the visual presentation of your university in the digital winners profile, we ask you to provide us with the following motifs:

- A **header graphic** in the format 2560 px x 1104 px
  Possible motifs: The university building or a representative working environment
- Your **logo** on a white background in 720 px x 720 px format

The technical requirements for the image material are as follows:

- File format: JPG or TIF in RGB colour space
- File size: max. 5 MB

We provide you with two links for uploading your materials. One link for entering the university data, another link for uploading the data for the project team(s). If you have more than one Red Dot: Best of the Best award-winning project in the current award year and want to present multiple project teams, please upload the data separately for each project team. The link is suitable for passing on and can be completed independently by the respective project team.

If you have any questions, please get in touch with your contact person at Red Dot.

Requirements: university text material

Please introduce yourself briefly. This text will be used to present your personal success story at Red Dot. You can use the following guiding questions to help you:

- What is the focus of your university?
- What characterises your university?
- What does your university stand for?

Please also provide us with the following facts and figures:

- The number of students
- The founding year of your university
- The location of your university

You also have the option of providing us with up to three social media presences from the following selection in addition to your website:

- LinkedIn
- Instagram
- Facebook
- YouTube
- X

Please note that your submitted texts will be edited.

Please note that we must receive all necessary information and data by 30 August 2024 in order to ensure publication of your winners profile by 1 November 2024.

Project team

Requirements: project team image material

In addition to the presentation page of your university, you have the opportunity to receive one subpage per Red Dot: Best of the Best honoured project in the Red Dot Award: Brands & Communication Design 2024, on which the student project teams can present themselves.

We ask you/the students to provide us with the following motif:

• A **header graphic** in the format 2560 px x 1104 px
  Possible motifs: Portrait or group photo
  (Alternatively, individual photos of several team members are also possible)

The technical requirements for the image material are as follows:

• File format: JPG or TIF in RGB colour space
• File size: max. 5 MB

If you have more than one Red Dot: Best of the Best award-winning project in the current award year and would therefore like to present several project teams, please upload the data for each project team separately. The link can be passed on and enables the respective project teams to complete the data independently. Project teams that have been awarded a Red Dot: Best of the Best will receive a special upload link that they can use to submit the data for the presentation in the International Yearbook Communication Design as well as for the digital winner profile.

If you have any questions, please get in touch with your contact person at Red Dot.

Requirements: project team text material

To introduce the project team, we ask for a brief introduction. The following key questions serve as a guide:

• What are the names of the team members?
• Which team member specialises in which area?
• What vision are you pursuing?

You also have the option of providing us with up to three social media presences from the following selection in addition to your website:

• LinkedIn
• Instagram
• Facebook
• YouTube
• X

Please note that your submitted texts will be edited.

Please note that we must receive all necessary information and data by 30 August 2024 in order to ensure publication of your winners profile by 1 November 2024.