

The Benchmarks 2006

As the competition for customers across all market sectors continues to become fiercer, the skill, science and hard work needed to turn a brand from a logo into a series of positive emotional responses from the end user becomes greater. Design Week created The Benchmarks (an annual award and publication) to shine a light on the best brand communication projects and those who created and commissioned them.

The competition

The Benchmarks are designed to set a standard in the recognition of excellence in brand communications. They differ subtly but significantly from traditional awards schemes, both in their scope and in their spirit.

In terms of scope, the entry categories represent market sectors rather than design applications. This means they will always compare chalk with chalk and cheese with cheese.

What's more, The Benchmarks require entrants to demonstrate how their branding programmes work across a variety of different communication platforms. This means that whilst a single example of brilliance cannot win a Benchmark, a strong strategic concept, which can be shown to work effectively in a variety of areas, will be a lively contender within its category.

Arjowiggins Inuit – winner

Blast, United Kingdom
Category: manufacture

The project

The London based design company Blast was given the job of creating a brand image for a new paper range developed by Arjowiggins. A core element to their concept was the creation of a unique typeface. Blast commissioned Jeremy Tankard Typography to design and develop a display typeface based on the language that the Inuit people of northern Canada use.

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More information about the Inuit® paper range and the Arjowiggins Inuit™ font can be found at www.inuitpaper.com and at www.typography.net