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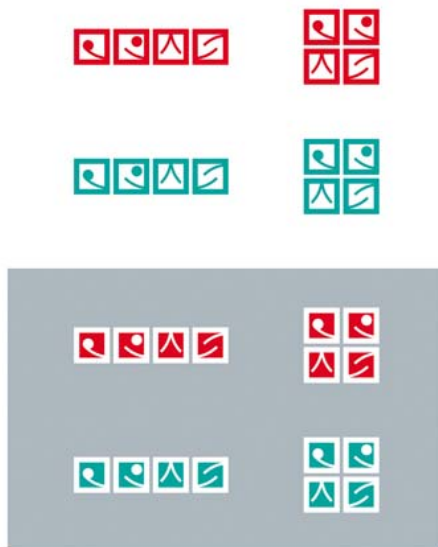
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## Broadcasting news

(Brand Identity)

red dot

red dot award: communication design 2009



The branding for Broadcasting news is based on the strongly simplified visual language of pictograms. The theme "Look from various angles of view to express it as it is" composes letters with a cubist art viewpoint within a square frame which is neither "cold" nor "hot". It uses only two colours of green located in the colour spectrum between hot yellow and cold blue, as well as its complementary colour red.

### client

Young-Il Seo, Daegu

[\[mail\]](#)

### design

Young-Il Seo, Daegu

[\[mail\]](#)


Black Art Vulcano Carpet - winner red dot award: product design 2010

- ▶ product design
- ▶ **communication design**
- ▶ design concept

### Winner

- ▶ Designer
- ▶ Clients

### Winner categories

- ▶ **corporate design**
- ▶ stamps and banknotes
- ▶ annual reports
- ▶ advertising
- ▶ packaging design
- ▶ editorial
- ▶ magazines & daily press
- ▶ typography
- ▶ games
- ▶ posters
- ▶ information design/public space
- ▶ online communication
- ▶ interactive games/tools
- ▶ e-commerce design
- ▶ online service design
- ▶ online education and knowledge
- ▶ virtual world
- ▶ graphical user interfaces
- ▶ digital games
- ▶ tv & cinema
- ▶ image films
- ▶ sound design

### Official Airline:



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