

CONTACT

Marius Ursache
Chief Creative Officer
Tel/fax: +40 (232) 233066
office@grapefruit.ro

Grapefruit- Four Awards and Six Nominations at Identity: Best of the Best 2007

Bucharest, April 26, 2007- Grapefruit was the most nominated and awarded agency at this year's edition of Identity: Best of the Best, the international competition for logo and corporate identity design, organized by Moscow's Identity magazine.

Grapefruit received a total of 6 nominations and 4 awards at Identity: Best of the Best 2007: 2 first prizes for Antibiotice-logo and corporate identity design-and 2 third prizes for Velfina, corporate identity design for an industrial company, and Roton, corporate identity design for a service company. Among other projects Grapefruit was also nominated for the identities designed for BrandCamp and Transavia.

Grapefruit Chief Executive Officer Marius Ursache stated: "The success we had in Russia honors us, for it comes as yet another acknowledgement that our work meets the highest design standards. We were unsurpassed at corporate identity design where we received 6 nominations and 3 awards. Once again, this proves that our projects were appreciated for their consistency and relevance".

The big winner of the competition was the Antibiotice brand which was awarded 2 first prizes for logo and corporate identity design for an industrial company. Marius Ursache further added: "Grapefruit's rebranding of Antibiotice proved to be significant and efficient for the client, as it produced net results in the long run. It could be said that we transformed Antibiotice into yet another successful brand and the acknowledgement received at Identity 2007 further confirms the success of the project".

This year's edition of Identity: Best of the Best presented 2 categories, one for corporate identity and the other for logo and trademark, each with 6 sections: industry, retail, trade, services, non-profit organizations and events.

Among the jurors of this year's edition were important personalities of the design and branding industry such as Emma Booty (Landor Associates, UK), Tony Spaeth (identityworks.com, USA),

Erik Spiekermann (United Designers Network, Germany), Ken Cato (Cato Purnell Partners, Australia) and David Carson (David Carson Design, USA).

Grapefruit (www.grapefruit.ro) is a Romanian branding consultancy, with offices in Iasi and Bucharest. The Grapefruit portfolio includes more than 100 clients in 13 countries on 4 continents, among which: Abbott Laboratories, Antibiotice, Dacia, Vodafone, HP Romania, Gândul, Eli Lilly, OTP Bank, British Council, International Corporate and Brand Identity Centre (Great Britain) and DDB San Francisco (USA).

Identity: Best of the Best (www.artgraphics.ru/best.html) is an international competition for logo and corporate identity design, organized by Moscow's Identity magazine.