

Neville Brody creates /50 identity for D&AD's 50th

LONDON, UK: Neville Brody has created a new /50 logo for D&AD as the organisation celebrates five decades of recognising and supporting UK and international creative talent.



The identity - named Forward 50 - has been designed in such a way that it functions as a "modular" addition to the existing D&AD identity, appearing as D&AD/50 across all the materials produced during the half-century year.

The elegantly simple design is set in Futura, which Brody chose because he feels it is a "timeless and yet simultaneously contemporary" font.

The brief for the identity was to create a mark that could be used as D&AD celebrates "50 years of looking forward," the sentiment that will underpin the anniversary year.

Keeping the identity

Brody comments: "It's a real honour to create an identity to celebrate the fiftieth anniversary of D&AD - an organisation that I'm proud to be involved with.

"When it came to the creation of the identity, we wanted to create something that could be used alongside all the other materials and complement everything that D&AD does this year. Hence, this modular system allows a clear way of writing the story as D&AD/50 without the addition of another logo.



"We liked the way that it comes off the page and can be used in any piece of text, as well as in web addresses - conveying the message that everything this year has special significance, without labouring the point."

The first outing for the new identity will be as part of a campaign to mark the 50th D&AD Awards call for entries. D&AD has been collaborating with Work Club on an integrated print, direct and digital campaign that promises to "take a journey through time, design, space and advertising". The campaign will play out on Twitter and the advertising and design community can find out more - and contribute to the activity - by searching and using #fwd50.

For information on how to enter this year's D&AD Awards, go to www.dandad.org/50fwd.

Work entered must have been commercially released between January 2011 and December 2011 and been produced in genuine response to a client brief. Submissions should be made in their original language.