

Schneider Schreib's auf

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iF communication design award and Graphis for the new Corporate Design of Schneider

Last year's new Corporate Design of Schneider has been awarded with the »iF communication design award«. The iF is one of the largest design competitions in Germany with international participation, and has been awarding and recognizing outstanding creative works since 1953.

This year's awards ceremony took place on February 10 at the BMW Welt in Munich. The winners will be presented at the »iF design exhibitions« and amongst others at the CebBIT (March 2012), in the port city of Hamburg (second half of 2012) and in Haikou / China (as of May 2012) as well as on the iF website: http://exhibition.ifdesign.de/winner_de

Graphis-Gold for the Schneider Logo

The newly developed icon, in relation to the new Corporate Design of Schneider, was awarded with gold at the Logo Contest of Graphis (New York).

Together with other award-winning works it will be included in the "Graphis Logo Annual 2012" which appears in the spring / summer.

The long-established and highly respected publishing house Graphis has been standing for decades for pioneering and trend-setting publications in the international design scene. Originally conceived as a magazine, Graphis has emphasized in recent years on the yearbook for design and photography.

The new Corporate Design as well as the new logo was designed and developed by brand consultancy KMS TEAM in Munich

[213 words, 1366 characters (including blank spaces) by [Martina Schneider](#)]

Image



**communication
design award**

2012



The iF jury has been awarding and recognizing outstanding creative works since 1953

[Other image formats: www.schneiderpen.de/presse/pressebilder/if-logo]

Image



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