

# Entries open for new look Loeries, celebrating 40 years!

The 2018 Loeries will feature a bold new look to celebrate 40 years of rewarding creativity.



© [Callsheet website](#).

The iconic new logo that makes the distinctive Loerie the centrepiece, combined with a striking brand identity, was designed by 2017 Loeries grand prix winner, Grid Worldwide.

The Loeries icon is now the main feature across all brand collateral, from primary assets through co-branding and all the way to photographic treatment, while the brand identity exudes the fact that the Loeries is aspirational, inspirational, prestigious, esteemed and coveted.

## Confidence visualised

The new branding uses a wide colour palette to differentiate each aspect of the Loeries such as Creative Week, finalists, Official Rankings, etc.

"The confidence of what the Loeries represents needed to be visualised. Hence, the bird not hiding in the bush, but confidently in flight. Loeries represents creative excellence. It's the awards show that reminds us that creativity is a currency and when executed to its full potential, brands, agencies and individuals thrive," says Nathan Reddy, founder and CEO of Grid Worldwide and Loeries 2017 Hall of Fame inductee.



**#Loeries2017: Hall of Fame inductee Nathan Reddy on Grid's culture refresh disruption and curation**

Leigh Andrews 20 Aug 2017



---

"Not since 2005 have we had such a significant rebrand. The Loeries has been rewarding creativity for 40 years, so the timing is right as we continue to spread our wings and garner heightened attention in the region as the gold standard for recognising outstanding work across Africa and the Middle East. We're thrilled to be working with our 2017 Grand Prix winner Grid Worldwide on such an important project," says Andrew Human, CEO, The Loeries.

## Entry deadline

The entry deadline for all work across Africa and the Middle East is 15 May, and all work must flight before 31 May.

Human says that he is expecting more than 3,000 entries this year, with at least 20% of those coming from outside of South Africa. "The Loeries is the benchmark of the best work being produced in our region," he says.

"We began in 1978 to promote a brand-new medium in South Africa: Television! Forty years later, the Loeries has evolved into the most recognised mark of excellence in the advertising and brand communication industry across Africa and the Middle East – covering 70 countries and over 2,000 languages!"

"Today we look at every point where a brand interacts with people – traditional categories like film, print and radio but also areas like digital, design, music videos, architecture, live events, PR, shared value, and service design."

All information on this year's categories and entry guidelines can be found on [loeries.com](https://www.loeries.com).

For more, visit: <https://www.bizcommunity.com>