Human-Centered
DESIGN AWARD

Brand Guidelines
for Award Winners

2026

Guidelines Contents

Purpose

This guide explains how winners should use the Human–Centered Design Award mark and badge correctly and consistently across different applications.

Award Identity System

The system includes two elements: the Offline Mark for physical use and the Online Badge for digital platforms, ensuring consistent representation across all touchpoints.

Human-Centered Design Award

This international award celebrates solutions that put people first—designs that inspire, uplift, and create meaningful progress for individuals and communities. From enhancing everyday experiences to shaping systems for the greater good, the Award recognises those who design with purpose and empathy.

Human-Centered Design Logo

The Human–Centred Design logo embodies the principle of placing people at the heart of design.

The stylised human figure at the centre of the circle represents how innovation begins with needs, aspirations and experiences.

The orange colour conveys energy, warmth and creativity, symbolising optimism and the drive to design with empathy and purpose.

The circular form symbolises unity and inclusiveness. The logo reflects a commitment to human-centred design as a foundation for meaningful progress.

Purpose of This Guide

This guide provides clear direction on how to use the Human–Centered Design Award mark and badge correctly and consistently. It is designed for winners to understand which badge or mark to use, how to apply them across different materials, and how to maintain the integrity and recognition of the award identity.

Award Identity System

The system includes two elements: the Offline Mark for physical use and the Online Badge for digital platforms, ensuring consistent representation across all touchpoints.

Offline Mark Formats

Offline mark formats are designed for use in physical materials such as packaging and printed media. These formats ensure clarity, legibility, and consistent representation of the Human–Centered Design Award identity across offline applications.

DESIGN AWARD 2026

Winner's Award

DESIGN AWARD 2026 GOLD

Winner's Gold Award

Offline Mark
Clear Space

Always maintain sufficient clear space around the mark to preserve its integrity, visibility, and visual impact.

X

X / 2

**DESIGN AWARD
2026 GOLD**

The clear space around the mark
is 1/2 of the symbol on all sides.

Offline Mark
Minimum Size

To maintain legibility and brand integrity, the mark must never be displayed below the minimum size specified. This ensures clarity across all offline applications. When scaling the mark, always maintain its proportions to prevent distortion.

**DESIGN AWARD
2026 GOLD**

30mm

30mm width for print

Offline Mark
Colour Formats

To maintain brand consistency across various backgrounds and applications, the mark is available in multiple colour formats. These variations ensure optimal legibility and adaptability in different contexts.

DESIGN AWARD 2026 GOLD

DESIGN AWARD 2026 GOLD

DESIGN AWARD 2026 GOLD

Offline Mark
Black and White Formats

The mark may be used in black and white when colour reproduction is not possible or when simplicity is required. These formats ensure the mark remains clear, legible, and consistency.

**DESIGN AWARD
2026 GOLD**

**DESIGN AWARD
2026 GOLD**

Offline Mark
Misuses

To maintain brand consistency, the mark should always be used correctly.
Below are examples of incorrect usage of the mark.

Do not stretch or warp the mark in anyway.

Do not change any of the colour in the mark.

Do not attempt to apply strokes in anyway.

Do not apply any special effects to the mark.

Do not adjust saturation, brightness, contrast,
or any other visual attributes within the mark.

Do not placed the mark on similarly–coloured background.

Offline Mark
with Award Logos

This guideline explains how to arrange the mark with award logos in vertical and horizontal layouts, ensuring consistent alignment, visual balance, and clear brand recognition.

Vertical Layout

Structure & Clear Spacing
Maintain clear space equal to 1/2
of the symbol around the entire mark.

Minimum Size
Ensure the badge is never displayed smaller
than 8mm in height to maintain legibility.

Offline Mark
with Award Logos

This guideline explains how to arrange the mark with award logos in vertical and horizontal layouts, ensuring consistent alignment, visual balance, and clear brand recognition.

Horizontal Layout

Structure & Clear Spacing
Maintain clear space equal to 1/2
of the symbol around the entire mark.

Minimum Size
Ensure the badge is never displayed smaller
than 8mm in height to maintain legibility

Offline Mark
– Usage Examples

This guideline explains how to arrange the mark with award logos in vertical and horizontal layouts, ensuring consistent alignment, visual balance, and clear brand recognition.

Vertical Layout

Horizontal Layout
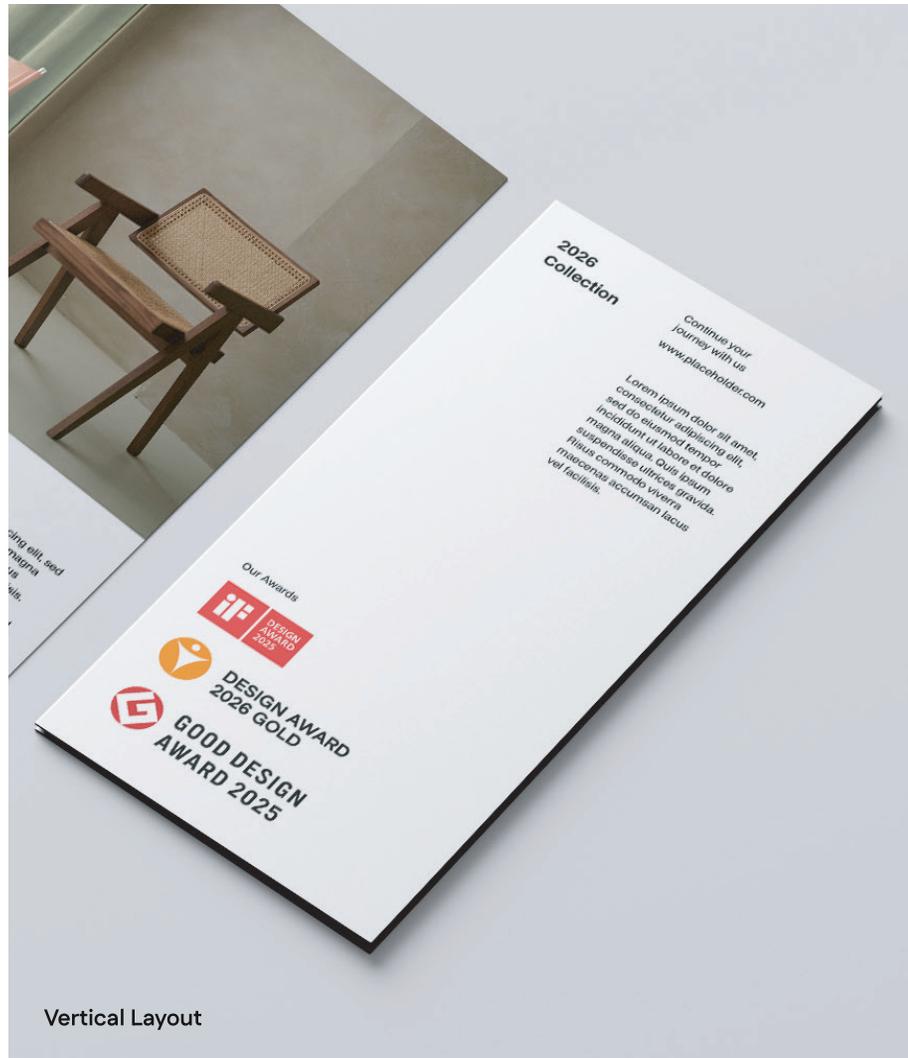
Online Badge Formats

Online badge formats are designed for use in digital platforms such as social media, and digital communications. These formats ensure clarity, legibility, and consistent representation of the Human–Centered Design Award identity across online applications.

Vertical Rectangle
Winner's Award

Vertical Rectangle
Winner's Gold Award

Horizontal Rectangle
Winner's Award

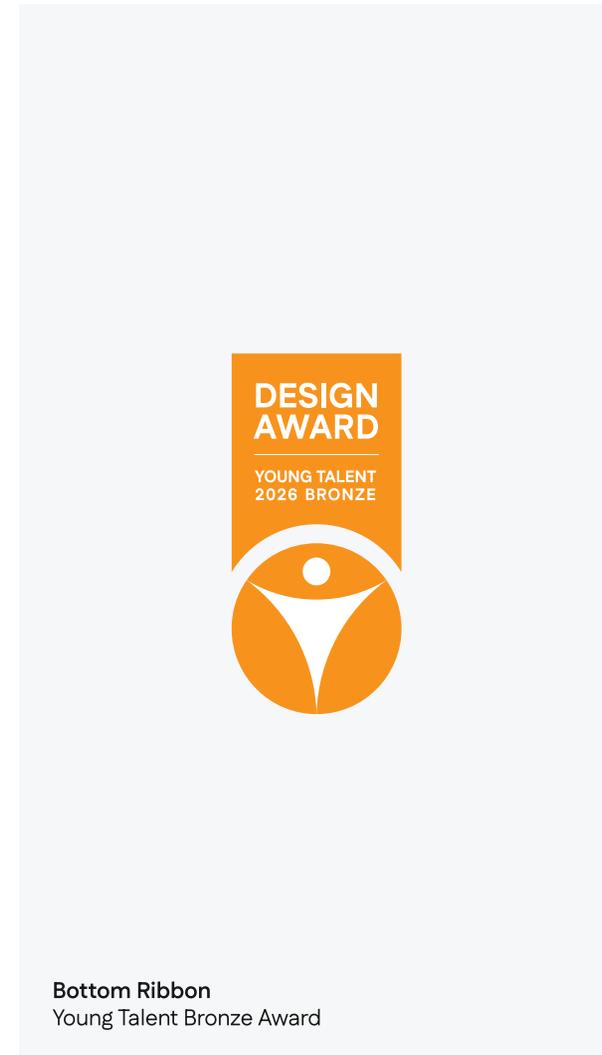**Horizontal Rectangle**
Winner's Gold Award

Online Badge Formats

Online badge formats are designed for use in digital platforms such as social media, and digital communications. These formats ensure clarity, legibility, and consistent representation of the Human–Centered Design Award identity across online applications.

Top Ribbon
Winner's Award

Top Ribbon
Winner's Gold Award

Bottom Ribbon
Winner's Award

Bottom Ribbon
Winner's Gold Award

Online Badge Formats

Online badge formats are designed for use in digital platforms such as social media, and digital communications. These formats ensure clarity, legibility, and consistent representation of the Human–Centered Design Award identity across online applications.

DESIGN AWARD
YOUNG TALENT
2026 GOLD

Top Ribbon
Young Talent Gold Award

DESIGN AWARD
YOUNG TALENT
2026 SILVER

Top Ribbon
Young Talent Silver Award

DESIGN AWARD
YOUNG TALENT
2026 BRONZE

Top Ribbon
Young Talent Bronze Award

Online Badge Formats

Online badge formats are designed for use in digital platforms such as social media, and digital communications. These formats ensure clarity, legibility, and consistent representation of the Human–Centered Design Award identity across online applications.

DESIGN AWARD
YOUNG TALENT
2026 GOLD

Bottom Ribbon
Young Talent Gold Award

DESIGN AWARD
YOUNG TALENT
2026 SILVER

Bottom Ribbon
Young Talent Silver Award

DESIGN AWARD
YOUNG TALENT
2026 BRONZE

Bottom Ribbon
Young Talent Bronze Award

Online Badge
Clear Space

Always maintain sufficient clear space around the badge to preserve its integrity, visibility, and visual impact.

X / 3

X

DESIGN AWARD 2026 GOLD

X / 3

X

DESIGN AWARD 2026 GOLD

Vertical Rectangle
The clear space around the rectangle badge is 1/3 of the symbol on all sides.

Horizontal Rectangle
The clear space around the rectangle badge is 1/3 of the symbol on all sides.

Online Badge
Clear Space

Always maintain sufficient clear space around the badge to preserve its integrity, visibility, and visual impact.

X / 3

X

Top Ribbon
The clear space around the ribbon badge
is 1/3 of the symbol size on all sides.
The bottom side is excluded from this rule,
as the badge must align with the edge of the frame.

X

X / 3

Bottom Ribbon
The clear space around the ribbon badge
is 1/3 of the symbol size on all sides.
The top side is excluded from this rule,
as the badge must align with the edge of the frame.

Online Badge
Minimum Size

To maintain legibility and brand integrity, the badge must never be displayed below the minimum size specified. This ensures clarity across all offline applications. When scaling the badge, always maintain its proportions to prevent distortion.

DESIGN
AWARD
2026
GOLD

40px

Vertical Rectangle
40px width for online use

DESIGN
AWARD
2026
GOLD

70px

Horizontal Rectangle
70px width for online use

Online Badge
Minimum Size

To maintain legibility and brand integrity, the badge must never be displayed below the minimum size specified. This ensures clarity across all offline applications. When scaling the badge, always maintain its proportions to prevent distortion.

DESIGN
AWARD
2 0 2 6
G O L D

|—————— 40px ——————|

Top Ribbon
40px width for online use

DESIGN
AWARD
2 0 2 6
G O L D

|—————— 40px ——————|

Bottom Ribbon
40px width for online use

Online Badge
Colour Formats

To maintain brand consistency across various backgrounds and applications, the badge is available in multiple colour formats. These variations ensure optimal legibility and adaptability in different contexts.
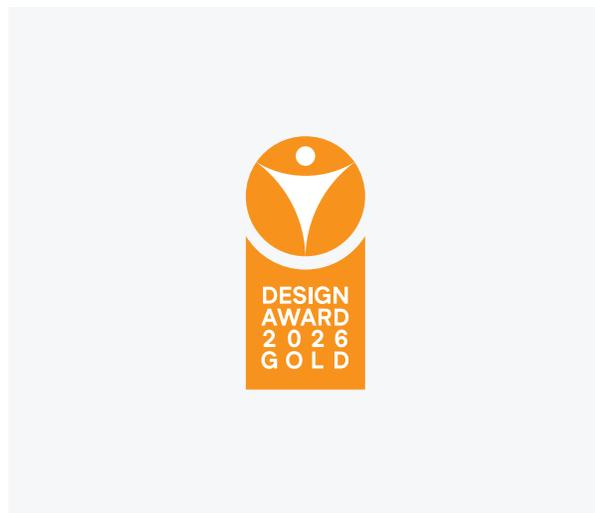
Online Badge
Black and White Formats

The badge may be used in black and white when colour reproduction is not possible or when simplicity is required. These formats ensure the badge remains clear, legible, and consistency.

Rectangle Badge Usage

The badge should be used consistently across digital platforms to ensure clarity and visual consistency, while maintaining proper proportions, placement, and balance. There are two placement options for the rectangle badge. Examples of each placement method are shown below.
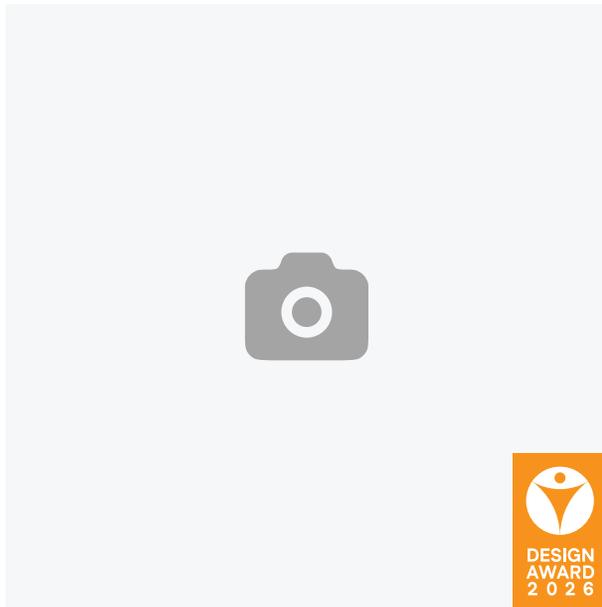
Place the badge without side or bottom padding.
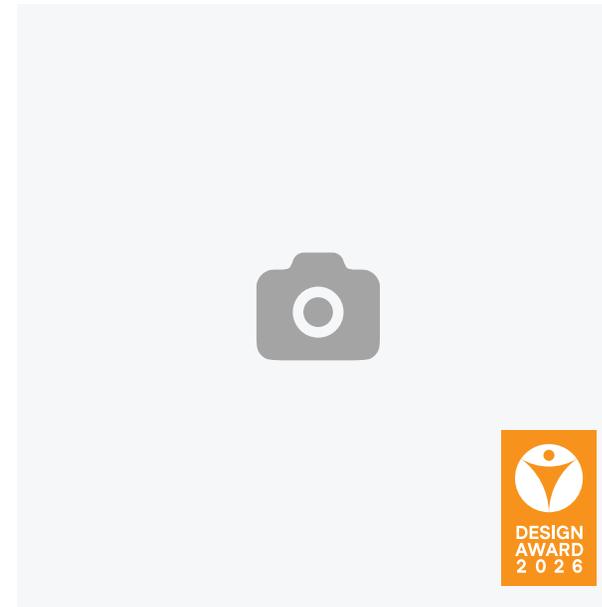
Place the badge with bottom and right padding equal to one–third (1/3) of the symbol size.

Rectangle Badge
Usage for 1:1 Images

The badge should be used consistently across digital platforms to ensure clarity and visual consistency, while maintaining proper proportions, placement, and balance.
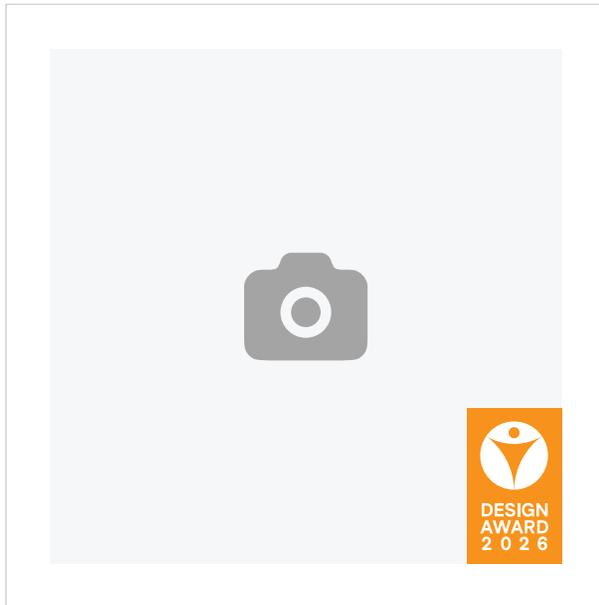
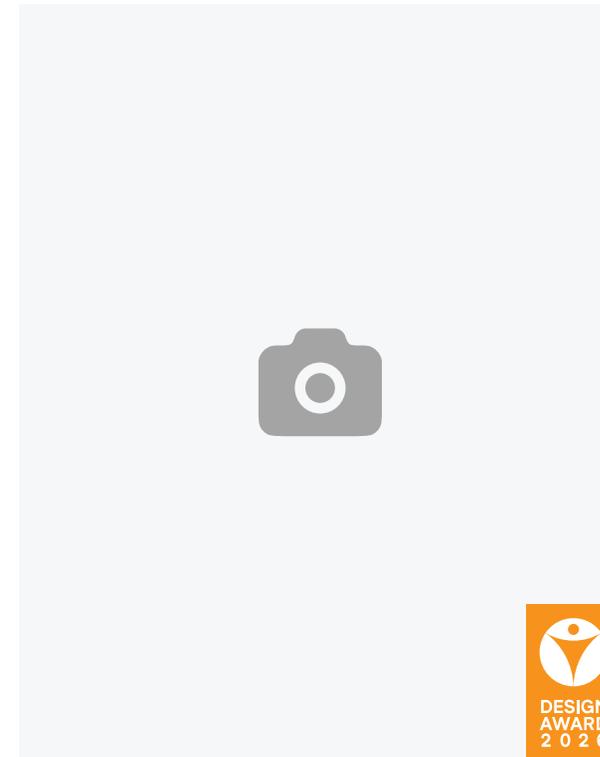Used when the social post includes a defined frame or container.
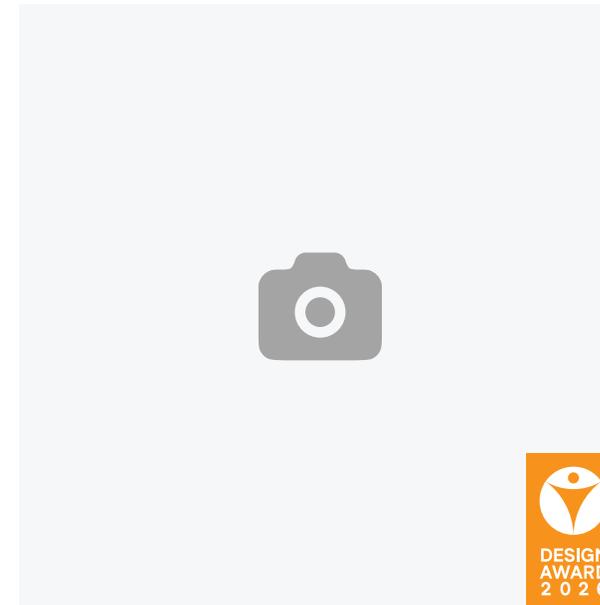
Used when the social post uses a full–bleed image without a frame.

Rectangle Badge
Usage for 3:4 Images

The badge should be used consistently across digital platforms to ensure clarity and visual consistency, while maintaining proper proportions, placement, and balance.
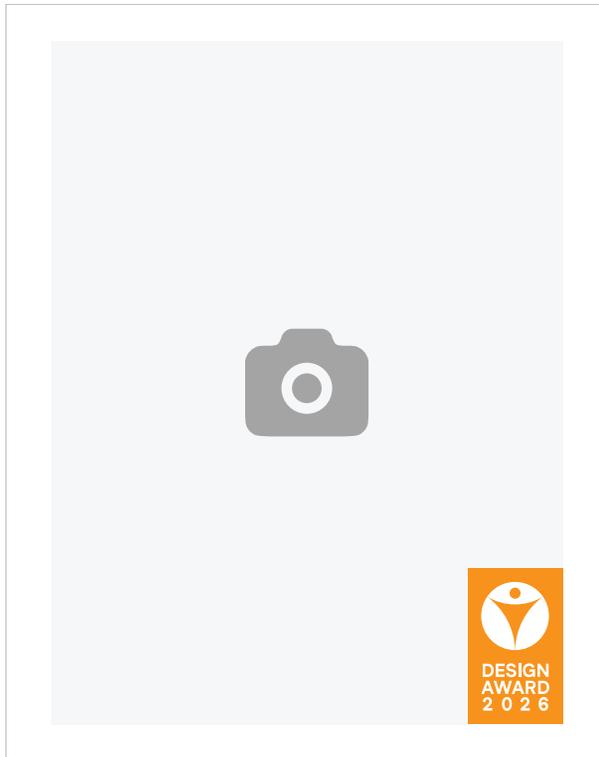
Used when the social post includes a defined frame or container.

Used when the social post uses a full–bleed image without a frame.

Ribbon Badge
Usage for 1:1 Images

The badge should be used consistently across digital platforms to ensure clarity and visual consistency, while maintaining proper proportions, placement, and balance.
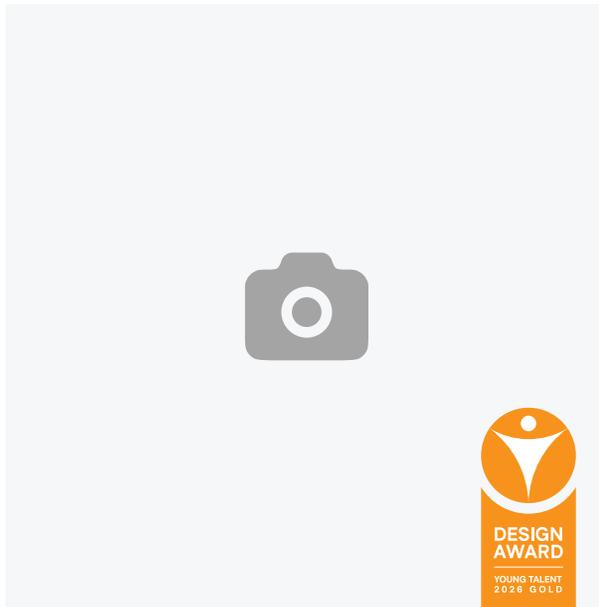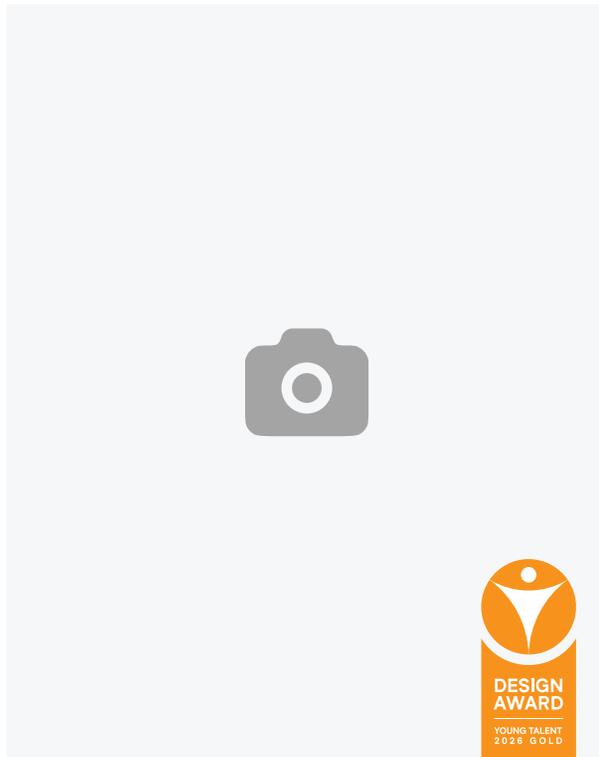

Always place the badge with no bottom padding, and maintain right padding equal to one–third (1/3) of the symbol size.
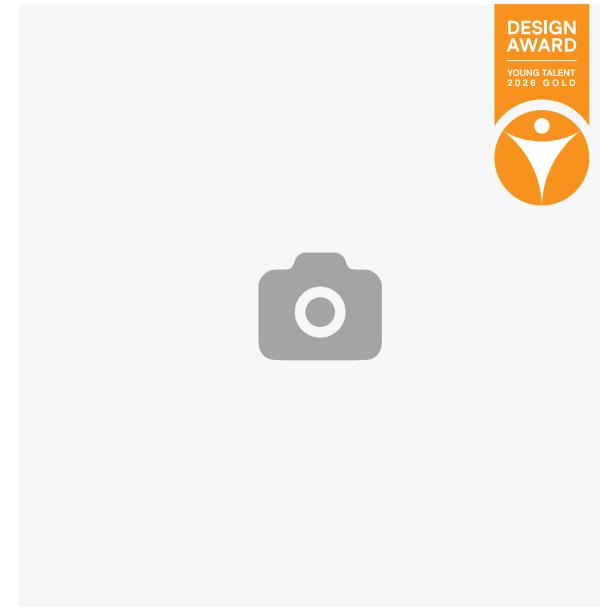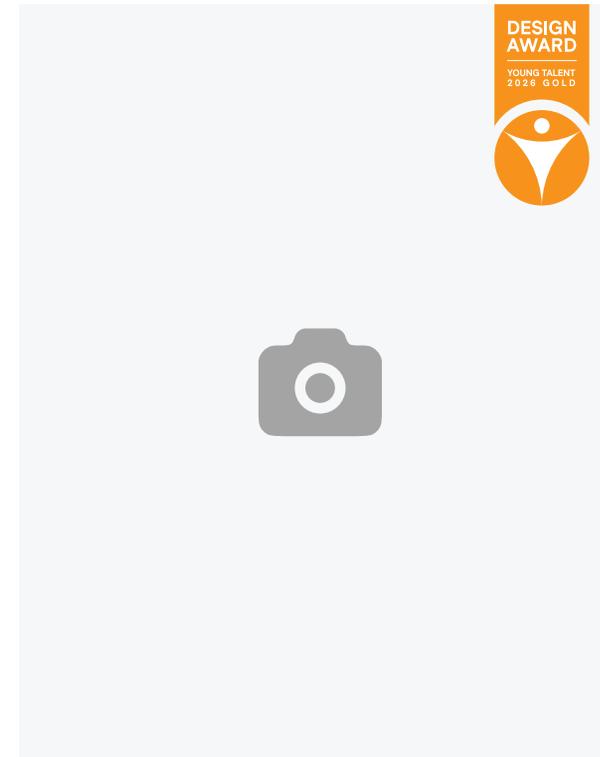

Always place the badge with no top padding, and maintain right padding equal to one–third (1/3) of the symbol size.

Ribbon Badge
Usage for 3:4 Images

The badge should be used consistently across digital platforms to ensure clarity and visual consistency, while maintaining proper proportions, placement, and balance.

Always place the badge with no bottom padding, and maintain right padding equal to one–third (1/3) of the symbol size.

Always place the badge with no top padding, and maintain right padding equal to one–third (1/3) of the symbol size.

Online Badge
Misuses

To maintain brand consistency, the badge should always be used correctly.
Below are examples of incorrect usage of the badge.

Do not stretch or warp the badge in anyway.

Do not change any of the colour in the badge.

Do not attempt to apply strokes in anyway.

Do not apply any special effects to the badge.

Do not adjust saturation, brightness, contrast,
or any other visual attributes within the badge.

Do not placed the badge on similarly–coloured background.

Human-Centered
DESIGN AWARD