

# BLOOM

**The first global  
communication design  
award beyond Latin**

Judged by native experts in your script

# AWARD

# Where Scripts Bloom

## Make your culture visible!

The GRANSHAN Bloom Award recognizes outstanding design solutions across cultures and script systems. The world doesn't write in Latin alone. It writes in Arabic and Bengali, in Khmer, Japanese, Korean, Tamil, Thai – in shapes that are more than marks: they are expressions of heritage, belonging, and emergence.

GRANSHAN is the only international design competition fully dedicated to this richness. Our focus is exclusive: Global scripts beyond Latin are not a category, they are the core. Every entry is judged by jurors who not only see design – they read it. In the original script. In the original language. In the cultural, political, and emotional context it speaks from. Here, design is not only seen – it is understood, in all the shapes and sounds that carry a culture.

The Bloom Award celebrates the strength of the specific. Because only those who know their own script, who speak through their identity, can add a distinct voice to the global chorus – and be truly heard.

***Make your script visible. Make your voice resonate.***  
**Welcome to the very new GRANSHAN Bloom Award!**



**ENTER NOW**  
**GRANSHAN.COM**

**Own your culture**

Let the world become a bigger place

**Global recognition**

**Visibility online**

**Traveling exhibitions**

**Permanent  
GRANSHAN archive**

**Direct connection to  
leading type foundries**

## TIMELINE

01

Submissions open  
**8 December 2025**

02

Early bird  
**8 Dec 2025 - 17 March 2026**

03

Deadline  
**27 October 2026**

04

Winners announced  
**Spring 2027**

## WHO SHOULD ENTER?

- Designer, typographers, and creative directors
- Studios, agencies, and in-house design teams
- Publishers, cultural institutions, and NGOs
- Students and recent graduates
- Brands and organisations working in beyond Latin contexts

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## JURY & AWARDS

100+ jurors: experts in both script + media

Certificate of Excellence for all winners

**Best of the Best** (top 50 projects worldwide)

**Supporting Foundries' Choice Award** –

spotlight from leading type foundries

## ENTRY FEES

### Low-income / Students / Freelancers

for individuals, students, and independent designers with limited resources.

€30–75

### Small & Medium Companies

for studios and agencies with modest team sizes and turnover.

€90–130

### Large Companies

for established agencies, companies, or institutions with greater organisational capacity.

€150–225

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## 9 MEDIA CATEGORIES

**Editorial & Publishing**

**Posters**

**Packaging**

**Digital Media & Interfaces**

**Motion Graphics**

**Environmental Design**

**Campaigns**

**Visual Identity & Branding**

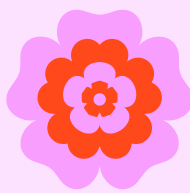
**Experimental Work**

## 8 SCRIPT GROUPS



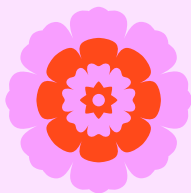
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Arabic derived  
Scripts



ԵՄ

Armenian



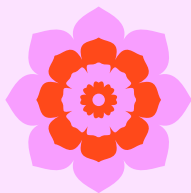
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Chinese



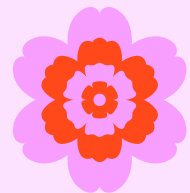
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Greek



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Indic Scripts



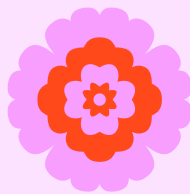
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Japanese



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Korean



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South East  
Asian Scripts

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## EVALUATION CRITERIA

Every entry to the GRANSHAN Bloom Award is judged with care and curiosity – by experts who value both bold ideas and flawless execution. Our criteria reflect the balance between concept, craft, and cultural relevance, ensuring that outstanding work is recognised in all its dimensions.

- **Concept & Innovation**  
Ideas that surprise, inspire, and push the discipline forward.
- **Communication & Clarity**  
Design that speaks with precision and purpose.
- **Visual & Aesthetic Quality**  
Beauty, balance, and detail in perfect harmony.
- **Typographic Excellence**  
Mastery of letterforms and the scripts they belong to.
- **Craftsmanship & Execution**  
Impeccable finish with every element purposefully placed.
- **Usability & Functionality**  
Works seamlessly in both form and function.
- **Cultural & Social Relevance**  
Design that resonates with its time, place, and audience.



# Join the Global Showcase of Communication Design Beyond Latin.

Get your work recognised,  
exhibited, published, and  
archived internationally.

Submit your project at:

**GRANSHAN.COM**



Follow GRANSCHAN on [LinkedIn](#) and [Instagram](#)  
for updates, featured projects,  
and Bloom Award announcements

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