From Seed to Bloom - The New Visual Identity of the GRANSHAN Bloom Award

From seed to bloom – introducing the new visual identity of the Bloom Awards by GRANSHAN, the first global communication design award dedicated to scripts beyond Latin.

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The GRANSHAN Bloom Award is the first global communication design award dedicated to scripts beyond Latin, judged by native experts within each writing system. Building on GRANSHAN's long-standing commitment to celebrating non-Latin type design, Bloom expands the focus from type as an object to type in action - highlighting how these scripts live in real-world communication because visibility without understanding is not enough.

From seed to bloom

Type is the seed. A system of visual codes, shapes drawn with care and intention. But it only becomes itself fully when it is used - when it enters the world and begins to speak.

This idea sits at the heart of Bloom's visual identity. The system moves from seed to flower, from form to expression, reflecting the journey of scripts beyond Latin as they shift from design to lived communication. Growth here is not decoration. It means representing development, application, and impact.

The identity is designed as a visual language that transforms across contexts while staying recognisable, much like the scripts it celebrates. It supports both still and motion-led expressions, with the "blooming" moment signalling emergence, clarity, and voice.

Bloom's new identity is an invitation to look closer. To recognise the expertise embedded in each writing system. And to celebrate communication design that is grounded in culture, shaped by practice, and judged by those who know it best.

Submissions for the GRANSHAN Bloom Award close 22 December 2026. Winners announced in Spring 2027

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