

31 March 2026

GRANSHAN Bloom Awards Identity



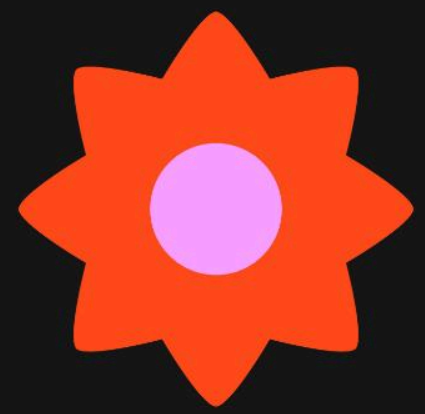
Background

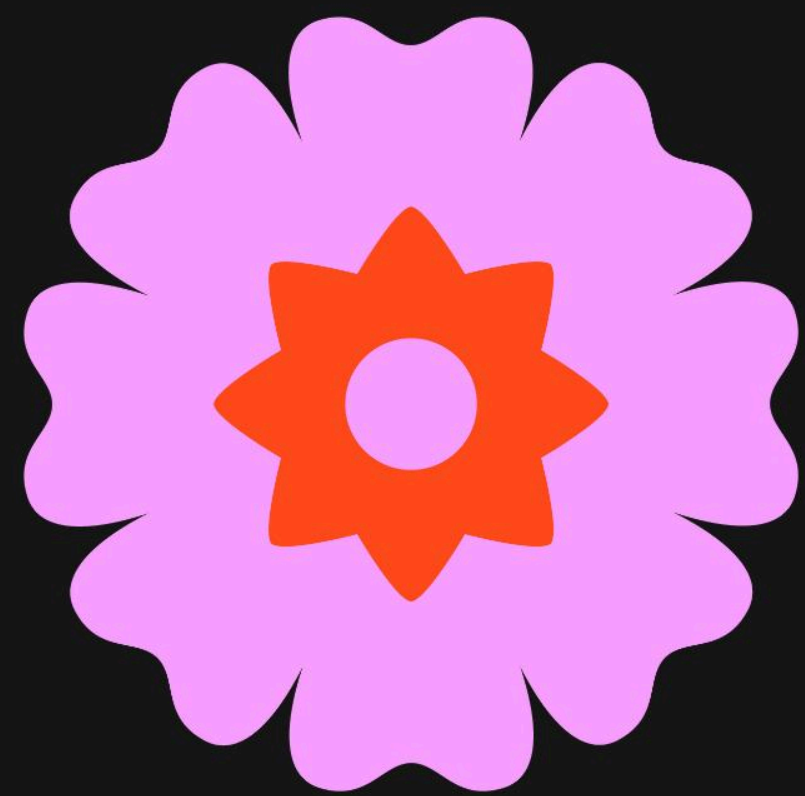
The Bloom Awards by GRANSHAN is the first global communication design award dedicated to scripts beyond Latin – judged by native experts within each writing system. Expanding on GRANSHAN’s legacy of celebrating non-Latin type design, the Bloom Awards recognises how these scripts come to life in real-world communication.

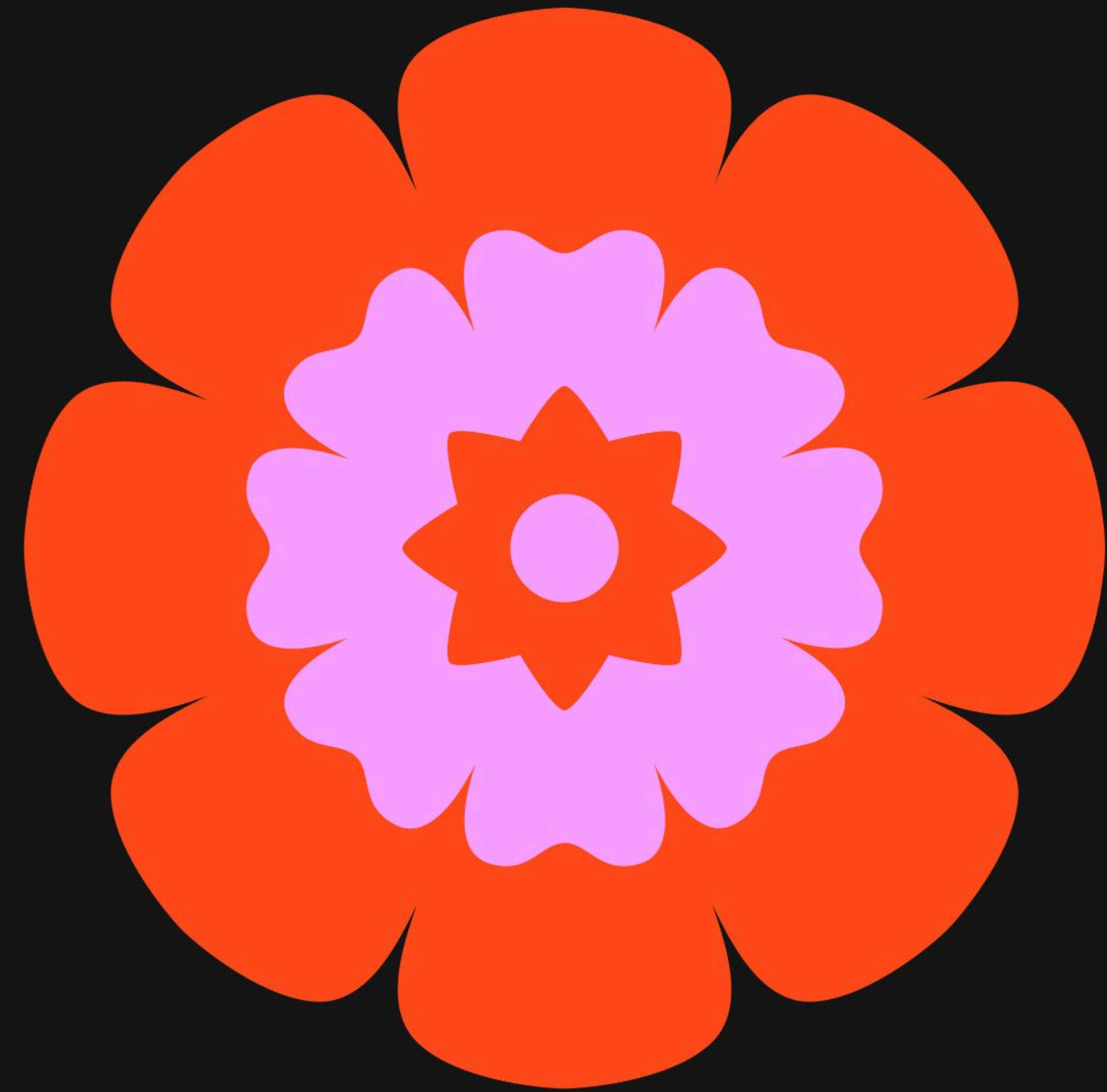
Concept

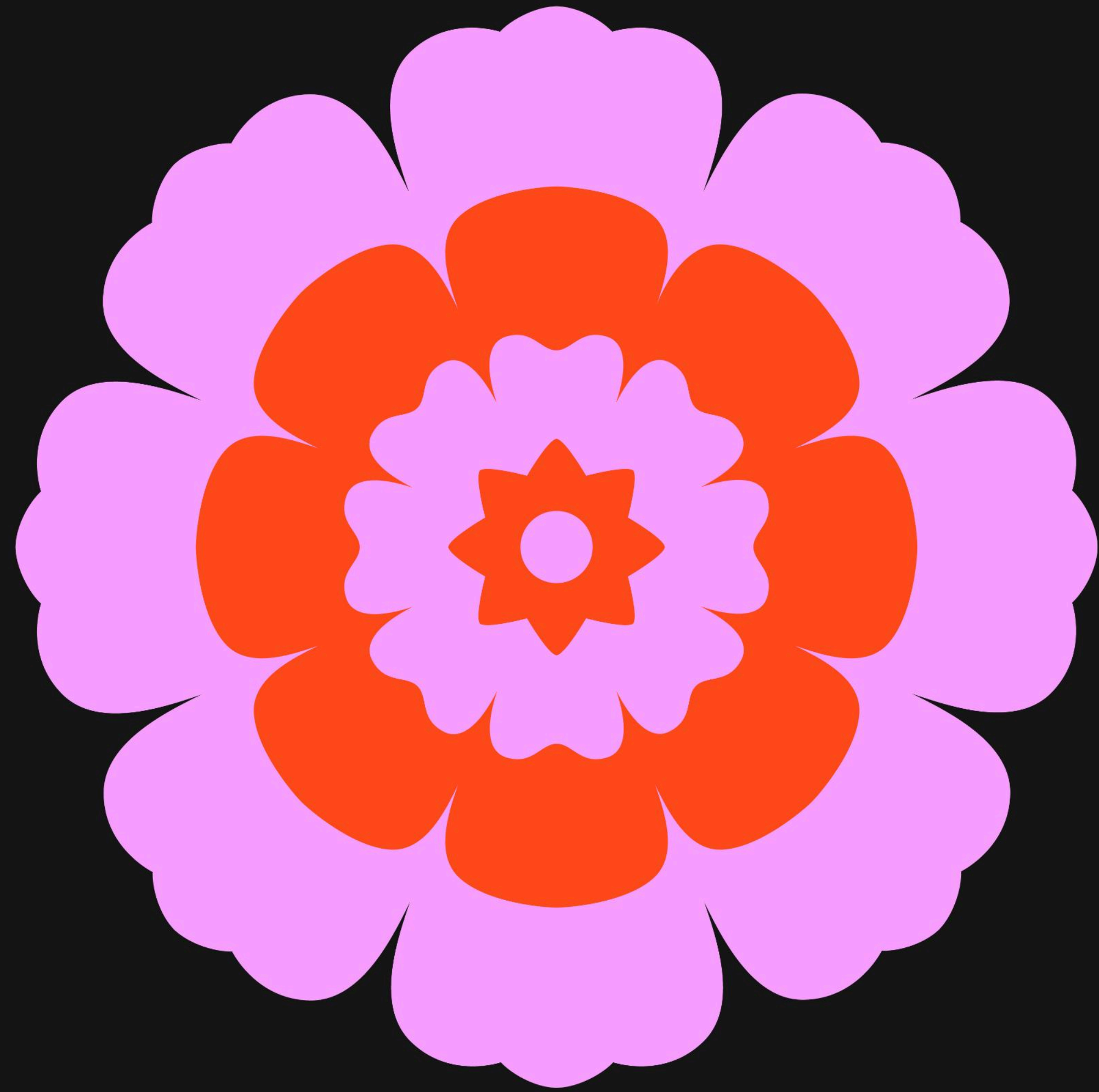
A typeface starts as a seed and, through application, blossoms into communication. This idea defines the identity: a visual language that moves from seed to flower, from form to expression, reflecting how non-Latin scripts come to life in the world.

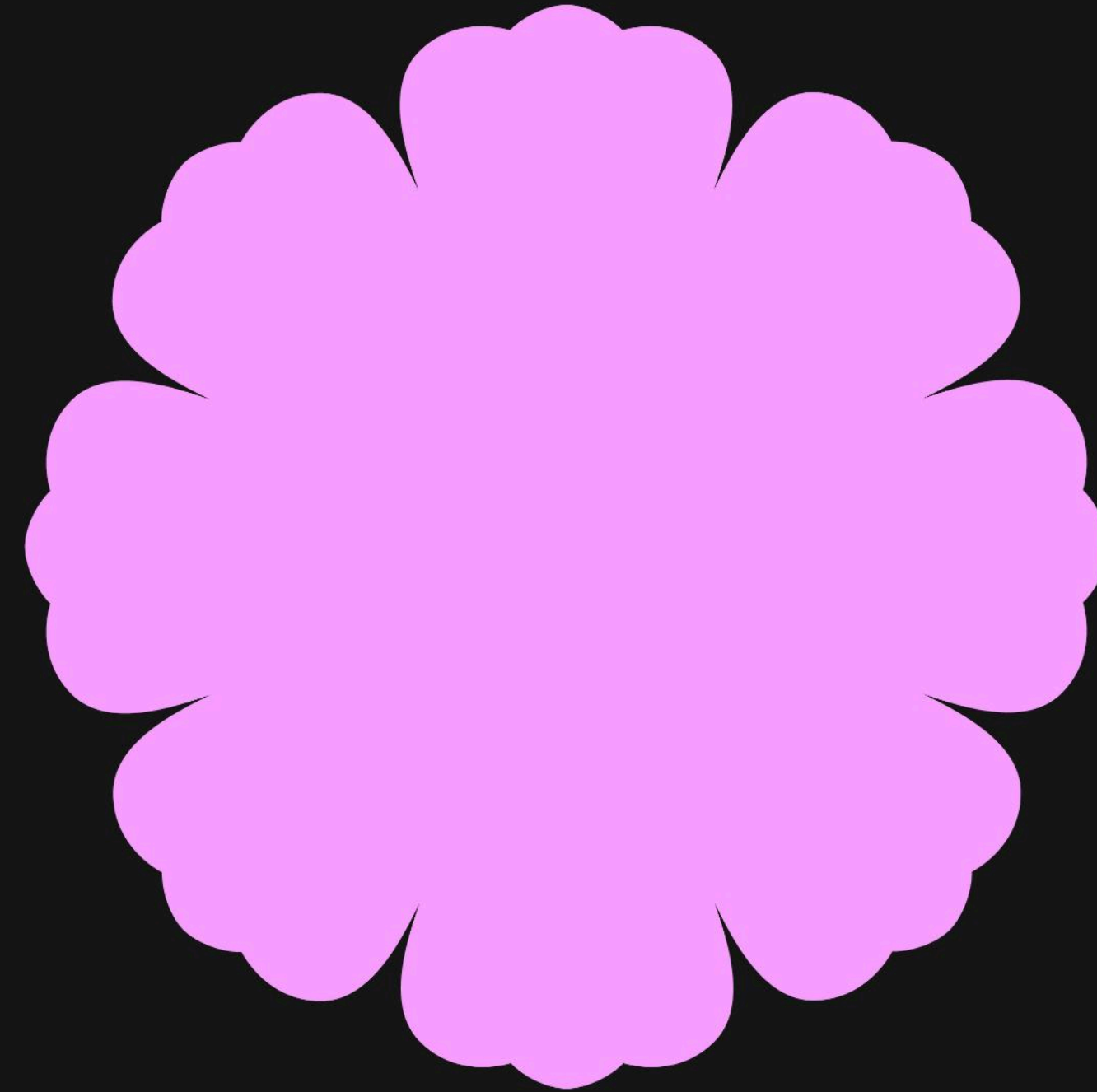
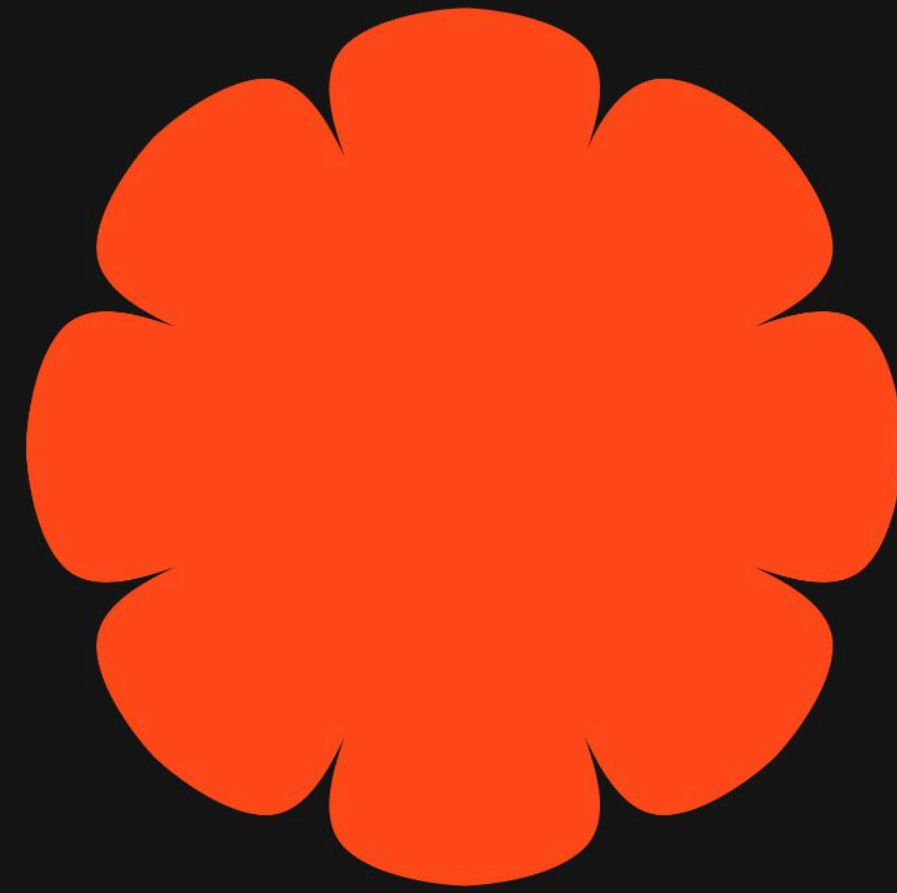
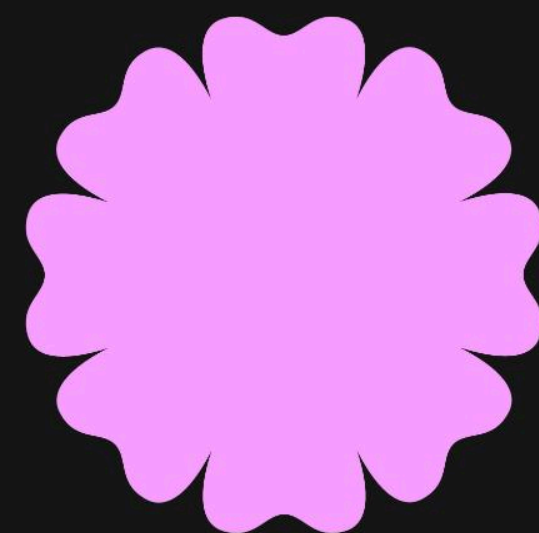






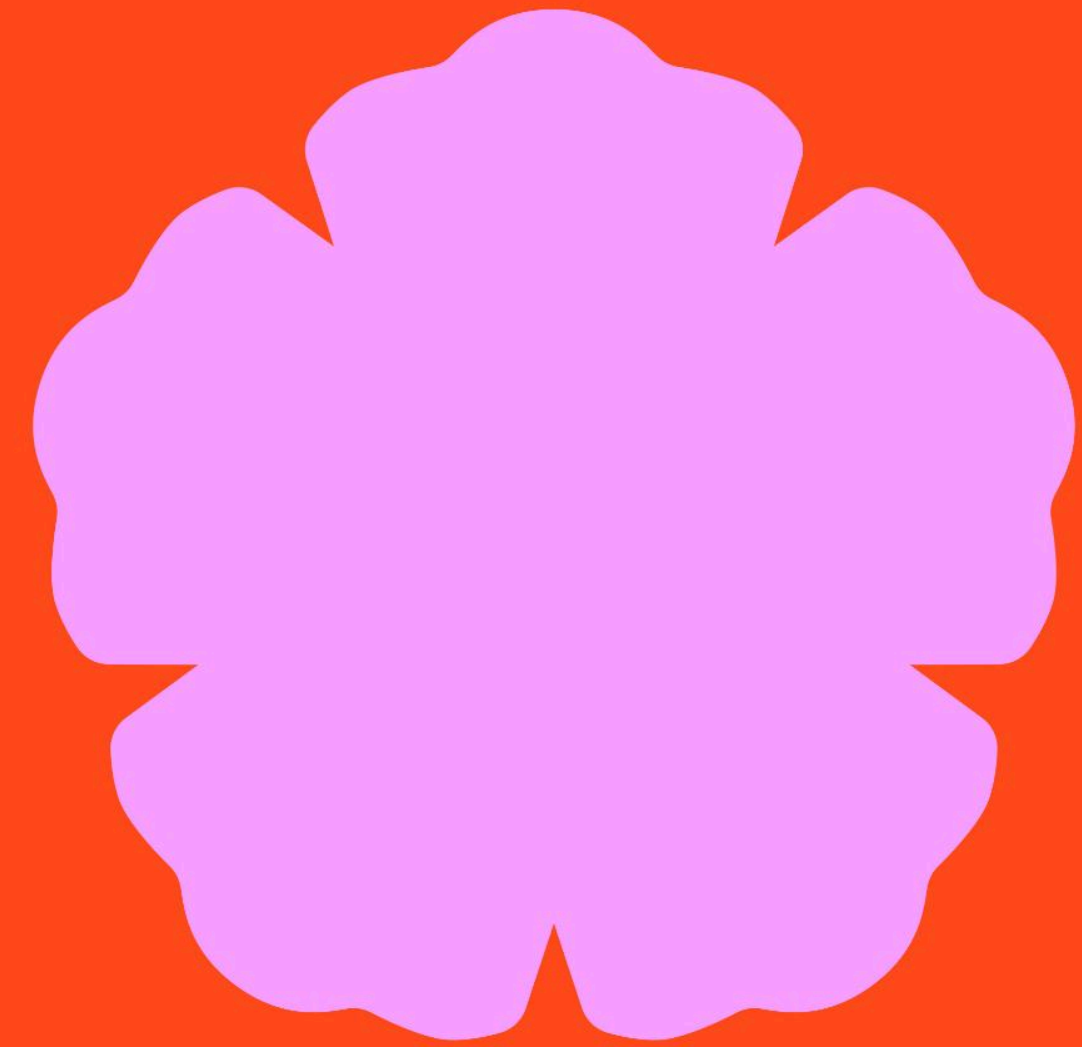
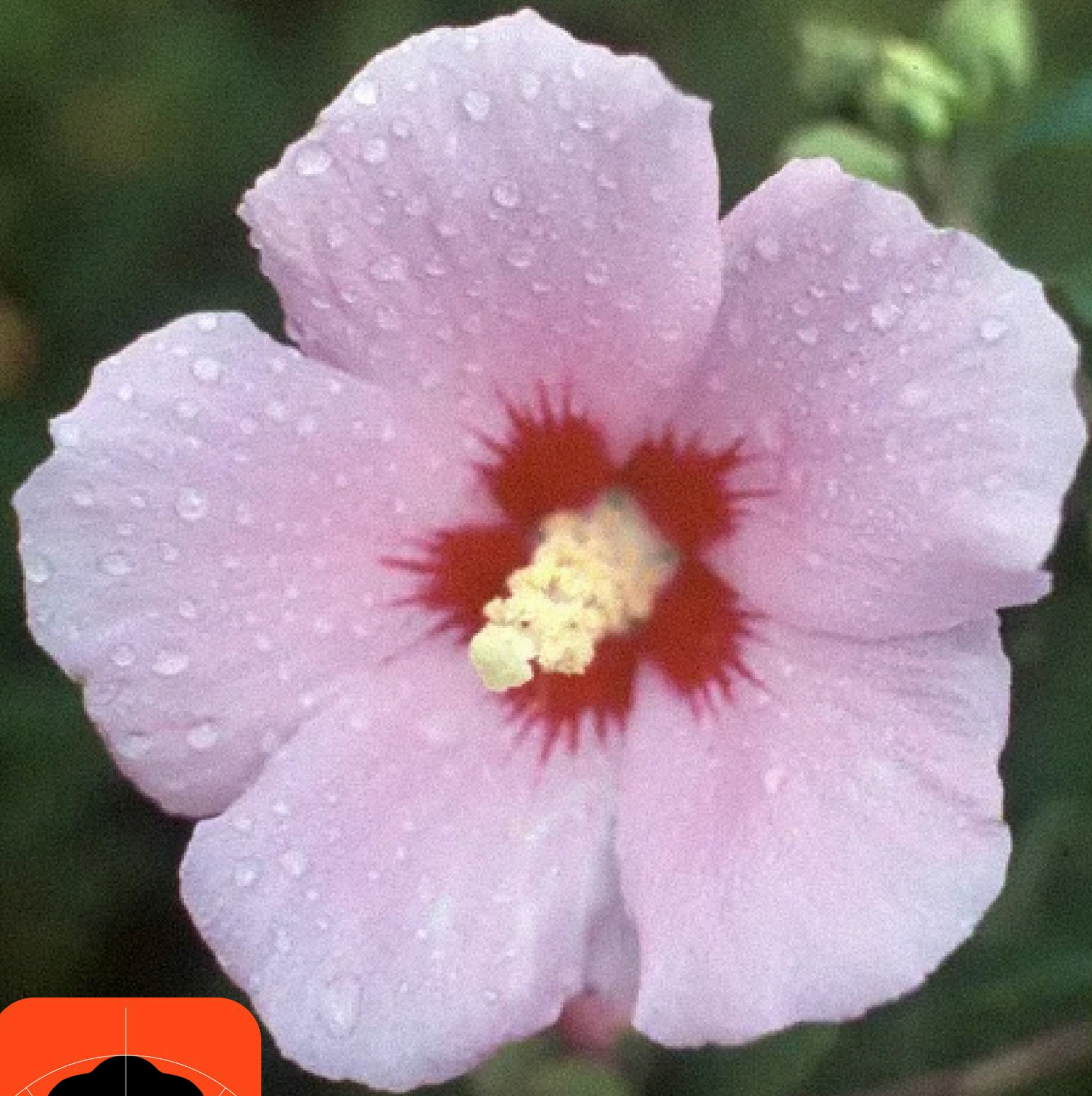






Korean

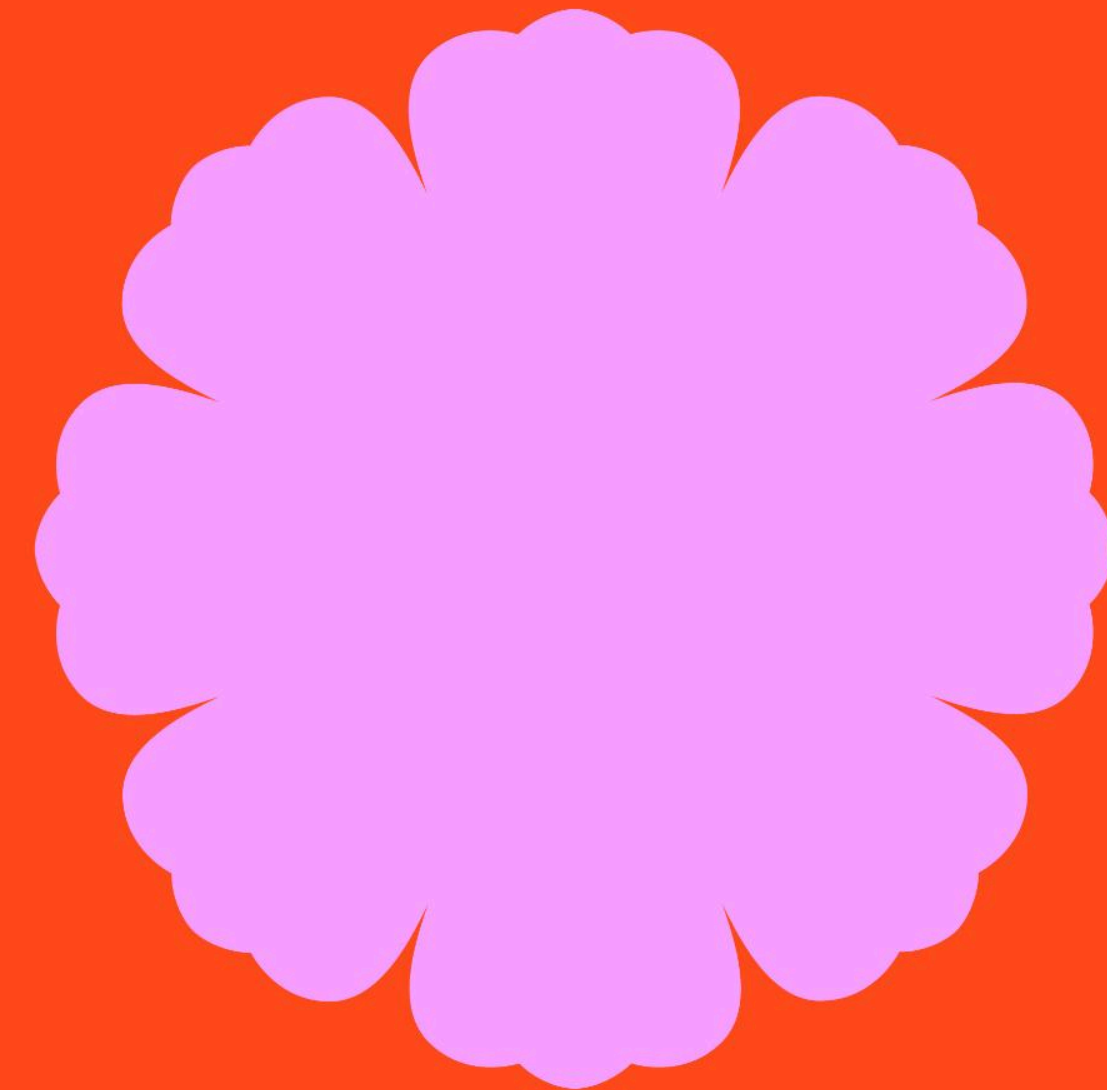
01



Hibiscus Syriacus - Known as Mugunghwa, this flower is the national symbol of South Korea and represents endurance and resilience. Its name translates to "eternal blossom," reflecting its long blooming season and its association with Korean identity and continuity.

Chinese

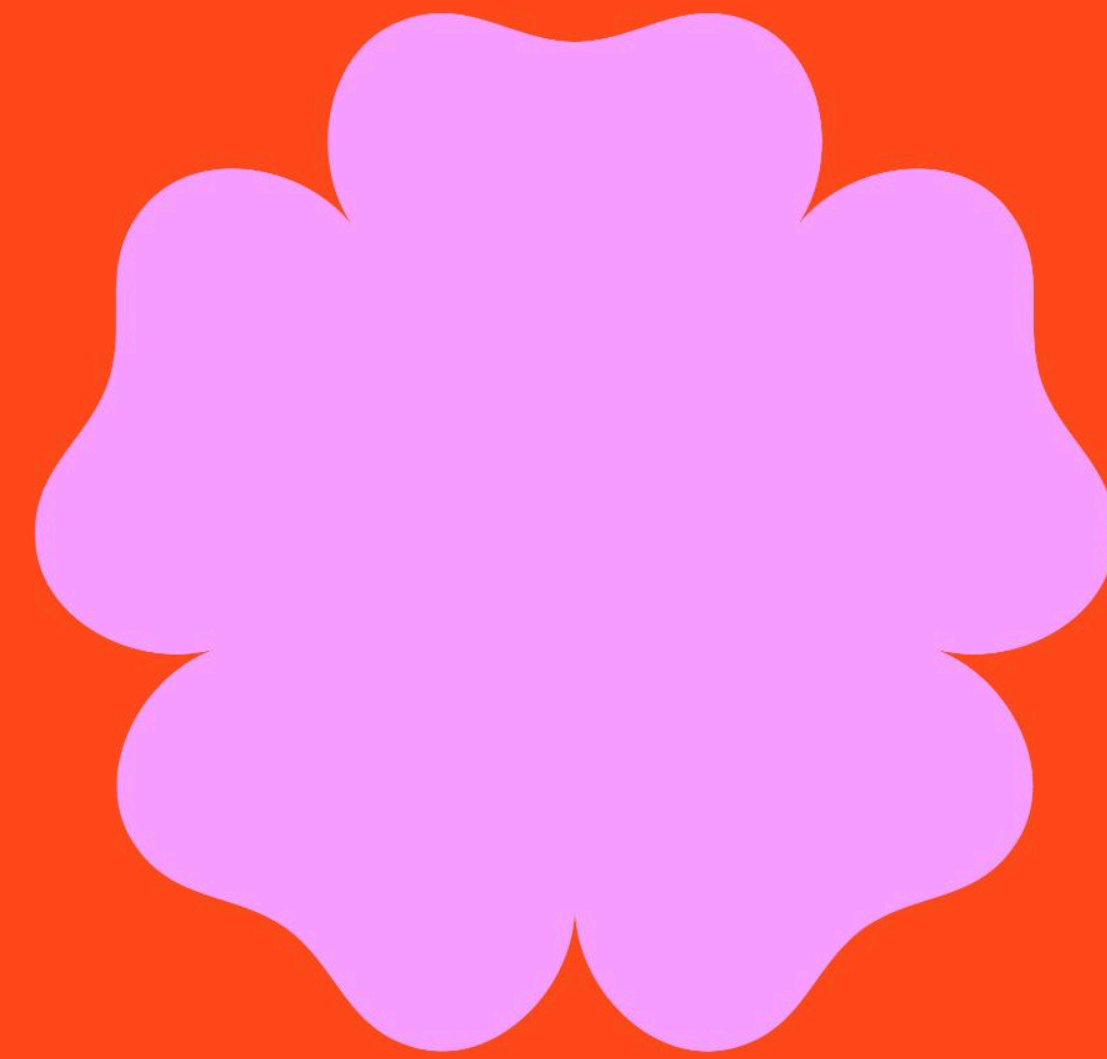
02



Paeonia lactiflora - The pomegranate is a longstanding symbol in Armenian culture, associated with fertility, abundance, and life. It appears frequently in traditional crafts, architecture, and manuscripts, often representing unity through its many seeds contained within a single form.

Armenian

03

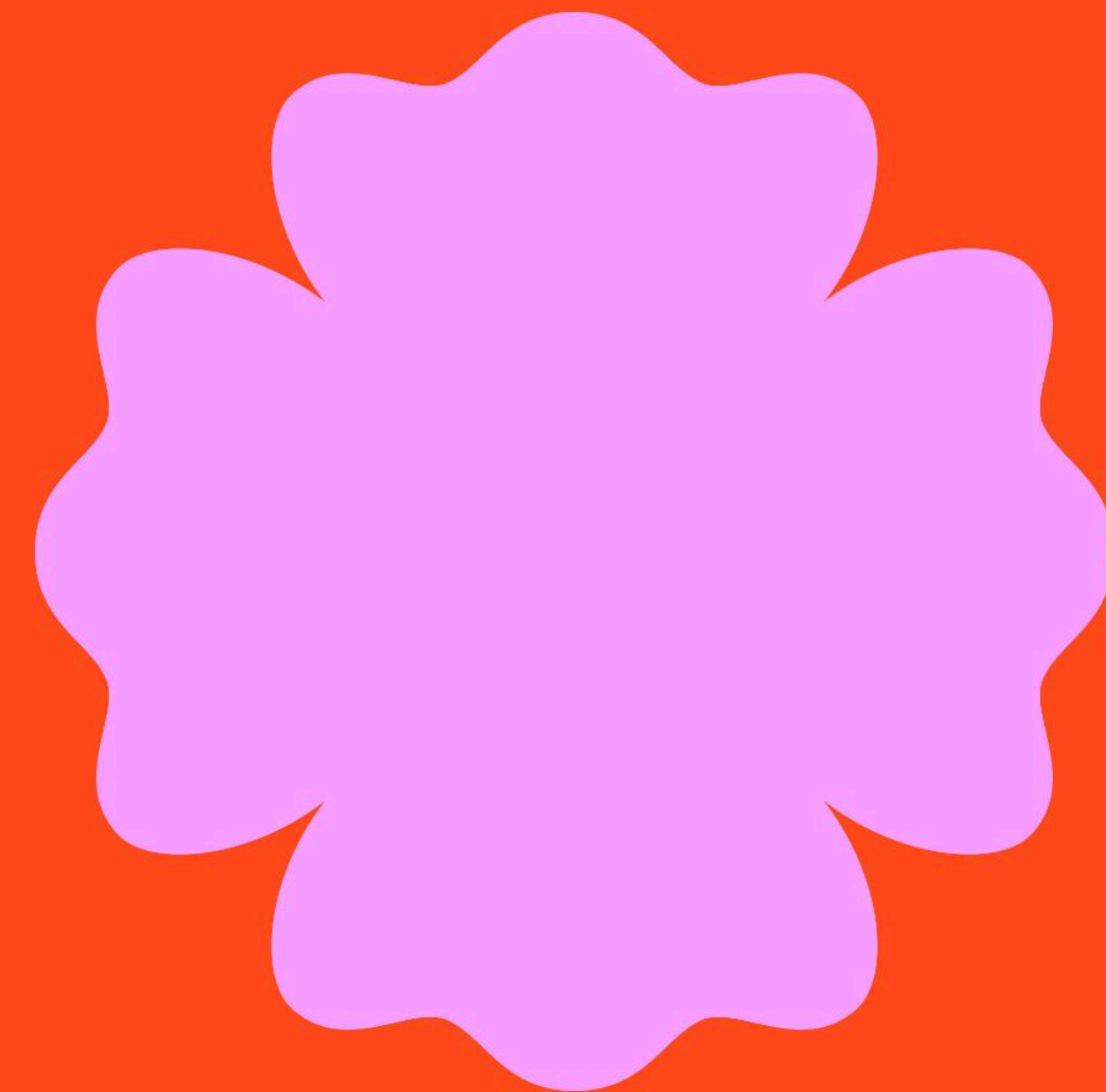


Punica Granatum - The pomegranate is a longstanding symbol in Armenian culture, associated with fertility, abundance, and life. It appears frequently in traditional crafts, architecture, and manuscripts, often representing unity through its many seeds contained within a single form.



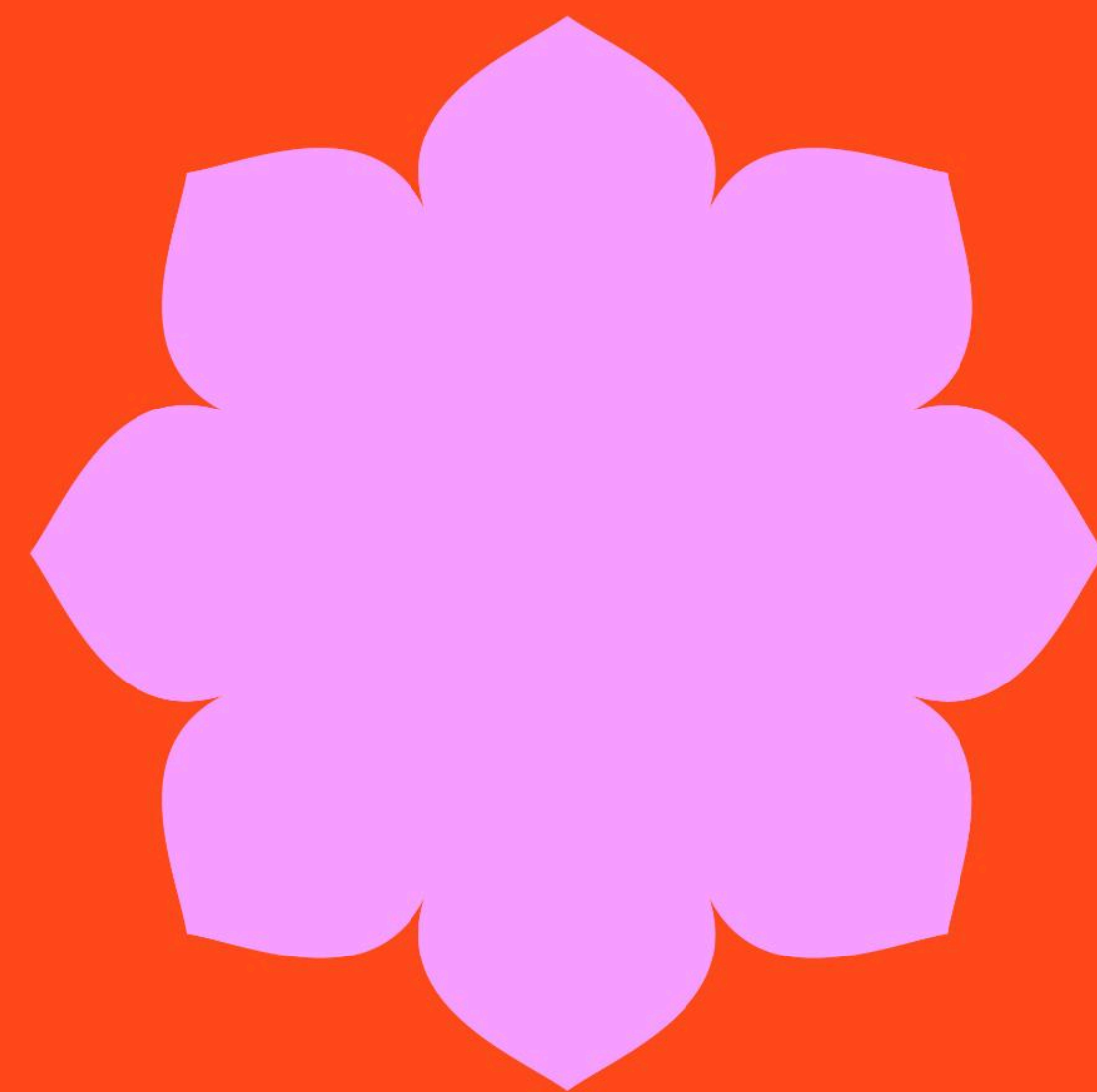
Greek

04



Acanthus Mollis - The acanthus is a defining motif in classical Greek architecture, most notably in the capitals of Corinthian columns. Its stylized leaves became a lasting symbol of artistic refinement and have been widely adopted in Western decorative traditions.

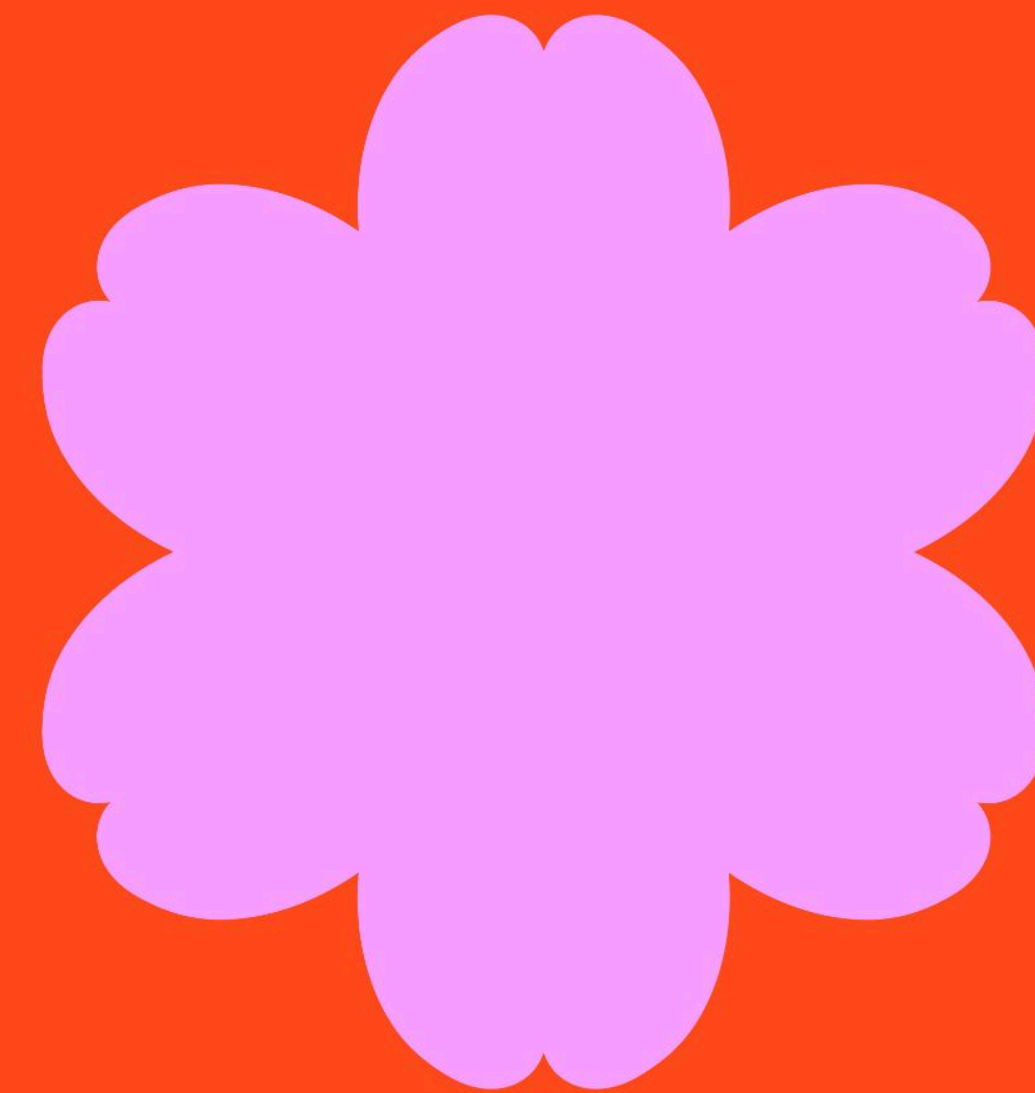
Indic/South Asian 05



Nelumbo Nucifera - The lotus holds deep spiritual significance across Hinduism, Buddhism, and Jainism, where it represents purity, enlightenment, and rebirth. Its image is central to religious art and philosophy, often symbolizing the emergence of beauty from adversity.

Japanese

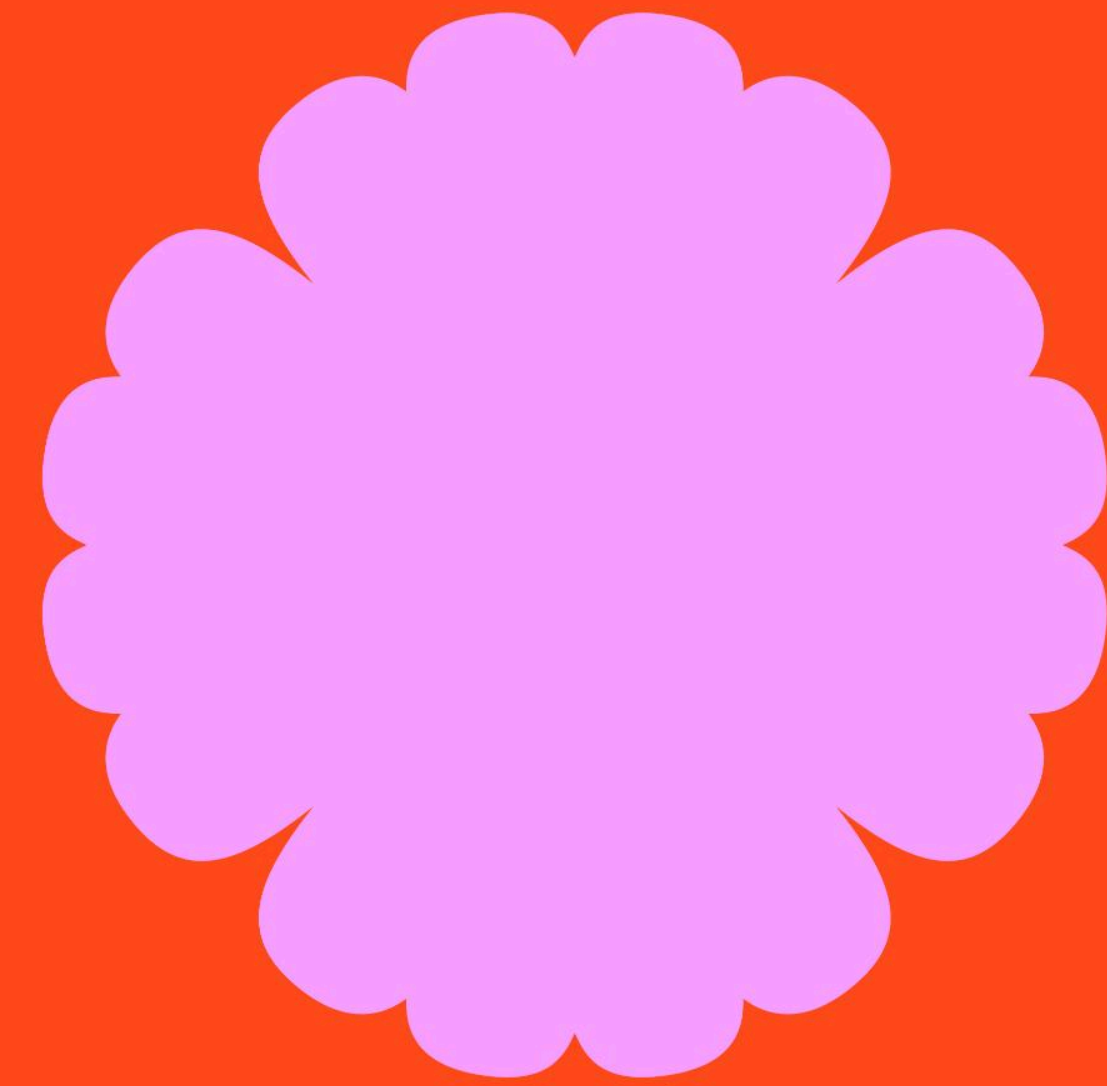
06



Prunus Serrulata - Cherry blossoms, or sakura, are a central symbol in Japanese culture, representing the transience of life. Celebrated through seasonal festivals, they embody the aesthetic concept of *mono no aware*, reflecting an appreciation for fleeting beauty.

South East Asian

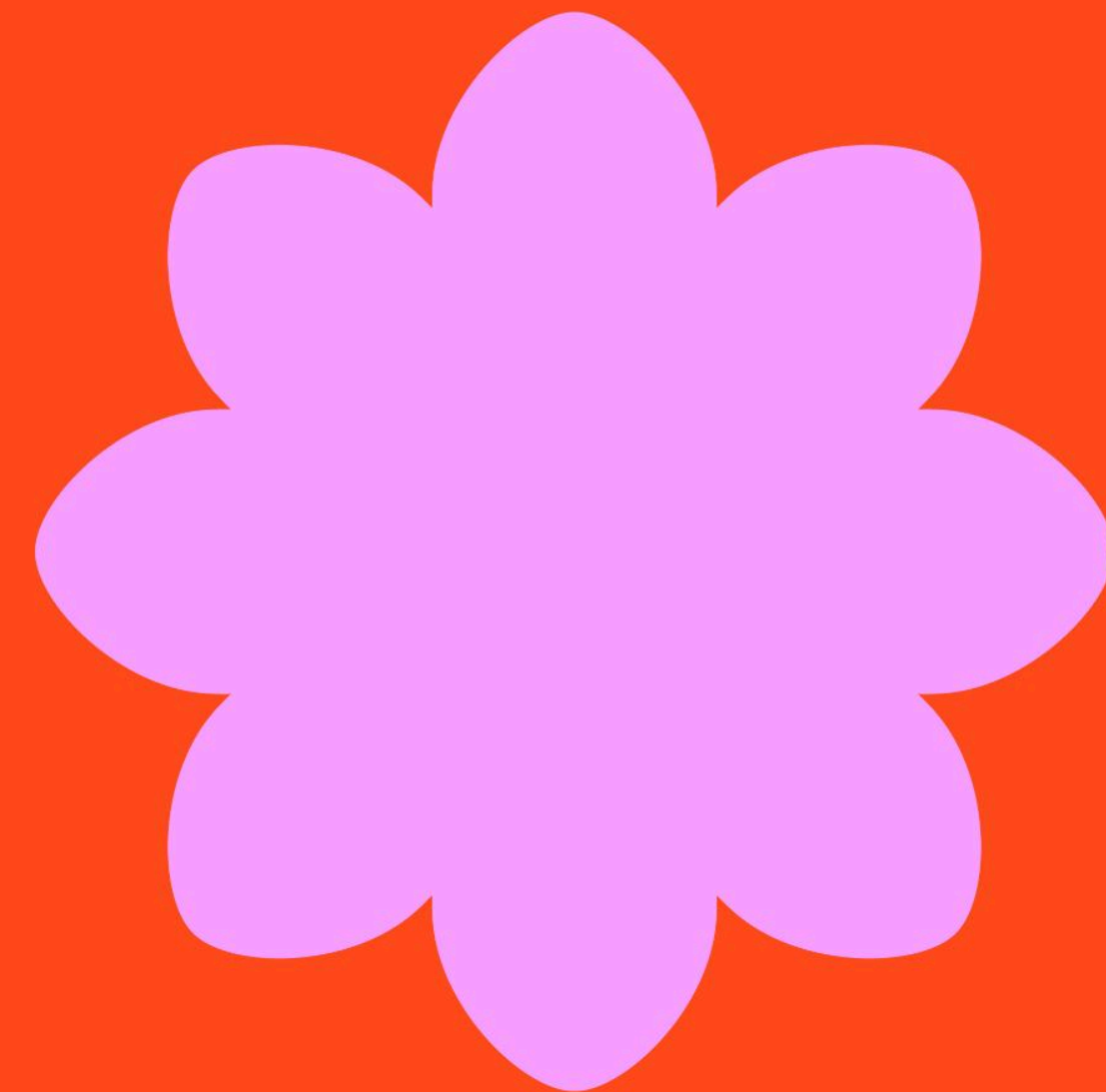
07



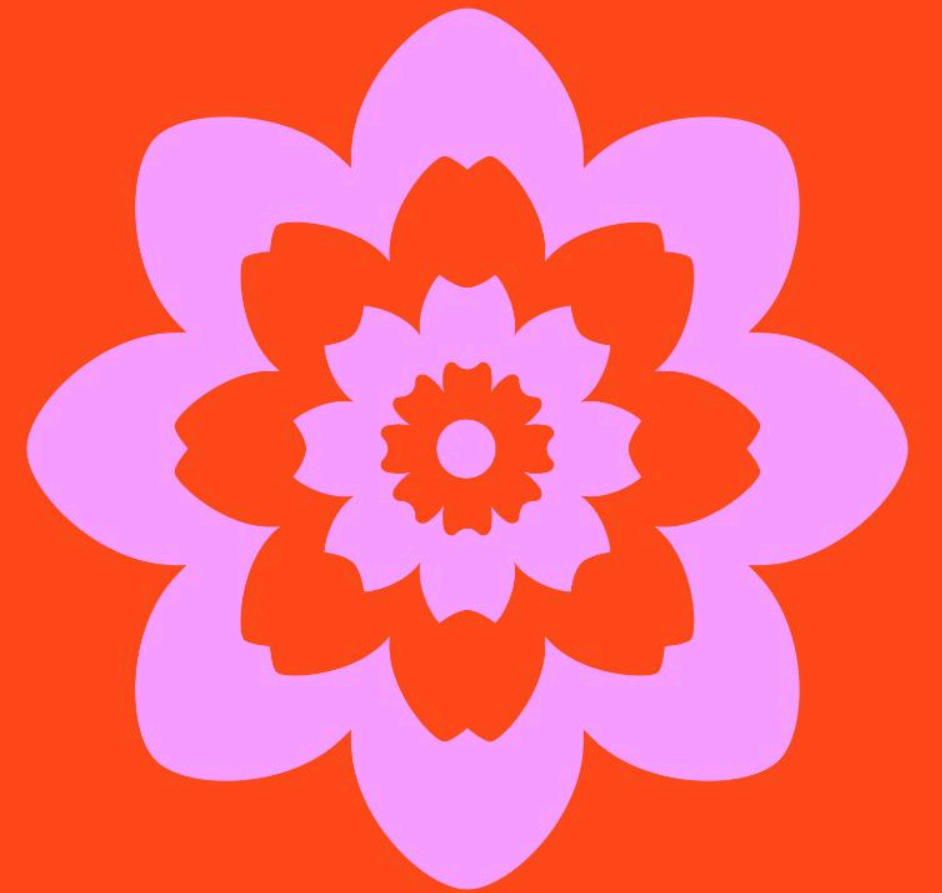
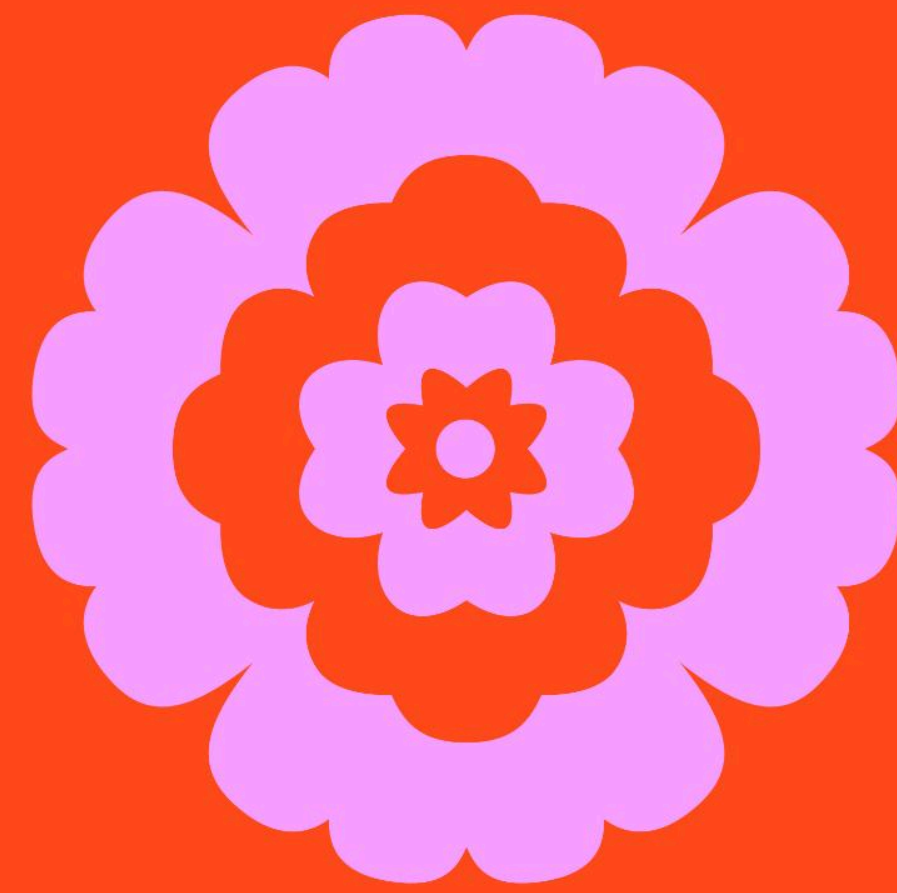
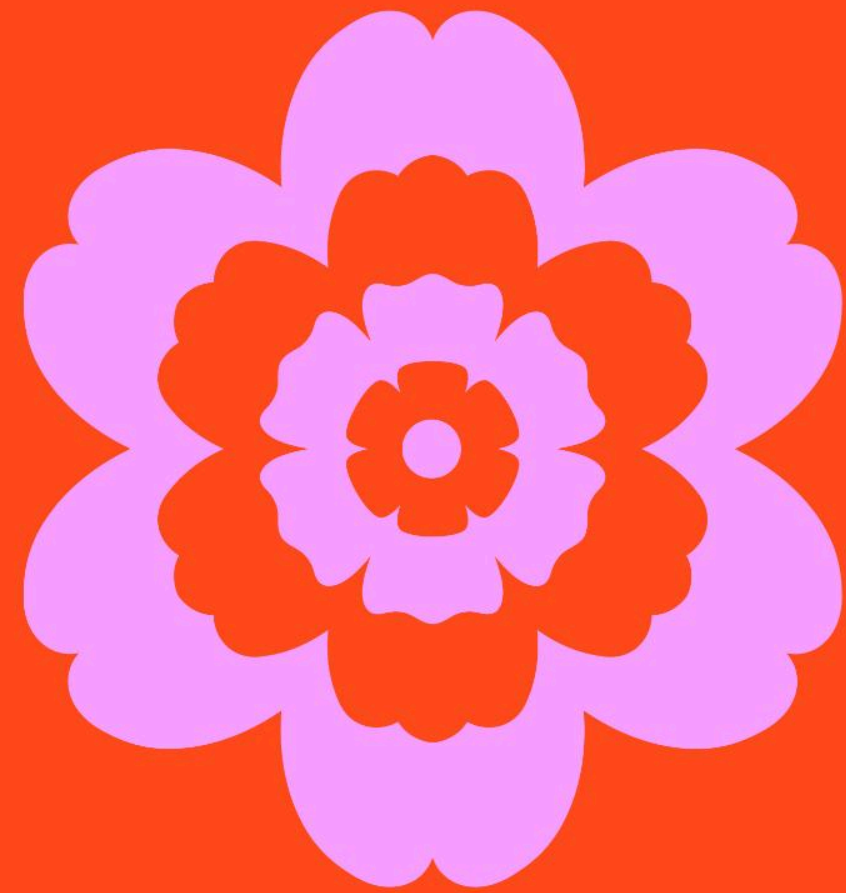
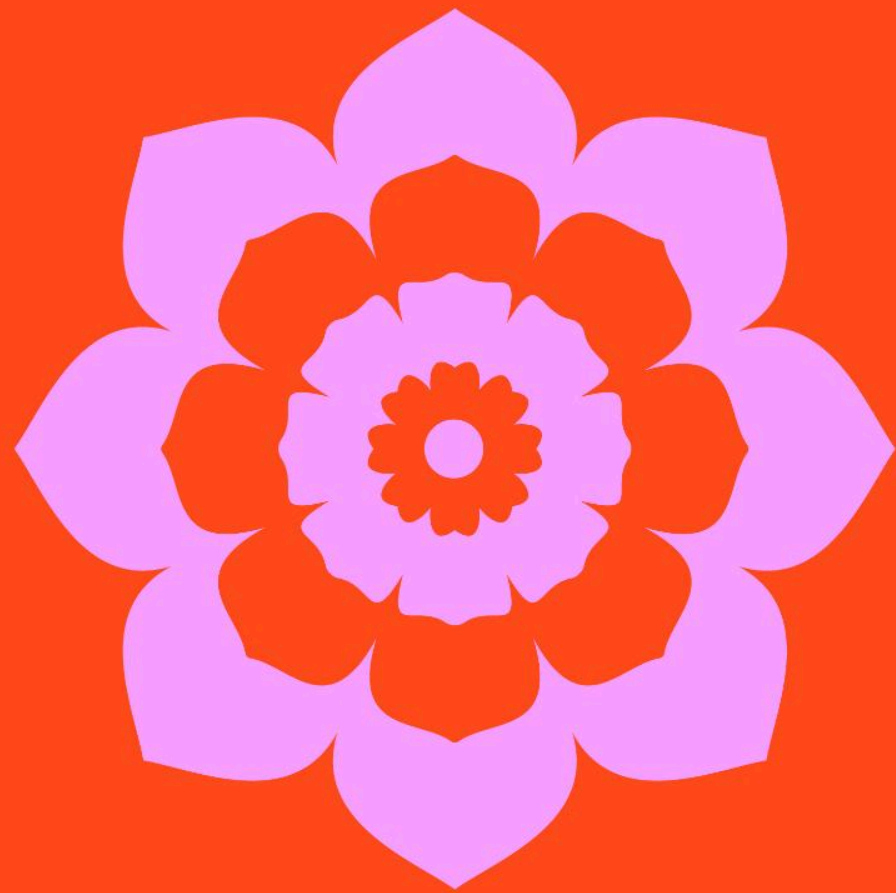
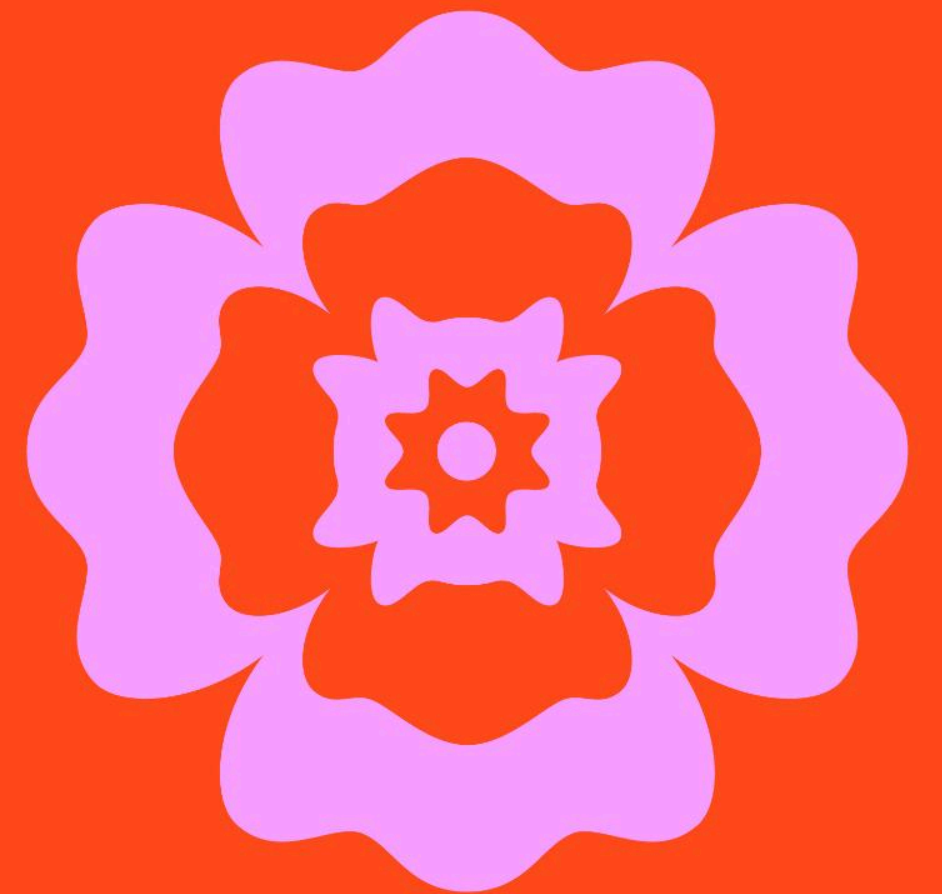
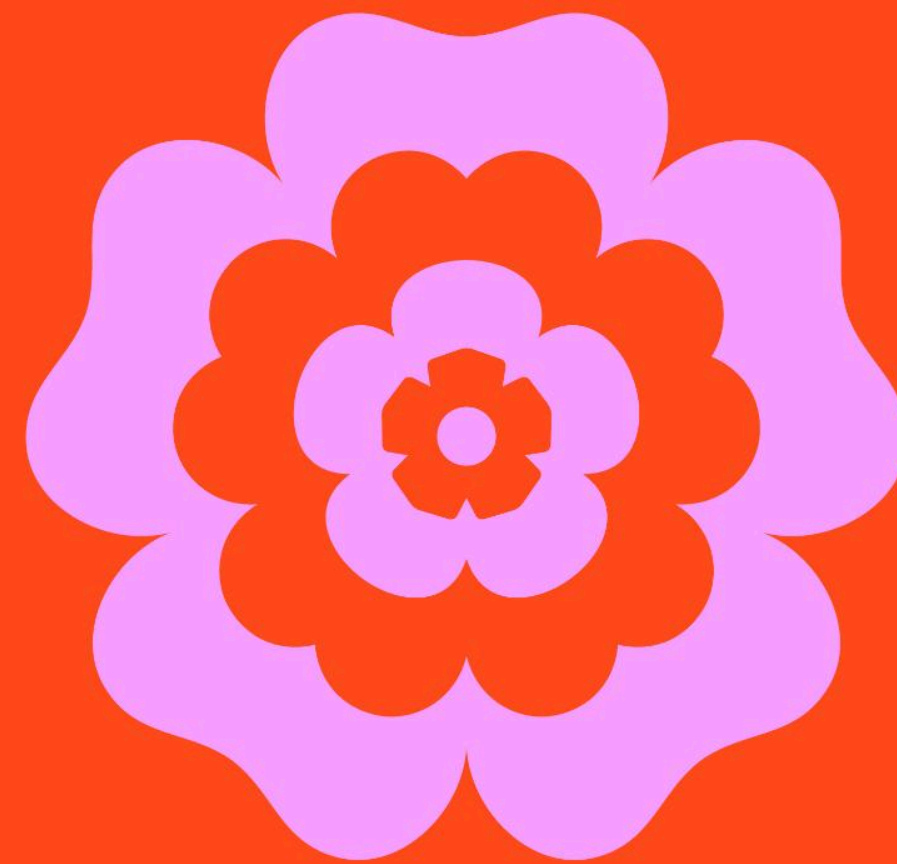
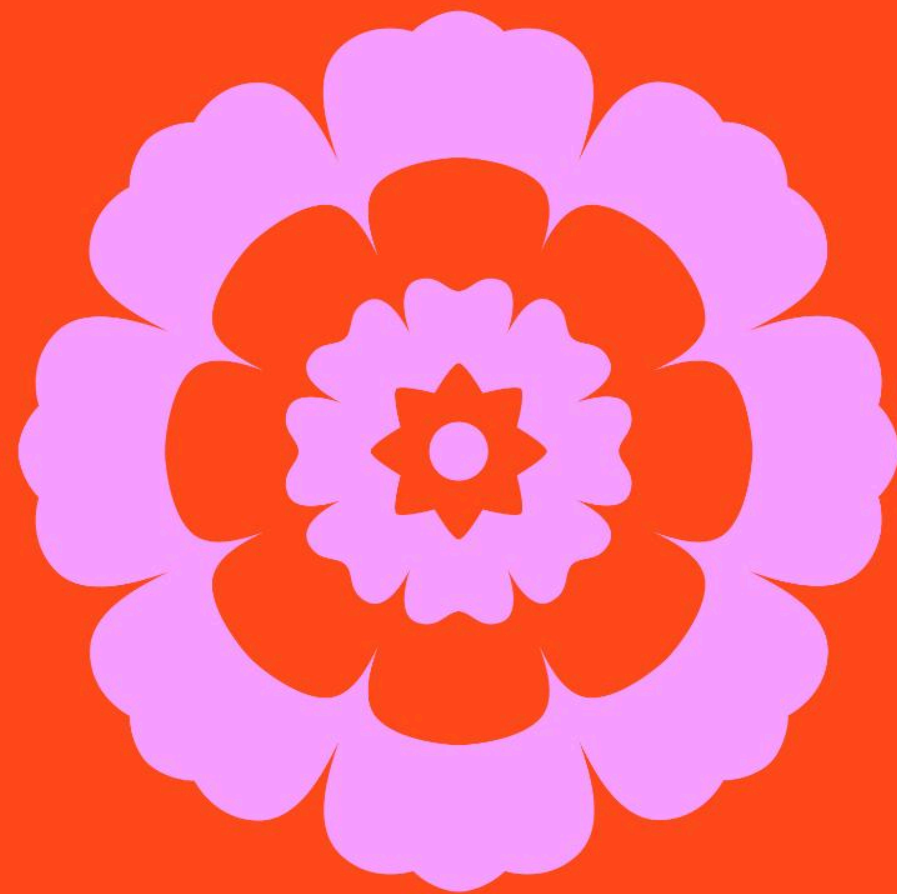
Vanda 'Miss Joaquim' – This orchid, selected as Singapore's national flower, represents resilience and adaptability through its year-round blooming. Orchids more broadly hold cultural significance across Southeast Asia, symbolizing refinement, diversity, and cultivated beauty.

Arabic

08



Jasminum Sambac – Jasmine is widely cultivated across the Arab world and is especially associated with cities such as Damascus, often called the “City of Jasmine.” It holds a strong presence in daily life, perfumery, and poetry, where it symbolizes beauty, sensuality, and cultural identity.



BLOOM AWARD

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Adobe

BLACK
#000000

OFF WHITE
#F2F2F2

HIBISCUS
#FF4A1A

BLOSSOM
#F89FFF

SPRING SHOOT
#CDFD51

WHITE
#FFFFFF

HIBISCUS 200
#FFDBD1

BLOSSOM 200
#FBCFFF

HIBISCUS 100
#FFEDE8

BLOSSOM 100
#FDE2FF

PRIMARY TYPEFACE

LFT Arnoldo

AaBb

SECONDARY TYPEFACE

Jockey

AaBb

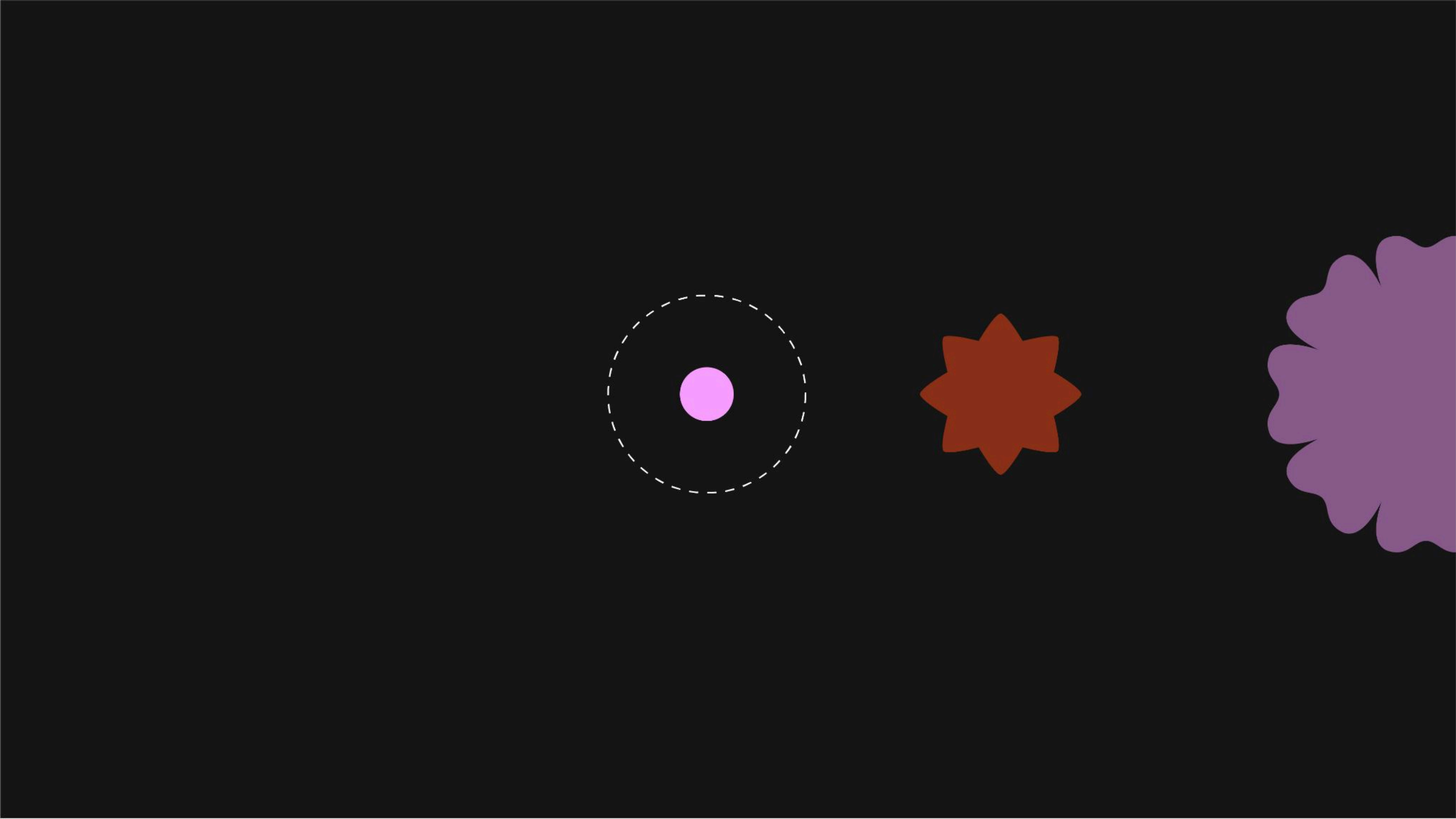
① BLOOM AWARDS

② **The first global
communication design
award beyond Latin**

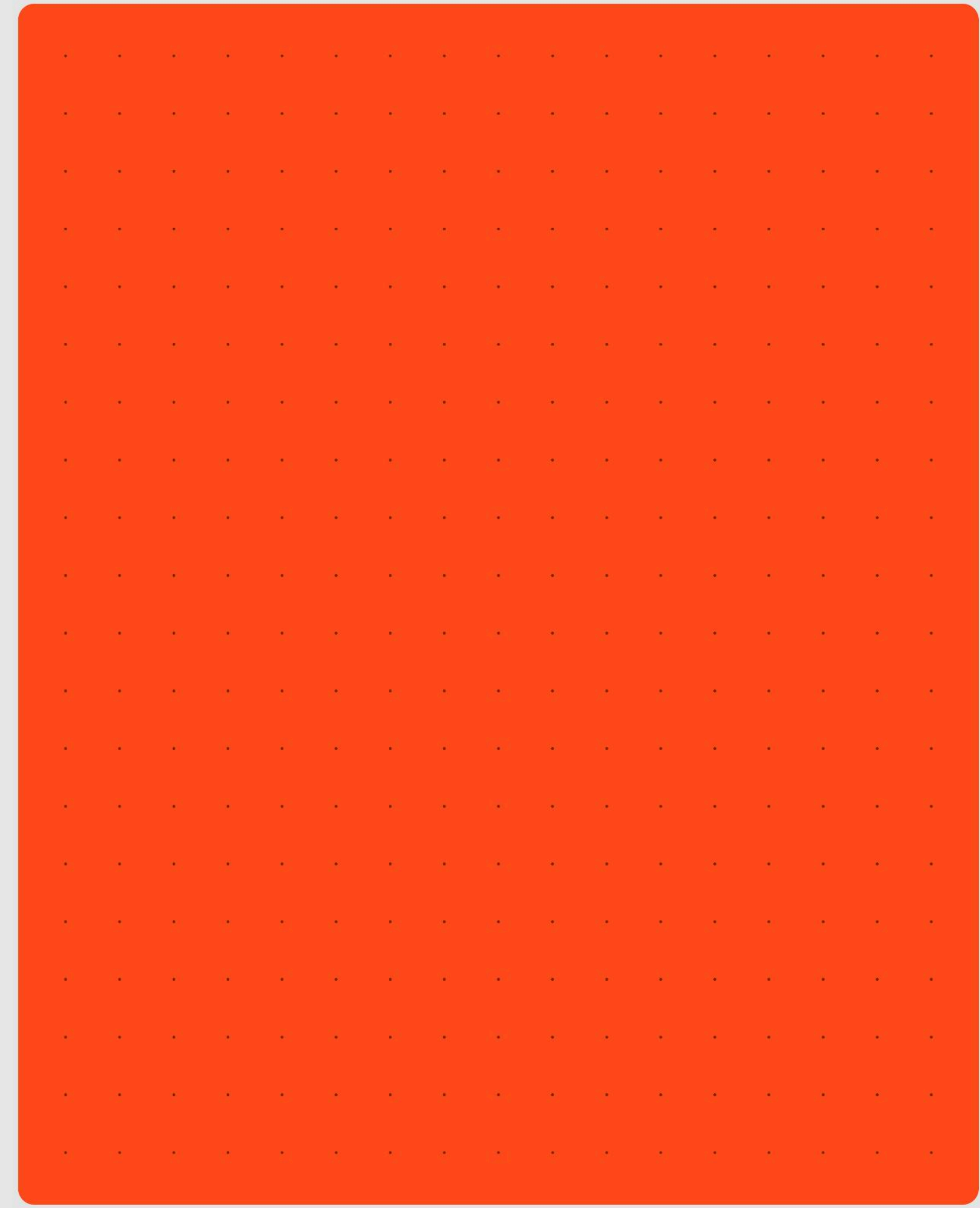
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1. SUBHEADING
2. HEADING
3. BODY
4. CALL TO ACTION



Greek Expert

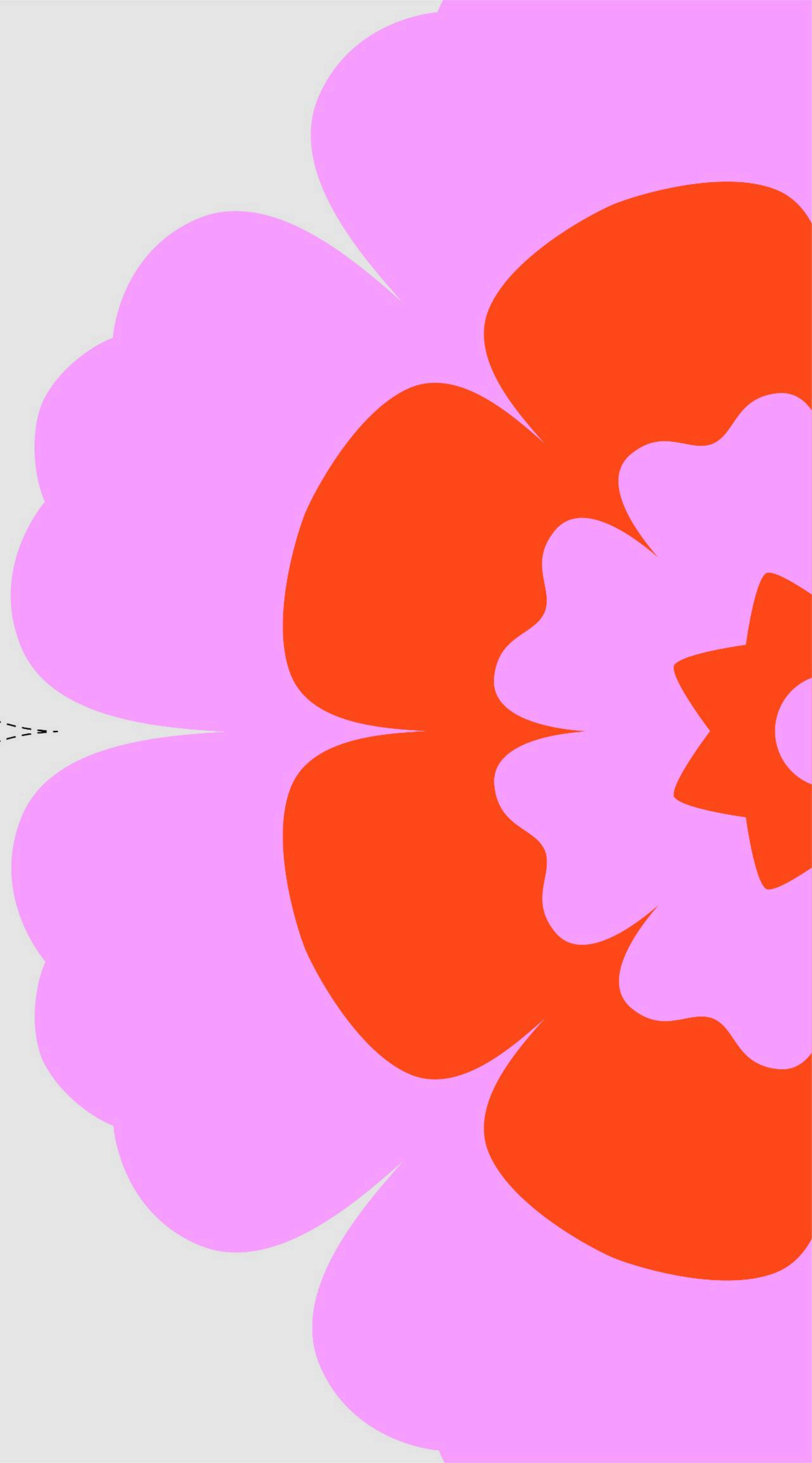


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beyond Latin

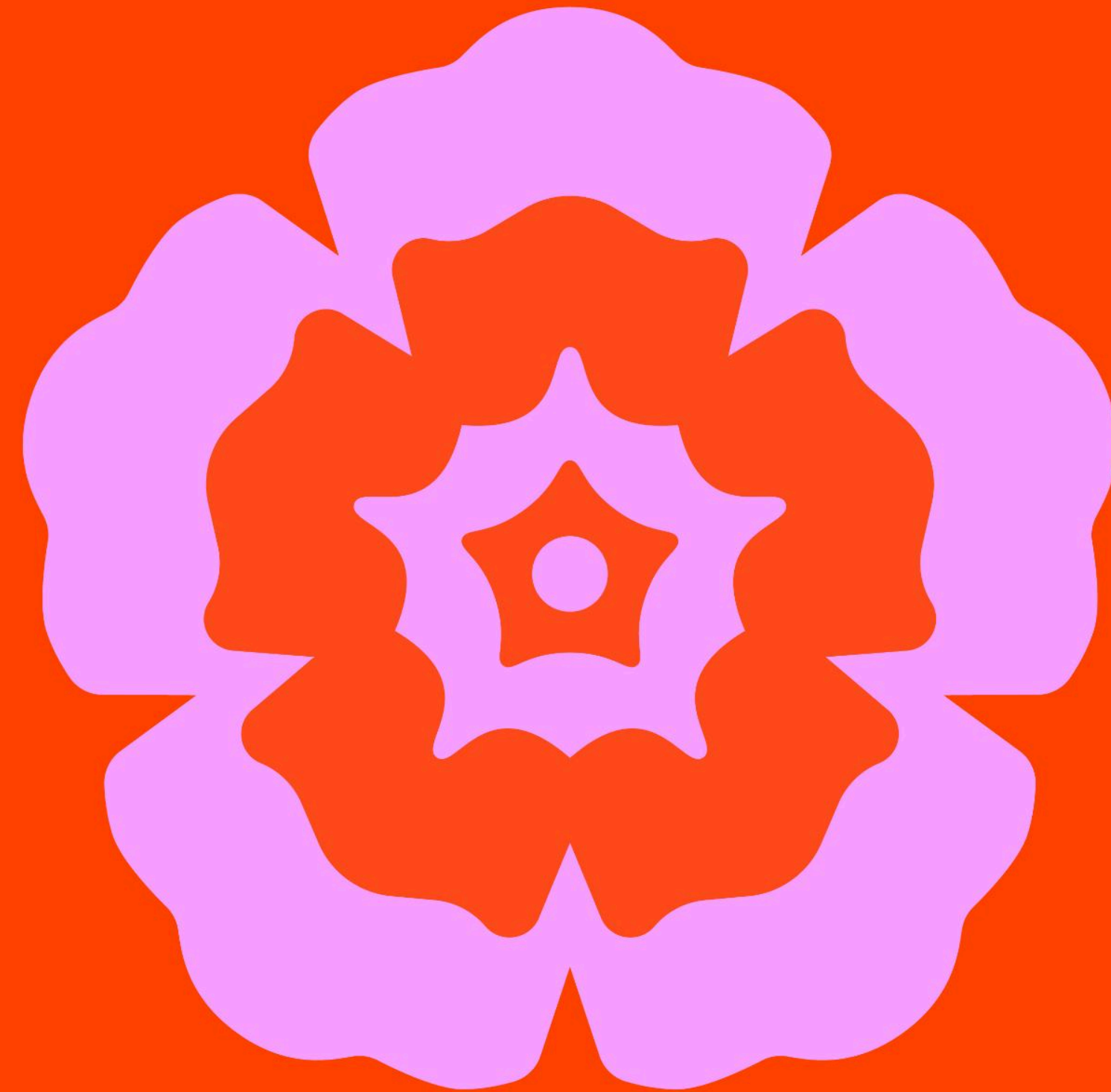
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Submit Your Design





Greek Expert

Dimitris Stefanidis

Partner & Creative Director
G Design Studio



**BLOOM
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Submit Your Design



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MEET THE JURY

Managing Partner
at Irregulars Alliance
South Asian Script Group



**Anant
Ahuja**

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Associate Professor at Central
Academy of Fine Arts (CAFA),
Art Director at Liu Zhao Studio
Chinese Script Group



**Liu
Zhao**

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Managing Partner
at Irregulars Alliance
South Asian Script Group



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Ahuja**

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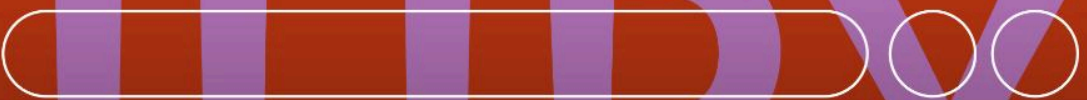
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Dimitris Stefanidis

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Two
Days

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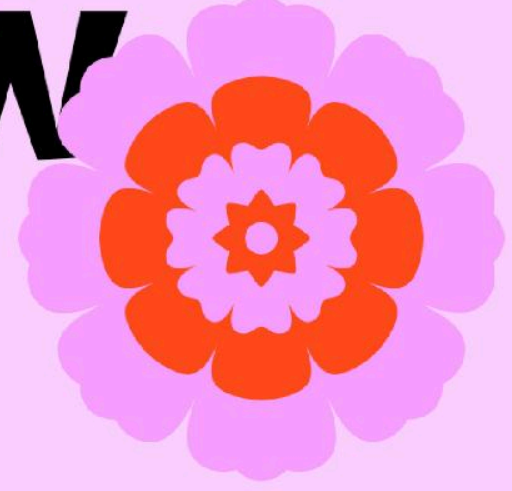
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→ 19 May 2026



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19 May 2026

South Asian


Korean

East Asian S


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03

Days Left

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Three



Days

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Three Days

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STANDARD SUBMISSION



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9 Media Categories

Every project and every script can find its place here!

01

Editorial & Publishing

Excellence in multi-page publications: books, magazines, brochures, catalogues, and annual reports where typography plays a central role in readability and layout.

02

Posters

Single-sheet designs including event posters, promotional posters, and artistic statements where type acts as the primary visual element.

03

Packaging

Packaging design for products, music, or retail where script-specific typography enhances the brand experience and shelf appeal.

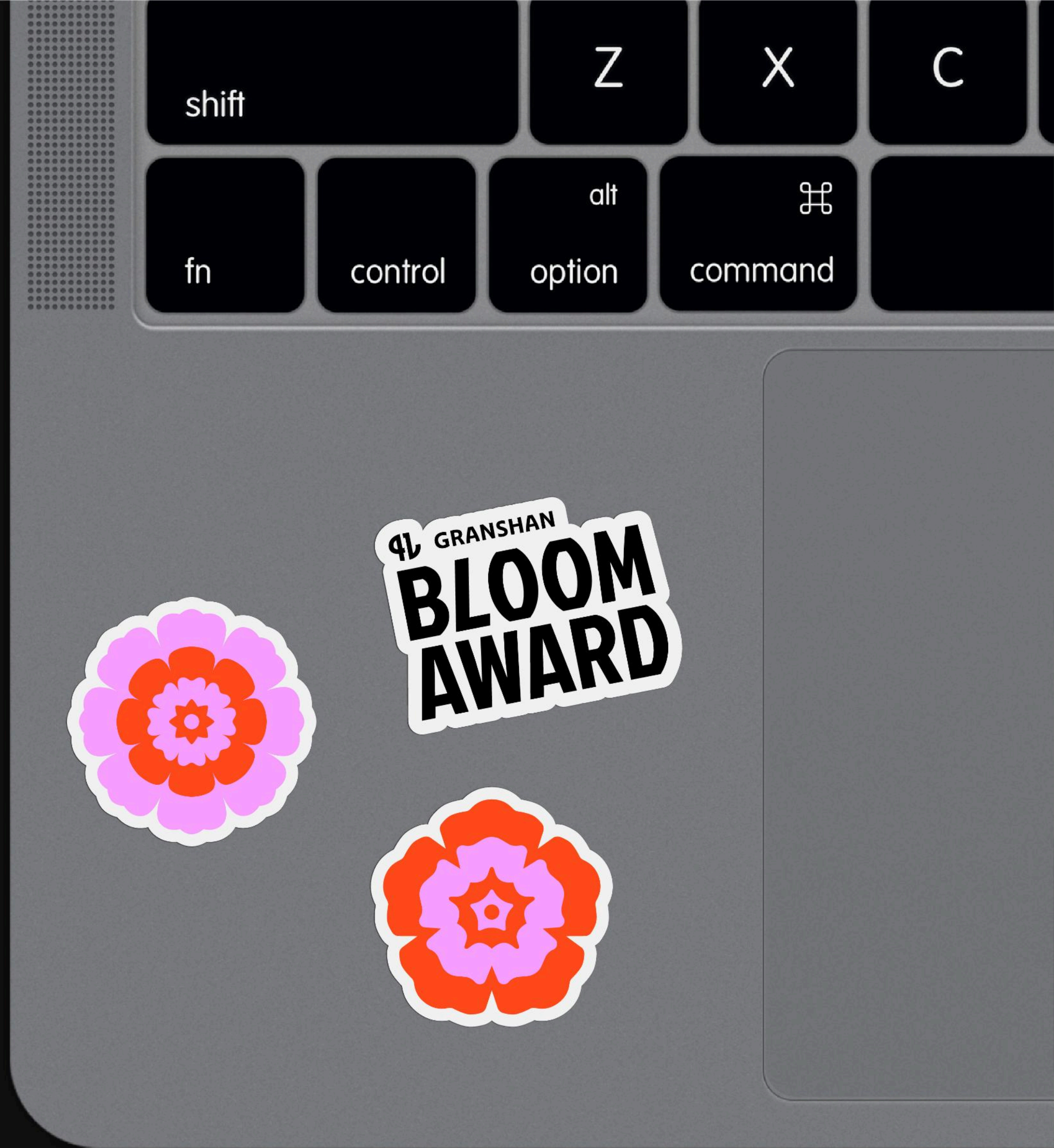
04

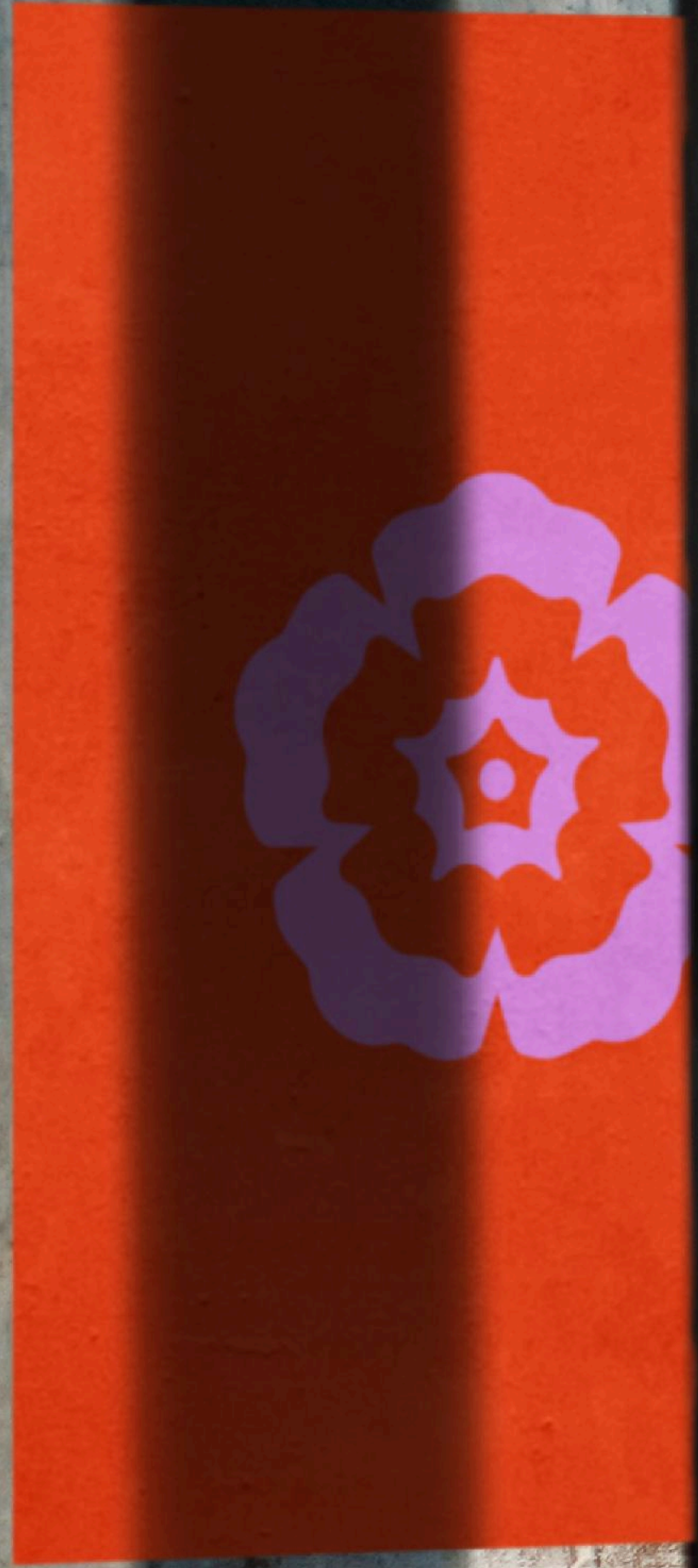
Digital M

Websites, mobile and software design for readability and user systems.

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