

CopperCoast wins Best of Continent/Africa in Wolda '09

South African design firm CopperCoast's iLove logo, designed by creative director Pierre Joubert, has been honoured with the Best of Continent/Africa Award in the Worldwide Logo Design Annual 2009 (Wolda '09) competition. The logo was awarded for its original concept and design excellence after being selected by a three-tier jury.



The iLove logo will be published in the Wolda Yearbook 2009 along with other 192 winning logos, picked out of almost 1,885 entries worldwide.

The iLove brief

The brief was to design an identity for an ensemble of products aimed at the everyday, with an authentic visual interpretation.

Founded by a graphic designer passionate to produce and sell the products of her creative expression, the iLove identity reveals a heart captured in the letter 'i'. The outcome is an iconic personification of typography that in isolation, is all about the individual. iLove products range from stationery and cutlery through to linens and earthenware.

The Wolda '09 Awards is endorsed by Icograda and more than 100 other international design associations and schools. Go to www.wolda.org, for the full list.

The iLove logo will feature on the Wolda online portal and will be included in the Wolda '09 printed annual, a hard bound volume of exceptional print quality printed on SAPPI papers by Fontefrafica.