

Beau Awards 2024 Guide to Designing an Award for Your Company

Introduction

Creating a custom award for your company is an excellent way to reflect your brand's values, celebrate achievements, and leave a lasting impression on recipients. This guide will help you navigate the key considerations when designing an award, ensuring it's meaningful, memorable, and aligned with your company's identity.

1. Understand the Purpose of the Award

Before diving into the design, it's essential to clarify the purpose of the award. Ask yourself:

- **What is the award meant to recognise?** (e.g., excellence in performance, innovation, leadership)
- **Who is the recipient?** (e.g., employees, clients, partners)
- **What message should the award convey?** (e.g., gratitude, achievement, milestone)

Understanding these elements will guide your design choices and ensure the award resonates with its intended audience.

2. Align with Your Brand Identity

The award should be a physical representation of your brand. Consider the following:

- **Brand Colours:** Incorporate your company's colour palette into the design.
- **Logo and Symbolism:** Include your logo or any other symbols that represent your company's values.
- **Materials:** Choose materials that reflect your brand's ethos (e.g., sustainability, innovation, luxury).

3. Choose the Right Materials

The materials you select will significantly impact the award's look, feel, and longevity. Consider:

- **Sustainability:** If your company values environmental responsibility, opt for eco-friendly materials like reclaimed wood, sustainable materials, or recycled elements.
- **Durability:** Ensure the materials are durable so the award can stand the test of time.
- **Budget:** Your budget will have an effect on the types of materials used.
- **Types:** Wood, Metal, Plastic, Textiles, stone and concrete are just some of the options available.

4. Personalisation and Customisation

To make the award more meaningful, consider how you can personalise it:

- **Wording:** Include the recipient's name, the award category, and the date. This adds a personal touch that recipients will cherish.
- **Sizing:** If you are having a range of awards for 1st, 2nd and 3rd different sizes can help visually identify them.
- **Custom Elements:** Tailor the design to reflect specific achievements or company milestones.
- **Interchangeable Parts:** Consider designs that allow for future updates, like adding new plaques or inscriptions for ongoing awards.

5. Delivery Date and Planning

Timely delivery of the awards is crucial to ensure a seamless award ceremony. To manage this effectively, consider the following:

- **Establish a Timeline:** Work backward from the event date to determine key milestones such as design finalization, production start, quality checks, and delivery.
- **Lead Times:** Consult with manufacturers to understand their production lead times. Custom awards often require more time due to design complexities. **Buffer Periods:** Include buffer times in your schedule to accommodate unexpected delays in production, shipping, or other unforeseen issues.
- **Approval Processes:** Factor in the time needed for internal approvals at various stages of the design and production process.
- **Planning:** Proper planning and creating a timeline will help avoid last-minute stress and ensure that the awards are ready well before the event.

6. Budget Considerations

Designing a custom award can vary in cost depending on materials, complexity, and quantity. Consider:

- **Cost per Award:** Calculate the cost of each award, including design, materials, manufacturing, and personalisation.
- **Budget Allocation:** Ensure your budget aligns with the quality you desire, cutting on costs may compromise the award's impact.
- **Quantity:** The quantity of the awards ordered will have an impact on the price of an individual award.

Conclusion: Designing an award for your company is a thoughtful process that requires careful consideration of purpose, brand alignment, materials, and presentation. By following these guidelines, you can create a custom award that not only celebrates achievement but also reinforces your company's values and leaves a lasting impression.

To start your award process email beaumru@gmail.com to book a call with Beau Awards tel: +230 5912 1976