

Press release

Cappelli Identity Design wins three international design awards

The German Design Awards 2025 and the World Brand Design Society Awards 24/25 honour Cappelli Identity Design for its outstanding achievements in brand design.



Rome, Feb. 11, 2025 – Cappelli Identity Design confirmed its place among the international leaders in brand design by winning three major awards at the **German Design Awards 2025** and the **World Brand Design Society Awards 24/25**.

These awards reinforce the [Dynamic brand](#) approach, the design methodology of the Cappelli Identity Design studio that puts the individual at the centre, ensuring a smooth and consistent link across all communication channels.

The first prize was awarded by the **German Design Council**, a global benchmark institution in brand management and visual communication, to the project developed for [Psicodizione](#), a cooperative with the aim of overcoming **stuttering**. The project earned the [German Design Award 2025](#) in the category *Brand Identity - Excellent Communication Design*.

The second and third prizes, two *Bronze Awards*, were given to projects by the **World Brand Design Society**, a leading international platform that evaluates and rewards the work of creative agencies specialising in brand design:

[Archivi Olivetti](#), identity for The Olivetti Historical Archives Association that blends tradition, innovation through the concept of projecting into the future.

[Nobile Italia](#), a rebranding based on the concept of *light is matter*, enhancing the experience and quality of the brand.

Thanks to these awards, in addition to the three it received last year, **Cappelli Identity Design once again secured a spot in the Global Agency Design Ranking Top 100**, further consolidating its presence among the industry leaders.

Cappelli Identity Design continues to redefine the concept of identity, demonstrating how **Dynamic brand** is an innovative method capable of transforming the image of a company, project or event into a flexible, evolving and authentic system.

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[Cappelli Identity Design](#), founded in Rome in 2010 by Emanuele Cappelli, is an independent studio specialising in design, communication and digital strategies using the [Dynamic brand](#) methodology. Combining strategy and design, Cappelli Identity Design develops multidisciplinary projects at a national and international level. The studio's excellence is recognised through its membership of AIGA, World Design Organization, Associazione Archivio Storico Olivetti and [Mad Genius](#), as well as awards from the World Brand Design Society and the German Design Awards. With expertise in strategic planning, brand identity, advertising, editorial design, digital solutions and social media marketing, the studio offers flexible solutions tailored to the needs of institutional and private clients. These include Cinecittà, Emirates, Fondazione CRT, Fondazione TIM, Olivetti, Associazione Archivio Storico Olivetti, Fondazione Adriano Olivetti, Logista, Nobile Italia, Terna, TIM Sparkle, WAY. With offices in Rome, Milan and Turin, Cappelli Identity Design has established itself as a leading force in contemporary design, marketing and communication.