

Wunderdogs Wins 2023 Red Dot Brands & Communication Design Award for Innovative Work with NGP Capital

SAN FRANCISCO, CALIFORNIA, UNITED STATES, July 27, 2023

/EINPresswire.com/ -- Wunderdogs, a pioneering branding and digital agency focused on working with high-growth companies, is pleased to announce its recent win of the prestigious 2023 Red Dot Brands & Communication Design Award.

The recognition has been awarded to Wunderdogs for their work with NGP Capital, making it one of the first venture capital brands to receive this honor. The Red Dot Award was launched back in 1954, and became globally known for rewarding remarkable quality, functionality, and design innovation.



NGP Capital, a global venture capital firm, has a 17-year history of making groundbreaking investments in technology startups. The firm's vision of the evolving intersection of humanity and technology led to a comprehensive brand overhaul that fundamentally transformed its identity.

“

The traditional VC landscape is evolving [...]. The award signifies an important move forward for VC branding, and we're humbled to be instrumental in it.”

Daria Gonzalez, CEO & Co-Founder of Wunderdogs

Wunderdogs' worked on a complete overhaul of NGP Capital's brand, encompassing strategic foundations, visual identity, and digital execution. The result was a brand that clearly defines and communicates the unique value NGP Capital offers to early-stage tech companies and partners.

Sam Ahmed, VP of Marketing and Communications at NGP Capital, emphasized the importance of a distinctive brand, saying, "Ultimately, a well-crafted brand allows a VC firm to differentiate itself from a 'sea of sameness' in order to attract exceptional founders to invest in. That's why we

partnered with an agency that understood the nuances of our industry, our aspirations for the future, and most importantly was not afraid to create a distinct look and voice."

Daria Gonzalez, former VC, and Co-founder of Wunderdogs, echoed the sentiment saying, "The traditional VC landscape is evolving, and it's exciting to see firms like NGP Capital leading this transformation. Historically, this industry preferred a traditionally 'safe' visual identity. The award signifies an important move forward for VC branding, and we're humbled to be instrumental in it."

All Red Dot Award recipients will be announced officially in November at red-dot.org

About Wunderdogs

Founded by ex-VCs, Wunderdogs is a brand consultancy and digital studio dedicated to assisting high-growth companies in their journey towards launch, scale, and sustainable growth. By transforming creative thinking from the realm of the possible to the actionable, Wunderdogs collaborates with founders and global firms as an integral extension of their team.

For additional information, please contact marketing@wunderdogs.co or visit the company's website at www.wunderdogs.co.

Alissa MacDougall

Wunderdogs

marketing@wunderdogs.co

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/646573458>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.