

Unicorn Rebrand by Yating Liu Wins Iron in A' Graphics Industry Awards

Yating Liu's Innovative Visual Identity Design for Unicorn Taco Recognized by Prestigious International Design Competition

COMO, CO, ITALY, January 3, 2025 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected and well-recognized award in the field of [graphic design](#), has announced [Yating Liu's](#) "Unicorn Rebrand" as the winner of the Iron A' Design Award in the Graphics, Illustration and Visual Communication Design category. This prestigious recognition highlights the significance of Liu's innovative visual identity design within the graphic design industry.

The Unicorn Rebrand project showcases Liu's exceptional ability to create a cohesive and engaging brand identity that resonates with the target audience of college students. By incorporating vibrant colors, playful badge graphics, and a cleverly designed logo, Liu has successfully elevated the Unicorn Taco brand, making it more appealing and memorable to its youthful customer base.

Liu's award-winning design stands out for its creative integration of various brand elements into a unified visual system. The logo, which incorporates the brand's origin, product characteristics, and target audience, is a testament to Liu's skill in crafting a unique and detailed design without compromising on simplicity. The logo's adaptability across various applications, from stationery and packaging to menu designs and promotional materials, demonstrates the design's versatility and effectiveness.

This recognition from the A' Design Award serves as a motivation for Liu and her team to continue pushing the boundaries of graphic design, inspiring future projects that combine



creativity, functionality, and audience engagement. The Unicorn Rebrand project sets a new standard for visual identity design in the food industry, showcasing how thoughtful design can elevate a brand and connect with its target audience on a deeper level.

Interested parties may learn more about the award-winning Unicorn Rebrand design at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=154412>

About Yating Liu

Yating Liu is a versatile graphic designer with a strong penchant for customized typeface and branding design. Graduated from the School of Visual Arts, she has thrived in multicultural cities like Beijing, Hong Kong, and New York, which have helped her to become more well-rounded and upbeat in personality. Yating is currently making images at 2x4 (Beijing), where she utilizes her branding and advertising background to express her distinctive and mature views through visual language.

About A' Design Award

The Iron A' Design Award is a prestigious recognition granted to designs that meet rigorous professional and industrial standards set by the A' Design Awards. Recipients of this award are acknowledged for their practical innovations and contributions to their respective fields, providing solutions that improve quality of life and foster positive change. The Iron A' Design Award winner designs demonstrate great skill, high specialization, expert understanding, and creative capacity of their creators in the Graphics, Illustration and Visual Communication Design category, based on criteria such as innovative concept, visual impact, effective communication, technical excellence, aesthetic appeal, originality, strategic approach, consistency, cultural relevance, sustainability consideration, user experience enhancement, typography mastery, color scheme effectiveness, scalability, inclusion of new technologies, adaptability, social impact, brand identity enhancement, versatility, and attention to detail.

About A' Design Award

The A' Design Award is an international and juried design competition organized in all industries since 2008, with participation open to entries from all countries. The A' Graphics, Illustration and Visual Communication Design Award invites visionary graphic designers, pioneering agencies, progressive companies, leading brands, and influential figures to showcase their creativity and remarkable design capabilities. Entries are blind peer-reviewed and voted on pre-established evaluation criteria by an influential and expert jury panel of design professionals, industry leaders, journalists, and academics. By recognizing and celebrating these pioneering designs, the A' Design Award aims to make the world a better place through the transformative power of good design, motivating designers and brands to develop superior products and projects that positively impact the global community. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at

<https://graphic-award.com>

Makpal Bayetova

A' DESIGN AWARD & COMPETITION SRL

+39 031 497 2900

[email us here](#)

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