

Shifting the brand design category at the Loeries

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Shift Joe Public, communications design agency walked away with four Golds, two Silvers and a Craft Certificate.



"Taking home four out of 27 professional Golds awarded over this weekend is a true testament to the exceptional, hard work our team has achieved over the last year," said Executive Creative Director, Shift Joe Public, Maciek Michalski.

The highly awarded *Fonts of the Future* concept sprang to life as a fundraising initiative for One School at a Time. Learners at Forte High School in Soweto were asked to expand on their future career dreams. Then they were asked to write out the alphabet. Each learner's handwriting was scanned, traced and programmed into a font, which was then categorised according to the students' dreams. Fonts were then collaborated into a beautifully crafted font book and are also available for purchase online. Funds raised through the book and online purchases serve to bring the hopes and dreams of these learners to life, one letter at a time.

"*Fonts for the Future* has brought so much to each of the learner's involved. Not only are they so proud to be published, but the funds being raised will serve to create real opportunities for them," said MD, One School at a Time, Bronwyn James.

See more: [Fonts of the Future](#).

Also winning a Gold for Antalis, *Start Your Day with Paper* was a creative concept that connected designers and the Antalis range of paper products. A series of 25 bespoke paper coffee cups made up of Arjowiggins papers were created to showcase the unique characteristics of the range. Cups were beautifully crafted giving each individual cup a character according to the paper being showcased. Just as a designer would start their day with coffee, so too would they, with these designer Antalis cups, start their day with paper.

See more: [Start Your Day with Paper](#).

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Joe Public

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