

PRESS RELEASE



German Design Council Strengthens Global Presence With New Digital Identity and Website

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The German Design Council (formerly Rat für Formgebung) introduces a new corporate design and a comprehensively redesigned website. With the relaunch, the Foundation sharpens its international profile and restructures its content, offerings and digital channels.

The new visual identity builds on the long-standing design heritage of the German Design Council. At its core is a contemporary **evolution of the iconic logo by Anton Stankowski**, carefully refined and optimised for digital use. The typefaces Meta Serif and ABC Social define the typographic system, ensuring clarity and high legibility across digital and analogue media.

By transitioning **from the German name “Rat für Formgebung” to “German Design Council”**, the Foundation underscores its international orientation and strengthens brand recognition in a global context.

Digital, Accessible and Resource-Efficient

The new website, german-design-council.de, features a clearly structured information architecture, improved performance and largely barrier-reduced access **in line with current accessibility standards**. It is designed to make content and services easy to navigate and accessible for diverse international audiences.

A strong digital-first approach supports the reduction of CO₂ emissions by significantly reducing print formats and using resource-efficient web technologies.

Collaboration With Internationally Renowned Partners

The new brand presence was realised in collaboration with selected partners:

- **Edenspiekermann** developed the design system and led the creative direction of the website.

- **Schaffrath DigitalMedien** designed the digital ecosystem and delivered the technical implementation.
- **gmk Markenberatung** supported the development of the brand positioning and strategic framework.

Further Development of Content and Channels

With **Design Perspectives**, the German Design Council launches its new online magazine, replacing the former platform ndion.de. The magazine is complemented by a podcast of the same name. Together, both formats offer in-depth perspectives on the topics shaping the design and business landscape today and tomorrow, including Circular Design and Service Design, as well as the impact of artificial intelligence and digitalisation on design, innovation and the economy.

The focus remains on emerging trends, promising studios and designers, as well as stories that highlight the measurable business impact of design.

The German Design Council's **updated Instagram strategy** introduces clearer structures and a more targeted approach to international audiences. Closely aligned with the website relaunch, content will be distributed strategically across the accounts "German Design Council" and "German Design Council Foundation", supported by recurring formats and defined editorial priorities.

Statement

Lutz Dietzold, CEO German Design Council

"The new corporate design, the relaunch of our website and the continued development of our digital formats create a shared framework for our work. They help us structure our content, perspectives and networks more clearly and make them accessible to an international audience."

About the German Design Council

The German Design Council is the leading authority on design in Germany. Founded in 1953. As a thought leader, we unlock the potential of design for a sustainable future. We connect business and design to drive Circular Design, transformation and long-term economic success.

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