WHY SLB'S LATIN AMERICAN DESIGN AWARDS SHORTLIST MATTERS

Plain-English briefing for executives, stakeholders, clients and public communications

Prepared for Adtelligent / Students' Loan Bureau

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10th	638	1,500+
edition of LADAWARDS [1]	professional shortlist selections reported for 2026 [9]	entries reported in recent LADAWARDS cycles [1], [9]

Executive takeout

SLB being shortlisted is a regional validation signal: the rebrand is no longer only a Jamaican institutional identity project; it has been judged against a Latin American field that includes sophisticated studios, global agencies, and brand work for major international companies. For a public-sector Jamaican institution, that is commercially and reputationally significant.

Verification note: this document is based on official LADAWARDS public information, official SLB/JIS public information on the rebrand, and the shortlist confirmation provided by Adtelligent/SLB. At the time of preparation, the specific SLB shortlist entry was not available as a fully searchable public LADAWARDS page, so the SLB-specific shortlist fact should be supported externally by the official shortlist email/certificate when used in press or procurement materials.

1. What the award is

The Latin American Design Awards, or LADAWARDS, is a regional design awards platform covering major design disciplines including Branding, Graphic Design, Digital, Editorial, Packaging, Illustration, Typography, Type Design, Animation, Advertising, Product Design and Sustainable Design. The 2026 edition is the 10th edition of the awards. LADAWARDS describes the anniversary edition as recognizing excellence, innovation and impact in regional design, and states that it consolidates the award's position as the most prestigious award in Latin American design. [1]

For 2025, LADAWARDS reported more than 1,500 entries from 16 Latin American nationalities across 24 countries, with 374 winning projects selected. Its 2025 professional winners page also states that 272 professional projects were chosen by a panel of 45 international experts. [1], [7]

Why that matters for SLB

- It places a Jamaican public-sector rebrand into a regional design conversation normally dominated by larger Latin American markets and global agencies.

- It creates third-party validation that SLB's new identity is not simply a local refresh, but a competitive piece of brand transformation work.
- It gives SLB, Adtelligent and Jamaica a credible proof point for institutional design, public-sector modernization and Caribbean creative capability.

2. What "shortlisted" means in plain English

The Spanish term used by LADAWARDS is "Finalista LAD". LAD defines this as work that is "worthy of recognition" and has passed the first round of jury voting. In practical terms, shortlisted means the project moved beyond simple entry and was selected by the jury as finalist-level work. [3]

Spanish term	Plain-English meaning	Why it matters
Finalista LAD	Shortlisted / finalist	The project passed the first jury voting round and is considered worthy of recognition. [3]
Rayo Bronce	Bronze award	Work that stands out among all finalists; the first level of winners. [3], [10]
Rayo Plata	Silver award	High-level work in creativity, originality and execution. [3], [10]
Rayo Oro	Gold award	Reserved for only a few truly outstanding works that achieve excellence. [3], [10]
Rayo Grand Prix	Grand Prix	The highest creative award, reserved for iconic works that achieve unanimous jury vote. [3], [10]

Simple explanation

Shortlisted means: "The SLB rebrand has already been recognized by the jury as finalist-level work in a competitive Latin American design awards programme."

3. Why the category is especially important

SLB was shortlisted for a rebrand. In LADAWARDS' Branding category, the relevant subcategory is "1106 - Rebranding / Revitalizacion de marca existente," which LAD describes as "El antes y el despues de una marca" - the before and after of a brand. [2]

That is important because this is not just a logo category. A strong rebrand category evaluates whether the identity has meaningfully moved the institution from one state to another: strategy, symbolism, visual system, clarity, usability and the ability of the new brand to represent the organization's future.

SLB's own public rebrand story aligns with this. In public statements, SLB described the rebrand as signaling transformation, renewal and a commitment to meeting today's students. The Executive Director said the new brand was more than a new look; it reflected SLB as modern, resilient and aligned to new stakeholder needs. The logo was also explained as representing growth, partnership, knowledge, an open/unified hand, and the expansion of SLB's offering from undergraduate support to postgraduate and doctoral levels. [8]

4. The level of competition and the company SLB is keeping

The exact 2026 shortlist is not currently available as a complete public searchable list through LADAWARDS' official website. However, LADAWARDS' public winners archive and 2025 winners list show the caliber of brands, agencies and institutions that appear in the LAD ecosystem. Examples include Google Play, Android, Adobe,

Sundance Film Festival, McDonald's, Cheetos/PepsiCo, Spotify Brasil Top 50, Oreo, Havaianas, Banco de Bogota and AB InBev-linked work. [7]

Brand/project example	Studio / agency listed	Country	Recognition	Src.
Google Play Global Brand Redesign	R/GA	Brazil	Rayo de Plata, Graphic Design	[7]
Android Global Brand Refresh	R/GA	Brazil	Rayo de Bronce, Graphic Design	[7]
Cheetos - Dedos llenos de Terror	PepsiCo Mexico + Slap Global + YaniGuille&Co.	Argentina	Rayo de Oro, Illustration	[7]
Cheetos Cheese Verse	PepsiCo Design Center LATAM	Mexico	Rayo de Bronce, Graphic Design	[7]
Adobe x Sundance Film Festival 2024	Pedro Nekoi	Brazil	Rayo de Plata, Illustration	[7]
McDonaldland	Oscar Bastidas + Wieden + Kennedy	United States	Rayo de Plata, Illustration	[7]
McDonald's - Collector's Cup Meal	Oscar Bastidas + Wieden + Kennedy	United States	Rayo de Plata, Illustration	[7]
Banco de Bogota Credit Cards	S&Co	Colombia	Rayo de Plata, Graphic Design	[7]
Bloco Awards - Spotify Brasil Top 50	SupLab + Oito.ag	Brazil	Rayo de Plata, Digital	[7]
Oreo's Lightspeed	Publicis Global Delivery + Digitas US	Colombia	Rayo de Plata, Digital	[7]
Havaianas Global Visual Integrated Graphics	Agencia anacouto	Brazil	Rayo de Bronce, Graphic Design	[7]
Elppa	GUT Design - ABInbev - Mirror LLC	Brazil	Rayo de Bronce, Graphic Design	[7]

The jury composition reinforces the point. LADAWARDS' 2026 jury page lists Branding jurors from respected international studios including Pentagram and Polonsky & Friends. Across categories, the jury includes professionals associated with Google, Nike Inc, Penguin Random House Grupo Editorial, Kraft Heinz Brazil, Google Creative Lab, Monotype and others. [6]

Juror	Organization listed by LADAWARDS	Category context
Andrea Trabucco-Campos	Pentagram	Branding jury
Anna Polonsky	Polonsky & Friends	Branding jury
Rene Arvizu	Google	Digital jury
Rachel Denti	Nike Inc	Graphic Design jury
Max Rompo	Penguin Random House Grupo Editorial	Editorial jury
Thiago Lopes	Kraft Heinz Brazil	Advertising jury
Khyati Trehan	Google Creative Lab	Illustration jury
Jon Marshall	Pentagram	Product / Sustainable Design jury

5. Why this is a big deal for SLB, Adtelligent and Jamaica

For SLB

- It validates the rebrand as a serious modernization effort, not a superficial logo change.
- It reinforces the message that SLB is evolving to meet the needs of modern students, parents, partners and borrowers.
- It gives the organization an independent creative-quality proof point that can be used in stakeholder communications.

For Adtelligent

- It demonstrates that Adtelligent can deliver brand transformation work at a regional award standard.
- It strengthens Adtelligent's credibility in public-sector communications, institutional identity systems and strategic rebrands.
- It creates a portfolio proof point that can be used in future bids, credentials decks and client presentations.

For Jamaica

- It shows that Jamaican design and public-sector communications can compete in a wider Latin American design context.
- It helps position Jamaica not only as a culture and tourism brand, but as a serious creative-services market.
- It gives a concrete example of Caribbean design work entering regional award circuits that include global brands and agencies.

6. Suggested external language

One-paragraph explanation

Client / stakeholder version

SLB's rebrand being shortlisted at the Latin American Design Awards is a significant regional recognition. LADAWARDS is one of Latin America's leading design competitions, and finalist status means the project passed the first round of jury voting and was recognized as worthy of distinction. For SLB, the recognition validates the rebrand as more than a visual update: it reflects the institution's transformation, modernization and renewed commitment to students. For Jamaica, it is a signal that our public-sector brand work can compete on a regional design stage.

Social caption option

Jamaica on a regional design stage. SLB's rebrand has been shortlisted at the Latin American Design Awards in the Rebranding / Revitalization of an Existing Brand category. This recognition matters because the work is being judged alongside sophisticated Latin American studios, global agencies and brand work for major international companies. For us, this is proof that Jamaican public-sector design can be strategic, modern and internationally competitive.

Sharper Adtelligent angle

We did not just redesign a logo. We helped reposition a national institution. SLB's rebrand being shortlisted at LADAWARDS confirms that Jamaican brand transformation work can stand beside leading Latin American design and global brand work.

Procurement / bid language

Adtelligent's institutional rebrand work for the Students' Loan Bureau was shortlisted at the Latin American Design Awards 2026 in the Rebranding / Revitalization of an Existing Brand category. The recognition provides third-party validation of Adtelligent's ability to deliver strategic brand transformation for public-sector institutions, with work evaluated against regional and international design standards.

7. Recommended proof points to keep on hand

- The official shortlist email, certificate or dashboard screenshot confirming SLB's finalist status.
- Before-and-after brand visuals: old logo, new logo, logo rationale, typography, colors and key applications.
- A short case study explaining the strategy: what problem SLB faced, how the identity solved it, and how it supports modernization.
- A clean press/social quote from SLB leadership and a quote from Adtelligent on the strategic design process.
- Source list below for external claims about LADAWARDS, finalist meaning, category meaning, jury, benefits and comparable brand examples.

Sources

[1] LADAWARDS 2026 Home Page. https://ladawards.org/2026/en/page/home - 10th edition positioning; 2025 entry and winner statistics; key dates.

[2] LADAWARDS 2026 Categories. https://ladawards.org/2026/en/page/categorias - Branding category and subcategory 1106 - Rebranding / Revitalizacion de marca existente.

[3] LADAWARDS 2026 Guia de Participacion - Informacion General (PDF). https://evessio.s3.amazonaws.com/customer/78d9013f-fccf-4f44-9645-2e8d5b1eca27/event/5c197c9b-54f0-487a-8dad-4c89faab2a48/media/My_Media/New_Folder/GUIA_2026/ESP_GUIA_INSCRIPCION_2026.pdf - Definitions of Finalista LAD and Rayo levels; evaluation criteria and jury process.

[4] LADAWARDS 2026 FAQs. https://ladawards.org/2026/en/page/faqs - Finalist notification timing; eligibility; eligible countries including Jamaica; category system.

[5] LADAWARDS 2026 Benefits. https://ladawards.org/2026/en/page/beneficios - Online exposure, social publication, archive scale and certificate language.

[6] LADAWARDS 2026 Jury. https://ladawards.org/2026/en/page/jurado - Juror names and organizations across categories.

[7] LADAWARDS 2025 Professional Winners. https://ladawards.org/2026/en/page/ganadores-profesionales-2025 - Examples of winning projects involving global brands, major agencies and regional studios.

[8] SLB Rebrands to Reflect Transformation. https://www.slbja.com/slb-rebrands-to-reflect-transformation/ - Public explanation of SLB's rebrand purpose, symbolism and institutional transformation.

[9] Latin American Design official social post: SHORTLIST PROFESIONALES 2026 #LADAWARDSX. https://www.instagram.com/p/DYVCg1GtSdV/ - Search result text reports 638 professional projects selected and 1,500+ entries for 2026 shortlist announcement.

[10] LADAWARDS 2026 Rayos. https://ladawards.org/2026/en/page/rayos - Plain-language explanation of LAD award levels: Bronze, Silver, Gold and Grand Prix.