

THE SYMBOLS OF THE VALUE AND QUALITY AWARD TENDER

The symbol system and visual identity of the Value and Quality Award Tender

In economic life, symbols represent objects, concepts, and ideas. They are an integral part of our everyday lives while having shaped human communication for centuries.

The emblem of the Value and Quality Award is the tree of the Almighty God. A modernized composition featuring elements common to the thousands of years old hieroglyphic systems of the Hatti, Scythians, Huns, and Avars, embodying the power of the sun, light, the birth of life, and renewal.

People throughout history have always worn symbols associated with popular beliefs and religions, which typically embodied divine, protective, and creative powers. In this way, humans tried to live in harmony with nature, whose changes, according to their beliefs, were directed by supernatural, omnipotent spiritual beings, gods. These symbols were believed to have divine power, and therefore people believed in their ability to protect them. Such were the heart-shaped, octopus, and tulip motifs closely associated with the tree of life. The motif world assuming divine power is connected, for example, to the so-called Tulip Movement at the end of the 19th century, which aimed to protect Hungarian industry, and whose supporters wore tulip badges. So, the creation of the logo was a conscious decision.

The Value and Quality Award is symbolized by a unique Certificate of Merit decorated with the Value and Quality Award logo and a unique porcelain trophy, the creation of which is also linked to the above principles.

Why porcelain, specifically?

Because porcelain is a living tradition. It embodies the ability to renew itself, connecting the memories of grandparents, childhood and youth with the present. It is the manifestation of a value system free of negative overtones. The Value and Quality Award trophy symbolizes a scroll, which humans have used since 3000 BC to record and convey thoughts, i.e., for communication. It is a symbol of culture and value creation.





THE UNIQUE TROPHIES AND FILIGREES DECORATED WITH THE VALUE AND QUALITY AWARD EMBLEM, DESIGNED AND CREATED UNDER THE LEADERSHIP OF DR. ANDREA SZÓCS, ASSOCIATE PROFESSOR, RIGHTLY ENSURE POSITIVE DISTINCTION FOR THEIR USERS, MOREOVER SYMBOLIZE THE STRENGTH OF THE HUNGARIAN ECONOMY, AND PROMOTE HUNGARY'S GREATEST TREASURE, THE PERFORMANCE OF ITS GRAY MATTER.

