

IWISA®

F1LLS

BOLD

DESIGNER SEARCH

70 years

celebration edition



IT'S

BAH





IT'S

POLO DEER





IT'S

BOOMER



CELEBRATING

70 years
IN STYLE

THE BRAND



BRAND STORY

Iwisa No.1 is an iconic maize brand that has been a South African family favourite since 1956. The brand is now proudly celebrating a journey 70 years in the making!

Since day one, Iwisa has been defined by a commitment to a promise we made back in 1956: to feed and build communities with filling, nourishing meals that bring families together and make everyday people's lives better.

A trusted brand nationwide, Iwisa No.1 will always do whatever it can to uplift communities and empower the individuals within them. Through generous, hearty meal moments, Iwisa creates meaningful family memories with every delicious meal shared.

Iwisa is the brand that Fills Just Right.

PRODUCT RANGE

The full Iwisa No.1 range comprises of; Iwisa No.1 Super Maize Meal, Iwisa No.1 Traditional Somp, Iwisa No.1 Parboiled Quick Cook Somp, Iwisa No.1 Maize Rice, Iwisa No.1 Creamy Maize Flour & Iwisa No.1 Instant Maize Porridge. Whichever Iwisa No.1 maize product you choose, you will find it to be an excellent accompaniment to meat dishes as well as vegetable dishes, casseroles, and stews. Our instant maize porridge is a delicious breakfast solution that is quick and easy to make and can be consumed on the go or as a quick snack.

For more information on the brand and the range visit the Premier FMCG website

www.premierfmcg.com





WHAT WE'RE LOOKING FOR:

As part of Iwisa No.1's 70-Year Anniversary, we're inviting young South African creatives to design an exclusive sports streetwear collection inspired by the brand's rich heritage and modern youth culture.

This year's Designer Search is bigger, bolder, and more culturally driven - celebrating the next generation of creators through fashion, storytelling, and self-expression. Participants are challenged to create standout designs that merge Iwisa No.1's legacy, community spirit, and proudly South African identity with contemporary sports-inspired street style.

The competition aims to build a cultural movement that gives young creatives a platform to showcase their talent, gain national exposure, and shape the future of local fashion culture.

WHAT YOU NEED TO DO:

Participants must design a complete outfit set, including:

- ✓ Collared Jersey
- ✓ Straight leg jogger
- ✓ Bucket hat
- ✓ Tote bag
- ✓ Socks

Each design should be inspired by Iwisa No.1's brand identity, blending cultural heritage with modern sports streetwear aesthetics and youth culture trends. Designs should feel bold, wearable, authentic, and proudly South African. The design also needs to boldly showcase Iwisa No.1's 70 year celebration by bringing retro and modern design elements together in a culturally relevant way.

HOW TO ENTER:

- ✓ Visit the Iwisa No.1 website:

<https://qr.premierfmcg.com/webpage/20070001?textRef=A9375C99-1E2D-4A44-9444-82E189F5267B>

- ✓ Click the "Designer Search 2026" banner
- ✓ Download the design templates and brief
- ✓ Create your collection designs using the provided templates
- ✓ Submit your final digital renders and entry form
- ✓ Ensure all Terms & Conditions are read and understood

WHO CAN PARTICIPATE:

- Young creatives, designers,
- illustrators, and fashion
- enthusiasts
- Individuals aged 18-35

FILE REQUIREMENTS:

Designs must be submitted in high-resolution PDF format. Use the provided templates to ensure consistency across all entries.

Designs must incorporate Iwisa No.1 brand elements, colours, and cultural inspiration while maintaining a premium sports streetwear aesthetic.

All final submissions must include:

- Front and back views
- Design mockups
- Social-ready render previews

MAX FILE SIZE: 10mb

**DEADLINE /
SUBMISSION TIMELINE:**
10 July - 31 August

JUDGING CRITERIA

1. CREATIVITY AND ORIGINALITY:

Guided by the brand's identity, is the design innovative, fresh, and visually striking? Does it stand out?

2. BRAND INTEGRATION & CULTURAL RELEVANCE:

The design must incorporate the Iwisa No.1 brand identity, including the logo, colours, and key visual elements while maintaining cultural relevance with the target audience. The cultural references should be intentional, respectful, and represent the brand's heritage and youthful appeal. The design also needs to elevate and proudly display the brand's 70-year celebration logo.

The creative execution needs to give this iconic milestone pride of place in a culturally relevant way that appeals to the audience. The design needs to have a future-focused appeal that considers what the Iwisa No.1 logo and visual identity may look like 70 years from now

3. APPLICATION ACROSS ITEMS:

The design must be adaptable across all four templates - Collared Jersey, Straight leg jogger, Bucket hat, and Tote bag. It should maintain consistency, readability, and visual impact across different product types and sizes without distortion or loss of quality.

4. DESIGN EXECUTION & VISUAL QUALITY

The design must demonstrate high-quality execution, with well-composed graphics, proper alignment, and professional finishing. Colour choices, typography, and visual elements must be applied to enhance clarity, readability, and overall aesthetics.

5. COMMERCIAL APPEAL

The design must appeal to a South African fashion-conscious audience, ensuring it is marketable and wearable. It should be trendy while remaining true to the Iwisa No.1 brand, making it desirable for a broad consumer base.







SMART TEMPLATE





IWISA NO.1 LOGO

SECTION-2: Primary logo analysis

1. Iwisa No.1 has a very distinctive and bold typeface which is highly recognisable and easy to read. The entire logo makes use of the core colour palette for differentiation and brand recognition.
2. The logo utilises a shield that also uses all the core brand colours, it adds weight to the logo and houses the key call-out.
3. A key call-out is used in the logo No.1, further creating impact, uniqueness and brand recognition.
4. As part of Iwisa No.1's 70 year anniversary celebration, your artwork and design need to showcase the 70-year logo in your final submission across all four templates. This logo is integral to the brand's communication in 2026



4 →



SECTION-3:

Primary logo colour usage

There are four primary colours in the Iwisa No.1 brand. Here are the full-colour breakdowns for various platforms and usage.

Hex 008C41
RGB R 0 G 140 B 55
CMYK C 99 M 15 Y 100 K 4
PANTONE #028848

Hex F01E24
RGB R 240 G 30 B 36
CMYK C 0 M 100 Y 99 K 0
PANTONE #da3932

Hex ffffff
RGB R 255 G 255 B 255
CMYK C 0 M 0 Y 0 K 0
PANTONE white

Hex C0DB00
RGB R 85 G 219 B 0
CMYK C 34 M 0 Y 100 K 0
PANTONE #c7da2c

IWISA®



IWISA®



IWISA®



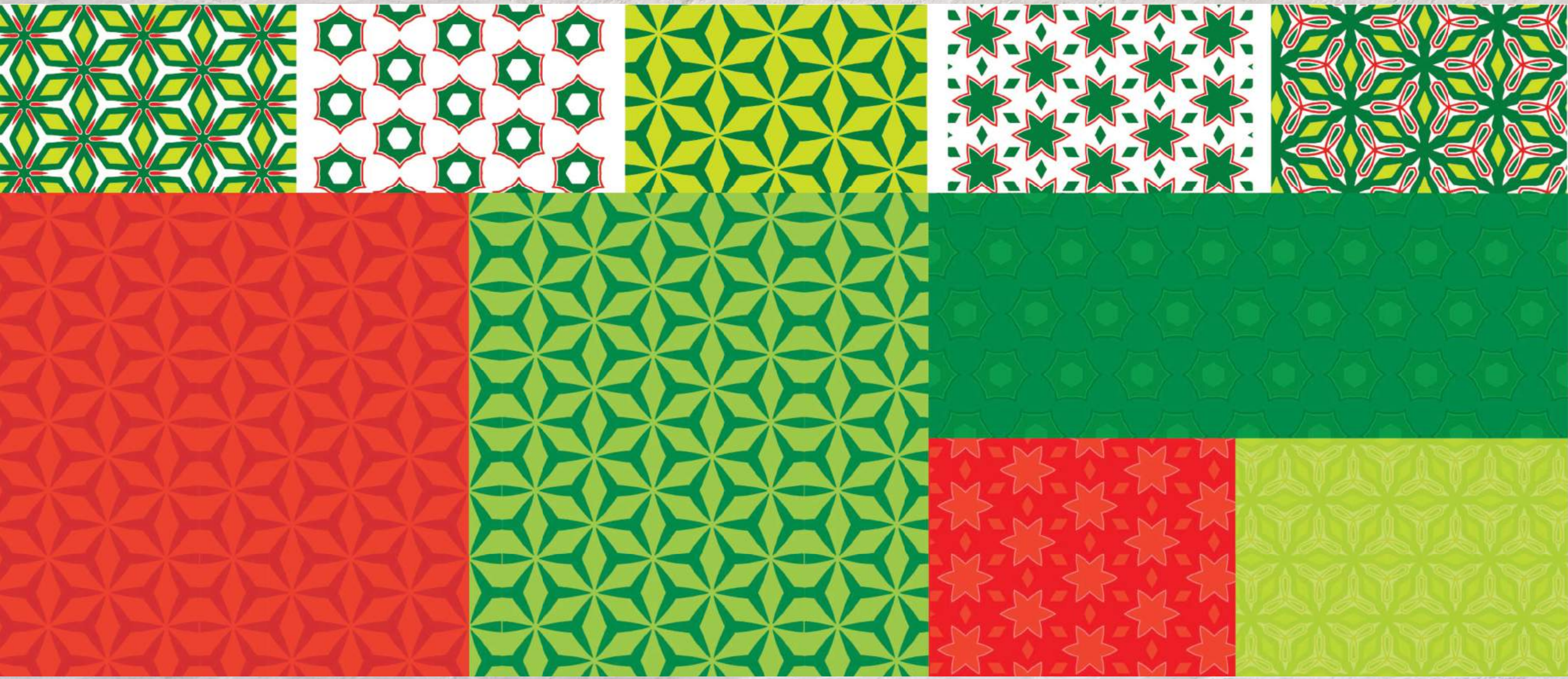
IWISA®



IWISA®



IWISA PATTERN



The background features a collage of artistic elements. In the top left, there are several paintbrushes of different sizes and types, some with dark handles and others with lighter ones, resting on a white surface. The rest of the background is a dark green, textured surface, possibly a book cover or a piece of fabric. Overlaid on this are several pieces of white paper with torn edges. One piece at the top left contains the text 'KEY DATES' in green. Another piece at the top right contains 'AND TIME LINES' in white and green. A large, central green shape with a serrated edge contains the main title 'SUBMISSION TIMELINE' in white and the dates '10 July - 31 August 2026' in white.

KEY DATES

AND

TIME LINES

SUBMISSION TIMELINE

10 July - 31 August 2026

JUDGING PHASES

PHASE 1:

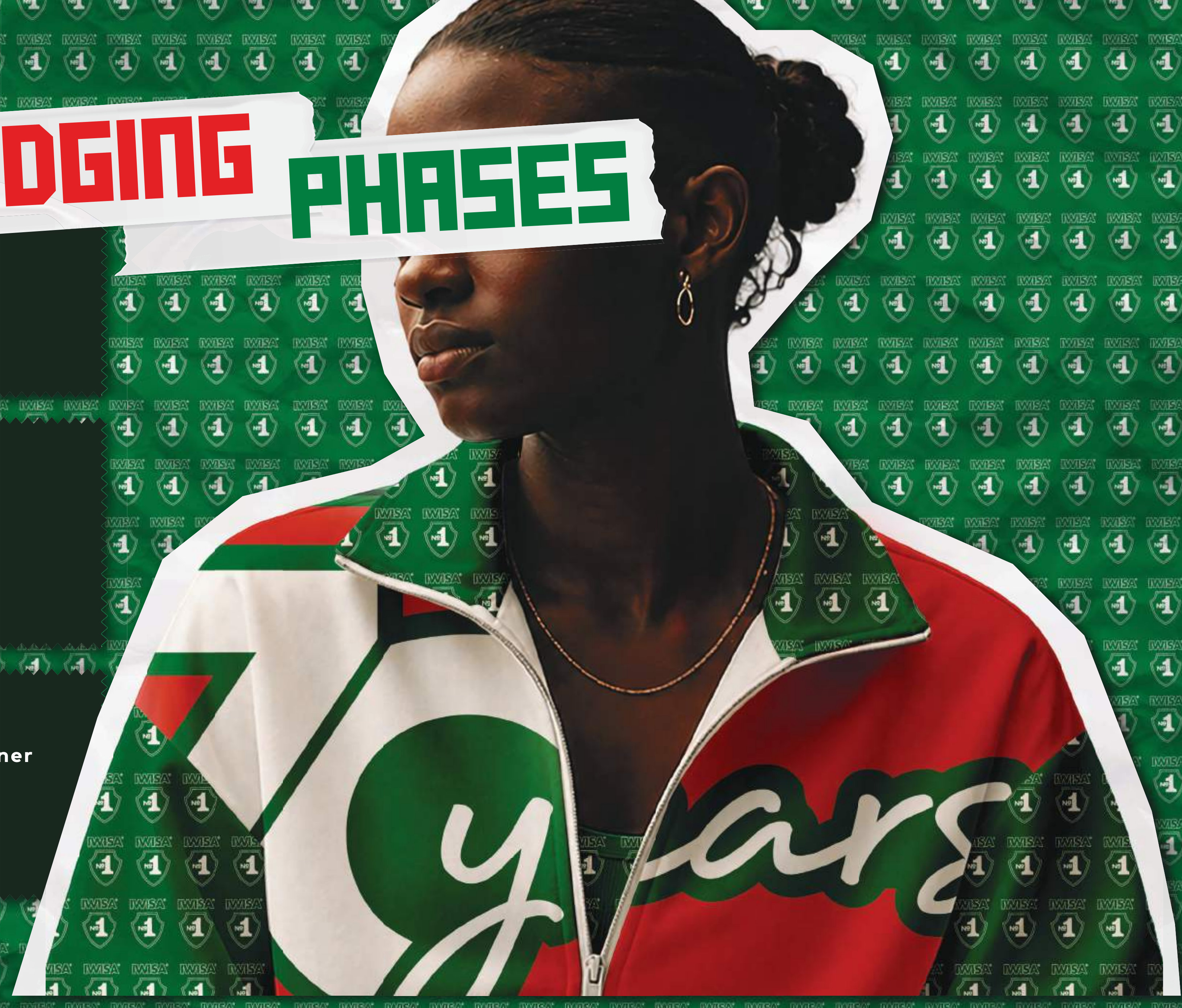
- Shortlist Top 20 designs

PHASE 2:

- Select 5 finalists

PHASE 3:

- Top 3 finalists and Overall Winner chosen by an expert panel.



PRIZE BREAKDOWN

1st PLACE

- Mac Book Pro (Valued at R35 000)
- R10 000 Cash Prize



2nd PLACE

- iPad (Valued at R15 000) + Apple Pencil (Valued at R2000)
- R5 000 Cash Prize



3rd PLACE

- R5 000 Cash Prize
- Noise cancelling headphones (valued at R2000)



1 SHOT

AT DESIGN

GLORY





YOUR STATEMENT
YOUR STYLE
MAKE IT

BOLD