



**Society of British
Interior Design**

FOR IMMEDIATE RELEASE

Society of British Interior Design (SBID) launches logo and mark of accreditation

SBID has unveiled a new logo and mark of accreditation.

The new symbol reflects the new design face of SBID and what it represents to the British interior design industry. It has been developed by award winning Brand Development Agency SEA Design to reflect the intellectual and artistic nature of interior designers and design support services.

Keith Siseman, recently appointed brand development director at SBID with a background in international communications with Proctor & Gamble says 'We wanted to deliver a clean, crisp image for the SBID logo and symbol of accreditation. It's an intelligent communications device that is designed to reflect a leadership position.'

To coincide with the launch, SBID has also developed a new website; Keith says

“Selecting the right web development agency for this project was one of our most difficult decisions. We wanted to partner with an organisation that would provide leading edge design and shared our commitment to excellence. The challenge was to create a site that was intellectually engaging and reflected SBID’s position as the interior design industry’s standards bearer.’

SEA Design Director Bryan Edmondson said “This was a dream logo and website development project; it gave me the freedom to design an image to fit SBID now it has established its market position.”

Lavinia Engleman, Events and Marketing Manager of SBID said, “We are all delighted with the external face of SBID; we have transformed from a seedling to a performance business in only two years. We are now in a different place, the hard work is done and we can really demonstrate what SBID does.”

“As designers - interior, graphic and product - we often forget about our own image; yet the logo and the website are two of the most powerful tools we possess in business today. They should be highly guarded, protected and promoted,” says Vanessa Brady, President of SBID.

This original logo will become the symbol of an *SBID Approved* programme to be released later in the year. To obtain the new Hi-res logo please email: info@sbid.org

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For more information on Society of British Interior Design (SBID)

Tel: 0207 738 9383 – email: enquiries@sbid.org

or visit: www.sbid.org

For additional media information or pictures please contact:

Press @sbid.org. Media Manager, Roz Rustell

About SBID

The Society of British Interior Designer's mission is to help its members by:-

Ensuring Consumers receive interior design advice that is qualified to
the highest standard

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Helping Members illustrate their interior design competence

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Promoting growth of business in the 'complete' Interior Design Sector

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Raising Standards through Education

About SEA Design

SEA is an award-winning brand and design agency, founded in 1997 by Bryan Edmondson and John Simpson.

Our international reputation for innovative and effective design touches all disciplines, from brand strategy and art direction, identity, interactive and advertising projects.

Please Contact Bryan Edmondson bryan@seadesign.co.uk if you would like to know more.

SEA Design 70 St John Street London EC1M 4DT