

09th December 2011

TB+A's Eco-mmittee Get a Brand New Look!

TB+A's internal environmental committee has been given a make-over and is proud to unveil its new branding

Troup Bywaters and Anders's staff-coordinated, Eco-mmittee is happy to unveil its new logo. The lettering is designed by TB+A's very own team member, Shaun Gale. At the beginning of 2011 TB+A's Eco-mmittee Chairs, Claire Bower and Paul Gooden, held an office-wide competition to find the best lettering design for the Eco-mmittee slogan. After much deliberation the Eco-mmittee decided upon Shaun's entry.

Shaun's ethos behind the design was to create something both sleek and minimal, with an eye-catching environmentally relevant icon. He has incorporated the TB+A iconic blue plus sign into the logo, as well as Eco-mmittee's new brand symbol; a single leaf within the lettering.

"I am most appreciative of all the hard work put into the process by Brand Adventure and the Eco-mmittee personnel. I believe we now have a design that can match the professionalism and growth of the committee, while remaining to have a strong association with the TB+A brand."

Shaun Gale, TB+A CAD Manager

TB+A's Eco-mmittee are incredibly happy with the result and look forward to bringing our brand new lettering to life when spreading our environmentally friendly message. Watch out for the latest Eco-mmittee news and announcements, as well as their very own page on our website in the near future.

For More Info Please Contact:

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