

BIA

The BioIndustry Association (BIA) is the trade association for innovative enterprises in the UK's bioscience sector



Challenge

We were tasked with creating a powerful new identity and set of brand guidelines to deliver consistency and coherence across all levels where the brand needed to communicate with its audience.

Solution

Working closely with the BIA we commenced a research programme of both their internal and external markets to define their brand.

We produced a confident, colourful and clean marque that reflects the 'dependable' nature of this industry group.

Result

The corporate identity has re-energised the organisation, it reflects their mission and now sees them clearly positioned. Over the last few years we have seen the BIA become widely recognised as a key organisation in driving the healthcare agenda in the UK.

What the client said

'I have been very satisfied with the high standards of work, both in terms of design and production. They are client focused, accommodating and go that extra mile to deliver for us'.

Laura Gilbert,
Public Affairs Director,
BioIndustry Association (BIA)

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