

## **tdg Develops Global Corporate Identity for Budev**

The Geneva office of tdg The Design Group has developed a new global identity for Dutch innovation and research company Budev.

Founded in 1995, Budev holds various intellectual property rights for a variety of innovative products. Budev serves as the parent company for all its intellectual properties, nurturing them through important development phases.

Budev's search for a brand identity began midway through 2009 with the company requiring a logo that would be simple, distinctive and easily recognizable to a global business audience across all continents.

tdg The Design Group answered the brief by developing a creative solution that captures the company's innovative nature. The logo takes on the theme of an embryo. The growing embryo device suggests that Budev, as the parent company, will support its brands and products through early growth and development stages. Within the embryo device the letters "B" and "D" of Budev are present - expanding to represent the future growth while creating a very distinctive look.

Budev CEO Michiel Paping and Chief Marketing Officer responsible for branding Anna Lipowska said, "Budev is a young and innovative company with a real desire to support technological evolution...tdg has created a very unique and distinctive identity which perfectly communicates the role we play in bringing exciting new products to life and then enabling them to grow into brands of their own, within different global markets."

tdg Creative Director Grant Marshall said, *"Given the diversity of global business markets in which Budev operates, this project required a distinctive creative solution which could be easily explained and understood in any country/language. The visual analogy with the growth of an embryo leading to birth (...of a new product) provides this link, and sits comfortably with Budev's 'guardianship' role."*

The identity was formally approved in October 2009 and was officially launched via the company website [www.budev.com](http://www.budev.com).

The Budev logo will not be promoted through traditional media communication channels, but will instead shadow any newly developed brands where Budev owns the intellectual property rights. The first brand to be launched is an innovative washing process for the natural rubber latex (NRL) industry called MPXX™ to eliminate protein allergens from latex related products. It is worldwide breakthrough technology for the industry.

**Patrick McDermott**

**tdg The Design Group**  
Clerkenwell Workshops (G13)  
27-31 Clerkenwell Close  
LONDON