

# Brand new look for CDS

Submitted by: Corporate Document Services

Thursday, 3 April 2003

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CDS (Corporate Document Services) has just launched a brand new look for itself and its parent organisation, The Baird Group.

When your company's services include graphic design, marketing, emedia solutions and print management, you don't exactly have to look far when you want to create a new look. So CDS found when they recently changed their branding.

CDS had been asked to create a new brand for parent organisation, The Baird Group, and its member companies. The Baird Group consists of six operating companies providing end-to-end capability in printed and electronic communications. CDS Creative Design Manager Richard Gregory comments, "We were presented a challenging brief that would unite six very diverse companies, with services ranging from traditional print to cutting edge emedia."

With a capable marketing team who handle clients including the European Social Fund, expert graphic designers and experienced print buyers, CDS had all the resources to hand to tackle this tough remit.

The new look combines the traditional burgundy and gold of the original Baird Group logo with smooth modern curves. CDS Design took their creative lead from the curves at the heart of an open book, and these curves, layered to resemble a stylised "B", became the central motif of the new suite of logos.

The logo design allows people to instantly identify a member of the Baird family, and is easily adaptable should the Group acquire further companies.

The stylish new look created by CDS joins the tradition and history at the heart of The Baird Group with its forward-looking, customer-orientated ethos to create a fresh new look that will strengthen The Baird Group brand.

For more information, contact Paul Meersman on 0113 399 4020 or email [paul.meersman@cds.co.uk](mailto:paul.meersman@cds.co.uk).

More about CDS

Corporate Document Services (CDS) is a leading UK corporate communications company specialising in the creation, design, production and publication of information in all formats. It was formed in August 1994, and acquired by The Baird Group in November 2000.

CDS are an S-CAT approved service provider. Clients include Interbrew UK, the Department for Work and Pensions and the Environment Agency.

Editor's notes:

Full colour, high resolution version of image showing both old and new Baird Group logos available.

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