

TRAID (Textile Recycling for Aid and International Development)
Press Release – 8 January 2009
Contact TRAIID Press Office 020 8733 2585



TRAID rebrands

TRAID (Textile Recycling for Aid and International Development) has made the first major change to its branding since the charity launched in 1999.

The new branding, which launches on Thursday 20 November, comprises a refreshed logo for the clothes recycling charity, and a new logo for TRAIIDremade, the charity's recycled fashion label.

Maria Chenoweth-Casey, TRAIID's Chief Executive said, "With our tenth birthday coming up in 2009, TRAIID decided the time was right to update our branding. We've always had a strong visual identity and understand the power of branding. It's a vital way of focussing the UK public's attention on clothes reuse and recycling, protecting the environment and global poverty. What I love about the new logo, is that it retains the best and most recognisable parts of TRAIID's identity, while giving us a completely rejuvenated brand to work with."

Created by Zerofee – the ethical design agency that lends its skills to socially responsible companies and charities at reduced rates – the new branding will be featured on TRAIID's website www.traid.org.uk, and will eventually be rolled out across TRAIID's second hand clothes shops, its textile recycling banks, the TRAIIDremade workshop and all marketing materials.

Paul at Zerofee said "The old logo did very well for nearly ten years of very exposed use, but as with all things, it had its limitations. The new logo reflects the growth and evolution of TRAIID's charitable work over ten years and we are confident that it's a striking and bold logo that stands out from its peers."

TRAID is determined to raise more funds to fight global poverty by providing more textile recycling facilities for people to recycle their unwanted clothing and shoes, and to encourage people to shun fast fashion by shopping at TRAIID for sustainably sourced second hand clothing and shoes.

TRAID is a registered charity working to fight global poverty through its clothes recycling and environmental activities in the UK.

Before



After



Before



After



Ends

- Contact TRAIID's press office on 020 8733 2585 for more information and images
- TRAIID is the textile recycling charity working to fight global poverty through its recycling and reuse activities in the UK. To find out more about TRAIID's work visit www.traid.org.uk
- Zerofee is an ethical design company that works on a commercial and donation basis. To see more of their work, please visit www.zerofee.org

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