

BSRIA Launches Dynamic New Look

1 year ago



The Building Services Research and Intelligence Association ([BSRIA](#)) announces its new brand identity, better reflecting its forward-looking commitment to sustainability, innovation and actionable guidance for the industry.

The revamped branding includes a modernised cuboid-shaped logo with a contemporary font and evolved icon. Retaining familiar colours, the design features distinctive ‘brackets’ symbolising BSRIA’s role as a knowledge hub, providing critical support to the built environment sector.

A brand built for impact

BSRIA’s refreshed identity aims to ensure its expertise and practical guidance are more widely understood and accessible by ensuring resources are easier to navigate. The rebrand aligns with the organisation’s mission to equip both industry professionals and consumers with the insights and tools needed to create better buildings.

Lisa Ashworth, CEO of BSRIA, comments: “As we look to the future, it is undeniable that the industry is evolving. Changes in occupant behaviour and a growing focus on sustainability are transforming how buildings are designed, constructed, and managed. Simultaneously, a new generation of talent has entered the industry, driving innovation and progress.

“Our rebrand isn’t just about aesthetics, it’s a bold step forward that reflects where we’re going as an organisation. The introduction of our new logo marks a renewed commitment to our mission: to equip stakeholders with the insights and tools needed to create better buildings here, now and in the future.”

Stitched into BSRIA’s fabric

As part of this vision, BSRIA has undertaken the retrofit of its headquarters, BSRIA House, in Bracknell. Phase 1 is complete, showcasing the potential of sustainable building upgrades. With a high-efficiency, low-global-warming-potential HVAC system, BSRIA expects a 28% reduction in Scope 1 and 2 emissions by 2025 compared to 2022. The building also serves as a 'Living Laboratory,' providing real-time insights to optimise building performance.

Ashworth concludes, "This retrofit isn't just a milestone for BSRIA, it's a demonstration of what's achievable for the sector. This new, modernised identity runs through the entire business, reaffirming our unwavering commitment to providing the expertise, tools, and solutions our customers need to create better buildings and a more sustainable future."

To learn more about the new look and BSRIA's ongoing initiatives, visit www.bsria.com/uk.