

SEAMS Unveils its New Logo, Visual Brand Identity and Website at Its National Networking Conference

SEAMS



SEAMS Executive Director, Will Duncan unveiled the Association's new visual brand strategy and website to the attendees at its Fall Networking Conference last week in Hilton Head. He indicated the changes were much needed to thrive in this **new** digital world and to be better prepared to serve its members with the resurgence and growth of Made in America initiatives. The new logo elevates the company's corporate identity and supports its unique network of manufacturers, suppliers, vendors and retailers/brands.

He further discussed how the new brand reflects who we are as an association and giving back, the market we serve, and the innovation that comes from the members.

The new website will be launching and "going live" in early November. It will feature the industry's only "MAKE SOMETHING /SOURCE SOMETHING" SEAMS Power Search to quickly find members. Look out for more information and official launch details.