

**Orange text is for you to amend with your details.**

## **Clever Designs Press Release**

**Midlands agency Clever Designs joins the Design Business Association**

**Birmingham based marketing, design and brand communications agency Clever Designs** have just been granted membership to the Design Business Association (DBA).

With only 450 members nationwide of which 48% are London based, **Clever Designs** join a select group of **midlands agencies**, meeting the standards required. The DBA is the trade organisation for the UK design industry, focused on promoting professional excellence and building productive partnerships between commerce and the design industry. The association champions effective design, communicating its value and the impact it can have on business performance.

**Andy Designer Director** said, “**Clever Designs understands how to harness the urge to communicate in an eye catching and engaging way with the need to deliver cost effective results to the highest standards. Our ethos is acting honourably, responsibly, politely and positively. With DBA membership we aim to bring these values and skills to a wider audience.**”

**Clever Designs have been delivering brand communications for the printed page, film, digital and online for ten years. From their offices, overlooking Warwickshire and the Cotswolds, Clever Designs serve a diverse range of sectors including: customer service software; engineering; higher and further education; housing; retail software, and training.**

Adam Fennelow, Head of Services of the DBA, comments “we are thrilled to welcome **Clever Designs** to the DBA. There are many design businesses working in the UK and producing fantastic work. A particular focus for the DBA is to attract those creative businesses that work to a set of business values that benefit them and their clients. We look forward to supporting **Clever Designs** on their journey. ”

**Editor notes:**

For further information please contact **Andy Designer, Clever Designs Director,** [andy@cleverdesigns.co.uk](mailto:andy@cleverdesigns.co.uk), 01777 777777

For further information on **Clever Designs** visit their website: [www.cleverdesigns.co.uk](http://www.cleverdesigns.co.uk)

For further information on the DBA please visit their website: [www.dba.org.uk](http://www.dba.org.uk)

NB – in this example we use ‘Midlands’ and ‘Birmingham’ as a descriptor for the agency. This could easily be replaced with a different location, or with the design discipline you specialise in or anything else that could describe your business.