



Biomason launches new brand identity reflecting their revolutionary carbon neutral biocement® construction materials

Research Triangle Park, North Carolina, February 8, 2021 / Prowly / --Today, [Biomason](#) unveiled its new brand identity and website as it accelerates the scale-up of its novel biocement® building materials.

“2021 is an important year for Biomason; we’re rapidly scaling our technology and team - launching projects with global brand customers in the coming months,” said Ginger Krieg-Dosier, co-founder & CEO of Biomason. “It’s the right time for us to update our company identity. We’re thrilled to now have a brand as bold as our vision: to end the world’s dependence on carbon-emitting construction materials.”

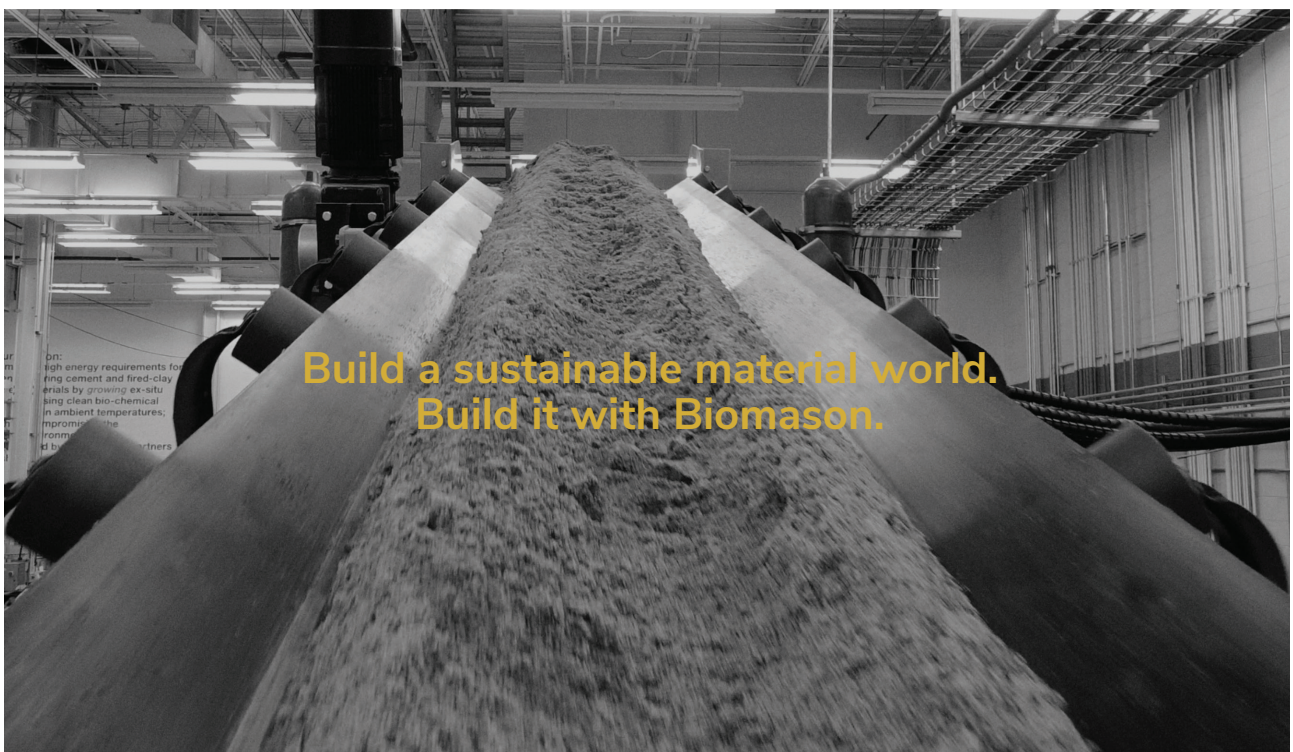


Biomason, new logotype



Biomason, new logomark

Traditional portland cement manufacture accounts for 8% of global carbon dioxide emissions. Biomason challenges this two hundred year old industry, instead harnessing the power of biology to innovate sustainable twenty-first century alternatives. Biomason’s technology uses natural bacteria to grow biocement® materials, turning recycled aggregates into sustainable construction products built with carbon.



Biomason, Homepage from new brand website



The company worked with New York-based biodesign consultancy, [Biofabricate](#), to create a new logo and identity that embodies the unique, biological foundation to Biomason's technology. The rebranding includes a top-to-bottom redesign of the company's website, logo, graphics and communications. The new Biomason website features the inspiration for their technology: coral, and provides clear and simple technology explanations and applications.

The 'O's in the 'Biomason' logotype are treated as living elements, echoing the rod-like shape and behaviour of bacterial cells as they divide and multiply ([see animation](#)). The new identity also incorporates a color palette derived from the very grit Biomason uses to grow its sustainable materials.

Biomason's current product offering includes bioLITH® tiles, designed for exterior and interior use in commercial, institutional and residential building projects. To learn more about how Biomason builds with biology enabling radical reductions in carbon emissions visit their new website: www.biomason.com.



Biomason, new mission statement from new brand website

About Biomason:

Headquartered in the Research Triangle Park, North Carolina, Biomason builds with carbon, the same way nature does. The company uses microorganisms to grow sustainable structural cement materials for the construction industry. Biomason's technology harnesses the power of biology to reinvent traditional portland cement offering a stronger and CO2 neutral alternative. For more information, visit www.biomason.com

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Source: Biomason

Related Links: www.biomason.com