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SPIE wins BNA for design work on Prism Awards for Photonics Innovation

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BELLINGHAM, Washington, USA -- SPIE is among the winners named recently in the inaugural [Brand New Awards](#) -- BNAs -- design competition, for identity work done surrounding the [Prism Awards for Photonics Innovation](#).

The BNAs celebrate the best identity work produced around the world during 2010. The judged competition is hosted by UnderConsideration, a network and enterprise dedicated to the progress of the graphic design profession and its practitioners, students, and enthusiasts through publishing, consulting, educating, and blogging.

SPIE was identified as a winner in the Comprehensive Identity Program, Professional Division, and was among 100 other winners in a field of 547 that included large and small design agencies and organizations with clients such as Comedy Central, the Pew Center for Arts and Heritage, Dell, Sony, Porsche, and others.

The Prism Awards for Photonics Innovation are sponsored by [SPIE](#), the international society for optics and photonics, and [Photonics Media](#), publishers of *Photonics Spectra* magazine and other publications. The annual international competition recognizes cutting-edge products that break conventional ideas, solve problems and improve life through photonics. [Winners](#) are chosen in nine categories, such as industrial lasers, life sciences and biophotonics, information and communications, and others.

[SPIE](#), the international society for optics and photonics, was founded in 1955 to advance light-based technologies. Serving more than 180,000 constituents from 168 countries, the Society advances emerging technologies through interdisciplinary information exchange, continuing education, publications, patent precedent and career and professional growth. SPIE annually organizes and sponsors approximately 25 major technical forums, exhibitions and education programs in North America, Europe, Asia and the South Pacific, and supports scholarships, grants and other education programs around the world.

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