

SilverDoor Logo to be Published in Book on Branding



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SilverDoor's logo, the lion's head, is to be published in the Master Library series of branding books.

The logo will be featured in the Animals and Mythology edition, the second book in the series, and will be published in Spring 2010 by Rockport. The new Master Library books will showcase logo design work from creative agencies around the world. Designers can use these books to take a more focused look at core logo applications and to gain inspiration and keep a check on what is happening in the design industry.

Marcus Angell, managing director and founder of SilverDoor said: "I am delighted that our logo has been recognised as a top brand and that it can be the inspiration for others. We've worked with Gibson since early 2005 and they were responsible for the rebranding process from Hotdigs to SilverDoor and all the visual branding and marketing work that we have done since. It is such an exciting time for us and we are growing constantly and adding new apartments to our website all the time. Having this acknowledged just strengthens my belief that SilverDoor is becoming a recognisable brand."

One of the SilverDoor additions to its website is a selection of [serviced apartments in Edinburgh](#), Chester Apartments. Located within convenient reach of the main commercial, shopping and entertainment districts, Chester Apartments provide luxury accommodation with a choice of studios and one and two bedroom apartments. Each spacious apartment is individually styled and whilst still retaining a period feel, offers modern convenience including a fully equipped kitchen, satellite TV and complimentary wireless broadband. Some of the apartments also feature either a terrace or garden area.

Also new to SilverDoor is Eldon [Serviced Apartments in Reading](#). Located in the peaceful Eldon Square conservation area, which is about a 15 minute walk from the city centre and 20 minutes from Reading railway station. The apartments feature either one or two spacious double bedrooms, a main bathroom with a walk-in shower and a fully equipped kitchen with laundry facilities. Guests will also receive a complimentary welcome pack on arrival and there is free onsite parking for one car.

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About

SilverDoor

SilverDoor international serviced apartments was incorporated as a limited company in March 2000 under its original name of Hotdigs. At the beginning of January 2006 the company changed its name to SilverDoor. The company was formed and continues to be led by managing director Marcus Angell.

SilverDoor boasts an impressive client portfolio which includes many FTSE 100 companies such as Cadbury, MAN Group PLC, ICAP and Serco Group as well as relocation and hotel booking agents.

SilverDoor offers serviced apartments in over 170 locations globally such as London, Paris, New York, Abu Dhabi and Tokyo. SilverDoor has also just added to its portfolio with additional new [London serviced apartments](#) and a selection of [serviced apartments in Camberley](#) as well as new [serviced apartments in Manchester](#).

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