

Transnet drives new identity

 Bylssa Sikiti da Silva

24 Jul 2007

State-owned transport company Transnet Limited unveiled its new corporate image during a media briefing held at Carlton Centre in Johannesburg yesterday, Monday, 23 July 2007. The re-branding process, executed by Brand Leadership, includes, among others, a new logo, new pay-off line, values, new mission and a vision.



Group CEO Maria Ramos said that the re-branding process is the last stage of a long but thoughtful restructuring process that started three and half years ago, and which was meant to reposition the company to respond adequately to South Africa's economic challenges and growth prospects.

"Today is an exciting day for us, as we announce the rebirth of a new Transnet, which is also related to the nature of the organisation's core business resulting in the transformation of Transnet from a diversified conglomerate into a focused and integrated freight transport company," Ramos said.

Exhaustive research

The re-branding process cost a total of R3million, and is the fruit of a well-planned and exhaustive research, she said.

"While retaining the current name Transnet, we have refreshed our brand image to reflect customer centeredness, reliability, cost-efficiency, transparency, competitiveness, flexibility, OD alignment and improved communication," Ramos emphasised.

The re-branding process has also resulted in some divisions of Transnet changing names and colours to reinforce the new pay-off line 'Delivering our Commitment to You' and promote its new vision and mission 'One Company, One Vision'.

The new names are as follows: Transnet Rail Engineering (from Transwerk), Transnet Freight Rail (previously Spoornet), Transnet Pipelines (from Petronet), Transnet Port Terminals (from SAPO), and Transnet National Ports Authority.

Later in the evening, Transnet hosted a 'first-class' and extravagant party in Newtown to celebrate the re-branding process.

The sumptuous gala dinner was attended by various illustrious personalities, including Public Enterprises minister Alec Erwin and Finances minister Trevor Manuel, Mpumalanga Premier Thabang Makwetla, Gauteng MEC for local government Dorothy Mahlangu, Ekurhuleni mayor Duma Nkosi and former Scorpions boss and Deputy President's hubby Bulelani Ngcuka.

The event was also graced by media big guns such as Trevor Ncube and Ferial Haffajee (*Mail & Guardian*), Mathatha Tsedu and Kathu Mamaila (*City Press*), and Thabo Leshilo (*Sunday World and Sowetan*).

“Pause for rest”

“This evening is therefore a very brief pause for rest and celebration before the hard work continues again tomorrow. It is a celebration of what the company has achieved over the past three years,” Ramos said.

“We are getting there but we have not yet arrived – there are many more milestones to be reached, many we know about and even many we will discover along the way,” she concluded.

ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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