

Transforming Unisa SBL's brand identity



The University of South Africa's Graduate School of Business Leadership - the largest business school in Africa - unveiled its new brand identity this week after a broad collaborative process.



The project to design the new brand involved extensive surveys, focus groups, exhibitions and interviews to ensure that all stakeholders - students, staff, business and alumni - were deeply involved in the creation of the new identity.

The SBL was afforded the central part of the UNISA crest which was revealed last week in Pretoria.

Professor Johan Rall, acting executive director of the SBL says: "The new identity is about an obligation to others and self to ensure we reflect on our proud history and that we engage in binding symbolism to serve us all into the future."

"We are first and foremost Africans with a proud history, culture and rich diversity in our people. These are all reflected in our new logo. I trust that you will uphold this new, original identity of the SBL and will be able to use this to give meaning to all spheres of life you engage in and in doing so recognise your association with the development of leadership and management competencies in all layers of business and society on our wonderful continent - Africa."

The new SBL brand identity was created by Brand Leadership (strategy) and Two Tone Design (design) and is an embodiment of the Unisa values inspired by the philosophies of Credo Mutwa.

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