

Redeveloped Fourways Mall to showcase new corporate branding

The multibillion-rand structural redevelopment of Fourways Mall in Johannesburg is being accompanied by a new brand and corporate identity, which will be rolled out across the property's various media and structural assets ahead of its re-opening during 2019.



Designed and implemented by digital and design agency Amorphous New Media, the soon to be super-regional mega-mall's new brand was designed to reflect its shoppertainment approach, which aims to offer something for everyone.

"The mall's previous brand identity is 30 years old, and although there was a minor refresh which shaped the community and formed the touchstone for all who have shopped, played, been entertained and spent time with loved ones here, now is the perfect time to fully rejuvenate the personality we present to the market," says Zoe van Onselen, head of marketing for Accelerate Property Fund, owners of Fourways Mall.

Refreshed logo

The brand's new logo echoes its predecessor, but plays with elements of the number four, with the angle of the four's crossbar used in design elements across the brand from digital advertising to corporate stationery and in-mall elements.

"The mall is at one of the largest four-way intersections in the country, and the project architects have included 'four' as the nexus of foot traffic in the centre," explains Grant Shippey, CEO of Amorphous New Media. "Therefore, it made sense to maintain a strong link with the number in all the brand work we did, focusing on the evolution of the brand and maintaining its status as the beating heart of the Fourways community."

"Our marketing collateral will abbreviate the mall's name to 4WM, emphasising its new personality and driving focus to particular shoppertainment elements via a play on social media and email address notations," van Onselen adds, "making

sure we stay on trend with what is happening in our market.” These make for a strong individual identity and easy replication for social media use. For example, information about a fashion event will be highlighted as Fashion@4WM, restaurants will be linked via Eat@4WM, and entertainment will be connected with Play@4WM.

Playful colours of pink, green, blue, yellow and purple will brighten collateral from digital advertising to corporate stationery and in-mall elements.

Two-phase roll-out

The new brand is being rolled out in two phases, with several outdoor advertising elements already in play as well as bus wraps in the new branding which invite consumers to visit the mall. The new logo, typeface and colours will be rolled out with refreshed marketing collateral and stationery through the mall, whether printed or electronic.

The second phase will include six feature walls throughout the mall that will provide backdrops for selfies and family photos. The installation of exterior signage in the new brand language will complete the physical rollout of the rebrand, with final elements of the digital redesign to follow.

“While a new website (www.4wm.co.za) is in the process of being developed, it will be completed in tandem with the mall itself. However, our new shop openings, news and other events will be posted on the refreshed site, and on the mall's well-established social media channels,” concludes van Onselen.

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