

# ACA launches new corporate identity

The Association for Communications and Advertising (ACA) unveiled a new corporate identity at this year's Advertising Performance Excellence Awards (APEX) gala event held last night, Thursday, 10 April 2008, at Emperor's Palace. The new logo, inspired by beads and beadwork, common among many African cultures, captures the essence of how barriers can be transcended through advertising and communication.

The logo is intended to be strong and stand on its own while also being neutral enough so as not to conflict when used in conjunction with other logos in the event of endorsement of affiliation.

Odette Roper, CEO of the ACA, quoted Charles Darwin, saying: "It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change. Therefore, in an effort to embrace the spirit of change, the ACA identified the need to make some changes in order to remain relevant to our members and the industry that we serve.

"These certainly are exciting times for the ACA. The organisation is moving into the future with a renewed energy and passion and this is mirrored in the new corporate identity."

She added that the format of the new logo is simple and effectively communicates the role of the ACA as "champion of the communication and advertising industry".

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