

# New brand identity for African Press Organisation

African Press Organisation (APO) revealed its new corporate brand identity late last week, designed to reflect the company's core values: dynamism, professionalism and the quality of service it provides.



Old logo

"Over the past few years, our company has experienced a tremendous level of growth, and we wanted to communicate this upward trend to our current and future clients. The new brand also symbolises APO's forefront methods when it comes to press release distribution and media relations in Africa", says APO founder and CEO, Nicolas Pompigne-Mognard.

APO's new logo marks the culmination of an eight-year evolution towards valuing the acronym, APO, as the firm's primary identifier. The logo was designed by Eclecticblue, an award-winning London-based creative design agency working for companies such as Moët & Chandon and Waggener Edstrom Worldwide.



New logo

## Four elements

The logo was designed by combining four elements; the company name, the acronym, the map of Africa, and the tagline. The modernised look also represents the firm's vision to continually move forward and adapt to new technologies and ideas.

APO's tagline "Your Voice Across Africa" defines who APO is and what the firm offers to its clients.

Accessible at [www.apo-opa.com](http://www.apo-opa.com), APO's new website has been designed to provide a user-friendly experience with improved navigation and functionality throughout, allowing customers to access precise service offers and videos info-graphics.

"Our clients like the fact that they can depend on us when it comes to media relations on a Pan African scale. We take great pride in the quality of our services and the dedication of our staff, which is why we have been blessed to expand so rapidly and have full intention to bring on more value propositions in the near future", says Pompigne-Mognard.

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