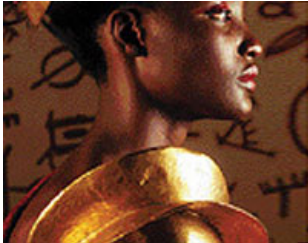


Redefining gold in Africa



Gloo has been commissioned to redefine the corporate identity for The Gold Of Africa Museum. Based in Cape Town, the Gold Museum offers a unique educational journey through the history of Gold in Africa and is owned by Anglo Gold Ashanti.



Th

project requires the positioning of various other offers alongside the main exhibition space, including temporary exhibits, venue hire, the jewellery workshop, a museum shop and various guided tours.

Gloo is working closely with the internal marketing team at the museum to create an identity that allows consistency of branding as well as clarity of communication in all areas of media, from print through to the web.

Gloo will be developing signage concepts within the exhibition space as well as various other print based marketing initiatives and a new interactive website for the museum.

Gloo's Dallas Du Toit says: "The project involves consideration of many aspects of the business. The result will be a re-energised identity with a more cohesive approach to all aspects of their branding requirements. We believe this will help the museum market itself with increased impact and synergy."