

OPA revitalises its corporate identity

The OPA has been busy. They opened up membership to smaller online companies, ensuring a more inclusive representative body, as well as invited advertising agencies to join and make a constructive contribution. The OPA has now redesigned their logo to ensure they are more in line with international online design trends.

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"The new OPA logo is in tune with the strategic changes which we have recently implemented," says Adrian Hewlett, chairperson of the OPA. "Being the representative body of a dynamic industry such as the online one necessitates an innovative and fresh approach. After all, it's the original and inventive thinking that this industry was built on, and that continues to build it."

The creative director behind the rebranding was Grant Whitfield of Habari Media, who studied how international brands represented themselves in the online medium. "I wanted to create a logo that was both fresh in appearance and up to date as well as giving it a 'digital' feel. The response has been overwhelmingly positive and we feel we have met our objectives."

For more information on OPA and on becoming a member, please contact Theresa Vitale on 011 454 3534, or email her c

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