

## New Sasol logo gets international recognition

The new Sasol logo, designed by Trademark Design, has been showcased in Creativity's new international edition on the best of corporate identity design. The book is edited by David E. Carter, who has published over 90 books looking at corporate identity and headed one of the most respected major design competitions since 1974. Centring on a unique molecular symbol, the new identity expresses the nature of Sasol's core petrochemical business and denotes the company's technological excellence. The familiar wordmark has been updated, and the colour blue, traditionally associated with Sasol, remains inherent to the identity.

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