

HKLM strikes Gold

AngloGold Limited, South Africa's largest gold mining company has appointed strategic branding consultancy Harwood Kirsten Leigh McCoy (HKLM) to create the new corporate identity for its merger with Ashanti Goldfields of Ghana.

The new global gold mining giant, AngloGold Ashanti Limited will have operations in 11 countries. According to HKLM's Charles Kuzmanich, "This worldwide presence will require a co-ordinated international identity rollout, and our challenge is to develop a globally recognised brand that is proudly African yet undeniably world-class".

The launch of the new identity is expected to fall in the second quarter of 2004.

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