

# CMA seeks to boost identity through new logo

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Uganda's Capital Markets Authority has unveiled a new logo with intentions to demonstrate its new corporate identity – adapted to identify with the needs of investors in the capital markets.



Kampala - The new logo consists of maroon circle, interlaced with white raindrops that fall on a section of an umbrella, beside the letters CMA. These are crowned by the words *Capital Markets Authority* and a slogan *Protecting Your Investments*, which appears below the symbols and CMA. The body regulates and promotes the development of capital markets industry in Uganda.

“The logo serves as the main identifying element of our new corporate identity. The ‘umbrella’, a protective device, reflects CMA’s investor protection role from ‘raindrops’ – malpractices that may affect your investments in the capital markets. The bent lines (raindrops), reflect the fluctuation of share prices. The roundness signifies the global environment with which Uganda’s capital market operates,” said Ann Kyohairwe Muhangi CMA’s Public Education Manager. She was describing the logo at a press conference held to unveil it, in Kampala on November 6.

“We have been re-launching ourselves; we have made a new strategic plan, new strategy and identity. We felt that after 10 years we need to reflect we have achieved in the last 10 years and what we are looking at achieving in the next 10 years,” said Japheth Katto the Chief Executive Officer CMA, while commenting on the new logo.

Katto added, “We felt that we need also a new logo that reflects the modern market, the integration, and the globalization. The logo is dynamic and reflects the nature of today’s capital markets.”

According to Katto, the logo is part of CMA’s new strategic plan aimed at increasing awareness and investment in the capital markets.

Muhangi said the new logo which is already in use, would be used on CMA’s business cards, headed-paper, envelopes, and other corporate documents and property, to make it

She said the body had decided to move away from the old conservative logo, which like most government institution, logos

carried an image of a crested crane – the national symbol. “Our objective was to have a logo that is more dynamic and shares what people feel and give a reflection of CMA does,” Muhangi explained.

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