

A fresh look for Uganda Clays

 By [Walter Wafula](#)

25 Aug 2008

Uganda Clays a brick- and tile-making firm and one of Uganda's oldest companies has rebranded to a more corporate look.

Last week, Uganda Clays Limited (UCL) unveiled a new logo with two interlocking diamonds, one adorning a coffee brown colour, the other, orange. The logo means to reflect the times and dreams, while honouring the nation within which it operates. "The appearance of the diamonds reflects the transformation of UCL, from a small company to regional firm," said Christine Nalubwama, public relations officer at Terp Group, which crafted the identity.

The new logo was unveiled during the company's 60th anniversary celebrations in Kampala. The ceremony was graced by several top chief executive officers, managers and representatives from several stock brokerage firms. While unveiling the logo, John Wafula, UCL's chief executive said, "This identity celebrates our past, depicts the quality of our products and it also celebrates our nation where clay we use comes from."

Wafula added, "Our new logo depicts, both our history of strength and resilience, but also reflects our present and future aspirations, as we hope to be the market leader not only in Uganda, but the rest of East Africa."

Last year, the company listed on the Uganda Securities Exchange and embarked on its five-year strategy toward becoming a big corporate company.

UCL's rebranding aims to refresh its visibility in the media, on billboards, and minds of people, now that it has an office and public relations firm managing its image.

ABOUT WALTER WAFULA

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