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## **New bank brand**

Brand Leadership led the rebranding of Teba Bank into ubank, officially launched on 7 October 2010. Its integrated solution for the bank encompassed developing a brand value proposition, a new brand name, brand identity and application of the new brand across key brand touch points.

"It isn't everyday that one has the opportunity to rebrand a brand with a history that is integral to the economic fabric of Southern Africa through its migrant workers," says Sue Rowan, Brand Leadership's brand activation director. "The challenge was that while moving the brand forward and making it accessible to newer markets, the new brand had to retain the essence of its history."

The new brand mark, derived from a fingerprint with concentric circles growing outwards, captures the bank's heritage and is inspired by the many miners who could not write and used their thumbprint.

"ubank is a name that more accurately reflects the transformation of our business in recent years into a mainstream bank. We want to broaden our customer base and offer products and services that are relevant to the South African public," says Mark Williams, ubank CEO.

The bank was established in 1975 to serve mineworkers and their families and holds R3bn in deposits. The bank now serves over 500 000 South Africans, across 90 branches, 52 agencies and 74 ATMs. The ownership of the bank rests in a trust held on behalf of its customers and communities.