

BRANDING is one of the most current concepts in corporate management and product development. This decade has witnessed branding taking the centre stage in facilitating entrepreneurship success and market distinction.

Today, the brand value of a product is no longer determined by the cost of production of the value of services provided. Instead, people are now interested in names, packaging and reputation of the organisation. An institution's endearing qualities determine its patronage.

The above submission make development of a brand value a grave necessity for every organisation that renders services or has products in the market. Generating a brand value requires that the organisation must have a message or statement it is communicating to its clients, consumers, staff and competitors.

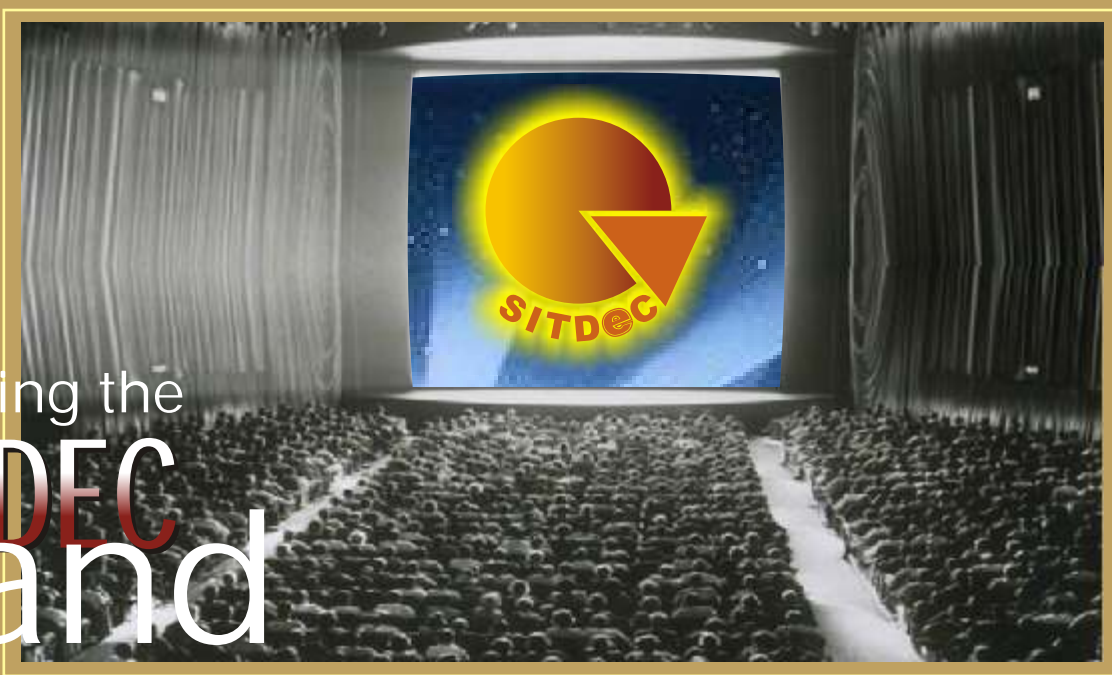
Little wonder Dr. Obi Ezekwesili took the Nigerian Corporate World by surprise when she deviated from the usual bureaucratic approach to governance by using

doing government business the Obi Ezekwesili; depicting innovation.

Apparently taking a leaf from the Honourable Minister, Tunji Ariyo, helmsman at SITDEC would rather be identified as an innovator and Icon of change. Boldly describes SITDEC as the engine-room of e-governance in Ondo State. It is and should remain the hallmark of ICT in the state, moreso, it is the portal through which the whole world would hence forth be relating to the state and vice-versa.

Perhaps little does Dr. Olusegun Agagu know that SITDEC is more than just the facilitator of his e-government programme, it is an image building agency for government and must therefore reflect the corporate personality of Ondo State, the Governor, government and the people.

Without any reservation, SITDEC must be attributed with the indicators of good governance such as: Speed, Responsiveness, Development, Advancement, Growth,



Unveiling the SITDEC brand

branding to make a loud and bold statement of internet in the Federal Ministry of Solid Minerals. Her message spelt a determination to deviate from the status-quo by introducing a touch of enterprise to her forays.

Through her, Number 34 became a bold communication to local and international stakeholders in the ministry. Through every available medium, the Ministry now proudly flaunts its brand identification in a spectacular style, highlighting a unique logo design and instructive colours.



Dr. Oby Ezekwesili, setting a pace with branding

Through this means, it has become public knowledge that:

34 is the number of minerals available in Nigeria

There are 34 identified minerals in Nigeria awaiting exploitation.

Nigeria is inviting investors to exploit any/all her 34 minerals

In the Nigerian Corporate Circles, 34 now means Trustworthiness, Reliability, Efficiency and Enterprise.

34 now means a new way of

Accuracy, Efficiency, Security, Passion and Responsibility. Perhaps one of the most potent media for branding a product or service in the logo. The logo must be unique and loaded with messages. Wondering what is so special about a logo? You may wish to ask Sterling Bank authorities why they spent millions in an elaborate ceremony where its corporate logo was unveiled.

The corporate logo chosen by SITDEC coordinator to promote its brand image is as revolutionary as the SITDEC vision itself.

The logo's spherical shape represents Ondo, the Sunshine State in colours and as an entity. Take note of the arrow head that cuts into the circle and looks into the future. That arrow represents development, progress and advancement. The arrow head also cuts into the sphere to form an "e" representing e-governance in the Sunshine State.

Asked what is SITDEC's unique selling point? Tunji said "it is our passion for development." No wonder he chose the pay-off "...passion for growth"

In SITDEC, you find taste, elegance, striking radiance that depicts the new specter of Ondo State. The outward appearance of the SITDEC House, the paneled doors, the tasteful furnishings, glass novellas and the enterprising staff all complement the image of the organisation that proves