


BRAND REJUVENATION AND RENAMING

Fact sheet



**MINERALS COUNCIL
SOUTH AFRICA**



 The Minerals Council South Africa

“The new logo is a symbol of the organisation’s and industry’s efforts and aspirations.”

On 23 May 2018, the Chamber of Mines of South Africa was formally renamed the Minerals Council South Africa (Minerals Council), unveiling a new logo and brand identity. The decision to rename the organisation was taken by the Chamber of Mine’s Council in 2017 in line with our changing face, ethos and role.

The decision was not taken lightly and followed extensive research undertaken by a leading South African brand agency. While it was acknowledged that the Chamber of Mines has had a long history of contribution to the South African mining industry, it is also understood that there are negative associations with its past.

The Council was of the view that it was time to signal clearly that this industry is moving forward, building a new legacy and creating a future all South Africans can be proud of.

The Minerals Council is well aware that a new logo will not create a new legacy. Rather, the logo is a symbol of the organisation’s and industry’s efforts and aspirations. In all that the Minerals Council does, we will endeavour to represent and lead members in a way that reflects our vision and values. More than that, through our membership compact, we will hold members accountable for the commitments that the Minerals Council and our members have made.

INTRODUCING THE MINERALS COUNCIL SOUTH AFRICA



THE NAME

The Chamber of Mines has become the **Minerals Council South Africa (Minerals Council)**, a name which better reflects the work that the Minerals Council and our members now do. The original Chamber of Mines was loosely formed in December 1887, in a hotel in Johannesburg, one year after an Australian gold digger, George Harrison, first discovered gold on Langlaagte Farm. The former name conjures up images of those early mining days. The role of the Minerals Council has expanded far beyond its original remit – we innovate, we are thought leaders and we challenge the status quo. The mining industry is about so much more than just the mining process.



QUICK FACTS

What does the Minerals Council logo represent?

- 01**  **Engineering:** The “M”, suggestive of mining tunnels, is safely contained within the outer shapes while the negative spaces symbolise drilled-out areas
- 02**  **Nurturing:** The “M” symbolises the heart of South Africa and is supported by four shapes, which represent the Earth
- 03**  **One voice:** The logo depicts strength of form and unity, and national pride is exemplified in the use of the colours of the South African flag
- 04**  **Equity:** Some aspects of the previous identity have been retained

THE LOGO

New logo

Old logo



VISION

To ensure mining matters in South Africa



MISSION

To play a leadership role in enabling the South African mining sector to achieve its real potential for investment, growth, transformation and development in a socially and environmentally responsible manner



VALUES

Members are obliged to conduct their business according to the agreed Minerals Council values, dictating the minimum standards of conduct required of them in order to become a member of, or remain a member of, the Minerals Council

The five values of the Minerals Council are:



Responsible citizenship



Respect



Trust



Honesty



Accountability



SLOGAN

#MakingMiningMatter



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The Minerals Council South Africa

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