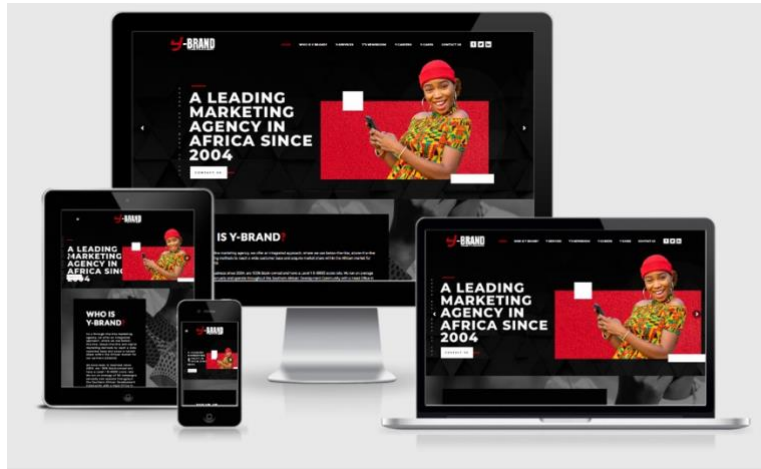


Y-Brand Launched New Website

February 2022



As part of rebranding the agency from Yourself Management to Y-Brand, the agency launched its new website on Friday, 18 February 2022.

The agency's 20th decade strategic positioning is a strong black corporate identity with the iconic Y letter in red. The word BRAND and the tagline is in white.

The agency corporate colours: Black, White and Red

This is the 2020 to 2030 identity: Y-Brand

Past Identity:

2001 - 2004: Yourself Function Organisers (not registered, our founder Kabelo Ncholo formed the agency at the age of 19 years old while working as a waiter).

2004 - 2010: Yourself Events Management (the agency was formally registered on 12 August 2004).

2011 - 2020: Yourself Management

Our tagline: A leading marketing agency in Africa since 2004

Our strength: African (Black) people content specialists

Our elevator pitch: We are specialists in making brands connect with African (Black) people

Our offices: Johannesburg, Cape Town, Durban, Windhoek and Lusaka