

Sahara Group Foundation rebrands to promote access to energy, sustainable environments

Sahara Group Foundation has unveiled its refreshed brand identity to reinforce its commitment to promoting access to energy and sustainable environments.

LAGOS, NIGERIA, April 18, 2023 /EINPresswire.com/ -- Sahara Group Foundation, the social sustainability vehicle for leading energy and infrastructure conglomerate, Sahara Group, has unveiled its refreshed brand identity to reinforce its commitment to promoting access to energy and sustainable environments.

The unveiling event at Sahara Group's office in Ikoyi, Lagos Nigeria, included the introduction of the Foundation's refreshed logo, impact focus, and website to frontline brand, energy, sustainability, and lifestyle journalists.

The event also served as a formal introduction of the Sahara Group Foundation new director, Ejiro Gray, who in December 2022 assumed the role of Director, Sahara Group Foundation in addition to her role as Director, Sustainability and Governance, Sahara Group.

Executive Director, Sahara Group, Ade Odunsi also a Trustee of the Foundation and Executive Director, Moroti Adedoyin-Adeyinka expressed delight at the transformation of the Foundation since it was established. "We are privileged to have been given the platform to serve and Sahara Group Foundation has always been the rallying point for all employees and our businesses to touch lives responsibly. We sure are delighted that we can now move our impact further as we pursue the overarching aspiration of building sustainable societies," Odunsi said.

Speaking on the Foundation's refreshed brand identity, Gray said, "The Sahara Group has undergone some significant business expansion over the years, and in the same vein has



SAHARA GROUP FOUNDATION LOGO

repositioned to better serve and create commensurate impact through our corporate Foundation. As such, this refresh allows us to reinforce our mission clearly and enhance the impact of our projects and interventions”.

Gray said Sahara Group Foundation which has positively impacted over two million beneficiaries since inception, has streamlined its activities to foster greater impact and more sustainable outcomes. “Sahara Group Foundation epitomizes everything Sahara Group stands for, serving and making a difference responsibly. We are looking to scale our impact and reach to benefit more individuals, communities, social innovators, and small businesses. This brand identity refresh is a perfect springboard for giving wings to our corporate and shared aspirations across our locations,” she said.



Head, Corporate Communications, Bethel Obioma, Executive Director, Ade Odunsi, Director, Sahara Group Foundation, Ejiro Gray and Executive Director, Moroti Adedoyin-Adeyinka at the unveiling of the refreshed Sahara Group Foundation logo

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The new logo represents the commitment of Sahara to building sustainable societies through projects, partnerships and collaboration with sundry communities, regional, and global institutions”

*Bethel Obioma, Head,
Corporate Communications,
Sahara Group*

According to Bethel Obioma, Head, Corporate Communications, Sahara Group, the new logo represents the commitment of Sahara to building sustainable societies. “The hands holding up the globe represent the global Sahara community, partnerships and collaboration with sundry regional and global institutions and communities to build a world that is equitable and sustainable,” he said.

“The globe highlights the signature Sahara Energy burst which reflects our relentless efforts towards closing the energy gap and increasing access to clean energy across the globe. It also signifies our mission to replicate our essence of Making A Difference Responsibly everywhere

we operate, leaving no one behind,” he added.

Unveiled through an electronic video footage featuring the combination of the elements and vibrant splash of colours to produce the imposing logo, the new brand identity of Sahara Group Foundation is expected to inspire endless possibilities across the energy conglomerate’s locations in Africa, Asia, Europe, and the Middle East.

Some of the projects of Sahara Group Foundation includes, the Sahara Impact Fund, the Sahara Investment Readiness Clinic, the Sahara STEAMers program, the Go-Recycling project in partnership with LSETF and Wecyclers, and the Sahara Group Foundation Police stations and health care facilities solar power projects. All targeted at helping to impact and improve lives and livelihoods significantly.

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