

Refreshed website for Brand South Africa

Brand South Africa has launched its redesigned website, which has a clean and contemporary design and enriched content that centres around the organisation's mandate to position South Africa as a globally competitive nation brand.

It aims to create a user-friendly browsing experience for its stakeholders by simplifying content and increasing the visibility of its programmes for both mobile and desktop users. In line with this mandate, it has refined the menu structure to reflect the elements of the nation brand hexagon that inform the country's messaging framework. The menu now includes people and culture, investment and immigration, tourism and governance, making the website easier to navigate.

For more, visit: <https://www.bizcommunity.com>