

# Boomtown helps Hogan Lovells' Africa Forum to *Make an Impact*

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Governments around the globe are rallying behind the message that the African continent is open for business as an ideal investment opportunity. It is with this message in mind that Boomtown developed the 2019 event concept for the sixth annual Hogan Lovells' Africa Forum event, themed 'Making an Impact'.



*Making an Impact* supports the principle of how businesses should shape themselves and future growth potential to make long-lasting, positive change within the communities and business environments in which they operate. "The concept to be communicated is complex," remarks Boomtown Director, Glen Meier. "Many events serve to push the potential of the African continent, so we needed to create a unique stylistic expression for the event and communicate its prestige as well as that of Hogan Lovells."

In 2017, Boomtown partnered with the global law firm, Hogan Lovells, in positioning the company in Africa, with the message Be a mountain or lean on one. Considering this message within the theme *Making an Impact*, the creative team encompassed the Hogan Lovells distinctive corporate identity and the firm's brand pillars: understanding, respecting, investing and operating in Africa - crafting a thoughtful, proudly African solution.

Beginning with the event corporate identity, the logo was developed to demonstrate the ripple effect Africa has on the world and the potential that it holds. This logo illustrates how design can bring the key message of the summit to life.

The bold iconography of the logo represents the positive impact that Africa has on the global community. An outward ripple effect symbolises Africa's positive impact deep within the world, radiating from its shores across the globe.

Abena Poku, Hogan Lovells Senior Marketing and Business Development Manager for Africa comments on the creative work by Boomtown: "Using an African woman within the visuals places a spotlight on the contribution women make to the economy and business in Africa. African women have been called 'a powerful untapped economic force' and are integral in addressing the development challenges Africa faces, the visuals address *Making an Impact* perfectly, without saying a word."

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