

# New logo for News24.com

By [Simone Puterman](#): editor-at-large

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Surprise surprise! News24.com has a new logo, revealed earlier this morning, Thursday, 14 October 2010. The logo redesign is not restricted just to News24 but extends to all the 24.com logos, and the phasing in of all the logos should be finished by the end of next week.



New News24 logo

24.com told Bizcommunity.com that the logo set was updated as it was felt that the logo needed a refresh to be more representative of an online publishing network.

"The old logos were designed before the rise of mobile and therefore were not created with a small screen in mind. As growth in mobile is a key objective of 24.com, it was important to create something that worked well on mobile phones. The team also felt that the old logos did not translate well on various social media apps.



Old News24 logo

"Within the online space, aspects like site design, layout and functionality as well as content strategy have much more of an impact on brand experience than the site logo. Although we took the time to test the new logo set through focus groups (and they were well-liked by our audience), we did not see the change as having a marked impact on browsers' experiences of our websites."

According to a [tweet](#) from Philip Langley, News24 web designer, it's been a long process of design.



The new logo in context on [www.News24.com](http://www.News24.com) itself.

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The new logo in context on the [@News24](#) Twitter account.

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The new logo in context on the [@MyNews24](#) Twitter account.

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## ABOUT SIMONE PUTERMAN: EDITOR-AT-LARGE

Simone Puterman (@SimoneAtLarge) is currently editor-at-large at Marklives.com and deputy chair of the Sanef online editors subcommittee. After majoring in psychology and linguistics at Rhodes University, and then completing her honours in psychology, she has been in the world of B2B publishing since 1997, with 7.5 year stints at both WriteStuff Publishing and Bizcommunity.com (March 2006-August 2013). Email her at [simone@marklives.com](mailto:simone@marklives.com).

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