

SearchWorks rebrands to reflect growth as one of South Africa’s top data providers

[SearchWorks](#) has announced a relaunch of its brand identity. South Africa’s most innovative data aggregation platform says it has evolved the brand identity in a manner that pays homage to its roots as a data offering of [e4](#), and now through impressive growth, become its own entity with an extensive list of unique offerings and capabilities.

Established in 2012 the SearchWorks platform allows users to conduct live, accurate searches on individuals and companies and administer in-depth KYC checks online.

The brand refresh is also a nod to the vibrant and ever-changing tech environment in which relevant products, services, and data are business critical – a demand SearchWorks has embraced by consistently adding new search types and functionality to its platform.

Robyn Beckworth-Judge, Group Marketing Head says the decision to modernise the SearchWorks brand comes at an opportune moment for the company, as it expands its reach within key industries where KYC procedures and other vetting processes need to be done quickly and accurately, without disrupting the customer journey. “From a product offering to a thriving subsidiary, SearchWorks has grown to offer 160 search types and counting. It was important that the brand refresh reflected the status of SearchWorks as a platform that delivers powerful results.”

With SearchWorks principles of accuracy and efficiency in mind, the new visual elements within the revised brand, show the company’s data journey and highlights the complexity of the SearchWorks backend. As a final touch, the brand’s orange was also reinvigorated to a brighter hue. “Our new identity is simple, yet effective, all of which encapsulates SearchWorks. We are pleased to launch this revised identity at a time that marks the beginning of an exciting new chapter for this business,” says Beckworth-Judge.

To view the newly launched brand, visit www.searchworks.co.za

Ends.