

Uganda Finance Trust modifies corporate identity

By [Walter Wafula](#)

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Finance Trust has become the new corporate name of Uganda Finance Trust Ltd, one of the four licensed microfinance deposit-taking institutions in Uganda. The new identity has a blue logo and the words “Let’s Grow” – the new catchphrase.



The company's new corporate look was unveiled by the Governor of Bank of Uganda, Emmanuel Tumusiime Mutebile, the CEO Uganda Finance Trust, Matthias Katamba, and the Chairperson Board of Directors Irene Muloni, in Kampala, on January 30. Mutebile also commissioned Finance Trust's new head office and 22nd branch at Katwe, a city suburb at the same occasion.

Muloni said, “The re-branding has come at a time when microfinance as an industry is going through a number of reputation challenges. The new brand is not just about a change in the logo and colours, but a change in the heartbeat of our aspiration and what we do.”

She added that the company's new identity is based on trust, growth and partnership with all our stakeholders.

CEO Katamba added that the Finance Trust's new branch and location of head office now brings the MDI's services closer to micro-entrepreneurs and demonstrates its commitment to the SME customers' segment.

The increased accessibility to its customers, Katamba said, will enable better flow of feedback of what customers want. Finance Trust which celebrated 23 years in 2007, boasts over 1,900 active borrowers with a loan portfolio in excess of UGX15bn shillings and more than 85000 savers with a total of over UGX9.4bn.

“Today with increasing competition and the ever changing dynamics in the financial sector, we have found it imperative to take the necessary steps to differentiate ourselves clearly with due focus on service quality, trust, partnership and growth,” Katamba said.

Governor Mutebile added that Finance Trust's new identity relocation of head office closer to its target clients is timely particularly in the face of increased competition from bigger, and smaller, financial institutions aiming at the same clients.

The company offers, loans, fixed deposits, deposits and saving to its customers.

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