

Business365

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New look, same goal



MANX ECONOMY SHOWS RESILIENCE

The strength of the Manx economy is reflected in the latest Isle of Man Government accounts, as the Treasury declares a £23.1 million budget surplus for 2017-18.

COMBATTING FINANCIAL CRIME

New legislation has come into force that will strengthen the Isle of Man's reputation as a responsible and well-regulated international business centre.

BROWNFIELD SITES

The development of brownfield sites accounted for two-thirds of all planning approvals for new housing in the Isle of Man during the 10-year period from 2007 to 2017.

THE ISLE OF MAN'S ONLY DEDICATED BUSINESS MAGAZINE

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OceanWeb

marine IT & communications

New look, same goal



OceanWeb Ltd recently announced their new brand identity with a refreshed corporate logo.

The company provides IT and communications support to the Superyacht industry, ensuring an effective and constant communications network is in place.

With the addition of five new, bright, young team members (two of them relocating to the Island from the UK) in early 2018, OceanWeb are able to expand their global reach, heightening awareness of the brand and the Island worldwide.

Director, Sara Hextall, commented "We have wanted to bring our branding up to date for some time and with the recent expansion bringing with it an injection of enthusiasm, it seemed like the perfect opportunity."

The new branding creates a modern look and feel and is part of a marketing plan that supports the purpose, values and culture of the company.

As part of the re-brand, OceanWeb released a new website and marketing material with the aim of making information more accessible and easier to understand.

Sara added "We appreciate that these days, people are busier than ever and as such, we want to enable them to make efficient and well-informed decisions about the services they require from us."

Managing Director, Dr Ben Hextall echoed Sara's views - "It was clear that we needed to re-imagine and update our brand and our approach to marketing. The new material is sleek and professional whilst maintaining a friendly, personable tone."

For more information about the services OceanWeb provides, please call +44 1624 834904.



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