

Where we meet.

The Apies River and Walker Spruit meet in central Pretoria. That local act of convergence becomes an invitation to a capital where the nation, the world and daily life meet.



Supplied AI-generated campaign concept. Embedded marks are illustrative; the vector master governs production.

01

Water

Walker Spruit meets the Apies River in central Pretoria; the Apies continues downstream. This is geographic evidence. The Y interprets the relationship; it does not trace the channels.

02

Flag

South Africans already read convergence in the flag's Y-shaped band: separate paths meet and move forward together. The Y shares that grammar. It is not a redraw of the flag, and its colours carry no flag meaning.

03

System

One mark carries twelve experiences with no new logos. The proposed partner system would connect signs and QR codes to named local businesses, with referrals measured during a pilot.

Judges' summary

THE PROBLEM

Visitors encounter Tshwane through its attractions, institutions and neighbourhoods. This proposal gives those encounters a shared destination expression.

THE MARK

The exact four-part Y expresses convergence, grounded in the Apies-Walker Spruit confluence: distinct approaches, a shared space and a full continuing stem. Its geometry is designed, not traced.

THE ECONOMIC ROLE

Proposed signs, cards and QR codes would connect visitors to participating local businesses. Referrals would be measured during a pilot.

READY TODAY

The logo suite, brand standards, editable application studies, this website and a visitor-planning prototype.

THE IDEA

Where we meet. Tshwane is where the nation, the world and daily life meet.

THE SYSTEM

One lockup carries twelve experiences in five colour families; partners use it under their own names.

THE PILOT

Ninety days, baseline first: recognition, participating operators and operator-confirmed visits.