



DESTINATION
TSHWANE
WHERE WE MEET.

DESTINATION BRAND PROPOSAL · FINAL SUBMISSION

Where we meet.

A strategic and creative destination brand for
Tshwane: one idea, convergence; one master Y; one
system for many Tshwane experiences.

Tshwane Tourism Destination Brand Innovation Challenge
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02

The challenge

This proposal connects Tshwane's attractions through one destination idea: Where we meet. It is designed to help a visitor move from an individual monument, reserve, conference or campus to a broader understanding of the destination, while allowing each institution and operator to retain its own voice.

A capital seen as offices

The seat of government is a reason to visit for delegates, but it can hide the city's leisure offer.

Many landmarks, no frame

A single landmark can describe an attraction. It cannot carry heritage, bushveld, nightlife and business at once.

Fragmented touchpoints

Signage, print, websites and events each look different, so visitors cannot recognise one destination across them.

Local businesses unseen

Small operators need a shared identity they can use under their own names, and a route from recognition to a visit.

The official brief asks for a brand idea, positioning, pay-off, visual identity, applications and motivation, judged on alignment, creativity, memorability, relevance, versatility and technical quality.

One metro, many reasons to visit

THE CAPITAL

Institutions

The Union Buildings, completed in 1913 to Herbert Baker's design, are where the Presidency sits. Most foreign embassies and high commissions in South Africa are based in the city.

HERITAGE

Memory in stone and landscape

Freedom Park on Salvokop, the Voortrekker Monument (1949), Church Square with the Ou Raadsaal and the Palace of Justice, and museums across the inner city.

NATURE

Bushveld inside the boundary

Dinokeng Game Reserve in the north-east, the Pretoria National Botanical Garden, and reserves such as Groenkloof, Rietvlei and Wonderboom.

PEOPLE

A working, learning city

The University of Pretoria, Unisa, Tshwane University of Technology and Sefako Makgatho Health Sciences University; townships, suburbs and markets with their own stories.



Jacarandas line many streets and flower from late September into November, peaking in October. Places named here are illustrative of the offer, not a ranking. Photographs: concept imagery.

03

The opportunity

What makes Tshwane distinctive is not one attraction but the number of different journeys that meet here: delegates and day-trippers, students and families, heritage and wild country, national institutions and neighbourhood markets. A brand built on that meeting can hold all of them without flattening any.

If Tshwane is where South Africa meets, the brand should make meeting visible, and make every meeting point easy to find.

- One organising idea that fits every part of the metro.
- One recognisable mark that works from a favicon to a bus.
- A proposed system partners could adopt under their own names, with permission.
- A visitor platform that turns recognition into a visit to a local business.



04

Brand idea: convergence

Tshwane is a meeting place. People, cultures, communities, heritage, nature, government, diplomacy, education, business, creativity, sport, music and ideas arrive here from different directions, meet, and move on together.



Two distinct paths arrive, meet in a shared space and continue as one. The idea is a behaviour, not a picture of a landmark.

05

Positioning

Strategic territory, for decisions and partners. Not published as copy.

“For visitors, delegates and residents, Tshwane is South Africa’s meeting place: the capital where the country’s institutions, heritage, nature and people come together, within one metro.”

TESTED FROM THE BRIEF’S WORKING TERRITORY

Working territory: “Tshwane is South Africa’s meeting place — a capital where people, cultures, ideas, institutions, heritage, nature and experiences converge.”

TEST	FINDING	REFINEMENT
Truth	Seat of the national executive and where most foreign embassies and high commissions in South Africa are based; universities, heritage sites and reserves lie within the metro.	Keep only what a visitor can find: institutions, heritage, nature, people.
Distinctiveness	Tshwane combines the Presidency at the Union Buildings with the diplomatic community. The meeting role follows from fact.	Say “the capital”; name who meets there.
Tourism relevance	Reasons to come (heritage, nature, events, conferences) and to stay longer: the experiences lie within one metro.	Add “within one metro”.
Longevity	Rests on permanent roles and landscape, not on an event.	Unchanged.
Clarity	Seven nouns; “ideas” and “experiences” are vague.	Four groups, three audiences, one benefit.

Audiences: visitors (leisure and day), delegates (business, conference, diplomatic) and residents (hosts).

POSITIONING = STRATEGIC TERRITORY	WHERE WE MEET. = PUBLIC PAYOFF
Guides what the brand does, where it invests and which partners it serves.	What people see and say. Short, repeatable and never replaced.

06

Where we meet.

The payoff says the idea in three words. It is an invitation (you and the city), a description (this is a meeting place) and a promise (there is somewhere to meet). It is written in English; translations are written by qualified language practitioners, not by machine.

WHERE WE MEET.

VERBAL IDENTITY · SUPPORTING CAMPAIGN LINES

CULTURE

**Meet
culture.**

NATURE

**Meet
nature.**

HERITAGE

**Meet
history.**

WILDLIFE

**Meet
wildlife.**

DIPLOMACY

**Meet the
capital.**

NIGHTLIFE

**Meet the
night.**

FAMILY

**Meet the
people.**

EDUCATION

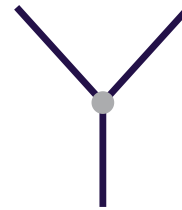
**Meet
possibility.**

Campaign lines extend the payoff for single experiences. They never replace it, never appear without the lockup, and avoid tourism clichés: no “hidden gems”, no “something for everyone”. Voice: warm, direct, specific; sentence case; name real places.

07

Convergence

The Y is the simplest drawing of convergence: two approaches, a shared space, one continuing direction. Everything else in the system follows that behaviour: routes meet at points, lines run at the Y's angle, experiences share one lockup.



Approach

Distinct paths keep their own character.



Meet

A shared space opens where they meet.



Continue

One direction carries the meeting forward.

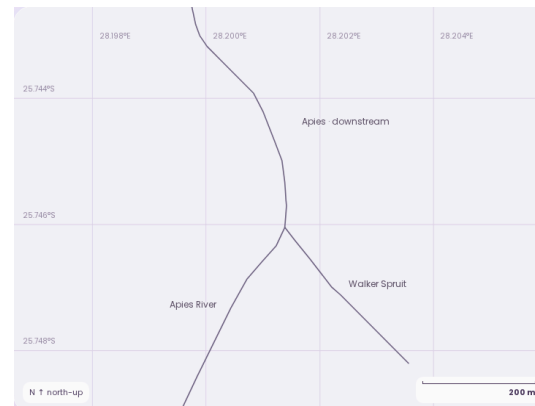
THE MAKING OF THE Y · 02 / 08

Place

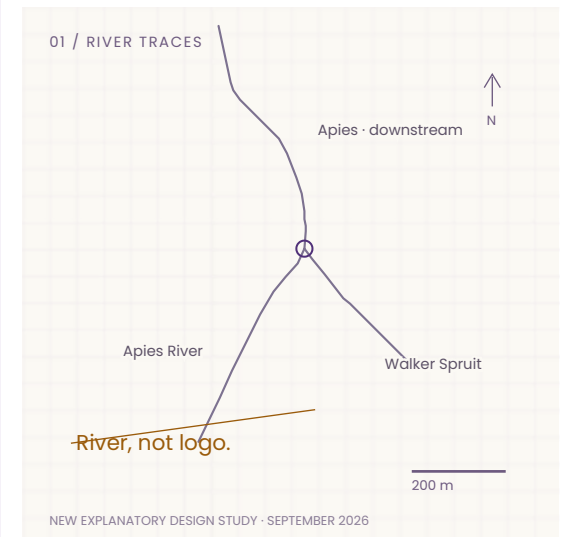
Two rivers approach. One continues.

Walker Spruit joins the Apies River at the Caledonian grounds in central Pretoria, within Tshwane. Walker Spruit is the tributary; the shared downstream channel remains the Apies River. This local confluence gives the identity a grounded example of distinct paths meeting and continuing together.

Geographic evidence: Pretoria Institute for Architecture, Annual Report 2020–2021, pp. 71–72; Rossi (2012), chapter 3, p. 36. DWS records Walker Spruit at station A2H062.



Geographic evidence: mapped channels at the Apies–Walker Spruit confluence. OpenStreetMap contributors (ODbL); not surveyed hydrology.



Study 01 · mapped river relationship

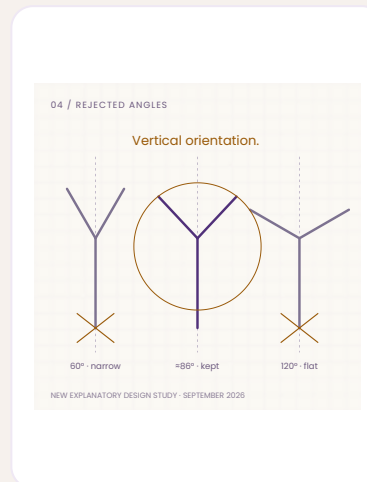
THE MAKING OF THE Y · 06 / 08

Abstraction

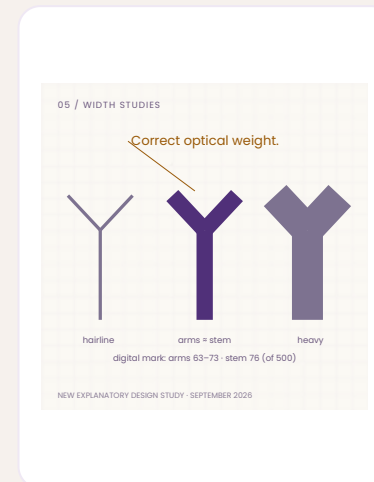
Why the mark became simpler

The approved Y is a geometric interpretation of convergence. Its two arms, silver meeting space and full green stem express approach, meeting and continuation. It is not a tracing of the river channels, a measured confluence angle or a compass orientation. The original geometry remains unchanged.

New explanatory design studies, September 2026: they explain the design; they are not historical sketches.



Study 04 · rejected angles: 60° narrow, 120° flat



Study 05 · width studies



Design interpretation · the approved Y remains unchanged.

09

The identity

One master Y and one master lockup, reproduced only from the master files. The lockup hierarchy is fixed: DESTINATION, TSHWANE, WHERE WE MEET. The lettering is set in Poppins, the closest open typeface to the original raster wordmark, and outlined in every file.



One geometry. Three expressions.

MASTER Y



Default: 80–90% of applications.

SIGNATURE Y



Union Buildings: display-scale only.

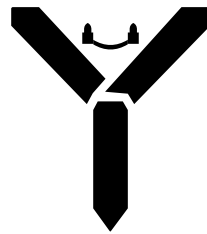
MICRO Y



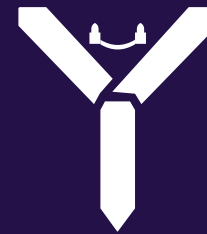
Original geometry: small-scale UI.



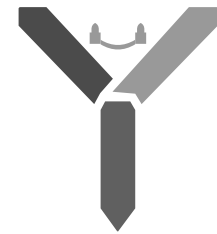
Full-Colour



Black



Reversed



Greyscale

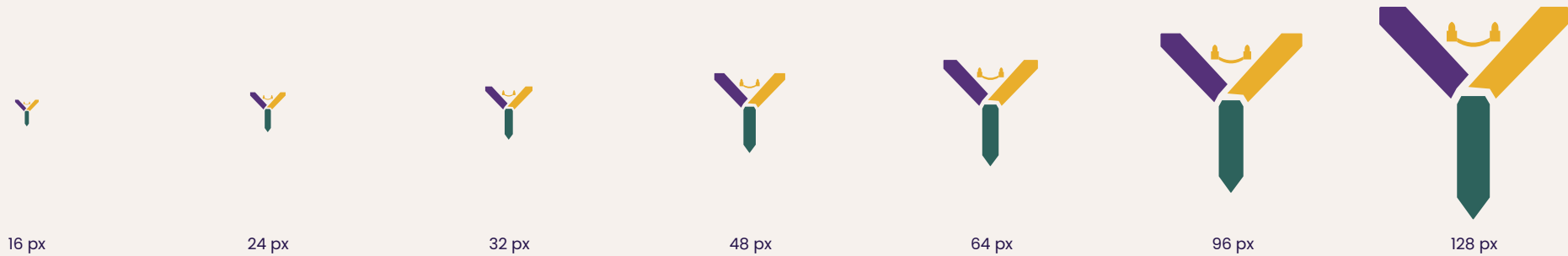
The three outer paths are unchanged. Only the silver centre is replaced by two towers and one connecting arc. Existing brand gold is reused. Black and reversed versions are genuine one-ink artwork; greyscale is separate.

Recognition, at the right scale.

MASTER Y



SIGNATURE Y



MICRO Y



Signature: 128 px artboard width minimum / provisional 35 mm print. Master/Micro: prefer 24 px or more; 16 px is a fallback with reduced separation. The architecture is a display detail, not a requirement for recognition. Confirm print limits by physical proof.

Lockups



Primary · The primary lockup: vertical, centred. First choice.



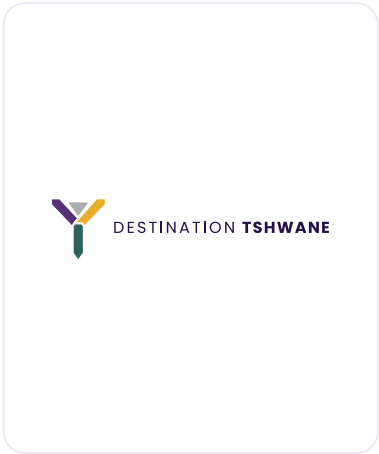
Secondary · Horizontal with payoff. Headers, banners.



Horizontal · Letterheads, web, vehicles.



Vertical · Covers and pylons; payoff nearby.



Compact · One line, as in the 30 Years artwork.



Payoff · Sign-offs and closing frames.



Y-only · Once the name is established nearby.



30 Years · Commemorative, 2026 only.



Digital icon · favicon, touch and install icons



Favicon · 32 px, full four-colour Y

Colourways, clearspace and background behaviour



Full colour · White, cream and stone grounds only.



Black · Single-colour print, stamps, engraving.



White / reversed · Every dark ground and photograph.



Greyscale · Tuned greys that keep four parts distinct.

Clearspace

X, the stem width (76 of 500 units), on every side. Built into every file.

Minimum size

Set per lockup, in print and on screen. See the construction page that follows.

Background behaviour

Full colour on light grounds only. Purple on deep purple is 1.7:1, so dark grounds always take the white lockup.

Responsive order

Primary → secondary → horizontal → compact → Y-only as space shrinks; never below a minimum.

Union Buildings

A secondary expression: the best-known landmark appears in photography and special applications such as diplomatic events, beside the mark and never inside it. The master Y stays geometric so every part of the metro can own it.

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One typeface, Poppins (SIL Open Font License). Regular 400 and Medium 500 form the document hierarchy. Geometric, open and warm; institutional without being cold.

Body at least 16 px on screen and 9 pt in print.
Contrast 4.5:1 for text, 3:1 for large text and
icons. Gold and silver never set text on light
grounds.

Covers English, Afrikaans, Sepedi (š), Setswana, isiZulu, Xitsonga and other Latin-script languages. It lacks Tshivenda's ḽ Ḽ ṁ ṅ ṛ; set any Tshivenda line wholly in Noto Sans; never mix fonts inside a word. It also lacks arrows and ticks, which are drawn as vector icons.

Proportional figures: right-align numbers in tables.

ROLE	SPECIMEN	WEIGHT	TRACKING	LEADING	CASE	MINIMUM
Display	Meet the capital.	Medium 500	−0.025 em	1.0	Sentence	40 px / 28 pt
H1	Where Tshwane meets.	Medium 500	−0.02 em	1.05	Sentence	32 px / 22 pt
H2	Three days under the jacarandas.	Medium 500	−0.015 em	1.1	Sentence	24 px / 16 pt
H3	Union Buildings	Medium 500	0	1.25	Sentence	18 px / 11 pt
Body	Sandstone seat of government.	Regular 400	0	1.5	Sentence	16 px / 9 pt
Caption	Concept image · to be replaced	Regular 400	+0.01 em	1.4	Sentence	12 px / 7 pt
Label	HERITAGE · CHURCH SQUARE	Medium 500	+0.16 em	1.2	Capitals	11 px / 6 pt
UI · Nav · CTA	Plan your day ↗	Medium 500	+0.01 em	1.2	Sentence	14–16 px
Wayfinding	Freedom Park 25 min	Medium 500	+0.01 em	1.1	Sentence	25 mm cap / 10 m
Numerals · Data	08:00 – 17:00 · R 9 430,00	Medium / Regular	0	1.0–1.3	—	12 px / 7 pt

10

Colour

Four core colours name the four parts of the Y. They come from the 30 Years artwork. No cultural or flag meaning is attached to them.

CMYK: ICC conversion to FOGRA39 (coated), to be confirmed by press proof. Greyscale shows the tuned values used in the greyscale logo files, not a raw luminance conversion. Pantone equivalents are matched physically against a proof, so no Pantone numbers are asserted.



Purple · Left arm

HEX	#553179
RGB	85 49 121
CMYK	80 95 0 19
Greyscale	#3A3A3A · K77
On white	10.0:1
On ink	1.7:1

Primary brand colour.
Headings, large colour fields, dark grounds.



Gold · Right arm

HEX	#E9AE2C
RGB	233 174 44
CMYK	7 33 91 4
Greyscale	#A3A3A3 · K36
On white	2.0:1
On ink	8.5:1

Arrival and action:
highlights, rules, calls to action on dark grounds.
Never for text on light grounds.



Silver · Meeting space

HEX	#ABACAE
RGB	171 172 174
CMYK	35 26 25 8
Greyscale	#D2D2D2 · K18
On white	2.3:1
On ink	7.4:1

Neutral common ground:
dividers, meeting points, quiet fills. Never for text.



Green · Stem

HEX	#2D625C
RGB	45 98 92
CMYK	82 33 54 42
Greyscale	#6B6B6B · K58
On white	7.0:1
On ink	2.4:1

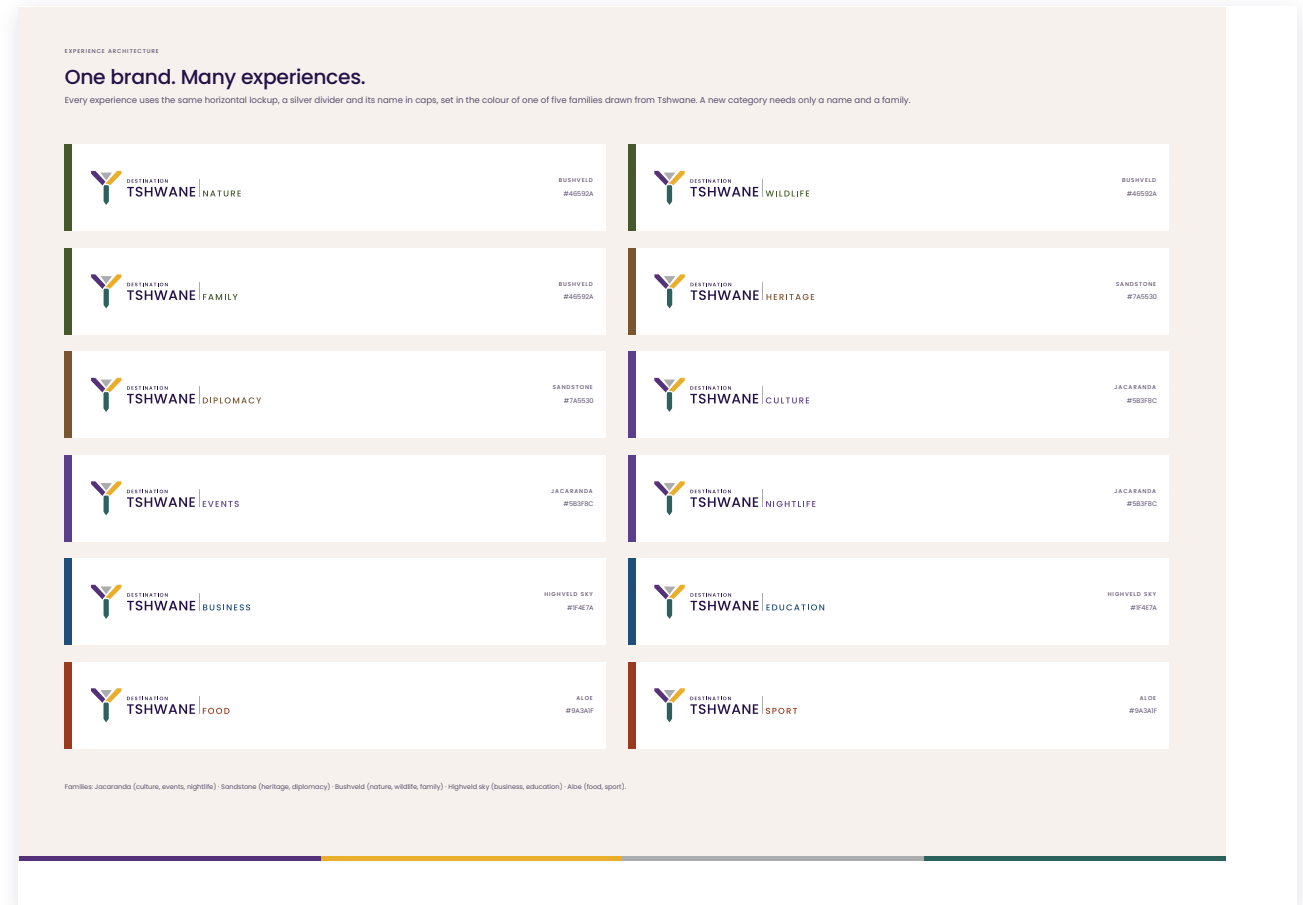
The continuing path:
secondary dark grounds, wayfinding direction, text on light grounds.

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One brand. Many experiences.

Twelve experiences share one horizontal lockup, a silver divider and a category name in the colour of one of five families. No experience gets its own logo. A new category needs a name and a family, not a designer.

- Differentiation comes from colour, photography and graphic behaviour.
- The master lockup always leads; experiences never appear without it.
- Partners use “[Business] · Part of Destination Tshwane”, with permission.



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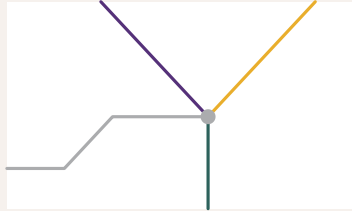
Graphic language

Built from the meeting, not from the logo. Lines run straight or at the Y's 43° arm angle and meet at silver points; photographs lose one corner at the same angle; a thin colour sequence closes edges. The brand stays recognisable when the full logo is absent.

Rule: the complete Y appears once per surface at most. No giant Y wallpaper.

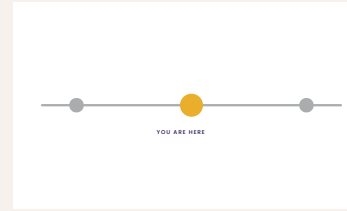
SUPPORTING GRAPHIC LANGUAGE

Built from the meeting, not from the logo



01 · The 43° path system

Lines run straight or at the Y's arm angle. Routes on maps, itineraries and vehicles.



02 · The meeting point

A silver disc where lines meet. Marks 'you are here', stops and the start of a story.



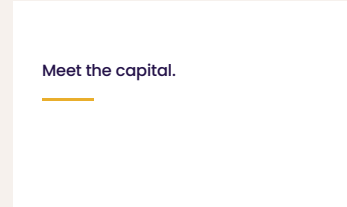
03 · The clipped corner

Photographs lose one corner at the arm angle, the same cut the 30 numeral uses.



04 · The colour sequence

Purple, gold, silver, green: the order the mark is read. A thin band at edges and skirts.



05 · The meeting rule

The gold rule from the lockup, used under headlines and signatures. Short, never full-width.



06 · Experience colour

One family colour per experience: an edge, a band or a route. Never a new logo.

The brand is recognisable without the logo: paths, meeting points and the colour sequence carry it. The complete Y appears once per surface at most.

DESIGN PROCESS / SUPPLIED EXPLORATION

The capital, explored.

The supplied exploration considers how architecture and a civic composition could carry the destination story. The displayed lettering has been corrected to Destination Tshwane.

What the exploration contributes

Retain the ambition and sense of place in campaign art. The permanent identifier remains the approved geometric Y and its supplied lockup.

Exploration artwork · lettering corrected to Destination Tshwane. This is not the master logo and is not a source for reconstructing it.



Civic exploration · process and campaign territory. Master Y unchanged.

SUPPORTING VISUAL / UNION BUILDINGS

A place to recognise. A mark to remember.

The Union Buildings can lead an image, anchor a campaign or appear as a quiet architectural line. The exact geometric Y signs the work and remains the destination’s consistent identifier.



Union Buildings · AI-assisted architectural illustration informed by visual references. Keep it outside the logo and its clearspace; use one motif per composition.

Prominent in campaign imagery; quiet in document margins. Supporting motifs establish place without adding detail to the master.

The Presidency identifies the Union Buildings as the seat of government. Reference: presidency.gov.za/union-buildings.

A warmer welcome.



An information desk, an accessible map and a recognisable destination signature make a coordinated visitor-service concept. Maps and visitor information would be maintained from verified local sources.

Supplied AI-generated campaign concept. Architecture, street layouts and embedded marks are illustrative. The vector master remains the production reference.

Find your next encounter.



Wayfinding brings the system to pedestrian scale. In implementation, destination names, pictograms, contrast, mounting heights and routes would be checked against the actual site and accessibility requirements.

Supplied AI-generated campaign concept. Architecture, street layouts and embedded marks are illustrative. The vector master remains the production reference.



DESTINATION
TSHWANE
WHERE WE MEET.

TSHWANE CBD

KP 82 YH GP

DESTINATION
TSHWANE
WHERE WE MEET.

KP 17 2R GP

DESTINATION TSHWANE / APPLICATION IN CONTEXT

The city, in motion.

Proposed geometric bus livery. Supplied AI-generated campaign concept; streetscapes and embedded marks are illustrative. Exact vector logo artwork governs production.



DESTINATION TSHWANE / APPLICATION IN CONTEXT

One destination. A visible fleet.

Proposed destination fleet branding. Supplied AI-generated campaign concept; streetscapes and embedded marks are illustrative. Exact vector logo artwork governs production.

A capital that welcomes the world.



Delegate arrivals and welcome materials express the business-tourism dimension of the destination. This is a proposed application, not an endorsement or record of an actual delegation.

Supplied AI-generated campaign concept. Architecture, street layouts and embedded marks are illustrative. The vector master remains the production reference.

Meet the energy.



A shared identity can connect an event stage, stalls and visitor information without replacing the individual voices of cultural organisers and participants.

Supplied AI-generated campaign concept. Architecture, street layouts and embedded marks are illustrative. The vector master remains the production reference.



**DESTINATION
TSHWANE**
—
WHERE WE MEET.

**DESTINATION
TSHWANE**
—
WHERE WE MEET.

**DESTINATION
TSHWANE**
—
WHERE WE MEET.

DELEGATE

**DESTINATION
TSHWANE**
—
WHERE WE MEET.

**DESTINATION
TSHWANE**
—
WHERE WE MEET.

**DESTINATION
TSHWANE**
—
WHERE WE MEET.

INSTITUTIONAL STATIONERY / APPLICATION IN CONTEXT

An identity held in the hand.

Supplied AI-generated welcome-kit concept. The following pages provide editable stationery studies using the exact master logo artwork. Final materials, finishes and printed colour require physical proofing.

REQUIRED APPLICATION 1 · TOURISM MARKETING

Campaign poster: Meet nature.

A campaign poster for the Nature experience, drawn at A3 and scaling to A1 and A0. The photograph leads (concept image; to be replaced by commissioned photography) and loses one corner at the Y's arm angle; the campaign line extends the payoff; the experience lockup and a scannable QR code close the page. It proves the identity can sell a visit without shouting.

Full colour · vector PDF · built from brand/master and brand/logo-suite



DESTINATION TSHWANE · NATURE

Meet nature.

Indigenous gardens, ridges and reserves, inside the city.

WHERE WE MEET.



REQUIRED APPLICATION 3 · ENVIRONMENT AND TRANSPORT

City and tourism bus

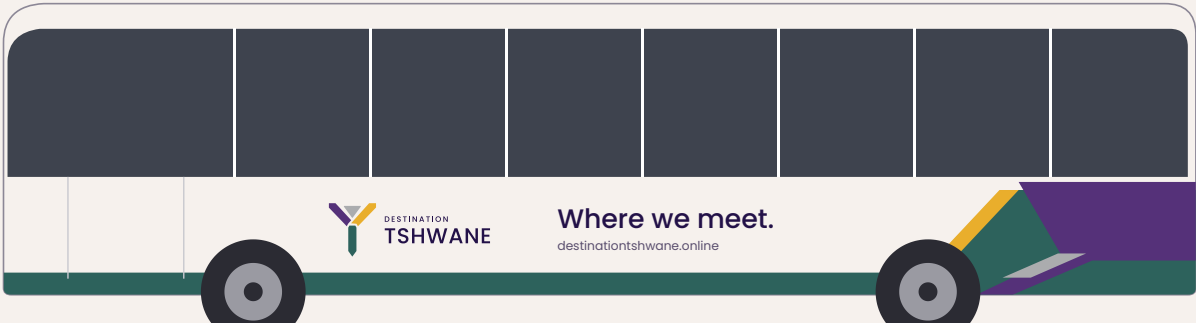
A 12 m bus livery: a green lower band rises into bold rear geometry, balanced by purple, gold and silver accents. The horizontal lockup sits between the axles, never across glass or doors. It proves the system at its largest moving scale.

Full colour · vector PDF · built from brand/master and brand/logo-suite

TRANSPORT · SIDE ELEVATION

City and tourism bus

A clear destination signature between the axles. A bold geometric rear treatment makes the vehicle recognisable in motion.



Scale 1:21 - length 12 000 mm - generic outline, not a specific model

BASE

Warm white body; glazing, driver view and passenger-door information remain clear.

GRAPHIC

Green lower band with a rising rear transition; purple rear panel, narrow gold transition and silver accent. Geometric vinyl only.

IDENTITY

Supplied horizontal full-colour lockup; Y height 530 mm in this generic study. Confined to the body panel between axles.

MESSAGE

Where we meet. is the one campaign line; the destination URL sits beneath it.

PRODUCTION

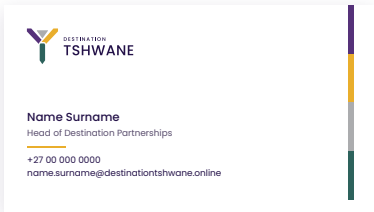
Fit seams, hatches, lights and required operational markings on the surveyed fleet template.

No vehicle templates were supplied. Final artwork is fitted to each fleet vehicle's manufacturer template, keeping these proportions and zones.

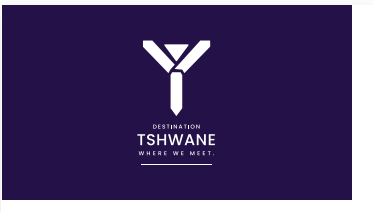
STATIONERY · 9 OF 17 BOARDS

Institutional stationery

Restrained and templated, for correspondence, administration and formal reporting. White ground, the Y and the four-part edge; no photography.



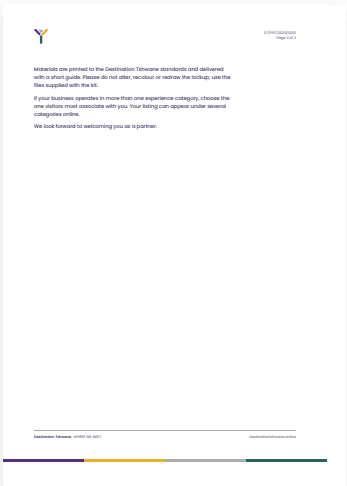
Business card, front



Business card, back



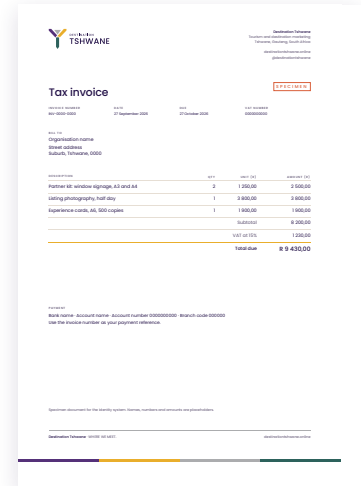
Letterhead



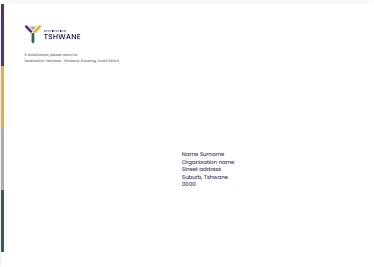
Continuation sheet



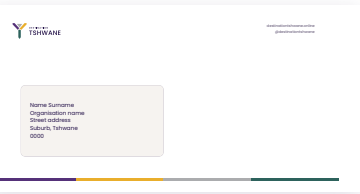
Official correspondence template



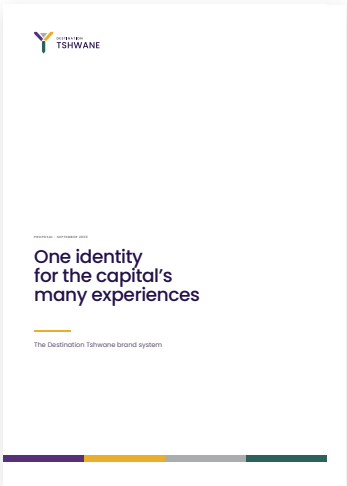
Administrative invoice



Envelope C5



Envelope DL

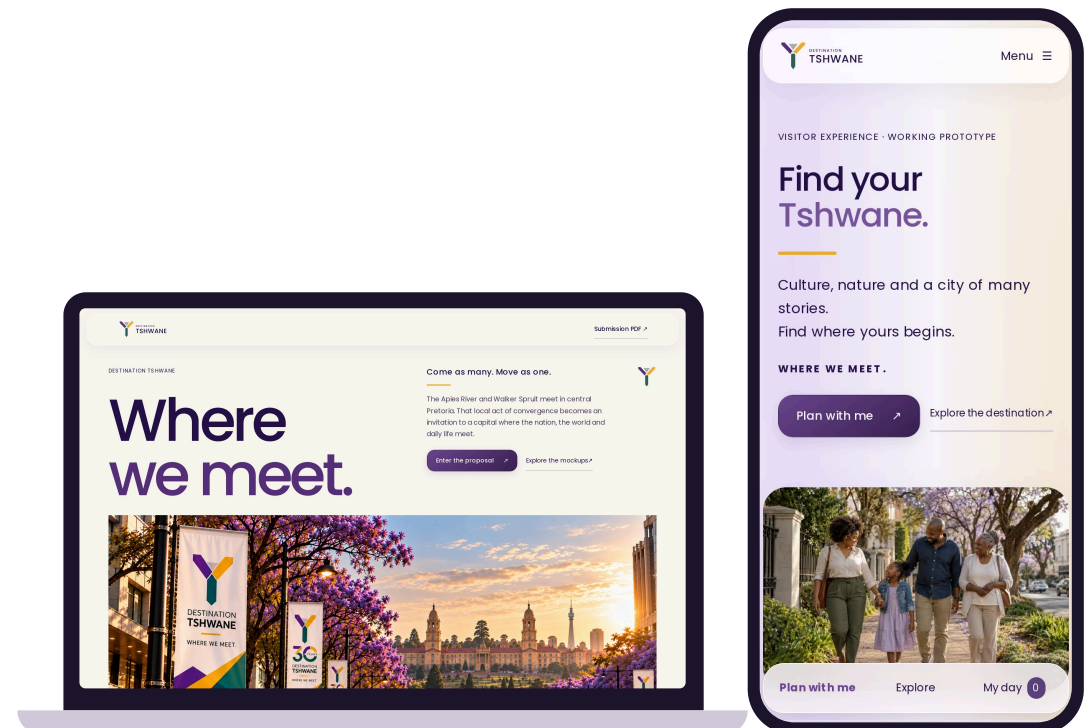


Report cover

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Digital destination

The website is a prototype destination platform, not a portfolio page: a gateway, the identity proposal, this brand system and a visitor planner that builds a day from a plain-language request. It keeps the rounded, mobile-first interface and uses the master lockup files and Poppins throughout.



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30 Years

A temporary commemorative system for 2026, marking 30 years since South Africa's Constitution was adopted in 1996. It is built on the 30 Years artwork: the master Y, a numeral traced from that artwork, the Destination Tshwane line and the payoff. It sits beside the master identity and never overpowers it. Presidents take the constitutional oath of office at the Union Buildings, which makes Tshwane a natural host for the anniversary.

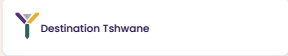
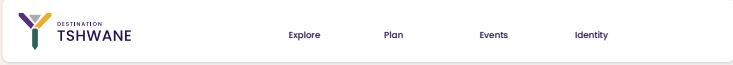
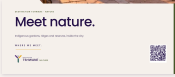


The numeral appears alone only where the full lockup is also present on the same piece or set.

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Built to scale

The same master at every size: a 16 px browser tab, a mobile header, website navigation, a business card, an A4 letter, a poster, a 2.4 m sign, a 12 m bus and a 36 m public square. Nothing is redrawn at any size; each instance is a master file.

SCALE TEST		
One master, from 16 pixels to 36 metres		
16 px	BROWSER TAB Full four-colour Y. The meeting space stays open.	 1x and enlarged 4x, pixels visible
32 px	MOBILE HEADER Y with the site name set in live text beside it.	
44 px	WEBSITE NAVIGATION Horizontal lockup, mark 44 px high.	
9 mm	BUSINESS CARD Horizontal lockup, mark 9 mm.	
13 mm	A4 LETTER Horizontal lockup, mark 13 mm.	
A4 · A1	BROCHURE AND POSTER Experience lockup, mark 14 mm on A3; scales with the format.	
2.4 m	VISITOR SIGNAGE White Y, 150 mm on a 2 400 mm monolith.	
12 m	VEHICLE Horizontal lockup, mark 470 mm on a 12 m bus.	
36 m	INSTALLATION The meeting, without the logo: paths and a disc in the paving.	
Screen sizes shown at CSS pixels (1 px = 0.26 mm at 96 dpi). Every instance is a master file from brand/logo-suite; nothing is redrawn at any size.		

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Tourism and economic role

A coherent identity does not create visitors on its own. It makes every campaign, sign and partner work harder together, and it gives visitors a route from recognising the brand to spending time and money with local businesses. No economic figures are claimed; outcomes are measured after a baseline is set.

ROLE	HOW THE IDENTITY SUPPORTS IT	HOW TO MEASURE
Tourism visibility	One recognisable mark across every channel lets each campaign build on the last.	Prompted recognition, before and after.
Visitor confidence	Consistent signs, maps and information points tell visitors they are in one well-run destination.	Visitor survey: ease of finding their way.
Experience discovery	Twelve experiences, one architecture: visitors see what else there is.	Cross-category enquiries on the website.
Events and conferences	Delegate passes, badges and welcome packs connect business visitors to leisure.	Delegate take-up of offers; extra nights confirmed by partners.
Local businesses	A partner kit lets operators use the brand under their own names.	Participating operators; referrals per operator once attribution is implemented.
Hospitality	Proposed hotel information cards and maintained QR touchpoints could connect guests to local experiences.	Referrals from hotel touchpoints, subject to implemented attribution.
Visitor movement	Routes on maps and signs move visitors between places across the metro.	Multi-stop itineraries planned and followed.
Destination perception	A capital seen as a meeting place, not only as offices.	Perception tracking in source markets.
Repeat visitation	Seasonal and event programmes give reasons to return.	Repeat visits, with consent.
Local economic participation	Neighbourhood stories and wayfinding reach beyond the anchor attractions.	Distribution of referrals across areas; operator-reported receipts.

Proposed pilot: 90 days, baseline first; measure discovery, referrals, visits and receipts separately; never infer sales from clicks.

The brief, demonstrated.

A strategic destination idea, an exact identity system and applications that make the proposition visible.

REQUIREMENT	EVIDENCE IN THIS PRESENTATION
Brand idea and positioning	Convergence; a capital where the nation, the world and daily life meet.
Payoff	Where we meet. A consistent invitation across the identity and applications.
Visual identity	Master, Signature and Micro expressions; outlined lockups; full colour, black, reversed and greyscale.
Applications	Campaign poster, bus and stationery in native vector artwork; campaign scenes spanning visitor services, wayfinding, events and business tourism.
Motivation	Verified confluence evidence, explicit distinction between geography and abstraction, and the rationale for restraint.
Versatility and technical quality	Responsive proofs, clearspace, colour and typography standards; editable SVG assets and vector PDF application pages.

Formal submission

PDF by email to DiscoverTshwane@tshwane.gov.za. The open vector logo suite accompanies the presentation. The website is supplementary.

Scope of the visuals

Supplied AI-generated mockups illustrate campaign direction. Embedded marks and imagined streetscapes require production correction; exact artwork is supplied separately.

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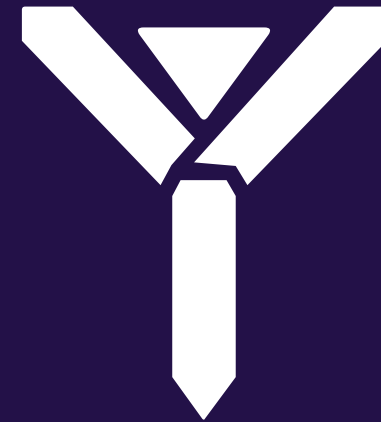
Where we meet.

Tshwane is where South Africa meets: its institutions, its heritage, its bushveld and its people, within one metro. The Y makes that meeting visible; the payoff says it; the system carries it to every place a visitor goes.

- One idea that fits every part of Tshwane.
- One locked master, verified against the first raster artwork.
- A logo suite, proposed standards and 71 editable application studies, ready for production proofing and adaptation.
- A proposed system partners could adopt under their own names, with permission.
- A working prototype visitor platform, whose results are to be measured in a 90-day pilot.

THE CHAIN

Tshwane. Convergence. A meeting. The Y. Where we meet.



DESTINATION
TSHWANE
WHERE WE MEET.
