



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
Perushen Moodley [14026246] · 27 September 2026
destinationtshwane.online · [@destinationtshwane](https://twitter.com/destinationtshwane)

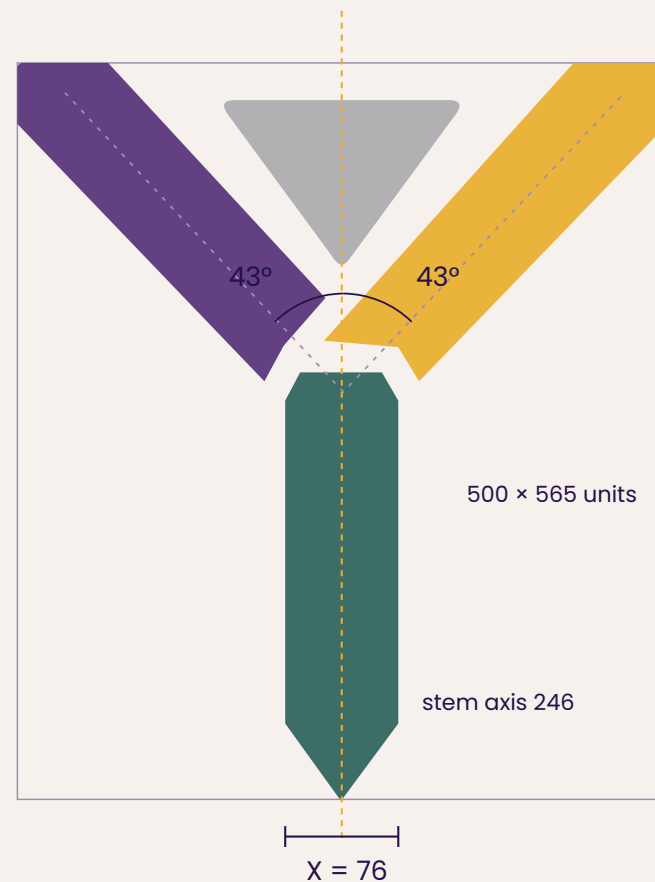


08

The making of the Y

How a place informs a symbol, in eight steps: Tshwane, place, connection, convergence, meeting, abstraction, the Y, where we meet. Each step says what is evidence, what is interpretation and what is design.

The original Y artwork is by Perushen Moodley. The studies in this chapter are new explanatory design studies made in September 2026 to explain the thinking; they are not presented as historical sketches.



THE MAKING OF THE Y · 01 / 08

Tshwane

A city of convergence

The claim the Y has to hold: Tshwane is a place where things meet. People from every province; languages in daily use side by side (Census 2011, Stats SA); national government and the diplomatic community; city streets and bushveld; South Africa and the world.

Interpretation, stated as such. It needed evidence from the place itself.



Everyday meeting: a night market (concept image).

THE MAKING OF THE Y · 02 / 08

Place

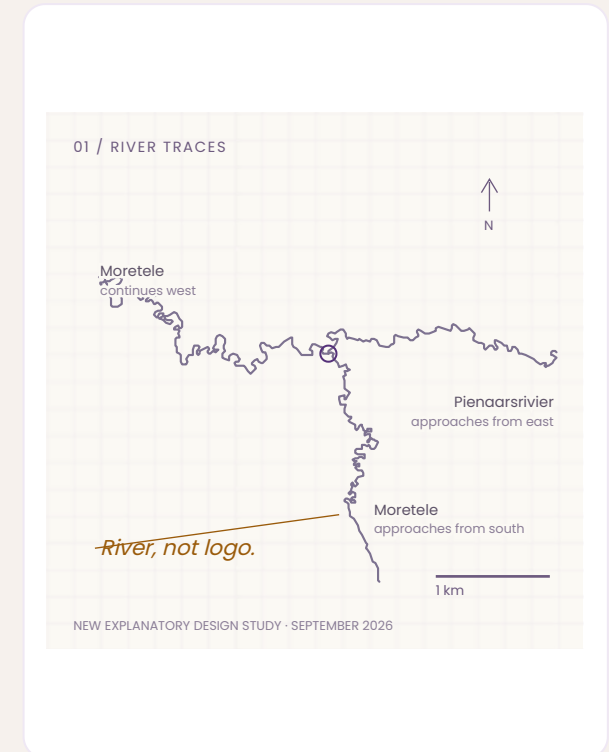
Two rivers approach. One continues.

OpenStreetMap maps the Moretele approaching from the south and the Pienaarsrivier from the east. They meet about 60 km north of Pretoria's centre, north of Makapanstad and beyond the metro's northern boundary, and the Moretele continues west. The rivers pass through Tshwane before they meet. Published descriptions call the southern approach the Apies River, which rises south of central Pretoria and flows north through the city.

Evidence: open community map data (ODbL), not surveyed hydrology. No claim is made that the name Tshwane means "rivers".



Mapped waterways at the junction, 25.174°S, 28.110°E. Map data © OpenStreetMap contributors, ODbL.



Study 01 · river traces

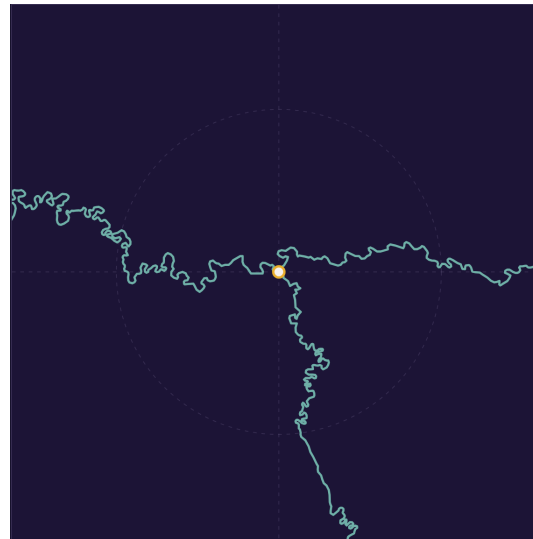
THE MAKING OF THE Y · 03 / 08

Connection

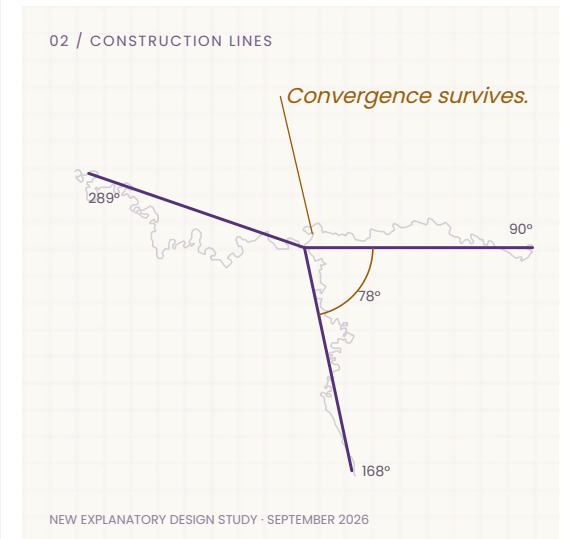
Measured, not imagined

Bearings 2 km along each river from the junction: 168° and 90° for the approaches, 289° for the continuation. The approaches are about 78° apart; the continuing river runs about 20° off straight-through. The junction is angled and uneven. It does not look like a logo.

Measurement, with the method and values published in junction-measurements.json.



The junction, north up.



Study 02 · construction lines

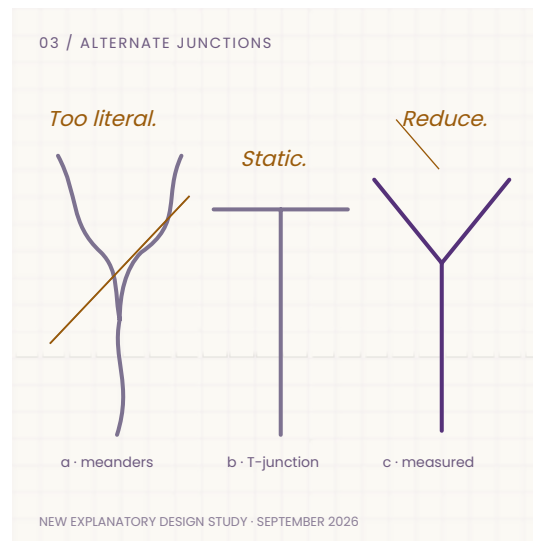
THE MAKING OF THE Y · 04 / 08

Convergence

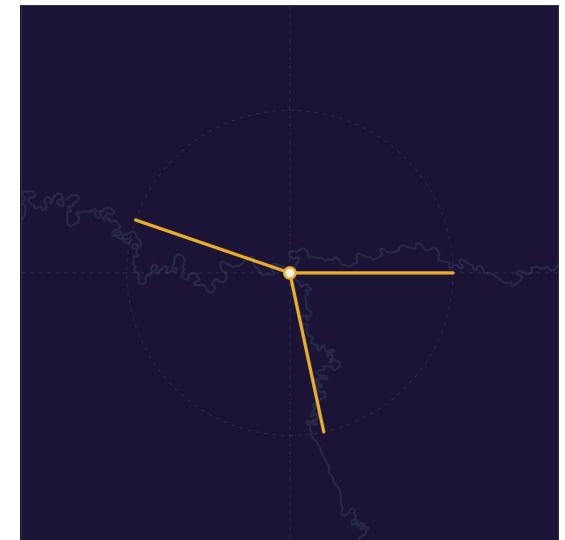
A national grammar, a local behaviour

The Constitution, Schedule 1, describes the flag's green Y-shaped band: its centre lines "start in the top and bottom corners next to the flag post, converge in the centre of the flag, and continue horizontally to the middle of the free edge". South African Government (gov.za, National flag) says the design "can be interpreted as the convergence of diverse elements within South African society, taking the road ahead in unity." The Tshwane mark is not a redraw of the flag and its colours carry no flag or cultural meaning; it shares a grammar that South Africans already read.

Sources: Constitution of the Republic of South Africa, 1996, Schedule 1; South African Government, National flag.



Study 03 · alternate junctions: too literal, static, reduce



Straightened to the three measured directions.

THE MAKING OF THE Y · 05 / 08

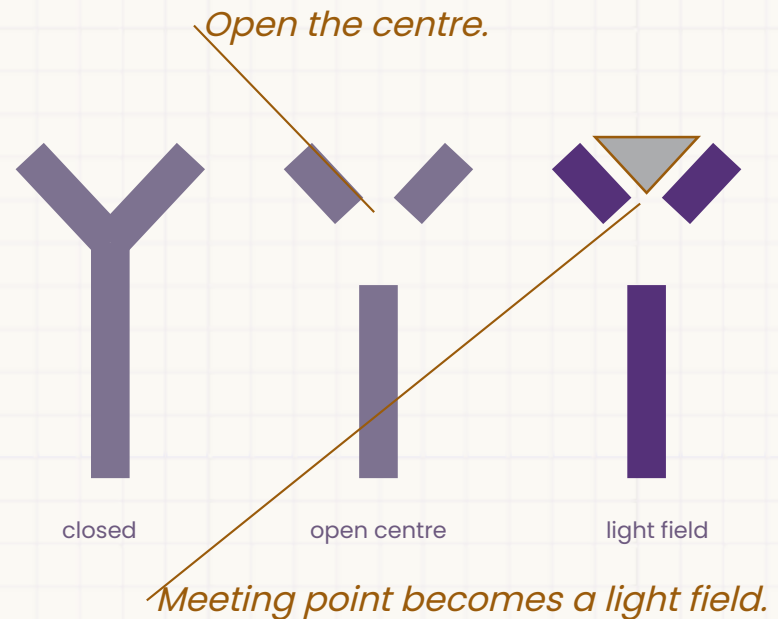
Meeting

Open the centre

Where paths meet, there must be room to meet. Closing the junction made a solid arrow; opening it made a shared space. The silver triangle is that common ground: neutral, between the two coloured approaches, above the stem. Accounts of the name Tshwane differ, and the design depends on none of them.

Design decision. The silver space is a shape of the design, not a claim about the name.

06 / NEGATIVE-SPACE STUDIES



NEW EXPLANATORY DESIGN STUDY · SEPTEMBER 2026

Study 06 · negative space: open the centre

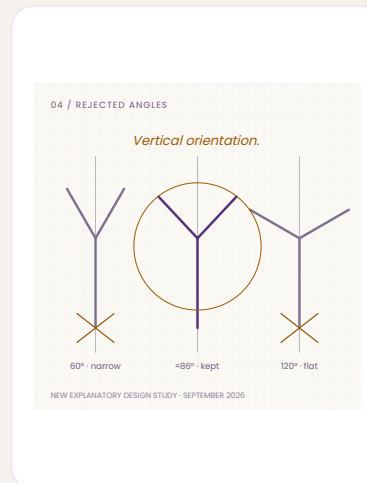
THE MAKING OF THE Y · 06 / 08

Abstraction

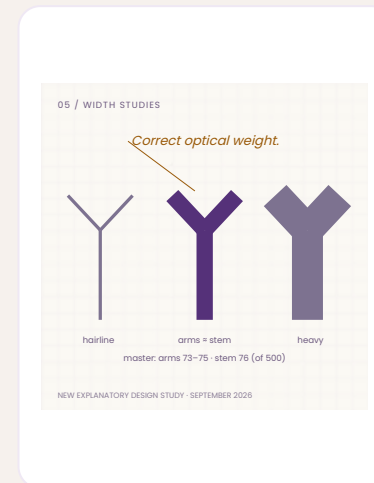
Why the mark became simpler

The measured junction was rotated 129° to stand upright, the approaches balanced to about 86°, and the continuation straightened by 20°. Rivers as drawn read as a map; letterforms read as type. Each refinement removed what belonged to one place or one alphabet and kept the behaviour: approach, meet, continue. Arms and stem were brought to near-equal weight so neither path dominates.

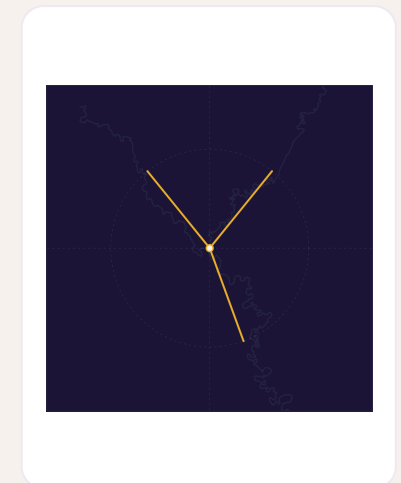
New explanatory design studies, September 2026: they explain the design; they are not historical sketches.



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



Study 05 · width studies



Rotated and balanced.

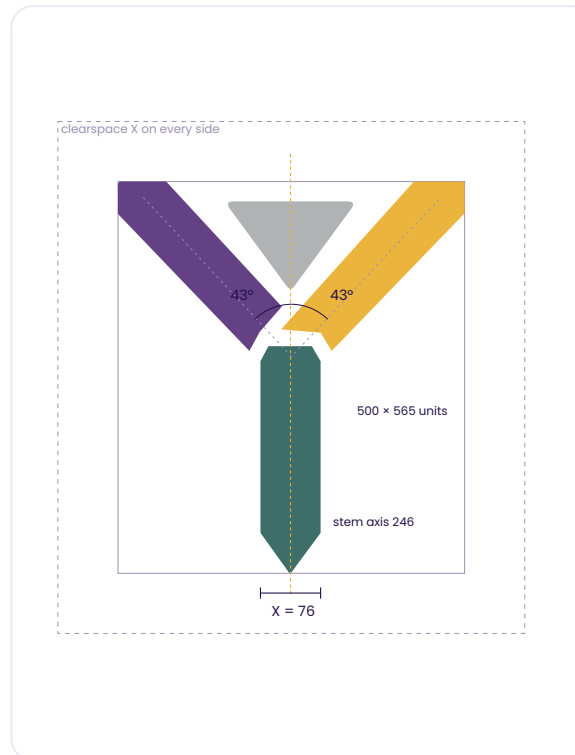
THE MAKING OF THE Y · 07 / 08

The Y

Construction, not tracing

Four parts on a 500 × 565 unit artboard: a purple arm and a gold arm at about 43° from vertical, about 65–75 units wide (they taper), a silver meeting space, and a long green stem 76 units wide. The stem width is the unit X for clearspace. The long stem is intentional: convergence continues. The master was verified against the original artwork (97.9% overlap); one reconstruction error was corrected, and the geometry is now locked.

Canonical file: brand/master/tshwane-y-master.svg. Colours from the approved 30 YEARS artwork.



Construction of the master Y.



Study 08 · colour: separate the streams

THE MAKING OF THE Y · 08 / 08

Where we meet.

The mark meets the words

The Y does not explain itself; the payoff does. DESTINATION TSHWANE names the place, the Y shows the behaviour, and WHERE WE MEET. says it in words. From here the mark becomes a system: routes on maps, meeting points on signs, one lockup for every experience.

The geography supplied the behaviour. Design supplied the discipline.



DESTINATION
TSHWANE
WHERE WE MEET.