

Cape West Coast
Tourism
Logo Unpacked
- 19 February 2015



Logo Graphic

CAPE
WEST
COAST



Logo Type

Logo Graphic Explained

Colour Symbolism



A vibrant colour selection has been made reflecting the diversity and rich experiences on offer to visitors and locals in the Cape West Coast



Aqua Blue is the primary colour and is used on the Logo Type. This colour represents pure, fresh, modern elements, including the great outdoors which is part of the nature of the Cape West Coast. This colour symbolizes sharp intelligence and 'information' and is connected to the essence of life: water



The Light Blue shows the sky that holds our birds and water that holds our marine life. Two things that the Cape West Coast is well known for. The colour is light to reflect gentle integrity and care of nature.



Orange reflect the warmth of the welcome, the warmth of the West Coast Way earth and often the colour of the soil found in many of the areas within the region. The symbolism is that the fires - braai or heart - is always burning warm.



The Yellow symbolizes health, growth and prosperity and is the colour that can found at the centre of most flowers to attract bees. This colour symbolize the vibrant health of the area. This Yellow also represents the good sunny weather we are known for nearly all year long.



The dark red reflects the passion, the deep conviction and unique character of the people of the Cape West Coast.



The Dark Green symbolizes the biodiversity of the plants and animals that can be found in the Cape West Coast. This green is lush and compliments the yellow and symbolizes the 'roots' of the character of the Cape West Coast - as a natural heritage. Green is also the colour of money.



This Bright Green symbolizes new young 'shoots' and growth. And is a result of the Yellow's growth and health. This colour symbolizes connectedness and the shape in the Logo Graphic is similar to a seed.



The Dark Blue shows the high standards and integrity of the people, laws, mission and vision of the Cape West Coast. This colour is a royal blue which symbolizes open spaces, freedom, intuition, imagination, expansiveness, inspiration. It is a universal colour that welcomes the world to visit.

Logo Graphic Explained



Shape Symbolism



We set out to create a 'happening' for Cape West Coast. A 'happening' is a partly improvised or spontaneous performance and shows a live action. This decision was made as in our opinion everything has 'already been done' and true originality or 'something new' is near impossible to find these days. The shape and shapes and patterns is upward moving showing growth and the ability to soar. The graphic symbolizes:



Birds in flight



A burst of flower colours



A flowing landscape, coastal edge lines, rivers and flat dessert scape flow to higher rolling hills.



People in action - in dance, in work, in sport in moving forward as individuals (see bright green dot) and then lots of group (see mass of lines) activities.



A cultural diversity that is celebrated through song, performance, arts, crafts and connections between people.



A multi-layered and rich deep history also captured in the deep layers of excavations at the Fossil Park to the origination of places like Mamre Mission Station and others higher up the coast

Logo Type Explained

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Font Symbolism

The font style is a **sans serif font**. A 'serif' is a small decorative line added as an embellishment to the basic form of a character, i.e. Sans-Serif vs Serif

Gill

The basis of the Logo Type is Gill Sans. This font was chosen for the following reasons listed below: Created in 1928 the font is internationally known as the 'railway' font as it can be read easily, from far distances and in a 'flash' and was used when there was great inventions around steam trains. The legibility is world-renowned. This font style is also called the 'Humanist' style as the Gill Sans font style represents the rebellion against the 'prude' character of the Victorian Era. The Humanist style font represents a celebration of life as we know it in the Modern Era. This is all reflected in the 'clarity and simplicity and minimalism' of the font. This font is the perfect balance between classic and modern. Ultimately Gill Sans reflects a yearning for true meaningful values based on integrity, honesty and invention (such as the steam train).

Other reasons include:

O

The NEAR perfect round O's - which symbolizes a holistic and inclusive approach
- everything runs in circles
- it represents our heritage, the beginning

W

The strength of the W - which symbolizes steadiness and balance

w

Works when enlarged or reduced small

Cape West Coast
Tourism
Logo - 11 February 2015



BUSINESS CARD





STAND





HELPDESK

