

Designing logos: MR. GSA in, Southern Comfort out

Southern Comfort is appealing to all local designers, from students to up-and-coming creatives, to design an interpretation of its provenance. Also, following its call for a new logo for Mr Gay South Africa, Jaco Opperman from design firm Visual Candy, has won the competition.

Southern Comfort goes local



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Drawing from the success of a similar campaign held in Germany last year, Southern Comfort is celebrating creativity with the launch of its creative exchange, an innovative design contest. The winner has the opportunity to showcase his or her work on a promotional range of branded merchandise, a R12 000 cash prize and exposure in local design publication, *Or Small Seed*. Second place will receive a cash prize of R6000, followed by R3000 for the third best design.

Participants are required to design a two-dimensional piece of artwork which includes an element of the brand and an expression of its birthplace, New Orleans. Through a panel of local design fundis, the entries will be short listed to the top 10 pieces. These pieces will be loaded to the drink's SA Facebook page, where fans can vote for their favourite design.

The competition opens this week and runs until Friday 15 July 2011. For more information, go to www.facebook.com/SouthernComfortSA.

Winning logo for international contest



More than 50 entries were received for the Mr. Gay South Africa [logo competition](#) and the board of directors consulted the LGBTI community through Facebook, e-mail and SMS voting in which Opperman's entry did well. The initial entry was redesigned, after input from both the community and the board of directors and endorsed by the directors in the current design.

John-Louis O'Neil, logistics and sponsors director, said, "We had to take into account certain practical issues such as, does the logo embroider well, does it stand out in a distance on a shirt, is it black and white print-friendly and more. The new logo does just that. It also displays the correct abbreviation, namely 'Mr. GSA'."

Director of operations, Coenie Kukkuk, said, "The new logo was chosen because it is instantly recognisable as South African, as the eyes of the LGBTI world will soon focus on South Africa with [Mr Gay World 2012](#) coming to Johannesburg

Kukkuk stated that Visual Candy CC has been appointed 'official designer sponsor' of Mr Gay South Africa, valued in state at more than R100 000. A year-long contract was signed to solidify the relationship between the companies.

A launch party for the 2011 season and new logo will be held on Saturday 25 June 2011 at Kat-Man-Doo Gay Male Resor

in Dullstroom, Mpumalanga from 8pm, which will be attended by all the directors, some 2010 finalists and 2011 entrants.

For more, go to www.mrgsa.co.za.

For more, visit: <https://www.bizcommunity.com>