

New international marketing logo for South Africa

South Africa will now use one logo to market the country, following Cabinet's approval of a new international marketing logo. The new logo is designed to replace about 70 old logos that were used by the International Marketing Council and South African Tourism to represent SA. [[poll](#)]



GRID Worldwide Branding and Design is responsible for the creation of the concept and new identity.

“The approval of the new logo marks the beginning of a new era in nation branding as South African entities will now go out to the world under a single, colourful, dynamic logo and positioning,” Government spokesperson Themba Maseko said on Thursday, 5 November 2009, after an ordinary Cabinet meeting.

He said the decision takes the country’s marketing to new heights as SA gets ready to welcome the world to its shores for the 2010 FIFA World Cup.

The new logo is the result of an 18-month South Africa Alignment project, led by South African Tourism and the International Marketing Council, to align Brand South Africa and ensure that national, provincial and local government co-operate to ensure that the “look and feel” of SA is the same overseas.

Article published courtesy of [BuaNews](#)

Logo updated late Friday, 6 November 2009; original logo was supplied by BuaNews.

For more:

- Bizcommunity.com poll: [What do you think of the new international marketing logo for South Africa?](#)

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