

SABC logo celebrates WSSD Partnership

In celebration of its role as Host Broadcaster to the World Summit on Sustainable Development (WSSD), the SABC (South African Broadcasting Corporation) has commissioned a special logo to identify all its on-air activities surrounding the Summit.

Five design agencies were invited to pitch and a detailed briefing document was supplied to each of them. Following a series of presentations to the SABC's WSSD Working Group, the contract was awarded to The Mole Hole Design Agency for its innovative logo, pay-off line and audio sting, which incorporate the SABC Africa icon in a most creative way.

The WSSD logo and pay-off line designed by The Mole Hole Design Agency, will be used by the SABC to brand all its WSSD-related programming across its TV channels and new media options. An audio sting has also been produced to complement the logo animation on-air and for use on all of the SABC's radio stations.

The logo depicts an aerial view of a human embracing the earth with both arms. An element from the SABC logo, the red triangle, represents a loudhailer, projecting the voices from the people at the Summit out into the world. The blue and green elements of the SABC logo represent sound waves carrying the voices away from Johannesburg to ensure the entire world's population is made aware of the messages. The yellow triangle is the final voice of the Summit - ensuring that the messages reach beyond today's generation, into future generations.

The pay-off line, "The Voice Beyond Today" complements the message from the logo.

The audio sting, with its rich African drum beat, further enhances the concept of the messages from the Summit reaching beyond today to the generations to come. The music for the audio sting was composed by Wounded Buffalo Productions, a newly formed, small creative company working from a studio in Bedfordview.

The World Summit on Sustainable Development takes place in Johannesburg, South Africa, from August 26 until September 4. The SABC will be providing extensive coverage of all WSSD events, prior to, during and after the Summit, across its full range of services, including TV channels, radio stations and new media.

In addition, the country's national public service broadcaster has been appointed to provide and manage host-broadcasting services for the WSSD, on behalf of the United Nations. The SABC will manage the Broadcast Village at Sandton Convention Centre. The broadcaster will also provide limited broadcast facilities and production services at other Summit venues, such as NASREC and the Ubuntu Village at the Wanderers.