



T U N E  
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C A P E  
T O W N

**Cape Town TV**  
Logo Competition

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**DESIGN BRIEF**



in collaboration with  
**Open Design Festival Cape Town**



## ARE YOU THE WINNING DESIGNER OF THE NEW CAPE TOWN TV BRAND?

### MAKE YOUR MARK AT THE 10<sup>th</sup> BIRTHDAY CELEBRATION!

The look and feel of a logo is the unique signature of a brand. It reflects the personality of the company and the quality of its products and services. It immediately grabs the attention and imagination of its loyal supporters. Let's celebrate Cape Town TV's 10 years of broadcasting in the communities of the Western Cape TOGETHER!

This is YOUR CHANCE to design a logo with a new look and feel for the Cape Town TV brand that will set the tone for generations to come. The new brand must be charismatic, courageous, contemporary and a truly caring Capetonian brand.

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#### PRIZE WINNER:

Communication Campaign and exposure of winner to the **value of R200 000 broadcasted on Cape Town TV.**

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#### WHO CAN ENTER?

**Anyone can enter!** Any age group, individual, student or design studio can participate in the Cape Town TV Brand Challenge.

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#### DESIGN BRIEF: PHASE ONE:

Design a new Cape Town TV brand logo and slogan.

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#### DEADLINE FOR SUBMISSION:

**28 April 2017** by no later than **12pm.**

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#### FORMAT OF ARTWORK:

Please submit your artwork either as a **PDF or JPEG.**

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#### METHOD OF SUBMISSION:

Please **complete and sign** the provided **Entry Form.**



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MAIL YOUR ENTRY FORM AND ARTWORK/LOGO TO:

**marketing@capetowntv.org**

**Please include:** Cape Town TV Brand Challenge in the subject line of your mail.

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DEADLINES:

- 28 April 2017:** Submit your new Cape Town TV logo and slogan.
- May:** Adjudication and top 10 logos announced.
- June - July:** **Top 10 candidates develop 2nd phase:**  
business card  
a letterhead  
social media banners  
look & feel for website.
- End July:** Submission of final design work.
- August:** Expo of top 10 designs at Open Design Festival Cape Town.
- August:** Public vote and adjudication process.
- September:** Winner announced at Cape Town TV 10th Birthday Party.
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ALSO INCLUDE:

Show how your logo would lock-up with a partner logo, using the Open Design logo as an example.



\*Further information about the Cape Town TV Brand Challenge can be found on the pages to follow. This will provide you with relevant information to guide the creation of your Cape Town TV logo and slogan that must capture the essence of the CT TV brand visually; represent the Cape Town TV culture and grab the attention of the Cape Town TV community that represents the many cultures of the Western Cape. Study the provided information carefully.



## WHO IS CAPE TOWN TV?

[www.capetowntv.org](http://www.capetowntv.org)

- Cape Town TV is a non-profit community television station that serves the greater Cape Town metropolitan area.
- The channel aims to showcase local talent and address socio-economic development through informative and educational programming produced by, and for the community.
- 2017 marks the 10th birthday of Cape Town TV. As a non-commercial entity, this community channel is the only one of its kind in the Western Cape. There are 4 other community channels in other provinces of South Africa.
- Cape Town TV is the all-inclusive expression of the many voices of the Mother City.
- Cape Town TV inspires creativity, uplifts society and is the voice of reason and hope in the Western Cape.
- Cape Town TV tells local stories that are honest and reflective of the realities of diverse groups of Cape Town's inhabitants.
- A community television station with a mandate to serve and uplift previously disadvantaged communities.

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### CAPE TOWN TV WAS BUILT ON THE FOLLOWING VALUES:

- Local relevance: The channel airs programmes that serve the needs of the community.
- Participatory: Cape Town TV encourages active participation by the community in the production of content.
- Informative and educational.
- Developmental: The channel promotes socio-economic development.
- Diverse: Appeal to diverse interest groups from all walks of life.
- Innovative: Develop creativity and promote local talent.
- Alternative.
- Active citizenship: Strengthen the voice of civil society and providing a platform for citizens to express themselves.
- Progressive: Aims to promote participatory democracy, human rights and social justice.

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## TARGET AUDIENCE:

- **Geographics**

- Cape Town TV is a Regional television station primarily servicing the Western Cape Province.
- Cape Town TV broadcasts on the free-to-air frequency accessible to the residents of Cape Town and surrounds.
- Cape Town TV is accessible on DSTV channel 263 and therefore has national presence.
- 80% of Cape Town TV's existing audience resides in the Western Cape.

- **Demographics**

- Core Target is the Western Cape residents from low to high living standards.
- Mostly middle class – middle market.
- All ages.
- All races.
- Even Gender split between Male and Female.
- All religions.
- All inclusive.
- Representative sample of the diverse cultures of Cape Town and surrounds.
- A mix of marginalised communities.

- **Psychographics**

- Companies with social consciousness.
- Individuals with a progressive and alternative mindset.
- A need to know about Capetonian communities.

## TERMS & CONDITIONS

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### COMPETITION RULES:

**Please familiarise yourself with the competition rules below.**

- Anyone can enter – you do not need to be a Capetonian or South African resident. However, you do have to be in Cape Town during the competition time frame in order to present and attend the Open Design Festival in August and the Cape Town TV birthday bash in September if you are one of the 10 finalists.
- The contact details you provide with your competition entry may be used to notify you if you have been successful and if you have progressed to the final round so please make sure these are correct.
- By entering the Competition, you hereby warrant that all information submitted by you is true, current and complete. Cape Town TV reserves the right to verify the eligibility of all entrants.
- Please make sure that you submit your artwork before 12pm on the 28<sup>th</sup> of April 2017. Any late submissions will be disqualified.
- You may submit more than one entry but no more than three. Please label each submission clearly with your full name so that all entries can be verified.
- The adjudication panel's decision is final.

**Finalists will be notified by email or by phone in May 2017.**

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### JUDGING CRITERIA

To provide a benchmark for the criteria with which the Judges Panel will qualify your logo, we have created a set of values, which you should keep in mind.

1. **Be Unique!** Surprise us! Your logo should reflect Cape Town TV in a unique and exciting way.
2. **Timeless:** Give us an idea which is fresh but will not look dated by end of the year!
3. **Adaptability:** Cape Town TV will use their logo over different media like website, email, business cards, social media banners – show us how your logo can be effectively used in all media.
4. **Colour:** A colour logo should also work well in black & white for one-colour printing.
5. **Relevance:** Your logo and colour use should be relevant to the personality of Cape Town TV and appeal to the Cape Town TV target audience.
6. **Simplicity:** Avoid too much detail – keep it simple.
7. **Appropriate Aspect Ratio:** The aspect ratio of a logo is the relationship between a logo's height and it's width. Bottom line, we don't want a logo that's too tall, or too wide.
8. **Scalable:** Make sure your logo is scalable and can easily be used in various sizes without losing detail. So also consider Postage stamp size and make sure that the details of your logo are still readable.
9. Your logo must reflect originality, creativity and imagination.



# ENTRY FORM

Mail your entry form and artwork/logo to [marketing@capetowntv.org](mailto:marketing@capetowntv.org).  
Please include: Cape Town TV Brand Challenge in the subject line of your mail

Full name:

ID / Passport number:

Occupation:

Organisation:

Mobile number:

Landline:

Email:

Address:

Signature:

Date:

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