DESTINATION
TSHWANE
WHERE WE MEET.

DESTINATION BRAND PROPOSAL · FINAL SUBMISSION

Where we meet.

A strategic and creative destination brand for Tshwane: one idea, convergence; one master Y; one system for many Tshwane experiences.

Tshwane Tourism Destination Brand Innovation Challenge
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University of South Africa (Unisa)
destinationtshwane.online · @destinationtshwane

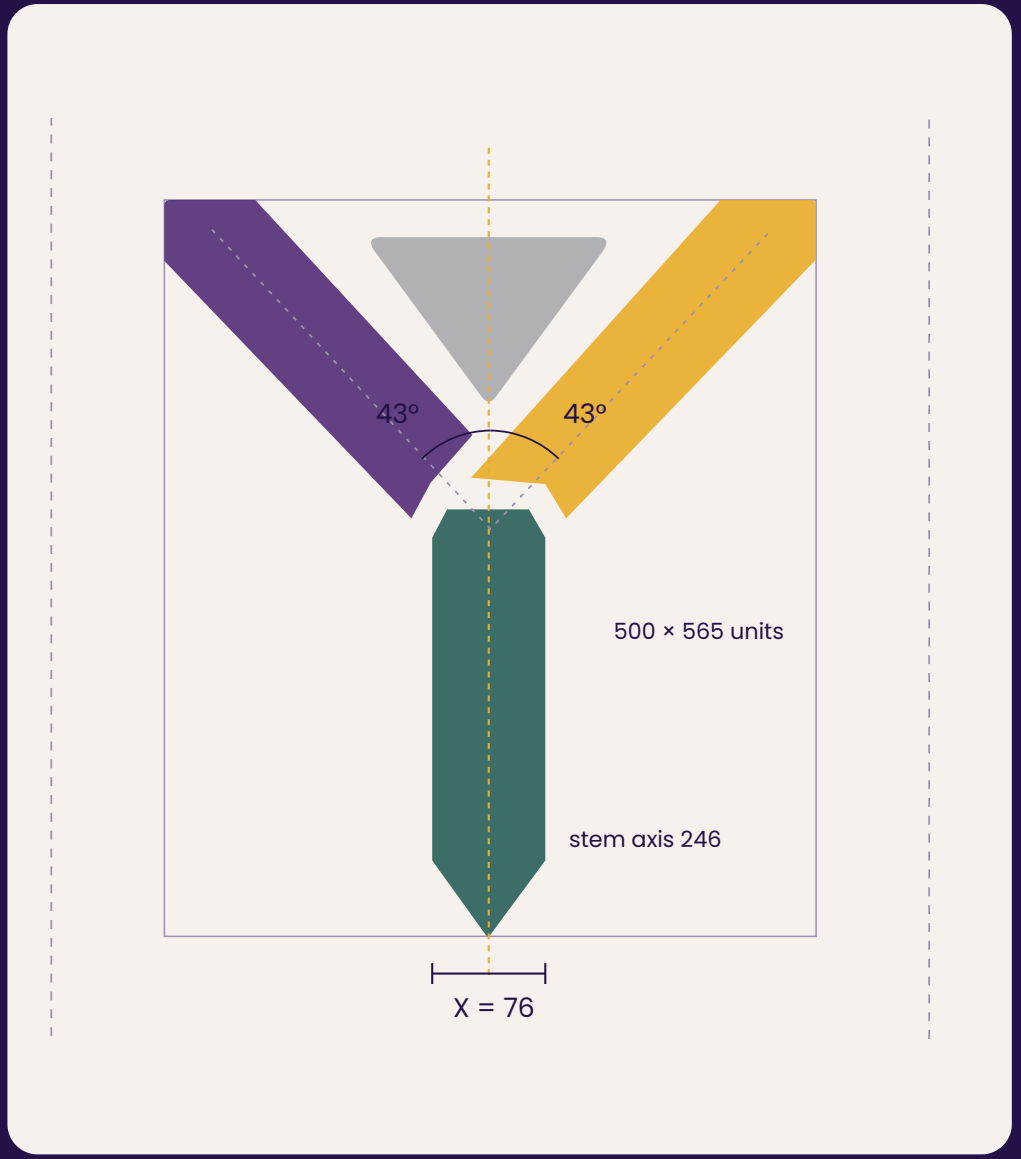


08

The making of the Y

How a place informs a symbol, in eight steps: Tshwane, place, connection, convergence, meeting, abstraction, the Y, where we meet. Each step says what is evidence, what is interpretation and what is design.

The original Y artwork is by Perushen Moodley. The studies in this chapter are new explanatory design studies made in September 2026 to explain the thinking; they are not presented as historical sketches.



THE MAKING OF THE Y · 01 / 08

Tshwane

A city of convergence

The claim the Y has to hold: Tshwane is a place where things meet. People from every province; languages in daily use side by side (Census 2011, Stats SA); national government and the diplomatic community; city streets and bushveld; South Africa and the world.

Interpretation, stated as such. It needed evidence from the place itself.



Everyday meeting: a night market (concept image).

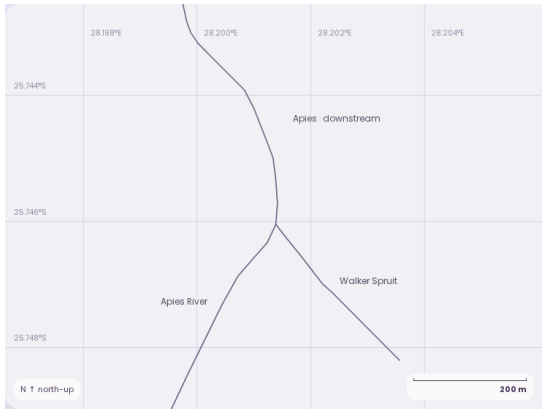
THE MAKING OF THE Y · 02 / 08

Place

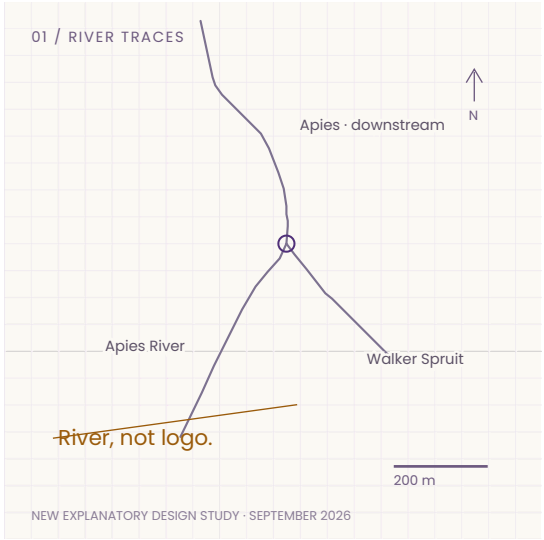
Two rivers approach. One continues.

Walker Spruit joins the Apies River at the Caledonian grounds in central Pretoria, within Tshwane. Walker Spruit is the tributary; the shared downstream channel remains the Apies River. This local confluence gives the identity a grounded example of distinct paths meeting and continuing together.

Geographic evidence: Pretoria Institute for Architecture, Annual Report 2020–2021, pp. 71–72; Rossi (2012), chapter 3, p. 36. DWS records Walker Spruit at station A2H062.



Geographic evidence: mapped channels at the Apies–Walker Spruit confluence. OpenStreetMap contributors (ODbL); not surveyed hydrology.



Study 01 · mapped river relationship

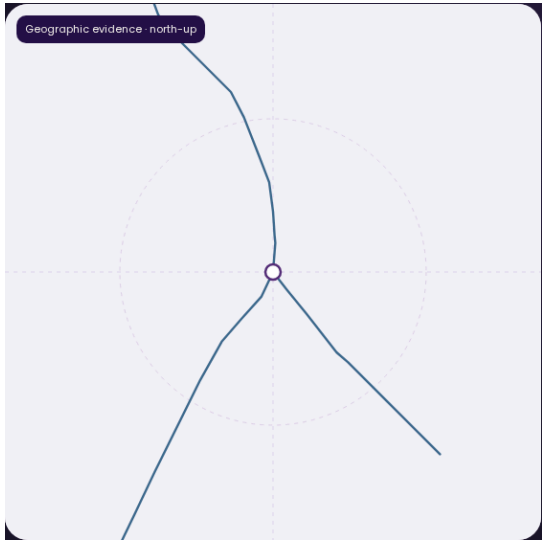
THE MAKING OF THE Y · 03 / 08

Connection

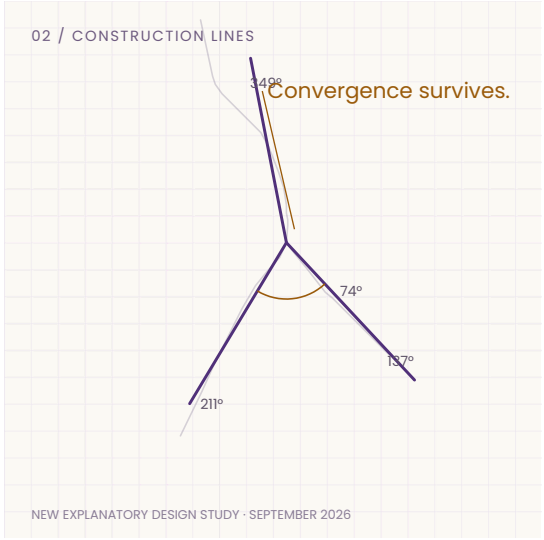
Geographic evidence. Design interpretation.

Geographic evidence establishes a tributary joining a main river in central Pretoria. Design interpretation turns that relationship into an invitation: distinct journeys can meet and continue together. A river confluence need not match the outline of the approved Y to inform its meaning.

Mapped channels establish the geographic relationship. The approved Y is a separate design interpretation; no river angle determines its geometry.



Geographic evidence · mapped confluence, north up.



Study 02 · construction lines

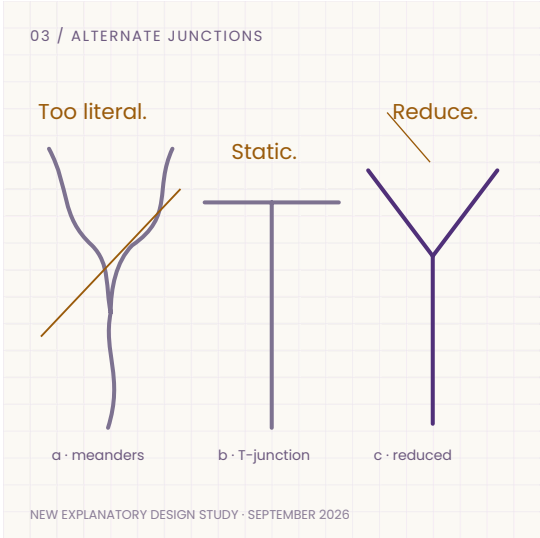
THE MAKING OF THE Y · 04 / 08

Convergence

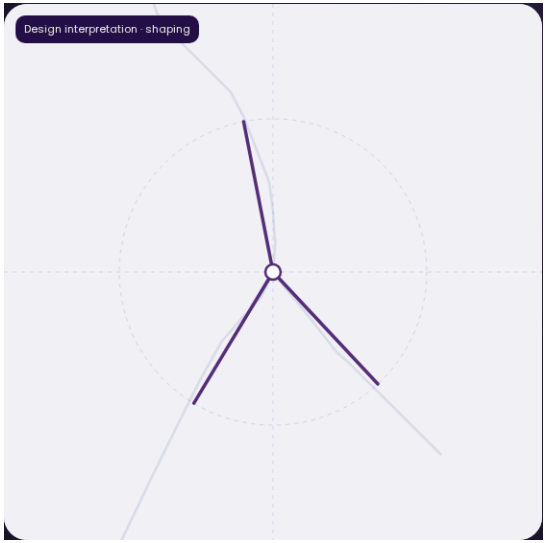
A national grammar, a local behaviour

The Constitution, Schedule 1, describes the flag's green Y-shaped band: its centre lines "start in the top and bottom corners next to the flag post, converge in the centre of the flag, and continue horizontally to the middle of the free edge". South African Government (gov.za, National flag) says the design "can be interpreted as the convergence of diverse elements within South African society, taking the road ahead in unity." The Tshwane mark is not a redraw of the flag and its colours carry no flag or cultural meaning; it shares a grammar that South Africans already read.

Sources: Constitution of the Republic of South Africa, 1996, Schedule 1; South African Government, National flag.



Study 03 · alternate junctions: too literal, static, reduce



Design study · approach, meet, continue.

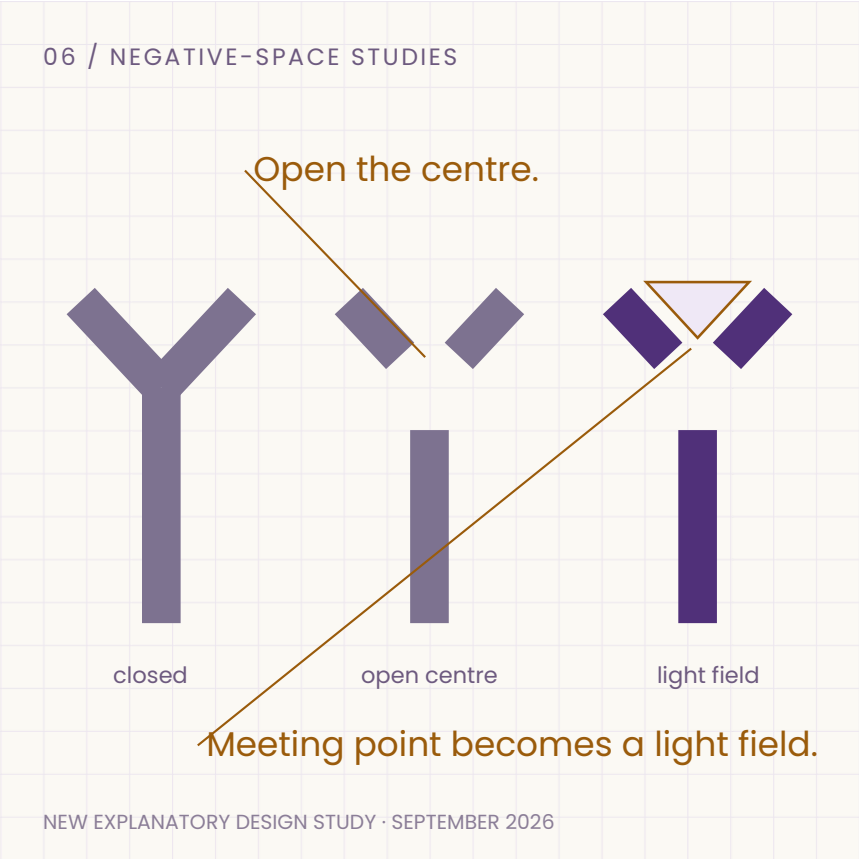
THE MAKING OF THE Y · 05 / 08

Meeting

Open the centre

Where paths meet, there must be room to meet. Closing the junction made a solid arrow; opening it made a shared space. The silver triangle is that common ground: neutral, between the two coloured approaches, above the stem. Accounts of the name Tshwane differ, and the design depends on none of them.

Design decision. The silver space is a shape of the design, not a claim about the name.



Study 06 · negative space: open the centre

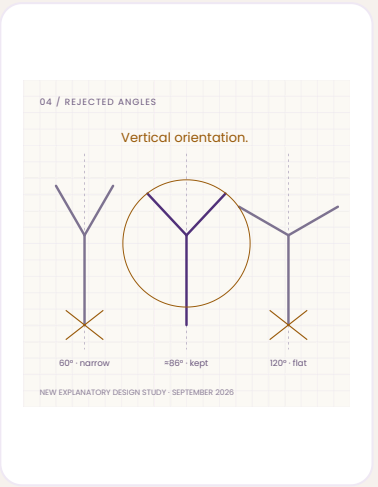
THE MAKING OF THE Y · 06 / 08

Abstraction

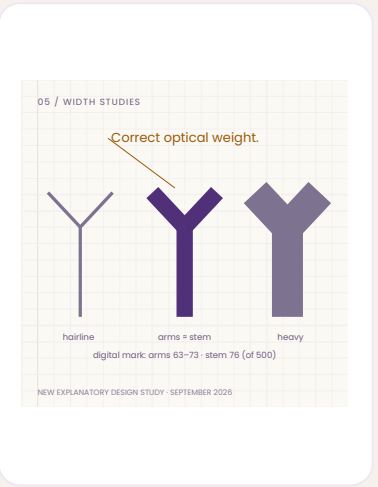
Why the mark became simpler

The approved Y is a geometric interpretation of convergence. Its two arms, silver meeting space and full green stem express approach, meeting and continuation. It is not a tracing of the river channels, a measured confluence angle or a compass orientation. The original geometry remains unchanged.

New explanatory design studies, September 2026: they explain the design; they are not historical sketches.



Study 04 · rejected angles: 60° narrow, 120° flat



Study 05 · width studies



Design interpretation · the approved Y remains unchanged.

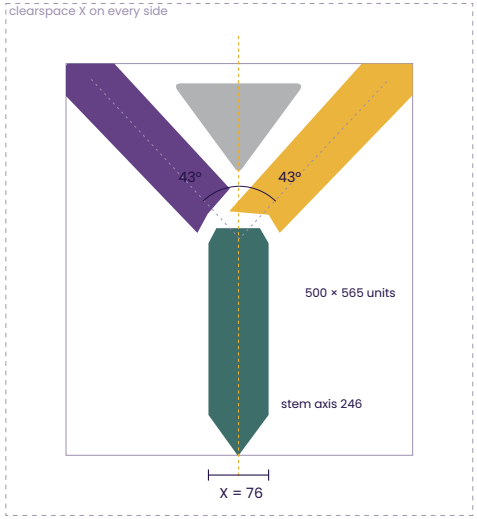
THE MAKING OF THE Y · 07 / 08

The Y

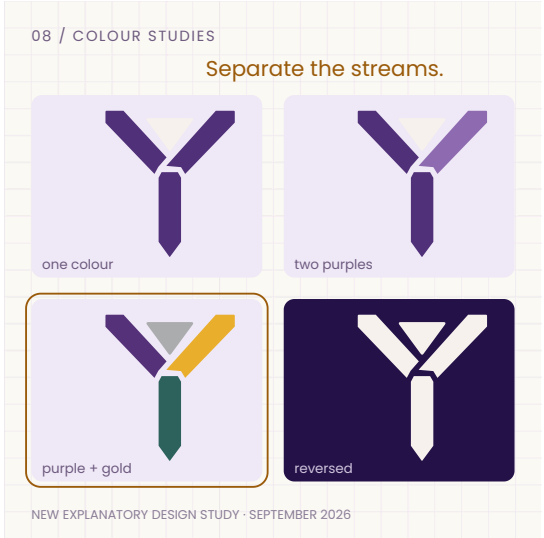
Construction, not tracing

Four parts on a 500 × 565 unit artboard: a purple arm and a gold arm at about 43° from vertical, about 65–75 units wide (they taper), a silver meeting space, and a long green stem 76 units wide. The stem width is the unit X for clearspace. The long stem is intentional: convergence continues. The master was verified against the first raster artwork (97.9% overlap); one reconstruction error was corrected, and the geometry is now locked.

Master file: brand/master/tshwane-y-master.svg. Colours from the 30 Years artwork.



Construction of the master Y.



Study 08 · colour: separate the streams

THE MAKING OF THE Y · 08 / 08

Where we meet.

The mark meets the words

The Y does not explain itself; the payoff does. DESTINATION TSHWANE names the place, the Y shows the behaviour, and WHERE WE MEET. says it in words. From here the mark becomes a system: routes on maps, meeting points on signs, one lockup for every experience.

The geography supplied the behaviour. Design supplied the discipline.

