

Winter 2015 Edition

A grand new brand for the NWDC

In the spirit of the provincial slogan: “Together we move Bokone Bophirima (North West) forward” – the NWDC has embraced progression by developing a brand new logo.

Following the amalgamation of Invest North West and the MIDZ with the NWDC, an interim logo was adopted. At the start of the new fiscal, the process of developing a new logo for the North West Development Corporation commenced.

We are proud of the final result, which some staff have affectionately named the “saamwerk, saamtrek” logo in honour of the vision and motto of North West Premier Supra Mahumapelo.

The new logo was introduced on the 12th of June at the [official opening of NWDC's first Enterprise Development Centre in Madikwe](#). NWDC branches across the province are transferring to the new look. Given the breadth and scope of our branches and properties, the change and updating of signage will take a little while to complete so there will be an overlap for a period.



Our new logo is rich in symbolism and embodies meaning on many levels:

- The design brings associations of a successful, progressive, multi-sectoral and integrated economy with many forward and backward linkages
- The many arches represent the myriad of towns, villages and “small dorpiess” of the province, reflecting the provincial VTSD strategy

- The choice of three lines integrating with another three lines are symbolic of the ACT priority sectors in the province, being Agriculture, Culture and Tourism
- The vibrant colours of the lines remind of a rich cultural heritage and the Tourism industry
- The colours chosen present clear references to South Africa, aiding the destination marketing aspect of our mandate and the province's positioning among our international stakeholders.
- The colour usage is also symbolic of the prominent sectors of the North West economy, being agriculture, mining, tourism, culture, manufacturing etc.
- The green circle on top symbolises wealth, the green economy, exports out of the province, as well as the *people* benefitting from economic growth.
- The logo implies movement and progress
- The many integrated arches symbolise partnerships and co-operation.



Staff members of the NWDC wearing branded shirts were pictured in front of the new-look backdrop at the launch function of the [Madikwe Enterprise Development Centre](#).

For more information on this article, contact:

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