

brand guidelines

EASTERN CAPE PARKS AND TOURISM AGENCY

Eastern Cape
PARKS & TOURISM AGENCY

EASTERN CAPE ALIGNS TO BRAND SOUTH AFRICA DESTINATION LOGO

Opportunities to explore abound in the Eastern Cape. But do potential visitors know this?

Previously branded as Adventure Province Eastern Cape, the Province has been losing potential visitors to other destinations. Our research has indicated that segments of the market have interpreted “Adventure” to refer to challenging adventure activities and that the Eastern Cape only catered to such activities. As a result, they have failed to investigate all of the other attractions that the Eastern Cape has to offer, paying attention only to those destinations that appeal to their interests.

The Province has been rebranded as a destination, not only to overcome this misconception, but to align with Brand South Africa. A consistent, coherent and single brand identity, Brand South Africa is aimed at uniting South Africa as a destination to elevate and increase the global competitiveness of South Africa and its provinces.



The new Eastern Cape destination logos are detailed in this guideline.

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EASTERN CAPE DESTINATION LOGO FOR INTERNATIONAL MARKETING

The new Eastern Cape Destination Logo for International Marketing comprises:

The brand South Africa logo,



Inspiring new ways

incorporating the name of the Province - EASTERN CAPE



Inspiring new ways

This logo will be used to promote the Eastern Cape on all international platforms, marketing material and collateral.

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EASTERN CAPE DESTINATION LOGO FOR DOMESTIC MARKETING

The new Eastern Cape Destination Logo for Domestic Marketing comprises:

The Eastern Cape Destination Logo for International Marketing



Inspiring new ways

removing the Brand South Africa logo descriptor

Inspiring new ways

replacing it with the Eastern Cape's own unique descriptor

Yours to Explore



Yours to Explore

This logo will be used to promote the Eastern Cape on all domestic platforms, marketing material and collateral.

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EASTERN CAPE DESTINATION LOGO FOR DOMESTIC MARKETING

The brand positioning for domestic marketing entices local tourists to “explore” the Eastern Cape and ALL its attractions.

Yours to Explore opens the offer up to “whatever your interest or preferences, you’ll find it here in the Eastern Cape”. Significantly, Yours to Explore is personalised and inviting, alluding to the warm and friendly nature of the people of the Eastern Cape - one of the key selling features of the Province.



EASTERN CAPE DESTINATION LOGO FOR DOMESTIC MARKETING

The new Eastern Cape Destination Logo for Domestic Marketing:



Yours to Explore

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REVISED LOGO FOR THE EASTERN CAPE PARKS AND TOURISM AGENCY (ECPTA)

The ECPTA logo has similarly been aligned to the move away from adventure but elements of the entity's previously established logo remain for the purposes of continuity.

PREVIOUS ECPTA LOGO

ADVENTURE PROVINCE
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UPDATED ECPTA LOGO

ADVENTURE PROVINCE has been removed

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The brand colour (orange) has been retained

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Application will be restricted to the below formats or single colour (black or white):

Positive Format

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Negative format

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This revised logo will only be used in entity branding, corporate communication and, in some cases, in marketing material, co-branded with the destination logo.

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REVISED LOGO FOR THE EASTERN CAPE PARKS AND TOURISM AGENCY (ECPTA)

The new Eastern Cape Parks and Tourism Agency Corporate Logo:

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BRAND EASTERN CAPE - FOR FURTHER INFORMATION

The Marketing Department of the ECPTA is paving the way for visitors to explore all of the wonders and delights of the Eastern Cape post COVID-19:

- Adrenaline junkies seeking out the many adventure activities offered by the Province, such as jumping the world's highest commercial bungee.
- Nature lovers exploring the natural wonders that personify the Eastern Cape.
- Food fundis enhancing their culinary skills of one of the many food routes.
- Literature aficionados making their way through the many museums housing archives and artefacts of literary greats, such as the magnificent AMAZWI museum of South African Literature in Makanda.

There's something for every visitor to explore in the Eastern Cape!

We will be working closely with product owners, tour operators, country representatives, and travel agents to ensure that they receive the necessary support required to enable them to promote the destination using these logos effectively. Guidelines for their correct usage will be available on the Eastern Cape destination website www.visiteasterncape.co.za.

Please contact the Marketing Department at ECPTA should you require any further information.

View a presentation on the new brand positioning on the following link:
<https://youtu.be/u9-dFN0o1DU>

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