

SA 2010 logo

I've just seen what is apparently the logo for WC 2010 in South Africa and frankly, I'm disappointed.

[View the World Cup 2010 logo on Wikipedia](#)

As a SA citizen and designer, I wish I could say otherwise, but I am kinda disappointed by what our "world-class, award-winning" design/branding fraternity has dished out to the world.

It is supposed to be a reflection on this country – and honestly, I would have to say many of us would not be proud of this, especially because we know this is not our best design on show here.

Lets' look at it, patriotism and emotions aside:

1. The first thing any design lecturer would comment is: "It's too busy!" Too many colours thrown into the mix, just to cover all bases, it seems. Sure, we are a colourful nation/continent, but this solution is messy.
2. The player depicted is in black. Notice another element in there that's black? – Yup! The sharp object going thru his shin! Eina!
3. The fonts... (Sighhh...) Ok, maybe not so bad on their own, but in this context, I feel it was used too immaturely. Just plonking it at the bottom, justified right, wastes its originality and authenticity. Could have been used better.
4. The ball. Shame. So why have the colours red and yellow been added here too? Is there really a need for this? A simpler rendition would more than suffice, because already the colour-freaks have gone to town on the rest of the design!
5. Generally, I think it's very messy, and if we had the correct guidance for the part-timer that put this together, we shouldn't be too far off the brand all of us would be proud to tattoo on our foreheads... and other anatomical preferences.

I don't want to be one of those "permanent SA 2010 bashers" our Prez mentioned, but surely this isn't our best?

Already the design blogs are buzzing with comments on the new logo, and if I was the designer of this logo, I wouldn't go there (these blogs) unless I was sure I wouldn't be made to cry by some of the comments being posted there.

I'm hoping the powers that be heed a few concerned voices, and come to their design senses and at least... at least, reach a more simpler, recognisable, striking South African logo that we can (most of us anyway) be proud of.