



Here for you!

# REBRANDING BRIEF

# BRIEF

A new year means a new look - Radio Helderberg will be rebranding in 2022!

A new name means a new corporate identity. Welcome to **HelderbergFm**

Our community is important to us and we have decided to hold a community 'Rebrand Radio Helderberg' Logo Design Competition, with a cash prize of R5 000 for the winning Logo.

The guidelines & information are set out below. Designers may submit 1 to 3 logo designs by 3 January 2022.

Please note that only VECTORED & print-ready files will be accepted, as the logo will be implemented in various sizes from Billboard to Favicon.

# ABOUT US

Radio Helderberg 93.6fm is a community radio station based in Somerset West. Our broadcast area includes Somerset West, Strand, Gordon's Bay, Sir Lowry's Pass, Nomzamo, Lwandle, Firgrove and Macassar. The station's footprint extends to parts of the Cape Peninsula, southern and northern suburbs, Cape West Coast, Stellenbosch, Elgin, Grabouw, Villiersdorp, Hermanus and Gansbaai.

Broadcasting in English, Afrikaans, and isiXhosa, 93.6fm is uniquely Helderberg, but with broad appeal, guaranteeing good company around the clock. The station is celebrating 26 years as the 'Voice of the Helderberg and Beyond'.

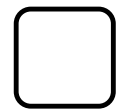
# LOGO HISTORY



93.6 fm  
RADIO Helderberg



# LOGO TYPE



Mascot



Monogram



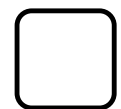
Wordmarks



Combination Mark



Logo Symbols



Abstract Logo

# COLOUR



#9c3b9b