

# Logo Design Brief – THE BUSHLINE

## 1. Brand Name

THE BUSHLINE

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## 3. About the Brand

**The Bushline** is a premium South African outdoor, travel, and lifestyle platform celebrating the wild spaces of Southern Africa.

We cover overlanding, 4×4 culture, bush cooking, gear reviews, remote travel routes, conservation storytelling and long-form photographic journalism.

The brand tone is:

- **Authentic**
- **Crafted**
- **Heritage-rich**
- **Gritty but refined**
- **Rooted in South African landscape & culture**

Think: *timeless expedition energy meets old-world craftsmanship.*

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## 4. What We Need

A **hand-crafted, heritage-inspired logo** for “THE BUSHLINE” built in a **Dutch Baroque / Cape Dutch engraved serif style**, reminiscent of:

- **Early VOC-era lettering**

- **Cape Dutch gable inscriptions** on 17th–18th century farmhouses
- **Hand-chiseled stone type** with irregularities, texture, and personality
- Slightly imperfect, human-made, artisanal forms

The logo must feel **engraved by hand**, not digitally perfect.

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## 5. Visual Style Requirements

### A. Typography

We want a **custom serif wordmark** with:

- Thin vertical strokes (not too heavy)
- Strong, expressive serifs with carved flare
- Subtle asymmetry and variation — “hand-cut” feel
- Textural imperfections (light grain or engraving roughness)
- Slightly wider kerning for a timeless, classical look

**No modern minimal sans-serifs.**

**No cartoonish rustic fonts.**

**No overly decorative calligraphy.**

We want something that feels **historic, sophisticated, and carved into wood or stone.**

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### B. Composition

Options we accept:

- Stacked version:  
**THE**  
**BUSHLINE**

- One-line horizontal version (secondary use)

Primary logo will be a **clean black wordmark** on a light background.

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## C. Mood References

We want it to evoke:

- Spier, Steenberg and other *heritage wine estate* typography
  - Dutch Baroque architecture
  - The tactile irregularity of hand tools
  - A sense of **enduring dependability**, like old farm signage
  - A logo that could appear stamped on leather, engraved into wood, or cast in iron
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## 6. Colours

**Black on white** for the primary design.

No bright colours.

Subtle textured shading is acceptable.

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## 7. Deliverables

We need final files in:

- **High-resolution PNG (transparent background)**
- **Vector format (AI or EPS)**
- **Black on white and white on black versions**

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## 8. Where the Logo Will Be Used

- Website & digital platforms
- Apparel (canvas caps, t-shirts, crewnecks)
- Vehicle branding (Toyota Fortuner adventure fleet)
- Stickers and enamel mugs
- Long-form print publications
- Overlanding equipment & field notebooks

Logo must reproduce well **large and small**, and retain the handcrafted texture.

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## 9. Additional Notes for Designers

- Focus on **craftsmanship**, not decoration.
  - Avoid making the logo look like a novelty “Western” or “medieval” font.
  - The feel should be **premium, timeless**, and **deeply rooted in South African cultural heritage**.
  - If in doubt, lean toward **Cape Dutch gable inscriptions** rather than classic typography.
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## 10. Inspiration Keywords for the Search

“Cape Dutch lettering”, “Dutch Baroque serif”, “hand-carved wordmark”,  
“VOC-era engraving”, “heritage serif logo”,  
“engraved stone typography”, “artisan serif identity”.

