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A Logo for SCB Africa Section

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I was pleased as punch when SCB Africa Section invited me to design their logo. Contrary to the brief to use multiple colors, I used only shades of blue for the dark continent. I drew eight features to exemplify Africa. They were a gorilla and fever tree for the mainland, chameleon and baobab for Madagascar, a vulture for birds of prey, and a cloud for the well-known climatic diversity. The wildebeest migration and sardine run complete my eight sketches within the map of Africa.



Credit: Van Wangye

Where are the African people in the logo? Well, they were busy working like bees and did not show up for the sketch. Jokes apart, there are people with wildlife problems and wildlife with people problems. Because SCB Africa has more to do with the latter, I followed the script.

In summary, the SCB Africa logo is a call for conservation action, and I believe it will go places.

Van Wangye is a conservation artist based in Singapore.