

CWDi, 67 designers provide 67 logos for SMEs on #MandelaDay

A total of 67 designers used their 67 minutes for Mandela Day to design professional logos for small businesses for free. Participating in CWDi's 67 Logos Designathon, the designers pledged to design uniquely-crafted logos for small businesses that need a professional logo to kickstart their businesses.



"The 67 Logos Designathon is one of my favourite projects! For Mandela Day, 67 designers come together to design 67 logos for 67 small businesses. It pulls together the creative industry to design for change. At least 70% of South African small businesses fail within the first three years of business. This shows how difficult it is for a small business to stand out and make an impact on the South African market.



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If we drive SMEs and ensure their success, it will help boost the South African economy and boost young entrepreneurs to do more and be more. Many small businesses can't afford a professionally-designed logo. We believe that a logo will give them the necessary boost of confidence and a chance to stand out," says Lesley Waterkeyn, Group CEO at CWDi.

Empowering entrepreneurs

Phumzile Mthembu, owner of Ingcweti, says that she feels empowered and encouraged to be part of this amazing initiative.

"Entrepreneurship is a lonely journey but having designers dedicate their time to design logos that will help us elevate our businesses shows that we are not alone. For me, this means growth and higher levels for my business. I am motivated and excited as I can now present my businesses to other organisations and present myself professionally," she says.

“ And that's a wrap! Thank you to everyone who has been a part of this one. Until next year... remember, driving change is more than a day, we want to encourage businesses, entrepreneurs and designers to continue to find ways to pay it forward. [#mandeladay](#) [#67logos](#) [#designforchange](#) pic.twitter.com/NZ1sC3Wsy9— CWDi (@CWDi_ZA) [July 18](#).

2019 ”

“I really enjoyed being part of the 67 Logos Designathon as it was fun and very inspiring. I feel good about being able to help a small business bring their vision for a logo to life. This was my first time taking part in this initiative but it's something that I would like to do again. What I loved the most what that I got to do what I enjoy doing, except this time around I was doing it to help a business,” says designer Nomonde Mtetwa.

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