My logo attempts to represent the foundation and ongoing support of the viewers which has allowed the popular television show “Land & Sea” to run for five decades. This foundation is illustrated by the straight line placed under the show’s name along with a picture of an anchor. I used charcoal colour in the underline and the anchor to imitate the colour of bedrock. These illustrations represent the loyalty and dedication of the viewers that kept the show running for fifty years. Moreover, the ends of the anchor help to emphasize the two dates, “1964” and “2014”. I also preserved the golden colour in the letters that are seen in all the previous logos for “Land & Sea”. I further coloured the letters and the number “50” in a golden gradient to give it some shine and sparkle to illustrate that the show will continue to provide viewers a great source of entertainment and education for many years to come.