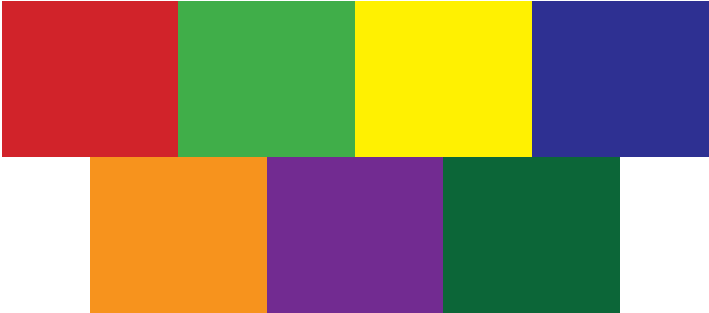


# Colour Palette

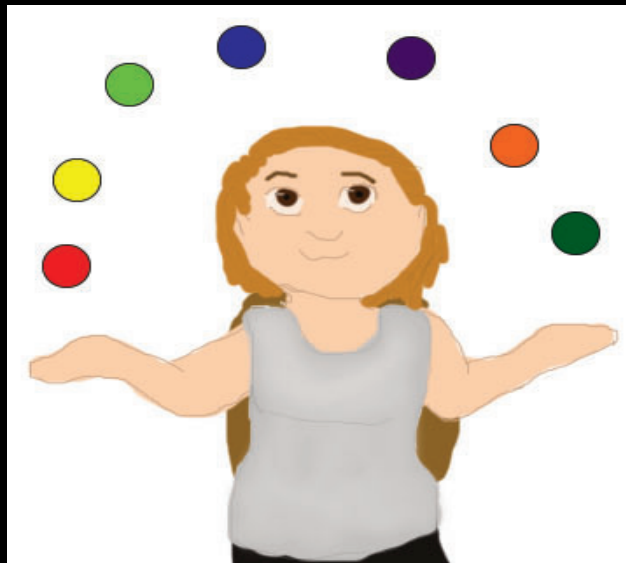
Client: Cycle Toronto

Date Published

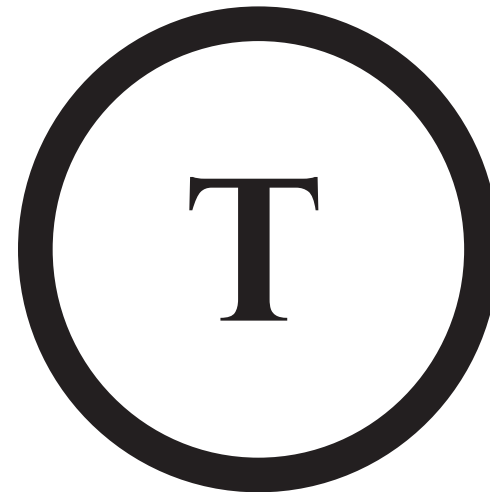
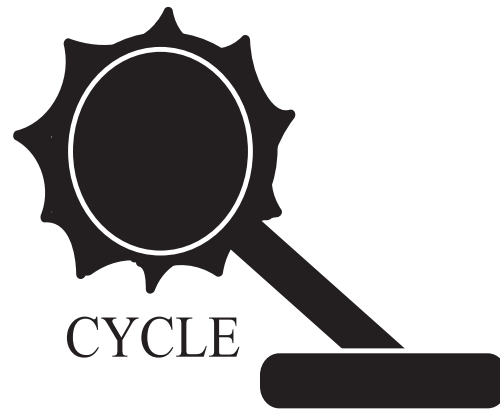
Designer: Karen Martens



In this booklet we will explore the colour view of your logo and the different types we can try. Green, blue, yellow, etc including what the logo will look like computerize.  
Again this is a work in process, NOT A FINAL.



These are the choses that the client and the designer had agreed on to refined and colourized.



## Helmets

There are two version I wanted to try before we get to the finally. One is using the brush tool in illustrator and the other I used shapes to create the logo.

Personally I like the shapes better.



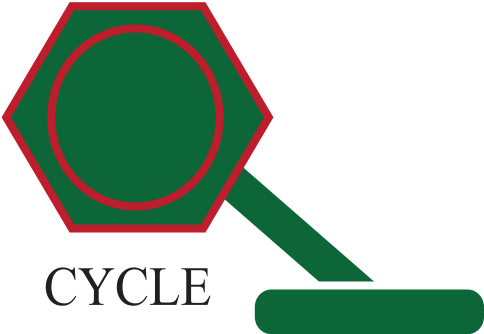
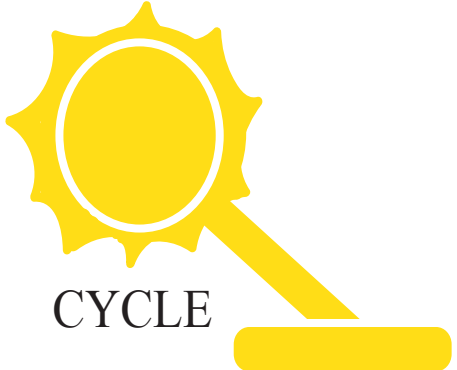
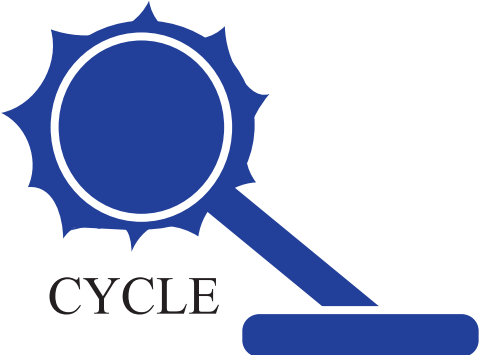
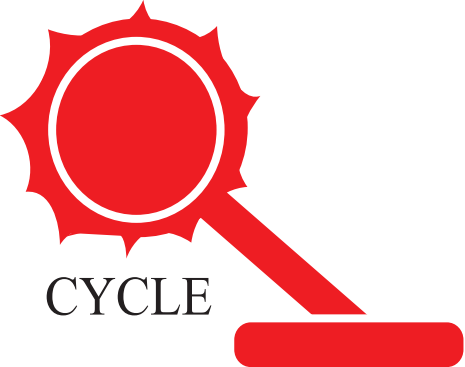
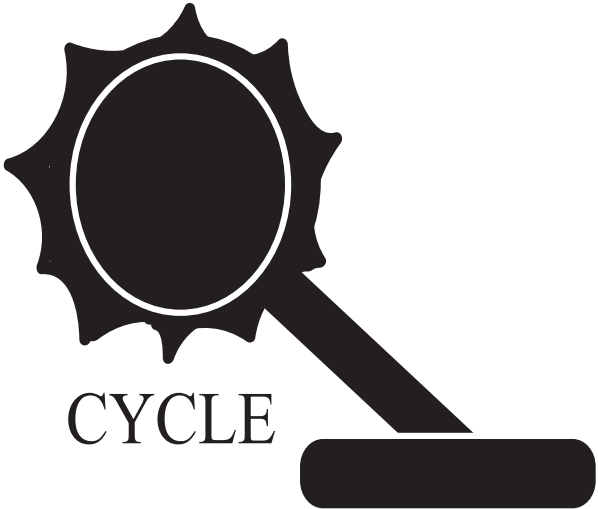


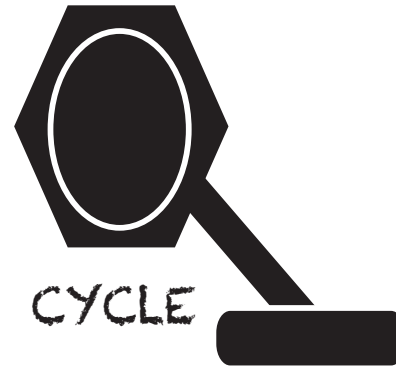
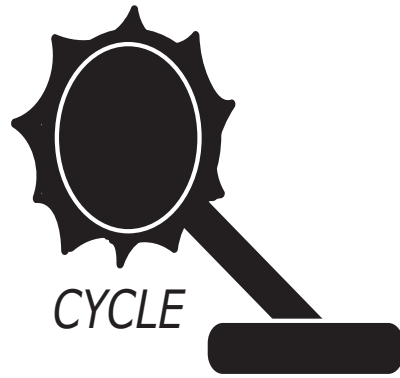
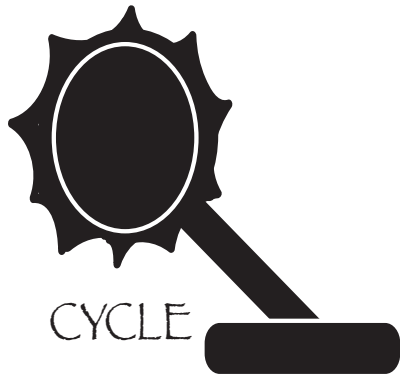
Continuation of the helmets, but with different type font.



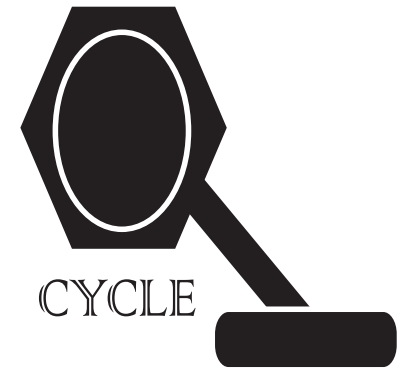
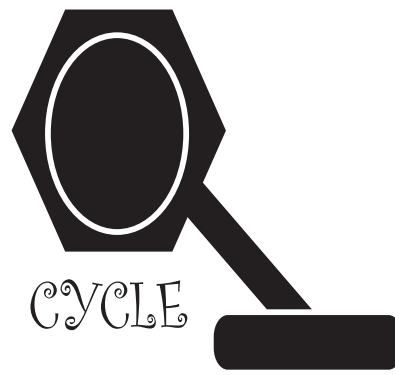
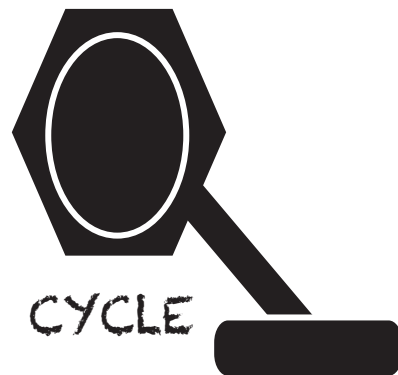
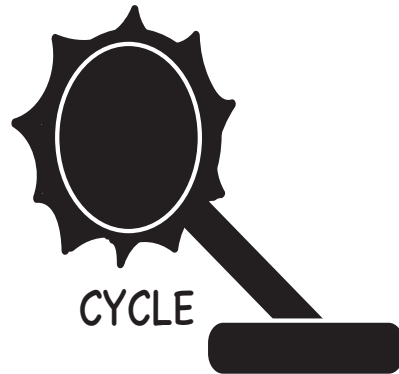
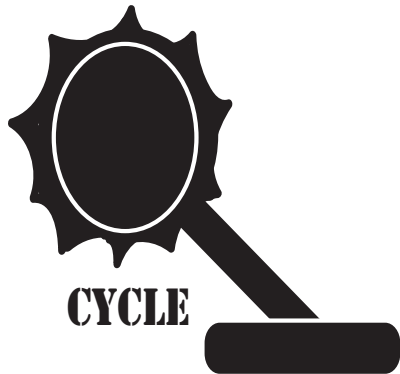
# PETAL FASTER!

There are two version I wanted to try before we get to the finally. One is using the brush tool in illustrator and the other I used shapes to create the logo. Personally I like the shapes better.





Continuation of the pedals,  
but with different fonts.



T.O.O.t.  
T.r.n.o  
Cycle

## What is your Type?

The type I used for this set is papyrus and I colour the certain section to the words Toronto Cycle to create a happy face or just a face in general.

T.O.O.t.  
T.r.n.o  
Cycle

T.O.O.t.  
T.r.n.o  
Cycle

T.O.O.t.  
T.r.n.o  
Cycle

T.O.O.t.  
T.r.n.o  
Cycle

T.O.O.t.  
T.r.n.o  
Cycle

T.O.O.t.  
T.r.n.o  
Cycle



O • O • T  
T • R • N • O

CYCLE

C CLE  
Y  
TORONTO

C CLE  
Y  
TORONTO

Continuation of the type, but with different fonts.

**C CLE  
Y  
TORONTO**

C C L E  
y  
TORONTO

CYCLE

CYCLE

CYCLE

Karen Martens sketch process: Cycle Toronto logo

Bicycle! Bicycle!

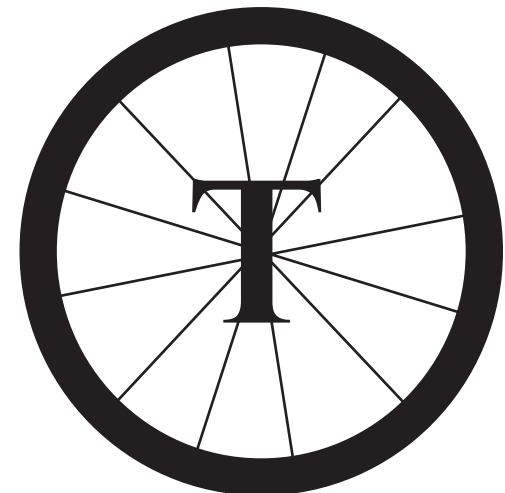
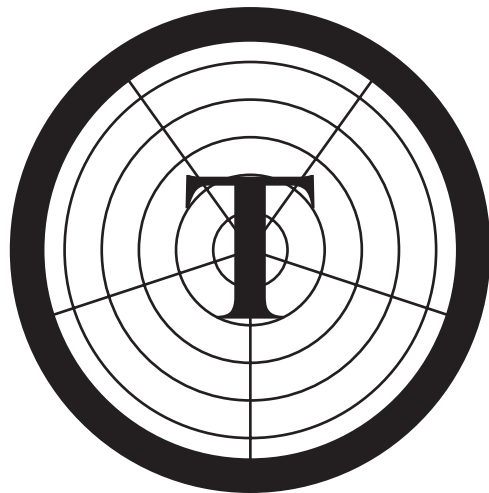
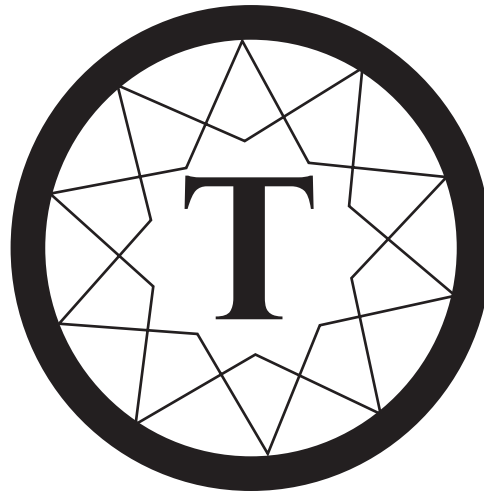
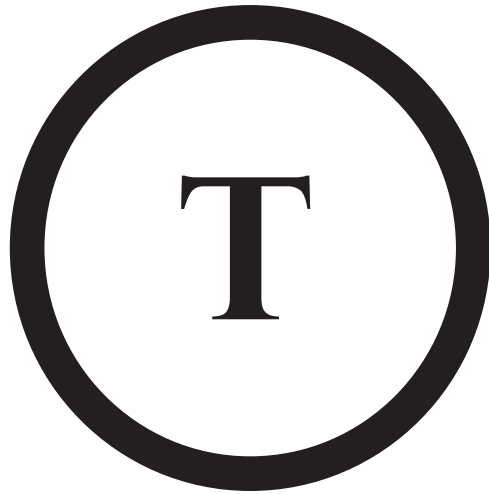
Thought I bring back a few of my sketches, but refined illustrated to see what you think.

CYCLE

CYCLE

# Bicycle! Bicycle!

Thought I bring back a few of my sketches, but refined illustrated to see what you think.



Thank you for looking through this booklet. See you in the final booklet.

