

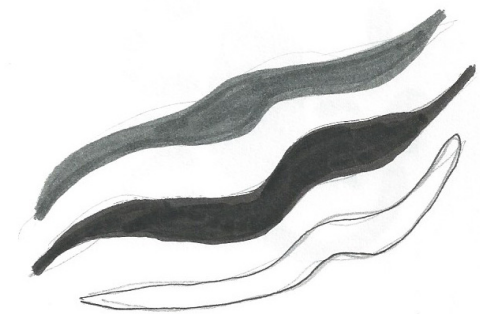
Round House

Client: Ann Souter

Published: 11/08/2015

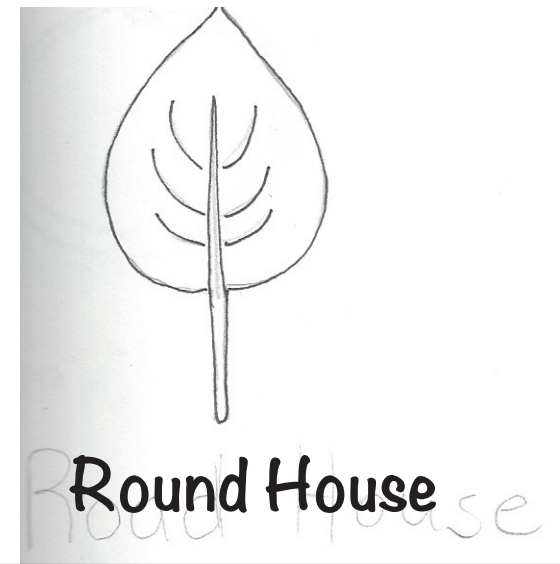
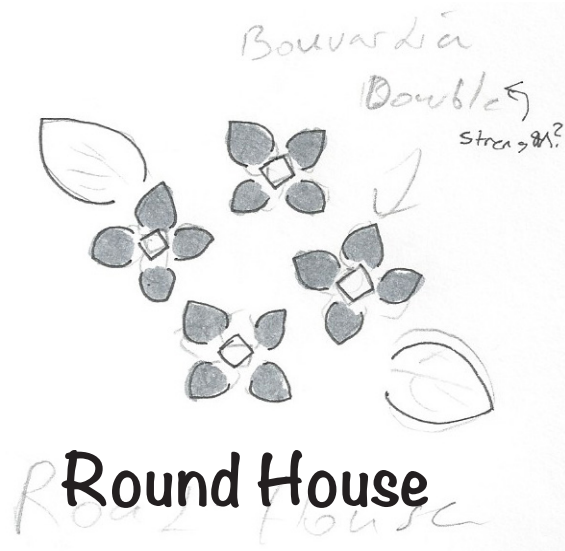
Designer: Karen Martens

Title: Sketch work

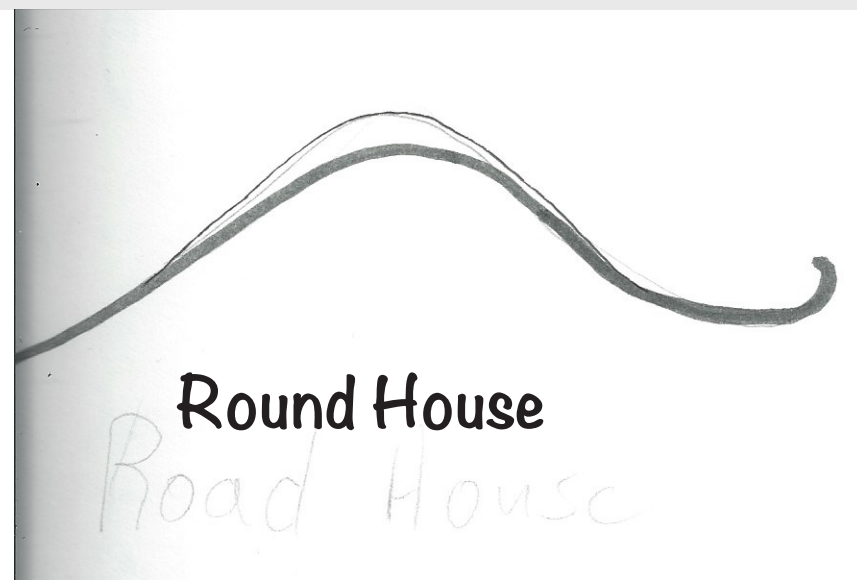


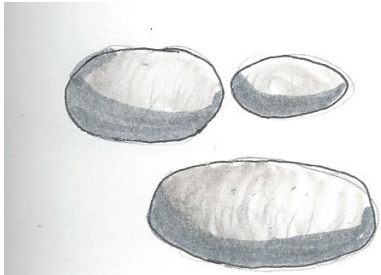
Round House *se*

Before we start, I like to thank you for sharing your stories and ideas. In this booklet are sketches I thought would be great as your logo. Just a reminder these are sketches, not what the final result will look like. In each page, there will be a description for each group of sketches. There is no colour yet, because I would like to have an idea what the logo would look like before I add colour to it. The type I used is Noteworthy, because this is to represent as travel, adventure and uplifting, I thought I go for a note type as I one would do if they wish to take notes traveling.

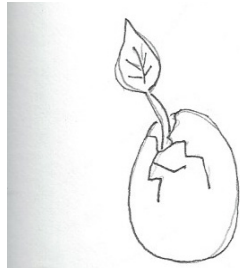


For this page, I thought and looked for object and things that symbols earth and strength. The first one I did is a simple one, I drew a plain leaf. Then I looked for flowers that symbolize for strength and nature. Next I thought of waves to symbols mountains, rivers and paths that most travelers would face when hiking through the jungle. Then I drew a curvy line to look like a mountain top.





Round House

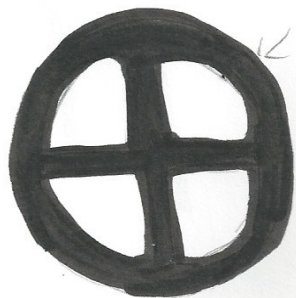


Round House



Round House

You be surprised what you find on the internet, I didn't know there was a standred symbol for the earth. These drawings have a bit more detail. The rocks you probably see on the road, a hikers backpack, a symbol inspired from a novel, the eye taking the beauty of the earth, and a plant breaking out its shell for...well let the drawing speak for itself.



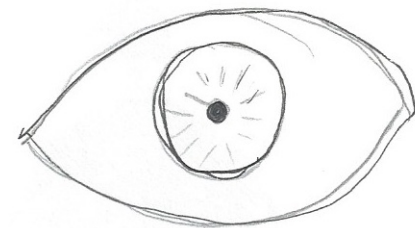
planetary
symbol
for
earth

Round House



Never enters
story

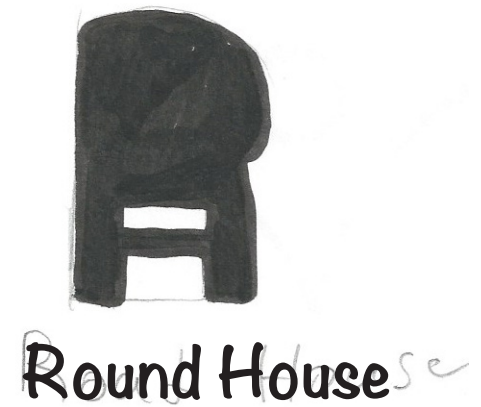
Round House



Round House



I remember someone saying about arms stretched out, but I can't remember who said it. So I drew an abstract of a person stretching their arms, but you can also see it as the sun rising between two hills. Everything else is using the first letters of the two words, Road House, and see what can come out of them.



Thank for looking through this booket. Let me know what you think and what you like or dislike of the sketches. Have a safe and wonderful day!



Karen Martens sketch proces: Round House