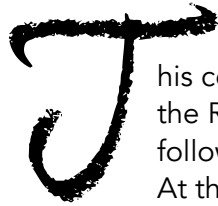




Concepts exploration of a logo
for the Round House

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his concept's guide offers ideas, variety of approaches for the logo design that the Round House company could have. This guide is created in order to help to follow my thoughts and senses, so I give here an explanation of each logo idea. At the same time, all the logos are created accordingly the mood board and expectations and explanation of Round Company. I tried to avoid cliches such as just a leaf - for nature, or a house shape - for house. Each concept here has the meaning, even not only one, probably not obvious on the first view, because I believe the self-developing, connecting to the nature, touching the spirituality company is a wise place for wise and deep thinking people. Also, I think since the name has a word "round" it demands something round in illustration, because particularly squares, rombs etc. would fight with the words in itself.

Thank you for your attention! Enjoy the exploration!



ROUND HOUSE



ROUND HOUSE



ROUND HOUSE

Abstract image of the clever with fore leaves, as a movement effect - little circles attracting to the center. Can represent the life that is moving, circulating, changing, not just obvious shape of nature.

Movement, very abstract graphic: h - for house, the circle - for round, lines - for petals to keep the nature sense.

Arrows as leaves, going to the top and connecting together: as an idea of self-improvement - always aim to go up, broaden outlook.



ROUND HOUSE



ROUND HOUSE



ROUND HOUSE

Abstract representation of the house spinning inside. Also an eye, meaning meditation process - look inside ourselves, be wise, open to the surrounding world. Sense of spirituality - third eye.

Round House in a different way - abstract house as we are used to see in a square shape, but it built up of circles - can be circle-people, circles-synergy (the creation of a whole that is greater than the simple sum of its parts). Let us easily say round house.

Yin Yang is a well-known sign of harmony in everything: nature, people, life etc. To make it different and tell the story of nature-oriented company + self-improvement there are two leaves repeating the shape of famous sign Yin Yang.



Yin Yang in a more smooth way - as water, waves that represent life, nature. Also spirituality - waves of energy. No circles are avoided still.

Symbol of harmony - golden ratio that can be found in any nature's object. Also here is spirituality - spinning bioenergy.

Playing with words. Simply taking a circle as the simplest and perfect natural shape. I felt that if to connect "o" of both words into one is too obvious and boring.. So instead third circle was added under - offering the idea "Go beyond the borders" or "Going through".



RH - first letters of the company with moving wind and/or energy around.

Going from Celtic traditions. Little celtic pattern around RH letters, also can be perceived as leaves. RH in a "negative space" manner.

RH - first letters of the company in a round shape - as simple as possible.



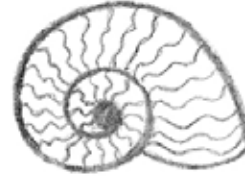
Three circles containing first letters of the company name, where the top one says either Coaching or Travel. As an option can be two smaller letters together in one top circle LC for "Life Coaching" or AT for "Adventure Travel".

Harmony implemented in letters - plus negative space for more interest.

Rich pattern (from Celtic) around the letters and serif font (as can be seen in nobel stamps or logos) offers abundant wise life at the same time curious (due to curles and details) to see the that wide surrounding world.



ROUND HOUSE



ROUND HOUSE



ROUND HOUSE



Bird as a symbol of nature, but also of freedom - free your soul, free your mind, relax, enjoy the world, go over the grey city life and so on. Moreover, the bird is still creating the round shape that repeats the name of company, the tail of the bird can be seen as a crown that represents the abundant life.

The shell - a house for some - and it is the most obvious object with golden ratio principle - beautiful shape due to harmonically built up by nature.

The shell from the other angle and made by negative space. In addition, like rays of the sun.



ROUND HOUSE



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Lotus is not only representing the nature, but also a famous symbols for chakras - centers for energy balancing. It is sitting on a round leaf, here the leaf is a house for the flower. Flower is a person, since everyone of us is an unique and beautiful in its own way like a flower. Also shape is created by negative space.

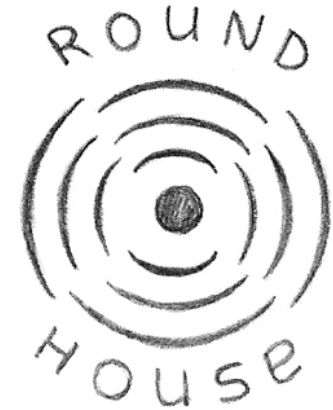
The inspiration came from mandala - very interesting, hand-made, meditative object. At the same time look of sun - symbol of happiness, life, joy and concentrated energy.

Stones that put together to represent the balance. Balanced life, balanced body and mind.



As a plane can be a sign for travelling, an aerostat is better saying for travelling with adventure, wisely and enjoying the nature and the world itself. Looking on aerostat from the bottom like it is flying higher and higher as an idea to selfimprovement as well. And still round shape implemented.

Curved uneven texture that can be seen on woods or shells etc can be a nice touch to show spontaneity and give naturalistic sense. Again, double meaning - vibrations on the water surface or energy flow.



Nothing extra, simple elements.

Round House is not a building, it is our whole world. Our earth, globe. So here, this circle with different types of nature is spinning around the sun in the middle.

Center of energy and activity, bioenergy and wide-thinking.



To come closer to naturalistic sense - brushstroke with the energetic move to represent creative, fun, active, yet balanced life like a easy-going brush. Still keeping the simplicity of the shape and modern look.

Letterform logo, but brush-made, naturalistic. Bottom two letters can be changed: LC for Lifestyle coaching or AT for Adventure travel.

Thank You!

