The Logo
12.10.25

For the logo I originally sketched it out in my journal (pictured above). Tbh, I'm still not sure if I fw the logo itself lol, but for right now it's all we got so we move. I knew once I came up with the name I wanted the logo in the shape of a house with footsteps leading out the door. I wanted the light coming from the house to be warm and the typa yellow light the streetlights would be when you were growing up playing outside as a kid and it started to get dark, not the gross LED white bullshit that society is forcing upon us nowadays. That's a rant for another time I guess though (but here's a reddit post that summarizes it perfectly: Does anyone else really really miss the old orange street lights? : r/northernireland).

Anyways, continuing on about the logo, I wanted the logo to (not to get corny) but convey a sense of adventure and stepping into the unknown and out of your comfort zone *insert clip of Lebron saying thats my favorite saying* because that is really what I want this whole thing to be about. As I write this, I am realizing it would be super tuff if the footprints went from the dress shoe, wall street ahh print I have right now and faded into more basic human shoeless footprints the farther they got away from the door. Holy I am cooking don't let this young man get hot. I think that would tie in well with the brand (? I guess brand) in that it's also about leaving the world of possession, status, and notoriety behind in exchange for experience, presence, and lightness of being (review on that book coming soon, stay posted).

It's actually super cool to look back at my first sketches and journal entries about creating this site, as it was only a seed of an idea. Now, after a month and change of work/diligence, the site is real, a logo has been created, and I can upload shit onto here until my heart is content. It's not like a cured AIDs or stopped world hunger but the small wins are to be celebrated and for that I'm grateful.