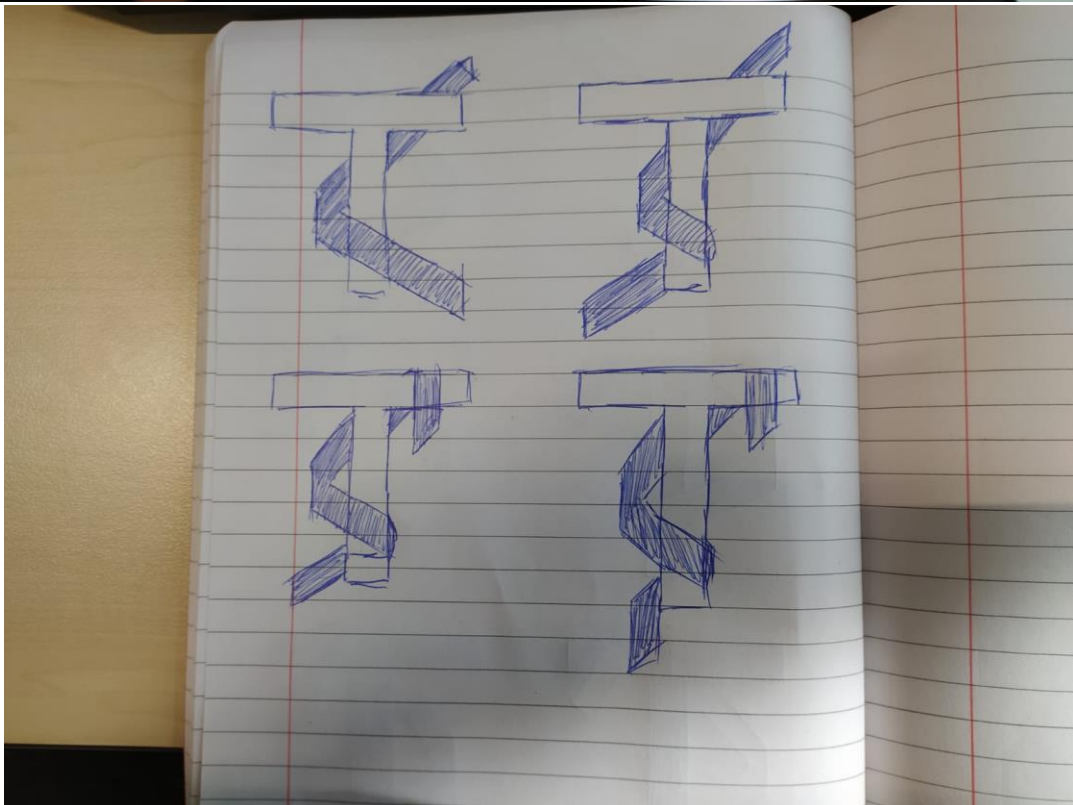
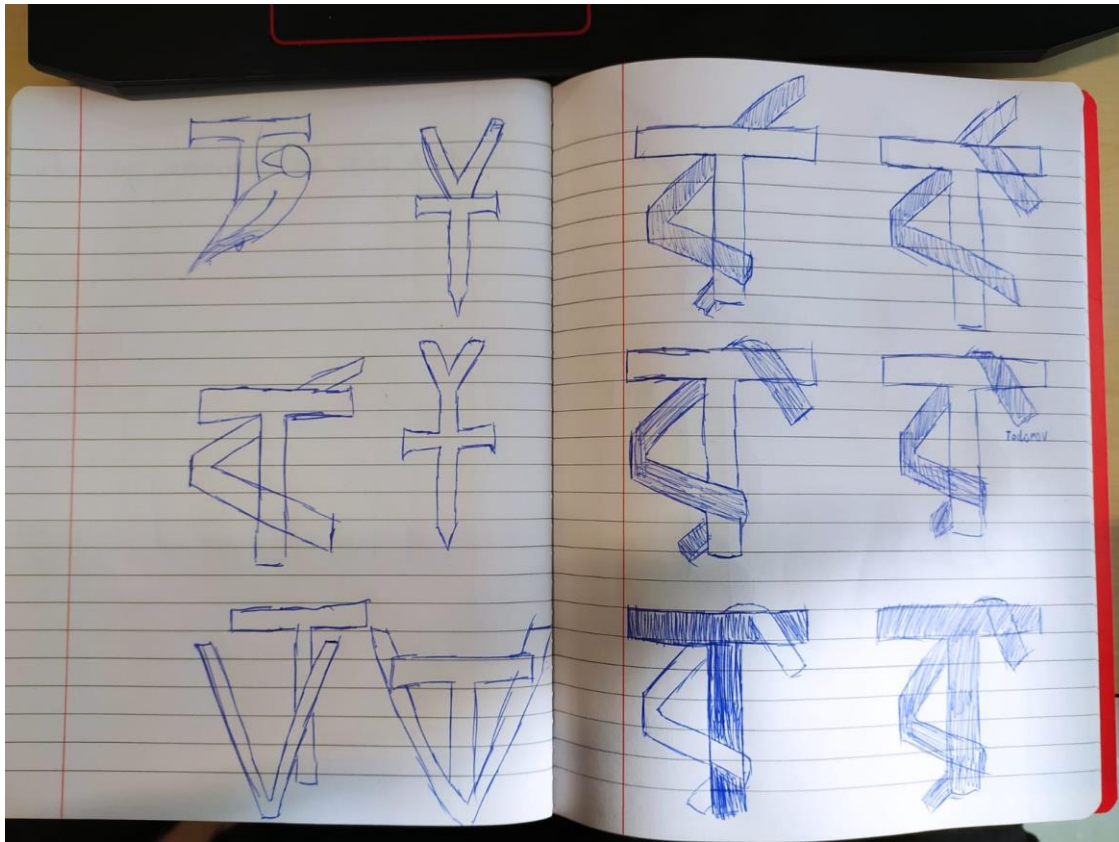
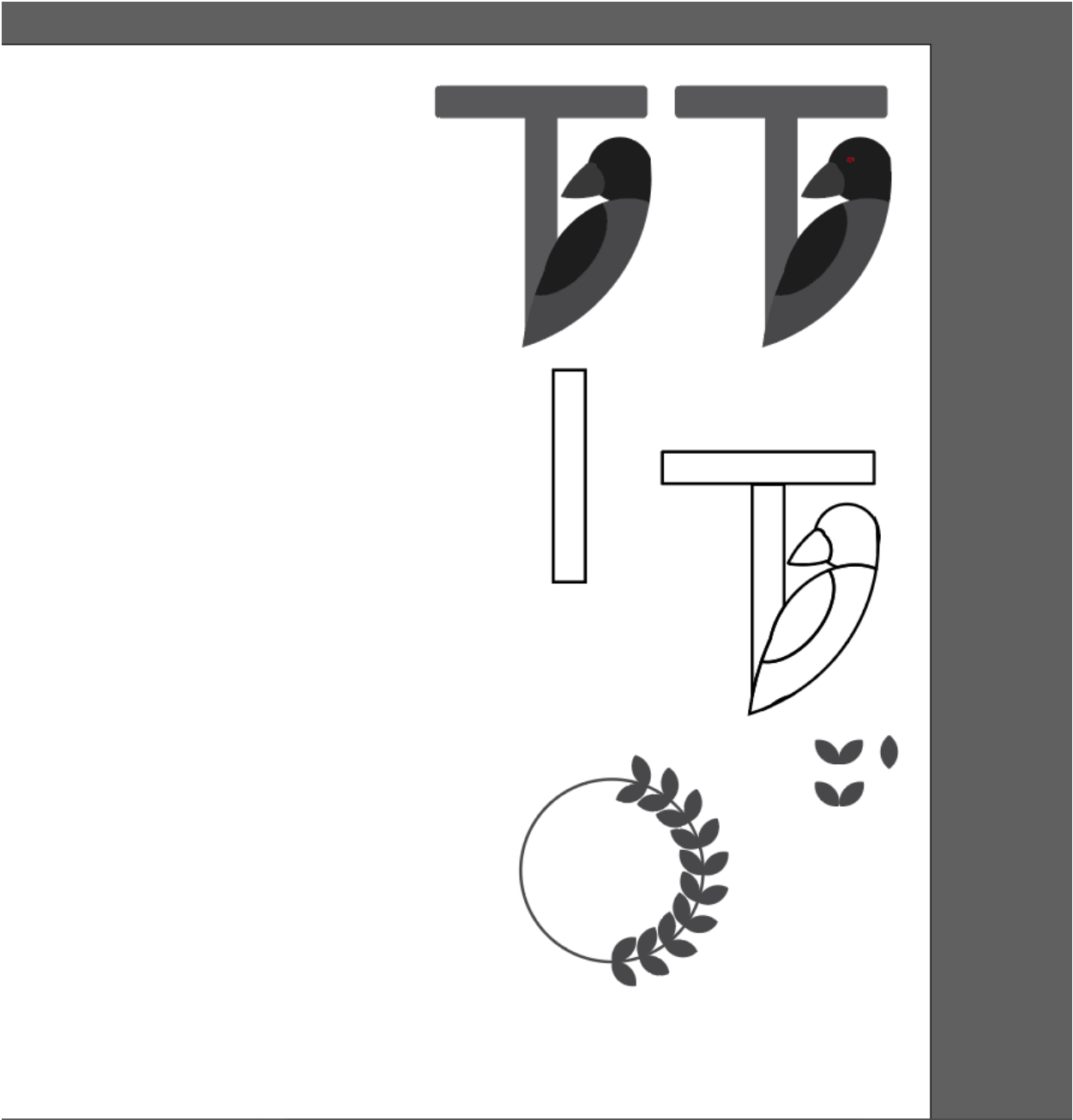


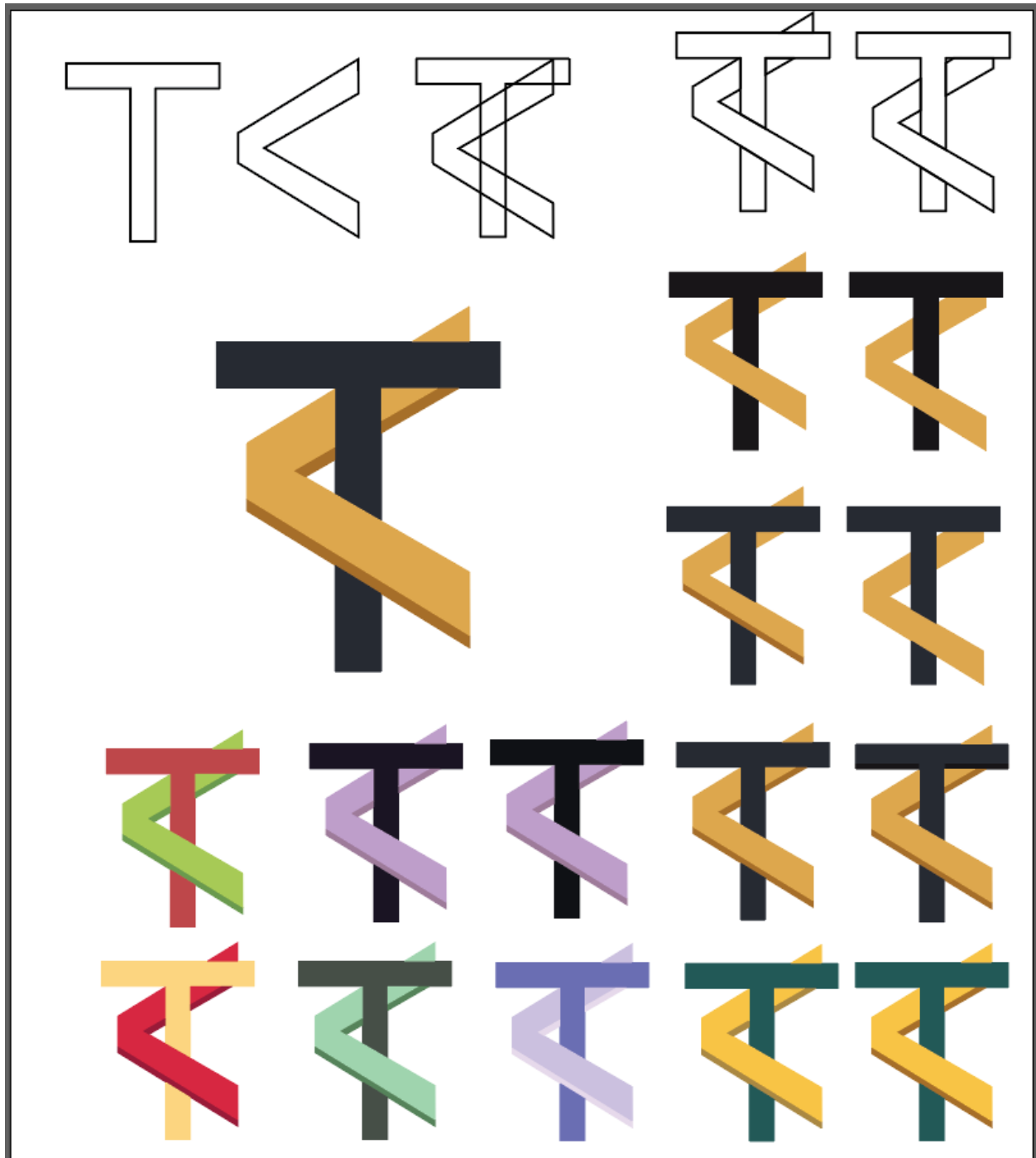
Paper sketches



First interaction of the Logo



Second interaction of the Logo



Final Version of the Logo



Restaurant Logo in Use





The Process of making the Logo

I started creating the logo by making some paper sketches. In the start the main Idea I had was a capital T with a raven, but I felt that would not be a good choice for the restaurant logo and I started creating some new designs. After a couple of completely different iterations, I sketches a logo that I felt hat some potential. That was the logo with the V and the T. A made a couple of different versions and I choses to start making in the one that I felt was the most balanced and had the most potential as a real restaurant logo. I started creating the Logo using adobe illustrator. After having decided on the form of the vectographic I started playing with color pallets that seems to have some potential. I chose the color pallet that had dark dray and gold because I was going for that luxurious restaurant look. I tried to achieve that by going with a more minimalistic look and with the colors that are often associated across cultures with elegance.