CatLowe

About

CatLowe is a project that creates videos, music, games, books and colouring pages with a cat theme. The project aims to bring joy and fun to adults and children who love cats.

Goal

The logo must immediately convey that it has something to do with cats and fun/play.

Keywords

#cat #love #play

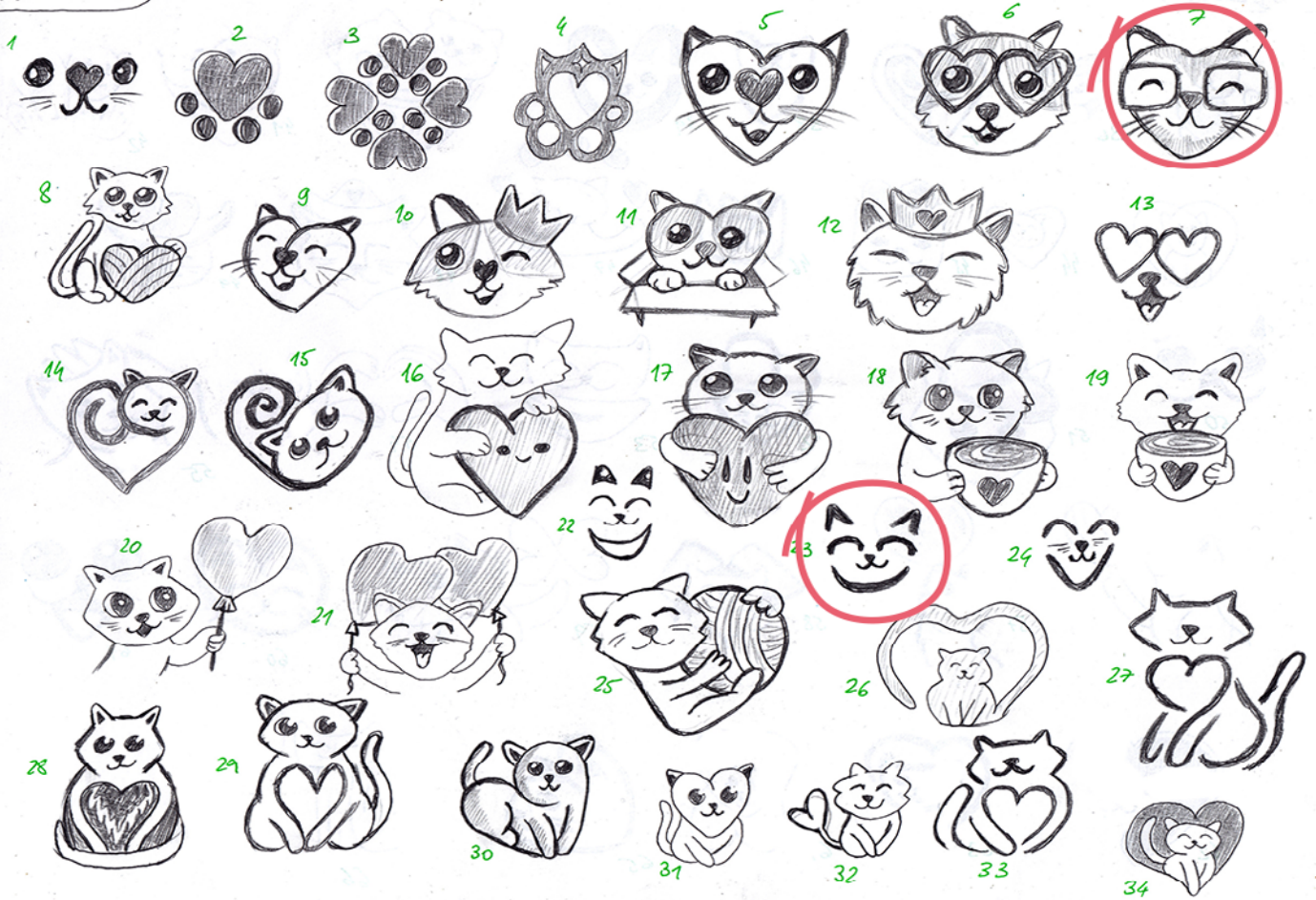#fun #joy #creativity

Sketching

CatLowe

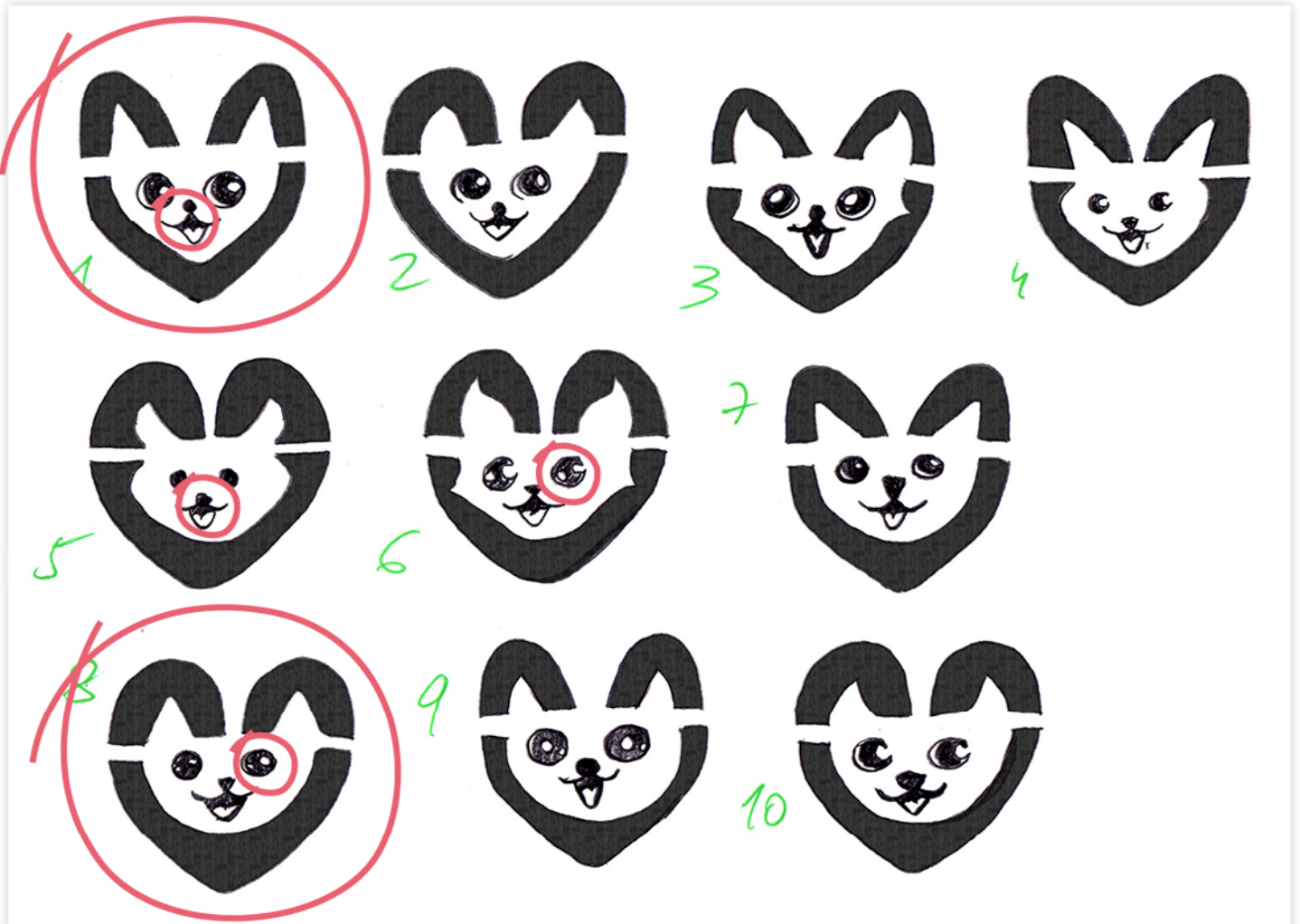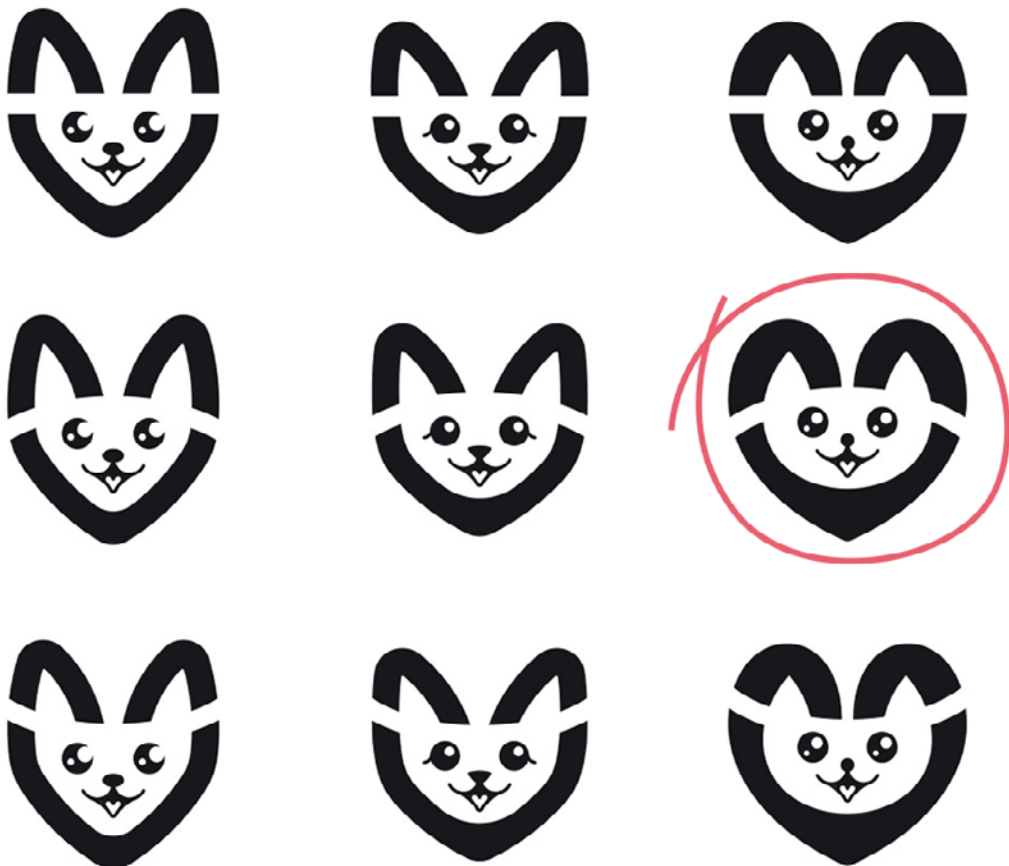# Refining chosen ideas

39

A B C D E

Smiley face = joy & fun

F G H I J

38A 38B 7 60A 60B 23

Refining & Adding a cat face

1 2 3 4

5 6 7

8 9 10

Vectorization

Trying different shapes

Exploring fonts

Catlowe **1**
Catlowe

Catlowe **2**
Catlowe

Catlowe **3**
Catlowe

Catlowe **4**
Catlowe

Catlowe **5**
Catlowe

Catlowe **6**
Catlowe

Playing with typography

Catlowe **A**
Catlowe

Catlowe **B**
Catlowe

Catlowe **C**
Catlowe

Catlowe **D**
Catlowe

Final logo
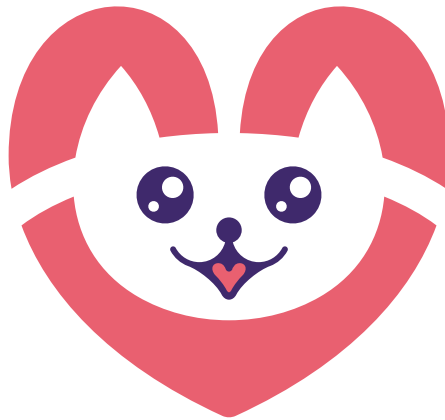
CatLowe

All versions & compositions