

Logo design requirements:

Character & Background illustration logo design with our company name or initials

Red Tarbouche Hat displayed on Text and/or put our character's Tarbouche in red.

A. LOGO TEXT: Maison Tarbouche or MT

Company name or initials can be positioned according to leading lines and the perspective given to the frame.

B. FONT STYLE: Serif

Throwback, vintage, oriental, travel

Elegant, professional

C. Tarbouche Hat (OPTION)

Find or create a vector design for a Red Tarbouche hat with black fringes



This asset will be used in animation integration works in future steps

Possibly 2D or 3D effect to make the Tarbouche Hat "actionable" and display it acting like a lampshade, projecting from it a light that would enlighten and emphasize Maison Tarbouche or our initials lettering (logical position next to or above our company name or initials. Find imagery for Tarbouche hats (or fez)

D. Character

Original visual sketch reference for the Character on this link:

https://www.tajan.com/auction-lot/ecole-orientaliste-xixe-siecle-les-marchands-orie_6A6434C9A9



Character personality, authenticity, hand-drawing, grain, relief, warmth, the roughness of hand-sketched drawing and render.

Examples: the black threads/fringes of the Tarbouche hat our character wears, the character's face and mustache, and general attitude. Other details like the middle line of his shirt, buttons on both sides, and shirt collar. Also, the jacket on top of the shirt sleeves below, the hands, and the walking cane.

If suitable: Character shadow and walking cane shadows. Also, the central belt the character wears is a kind of a crossed fabric rounding the character's core belly and waist. Reproduce if you can the belt and add crossed gold lines.

Character trousers lines sketching trousers shape, light and shade reflections for relief.

Light and shade.

E. Background

Comics, simplified, realistic, dynamical, and engaging illustration design with minimalistic hand-sketch render in line with our character sketch and substance providing context and telling our story.

- market street with ground flooring tiles/blocks, buildings, and their skyline, open/closed window-shops (bazaar, souk, old Cairo Islamic architecture style).
- open square with buildings and shops in respect with Islamic architecture style (old Cairo style buildings skyline) on the foreground of the logo frame.

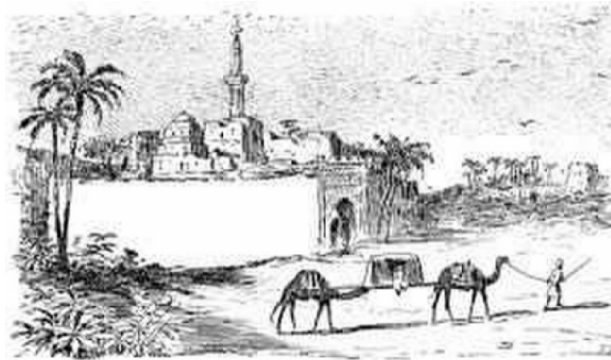
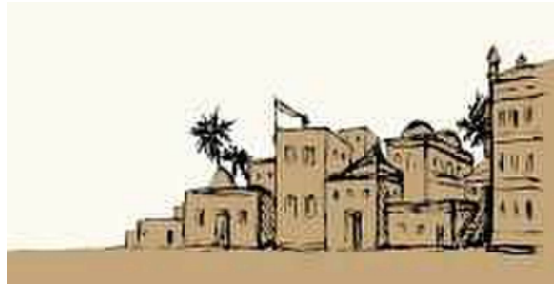
Other possible background situations are only optional.

- Journey walk symbolism in the Desert, dunes, desert old cities
- Walkway through Egyptian antiquities
- Walkway along the Grand Nile with typical Egyptian boats
- Walkway in a countryside Egyptian village

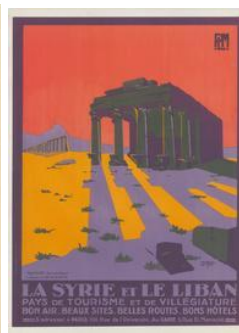
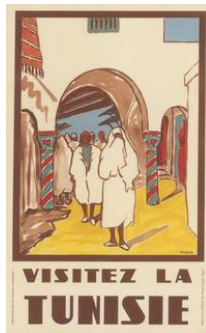
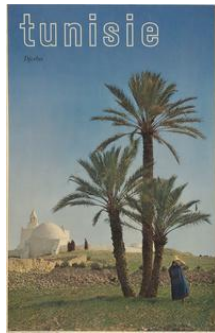
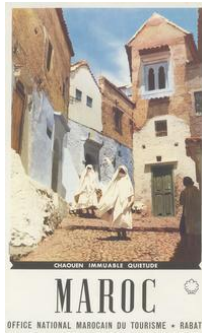
DESIGNERS HAVE FOUR OPTIONS

- Landscape
- One-point perspective
- Two-point perspective
- Triangular composition

- LANDSCAPE

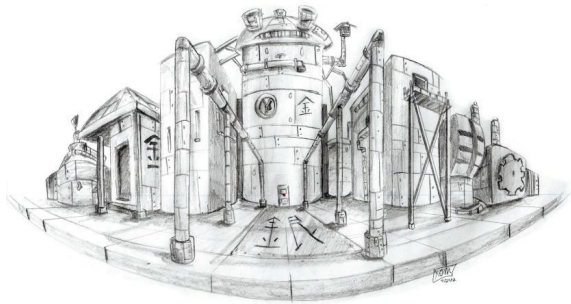
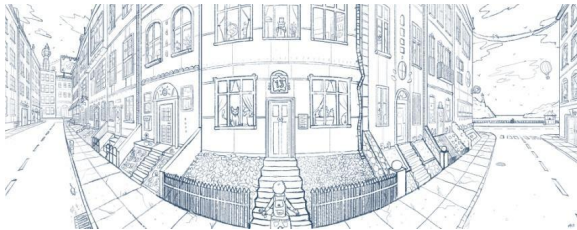


- 1-POINT PERSPECTIVE

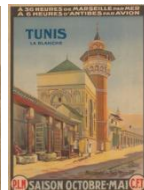


- 2-POINT PERSPECTIVE

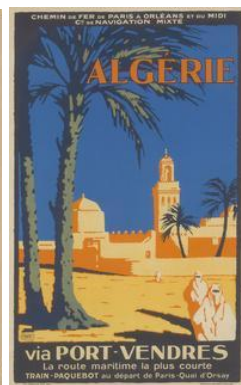
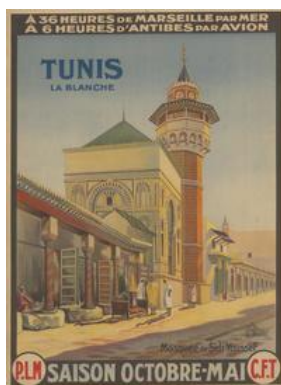
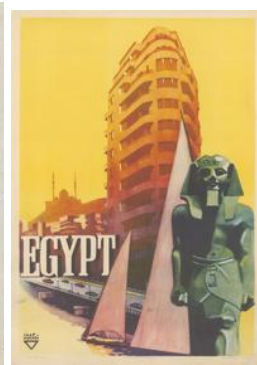
CORNER STREET or OPEN SQUARE in PAN LAYOUT



OPEN FOREGROUND - OPEN SQUARE



- TRIANGULAR COMPOSITION



F. DYNAMIC STRUCTURE

Story :

The symbolism of a traveler, a pathfinder dedicated to discovering Egyptian crafts.

Focal elements :

Character and company name

Rule / Grid:

Flat/Triangular/Curved/spherical/Rounded leading lines

Any that supports the story

Flow / Balance:

Foreground - Background flow - Background - Foreground flow

Contrast:

Elements sizes, weight, value, and color

Any option that supports the story

Possible color palette:

Black & white, level of shades - Saturated Red for the Tarbouche hat

Gold / Yellows and oranges (Character's belt, Sun, and sunset)

Light Blue (blue sunny sky, The Nile) / Turquoise (predominant in Egyptian pharaonic art)

Desert sands colors, beige and browns

Greens for the palm trees and typical heavy vegetation along the Nile

Depth :

Layering / blending / overlap / overlay / repetition / silhouette / reflection / framing

Any option that tells the story

Character Graphic Focus (MUST HAVE)

Position / Size / Contrast / Repetition / Halo / Explosion /

Fade out or fade away character's silhouette

Company name Graphic Focus (OPTIONAL)

Typeface 3D kind of mix/fusion to background elements (1-Point / 2-Point / Triangular) with roadway flooring and flooring tiles, or with old Cairo city Islamic architecture buildings or with skyline elements

Illustration creativity :

Flow - Hierarchy - Depth - Balance - Motion - Symmetry - Asymmetry - Rhythm -

Artwork composition in line with the story

PINTEREST MOOD BOARD

<https://www.pinterest.fr/dessoukitamer/maison-tarbouche-moodboard/>

<https://www.pinterest.fr/dessoukitamer/pins/>

SHUTTERFLY PHOTO LIBRARY

<https://maison-tarbouchelogo-moodboard.shutterstock.com/>