

## **“Logo & Graphic Design for an Outremer 52 Catamaran – Round-the-World Sailing Project**

**This project accompanies our “new life”: a round-the-world sailing journey at the age of 60, lasting 3 to 5 years.**

We are looking for a designer to create:

- The logo of our boat *Wang’ap* (symbol + typography, with apostrophe).
- The hull decoration (vinyl wrapping).
- The masthead decoration.

### **Context**

Our Outremer 52 catamaran (15.71 m x 7.89 m, mast height 23 m) will be delivered in May 2026. It will be named *Wang’ap*, inspired by the Korean word *hwang’ap*, which means:

- “Rebirth at 60,” marking the beginning of a new cycle in the Korean calendar and symbolizing a “new start.”
- “Happy meeting / reunion.”

These two dimensions resonate deeply with our project: we have just turned 60, and this round-the-world voyage represents for us both the start of a new life and a journey rich in encounters.

### **Expected Deliverables**

- Design of the hull decoration + masthead, and a logo.
- Variations: main logo, monochrome logo, stand alone symbol. The logo must work both with the name *Wang’ap* and without it.
- Vector AI files + mock-ups integrated on the boat template.

### **Design Style**

- Minimalist but refined, avoiding overload.
- Elegant, timeless. A balance between sporty and poetic.
- Possible symbolism: globe (journey, cycle, world), stars/constellations (navigation, poetry, *The Little Prince from Antoine de Saint-Exupéry*—a cult book in our family and a poetic inspiration for this project), encounters, dolphin (symbol of freedom and play), life cycle, voyage.
- Modern, clean, easy-to-read typography e.g., rounded sans-serif.
- NOT NECESSARILY visible from far,
- The decoration of the 2 hulls and the masthead must highlight the elegant and sporty lines of the Outremer 52 + remain sober, classy, and timeless, in coherence with our personal story and adventure around the world + integrate harmoniously with the curved forms of the white hulls (see template).
- 2 examples of hull decorations are provided as references for possible adaptation (file: “Proposition Seb” and “Shearwater example”).
- NB: The boat name should appear in balanced, discreet, and elegant proportions alongside the logo on both hulls of the catamaran.

### **Technical Constraints**

- Present your design on the Outremer 52 scale template attached.
- Hull and masthead decoration will be produced and applied in vinyl wrapping by the Outremer shipyard (no paint).
- Colors must be selected from the Outremer Avery Dennison Opaque Signage Films (hulls) + Supreme Films (masthead). Options to choose from: Petrol Gloss, Turquoise Gloss, Teal Gloss—or your proposal, always within the blue range.
- The Outremer 52 logo must remain on the hull, either at the bow or near the stern, depending on where we place our *Wang’ap* logo.

- At the masthead, we must choose either a single Avery SUPREME color or a mix of colors.
- The boat name and home port will appear on the starboard transom steps.

### **Important**

The chosen dominant color will be repeated on the lazy bag, the UV-protection band of the sails, and the masthead design.

### **Brief correction, additions to include: Logo size & proportions**

Please pay special attention to proportions: we are looking for elegance, not emphasis

#### Logo size & proportions

- The logo and boat name should remain discreet, elegant, and in harmony with the catamaran's lines — never oversized or overwhelming.
- They don't need to be readable from a long distance; what matters is that they feel balanced and well-proportioned, without giving the impression of an advertisement or a giant sticker.
- The logo should act as a subtle design element, blending into the overall aesthetic rather than dominating it.

#### Focus on the boat, not the logo

- The Outremer 52 has sleek, sporty lines that should be highlighted and enhanced through the design.
- We are looking for a refined and timeless decoration that adds character to the boat, not a monumental logo.

#### What we don't want

- A logo taking up a large section of the hull.
- Oversized or heavy typography.
- A design that looks like a commercial brand or advertising graphic.