

PROJECT OVERVIEW:

I am launching a new travel project called "move2live". For 10 years, I lived on my Lagoon 421 catamaran ("Baharii"), crossed the Atlantic 18 times, and ran a company called sail4dive. Now, I am moving my freedom from the ocean to the road. I need a highly dynamic, professional mascot/vehicle logo that honors my maritime past while showcasing my new massive motorhome rig.

CORE CONCEPT – THE INVISIBLE HILL:

The logo must create a brilliant optical illusion. Do NOT draw a road, a street, or a hill line! The hill must be created purely through the physics, tilt, and bend of the vehicles.

- * The rig is driving over a peak.
- * The trailer and the car on top are still climbing steeply up the hill (facing up-right).
- * The main motorhome has just crossed the peak and is tilting forward/downwards, facing the viewer with a big, joyful smile.

VEHICLE DIMENSIONS & PROPORTIONS (CRITICAL FOR ACCURACY):

Please maintain these exact structural proportions (Converted to US Units for reference):

1. The Tow Vehicle (Iveco Daily 7.5t Motorhome): Length: 28 ft / Width: 8 ft 2 in / Height: 11 ft 6 in. (Huge, powerful commercial van front, long motorhome body).
2. The Trailer (Eduard Flatbed): Length: 18 ft 4 in / Width: 6 ft 11 in / Height: 2 ft 4 in. (Low-profile flatbed, dual axle).
3. The Loaded Car (Suzuki Ignis): Length: 12 ft 2 in / Width: 5 ft 7 in / Height: 5 ft 3 in. (A very small, ultra-compact micro-SUV sitting on the trailer).

CHARACTER & ANIMATION STYLE:

- * Iveco Daily (Front): It must have eyes inside the windshield (Pixar-style) looking directly at the viewer, and a massive, happy grin shaped into its front grille/bumper. It is thrilled to see you!
- * Squash & Stretch: Use the animation principle of weight and flex. The heavy truck tilts dynamically as it breaks over the peak. The metal trailer chassis should flex elastically like a rubber bridge under the tension between the climbing car and the descending truck.
- * Exhaust Smoke: A powerful cartoon smoke cloud should blast from the exhaust.

TYPOGRAPHY & BRAND HERITAGE (SEE ATTACHED OLD LOGO):

- * Text: "move 2 live"
- * Font: URW Bookman L Demi Bold Italic (Must match my old sail4dive logo font).
- * Placement: The vehicle rig rides dynamically on top of the text.
- * Color Palette (Exact Hex Codes from my past brand):
 - Dark Blue: #0044AA (Used for the words "move" and "live")
 - Green: #AAD400 (Used for the number "2" and the main color of the Iveco Daily)
 - Light Blue: #00CCFF (For windshield reflections/eyes)
 - Yellow: #FFCC00 (For headlamps/highlights)
 - Red: #FF0066 (For tail lights/dynamic speed lines)

DESIGN HERITAGE EASTER EGG:

In my old logo (attached), the colorful curved sail lines represent energy. In the new logo, please use these exact four curved colors (Yellow, Light Blue, Green, Red) to form the dynamic exhaust smoke cloud or speed lines behind the vehicle.

PRODUCTION & EMBROIDERY REQUIREMENTS (CRITICAL):

- * FLAT COLORS ONLY: The logo must NOT contain any gradients, fades, shadows, or color blends.
- * EMBROIDERY FRIENDLY: The design needs to be optimized for embroidery (stitching on caps, jackets, shirts) and vinyl vehicle wrapping.
- * Clean, solid vector shapes and distinct outlines are mandatory so it can be easily stitched and plotted without losing any details.





Farben Colors: Logo sail4dive

Blau h	R= 0 G=204 B=255	#00CCFF	F=192 S=100 H=100
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Blau d	R= 0 G= 68 B=170	#0044AA	F=216 S=100 H=067
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Rot	R=255 G= 0 B=102	#FF0066	F=336 S=100 H=100
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Gelb	R=255 G=204 B= 0	#FFCC00	F= 48 S=100 H=100
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Grün	R=170 G=212 B= 0	#AAD400	F= 72 S=100 H= 83
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Schrift Font:

URW Bookman L