

Week 2: Theme Park logo

WES WORLD
(loop the loop)

WES WORLD

dotted parts of lines to look like theme park lights.

WES WORLD

WES WORLD

Theme ride elements inspired by mares like Grand Budapest hotel.

WES WORLD

lighter pastel colour in background of theme park ride icons & flourishes.

↳ how would it look in black & white though?

WES WORLD
Amusement

↳ Theme park / show bulb lights

WES WORLD
THEME PARK

↳ Diner retro sign style.

WES WORLD

↳ circus style font

WES WORLD

WES WORLD

WES WORLD

↳ Vintage Lettering in a fun circus theme font?

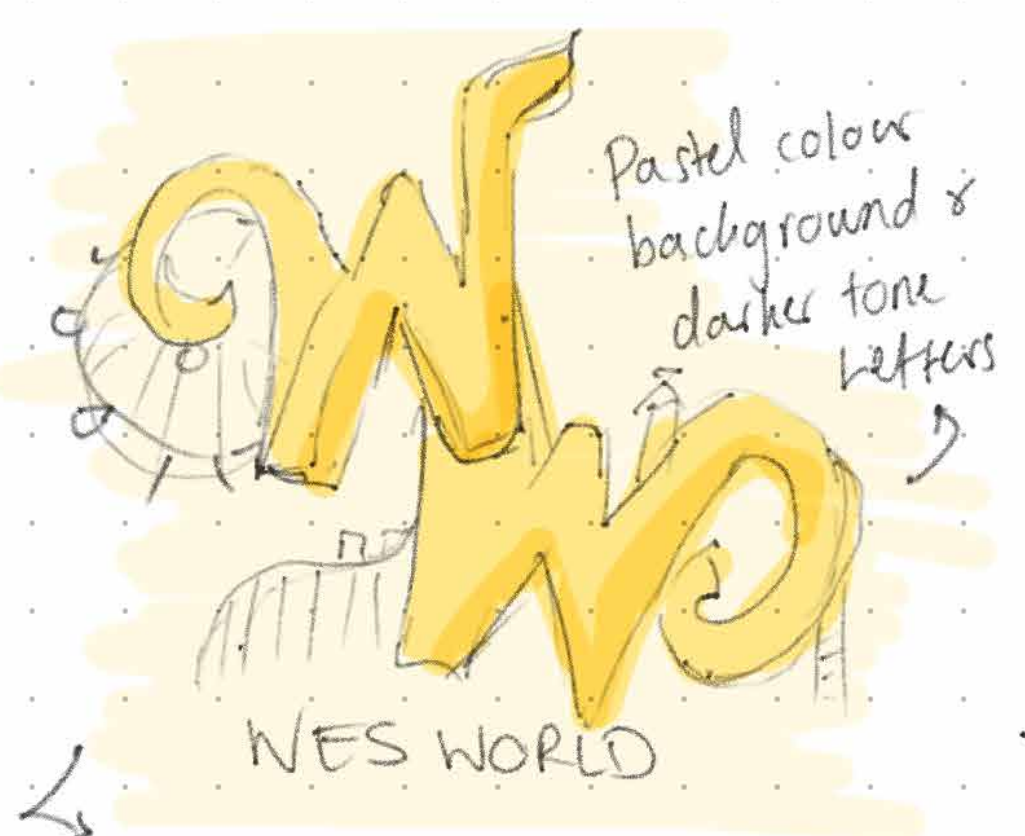
WES WORLD

WES

↳ Ticket themed idea?

WES WORLD

WES WORLD

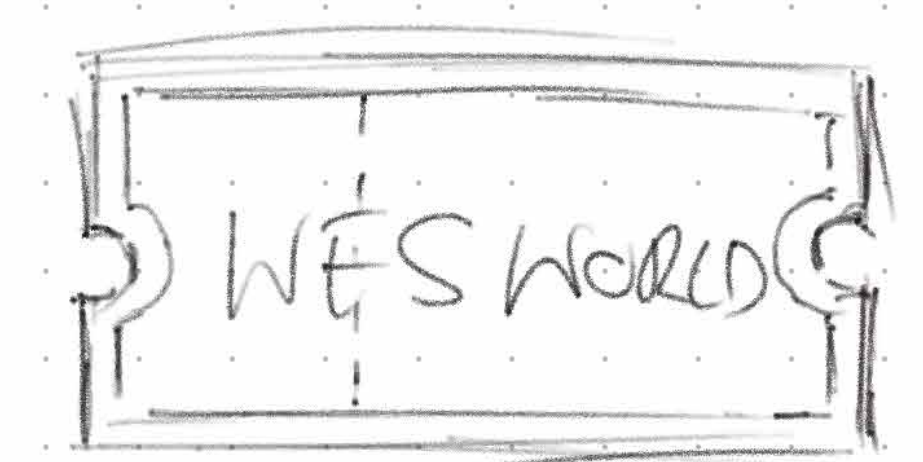
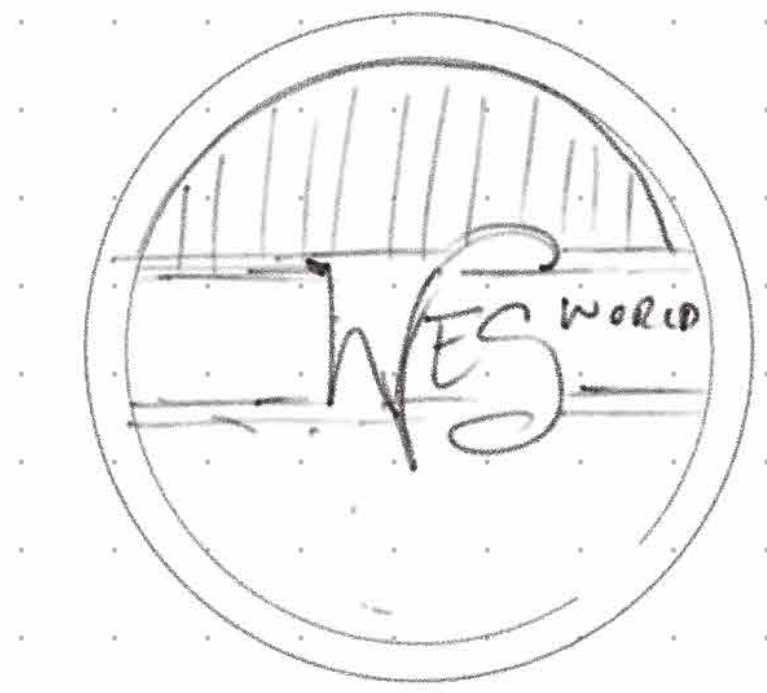
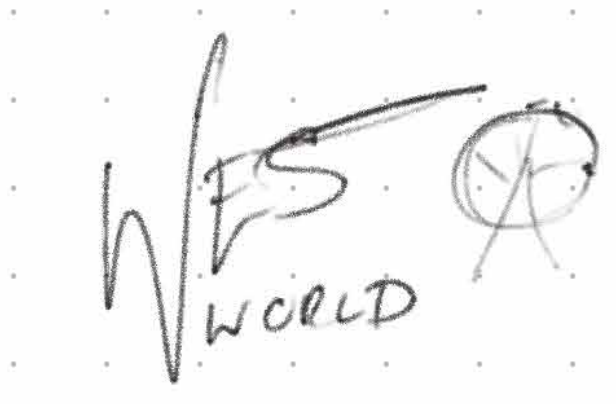


Pastel colour background & darker tone letters

(Victorian inspired lettering & low opacity illustrations behind & intertwined)



Neon sign style?



↳ Ticket inspired

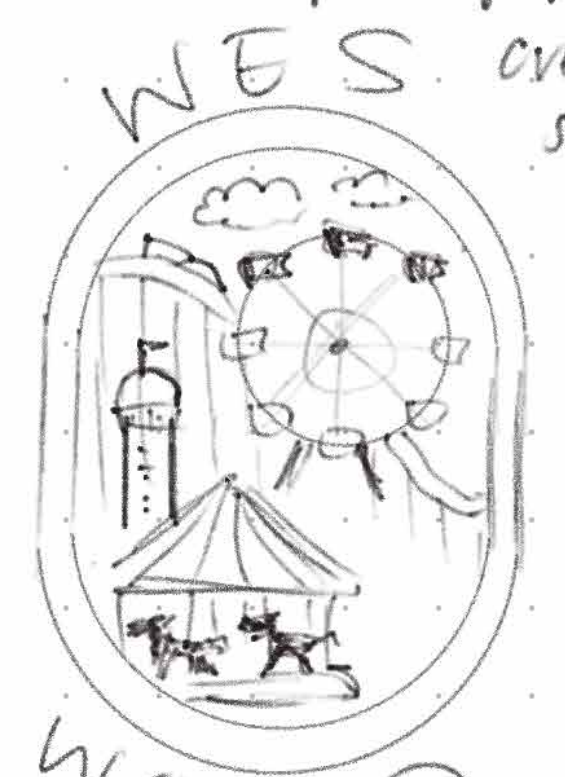


Grand Budapest hotel

Theme park line art



retro dimes font?

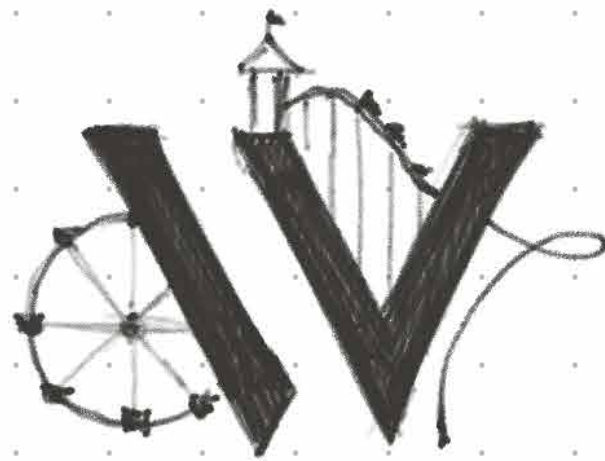
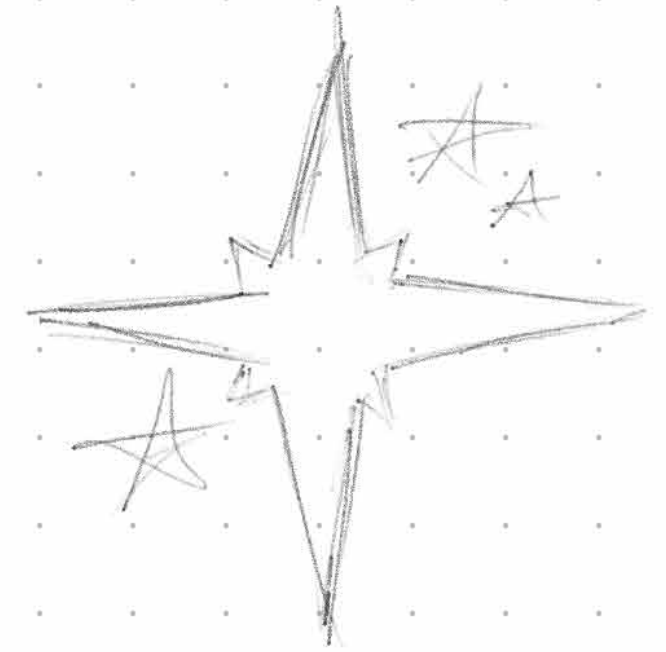
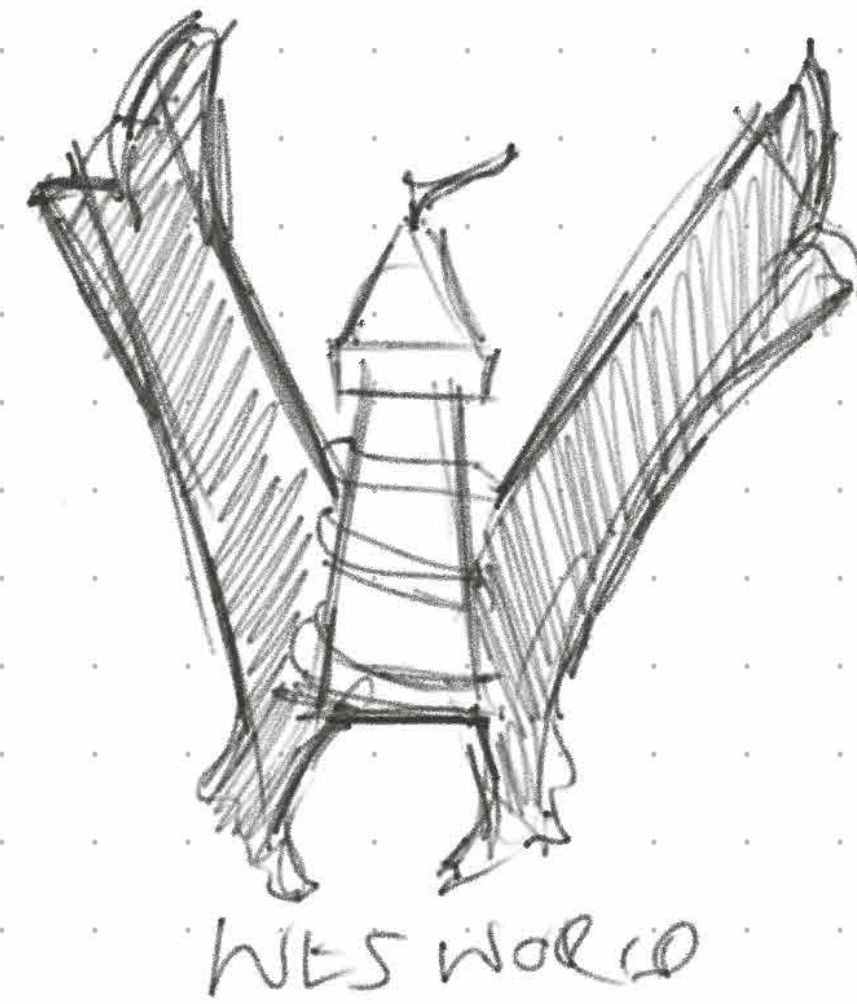
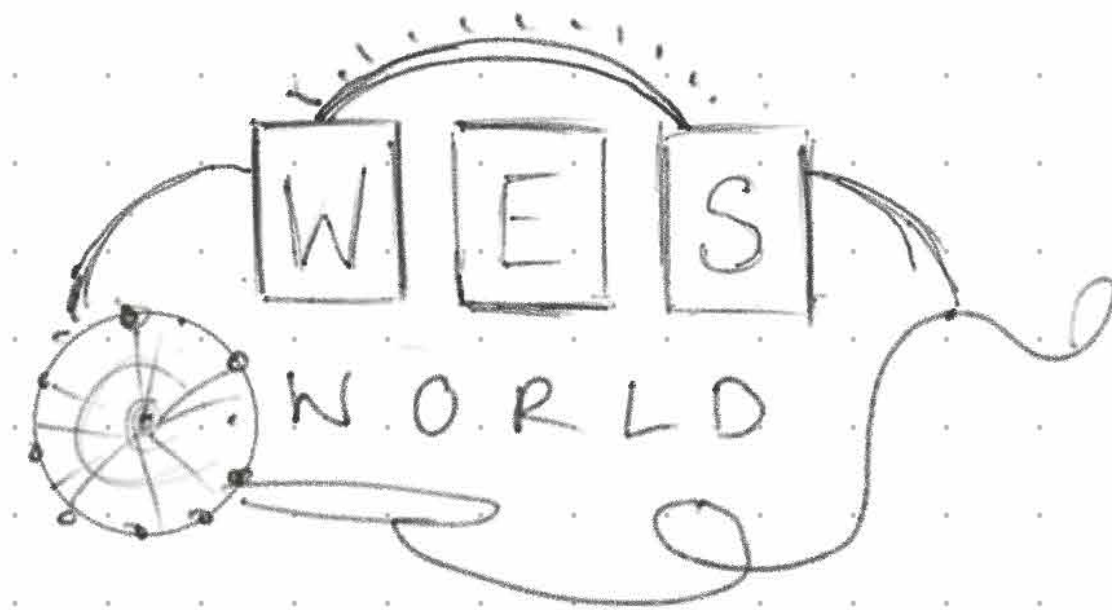
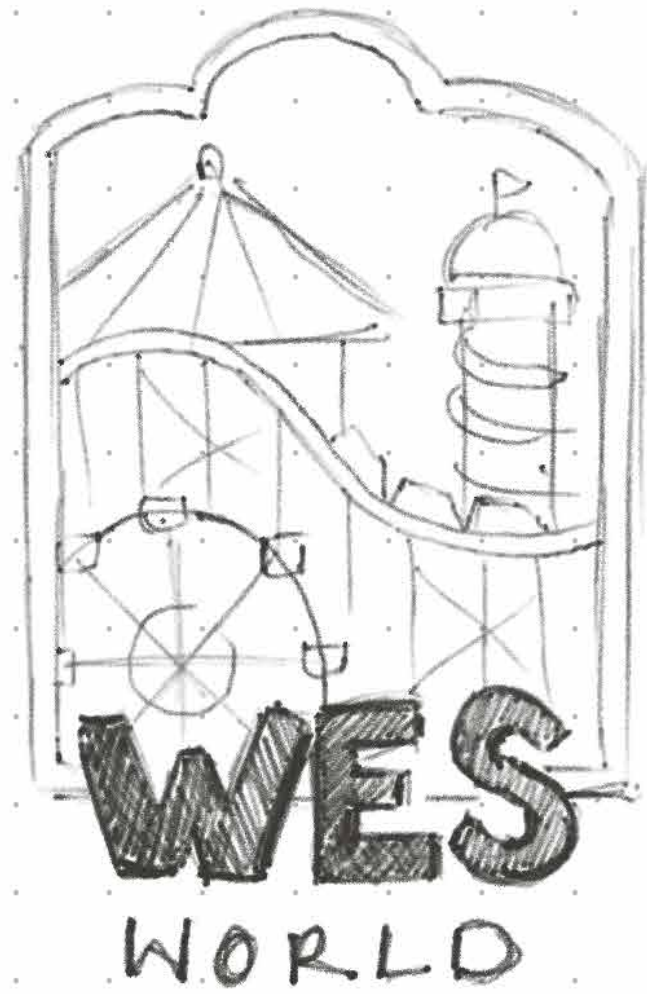


Maybe display font overlapping slope.

line art illustration

Dinosaur (nealocking font)

Refining Sketches:



WE'S
WORLD

W
W

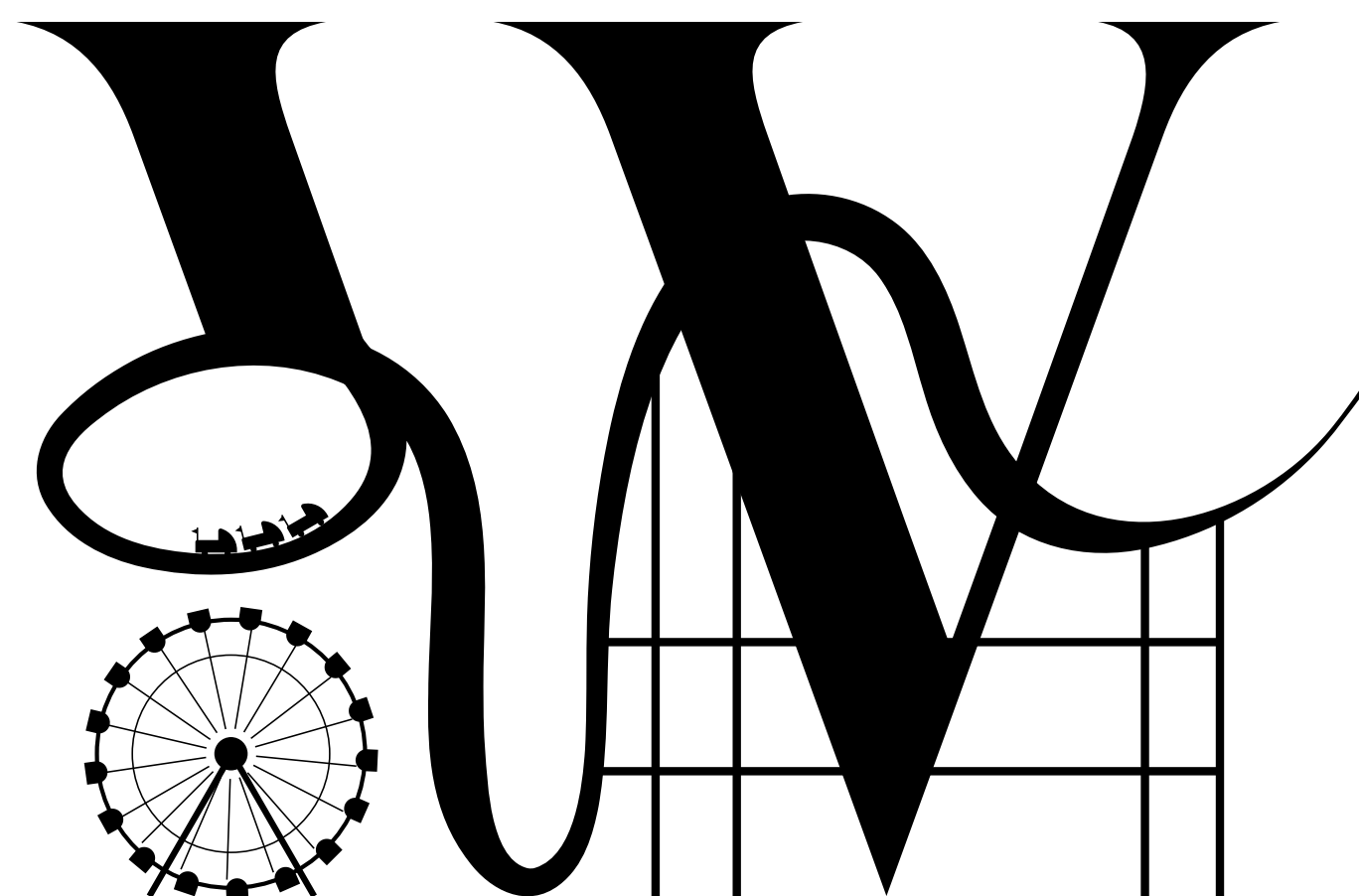
WES
WORLD

WES
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WES WORLD



WES WORLD



WES WORLD



WES WORLD



WES WORLD
BUDAPEST



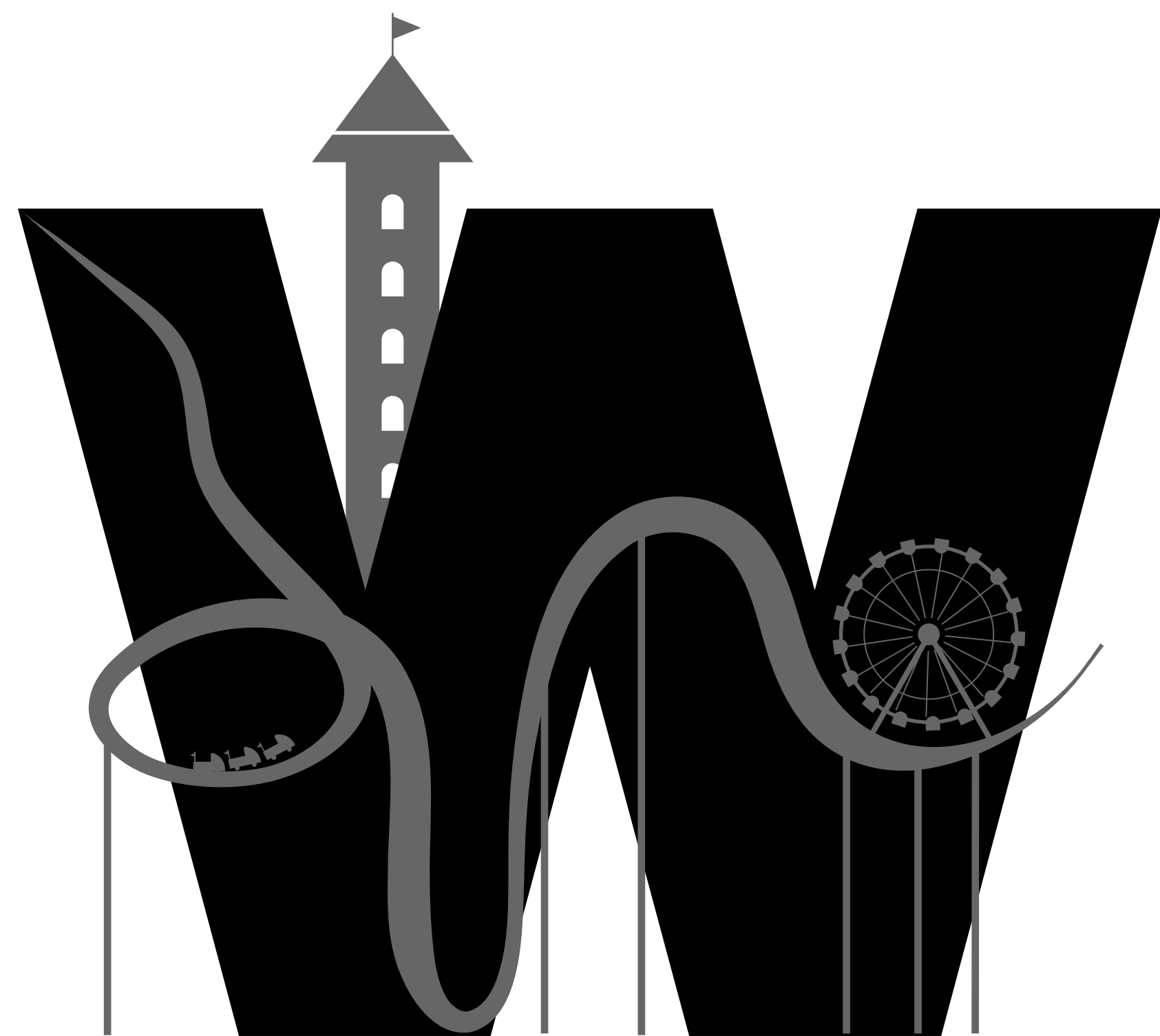
WES WORLD
BUDAPEST



WES WORLD
BUDAPEST



WES WORLD
BUDAPEST



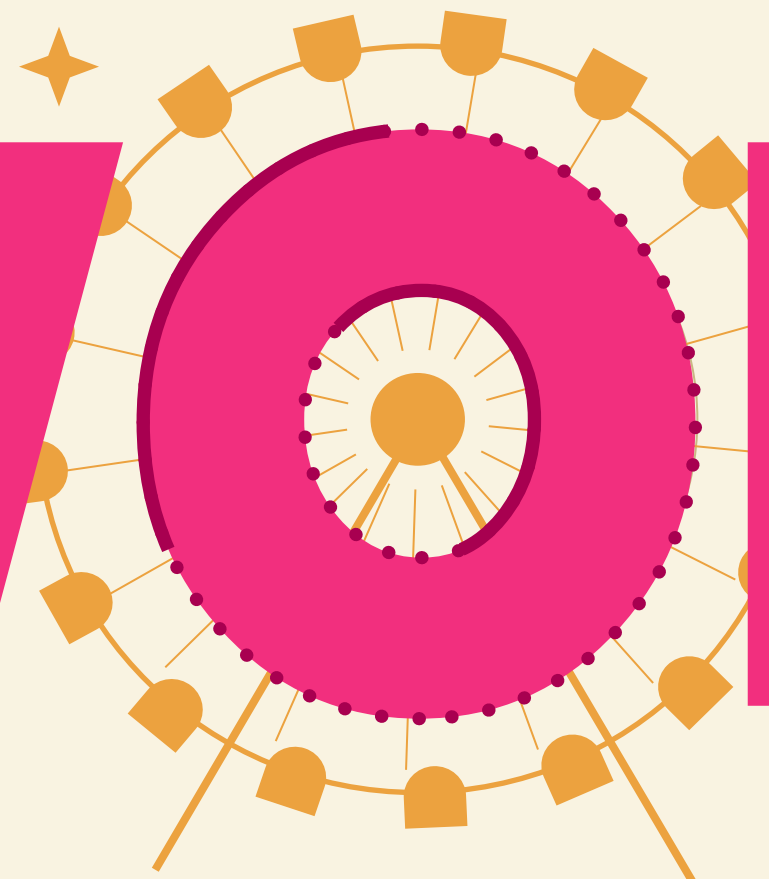
WES WORLD
BUDAPEST



WES WORLD
BUDAPEST

The word "WES" is rendered in a bold, pink, sans-serif font. It is partially overlaid by a golden roller coaster track that arches over the letters. A small roller coaster car is visible on the track above the 'W'. To the right of the 'S', three golden flags are attached to a vertical pole. A dotted line follows the contour of the 'W' and 'E'.

WES

The word "WORLD" is rendered in a bold, pink, sans-serif font. The letter 'O' is replaced by a golden Ferris wheel. The Ferris wheel has a central hub with radiating spokes and a circular frame with small golden cars attached. Several golden stars are scattered around the Ferris wheel and the word.

WORLD

WES

A stylized roller coaster track in a golden-yellow color. It starts with a small star at the top left, goes up a hill, has three cars on it, dips down, goes up another hill, and then dips again. The word "WES" is written in a bold, maroon font, with the "W" having a pink outline and a dotted pink border. The track passes behind the letters.

WORLD

A stylized Ferris wheel in a golden-yellow color. It has a central hub with radiating spokes, a pink outline, and a dotted pink border. The word "WORLD" is written in a bold, maroon font, with the "O" being the center of the Ferris wheel. The wheel has several passenger cars and is surrounded by small stars.