



Pachawawas

children of the earth

RATIONALE

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This concept was designed to fit the name of the charity.

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A well known Peruvian accessory is illustrated, i.e. a chullo; it ties in with the area of the globe shown, South America, and its (and the charity's) place of origin, Peru.

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Pencil like strokes have been used throughout the type and logo to portray a sense of playfulness - an element very attractive to the target audience.



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RATIONALE

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- An illustration of two children from different cultures is portrayed through the chullo, which brings out the Peruvian culture, showing the origin of the charity and the people it helps. The illustration also creates a connection between the children the charity works with and the children of the potential donors.
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- The shape of the logo forms a circle/globe to convey the idea of unity and harmony.
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- Pashawawa type - 'A's have been replaced by hand drawn triangles to create a childlike nature to the logotype.
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- Pencil like strokes have been used throughout the type and logo to portray playfulness - an element very attractive to the target audience.

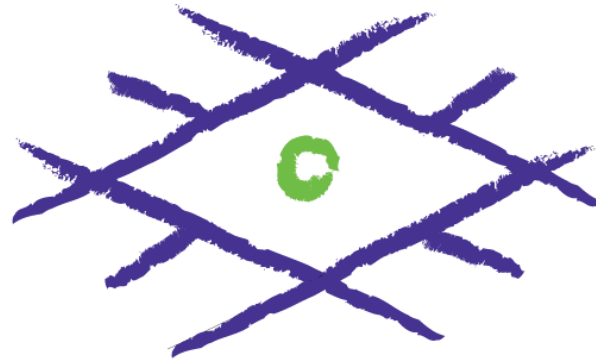
RATIONALE

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A very simple logo using a hand drawn font (to attract the younger audience) combined with a small symbol which represents inspiration. This symbol was inspired by imagery used in Peruvian textiles.

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A brush stroke is used to illustrate the symbol to tie in with the hand drawn font, Pashawawas.



Pachawawas

CHILDREN OF THE EARTH



RATIONALE

- A more structured logo inspired by a very popular children's art and craft method - paper cut outs: this idea has been injected with an element of Peruvian culture i.e. a chullo hat and a geometric Peruvian style border.
- This image of three figures, including a common Peruvian accessory, brings out the idea of people helping the Peruvian community from other cultures and also conveys a sense of unity and enjoyment.
- Another important note to highlight is the connection this illustration brings between the children the charity works with and the children of the potential donors.
- Pashawawas is in a hand written font to create a easy going atmosphere around the logo and is combined with the English translation in a more structured typeface to make the definition very clear to the audience.
- The use of colours is inspired by the bright colours used in Peruvian traditional clothing. The colour combination is also visually inviting and exciting to young children and parents.



PACHAWAS



children of the earth

RATIONALE

- This logo has been created using watercolour, to give it a relaxed, loose feel.
- The chullo is a link to the country of origin for the charity.
- This idea is designed so children can relate to it due to the fact that children are creative, not just in the sense of art, but in the imagination and use of language. Parents can relate to this idea too because of the children oriented environment they live in.
- Colour have been inspired by traditional Peruvian clothing. However, we have used the colour orange to dominate the logo as it strongly portrays a sense of warmth which in turn, reflects the characteristic of Peruvian people.

RATIONALE

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- A more solid version of the previous logo.
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- Illustration is still in touch with the warm and playfulness theme.



PACHAWAWAS



CHILDREN OF THE EARTH

RATIONALE

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This logo has been created using watercolour, to give it a relaxed, loose feel.

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The image of the world is focused on South America to show the origin of the charity. However, the zig-zag like border found below Pachawawas, is inspired by Peruvian's geometric patterns found on textiles, which makes it more specific and personal to Peru and in return, it reflects the location of the charity - Peru.

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Colours have been inspired by traditional Peruvian clothing.



Pachawawas

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## RATIONALE

- 
- A more solid version of the previous logo.
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- Illustration is still in touch with the playfulness theme.



# Pachawawas

~ Children of the Earth ~



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#### RATIONALE

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- The use of watercolour have been developed further to create a more personal feel to Peru.
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- The silhouettes found within the circles are of one of Peru's most recognizable item of clothing and animal, and shows a rough geographic map of South America.
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- The illustration and font of Pashawawas reflects the centre point of the charity - Peruvian children.
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- The watercolour circles can be used individually and used as a graphic tool throughout the branding of Pashawawas e.g. Letterheads, stickers and business cards.
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- Colour combinations reflect the bright and cheerful traditional Peruvian clothing, creating a warm and friendly feel, typical characteristics found in Peruvian people.

## RATIONALE

- 
- A more solid version of the previous logo.
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- Illustration is still in touch with the playfulness them.



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## RATIONALE

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- Watercolour effect has been used on this illustration to reflect the playful nature of children and to attract the target audience.
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- Llamas have been used, as a representation of Peru.
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- Illustration of Llamas can be used individually as a graphic device e.g. Buttons on website, stickers, badges and background image.

## RATIONALE

- A very simplified digital logo of a llama to reflect the traditional stitching techniques and symbols used on Peruvian textiles.
- Simple friendly and hand written text used to tie in with the simplified digital illustration of llama.



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## RATIONALE

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The watercolour effect have been developed further as I felt it was most appropriate to create a logo that would connect with the children, whether it's on show to the Peruvian children or the children of the potential donors.

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The letter 'h' has been replaced by a simple illustration of a Llama, again, to attract children and parents.

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Colour combination reflects the bright and cheerful traditional Peruvian clothing, creating a warm and friendly feel, typical characteristics found in Peruvian people.

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