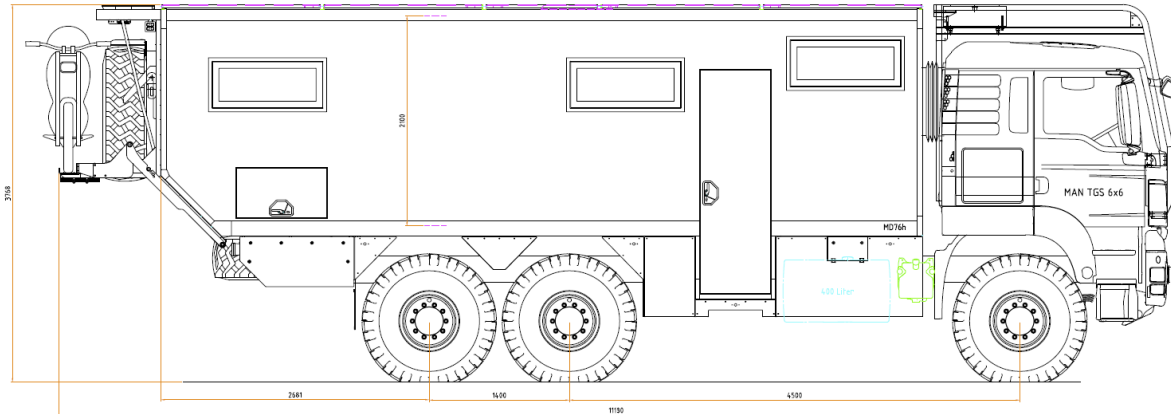


We want a logo for our truck.

We are building an expedition vehicle. It is based on a six wheeled MAN truck chassis with a box on the back to live in. The plan is to sell up everything and then go travelling in this for quite a few years. The vehicle is not for a specific mission, we just want to go travelling and see some more of the world. The truck is still being built.

Here is a plan view:



When it is finished it will look a bit like this:



But in white. So the colour scheme will look more like this:



Obviously the truck needs a name and we have chosen to call it 'Baloo' after the bear in Rudyard Kipling's Jungle Book. Note that this is nothing to do with the Disney cartoon and we don't want a logo that looks like a Disney cartoon. Nor is this anything to do with the recent (2016) Jungle Book movie although this is closer to the spirit of the book.

We have called the truck Baloo for several reasons:

- It is a friendly name. Baloo was Mowgli's friend, protector and mentor.
- Baloo was big and strong.
- Baloo did not have any enemies. Although he could be fierce he was also a vegetarian and so he was not a threat to the other animals.
- Baloo was not scared of anything. He did not need to be.
- Baloo enjoyed life and got along with pretty much everyone.

We want a logo that includes the name, Baloo.

The logo will be painted on the vehicle and also used for some stickers, possibly some cards (like business cards) and a website with a blog.



We do not imagine the logo dominating the appearance of the vehicle. This truck has a world map logo and we were thinking of making the 'Baloo' logo about this sort of size.

The logo should be reasonably simple and have clean lines. There are various methods of putting a logo onto a vehicle from simple painting to printing onto self-adhesive plastic or similar and transferring it. However the logo is going to be manufactured it will be easier and work better if it has fairly simple, clean lines.

One idea I had was to make the letters of 'Baloo' look a little like the truck. The truck is distinctive because of the six wheels and the slope at the back (which helps in dealing with rough terrain). Here is a very rough sketch (which also demonstrates why we need a real artist to design the logo for us).



This is just an idea. It might be possible to make this work but there may also be much better logo designs which are nothing like this at all.

Good luck

Simon and Diane