

mentorship project by haluka yagi

👁️ mentorship experience 👁️

cossette

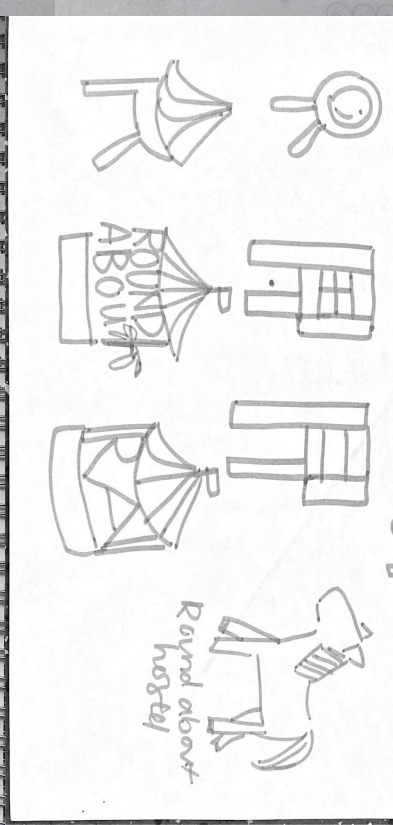
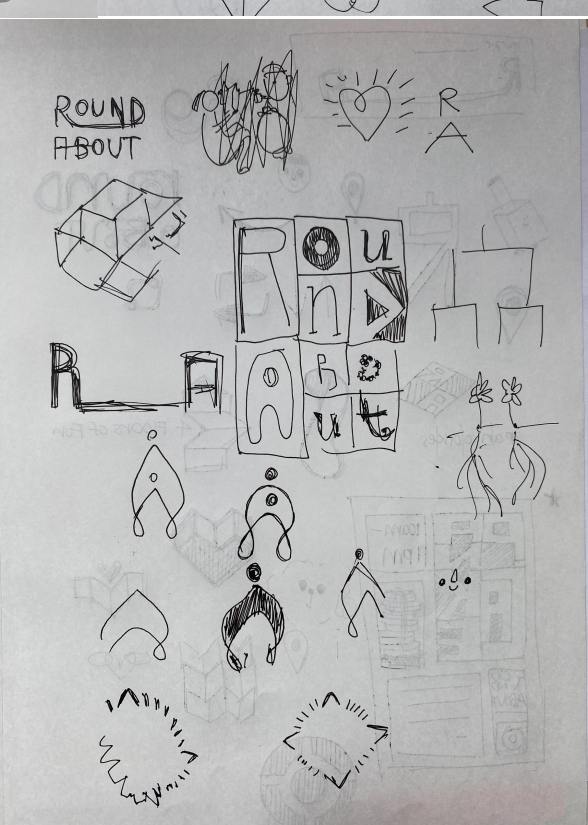
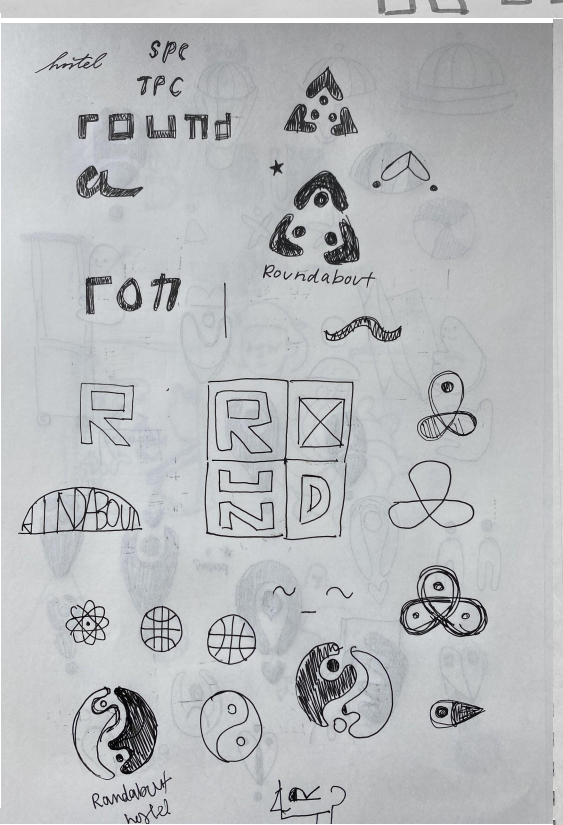
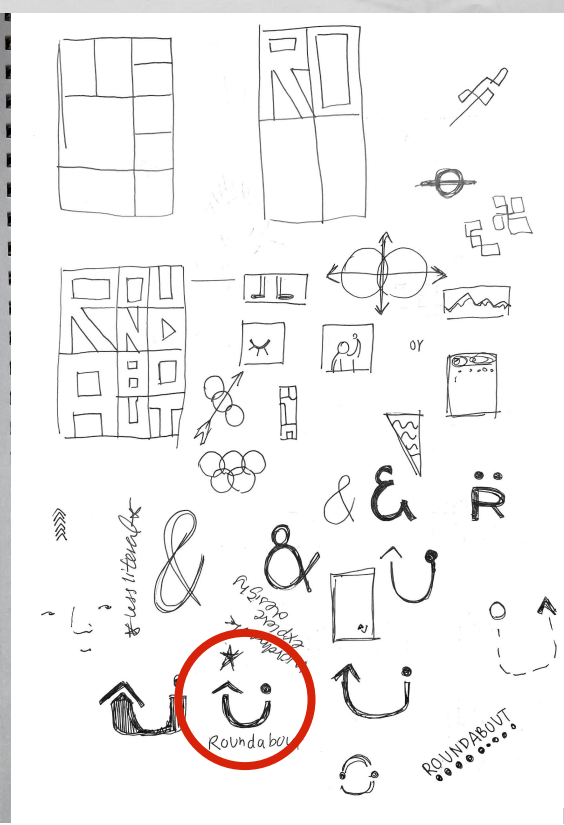
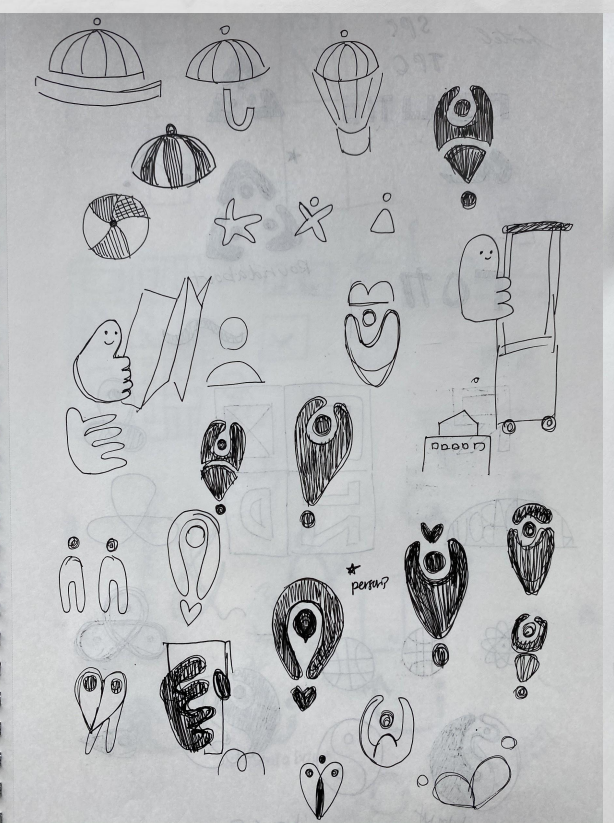
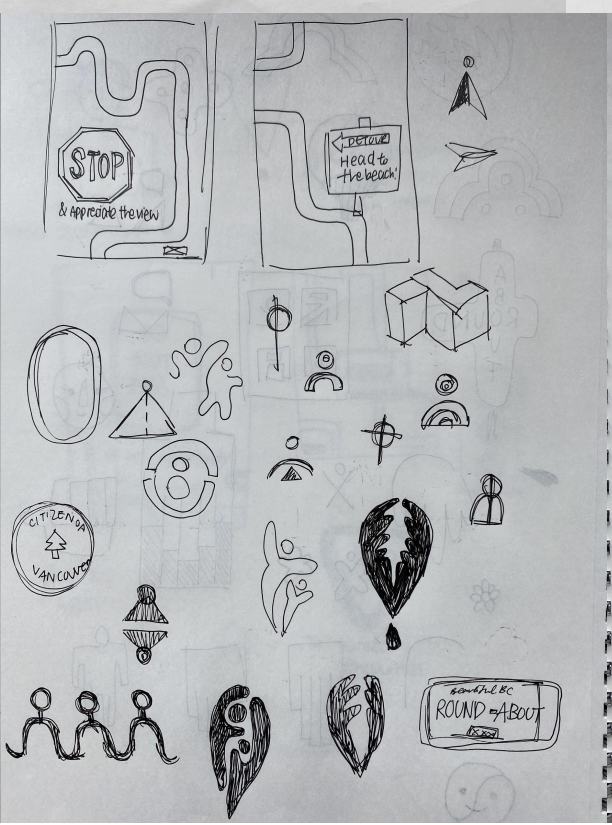
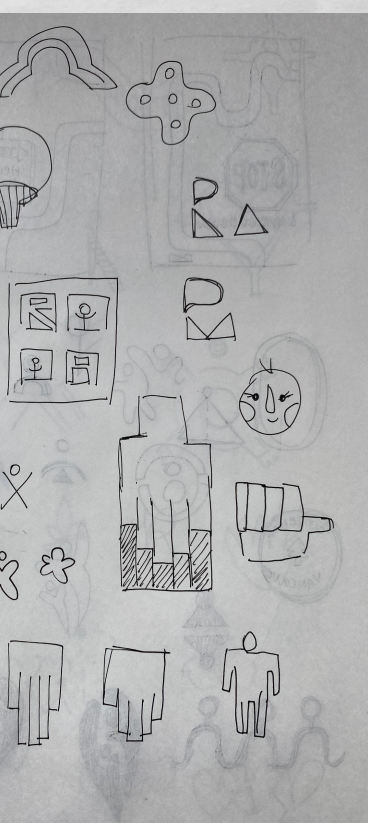
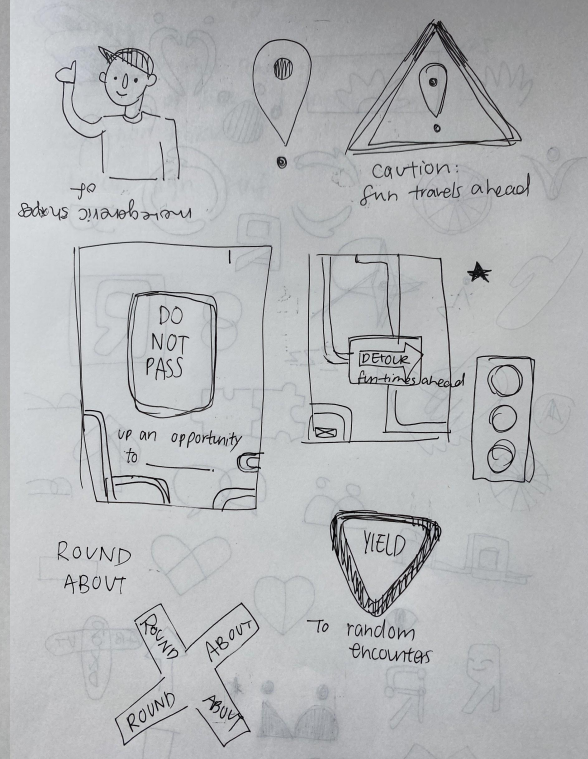
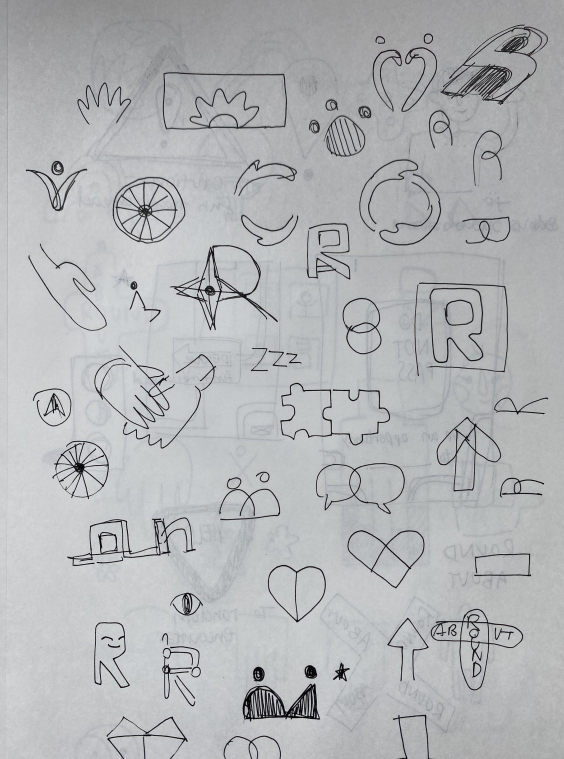
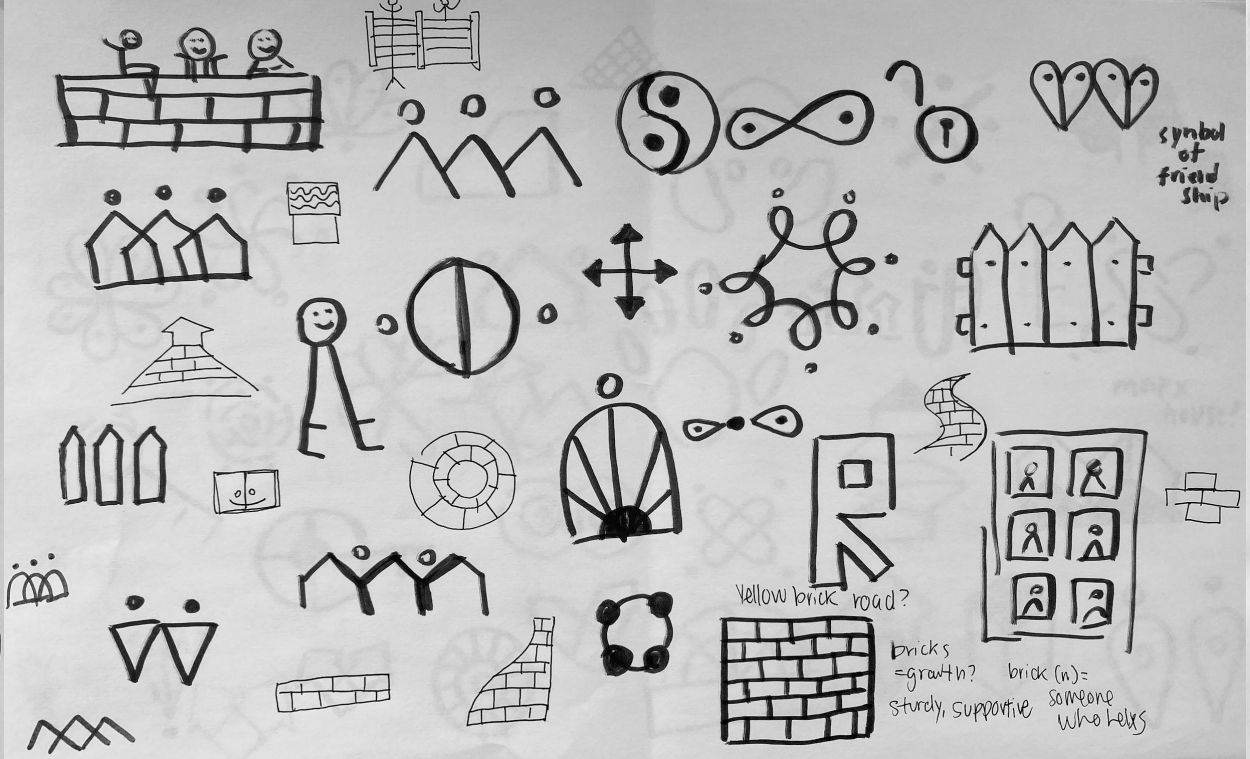
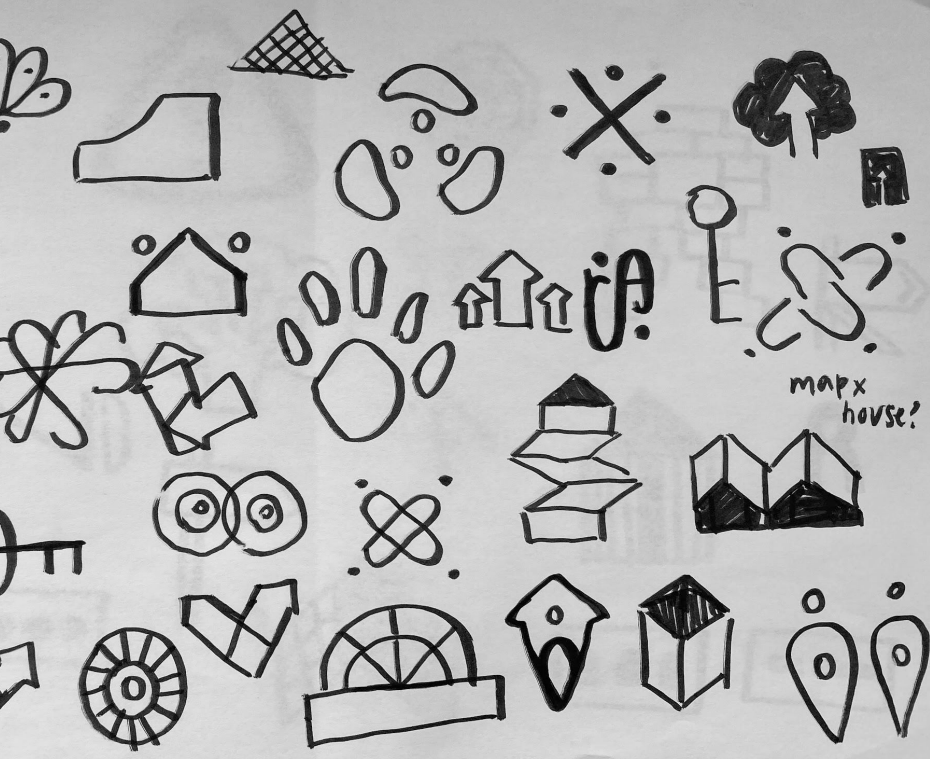
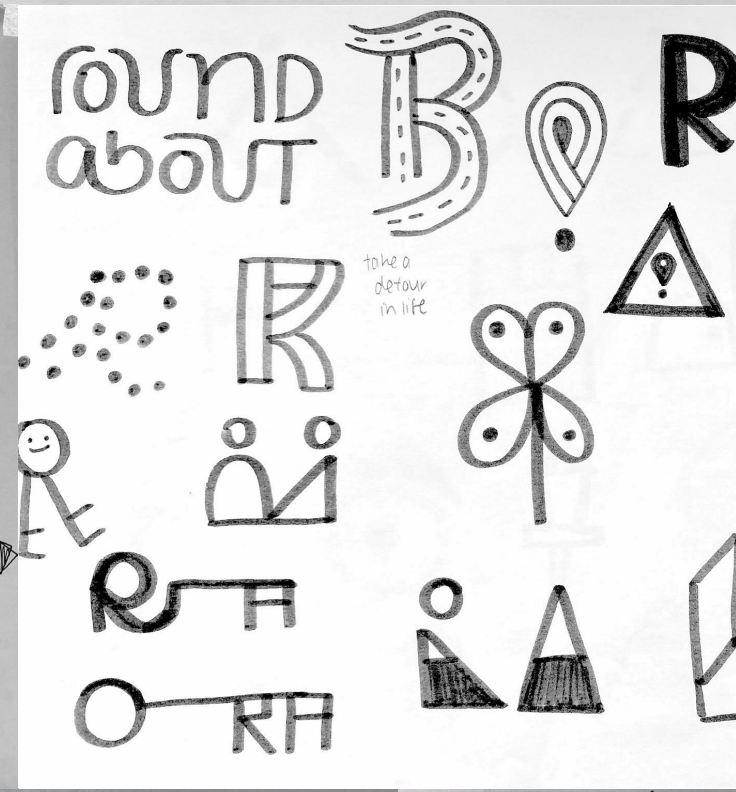
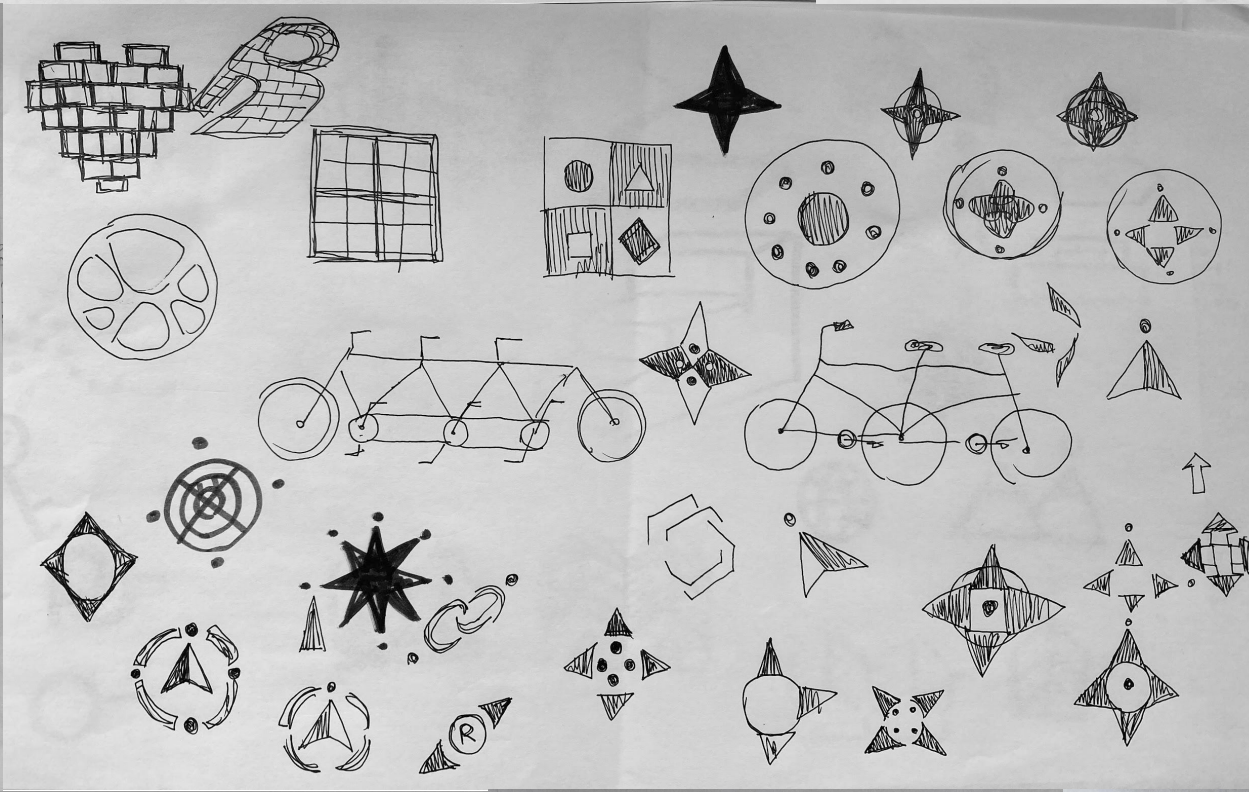
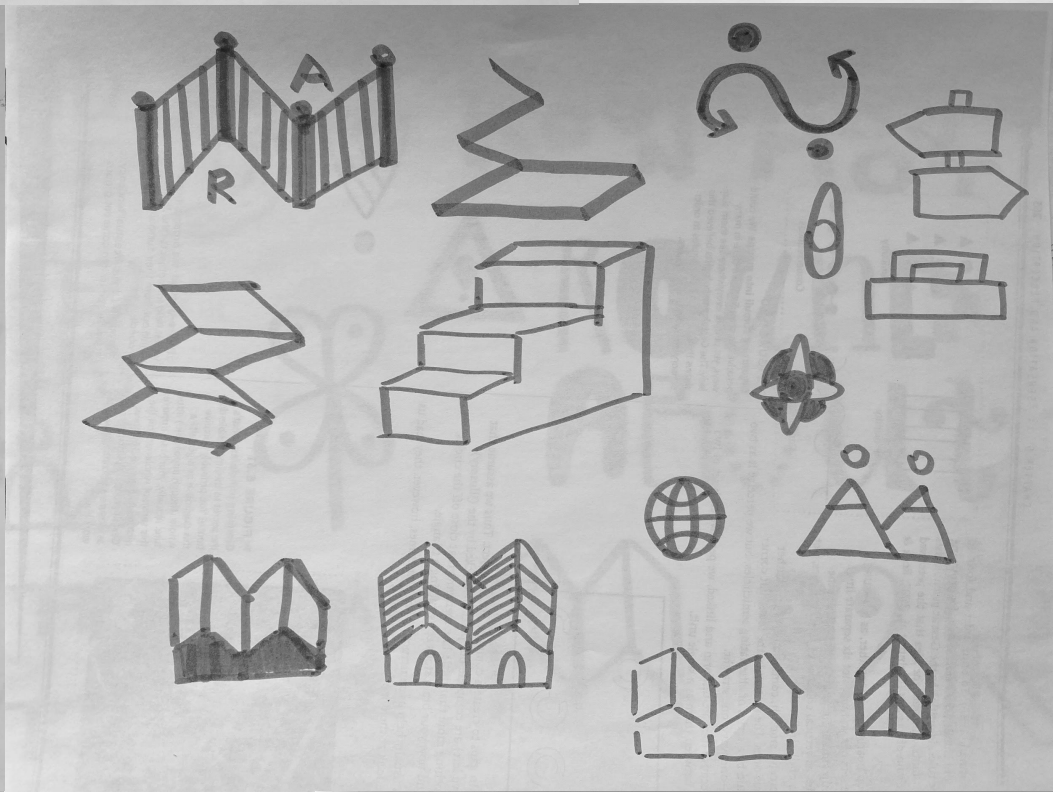
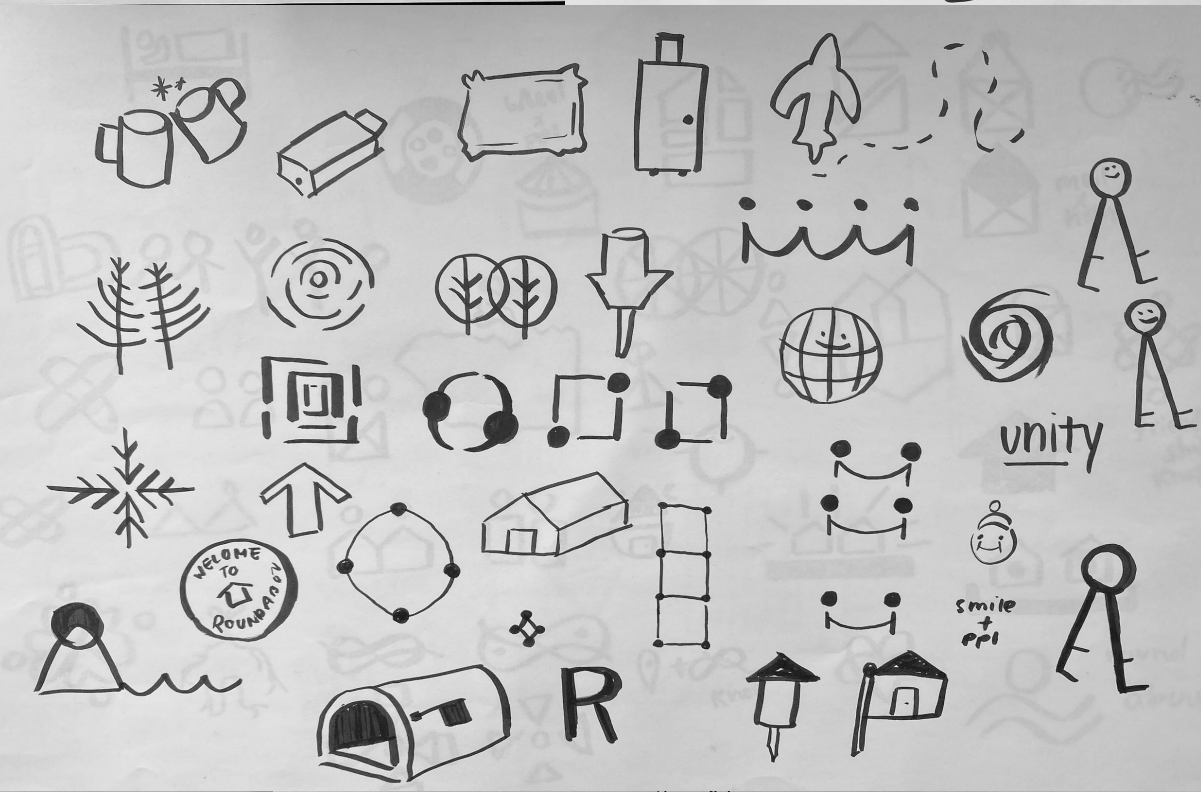
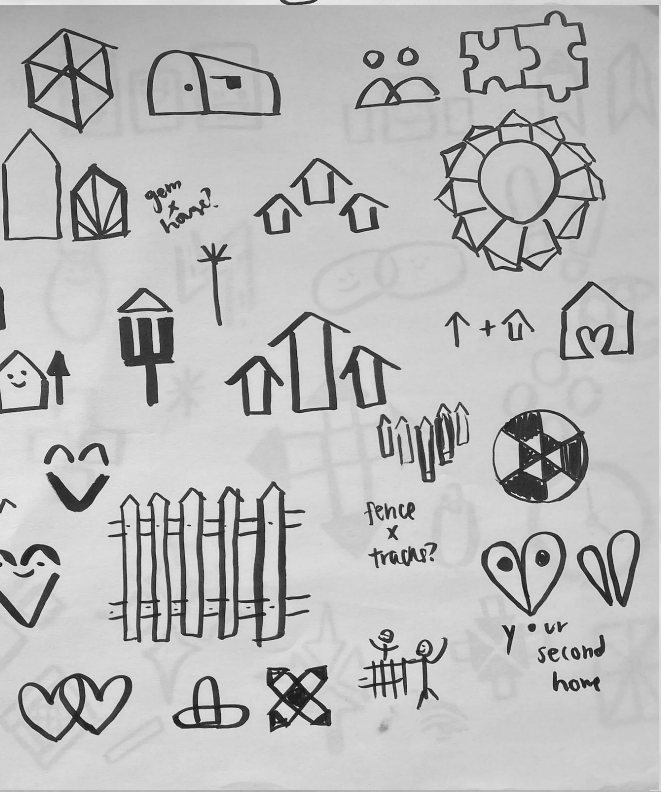
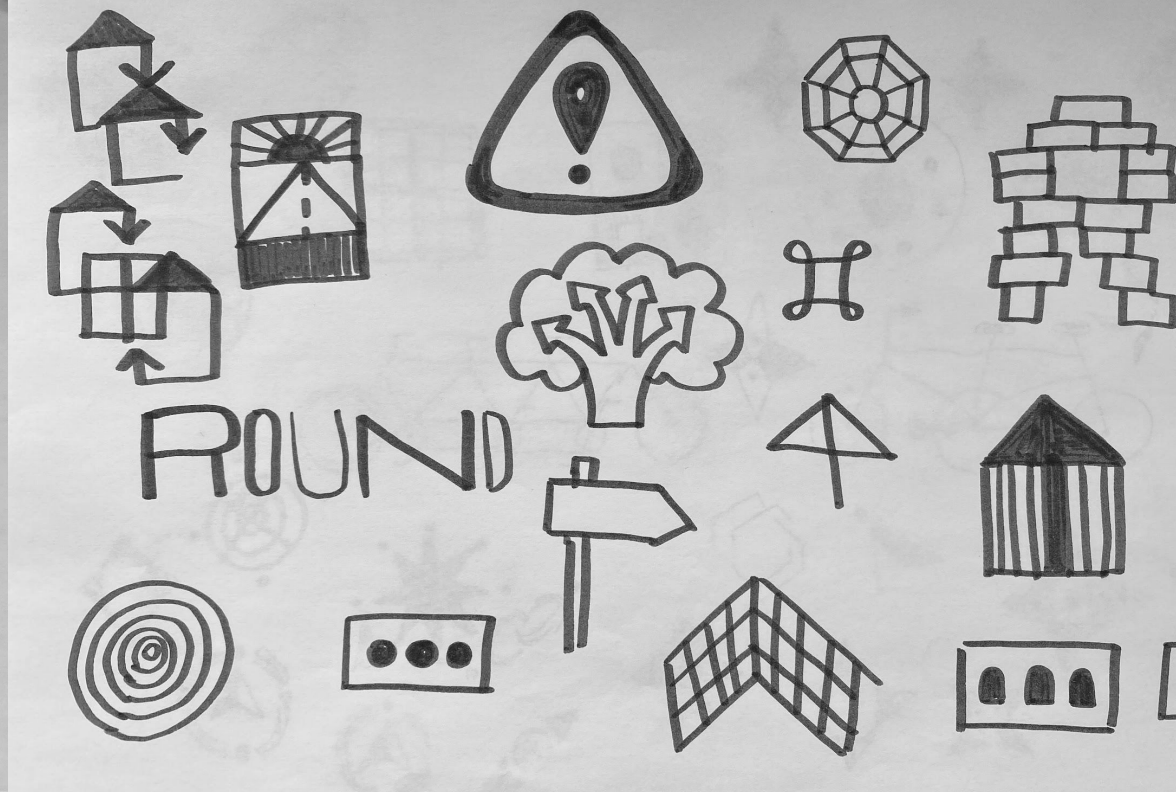
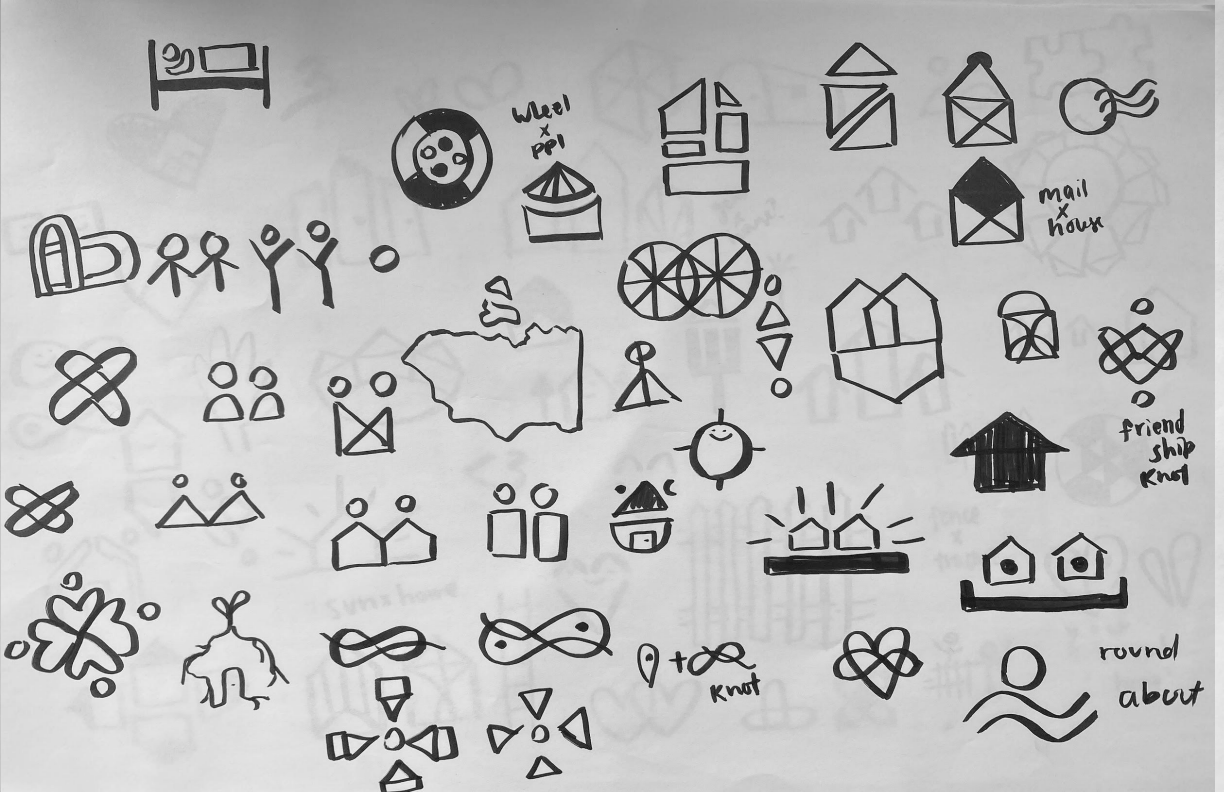
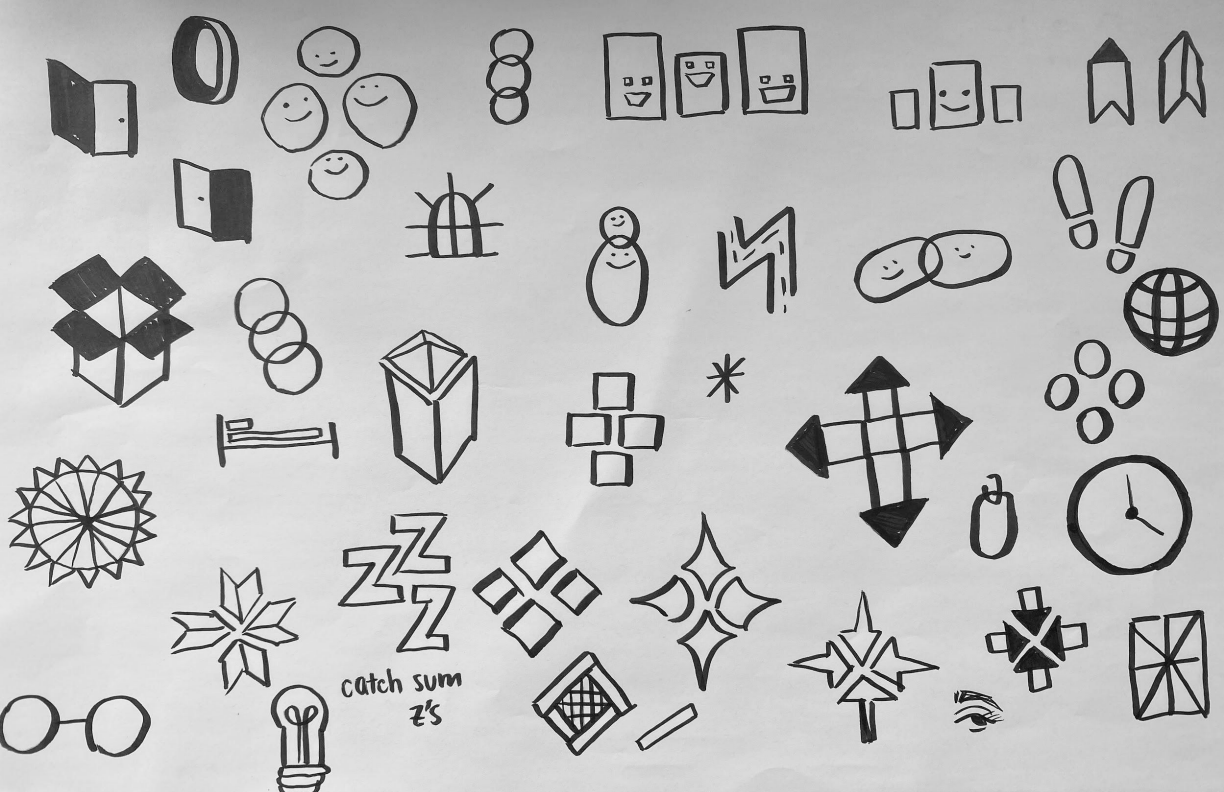
 (many thanks to the creative team for the opportunity) 



👑 my wonderful mentors 🌸

😬 things I learned 🧠

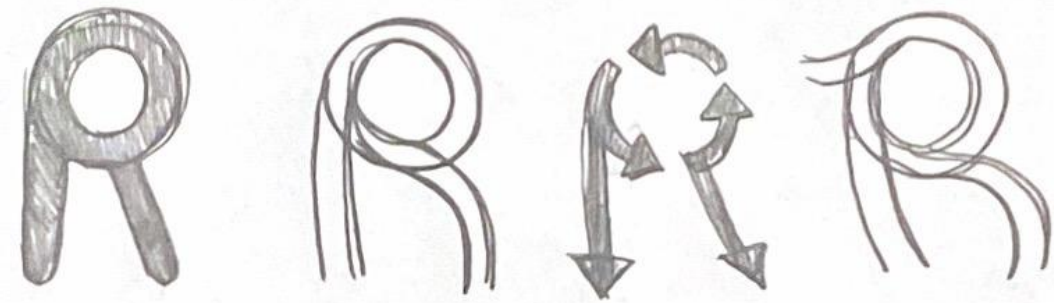
#1: sketch sketch sketch 🖍️



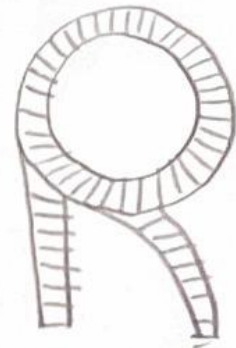
round
about



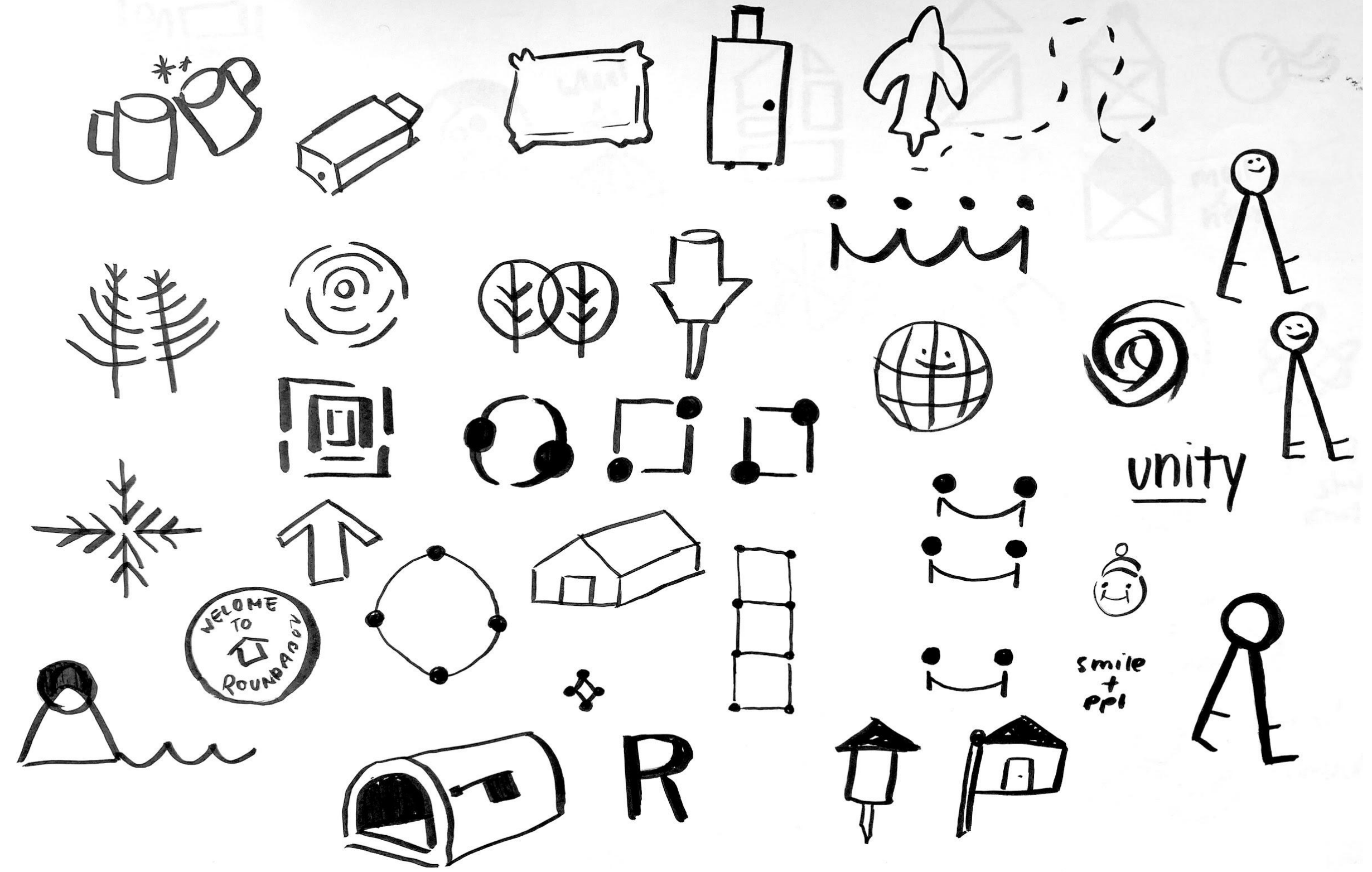
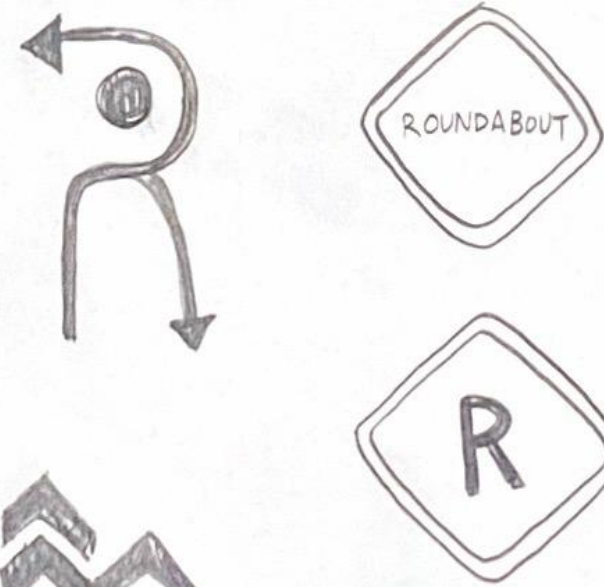
ROUNDBOUT
HOSTEL



ROUND
ABOUT



ROUND
ABOUT



#2: hoardings 



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#3: brand attributes 🕶️

free

welcoming

diverse



open



welcoming



diverse



open



welcoming



diverse

mentorship project: brand identity development

simple sentence

Roundabout is a hostel located in downtown Vancouver that wants people to come as a traveller and to leave as a Vancouverite, by connecting them to local spots and people.

target market

millennial solo travellers & urban explorers
who want to travel for unique and local
experiences without breaking the bank

concept 1: pathways
go off the beaten path



guided



seeking



fun

ROUND
ABOUT

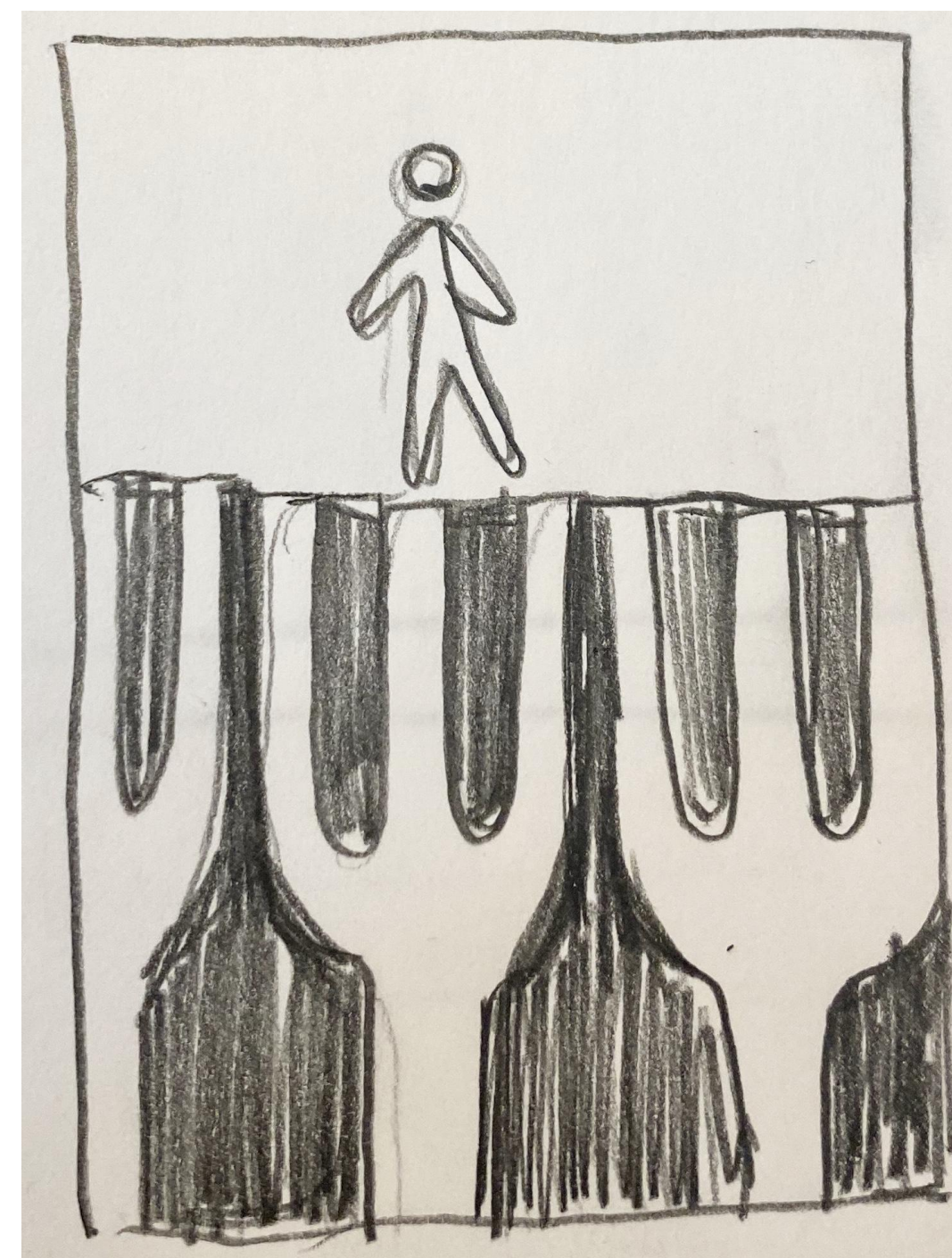
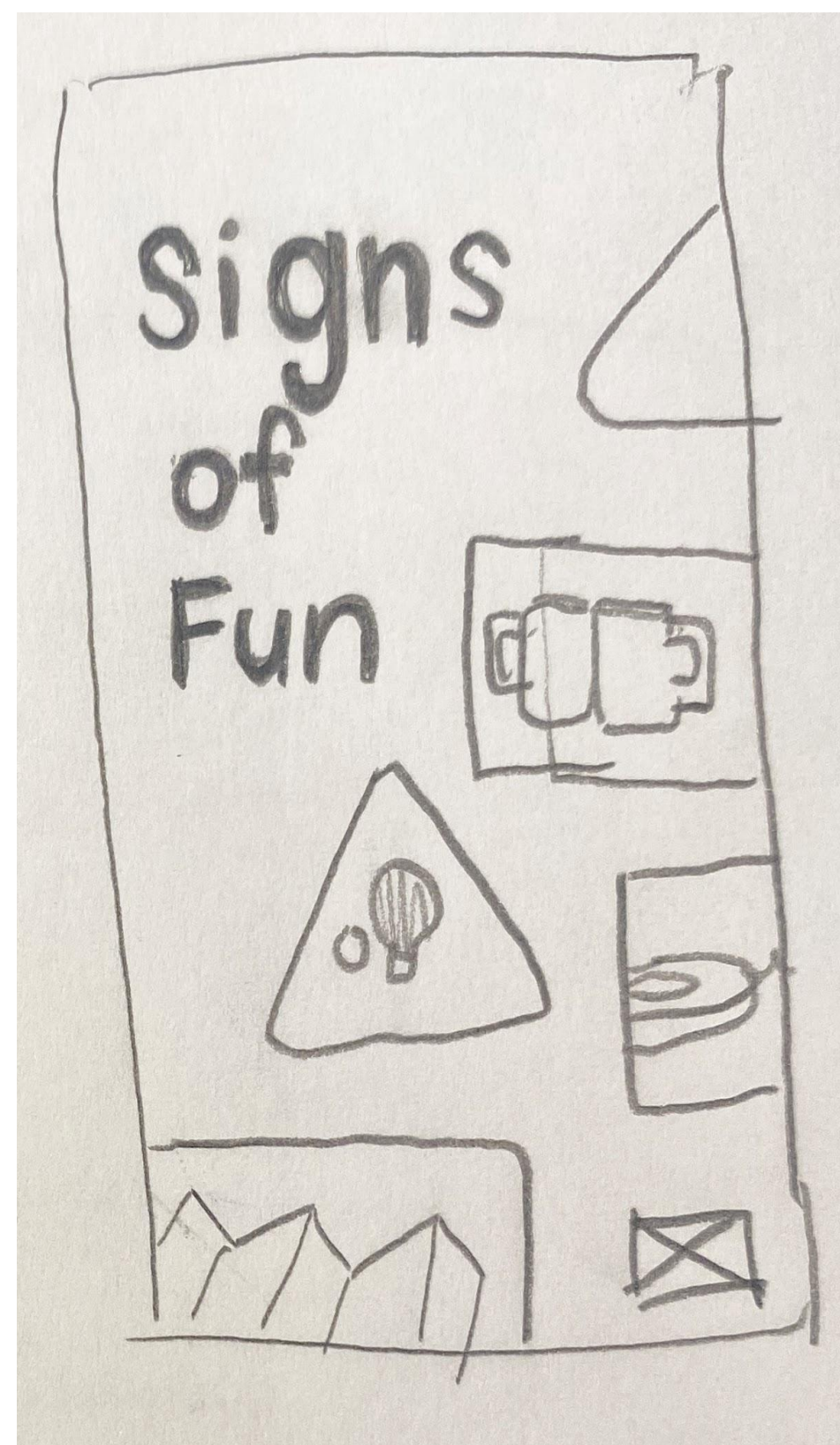
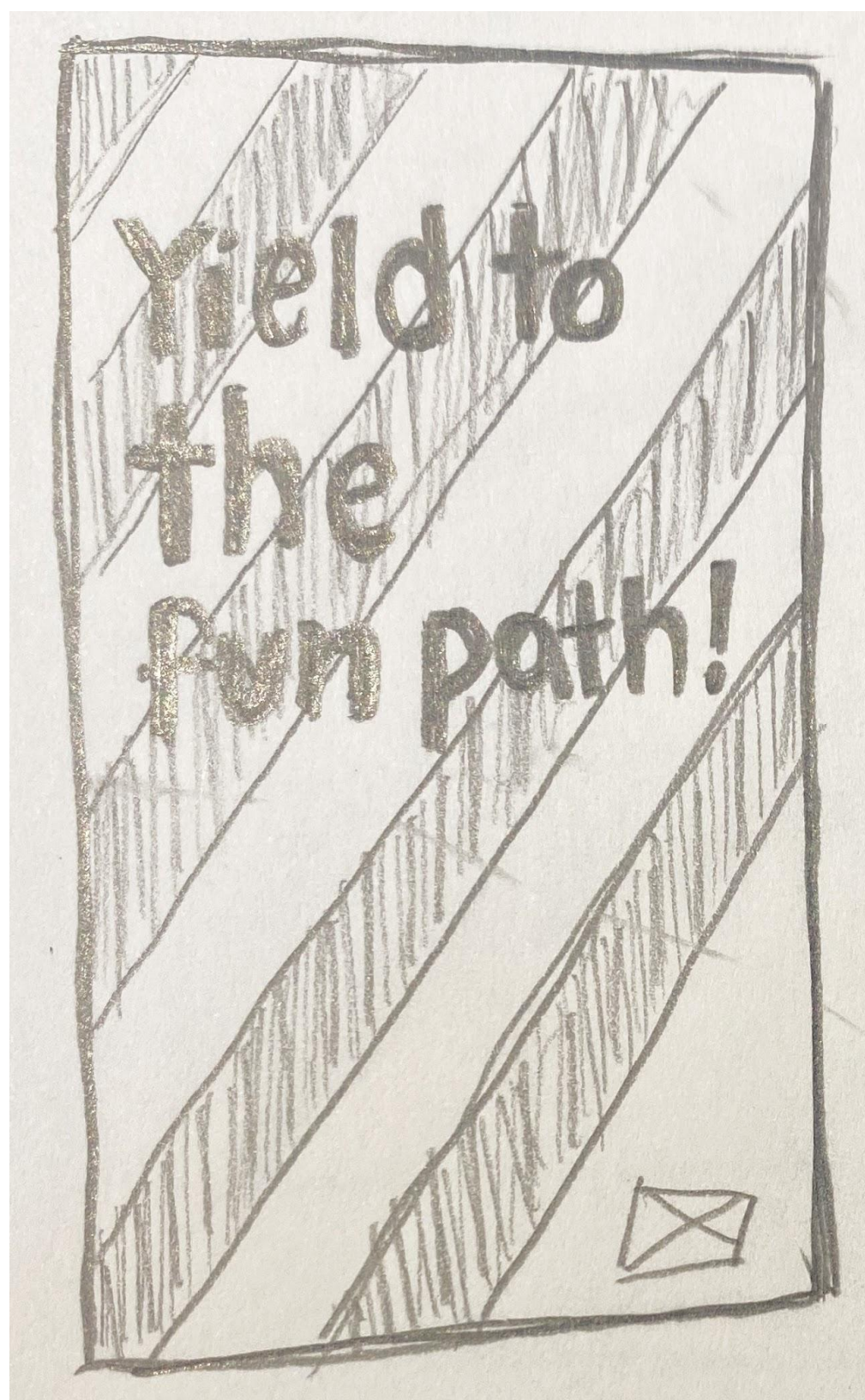
round
about

round
about

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round
about



concept 2: mosaic city
vancouver is a diverse city



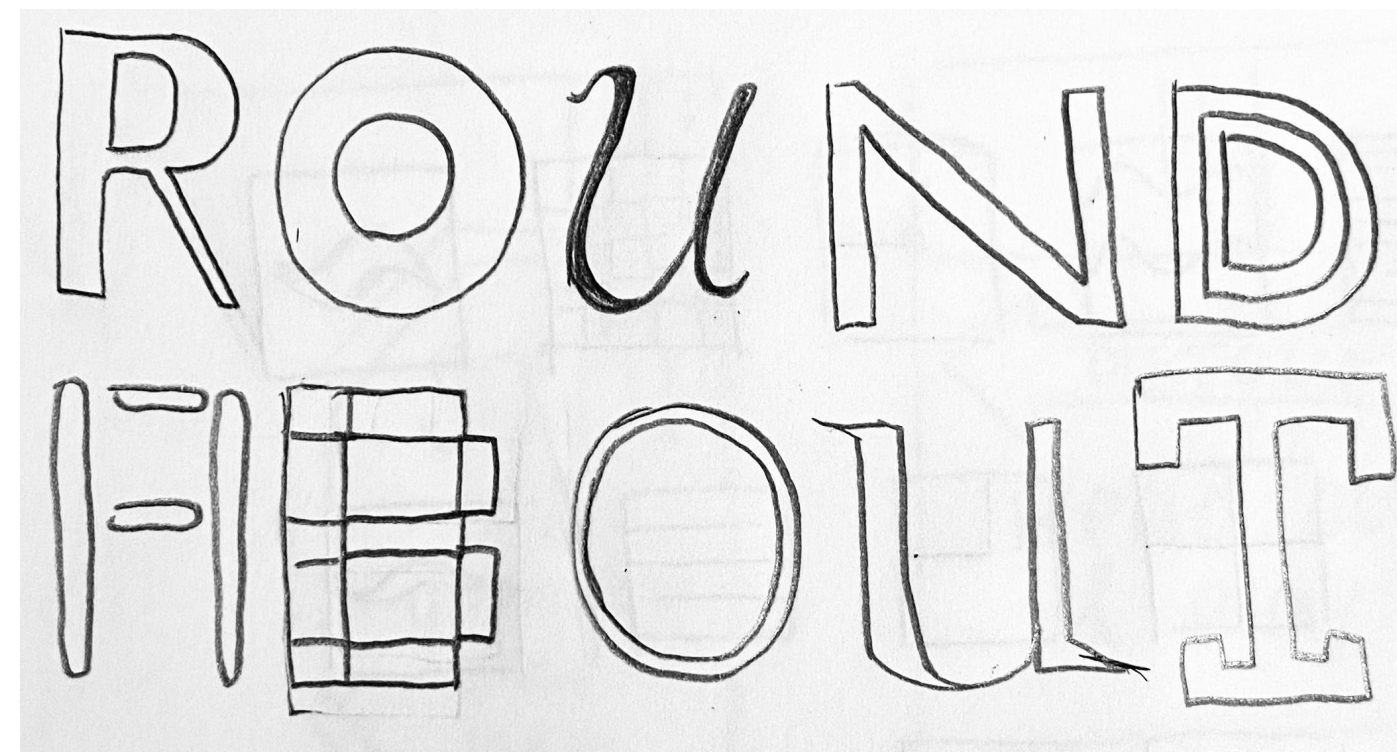
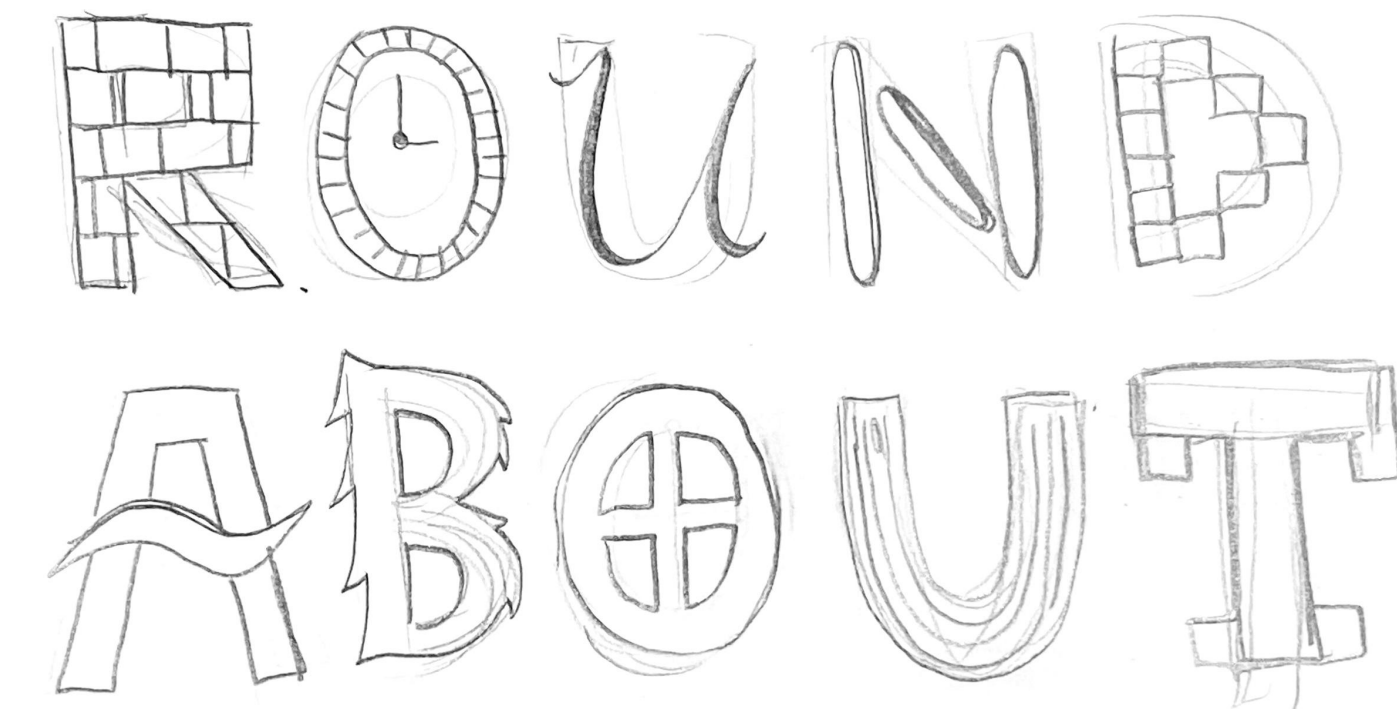
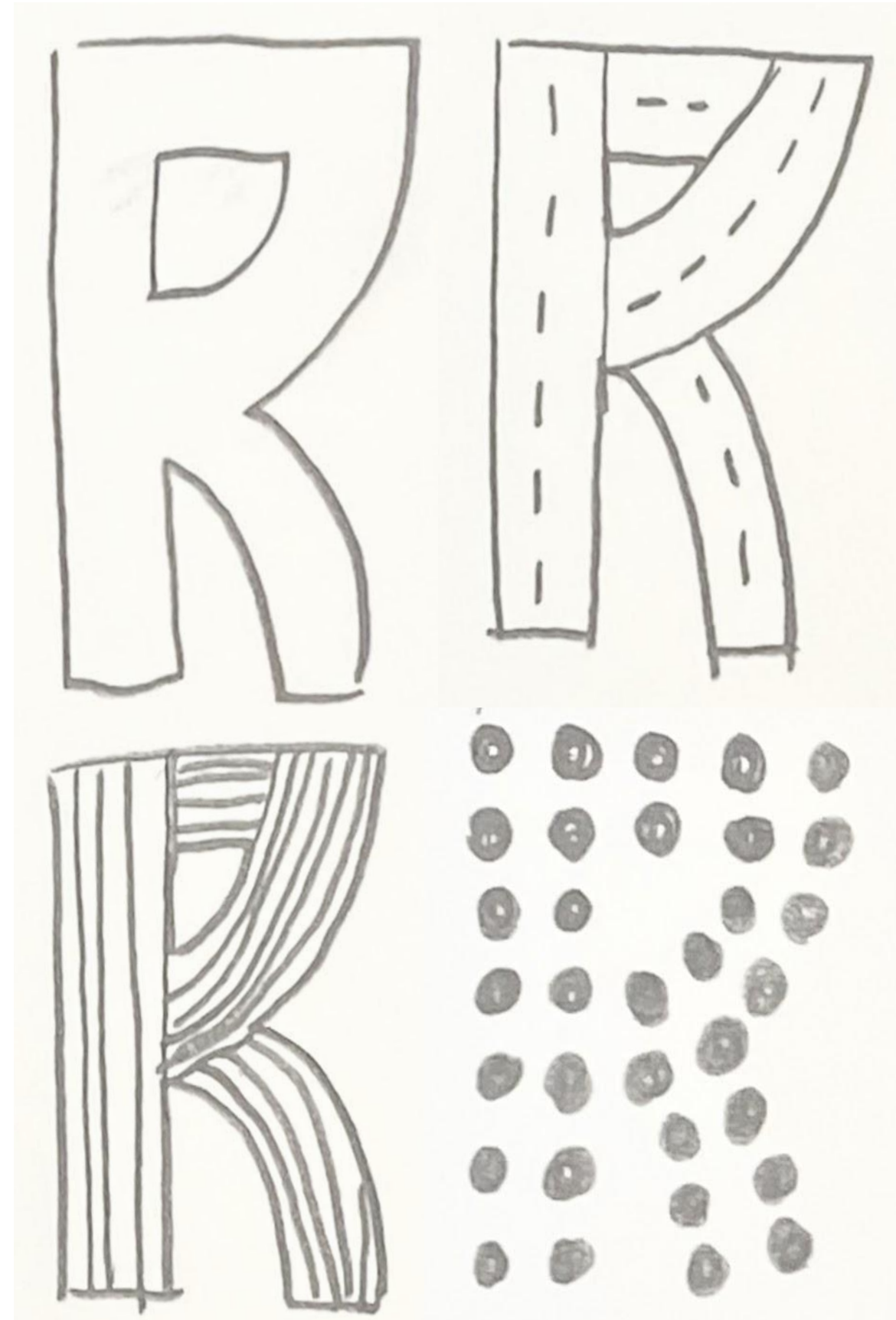
city

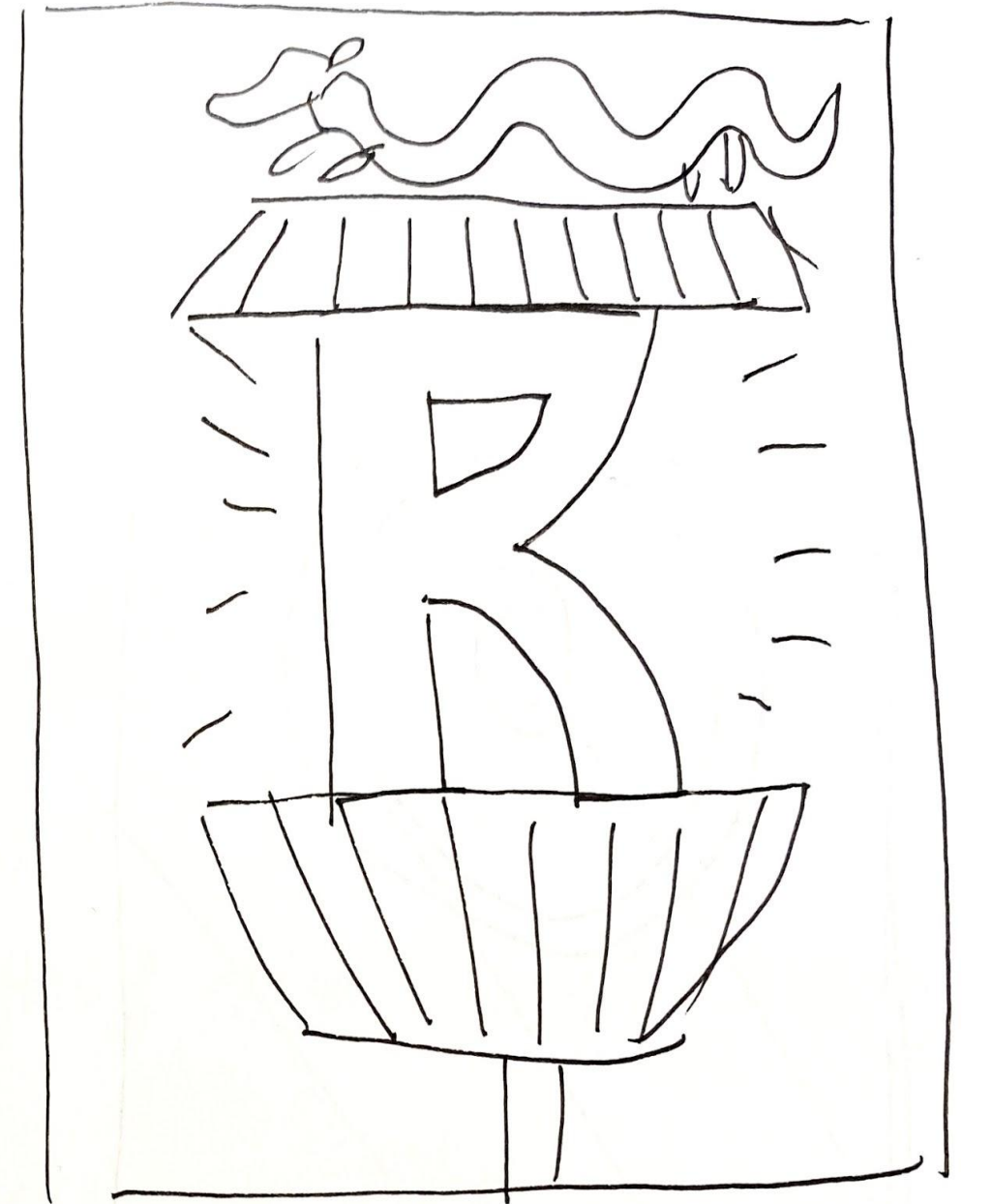
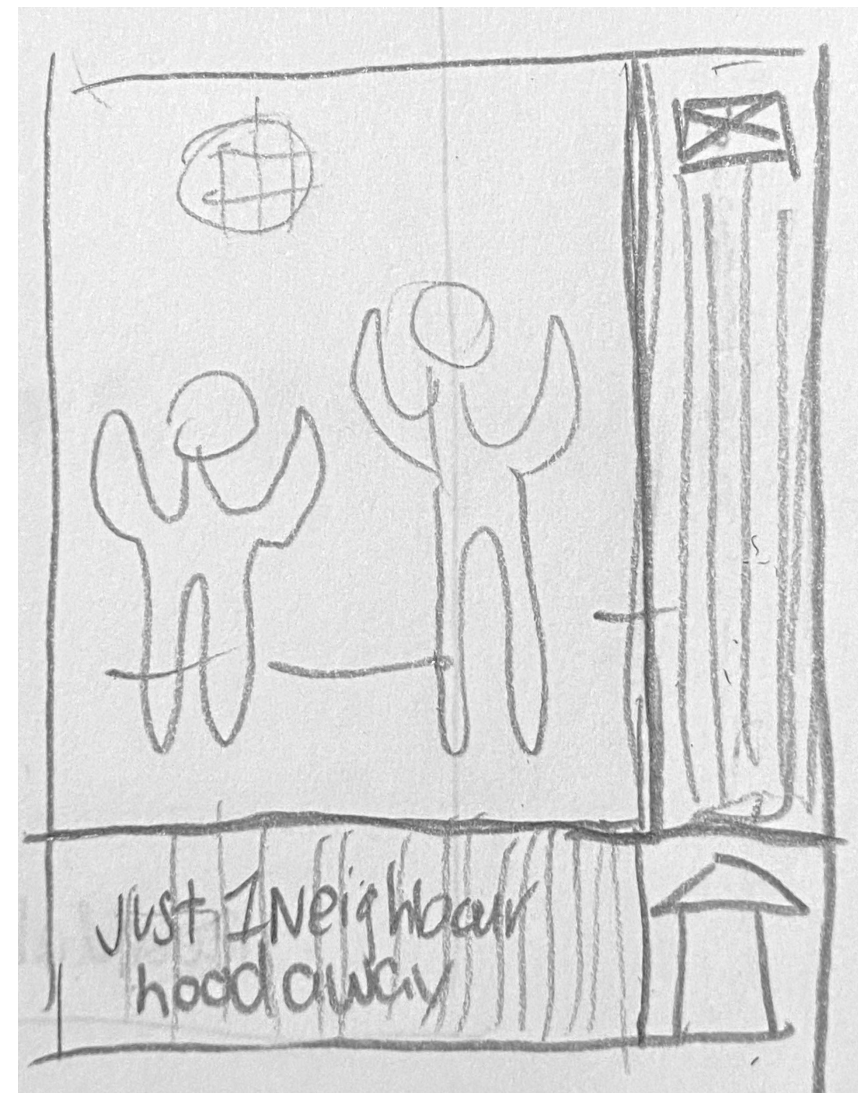
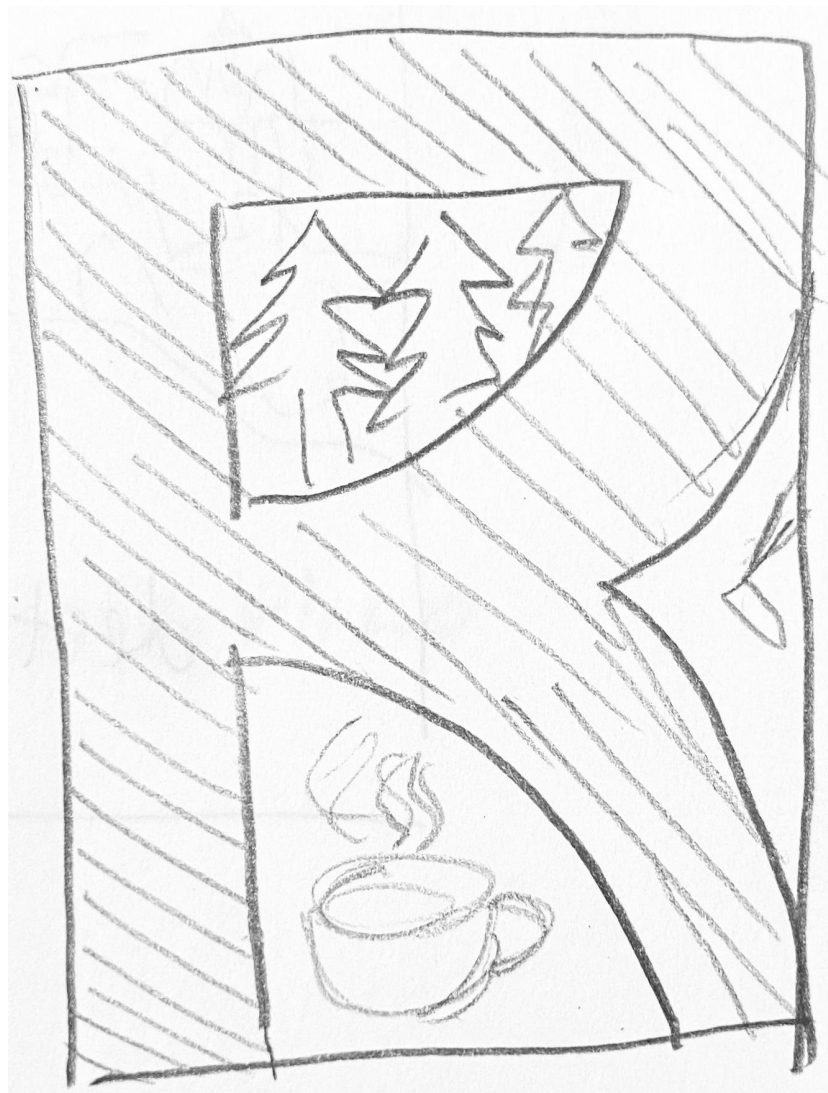
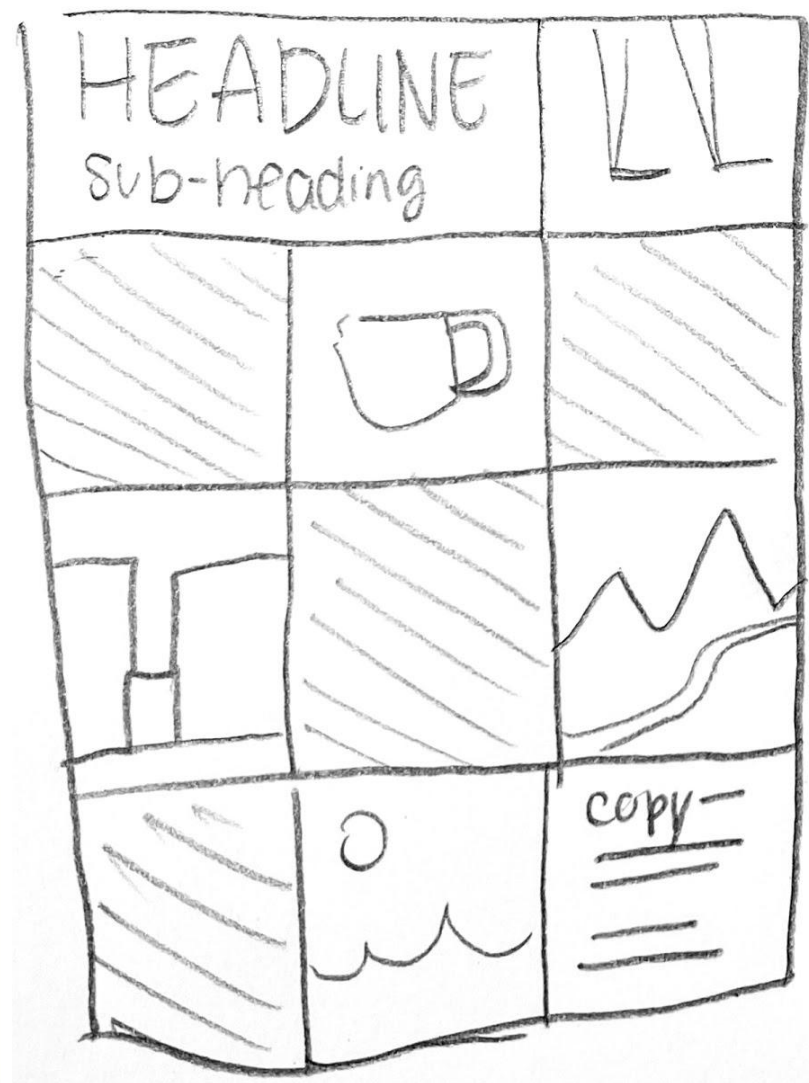
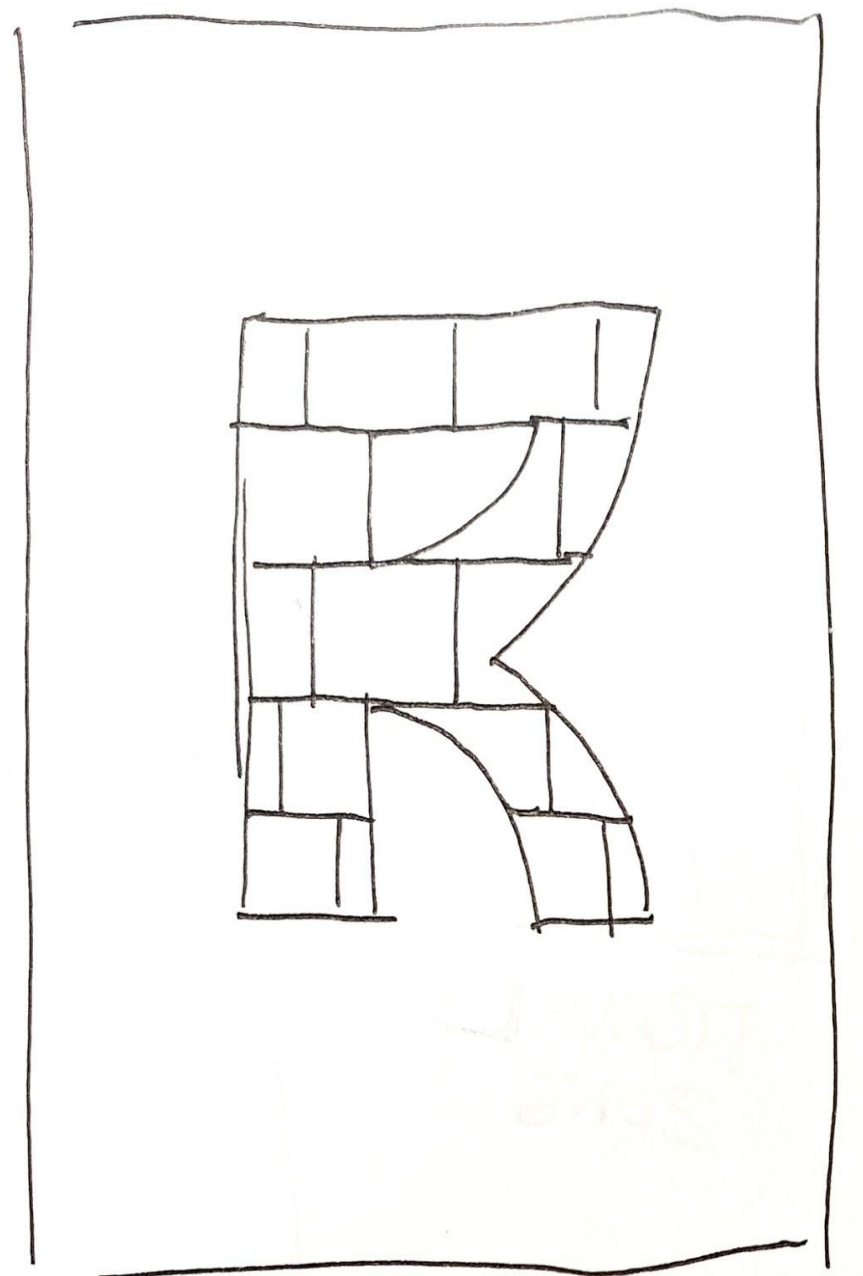


diverse



welcoming





(selected) concept 3: connections
connecting travellers to people and places



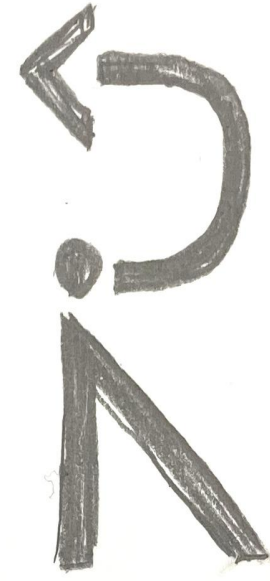
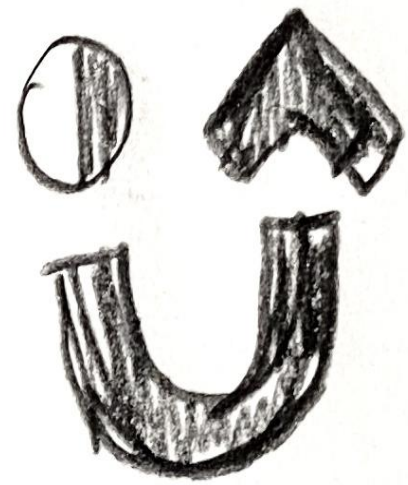
friendly



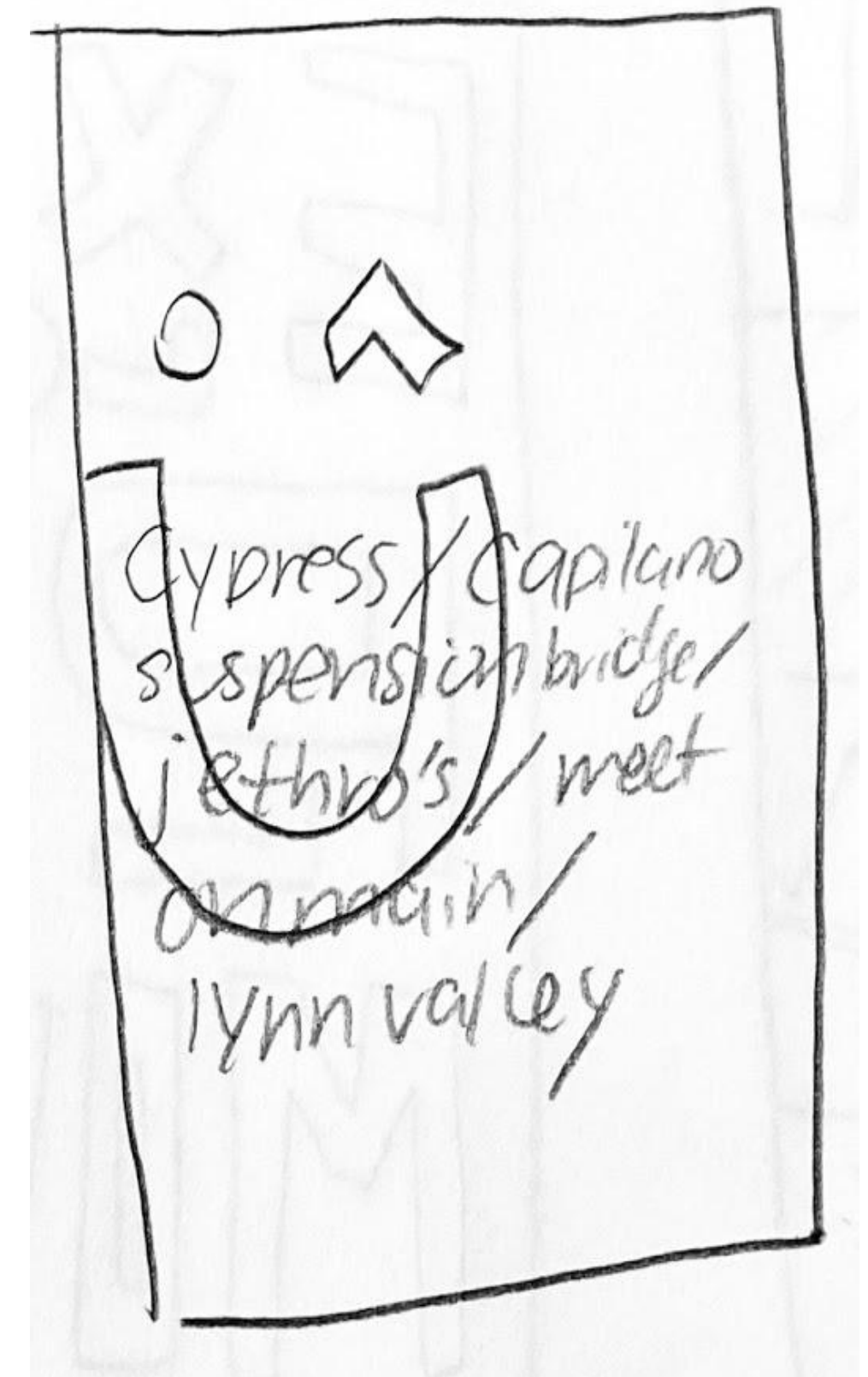
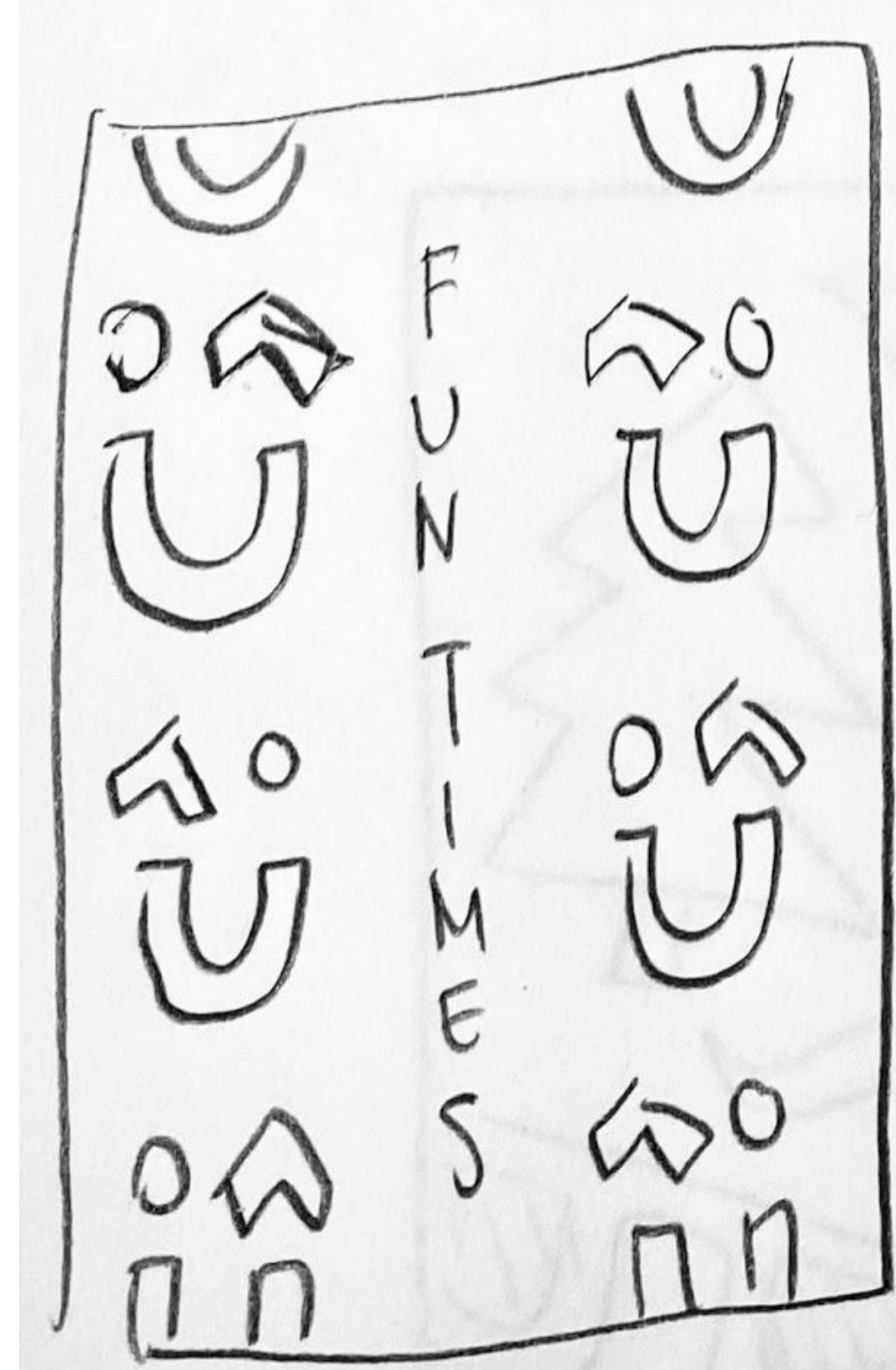
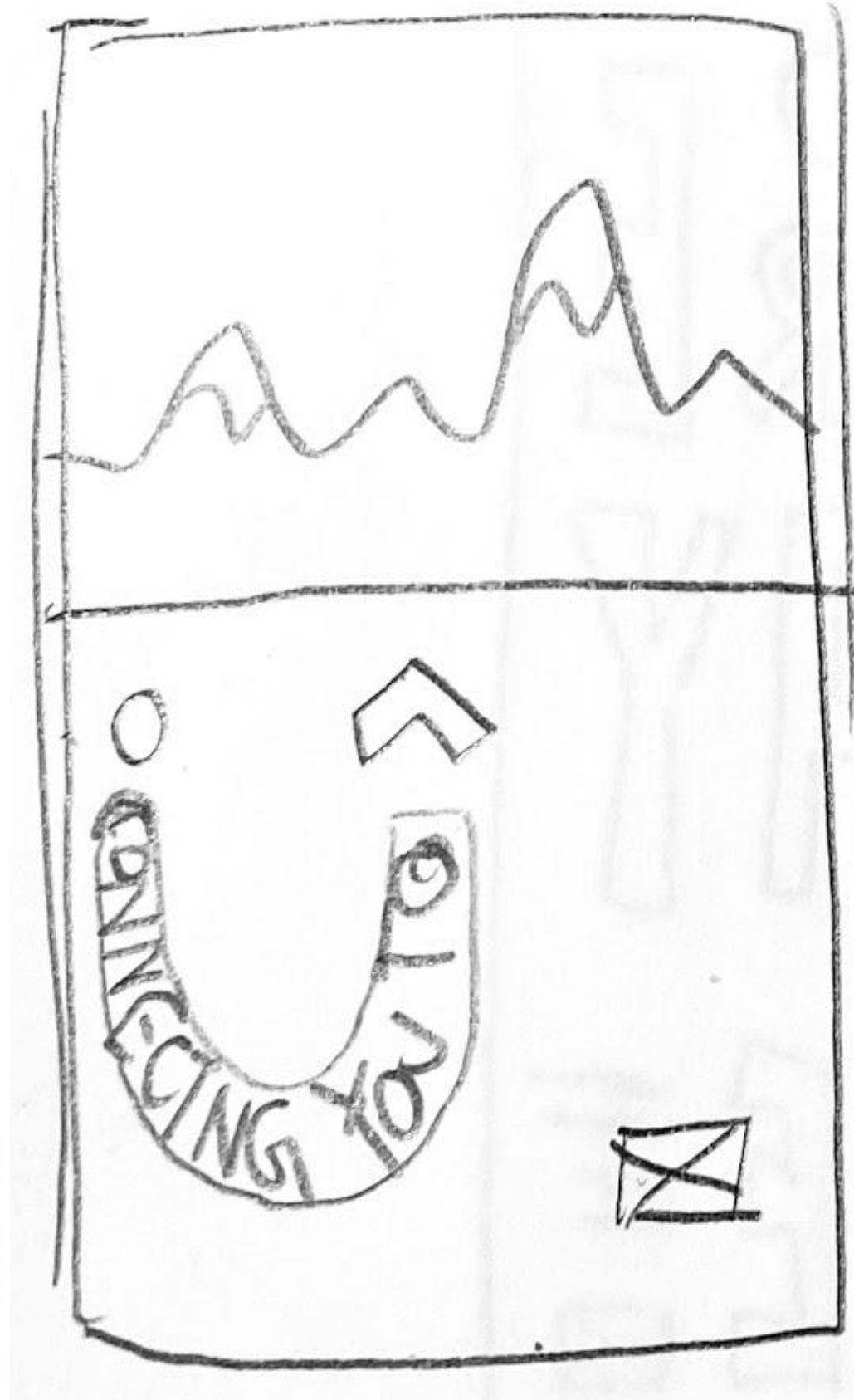
adventurous



bonded



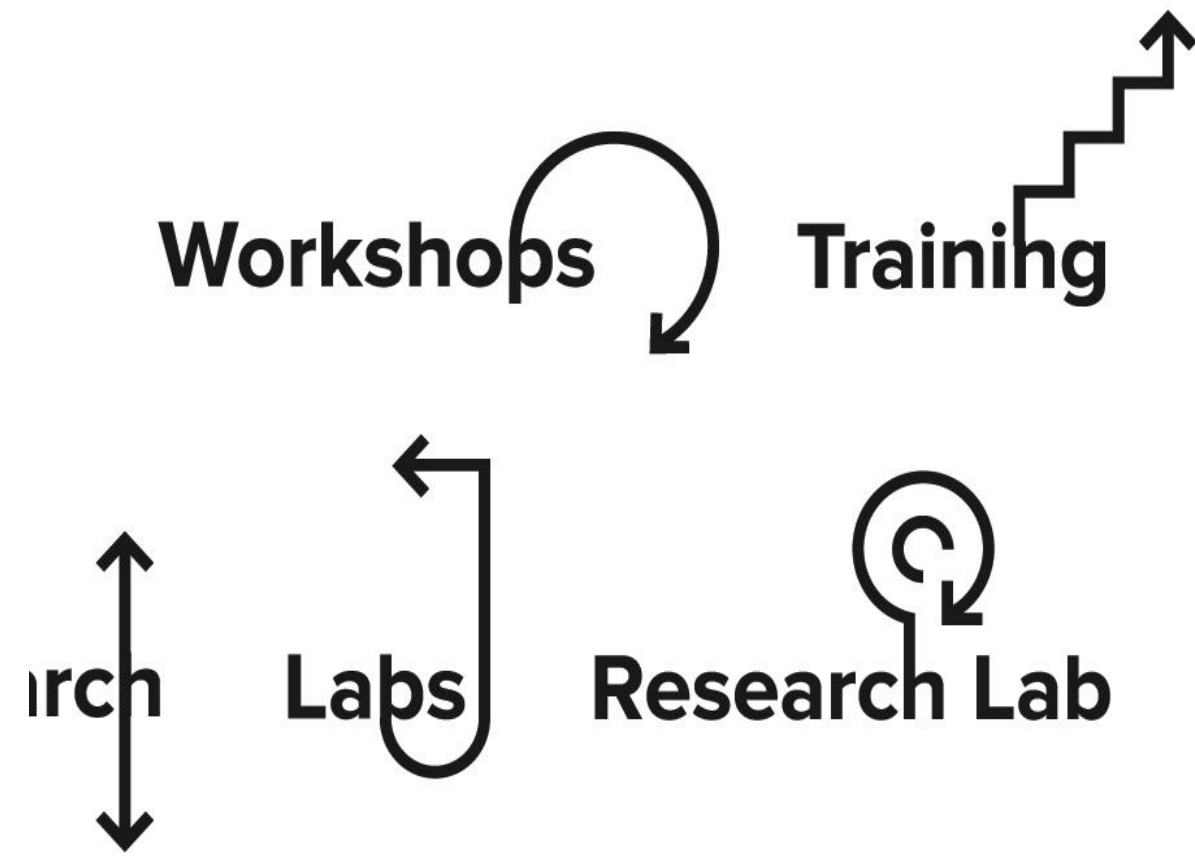
ROÛND
ABOÛT



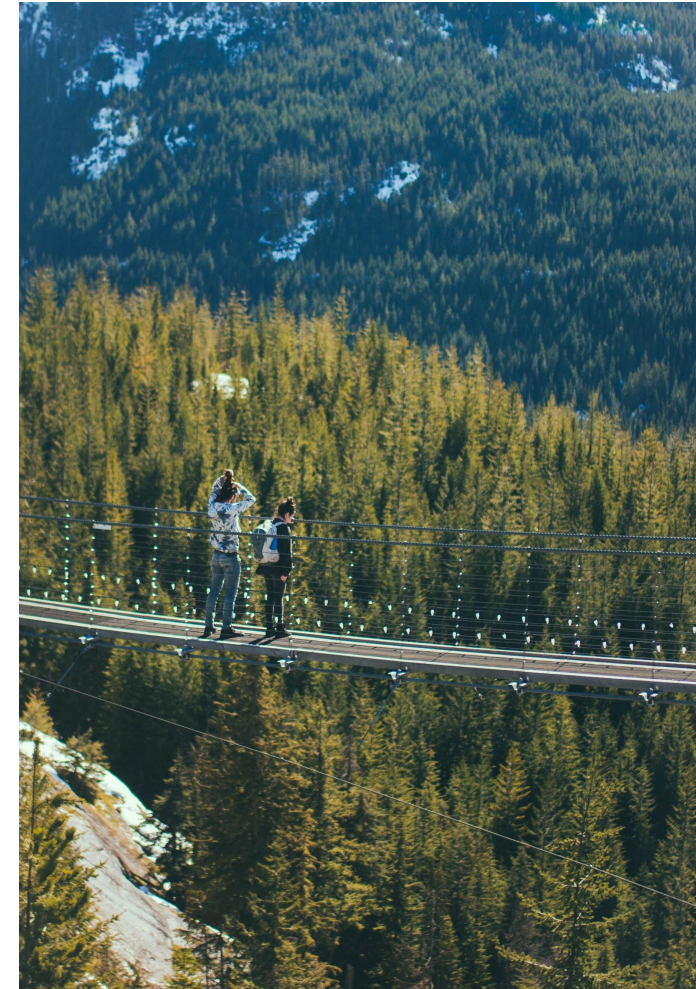
text can be a path



use of arrows



photography with people

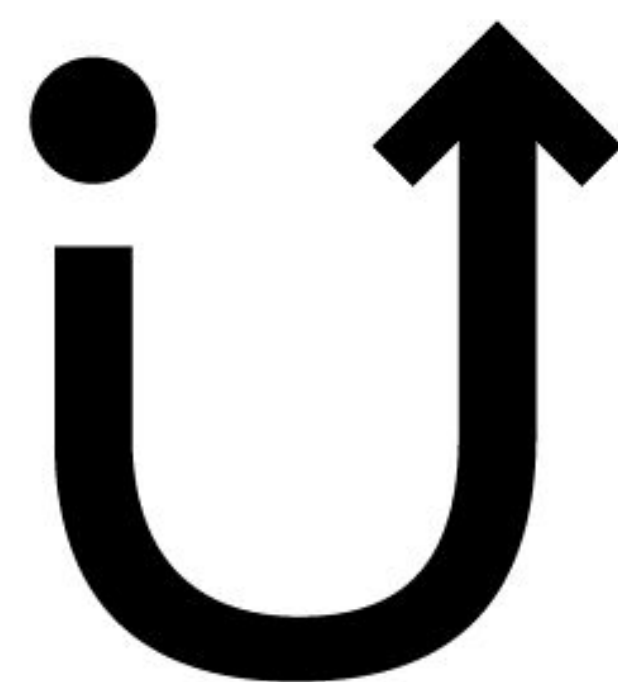


line illustration with halftone dots

IT'S TIME FOR SOME
GOOD NEWS

Public Service Announcement Sponsored by Cresco Labs.

friendly, sans serif type



**Roundabout
HOSTEL**



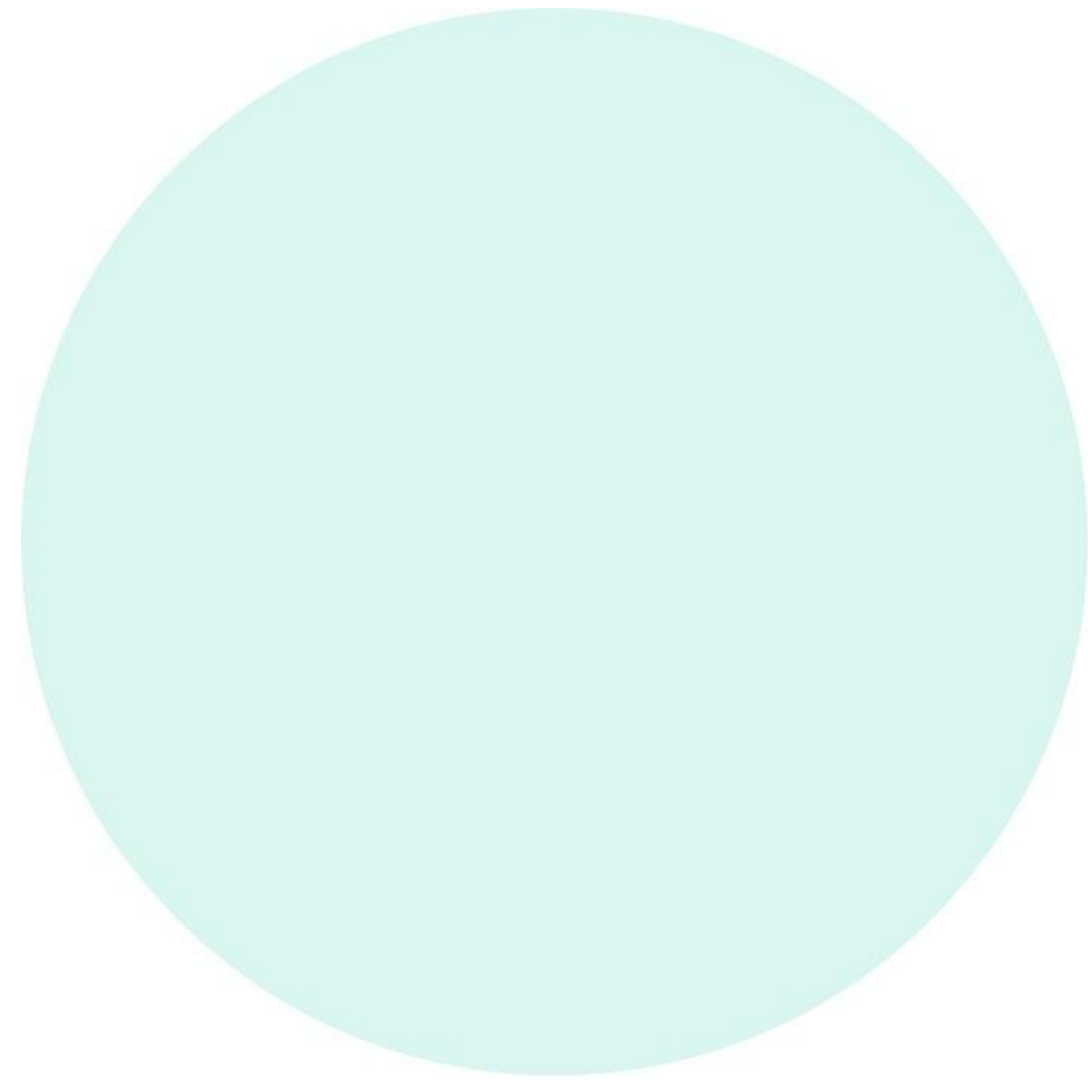
Glassy Aqua
#d9f6f0



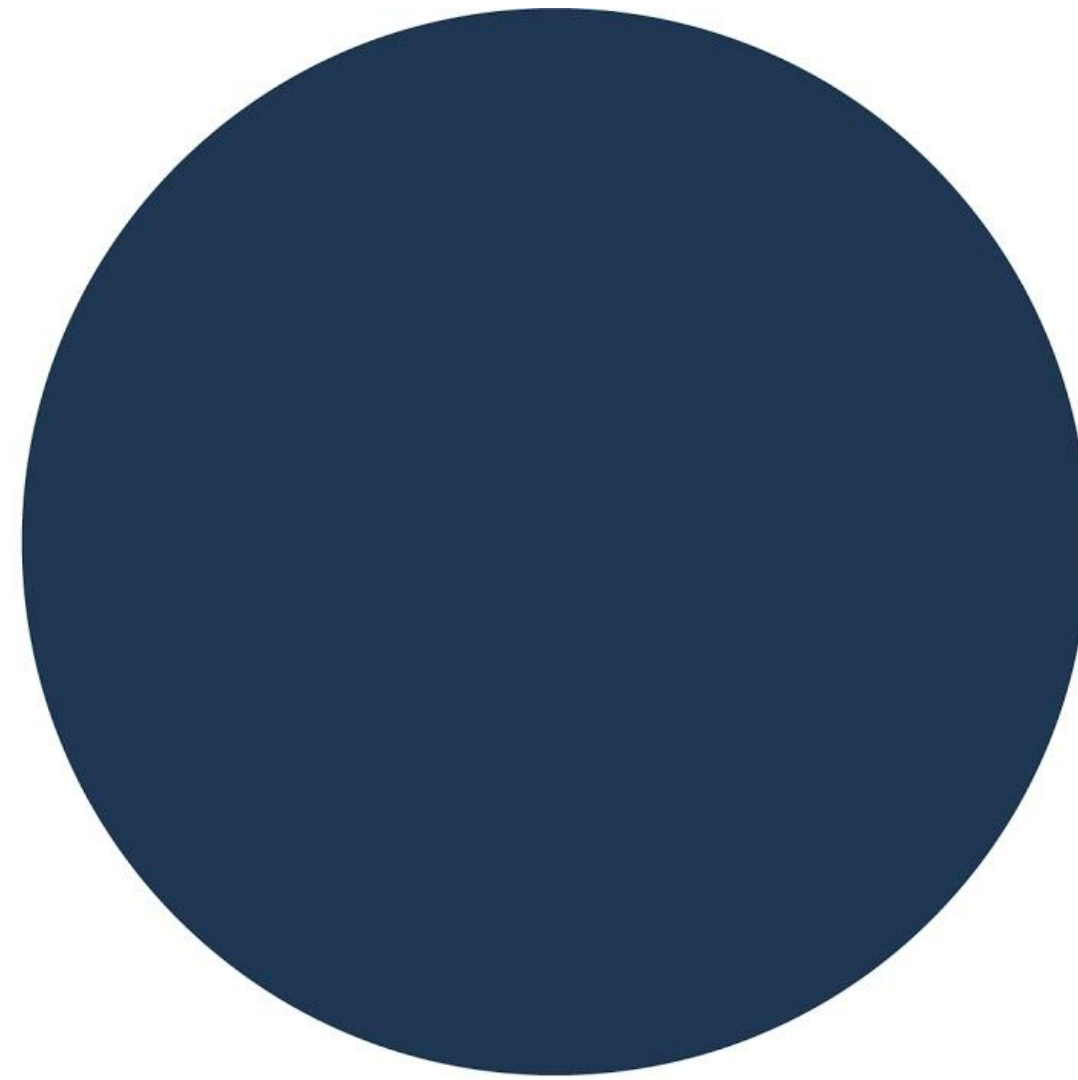
Ocean Navy
#1f3752



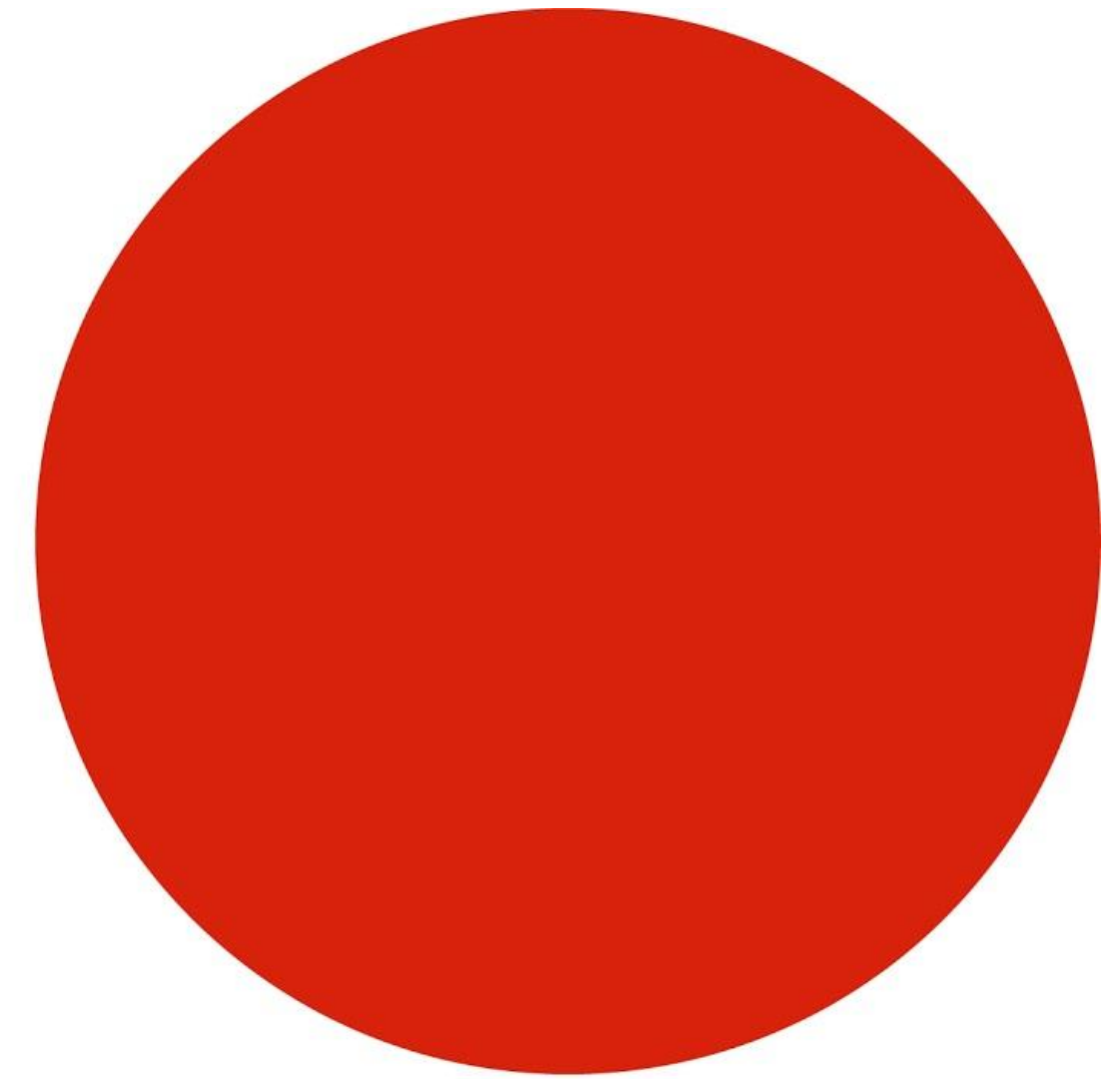
Canadian Red
#d8230b



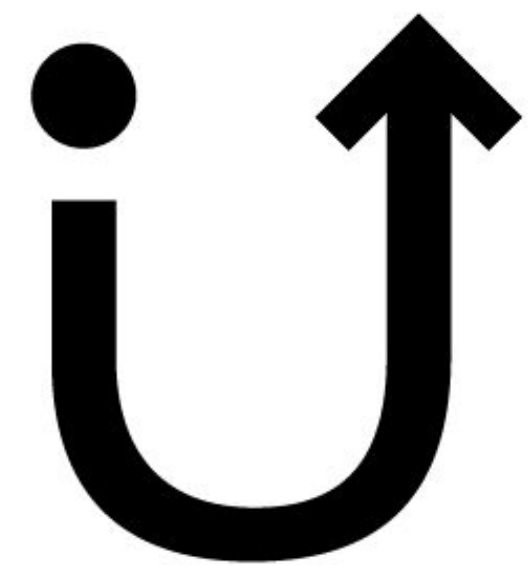
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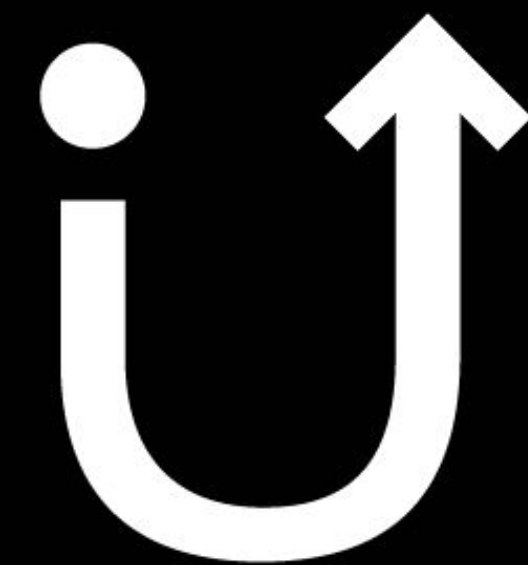
Ocean Navy
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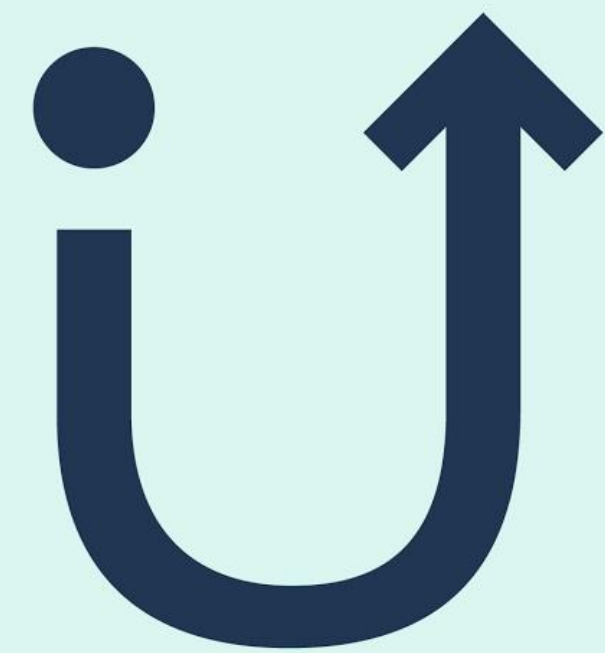
Canadian Red
#d8230b



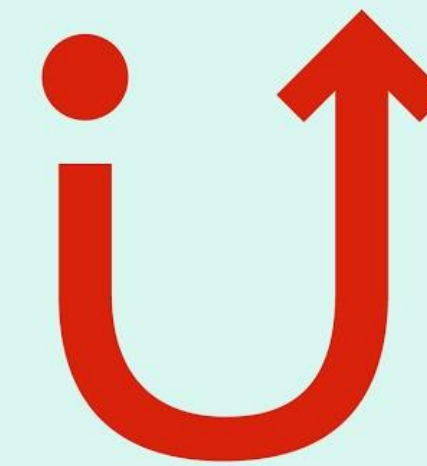
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HOSTEL**

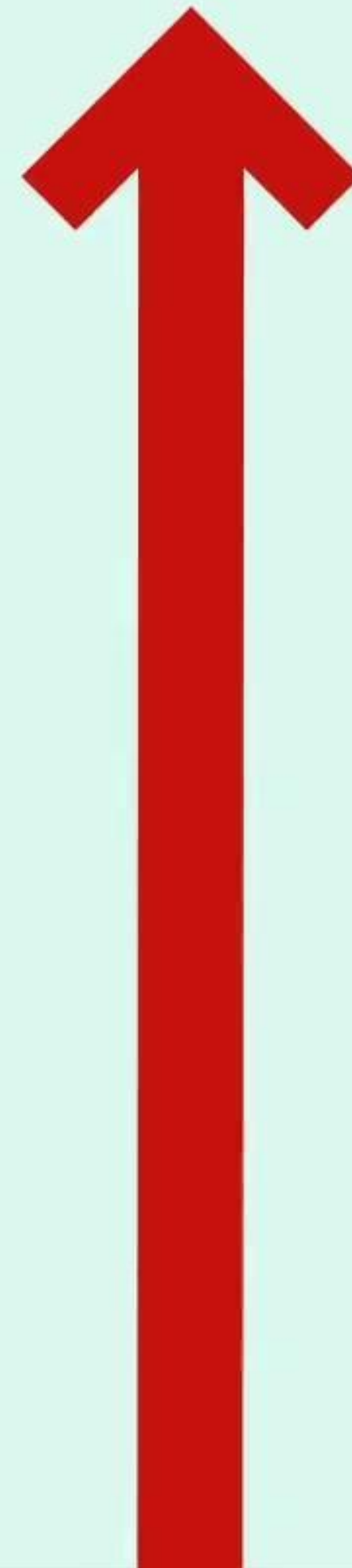


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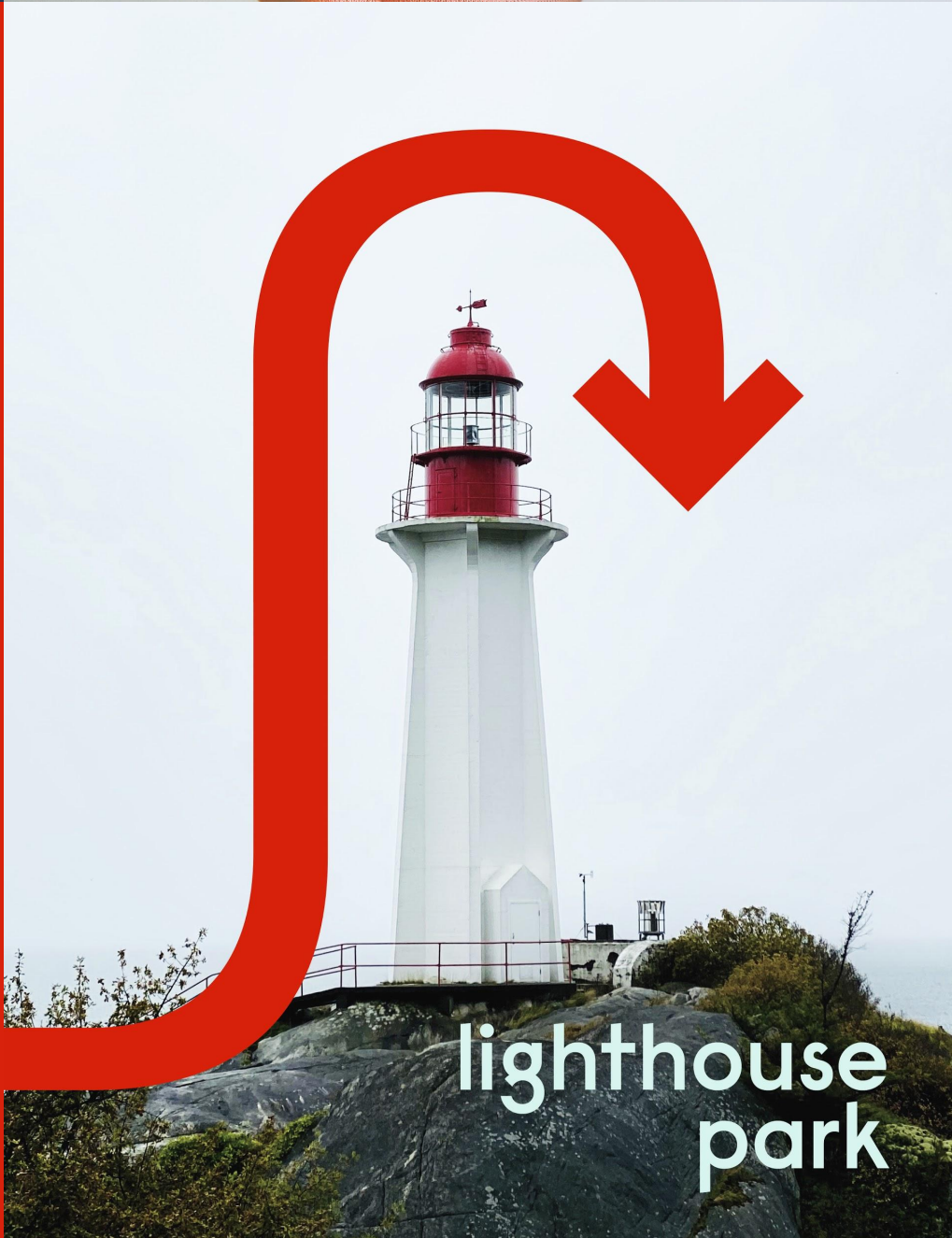




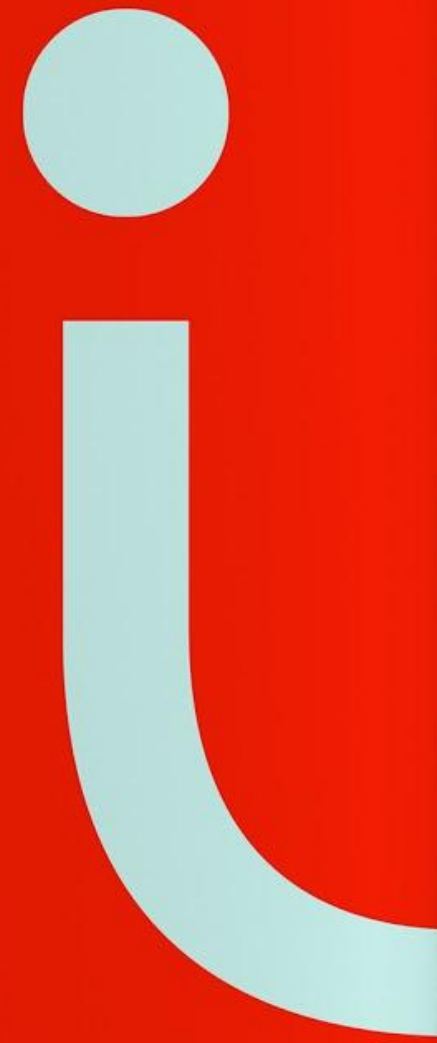
from one
mount to
another



from one
park to
another



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with



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locals

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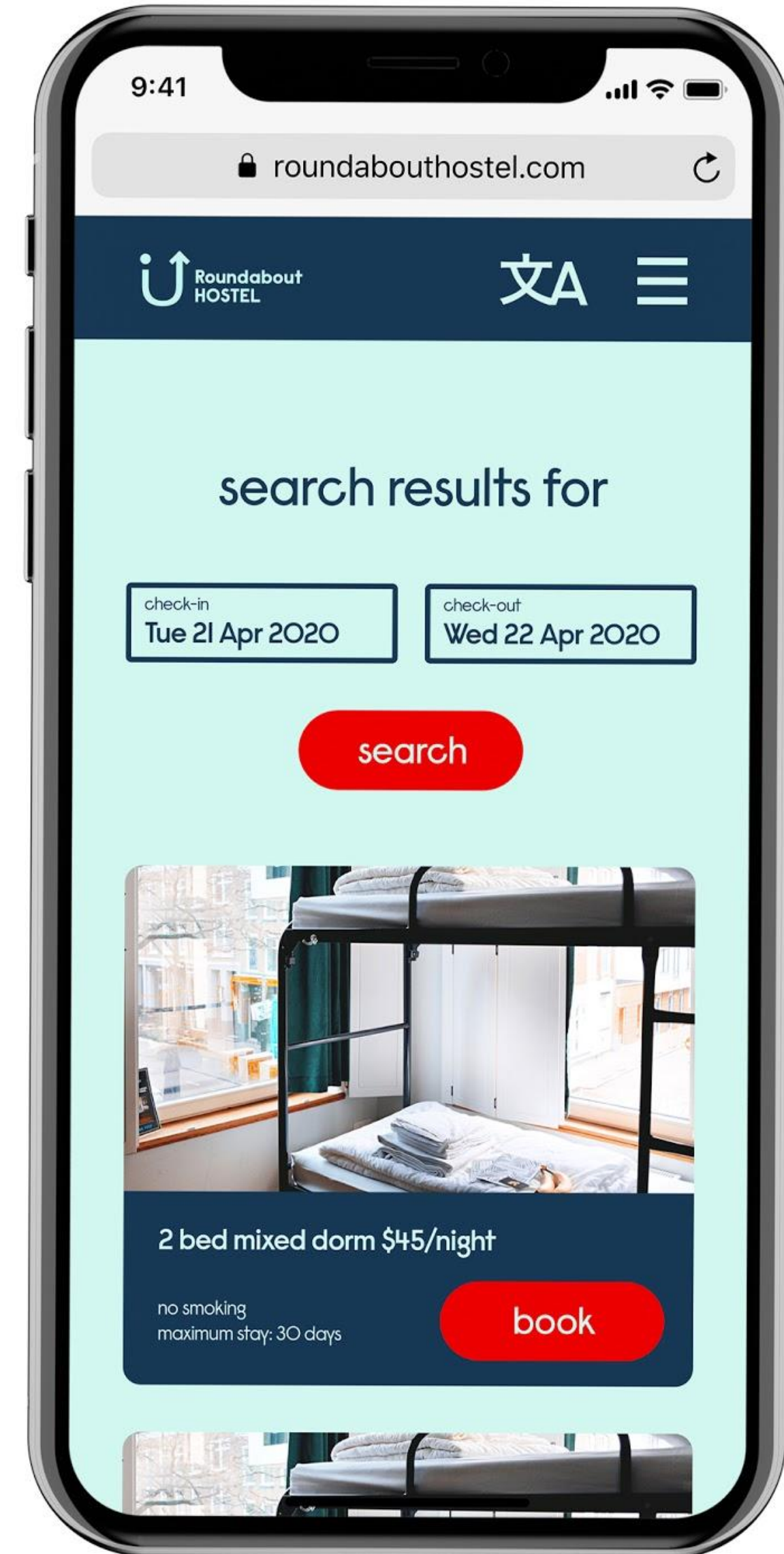
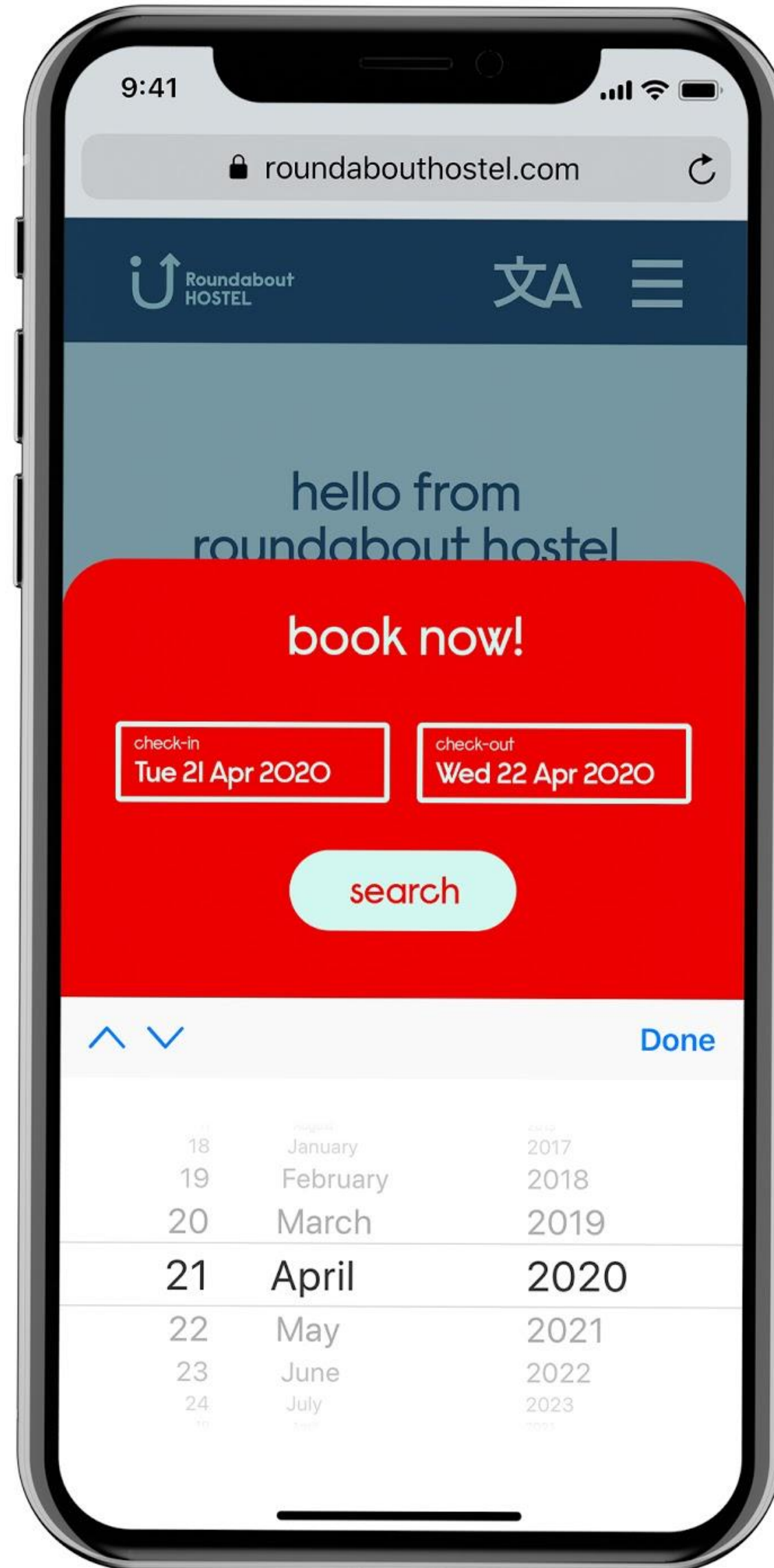
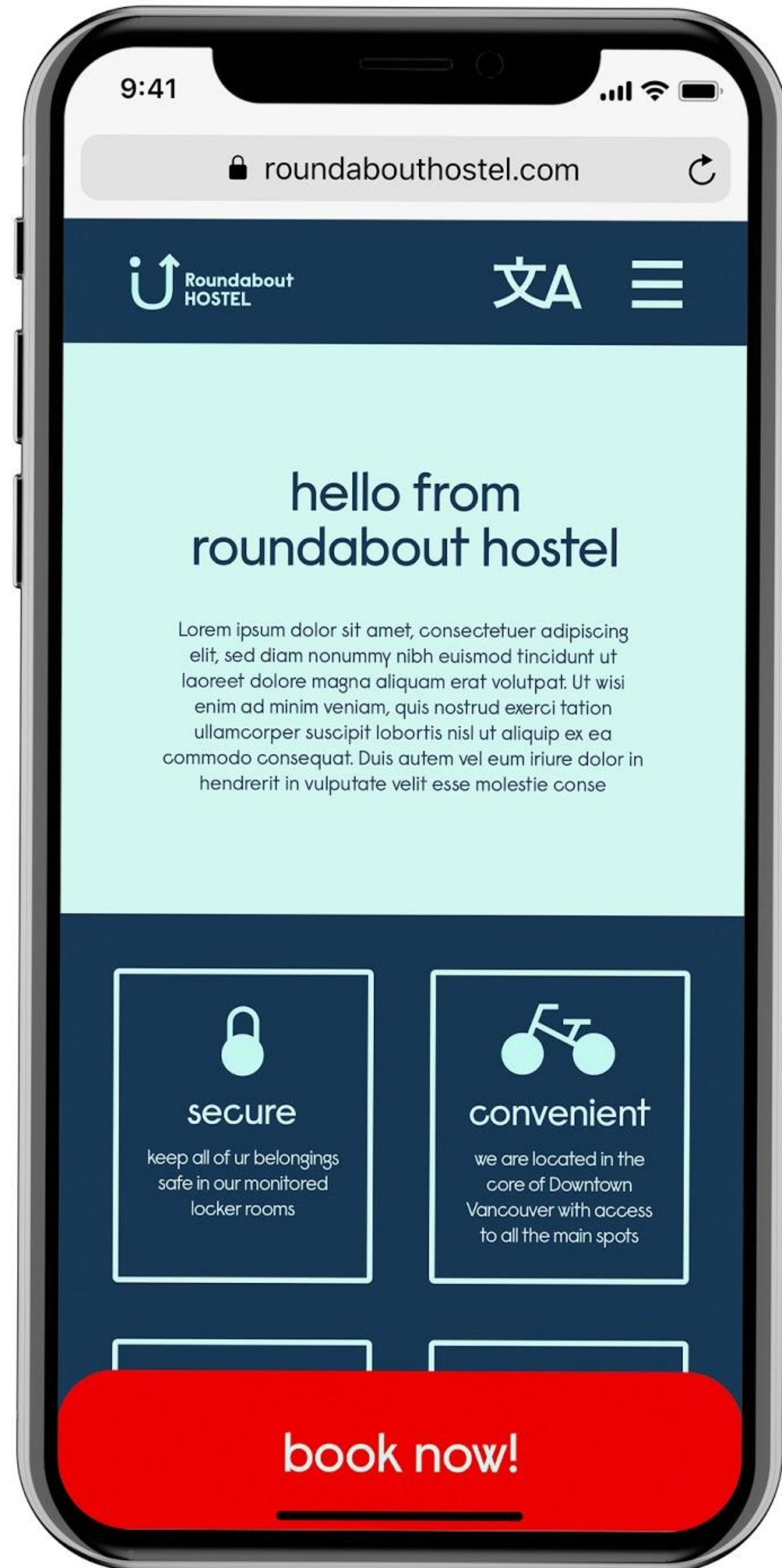
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Howe Sound Crest Trail
Lions Bay, BC



nature

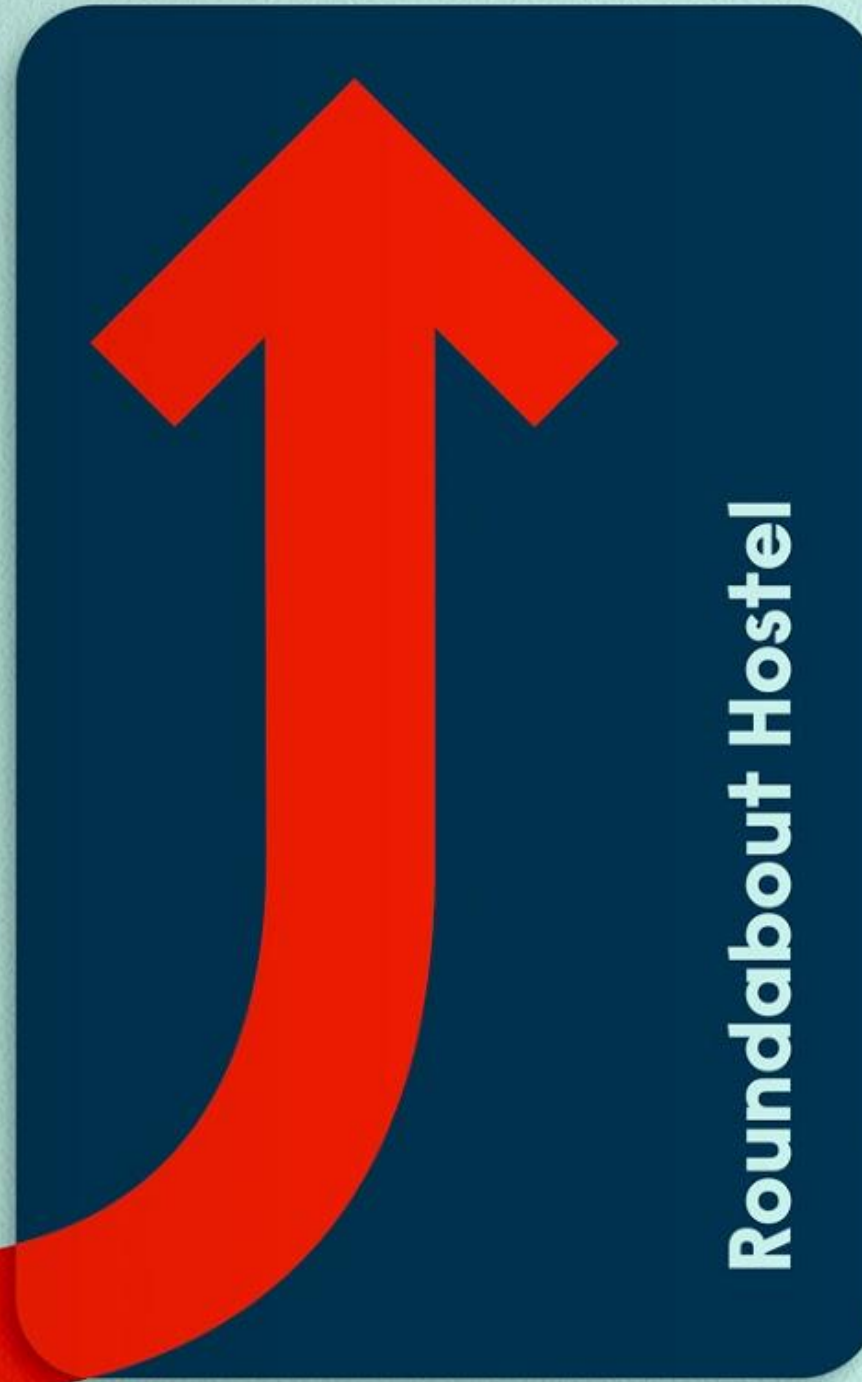
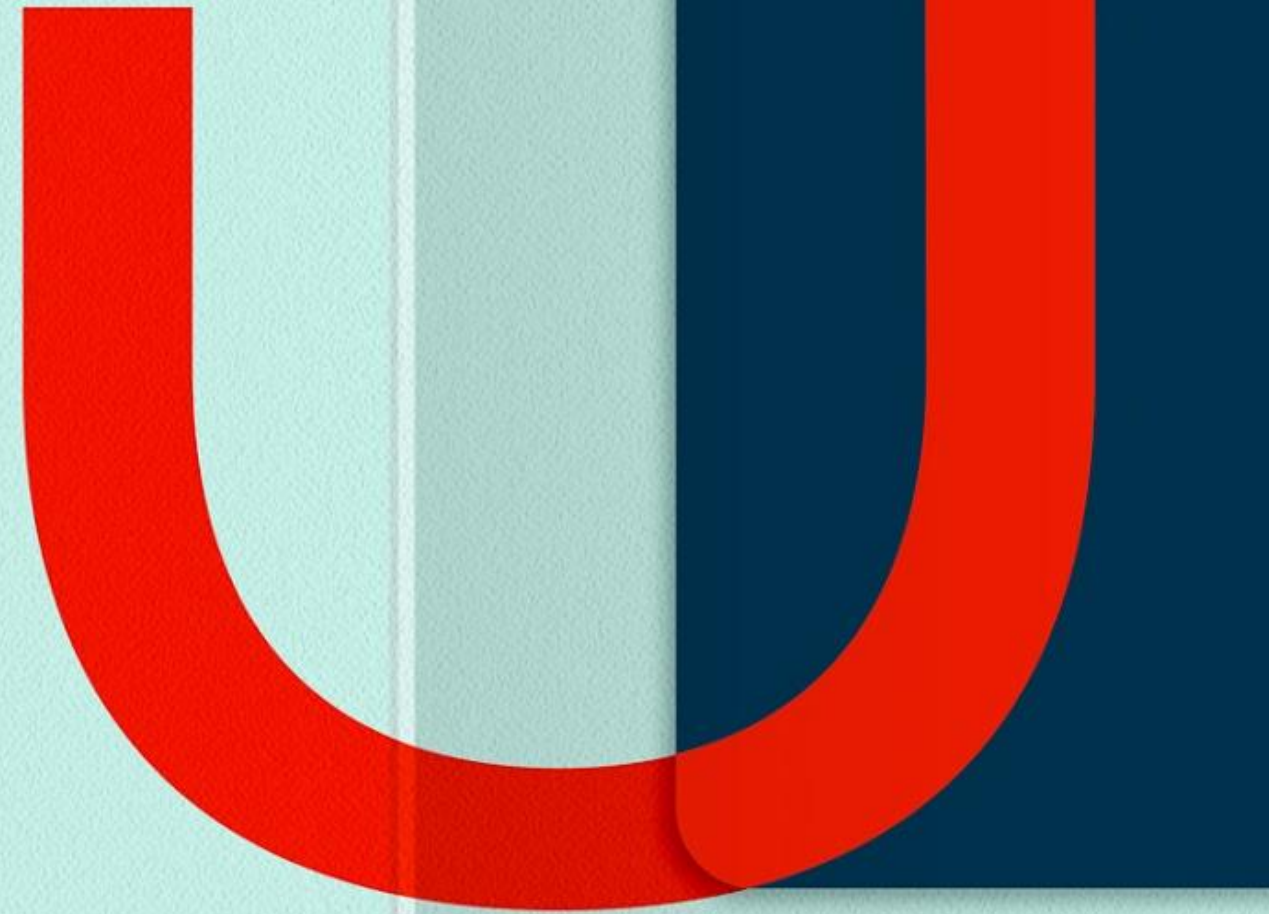
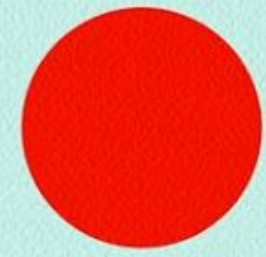




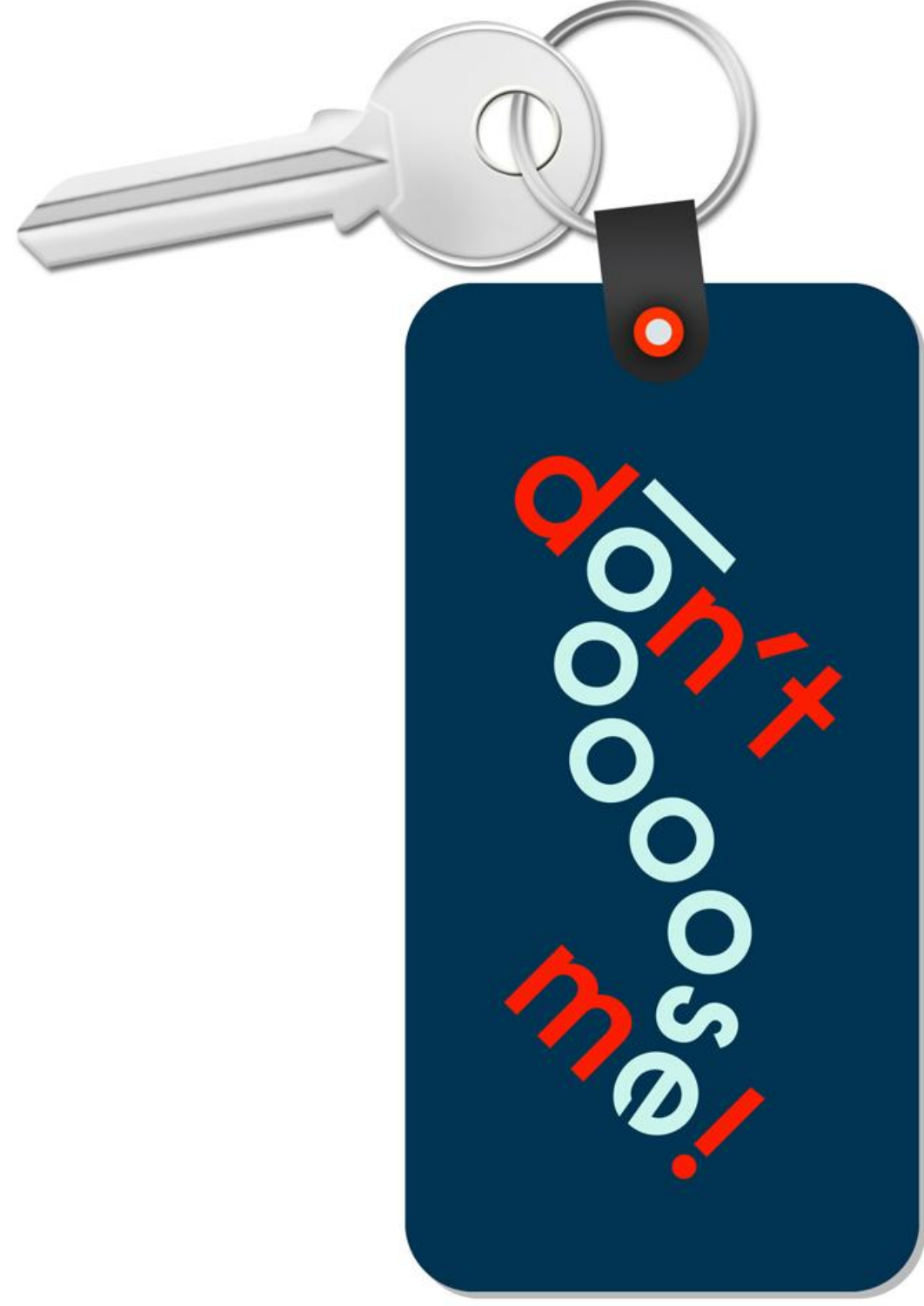
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check-in date

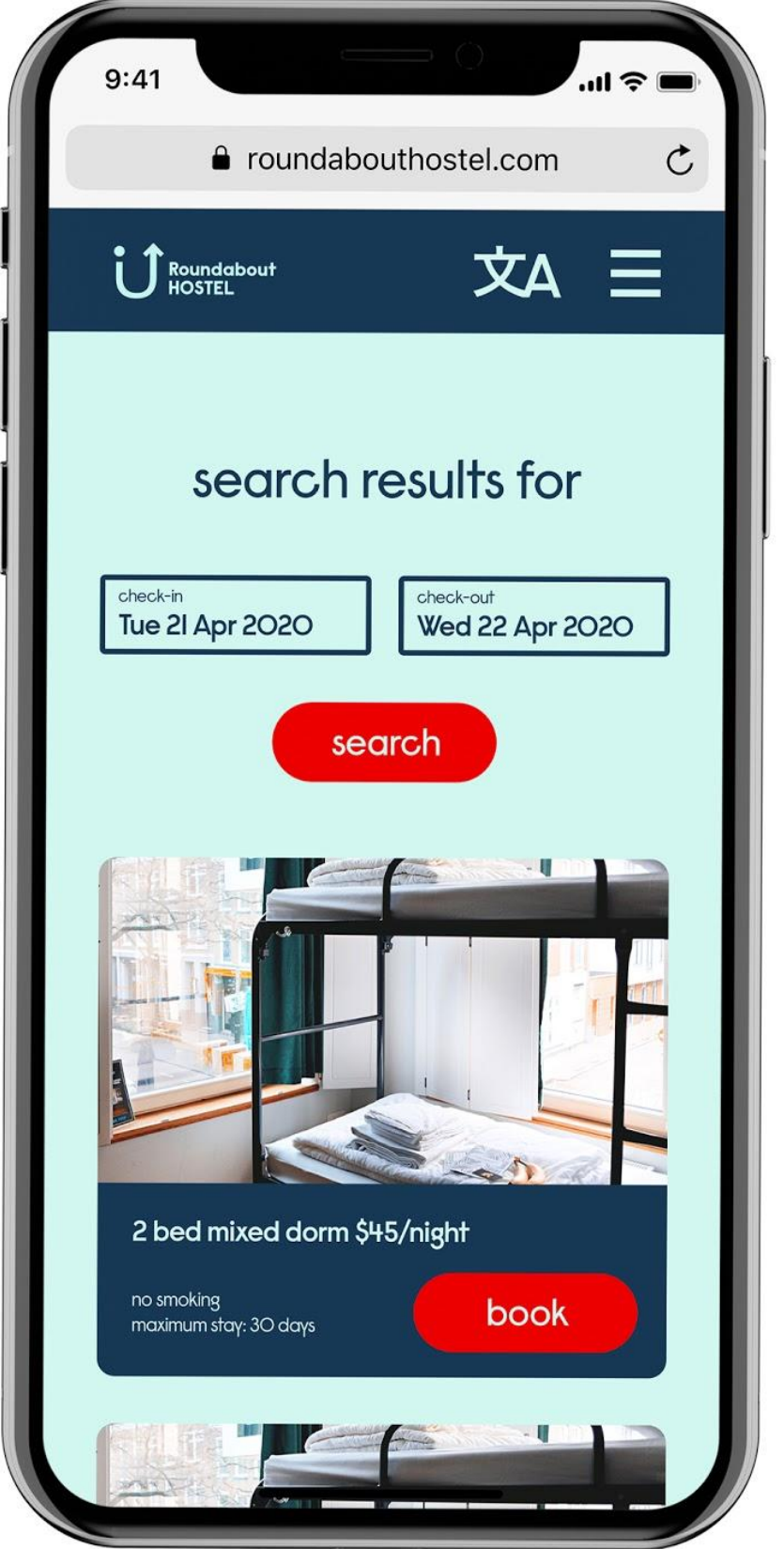
check-out date



Roundabout Hostel







takeaway: quantity 🖋️ 👩💻 🏃💧 💧

😊 thank you for listening 😊