

Diseño visual

Fundación **alinea-t**



1. Diseño Web
2. Modelo e ideas asociadas (lineal)
3. Anexos (ideas precedentes)

Logo 1: feedback Th3o

We want to convey idea: individual (heart-brain) (critical thinking and emotional intelligence) connected to society (earth-people-common good-justice-happiness).

General comments: 1) About elements, if possible, mix them all: brain, bulb, heart, gear, heart. 2) We are missing something to describe society, can you think of something? 3) if the profile of the face is more unisex, much better! 4) We know it is difficult to balance simplicity and the presence of all the elements...

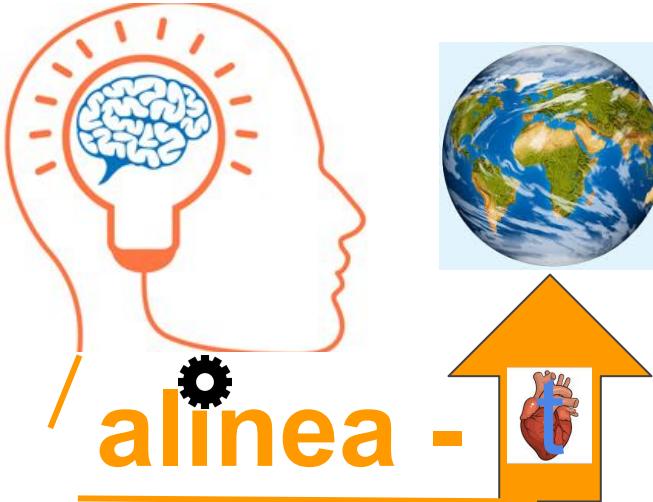
Examples and comments:

1: the arrow thinner and nicer (perhaps rounder in the right-low corner). The brain and bulb: better in the middle of head?

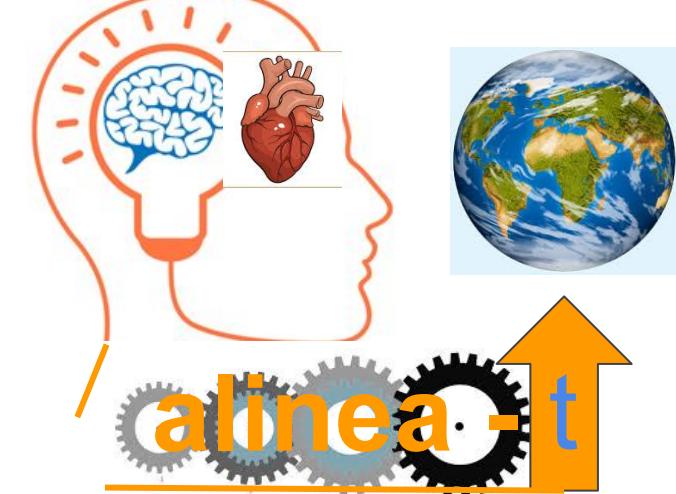
2: good point! Brain, heart & earth, all aligned (in the same horizontal line (alineados!). Good point 2: train of gears!

3: Not sure about this smiley face made of gear, heart and brain... not sure neither of earth replacing brain... just an idea!

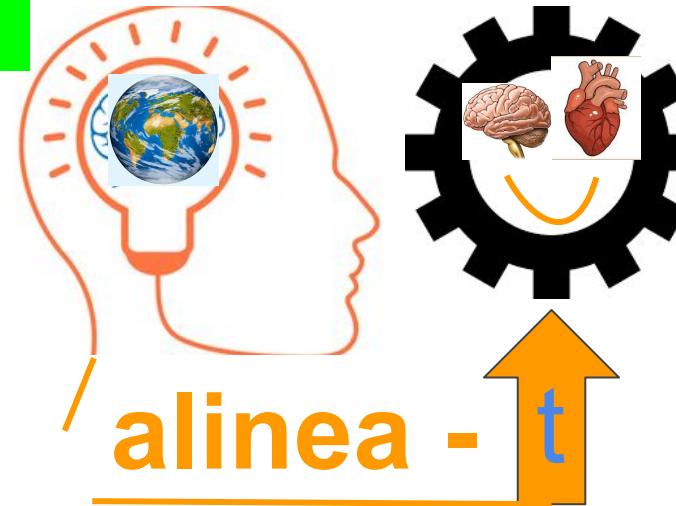
1



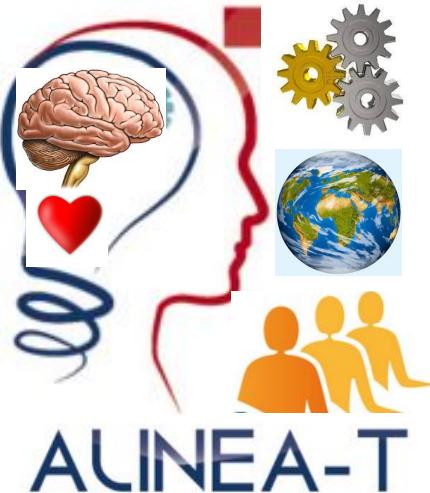
2



3



Logo 2: feedback vigie



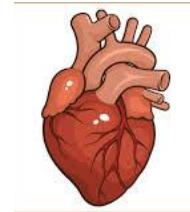
We want to convey idea: individual (heart-brain) (critical thinking and emotional intelligence) connected to society (earth-people-common good-justice-happiness).

General comments: 1) About elements, if possible, mix them all: brain, bulb, heart, gear, heart. 2) We know it is difficult to balance simplicity and the presence of all the elements

Specific comments:

- 1: the alignment bulb-profile of person is great!
- 2: the challenge is how to add the elements to secure the “alignment” individual-society through emotional intelligence and critical thinking
- 3: it might work well to add one gear between the profile and the earth / people. Or even between bulb and brain... up to you! As you find it nicer!
- 4: the colors attached to the elements are important: earth is blue-ish, heart is more warm, brain is colder (as gears are). Perhaps it is good to limit it to 3-4 colors
- 5: I think that the word looks better in lower case.

alinea-tu paz interior y la mundial



four phases:
1analyze
2understand
3apply
4improve

(see what we
mean in next slide)



Paz
interior,

Filosofía
Práctica

Inteligencia
emocional

Pensamiento
crítico

Resolución
conflictos

Justicia
social

Paz
mundial



(Otra idea)



(Otra idea)



Usar engranajes para
conectar ideas??



(Otra idea)



(Otra idea)

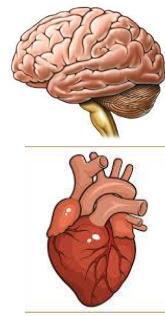
alinea-t con la paz y felicidad individual y mundial



Paz interior,



Filosofía Práctica



Inteligencia emocional

four phases:
1analyze
2understand
3apply
4improve

(see what we mean in next slide)

Pensamiento crítico



Resolución conflictos



Justicia social

Paz mundial



Combinar ideas:
alineamiento



Critical Thinking?

The ability to **analyze** and **understand** the key concepts on the topic in order to **apply** this knowledge to **improve** our performance.



1 - Analyze

2 - Understand

3 - Apply

4 - Improve



Pensamiento crítico

Ingeniería emocional

Filosofía Práctica

Gestión conflictos

Alineando la paz y felicidad individual y mundial



... a través de ...

Pensamiento
crítico

Inteligencia
emocional

Filosofía
Práctica

Gestión
conflictos



Inteligencia emocional

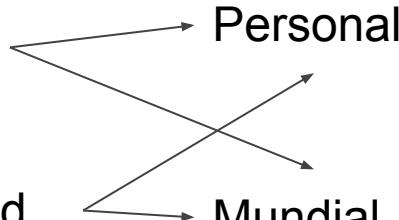
Gestión
conflictos



Paz



Felicidad



Filosofía
Práctica



Pensamiento crítico

