

Unstuck Logo Design Brief

Delivery Requirements: This project is for logo design and delivery of that logo in a number of HD formats, resolutions and colour variations. The logo features the word UNSTUCK and it relates to the theme of complex problem-solving.

Required sizes/resolutions

- Small – 700mm x 300mm
- Medium – 2100mm x 900mm
- Large – 7000mm x 3000mm

Required formats

- .png – clear background
- .jpeg
- .gif

Required colours

- White (to be used on a coloured background)
- Single colour
- Multi-colour

The ‘Unstuck’ logo will be used in a variety of media. Including on book front covers, posters, ppt slide packs, brochures, digital media etc.

Design criteria: The way in which the single word ‘Unstuck’ is designed must signify the experience/feeling/sense of liberation that comes with going from being stuck to being unstuck. See the table below for some ideas as to what that transition involves. Stuck can mean ‘stuck in’, ‘stuck on’, ‘stuck with’ something.

Stuck	Unstuck
Bogged	Free
Isolated	Relieved
Surrounded by uncertainty	Uncluttered
Physically stuck (like a fly on sticky paper)	Unrestricted
Can't move	Clear/clarity
Frustrated	Going forward
Held back	Confident/ Calm
Going round and round in circles	Able to achieve & succeed

Themes/ possible messages to consider: The “UNSTUCK” series of books (Get Unstuck, Staying Unstuck, The Unstuck Team) workshops and keynote addresses is about complex problem solving. It’s about taking something that feels impossible and overwhelming (ie. a paralysing problem) and turning it into something that you can do something about.

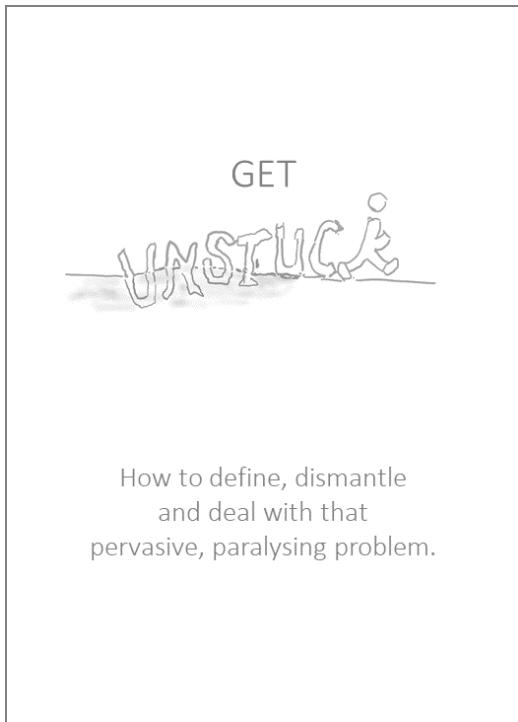
Possible design prompts:

- This image aims to share a concept, not necessarily a look and feel. This example uses the idea of being 'stuck in the mud' but the logo could equally use the concept being surrounded by confusion and finding a path out. It could be stuck on something 'sticky'.
- You could also write the word UNSTUCK in straight writing, but make the background or surroundings depict the key message.

Possibility??



How the logo will be used: Book Example



Themes to consciously avoid: This is a positive, practical series. While some people may choose to apply these skills to dealing with 'paralysing' personal challenges, "UNSTUCK" is not a personal development brand. The logo design **should therefore avoid** suggesting that it is about:

- Mental health
- Depression/ Suicide
- Meditation or finding spirituality/ enlightenment
- Marriage or relationships
- Grief and grieving