

LOGO, COLOUR PALETTE AND WEB MEDIA ELEMENTS

CREATIVE BRIEF

THE TASK: To create the core digital branding elements, including: logo, social media banners, and colour palette to be used in website creation and other branded elements and products.

COMPANY NAME: Bending the Map

**COMPANY NAME
BACKGROUND**

In daily life, people operate on the necessary illusion that they know where they are. Most of the time, they don't. The only time most people are not lost (in the literal spatial sense) to some degree is when they are at home. It's quite possible to know the route from one place to another without knowing precisely where you are. That's why streets have signs. Nevertheless, most people normally have enough route knowledge to get them where they're going. If they don't - they get lost.

It's simple. All you have to do is fail to update your mental map and then persist in following it even when the landscape (or your compass) tries to tell you it's wrong. Whenever you start looking at your map and saying something like, 'Well, that lake could have dried up,' or 'That boulder could have moved,' a red light should go off. You're trying to make reality conform to your expectations rather than seeing what's there. In the sport of orienteering, they call that 'bending the map'

Whilst this is true in the literal navigational sense, our business is supporting individuals to get unlost. To find what they have aptitude for, where their passions lie, and to build confidence through doing new things and extend themselves into new experiences.

**THE BUSINESS WE
ARE IN**

Positive Psychology - we are an online business that offers personal training programs, coaching and community.

Two core programs will be offered in the first instance.

OUR CLIENTS

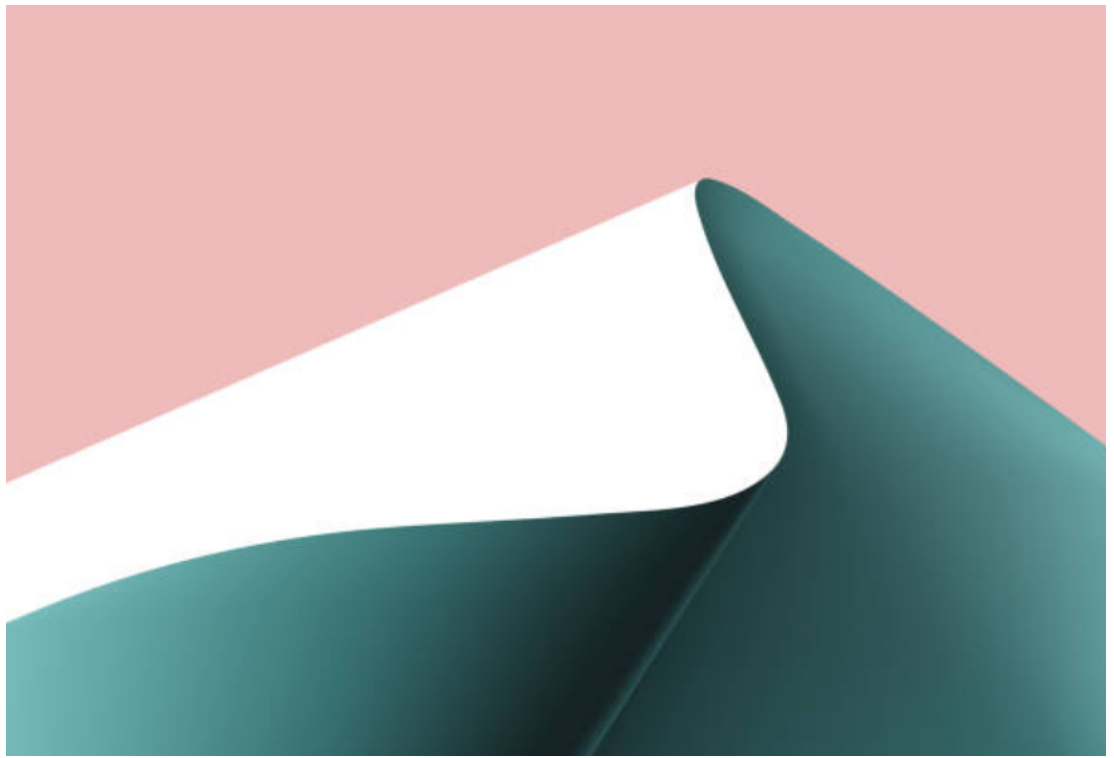
- Individuals, 17-70 years
- Potential for corporates to provide these programs for their staff for personal development.

COLOUR
PALETTE
IDEAS



LOGO IDEAS





WEBSITE IMAGERY THEMES

