

# ChangeIdeas.Org

## Logo Design Brief

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# Project Description

## General Overview

Change Ideas is a social entrepreneurship startup distributing videos on social media. The videos explain solutions for changing societal systems to address fundamental problems. People are encouraged to critique the strengths and weaknesses of the ideas. The aim is to collectively imagine and design how a better society would operate.

## Types of Issues Addressed

Change Ideas focuses on issues such as how political systems work, money is created, enterprises are owned, goods get manufactured, cities are planned, and public services get provided. It discusses issues such as how language is structured, belief systems operate, knowledge is transferred, and truth gets assessed.

## Social Media Platforms

The project distributes videos through Youtube, TikTok, Facebook, Instagram, X (Twitter), LinkedIn, Threads, SnapChat, Tumbler, Pintrest, Mastodon, and Reddit. It provides exclusive membership content through Ko-Fi, Buy me a Coffee, Patreon, and Locals.

## Content Format

Video content emphasizes solutions because that is what the world needs. Short intro idea videos evolve into medium explainers and then long expositions. Research, examples, and feedback is incorporated to make ideas better.

- **Short Intros** - Short introductions on topics to get conversations started.
- **Medium Explainers** - Medium explainers follow short intros after feedback and more research. Sometimes multiple short intros combined into one medium explainer.
- **Long Expositions** - Long expositions follow medium explainers after even more research and discussion. Sometimes multiple medium explainers combined into one long exposition.

# Change Ideas Project Justification

## Beliefs

The project follows from the belief that the foundational structures, beliefs, frameworks, and institutions of modern societies are broken and slowly collapsing. We need to start designing the systems that will replace them. Cynically it is true that many systems are working as intended, serving rich and powerful interests. But if a societal system is not serving the interests of the majority, then we consider it broken.

Many systems have been broken for a long time and are becoming increasingly dysfunctional as our societies continue getting more complex. Some problems originate from powerful groups making changes that further their private interests at the expense of public interests. Some systems are not fit for purpose because they were created in fundamentally different conditions before current problems were even conceivable. Some problems are made worse because the people making decisions are neither affected by nor face the consequences of those decisions.

## Values

Values associated with the Change Ideas project are derived from a desire to survive and thrive. An underlying value is therefore to be aligned with reality and seek to understand things accurately. This gives rise to valuing evidence, logic, and the scientific method, but also valuing humility, scepticism, and caution because these approaches sometimes produce inaccurate perceptions of reality.

Another underlying value is to learn from history to avoid making the same mistakes again. We must study civilizations that failed because of environmental degradation, disease outbreaks, natural disasters, foreign invasions, civil wars, and economic collapses. At the same time, we must recognize that increasing complexity and rapid technological advancements present new ways for civilizations to collapse.

There are many values connected to achieving a thriving society. Peace, stability, prosperity, resilience, justice, diversity, harmony, and egalitarianism are some examples. We must prioritize environmental sustainability, prudence, political adaptability, preparedness for emergencies, and a strong capacity for military defence. We must still preference collaboration and peaceful coexistence wherever possible.

## Purpose

Our purpose is to outline systemic solutions to fundamental societal problems. The reason for sharing these ideas online is to gather feedback from a diversity of other people and compensate for omissions, mistakes, and biases. The intention behind listening to the perspectives, knowledge, and experiences of others is to develop better ideas, anticipate the impacts of proposed changes, and avoid unintended consequences.

The aim is to develop solutions that can genuinely solve real world problems by addressing fundamental causes rather than just symptoms. Historical civilizations have collapsed for a variety of reasons and our purpose is to incorporate lessons from these examples. We need to build systems that could have withstood historic crisis but will also withstand potential future crises. Doing so will increase the chances that the new systems will endure and adapt to future crises.

The purpose is not to create a perfect system, because that is not possible and may not be desirable even if it were possible. The aim is to improve upon what we have now. To do better because we can.

## Logo Information

- Logo should have two elements that can be used together or separately:
  - An icon that fits within a circle; and
  - Text of the full domain name (but no “www.”)
- When used together, the icon can be either on the left or above the domain name.

## Logo Usage Cases

The logo must be designed appropriately for the following uses:

- Watermark on social media videos (using both icon and domain)
  - Domain name must be big enough to be seen on phone screen when logo used as watermark in one corner of the video.
- Wordpress logo on top left of website (using both icon and domain)
- Circular profile image on social media platforms (using just icon)
- Clothing (mix of using just icon or both icon and domain)

## Potential Logo Idea

- The following is just an idea that might work. Feel free to use your own creative judgement and vision for a better logo idea.
  - “Ring light” (light type used by streamers and youtubers) but re-shaped and modified to the shape of a circular change icon (see some examples below). Light rays radiating out from change-icon shaped ring light as if the light is on.
  - Revolution fist thrusting upwards in the centre of the ring light (see revolution fist examples below).
  - Domain name either on right or under the ring light with revolution fist.
  - Domain name displayed in way that makes it easy to read two words (“change” and “ideas”) and top-level domain (“.org”)

# Text Portion of Logo

- Use full domain name including top level domain: **changeideas.org**
  - Why? Videos with logo watermark will promote website if videos reposted by others.
- Designers can choose capitalisation for what works best for their design:
  - All upper case: **CHANGEIDEAS.ORG**;
  - All lower case: **changeideas.org**; or
  - Proper noun: **ChangeIdeas.Org** or **ChangeIdeas.org** or **Changeideas.org**
- Distinguish between text elements (“change”, “ideas”, “.org”) to make domain name clear.
  - Open to any creative way that this works.

# Icon Portion of Logo

- If you have other ideas, we welcome them. Why we favour the symbolism behind a combination of the ring light, change icon/symbol, with revolution fist:
  - **Ring light** as new version of traditional lightbulb icon symbolising ideas. Few people use these traditional lights anymore. They are a symbol from the past. A ring light is a new innovative kind of light. It is also the light used in videos that will be reflected in the eyes of the presenter, so it is highly relevant.
  - **Change Icon** symbolic for representing the removal of old systems and replacing them with newer systems that serve the interests of the majority better. Combining this with the ring light, creating a ring light with the shape of a circular change icon, frames the icon portion of the logo in a circle. It can be used as the profile image on social media platforms.
  - **Revolution fist** is symbolic of what will be needed to make the change ideas happen. Solidarity, worker rights, and standing up to vested powerful interests to build a better society. It is also another symbol of change and fighting together to make that change happen.
- Graphic portion of logo should fit within a circle.
  - Will be a social media profile image and most platforms display profile images within circle.

## Examples of Ring Light Icon

Do not need to use these icons. Provided just as examples. See [image search for “ring light”](#) if unfamiliar with this light type.



## Examples of Circular Change Icons

If possible, would be good to have the ring light combined with change icon. Imagine a light shaped like a ring light that looks like it is on and light shining from it.



## Examples of Revolution Fist Icon

Icons for example only. See [image search for "revolution fist"](#) for more examples. Choose any style or make your own to suit your logo style.



## Colour Palettes

### Main Colour Guidelines

These are just one possible suggestion. Feel free to suggest a better combination of colors.

- Medium blue
- Medium-dark to dark green
- Mustard or dark yellow (but not a dull shade of yellow)
- Black, white, and greys as needed
- Open to additional or colour suggestions