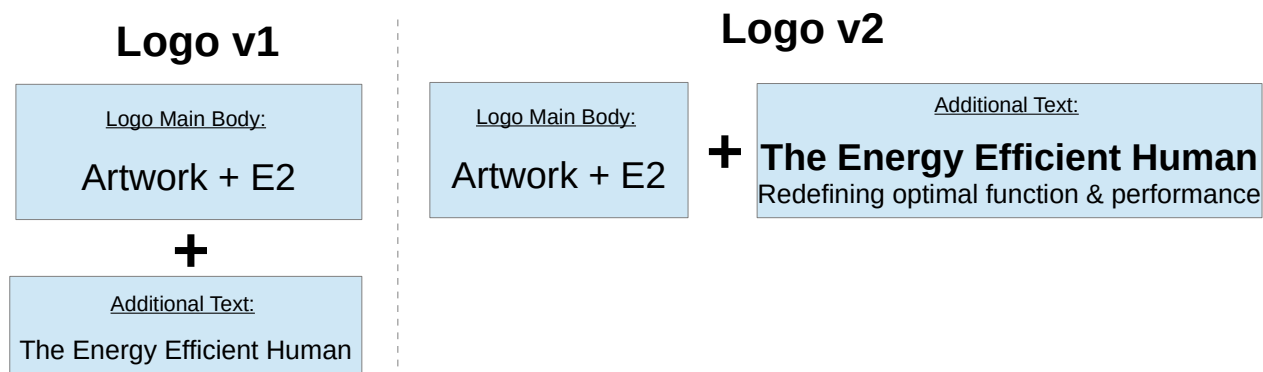


Energy Efficient Human Logo Design Brief

The challenge: to fulfil the requirements of the brief whilst producing a striking & uncluttered logo!

A. Logo Text



Logo main body text: **E2**, **E₂**, **e2**, or **e₂** but not **E²** or **e²** – whatever you think fits best with the design.

Logo 1 additional text should fit around the main body some way (e.g. either forming part of the border of the main body or aligned beside or below it). It could overlap with the main body.

Logo 2 additional text needs to align to the right of main body. The additional text must not overlap with the main body because I'd like to be able to crop and use the main body on its own.

B. Intended Use of Logo

Logo 1: Will need to be reasonably compact. To be used on flyers, letterheads, document footers or headers, presentation slides, t-shirts, partner websites etc.

Logo 2: Will be used on the main project website as a significant part of the main banner, so the accompanying text must be able to work horizontally and not make the logo too 'deep'. It will also be used on the front / back of publications and other marketing material.

C. The Artwork

Both logos will contain the same image with 'E2' branding. The image must include a depiction of a human body, but not necessarily the full extent of the limbs. Body could be standing or walking, but must appear relaxed/composed/balanced (further inspiration: [Jesse Owens](#), a beautifully balanced mover). The main idea that I would like to be included in the design is the depiction of two opposing vortices / spirals that meet at the solar plexus, in a similar way to the attached Erik Dalton image. The red spiral in the neck is not necessarily required as it may clutter the image too much, but the two main spirals must be included and oriented in the same way as the Dalton image.

The spirals can be depicted artistically in a similar way to the Dalton image or with more geometric precision and/or in a way that is more striking and unusual. They don't have to be the same size as the Dalton image, but it is important that the 'origins' of each vortex meet at the same location as supplied image. Feeling clever? Try a subtle allusion to the original tai chi symbol (attached).

N.B. On the 'feel' and use of colour in the image:

Colour can be used, but these colours must work well when printed in 'grayscale'. The image/logo itself needs to look scientific but not too hard/clinical/mechanistic. So it needs to have subtle, simple artistic touches that hint at something distinctive / unusual. It has to suggest scientific credibility and not appear flaky or flowery! **N.B. I don't want a figure doing Tai Chi on my logo!**

Many thanks for your interest and the very best of luck! Alex