UNSTUCK APP BRAND GUIDELINES

Helping you get UNSTUCK one screen at a time.

TABLE OF CONTENTS

BRAND STRATEGY 03

04 our vision
05 tone of voice
06 brand ethos
07 core values

LOGO + LOGO MARK 08

09 brand ingredients
10 primary logo
11 secondary logomark
12 secondary logomark variations
13 brand logo + logomark clearspace
14 brand logo + logomark misuse

BRAND COLORS 15

BRAND TYPOGRAPHY 17

INTERFACE ELEMENTS 19

21 elements buttons
22 navigation elements
23 activity navigation
24 element icons

BRAND IMAGERY 25

26 app imagery
27 texture imagery
28 activity background images
29 air activity imagery
30 fire activity imagery
31 water activity imagery

DYNAMIC ELEMENTS 32

33 sharing is caring
34 microinteractions + haptics

OTHER APPLICATIONS 36

BRAND STRATEGY

WE ARE MODERN ADVENTURERS, THE CREATIVE MINDS OF OUR TIME, PEERING INTO A WORLD BRIMMING WITH POTENTIAL.

UNSTUCK OUR VISION

UNSTUCK IS AN APP CREATED BY CREATIVES FOR CREATIVES WE LIVE IN HECTIC TIMES OUR LIVES ARE RULED BY EXPECTATIONS, DELIVERIES AND DEADLINES CREATIVITY GETS STUCK UNDER THE CONSTANT PRESSURE TO PERFORM UNSTUCK IS HERE TO HELP THROUGH FOUR IN APP ACTIVITIES WE SUPPORT CREATIVES TO GET BACK IN THE FLOW AND RECONNECT WITH THEIR CREATIVE SPARK

UNSTUCK TONE OF VOICE

- WITH UNSTUCK CREATIVITY IS A MINDSET.
- ENGAGING ACTIVITIES THAT SPARK CREATIVITY.
- A SAFE SPACE TO EXPRESS AUTHENTIC CREATIVITY.
- BE PRESENT. BE INSPIRED. BE YOURSELF.
- HELPING YOU GET UNSTUCK ONE SCREEN AT A TIME.

UNSTUCK BRAND ETHOS

The four elements are universal and deeply ingrained in human culture and mythology. They are symbols that have been used across cultures and centuries to represent fundamental aspects of existence. This universality makes them relatable to a wide range of users. Incorporating the four elements as metaphors in **UNSTUCK** adds depth, symbolism, and versatility.

Symbolizes freedom, imagination, and lightness of thought. This element inspires exercises focused on exploring new perspectives, and embracing a carefree approach to creativity.

MULTI-DIMENSIONAL

Each element offers a distinct set of characteristics and associations. This diversity allows for a multifaceted creative experience within the **UNSTUCK App**.

Stands for stability, foundation, and substance. This element inspires users by helping them feel grounded, supported and centered.

METAPHORICAL RICHNESS

The four elements provide rich metaphors that can be creatively interpreted in the context of the **UNSTUCK App**.

Signifies passion, transformation, and energy. This element helps ignite users' enthusiasm, motivating them to create with intensity and intention.

BALANCED APPROACH

The inclusion of all four elements creates a balanced approach where users can explore different facets of their creativity, ensuring a well-rounded experience.

Represents adaptability, flow, and emotional depth. These exercises encourage users to let things flow intuitively, fostering emotional connections to the creative process.

MEMORABILITY

The use of elemental metaphors makes the app more memorable. Creating a lasting impression as users associate their creative breakthroughs elements.

UNSTUCK CORE VALUES

EMPATHY

UNSTUCK encourages users to step outside themselves and embody someone else's qualities to foster empathy and creativity.(Air Activity)creative experience within the **UNSTUCK App**.

INNOVATION

UNSTUCK drives innovation and creativity through a visual game where users create new composite images, igniting their artistic spirit. (Fire Activity)

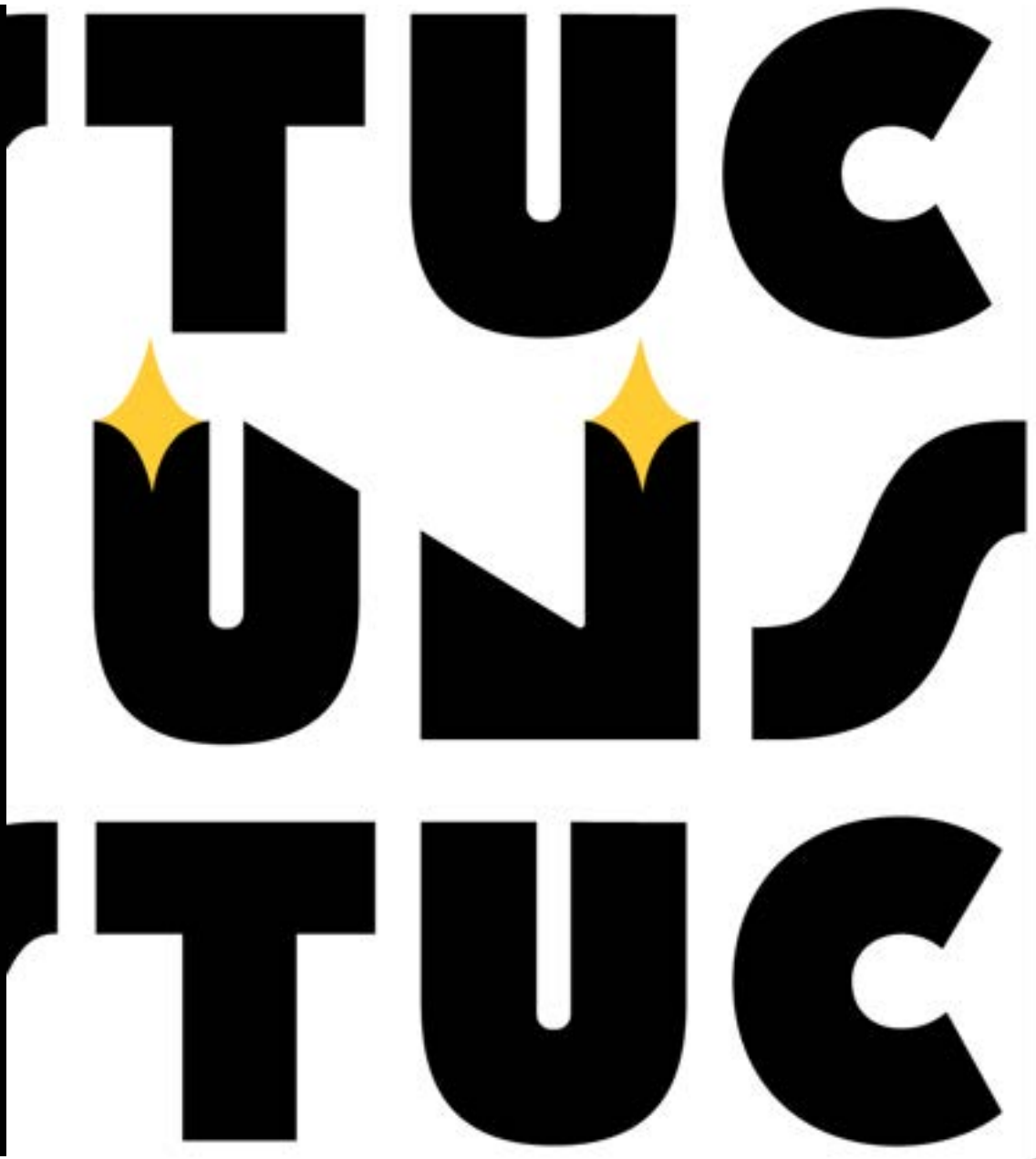
INSPIRATION

UNSTUCK provides randomized word prompts to spark creativity, assist in getting unstuck, and offer support to our users. (Earth Activity)

PRESENCE

UNSTUCK promotes mindfulness and meditation through the creation of temporary gestural drawings, helping users stay present in the moment. (Water Activity)

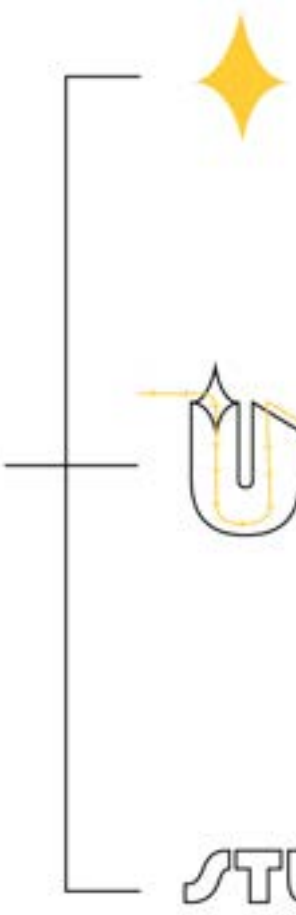
UNSTUCK LOGO + LOGOMARK



UNSTUCK BRAND INGREDIENTS

The **UNSTUCK** logo is a visual expression of the enduring power and cyclical nature of the creative journey.

The following is a closer look at the meaningful graphic elements that make up the **UNSTUCK** logo.



THE CREATIVE SPARK
Each spark on the UNSTUCK logo represents creativity.

Marking the journey from 'U' to 'N' and signaling the ever flowing cyclical nature of creativity.

THE CREATIVE JOURNEY
In the UNSTUCK , the 'UN' symbolizes the enduring, cyclical creative journey.

It starts with the inner spark in 'U' (you), delves deep into creativity, connects with external elements, sliding into the 'N'(and), then rising again to reach creative synthesis.

THE ENEMY OF CREATIVITY
Creativity can be elusive, and inspiration often gets stuck. The logo's last component symbolizes the obstacles to overcome when reconnecting with our creative spark.

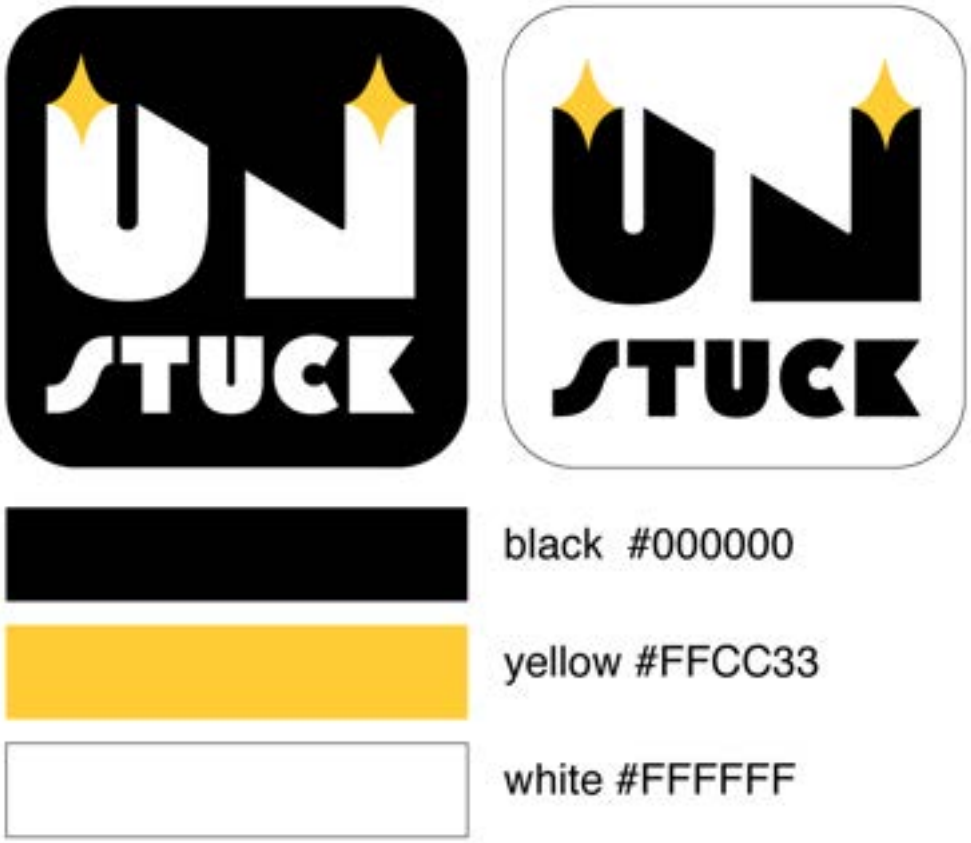
UNSTUCK PRIMARY LOGO

The **UNSTUCK App** logo is optimized for phone screens, prioritizing visibility and recognition.

It adheres to a rounded square format, harmonizing with the app icon for a unified brand identity.

Comprising two vibrant yellow spark symbols, it maintains consistency. The bold block letter typography, adaptable in black or white, enhances versatility, making the logo conspicuous against various backgrounds.

This deliberate design enhances adaptability, ensuring easy identification and attention-grabbing visuals across diverse contexts.



UNSTUCK SECONDARY LOGOMARK

As a secondary **UNSTUCK** logomark within the app, the logo transforms from the main stacked version to a sentence case layout, with uniform bold block letters.

The logomark retains the distinctive pair of spark symbols, consistently presented in vivid yellow.

Logomark in black against a light background

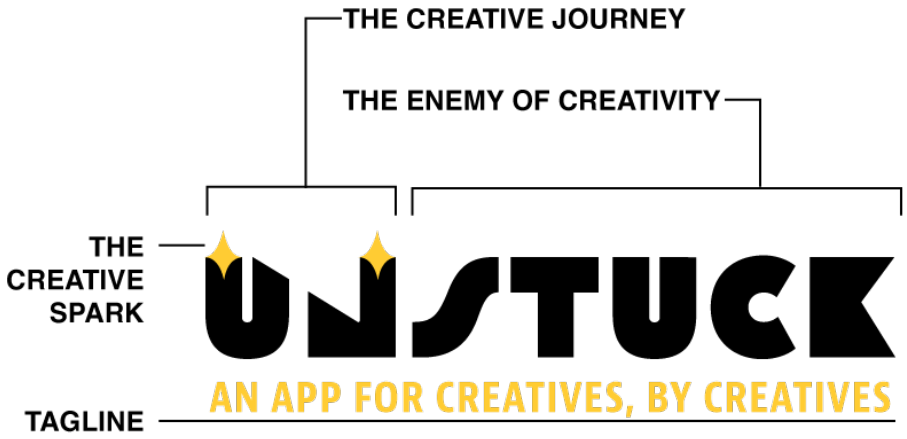
Logomark in white against a dark background

UNSTUCK SECONDARY LOGOMARK VARIATIONS

What distinguishes the **UNSTUCK** logomark is its versatility, as it can be rendered in black, white, or customized colors that align with the Air, Earth, Fire, and Water activities within the app.

This adaptability ensures that the **UNSTUCK** logomark seamlessly integrates with various in-app and digital contexts while upholding brand consistency.

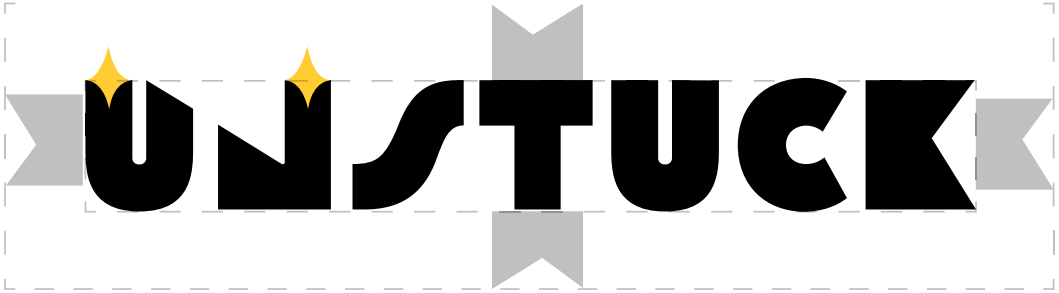
Moreover, it is designed to be compatible with future applications such as websites and social media, offering a unified branding experience across digital platforms.



UNSTUCK BRAND LOGO + LOGOMARK CLEARSPACE

There should be ample space surrounding the logo and the logomark, defined by the exact width of the letter ‘K.’

Stacked Logo



Sentence Logomark

UNSTUCK BRAND LOGO + LOGOMARK MISUSE

The legibility and clarity of the **UNSTUCK** logo and logomark should be the priority when developing designs incorporating them.

Proper usage of the logo and logomark is vital to maintain the visual consistency and integrity of the brand.

For best results, the logo and logomark should only be used on appropriate background colors, textures, and photography.

The images to the right showcase examples of various improper uses and placements of the logo and logomark.

Do not outline the logo

Do not place logo sideways

Do not use out of brand colors.

Do not distort or cut logo

Avoid poor logo to background color contrast that affects visibility

Do not place logo on top of background imagery that compromise legibility.

BRAND COLORS

UNSTUCK COLOR PALETTE

The **UNSTUCK** brand is anchored by a dynamic and distinctive color palette.

The primary color palette should be given priority and emphasis when applied to various contexts and designs. Consistent use of the primary colors will ensure recognizability and strengthen the visual brand.

The logo features a three color palette: vibrant yellow for creative spark symbols, complemented by the timeless neutrality of black or white colors, used interchangeably to suit diverse backgrounds.

Within the app's interface, the primary palette aligns with the four elements (Air, Earth, Fire, and Water), each associated with primary and secondary colors alongside desaturated variations. These desaturated colors can used sparingly for backgrounds but should not overshadow the primary and secondary hues. In app buttons use a tertiary palette.

This comprehensive color scheme not only enhances visual appeal but also strengthens the connection between the **UNSTUCK** brand and the app's core themes, ensuring a cohesive and engaging user experience.

PRIMARY

Blue #FFCC33	75%	50%	
White	Black	75%	50%
Blue #4AB2ED	75%	50%	
Green #798C23	75%	50%	
Red-orange #FF6632	75%	50%	
Blue #333399	75%	50%	

SECONDARY

Blue #AAD4F7	75%	50%
Green #CCCC33	75%	50%
Red-orange #F9B60F	75%	50%
Blue #88ABD8	75%	50%

TERTIARY

Pink #FC7078	Rose #F4AFB3

BRAND TYPOGRAPHY

UNSTUCK TYPOGRAPHY

BERNINO SANS CONDENSED BOLD IS OUR LEADING FONT. IT IS USED FOR HEADINGS AND SUBHEADINGS.

HEADINGS
SUBHEADINGS
All Caps

FLEGREI REGULAR IS USED WHEN THE WORD UNSTUCK APPEARS IN THE BODY COPY.

UNSTUCK MENTIONED IN BODY COPY
All Caps

Mic32New Medium is used for regular body copy and navigation — buttons and prompts.

BODY COPY
NAVIGATION
Sentence case

INTERFACE ELEMENTS

GET ME UNSTUCK GET ME UNSTUCK
UNSTUCK
Approach things in new ways
Do a drawing and hold it to the mirror. What do you see?
Write with your left hand. How does it feel?
Go for a walk. How many things you can smell?
Have dessert first. How does that change things for you?
UNSTUCK
Hello Thalia
Be inspired & become UNSTUCK
Choose an activity to get started
air
earth
fire
water
UNSTUCK
Today, you can be an explorer!

UNSTUCK ELEMENT BUTTONS

Users are introduced to the **UNSTUCK** four in app activities: Air, Earth, Fire, Water on the welcome screen as active buttons.

ACTIVE ELEMENT BUTTONS

Are made of three parts:

a. a circle in the primary color,
b. an element icon in the secondary color,
c. the element name using Mic32New Medium font, in lower case and in white.

HOVER BUTTONS

Are made of two parts:

a. a circle in the secondary color,
b. the activity description using Mic32New Medium font, in lower case and in white.

These elements are always displayed in the same way in the app and are not to be altered.

Welcome screen active buttons

Welcome screen hover buttons

UNSTUCK NAVIGATION ELEMENTS

MAIN APP NAVIGATION

The **UNSTUCK App** does not have a top navigation (hamburger menu) other than back navigation arrows.

The **UNSTUCK App** has a bottom navigation – a navigation bar that gathers the primary links. With a simple tap, users can intuitively return to the home/welcome screen, access their profile information or let the app select a random activity.

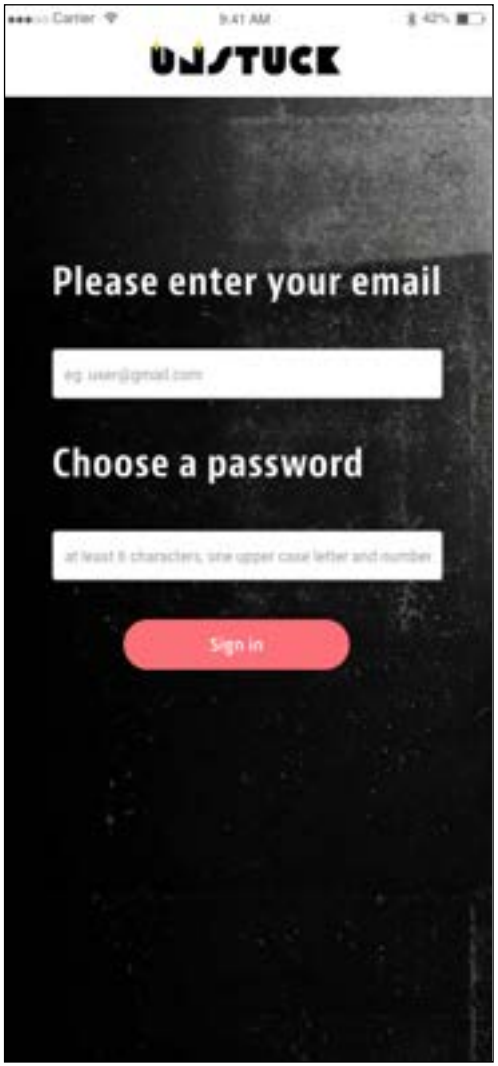
Home Random Profile

Navigation icons are always presented in the logo's signature yellow.

OTHER IN APP NAVIGATION BUTTONS

These include classic action buttons that help advance the user journey through the app. These are always in the tertiary colors.

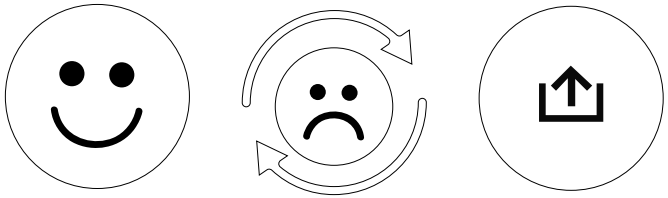
Active State Hover State



UNSTUCK ACTIVITY NAVIGATION

ACTIVITY NAVIGATION BUTTONS

These allow users to navigate interactions within each activity. These icons are always on white with black details and outline.



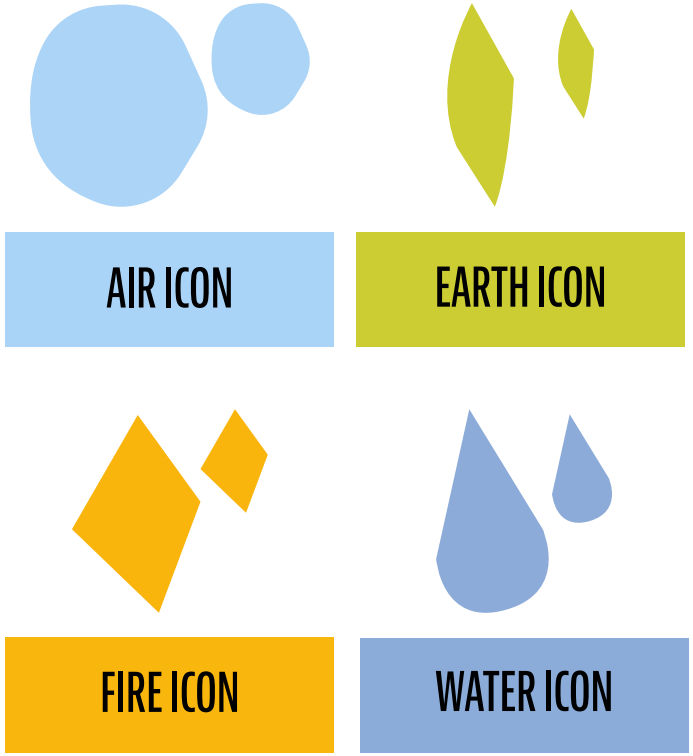
Go Ahead | Try Again | Share This

The navigation button on the opening screen of each activity is a back up option for users that do not wish to shake the phone. This button does not have a hover state and it's color matches the activity primary color.

UNSTUCK ELEMENT ICONS

UNSTUCK has four in app activities, each has a symbol representing an element — Air, Earth, Fire, Water — associated with it.

These can be used throughout the app as activity indicators, background graphics, or to reinforce what session the user is in.



BRAND IMAGERY

UNSTUCK APP IMAGERY

The **UNSTUCK App** utilizes diverse imagery to engage its varied user base:

BLACK + WHITE PHOTOS

Features high-contrast black and white pictures with well-defined areas, creating a stark and impactful visual effect.

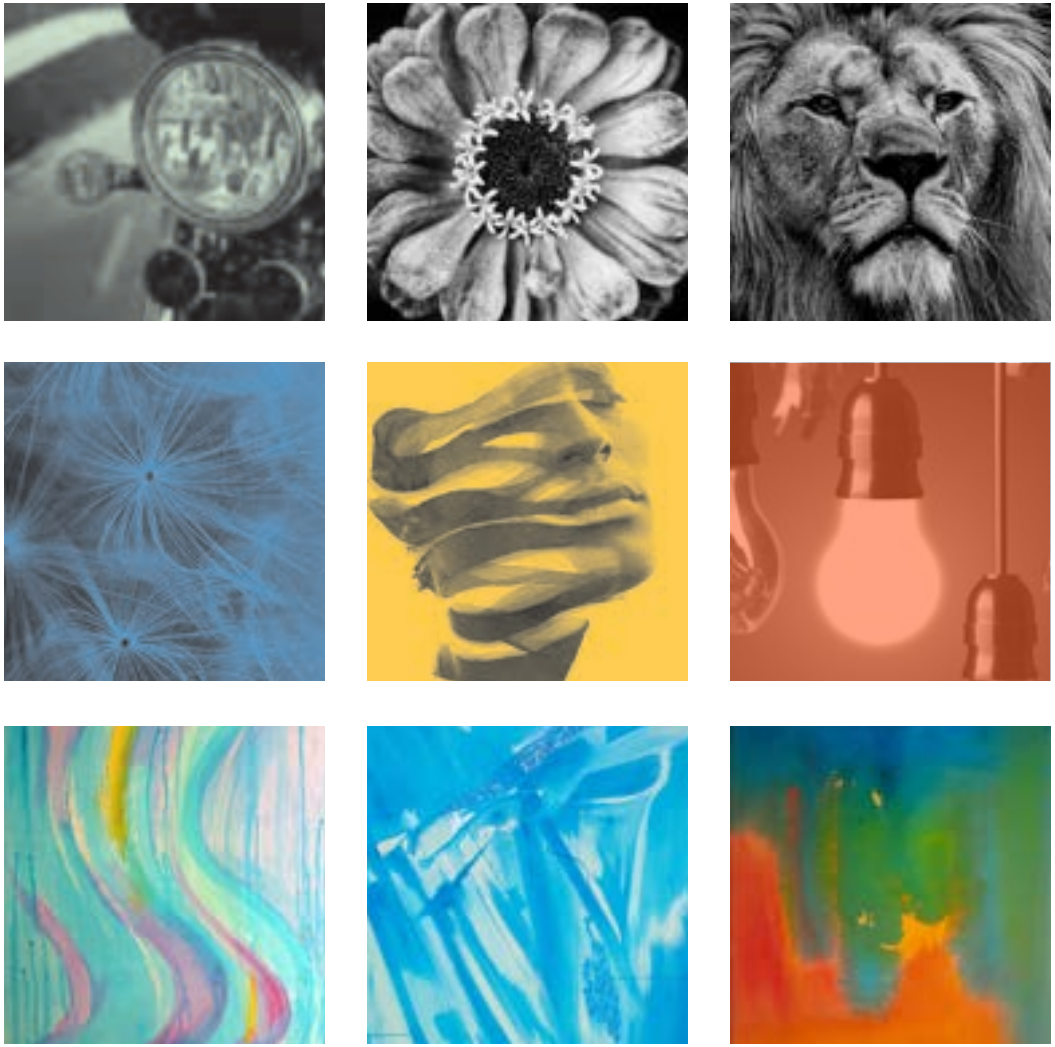
Emphasizing shapes, textures, and details through extremes in brightness and darkness.

BLACK + WHITE PHOTOS WITH COLOR TINT/TEXTURE

A color tint or texture is applied to black and white images for added visual interest.

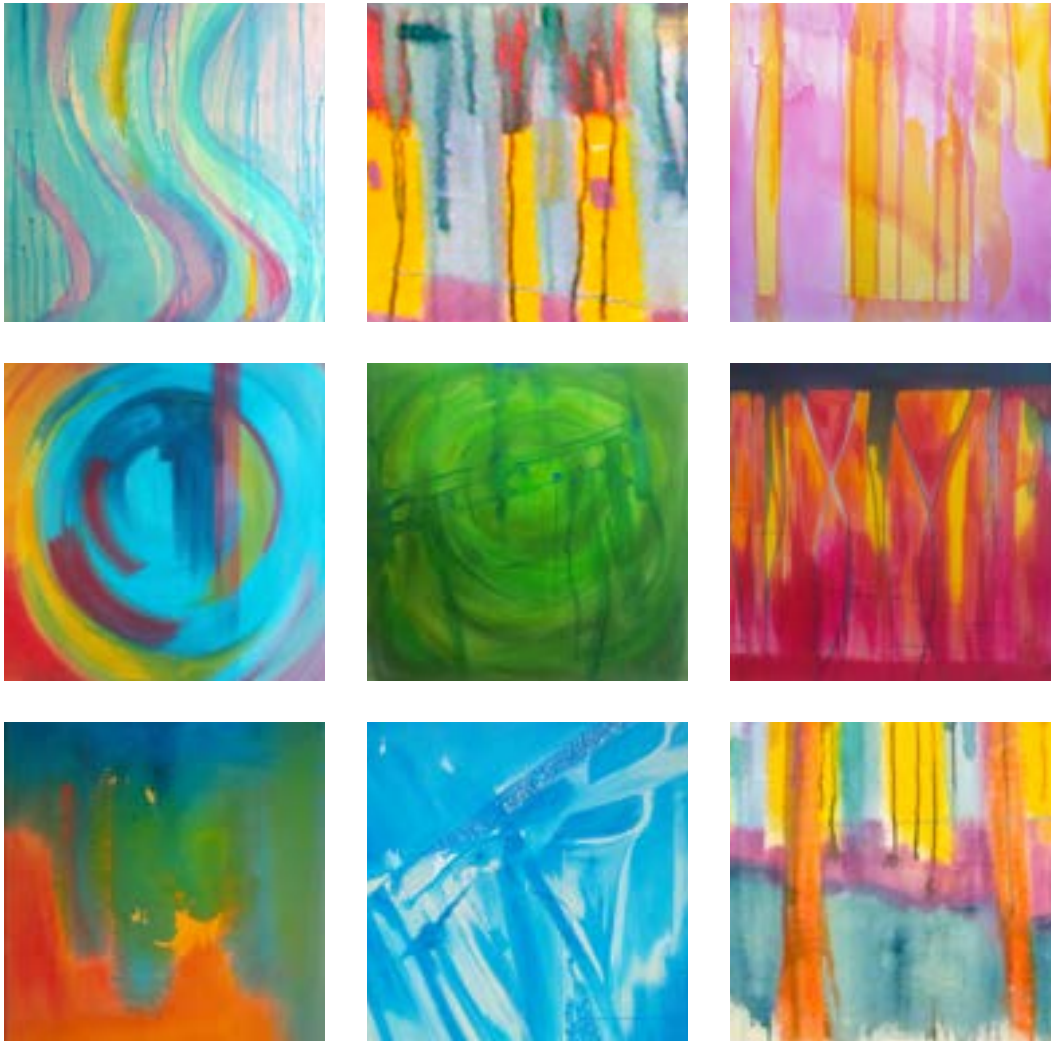
COLORFUL ABSTRACTIONS/TEXTURES

Colorful abstractions are incorporated as overlays, backgrounds, or in activity imagery.Enhancing visual appeal with vibrant and textured elements.



UNSTUCK TEXTURE IMAGERY

Painterly textures can be applied to the **UNSTUCK App** screens either as a background or as a see-through layer to black and white photos.



UNSTUCK ACTIVITY SPECIFIC BACKGROUND IMAGES

Each **UNSTUCK App** activity is associated with two background images:

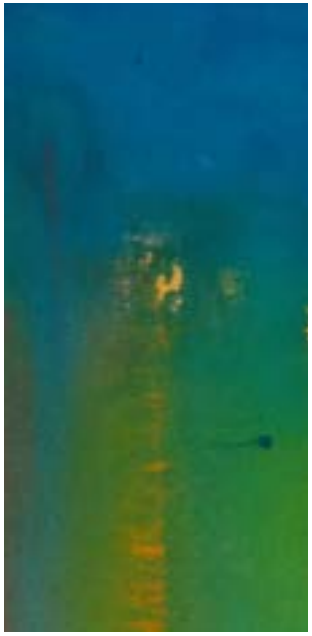
Within each activity, a painterly texture matching in color with the activity's element is applied to the general screens as specified on this page.

Furthermore, every activity opening screen has an image of a starry night sky is applied.

Air Activity Background

Earth Activity Background

Fire Activity Background



Water Activity Background

Starry Night Sky

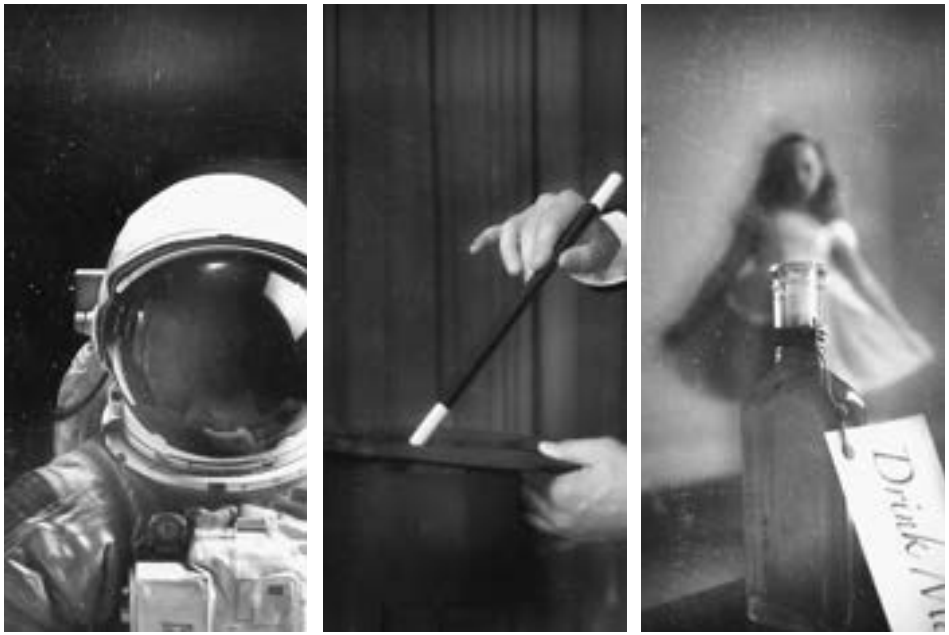
Earth Activity Opening Screen

UNSTUCK AIR ACTIVITY IMAGERY

The **UNSTUCK App's** Air activity empowers users by providing a personalized digital card. To overcome creative obstacles, users are encouraged to embody the qualities of the assigned persona. This involves engaging in exercises aligned with the persona or applying its traits in real-life situations.

The black and white photographs used for the Air activity follows the same principles as the rest of the imagery in the app.

GOOD IMAGERY EXAMPLES



BAD IMAGERY EXAMPLES

UNSTUCK FIRE ACTIVITY IMAGERY

The **UNSTUCK App** Fire activity its in effect a digital exquisite corpse.

In the activity users have two image panels that contain halves of images. Users swipe left and right to combine image halves into a new image. Sometimes they can combine two halves of the same image.

The images are a combination of abstract paintings and black and white photographs, some of which have a color overlay.

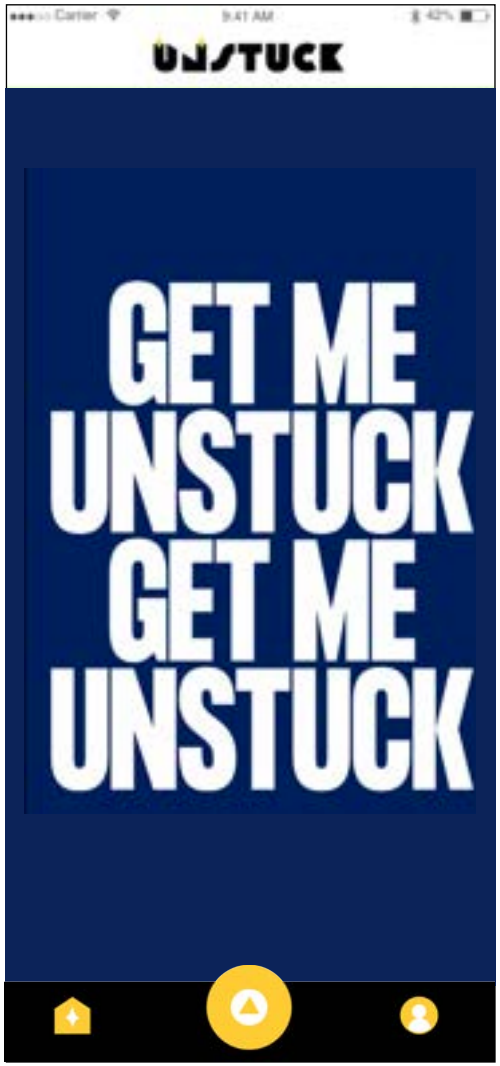
To the left and on the next page we can see examples of the type of image content.

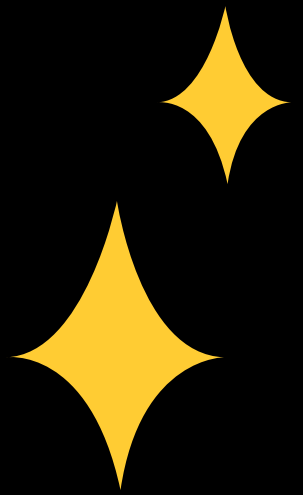
The black and white photographs used for the Fire activity follows the same principles as the rest of the imagery in the app.

UNSTUCK WATER ACTIVITY IMAGERY

In the **UNSTUCK App**, the water activity involves interactive elements such as text or symbols that users can engage with through screen taps.

This interaction is elevated with haptic feedback, where vibrations accompany each user interaction, providing a tactile-rich and enhanced experience.



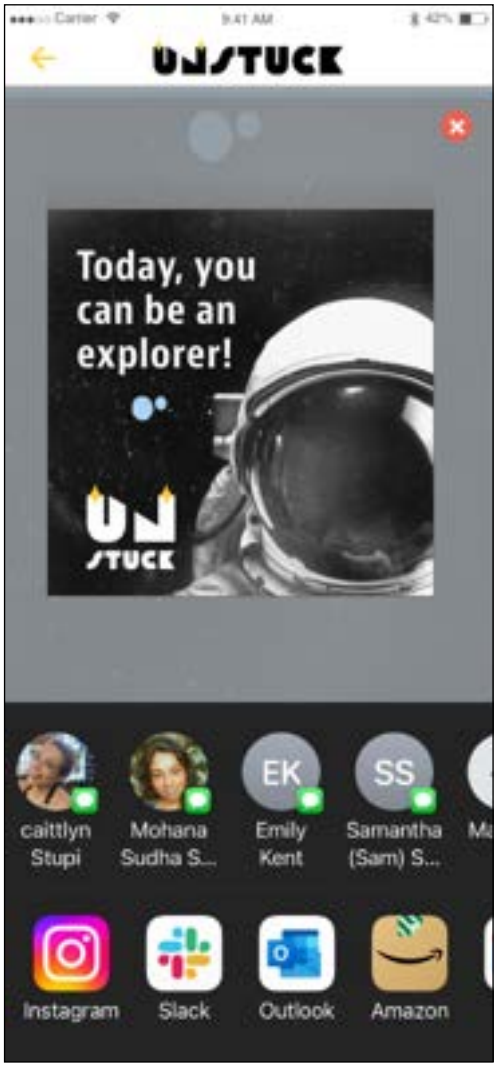


DYNAMIC ELEMENTS

UNSTUCK SHARING IS CARING

In the **UNSTUCK App**, all four activities recognize the potential for users to share gained insights or inspiration with others. Enhancing the overall user experience, a dedicated feature enables users to share activity prompts with friends, contacts, or on social media platforms through the in-app navigation menu.

Similar to the example on the left, the activity prompts are converted into square cards displaying both the message and the **UNSTUCK App** logo.



UNSTUCK MICROINTERACTIONS + HAPTICS

In essence, microinteractions are brief animations facilitating interaction between design and the user. Haptics, on the other hand, involve physical feedback using a device's sensors to enhance the sensory experience during in-app interactions.

Given that mobile devices inherently possess haptic capabilities, the **UNSTUCK App** utilized both microinteractions and haptics to enhance the overall user experience.

LOGO MICROINTERACTION

The first in app microinteraction users encounter consist of a logo animation on the app loading screen.

The animation "builds" the logo, and vibrates the phone as it plays a spark sound.

Animation in progress stills

UNSTUCK MICROINTERACTIONS + HAPTICS

Haptics in the **UNSTUCK App** enhance the sensory aspect of in-app interactions, reinforcing positive behavior.

Backed by research, haptics boost emotion, brand recognition, and perceived quality, creating a more appealing and persuasive user experience. This extends beyond the logo microinteraction, encompassing the bottom and activity navigation for a tactile-rich interaction

BOTTOM NAVIGATION HAPTICS

The inspiration behind the random activity button in the bottom navigation of the **UNSTUCK App** draws from the concept of a Magic 8 Ball—a whimsical, fortune-telling toy designed in the shape of an oversized eight ball.

This playful feature, associated with spontaneity and discovery, is further enhanced by its connection to the same vibration pattern as the logo animation, reinforcing a cohesive and engaging user experience.

IN APP NAVIGATION HAPTICS

In the **UNSTUCK App's** activities, three consistent haptic feedbacks are employed. Users are prompted to shake the phone on the home screen to initiate the activity.

During the activity, in-app navigation includes three buttons: the first, a happy face indicating satisfaction, correlates with the logo animation vibration. The second, a sad face with arrows, suggests shaking the phone for a different result.

OTHER APPLICATIONS

UNSTUCK FUTURE BRAND USES

The **UNSTUCK** Brand Guidelines stand as a fundamental reference for emerging designers and developers, ensuring a unified brand presence across diverse applications.

This resource holds particular significance for forthcoming brand expansions beyond the **UNSTUCK App**, encompassing realms such as social media, websites, and corporate headquarters signage.

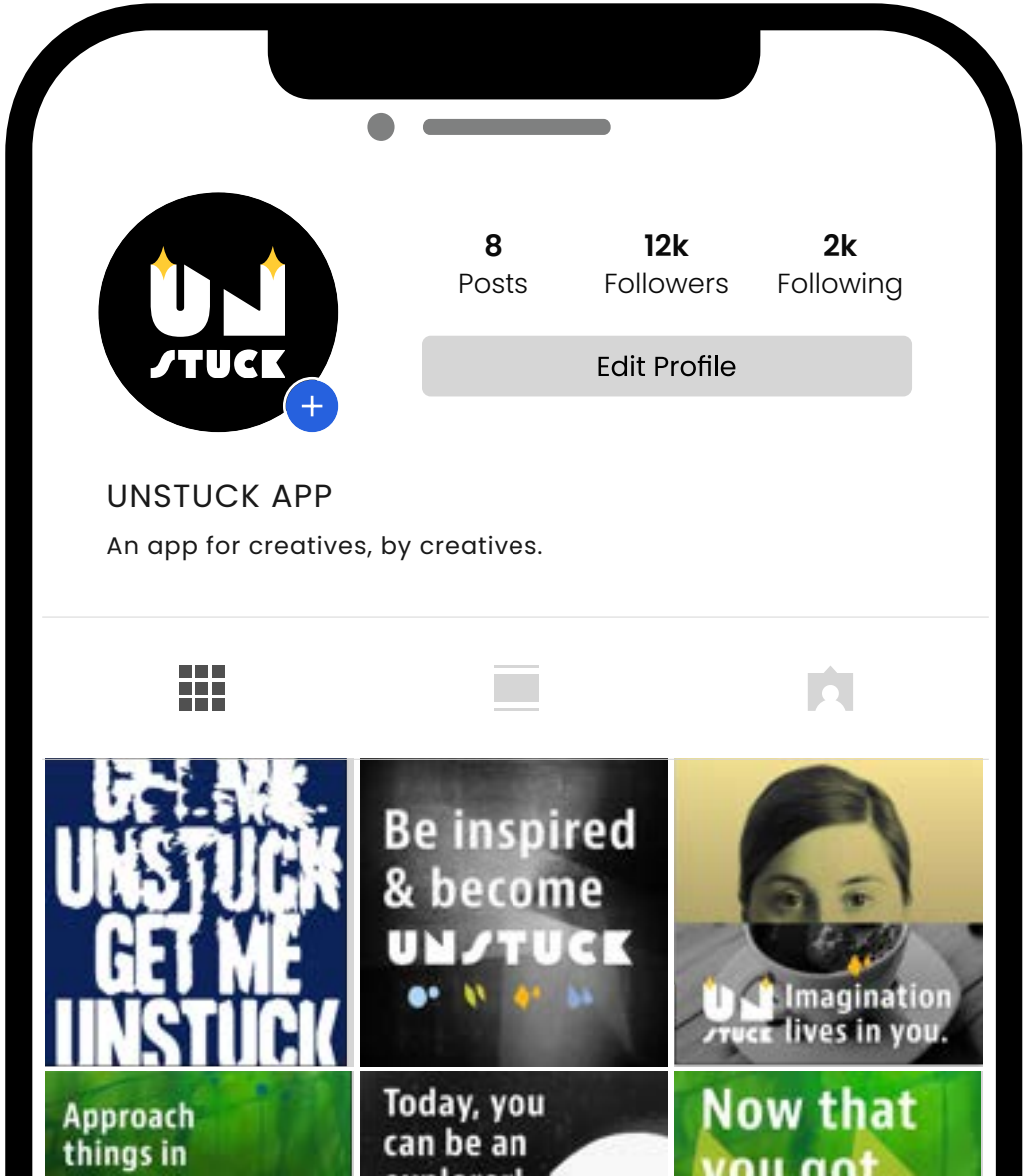
By steadfastly adhering to these guidelines, the **UNSTUCK** brand can maintain its integrity and coherence as it extends into new digital and real-world applications.

Consistently, the overall tone of voice should remain helpful, inspiring, and creatively playful. This ensures a harmonious representation of the brand across various platforms, fostering a recognizable and engaging identity.

SOCIAL MEDIA

When incorporating the **UNSTUCK** brand into social media, it is recommended to maintain its integrity and coherence.

Therefore, the **UNSTUCK** logo should be utilized as a profile picture, and the same imagery treatment and typography specifications should be embraced in the posts on social media accounts.



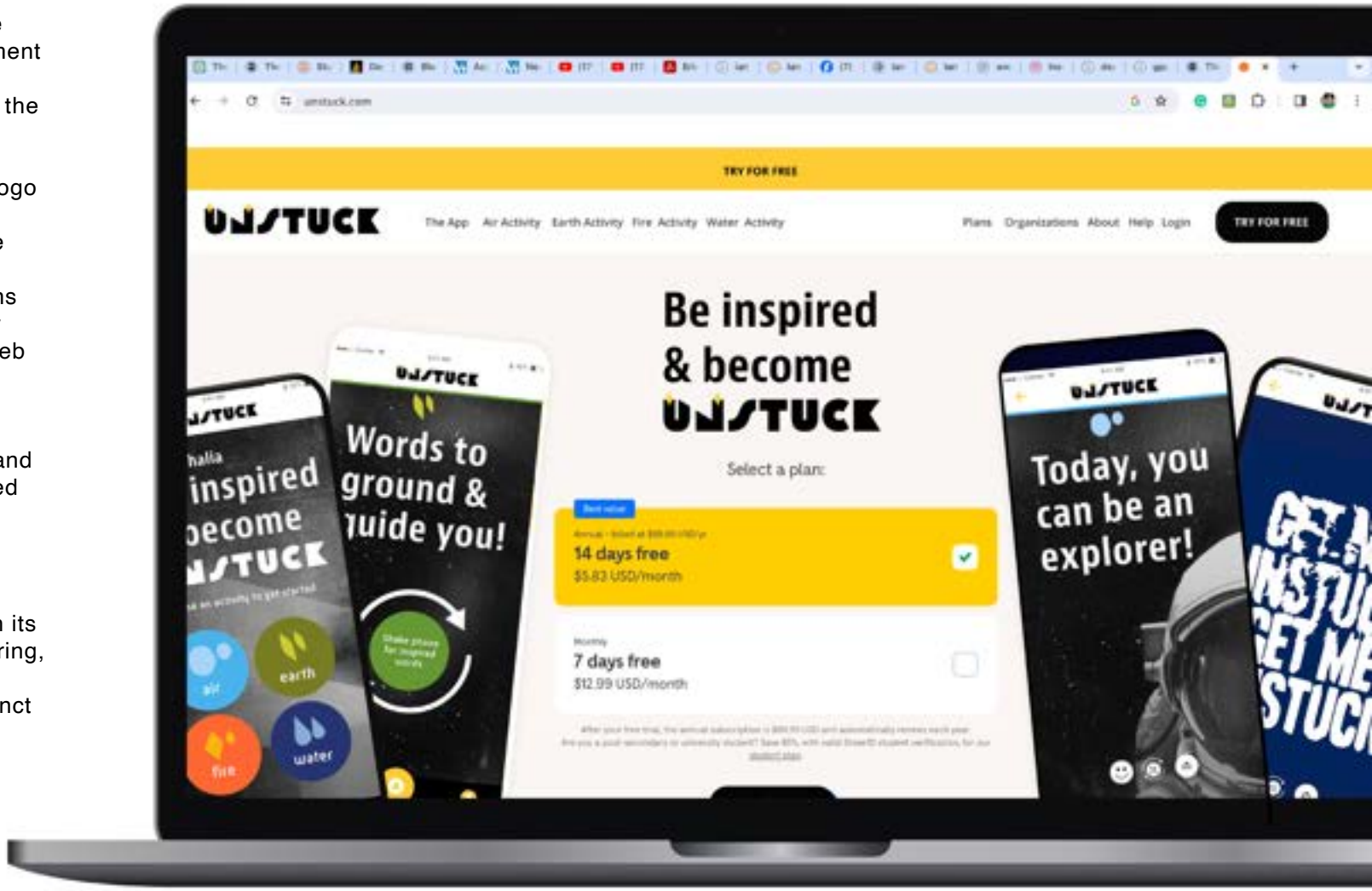
UNSTUCK WEBSITE

For any current or future extensions of the **UNSTUCK** brand, including the establishment of a web presence, it is recommended to diligently follow the guidelines provided in the brand manual.

This entails ensuring that the **UNSTUCK** logo is not only present but holds a prominent position. Consistency should extend to the adoption of the same imagery treatment and adherence to typography specifications whenever possible, but some style leeway is acceptable to adapt to the needs of a web specific platform.

Furthermore, it is crucial to uphold the principles of effective User Interface (UI) and User Experience (UX) that have contributed to the success of the **UNSTUCK App**.

Maintaining a cohesive brand identity, the overall tone of voice across various platforms, including the web, should retain its characteristic blend of being helpful, inspiring, and creatively playful. This consistency is paramount for reinforcing the brand's distinct identity and resonating with its audience.

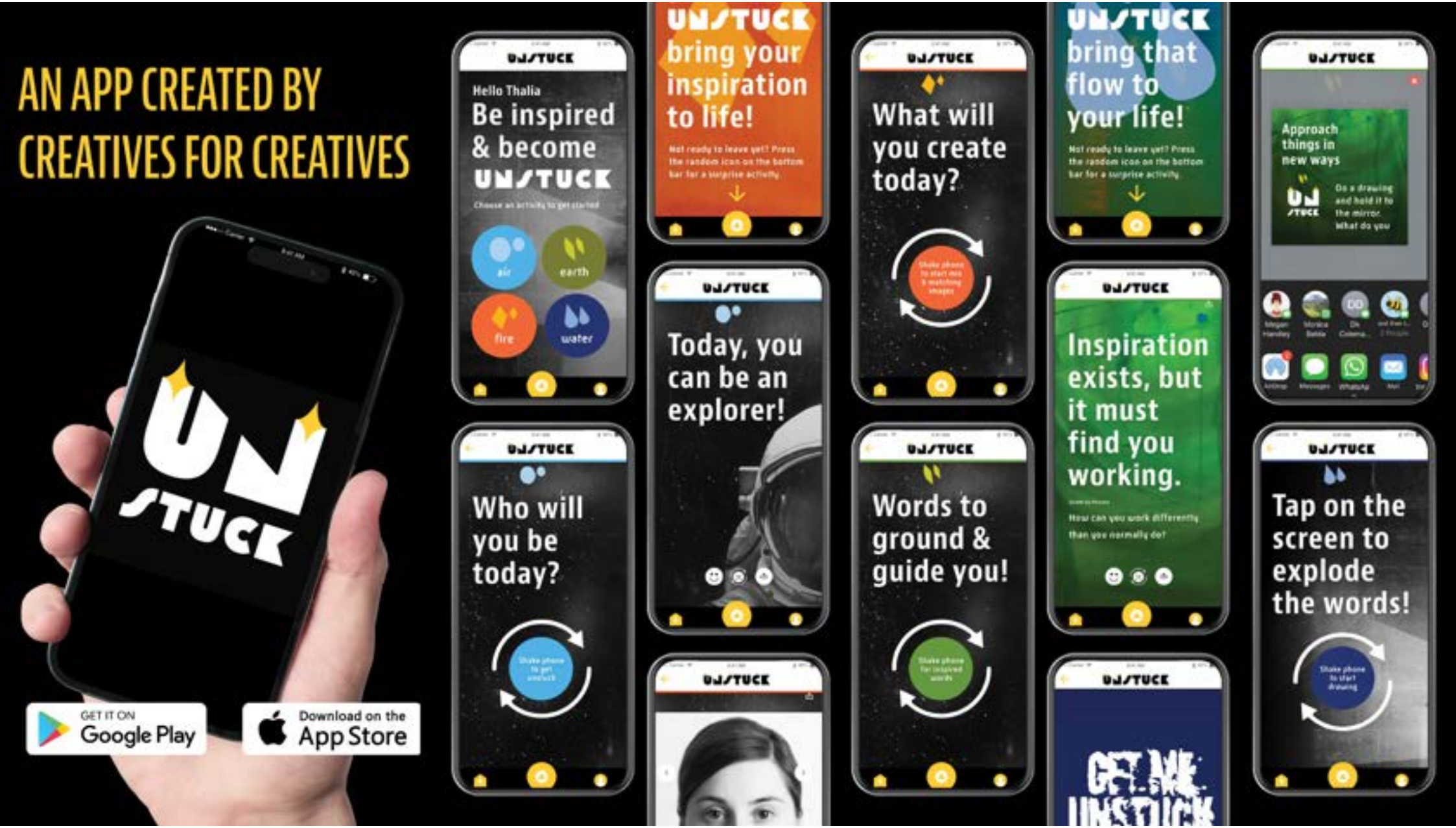


UNSTUCK HQ SIGNAGE

Currently, the **UNSTUCK** brand thrives in the digital realm. However, anticipating the app's success, the company might soon require a physical corporate headquarters. In such an expansion, it is imperative to adhere closely to the brand guidelines, ensuring consistency and coherence.

Envisioning a tangible presence for the **UNSTUCK** brand, the proposed headquarters would align with the established brand guidelines. To the left is an illustrative example, showcasing how signage for the **UNSTUCK** HQ could look.

This visual representation serves as a model for maintaining the brand's identity cohesive with the **UNSTUCK App**, by making a striking impact in the physical space.


AN APP CREATED BY
CREATIVES FOR CREATIVES
GET IT ON Google Play
Download on the App Store
UNSTUCK
Hello Thalia
Be inspired & become UNSTUCK
air
earth
fire
water
bring your inspiration to life!
Today, you can be an explorer!
Who will you be today?
What will you create today?
Words to ground & guide you!
bring that flow to your life!
Inspiration exists, but it must find you working.
Approach things in new ways
Tap on the screen to explode the words!

UNSTUCK
Hello Thalia
Be inspired
& become
UNSTUCK
Choose an activity to get started
air
earth
fire
water

THE END

UNSTUCK