BRAND *identity*

PANTONE® 2155 C

PANTONE® 493 C

PANTONE® 2246 C

PANTONE® 2212 C

PANTONE® 2337 C

PANTONE® 2339 C

LOGO *guidelines*

The primary logomark should be used most frequently whenever and wherever possible - think of it as your shining star. Your goal is to build brand recognition of the logo by using it as much as possible on your business materials and advertisements.

The secondary logomark is an alternative in situations where the primary logomark doesn't fit or feel right.

PRIMARY LOGOMARK

Inspired by nature, this logomark represents the organic growth experienced through the counseling process.

It combines an abstract interpretation of a tree with abstract representations of children and teens with their arms extended upward as they celebrate their healing journey and emotional development.

SECONDARY LOGOMARK

Inspired by Helen's unique way of writing her initials, this logomark incorporates a branch with leaves alludes to the organic growth that occurs through therapy.

FILE TYPES

PNG (Resolution 72): Raster File Low Resolution
Translucent Background
Best for when the logo needs to be smaller & digital
examples: websites, powerpoint, digital files

PNG (Resolution 300): Raster File High Resolution
Translucent Background
Best for when the logo needs to be larger & digital
examples: digital signage and digital posters

JPG (Resolution 72): Raster File Low Resolution
White Background
Best for when the logo needs to be smaller & printed
examples: business cards, print brochures

JPG (Resolution 300): Raster File High Resolution
Best for when the logo needs to be larger & printed
examples: small scale posters

SVG: Vector File
Best for extremely large printing or fabric
examples: signage, billboards, posters, t-shirts

FONT *guidelines*

The primary font should be used for primarily for headers and
body copy to convey your brands key messages.
For headers, use ALL CAPS.

The secondary font should be used
for sub-headers and captions.

fonts

PRIMARY FONT

Didot

also called GFS Didot

click to download

aA bB cC dD eE fF gG Hh iI jJ
kK lL mM nN oO pP qQ rR sS
tT uU vV wW xX yY zZ

SECONDARY FONT

Open Sans Light

click to download

aA bB cC dD eE fF gG hH iI jJ
kK lL mM nN oO pP qQ rR sS
tT uU vV wW xX yY zZ