

T H E R A P Y .

LEADING PSYCHOTHERAPY CLINIC

Leading Private Psychotherapy Clinic

Established 2025

THERAPY.

Brand Identity

THERAPY. is a modern, minimalist wellness brand that offers a calm, reassuring space for healing, based in the UK. Our goal is to help individuals navigate life's challenges through focused, personalised care.

Clean

The chic visual appeal of the brand is achieved through a bold primary sans-serif font, high contrast colours, and a sleek confident outline to produce a logo that represents clarity and remains readable at long distances.

Straightforward

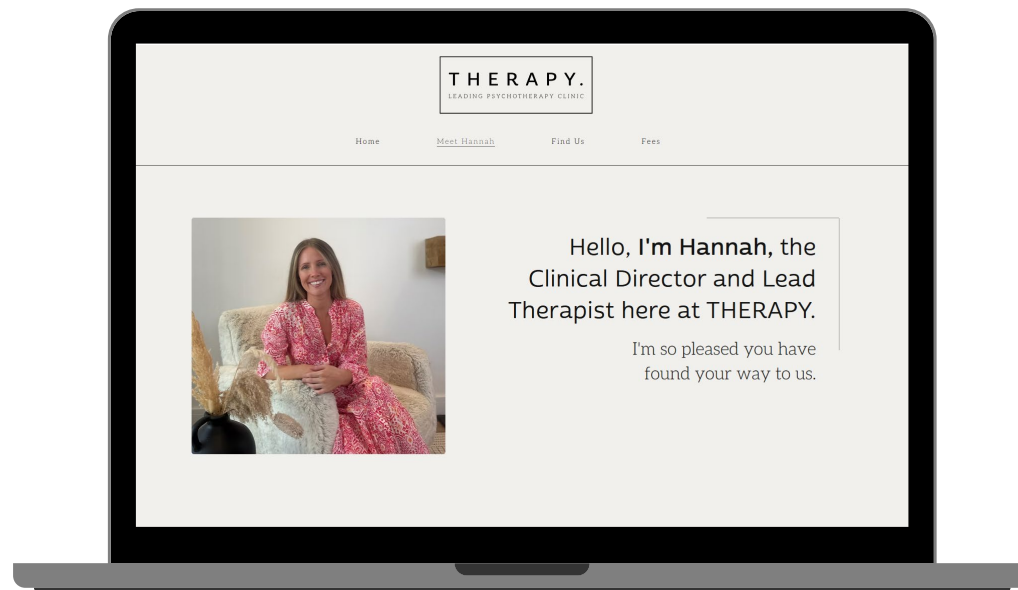
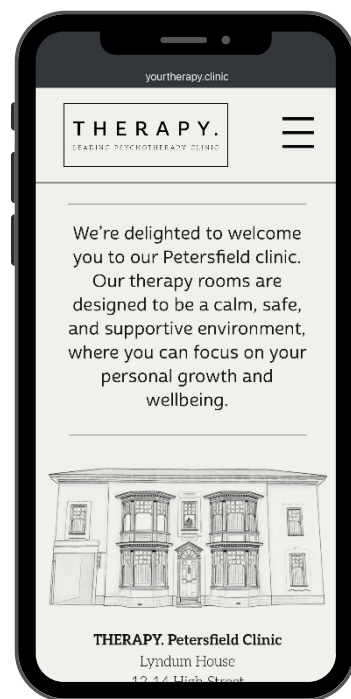
The brand name prominently displays the service being provided, and its design is free from overwhelming complicated features. This forms a sense of comfort and understanding for clients, encouraging openness.

Professional

THERAPY. is designed to be reminiscent of other brands that are known for their high-quality and class, establishing immediate trust with potential clients through association. The brand's identity feels polished and refined, improving its credibility as a business. A sense of reliability is formed through the structured aesthetic.

Brand Applications

Design assets for THERAPY. are intended for use across landing pages on the official website, optimised for multiple platforms, as well as various signage decorating the clinic's exterior to an exact measurement.



Logo

Primary

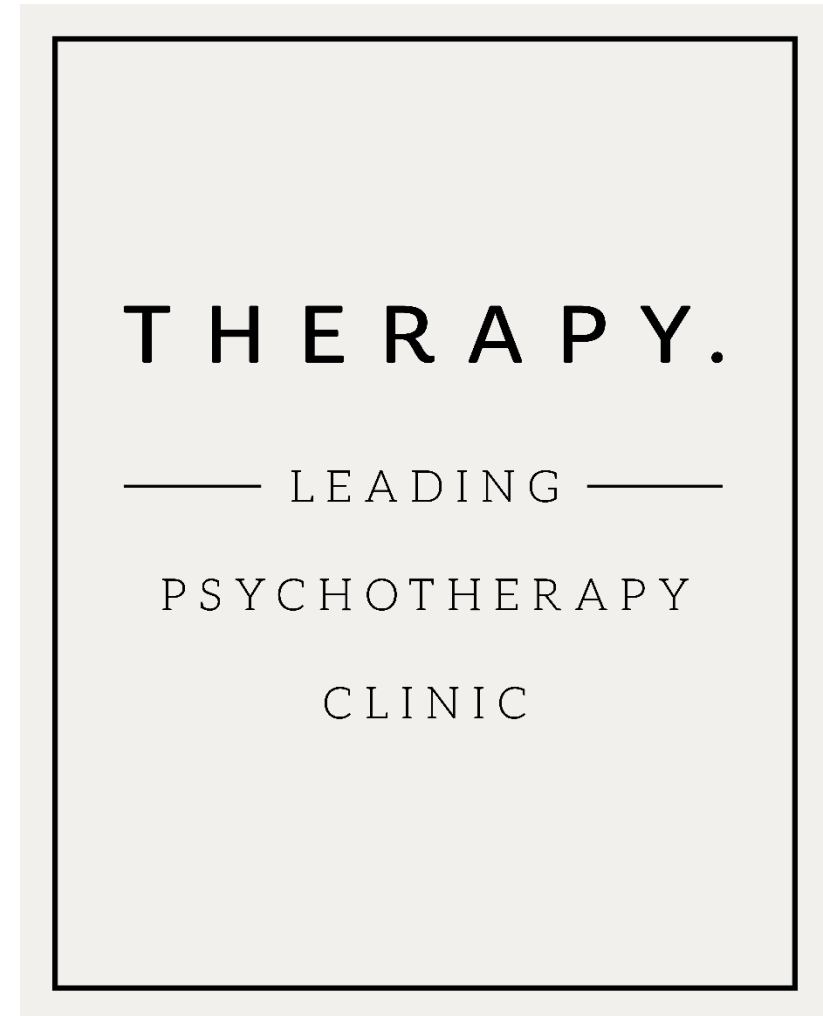
This is the main logo that acts as the face of THERAPY. and should be used in most circumstances. It is intended for use in broad areas that accommodate for the horizontal layout. The contemporary primary font of the logo has a laid-back inviting feel. The letters feel lightweight and relaxed through their increased spacing. The curve in the 'R' as the centrepiece has a touch of elegance and balance. A thin secondary font is placed underneath for a contrasting tagline. A rectangular border securely contains these elements, reflective of a safe enclosed space.



Logo

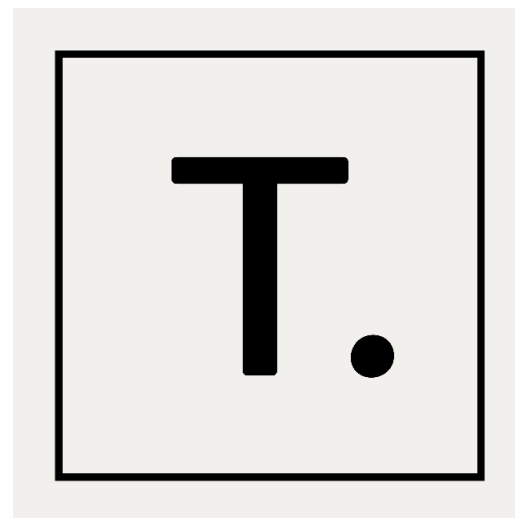
Secondary

The vertical THERAPY. logo allows for the design to be placed on a wider variety of signage, such as a-boards, as well as sections of webpages where horizontal space is limited. The secondary font has increased in size, with each word stacked atop each other to make the most efficient use of the space. The line spacing has also increased between each word, continuing to allow room to breath throughout all elements of the design. This logo maintains the clean aesthetic of the brand.



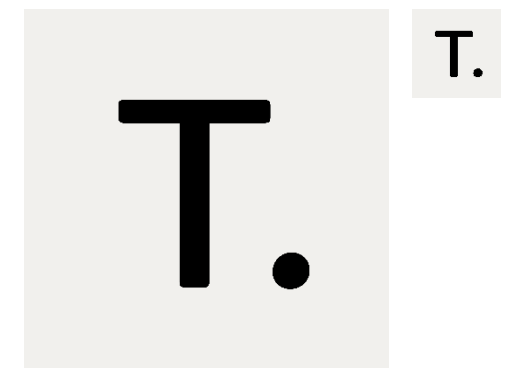
Submark

A simplified logo has been strategically prepared for use in layouts across websites and print where a full logo may not fit comfortably. The brand name's first letter and full stop are present to remain recognisable.



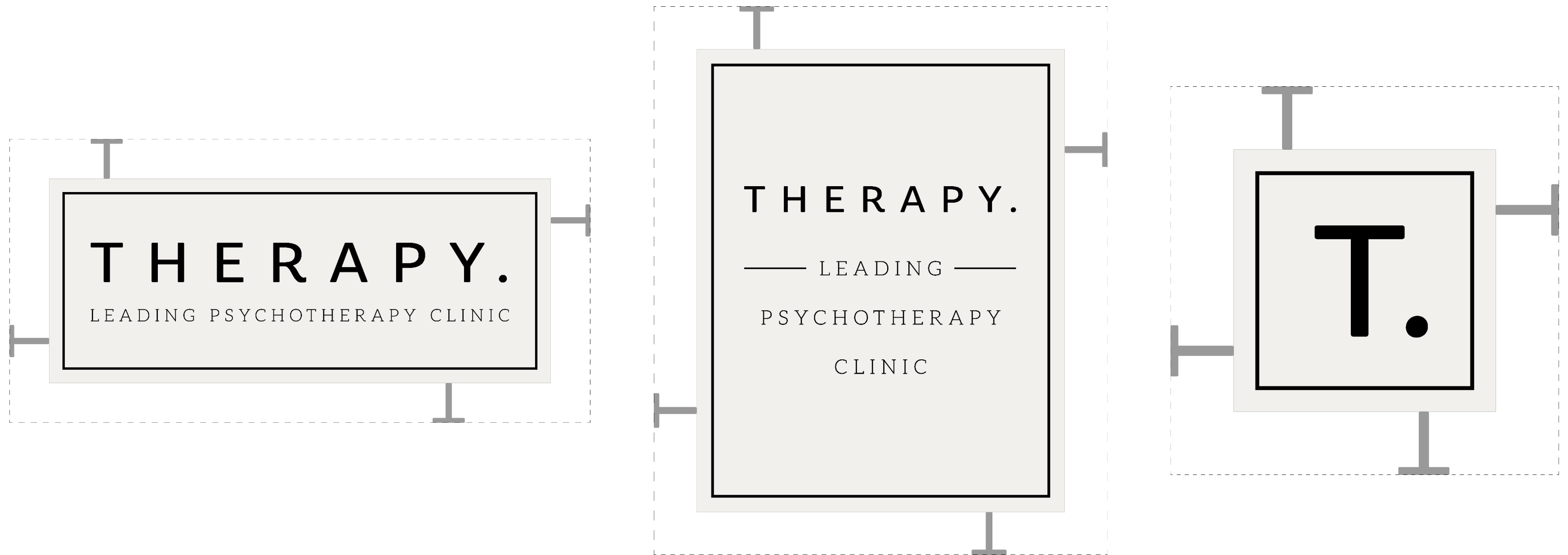
Favicon

This soft design is used on a smaller scale for website tabs. The outline has been removed to optimise the limited space. The increased size of the letter T improves its visibility.



Logo Space

Ensure proper visibility of the logo by refraining from placing any design elements, such as graphics or text, within the designated clear space. This is determined by the size of the letter 'T' within the primary logo.



Alternative Designs

In special circumstances where a horizontal layout must be maintained whilst improving readability, the secondary font may be increased in size and extend to a maximum of three lines. This can be seen on the clinic's signage, where the primary logo was adapted to fit the required area.



This design is featured on the clinic's middle window bay panel. The secondary text extends to two lines, highlighting the word 'leading' for emphasis.

The first row of text must be short enough to allow room for a line to be placed on either side.

This acts as an underline for THERAPY and is a visually appealing separator between the primary and secondary font, preventing the design from becoming overly cluttered.



This version of the logo extends the secondary text to three lines to fit the side window bay panels.

When extending the length of the secondary text, **a line is only ever placed on the first row** as to not become overwhelming.



Signs for the clinic were needed to direct potential clients to the appropriate area of the building inside. These variants of the logo are therefore only intended for this specific purpose.

Though the secondary text is only on one line, the short sentence creates black space either side. In these instances, a line should still be introduced to the design to avoid to tie the design together.

Incorrect Usage

✘ Modifying the Logo

Do not alter, distort, rotate, or crop the logo unless instructed to.

✘ Misuse of Design Elements

Avoid application of the brand's graphics in a way that is inconsistent with the guidelines.

✘ Inappropriate Colour Usage

Only use official colours within the palette when representing the brand. Do not invert those colours.

✘ Conflicting Messages

Always ensure the appropriate brand voice is conveyed through any manner of communication.



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Typography

The primary font utilises a neat, rounded sans serif Adobe font for important text, like headings. The look is modern, pleasant, and legible from a distance.

Cabrito Sans Ext

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ExtraBold

Typography

The contrasting slab serif Adobe font maintains sophistication and readability for subheadings and paragraphs. It has a friendly and approachable feel.

Aleo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ExtraBold

Colour Palette

The limited colour palette has a sense of familiarity and respectability. Its clear black and warm white tones reflect clarity, balance, and focus—appealing to those seeking a grounded path to personal growth. This palette should be used across all webpages and promotional material

Off-
White

Hex: #F1F0ED

Background Colour

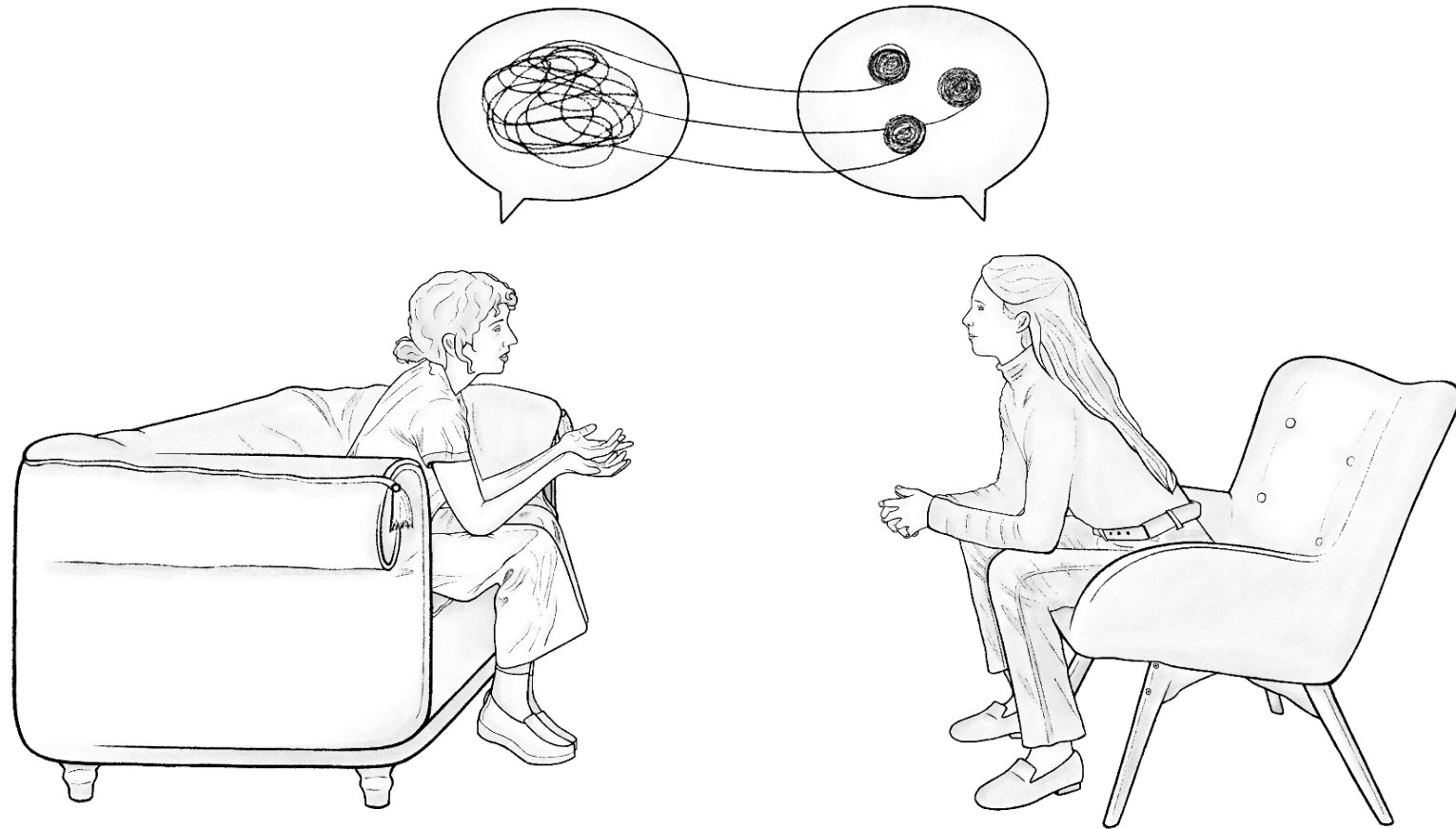
Pure
Black

Hex: #000000

Text/Outline Colour

Art Style

Art is featured sparingly throughout promotional material for THERAPY. to instil relatability and illustrate concepts to clients. A hand-drawn sketch aesthetic is used for authenticity, making use of the black and white palette. It reflects the simplicity of the brand's logo with a solid black outline.



To achieve the intended style, a rough **pencil texture black brush** should be used in any digital art application. A **thick textured light grey brush** should then be used to add **subtle blended shading** to edges where appropriate, bringing dimension to the piece.

Shading must not be overdone or too dark in tone, as most of the drawing should remain white. **Export final drawings as a transparent PNG** to place on webpages or promotional material that will have already been given a white background colour.

Photography

Approved Photography of Clinical Director and Lead Therapist, Hannah, is available for publicity use. The homely aesthetic of the photography reinforces the brand's themes of sincerity and safety.

