# BRAND

H E L E N C O U N S E L I N G . C O M



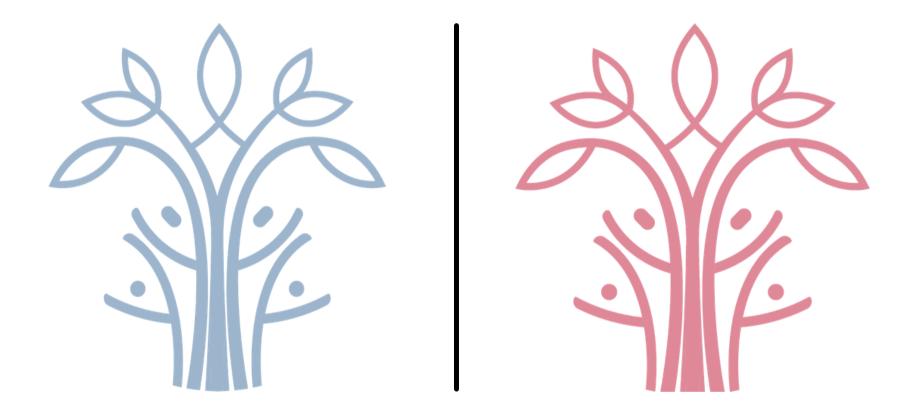
PANTONE*	PANTONE* 493 C	PANTONE* 2246 C	<b>PANTONE</b> * 2212 C	PANTONE* 2337 C	PANTONE* 2339 C
* 2155 C	* 493 C	* 2246 C	* 2212 C	* 2337 C	* 2339 C
			С	REATED BY PANT	ONE'CONNECT



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



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.



# PRIMARY FONT

## Didot

also called GFS Didot <u>click to download</u> 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