

# Therapy Alliance

*December 17, 2021*

BRAND & WEB DESIGN

Georgia  
Barrett

### ABOUT

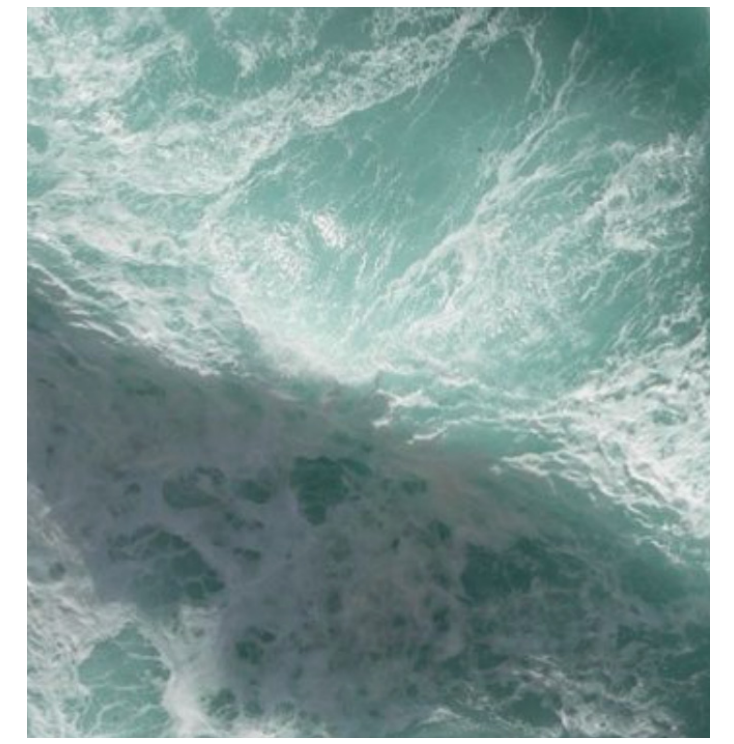
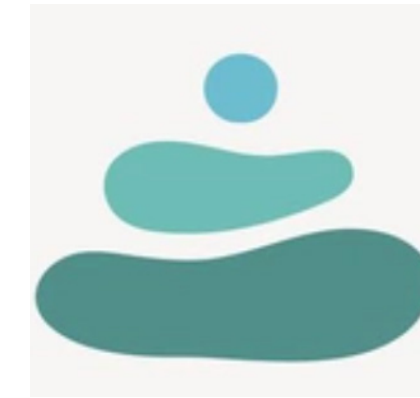
This practice offers mental health counseling for a wide range of needs.

We do have LGBTQ+ clients we work with, but also have a large percentage of clients who are not part of the LGBTQ+ community, so we want to make sure our branding reflects that we are a safe place and an ally to all. This is an inclusive, safe place to heal where you are seen and heard.

### COLORS



Safety, warmth, understanding,



growth, inclusion, welcoming



### CONCEPT 1

For this concept, I used a lowercase letter “a” to create a comment bubble- keeping in mind the conversational aspect of therapy. The comment bubbles are filled with a painted texture- this gives the logo mark a unique and calm look. For the text I used a thin serif font for Therapy and alliance is a bold italic - making it look more friendly and have a welcoming energy.

*FRIENDLY - WELCOMING - WATERCOLOR*

REVERSE



alliance\* THERAPY

## CONCEPT 2

With this concept I focused on the word alliance being the largest part of the composition. Paired with a hand-drawn font and subtle floral element over the “i” the logo is contained within a rectangular area - symbolic of the safe space provided by the group. The logo is friendly, simple and warm.

*ALLIANCE | WARM | FRIENDLY*

REVERSE

alliance\* THERAPY



therapy**alliance**

### CONCEPT 3

For this concept I created a hummingbird illustration inside a painted circle. As noted in the initial questionnaire the hummingbird is a strong symbol of joy, inspiration and hope- set within the painted circle - the symbol is warm and welcoming. For the text I chose a simple sans serif font with alliance bolded. This draws attention to the alliance word - but the lowercase type also feels friendly and is easy to read.

*INSPIRATION | ILLUSTRATED | CLEAN*

REVERSE



therapy**alliance**

Therapy  
alliance

The logo features the word 'Therapy' in a light blue, rounded sans-serif font above the word 'alliance' in a darker blue, rounded sans-serif font. To the right of 'alliance', there is a stylized floral illustration in a light blue color, consisting of several flowers and leaves.

#### CONCEPT 4

For this logo- the letters of “alliance” are filled with a painted texture - along with the wildflower design on the right. The wildflowers represent joy and happiness - flowing out of the alliance word. The font is a rounded sans serif - which makes the logo clean, modern, and easy to read.

*SIMPLE | PAINTED | FLORAL*

REVERSE

Therapy  
alliance

The logo is displayed in white on a dark blue background. It consists of the word 'Therapy' above the word 'alliance', with a stylized floral illustration to the right of 'alliance'.

THANK YOU

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