

# Silver Linings Counseling

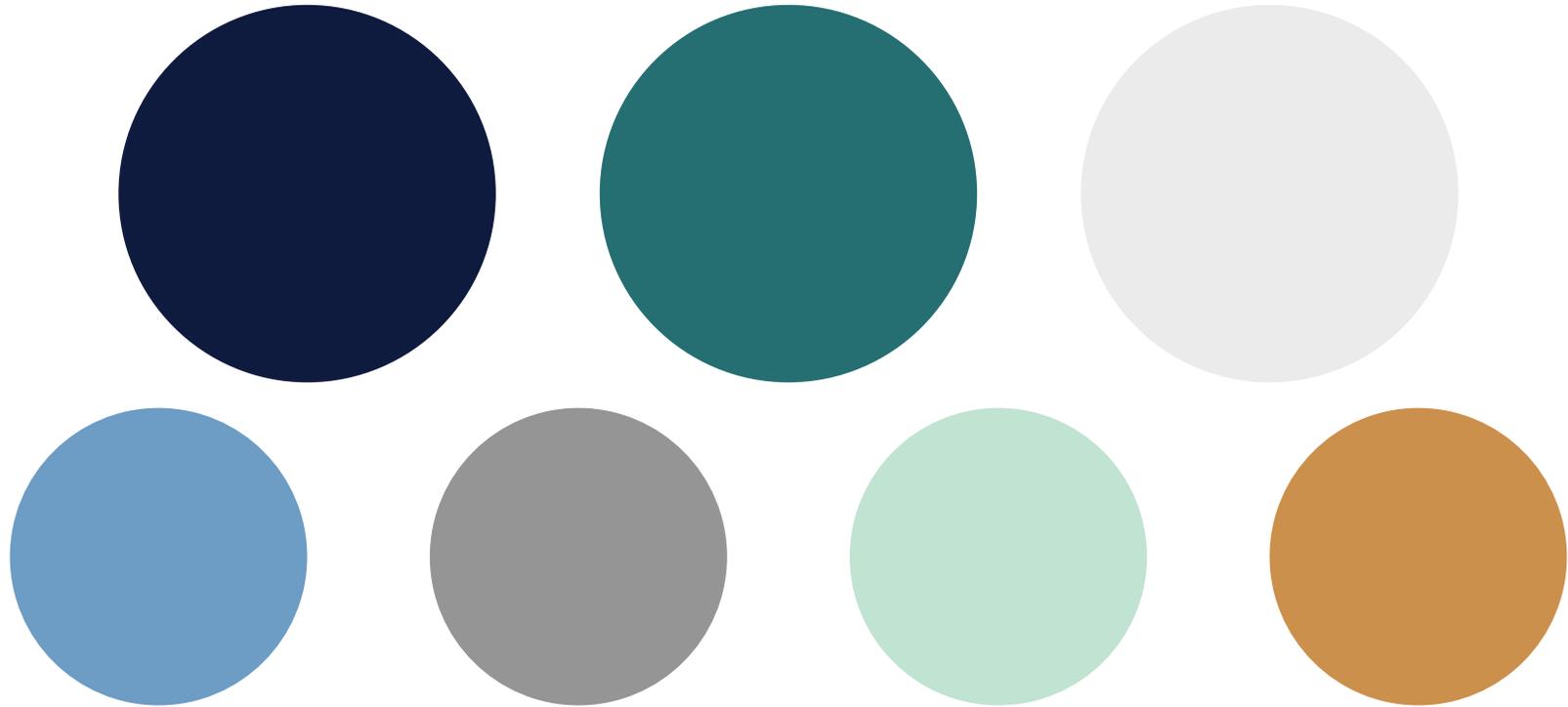
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# Objective

## *An approachable brand*

Silver Linings Counseling is a new therapy center focused on making mental health services accessible to all communities. While the clinic will be open to any patient, SLC will have specialty services for PMHC clients. Specifically perinatal, menopausal, and those with eating disorders and body dysmorphic disorder.

SLC's brand should reflect an approachable and compassionate atmosphere, while keeping simplicity at the forefront. The majority of prospective clients will more than likely identify as female, therefore the brand should be particularly pleasing to the female gaze, while still being approachable for men.



# Color Palette

## *Calming and Trustworthy*

The primary colors are navy blue, the comforting color of trust, teal, a calming blend of green and blue, and silver, to represent the silver lining that can be found through SLC's services. The secondary colors provide warm tones and pops of color to sprinkle in some fun and variance to the palette.

# Font Pairings

## *Accessible and Elegant*

One of the main requests when considering the brand was accessibility and legibility. Merriweather is a highly legible serif font that brings a touch of femininity and formality. Lato is another accessible sans-serif that is exceptionally easy to read across all platforms, even with sight disabilities. This combination brings a touch of elegance with a modern spin, without being too stuffy.

# Aa

## **Merriweather**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk***

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk*

# Aa

## **Lato**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

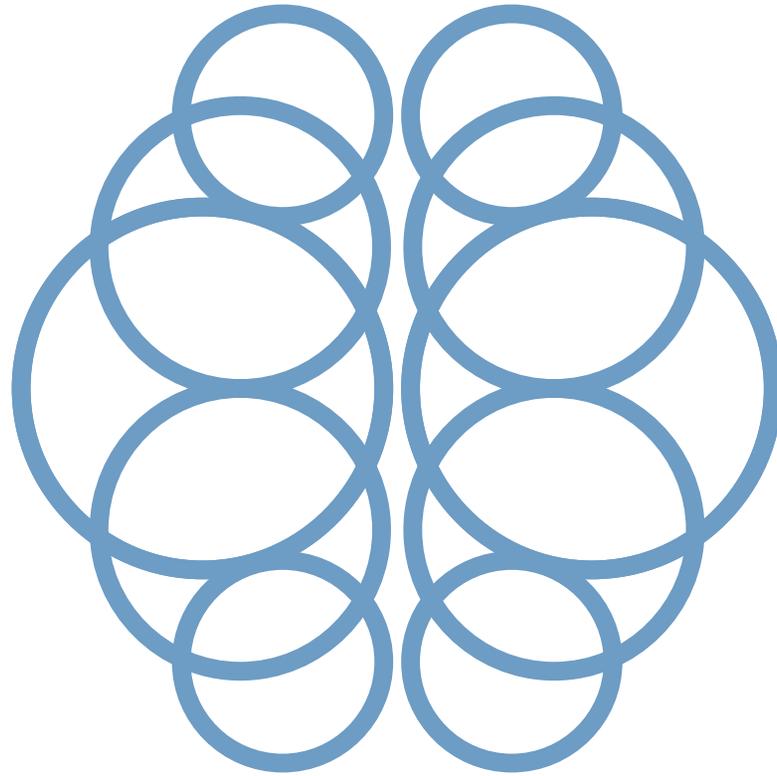
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk***

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk*



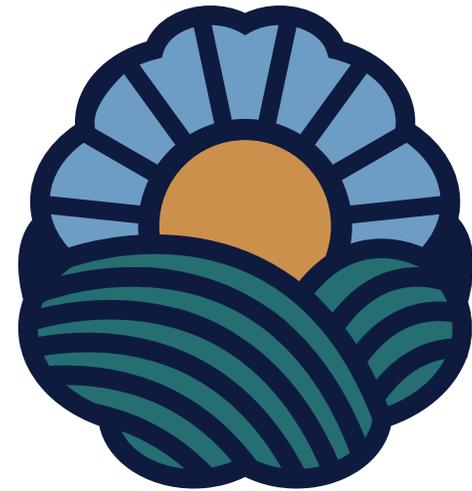
**SILVER LININGS**  
COUNSELING

*Logo 1 | Looped Brain*





SILVER  
LININGS  
COUNSELING



SILVER LININGS  
COUNSELING









Logo 4 | Rising Sun

