# EMDRise Brand Guidelines

## Overview

EMDRise is a professional EMDR therapy application that provides guided eye movement desensitization and reprocessing sessions. Our brand embodies trust, healing, professionalism, and therapeutic support through a carefully designed visual identity that conveys both clinical expertise and emotional safety.

## Brand Mission

"Empowering healing through accessible, professional EMDR therapy guided by virtual experts."

## Core Brand Values

- \*\*Professional Expertise\*\*: Clinical-grade therapeutic guidance

- \*\*Therapeutic Safety\*\*: Creating safe spaces for emotional healing

- \*\*Accessibility\*\*: EMDR therapy available when and where needed

- \*\*Trust\*\*: Reliable, secure, and confidential therapeutic support

- \*\*Hope\*\*: Supporting users through their healing journey

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## Color Palette

### Primary Colors

- \*\*Primary Blue\*\*: `hsl(217, 88%, 58%)` (#1E90FF)

- Usage: Main brand color, headings, primary buttons, logo text

- Represents: Trust, stability, professionalism

- \*\*Primary Green\*\*: `hsl(158, 92%, 40%)` (#05A660)

- Usage: Success states, therapeutic elements, accent colors

- Represents: Healing, growth, therapeutic progress

### Secondary Colors

- \*\*Secondary Blue\*\*: `hsl(212, 92%, 66%)` (#3B9DFF)

- Usage: Hover states, secondary elements

- Complements primary blue with lighter tone

- \*\*Secondary Green\*\*: `hsl(162, 83%, 58%)` (#1DD1A1)

- Usage: Accent highlights, success indicators

- Softer complement to primary green

### Accent Colors

- \*\*Warm Accent\*\*: `hsl(41, 96%, 48%)` (#F5A623)

- Usage: Call-to-action elements, important notifications, warmth

- Represents: Support, encouragement, guidance

### Therapeutic Background Colors

- \*\*Therapeutic Background\*\*: `hsl(210, 40%, 98%)` (#F8FAFC)

- Usage: Main page backgrounds, clean surfaces

- Creates calming, clinical environment

- \*\*Safe Space\*\*: `hsl(158, 30%, 95%)` (#F0F7F4)

- Usage: Therapy session areas, safe interaction zones

- Represents emotional safety and therapeutic containment

### Neutral Colors

- \*\*Foreground\*\*: `hsl(222, 47%, 11%)` (#1A202C)

- \*\*Muted\*\*: `hsl(210, 30%, 96%)` (#F1F5F9)

- \*\*Border\*\*: `hsl(214, 32%, 91%)` (#E2E8F0)

- \*\*Card\*\*: `hsl(210, 35%, 97%)` (#F7FAFC)

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## Typography

### Font Family

\*\*Primary\*\*: Inter (system-ui, sans-serif fallback)

- Professional, clean, highly readable

- Excellent for both digital interfaces and therapeutic content

### Heading Styles

- \*\*H1 (ny-heading)\*\*:

- Size: 2.5rem (md: 3rem)

- Weight: Bold (700)

- Line Height: Tight

- Usage: Page titles, main headings

- \*\*H2 (ny-subheading)\*\*:

- Size: 1.5rem (md: 1.875rem)

- Weight: Semibold (600)

- Line Height: Snug

- Usage: Section headings, card titles

### Brand Voice & Tone

- \*\*Professional\*\*: Clinical expertise without intimidation

- \*\*Supportive\*\*: Encouraging and empathetic

- \*\*Clear\*\*: Simple, direct communication

- \*\*Respectful\*\*: Acknowledging user courage and journey

- \*\*Hopeful\*\*: Focused on healing and progress

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## Logo Usage

### Logo Variants

The EMDRise logo is available in multiple variants optimized for different contexts:

#### Web Application

- \*\*Hero\*\*: 128px height (main landing areas)

- \*\*Header\*\*: 100px height (navigation bars)

- \*\*Mobile\*\*: 48px height (mobile navigation)

- \*\*Footer\*\*: 40px height (footer areas)

#### Mobile Application

- \*\*Hero\*\*: 128x128px (onboarding, main screens)

- \*\*Header\*\*: 80x80px (app navigation)

- \*\*Mobile\*\*: 48x48px (compact views)

- \*\*Footer\*\*: 40x40px (secondary placements)

### Logo Guidelines

- Always maintain proper aspect ratio

- Ensure sufficient clear space around the logo

- Logo file: `/public/emdrise-logo.svg` (web), `emdrise-logo.png` (mobile)

- Alternative text: "EMDRise logo"

### Logo Accompanying Text (Mobile)

- \*\*Brand Name\*\*: "EMDRise" (Bold, #0077D9)

- \*\*Tagline\*\*: "Healing Together" (Regular, #0077D9)

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## Visual Elements & Patterns

### Gradients

- \*\*EMDR Gradient\*\*: Linear gradient from Primary Blue to Primary Green (135deg)

- Usage: Hero sections, call-to-action buttons

- CSS: `background: linear-gradient(135deg, var(--primary-blue), var(--primary-green))`

- \*\*Courage Gradient\*\*: Multi-stop gradient

- Primary Blue (0%) → Secondary Blue (25%) → Primary Green (75%) → Secondary Green (100%)

- Usage: Inspirational sections, progress indicators

### Card Design

- \*\*Therapeutic Cards\*\*:

- Background: Card color with subtle border

- Border radius: 12px (rounded-xl)

- Shadow: Subtle with hover elevation

- Usage: Content containers, session cards

### Interactive Elements

#### Buttons

- \*\*Primary\*\*: EMDR gradient background, white text

- \*\*Secondary\*\*: Border with primary colors, colored text

- \*\*Hover States\*\*: Subtle elevation and color intensification

#### EMDR Phase Indicators

Color-coded circular indicators for therapy phases:

- \*\*Phases 1-2\*\*: Primary Blue (preparation, assessment)

- \*\*Phase 3\*\*: Primary Green (activation, desensitization)

- \*\*Phase 4\*\*: Secondary Blue (installation)

- \*\*Phases 5-7\*\*: Warm Accent (body scan, closure, evaluation)

### Animations

- \*\*Therapeutic Pulse\*\*: Gentle 2-second fade for calming effect

- \*\*Bilateral Indicators\*\*: Gradient pulse for EMDR stimulation

- \*\*Transitions\*\*: Smooth, respectful timing (no jarring movements)

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## Layout Principles

### Spacing & Rhythm

- \*\*Container Max Width\*\*: 4xl (896px) for optimal reading

- \*\*Section Spacing\*\*: Consistent 2rem (32px) vertical rhythm

- \*\*Card Padding\*\*: 2rem internal padding for comfortable content

### Responsive Design

- \*\*Mobile-First\*\*: Optimized for therapy sessions on personal devices

- \*\*Tablet\*\*: Comfortable viewing for extended sessions

- \*\*Desktop\*\*: Professional interface for broader content

### Accessibility

- \*\*High Contrast\*\*: All text meets WCAG AA standards

- \*\*Focus States\*\*: Clear keyboard navigation indicators

- \*\*Screen Reader\*\*: Semantic HTML with proper ARIA labels

- \*\*Therapeutic Consideration\*\*: Non-triggering visual patterns

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## Content Strategy

### Messaging Hierarchy

1. \*\*Safety First\*\*: Emergency resources and professional guidance

2. \*\*Therapeutic Value\*\*: Evidence-based EMDR protocols

3. \*\*User Empowerment\*\*: Tools for self-directed healing

4. \*\*Professional Support\*\*: Expert-guided experiences

### Content Tone

- Use "you" to maintain personal connection

- Acknowledge user courage and strength

- Provide clear, step-by-step guidance

- Offer hope while maintaining realistic expectations

- Include appropriate disclaimers and safety information

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## Platform-Specific Applications

### Web Platform

- \*\*Framework\*\*: Tailwind CSS + shadcn/ui components

- \*\*State Management\*\*: TanStack Query

- \*\*Responsive\*\*: Mobile-first responsive design

- \*\*Performance\*\*: Optimized loading for therapy content

### Mobile Platform

- \*\*Framework\*\*: React Native + Expo

- \*\*Navigation\*\*: React Navigation v6

- \*\*Video\*\*: Expo AV for therapeutic content

- \*\*Storage\*\*: AsyncStorage for session persistence

- \*\*Payments\*\*: RevenueCat + Apple IAP

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## Brand Extensions

### Email Communications

- Clean, therapeutic design

- Primary blue headers with warm accent CTAs

- Professional yet supportive tone

- Clear therapeutic disclaimers

### Legal Documents

- Consistent EMDRise branding

- Professional layout with blue headings

- Clear, accessible language

- Updated company information: GC Psychotherapy

### Marketing Materials

- Hero imagery focusing on healing and progress

- Testimonials emphasizing safety and effectiveness

- Professional credentials and therapeutic expertise

- Clear pricing: £9.99/month after 7-day free trial

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## Technical Implementation

### CSS Custom Properties

```css

:root {

--primary-blue: hsl(217, 88%, 58%);

--secondary-blue: hsl(212, 92%, 66%);

--primary-green: hsl(158, 92%, 40%);

--secondary-green: hsl(162, 83%, 58%);

--warm-accent: hsl(41, 96%, 48%);

--therapeutic-bg: hsl(210, 40%, 98%);

--safe-space: hsl(158, 30%, 95%);

}

```

### Component Classes

```css

.emdr-gradient { /\* Primary brand gradient \*/ }

.therapeutic-card { /\* Content card styling \*/ }

.safe-space-bg { /\* Therapeutic background \*/ }

.courage-gradient { /\* Inspirational gradient \*/ }

.therapeutic-pulse { /\* Calming animation \*/ }

```

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## Brand Compliance

### Do's

✅ Use approved color palette consistently

✅ Maintain logo aspect ratios and clear space

✅ Follow typography hierarchy

✅ Use therapeutic, supportive language

✅ Ensure accessibility standards

✅ Include appropriate medical disclaimers

### Don'ts

❌ Modify logo colors or proportions

❌ Use unapproved color combinations

❌ Create anxiety-inducing visual patterns

❌ Make medical claims beyond scope

❌ Use triggering or harmful imagery

❌ Compromise user safety for design

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## Contact

For brand guideline questions or approvals:

\*\*support@emdrise.com\*\*

\*Last updated: September 6, 2025\*

\*Company: GC Psychotherapy, United Kingdom\*