

BRANDING PACKAGE AND PRINT DESIGN

DESIGN FOUNDATIONS

Assignment 02
Rakhi Pathania
Due Date - April, 9

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DISCUSSION

Date: March, 26, 2024
Time: 12pm-1pm

MEETING AGENDA:

First discussion with Client – Get to know the client and understand what client wants for her new brand.

ITEMS DISCUSSED:

1

About Client:

- Build a Psychotherapy and Counselling service, named “Desson Pilon”.
- Mission: Establishing a group of diverse therapists to provide counselling services to individuals within a short time frame.
- Brand emotions: compassionate, supportive, nurturing.
- Goal: Expands business in coming years by offering different services.
- History: Started in July, 2023.

2

Client request:

- Need a logo for website.
- Need a business card and brochure.
- Timeline: Flexible

3

Client preferences:

- Style: Simplicity and elegant.
- Typography: Avoid use of sans serif and other fancy typefaces.
- Colour: Prefer warm and welcoming palette (dislike bright primary colours).

DISCUSSION

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ITEMS DISCUSSED:

4

About Services:

- Specializes in therapy for different age group.
- Offer in-person as well as virtual counselling.
- Handles single incident, childhood issues, as well as relationship problems.

5

Business Information:

- Location: 210 Centrum Blvd, Suite 206, Orleans, ON K1E 3V7
- Hours of operation: Flexible
- Price: CAD 165 for individuals and CAD 175 for couples.
- Email: Chelsea@dessonpiloncounselling.com

RESEARCH: COMPETITION ANALYSIS

ANALYSIS INSTANCE - OCP

Strengths:

Ontario Counselling and Psychotherapy's website is clean, easy to navigate, and visually appealing. Their logo is clear and easy to spot, and the navigation bar has all the important links. With consistent branding, clear navigation, and a diverse range of therapy options, it effectively caters to the needs of its clients.

Weakness:

The homepage feels cluttered with too much information, and the logo might benefit from a redesign. Considering a color theme that better resonates with their cause could enhance the overall aesthetic and effectiveness of the site.

Strategy:

The client's website currently appears too basic and could benefit from enhancements. Incorporating a grid layout with diverse imagery and text could add visual interest and improve engagement. Developing a unique website logo would help the brand stand out in the competitive market.

The screenshot shows the homepage of the Ontario Counselling and Psychotherapy (OCP) website. The header features the OCP logo, navigation links for 'OUR THERAPISTS', 'GET HELP', 'THERAPEUTIC APPROACHES', 'RESOURCES', and a 'CONTACT US' button. Below the header, a teal banner displays the text 'Ontario Counselling and Psychotherapy' and 'Ottawa - Cornwall - Toronto'. It also includes a paragraph about the organization's growth and services, along with contact information: phone number (613) 899-0060 and email (ocp.therapyinfo@gmail.com). A 'FIND A THERAPIST' search bar is present. The main content area is titled 'Individual, Couple, Family and Child Therapy' and describes the services offered by the group of psychotherapists and social workers. It features a grid of circular profile pictures of six therapists: Wei-Hao Wu, Barbara Francis, Pooneh Montazeredigh, Sara Khalaf, Sandra LeBlanc, and Aisley McCarthy. Below this is a section titled 'Our Services' with three images illustrating different therapeutic approaches: EMDR, Sandtray Therapy, and Psychodynamic Therapy.

RESEARCH: TARGET AUDIENCE

VALUES

- Understanding and compassion towards clients
- A commitment to professional standards and transparency.
- Creating a safe and inclusive environment for personal growth and change.
- A diverse range of therapy options, to cater to the needs of clients.

AGE

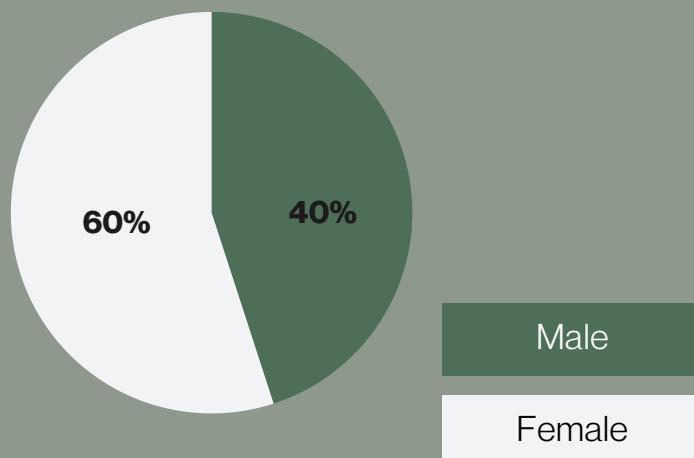
6-12 years

13-20 years

21-35 years

36-65 years

GENDER



WORK

- Flexible hours of operation.
- In-person and virtual mode of sessions.
- Availability for all age groups and genders.
- Affordability.

PERSONA



"Embrace every challenge as an opportunity to grow, every setback as a chance to learn, and every success as a stepping stone to greatness."

AGE: 19

MAJOR: BIOLOGY

LOCATION: OTTAWA, CA

EMILY PARKER

BIO

Emily Parker is a driven Science student at the University of Ottawa. Originally from a small town, she moved to the city to pursue her academic passions. Emily is known for her analytical skills and passion for discovery, aiming to contribute to scientific knowledge and make a meaningful impact in her field.

PERSONALITY

OUTGOING

CREATIVE

ADVENTUROUS

FUN

FAVORITE BRANDS



ZARA



TECHNOLOGY

Internet

Social Media

Software

Apps

FRUSTRATIONS

- Heavy workload
- Time management issues
- Uncertain future
- Feeling overwhelmed by choices

MOTIVATION

Personal goals

Social Pressure

Family Expectations

MOODBOARD

Minimalistic decor



Natural textures to complement .



A serene palette of lush greens, echoing the tranquility of nature.

LOGO & MISSION

MISSION:

“Empower through compassionate counseling, fostering growth”.

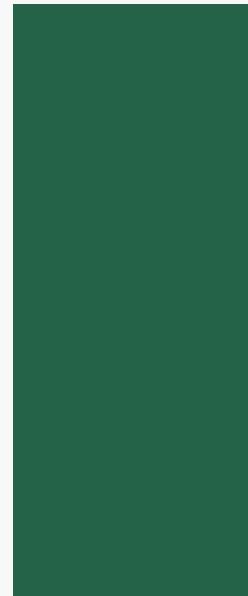
VALUES:

We are committed to offering a safe, supportive, and non-judgmental space for clients to engage in self-reflection while developing the resources and tools needed to work towards their goals.

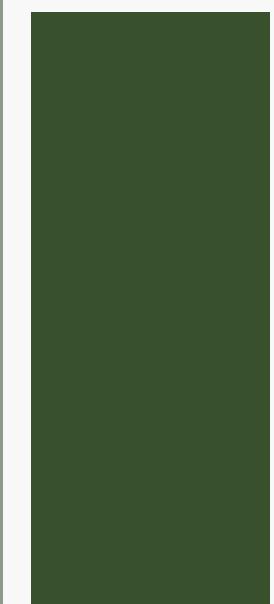


COLOUR PALETTE

A refreshing allure of healing hues with therapeutic colour palette, embracing the calming energy of soft greens and earthy tones. Designed to evoke a sense of serenity and renewal, each shade gently guides you on a journey of inner peace and emotional restoration.



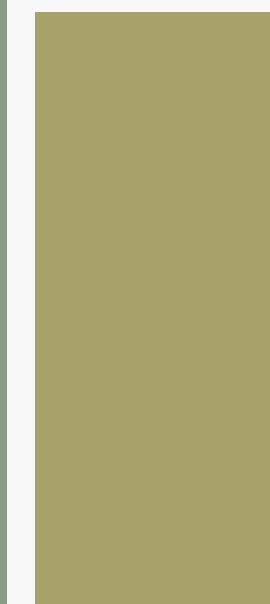
#246347



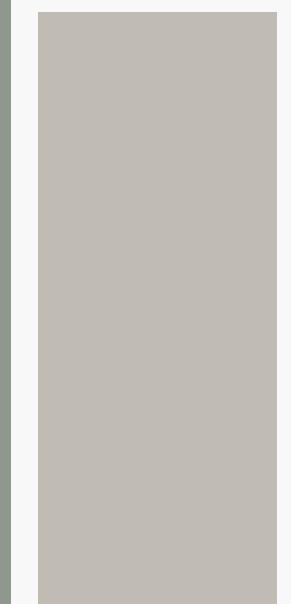
#38502B



#6F7E66



#A6A26A



#C0BBB3

TYPOGRAPHY

Always use the modified version of CAUDEX font for heading, CRIMSON PRO and OPEN SAUCE font for leads and body text.

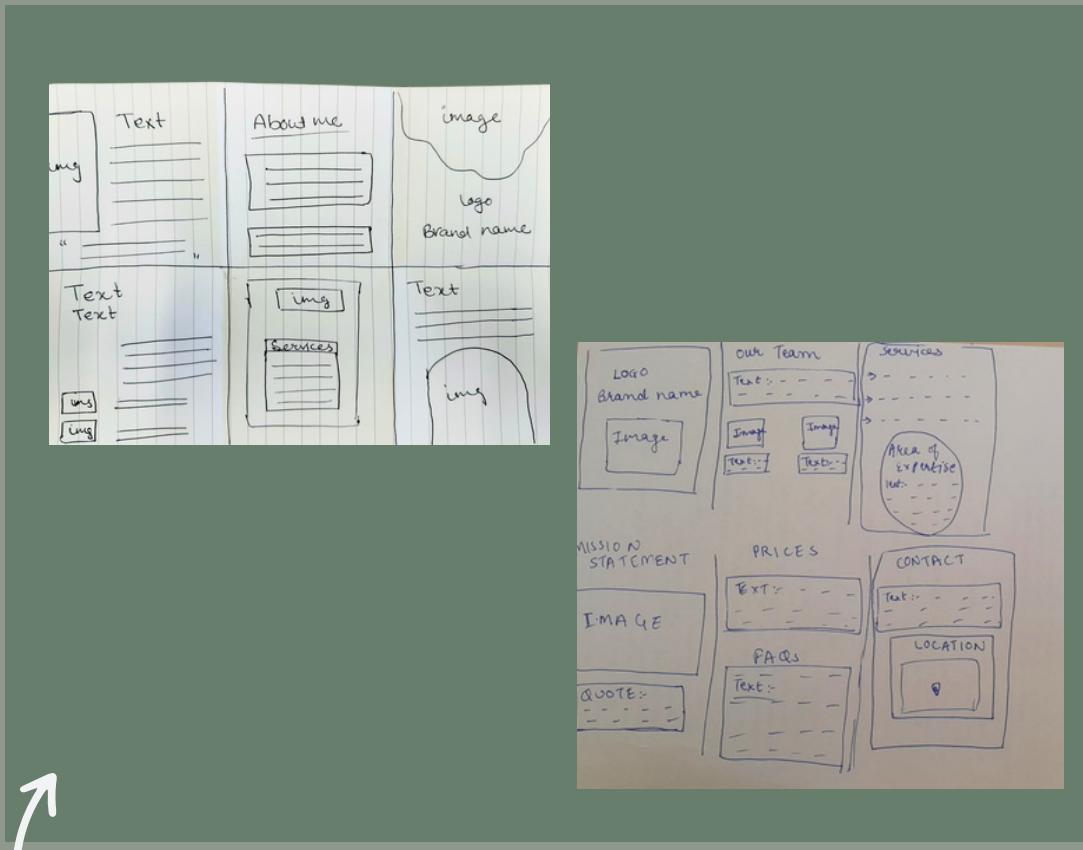
Caudex (H1, 72 px)
Crimson Pro (H2, 55 px)
Open Sauce (H3, 40px)
Open Sauce (body text, 13 px)

style 1
HEADER: CRIMSON PRO
A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - + ()

HEADER: CAUDEX
A B C D E F G H I J K L M N O P Q R S T U V
W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - + ()

style 2

PLAN: SKETCH & WIREFRAME



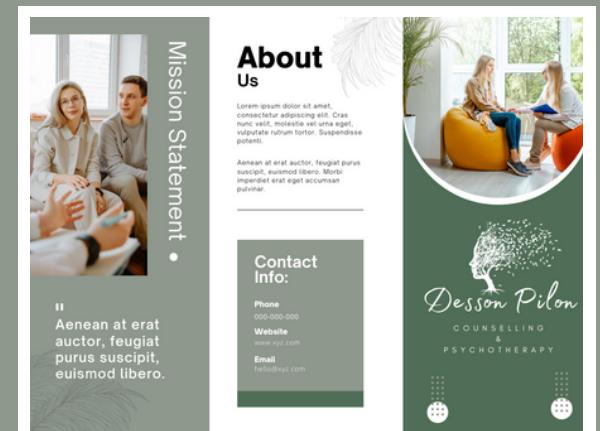
Two rough sketches to plan the layout and content for Brochure.

Rough draft wireframe based on sketch-1.

Front



Back





Specialty

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" Aenean at erat
auctor, feugiat
purus suscipit,
euismod libero.

Contact Info:

Phone

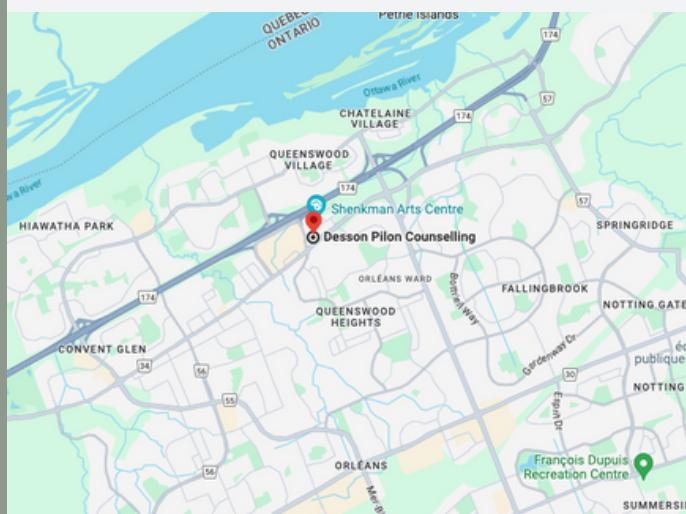
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Website

www.xyz.com

Email

hello@xyz.com



Our Team

Aenean at erat auctor, feugiat purus suscipit, euismod libero. Morbi imperdier erat eget accumsan pulvinar.



Name
area of specialization



Name
area of specialization



OUR SERVICE

1. Aenean at erat auctor, feugiat purus suscipit, euismod libero.
2. Morbi imperdier erat eget accumsan pulvinar.
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FAQ

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3. vulputate rutrum tortor. Suspendisse potenti.



TEST & REVISE

LAYOUT

- I am balancing the elements on my page: not leaving unintentional chunks of random empty space while over cramming other areas.
- I am creating visual hierarchy: some of the elements on my page stand out to the eye immediately because of their size, shape, and/or colour, and this is intentional.
- I am not overcrowding the page with too many things.
- I am aligning everything that needs to be aligned.
- I am leaving sufficient margins around text.
- All of the elements are scaled appropriately for the page size and media.
- My logo does not include very fine details that would render it unintelligible at smaller scales or would get lost if printed on various media

COLOUR

- I am not using more than three main colours (unless I have a good reason for it).
- One of the colours is designated as the most prevalent, and another colour is designated as an accent colour I am not using a lot of colour in typography.
- I am using dark/light contrast for text vs. background.
- I am not using contrasting hues for text vs. background.
- My chosen colours are distinct enough from each other and don't blend together where that is not intended.
- My chosen colours complement each other well.
- My chosen colours reflect the personality of the brand, not my personal preference.

TYPOGRAPHY

- I am not using more than three different typefaces (each designated to headings, paragraphs, and possibly an extra one for accents).
- All of my fonts are legible
- My "body" font is notably simpler, lighter and smaller than the one used for headings.
- My chosen fonts are visibly different from each other.
- My chosen fonts complement each other well.
- My chosen fonts reflect the personality of the brand, not my personal preference.