

Brand Guide

FINAL



PRODUCED BY:

CERCO
Creative Marketing

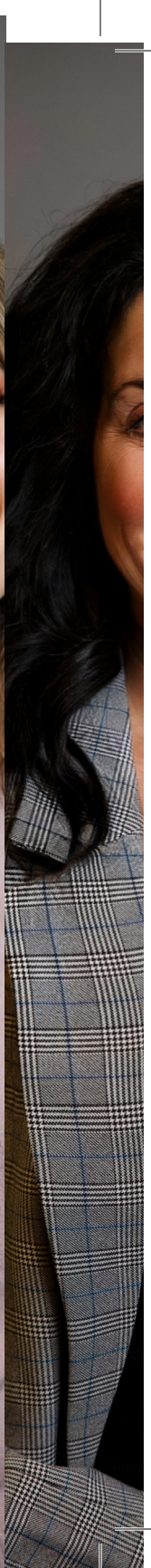


WELCOME

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NORTH

#405

400 Crowfoot Crescent NW

Calgary, AB

T3G 5H6





SOUTH

Suite A5

10333 Southport Rd SW

Calgary, AB

T2W 3X6

ABOUT US

At The Family Psychology Place, we work with people of all ages and walks of life.

The Family Psychology Place is a space for you to feel comfortable, find answers, and get help. Who are we? We are a team of psychologists in one of the largest private psychology clinics in Canada. What do we aim to do? Find answers, and provide solutions to the questions in your life.

Have a question, or not sure which service you may need? Give us a call or send us a message and our team will be happy to connect with you!

We are psychologists working together to provide high quality assessments and counselling across the lifespan.

- Caring
- Compassionate
- Competent
- Collaborative
- Teamwork
- Evidence-based
- Authentic
- Trust
- Understanding
- Effective
- Established
- Respect
- Ethical
- Integrity
- Dedicated
- Expertise



We have psychologists who can help with **problems like anxiety, depression, or ADHD**. We have psychologists who can help with problems requiring more expertise, such as Autism Spectrum, PTSD, head injuries, or personality disorders. We have psychologists who do legal work, including custody assessments and evaluations for financial settlements.

We have psychologists who work with little kids and tweens, psychologists who work with teens and young adults, and psychologists who work with adults, older adults, and seniors.

People get the best help when psychologists work in a collaborative team.





VALUES

At The Family Psychology Place, we believe in building strong, lasting relationships. Loyalty to our clients, employees, and partners is the cornerstone of our success. Our clients depend on us for our integrity, timeliness, and attention to detail, knowing that we always keep our promises. Honesty is at the heart of our operations, ensuring transparent and clear communication at all times.

Above all, we value family. This means supporting each other, fostering trust, and approaching every interaction with kindness and respect. Our team, known for their unparalleled niceness, embodies this value, making every client feel welcomed and valued.

BRAND TONE

WHAT IS TONE?

How clients perceive and emotionally connect with the brand, ensuring consistency and relatability across all interactions.

- **FRIENDLY AND PROFESSIONAL**

Communication should be warm and welcoming while maintaining a high level of professionalism. Strive for a conversational tone that makes clients feel at ease and valued.

- **HUMAN AND RELATABLE**

Avoid overly technical jargon and complex language. Speak in a way that is easily understandable, ensuring clients feel informed and respected.

- **CARING AND SUPPORTIVE**

Emphasize our commitment to treating clients like family. Show genuine concern for their needs and success, highlighting our dedication to going above and beyond.

- **TRANSPARENT AND HONEST**

Maintain clear and honest communication. Be straightforward about what we offer and how we can help, fostering trust and confidence in our services.

- **PASSIONATE AND ENTHUSIASTIC**

Convey our love for technology and our excitement about helping clients succeed. Let our passion shine through in every piece of communication.

IMPORTANCE OF TONE

Tone is crucial because it shapes how clients perceive and connect with us. A friendly and professional tone ensures that our communication is approachable and trustworthy, making clients feel valued and respected. By maintaining a human and relatable voice, we can demystify complex technical concepts, fostering commitment to treating clients like family, while transparency and honesty build trust. Passion and enthusiasm convey our love for technology and dedication to client success, creating a positive and engaging experience.

DEMOGRAPHIC

EDUCATION

- Schools (Grade to High School)
- Charter Schools
- Private Schools

HEALTH AND THERAPY

- Physiotherapy Clinics
- Occupational Therapy Clinics
- Sports Therapy Providers
- Doctor Offices
- Pediatricians Offices
- Family Medical Clinics

COMMUNITY AND YOUTH SERVICES

- YMCA
- Family Offices
- Woods Homes

GEOGRAPHIC TARGETING

- Calgary Southeast (SE)
- Calgary Northwest (NW)



POSITIONING

WHAT IS POSITIONING

Positioning defines how a brand differentiates itself in the marketplace and communicates its unique value to clients. It highlights the brand's strengths, core values and the specific benefits it offers, securing its place in the minds of clients and competitors.

THE IMPORTANCE OF POSITIONING

Positioning is vital to The Family Psychology Place, it differentiates us from competitors. By positioning ourselves as client-centered, we emphasize the tangible benefits and positive experiences our clients receive. Our collaborative partner approach highlights our commitment to working closely with clients to provide tailored solutions. Showcasing ourselves as dependable experts instills expertise. Highlighting our award-winning excellence and Canadian roots reinforces our credibility and commitment to core values, making The Family Psychology Place the trusted choice in Calgary and beyond.

1. Client-Centered:

Highlight how our services contribute to their success.

2. Collaborative Partner:

Position ourselves as a collaborative partner, working closely with clients to understand their unique needs and provide tailored solutions.

3. Canadian Roots:

Highlight our Canadian identity and the values of loyalty, honesty, and family that drive our operations. This reinforces our local presence and the personalized care we offer.

SLOGAN

Come for answers...stay for solutions.

This slogan highlights our genuine care for our clients and their success. We treat each client like family, offering unwavering support and personalized service. Our team's kindness, integrity, and dedication create an environment where clients feel valued and supported. At The Family Psychology Place, we are committed to making a positive impact on the lives of those we serve.





PRIMARY BRANDING



PRIMARY LOGO (FULL COLOR)

Our logo is the most immediate and recognizable representation of our brand. To maintain its strength, the logo should be reproduced consistently in every use. We always place the logo using the original artwork, without attempting to recreate it ourselves.



EXCLUSION ZONE

It's important to maintain an area of clear space around the logo so that it stands out and isn't infringed upon.



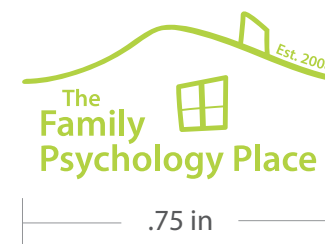
REVERSED

It's important to ensure a high contrast, clearly legible logo when reversed.



MINIMUM/MAXIMUM SIZE

The logo width should not be smaller than 0.75 inches, otherwise legibility and reproduction problems may arise. There are no maximum size restrictions.





ICONS & BRAND ELEMENTS

ICON

Primary Icon



Secondary Icon



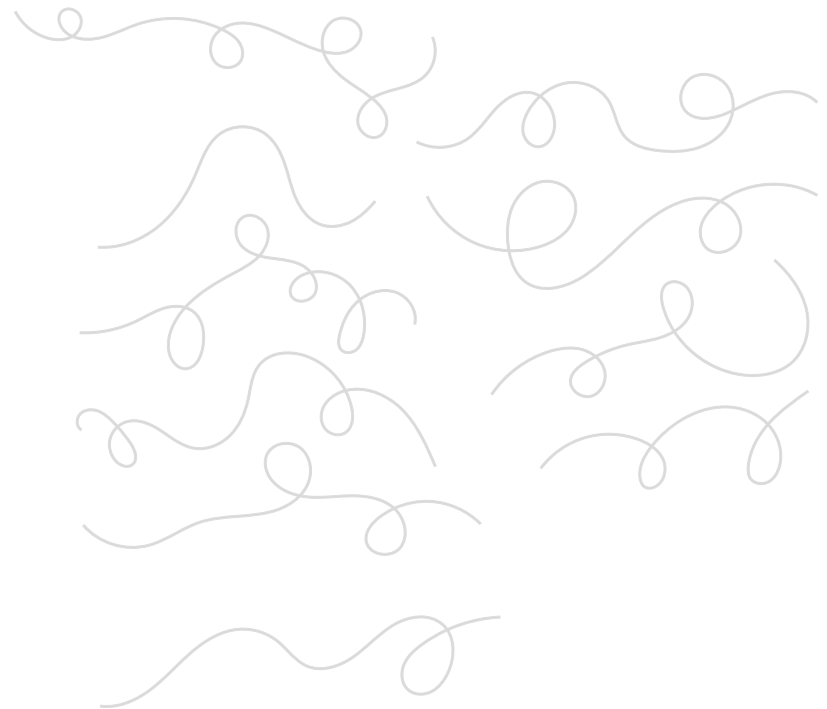
Minimum Size



— .25 in —

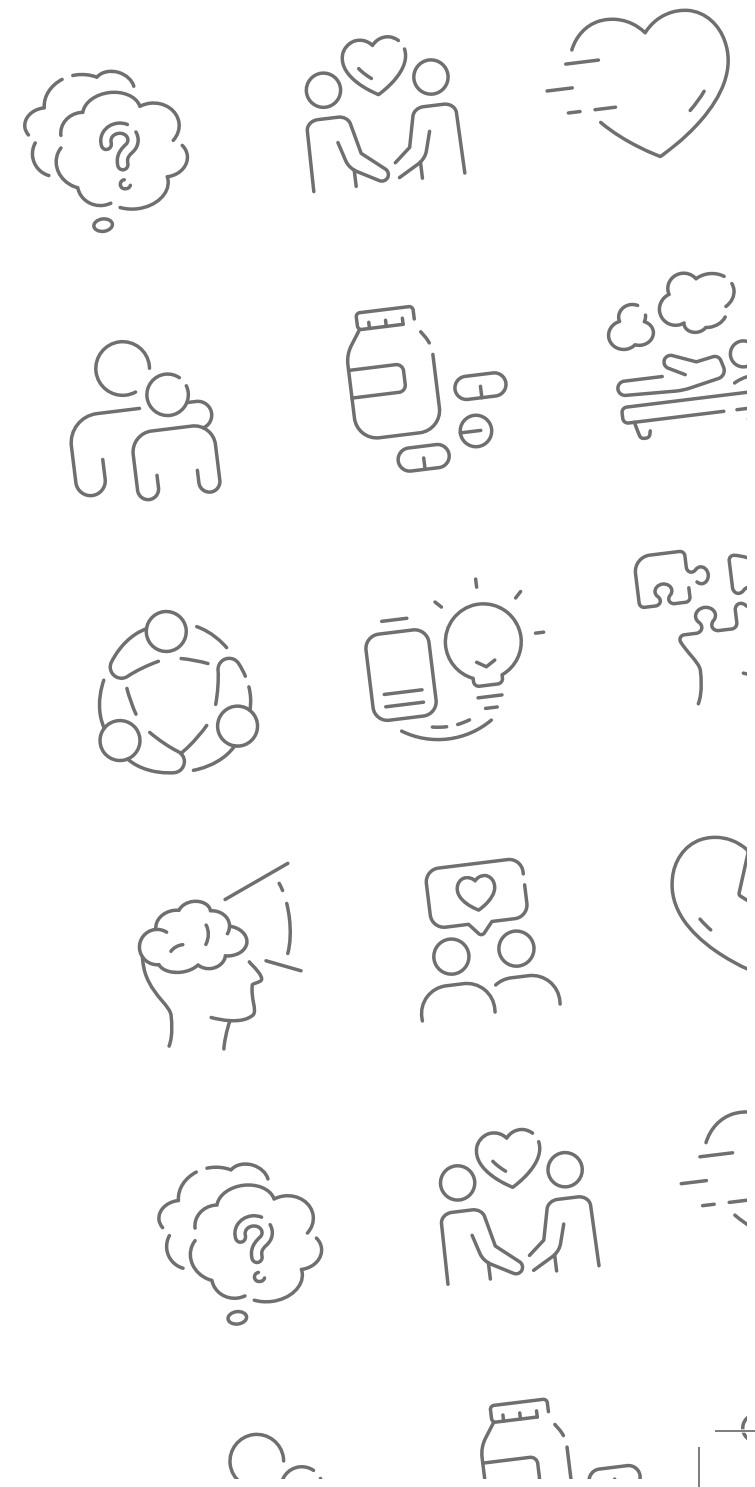
ADDITIONAL BRAND ELEMENTS

The lines below represent the path that patients of the Family Psychology Place travel during therapy. Use appropriately and at your discretion.



ICONOGRAPHY

Icons should be one of the primary or secondary colours only, or 100% white or a screened back version of white (20%) to introduce a subtle texture. Use the correct icon for the correct use.





INFOGRAPHIC VISUALIZATION

TITLE, LABELS & LEGEND

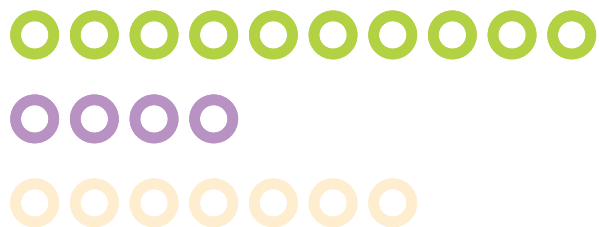
The title should reflect the main insight of the article or story. The legend should explain the chart's meaning by defining the association of each visual property, such as color, shape and size, to the corresponding information. When possible, use labels directly on the chart to avoid long legends. All the text should be concise and easy to understand.

COLOR

The application of the TFPP color palette brings a unified and recognizable consistency to the various layouts. This color palette applies to data visualization, as well, but isn't restricted to appearance only; it decreases recognition times, conveys meaning and helps users make faster, more informed decisions.

- Emphasize the story you want to tell
- Improve readability and hierarchy of elements
- Texture and markers







COLOUR SYSTEM

Our colours are one of the most important expressions of the brand. They give each of our offerings a unique personality. 'Green' is the primary brand colour, used in the majority of the expressions of our brand. The secondary colours represent a vibrant and healthy community.

PRIMARY PALETTE

C 35 M 1 Y 94 K 0
R 178 G 209 B 67
#b2d140

80%

60%

40%

20%

GRADIENT

C 67 M 64 Y 64 K 0
R 45 G 42 B 38
#2d2a26

80%

60%

40%

20%

GRADIENT



SECONDARY PALETTE

C 350 M 31 Y 98 K 0
R 255 G 183 B 24
#fdb619

C 35 M 1 Y 94 K 0
R 0 G 183 B 237
#00b7ed

C 54 M 91 Y 1 K 0
R 137 G 61 B 149
#893e95

C 15 M 100 Y 100 K 0
R 210 G 35 B 42
#d2332a

GRAYSCALE PALETTE

C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#000000



IMAGE SYSTEM

The photography we use should give us the opportunity to present ourselves as great observers of the working world and to show and tell stories. Our photography should set the scene or create context for the conversations we want to have. It should demonstrate our interest in the world around us, and the positive effects we're working to deliver.

ENVIRONMENT

The bulk of the photography we use is lifestyle, cinematic and colorful. This choice is intentional. Every day, our work exposes us to different businesses, cultures, geographies, economies, fields and industries. In return, this exposure informs us and inspires our thinking. We proudly present the world as it is. Our approach is editorial, like documentary filmmaking or journalism.

PORTRAIT

Portraiture allows us to isolate individuals, clients and teams, to capture their character, and focus on the unique personalities and perspectives they provide. Our approach is democratic. We never invest more or less photographically based stature or status, but rather with equal skill and high standards. This demonstration is another statement of our emphasis on forward thinkers.

IMAGERY (PHOTOGRAPHY)



PHOTO TREATMENT



“

*Ullorum quat eaquam, tem ut latatur?
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 asperit, ut quae none pos quo blaborum
 rem nulpa.*

TE VOLOREP
 EXETUS



**Undendi cus
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 cid untius**



STATIONERY

Consistency in branding extends beyond logos and social media—it's present in every email, document, and internal communication. Using approved templates for internal documents and email signatures ensures that every interaction reflects professional, cohesive brand identity.

These templates standardize formatting, maintain brand-aligned typography and colors, and reinforce our positioning, creating a seamless experience for clients and partners.

As these documents are among the most frequent touchpoints with external audiences, maintaining visual consistency across physical communications strengthens brand recognition.

A unified look not only builds trust and credibility but also signals our attention to detail and commitment to excellence.

LETTERHEAD



Come for answers...stay for solutions.

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NORTH

#405, 400 Crowfoot Crescent NW,
Calgary, AB, T3G 5H6

SOUTH

Suite A5, 10333 Southport Rd SW,
Calgary, AB, T2W 3X6



NORTH • #405, 400 Crowfoot Crescent NW, Calgary, AB, T3G 5H6 **SOUTH** • Suite A5, 10333 Southport Rd SW, Calgary, AB, T2W 3X6

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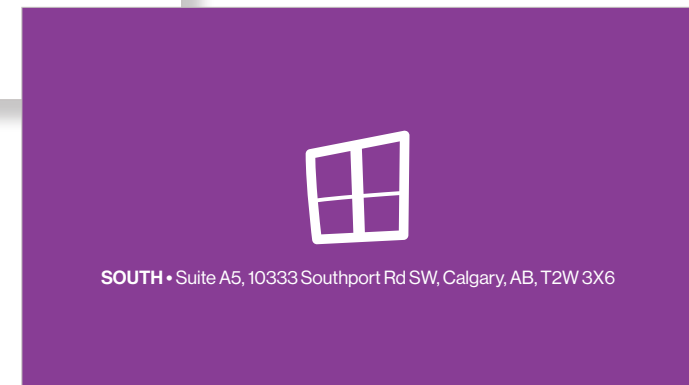
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Come for answers...stay for solutions.

BUSINESS CARD



John Doe
REGISTERED PSYCHOLOGIST



403 000 0000
John.Doe@thefamilypsychologyplace.com
TheFamilyPsychologyPlace.com
NORTH • #405, 400 Crowfoot Crescent NW, Calgary, AB, T3



John Doe
REGISTERED PSYCHOLOGIST



403 000 0000
John.Doe@thefamilypsychologyplace.com
TheFamilyPsychologyPlace.com
NORTH • #405, 400 Crowfoot Crescent NW, Calgary, AB, T3





MERCH

lanyard



notebook



pen



jacket





SOCIAL MEDIA

In today's digital age, social media is a crucial platform for connecting and engaging with people.

It's where the world goes to socialize, discuss, and share, making it an essential space to establish a presence. Therefore, maintaining the tone and positioning of TFPP in social media communications is as important as in any other medium.

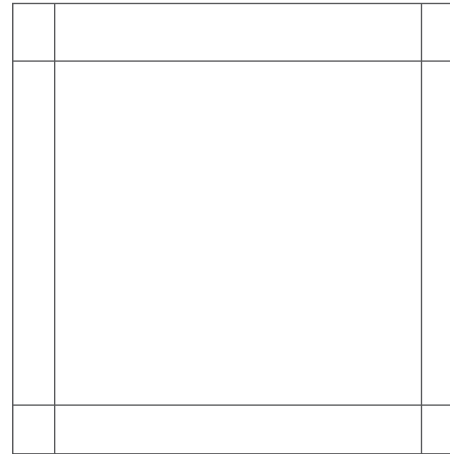
Social media provides a fantastic opportunity to highlight the friendly and fun aspects of TFPP. It allows the brand to blend its speaking and writing tone, image system, and eye-catching graphics, approach can build stronger brand recognition, making it easier for potential clients to connect with and remember the brand. By leveraging social media effectively, TFPP can foster deeper relationships with its audience and showcase its commitment to exceptional service and innovation.

SOCIAL GRID SYSTEM

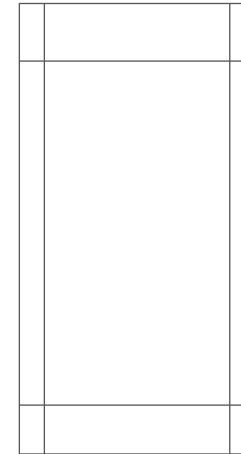
Social posts should follow the grid systems seen here.

Use a blend of approved imagery, colour backgrounds, overlays, iconography, and additional elements. Feel free to get a little creative! *(See inspiration below)*

1:1 SQUARE

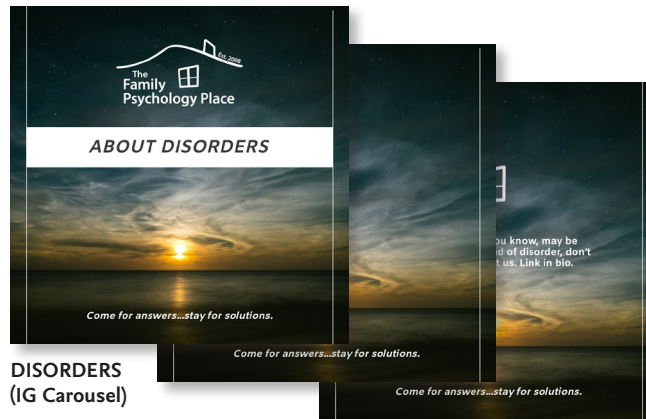


9:16 PORTRAIT



MYTH VS FACTS
(IG Carousel)





DISORDERS
(IG Carousel)



SERVICES
(IG Carousel)



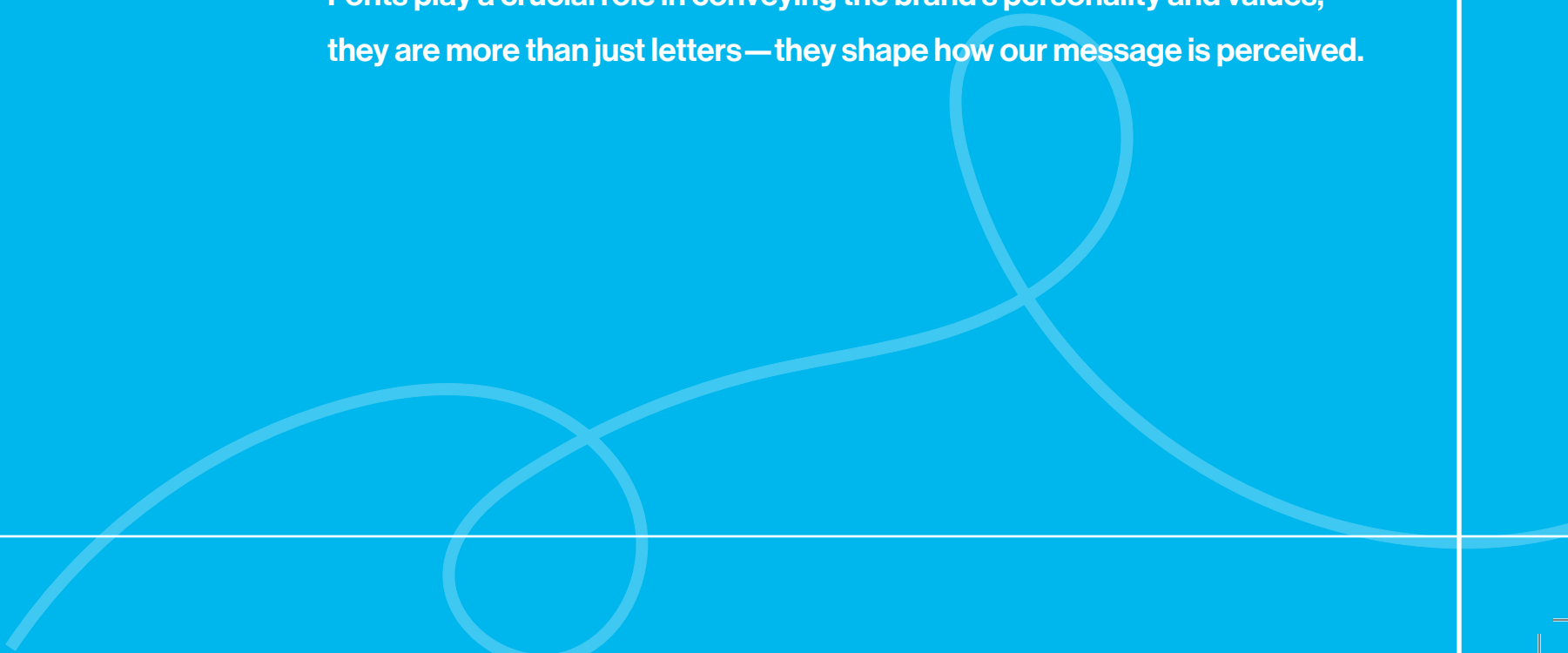
PEOPLE / WORK PLACE CULTURE





TYPOGRAPHY

Using the approved font families for communications is essential for maintaining brand consistency and ensuring effective communication. Consistency in typography helps create a cohesive visual identity, making our brand instantly recognizable across various platforms and materials. Fonts play a crucial role in conveying the brand's personality and values; they are more than just letters—they shape how our message is perceived.

An abstract graphic consisting of several overlapping, flowing, light blue lines that create a sense of movement and depth, located in the lower right portion of the page.

The primary font was chosen for its prominence, reflecting our innovative spirit while remaining accessible and legible. It lends a modern, professional feel to our communications.

A single font was chosen for use in different situations. Using the fonts in the correct context will give The Family Psychology Place a consistent and recognizable look and feel in every use.

Nexus Sans Pro

Aa

Nexus Sans Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@#\$\$%^&*()

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@#\$\$%^&*()

Nexus Sans Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@#\$\$%^&()*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@#\$\$%^&*()

SUMMARY

The Family Psychology Place brand guidelines are the backbone of our identity, ensuring consistency and recognition in every interaction. They cover everything from tone and positioning to logo use, colour palettes, typography, and imagery, helping us maintain a cohesive and professional image. These guidelines are not just rules but tools that support our mission to be approachable, friendly, and reliable, making our brand memorable and trusted.

If you have any questions, please reach out to the brand manager or your immediate manager.

The contact information on the right lists all relevant people within the company related to branding and identity. As part of the The Family Psychology Place family, it's crucial to learn, remember, and implement these guidelines throughout your journey. Doing so ensures that you have all the tools needed to represent the brand effectively and contribute to its success. By adhering to these standards, you help maintain the brand's integrity and strengthen its presence in the market, fostering trust and recognition among clients and partners.

Come for answers...stay for solutions.

**405 • 400 Crowfoot Crescent NW
Calgary • Alberta
T3G 5H6**

403 477 0902

FamilyPsychologyPlace.com

FamilyPsychologyPlace.com

