

Grand River
EST. 2015
COUNSELLING

Branding Guideline
EST. 2015

Brand Positioning



Being the leading name in therapy and counselling within the Paris area, and Online worldwide. Not only is this company helping people through sessions, but also educating people through the Internet, one on ones, and educational classes.

Brand Personality



Grand River Counselling is a modern happy positive therapeutic counselling service provider. It brings the client and counselor's relationship closer with each other, making the connection between the two seamless, which create a better end result for the both of them.

Brand Target



Targeting anyone from 14 - 56 and beyond. Basically the goal is to help as many people as possible that need counselling. There is no target market in helping people, because when you are in it to help, the people in need will come.

Colour Pallet



C - 60 R - 107
M - 0 G - 165
Y - 98 B - 57
K - 7
PANTONE 7737 C
#6BA539



C - 65 R - 92
M - 45 G - 136
Y - 0 B - 218
K - 0
PANTONE 2718 C
#5C88DA



C - 0 R - 65
M - 0 G - 64
Y - 0 B - 66
K - 90
90% Black
#414042



C - 76 R - 78
M - 34 G - 135
Y - 21 B - 160
K - 0
PANTONE 7697 C
#4E87A0



C - 69 R - 80
M - 0 G - 166
Y - 54 B - 132
K - 7
PANTONE 7723 C
#50A684



Type - Linear
Angle - -60°
Colour 1 - PANTONE 7697 C
Opacity - 100%
Location - 0%
Separator 1 - Location 50%
Colour 2 - PANTONE 7697 C
Opacity - 100%
Location - 50%
Separator 2 - Location 50%
Colour 3 - PANTONE 7737 C
Opacity - 100%
Location - 100%

Logo

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Logo Sizes



This logo can only be as small as 1 1/4" in size. The space between the logo and outside space, should never break the 8pt border, or an 8pt capital N.

Logo Don'ts

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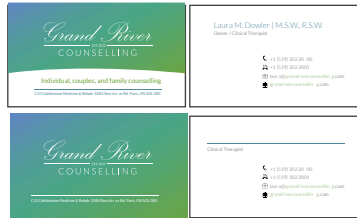
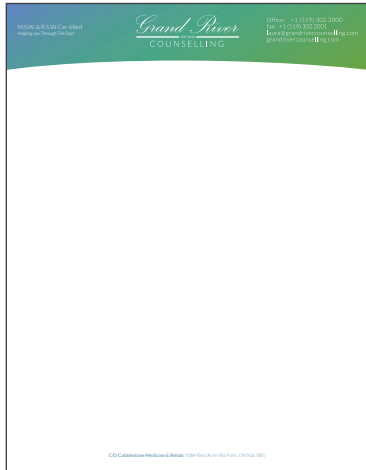
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Stationary



Here are the final designs of all stationary items. All envelopes sent out must contain the return address label. All business cards handed out must be with this design. Finally all legal and non legal documents must have this letterhead attached!

Typefaces

Lato Light

Use - Body Content

pt size - 10pt

Leading - 14pt

Colour - 90% Black

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

Lato Regular Italic

Use - Bolding Notes Content

pt size - 8pt

Leading - 12pt

Tracking - 25pt

Colour - 90% Black

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

Lato Light Italic

Use - Content Notes

pt size - 8pt

Leading - 12pt

Tracking - 25pt

Colour - 90% Black

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890

Palace Script

Use - Main Logo

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

abcdefghijklmnopqrstuvwxy

1234567890

Typefaces

Lato Regular

Use - Titles

Title pt size - 14pt

Title Leading - 18pt

Body pt size - 10pt

Body Leading - 14pt

Colour - Pantone: 7723C

abcdefghijklmnopqrstuvwxy
zabcdefghijklmnopqr
stuvwxyz
1234567890

Use - Titles

pt size - 12pt

Leading - 16pt

Colour - Pantone 7697C

abcdefghijklmnopqr
stuvwxyz
abcdefghijklmnopqr
stuvwxyz
1234567890

Use - Bold Body Content

pt size - 10pt

Leading - 14pt

Colour - 90% Black

**abcdefghijklmnopqr
stuvwxyz
abcdefghijklmnopqr
stuvwxyz
1234567890**

Photography Water Mark



These banners go on the edges of each photo posted on any social media site, so people know it is from Grand River counselling. It is just a subtle brand image.

Brand Photography Style



