












<p>Idea 01</p> <p>I went for a typographic style using and aftermarket font and added floral swirls to give it a more elegant feel. I then developed it using various weights and layouts.</p>	<p>a</p> 	<p>b</p> 	<p>c</p> 	<p>d</p> 	<p>e</p> 
---	--	---	--	--	--

<p>Idea 02</p> <p>I chose a simple shape and added feminine colours and gradients to it to portray a gentle, caring image. I chose a nice san-serif font to complement the shape and finally added the wings to finish the logo.</p>	<p>a</p> 	<p>b</p> 	<p>c</p> 	<p>d</p> 	<p>e</p> 
---	--	---	--	--	--

<p>Idea 03</p> <p>I've used 'Georgia' for the typeface to give a more professional look and feel. I used the image of a head to associate therapy with the text. I then developed this idea by subtly varying the layout and positioning of text and image.</p>	<p>a</p> 	<p>b</p> 	<p>c</p> 	<p>d</p> 	<p>e</p> 
--	---	--	---	---	---

<p>Idea 04</p> <p>I chose a different route for this logo. I wanted to portray a friendly, approachable feel. I used a font that looks like it has been drawn by hand and developed it with sketches to keep the friendly feel. I also used 'Georgia' to retain a professional look.</p>	<p>a</p> 	<p>b</p> 	<p>c</p> 	<p>d</p> 	<p>e</p> 
---	--	---	--	--	--

Full Colour



Black and White



Reversal



Mini



Favicon



Rationale

I have chosen this design over the others because I feel it offers a friendly and approachable feel. Any other psychologist websites I visited had very plain and unimaginative logos and some had none at all. Psychology is often misinterpreted and a lot of people feel like the practise of this work is overrated. By having very reserved logos can only decrease your target audience.

I took into account that Clare is aiming her potential client base at 30+ and after some debate decided that this logo is suitable for this group. It may not have the business feel that some logos have but I feel it offers a more personal brand opportunity for Clare and therefore more memorable to her clients.

By using the hand drawn font 'Pointy' I feel the logo looks a lot more original and with the hand drawn man to the right of it, it gives a nice individual feel. I have kept the font black but half highlighted the letters 'you' to make them stand out. Clare is offering a personal service so it shows that she cares about 'You', with 'you' being the client.

I feel that my idea offers a unique branding opportunity to Clare for her private counselling service and will work well on her site as well as print media such as flyers, business cards and posters.

Details

Created in: Illustrator CS 3

Font: External font called 'Pointy'

Graphical Elements: Stick man hand drawn in Illustrator

Colour Palette



Rationale:

I have chosen to go with the above colour scheme because I feel the subtle pink and purple shades offer a relaxing environment for a client visiting the site. Purple has psychic healing and meditation powers and is known to combat feelings of shock or fear. Pink has the meaning of compassion, friendship and understanding. These are qualities that suit a site of this nature. A client of Clare's must feel like they are relaxed and welcomed if they intend to use her as their therapist.

For other parts of the site such as text and headings I intend to use some of the pinks and purples but also incorporate the various shades of grey into the overall layout. White will also feature heavily to create a sense of openness and cleanliness.

Typography: Headings

<h1> font-size: 16px ; font-family: "Georgia", serif;

<h2> font-size: 12px ; font-family: "Georgia", serif;

<h3> font-size 10px ; font-family: "Georgia", serif;

<h4> font-size 10px ; font-family: "Georgia"; font-weight: Bold, serif;

Body Copy

```
body {  
  font-family: "Georgia";  
  font-size: 12px ;  
  line-height: 1.5em ;  
}
```

Rationale:

I have chosen to use Georgia as the font for the headings because I feel it gives me a contrast to the logo I have chosen. It is a serif font which gives the impression of professionalism and has an academic feel to it which will reassure visitors to the site. Georgia is also good for the site as it was designed to be readable on screen.

For the smaller headings the weight will vary depending on how important each section is. I plan to keep the outline well structured and keep heading consistent throughout.

The main body of the site may change from Georgia to a san-serif font if I feel the Georgia becomes too much.