Brand Guidelines

Get Reconnected Overview, Logo & Usage Guide, Colors, Fonts, Do's & Dont's

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PSYCHOTHERAPY & COUNSELING

Get Reconnected Overview

01

We started this private practice because we're deeply passionate about mental health. We've seen the struggles people face in their daily lives, and we wanted to be part of the solution.
Our journey began with the desire to make mental health support convenient and accessible to everyone in Ontario. We believe that by enriching individual's lives, we can create a ripple effect of positive change in our communities.

Our Mission

We are passionate about guiding our clients through their struggles, providing a virtual helping hand for anyone residing in Ontario.
We understand that seeking mental health care can sometimes come with hassles, but we are here to change that.
Our online platform offers ease of access to schedule appointments, and virtual counselling sessions (video) from the comfort of your own home, making therapy an integral part of your life, not an interruption of it.

Our Values

At Get Reconnected, we value understanding, empathy, individuality, and accessibility. We understand that no two journeys are the same, and our approach is rooted in respect for your unique path.

Logo

02

The GetReconnected psychotherapy clinic's logo reflects its mission to provide healing and restoration. The initials icon embodies progress, representing the journey towards mental well-being. The name, displayed alongside the icon, reinforces the brand's commitment to helping individuals find renewed connections within themselves and their relationships.

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Leave enough space all around the Logo to maintain proper Readability and Legibility of the Logo.

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LOGOTYPES

Keep in mind the Logo usage rules guide whenever using GET RECONNECTED logo.

This is our Primary Logo in Vertical lockup.

If Vertical format does not fit the composition use the horizontal format.

Insta Pofile size
110*110px

Fav Icon Sizes
16*16, 32*32, 48*48px

web header horizontal layout
350*75px

Ensure the logo is displayed at a size that maintains legibility and visual impact. Avoid scaling the logo too small, as it may compromise its readability.

DONT'S IN LOGO USAGE

Strictly avoid these while using GET RECONNECTED logo.
-Do not combine the logo with other logos or graphic elements without proper authorization.
-Avoid using outdated versions of the logo; always use the latest approved version.
-Do not use the logo in a way that undermines its integrity or professionalism.
-Avoid using the logo in any context that may be misleading or inappropriate.

Do not alter the color of the logo or any associated elements.

Avoid distorting or stretching the logo out of proportion.

Do not use unauthorized variations or modifications of the logo.

Avoid adding gradients, shadows, or other visual effects to the logo.

Do not place the logo on busy or visually distracting backgrounds.

Avoid using the logo in a size that compromises its legibility or visibility.

03

Colors

The Get Reconnected psychotherapy clinic's official color palate to be used across all platforms.
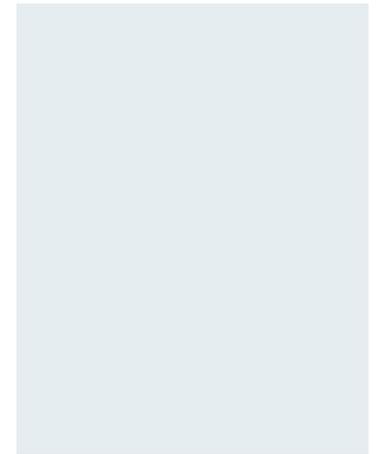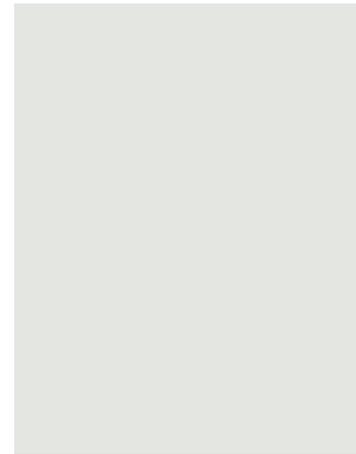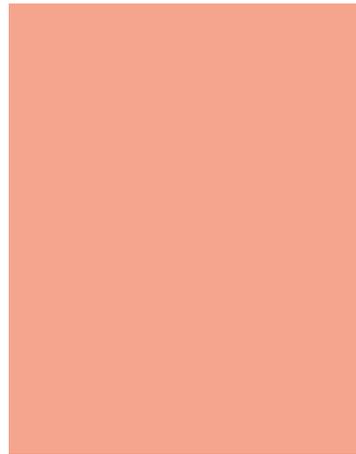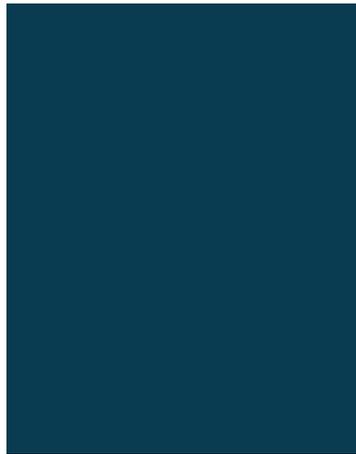
CMYK	C 97 M 68 Y 48 K 38	C 1 M 42 Y 40 K 0	C 65 M 49 Y 12 K 0	C 10 M 6 Y 10 K 0	C 9 M 4 Y 4 K 0
RGB	R 3 G 62 B 81	R 245 G 165 B 142	R 104 G 125 B 172	R 227 G 229 B 224	R 230 G 235 B 237
Hex#	033D51	F5A58E	687DAC	E3E5E0	E6EBED

04

Typography

In the context of typograpgy guidelines use consistent typefaces, font styles, font sizes and text layouts. This will help deliver Get Reconnected's Message to the audience professionally.

Young Serif

- Usage in Headings
-Usage for Highlighting

Aa Bb Cc

Inter

- Usage in Body Text

Aa Bb Cc

H1 | font : Young Serif
size : 56 pt

Welcome

H2 | font : Young Serif
size : 48 pt

to Get Reconnected

H3 | font : Young Serif
size : 36 pt

Psychotherapy Services

Body Text| font : Inter
size : 18 pt

At Get Reconnected, we value understanding, empathy, individuality, and accessibility.