



**KATHY  
KWIATKOWSKI**  
CHt, LCPC

**BRAND GUIDELINES**  
**VERSION 1**

◆ BRAND GUIDELINES

This document sets forth verbal and visual guidelines for Kathy Kwiatkowski’s brand expression.

It offers the visual tactics needed to meaningfully and consistently bring her brand to life across all communications media — creating a cohesive sensibility that people feel whether they are visiting in person or seeing in print and digital communications.

**INTRODUCTION**

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**PRIMARY ELEMENTS**

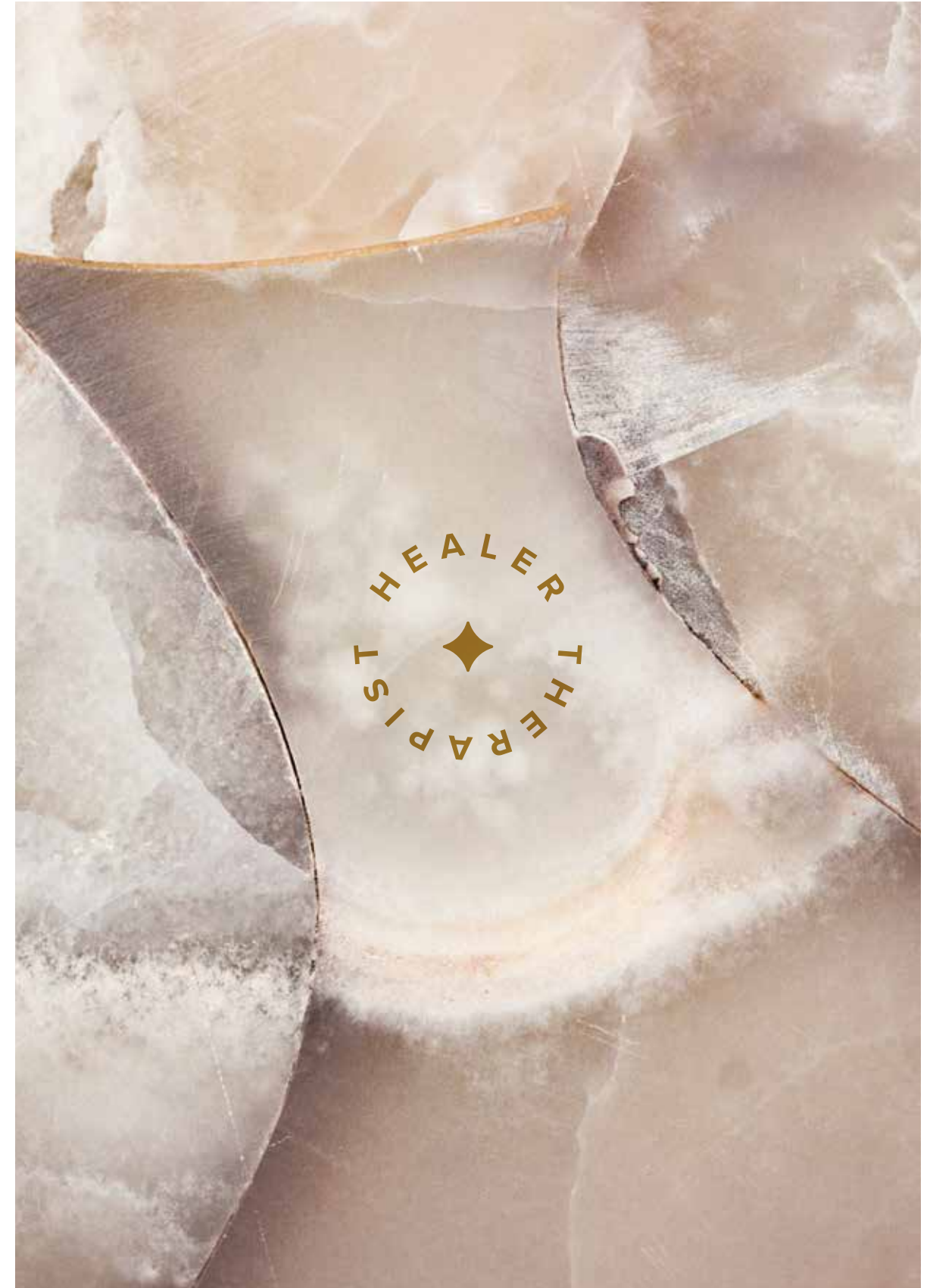
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◆ MISSION

# A Mission to Help

Kathy's mission is to help traumatized adults find relief from negative human experiences. She helps them rediscover a life of joy and purpose by bringing the body, mind, and spirit into alignment.



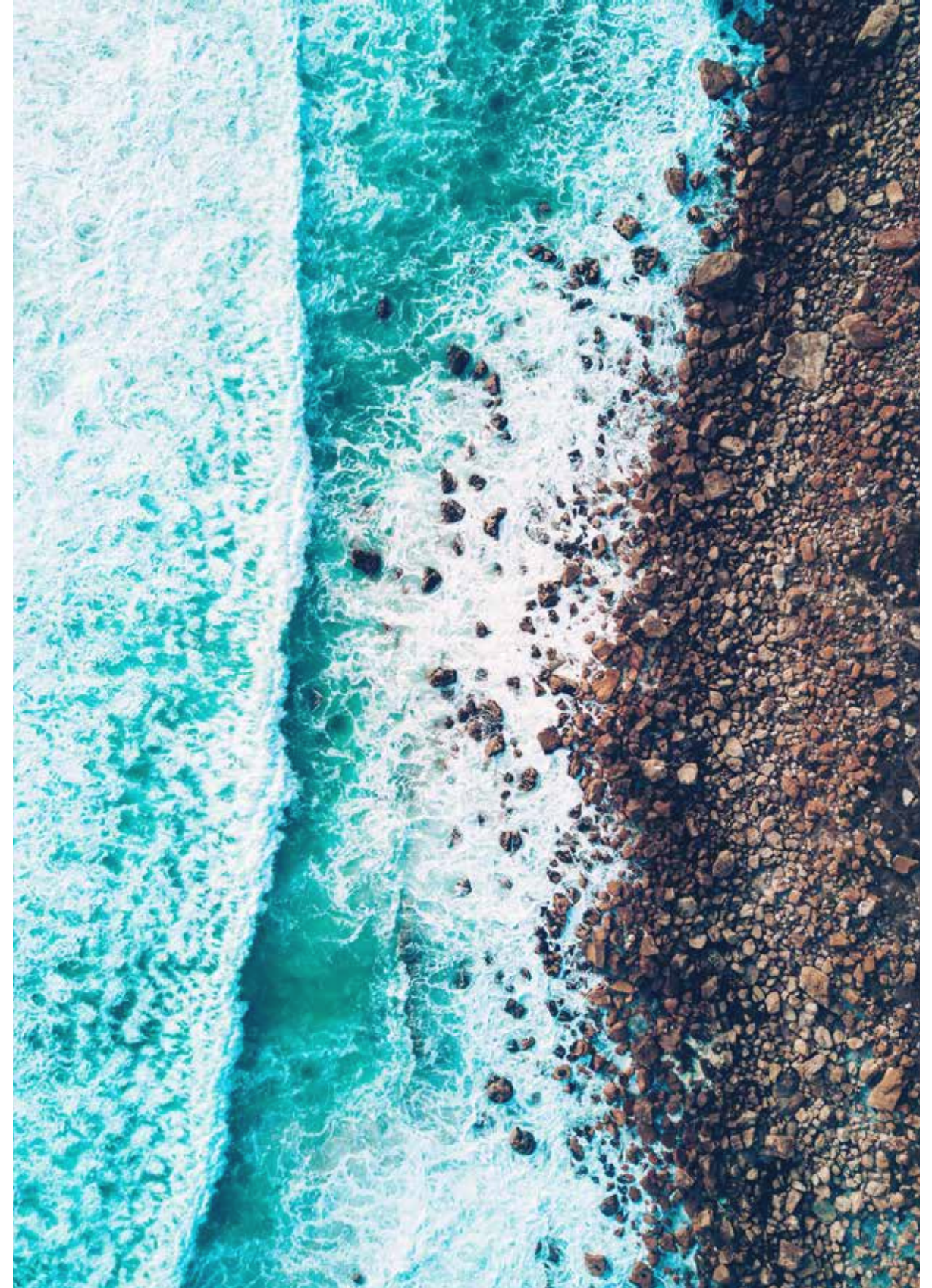


◆ BRAND VOICE

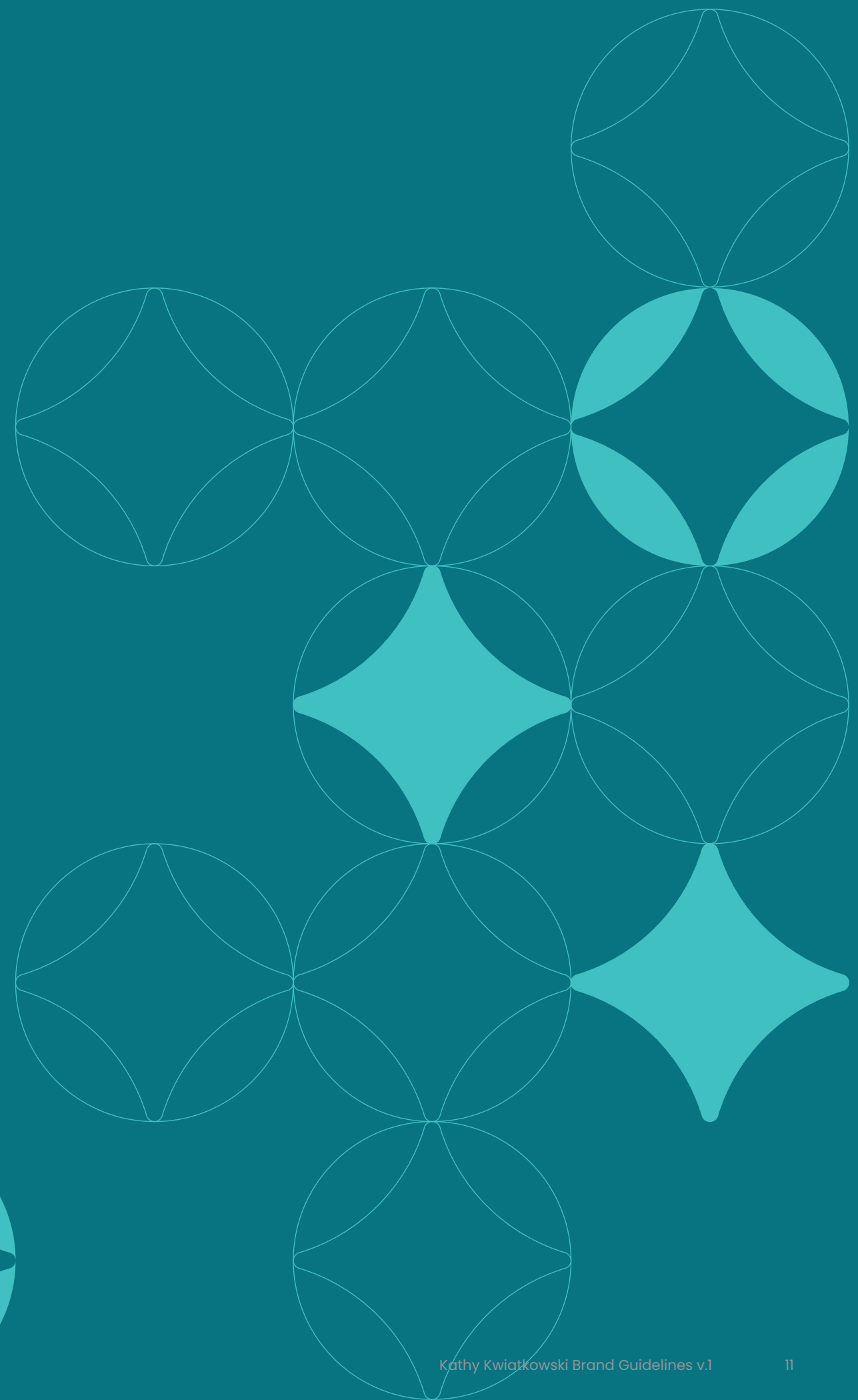
Supportive  
Empathetic  
Welcoming  
Balanced  
Strong



Rediscover  
the *you*  
that you were  
meant to be



# Primary Elements



◆ LOGO

The logo embodies the holistic experience Kathy offers to her clients and visually shows the transition of start to finish with Kathy being at the center of their transformation.





◆ WORDMARK

The wordmark celebrates the strength in Kathy's guidance through strong typography and balance.

The wordmark is not to be combined with the logo.



kathy  
CHt, LCPC



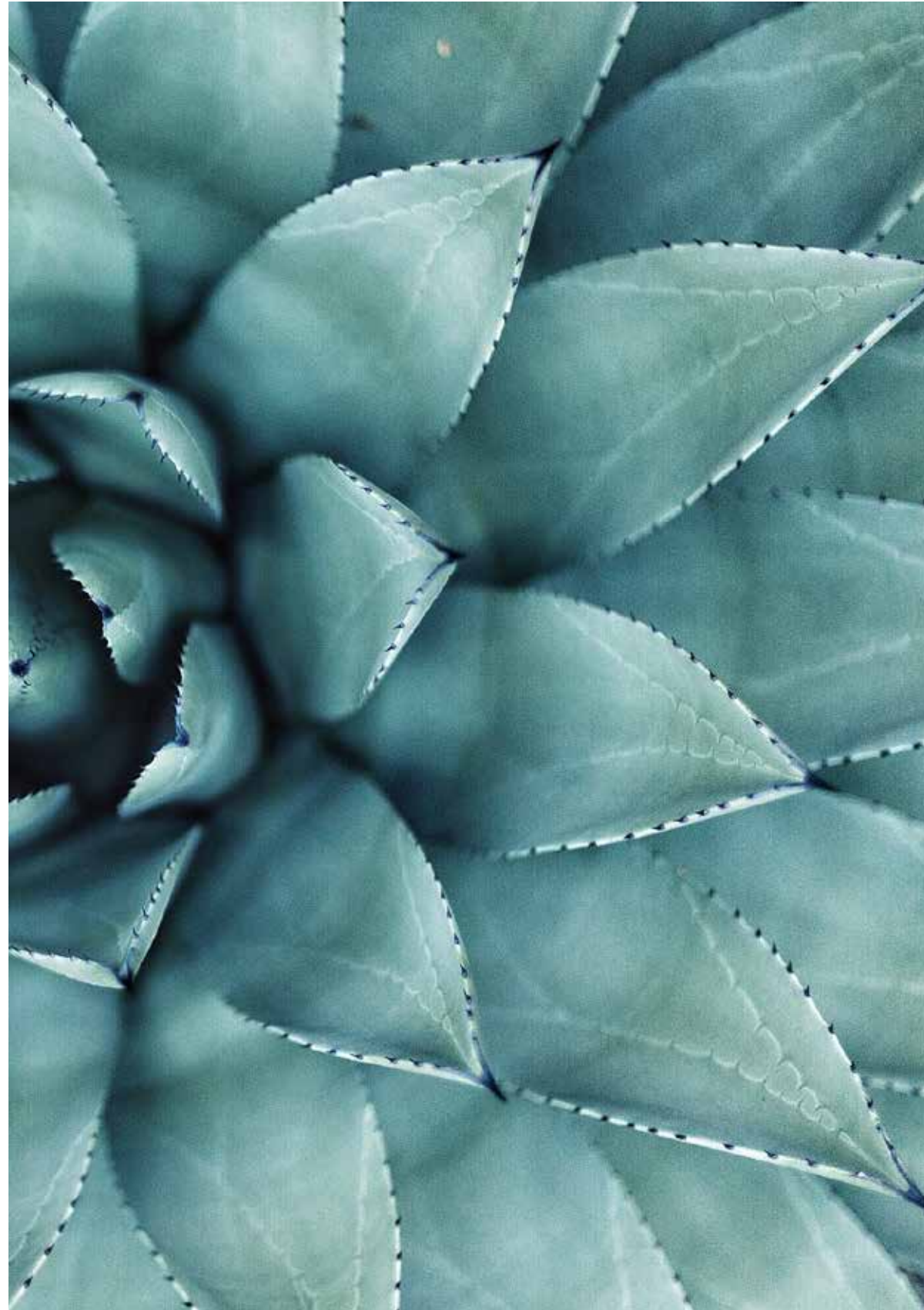
◆ WORDMARK ALTERNATE

The wordmark celebrates the strength in Kathy's guidance through strong typography and balance.

The wordmark is not to be combined with the logo.



The image shows an alternate wordmark for the brand. The word "kathy" is written in a large, elegant, teal-colored serif font. Above the letter "k" are three small, white, four-pointed starburst icons. Below "kathy" are the words "KWIATKOWSKI" and "CHt, LCPC" in a smaller, teal-colored, all-caps sans-serif font, stacked on two lines.



## ◆ TYPOGRAPHY

### HEADLINES

# IvyPresto Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&?.,;:”

### BODY COPY

# Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

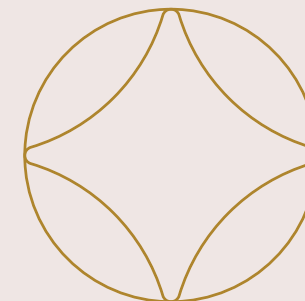
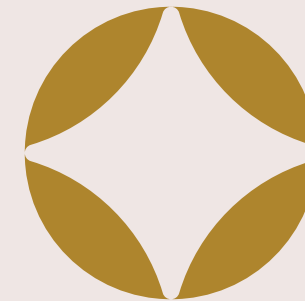
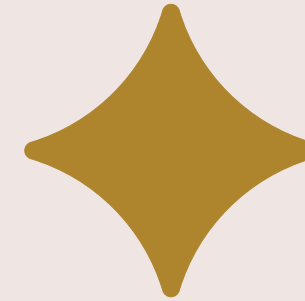
1234567890

!@#\$%&?.,;:”

# Mind, Body and Spirit

The pattern represents the alignment of the mind, body, and spirit. Kathy works with her clients to aid in the alignment of these three ideals.

These shapes combine and grow to inhabit their space in a new way.





## ◆ TEXTURE

Watercolor shows water's beautiful influence on pigment, creating new compositions each time they collide.

Much like people, each watercolor artwork is different and the artist has to let water decide the outcome.



## ◆ COLOR PALETTE

The color palette is inspired by water and the materials it attracts. Light blues represent shallow water found in streams and the deep blue represents the uncertain depths of the ocean.

Warm tones are inspired by stones, sand, and wood.

The primary palette should be utilized by 70% of the brand. 30% of the brand should use the secondary palette.

### PRIMARY

#### LIGHT BLUE

PANTONE 317 C  
C:30 M:0 Y:12 K:0  
R: 175 G:226 B:227  
#AFE2E3

#### TEAL

PANTONE 7474 C  
C:100 M:37 Y:44 K:10  
R: 0 G:116 B:129  
#007481

#### DEEP BLUE

PANTONE 5395 C  
C:89 M:73 Y:56 K:67  
R: 8 G:31 B:45  
#081F2D

### SECONDARY

#### BEIGE BLUSH

PANTONE 7604 C (at 60% opacity)  
C:3 M:7 Y:5 K:0  
R: 243 G:233 B:231  
#F3E9E7

#### SANDY PEACH

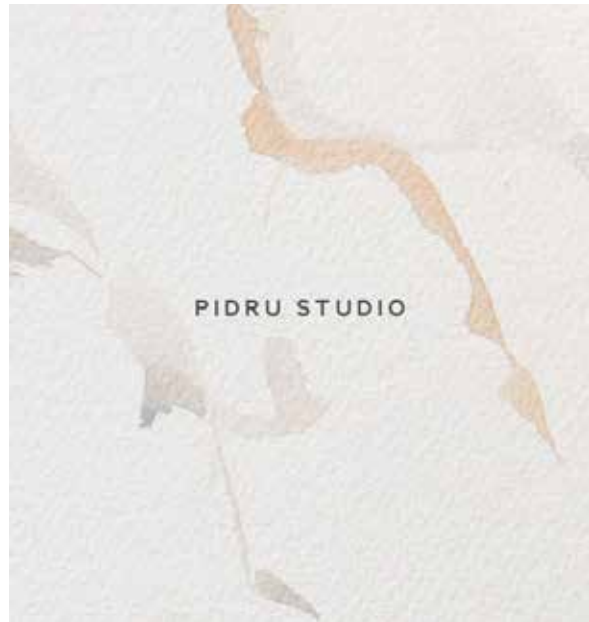
PANTONE 489 C  
C:5 M:27 Y:25 K:0  
R:239 G:194 B:179  
#EFC2B3

#### BRIGHT AQUA

PANTONE 3252 C  
C:66 M:0 Y:29 K:0  
R:16 G:207 B:201  
#10CFC9

#### GOLD

PANTONE 1255 C  
C:30 M:44 Y:100 K:8  
R:174 G:132 B:31  
#AE841F



## ◆ VISUAL APPROACH

Kathy's brand is empathetic and relaxing, welcoming the viewer into her world. Photography should be subtle and focused on healing materials.

Watercolor can be used as ambient backgrounds in light colors.

Strong type alignment is key when creating collateral to represent the alignment of the mind, body, and spirit.



# Applications

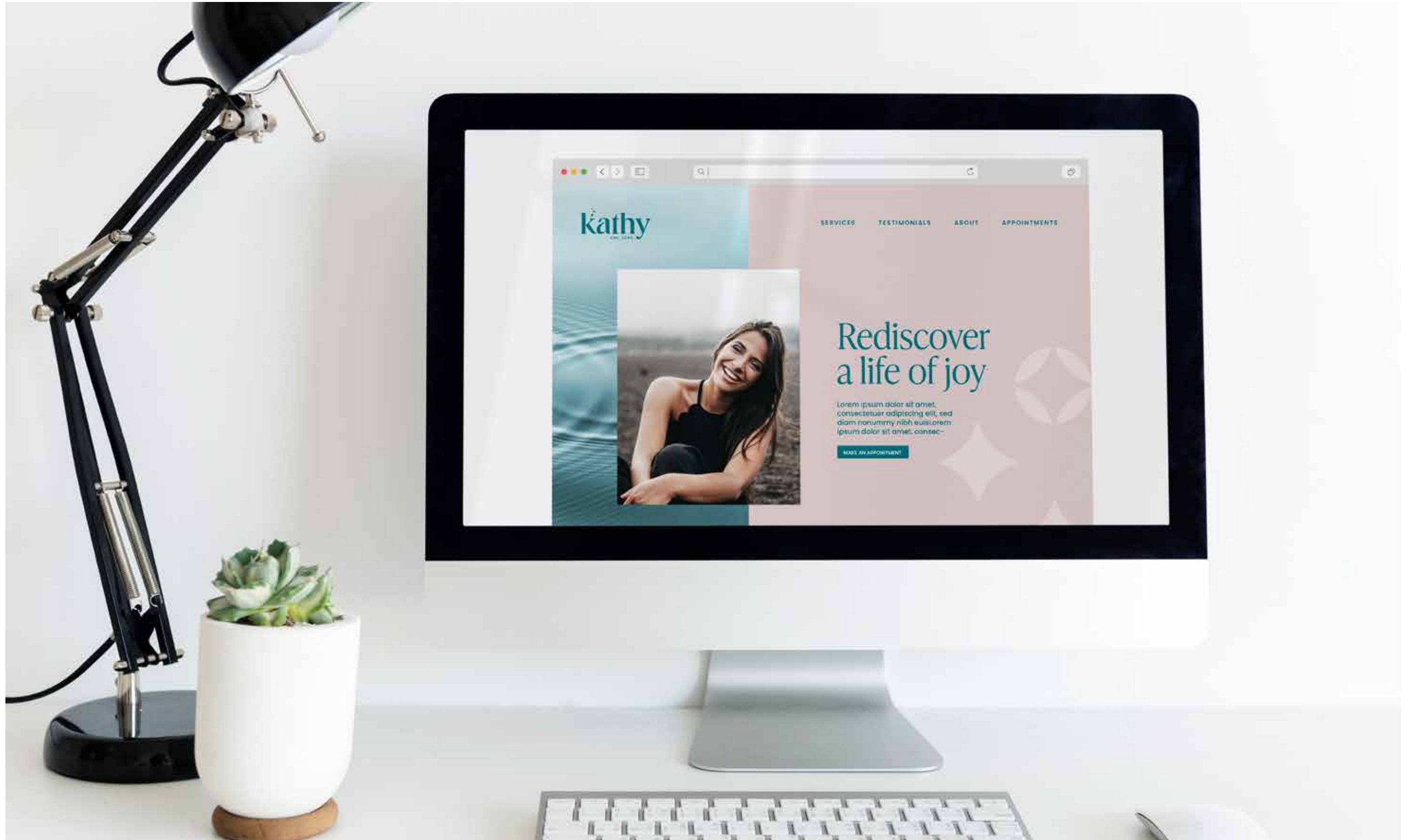


◆ PRINT APPLICATIONS











PRESENTED BY  
LOOM AGENCY  
CHICAGO, IL  
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PREPARED FOR  
KATHY KWIATKOWSKI  
CHt, LCPC