



Branding Guidelines

Imara Counseling Services

Contents

01.	Who are we _____	P. 5
02.	The message _____	P. 7
02.	The logo _____	P. 13
03.	Colors _____	P. 19
04.	Typography _____	P. 21
05.	Social media _____	P. 24
06.	Photography _____	P. 26
07.	Illustrations _____	P. 29
08.	Icons _____	P. 31
09.	Stationary _____	P. 33
10.	Website _____	P. 45
11.	Marketing items _____	P. 48
12.	Swag _____	P. 54





01

Who are we

01. Who are we

Imara Counseling Services is a group of mental health professionals creating an inviting and safe space for clients to explore the unique challenges they experience.

Mission

To accelerate a transition to a life of peace and tranquility—life transformation

Vision

A world where everyone experiences a life of peace and tranquility



02

The Message

02. The Message

Brand values

Imara Counseling Services is a group of mental health professionals creating an inviting and safe space for clients to explore the unique challenges they experience. Imara Counseling services believes in a world where everyone experiences a life of peace and tranquility.

Its core brand values are:

COMPASSION

Individuals, couples, and families who come to the Imara Counseling Services are typically in some emotional pain, distress, or confusion. We strive to provide an empathic, nonjudgmental environment where we listen to each client carefully and without preconceptions, allowing them to feel heard and validated.

COLLABORATION

Effective mental health interventions always involve good collaboration between clinicians, our transformation specialists, and the clients. We strive to ensure that our clients are active participants in their therapy, understand their treatment plan and that the relationships between clients and Imara Counseling staff are open and respectful. We also strive to maintain effective teamwork within our practice.

COMPETENCE

As transformation specialists, we take our responsibility to provide expert care seriously. We take responsibility for our continued growth as professionals and consistently seek to learn new methods for helping our clients. We are open about our professional credentials and training and use consultation services where needed and appropriate.

Boilerplate

Founded in 2012, Imara Counseling Services is an independent counseling practice that empowers you to be firm, strong, and resolute despite life circumstances—the very meaning of the Swahili word “Imara.” Imara Counseling Services provides quality care designed to empower and promote wellness for individuals, couples, families, and communities for various mental, behavioral, and psycho-social concerns through a rewarding and profound process of change and self-discovery.

Imara Counseling Services is a group of mental health professionals creating a safe, inviting space for clients to explore the unique challenges they are going through. Imara Counseling Services works with adults, teenagers, children older than five years, and couples in all stages of their relationships. We strive to ensure every one of our clients is seen, heard, and understood; that’s Imara Counseling Services.

Tone

Our tone is dynamic, cheerful, socially conscious, inspirational, and authentic. We're assertive yet down-to-earth and personal. We shouldn't sound sarcastic, pompous, or overly authoritative. We choose to use shorter, more direct words to make our points clear and concise.

While our strengths help guide content choices, our tone creates consistency in delivering that content. When creating communications, keep these words in mind to maintain a distinct tone of voice and ensure the Imara Counseling Services personality shines through.

When crafting content on various platforms, create the emotions someone should feel after engaging with Imara Counseling Services. Clients and the community should feel connected and inspired by the impact of Imara Counseling Services, while prospective clients should feel moved to use our services.

OUR VOICE IS NOT

TRITE

We're smart. It's important always to show it.

SLICK

We are authentic.

SALES-Y

"New and improved!" has no place here.

CORPORATE

Always choose words that are simple and direct. Never resort to using jargon.

Crafting the message

What to Avoid

MATTER OF FACTS

Imara Counseling Services has a wealth of impressive statistics worth sharing. However, it's just as important to explain the impact and importance of those statistics. Instead of leading with a list of statistics, such as the number of programs, counselors, and diversity data, consider leading with a message about Imara's unique ability to transform lives.

ENOUGH ABOUT US

It's easy to focus on messaging that lauds what Imara Counseling Services does and how it does it. Share the story creating opportunities to pull the audience in by explaining how they would benefit from Imara's swathe of services.

STRICTLY LITERAL

Not because you are expected to be literal, you should choose to do so. Find opportunities to interject voice in new places. Forms, brochures, and other pieces of typically straightforward communication are often places where people will notice the Imara Counseling Services personality the most.

PUNS BE GONE

Imara Counseling Services is more sophisticated and original than mere puns.

02. The Message

Elevator Pitches

The elevator pitches provide ways to talk about Imara Counseling Services in conversation and answer the question: “What is Imara Counseling Services?” for different audiences. Elevator pitches may be customized. However, the contextual message must never be altered.

PATIENTS

Imara Counseling Services is a group of mental health professionals creating a safe, inviting space for clients to explore the unique challenges they are going through. Imara Counseling Services works with you through various life experiences. We strive to ensure that you are seen, heard, and understood; that’s Imara Counseling Services.

COUNSELORS

Imara Counseling Services is a group of mental health professionals creating a safe, inviting space where you help clients explore the unique challenges they are going through. Imara Counseling Services facilitates you working with your clients through various life experiences. We strive to ensure that they are seen, heard, and understood; that’s Imara Counseling Services.

MEDIA

Founded in 2012, Imara Counseling Services is an independent counseling practice that empowers you to be firm, strong, and resolute despite life circumstances—the very meaning of the Swahili word “Imara.” Imara Counseling Services provides quality care designed to empower and promote wellness for individuals, families, and communities for various mental, behavioral, and psycho-social concerns through a rewarding and profound process of change and self-discovery.

Imara Counseling Services is a group of mental health professionals creating a safe, inviting space for clients to explore the unique challenges they are going through. Imara Counseling Services works with adults, teenagers, children older than five years, and couples in all stages of their relationships. We strive to ensure every one of our clients is seen, heard, and understood; that’s Imara Counseling Services..

Terminology and usage

This table guides how Imara Counseling Services-specific terminology should be used in digital or print communications. Terminology is shown with its appropriate capitalization. If further explanation is needed, it is included in the notes for the particular item.

PREFERRED TERM AND USAGE	NOTES
Imara Counseling Services	This is the long-form, brand and business name. Imara Counseling Services should never be abbreviated to ICS.
Imara	Acceptable short-form of the name
Transformation Specialist	The title psychotherapists replaced with transformation specialist to remove negative connotations of the “Psycho” term and replace a transformative client experience.
Live peacefully	This is the official tagline for the brand, which denotes the experience a client has from the transformational sessions with Imara Counseling Services.
www.ImaraCounseling.com/	Where ever the domain name is used it must be shown in initial caps
Clients	Our clients should never be referred to as customers or patients. We provide healthcare services and do not sell a product.

Like any human being, every brand has a voice, color, and many other attributes that evoke different emotions in their audience. Sentence structure, word choice, and tone create a distinct character that can only be Imara Counseling Services. These guidelines help us do it consistently.



03

The Logo

02. The logo

Elements

The Imara Counseling Services logo is the fundamental building block of our identity and the primary visual element that identifies us. The logo should be used consistently according to these guidelines to maintain brand integrity.



The marque, the primary signature of the Imara Counseling Services brand, has three elements: the celebration icon, the wordmark, and the tagline.

The celebration icon and the wordmark may be used without the tagline, and this logo format may be used in its primary, horizontal, or secondary stacked configuration.

Primary Logo



The primary logo has two colors—blue and green signifying peace and growth and is horizontal. The primary logo is the dominant expression of the brand.

Secondary Logo



The secondary version uses the same logo colors as the primary logo and is vertical. This secondary logo version should be used sparingly.

02. The logo

Primary Logo —Reverse



Secondary Logo —Reverse



When the logo is published on a colored background, be sure the background is on one of the colors of the color palette. The logo may be used in only the brand colors provided in the

color section of this guide. When the logo is on dark backgrounds the logo must be represented in its reverse format—mostly white, but also like the examples on the following page.

Logo dos and don'ts



The primary logo can be used in any instance except when the background image or color competes with the logo, example, low contrast or complex image.

Legacy, tinted, stretched, stylized, animated, handdrawn, or other versions of the logo are not permitted. This undermines the integrity of the Imara's logo and negatively impacts brand consistency.

02. The logo

Clear space for print and digital media



To preserve the visual impact and integrity of the logo, always maintain a buffer of space around it.

In all applications, the logo should be surrounded by clear space equal to the logo “a” height of the wordmark.

It is important to handle the safe zone with care otherwise the impact of the logo may not be as strong as intended.



03

Colors

03. Colors

Primary colors and secondary colors

Growth	#49ad33 RGB 236, 102, 8 CMYK 72%, 0%, 100%, 0% Pantone® 360
Peace	#1e1d3f RGB 30, 29, 64 CMYK 80%, 52%, 0%, 0% Pantone® 7684
Glow	#f0b600 RGB 240, 182, 0 CMYK 5%, 30%, 100%, 0% Pantone® 7408
Tan	#ddc9a3 RGB 247, 236, 223 CMYK 15%, 20%, 40%, 2% Pantone® 468
Charcoal	#5b545b RGB 91, 84, 91 CMYK 65%, 60%, 50%, 30% Pantone® Cool Gray 11

The primary and secondary Imara colors are as follows and should be used as outlined in these branding guidelines. Use the HEX code to come as close as possible to the shown colors. When printing, Pantone® colors should be used for color consistency.

We use the colors green, blue, orange, and tan throughout all our communication, like in the

logo and other branding elements. The green color—growth, represents the transformation each person experiences; the blue—peace, represents the state of being shared from the transformation process; the orange—glow, expresses the joy of transformation; and the tan and charcoal are additional colors to balance the palette.

04



Typography

04. Typography

Montserrat Bold

Montserrat

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

0123456789

Montserrat is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011. It was inspired by posters, signs, and painted windows from the first half of the twentieth century, seen in the historic Montserrat neighborhood of Buenos Aires.

The project was started in 2010 by Ulanovsky and was released through the Google Fonts catalog in 2011. Montserrat has become increasingly popular among web designers and is used on over 15 million websites.

Featuring a large x-height, short descenders and wide apertures, this typeface achieves high legibility even in small sizes.

The Impressionist

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

The Impressionist font is about fleeting vision, a touch of moments. Some letters may be illegible, but their shapes arouse emotions. Sometimes in

design, feelings are more important. Our brain can decode letter shapes. The font has a smooth wet ink texture.

05



Social Media

05. Social Media

Social media avatars and format size



Facebook

180 x 180 pixels



Youtube

250 x 250
pixels



LinkedIn

400 x 400
pixels



Twitter

400 x 400
pixels



Dribbble

400 x 300
pixels



Behance

1080 x 1080
pixels



Instagram

180 x 180 pixels



Club House

110 x 110 pixels

For the social media platforms where we show activity and post updates about everything transformational, we have chosen each color per social media platform. Because on each platform, the name is next to or underneath the profile

picture, we only want to show the icon on the social media page—it's so beautiful. The colors must be preserved per icon because this plays a role in the brand's experience for the user.

06



Photography

06. Photography

Photo board



For photography, we always use a professional photographer to take our photographs. In the event stock photography is required, use these Keywords for the image searches: excited,

peaceful, strong, and accomplished, with bright colors. It is also essential that the photographs are vibrant in color.



07



Illustration

07. Illustration

Illustration examples



An illustration is sometimes more effective than photography for material concepts like a pattern on posters and brochures. Using our brand color palette, characters, and icons—and maintaining a consistent visual aesthetic—we can enhance our stories with on-point and on-brand artwork.

Our illustration style is intentionally simple and abstract, with geometric forms. Using this style, we connect the Swahili-style visual from the brand name.



08

Icons

08. Icons

Icon set



The Imara icon set is in material design using the outline style as the default. The filled or two-tone options can be used as options when they fit the application better. Icon colors should match the Imara colors defined in this document.

Note: As of the publishing of these brand guidelines, Ribbon is transitioning from font awesome icons to material.io. Font awesome icons are still acceptable but are being phased out.

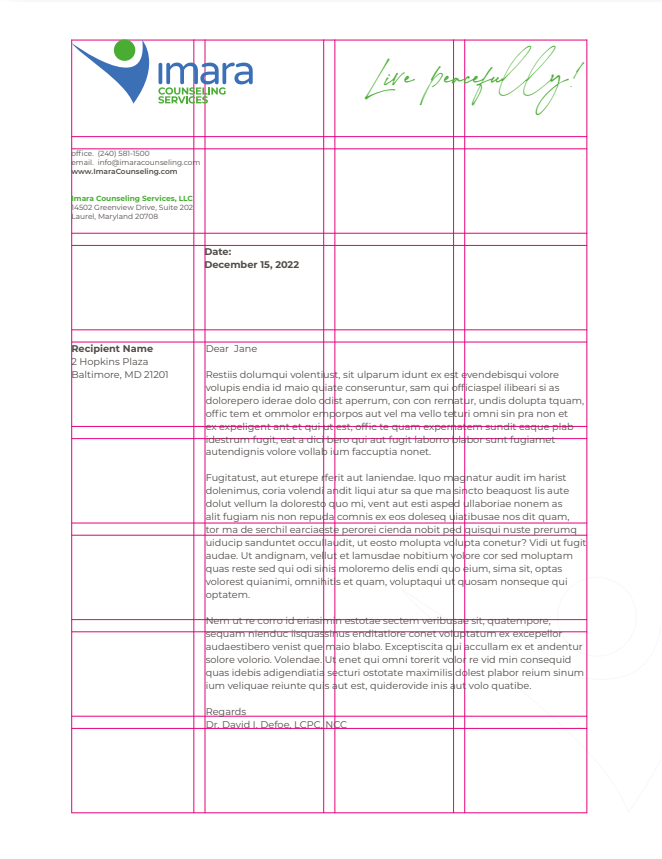
09



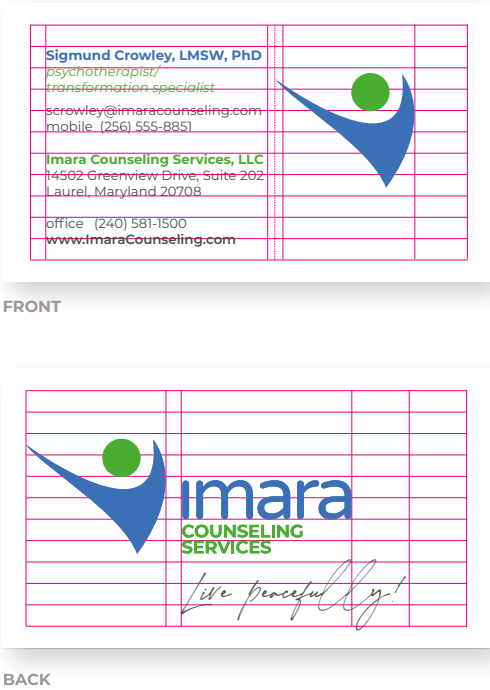
Stationary

09. Stationary

The Grid System

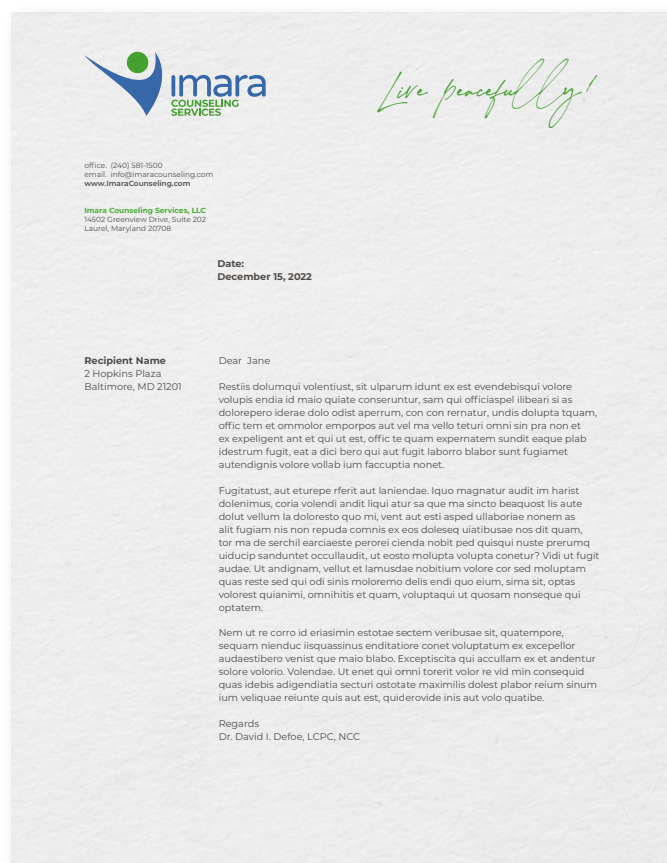


The above represents how we handle the Imara grid system for the letterhead and business cards. The grid system for the letterhead is designed so that elements are located in a location that presents information clearly and quickly.

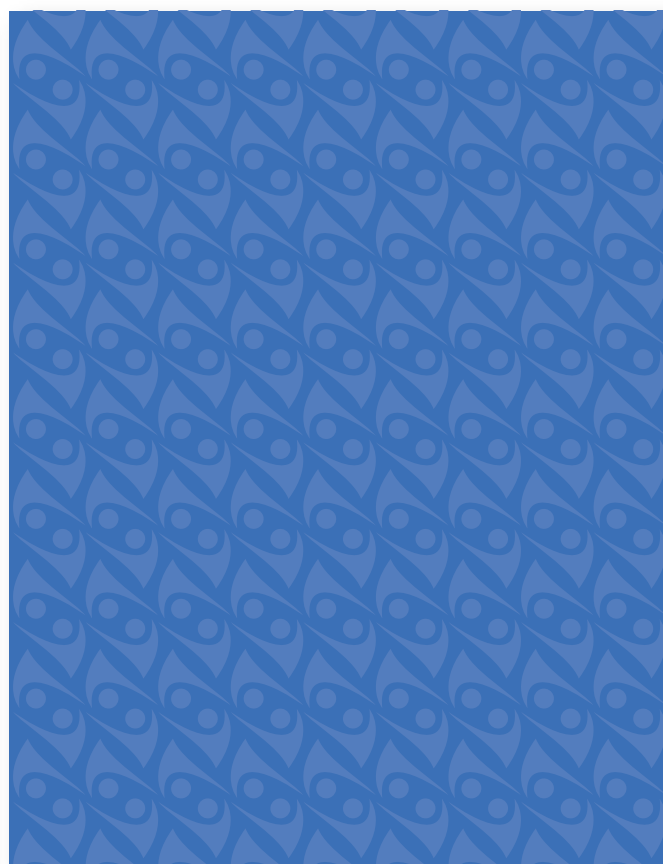


The Business cards follow a similar grid system that balances the Imara logo against the contact information. We created a grid system that also gives an aesthetically beautiful and sleek appearance.

The Letterhead in Color



FRONT



BACK

DIMENSION

8.5" x 11"

WEIGHT

104 gsm

PRINT

Pantone® 360

Pantone® 7684

Pantone® Cool Gray 11

PAPER STOCK

Cougar Smooth #70 T

The texture of the paper complements the aesthetics of the stationery design. The back of the letterhead has the celebration pattern creating added content security.

09. Stationary

The Branded Business Card



DIMENSION

3.5" x 2"

WEIGHT

433 gsm

PRINT

Pantone® 360

Pantone® 7684

Pantone® Cool Gray 11

PAPER STOCK

Cougar Smooth #160 DT Cover

SPECIAL

Curved die-cut with circle punch-out

The Imara branded business card comprises the celebration logo with the circular component of the celebration icon punched and a corresponding angled curve to the right of the card. It has the primary logo and tagline on the reverse or blue side. This business card must always be printed using the three spot colors of the brand noted.

Generic Business Card



DIMENSION

3.5" x 2"

WEIGHT

352 gsm

PRINT

Digital: full-color process

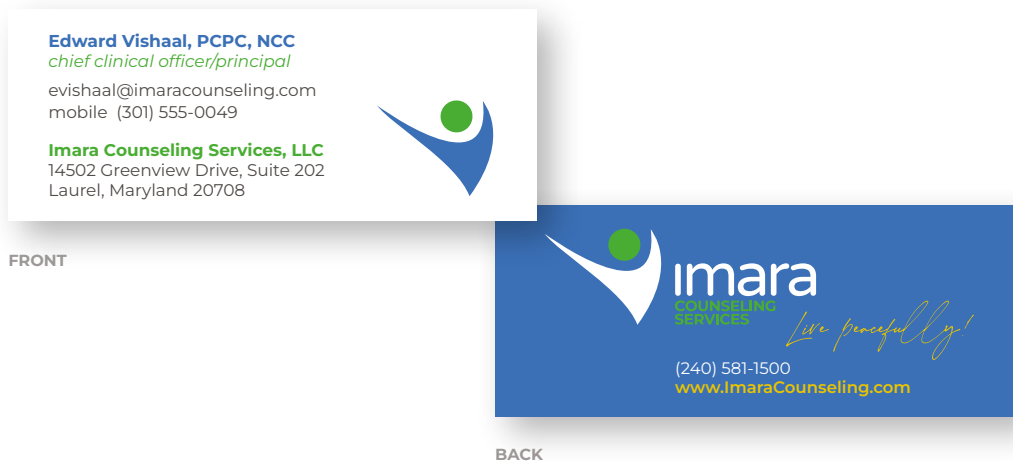
PAPER STOCK

Cougar Super Smooth #130 C

The Imara generic business card is the general usage business card of the brand. Individual contact information is left aligned, the circular component of the celebration in the growth color, and a corresponding angled curve to the right. It has the primary logo and tagline on the reverse or blue side. This business card is generally printed as a digital full-color process or may be printed using the three spot colors of the brand.

09. Stationary

The Mini Business Card—blue back



DIMENSION

2.75" x 1.10"

WEIGHT

433 gsm

PRINT

Digital: full-color process

PAPER STOCK

Four-layer archival-quality
Mohawk Superfine

SPECIAL

Forest Green seam color

The Imara mini business card is the another impact version of the business card of the brand. Individual contact information is left aligned, the circular component of the celebration in the growth color, and a corresponding angled curve to the right. It has the primary logo and tagline on the reverse or blue side. This business card is printed at Moo as a digital full-color process.

The Mini Business Card—white back



DIMENSION

2.75" x 1.10"

WEIGHT

433 gsm

PRINT

Digital: full-color process

PAPER STOCK

Four-layer archival-quality
Mohawk Superfine

SPECIAL

Ocean Blue seam color

The Imara mini business card is the another impact version of the business card of the brand. Individual contact information is left aligned, the circular component of the celebration in the growth color, and a corresponding angled curve to the right. It has the primary logo and tagline on the reverse or blue side. This business card is printed at Moo as a digital full-color process.

09. Stationary

The Marketing Business Card



DIMENSION

3.5" x 2"

WEIGHT

433 gsm

PRINT

Pantone® 360

Pantone® 7684

Pantone® Cool Gray 11

PAPER STOCK

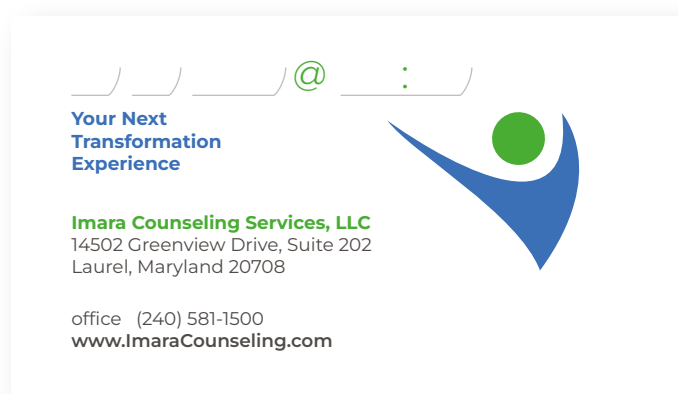
Cougar Smooth #160 DT Cover

SPECIAL

Curved die-cut with circle punch-out

The Imara marketing business card is similar to the branded business card. However, individual contact information is replaced with a call to action along with the circular component of the celebration icon punched and a corresponding angled curve to the right of the card. It has the primary logo and tagline on the reverse or blue side. This business card must always be printed using the three spot colors of the brand noted.

Appointment Card



FRONT



BACK

DIMENSION

3.5" x 2"

WEIGHT

352 gsm

PRINT

Pantone® Black 6
Pantone® 8703
Pantone® 605
Spot Raised UV

PAPER STOCK

Cougar Super Smooth #130 C

The Imara appointment card is designed to highlight the appointment information for the client at the top left with the office contact information below, the circular component of the celebration in the growth color, and a corresponding angled curve to the right. It has the primary logo and tagline on the reverse or blue side. This business card is generally printed as a digital full-color process or may be printed using the three spot colors of the brand.

09. Stationary

Business Envelope



DIMENSION

9.5" x 4.125"

WEIGHT

104 gsm

PRINT

Pantone® 360

Pantone® 7684

Pantone® Cool Gray 11

PAPER STOCK

Cougar Smooth #70 T

SPECIAL

Converted envelopes

The Imara business envelopes are a unique part of the Imara brand. The business envelopes are printed flat and converted so that the celebration pattern acts as a security pattern on the inside of the envelopes. The flat also features the celebration pattern. The business envelopes must always be printed using the three spot colors of the brand noted.

Large Envelope

DIMENSION

9.5" x 4.125"

WEIGHT

104 gsm

PRINT

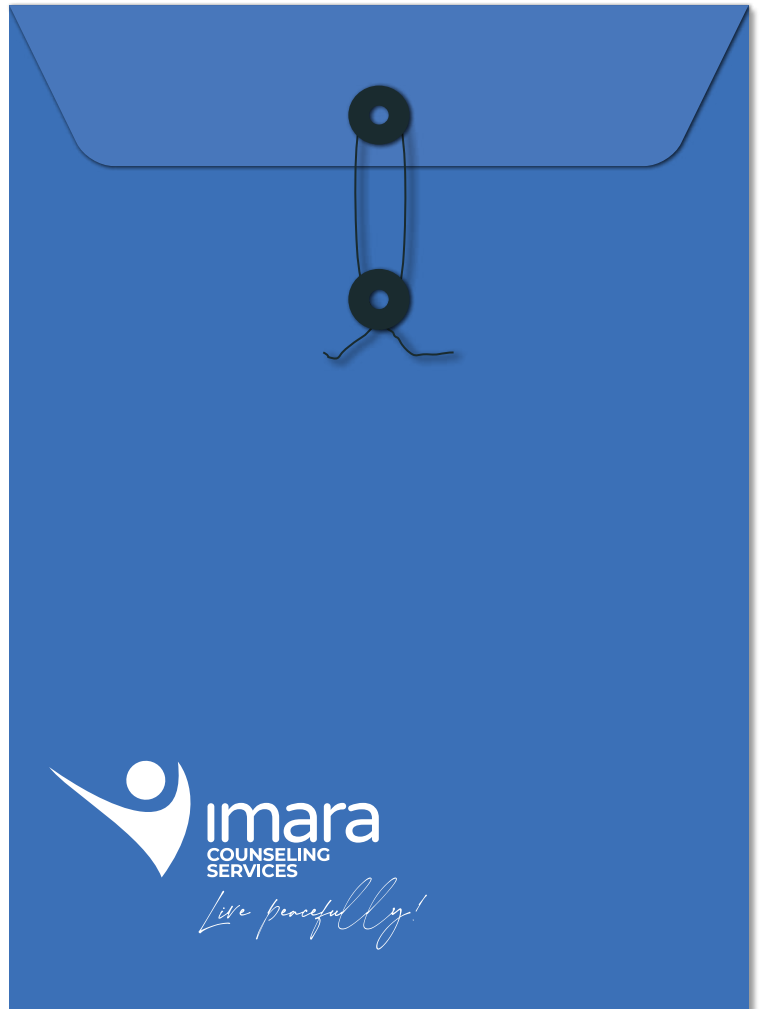
Pantone® 7684

PAPER STOCK

Cougar Smooth #70 T

SPECIAL

Converted envelopes



The Imara large/oversized envelope is an elegant single-color piece for use with mailing labels. This envelope must always be printed using the Pantone® 7684. The placement of the logomark is shown below.

09. Stationery

Stationery mock-up



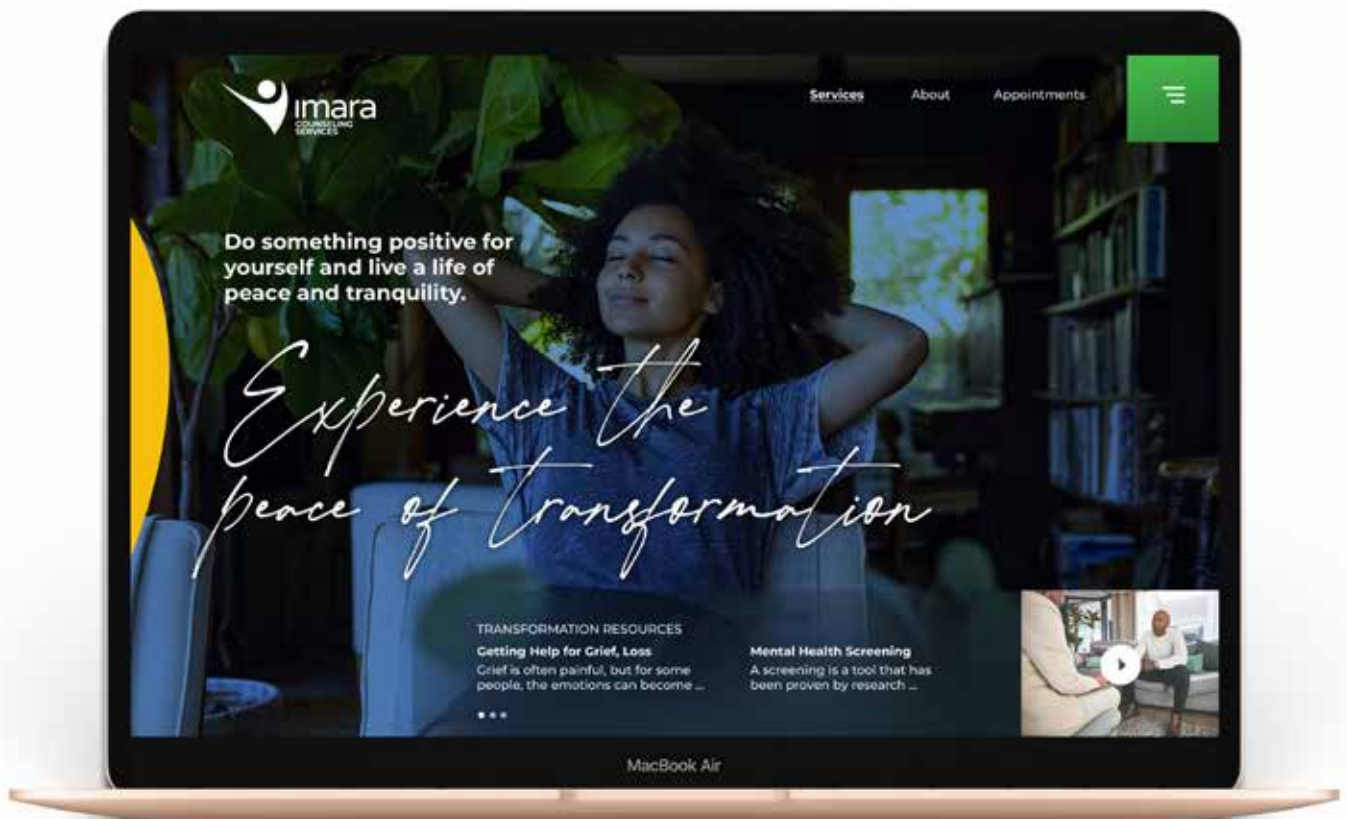


10

Website

10. Website

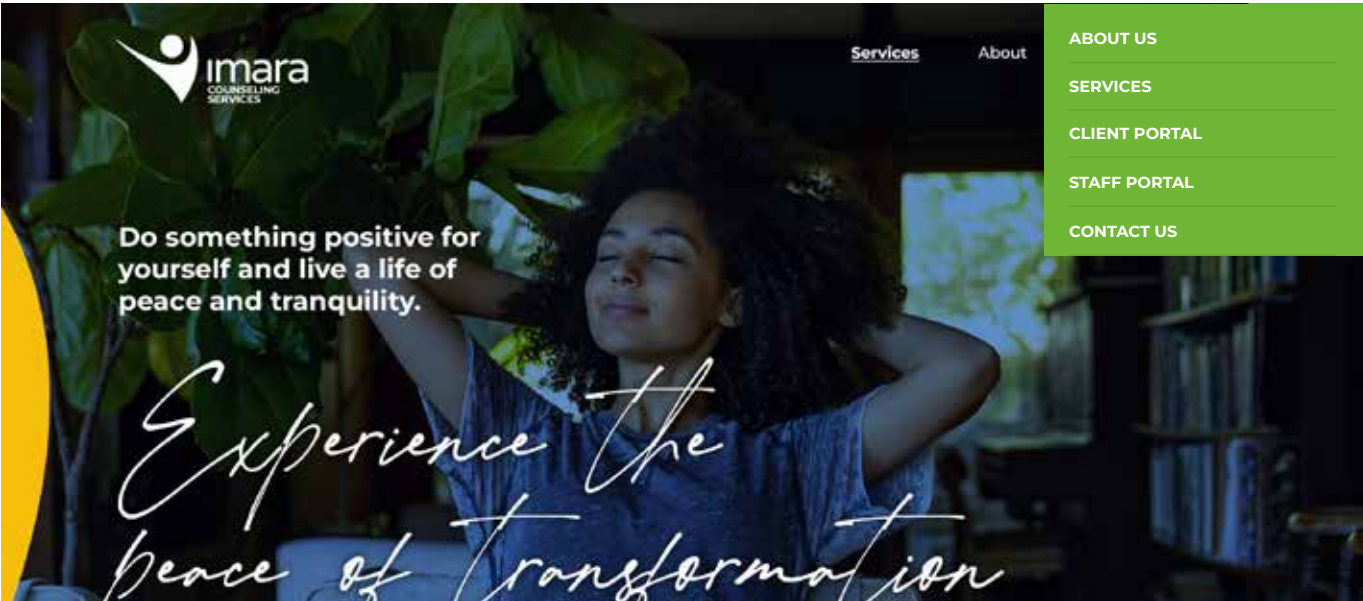
Website design example



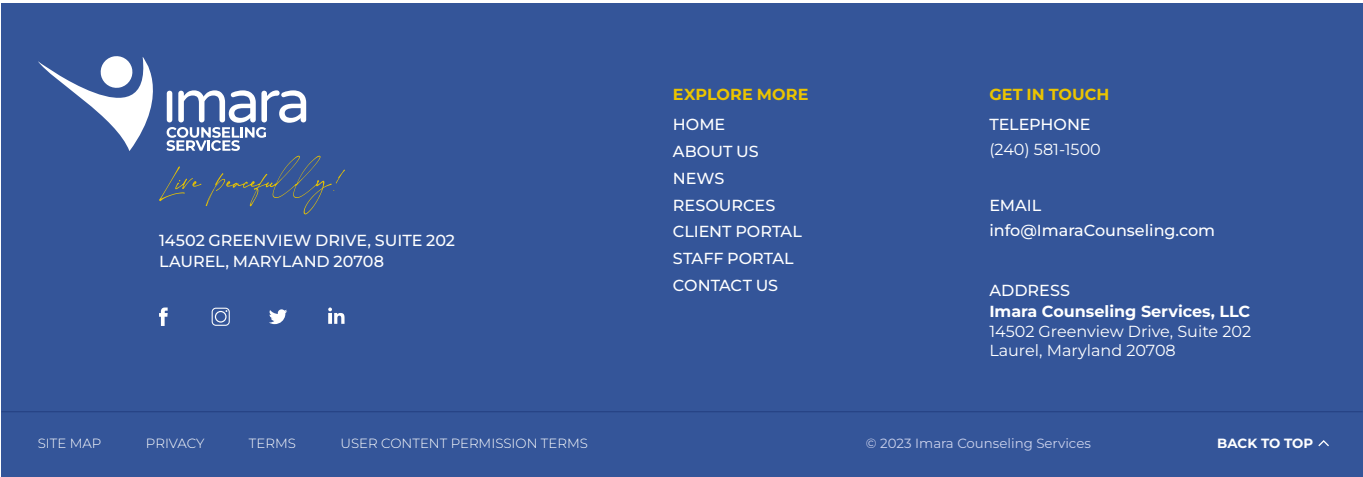
This is the general look for the Imara brand website, which is very important for our communication besides our social media. The website will communicate our services, but most importantly, it communicates to our clients the

possible emotions they may experience when using Imara Counseling Services. The adjacent pages show the header and footer styles for efficient navigation.

Website header and footer



MAIN NAVIGATION



FOOTER LAYOUT



11

Marketing Items

11. Marketing items

Flyer/Poster example



This is an example of the design marketing flyer. The blue curve is consistent throughout the marketing items and reflects the curve of the celebration icon.

The logo information must always be shown at the bottom left with the call to action and contact information adjacent.

11. Marketing items

Poster mock-up



This is an example of poster mounted and framed in an office setting.

11. Marketing items

Retractable banner display example



This is an example of a retractable banner

11. Marketing items

Billboard display example



This is an example of a billboard in an airport.



12

Swag

11. Swag





Ministry of Health and Family Welfare

Ministry of Health and Family Welfare

Ministry of Health and Family Welfare

Ministry of Health and Family Welfare

Ministry of Health and Family Welfare

Ministry of Health and Family Welfare

Ministry of Health and Family Welfare

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Imara
COUNSELING
SERVICES

Thank you. If you require
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