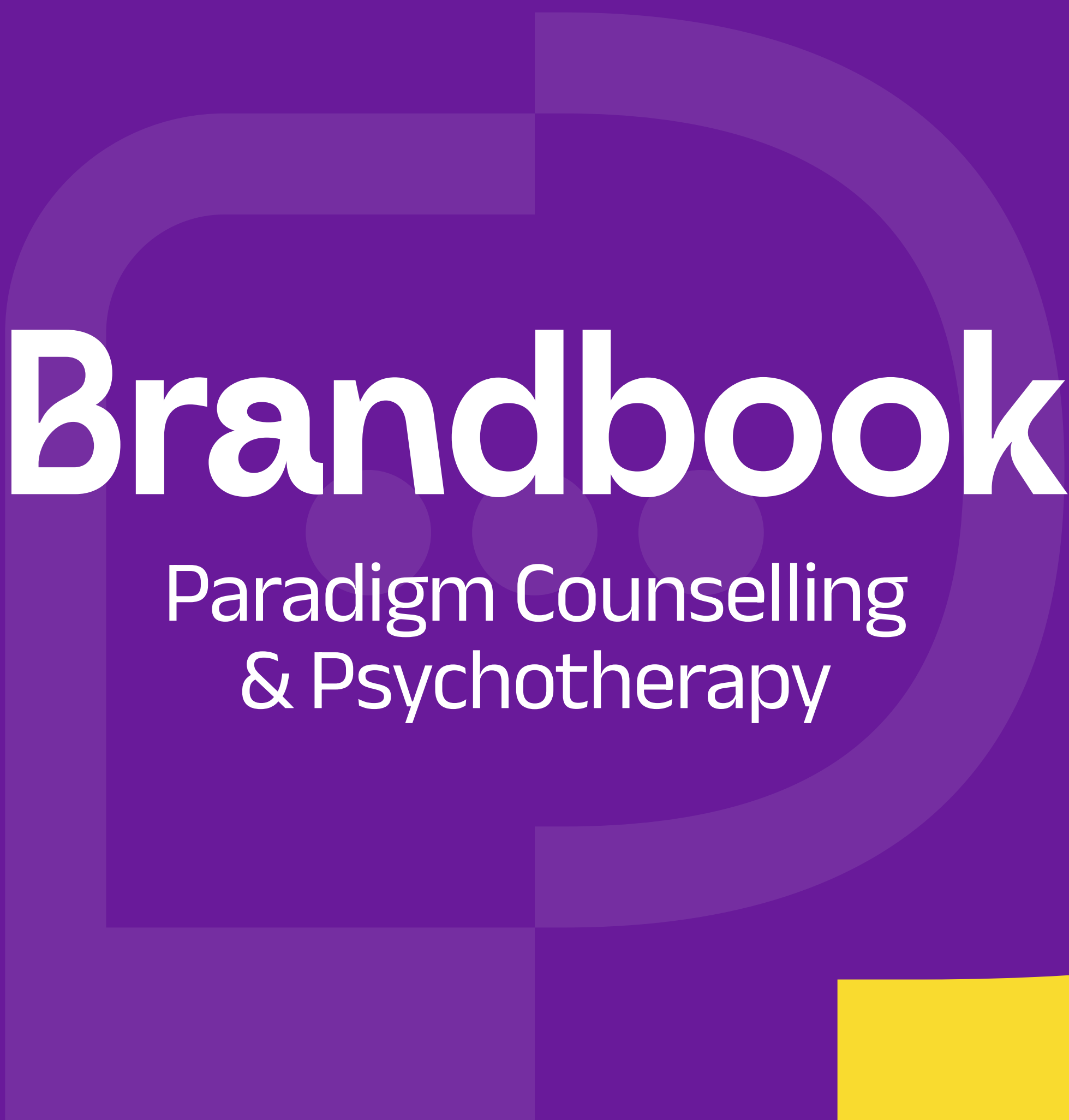




Brandbook

Paradigm Counselling
& Psychotherapy



Brandbook

Personality

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Logo

.....

Colours

.....

Typography

.....

Icons

.....

Supporting Graphics

.....

Mockups

.....



**Paradigm
Counselling**
& Psychotherapy

Intro

Welcome to the Brand Usage Manual of Paradigm Counselling & Psychotherapy. This guide was created to offer clear guidelines on how to communicate our brand visually and verbally in a consistent, respectful and welcoming manner.

Paradigm is more than a psychotherapy clinic. We are a space for deep listening, inner transformation, and the rebuilding of emotional bonds. Our visual identity reflects this commitment: simple, human, professional and sensitive.

By following these guidelines, you contribute to maintaining the brand's essence across all touch points - strengthening trust and connection with those who matter most: people.



**Paradigm
Counselling**
& Psychotherapy

Personality



Paradigm
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& Psychotherapy

Mission and Vision

Mission

To provide ethical, compassionate, and evidence-based psychotherapy that promotes emotional healing, self-awareness and the restoration of meaningful relationships - through a space of deep listening and genuine human connection.

Vision

To become a trusted reference in client-centred psychotherapy, offering safe and transformative experiences that support individuals, couples and families on their journey toward emotional well-being and personal growth.

Value Proposition

We offer more than therapy sessions. As clinical supervisors and psychotherapists, our work is grounded in compassionate, high-quality support that honours the dignity and uniqueness of each individual.

Our person-centred approach creates a safe, non-judgmental space where clients can explore their experiences and emotions their own pace, feeling heard, understood and respected.

Whether people are navigating a difficult time or seeking deeper self-awareness, we walk alongside them with empathy and care. At Paradigm, we create meaningful spaces for connection and growth, where transformation happens through presence and dialogue.

Brand Attributes

Key qualities that define Paradigm's personality and support its identity across every touchpoint:

Warmth: Every person is welcomed with respect, empathy and genuine listening.

Presence: We are fully present - attentive, sensitive and grounded in the moment.

Depth: We go beyond the surface with intentional and meaningful care.

Ethics: We uphold unwavering integrity, confidentiality and respect.

Clarity: We communicate with transparency, simplicity and accessibility.

Transformation: We believe in real change - in healing, growth and new beginnings.

Brand Essence

Paradigm was born from the need to restore what has been silenced by trauma, loss and difficult patterns. We create space for stories to be heard, for silence to be held and for care to unfold with presence and intention.

More than a service, we are a process of reconnection - with your story, your body, your relationships and your truth. We support individuals through challenges such as anxiety, depression, and emotional overwhelm, always with a personalised approach.

We work with adolescents and adults, embracing neurodivergent experiences and offering specialised support for neurological conditions, including Parkinson's.

Keywords



Warmth



Listening



Presence



Depth



Clarity



Ethics



Transformation



Truth



Journey



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Logotype



Paradigm
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Concept

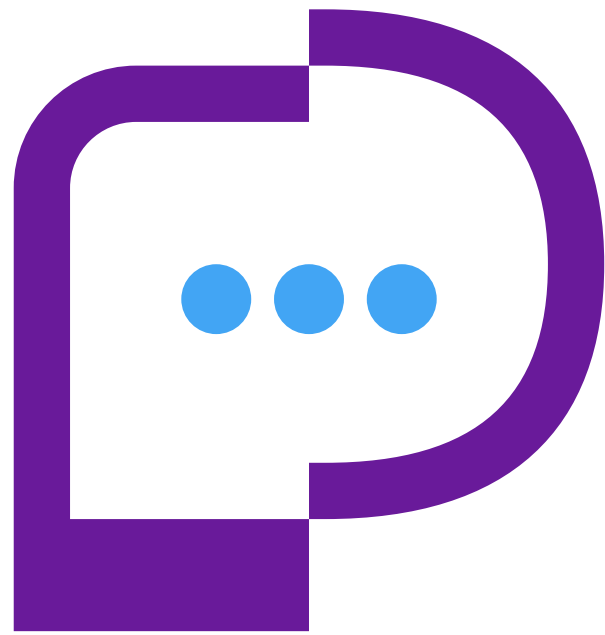
✨ General Concept

The logo of Paradigm Counselling & Psychotherapy visually represents the brand's core values: care, emotional balance, support and personal transformation. Its strategic design conveys clarity, trust and modernity, creating an immediate emotional connection with the audience and positioning Paradigm as a reference in mental health services.

🎨 Icon

The stylised “P” icon is the heart of Paradigm’s visual identity. It represents:

- **Connection and dialogue:** The internal speech bubbles express the brand’s essence - therapeutic communication and emotional support.
- **Visual balance:** The two-tone division symbolises the brand’s pillars: care and transformation.
- **Modern simplicity:** Its versatile design stands out across digital, print, and institutional contexts.



Paradigm Counselling & Psychotherapy



Paradigm
Counselling
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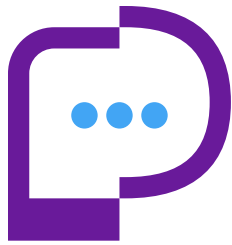
To ensure the Paradigm brand maintains its strength and clarity, it is essential to respect the clear space around the logo.

Let the Logo Breathe

The safe zone is determined by the height of the space between the icon and the typography - this spacing should be maintained around all sides of the logo to ensure proper visibility and emphasis.



On-line: 17px
Off-Line: 7mm



On-line: 8px
Off-Line: 4mm



Logo Versatility
Vertical option



Logo Versatility
Horizontal option



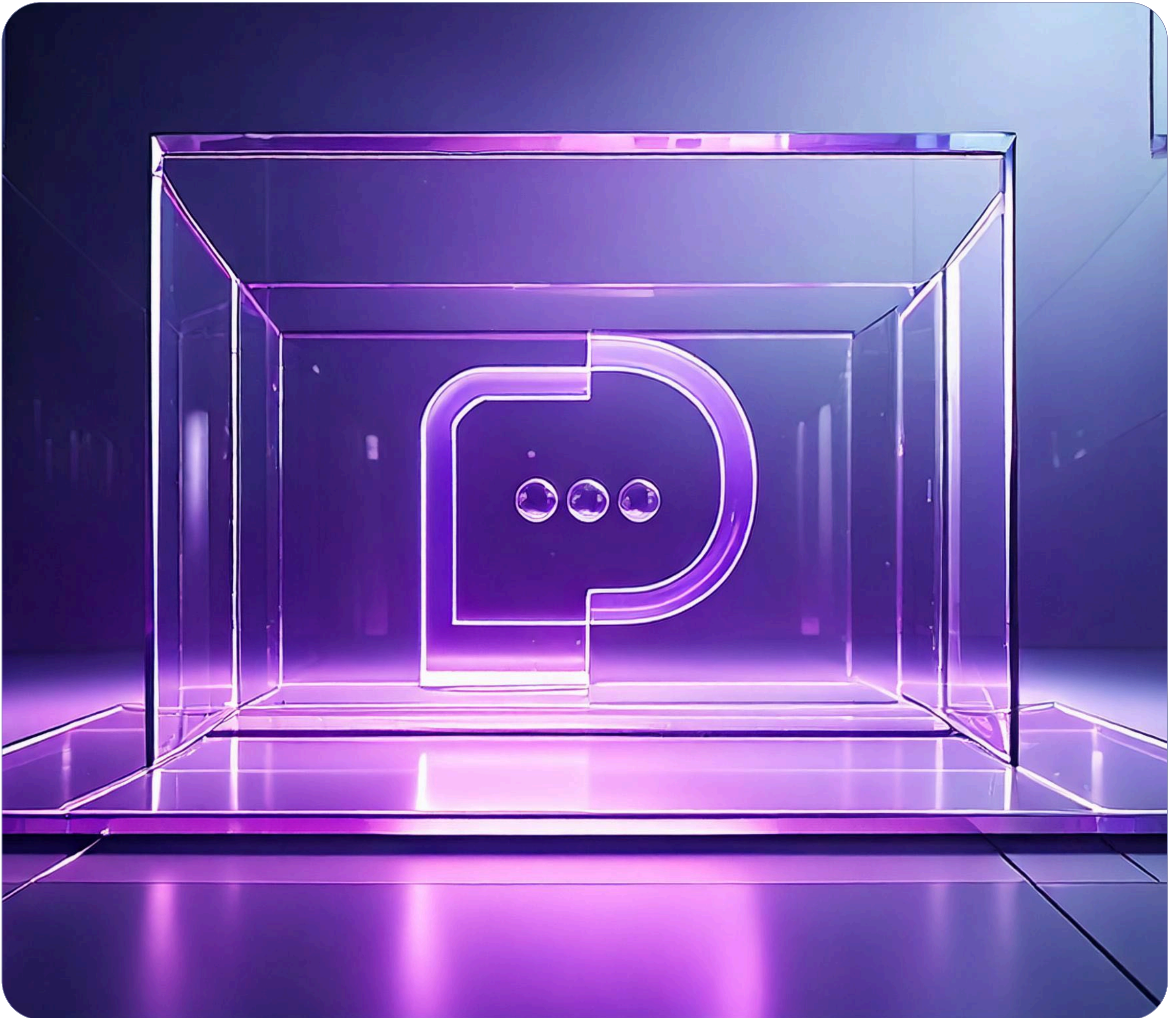
3D Application



3D Application



3D Application



Color Palette



**Paradigm
Counselling**
& Psychotherapy

Colour Palette

These are the colours that visually represent Paradigm's core pillars: warmth, transformation, empathy and clarity. Each tone was carefully chosen to gently communicate the brand's purpose and guide the visual experience of emotional care.

Paradigm Purple

Symbolises emotional depth, introspection and transformation. Evokes wisdom and inner connection.

Soft Yellow

Conveys optimism, light and human warmth. Brings hope and positivity to the therapeutic process.

Light Blue

Represents serenity, trust and comfort. Invites listening and emotional safety.

Light Neutral Grey

Balances and softens the visual composition, supporting readability and harmony.



**Paradigm
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Color Palette

6A1B9A

F9DC30

42A5F5

F4F4F4



Paradigm
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Color Psychology

 Introspection

 Emotional depth

 Wisdom

 Transformation

 Welcoming

PURPLE



Paradigm
Counselling
& Psychotherapy

Colour Psychology

☀️ Hope

🌻 Lightness

💡 Creativity

💬 Expressiveness

😊 Optimism

YELLOW



Paradigm
Counselling
& Psychotherapy

Colour Psychology

 Serenity

 Trust

 Active listening

 Emotional support

 Calm

BLUE



Paradigm
Counselling
& Psychotherapy

Colour Psychology

 **Balance**

 **Clarity**

 **Neutrality**

 **Professionalism**

 **Softness**

GRAY



**Paradigm
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Typodagraphty



Paradigm
Counselling
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Hierarchy

Our typographic family is Anek Tamil, with suporte off synapsia for titles. It must be applied across all communications - online and offline.

abcdefghijklmnop
qrstuvwxyz
xyz

!@#\$
%&*()

ABCDEFGHI
JKLMNOPQ
RSTUVXYZ

1234567890



Paradigm
Counselling
& Psychotherapy

Hierarchy

The title text should be prominent and visually larger than other texts.

The subtitle text should be 50–60% smaller than the title size.

Weight variations can and should be used.

The body text should be 70% smaller than the title size.

This is the
title weight

And this is the supporting
text or subtitle

This is the space for the body text. This is where your information unfolds in greater detail.



Icon Library



Paradigm
Counselling
& Psychotherapy

Icon Library

At Paradigm, we use a carefully curated icon library that reflects our commitment to clarity, empathy and gentle communication.

Each icon was chosen to support intuitive understanding, mirroring the simplicity and warmth found in therapeutic conversations.

These visual elements help us express ideas with elegance and emotional balance, fostering a calm and welcoming visual dialogue, just like the tone we bring to every session.

Icon library



Supporting Grapphics



Paradigm
Counselling
& Psychotherapy

Supporting graphics

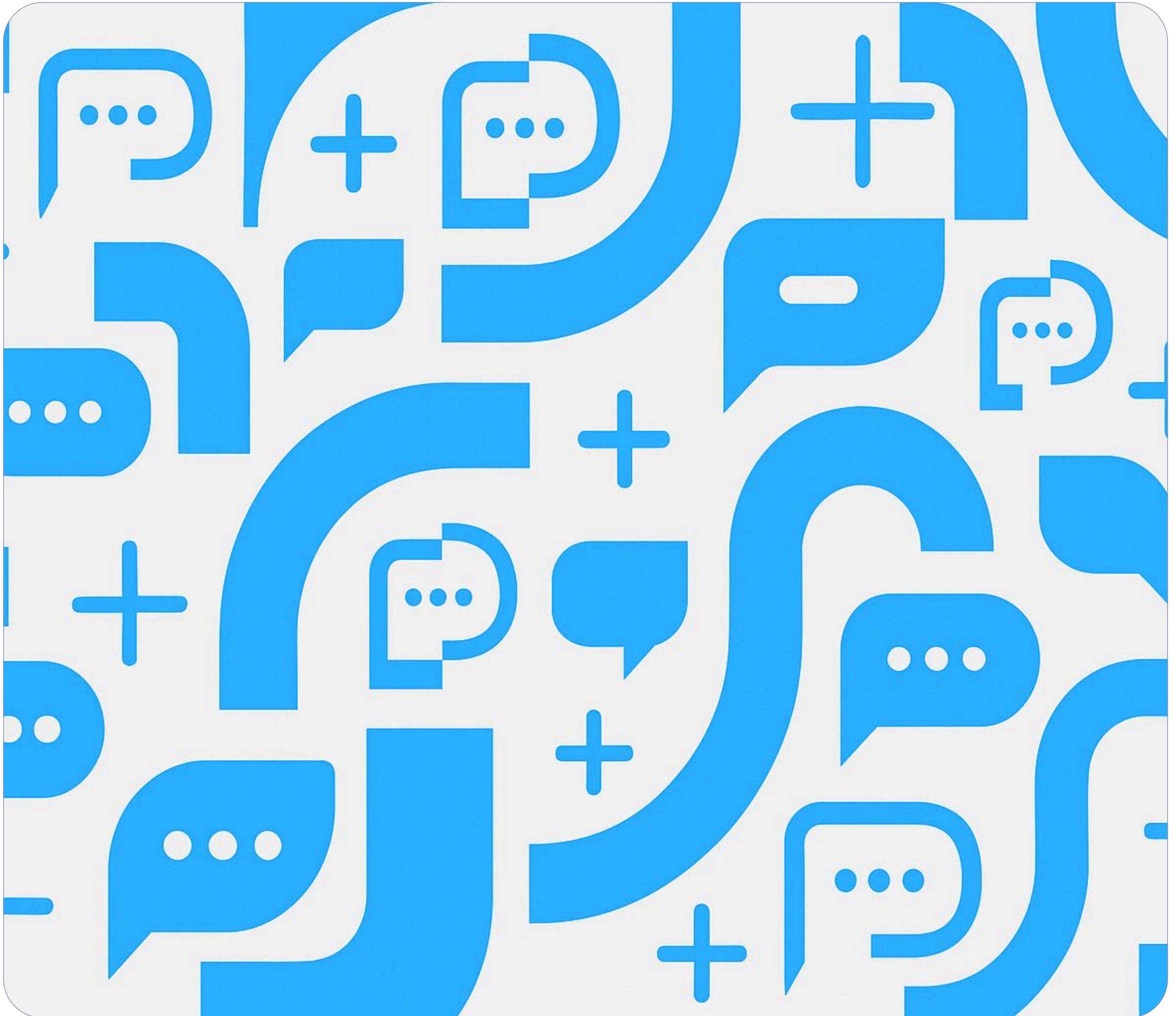
Our visual language goes beyond the logo and typography, it lives in the subtle curves, soft paths and abstract shapes that guide the eye and invite reflection.

The graphic elements used by Paradigm are inspired by the therapeutic journey: fluid lines, circular flows and overlapping shapes that echo the complexity and beauty of emotional healing.

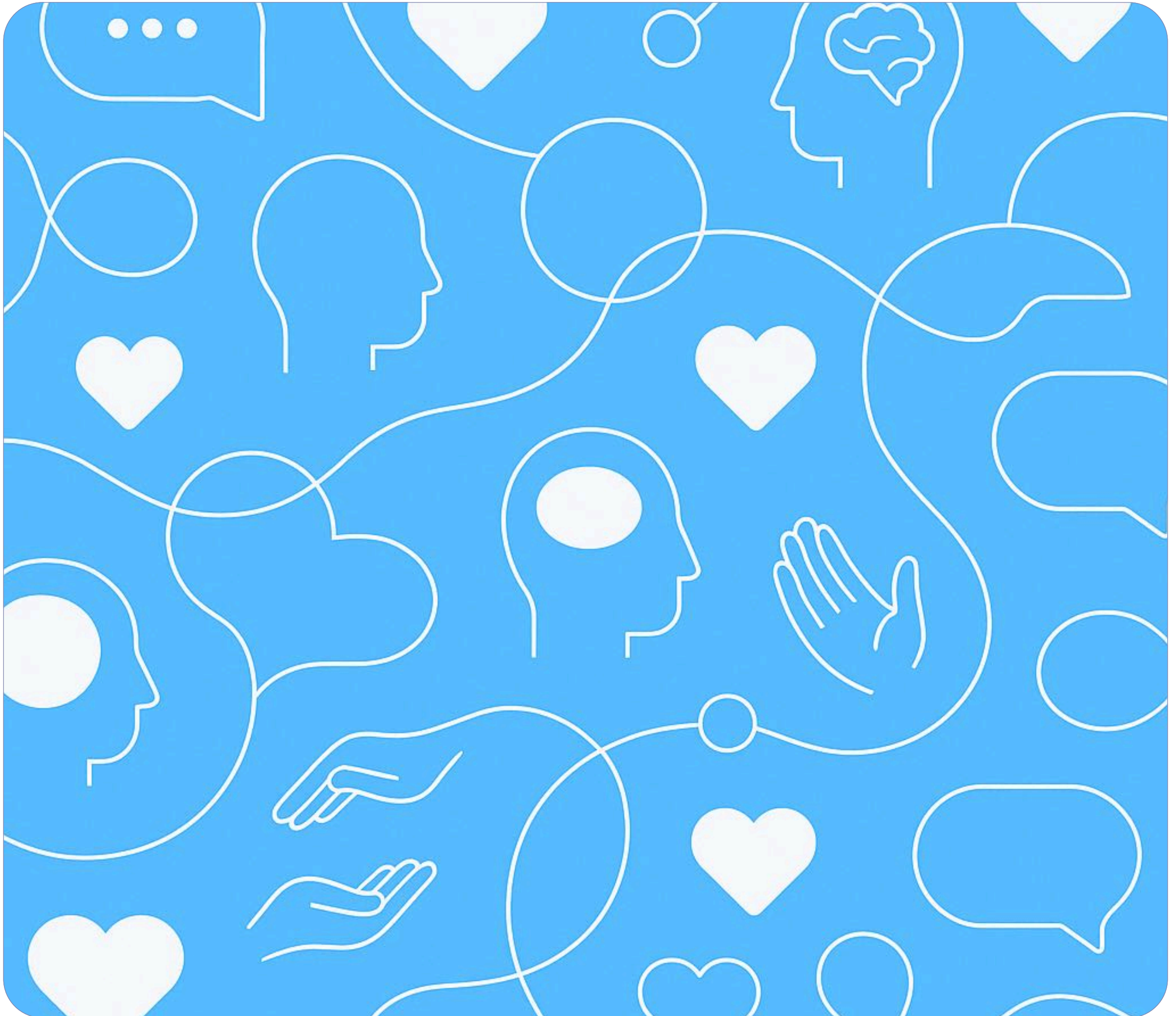
Supporting graphics



Supporting graphics



Supporting graphics



Supporting graphics



Supporting graphics



Supporting graphics



Supporting graphics



Mockups



**Paradigm
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Mockups



Mockups



Mockups



Mockups



Mockups



Mockups



Mockups



Mockups



Mockups

Papelaria > Pasta Timbrada



Mockups





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