



— DR. —
**KIMBERLY
GARRISON**

Brand Guide



Introduction

Hi, I'm Dr. Kimberly Garrison. I am a licensed psychologist providing online therapy to patients across the United States.

The work that I do is interpersonal and emotion-focused, with an emphasis on the client-therapist relationship.

My primary areas of work are very personal, including intimacy and sexual health, identity and gender, abuse and trauma, and grief and loss.

My target audience is adults of all ages 18+



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**KIMBERLY
GARRISON**

drkingarrison.com

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About

As a Psychologist, I need to market my skills and my personality at the same time to make potential patients feel safe reaching out to me.

These are the adjectives that best describe me:

- Relational
- Respectful
- Warm
- Thoughtful
- Creative
- Caring
- Relaxed
- Professional
- All with a good sense of humor



Logo

Vertical



Horizontal



Logo Usage



Exclusion zones

Always allow a minimum space around the logo.



Color

Main Color

#2A254A
#4CD5B2
#F53C39
#FFA300
#A14FB7
#FFFFFF

Secondary Color

#96E6D2
#CDF3EB
#F8726F
#FFC359
#B371C5



Typography

Logo font

TRAJAN PRO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W

A B C D E F G H I J K L M N O P Q R S T U V W

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

The logo typeface is Trajan Pro Bold



Typography

Paragraph font

Raleway Bold

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

The primary typeface is Raleway Bold
Used for main titles & headers

Headline font

Raleway Medium

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ? > <

The secondary typeface is Raleway Medium
Used for subtitles & callouts

Typography

Body text font

Raleway

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = " : ; ' , . < > ?

The third typeface is Raleway Normal
Used in body text & captions



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