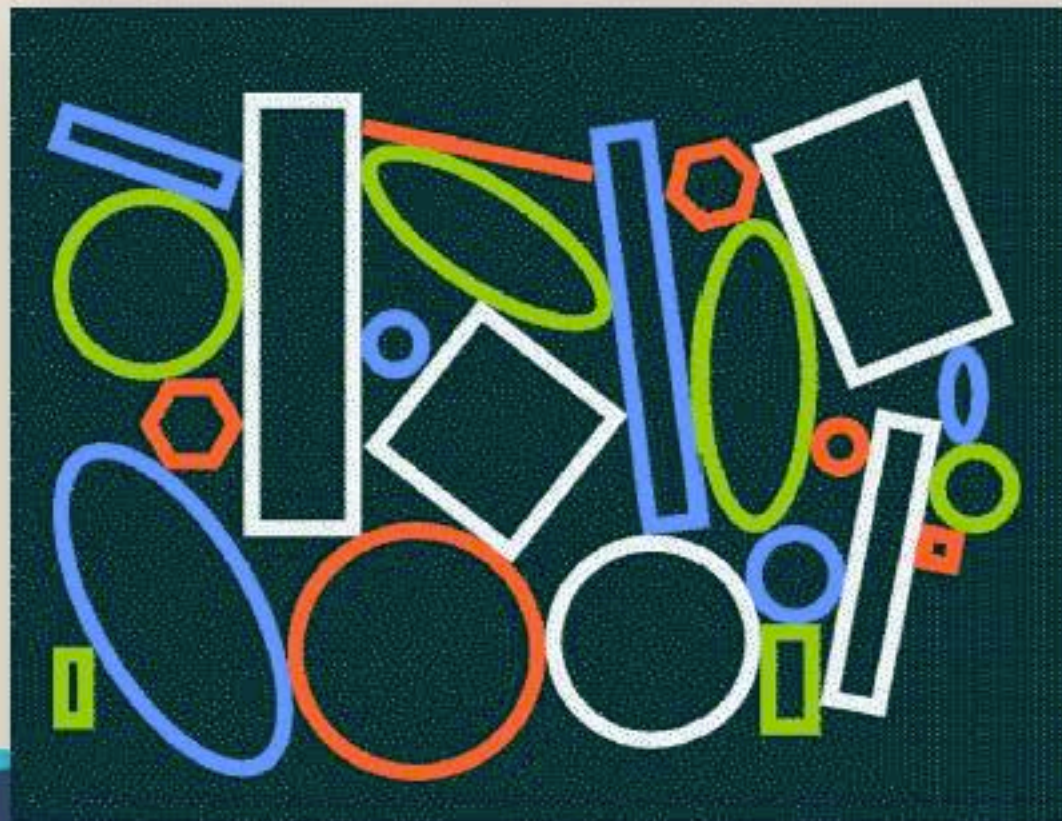


# CASE STUDY

## WILCO THERAPIST

- Led by Tammy Corrales, offering psychotherapy and microcurrent neurofeedback services.
- Focuses on self-awareness, empowerment, and navigating life changes with compassion.
- Works primarily with adults (20s–60s), specializing in trauma, identity, and relationship issues.
- Target audience values stability, community connection, and a human-centered approach.



## DELIVERABLES

**Brand Guide:** Developed “Caregiver” archetype with an authentic, approachable tone and values-driven messaging.

**Colors:** Selected calming and bright tones to reflect a sense of balance and trust.

**Logo Options:** Designed logos embodying stability, empathy, and self-awareness.

**Website Refresh:** Created a professional, user-friendly site with resources and clear calls to action.

# LOGO OPTIONS



**Wilco Therapists**  
Where There is Healing, There is Growth



**Wilco Therapists**  
Where There is Healing, There is Growth



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## Concept 1:

Abstract half-circles symbolize the brain hemispheres and microcurrent therapy nodes, with a coffee bean-like shape that subtly connects to talk therapy.

## Concept 2:

A journey of growth depicted as a roundabout map, symbolizing overanalyzing loops, with a hand-drawn profile at the center for an authentic, nurturing touch.

## Concept 3:

Inspired by Tetris blocks, this design resembles a seated person, representing growth through building blocks and bridging "the space between."

# STOCK IMAGES



# BRAND GUIDE



## Wilco Therapist Brand Guide

2024

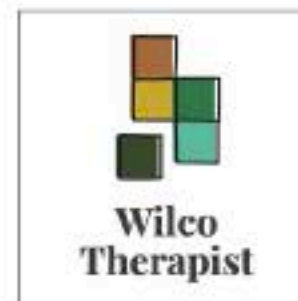
### Primary Logo



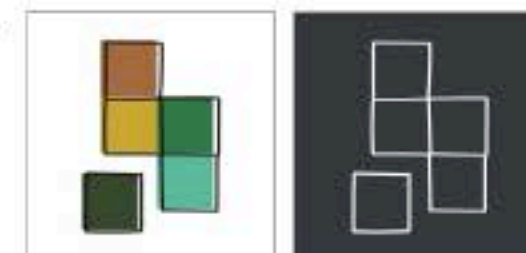
### Black and White Logo



### Square Logo



### Social Media Profile Image



### Primary Colors



Desert Sand

250, 245, 232  
1, 2, 9, 0  
#FaF5E8



Mist

224, 228, 211  
12, 5, 17, 0  
#E0E4D3



Cactus

49, 128, 79  
81, 27, 85, 13  
#31804F



Teak

179, 113, 59  
25, 59, 87, 9  
#B3713B



Army

64, 83, 46  
70, 45, 90, 41  
#40532E

### Accent Colors



Mustard

212, 175, 42  
19, 28, 100, 0  
#D4AF2A



Teal

95, 195, 171  
60, 0, 42, 0  
#5FC3AB



Midnight Blue

28, 57, 95  
97, 81, 37, 27  
#1C395F



Aloe

169, 181, 156  
36, 20, 42, 0  
#A9B59C



Dark Grey

58, 63, 71  
74, 64, 53, 44  
#3A3F47

### Fonts

Heading: Playfair Display, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY: Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789