EMPOWERING TRANSFORMATIONS

mental health & wellness counseling

breaking cycles & finding purpose through healing

2022

"There is no greater agony than bearing an untold story inside you."

— Maya Angelou

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About the Practice:

Founded in 2018, Empowering Transformations Mental Health Counselling is a virtual private therapy practice licensed to work with anyone residing in the states of Wisconsin or Texas. We strive to empower our clients to take control of their lives, promote personal transformation, assist in resolving issues of the past, and help navigate our client's current challenges.

Not only do we aspire to create a safe and supportive virtual environment for our clients to express themselves, but we also aim to provide mental health services to people who, traditionally, would seek treatment. More than anything, Empowering Transformations' goal is to break the stigma of mental health within underrepresented communities through safe spaces, courageous compassion, and healing modalities rooted in psychoeducation, inclusion, and empowerment. We acknowledge the barriers there are for individuals in the mental health field such as racial disparities, microaggressions, social injustices, and many more. We stand and support any individual who is seeking treatment to improve their lives and we are here to give individuals the option to seek mental health treatment with a provider that looks like them, empathizes with their lived experiences, and supports them in making positive life changes.

Mission Statement:

Using an eclectic approach to mental health, Empowering Transformations LLC empowers individuals to be more confident and deepen their understanding of mental health with the goal of finding meaningful purpose, creating alignment in their lives, and healing generational wounds.

Vision Statement:

At Empowering Transformations LLC, we aspire to create a **safe and supportive virtual environment** in order for you to gain a better understanding of yourself, your mental health, and gain a new perspective on your life. **We strive to empower our clients** to take control of their lives, promote personal transformation, and assist in resolving issues of the past and navigate current challenges.

Tagline:

breaking cycles & finding purpose through healing

Brand Values:

Community:
Feeling valued & connected socially can prevent & reduce feelings or anxiety, isolation, & depression.

Healing:
The journey of embracing change through self-care, understanding, empathy & forgiveness.

Alignment:
Trusting yourself to let go of what is not meant for you, in order to make space for what is.

Purpose:
Being intentional with your choices that are guided by the values, beliefs, and boundaries you have set that give your life meaning.

TEAM:

Tanzanique Cage LPC, CSAC, Clinical Director, Owner

Trained & Experienced in: EMDR-Eye Movement Desensitization Reprocessing, MRT-Moral Reconation Therapy, Thinking for Change (T4C)

Education:

Tanzanique completed her Masters's Degree in Counseling at the University of Concordia-Wisconsin in Fall 2017. She holds licensure as a Licensed Professional Counselor, LPC, in the states of Wisconsin and Texas. Tanzanique also holds a license as a Certified Substance Abuse Counselor, CSAC.

Experience:

Prior to starting Empowering Transformations Counseling, Tanzanique worked in corrections providing reentry services to citizens. She spent years creating curricula for substance use, anger management, and domestic violence programs for youth and adults. Her solo practice career took off in 2018 when she recognized how essential relatability and cultural competence was.
Her eclectic approach stems from her core beliefs in "meeting people where they are at".

She works to engage the client by meeting them where they are versus telling them how and where they should be. Therapy is not a cookie-cutter experience. The majority of Tanzanique's training includes years of community outpatient, inpatient, and residential services working with individuals who deal with anxiety, depression, substance use, trauma, and relationship issues.

Brand Aesthetics: Mood Board

Brand Aesthetics: Color Palette

"Freedom" Forest Green	"Purpose" Pink Rose	""Diversity" Dandelion Gold	"Alignment Aqua Blue	"Safe" Sand Beige
#09422B	#591A12	#A35810	#04352D	#76513D
#1B6B4B	#CD7D72	#E8A86B	#2F8B88	#D4B7A7
#6FB89B	#F4C2BB	#FFF5E8	#87CBC8	#EFDCD3

Brand Aesthetics: Fonts

TAN Pearl

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Black Mango Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Montserrat Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Spanish Signature

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Brand Logos

Main Logos & Color Ways

Alternate Logos

Brand Logos

Submark Logos

community • purpose • healing • alignment

community • purpose • healing • alignment

E T

EMPOWERING TRANSFORMATIONS
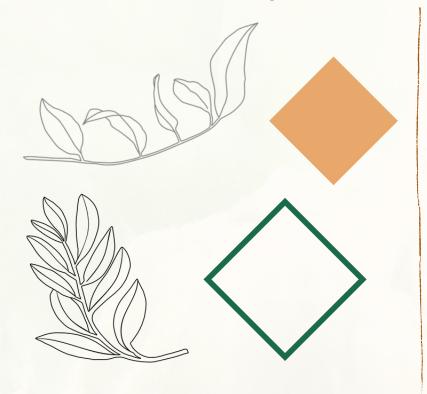

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Brand Elements

leaves, diamonds, line drawings, circles/outlines
Ensure the line weight is the same to maintain cohesion and balance.

Avoid color-blocking or cartoon-looking graphics. Realistic graphics are okay but line graphics are ideal Avoid bright reds, true orange, bright purple, and high saturation colors, even in emoji use.

recommended emojis:
Greens, neutrals, whites

photography guidelines:

DO'S: Natural, Movement, Authenticity, Warmth, Calming, Inclusive, Candid, Falt-Lays, Nature, "safe space", Tell a story with the photos, incorporate plants, natural editing, greens, neutrals, with pops of natural colors from the brand color palette

DON'TS: harsh lines, Serious/Corporate Vibe, Showing only 1 body type, race, or gender, high saturation colors, bright colors, over-edited

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community • purpose • healing • alignment

empoweringtransformations

46 posts   134 followers   182 following

Empowering Transformations Mental Health Counseling
breaking generational cycles & finding purpose through healing
community ◇ purpose ◇ alignment ◇ healing
equal, secure, and inclusive mental health treatment
www.EmpoweringTransformations.com
Milwaukee, Wisconsin

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