

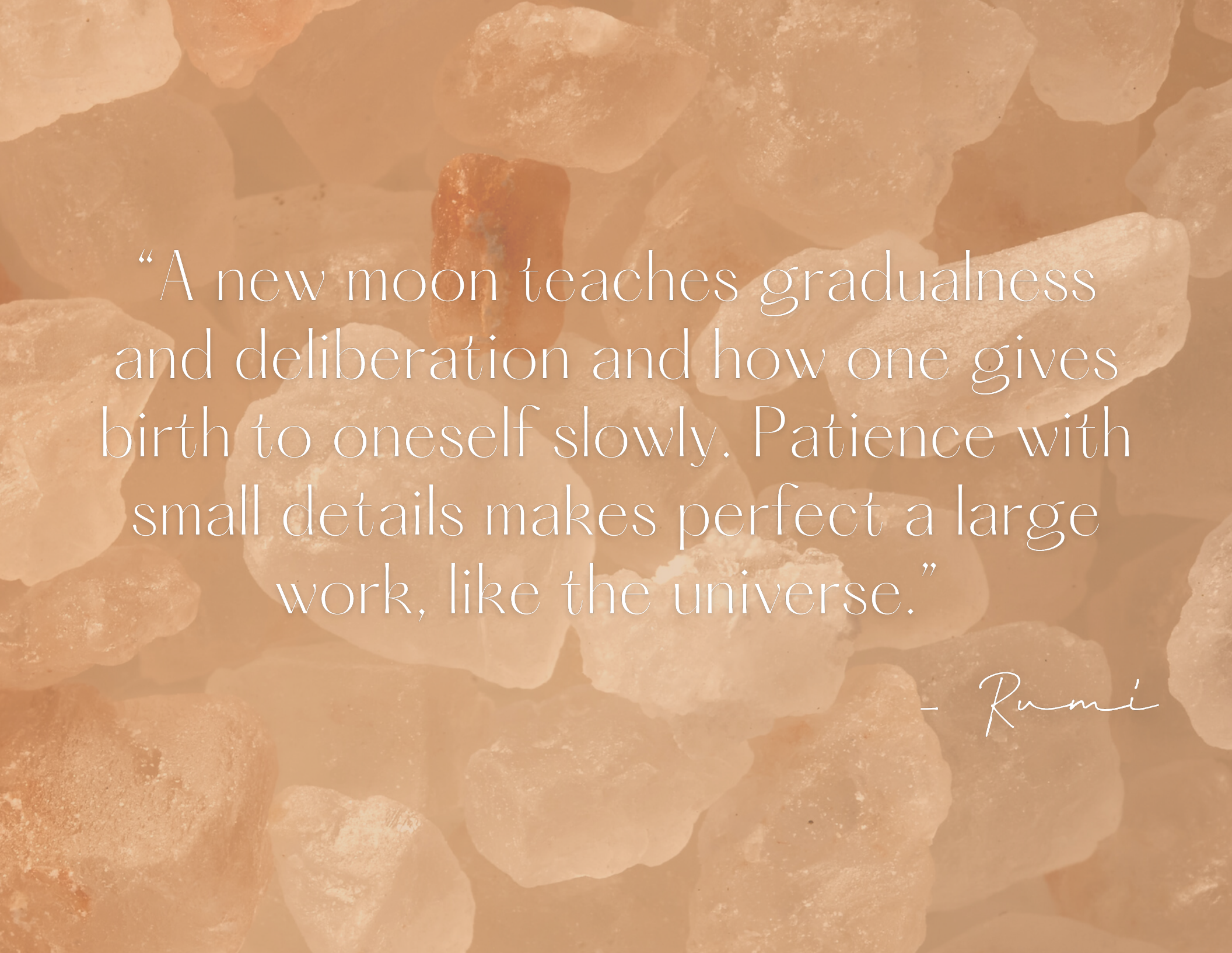
BRAND GUIDE

NEW MOON

THERAPY

A SPACE FOR NEW BEGINNINGS

2022



“A new moon teaches gradualness
and deliberation and how one gives
birth to oneself slowly. Patience with
small details makes perfect a large
work, like the universe.”

- Rumi

TABLE OF CONTENTS:

| | |
|----|---|
| 3 | ABOUT THE PRACTICE & MISSION STATEMENT |
| 4 | TEAM |
| 6 | VISION STATEMENT, TAGLINE, BRAND VALUES |
| 7 | TARGET AUDIENCE & COMPETITOR ANALYSIS |
| 8 | BRAND AESTHETICS: MOOD BOARD |
| 9 | BRAND AESTHETICS: COLORS |
| 10 | BRAND AESTHETICS: FONTS |
| 11 | LOGO SUITE |
| 12 | BRAND ELEMENTS |
| 13 | PHOTOGRAPHY GUIDELINES |
| 14 | PRINT MOCKUPS |
| 15 | PHYSICAL MOCKUPS |
| 16 | SOCIAL MEDIA MOCKUPS |

ABOUT THE PRACTICE:

Founded in 2022, New Moon Therapy is a fully virtual private therapy practice licensed to work with anyone residing in the states of Wisconsin or New York. **New Moon Therapy was designed with the intention of cultivating a space for new beginnings and renewal.** Just as a new moon signifies new beginnings with the awakening of a new lunar cycle, you are here to embark on your new beginning of soul connection and awareness.

Metaphorically, a new moon is a time of turning inward, a time of leaning into the depths and facing the unknown or that which lies hidden. For many of us, this is an extremely vulnerable and potentially frightening act. Fortunately, it does not need to be undertaken alone. I carry the lamp and walk by your side as you take steps toward your own healing. I imagine you found yourself here because there is something in your life that is bringing you pain. I honor the courage and vulnerability it takes to ask for help, look at our wounds, and embrace the messy parts of our lives. I consider it a privilege to hold space for meaningful change and healing with my clients. You can expect to be met with curiosity and compassion and to see your own light reflected.

MISSION STATEMENT:

New Moon Therapy is a Milwaukee-based virtual practice that focuses on contemporary, holistic, and connected care for individuals.

Our “**contemporary**” approach is focused on destigmatizing therapy. In the same way that you attend to your health through massages, reiki healing, and yoga, therapy should be utilized regularly before parts become too overwhelming.

Our “**holistic**” approach encourages a balance of the mental, emotional, physical, and spiritual aspects of each unique person.

Our “**connected**” approach suggests a connection to one another through the aligned therapeutic relationship, connection to the wounded and flourishing parts of ourselves through self attunement, and connection to the natural world and the mysteries embedded in it.

TEAM:

Miranda Malone, LCSW ♦ Clinical Director & Owner

Trained & Experienced in Brainspotting (BSP), Acceptance and Commitment Therapy (ACT), Cognitive Behavioral Therapy (CBT), Maternal Mental Health, Trauma-Informed Care (TIC), & Grief Counseling

Miranda is the clinical director and owner of New Moon Therapy. With over six years of experience in the states of Wisconsin and New York, Miranda is passionate about helping guide people to live a more connected and fulfilling life. Her goal is to provide clients with knowledge and skills to create the lives they have always dreamed of living. Miranda offers a holistic therapy approach, welcoming and incorporating all aspects of the human experience: mental, physical, emotional, and spiritual.

Miranda aims to address feelings of discontent, uncertainty, and insecurity by guiding her clients towards self-attunement. As a therapist, she is calm, grounded, open, empowering, and direct and prides herself on creating a comfortable yet energizing space for each of her clients. Miranda combines her experience, education, creativity, and sense of humor with a realistic approach to therapy.

Miranda aims to help you improve your life experiences, discover ways to build your strengths, and develop new skills and insights that will empower you to live a more meaningful life.

Our soul has an infinite number of lifetimes and journeys that it travels. Miranda would love to meet with you to discuss how she can be helpful to you at this moment on your journey.



TEAM:

Miranda Malone, LCSW ♦ Clinical Director & Owner

EDUCATION:

Miranda completed her graduate training, a Master of Social Work, MSW, at the University of Wisconsin-Milwaukee. She holds licensure as a Licensed Clinical Social Worker, LCSW, in the states of Wisconsin and New York and is an active member of her professional industry association. Miranda maintains regular clinical supervision and professional development to enhance the quality of her work.

EXPERIENCE:

Before starting New Moon Therapy in 2022, Miranda began her career as an Outpatient Therapist at Mount Sinai South Nassau on Long Island, NY. She spent several years working in different levels of care, including outpatient, inpatient, and partial programs, each with different populations. Miranda also was engaged in private practice in the state of New York where her passion for working from a holistic care perspective was cultivated. The majority of Miranda's training was spent working with adolescents and adults who struggled with mood disorders, depression, anxiety, trauma, low self-esteem and boundary issues.

VISION STATEMENT:

At New Moon Therapy, we believe our clients deserve to find harmony and balance in their lives by aligning with their shadow selves and trauma. We believe in our client's capacity for change and recognize that adjacent to a client's trauma exists their resiliency. Our goal is to help our clients identify their resilience and befriend their pain in order to live a more meaningful and peaceful life.

BRAND TAGLINE:

"A space for new beginnings"

BRAND VALUES:

At New Moon Therapy, we aspire to provide a **safe, calm, and welcoming** space that allows our clients to deepen their self-attunement guiding themselves towards **somatic awareness, self-actualization, and soul alignment**. We believe in equal, secure, and inclusive treatment for all. New Moon Therapy is a pro-Black Lives Matter, BIPOC, and LGBTQIA+ practice.

TARGET AUDIENCE:

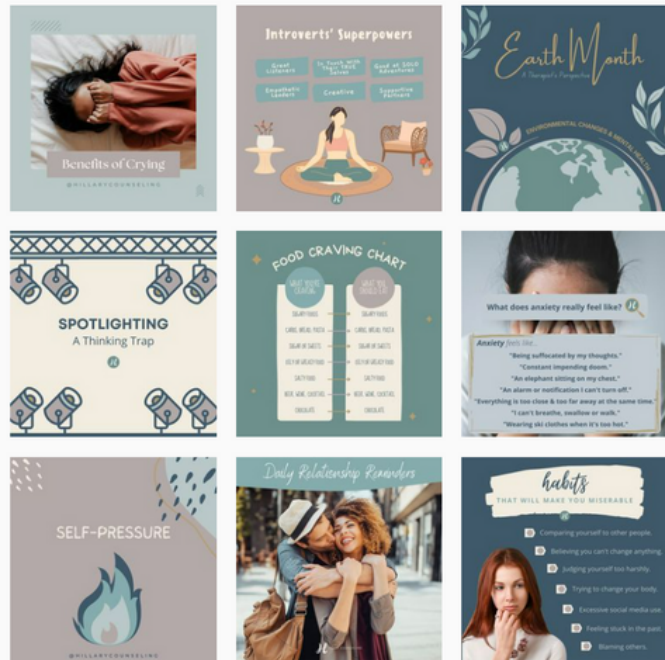
New Moon Therapy's target audience is the age group ranging from 20-40, young adults healing from trauma, experiencing a major life change, a big move to a new city, making a large decision, or needing to process a traumatic event.

They value holistic wellness (yoga, meditation, astrology, therapy, alternative therapies, crystals, reiki). They like learning more about themselves as a part of the universe around them and how they can interact with the energy in this world to influence their story. They do not mind paying a little extra for life's luxuries or quality care that they know will greatly influence their future.

They care about the world around them. They care about others and how our own actions and energies influence the world around us. They care about how they treat others and karmic energy. They care about causes that matter (BLM, women's rights, inclusivity, access to care.)

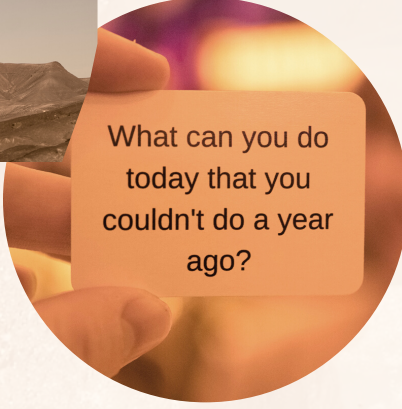
They may identify as heteronormative or LGBTQIA+, be of the BIPOC community, and/or engaged in groups such as BLM.

COMPETITOR ANALYSIS:

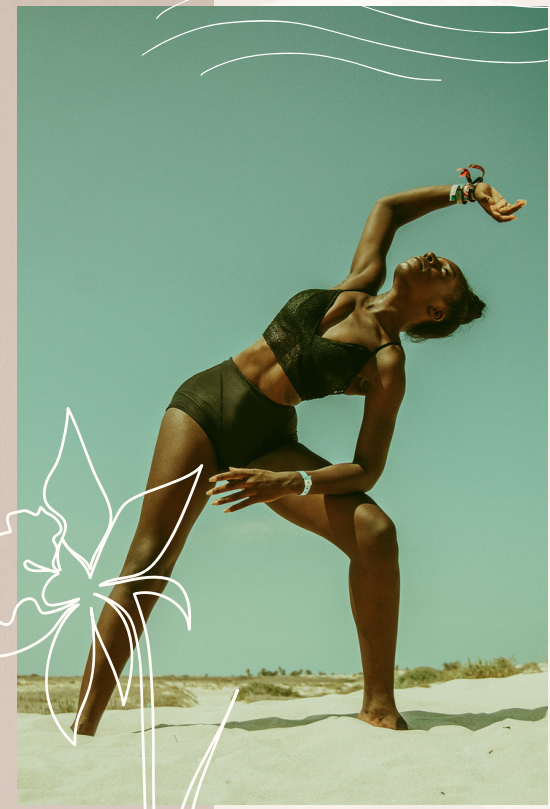


- Hillary Counseling is located in Milwaukee, WI
- Marketing to similar target audiences in the same area
 - Branding sets New Moon Therapy and Hillary Counseling apart:
 - Hillary = deep blues, neutrals, greens. Design elements are not cohesive throughout social media posts and the website. Lots of graphics and stock photos. Feels a bit disconnected
 - New Moon = warm, earth tones, lighter branding. Cohesive elements will be key in creating a very professional and polished website and social media presence. I envision a more relaxed social media content plan- more calming photos, and sharable graphics rather than lots and lots of graphics with a lot of information that isn't cohesive at a first glance.

BRAND AESTHETICS: MOOD BOARD

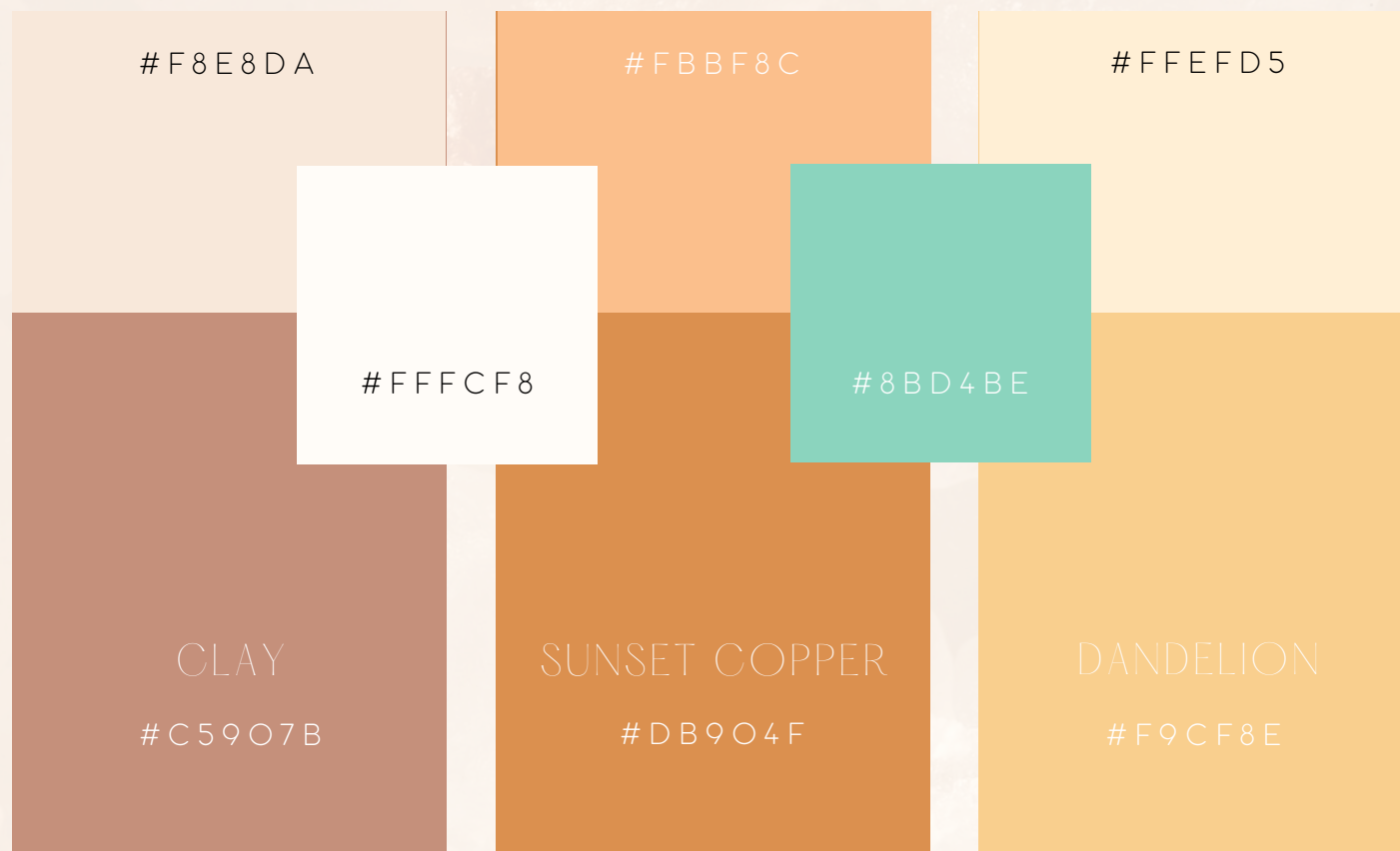


What can you do today that you couldn't do a year ago?



"A new moon teaches gradualness and deliberation and how one gives birth to oneself slowly. Patience with small details makes a perfect, large work, like the universe." - Rumi

BRAND AESTHETICS: COLOR PALETTE



BRAND AESTHETICS: FONTS

HEADING

Yipes Regular

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

SUBHEADING

Hatton Light

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

BODY

Aristotelica Pro Hairline

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

ACCENT

Wonderful Melanesia 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 Logo & Color Way



Alternate Full Logo



Horizontal Logo



Stacked/Vertical Logo



Alternate Script Logo



Submark Logos



BRAND ELEMENTS

4 point star, moon phases, line drawings, circle/outline.
Ensure the line weight is the same as the font-weight to maintain cohesion and balance.



four-point star
Graphic (left) to go with
san-serif font and hand-
drawn (right) to go with
script font use



Moon phases- all or
singular phase. Mind line
weight when using these in
graphics



Line drawings
for accents and
for graphics.
Mind line weight
when using with
fonts



Circles for use in graphics and in logos

Recommended emojis for social media use



Avoid color-blocking or cartoon-looking graphics. Avoid Reds, blues, purples, even in emoji use. Realistic graphics are okay but line graphics are ideal



PHOTOGRAPHY GUIDELINES

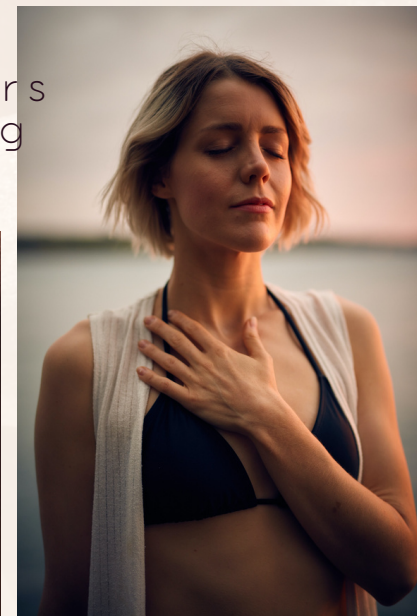
DO'S: Natural, Movement, Authenticity, Warmth, Calming, Inclusive, Candid, Flat-Lays, Nature, "Space/Place", Tell a story with the photos

DON'TS: harsh lines, Serious/Corporate Vibe, Showing only 1 body type, race, or gender, Blues, Purples, Reds, Bright Greens,

Comfortable
Relatable
Balanced
Harmonious
Holistic



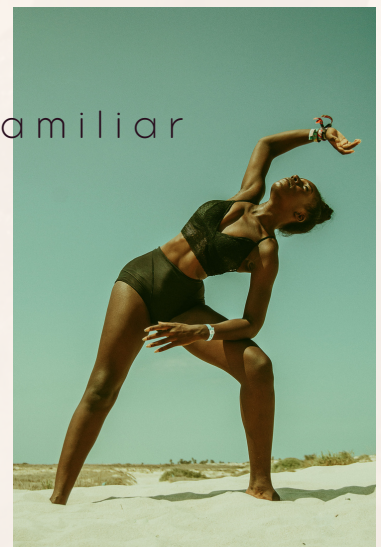
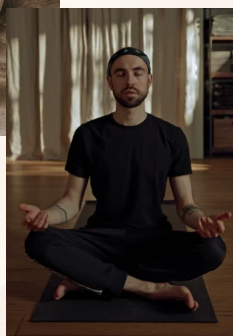
Soft, Natural lines
Warm, Natural Colors
Bright, Warm Editing
Positivity, Genuine



Natural
Movement
Inclusivity
Welcoming
Calm



Earth Tones
Modern
Inviting & Familiar



PRINT MOCK-UPS

business cards
letterhead
envelopes
stickers



PHYSICAL MOCK-UPS

clothing
office Supplies
accessories
bags



SOCIAL MEDIA MOCK-UPS

