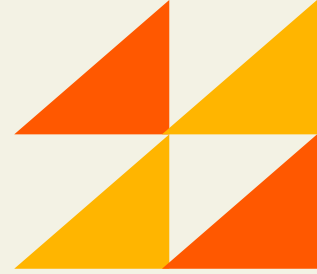


# Real Therapists Projects



## Brand Design

Your logo isn't just a design — it's the face of your practice. It's often the first visual impression a potential client will see. And while AI tools might be fun and fast, they can't replace the nuance, strategy, and empathy needed to capture the emotional identity of your brand. But — they can help kickstart your ideas.

Let's walk you through the journey from brainstorm to brand.

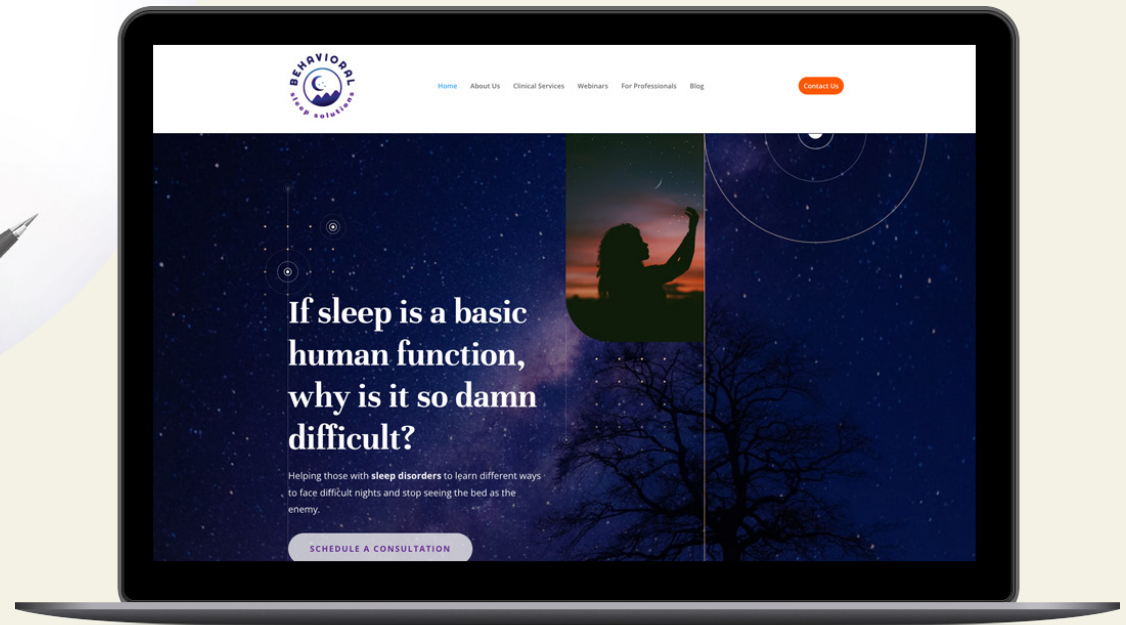
[Downloadable PDF](#)



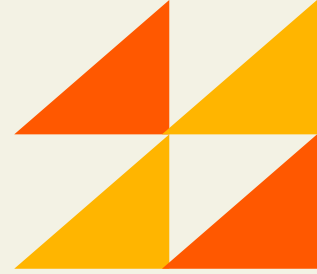
# Brand Design



1



# What Makes a Great Logo?



1



*All Things Private Practice - Branding. Designed by A2dd.com*

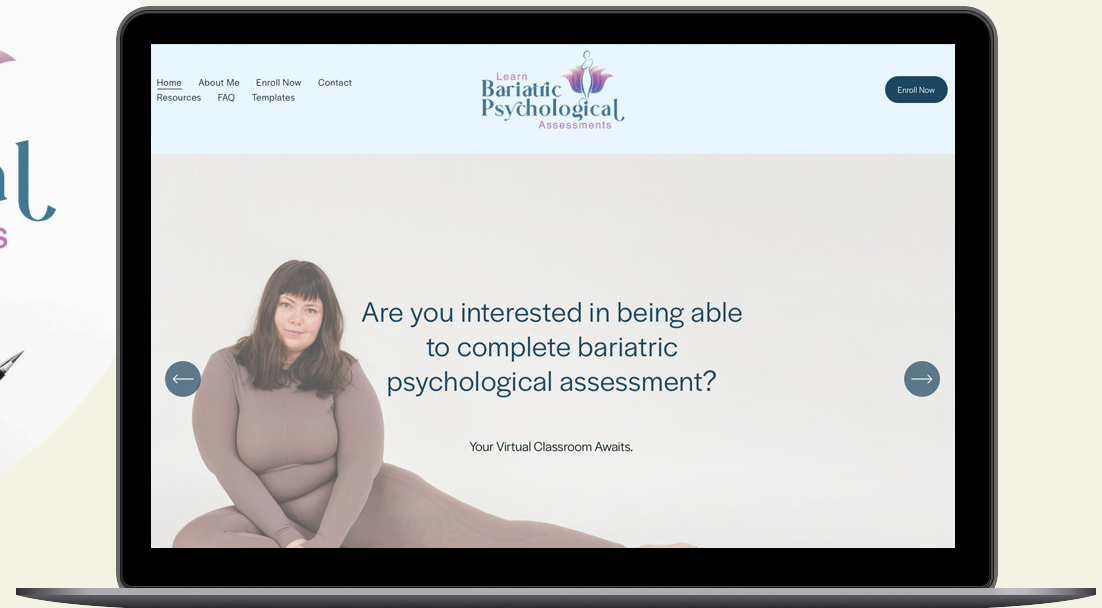



# Brand Design



1

Learn  
**Bariatric Psychological**  
Assessments



Branding. Designed by A2dd.com



# What Makes a Great Logo?



1

## Tip from Dan:

One of our clients came to me with three logo designs made with AI. I could tell he was hesitant to show them... his face said it all. He finally admitted, *"I just wanted to show you what I had in mind. But I know this isn't what I want."* That moment was powerful. His rough AI samples weren't the final product, but they gave us the right direction. That's the magic... use AI to explore, not to finalize.

*Client Idea*



*After*



# Tools for Brainstorming & DIY Logos



## 2

### AI-Powered Idea Generators (Just for Exploration):

Use these sites to generate concepts NOT your final design.

1. **Looka (looka.com)**: Generates logo concepts based on keywords.
2. **Brandmark (brandmark.io)**: Good for mockups, but limited on refinement.
3. **Designs.ai (designs.ai)**: Includes logo, font, and color pairings.
4. **LogoAI (logoai.com)**: Simple tool to get a few ideas rolling.
5. **Microsoft Designer (designer.microsoft.com)**: AI-generated visuals with templates.
6. **Canva (canva.com)**: Free-to-use online graphic design tool.



*Image created with Adobe Firefly*



# Color Palette Resources



## 2

A strong color palette sets the emotional tone of your brand.

- **Adobe Color:** [color.adobe.com](https://color.adobe.com)
- **Brandmark:** [brandmark.io](https://brandmark.io)
- **Colors:** [colors.co](https://colors.co)
- **Colormind:** [colormind.io](https://colormind.io)
- **MyColorSpace:** [mycolor.space](https://mycolor.space)



# Typography Tools

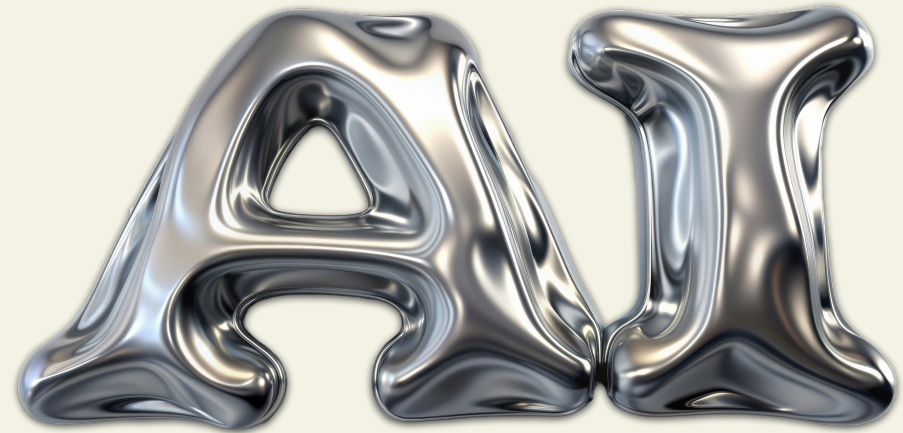


## 2

### AI fonts + Regular Free Fonts

Typography affects readability, personality, and tone.

- **FontPair:** [fontpair.co](https://fontpair.co) (for pairing typefaces)
- **Google Fonts:** [fonts.google.com](https://fonts.google.com)
- **Adobe Fonts:** [fonts.adobe.com](https://fonts.adobe.com)
- **FontJoy:** [fontjoy.com](https://fontjoy.com) (AI font pairing)
- **Free Fonts:** [1001freefonts.com](https://1001freefonts.com)  
Download 118455 free fonts in 63598 families for Windows and Mac. New fonts added daily.



*Image created with Adobe Firefly*



# Logo Creation Platforms



2

(if going DIY):

These tools give you more creative control if you're not working with a designer:

- **Canva Pro (canva.com):** Good for simple logos and brand kits.
- **Figma (figma.com):** Great for wireframing and branding with precision.
- **Affinity Designer:** One-time cost, highly professional alternative to Adobe.
- **Adobe Illustrator:** Industry standard for professional vector design.



# When to Work with a Designer



3

## (Highly Recommended)

Here's when to say: "Time to hire a pro."

- You want a **long-term brand identity**, not just a pretty symbol.
- You're launching a practice, and your visual brand matters to your audience.
- You need scalability for different platforms.
- You want your brand to stand out in a saturated market.
- You want a human to interpret emotion, not an algorithm.



# Closing Encouragement



A beautiful logo without meaning is decoration.

**But a beautiful logo with strategy and intention?** That's branding. Whether you're DIY-ing or partnering with a creative team like ours, remember: your logo should make you proud, confident, and seen.



# Branding Checklist



Don't forget to download  
our Branding Checklist PDF

