



# VISUAL IDENTITY MANUAL

# TABLE OF CONTENTS

Introduction	03	Palette & Colour Scheme	10
Mission, Vision, Values	04	Alternative IAHIP Logos	11
Logo Guide	05	Alternative Colours	13
Non-infringement area	07	Incorrect Usage	14
Typography	08	Contact	15





# WELCOME

## MESSAGE

Welcome to the Visual Identity Manual of the Irish Association of Humanistic and Integrative Psychotherapy (IAHIP). This comprehensive guide will familiarise you with our visual elements, including our logo, colour palette, and typography.

By following these guidelines, you will help maintain consistency and strengthen our brand recognition. We appreciate your commitment to upholding our visual standards, as it plays a vital role in effectively communicating our values and professionalism.

Together, we can create a cohesive and impactful visual identity that reflects the essence of IAHIP and its dedication to humanistic and integrative psychotherapy.



## Mission

The logo of the Irish Association of Humanistic and Integrative Psychotherapy (IAHIP) symbolises our mission to promote professional excellence, ethical practice, and client well-being through humanistic and integrative psychotherapy. It represents our dedication to fostering a supportive community, advocating for mental health, and empowering individuals on their healing journey.



## Vision

The logo of the Irish Association of Humanistic and Integrative Psychotherapy (IAHIP) embodies our vision for a future where mental health is destigmatised, and individuals have access to holistic, person-centered support. It represents our commitment to shaping a society that values and prioritises mental well-being and healing.



## Values

Our logo represents the core values of the Irish Association of Humanistic and Integrative Psychotherapy (IAHIP). We are committed to excellence, inclusivity, collaboration, integrity, advocacy, compassion, and professionalism. These values guide our organisation's dedication to high standards, ethical practice, and promoting the well-being of individuals and communities.



®

# LOGO GUIDE

## ABOUT LOGO

The logo of the Irish Association of Humanistic and Integrative Psychotherapy (IAHIP) embodies our organisation's essence. It combines elements that symbolise compassion, growth, and unity, representing our commitment to fostering an inclusive and transformative approach to psychotherapy.

**IAHIP**



Irish Association of Humanistic <sup>®</sup>  
and Integrative Psychotherapy

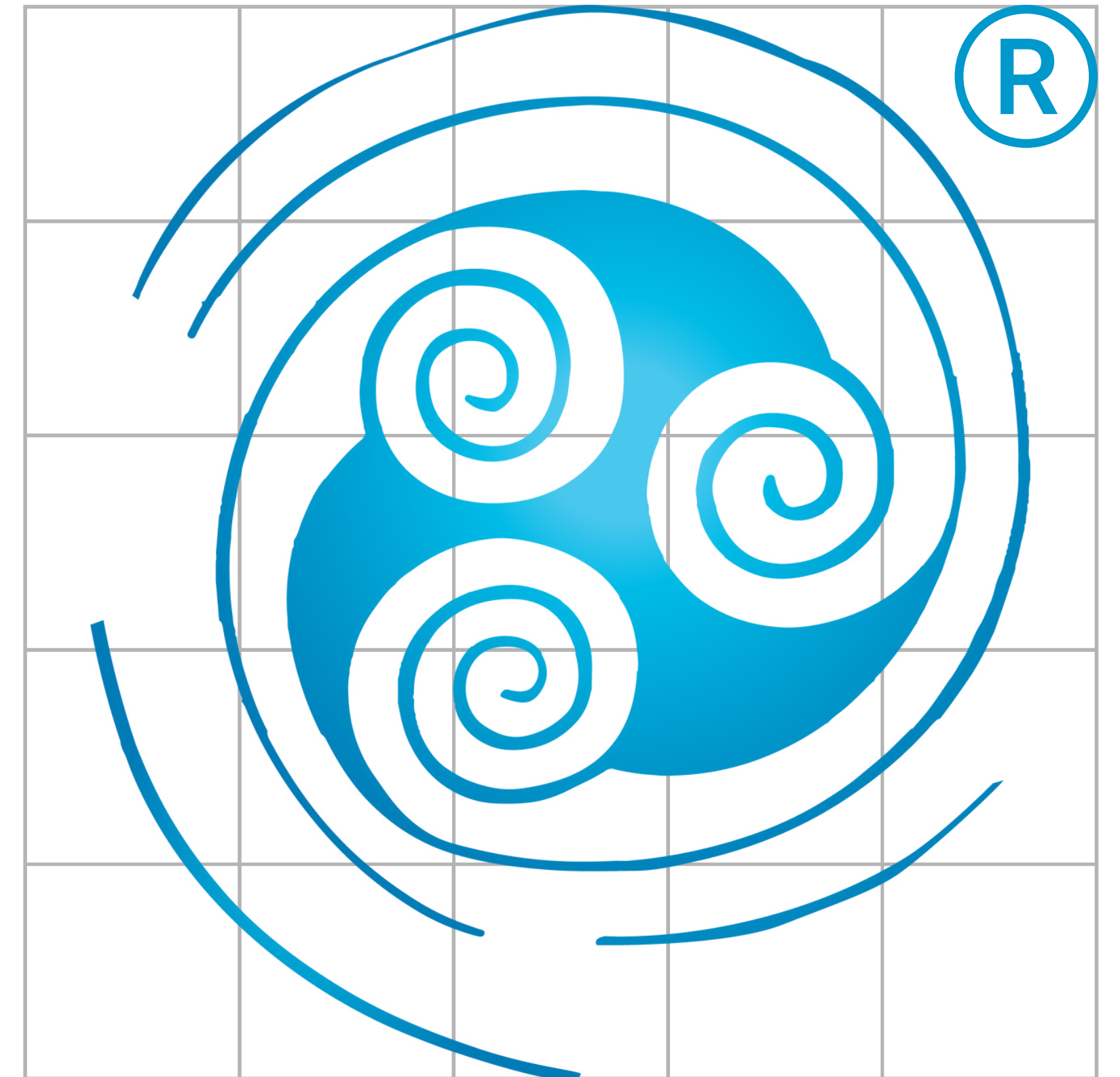
# Logo and Description

The logo of the Irish Association of Humanistic and Integrative Psychotherapy (IAHIP) captures the essence of our organisation's mission and values.

It features a vibrant and interconnected design, symbolising the holistic and integrated approach we take towards psychotherapy.

The flowing lines represent the journey of healing and personal growth, while the colour palette evokes a sense of empathy and compassion.

The logo reflects our commitment to promoting mental well-being, professional excellence, and inclusivity in psychotherapy practice.



# Non-infringement area

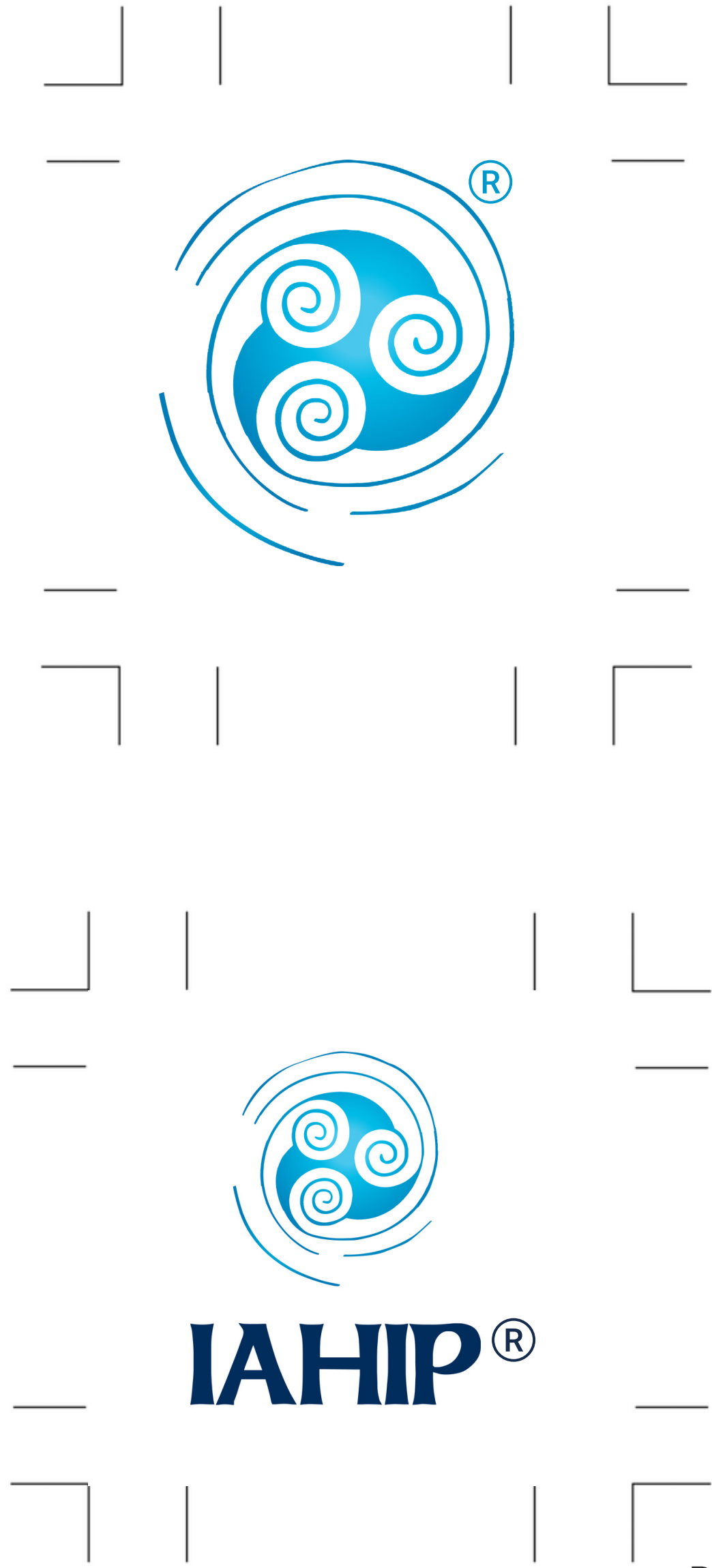


### Main Logo

The logo of IAHIP is unique and should not be confused with any other logo and design. The Non-Infringement area is the space that must be left free from any other element.

### Background

The background has to be CLEAR and not confusing for the logo.  
  
To enhance the visual impact of the logo the best background is white.



# TYPOGRAPHY

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

## MAIN LOGO FONT

Celtic Bold

The Celtic Bold font exhibits strong and distinctive letterforms, capturing the essence of Celtic culture and tradition with its unique style.



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

## **SECOND LOGO FONT**

Museo 300

Museo 300 is a refined and elegant font with a medium weight, offering a balance of readability and sophistication in its design.

# PALETTE & COLOUR SCHEME



The 4 colours of IAHIP are well represented in the IAHIP Logo. The so called IAHIP colours are unique like the logo and CANNOT be altered.



Pantone 295 CP



Pantone 641 CP



Pantone 306 CP



Pantone 2985 CP

# Alternative IAHIP Logos

The IAHIP Logo is unique in its form and colours, however some variations are allowed for special reasons such as production of PR material (e.g. sweaters) that requires a monochromatic logo.

The following alternative logos are THE ONLY ones ALLOWED and the guidelines concerning the incorrect usage are valid as well.



# ALTERNATIVE IAHIP LOGOS

These logo versions can be used by members only.



# Alternative Colours



**IAHIP**<sup>®</sup>



**IAHIP**<sup>®</sup>



**IAHIP**<sup>®</sup>



**IAHIP**<sup>®</sup>



**IAHIP** Irish Association of Humanistic<sup>®</sup>  
and Integrative Psychotherapy



**IAHIP** Irish Association of Humanistic<sup>®</sup>  
and Integrative Psychotherapy



**IAHIP** Irish Association of Humanistic<sup>®</sup>  
and Integrative Psychotherapy



**IAHIP** Irish Association of Humanistic<sup>®</sup>  
and Integrative Psychotherapy

# Incorrect Usage

The Irish Association of Humanistic and Integrative Psychotherapy (IAHIP) logo should not be distorted, altered, or modified in any way. It should not be used in a manner that misrepresents the organisation or its values. Unauthorised colour changes, cropping, or adding elements is strictly prohibited.



The logo **MUST** be used with the correct proportions.



**DO NOT** rotate the logo.



**DO NOT** change the colour. Use colours in the palette.

# CONTACT US

+353 0 (1) 284 1665

ADMIN@IAHIP.ORG

WWW.IAHIP.ORG