tidewell

COUNSELING · ALDER COVE

BRAND GUIDE · ONE PAGE

A quieter place to *talk things through.*

Tidewell is a small counseling practice that should feel like arriving somewhere calm: warm, unhurried, grounded and open to everyone.

VALUES

Warmth first
Feeling safe comes before technique.

Unhurried
Space and pace in layout and copy.

Grounded
Practical and honest; no big promises.

Open door
Welcoming and plainly accessible.

VOICE

- Warm, never gushing · Plain-spoken, never clinical
- Hopeful, never promising outcomes
- Short sentences, everyday words, no diagnoses

"Book a free 15-minute call. No pressure either way."

Do
Keep pages light. Use soft daylight imagery. One italic phrase per heading. Leave generous space.

Don't
Use dark sections, drop shadows or black bars. Stretch, recolour or rotate the logo. Use distress clichés.

LOGO

Clear space
1X on every side, where X is the sun's diameter. 2X in print.

Minimum size
Lockup 120 px / 30 mm. Mark 20 px / 6 mm.

Versions
Full colour on light fills; Ink one-colour for single-colour print.

The idea
Doorway (arch), tides (feelings come and go), a rising sun (hope).

COLOUR

Cream #FBF8F2	**Linen** #F3EDE2	**Sage Mist** #E4ECDF	**Sage** #C5D6BE
Sage Deep #5B7A67	**Sky Mist** #E3EEF4	**Sky** #BCD5E3	**Tide** #5A8AA3
Apricot Light #F8E1CF	**Apricot** #E9A97C	**Fern** #2F4A3F	**Ink** #22322D

CONTRAST (WCAG)

Ink / Cream	**12.68 AAA**	Fern / Sage	**6.32 AA**
Fern / Sky	**6.34 AA**	Moss / Cream	**6.09 AA**
Ink / Sage Mist	**11.11 AAA**	Harbour / Sky Mist	**4.97 AA**
Clay / Apricot Light	**4.77 AA**	Sage Deep / Cream	**4.48 AA**

TYPOGRAPHY

Fraunces *soft*

Display & headings · 300–420 · SOFT 50, WONK 0 · −2% tracking

Figtree

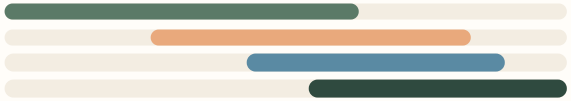
Body & UI · 400–700 · 1.6 line height · eyebrows 600, +16% caps

ICONS

24 px grid · 1.5 px stroke · round caps · open forms · horizontal arrows only

MOTION

Tide cubic-bezier(.22,.61,.36,1) · **Settle** cubic-bezier(.33,1,.68,1)



Logo: arch draws, sun rises, tides arrive, name settles. 1.75 s, once per visit.

Reveal 800 ms, 14 px rise · Hover 200 ms · Page fade 280/420 ms · Ambient washes 22–32 s. Respect reduced motion.

A fictional practice; people and details shown are invented.