

TRUE
PLAY
THERAPY

BRAND GUIDELINES

*There needs to be alot more emphasis on what a child can to instead of what he cannot do.
-Dr. Temple Grandin*





True Play Therapy

True Play Therapy is a dedicated organization specializing in engaging people with neurodiversity through meaningful play. Their approach focuses on utilizing life's tools to foster authentic self expression, encouraging creativity, adventure, and playfulness. The organization is committed to providing a supportive and respectful environment where everyone feels understood, heard, and part of a thriving community.

True Play Therapy values the uniqueness of each family member, advocating for children to have their needs met while navigating the challenging journey of diagnosis. They aim to create a sense of belonging, inclusivity, and hope, emphasizing the importance of not trying to change the core values of the person and their families.

Through an individualized therapeutic approach, guided by the core values of True Play—Transparent, Respect, Unite, Educate, Pivotal, Learn, Adapt, and You—True Play Therapy offers a pathway for families to overcome societal norms and expectations, seeking a light at the end of the tunnel and reassurance that they will emerge stronger and okay.





Our Shared Mission

Tagline

Unlocking Potential, Embracing Individuality: True Play Therapy, Where Everyones Unique Journey Matters.

Mission Statement

At True Play Therapy, our mission is to harness the power of play to facilitate meaning growth and development in children with autism or children who would benefit from ABA services. We believe that play is not only a joyful activity but also a powerful tool for learning and building essential skills. Through our play based therapy approach, we create a nurturing and engaging environment where children can explore, interact, and learn at their own pace. We are committed to individualize programs to your child's needs. By celebrating each child's unique strengths and interests, we foster a love for learning and providing a solid foundation for future success. We are committed to making therapy a fun and rewarding experience for every child and family we serve, as we pave the way for brighter futures filled with joy, growth, and endless possibilities.



Our Logo

True Play Therapy logo is our signature and fingerprint. Our logo carries with it all of the good will, expertise, community contributions and legitimacy that our brand has been building within the therapeutic industry. To protect the integrity of our logo, please use it mindfully.



Our Logo Continued

The Story of Our Logo

Our logo is more than just a design; it's a reflection of our philosophy and commitment to children's well-being. At True Play Therapy, we understand the transformative power of play in a child's life.

The vibrant colors represent the spectrum of emotions and experiences that children encounter during their therapeutic journey. The playful shapes evoke the freedom and creativity that come with play, which is the cornerstone of our approach.

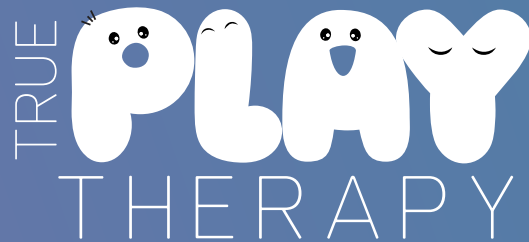
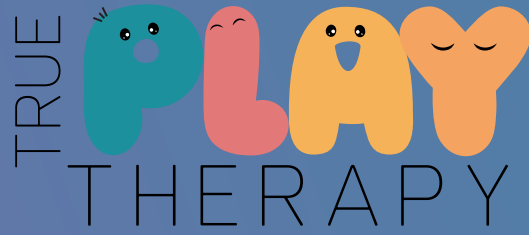
The logo with a flower as the cut out in the A represents the safe and nurturing environment we provide for children to explore their feelings, heal, and flourish.

The logo with faces on the letters represents love, compassion, and understanding that our dedicated therapists offer to every child. Their facial expressions symbolize the growth of love, trust, and resilience during the therapeutic process.

Our logo tells the story of hope, healing, and happiness through the power of play. It is a visual reminder of our commitment to supporting children in their emotional and developmental journeys.



Our Logo Continued



Our Logo Continued



⊘ Do not stretch out of proportion.



⊘ Do not replace text with other font



⊘ Do not crowd logo with another object

Improper Logo Usages

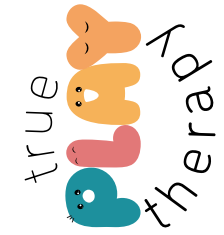
The power of our logo must be protected by ensuring that the logo is always presented in a consistent matter. Every person who is part of True Play Therapy shares the responsibility of being a good shepherd of the brand. Always use approved logos as is, in their entirety. Here are examples of practices to avoid when using the logos on your materials:



⊘ Do not change color or apply fills



⊘ Do not use drop shadows or 3D



⊘ Do not rotate logo or its parts



⊘ Do not add or remove elements



⊘ Do not use without contrast from background



⊘ Do not crop or obscure logo

Colors

Color plays a large role in the subconscious perception of a brand. True Play Therapy brand colors have been selected to express our identity as a trustworthy and reliable resource. True Play Therapy's mosaic blue conveys a soothing energy in color therapy and also represents imagination.

C81 Y36 M27 K2

R0 G142 B158

HEX:008E9E

Colors Continued

The rest of True Play Therapy color family includes several different colors to suit a variety of needs and subjects. Choose from these colors in every situation where it is possible to do so.

C8 Y44 M65 K0

R225 G119 B115

HEX:E17773

C2 Y74 M33 K0

R246 G185 B77

HEX:F6B94D

C1 Y69 M42 K0

R243 G170 B86

HEX:F3AA56

C3 Y69 M55 K0

R236 G141 B79

HEX:EC8D4F

C57 Y2 M62 K0

R128 G105 B171

HEX:8069AB

C77 Y51 M17 K1

R24 G156 B61

HEX:2F9E8F

C81 Y36 M27 K2

R0 G142 B158

HEX:008E9E

C0 Y0 M0 K79

R52 G52 B52

HEX:343434

C6 Y34 M14 K0

R242 G223 B94

HEX:F2DFB3

Fonts

True Play Therapy brand font families are defined by their bold, rounded and playful look. They feature thick line strokes, bubbly shapes, emphasizing Readability and scalability.

DINosaur for Titles

The quick wizard jumps quickly	Thin
<i>The quick wizard jumps quickly</i>	<i>Thin Italic</i>
The quick wizard jumps quickly	Light
<i>The quick wizard jumps quickly</i>	<i>Light Italic</i>
The quick wizard jumps quickly	Book
<i>The quick wizard jumps quickly</i>	<i>Book Italic</i>
The quick wizard jumps quickly	Medium
<i>The quick wizard jumps quickly</i>	<i>Medium Italic</i>
The quick wizard jumps quickly	Bold
<i>The quick wizard jumps quickly</i>	<i>Bold Italic</i>
The quick wizard jumps quickly	Black
<i>The quick wizard jumps quickly</i>	<i>Black Italic</i>

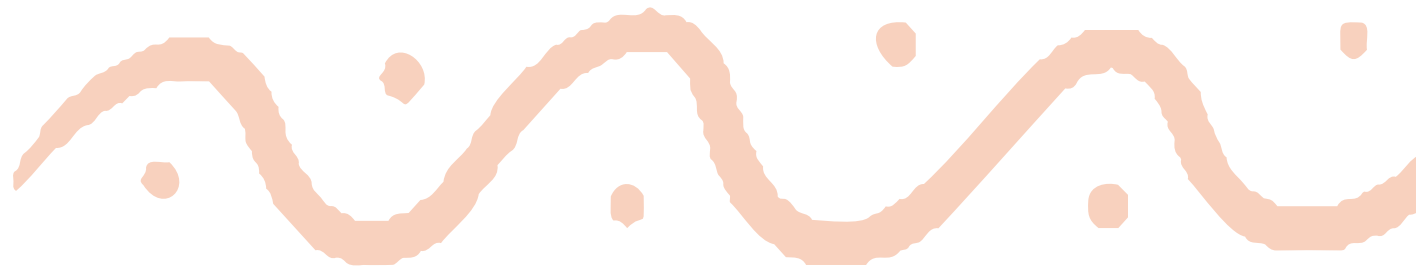
Fonts Continued

Poppins for Headers

The quick wizard jumps quickly	Thin
<i>The quick wizard jumps quickly</i>	<i>Thin Italic</i>
The quick wizard jumps quickly	Light
<i>The quick wizard jumps quickly</i>	<i>Light Italic</i>
The quick wizard jumps quickly	Regular
The quick wizard jumps quickly	Medium
<i>The quick wizard jumps quickly</i>	<i>Medium Italic</i>
The quick wizard jumps quickly	Semi Bold
<i>The quick wizard jumps quickly</i>	<i>Semi Bold Italic</i>
<i>The quick wizard jumps quickly</i>	<i>Bold Italic</i>
The quick wizard jumps quickly	Black
<i>The quick wizard jumps quickly</i>	<i>Black Italic</i>

Roboto for Body

The quick wizard jumps quickly	Thin
<i>The quick wizard jumps quickly</i>	<i>Thin Italic</i>
The quick wizard jumps quickly	Light
<i>The quick wizard jumps quickly</i>	<i>Light Italic</i>
The quick wizard jumps quickly	Regular
<i>The quick wizard jumps quickly</i>	<i>Italic</i>
The quick wizard jumps quickly	Medium
<i>The quick wizard jumps quickly</i>	<i>Medium Italic</i>
The quick wizard jumps quickly	Bold
<i>The quick wizard jumps quickly</i>	<i>Bold Italic</i>
The quick wizard jumps quickly	Black
<i>The quick wizard jumps quickly</i>	<i>Black Italic</i>



Paragraph Style

True Play Therapy paragraph styles allow us to maintain consistency and professionalism throughout our brand, which is crucial for establishing a strong identity. By using consistent paragraph styles, True Play Therapy ensure that our designs are readable, visually appealing, and convey our message effectively.

Title | DINosaur

Header I | Poppins Bold

Header II | Poppins Medium

Body | Roboto

Caption | Roboto Italic

Pull Quote | "Poppins Medium Italic

Call to Action | Semibold



Our Voice

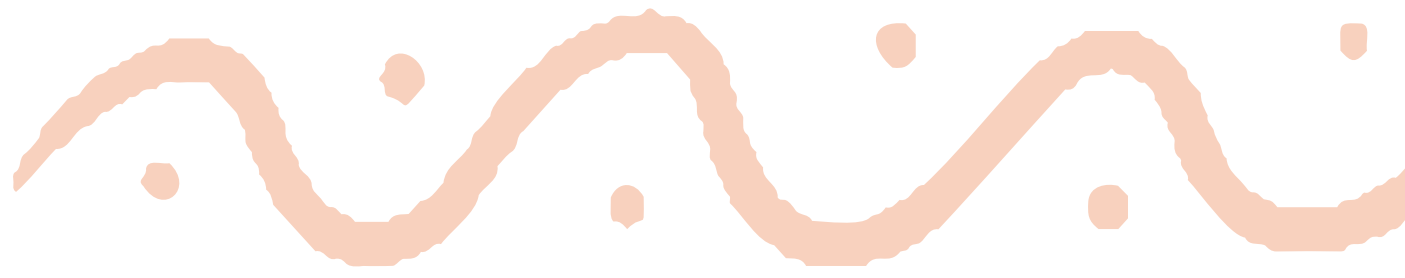
A set voice for True Play Therapy in its communication reflects the brand's personality, goals, values, areas of expertise, and provides connection with the audience. This is important for True Play Therapy to build upon its unique persona and create a dialogue as a trusted source of information within the therapeutic ecosystem.

Four Elements of Our Brand

- Character
- Purpose
- Tone
- Language

Brand Personality

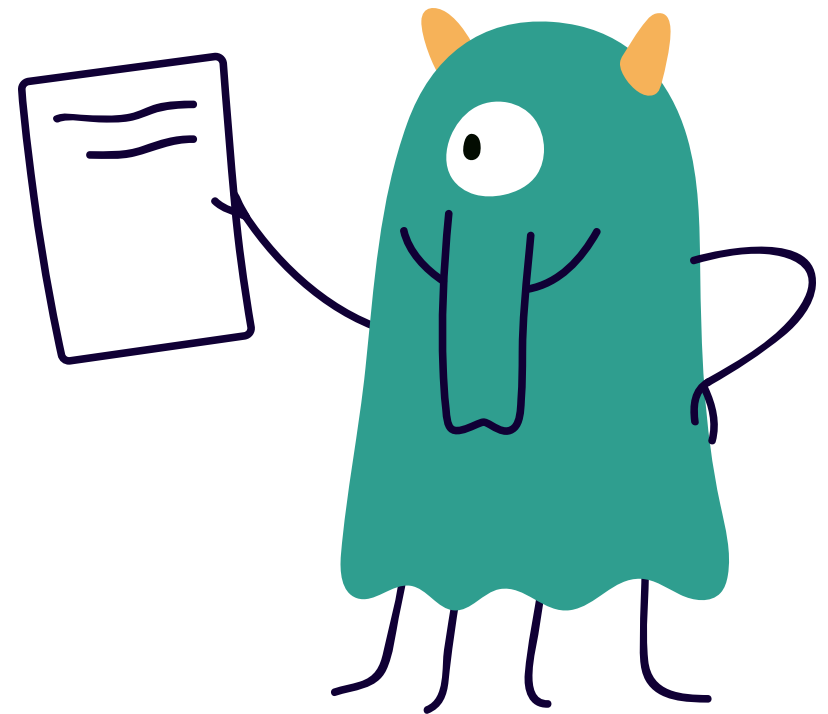
Authentic	Unique
Playful	Creative
Accessible	Friendly
Educated	Inclusive
Curious	Humble
Courageous	Accepting



Writing

Written communication is effective when the reader understands the meaning and intention. Clear and concise writing helps define the brand, increase credibility, and fulfill the purposes of the message.

- Refrain from using “The” in front of True Play Therapy.
- Follow Associated Press Style when applicable.
- Stop and ask yourself if you really need an exclamation point (you don’t).
- Communications should be fact based, not speculative or opinion.



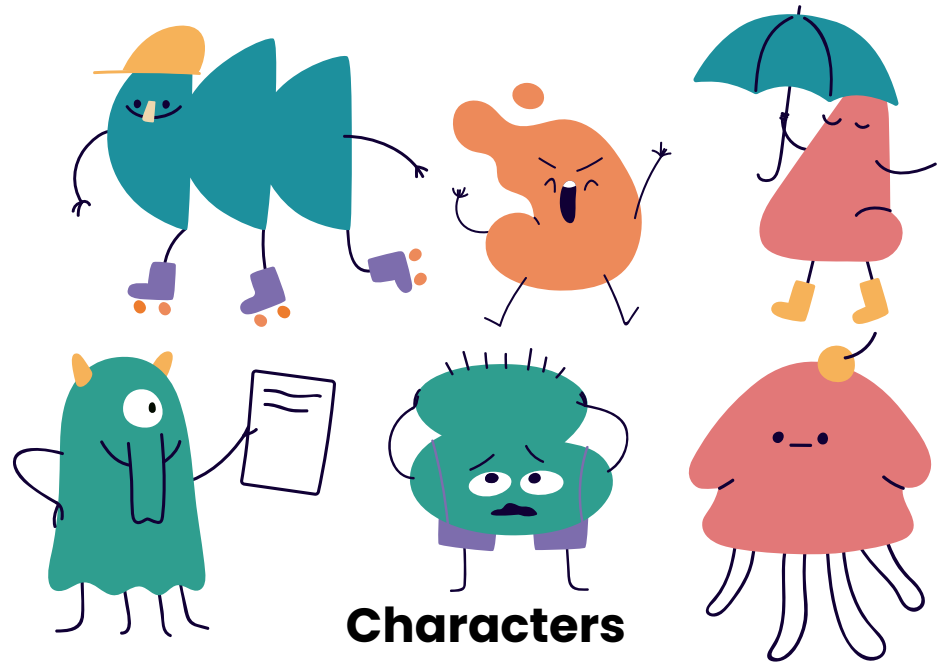
Graphics

All graphics used on behalf of True Play Therapy should adhere to brand standards. Graphics are a powerful tool that can either enhance or muddle communication efforts. True Play Therapy graphics should be light, creative, fun, and artistic with clear intention and tasteful application that aligns with the trustworthy organization that we are.

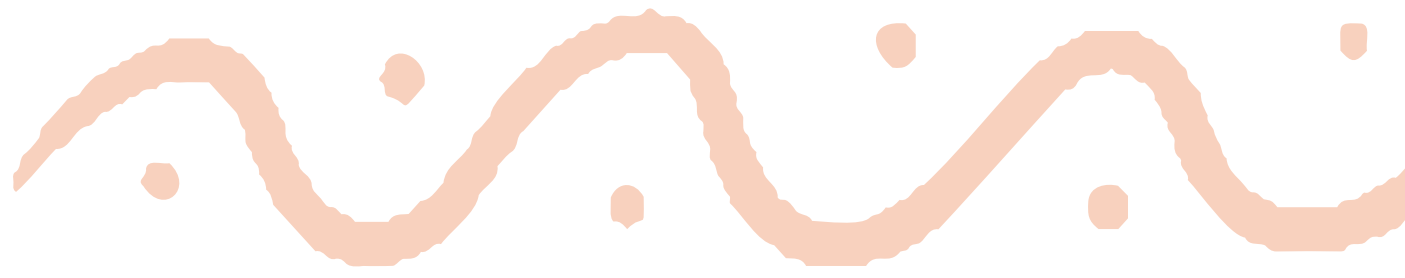


Illustrations

Patterns

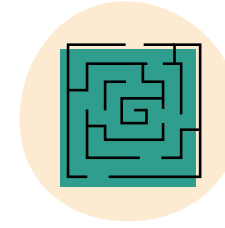
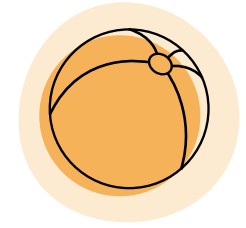
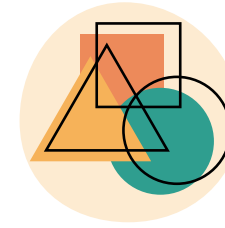
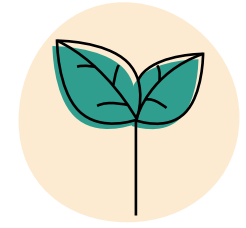
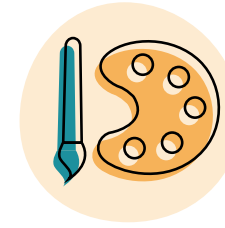
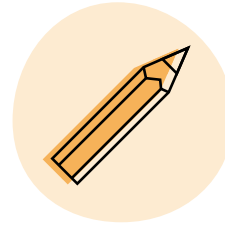


Characters



Icons

Our brand icons are used for communicating information quickly and effectively. In True Play Therapy, icons can be used to depict different types of experiences or activities that our company offers, such as creative play or speech therapy. Additionally, icons can be used to represent the various games or therapy techniques that clients may encounter during their time True Play Therapy. The icons should be used sparingly and strategically, to avoid overwhelming the reader with too much visual information.



Photos

Photography used on behalf of True Play Therapy must be clear and crisp, (a minimum of 300 DPI for print resolution, and 72 DPI for digital publishing.) Flash photography should be avoided when possible, opting for natural or ambient lighting. Excepting social media or other live/informal cases, photography sources should be limited to:

- True Play Therapy commissioned photos
- Adobe Stock Photos
- Free for commercial use stock photo sources.





*Help people with autism to be included in social activities. By doing this people learn that individuals with autism are like everyone else and desire to have friendships
-Dr. Temple Grandin*

