Psychology Today

Design System for a Well-Being Magazine & Web Portal



BRAND CONCEPT SUMMARY

Mental Health · Lifestyle · Society & Culture

Mission: empowering people to better understand their mental health and relationships by providing trusted resources, self-assessments, and access to licensed professionals.

LOGO USAGE

Psychology Today ---------- for WEB

Psychology Today ---------- for PRINT

PT ---------- for MOBILE

Psychology Today
Psychology Today
Psychology Today

Change color according to the content and color harmony

FULL LOGO

Psychology Today

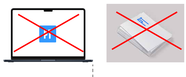
LOGO DONTS



don't stack



don't use the logo typeface anywhere else



don't use the mobile logo for print or desktop

COLORS

Primary

Calm Blue	Mango	Deep Blue
Logo I BG	Actions	Text I BG
#608FC8	*#ff9900*	*#142333*

Secondary

Calm Gradient	Accent Gradient
Frames I Icons I Headers	Frames I Icons

TYPOGRAPHY

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

Web:

HEADERS: Proxima Nova Bold

Body Copy: Proxima Nova 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

Print:

HEADERS: Dupincel Black

CAPTIONS: BODONI EGYPTIAN ALL CAPS

Subtitle: Franklin Gothik Bold

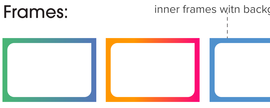
Paragraph: Garamond Pro

DESIGN PATTERNS

Frames:

inner frames with background

stroke frames





keep 1 angle straight

inner radius 12% of the short side

Bars



ICONOGRAPHY

IMAGERY

color accent



one person



photo-based

people

IMAGERY







