



CENTRUM PSYCHOLOGICZNE
SZTUKA HARMONII

Brand Guideline



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Introduction

About

Mission

Vision



About

Centrum Psychologiczne Sztuka Harmonii is a trusted psychological center based in Gdańsk, Poland, with five locations across the Tricity area including Gdańsk, Sopot, and Gdynia. Our mission is to help individuals rediscover balance and emotional wellbeing through high-quality psychological and psychiatric support delivered in a welcoming and respectful environment.

Our center offers more than 69 specialized services, including psychotherapy, ADHD diagnosis, autism assessments, couples therapy, child and adolescent psychology, psychiatry, sexology, psychotraumatology, and psycho-oncology. We support people facing a wide range of life challenges—from anxiety, depression, and stress to relationship difficulties and developmental conditions.

Mission

Our mission is to provide professional psychological and psychiatric care in an environment built on understanding, empathy, and respect. We support individuals, couples, and families in navigating life's challenges by offering evidence-based therapies, accurate diagnoses, and personalized guidance tailored to each person's unique needs.

Through a multidisciplinary team and a wide range of specialized services, we help people regain balance, strengthen emotional resilience, and improve their quality of life. At Sztuka Harmonii, we believe that mental health care should be accessible, compassionate, and grounded in both scientific knowledge and human connection.

Vision

Our vision is to become one of the most trusted and respected psychological care centers in Poland, recognized for combining clinical excellence with compassionate care. We aim to create a community where mental health is treated with openness, professionalism, and dignity.

By continuously expanding our services, supporting diverse patient needs, and integrating modern therapeutic approaches, we aspire to help individuals and families across the region achieve lasting emotional balance and a deeper sense of harmony in their lives.

Our Logo

Primary Logo

Secondary Logo

Icon

Clear Space

Logo Usage

Unacceptable Use



Primary Logo



CENTRUM PSYCHOLOGICZNE
SZTUKA HARMONII

Secondary Logo



App Icon

An app icon is a compact, square visual symbol that represents the brand within mobile and desktop application environments. It is designed for small sizes, must be instantly recognizable, and should use simplified forms, bold shapes, and minimal detail. The app icon should not contain long text, taglines, or complex graphics, and must maintain clarity across different backgrounds and resolutions.



Social Media Profile

A social media profile icon is a circular or square brand identifier used across social platforms to represent the brand in feeds, comments, messages, and profile pages. It should prioritize recognizability at very small sizes and typically uses the primary logo mark, monogram, or symbol rather than the full logo.

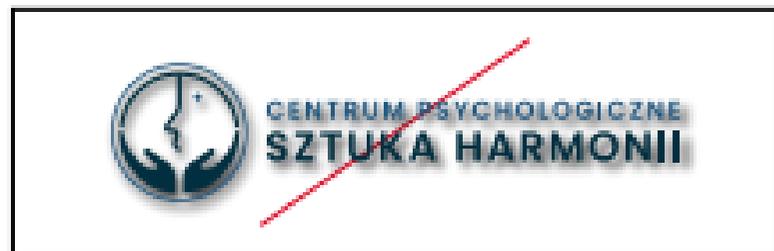


Logo Usage

Always maintain clear space around the logo equal to 75% of the logo's height, ensuring it has sufficient breathing room and remains visually clear and impactful.



Unacceptable Use



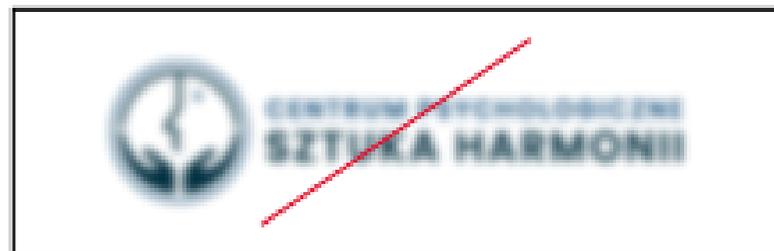
Do not add a drop shadow



Do not change the color



DON'T place the logo on a color without sufficient contrast



Do not add blur effect

Color Usage

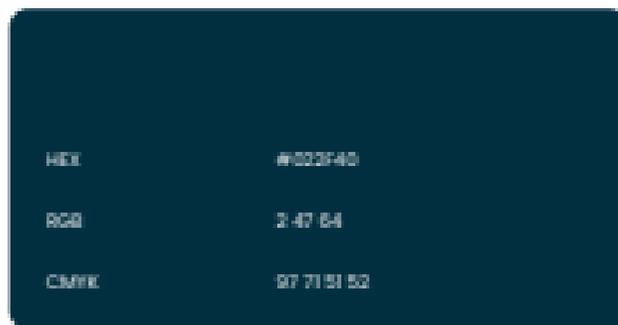
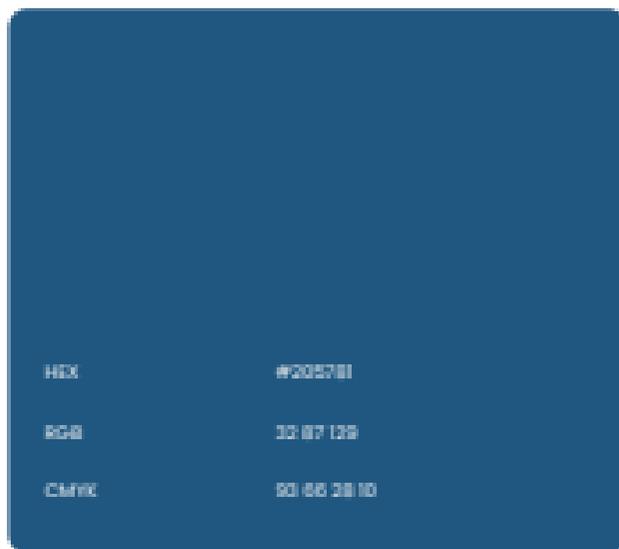
Primary colors

Secondary colors

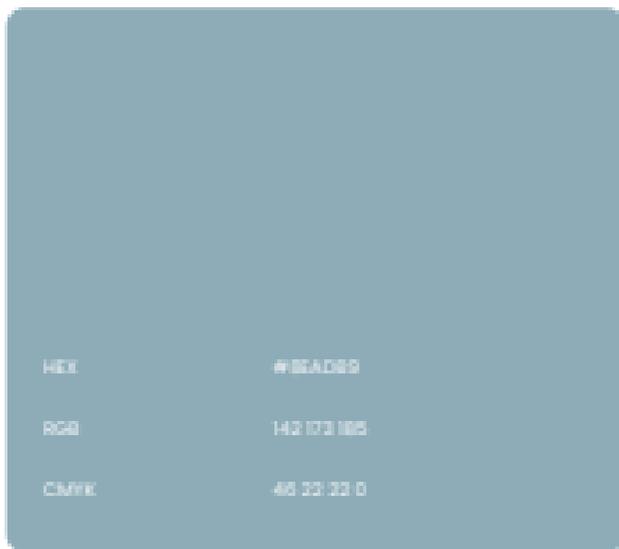
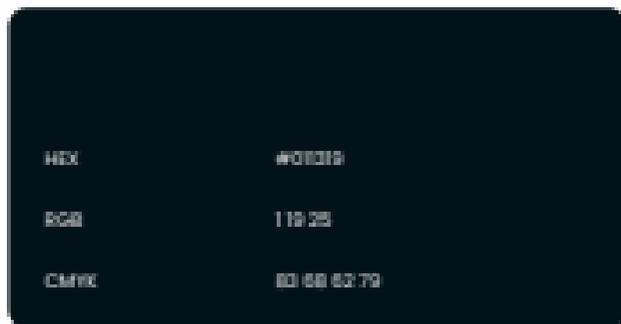


CENTRUM PSYCHOLOGICZNE
SZTUKA HARMONII

Primary Colors



Secondary Colors



Typography

Primary Typeface

Secondary Typeface



Primary Typeface

Poppins

A a

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

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

0 1 2 3 4 5 6 7 8 9

Secondary Typeface

Montserrat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz

abcdefghijklmnopqrstuvwxyz
yz

0123456789

CONTEXT TEXT AND INNER HEADLINES

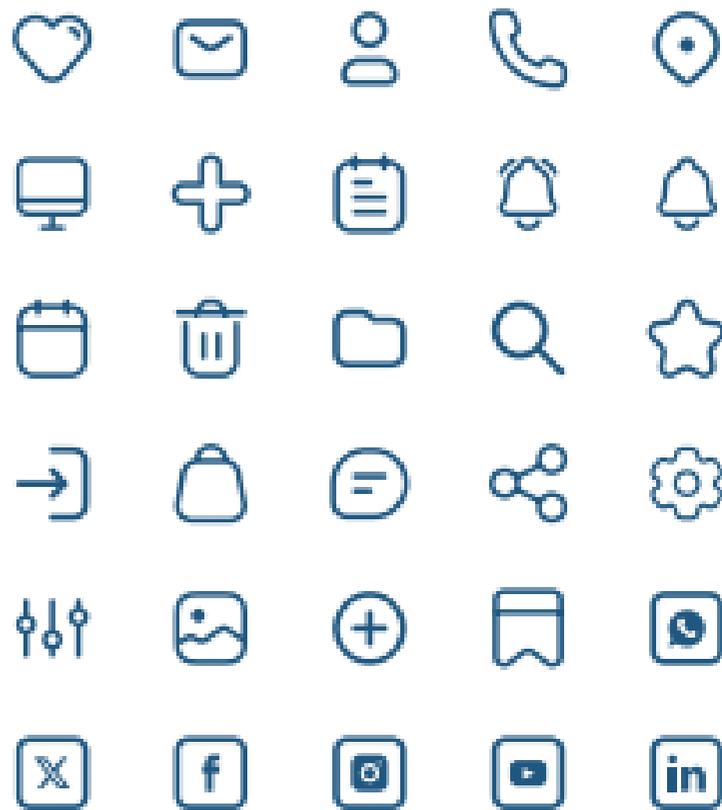
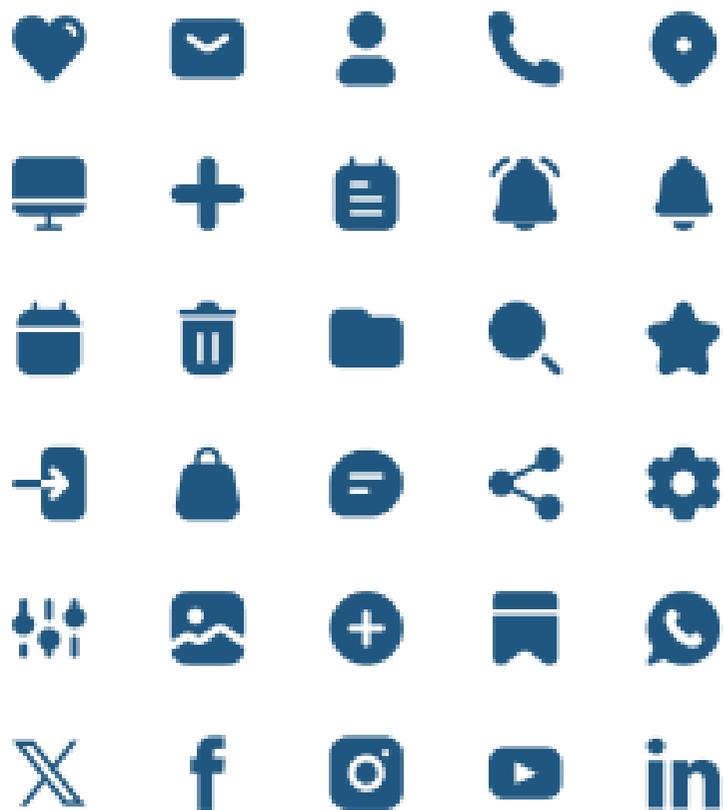
Caption Text	Brand Typo ← 10 pt → - Montserrat Regular
Copy Text	Brand Typo ← 12 pt → - Montserrat Medium
Headlines Copytext	Brand Typo ← 16 pt → - Montserrat Bold

HEADLINES AND TYPO BREAKS

Sublines Sections	BRAND TYPO ← 24 pt → - Montserrat Medium - Capital Letters
Big Headlines and Title	BRAND TYPO ← 32 pt → - Montserrat Bold - Capital Letters
Sequence and Title for Marketing	BRAND TYPO ← 40 pt → - Montserrat Extra Bold- Capital Letters

Iconography





Stationery

Envelope

Business Card

Letterhead





PUSAT PSIKOLOGI
STUKA HARMONI

TO

20 June, 20

NAME SURNAME

Customer

T: +62 21 4907800
E: info@stuka.com
A: 10 Street Name, Country, 1234

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Signature

NAME SURNAME
Account Manager



PUSAT PSIKOLOGI
STUKA HARMONI

YOUR NAME

1234 5 678

- T: +62 21 4907800
- E: info@stuka.com
- A: 10 Street Name, Country, 1234



PUSAT PSIKOLOGI
STUKA HARMONI



+62 21 4907800
+62 21 4907800



info@stuka.com
www.stuka.com



10 Street Name, Country, 1234
Country, State, City

Social Identity

X Cover Page

Instagram Post



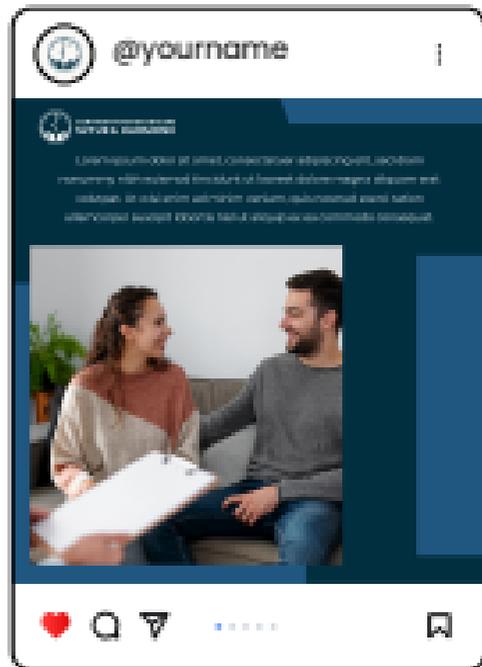
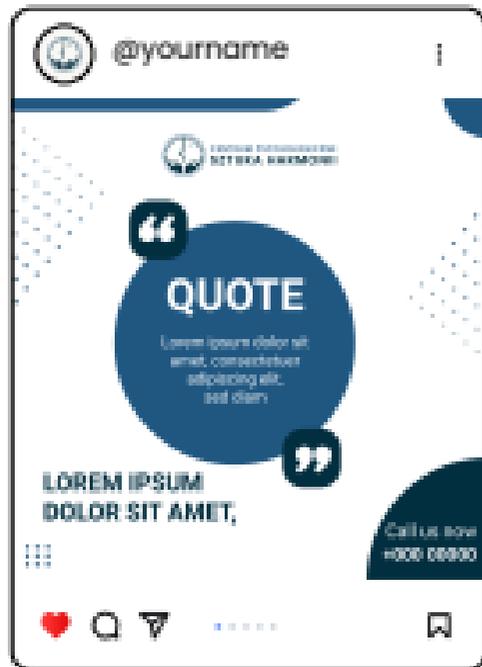
X Cover Page



CENTRUM PSYCHOLOGICZNE
SZTUKA HARMONII



Instagram Post



Brand Mockup



CENTRUM PSYCHOLOGICZNE
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Thanks For Watching

