

## our story

**The Gathering Place** opened its doors in Beachwood, Ohio in 2000, in order to provide a space where people felt safe, connected with others and found peace during a time of chaos. A space where the entire family was supported, the services were free of charge and the largest barrier to entry was admitting you needed help.

In 2008, a location was opened in Westlake and in 2011 The Gathering Place Richman Family Wellness Center opened in Beachwood to provide exercise programs for individuals in treatment and those who had completed treatment.

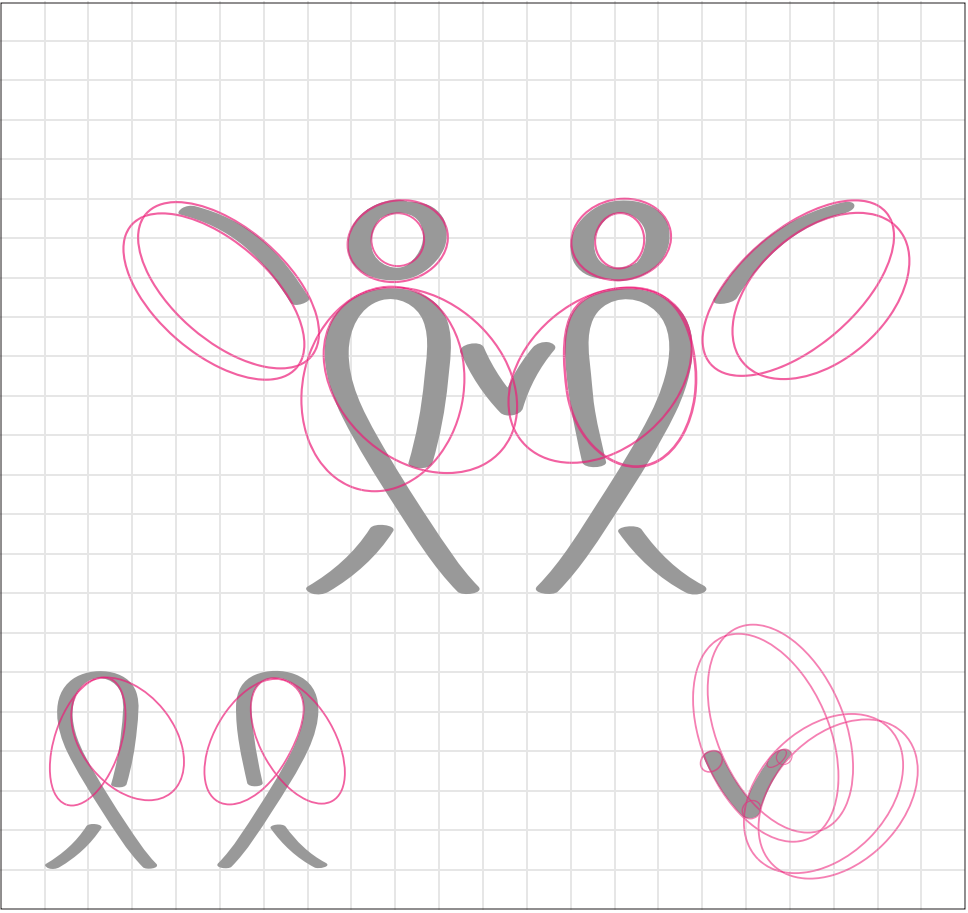
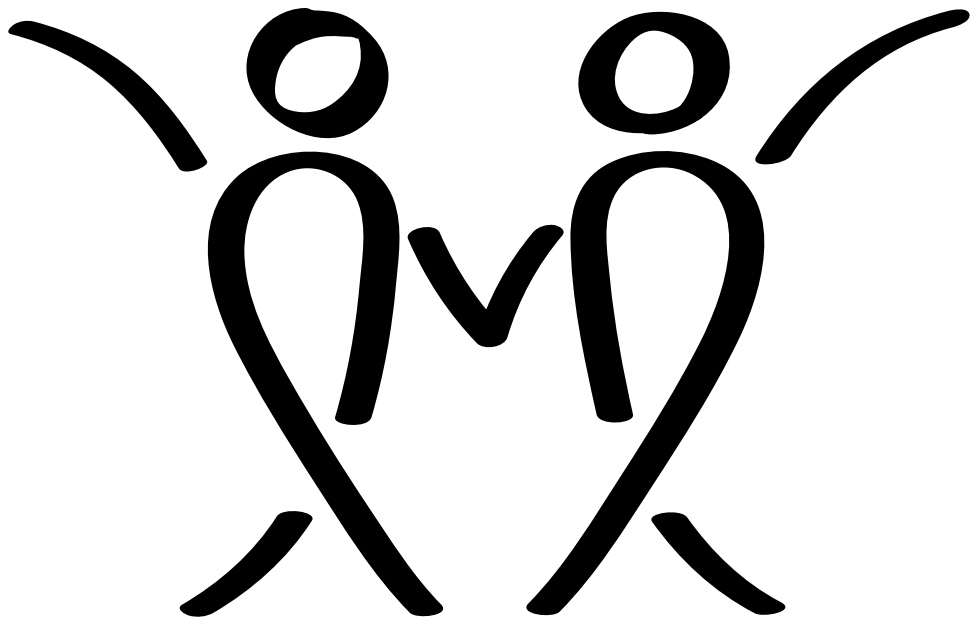
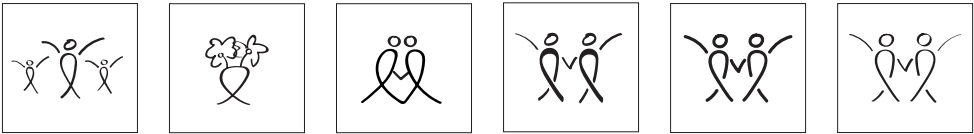


# identity

*warm • simple • modern • soft • welcoming*

# final mark

Our mark is very important to us because it embodies our values of warm, simple, modern, soft, and welcoming. Symbols that can be seen in our mark are ribbons, people, hearts, and celebration.

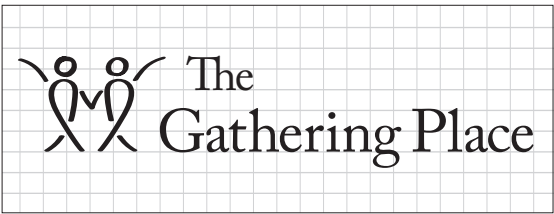




# typography

Our typeface is Adobe Caslon Pro because of its traditional serifs and warm classic feeling. Sometimes, we use the display font Run Wild as a secondary option.

Adobe Caslon Pro  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



Run Wild  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

facing cancer • embracing life  
facing cancer • embracing life

# colors

Purple is our main color and we like to use it as often as we can. Blue is our secondary color and is also used to represent the Westlake Campus. Our color ratio is shown to the right and hex # below.



#662E91



#2993C2



#FFF7EC



#1F1300

# icons

Each icon represents a different aspect of something we do here at The Gathering Place. From exercise to cooking classes to our garden, each activity has an icon to go along with it.

Resources



Programs



Calendar



Gardening



Art



Fitness



Health



Donate





# brand

*inclusive • clean • essential • family • sleek*





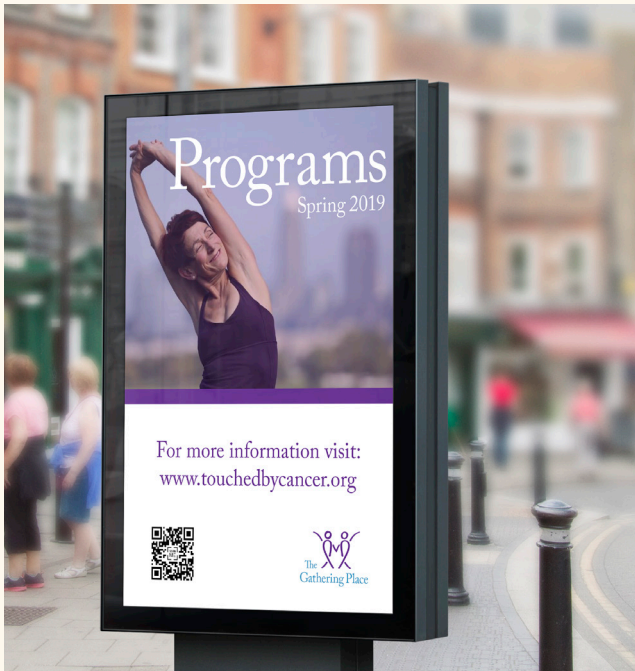
# stationery

Each location is represented in different colors. Purple for the Beachwood campus and blue for the Westlake campus.



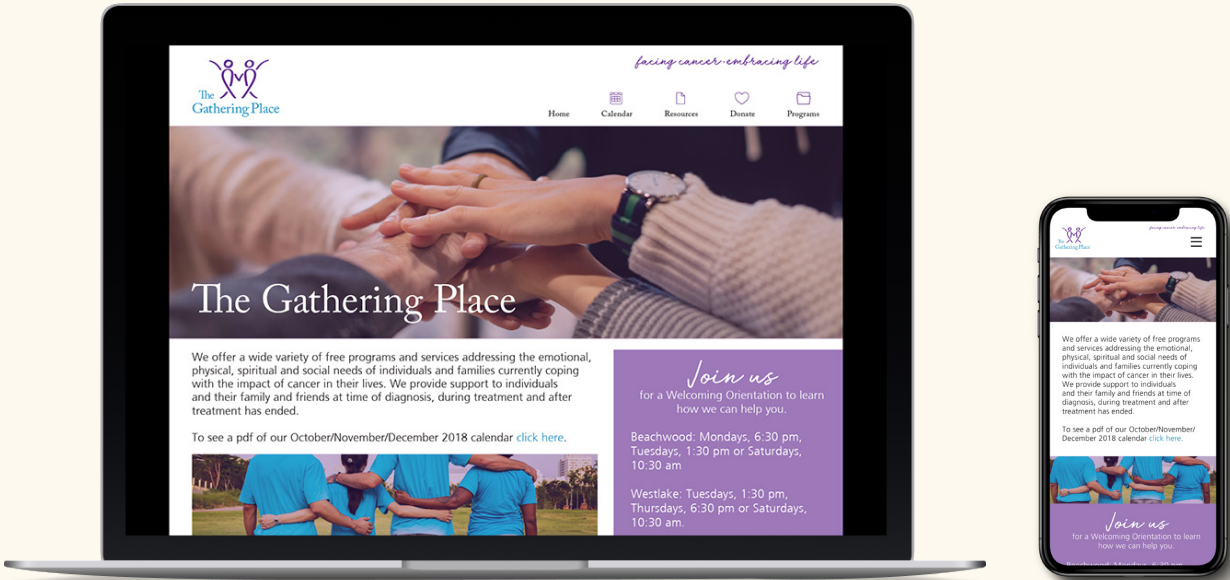
# publication

Program guide and outdoor signage with descriptions of services and programs offered through TGP.



# website

Modern website and mobile friendly version with an animation story board for a 'loading page' motion feature.



'Loading' motion graphic for the website and app that cycles through our colors.





# applications

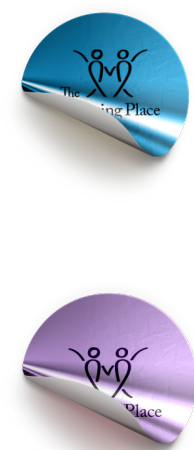
*practical • recognizable • inviting • bright • fun*



exterior signage



packaging



vehicle signage



miscellaneous









The page is decorated with two horizontal lines at the bottom, one teal and one purple, extending across the width of the page.

*facing cancer . embracing life*