

ALEXANDER — WATSON —

Brand & Digital Identity Guidelines

A consistent identity across every place I appear.

Brand Purpose

To bring clarity to thoughtful work and express it with care.

Alexander Watson helps therapists turn the thinking behind their practice into a clear professional identity, visual system and website that feels true to them.

The identity should communicate care, clarity, thoughtfulness and professional confidence without feeling corporate or performative.

Positioning and Audience

For therapists who want to be understood without becoming a performance.

Clarity before design.

Substance before spectacle.

Thoughtful collaboration rather than imposed branding.

Professional confidence without marketing noise.

Alexander Watson works with thoughtful therapists who want a coherent professional identity and online presence that genuinely reflects their practice.

Calm · Crafted · True

Calm

Clear, spacious and emotionally steady. Never demanding attention.

Crafted

Intentional in every detail. Built carefully rather than rushed.

True

Honest, human and aligned with the person or practice behind the work.

One identity. Different contexts.

Alexander Watson is the master identity used across studio work, counselling, writing and personal online presence. The subject and purpose may change, but the underlying visual language remains consistent.

Alexander Watson
Master personal and professional identity

Counselling and Therapeutic Work
Professional practice context

Website Design for Therapists
Primary commercial service

Writing and Personal Projects
Publishing and creative context

These contexts use service descriptors, not separate logos. Do not create sub-brand marks or additional visual identities.

Logo System

Primary logo, alternate logo, submark, clear space, minimum sizes and incorrect usage.

Logo Usage

The Alexander Watson wordmark is the primary identifier. It should always appear in its complete form, never abbreviated or altered. The logotype uses the brand heading typeface at a specific weight and tracking to ensure consistency across all applications.



ALEXANDER
WATSON

Primary Wordmark



A

Monogram



ALEXANDER
WATSON

Reversed

Clear Space

Maintain a minimum clear space equal to the cap height of the 'A' in the wordmark on all sides. This ensures the logo breathes and retains its quiet authority regardless of context.

Minimum Size

Print: 30mm width minimum.

Digital: 120px width minimum.

Monogram: 24px minimum.

Incorrect Usage

The following applications compromise the integrity of the wordmark. These rules exist to protect clarity and ensure the brand is always represented with the quiet confidence it demands.



Do not stretch or distort



Do not add drop shadows



Do not use unapproved colours



Do not rotate the wordmark



Do not place on busy imagery



Do not alter the typeface

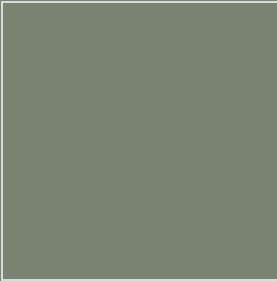
Colour System

Every colour exists for a reason. The palette is deliberately restrained — warm, muted, and grounded in nature. Colour should never compete for attention; it should quietly support hierarchy, readability and emotional tone.

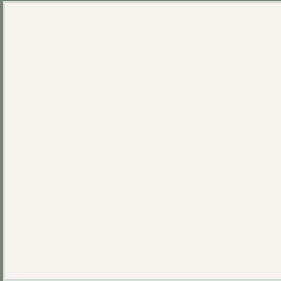
Primary



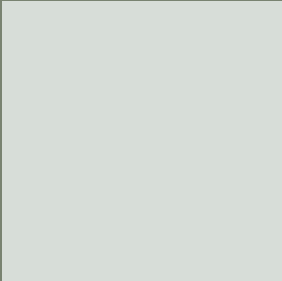
Deep Forest
#283A38
Buttons, dark sections



Sage
#798371
Subheadings, accents



Warm White
#F7F4EF
Primary background

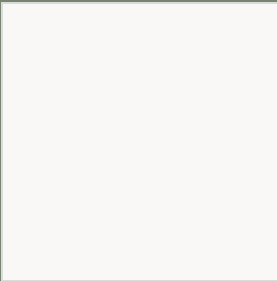


Soft Stone
#D7DDD8
Borders, dividers

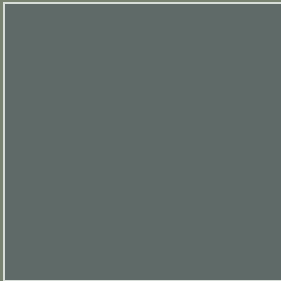
Supporting Neutrals



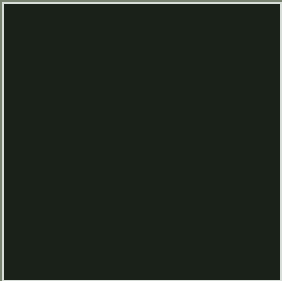
White
#ffffff



Cream
#faf8f6



Charcoal
#5F6A68



Logo Ink
#1A2119

Colour Proportions

- 70% — Warm White and White (backgrounds, breathing space)
- 20% — Deep Forest and Logo Ink (text, structural anchors)
- 10% — Sage and Soft Stone (accents, borders, quiet emphasis)

Colour should support clarity and hierarchy. It should never become decorative or compete for attention.

Background Hierarchy

- Level 1 — Warm White (#F7F4EF) for primary surfaces
- Level 2 — White (#FFFFFF) for cards and high-contrast surfaces
- Level 3 — Deep Forest (#283A38) for contrast sections
- Level 4 — Soft Stone (#D7DDD8) for subtle background separation

Dark backgrounds are used sparingly for emphasis — section dividers, hero moments, or to create rhythm across a long document.

Typography

Hierarchy, spacing, and the quiet authority of considered type.

Typography Hierarchy

Typography creates calm through consistency. Every level of hierarchy is defined precisely so that no decision is left to interpretation. The result is a system that feels immediately recognisable — quiet, confident and unmistakably Alexander Watson.

Spacing Rules

Line height: 1.1 for display, 1.2 for headings, 1.6 for body

Paragraph spacing: 1.5em between paragraphs

Maximum reading width: 680px (approximately 65 characters)

Alignment: Left-aligned body text. Centre-aligned titles only on hero sections.

Letter spacing: None added. The typefaces are designed to work at their natural metrics.

Display Headline
72pt / Brand heading typeface / Line height 1.1

Hero Headline
56pt / Brand heading typeface / Line height 1.15

Section Title
36pt / Brand heading typeface / Line height 1.2

Card Heading
24pt / Brand heading typeface / Line height 1.3

Body copy sits at 16pt with generous line height to allow the reader space to breathe. Every paragraph earns its place.

16pt / Brand body typeface / Line height 1.6

Captions and small print use 12pt for quiet supporting information.

12pt / Brand body typeface / Line height 1.5

Typography creates calm through repetition. When every document uses the same scale, the reader never has to reorient themselves.

Graphic Language

Every visual element follows the same principle: earn your place or be removed. The graphic language is deliberately minimal — it exists to create structure, not decoration.

Corner Radius

4px for cards and containers. 0px for structural elements. Never fully rounded unless pill-shaped buttons.

Borders

1px, #D7DDD8. Used sparingly to define edges, never for decoration. Borders should feel like a whisper, not a frame.

Shadows

None. Elevation is communicated through whitespace and subtle background shifts, never through drop shadows.

Icons

Outline style only. 1.5px stroke weight. Minimal detail. Never filled, never coloured, never decorative.

Dividers

1px horizontal lines in #D7DDD8. Used to separate content sections. Never placed directly beneath headings.

Buttons

Solid fill (#283A38) with #F7F4EF text. 4px radius. 48px height. No hover glow or gradient.

If an element does not serve clarity, hierarchy or navigation, it does not belong.

Spacing System

Base unit: 8px

XS: 8px — inner padding, tight gaps

SM: 16px — element spacing

MD: 24px — section padding

LG: 48px — component gaps

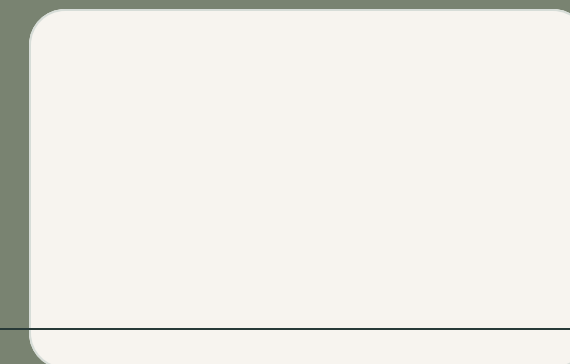
XL: 96px — section separation

2XL: 120px — page margins

All spacing derives from the 8px grid. This creates rhythm without requiring conscious effort from the designer.

Cards

White background on warm surfaces. 1px border in #D7DDD8. 4px corner radius. 32px internal padding. No shadow. Content left-aligned. Image above, text below.



Photography Direction

Cinematic, natural and editorial. Never generic.

Photography Art Direction

Photography communicates what words cannot. Every image in the Alexander Watson world should feel cinematic, natural and editorial — never staged, never generic, never decorative. Images exist to tell a story of thoughtfulness, authenticity and quiet confidence.

Lighting

Natural light, always. Soft, directional, with gentle shadows that create depth. Golden hour and overcast conditions preferred. Never flash, never artificial studio lighting.

Composition

Generous negative space. Subject placed off-centre using natural framing. Architectural lines and leading geometry. Never centred, never cluttered.

Colour Grading

Warm, muted tones. Desaturated slightly. Shadows lifted gently towards warm brown. Highlights soft and creamy. Never oversaturated, never cool-toned.

Cropping

Generous framing that allows the subject to breathe. 3:4 or 4:5 for portraits. 16:9 for landscapes and environmental. Never tight crops that feel claustrophobic.

Interiors & Architecture

Calm, considered spaces. Natural materials — wood, stone, linen, concrete. Norm Architects and John Pawson as reference. Spaces that feel lived-in but intentional.

Portraits

Candid, natural moments. Subject at ease, never performing. Environmental context preferred over studio isolation. Warm skin tones, soft focus backgrounds.

Nature & Objects

Textural close-ups. Weathered surfaces, organic forms, honest imperfections. Still life with natural light and shadow play. Never styled to perfection.

What to Avoid

Stock photography. Forced smiles. Bright saturated colours. Busy backgrounds. Generic wellness imagery. Anything that feels corporate, staged or inauthentic.

Layout System

Consistency creates trust. The layout system ensures every page, screen and document follows the same spatial logic — so the reader never has to relearn how to navigate Alexander Watson content.

Grid

12-column grid for websites. 6-column for presentations. 4-column for mobile. Gutters: 24px. All content aligns to the grid without exception.

Margins

Desktop: 120px. Tablet: 64px. Mobile: 24px. Presentations: 120px. Print: 25mm. Margins are sacred — content never bleeds into them.

Maximum Width

Content container: 1200px. Reading width: 680px (approximately 65 characters per line). Never wider regardless of viewport.

Section Spacing

96px between major sections on desktop. 64px on tablet. 48px on mobile. Consistent rhythm creates calm.

Responsive Behaviour

Desktop-first design, gracefully simplified for smaller screens. Elements stack vertically on mobile. Images scale proportionally. Typography reduces by one step at each breakpoint.

Alignment

Left-aligned body text. Centre-aligned hero titles only. Right-alignment reserved for metadata and dates. Vertical rhythm maintained through consistent line heights and spacing multiples.

Whitespace Philosophy

Whitespace is not empty space — it is active design. It creates hierarchy, directs attention, and communicates confidence. When in doubt, add more space, not more content.

Component Spacing

Cards: 24px gap. List items: 16px. Form fields: 24px. Buttons from content: 48px. All derived from the 8px base unit.

Website Components

Navigation, heroes, cards, buttons, testimonials and content blocks.

Website Components

Every component follows the same principles: clarity, restraint and consistency. Components are building blocks, not decorations — each one serves a specific purpose within the page hierarchy.

Navigation

Fixed top. Wordmark left, minimal links right. No dropdowns unless essential. 64px height. Transparent on hero sections, solid on scroll.

Hero Sections

Full-width. Single image or solid colour. Headline centred or left-aligned. Maximum 12 words. Generous vertical padding (160px minimum).

Cards

White background. 1px border #D7DDD8. 4px radius. 32px padding. Image above, heading below, body text last. No hover shadows.

Buttons

Primary: solid #283A38, white text. Secondary: 1px border #283A38, dark text. 48px height. 24px horizontal padding. 4px radius.

Testimonials

Pull-quote style. Brand body typeface italic. Attribution below in regular weight. No quotation marks. No background cards. Let the words breathe.

Forms

Single column. Labels above fields. 48px field height. 1px border #D7DDD8. Focus state: 1px border #283A38. No placeholder text as labels.

Footers

Minimal. Wordmark, essential links, copyright. No social icons unless necessary. Same background as page or one shade darker.

CTAs

One primary action per section. Clear, specific language. Never 'Click here' or 'Learn more'. Always describe the outcome.

Document System

Blueprints, presentations, proposals, invoices and every printed touchpoint.

Document System

Every document — from a client proposal to an invoice — carries the same quiet authority. Consistency across touchpoints builds recognition and trust without requiring conscious effort from the reader.

Practice Clarity Blueprint

A4 portrait. Brand heading typeface for titles. 25mm margins. Warm white background. Structured sections with generous spacing between questions. Feels like a considered workbook, not a form.

Presentations

1920 x 1080px. Dark and light alternating backgrounds. One idea per slide. Large editorial headings. Minimal body text. Photography as quiet focal points.

Proposals & Reports

A4 portrait. Cover page with wordmark and project title only. Table of contents. Section dividers. Body text at 11pt print / 16px screen. Maximum 680px reading width.

Invoices & Letters

A4 portrait. Wordmark top-left. Date top-right. Clean tabular data. No decorative elements. Professional restraint. Warm white stock for print.

Business Cards

85 x 55mm. Wordmark front, contact details reverse. Warm white uncoated stock. Letterpress or digital print. No gloss, no foil unless blind emboss.

Email Signatures

Wordmark as text, not image. Name, role, one link. No social icons. No inspirational quotes. No colour beyond brand palette.

Digital Products

Templates, lead magnets and course materials follow the same grid, typography and colour system. Canva and Notion templates mirror the website aesthetic.

Client Portal

Clean navigation. Warm white background. Document cards with 1px borders. Status indicators in sage. No dashboard complexity — clarity over features.

Tone of Voice

How we speak, write and communicate across every touchpoint.

Tone of Voice

Digital Presence

Alexander Watson communicates with calm confidence, clarity and thoughtful expertise. We write in clear British English, avoiding hype, jargon and marketing clichés. Every word should feel considered, premium and quietly authoritative. The two websites may have different content and purposes, but they must feel visibly related through typography, colours, spacing, photography and logo use.

Vocabulary

Simple, precise, warm. Prefer 'considered' over 'strategic'. 'Clarity' over 'transparency'. 'Human' over 'people'. 'Human' over 'people'.

Sentence Length

Short to medium. Maximum 25 words per sentence. One idea per sentence. Paragraphs of 2-3 sentences maximum. Let the reader breathe.

Headlines

Direct and calm. State what something is, not what it does. 'Practice Clarity Blueprint' not '10 Steps to Transform Your Brand'. Never use exclamation marks.

Calls to Action

Specific and honest. 'Begin your blueprint' not 'Get started now!' Describe the outcome, not the urgency. Never create false scarcity.

Warmth & Authority

Warm but never casual. Authoritative but never condescending. We speak as a trusted advisor — someone who has done the thinking and shares it generously.

Social Media

Same voice, shorter form. No hashtag culture. No trending language. Share thinking, not promotion. Every post should teach or reflect.

Emails

Personal, direct, respectful of time. No filler. Subject lines that describe content honestly. Sign-off with name only — no inspirational quotes.

What We Never Say

Never: 'game-changer', 'disruptive', 'leverage', 'synergy', 'unlock your potential', 'limited time offer', 'don't miss out'. Never use urgency as a tool.

Email signature

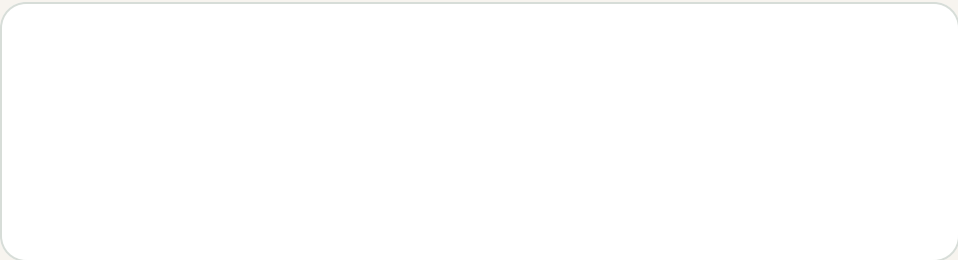
alexanderwatson.co.uk

Social post template

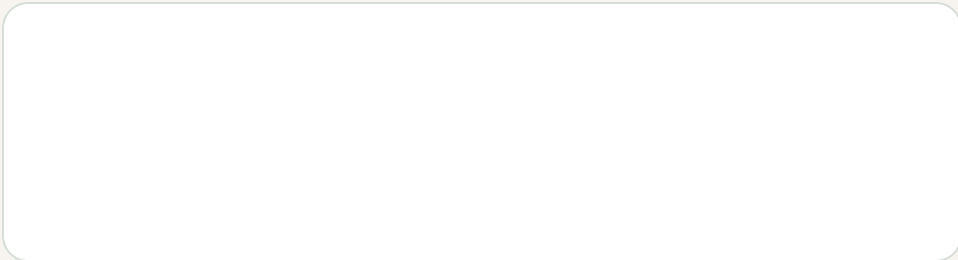
Counseling website

Digital Presence

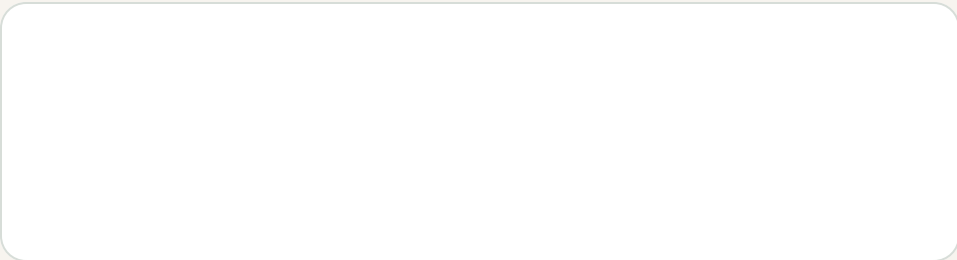
The two websites may have different content and purposes, but they must feel visibly related through typography, colours, spacing, photography and logo use.



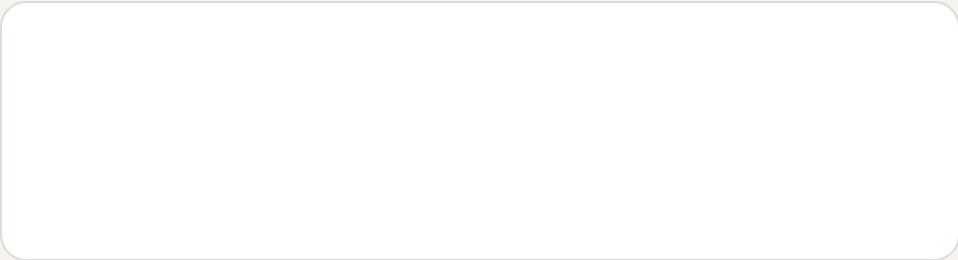
alexanderwatson.co.uk
Desktop homepage



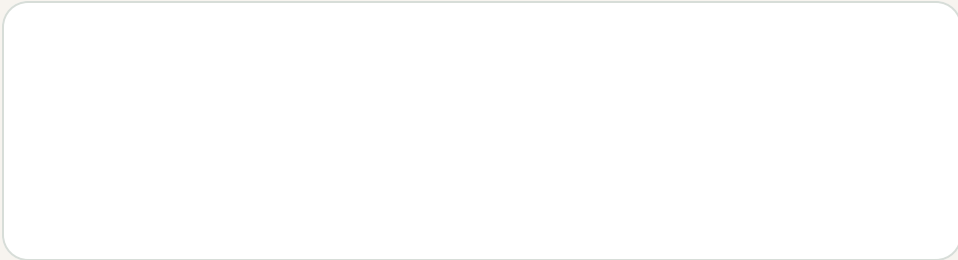
alexanderwatson.co.uk
Mobile homepage



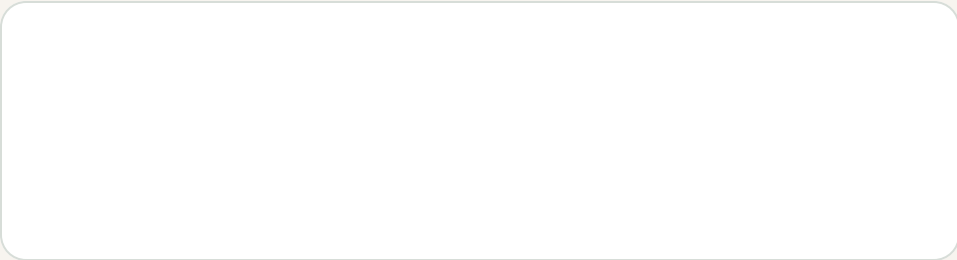
Counselling website
Separate content, same identity



LinkedIn
Profile banner and image



Social post template
Calm, editorial, on-brand



Email signature
Wordmark, name, one link

Client and Communication

Every example should feel calm, thoughtful, professional and recognisably connected.

Practice Clarity Blueprint
A4 workbook cover

PDF Guide
Downloadable resource

Discovery Workbook
Structured reflection

Project Proposal
Scope and investment

Brand Presentation
Identity system delivery

Website Handover
Documentation and access

Invoice / Letterhead
Professional correspondence

All documents use the approved logo top-left, warm white background, generous margins, serif headings, sans-serif body text and minimal borders.

Different purposes. One identity.

Alexander Watson Studio

Websites and identity systems for therapists

Alexander Watson Counselling

Counselling and therapeutic practice

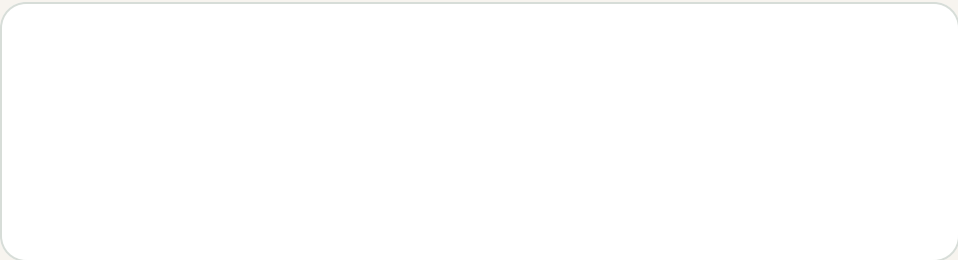
Alexander Watson

Writing, professional reflection and personal publishing

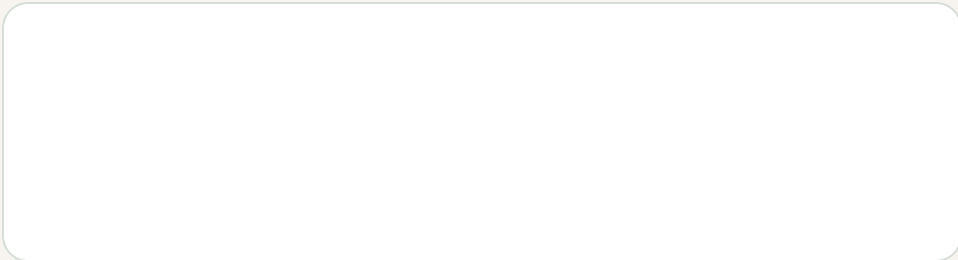
The content changes. The standard does not.

Content and Communication

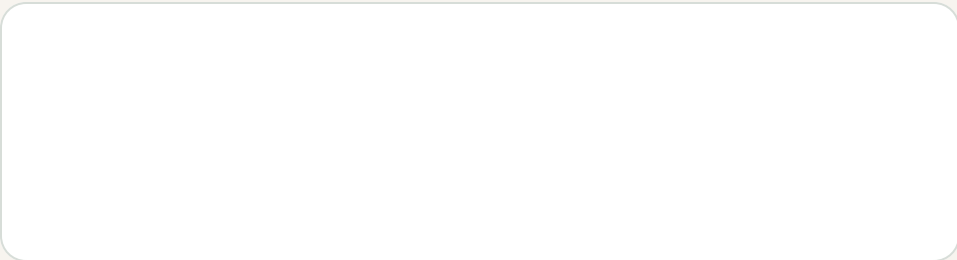
Every example should feel calm, thoughtful, professional and recognisably connected.



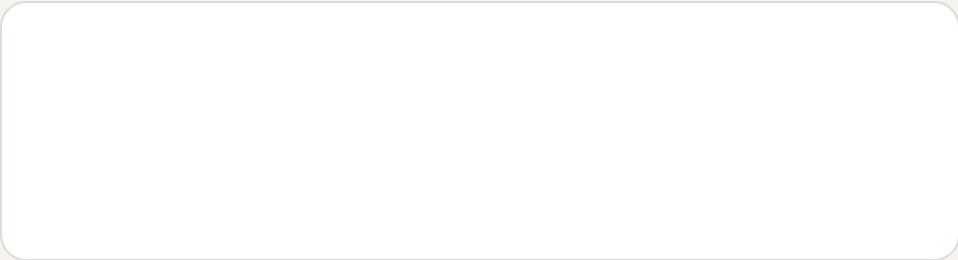
PDF Guide
Downloadable resource



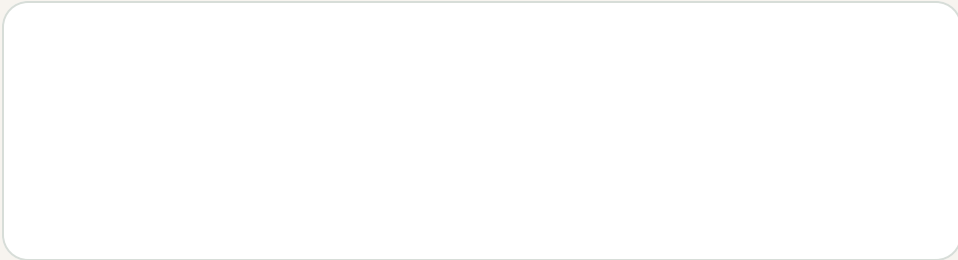
LinkedIn Post
Professional thought leadership



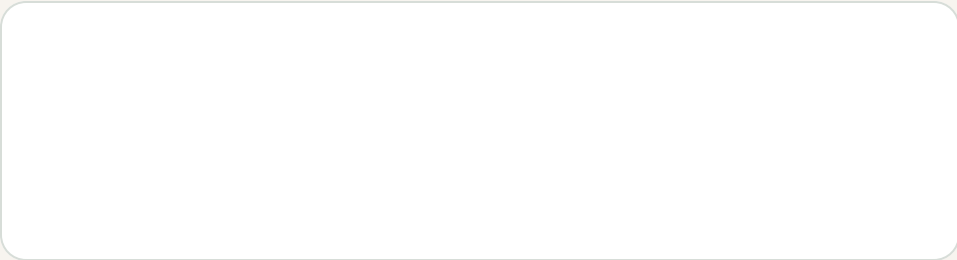
Article Header
Blog or publication



Email Newsletter
Regular client communication



Client Portal
Notion workspace



Presentation Title Slide
Speaking or delivery

Before anything is published

Every future design must answer these questions before publication.

- Does this feel calm and considered?
- Is the approved logo being used correctly?
- Is the typography consistent with the system?
- Does the colour palette remain within the defined brand colours?
- Is there enough whitespace for the content to breathe?
- Is the hierarchy immediately clear?
- Does every visual element earn its place?
- Is the photography natural, editorial and emotionally credible?
- Is the writing honest, warm and free from jargon?
- Does the experience reduce cognitive load?
- Does this build trust?
- Would this still feel appropriate in five to ten years?
- Does this clearly belong to Alexander Watson?

If the answer to an important question is no, the work is not ready.

Refinement, not reinvention

A brand built on timelessness must still evolve. The question is never whether to change, but what is permitted to change — and what must remain constant.

What Remains Constant

- Approved logo family
- Calm, clear and honest voice
- Restrained colour palette
- Serif and sans-serif typography relationship
- Generous whitespace
- Editorial photography
- Clarity before cleverness
- Substance before spectacle

What Can Evolve

- Website components
- Content formats
- Layout adaptations for new platforms
- Photography subjects
- Accessibility standards
- Motion and interaction principles
- New document templates

The identity should become more itself over time — clearer, calmer and more confident.

The Alexander Watson Standard

Whenever someone encounters Alexander Watson through a website, document, email, presentation, social post or future product, the experience should feel calm, clear, thoughtful and trustworthy.

Nothing should feel accidental. The purpose is not to impress through volume or decoration, but to demonstrate care through consistency.

Every future project should feel as though it belongs alongside every previous project. Not because everything looks identical, but because it shares the same values, judgement and quiet authority.

Calm. Clarity. Care. Quiet confidence.

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— WATSON —