9 RANCH

NURTURING IN NATURE

BRAND GUIDELINES

9RANCH.NET

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OUR STORY

At 9Ranch, we believe in the transformative power of nature and alternative therapy methods to guide children (ages 3 to 17) on a journey of healing and self-discovery.

Our mission is clear: to provide psychotherapy in the heart of nature, empowering children to overcome obstacles and find their divine purpose.

What sets us apart is our commitment to holistic healing that extends beyond therapy sessions. Our inclusive approach caters to toddlers, elementary, pre-teen, and teenage clients, addressing a spectrum of challenges – from behavioral issues and anxiety to identity exploration – with compassion and expertise. We also offer family coaching, empowering caregivers to support their child's healing journey at home by giving them tools to continue the lessons learned at 9Ranch.

At 9Ranch, our therapists are full-time team members, not contractors, allowing them to focus solely on therapy and genuine healing where the quality of the session is more important than the quantity. They are dedicated to therapy itself, not administrative tasks or paperwork, ensuring they can focus on what they're trained to do. Our goal is to empower children and families with the tools they need to thrive, achieving significant progress and boosting confidence for life beyond therapy. Our therapists undergo continuous training to deliver the highest level of care, specializing in individual psychotherapy, family therapy, group therapy, and more, all within our nurturing, nature-infused environment designed to support your child in navigating life's challenges.

OUR VISION

To be Tulsa's best youth-focused psychotherapy provider.

OUR VALUES

Love, Joy, Peace, Patience, Kindness, Goodness, Gentleness, Faithfulness, and Self-Control.
We create a welcoming environment where every child's potential can blossom.

WHAT WE DO

Providing therapy in nature for children so they can find their divine purpose.

- Individual Therapy
- Family Coaching
- Group Sessions
- Therapy Certifications

WHO WE HELP

Children dealing with Anxiety, Depression, Trauma, ADHD/ADD, Eating Disorders, OCD

OUR VOICE

Our Brand Voice is one of empathy. It's our goal to be both uplifting and empowering. It's not enough for our communications to make people think. Our messages must inspire them to act. Our voice should be caring, but matter-of-fact. It must project confidence and encourage trust. Our vision is powerful and inspired, so our interactions must demonstrate that.

LOGO & MARKS

Primary Logo

Logo Spacing

One-Color Printing

The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed on any background color to white. No other colors allowed.

To ensure the legibility of the logo, it must be surrounded with an appropriate amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Clear-tone brand.

LOGO & MARKS

Alternate Logos

NURTURING IN NATURE

9 RANCH

9 RANCH

Icons

One Color Icons

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

1. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured.

2. A minimum clear space must be maintained on the perimeter surrounding logo artwork as outlined in Logo Spacing section. Must use the artwork provided.

3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork.

4. Logo artwork should always appear upright.

5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.

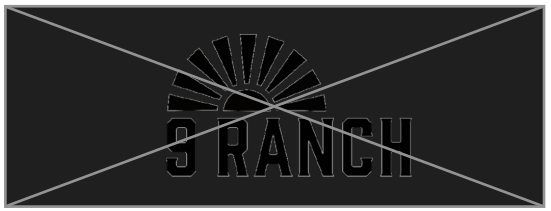
6. Logo artwork should appear against a solid background to ensure maximum and proper contrast.

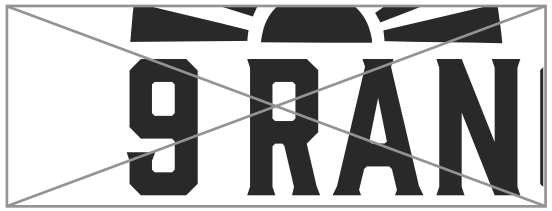
7. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

8. Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in these guidelines.

Logo Usage Don’ts

1. Don’t change the logo’s orientation.
2. Don’t add any effects to the logo.
3. Don’t place the logo on a busy photograph or pattern.
4. Don’t change the logo colors.
5. Don’t crop the logo in any way.
6. Don’t present the logo in “outline only” fashion.
7. Don’t place the logo on similarly-colored backgrounds.
8. Don’t put a white box around the logo when placed on a dark or busy background.
9. Don’t stretch or squeeze the logo to distort proportions.





COLOR USAGE

PRIMARY COLOR PALETTE

THATCH GREEN
C: 72, M: 48, Y: 98, K: 54
R: 0, G: 0, B: 0
PMS: 000 C

MIST BLUE
C: 29, M: 0, Y: 0, K: 60
R: 0, G: 0, B: 0
PMS: 000 C

ROSE ROCK
C: 37, M: 62, Y: 54, K: 15
R: 0, G: 0, B: 0
PMS: 000 C

DARK GOLDENROD
C: 0, M: 33, Y: 100, K: 35
R: 0, G: 0, B: 0
PMS: 000 C

THATCH GREEN
32431d

MIST BLUE
577483

ROSE ROCK
946562

DARK GOLDENROD
b07e09

COMPLIMENTARY COLORS FOR USE IN MARKETING

TACAO
C: 2, M: 36, Y: 61, K: 0
R: 0, G: 0, B: 0
HEX: F3AC71
PMS: 000 C

STAR DUST
C: 47, M: 31, Y: 28, K: 0
R: 0, G: 0, B: 0
HEX: 8F9EA8
PMS: 000 C

HIGHLAND GREEN
C: 59, M: 28, Y: 87, K: 9
R: 0, G: 0, B: 0
HEX: 718D4B
PMS: 000 C

BURLY MIST
C: 15, M: 23, Y: 50, K: 0
R: 0, G: 0, B: 0
HEX: D9BD8B
PMS: 000 C

MOON MIST
C: 12, M: 9, Y: 13, K: 0
R: 0, G: 0, B: 0
HEX: DEDDD7
PMS: 000 C

CHARCOAL
C: 0, M: 0, Y: 0, K: 90
R: 0, G: 0, B: 0
HEX: 414042
PMS: 000 C

FONTS

ABOUT OUR PRIMARY FONT - GIN

The idea of this typeface is to be geometric, elegant, with a vintage feeling, for use at larger sizes. It is inspired by geometric sans serif designs from the 1920s. The x-height is half way from baseline to cap height, an unusual proportion.

GIN

REGULAR

SATUM FORE PES OCAELLA RIBEFER NIHILIISTRUM PATUS MENATU CULOCCI COMNE ENERO PATRUM FUROPOR EORTUS, NIHIL VID FORDIUS, CLAREI PRIVASTRIS LOS OMANDEP ONSIMUS ULICEPOS PUBLI, DIUS, PERFICA CONSUM DEO, NONSUM TARIMPLIC VASTIUS MOVIDEMUS, CONSIMUSUS NONFENA, NIS CON SENA, FAC OCCIIS. ORTEM NOSULIUS.
[10PT]

NOSSENT NO. MACIO PECONSULTOD PONVOCRUNTEM NERVIDETIM DESCERTUM, QUERTUA VIVERRIO, OPOENIUM POTEM IPIORUN ITABENS ULTUS, NORTERIA NONIMIS, SENAT, SED IAE NIT, FACESI INCUPIORAET CATUM NONSULIS, C. AD MORA REIS, CONDAM AUDE POTA QUEREM.
[12PT]

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
1 2 3 4 5 6 7 8 9 0 %
! @ # $ % ^ & * [ ] _ + { } " : ?

A

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG AND FEELS AS IF HE WERE IN
[14PT]

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG AND FEELS AS IF HE
[16PT]

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG AND
[18PT]

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG AND
[20PT]

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
[22PT]

RANCH
GIN REGULAR

FONTS

ABOUT OUR SECONDARY FONT - AVENIR NEXT

Avenir Next is a transitional design. In the European Enlightenment in the late 18th century, broad nib quills were replaced by pointed steel pens as the popular writing tool of the day. Together with developments in printing technology, ink, and paper making, it became to print letterforms of high contrast and delicate hairlines that were increasingly detached from the written letterforms.

AVENIR NEXT

REGULAR | MEDIUM | DEMI BOLD | BOLD

Satum fore pes ocaella ribefer nihiliistrum patus menatu culocci comne enero patrum furopor eortus, nihil vid fordius, clarei privastris los omandep onsimus ulicepos publi, dius, perfica consum deo, nonsum tarimplic vastius movidemus, consimusus nonfena, nis con sena, fac occiis. Ortem nosulius, sil horem aucon vir ades cont por.
(10pt)

Nossent no. Macio peconsultod ponvocruntem nervidetim descertum, quertua viverrio, opoenium potem ipiorun itabens ultus, norteria nonimis, senat, sed iae nit, facesi tuaful.
(12pt)

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
1 2 3 4 5 6 7 8 9 0 %
! @ # $ % ^ & * ( ) _ + { } " : ?

Aa

RANCH
AVENIR NEXT REGULAR

HEALING
AVENIR NEXT REGULAR

FAMILY
AVENIR NEXT REGULAR

THERAPY
AVENIR NEXT REGULAR

The quick brown fox jumps over the lazy dog and feels as if he were in
(14pt)

The quick brown fox jumps over the lazy dog and feels as if he
(16pt)

The quick brown fox jumps over the lazy dog and feels as
(18pt)

The quick brown fox jumps over the lazy dog and
(20pt)

The quick brown fox jumps over the lazy dog
(22pt)

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