

C A I
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AMBER HOLMES

INDEPENDENT PSYCHOMETRIST

PROJECT OUTLINE

Branding

Logo

Colour Palette

Typography

Stationery

Email Signature

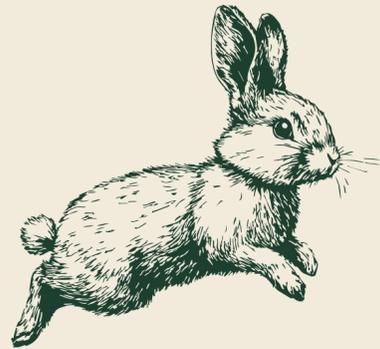
Document Letterhead

Report Cover Page

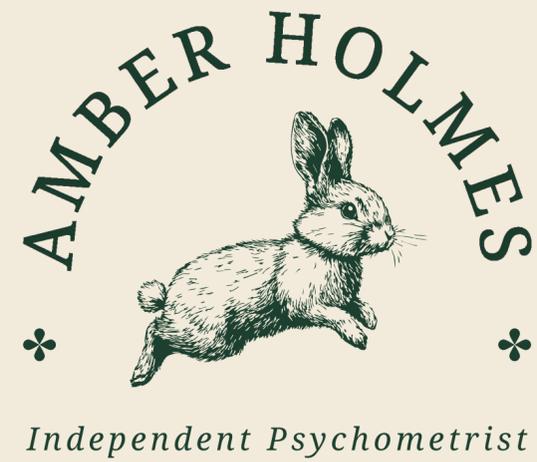
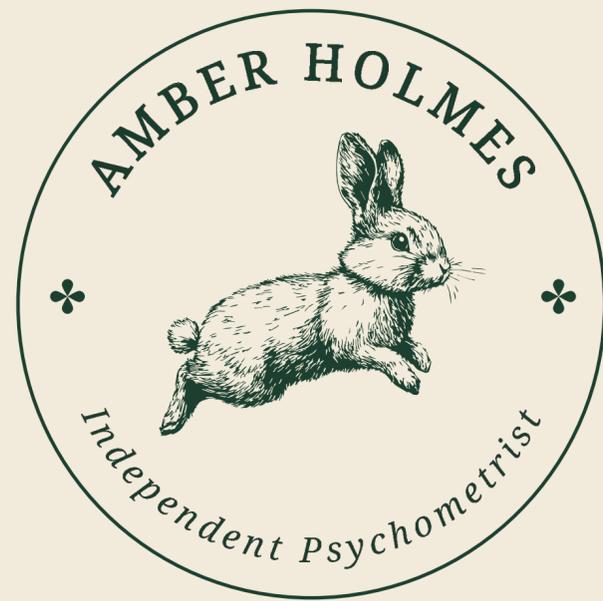
Business Cards

LOGO IDEATION

First, we'll explore 3 distinctive looks, decide what you like and don't like about each one. The next round will be a further focused exploration of the logo imagery, type & colours.



AMBER HOLMES
Independent Psychometrist





Amber Holmes

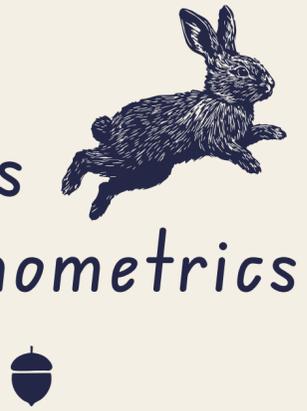
Independent Psychometrist

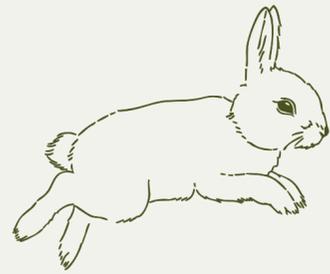


INDEPENDENT PSYCHOMETRIST

*Amber
Holmes*

*Holmes
Psychometrics*





Amber Holmes

INDEPENDENT PSYCHOMETRIST



Amber Holmes



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PSYCHOMETRIST



SYMBOLISM

The Bunny:

Agility & Adaptation

Curiosity & Exploration

Subconscious

Transformation & Resilience

Greys & Blues:

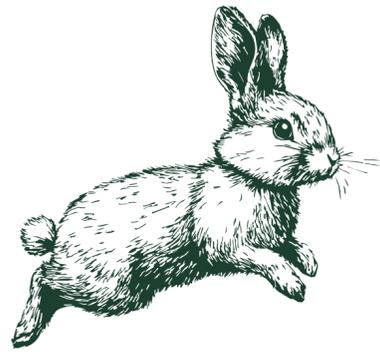
Professionalism, calm, trustworthiness

Warm Earth Tones

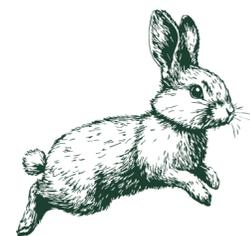
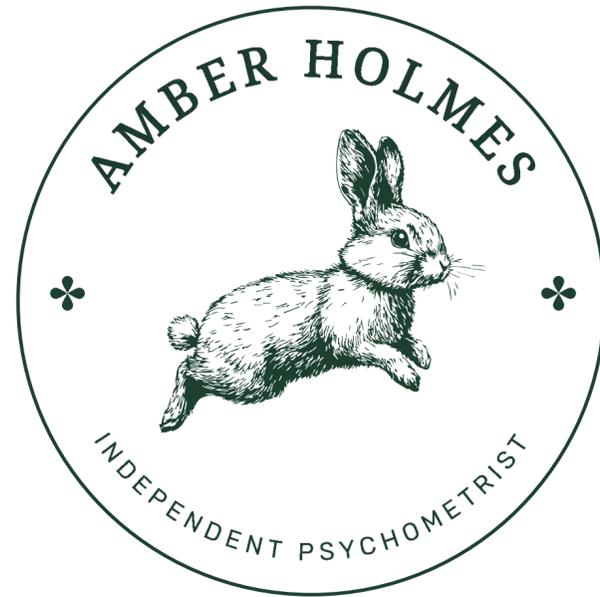
Grounding, growth, renewal

BRAND EXPLORATION

Next, we'll refine the logo design and look at brand identity: colour palettes, fonts & typography, secondary visual elements.



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THE CLOVER

The 4 Values of Psychometry

Psychometry typically refers to the measurement of psychological attributes, often using tests or assessments.

The four main components of psychometry are:

Reliability

Ensures that a test consistently produces stable and consistent results over time or across different occasions.

Types of reliability include test-retest, inter-rater, and internal consistency.

Validity

Measures whether a test actually assesses what it claims to measure.

Types of validity include content validity, construct validity, and criterion-related validity (predictive or concurrent).

Standardization

Establishes consistent procedures for administering and scoring tests.

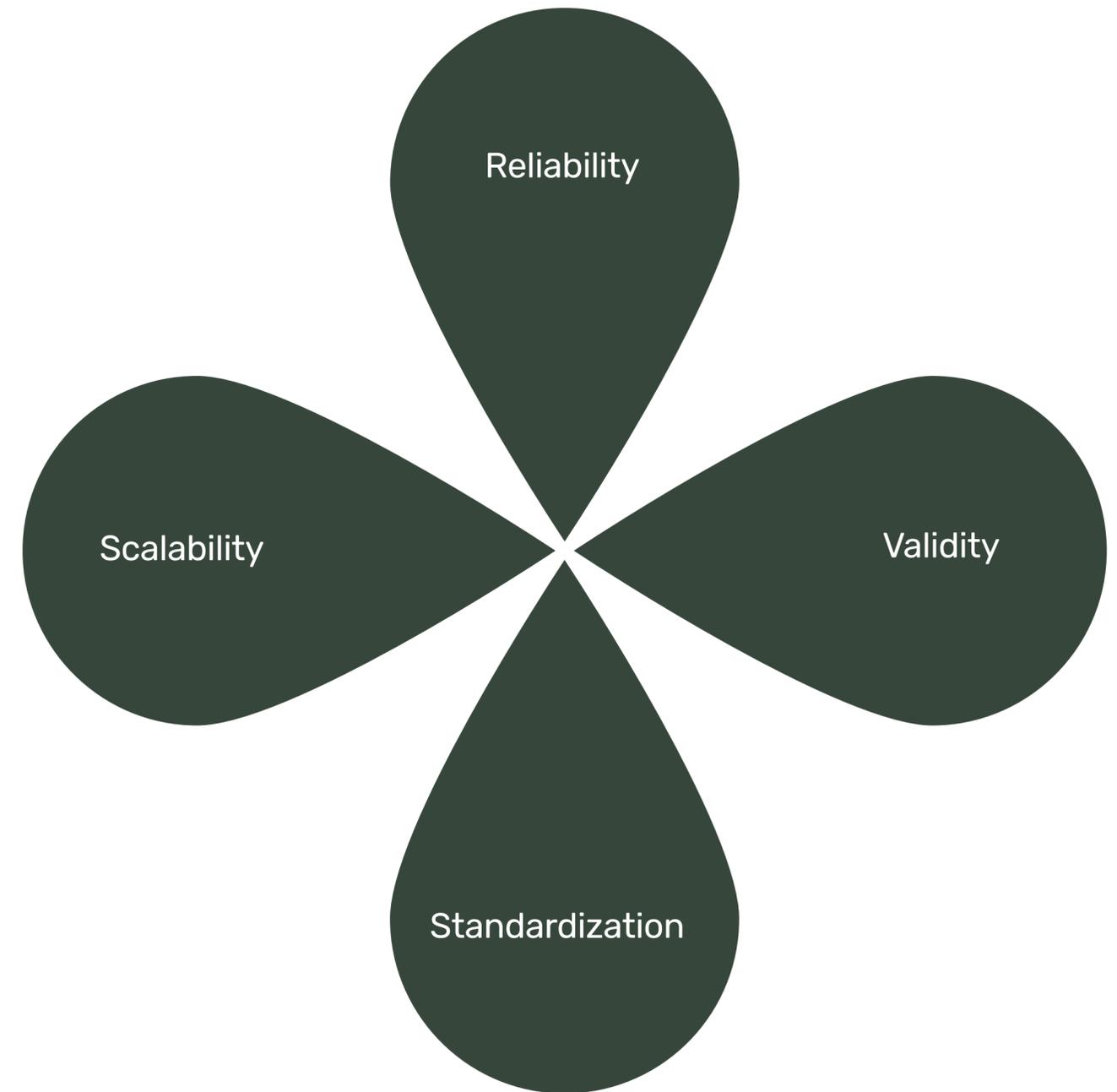
Involves creating norms or benchmarks based on a representative sample.

Scalability and Scoring

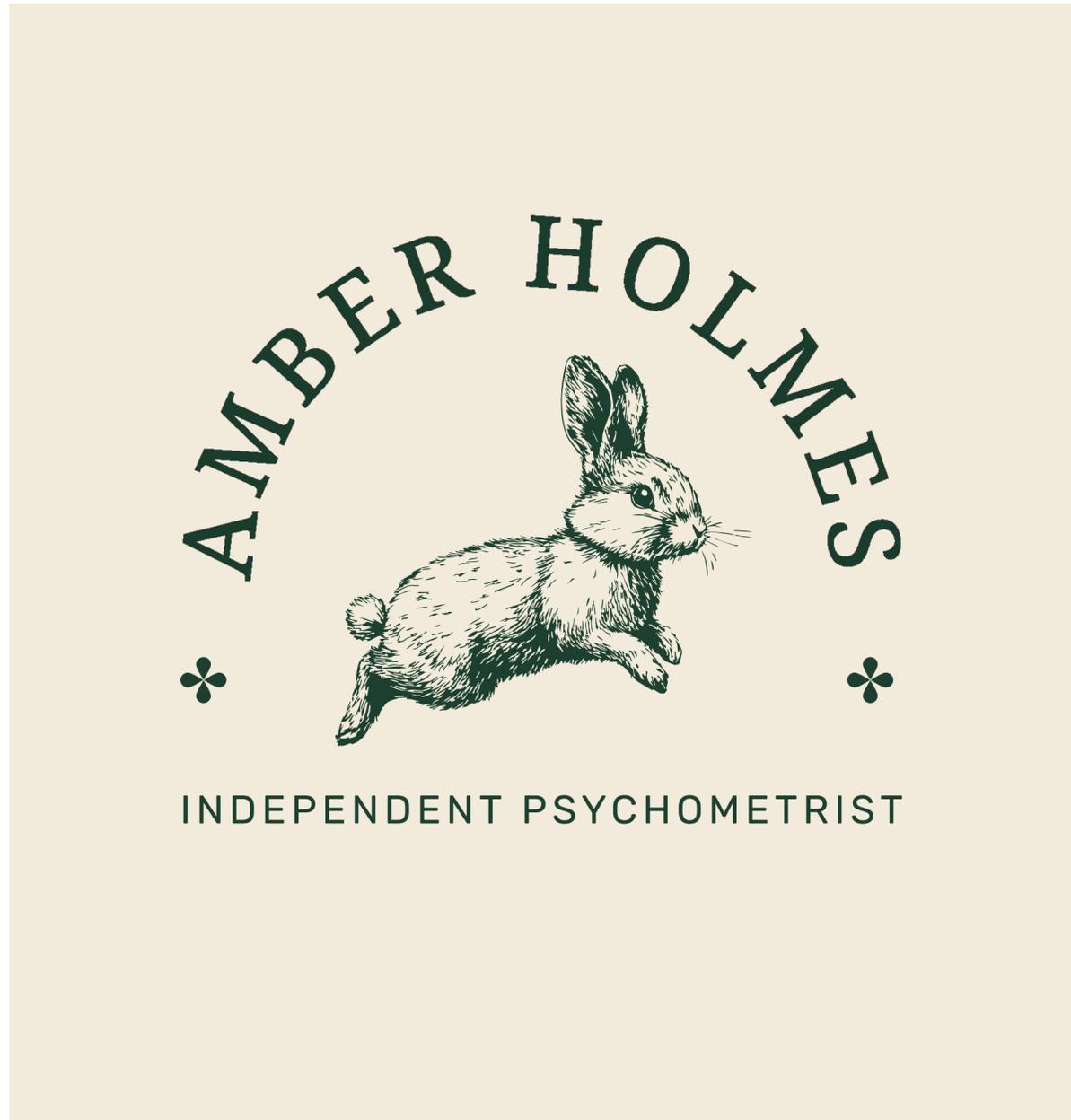
Refers to the ability to interpret test scores meaningfully, often using standard scores, percentiles, or norms.

Ensures that results are quantifiable and comparable across different individuals or groups.

These components are essential for ensuring the accuracy and usefulness of psychological measurements in research, clinical settings, and applied contexts.



BRANDING ELEMENTS



Noto Serif Bold

Primary Logo Font

Rubik Regular

Secondary Logo Font

Roboto Regular

Body Copy

#F3ECD C

#1C3F30

#90B07E

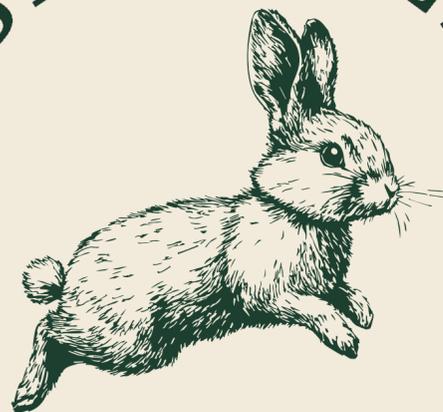
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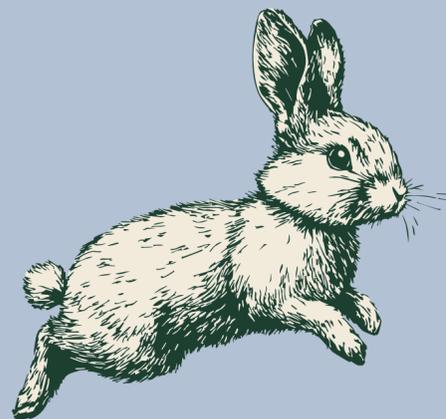
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#B3C2D5

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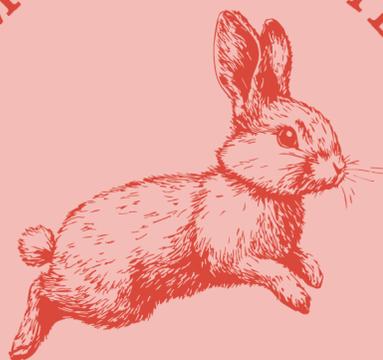
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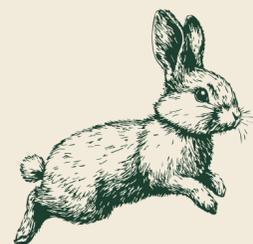
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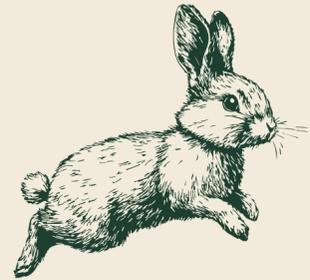
AH



INDEPENDENT PSYCHOMETRIST

AH

THE BRAND IN USE



AMBER HOLMES
♣ INDEPENDENT PSYCHOMETRIST ♣

AMBER HOLMES

PMT / PR NUMBERS

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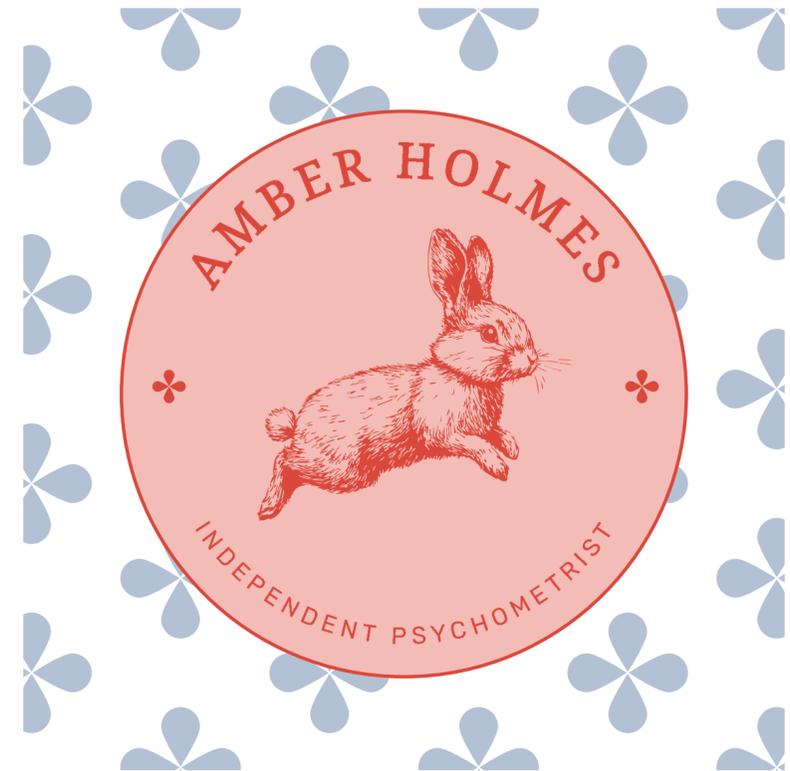
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Confidential Assessment Report

Client Name

INFO@AMBERHOLMES.CO.ZA

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CONFIDENTIAL ASSESSMENT REPORT

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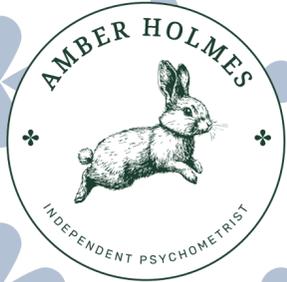


Confidential Assessment Report

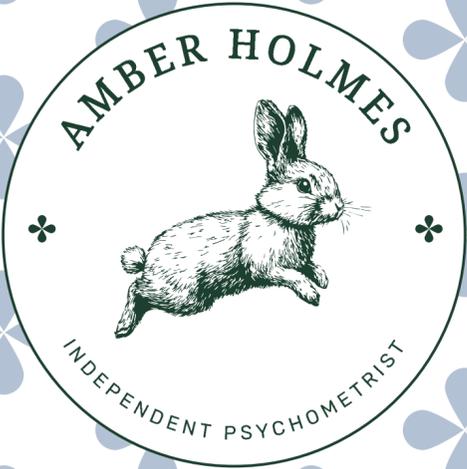
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