

5 Key Elements of the Brand Identity:

- **Iconic 'T' Shape:** The shifting borders of the 'T' symbolize the versatility and adaptability of therapy in creating space for individuals to make sense of their experiences.
- **Logo:** The bolder, iconic wordmark unifies 'talk' and 'space,' representing the transformative power of conversations in mental health care.
- **Emotive Typeface:** The dynamic typeface reflects the journey to clarity and mirrors the therapeutic process of introspection and growth.
- **A Journey through Color:** The vibrant color palette reflects positive mental health journeys and resonates with diverse audiences.
- **Imagery with Impact:** Authentic member faces and voices showcased in natural settings highlight that mental health care is an integral part of everyday life.

Talk it out

What's therapy like for you?

When we asked members of the Talkspace community to describe their feelings about therapy their responses were as diverse as they are, and we've listed some of them below. We want to know what resonates with you, so upvote up to three words that capture how therapy feels.

Shocking	↑ 52	Awakening	↑ 44	Uncomfortable	↑ 57	Enlightening	↑ 27
Rewarding	↑ 31	Necessary	↑ 41	Supportive	↑ 36	Transformative	↑ 31
Upsetting	↑ 25	Calming	↑ 27	Meditative	↑ 15	Life-changing	↑ 40



For me
Get started ,



For my organization
Get started ,

Talkspace's New Brand Identity | New Brand Launch

Execution:

- Throughout May, the “Talk It Out” campaign spotlighting Talkspace’s brand transformation encourages individuals to openly explore and embrace the emotions that emerge during therapy. By inviting members to share personal reflections on what therapy means to them, the initiative highlights the varied and deeply personal ways people engage with mental health care.
- The campaign also underscores Talkspace’s ongoing evolution over the past 12 years, mirroring the growing acceptance and accessibility of therapy in everyday life. Developed in partnership with creative agency Koto, the reimagined brand identity incorporates five distinctive elements—the iconic “T” shape, dynamic logo, expressive typeface, vibrant color palette, and authentic imagery—to create a welcoming and inclusive visual language. This refreshed approach reinforces Talkspace’s commitment to redefining therapy as an integral, empowering aspect of overall well-being.

