

Unveiling the remarkable brand and digital transformation of Enigma Counseling.



Brand identity

Web design

Photography



Lamonica K. Ross is a Licensed Professional Counselor Supervisor in Texas who started Enigma Counseling Services, PLLC in January 2022. With over ten years in mental health, she wanted to help adults through their life challenges via a virtual practice. However, she faced difficulties in a competitive market. This case study shows how branding—through identity, a website, professional images, and marketing materials—helped Lamonica succeed.

Industry
Healthcare

Location
TX

When Lamonica launched her practice, she encountered several significant challenges. The market saturation in Texas, with a high number of counseling services, made it difficult for her to differentiate herself. Additionally, as a new online practice, she had to work hard to establish visibility and credibility to gain the trust of potential clients. Furthermore, she needed to effectively communicate her unique approach in order to engage and attract clients.

Branding is crucial in the mental health field, where establishing trust is paramount. For Lamonica, a strong brand would enable her to build trust with clients, project a professional image, and differentiate herself in the marketplace. Her branding strategy includes several key components.

First, we developed a brand identity focused on empathy, encapsulated in a mission statement that emphasizes creating a safe space for clients. To enhance her visual identity, we designed a calming logo and color scheme aimed at attracting her target audience. Additionally, we created a professional website with a user-friendly design that allows potential clients to easily access information and book appointments. The website features informative blog posts on mental health, showcasing her expertise and boosting her online visibility, along with an online booking system for virtual sessions.

To complement her digital presence, we incorporated high-quality professional images that depict a calming environment, enhancing visual storytelling across her website and marketing materials. Her marketing efforts also include targeted digital campaigns through social media ads and newsletters that reach potential clients throughout Texas, along with print materials such as business cards distributed in community centers and healthcare facilities.

What We Did
Brand Strategy
Tone of voice
Logo design
Brand Identity
Photography
Web design



Dark Teal
#1b879c

Seashore
#74acb4

Coral Reef
#e8b4a8

Peach
#f08d7e

Sunshine Yellow
#ddba6c

Black

White
#ffffff

Black
#000000

Primary Logo

The primary logo design is key for brand identity and recognition. It conveys the brand's values and personality to the target audience, ensuring consistency across platforms. This helps create a lasting impression and distinguishes the brand from competitors.







Enigma Counseling

“Helping you PEACE it together”.



**Enigma
Counseling**
"Helping you PEACE it together."



  enigmatherapy
www.enigmacounseling.com



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Changing your thoughts can change your life.



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Shift thoughts for a
peaceful, harmonious life.

Helping you PEACE it back together.



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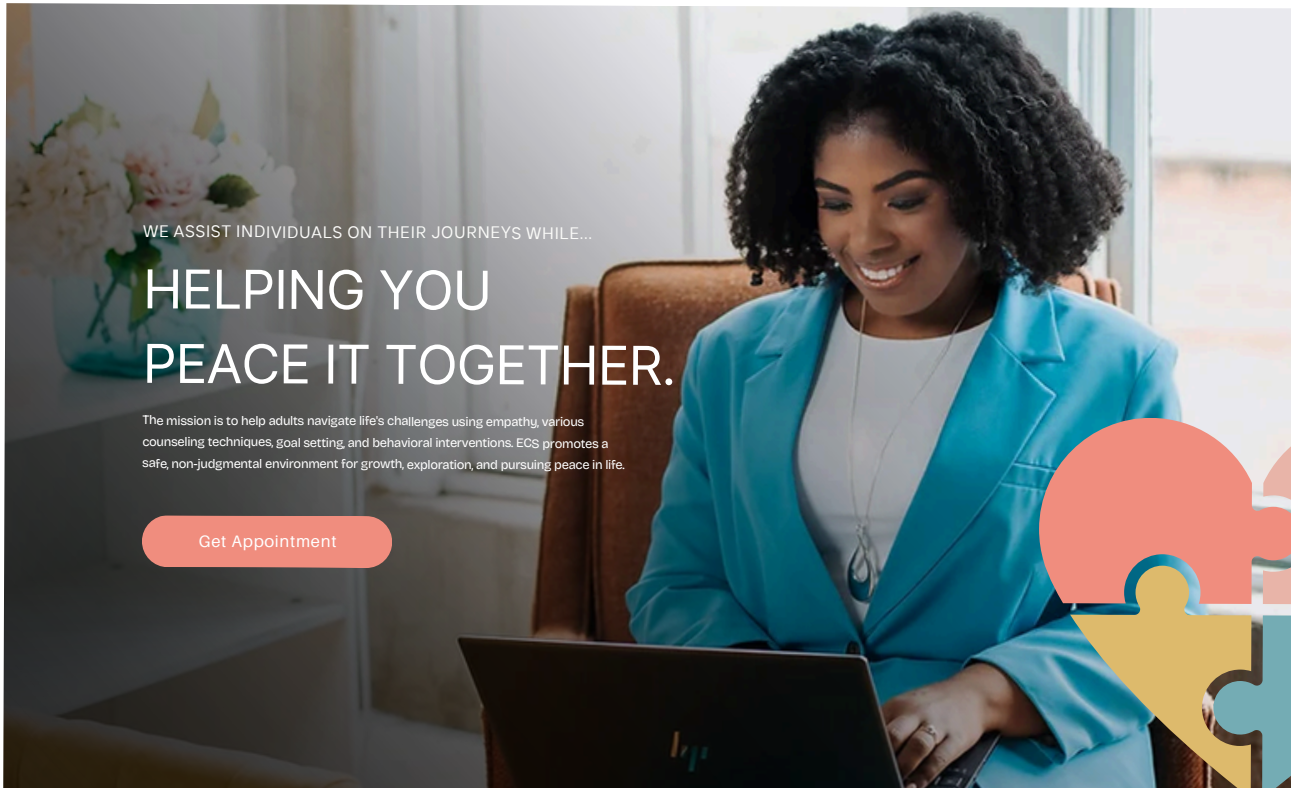
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can transform your
self-perception.

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MOTIVATIONAL COURSE

Let's Talk About Depression? With LaMonica Ross





WE ASSIST INDIVIDUALS ON THEIR JOURNEYS WHILE...

HELPING YOU PEACE IT TOGETHER.

The mission is to help adults navigate life's challenges using empathy, various counseling techniques, goal setting, and behavioral interventions. ECS promotes a safe, non-judgmental environment for growth, exploration, and pursuing peace in life.

Get Appointment



WE ARE HERE TO SUPPORT YOU

Investing In Your Mental Health Is Investing In Yourself.

I am a Texas Licensed Professional Counselor Supervisor who has been working in the mental health field since 2008. I hold a Bachelor's Degree in Psychology and a Master's Degree in Professional Counseling.

Enigma Counseling Services, PLLC is a virtual counseling practice that opened its doors for business in January 2022. Based out of Houston, Texas, but is open to clients who reside in all Texas cities. The mission is to help adults work through life challenges using empathy, various counseling strategies, goal setting, and behavioral interventions. ECS prides itself on creating a safe and non-judgmental zone to facilitate growth, exploration, and finding peace in life.

Get Appointment



CALL NOW
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AFFORDABLE SERVICES

Specialist therapist consultation service



Individual Therapy

I provide virtual counseling to adults ages 18+ and specialize in anxiety, depression, stress management, and life transitions.

LEARN MORE

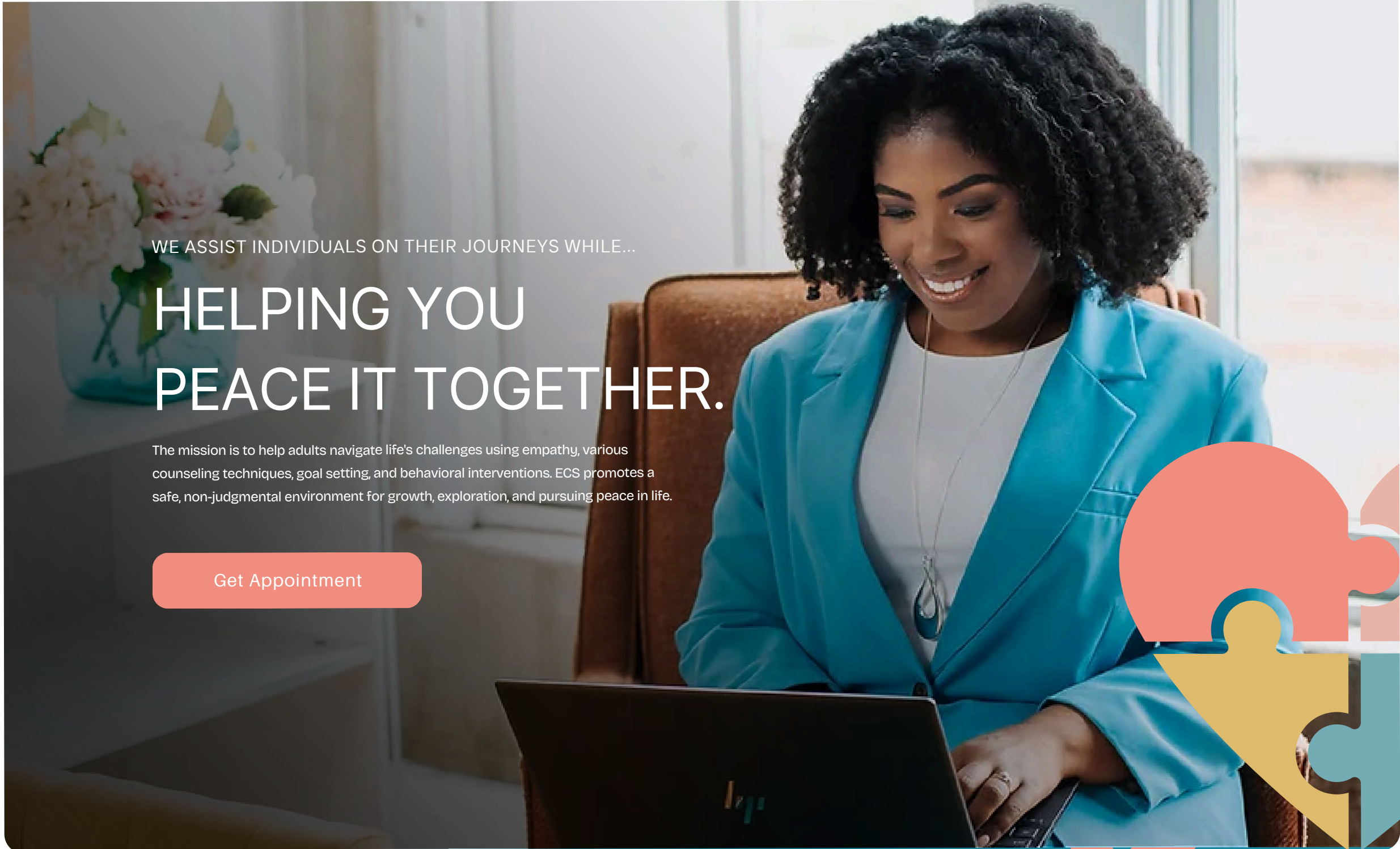
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- Dedicated & expert
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- 24/7 Emergency response

Get 20 minutes free complimentary doctor consultation in online!
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[Get Appointment](#)



Photoshoot



This section showcases the styles of images that capture the essence of her brand.



“

I am so pleased with my revamped website, the quality, look, and feel are everything I was going for with this brand relaunch.

I am thrilled with my revamped website; its quality, appearance, and overall aesthetic align perfectly with my vision for this brand relaunch. My business cards, social media templates, brand manual, and other materials now resonate with my ideal clientele and exude excellence. I could not have envisioned a more successful business overhaul. I highly recommend their services.

LaMonica K. Ross, Therapist