CLIENT PROJECT · 2026

Miosotis Collazo
Social Work Services

A calm, credible brand and a bilingual website where people can ask for emotional counseling in about three minutes.

Brand strategy · Moodboard · Palette & type · Symbol · UI direction · Website



A calm, credible home for *emotional care*.

THE CLIENT

Miosotis Collazo is a licensed social worker with a master's degree and more than 15 years of experience, much of it with complex, difficult cases. She offers emotional counseling in confidential sessions by Zoom, Teams, Google Meet or phone.

THE CHALLENGE

Emotional services have to feel warm without feeling soft, and professional without feeling clinical. Most practices in this space look generic: stock smiles, teal crosses, long forms. People reaching out are often tired or overwhelmed.

SCOPE

Brand strategy, moodboard, palette and type, a botanical symbol and logo system, banners for social, and a bilingual one-page website with a logo entrance and a five-step session request questionnaire.

PROPOSED AUDIENCE

Adults and families in Puerto Rico looking for emotional support, mostly Spanish-speaking, many reaching out from a phone. A design hypothesis, not a research finding.

SUCCESS CRITERIA

Someone who is struggling can understand who she is, trust it, and ask for a session in about three minutes, on a phone, in Spanish or English, without sharing sensitive details.

Calm, warm, professional and *hopeful*.

> *For people carrying something heavy, Miosotis Collazo offers a safe, confidential space with the experience to handle what is complex, and the calm to make it feel possible.*

Calm

not clinical

Generous space, slow motion, soft botanical shapes.

Warm

not sugary

Pink and green in balance, never pastel overload.

Professional

not cold

A literary serif, a licensed title, clear facts up front.

Hopeful

not naive

Realistic next steps; crisis lines always visible.

VOICE, IN SPANISH FIRST

✓ Un espacio seguro para hablar, sanar y volver a ti.

✓ No hace falta dar detalles aquí.

~~¡Transforma tu vida hoy mismo!~~

Botanical *calm*.

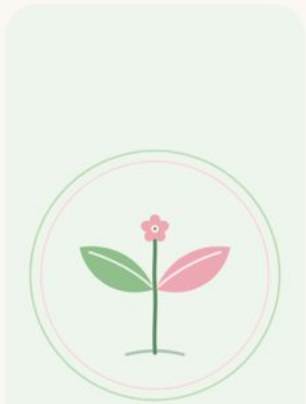


MORNING LIGHT ON LINEN

Paz
unión
esperanza







refugio raíz calma florecer
escucha confianza

Para mí | Zoom | Tarde | Solicitar una sesión

Built from shapes, color, type and UI fragments rather than stock photography, so every piece of the board can become part of the system.

Baby green and baby pink, *grounded* in ink.

Hoja
#8FBF8A
Left leaf · accents

Pétalo
#EEA8B4
Right leaf · flower

Brote
#BFDDB8
Soft fills, rings

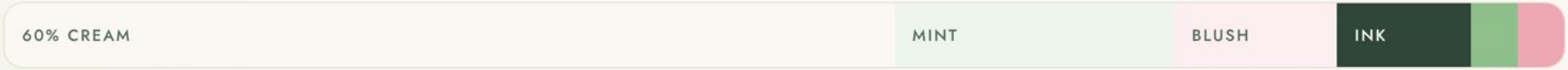
Rubor
#F9D6DC
Soft fills, rings

Tinta botánica
#2F4639
Text, buttons
9.6 : 1 on cream

Salvia
#47744F
Small accents, links
5.1 : 1 on cream

Crema
#FBF8F3
Page

Menta
#EEF5EC
Sections, seal



The two leaf colors are decorative and never carry text. Text uses botanical ink (9.6 : 1) or sage (5.1 : 1), both above WCAG AA on cream.

A literary serif, a quiet *geometric* sans.

DISPLAY · CORMORANT GARAMOND

Paz, *unión* y esperanza.

Aa Bb Cc Ñn Áé 0123456789

TEXT AND LABELS · JOST

Sesiones confidenciales por Zoom, Teams, Google Meet o teléfono.

SERVICIOS DE TRABAJO SOCIAL

H1 · 78 / 1.02

Un espacio seguro

H2 · 58 / 1.06

Respuestas *claras*.

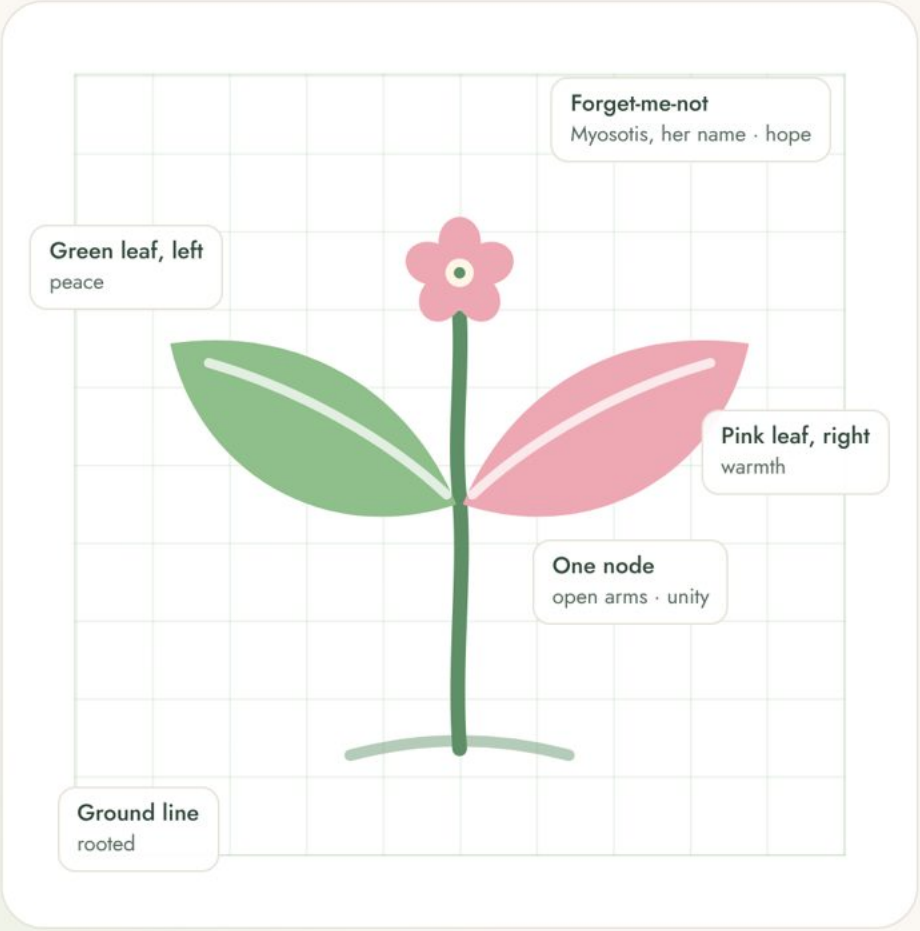
BODY · JOST 17 / 1.65

Un espacio para ordenar lo que sientes y decidir el próximo paso.

LABEL · JOST 12, TRACKED

CÓMO FUNCIONA

Two leaves, one stem, and her *name* in bloom.



The client asked for a 2D plant with a green leaf on the left and a pink leaf on the right, standing for peace, unity and hope.

Both leaves grow from the same node, like open arms. The stem continues to a small five-petal forget-me-not: in Spanish and Latin the flower is called *Miosotis*, so the symbol quietly carries her name.

Flat shapes, one stroke weight and white midribs keep it legible from a 32 px favicon to a printed sign.

One mark, five *lockups*.

Miosotis Collazo
SERVICIOS DE TRABAJO SOCIAL
Trabajadora Social Licenciada

HORIZONTAL · PRIMARY

Miosotis Collazo
SERVICIOS DE TRABAJO SOCIAL
Trabajadora Social Licenciada

REVERSE ON INK

Miosotis Collazo
SERVICIOS DE TRABAJO SOCIAL
Trabajadora Social Licenciada

VERTICAL

SEAL · AVATAR

SYMBOL

Delivered in Spanish and English. Clear space equals the flower's width on every side.

Ready for the places people *meet her*.



WEBSITE AND SOCIAL BANNER · 1920 × 640



FACEBOOK COVER



LINKEDIN BANNER



PROFILE PHOTO

Soft shapes, slow motion, *clear* next steps.

Breathing room

Wide margins and one idea per section, so the page never feels urgent.

Rounded, not bubbly

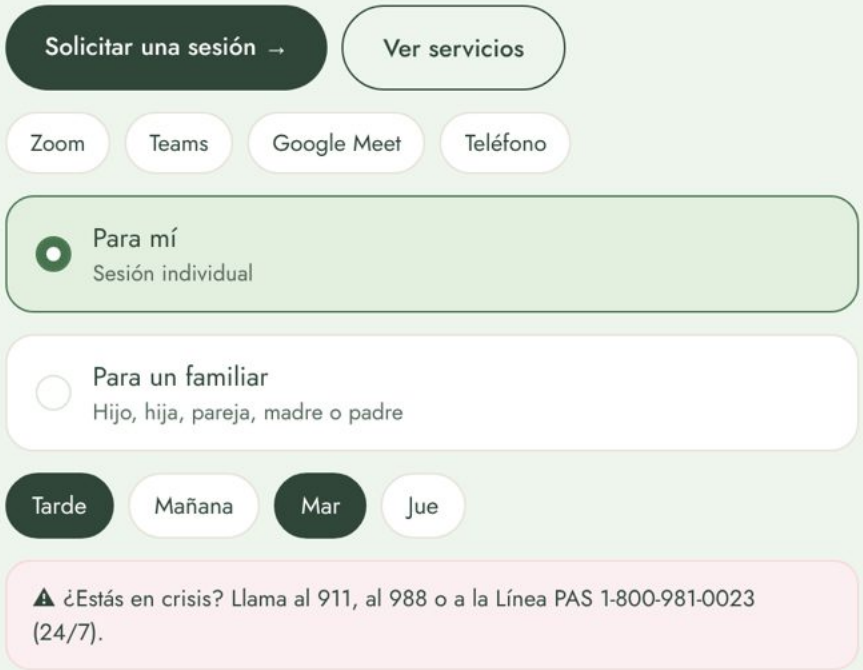
Pill buttons, 22 px cards, a seal circle and an arch for the portrait.

Motion reassures

Only the logo grows; sections fade in gently. Reduced motion is respected.

Help is always visible

Crisis lines sit in the FAQ, the final call to action, the form and the footer.



The plant *grows* before the name appears.



0.5 s
Ground line



0.9 s
Stem grows



1.3 s
Leaves open



1.8 s
Flower blooms



2.5 s
Name wipes in



3.6 s
At rest, gentle sway

CSS only: stroke drawing for the ground and stem, a scale-and-unfurl for each leaf from the shared node, petals popping in sequence, a clip-path wipe for the name and a letter-spacing settle for the tagline. About three seconds, once per visit, then a slow sway.

One page, from *trust* to a request.





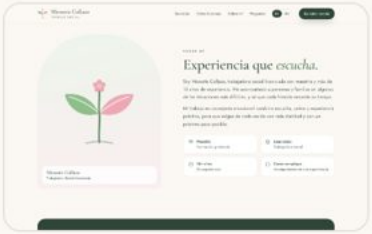
Paz, unión y esperanza



Servicios emocionales



Cómo funciona



Sobre mí



Confidencialidad



Preguntas

Five short steps, *no* sensitive details.



1 Who it is for



2 What to work on



3 How and when



4 Contact and consent



5 Review



6 Thank you

- ✓ Choosing "who" moves on by itself
- ✓ Topics are optional, with "I'd rather talk in session"
- ✓ Consent says it is not for emergencies
- ✓ Nothing is stored in the browser
- ✓ Sends by email or WhatsApp once connected

Built for a phone, in *Spanish* first.



INICIO



SERVICIOS



CUESTIONARIO



ENGLISH

The seal leads on mobile, the request form becomes a bottom sheet, and an ES · EN switch translates every word, including the form and the crisis lines.

Designed with the same *care* as the service.

ACCESSIBILITY

- Text contrast 5.1 : 1 or higher
- Keyboard focus kept inside the form
- Labels on every field, clear errors
- Reduced-motion users see no animation

ETHICS AND SAFETY

- Confidentiality stated within the limits of law and professional ethics
- Crisis lines on every path: 911, 988, Línea PAS
- No sensitive questions, no tracking of answers

STATUS

- Brand kit delivered in Spanish and English
- Website live as a preview on the SERÁ portfolio
- Next: connect her email or WhatsApp and her own domain

BRAND, UX/UI DESIGN AND DEVELOPMENT
Soelys Muñoz · SERÁ AI Services · 2026

CLIENT
Miosotis Collazo, Trabajadora Social Licenciada