connecting
dots

dantalion



case 02

brand book

Process and design of the identity for the operator's own psychoanalysis practice – Dominik Rainer, Vienna

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Case 02 documents an identity built by dantalion for a psychoanalysis practice in Vienna: the reasoning, the rules and the results. The client's own brand manual governs its use; this edition shows the work.

the brief

A psychoanalysis practice in Vienna needed a new identity for web and print – for people who are considering an analysis three to four times a week.

client	Dominik Rainer, psychoanalysis practice
location	Stiftgasse, 1070 Vienna (Neubau)
scope	concept · brand · web · print
audience	Prospective analysands: educated, interested in language and the humanities, ready to commit time
languages	Website in German with an English page; treatment in German and English
starting point	A generic template website: stock imagery, no recognisable voice, facts hard to find

what made it specific

Psychotherapy advertising in Austria is regulated. Information has to be factual: no superlatives, no promises of success, no testimonials, nothing that reads as esoteric. The professional title has to match the official register word for word.

The identity had to work inside these rules – and make them feel like a choice rather than a limit. Restraint became the brief.

what readers need to know

How often, how long, on what terms: frequency, fee, cancellation, first consultation, languages, location. These facts had to be easy to find and stated without decoration.

Questions first, then one sentence, then a system. Every decision was made on its own – options, one recommendation – and documented.

01

listen

Audit of the old site, questions about audience, setting and rules.

02

one sentence

The idea in one sentence – the fixed point.

03

system

Options with one recommendation, then the rules for type, colour, grid and line.

04

launch and care

Website ready for upload, print data, templates, design system.

> The one sentence for this practice:
>
> A well-set book from a scholarly series: calm, exact, with time.

how this identity was made

audit · direction · texts · colour · the line · wordmark · website · print · templates · system

Two directions were reset along the way - the colours and the line. Earlier versions were archived, not deleted.

A study edition, not a brochure.

The website reads like a scholarly book: the main text in the middle, the facts in the margin like annotations, questions as headings. Readers are addressed as curious adults who may have read Freud and want to know what they are letting themselves in for.

One typeface in careful typography.

One line, interrupted five times – the only graphic element.

One violet and paper white – an evening in a study rather than a doctor's office.

No imagery except one portrait: no stock photos, no couch symbolism, no promises.



[home page · 1440 × 900]

DOMINIK
RAINER
Psychoanalyse in Wien

DOMINIK RAINER
Psychoanalyse in Wien

The name set as a line of type – no symbol, no picture.

Spectral SC small caps for the name, Spectral italic for the addition. One version in a single line for screens, one stacked for print, where "Rainer" carries the weight.

screen	name 23 · addition 14 · gap 2 · tracking +0.04 em
print	dominik 18 (+0.10 em) · Rainer 47 (+0.04 em) · addition 15
typeface	Spectral SC 400, Spectral Italic – outlined

optical alignment

DOMINIK
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A · aligned by the text box

DOMINIK
RAINER
Psychoanalyse in Wien

C · aligned by the visible edge

At 47 pt the capital R carries almost three times the side bearing of the small caps above. The lines are aligned by their visible edge; the italic is corrected by half its slant.

versions and sizes



on paper



on violet



centred · sign



monogram · circle



monogram · square



monogram · free

Clear space
The height of the D on all sides. In the circle and the square, the field itself is the clear space.

Minimum sizes
Wordmark: name 14 px on screen, 30 mm wide in print. Stacked version 25 mm. Monogram 16 px or 6 mm.

Monogram
"DR" in small-cap capitals: favicon, app icons, profile images, blind embossing. Never instead of the name where the name fits.

A deep violet and paper white, with strictly separated text colours for each ground. Every text pair reaches at least 5.8 : 1 – in light and in dark mode.

#262040

violet
house colour · header, footer, sign
CMYK 88 88 32 45

#1C1A26

ink
text · 17.1 : 1 on paper
CMYK 70 70 45 85

#FFFFFF

paper
ground for everything read
paper

#C9CDD6

silver line
the line only – never text
CMYK 20 13 8 0

#5E5A6B

margin grey
notes · 6.7 : 1
CMYK 55 55 35 35

#4A3F7A

link violet
links, focus · 9.2 : 1
screen only

#56603F

olive
labels of margin notes only
screen only

#F1F0F5

quiet surface
index, notice box
screen only



[dark mode follows the system setting]

No gradients, no shadows, no transparencies over photos. Olive is not an accent; silver is never text. CMYK values are references until the printer's proof.

Sprechen, ohne zu wissen, wohin es führt.

76 · light — lead sentence of the home page

Ablauf und Honorar

47 · light — page titles

Wie oft findet die Analyse statt?

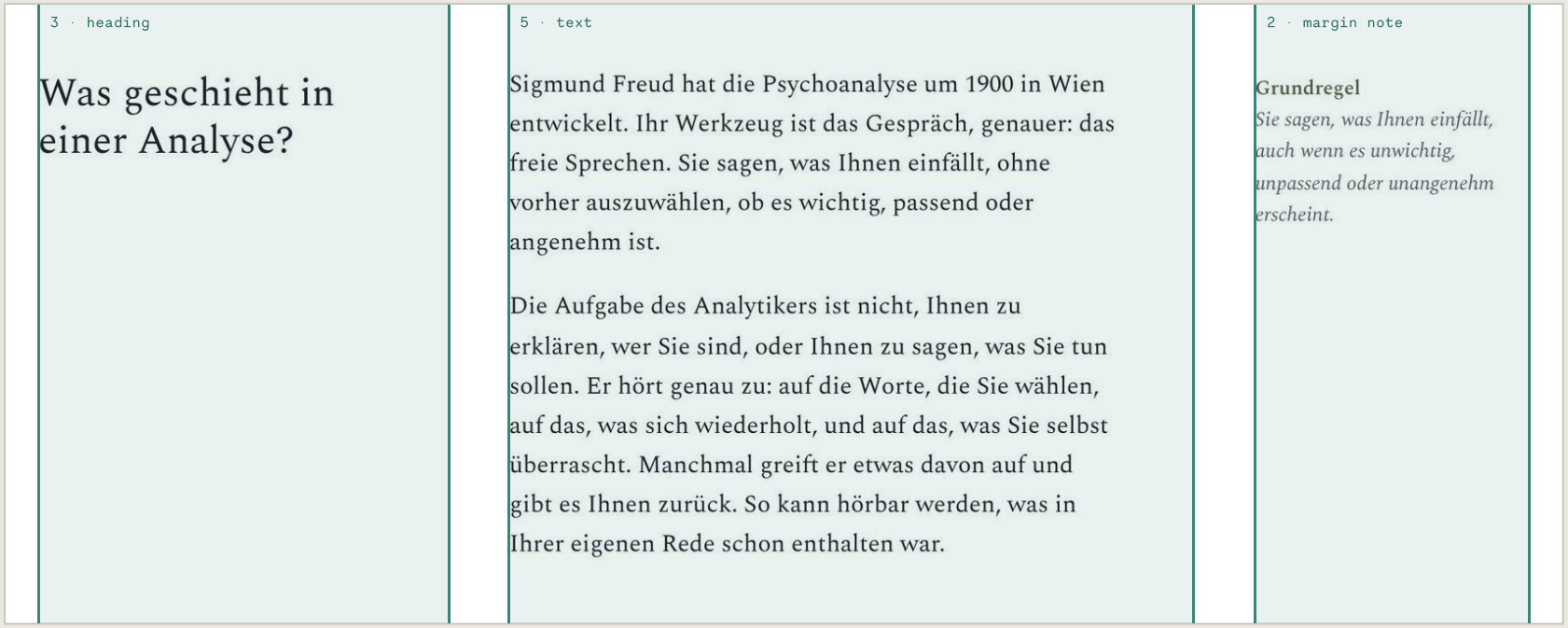
29 · regular — headings – preferably real questions

Die Analyse findet drei bis vier Mal pro Woche statt, auf der Couch. Wie lange sie dauert, lässt sich vorher nicht sagen.

Setting
Drei bis vier Stunden pro Woche, auf der Couch.

18 · body, 1.618 line height, max. 50 characters — 15 · italic margin note, olive label

Spectral (Production Type, SIL Open Font License) – a book face drawn for the screen. The scale follows the golden ratio: 18 · 29 · 47 · 76, each step × 1.618. Emphasis by italics, never by colour. All font files are hosted on the practice's own domain.



Ten parts
Heading : text : margin note = 3 : 5 : 2. The facts sit where an editor would put annotations.

Measure
Main text at most 50 characters per line. Sections are separated by a single hairline.

Smaller screens
Below 900 px the heading moves above text and note; below 600 px everything is one column.

One straight hairline across the full width, interrupted five times – pauses in which something shows that was not said.



Gap centres follow powers of the golden ratio; gap widths are fractions of one unit. The line is identical on every page and on every printed item – header of the website, front of the cards, the sign, the foot of the letterhead.

A first version drew five loops into the line. It was dropped: the pauses keep the system and lose the ornament.

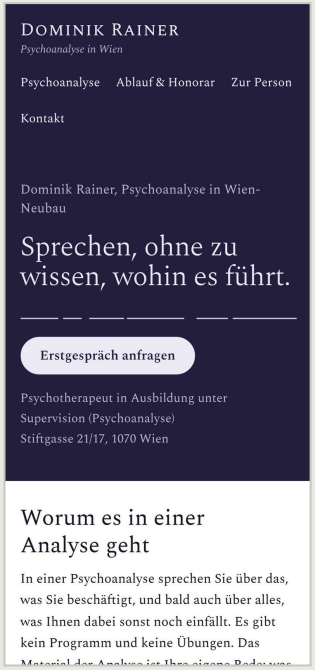
the opening on the home page – once, then still



“reduce motion”: open from the start



[home · desktop]



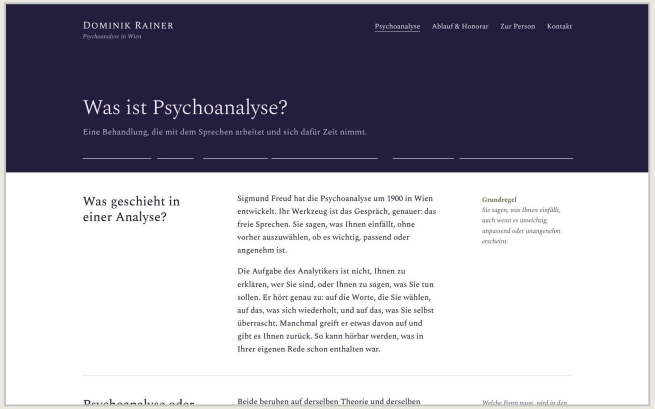
[390 × 844]

One sentence, one line, one action.

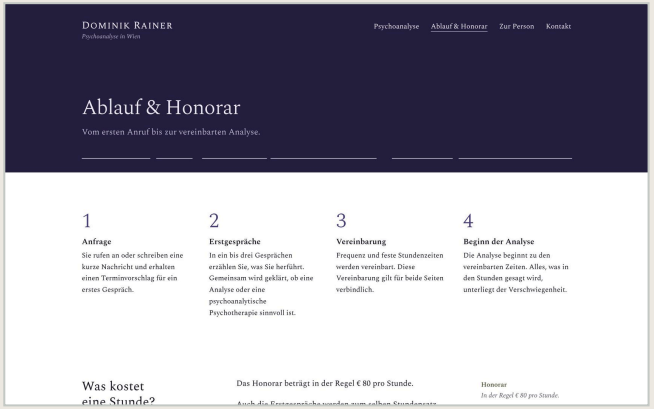
The header states who, what and where; the lead sentence carries the idea; the line opens once; the only button asks for a first consultation. Below, the study edition begins: questions, answers, margin notes.

Two violet fields frame every page – header and footer. Everything read in between sits on paper white.

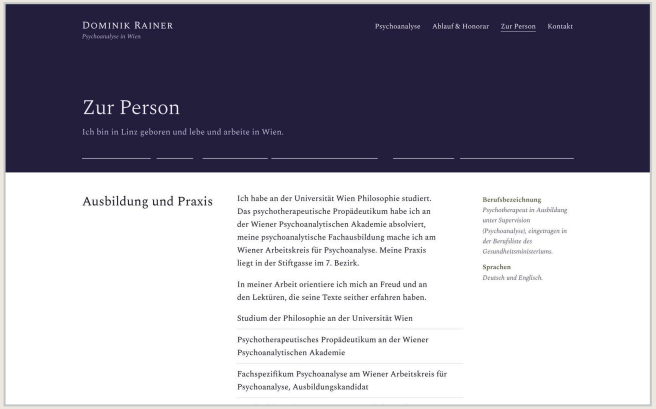
Five pages and an English page. Each sub-page opens with its title and one sentence in the violet field; the line follows, lower than on the home page.



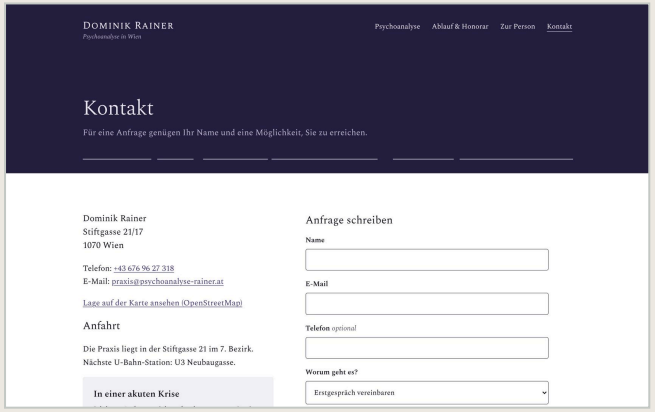
[was ist psychoanalyse?]



[ablauf & honorar]



[zur person]



[kontakt]



[english page]

Same frame, different weight. The sub-pages share header, line and footer; only the title and the sentence below it change.

The English page is one page, not a translation of the site – for clients who want treatment in English.

Serious, not solemn. The texts explain rather than advertise.

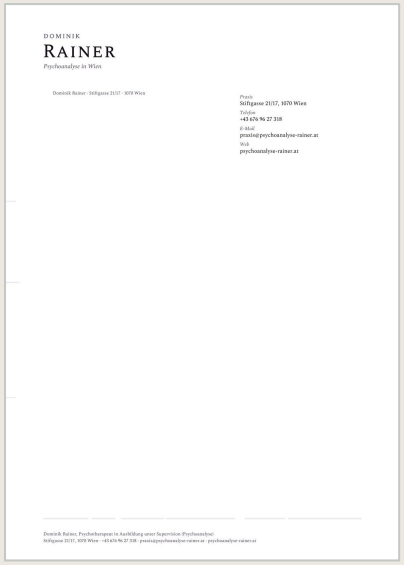
Readers are addressed formally ("Sie").

First person where the page speaks about Dominik Rainer himself; impersonal where it describes the method; no "we".

Facts are stated: frequency, fee, cancellation, languages, location.

Left unsaid on purpose: anything that would be a promise.

so	in English	not so
Erstgespräch anfragen	Request a first consultation	~~Jetzt Termin sichern!~~
Wie lange eine Analyse dauert, lässt sich vorher nicht sagen.	How long an analysis takes cannot be said in advance.	~~In wenigen Sitzungen zu mehr Lebensqualität.~~
Das Honorar beträgt in der Regel € 80 pro Stunde.	The fee is usually € 80 per session.	~~Faire Preise, flexible Konditionen.~~
Bitte schreiben Sie hier keine Einzelheiten zu Beschwerden.	Please do not write details about complaints here.	~~Erzählen Sie uns Ihre Geschichte!~~



[letterhead A4]



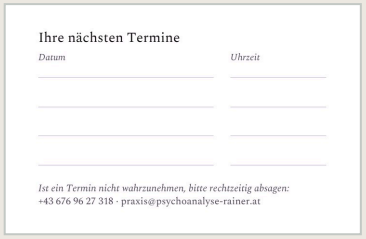
[invoice]



[business card · front]



[back]

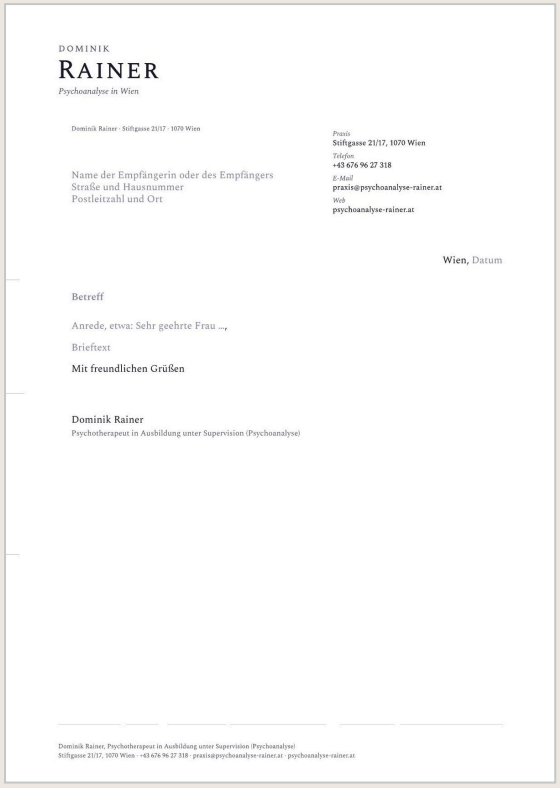


[appointment card]



[practice sign 180 × 120 mm]

Letterhead after DIN 5008 form B. Uncoated paper, 350–400 g for cards, 100–120 g for letters; optional blind embossing of the monogram. Print data with 3 mm bleed and outlined type.


DOMINIK
RAINER
Psychoanalyse in Wien

Dominik Rainer · Stiftgasse 21/17 · 1070 Wien

Name der Empfängerin oder des Empfängers
Straße und Hausnummer
Postleitzahl und Ort

Praxis
Stiftgasse 21/17, 1070 Wien
Telefon
+43 676 96 27 318
E-Mail
praxis@psychoanalyse-rainer.at
Web
psychoanalyse-rainer.at

Wien, Datum

Betreff

Anrede, etwa: Sehr geehrte Frau …,

Brieftext

Mit freundlichen Grüßen

Dominik Rainer
Psychotherapeut in Ausbildung unter Supervision (Psychoanalyse)

Dominik Rainer, Psychotherapeut in Ausbildung unter Supervision (Psychoanalyse)
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[letter template · word]


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Web
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Honorarnote

Nummer 2026-001
Datum Datum
Leistungszeitraum z. B. November 2026

Leistung	Einheiten	Betrag
Psychoanalyse, Einzelstunden	16	€ 1.280,00
	Summe	€ 0,00

Honorar je Einheit: € 80,00.
Umsatzsteuerbefreit gemäß § 6 Abs. 1 Z 19 UStG.
Bitte überweisen Sie den Betrag innerhalb von 14 Tagen auf das Konto IBAN IBAN, BIC BIC, Verwendungszweck: Honorarnote Nummer.

Dominik Rainer, Psychotherapeut in Ausbildung unter Supervision (Psychoanalyse)
Stiftgasse 21/17, 1070 Wien · +43 676 96 27 318 · praxis@psychoanalyse-rainer.at · psychoanalyse-rainer.at

[invoice template · word]



[design system]

handed over

website ready for upload, with English page

logo package: SVG, PDF (RGB/CMYK), PNG

print data, e-mail signature

Word templates with fill-in fields

design system and brand manual

tested before handover

Lighthouse mobile: 100 in all four categories

axe accessibility check: no findings

no cookies, no tracking, no third-party services; fonts self-hosted

structured data, hreflang, sitemap

dantalion

connecting dots

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