



Talkspace Unveils New Brand Identity Alongside Mental Health Awareness Month

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New brand underscores greater accessibility and normalization of therapy

Campaign features Talkspace members embracing their experiences with therapy and prioritizing mental health by 'Talking it Out'

NEW YORK--(BUSINESS WIRE)--May 1, 2024-- Today, [Talkspace](#), a leading online behavioral health care company, unveiled its new brand identity in time for Mental Health Awareness Month in May. This bold, design-forward look and feel captures the company's core beliefs that therapy and mental health support should be a routine, positive part of anyone's life, and that everyone deserves access to high-quality mental health services.

Recent CDC data reveals that more Americans than ever before are [receiving mental health treatment](#) such as therapy, counseling, or psychiatry.

"We've transformed our brand identity to both reflect and celebrate shifts in the mental health landscape, especially the normalization of therapy and mental health conversations, and the fact that innovation and insurance coverage make quality care more accessible than ever," said Katelyn Watson, Chief Marketing Officer at Talkspace. "Now, we're elevating the real faces and voices of Talkspace members sharing their experiences openly, so anyone can see themselves in therapy, starting with our flagship Mental Health Awareness Month campaign."

Behind the new brand

The [new brand concept](#) illustrates Talkspace's evolution over its 12-year history, reflecting the growing accessibility and normalization of therapy. Collaborating with creative agency [Koto](#), the refreshed brand identity features five innovative elements: the iconic "T" shape, logo, typeface, colors, and imagery. These elements embody an inclusive and accessible imperative for individuals embarking on a therapy journey, leading to understanding and better mental health. The updated brand also emphasizes Talkspace's role in reshaping public perceptions of therapy and promoting mental health as a fundamental aspect of holistic well-being.

"In order to demonstrate our vital role in rewriting the narrative of who and what therapy is for, we needed to update the Talkspace brand identity to reflect the mental health journeys that Talkspace providers make possible," Watson added. "The brand idea 'Make Sense of It' invites anyone to discover the benefits of therapy for themselves, while also articulating the brand's ongoing role in navigating the structural and systemic challenges of the sector."

The refreshed brand identity is built on five core elements:

1. **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.
2. **Logo:** The bolder, iconic wordmark unifies 'talk' and 'space,' representing the transformative power of conversations in mental health care.
3. **Emotive Typeface:** The dynamic typeface reflects the journey to clarity and mirrors the therapeutic process of introspection and growth.
4. **A Journey through Color:** The vibrant color palette reflects positive mental health journeys and resonates with diverse audiences.
5. **Imagery with Impact:** Authentic member faces and voices showcased in natural settings highlight that mental health care is an integral part of everyday life.

Mental Health Awareness Month Campaign: "Talk it Out"

Throughout the month of May, the campaign, which features the new brand, will emphasize the importance of individuals embracing the emotions that surface during therapy sessions and encouraging them to "Talk it Out." The campaign invites members to share what therapy means to them, showcasing the diverse ways individuals experience therapy and encouraging others to recognize their emotions and learnings as valuable guideposts on the path to improved mental health.

For more information on the "Talk It Out" campaign and to experience the new brand in action, visit talkspace.com/mham.

About Talkspace

Talkspace (NASDAQ: TALK) is a leading virtual behavioral healthcare provider committed to helping people lead healthier, happier lives through access to high-quality mental healthcare. At Talkspace, we believe that mental healthcare is core to overall health and should be available to everyone.

Talkspace pioneered the ability to text with a licensed therapist from anywhere and now offers a comprehensive suite of mental health services, including therapy for individuals, teens, and couples, as well as psychiatric treatment and medication management (18+). With Talkspace's core therapy offerings, members are matched with one of thousands of licensed therapists within days and can engage in live video, audio, or chat sessions, and/or unlimited asynchronous text messaging sessions.

All care offered at Talkspace is delivered through an easy-to-use, fully-encrypted web and mobile platform that meets HIPAA, federal, and state regulatory requirements. More than 130 million Americans have access to Talkspace through their health insurance plans, employee assistance

programs, our partnerships with leading healthcare companies, or as a free benefit through their employer, school, or government agency.

For more information, visit www.talkspace.com.

About Koto

Koto is a brand and digital agency with studios in Berlin, London, Los Angeles, New York, and Sydney. We bring optimism, craft and rigor to every brief; collaborating with today's most impactful companies and the founders defining a better tomorrow to unlock the true potential of their brands.

Founded in 2015 by Caroline Matthews (COO), James Greenfield (CEO), and Jowey Roden (CCO), we have shaped some of the world's leading brands, including Airbnb, Amazon Music, Discord, Fiverr, Pleo, Qonto, Skyscanner, Sonos, Uber Eats, Venmo, and WhatsApp.

Find out more at <https://koto.studio>.

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