

logo
development
PCE World (WAPCEPC)

PCE WORLD

March 25, 2025

core values (brainstorm)



Brand Identity Design Brief: PCE World Association

Core Design Objective:

Create a visual identity that embodies global connectivity, professional community, and individual diversity within person-centered and experiential psychotherapy.

Key Design Requirements:

Incorporate “PCE” and “World” strategically in the mark

Seamlessly integrate “World Association for Person-Centered & Experiential Psychotherapy & Counseling”

Symbolize international character

Represent collective unity while highlighting individual approaches

Ensure logo communicates organizational essence autonomously

Strategic Design Considerations:

Global network visualization

Professional, contemporary aesthetic

Flexible representation of interconnected yet distinct methodological perspectives

Leverage world/mapping metaphor subtly and innovatively

Recommended Design Approach:

Develop a dynamic, modular logo system that:

Suggests global interconnectedness

Reflects professional solidarity

Allows visual interpretation of diverse yet aligned practitioners

Deliverable Expectations:

Versatile logo lock-up

Clear hierarchy of textual elements

Potential abstract/geometric world representation

Color palette signaling professionalism and inclusivity

Fundamental Mandate: The logo must speak volumes about PCE’s collaborative, worldwide professional community.

previous logo:





| key visual

this key visual is for illustrative and conceptual demonstration purposes only. It purely helps to see the logo working.

logo 01



Conceptual Foundation

The logo for the World Association for Person-Centered and Experiential Psychotherapy and Counseling (PCE World) employs a deliberate visual strategy that symbolizes inclusivity, diversity, and holistic human experience through the use of colour.

Color Palette

The seven-color spectrum, derived from the rainbow, represents global diversity and interconnectedness. Each color symbolizes a continent, reflecting the organization's worldwide perspective and commitment to universal human understanding.

Typography

The lowercase wordmark creates a sense of approachability and flow. By eliminating the visual interruption of case variation, the design ensures immediate legibility and emphasizes the organization's person-centered philosophy of smooth, unobstructed communication.

Symbolic Interpretation

Colours: Representing the full spectrum of human experience, from vibrant to nuanced

Lowercase Typography: Signifying equality, accessibility, and removing hierarchical barriers

Graphic Execution: An abstract, inclusive visual language that mirrors the organization's empathetic approach to psychotherapy

| logo 01



World Association for Person-Centered
and Experiential Psychotherapy and Counseling



World Association for Person-Centered
and Experiential Psychotherapy and Counseling



World Association for Person-Centered
and Experiential Psychotherapy and Counseling

| logo.01



17th World
Conference
on
**Person-Centered
and Experiential
Psychotherapy
and
Counseling**

July 8th - 12th 2026

PCE2026
in Cologne
at Maternushaus.

p c e world

World Association for Person-Centered
and Experiential Psychotherapy and Counseling

logo 01



Creating a global PCE community

The association was formed to contribute to the support and growth of the person-centered and experiential approach in psychotherapy and counseling. We also aspire to contribute at a socio-political & E informed approach to health, education and social equity. To do those things, the more connected we are, the better.

[About us →](#)

WAPCEPC Board

The Association is able to function thanks to a volunteer Board comprising of members from all over the world. Elections are held online biennially and any current individual member is eligible to stand as a candidate. We particularly welcome student members. Meet your current 2024-2026 Board, and learn more about the nomination and election process below.

[Read more →](#)

Conferences

The 17th World Conference on Person-Centered and Experiential Psychotherapy and Counseling „PCE2026“ will take place from July 6th to 12th 2026 in Cologne, Germany at the Marmushaus. The pre-conference will take place from July 6th to 8th 2026 at the TH Cologne. The PCE conference is the biennial event of the World Association for Person-Centered & Experiential Psychotherapy & Counseling (WAPCEPC).

[Read more →](#)

Membership

Join us and get connected with other PCE/E practitioners and organisations. Enjoy a discounted fee for our conferences. Receive 4 annual issues of the PCEP Journal. And more!

[Click here to join →](#)

PCEP Journal

Available free to members, the mission of the journal is to encourage, and disseminate worldwide, new work on person-centered and experiential therapies, including philosophy, theory, practice, training and research. It is published quarterly and is indexed in PsychINFO.

[Learn more →](#)

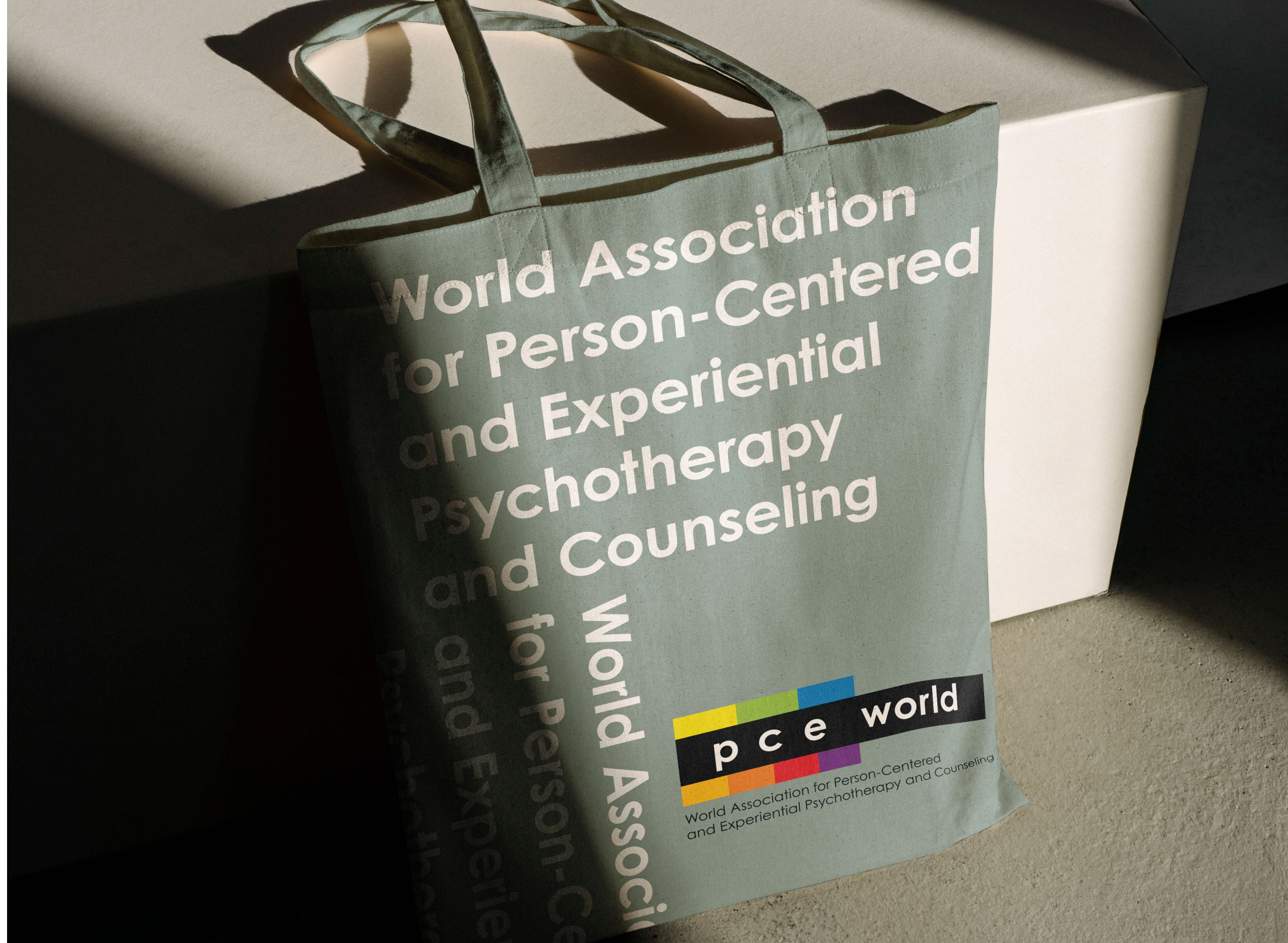
FAIR

The association acknowledges there are many inequities in the modern world and we do not wish financial constraints to be a barrier to joining us or participating in our conferences. That's why we have a **Financial Aid Resources (FAIR)** help in meeting the cost of membership and conference fees. Find out more below. And soon we will have some small grants available for research and translation.

[Learn more →](#)

MacBook Pro

| logo 01



Logo 02



Conceptual Foundation

The logo creates a visual bridge between “pce” and “world”, embodying the organization’s core principle of interconnectedness. The abstract globe within the logo represents a minimalist, contemporary interpretation of global connectivity and builds a bridge to the previous world map in the old logo.

Chromatic Spectrum

The extended color palette serves as a symbolic international flag, with each nuanced hue representing a specific psychological and cultural dimension:

Pink: Empathy, emotional vulnerability, and interpersonal sensitivity

Purple: Depth of introspection and transformative potential

Orange: Individual creativity and emotional energy

Red: Passion, intensity, and emotional courage

Blue: Therapeutic trust, communication, and psychological safety

Dark Green: Profound growth and holistic healing

Green: Renewal, personal development, and emerging potential

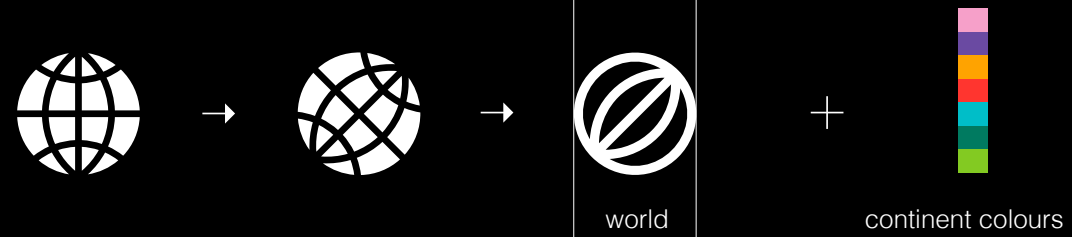
Extended Logo

The alternative logo configuration introduces a dynamic visual language designed to maximize design flexibility. By extending the color bar across the composition, the identity system creates a powerful visual device for communication materials. This approach allows for versatile applications—from subtle branding to bold, attention-grabbing graphic treatments. The extended design enables to modulate the logo’s visual impact across various media, from intimate conference materials to large-scale conference posters, ensuring consistent yet adaptable brand communication.

Conceptual Integration

Through its strategic design elements, the logo communicates the World Association for Person-Centered and Experiential Psychotherapy and Counseling’s commitment to a nuanced, globally-informed approach to human understanding.

| logo 02



pceworld

World Association for Person-Centered
and Experiential Psychotherapy and Counseling

pceworld

World Association for Person-Centered
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| logo 02

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pceworld

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| logo 02

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pceworld

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| logo 02



comparison in situ

JCDecaux



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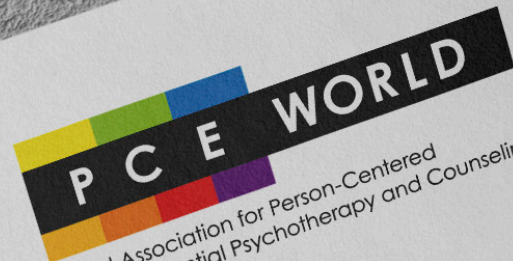
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pceworld 

World Association for Person-Centered
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comparison stationery



World Association for Person-Centered
and Experiential Psychotherapy and Counseling

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Dear Colleague,
In Person-Centered and Experiential Practice,
it is with great pleasure that we invite you to the upcoming
World Association for Person-Centered and Experiential Psychotherapy
and Counseling (WAPCEPC) Conference to be held in Cologne, Germany
in 2026.
Embracing Presence, Deepening Connection in a Changing World
In the spirit of Carl Rogers' vision, this gathering will offer a unique
experiential approach while honoring our foundational principles.
The historical city of Cologne provides the perfect backdrop for our
collective exploration.

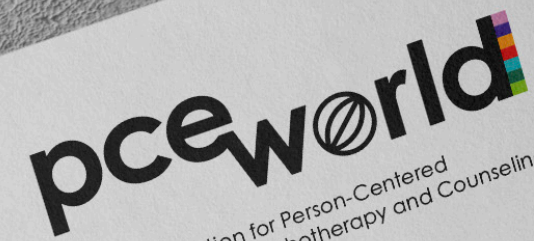
Conference Highlights:
Keynote presentations from leading voices in the field
Interactive workshops and skill-building sessions
Research symposia showcasing current developments
Networking opportunities with colleagues from around the world

come together in an atmosphere of openness and genuine dialogue.
As practitioners committed to the person-centered approach, we invite you
to contribute your unique voice to this important gathering.
We look forward to welcoming you to Cologne in 2026.

Warm regards,
Ben Klock
Conference Chair
On behalf of the WAPCEPC Conference Committee

March 2025

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World Association for Person-Centered
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primary and secondary

primary logo: 01



World Association for Person-Centered
and Experiential Psychotherapy and Counseling

secondary logo for dark backgrounds



World Association for Person-Centered
and Experiential Psychotherapy and Counseling

primary logo: 02



World Association for Person-Centered
and Experiential Psychotherapy and Counseling

extended optional
version for more variable
design solutions



World Association for Person-Centered
and Experiential Psychotherapy and Counseling

secondary logo for dark backgrounds



World Association for Person-Centered
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