

# BRAND GUIDELINE

Well Being Group

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Nov 22 V.1



## The logo

There are three versions of the Well Being logo: primary, secondary & the icon.

NOTE: Do not alter or attempt to recreate these elements in any way. Always use approved logo.

**Primary**



**Secondary**



**Icon**



# Color

Well Being Green is a key signifier for the brand. We connect customers with nature while respecting the earth. These are the definitive colors that make up our primary color palette & should be used wherever possible.

## Well Being Green

CMYK: 40, 0, 98, 0

RGB: 148, 213, 0

Pantone: 375C

Hex: #94D500

## Sunshine Yellow

CMYK: 0, 5, 100, 0

RGB: 255, 209, 0

Pantone: 109C

Hex: #FFD100

## Black

CMYK: 65, 66, 68, 82

RGB: 45, 41, 38

Pantone: Black C

Hex: #2D2926

## White

Pantone: White

Hex: #000000



## Primary Fonts

The main font we use is Bodoni 72 Oldstyle Bold.

Bodoni 72 Oldstyle Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()

Bodoni 72 Oldstyle Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()



WELL BEING  
GROUP

## Logo Spacing and Minimum Size

In order to maintain clarity of our logo, it must always be surrounded by a minimum clear space.





## Mono Logo - Colour Variations

Make sure the logo and icon are always fully visible against the background. Use the correct version for your use case.



**WELL BEING  
GROUP**



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**WELL BEING  
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## Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.



*Don't relocate the icon.*



*Don't change the text color.*



*Don't add drop shadows or distort the text.*



*Don't change the typeface or otherwise reconstruct the logo*



*Don't distort the logo.*



*Don't place the logo on double icons.*



*Don't change the proportions of the logo.*



*Don't change the icon color.*



*Don't rotate the logo.*



*Don't use on busy backgrounds.*



*Don't use against low-contrast.*



*Don't use outline style.*

## Slogan

A brand slogan is the advertising tagline that conveys the brand's spirit in the shortest way possible.



**WELL BEING  
GROUP**

Ethically raised,  
Respectfully grown,  
Consciously served.



**WELL BEING GROUP**

Ethically raised, Respectfully grown, Consciously served.

### Well Being Green

CMYK: 40, 0, 98, 0

RGB: 148, 213, 0

Pantone: 375C

Hex: #94D500

### Green

CMYK: 90, 30, 95, 30

RGB: 0, 102, 56

Pantone: 7727C

Hex: #006638



# STATIONARY

Well Being Group



## Name Card



# Lettlehead



WELL BEING GROUP



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# Envelope

