



BRAND STYLE GUIDE  
2021

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# Logo System

**Wellnecity**<sup>®</sup>  
Well. Managed.

Primary - Full Color (against white)

**Wellnecity**<sup>®</sup>  
Well. Managed.

Primary - Full Color (against Purple)

# Wellnecity

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## Logo System

### Logo Variations

This variation with the tagline to the right side should be used in place of the primary logo where a more horizontal composition may work better.

**Wellnecity<sup>®</sup>** | Well.  
Managed.

**Wellnecity<sup>®</sup>** | Well.  
Managed.

The wordmark may be used when a tagline is not necessary or there simply is no room for the primary or horizontal lockups.

**Wellnecity<sup>®</sup>**

**Wellnecity<sup>®</sup>**

### Sub Marks



Monochromatic  
gradient



Reversed gradient



# 2

## Logo Usage

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## Logo Usage

### Unacceptable Uses/Treatments

- 1 **NEVER** push the word mark closer to the tagline

**Wellnecity**<sup>®</sup>  
Well. Managed.

- 2 **NEVER** increase the space between the word mark and the tagline, registered symbol or line

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- 3 **NEVER** alter the alignment of the word mark and the tagline

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Well. Managed.

- 4 **NEVER** stretch the logo in any direction

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Well. Managed.

- 5 **NEVER** squeeze the logo in any direction

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Well. Managed.

- 6 **NEVER** tilt or angle the logo in any way

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- 7 **NEVER** slant or skew the logo in any way

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*Well. Managed.*

- 8 **NEVER** apply a drop shadow, glow, bevel or any other special effect

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# 3

## Color Palettes

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## Color Palettes

### Primary Color Palette

	CMKY	RGB	HEX
Purple	77, 78, 4, 0	88, 83, 157	#58539D

GRADIENT: Can be used for branded materials and submarks, but never in any wordmark or lockup.



PURPLE LAVENDER

White	0, 0, 0, 0	0, 0, 0	#FFFFFF
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### Secondary/Accent Color Palette

	CMKY	RGB	HEX
Yellow	7, 12, 69, 0	240, 213, 108	#F0D56C



Orange	8, 42, 98, 0	231, 158, 40	#E79E28
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Charcoal	16, 11, 11, 80	72, 74, 76	#484A4C
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NOTE: 50% and 70% screens are acceptable as needed for supporting graphics/materials.

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# Typography

## Typography

Raleway should be used sparingly in any branded copy/text so as not to take away too much from any logo lockups or word marks.

**Logo Typeface:** Raleway Black (modified for logo)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

A common typeface available on most web/digital platforms, the Museo Sans font family is the preferred typeface for all supporting text. Use different weights/styles to create variation.

**Main Sans Serif:** Museo Sans - Regular, Light, Italic, Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Another common typeface available on most web/digital platforms, the Open Sans font family is a preferred alternative typeface for all supporting text when Museo Sans is not available. Use different weights/styles to create variation.

**Alt. Sans Serif:** Open Sans - Regular, Light, Italic, Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

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## Print Collateral

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## Print Collateral

### Business Cards

Standard 3.5"x2", double-sided business card with 0.055" full bleed (Vistaprint specs)



FRONT

Margins: 0.25"

Name: Museo Sans Bold, 10pt  
Job Title: Museo Sans Italic, 8pt

Contact Info: Museo Sans Reg., 8pt



BACK

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## Print Collateral

### Notecard

5"x7" notecard  
with 0.125" full bleed

Margins: 0.25"



### Stickers

3"x3" with full bleed



