



Branding and Visual Identity Guideline 2023

CONTENT

The package you are currently looking through is a guide which lays out the corporate identity standards for **GLOBAL WELLNESS DAY**, a branded special day. The purpose of this package is to provide guidance for brands which would like to support **GLOBAL WELLNESS DAY** regarding graphic design and production, so that this special day is celebrated with the same visual codes and standards to create a branding unity throughout the world.

This guide starts with brand idea and slogan, continues with the visual identity guideline, and finishes with the details of promotional materials. We hope that this guide helps you to add value to your brand's **GLOBAL WELLNESS DAY** promotional activities.

INTEGRATED WELLNESS

Global Wellness Day is an international day that is celebrated on the second Saturday of June every year as a public event which turns everyone's shared dream of 'living well' into reality. GWD has no relation to **ANY** institution or **ANY** organization and it is without **ANY** commercial purpose.

GLOBAL WELLNESS DAY®

GLOBAL WELLNESS DAY®

APART FROM THE LISTED COLORS, THE LOGO

CAN ONLY BE USED IN WHITE.



THE LOGO SHOULD BE DISTINGUISHED FROM THE BACKGROUND.





EFFECTS SUCH AS CONTOURING, SHADING AND GRADATION SHOULD NOT BE USED ON THE LOGO.





THE BACKGROUND USED FOR THE LOGO SHOULD NOT HAVE ANY COMPLEX COLORS OR PATTERNS.

Main Colors

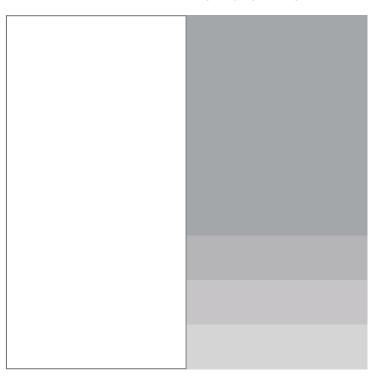
Text Colors

PANTONE 225C C12 M93 Y0 KO R213 G51 B147

PANTONE 389C C21 M0 Y85 KO R211 G223 B78

CO MO YO KO R255 G255 B255 PANTONE COOL GRAY 6C C16 M11 Y11 K27 R164 G167 B169







LUBALIN GRAPH

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In hendrerit arcu ac odio bibendum, non molestie odio posuere. Fusce odio justo, commodo vitae iaculis vitae, facilisis eu leo. Nullam ac nisl lectus. Nullam blandit laoreet ligula. Suspendisse sodales, enim et faucibus pharetra, enim turpis fermentum sapien, id dictum augue ligula id nisi. Maecenas tincidunt nisi ut magna ornare, eget sodales neque ornare. Donec tempor lacus sit amet arcu ultrices portitor ac eu massa. Quisque convallis suscipit risus sit amet luctus. Sed finibus tincidunt ex, non consectetur tortor. In hac habitasse platea dictumst. Nam pretium hendrerit magna ac imperdiet.

Suspendisse sodales, enim et faucibus pharetra, enim turpis fermentum sapien, id dictum augue ligula id nisi. Maecenas tincidunt nisi ut magna ornare, eget sodales neque ornare. Donec tempor lacus sit amet arcu ultrices portitor ac eu massa. Quisque convallis suscipit risus sit amet luctus.

Lorem ipsum dolor sit amet.



HELVETICA LT PRO FAMILY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In hendrerit arcu ac odio bibendum, non molestie odio posuere. Fusce odio justo, commodo vitae iaculis vitae, facilisis eu leo. Nullam ac nisl lectus. Nullam blandit laoreet ligula. Suspendisse sodales, enim et faucibus pharetra, enim turpis fermentum sapien, id dictum augue ligula id nisi. Maecenas tincidunt nisi ut magna ornare, eget sodales neque ornare. Donec tempor lacus sit amet arcu ultrices porttitor ac eu massa. Quisque convallis suscipit risus sit amet luctus. Sed finibus tincidunt ex, non consectetur tortor. In hac habitasse platea dictumst. Nam pretium hendrerit magna ac imperdiet.

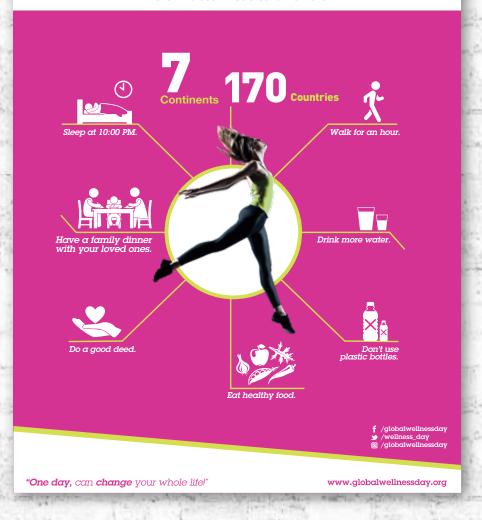
Suspendisse sodales, enim et faucibus pharetra, enim turpis fermentum sapien, id dictum augue ligula id nisi. Maecenas tincidunt nisi ut magna ornare, eget sodales neque ornare. Donec tempor lacus sit amet arcu ultrices porttitor ac eu massa. Quisque convallis suscipit risus sit amet luctus.

Lorem ipsum dolor sit amet.

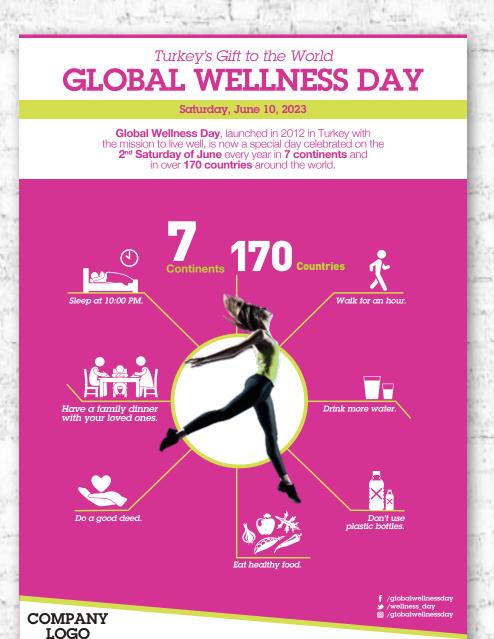
GLOBAL WELLNESS DAY

Saturday, June 10, 2023

Global Wellness Day, launched in 2012 in Turkey with the mission to live well, is now a special day celebrated on the 2nd Saturday of June every year in 7 continents and in over 170 countries around the world.



Click to download



Click to download

"One day, can change your whole life!"





Single Color 1+1 Print Color: Magenta 6 x 6 cm 300 gr Matte Coated Paper Matte Cellophane

Click to download

Features

Single Color Print Color: Magenta 24 x 10,6 cm 200 gr First Quality Pulp Regular Cut



 $\textbf{f} \hspace{0.1cm} / \text{globalwellnessday} \hspace{0.1cm} \textbf{ > /wellness_day} \hspace{0.1cm} \textbf{ @} \hspace{0.1cm} / \text{globalwellnessday} \hspace{0.1cm} \textbf{ • } \hspace{0.1cm} \text{www.globalwellnessday.org}$

Features

Single Color Print Color: Magenta 23 x 32 cm 200 gr First Quality Pulp Regular Cut



www.globalwellnessday.org

Click to download

Features

Single Color Print Color: Magenta 21 x 29.7 cm 100 gr First Quality Pulp Regular Cut



I SAY YES!

GLOBAL WELL*NESS*

EVETDİYORUM!

Country's Language

www.globalwellnessday.org
#globalwellnessday | © @globalwellnessday | f globalwellnessday | © @wellness_day

Front

Back

Features

Double Color

Color: Magenta + Pantone 225c

Photo Block Print

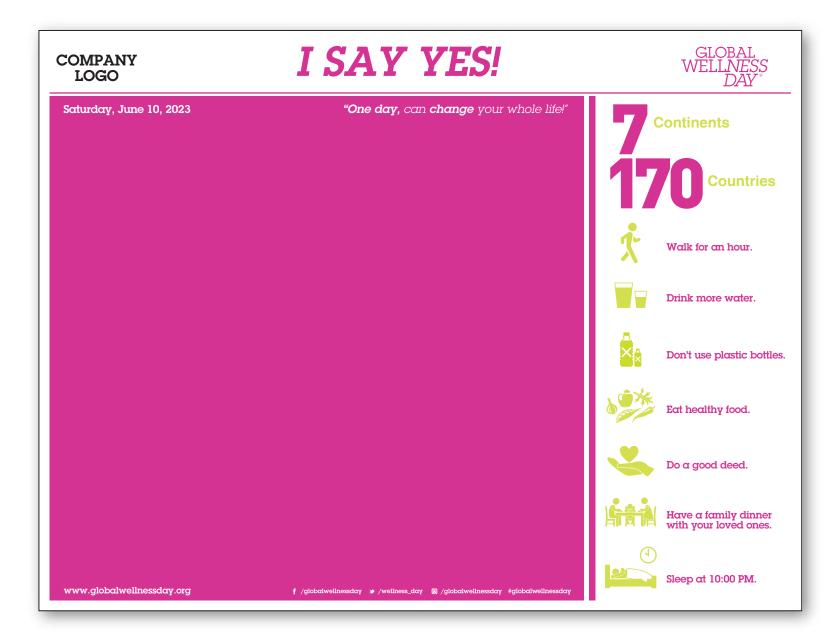
23 x 23 cm Special Cut

Click to download





Features Mug Color: Magenta



Color 2 Print Magenta + Pantone 389C 46 x 35 cm 250 gr Matt Coated Paper





T-shirt

Color: Magenta

Single Color Heat based Press Print

Click to download





Vest

Color: Magenta Single Color

Heat based Press Print





Color: Magenta

Single Color Heat based Press Print



Color: Magenta

Front Logo Print Area: 13 cm Back Logo Print Area: 25 cm White and Magenta raincoat Single Color Heat based Press Print



Global Wellness Day organizes volunteer aid activities for the communities in need in different countries. Wearing GWD Volunteer Vests during these activities will attract the attention of communities to the project with the branding unity.

Features

Color: Magenta





To reach the younger generation and develop mindfulness on healthy eating, Global Wellness Day Japan team has created this lunch box design and distributed the lunch boxes at schools.

You can use this design, to reach out to schools in your country to highlight the importance of healthy eating.

Features

Color: Magenta

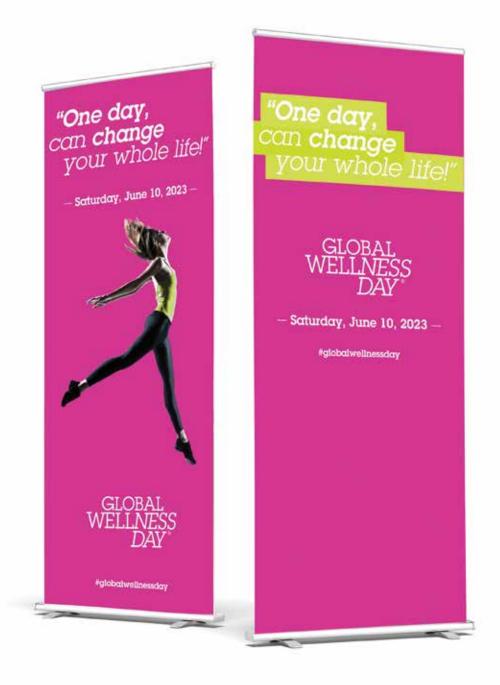






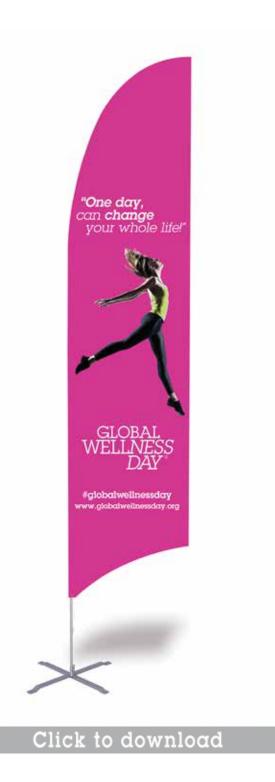
45x38 cm

Cloth material: Linen/Cotton

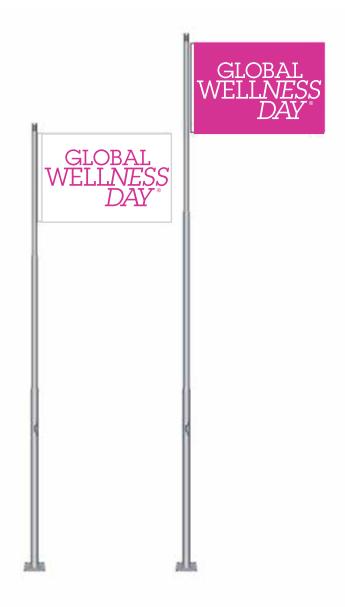


Features 85x200 cm

Click to download



Features 85x200 cm



Click to download



4x

www.globalwellnessday.org

#globalwellnessday

"One day, can change your whole life!"

GLOBAL WELL*NESS DAY**



Features 1000 x 1000 px



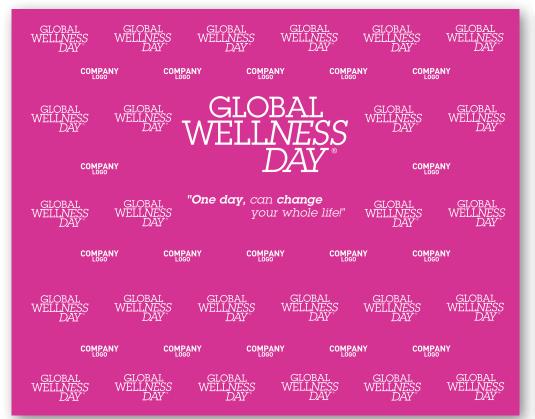
"One day, can change your whole life!"



Click to download

Features

Color: Magenta Double Colored Photo block Custom cut 120 x 70 cm







FeaturesLogo print area 4 cm
Laser Carving





Dear Sir.

Lorem ipsum dolor sit arset, consectetuer adipiseing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquum erat volupat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullarscorper suscipit lobortis nisl ut aliquip ex es commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulpatate velit esse molestie consequat, vel filtum dolore eu feuglat multa facilisis sit vero eros et accumsan et iasto odio dignissim qui blandit praesent lupaturum zeril delenit augue duis dolore te feugait nulla facilisi. Nom liber tempor eum soluta nobis eleifend option congue ribil Imperdiet doming id quod mazim placerat facer postim assum.

Typi non habent claritatem insitans; est usus legentis in iis qui facit corum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est oriam processus dynamicus, qui sequitar matationem consuetadium lectorum. Mirum est notare quam littera gothica, quam nune patamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nune nobis videntur parum clari, fiant sollemnes in futurum.

Regards

John Doe Manager

Authory Times, 12 kin Oly News, Country Preme Colline Support
(0.111416.788 purport(0.000)
(1919.1416.811 purport(0.000)

GWD





e-imza





Dear Sir.

Lorem ipsum dolor sit arset, consectetuer adipiseing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquum erat volupat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullarscorper suscipit lobortis nisl ut aliquip ex es commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulpatate velit esse molestie consequat, vel filtum dolore eu feuglat multa facilisis sit vero eros et accumsan et iasto odio dignissim qui blandit praesent lupaturum zeril delenit augue duis dolore te feugait nulla facilisi. Nom liber tempor eum soluta nobis eleifend option congue ribil Imperdiet doming id quod mazim placerat facer postim assum.

Typi non habent claritatem insitans: est usus legentis in iis qui facit corum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt seepius. Claritas est estam processus dynamicus, qui sequitar matationem consuetedium lectorum. Mirum est notare quam littera gothica, quam nunc patamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videniur parum clari, fiant sollemnes in futurum.

Regards

John Doe Manager

Address Address Tones, 12541 Obyfores, Country Franc Oction Supp.

(0.1) 1416 781 company) of 1
(170) 1416 111 company)

GWD





e-imza



	GLOBAI WELL <i>NES</i> <i>DA</i> Y	SS 7°		CERTIFICATE OF APPRECIATION	ı
	This certificate of	appreciation is prese	nted to		
	for supporting Global Wellness Day				
	We are so grateful for your engagement, time and effort. Thank you for joining us in our path to change the lives of millions of people through Wellness.				
"One day, can change your whole life!"					
	Belgin Aksoy Founder Global Wellness Day		Ar	mbassador of	
		Date	Place		

The Certificate of Appreciation is prepared to be presented to the Sponsor brands by GWD Ambassadors to thank them for their support.





"One day, can change your whole life!"

www.globalwellnessday.org

For further information please contact Deniz Yücel, GWD Communications Executive.

deniz.yucel@globalwellnessday.org