



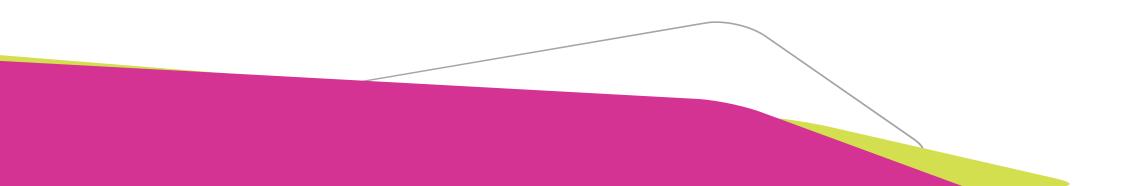
Branding and Visual Identity Guideline

2024

CONTENT

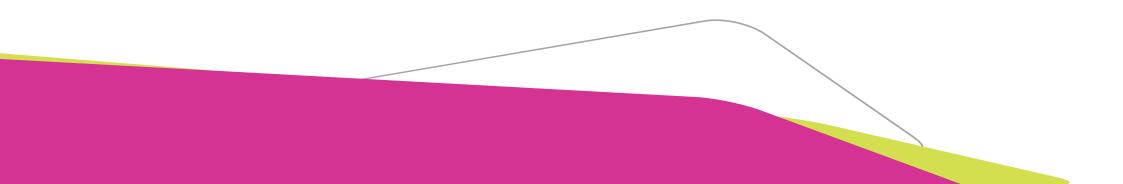
The package you are currently looking through is a guide which lays out the corporate identity standards for **GLOBAL WELLNESS DAY**, a branded special day. The purpose of this package is to provide guidance for brands which would like to support **GLOBAL WELLNESS DAY** regarding graphic design and production, 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.



03 LOGO / POSITIVE



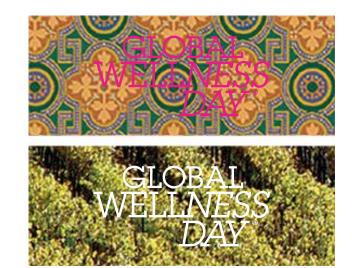
04 LOGO / NEGATIVE







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.





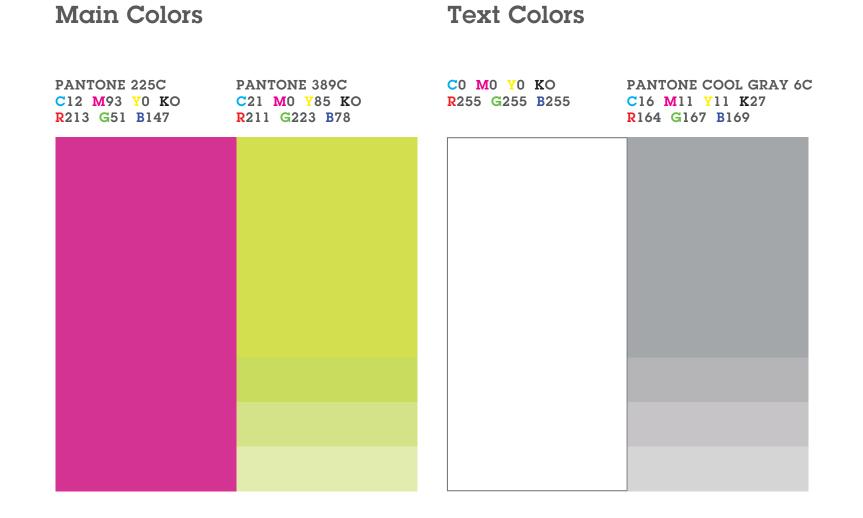


APART FROM THE LISTED COLORS, THE LOGO CAN ONLY BE USED IN WHITE.





THE LOGO SHOULD BE DISTINGUISHED FROM THE BACKGROUND.





LUBALIN GRAPH

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HELVETICA LT PRO FAMILY

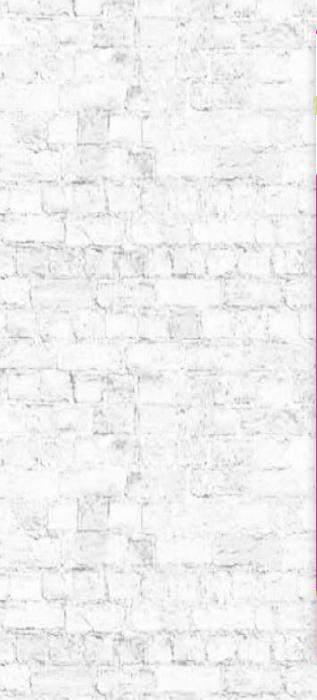
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"One day, can change your whole life!"

10 VISUAL SAMPLE / POSTER



Turkey's Gift to the World
GLOBAL WELLNESS DAY

Saturday, June 8, 2024

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.



"One day, can change your whole life!"

www.globalwellnessday.org

122.4

11 GWD LOGO - COMPANY LOGO RELATIONSHIP SAMPLE

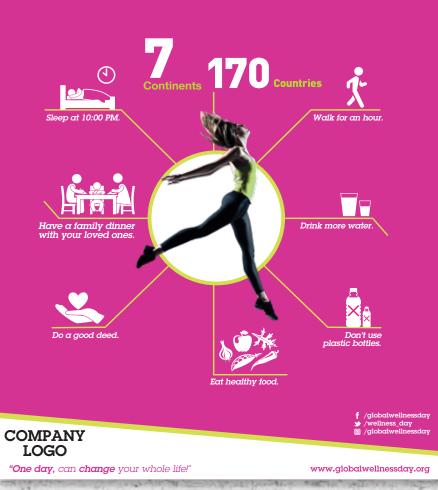
Turkey's Gift to the World GLOBAL WELLNESS DAY

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Saturday, June 8, 2024

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.

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GLOBAL WELL*NESS* DAY

Hakan Balcan Global Wellness Day Ambassador Turkey

Richmond Nua Wellness Spa General Manager

hakan balcan@globaiwelinessday.org T: +90 532 222 55 77

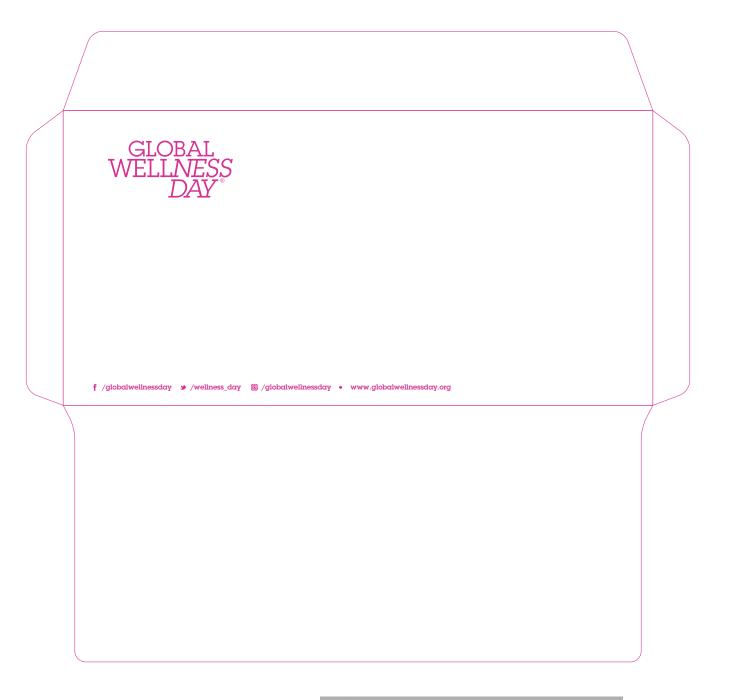
GLOBAL WELLNESS DAY

"One day, can change your whole life!"

f /globalwellnessday
/wellness_day
globalwellnessday
www.globalwellnessday.org

Features

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



Features

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



Features

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



#globalwellnessday #/wellness_day @/globalwellnessday www.globalwellnessday.org

Click to download

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

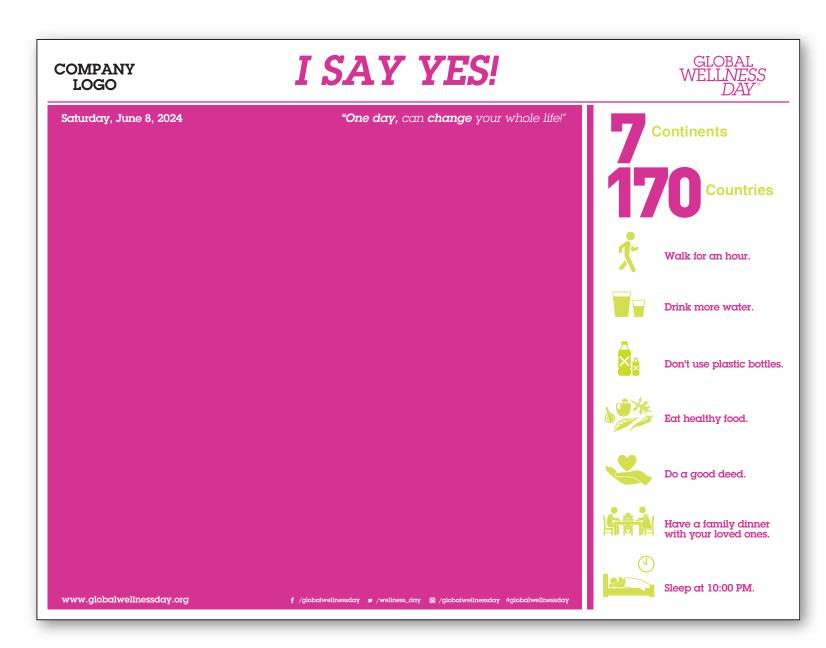
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23 x 23 cm Special Cut





Features Mug Color: Magenta



Features Color 2 Print

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





Features

T-shirt Color: Magenta Single Color Heat based Press Print



Features Vest Color: Magenta Single Color Heat based Press Print



Features Color: Magenta Single Color Heat based Press Print



Features

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



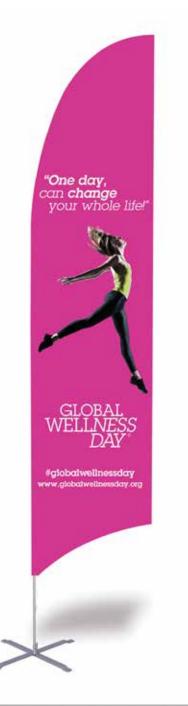




Features 45x38 cm Cloth material: Linen/Cotton







Features 85x200 cm



30 GWD FLAG T 0 linener -One day Click to download





Features 1000 x 1000 px



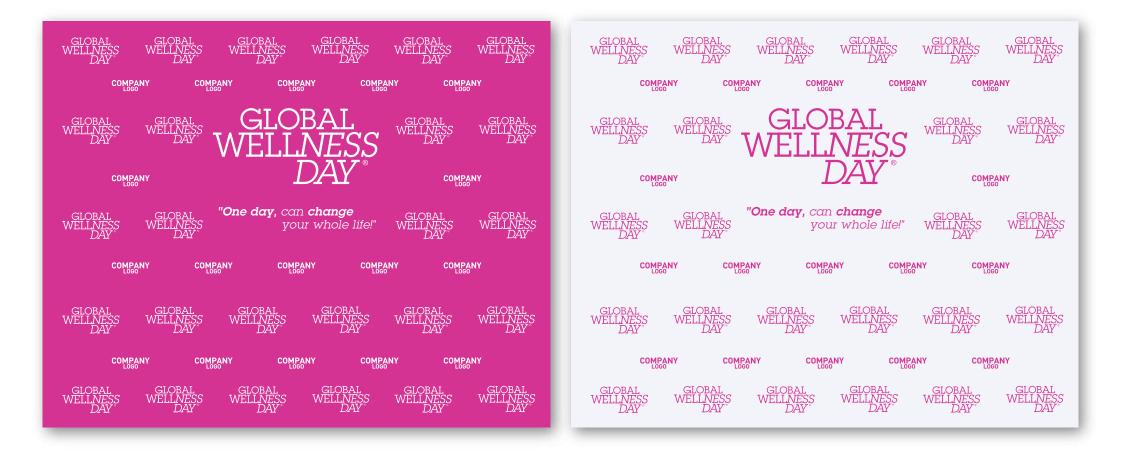
"One day, can change your whole life!"



Click to download

Features

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





Features

Logo print area 4 cm Laser Carving



GREENHOTEL

Dear Sir;

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Regards			
John Doe			
Manager			
Address	There	Online Support	
	Press (7-1) 5456 788 (7-1) 5456 788	Online Suggert support (2 characteries announces) context	GWD





e-imza



GREENHOTEL Dear Sir, Lorem ipsum dolor sit amet, consectetuer adipiseing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullameorper suscipit lobortis nisl ut aliquip ex ca commodo consequat. Duis autem vel cum iriure dolor in hendrerit in vulpatate velit esse molestie consequat, vel illum dolore eu feuglat nalla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit præsent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod maxim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in ils qui facit corum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitar mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposaerit litterarum fonnas 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 Online Toppard GWD utions meet L2145 Markets Country (Di.2) 3456 785 (79% 3456.013 -124





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GLOBAL WELLNESS DAV°	CERTIFICATE OF APPRECIATION
This certificate of appreciation is pre	esented to
for supporting Global Wellness Day	
	ement, time and effort. Thank you for he lives of millions of people through Wellness.
" One day, can ch	aange your whole life!"
Belgin Aksoy Founder Global Wellness Day	Ambassador of Global Wellness Day
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