

GLOBAL
WELLNESS
DAY®



Branding & Visual Identity Guideline 2026

*“One day, can change
your whole life!”*

Welcome

This document serves as the official guide to **Global Wellness Day's** corporate identity standards. It has been designed to support individuals, organizations, and brands that wish to take part in Global Wellness Day (GWD) by providing clear guidance on visual identity and design implementation.

The aim is to ensure that Global Wellness Day is celebrated with consistent visual elements around the world, creating a strong and unified brand presence. The guide includes the core brand idea and slogan, details on the visual identity system, and specifications for promotional materials.

We hope this guide supports your efforts in contributing to the Global Wellness Day movement and helps you align your promotional activities with the global spirit of the day.

An international celebration held annually on the second Saturday of June every year, Global Wellness Day is dedicated to encouraging everyone to focus on living well. It is a **non-profit**, non-commercial initiative that is not affiliated with any institution or organization.

Global Wellness Day is free and open to all, driven by a shared mission: to inspire a healthier, more mindful way of living for everyone.

01

Logo / Positive

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02

Logo / Negative

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03

Improper Use of Logo



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Apart from the listed colors, the logo can only be used in white.



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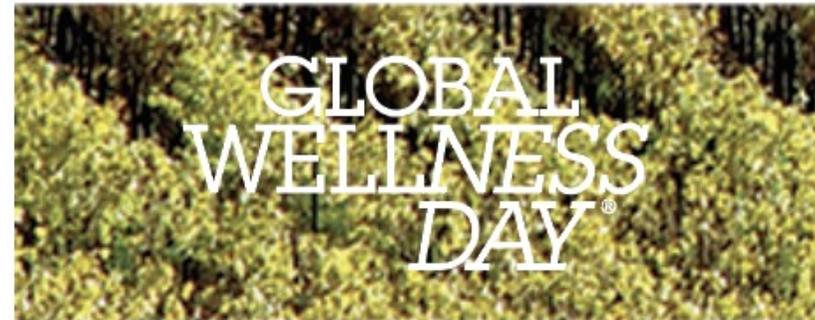
GLOBAL
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Effects such as contouring, shading and gradation should not be used on the logo.

Improper Use of Logo



The logo should be distinguished from the background.



The background used for the logo should not have any complex colors or patterns.

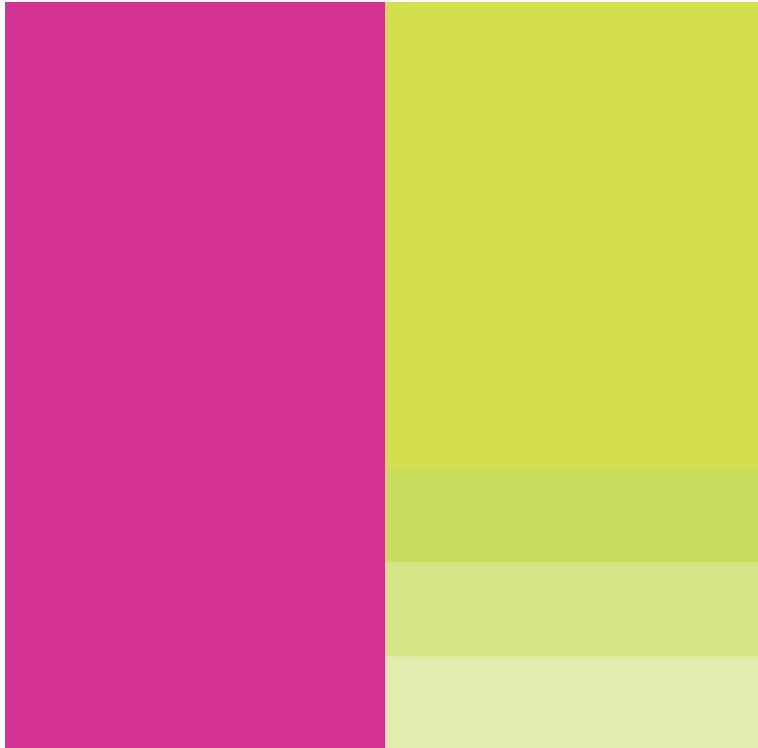
04

Logo Color Palette

Main Colors

Pantone 225C
C:12 M:93 Y:0 K:0
R:213 G:51 B:147

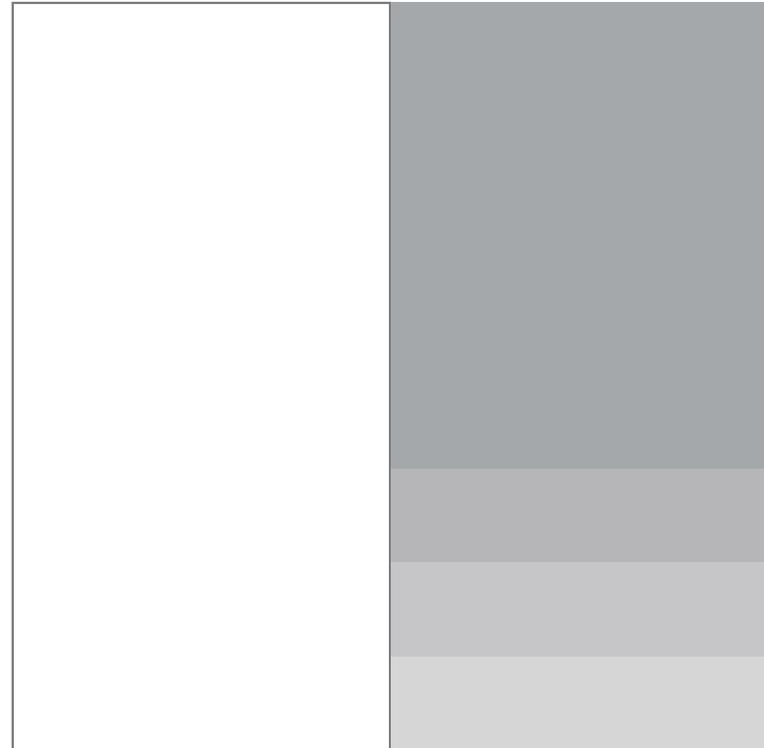
Pantone 389C
C:21 M:0 Y:85 K:0
R:211 G:223 B:78



Text Colors

C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Pantone Cool Gray 6C
C:16 M:11 Y:11 K:27
R:164 G:167 B:169





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 porttitor ac eu massa. Quisque convallis suscipit risus sit amet luctus.

Lorem ipsum dolor sit amet.

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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.

Lorem ipsum dolor sit amet.

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*“One day, can change
your whole life!”*

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Turkey's Gift to the World
GLOBAL WELLNESS DAY

Saturday, June 13, 2026

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.

7 Continents **170+** Countries

 /globalwellnessday
 /wellness_day
 /globalwellnessday

"One day, can change your whole life!" www.globalwellnessday.org

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09

Company Logo Placement Sample

Turkey's Gift to the World
GLOBAL WELLNESS DAY
Saturday, June 13, 2026

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.

7 Continents **170+** Countries

Sleep at 10:00 PM.

Walk for an hour.

Have a family dinner with your loved ones.

Drink more water.

Do a good deed.

Don't use plastic bottles.

Eat healthy food.

COMPANY LOGO

"One day, can change your whole life!"

www.globalwellnessday.org

f /globalwellnessday
x /wellness_day
@ /globalwellnessday

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10 GWD Envelope



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

11 GWD Envelope



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

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12 GWD Letterhead



#globalwellnessday f/globalwellnessday x/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

13 GWD Paddle



www.globalwellnessday.org
#globalwellnessday @globalwellnessday
f globalwellnessday x @wellness_day

FRONT



Country's Language

www.globalwellnessday.org
#globalwellnessday @globalwellnessday
f globalwellnessday x @wellness_day

BACK

Features

Double Color
Color: Magenta + Pantone 225c
23 x 23 cm
Photo Block Print
Special Cut

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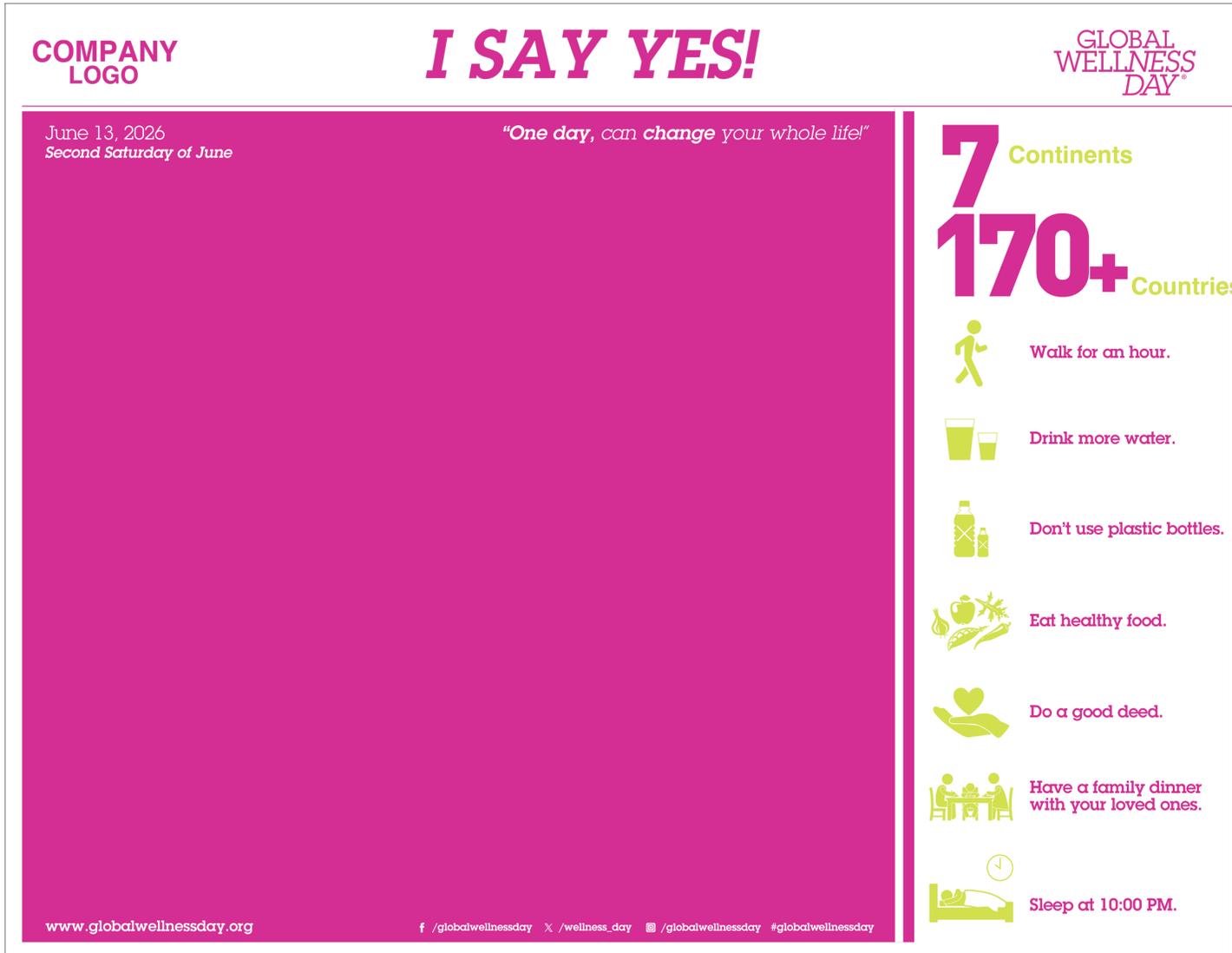
14 GWD Mug



Features
Mug Color: Magenta

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15 GWD Placemat



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

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16 GWD T-shirt



- Features**
- T-shirt
 - Color: Magenta
 - Single color
 - Heat-based Press Print

[Click to download](#)

17 GWD Vest



Features
Vest
Color: Magenta
Single Color
Heat-based Press Print

[Click to download](#)

18

GWD Long Sleeve Solid Fleece Pullover



Features

Color: Magenta
Single Color
Heat-based Press Print

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19 GWD Raincoat



Features

Magenta & White raincoat
Front Logo Print Area: 13 cm
Back Logo Print Area: 25 cm
Single Color heat-based Press Print

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20 GWD Volunteer Vest



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 or White

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21 GWD Lunch Box



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

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22 GWD Entrance Branding

GLOBAL WELLNESS DAY

COMPANY LOGO

"One day, can change your whole life!"

www.globalwellnessday.org

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23 GWD Bag



Features
45 x 38 cm
Cloth material: Linen/Cotton

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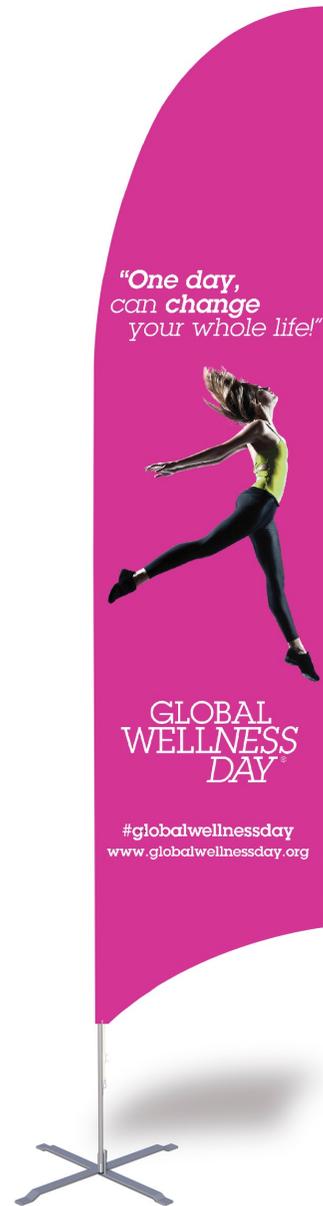
24 GWD Roll-up



Features
85 x 200 cm

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25 GWD Tear Drop Flags



Features
85 x 200 cm

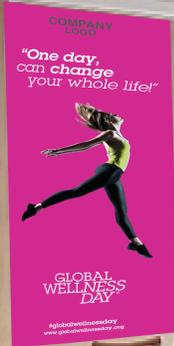
[Click to download](#)

26

GWD Flag Pole



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28
GWD Banner

4x

A horizontal banner with a white background and magenta borders at the top and bottom. At the top, a magenta bar contains the website and hashtag. The main area features a quote in a magenta script font on the left and the Global Wellness Day logo on the right. The logo consists of the words 'GLOBAL WELLNESS DAY' stacked vertically in a magenta sans-serif font, with a registered trademark symbol.

www.globalwellnessday.org #globalwellnessday

*“One day,
can change
your whole life!”*

GLOBAL
WELLNESS
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x

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29 GWD Save the Date



Features
1000 x 1000 px

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30 GWD Cut-Out



Features

- Color: Magenta
- Double Colored Photo Block
- Custom Cut
- 120 x 70 cm

[Click to download](#)

31 GWD Photo Wall



[Click to download](#)

32
GWD USB



Features

Logo Print Area 4 cm
Laser Carving

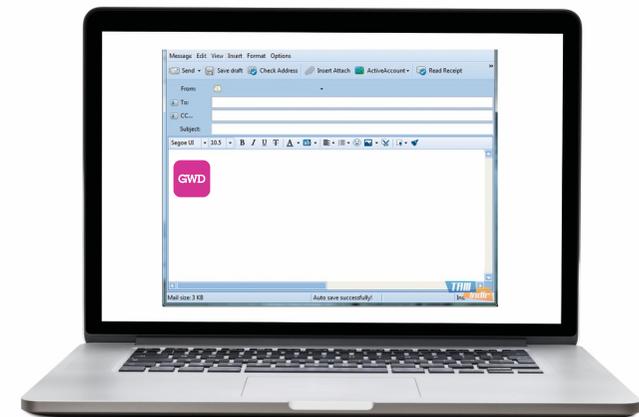
[Click to download](#)

33
GWD Icons

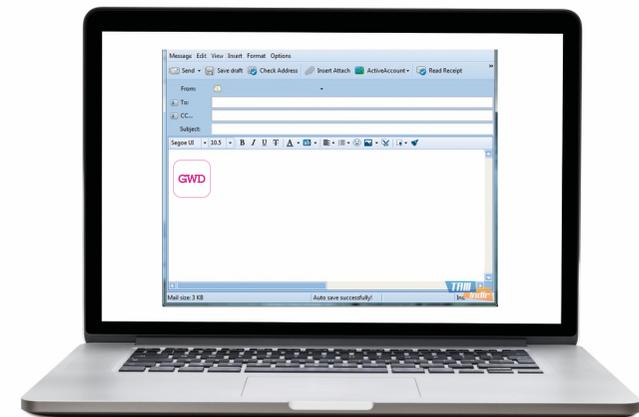
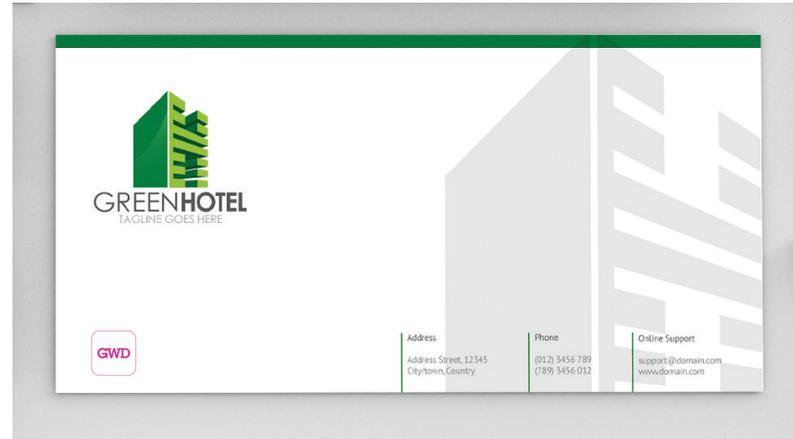


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GWD Icons



GWD Icons



34 GWD Certificate of Appreciation for Sponsors



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

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www.globalwellnessday.org

For further information please contact Deniz Yücel, GWD Communications Executive

deniz.yucel@globalwellnessday.org