



WELLBEING YOUR POTENTIAL  
LOGO & BRAND GUIDELINES

## 1 - LOGO VARIATIONS

- 1.1. Logo Horizontal version
- 1.2. Symbol Variation 1 and 2
- 1.3. Logo Color Variations
- 1.4. Clear Space
- 1.5. Logo colors

## 2 - BRAND GUIDELINES

- 2.1. Brand Typography
- 2.2. Brand Color Palette
- 2.3. Brand Services Icons
- 2.4. Brand Imagery



## 1.1 Logo - Horizontal Version



wellbeing  
your potential

The logo features the word "wellbeing" in a bold, orange, sans-serif font. Below it, the words "your potential" are written in a smaller, grey, sans-serif font. The entire logo is centered on a white background.

Colored version for white/light background



wellbeing  
your potential

The logo features the word "wellbeing" in a bold, white, sans-serif font. Below it, the words "your potential" are written in a smaller, white, sans-serif font. The entire logo is centered on a dark blue background.

The white version is recommended with dark background pictures

## 1.2 Logo - Symbol Variation 1



Colored version for white and dark background

## 1.2 Logo - Symbol Variation 2

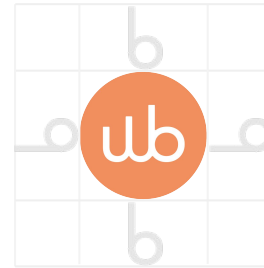
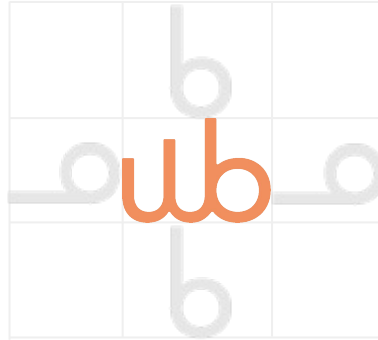


Colored version for white and dark background

## 1.3 Clear Space

To maintain the integrity of the WYP logo, a minimum amount of clear space should always be maintained around the logo.

This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.



## 1.4 Logo Colors

ORANGE  
HEX #F18E5F

DARK GREY  
HEX #3E4D57

wellbeing  
your potential

wb







We deliver practical and result-oriented wellbeing interventions.

Our services are evidence-based, drawing on scientific research and corporate experiences. They cover a wide array of wellbeing themes.

[Learn more about our Services](#) →

---

**Montserrat**  
Size: 35px  
Weight: 400 Normal

---

**Assistant**  
Size: 18px  
Weight: 700 Bold / 400 Normal

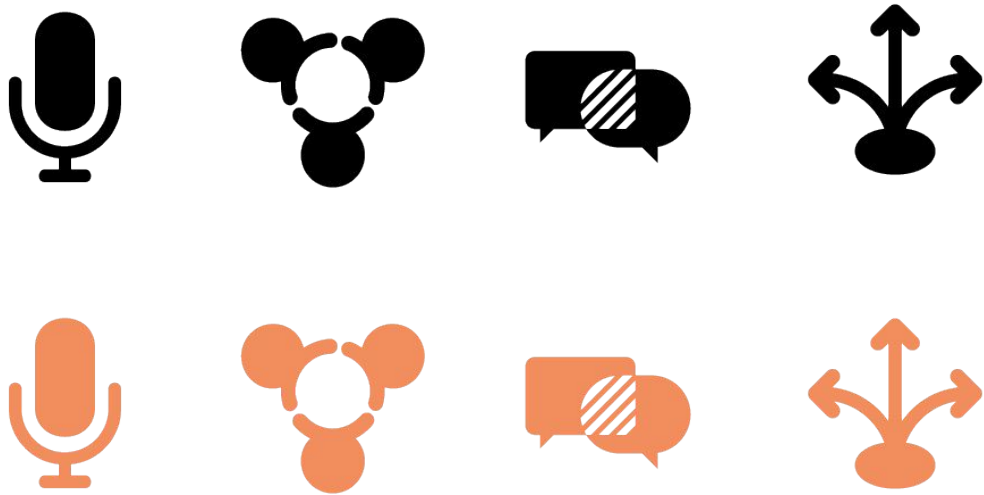
---

**Montserrat**  
Size: 15px  
Weight: 500 Medium

## 2.2 Brand Color Palette



2.2 Brand Services icons



2.3 Brand Imagery





## 2.3 Brand Imagery

