

GLOBAL
WELLNESS
DAY®

Branding and Visual
Identity Guideline

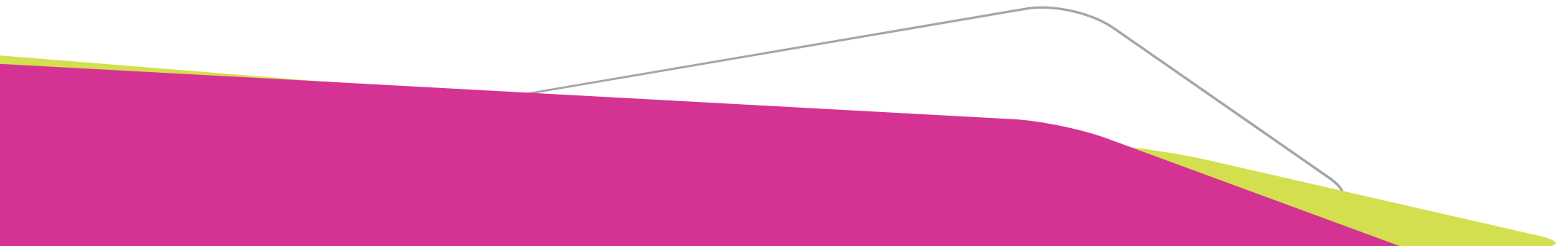
2024



CONTENT

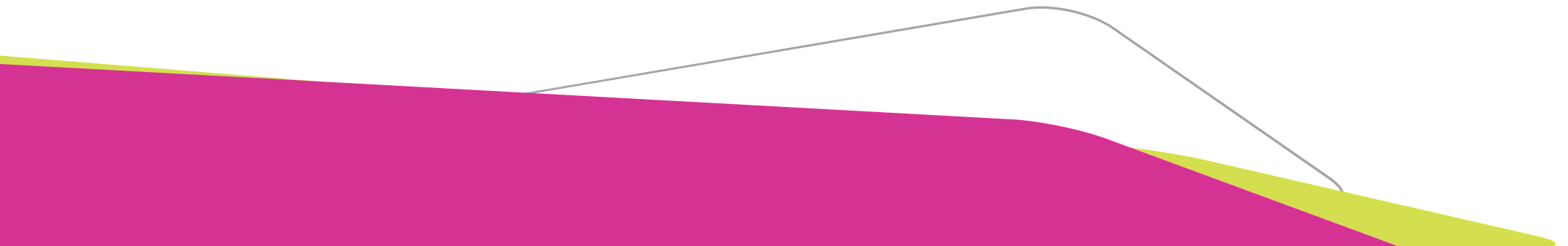
The package you are currently looking through is a guide which lays out the corporate identity standards for **GLOBAL WELLNESS DAY**, a branded special day. The purpose of this package is to provide guidance for brands which would like to support **GLOBAL WELLNESS DAY** regarding graphic design and production,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



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



THE LOGO SHOULD BE DISTINGUISHED FROM THE BACKGROUND.

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

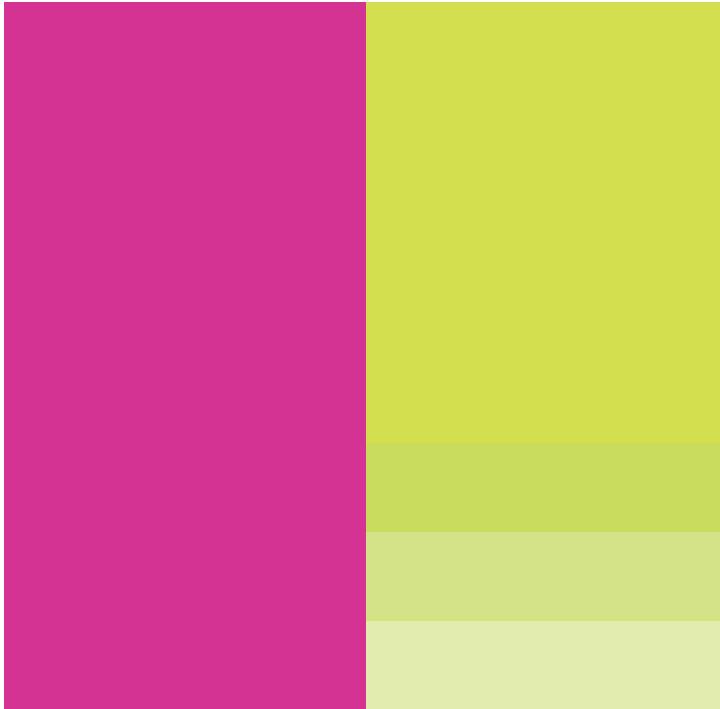


THE BACKGROUND USED FOR THE LOGO SHOULD NOT HAVE ANY COMPLEX COLORS OR PATTERNS.

Main Colors

PANTONE 225C
C12 M93 Y0 KO
R213 G51 B147

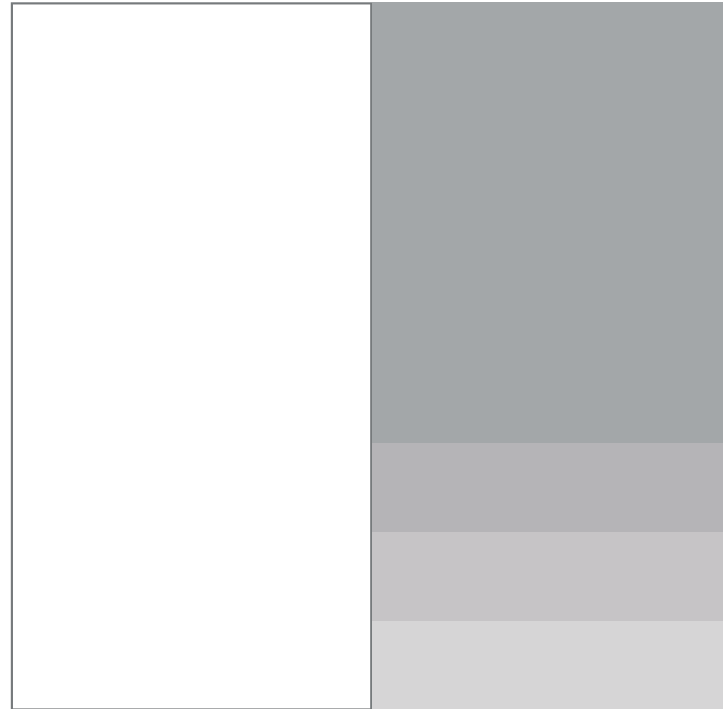
PANTONE 389C
C21 M0 Y85 KO
R211 G223 B78



Text Colors

C0 M0 Y0 KO
R255 G255 B255

PANTONE COOL GRAY 6C
C16 M11 Y11 K27
R164 G167 B169





LUBALIN GRAPH

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Lorem ipsum dolor sit amet.

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HELVETICA LT PRO FAMILY

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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 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.



f /globalwellnessday
t /wellness_day
@ /globalwellnessday

"One day, can change your whole life!"

www.globalwellnessday.org

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**COMPANY
LOGO**

"One day, can **change** your whole life!"

f /globalwellnessday
/wellness_day
@ /globalwellnessday

www.globalwellnessday.org

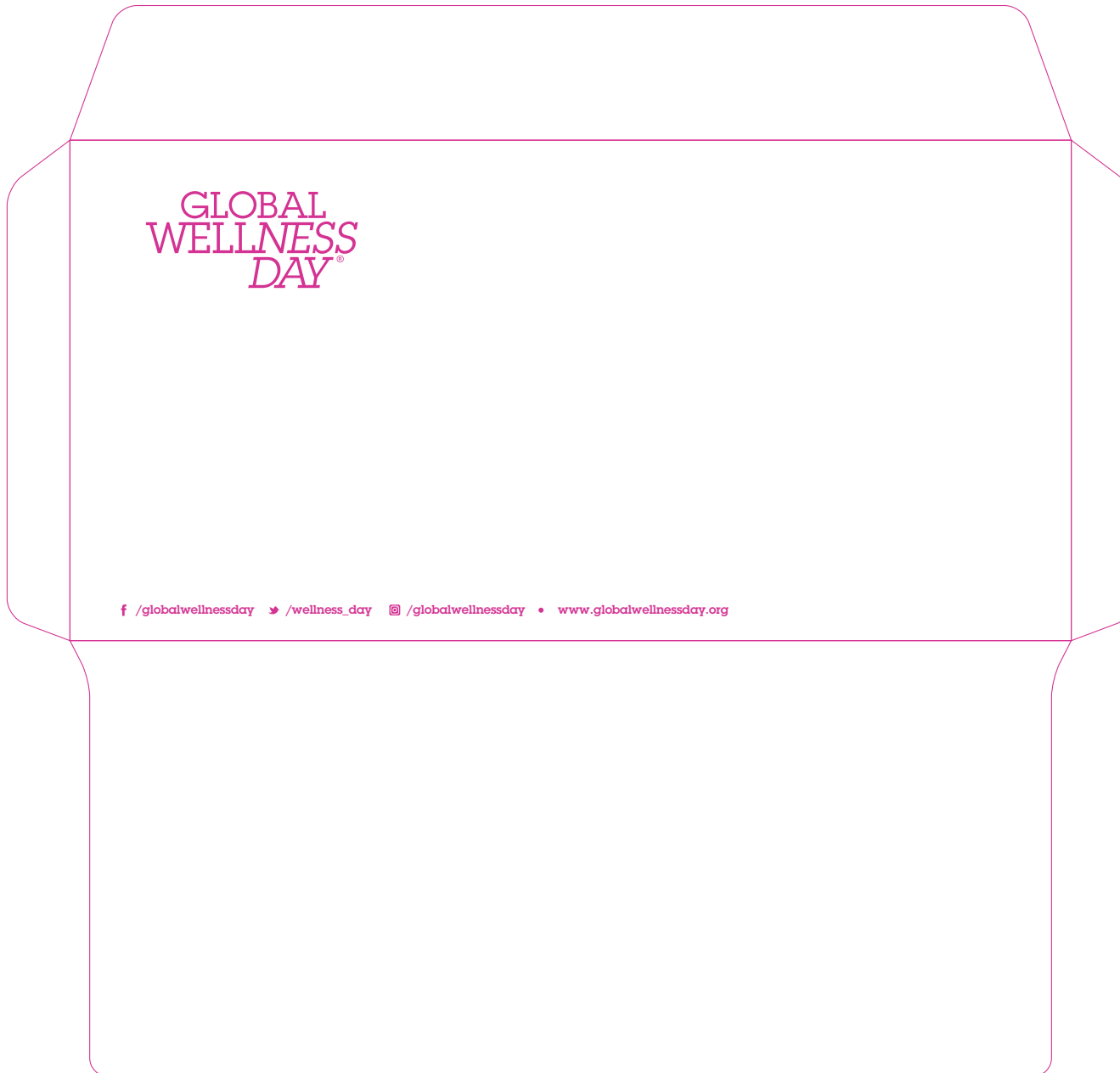
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Features

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

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Features

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

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

Features

Single Color Print

Color: Magenta

21 x 29.7 cm

100 gr First Quality Pulp

Regular Cut

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Front



Back

Country's Language

Features

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

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Features

Mug Color: Magenta

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COMPANY
LOGO

I SAY YES!

GLOBAL
WELLNESS
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Saturday, June 8, 2024

"One day, can change your whole life!"

7 Continents
170 Countries



Walk for an hour.



Drink more water.



Don't use plastic bottles.



Eat healthy food.



Do a good deed.



Have a family dinner
with your loved ones.



Sleep at 10:00 PM.

www.globalwellnessday.org

f /globalwellnessday ▶ /wellness_day @ /globalwellnessday #globalwellnessday

Features

Color 2 Print

Magenta + Pantone 389C

46 x 35 cm

250 gr Matt Coated Paper

Click to download



Features

T-shirt

Color: Magenta

Single Color Heat based Press Print

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Features

Vest

Color: Magenta

Single Color

Heat based Press Print

[Click to download](#)



Features

Color: Magenta

Single Color Heat based Press Print

[Click to download](#)



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

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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

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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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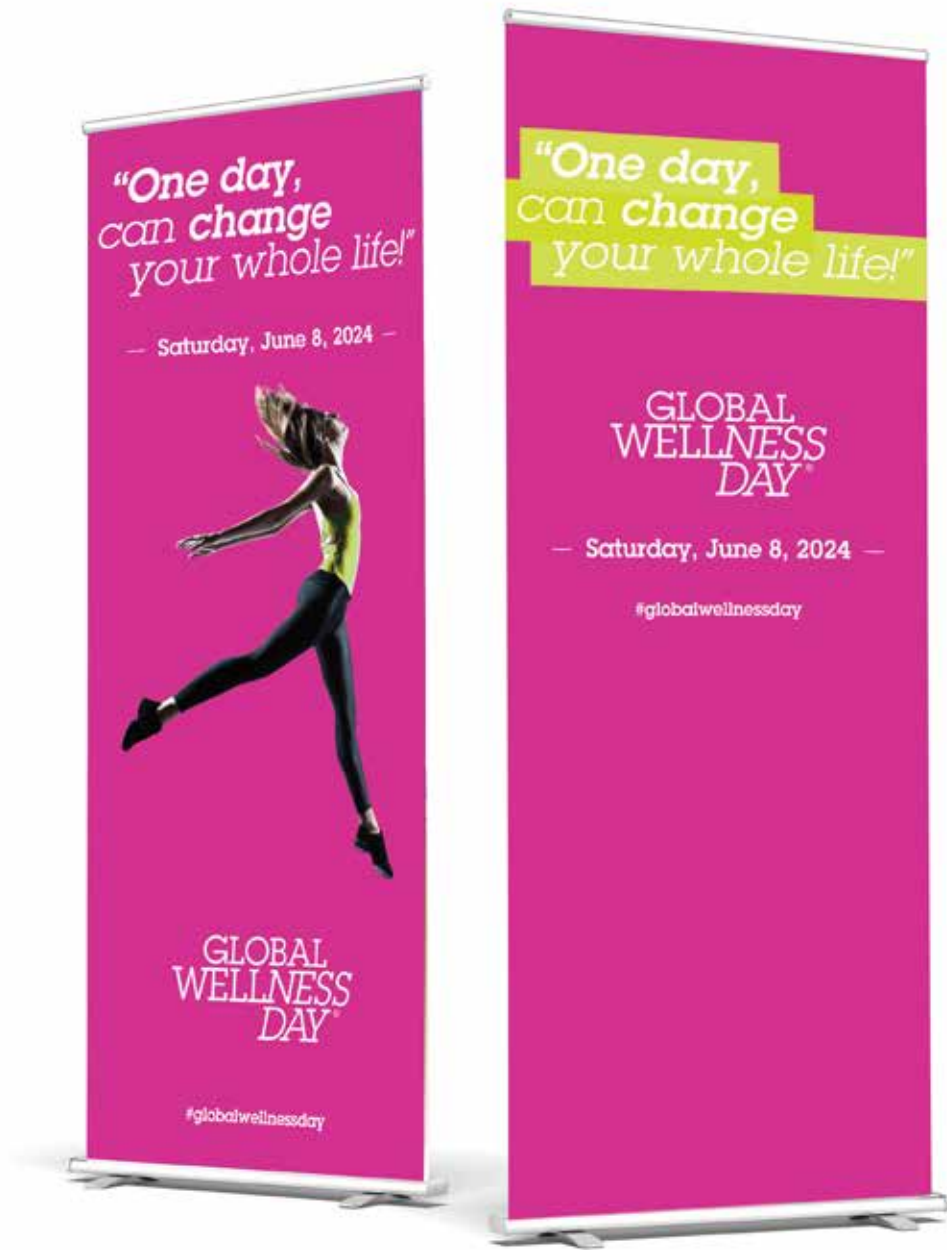


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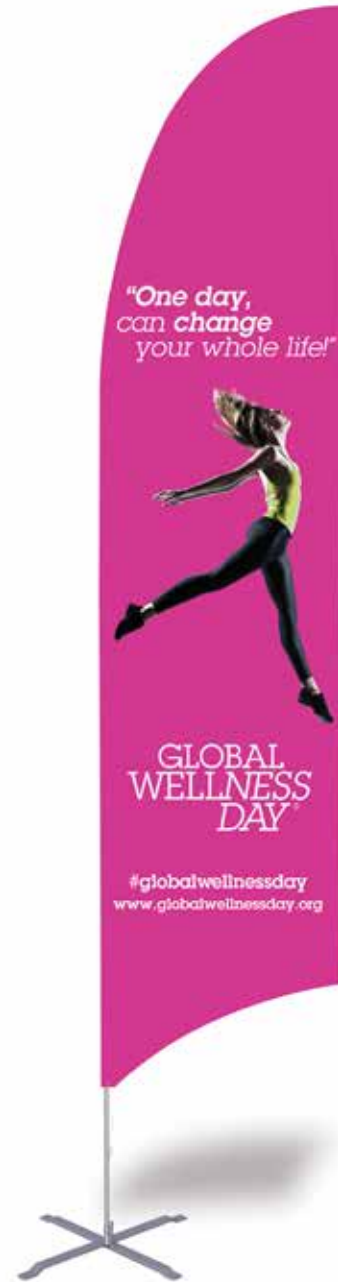
Features
45x38 cm
Cloth material: Linen/Cotton

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Features
85x200 cm

[Click to download](#)



Features
85x200 cm

[Click to download](#)



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4x

www.globalwellnessday.org #globalwellnessday

*"One day, can change
your whole life!"*

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x

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Features
1000 x 1000 px

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Features

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

[Click to download](#)



[Click to download](#)



Features

Logo print area 4 cm

Laser Carving

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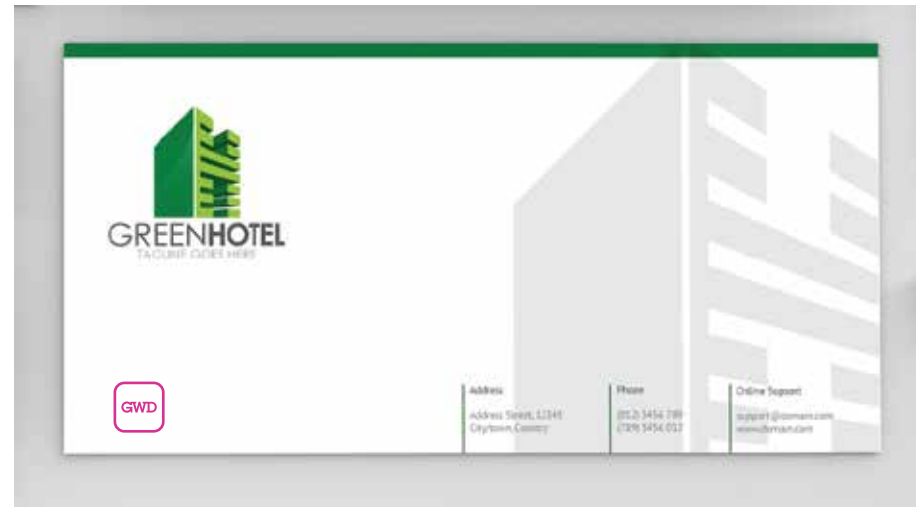


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The Certificate of Appreciation is prepared to be presented to the Sponsor brands by GWD Ambassadors to thank them for their support.

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your whole life!"*

www.globalwellnessday.org

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

deniz.yucel@globalwellnessday.org