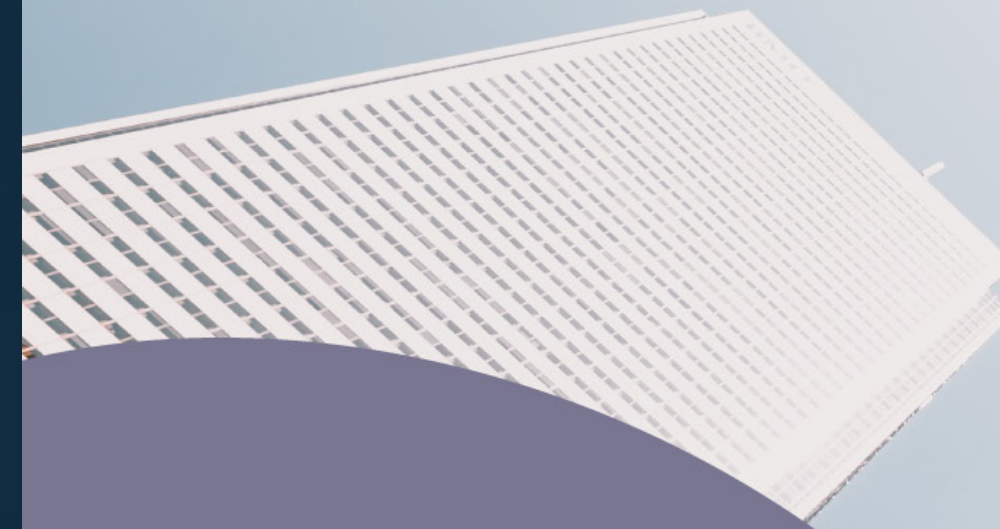

Visual Brand Guidelines



Introduction

At the International WELL Building Institute we aim to inspire and empower communities so that they have the knowledge and the resources to drive our vision forward. An important part of this is presenting a clear and consistent brand proposition.

IWBI's visual identity is bold and bright. As a champion of health and well-being for all, we take a warm, authentic approach that embraces simplicity. The brand provides elegant solutions that feel practical and empowering.

These guidelines have been created to help you in successfully applying the brand and upholding these standards. Together, we are WELL.

**People-first
places for
everyone,
everywhere.**

IWBI's brand and marks should only be used with authorization. No trademark, certification mark, name or logo (together, the "marks") or any other content of IWBI may be used without IWBI's prior written consent. While this guide generally outlines proper usage of the marks and other proprietary content in certain limited ways by authorized parties, IWBI retains the right to revoke any such permission to use its marks and content in its sole discretion. Any unauthorized use of an IWBI mark or proprietary content or materials may result in legal or other further action.

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Main Logo

The International WELL Building Institute (IWBI) logo is formed by a series of seven concentric ring segments representing the seven concepts of the original WELL Building Standard™ (WELL™).



Main logo display

There are two versions of the IWBI logo in white and grey that can be used interchangeably, depending on the platform, background color or imagery. The wordmark is only to be used within the logo and should not be replicated in the IWBI fonts.



White logo on blue - preferred usage



Grey logo - should be used on a white or light-colored background only



Logo over image - darken space behind logo for legibility



Stretch/transform - **Do not** stretch the logo or rotate in any direction.



Legibility - **Do not** use logo over busy photograph



Colors - **Do not** change logo colors, only for use in grey and white

WELL Wordmark

The WELL or We are WELL wordmarks can be used on marketing and promotional materials in place of the IWBI logo when legibility is compromised. The We are WELL mark is typically used when people or community is a focal point. WELL marks can be used in grey and white only.

Main

WELL

Alternate

**WE ARE
WELL**

WELL

WELL Rings

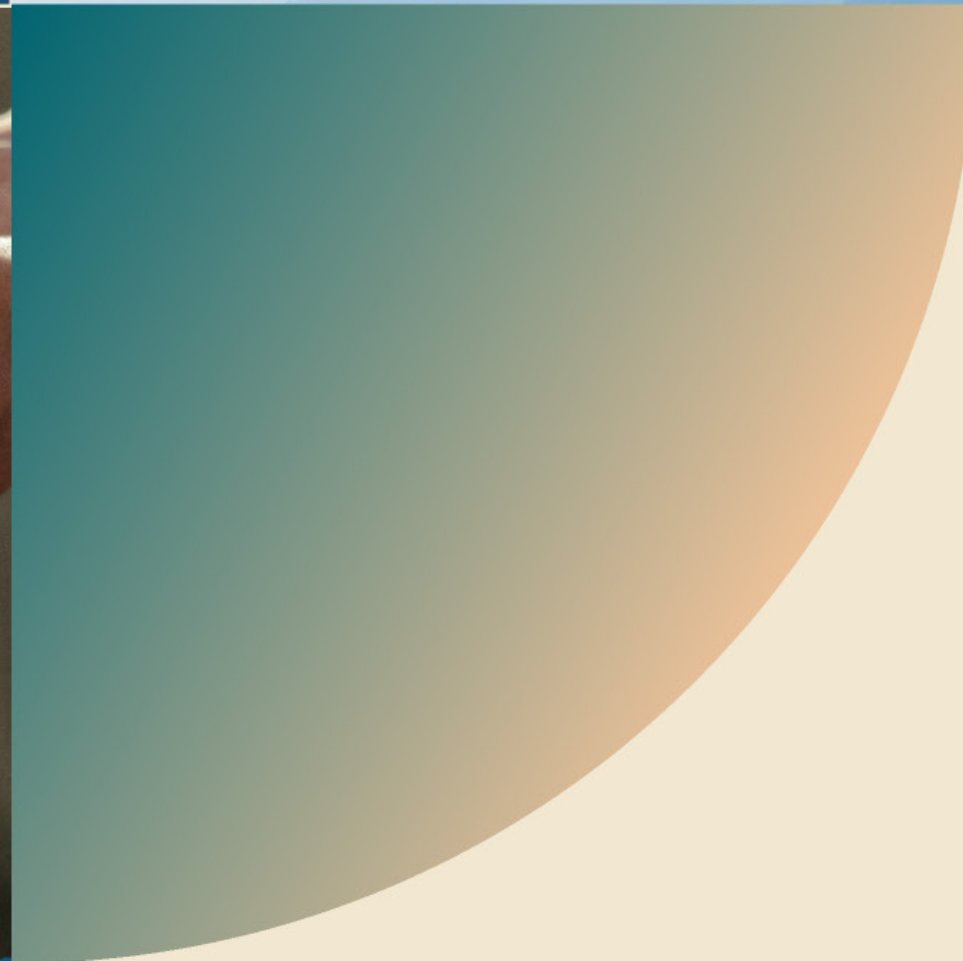
The International WELL Building Institute (IWBI) logo is formed of seven concentric rings that represent the seven concepts of the original WELL Building Standard (WELL). The rings can be used independently (as shown) on branded marketing and promotional materials and the opacity altered as needed. Otherwise, the design should not be changed in any way.



WELL

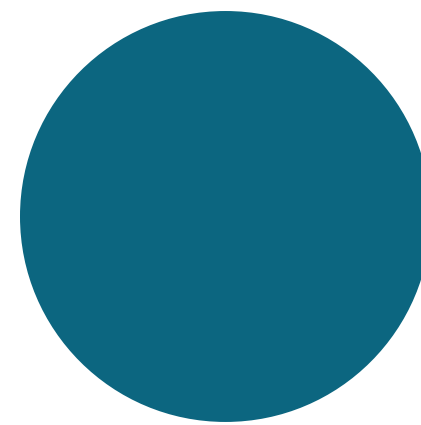


WE ARE
WELL

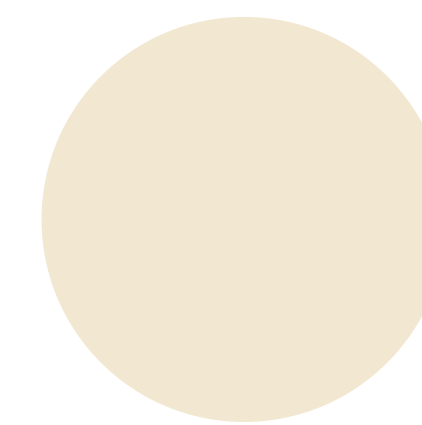


Colors

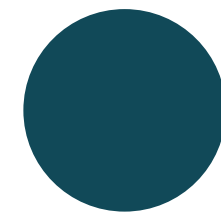
IWBI's core color palette unites the brand across content and channels. Blue is the cornerstone of the color palette and expresses trust, honesty and dependability.



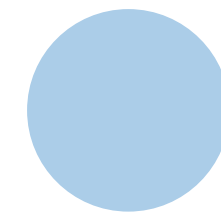
Main WELL Blue
C95 M15 Y32 K4
R56 G143 B166
#388fa6



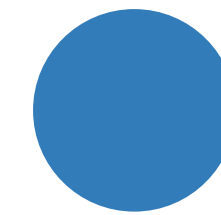
Neutrals
C4 M9 Y19 K0
R242 G232 B209
#f2e8d1



C82 Y36 M45 K59
R18 G66 B74
#2b4044



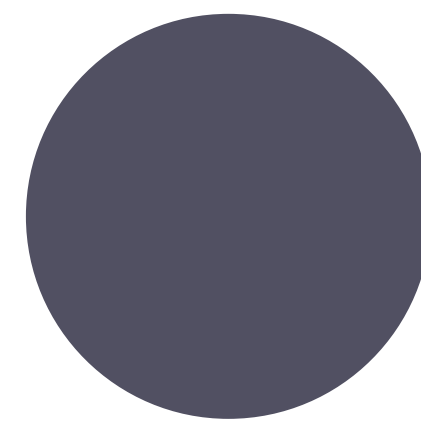
C44 M5 Y5 K0
R171 G205 B232
#abcde8



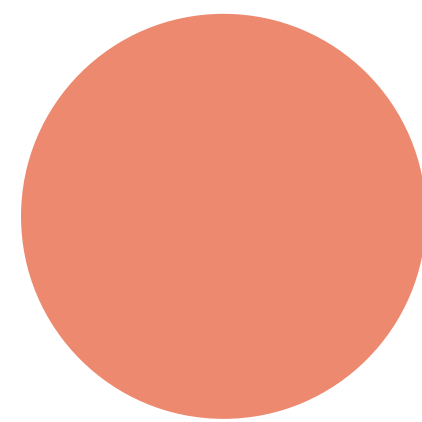
C97 M33 Y6 K4
R50 G124 B185
#327cb9



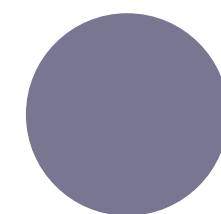
C10 M8 Y10 K0
R232 G229 B224
#e8e5e0



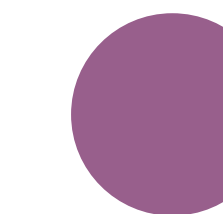
Warm Grey
C63 M51 Y28 K39
R81 G80 B98
#515062



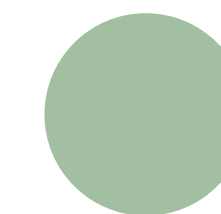
Main accent
C0 M55 Y52 K0
R237 G137 B111
#1d5e6f



C53 M44 Y16 K16
R121 G118 B145
#797691



C35 M70 Y10 K5
R152 G95 B140
#985f8c



C44 M8 Y43 K3
R163 G191 B161
#a3bfa1

Gradients

Gradients are provided for both web and marketing use, combining colors for a seamless brand experience.



- #1c5e70
- #a3bfa1



- #1c5e70
- #edc299



- #12424a
- #388fa6



- #327cb9
- #985f8c



- #1e4f73
- #112a3f



- #112a3f
- #ffffff

Fonts

FT Made is packed with the most personality in the WELL brand ecosystem. We use FT Made on headers and text that requires an infusion of personality.

Mazzard M is the base type that WELL will come to be associated with. WELL Product will use Mazzard M Bold for the WELL, structural all-cap headers, large bold headlines.

Mazzard M Regular is the most used typeface for the WELL brand. It is used for subheaders, search & field entry text, and body text.

FT Made

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Mazzard M Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

Mazzard M Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Web hierarchy

Visual hierarchy is used to improve user experience by establishing clear navigation. We use the following structure on the IWBI website.

H1
Lead with WELL

FT MADE 400; 80PX / 96 PX; 0.02EM

H2
Health is an imperative for organizations everywhere.

FT MADE 400; 34PX / 44 PX;

BODY XL
WELL is an [evidence-based roadmap](#) to verify your commitment.

MAZZARD SOFT M 300; 28PX / 44 PX;

BODY L
body text sized at 22px is the general base type

MAZZARD SOFT M 300; 22PX / 28 PX;

BASE
Forms and buttons are sized at 18px

MAZZARD SOFT M 600; 18PX / 20 PX;

BODY SM
body text sized at 16 is only used sparingly

MAZZARD SOFT M 500; 16PX / 16 PX;

HYPERLINK
Example of a [hyperlink text string](#) to show change.

MAZZARD SOFT M 500; 28PX / 44 PX;

CAPTION
THIS IS CAPTION TEXT

MAZZARD SOFT M 600; 18PX / 24 PX; 0.04EM

WELL

Iconography

For web icons, use the web palette for vibrant contrast. Use the simple icons for marketing and promotional collateral. Keep stroke weight even across all icons- 1pt for web and 2pt for the simpler icons.

Web:



Simple:

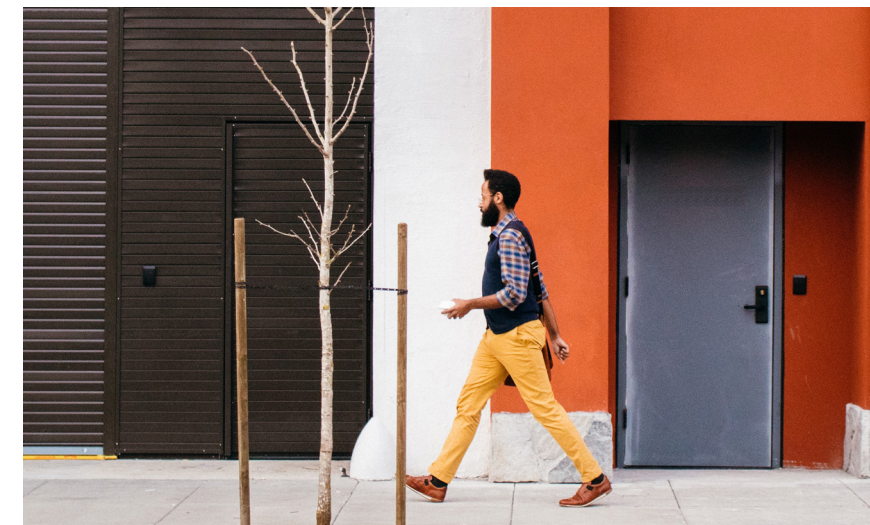


Photography

Photography should be authentic and inspirational, showing diverse people from all walks of life. Use artful, stylized photos with clean lines and creative compositions. Spaces are open, modern and light. When possible, choose stock that relates back to the IWBI color palette.

Simple

Clean, uncluttered, open compositions



Immersive

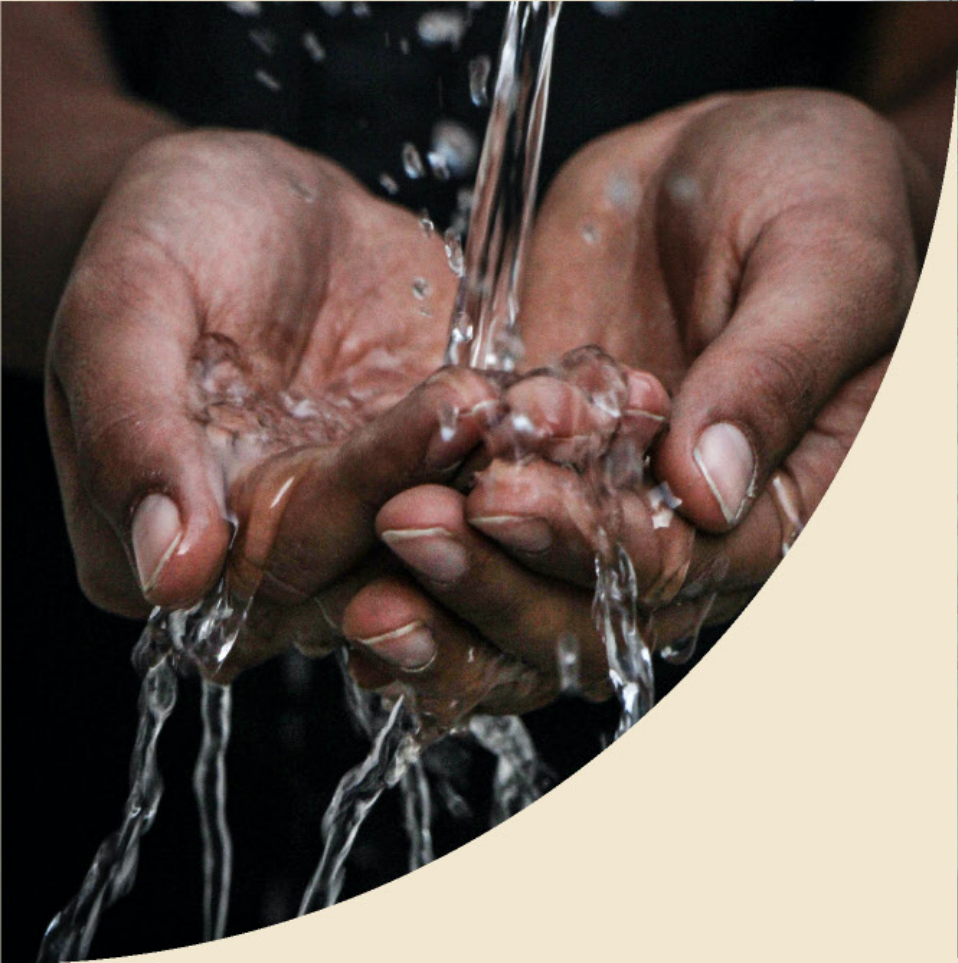
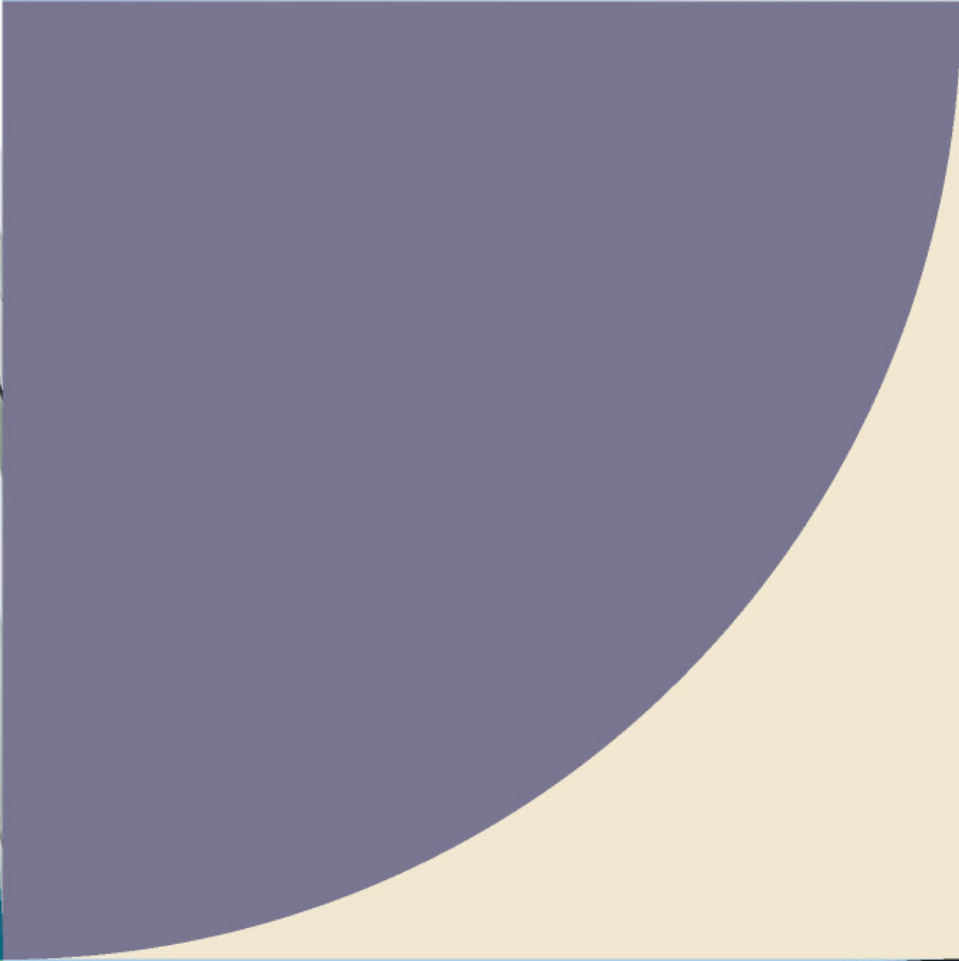
Uplifting spaces that invite people to be a part of the movement



Unexpected

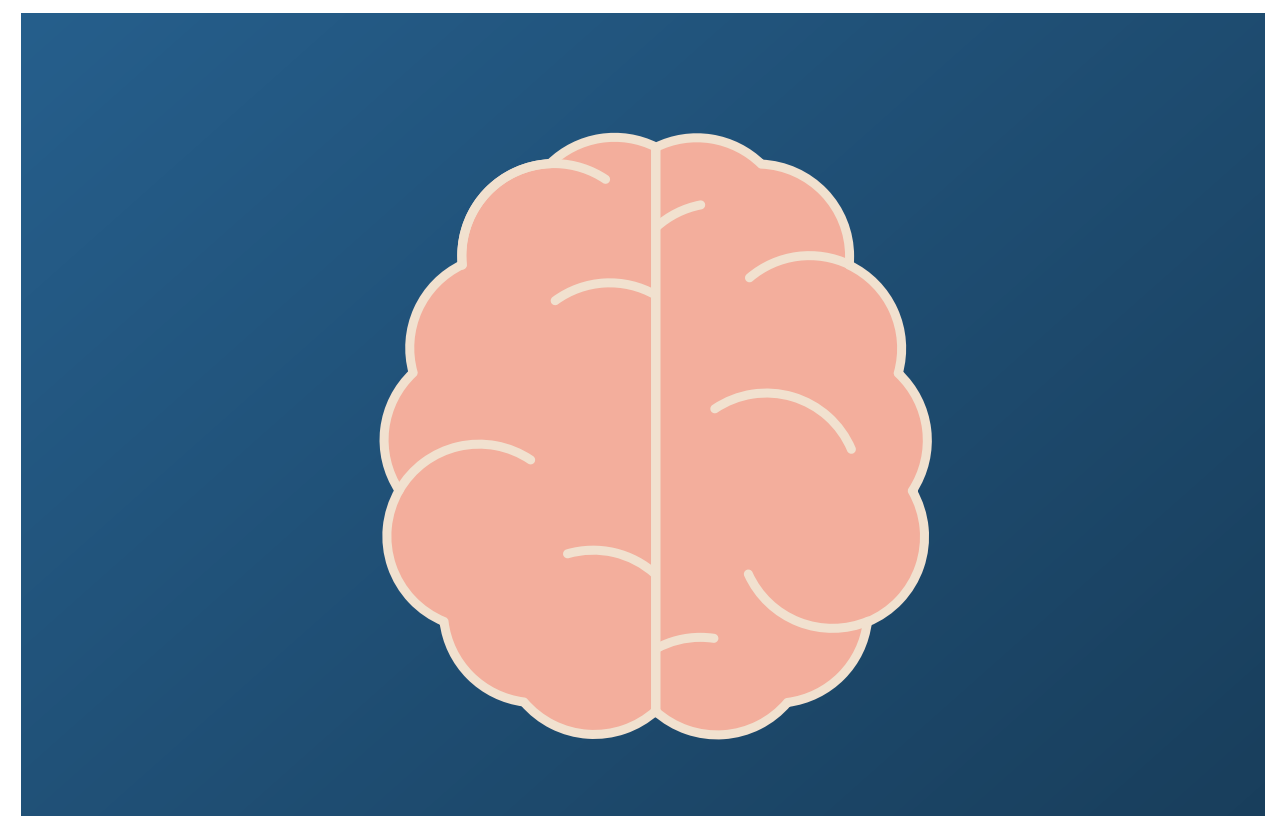
Different perspectives, exploring interesting angles and abstract textures





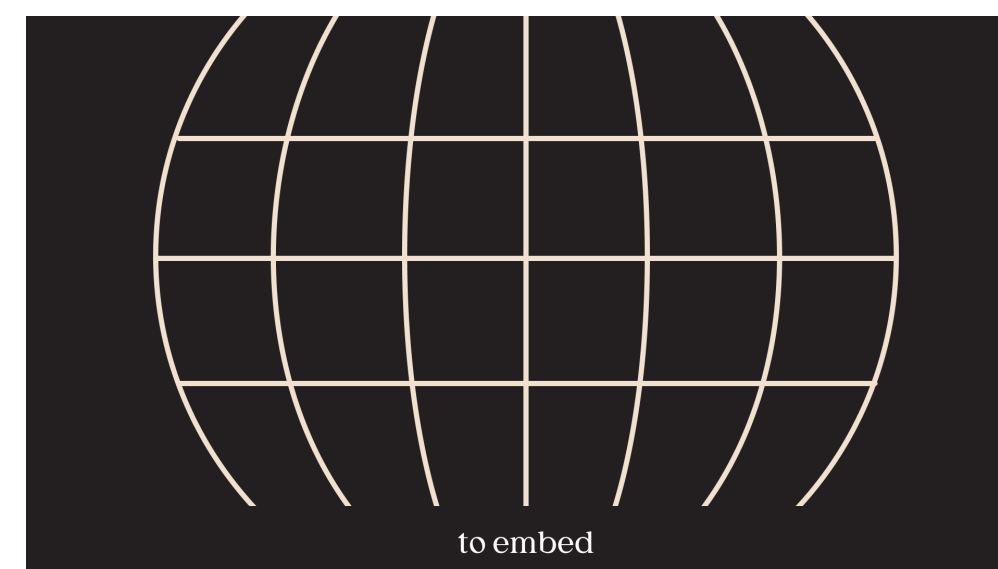
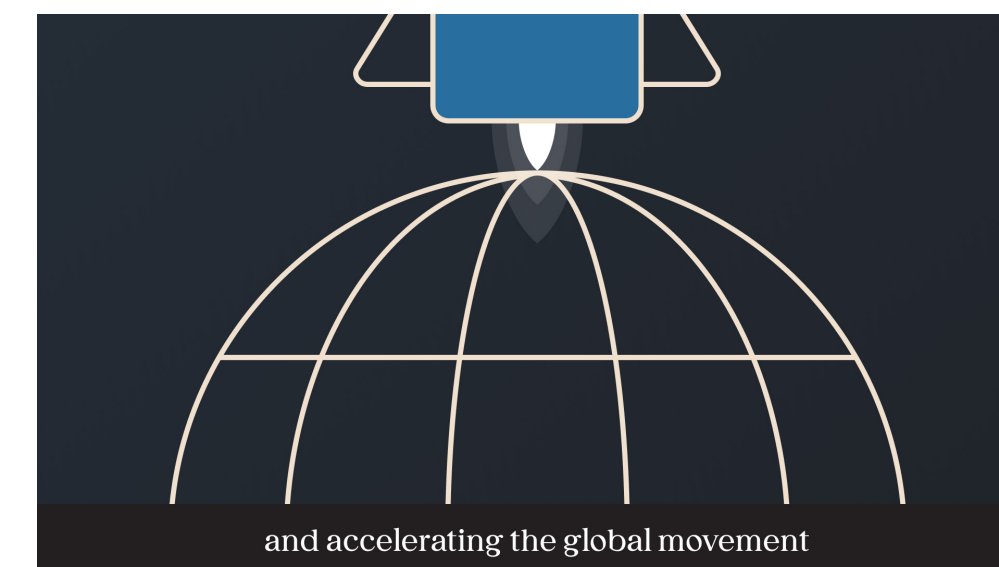
Illustration

Illustration is minimalistic and diagrammatic - using thin, clean lines to form simple shapes. Width of the line stroke remains consistent throughout. Photography, video and illustration are often juxtaposed within shapes that help to connect vision and purpose and communicate the broader narrative.



Video

Video content is tailored depending on the audience, channel and objective. Stylistically, videos are a blend of illustration and human-centric storytelling. Videos should celebrate connection and community, with a strong underlying narrative that captures the essence of people-first places around the world.





For questions or comments,
Please contact colleen.bialecki@wellcertified.com

International WELL Building Institute, IWBI, the WELL Building Standard, WELL v2, WELL Certified, WELL AP, WELL Score, The WELL Conference, We Are WELL, the WELL Community Standard, WELL Health-Safety Rating, WELL Health-Safety Rated, WELL Equity Rated, WELL Performance Rated, WELL Enterprise Provider, WELL EP, WELL and others, and their related logos are trademarks or certification marks of International WELL Building Institute in the United States and other countries.