



# BRAND BOOK 2022

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# ABOUT WWW

World Wellness Weekend is a GLOBAL event with LOCAL activities. During this 3-day event, fitness, beauty, sports, and tourism professionals open their doors to organize experiential, fun, and free activities both indoors and outdoors to raise awareness of the benefits of healthy lifestyles.

Aligned with the 3rd SDG of the UNITED NATIONS (Good Health and Wellbeing for All), World Wellness Weekend was launched in 2017 and has grown into a planetary event in over 130 countries.



**Venues**



**Cities**



**countries**

**Add your venue today on the World Wellness Map.  
Include your city in our ever-growing movement.**



## PURPOSE OF THE BRAND BOOK

This Brand Book gives the guidelines and guidance for participating venues and groups to showcase a coherent and united front when communicating through their platforms.

The Brand Book covers everything from logos to fonts and color schemes that will help with designing your own promotional materials to announce your participation and showcase your activities.

# LOGO

**Our logo symbolizes a person jumping forward as a symbol of vitality.  
Arms are raised to the sky as a sign of victory when reaching a goal!**

The head is an open circle,  
welcoming new ideas,  
new experiences.



Arms are in the shape of a W, and  
legs in the shape of an inverted W

World  
Wellness  
Weekend

Arms and legs  
mirror each other,  
creating a space  
for the abdomen,  
the 2nd brain.

With 3 Ws, World Wellness Weekend  
is also mentioned as WWW.

[click to get the logo](#)

# TYPOGRAPHIC

## Font Information

Sanzibar Pro Regular

Version 1.002

Open Type Font

Creator: James Marsh

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### Text Sample

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

the quick brown fox jumps over the lazy dog

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[click to get the fonts](#)

# OFFICIAL COLOURS

primary colour



#43bec4



#0aadc9



#91d3d3

secondary colour



#9ad6d5



#d7e2e7

# WELFIE-WELLNESS SELFIE

Our Welfies are a Wellness upgrade to the popular selfies.

Participants use their hands (palms forward) with 2 fingers (do not show nails), arms, legs, to represent 2 Vs connected in a W, as the international symbol for Wellness.

The 1st V represents the Victory of the mind  
The 2nd, the Victory of the Body.

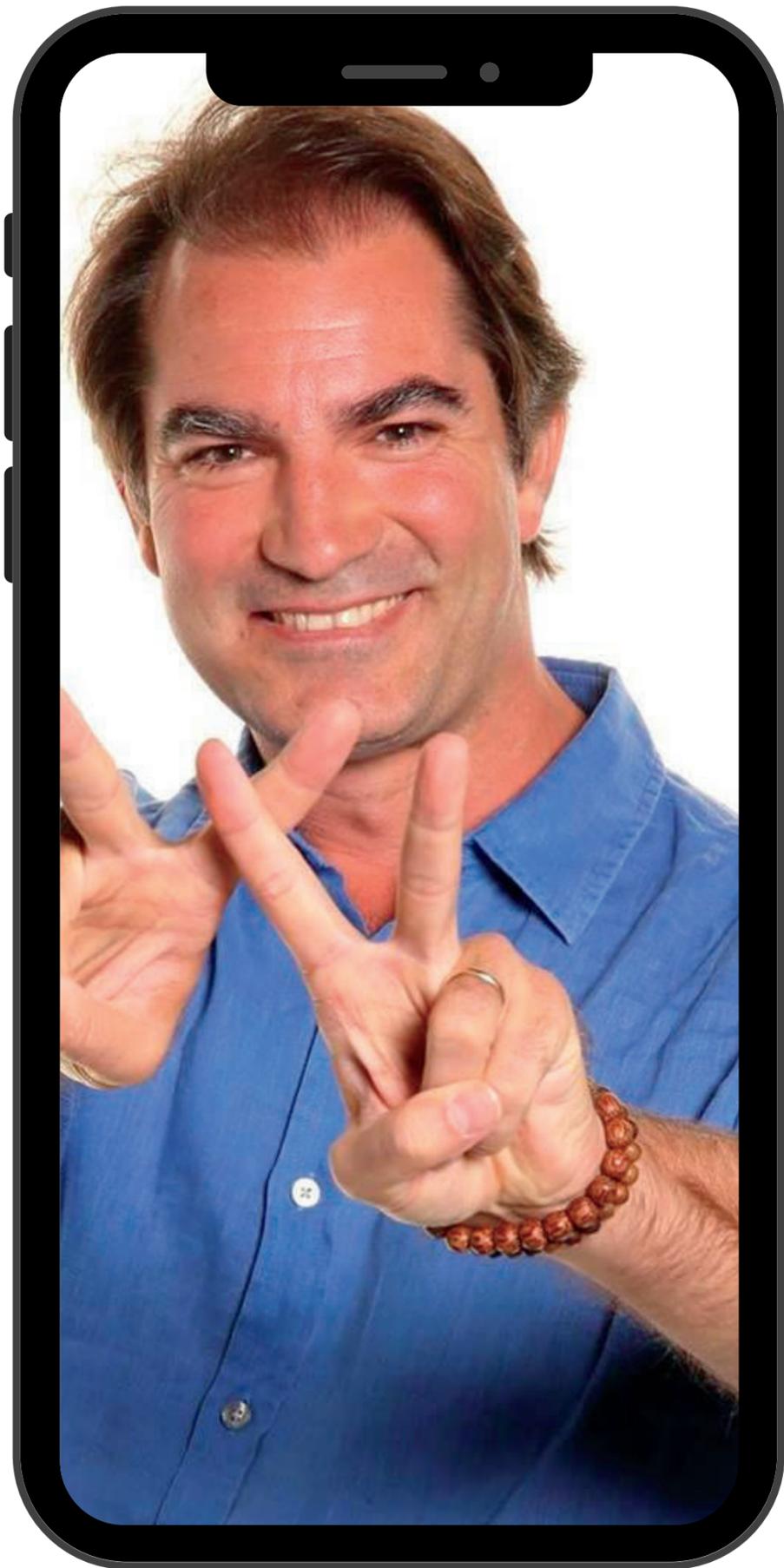
When body & mind are connected, you can get Wellness.

It is also the answer to "How do you feel?"

Very (one hand), Very (the other hand), Well (2 Vs joining).



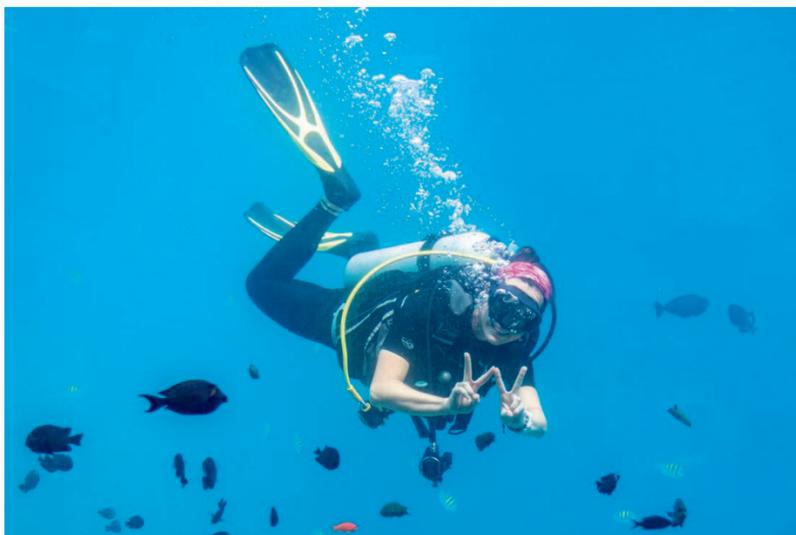
[click to download our WELFIE EMOJI](#)



# WELFIE - EXAMPLES



## SOLO



## DUO WELLNESS BUDDIES



## GROUPS



# NOT A WELFIE



Palms should be facing, not showing nails.



# 5 PILLARS OF WELLNESS

**World Wellness Weekend promotes 5 Pillars  
to achieve richer fuller lives  
through consistent & sustainable Wellness-driven lifestyles.**



Sleep &  
Creativity



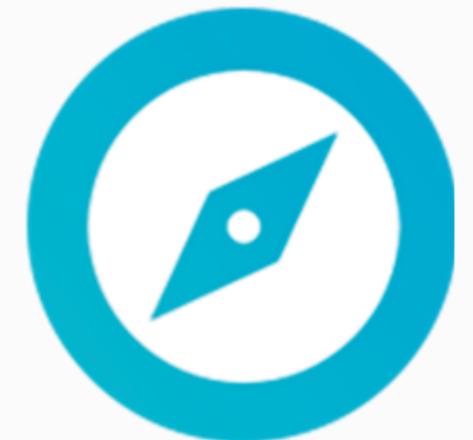
Nutrition &  
Immunity



Movement &  
Vitality



Mindfulness &  
Serenity



Purpose &  
Solidarity

# SLEEP & CREATIVITY



Science says that humans need around 7-8 hours of sleep per night for optimal performance. Furthermore, a good night sleep and creativity have always been connected.

## TYPE OF ACTIVITIES

- Singing bowl healing
- Art therapy & workshops (origami, painting...)
- Workshop & tips to improve sleep
- YIN yoga
- Wim Hof breathing ...



# NUTRITION & IMMUNITY



Healthy & colourful plates are essentials for easy digestion, growth and repair of cells, the immune system, and brain food.



## TYPE OF ACTIVITIES

- Cooking workshop
- Eat Clean talks
- Vegetable gardening
- Herbal tea tasting



# VITALITY & MOVEMENT



The World Health Organization (WHO) defines physical activity as “any bodily movement produced by skeletal muscles that require energy expenditure – includes activities undertaken while working, playing, doing household chores, travelling, and engaging in recreational activities.” Whenever the intensity level is moderate or stronger, physical activity offers plenty of health benefits.

## TYPE OF ACTIVITIES

- Fitness, Functional training, Bootcamp
- Dance class, Glow in the dark Zumba
- Walk, Run, Hike, Bike, Cycle...
- Pool activities, AquaBike, Paddle board



# SERENITY & MINDFULNESS



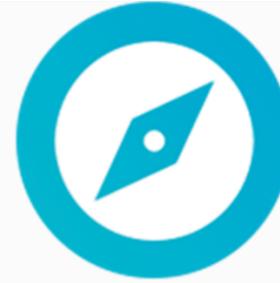
Serenity is the oasis in the middle of "busy-ness". It is the place where we can re-charge and replenish. Serenity is not something you should dream of having; it is yours to cultivate: here and now.

## TYPE OF ACTIVITIES

- Yoga (Hatha, Vinyasa, Aerial...) with live music
- Tai Chi (in bathrobe)
- Massage workshop & online tutorials
- Beauty Bar (masks, eye yoga, make-up...)
- Extreme Bathing (Sauna Aufguss, Banya, Hammam, Temazcal, cold plunge)
- Crystal Bowl Therapy & Sound Healing



# PURPOSE & SOLIDARITY



Some people wake up with a calling, others with an alarm clock!

Your sense of purpose is what sets you apart from others, and connects you with people.

Once you find your path you find others travelling alongside with you...

We call it the World Wellness Network.

## TYPE OF ACTIVITIES

- Tree planting
- Plogging
- Inclusive sports activities



# GRAPHIC ASSETS

## PARTICIPANT



All participating venues receive their official participant's badge, to stand out on their website, social pages and email signature.

## CHAMPION



Venues organizing 3 or more free activities during WWW receive a "Wellness Champion" badge and are featured on [www.wellmap.org](http://www.wellmap.org)

## BACKDROP



[click to access the design](#)

# POSTERS

6th World Wellness Weekend  
16-17-18 SEPT 2022

LIVING Well TOGETHER 🙌🙌

Look for participating venues near you

📍 4,000 LOCATIONS  
🚩 140 COUNTRIES

wellmap.org @worldwellnessweekend  
#worldwellnessweekend #wellnessforall #wellnessbyall

OFFICIAL SPONSORS

flemme BIOLOGIQUE RECHERCHE PARIS Lemi ITALIAN WELLNESS EQUIPMENT TIP TOUCH INTERNATIONAL mindbody VAGHEGGI

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[click to access posters](#)



# SOCIAL MEDIA HANDLES

tag us! #worldwellnessweekend #wellnessforall #wellnessbyall  
#findesemanamundialdelbienestar #wellnesspourtous #wellnesspartous

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## WEBSITES

[website \(click to access\)](#)

[wellmap \(click to access\)](#)

[register your venue here \(click to access\)](#)



## INSTAGRAM

WWW [Instagram](#)  
(click to access)



## FACEBOOK

WWW [Facebook](#)  
(click to access)

[Facebook group](#)  
(click to join)



## YOUTUBE

WWW [YouTube channel](#)  
(click to access)

# LET'S GET IN TOUCH

JEAN-GUY DE GABRIAC

Founder WWW



Jean-Guy created World Wellness Weekend in 2017. Since 2001, Jean-Guy has been consulting hotels, spas, salons, and hot springs around the world to elevate Guest experience and boost Staff engagement with his company Tip Touch International, and trainers.

He spoke at over 50 international conferences, and contributed over 300 articles on spas, professional development, and personal growth.

Jean-Guy serves as Conference producer of the World Spa & Wellness Convention, Judge of the World Spa & Wellness Awards, and Judge of the World Championship Massage.



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