



**2024
Communication Kit**



wellmap.org
160 countries



This document provides the tool kit and graphic assets for venues to communicate efficiently about their participation in the World Wellness Weekend.

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Logo



● 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!



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

2. Arms and legs are in the shape of W, creating a space for the abdomen, as the second brain.

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

[\(download the logo\)](#)

● **Logo**
8th edition of WWW



[\(download the 8th WWW logo\)](#)

● **Logo**
Monochrome



● Logo

Safe zone

Surround the logo with sufficient free space, at a minimum 1x calculated by the height of W.



● Logo

Minimum size

To ensure the greatest legibility of the logo, follow the minimum size specifications (size may depend on screen / print resolution).



40pix - 13mm
Screen - print size

● Logo

Usage / Incorrect Usage

DO NOT
change the
colors



DO NOT
use the
wordmark
without the
silhouette



DO NOT
change
position of
wordmark
and silhouette



DO NOT
distort the
logo



DO NOT
change the
font of
the wordmark



DO NOT
change the
proportions
between the
silhouette and
the wordmark



● Logo

Background

Use lighter or darker colors that make the logo legible.

Avoid colors that may cause the logo to disappear or vibrate.

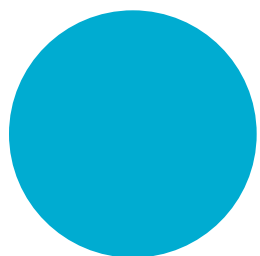


Colours



● Colors

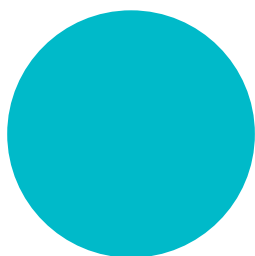
Primary colors



R 0
G 172
B 209

C 100
M 0
Y 17
K 0

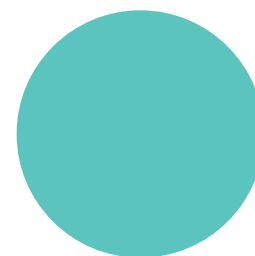
Hex
00acd1



R 0
G 186
B 201

C 60
M 0
Y 30
K 0

Hex
00bac9

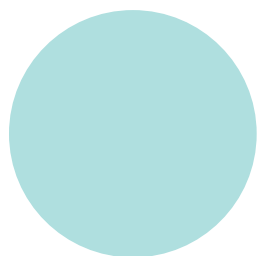


R 91
G 196
B 191

C 30
M 0
Y 13
K 0

Hex
5bc4bf

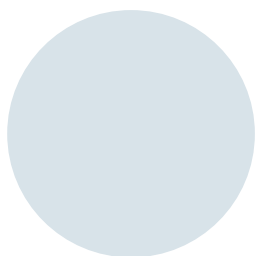
Secondary colors



R 175
G 223
B 223

C 38
M 0
Y 18
K 0

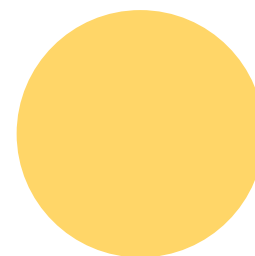
Hex
afd9df



R 216
G 227
B 233

C 14
M 5
Y 5
K 0

Hex
d8e3e9



R 255
G 214
B 104

C 30
M 0
Y 13
K 0

Hex
ffd668

5 Pillars of Wellness



● 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

[\(download the 5 icons\)](#)

● 5 Pillars of Wellness

In this second option, the circle represents the dial of a clock, the circadian rhythm, open for new ideas and new practices.

The bigger brushstrokes indicate the number of the Pillar and suggest the importance of exploring all five pillars.



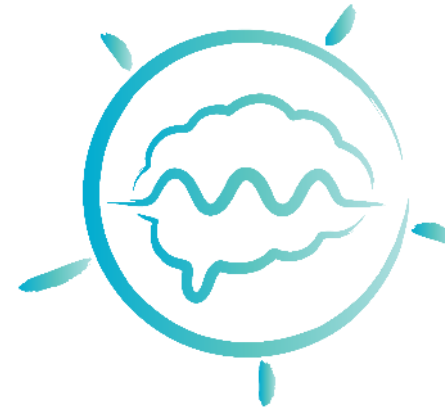
Sleep &
Creativity



Nutrition &
Immunity



Movement
& Vitality



Mindfulness
& Serenity



Purpose
& Solidarity

[\(download the 5 icons with circle\)](#)

● Logo Silhouette for activities

BLUE Branded graphic assets to illustrate the fun & free activities you will organize during World Wellness Weekend.



[\(download the 11 branded activities icons in BLUE\)](#)

● Logo Silhouette for activities

WHITE Branded graphic assets to illustrate the fun & free activities you will organize during World Wellness Weekend.



[\(download the 11 branded activities icons in WHITE\)](#)

Poster



● **Poster**
will be updated
in June 2024



● Poster



Social media



● Social media

Use our graphic elements to celebrate wellness around the year on your social accounts.

These celebrations are reminders for people to be more active, more often with friends and family.

Tag us:

#worldwellnessweekend
#wellnessweekend
#wellnessforall
#wellnessbyall
#wellnessbeyondborders



[\(download 20+ Days of Celebration posts\)](#)

● Social media

Share these square graphic elements to encourage wellness professionals and businesses in your city to participate.

Tag us:

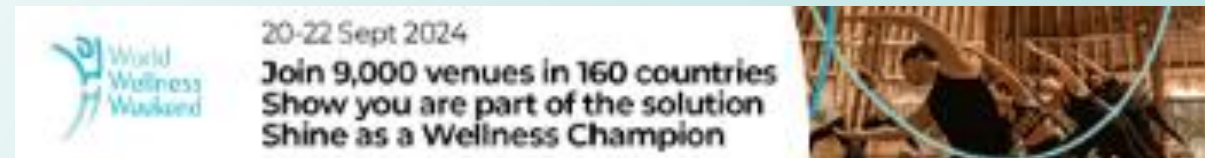
#worldwellnessweekend
#wellnessweekend
#wellnessforall
#wellnessbyall
#wellnessbeyondborders



[\(download the PNG and ANIMATED GIFs\)](#)

● Social media

Share these banners to encourage wellness professionals and businesses in your city to participate.



[\(download the PNG and ANIMATED GIFs\)](#)

● Social media handles

Follow us!

Explore the five pillars of wellness



Sleep
& Creativity



Nutrition
& Immunity



Movement
& Vitality



Mindfulness
& Serenity



Purpose
& Solidarity



Wellness videos

Watch World Wellness WebTV for FREE

Enjoy Yoga, Fitness, Pilates,
Mindfulness, Sound healing...
with experts from around the
world



WEBSITES

world-wellness-weekend.org

Wellmap.org

[Register your venue here](#)



INSTAGRAM

WWW [Instagram](#)



FACEBOOK

WWW [Facebook](#)

[Facebook group](#)



LINKEDIN

WWW [LinkedIn](#)



YOUTUBE

WWW [YouTube](#)



TWITTER / X

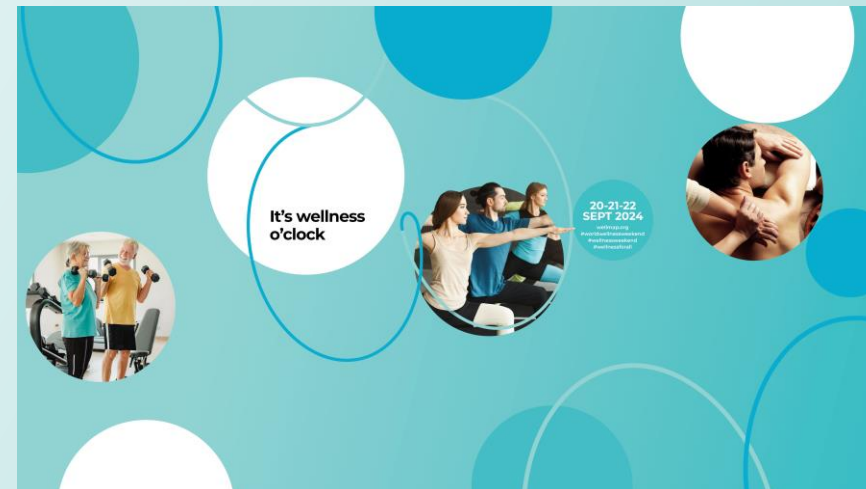
WWW [Twitter / X](#)



TIKTOK

WWW [TikTok](#)

● Social media headers



[\(download the social media headers\)](#)

● Social media

Frame for your profile
photo



[\(download the profile photo frame\)](#)

Fonts





Font

Wordmark font

Sanzibar Pro

58 abcdefghijklmnop 123 AO

76 abcdefghijklmnop 123 AO

98 abcdefghijklmnop 123 AO

[Click here to download font](#)

● Font

Visuals font

Montserrat Regular

39 abcdefghijklmnop 123 AO
51 abcdefghijklmnop 123 AO
66 abcdefghijklmnop 123 AO

Montserrat Medium

39 abcdefghijklmnop 123 AO
51 abcdefghijklmnop 123 AO
66 abcdefghijklmnop 123 AO

Montserrat Bold

39 **abcdefghijklmnopqrstuvwxyz 123 AO**
51 **abcdefghijklmnopqrstuvwxyz 123 AO**
66 **abcdefghijklmnopqrstuvwxyz 123 AO**

Montserrat Black

39 **abcdefghijklmnopqrstuvwxyz 123 AO**
51 **abcdefghijklmnopqrstuvwxyz 123 AO**
66 **abcdefghijklmnopqrstuvwxyz 123 AO**

[Click here to download font](#)

● Font

Presentation font

Century Gothic Regular

39 abcdefghijklmnop 123 AO

51 abcdefghijklmnop 123 AO

66 abcdefghijklmnop 123 AO

Century Gothic Bold

39 abcdefghijklmnop 123 AO

51 abcdefghijklmnop 123 AO

66 abcdefghijklmnop 123 AO

Welfies



● Welfie

“Wellness selfie”

Our "Welfies" are a wellness upgrade to the popular selfies.

Participants use their hands (palms forward) with 2 fingers (not showing nails), arms or legs, to represent 2 Vs connected in a **W**, as an international symbol for **W**ellness.

The 1st V represents the Victory of the mind;
the 2nd V represents the Victory of the body.
When body & mind are connected, you can enjoy Wellness.

It also evokes the Peace sign with Peace within
and Peace in the world.



[Click to download
our welfie emoji](#)



● Welfie

Wellness examples

SOLO



DUO - WELLNESS BUDDIES



GROUPS



[Watch “Welfies around the world” compilations](#)

● Welfie

Not a welfie

In order to have consistency worldwide, palms should be facing, index and major fingers should not show nails.



Promo materials



Kakemono

Examples

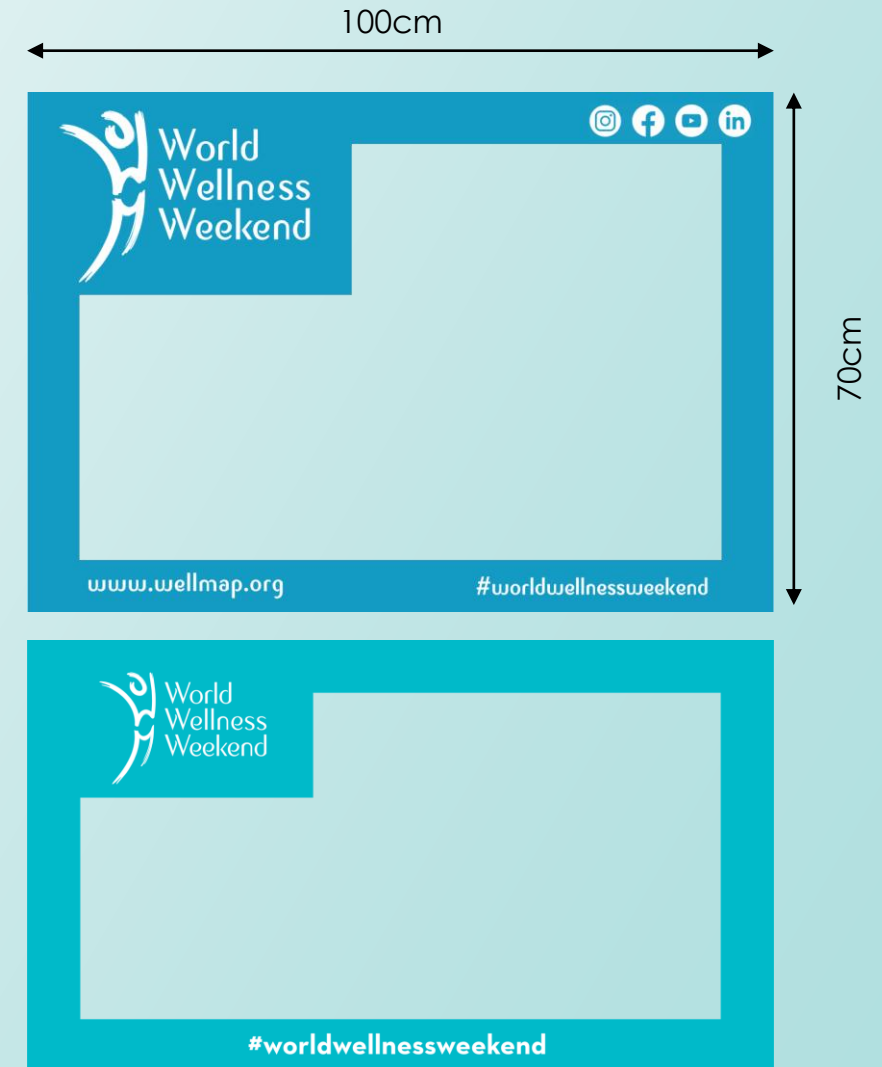


● Backdrop

Example



● Cardboard Frame



[Click here to download the cardboard frame](#)

● Badges

Download
and post your badge
on social media

Tag us:

#worldwellnessweekend

#wellnessweekend

#wellnessforall

#wellnessbyall

#wellnessbeyondborders



[Download the OFFICIAL
PARTICIPANT badge](#)



Venues that organize 3 activities for guests
(indoors, outdoors or online)
receive the CHAMPION badge.

Contact: info@weekend-wellness.com

● Outstanding Badges



Experts & Influencers that organize in person and online sessions about World Wellness Weekend and engage their network can become **OFFICIAL WELLNESS LEADERS**.

Contact: info@weekend-wellness.com



Venues that truly promote a culture of Wellness by organizing fun & free activities for **guests AND staff AND local community** can receive the **OFFICIAL WELLNESS HERO** badge.

Contact: info@weekend-wellness.com

Promo materials | Communication kit

Heartfelt gratitude to our sponsors

Support World Wellness Weekend

Reach Wellness Enthusiasts & Weekenders

Engage Wellness Professionals

Get optimal exposure

[See our Sponsors page](#)

Contact: **info@weekend-wellness.com**

fiemme



**BIOLOGIQUE
RECHERCHE**
PARIS



Lemi
ITALIAN WELLNESS EQUIPMENT



**ANTIGUA
AND BARBUDA**
The beach is just the beginning...



MATRIX



milanosoftware



bbspa



bija^B



**TIP TOUCH
INTERNATIONAL**
AUDIT CONSULTING TRAINING



VAGHEGGI



SINLIMITES



It's wellness o'clock!

Let's make hearts beat faster!

Let's show how essential wellness is
for a strong, healthy and
happy community!

info@weekend-wellness.com

