



**2024  
Communication Kit**



[wellmap.org](https://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**  
8<sup>th</sup> 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.



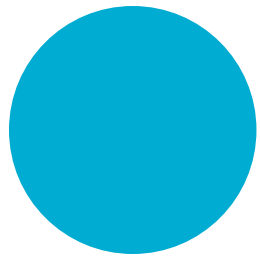
# Colours





# ● Colors

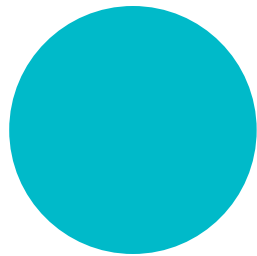
## Primary colors



**R** 0  
**G** 172  
**B** 209

**C** 100  
**M** 0  
**Y** 17  
**K** 0

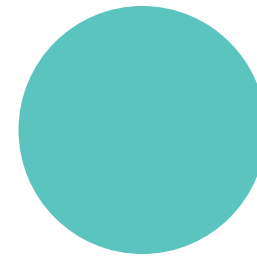
**Hex**  
00acd1



**R** 0  
**G** 186  
**B** 201

**C** 60  
**M** 0  
**Y** 30  
**K** 0

**Hex**  
00bac9

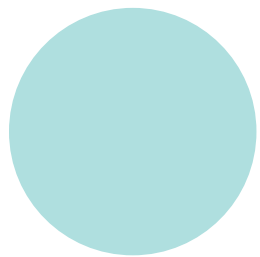


**R** 91  
**G** 196  
**B** 191

**C** 30  
**M** 0  
**Y** 13  
**K** 0

**Hex**  
5bc4bf

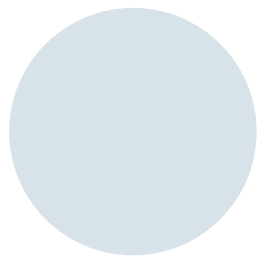
## Secondary colors



**R** 175  
**G** 223  
**B** 223

**C** 38  
**M** 0  
**Y** 18  
**K** 0

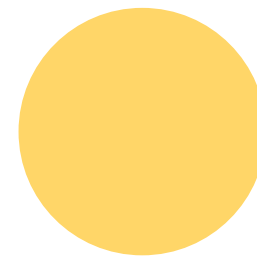
**Hex**  
afd9df



**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









A photograph of a bus stop shelter with two posters for the World Wellness Weekend. The posters feature a yoga pose, a QR code, and text about the event. The background shows a city street with cars and buildings.



# 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**

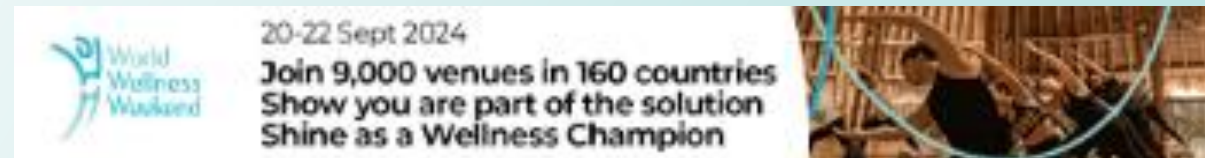


[\(download the PNG and ANIMATED GIFs\)](#)



## ● 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](http://world-wellness-weekend.org)

[Wellmap.org](http://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 2<sup>nd</sup> 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



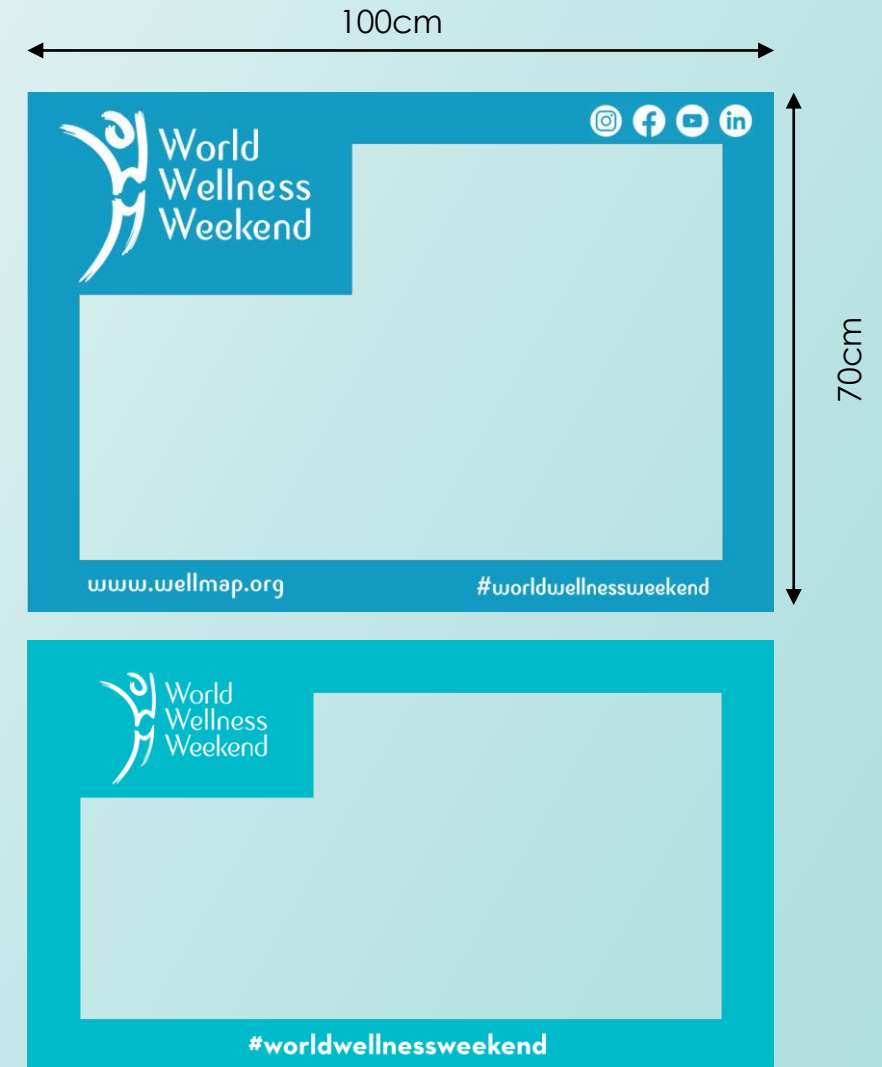


## ● Backdrop

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 free activities for guests  
(indoors, outdoors or online)  
receive the CHAMPION badge.

Contact: [info@weekend-wellness.com](mailto: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](mailto: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](mailto: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](mailto:info@weekend-wellness.com)**



# 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](mailto:info@weekend-wellness.com)

