



**2026
Communication Kit**



wellmap.org
190 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**
10th edition



[\(download the 10th WWW logo\)](#)

● **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.

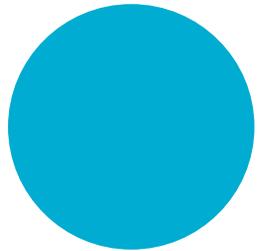


Colours



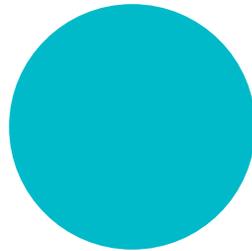
● Colors

Primary colors



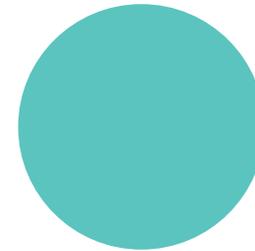
R 0 **C** 100
G 172 **M** 0
B 209 **Y** 17
 K 0

Hex
00acd1



R 0 **C** 60
G 186 **M** 0
B 201 **Y** 30
 K 0

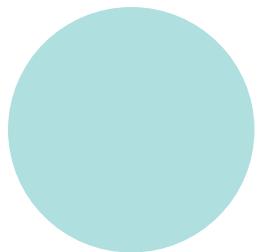
Hex
00bac9



R 91 **C** 30
G 196 **M** 0
B 191 **Y** 13
 K 0

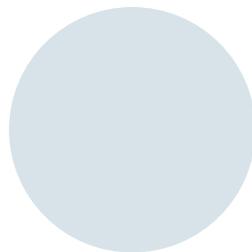
Hex
5bc4bf

Secondary colors



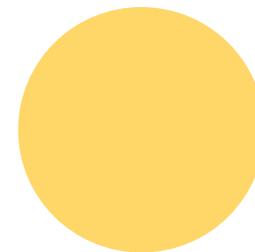
R 175 **C** 38
G 223 **M** 0
B 223 **Y** 18
 K 0

Hex
afd6df



R 216 **C** 14
G 227 **M** 5
B 233 **Y** 5
 K 0

Hex
d8e3e9



R 255 **C** 30
G 214 **M** 0
B 104 **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.



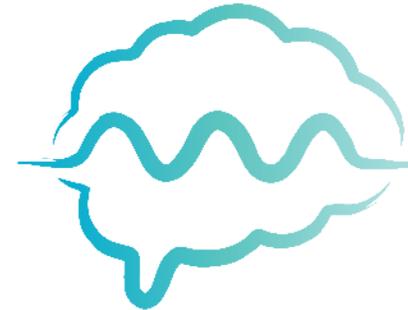
Sleep
& Creativity



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.



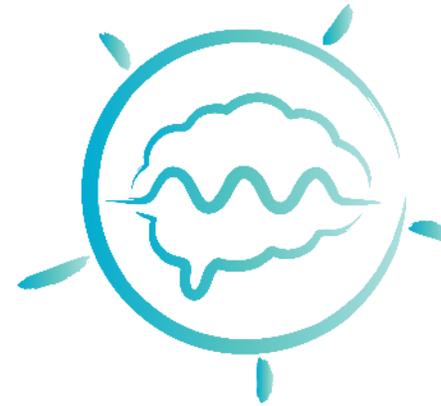
Sleep &
Creativity



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 2026



wellmap.org
@worldwellnessweekend
#worldwellnessweekend
#wellnessforall
#wellfluencer



UNITE FOR WELLNESS

19-20-21
September 2025

Find activities near you

10.000
VENUES

190
COUNTRIES



● Poster



Social media



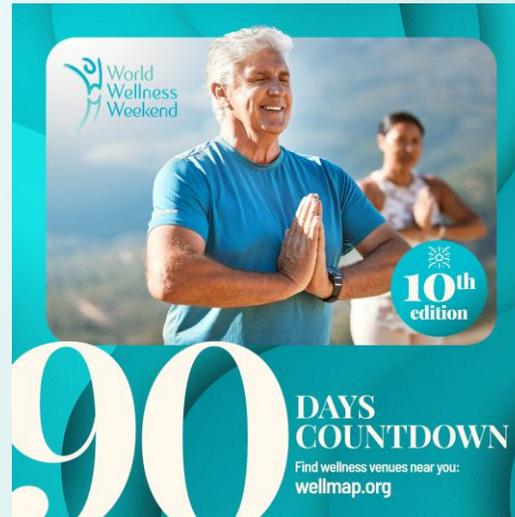
● Social media

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
#wellnessbeyondborders



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

● 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](#)

● Social media headers



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

● Social media

Frame for your profile photo



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

Fonts



WorldWellnessWeekend

SIX SENSES
LIFE WELLNESS RESORT

● 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 **abcdefghijklmnop 123 AO**

51 **abcdefghijklmnop 123 AO**

66 **abcdefghijklmnop 123 AO**

Montserrat Black

39 **abcdefghijklmnop 123 AO**

51 **abcdefghijklmnop 123 AO**

66 **abcdefghijklmnop 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

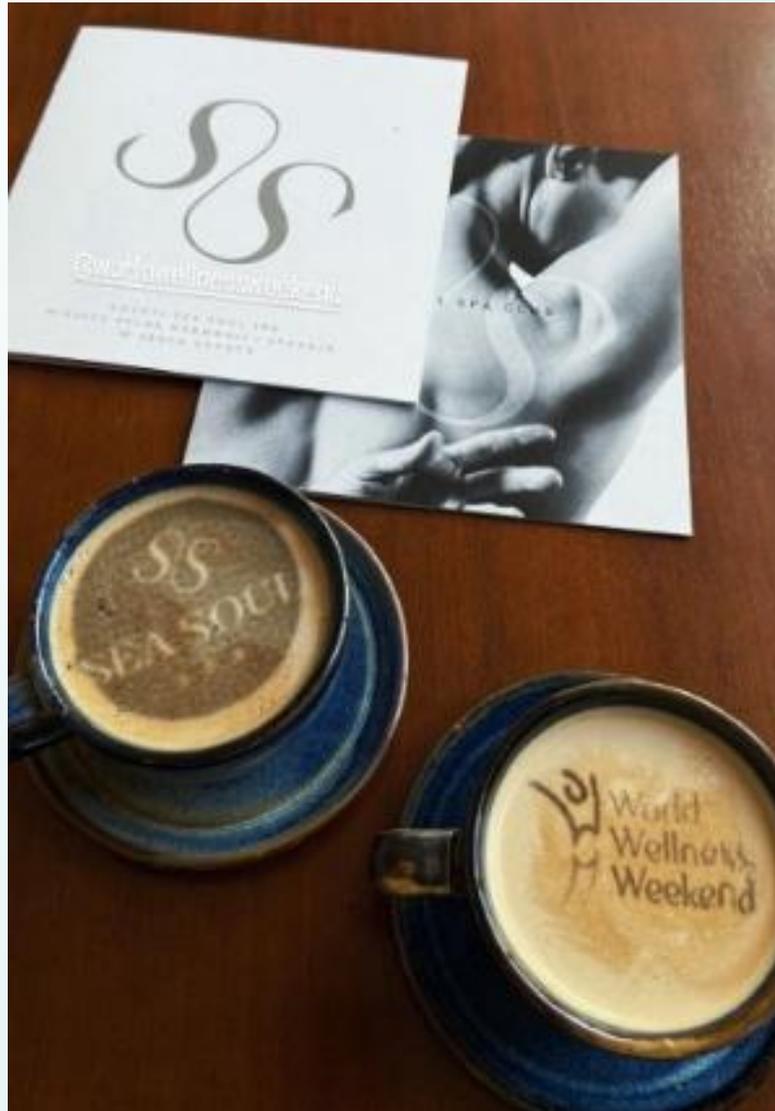


[Click here to download the cardboard frame](#)

● Logo on Coffee

Example

[Sea Soul Spa](#)
[Sheraton Sopot - POLAND](#)



● Participation Badge

Download
and post your badge
on social media

Tag us:

#worldwellnessweekend

#wellnessweekend

#wellnessforall

#wellnessbeyondborders



[Download the OFFICIAL PARTICIPANT badge](#)

- **Outstanding Badges**



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

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

Special thanks to our Sponsors



Save the date
18, 19, 20 SEPTEMBER 2026

Lemi
ITALIAN WELLNESS EQUIPMENT

MATRIX



agilysys



bbspar

STARPOOL
wellness concept

TIP TOUCH
INTERNATIONAL
AUDIT CONSULTING TRAINING

VAGHEGGI



Jean-Guy de Gabriac

Founder World Wellness Weekend
jean-guy@weekend-wellness.com

- # #worldwellnessweekend #wellnessweekend #wellnessforall
- [world_wellness_weekend](#)
- [world_wellness_weekend](#)
- [World Wellness Weekend](#)
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